



Digital Toolkit

Social Media Style Guideline

Content

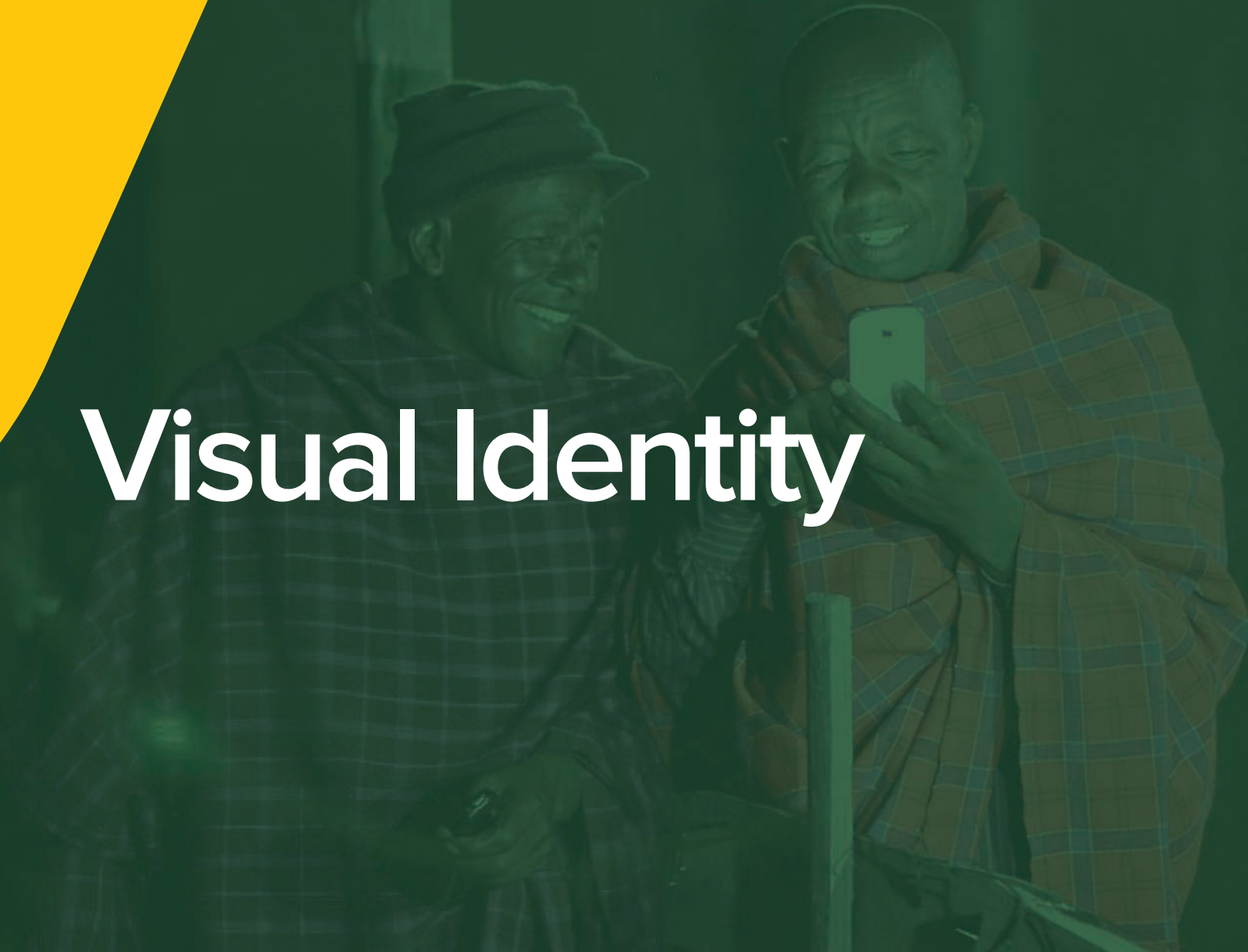
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About Us

The Kenya Off-Grid Solar Access Project (KOSAP) is a flagship project of the Ministry of Energy, financed by the World Bank aimed at providing access to modern energy to underserved counties. The project is critical in achieving the Governments of Kenya's goal of ensuring that every part of the country has access to energy, which is a critical factor in reducing poverty.

01

Visual Identity



► TOOLKIT OVERVIEW

Logo



Typography

Proxima Nova
Arial

Main colours

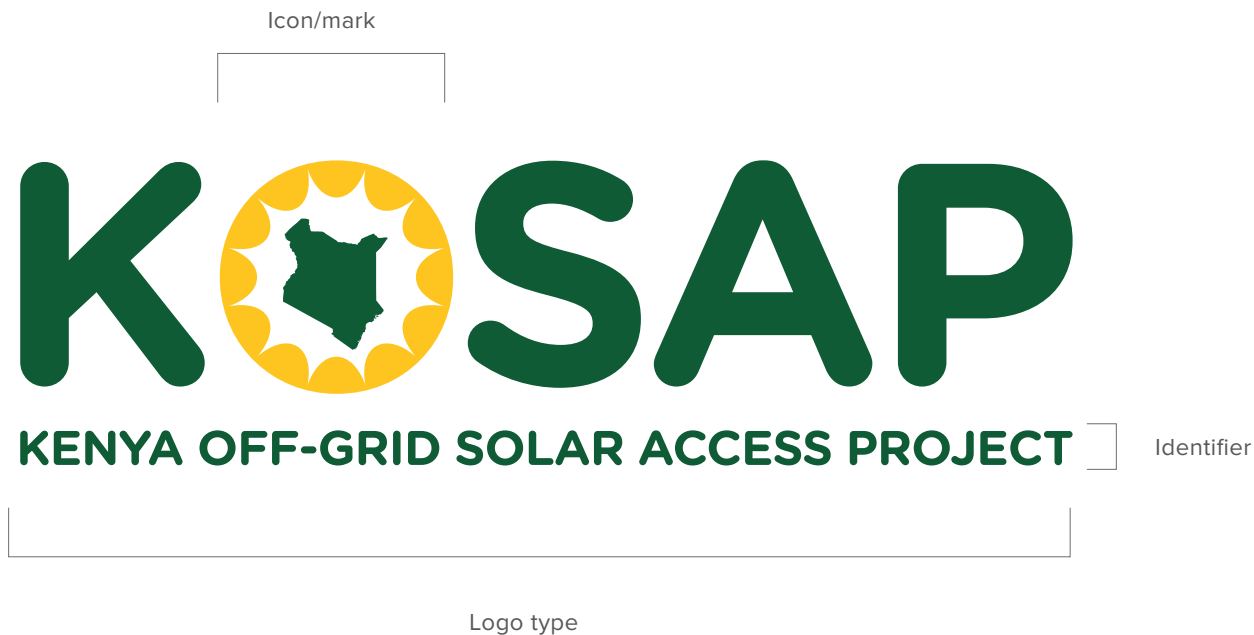


Photography



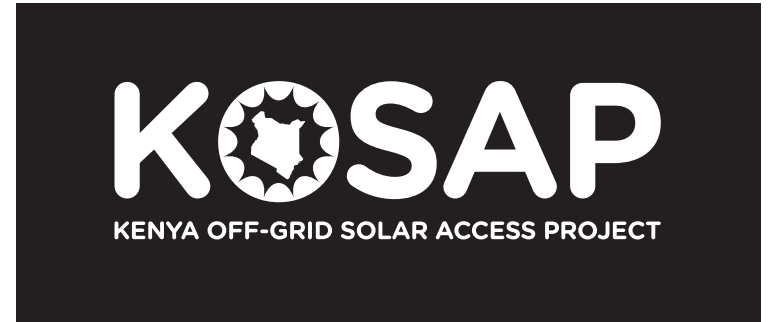
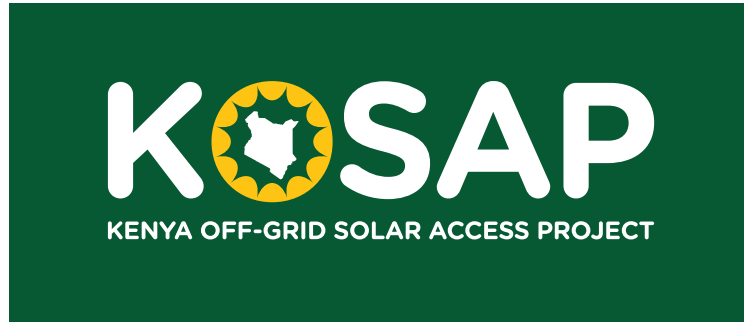
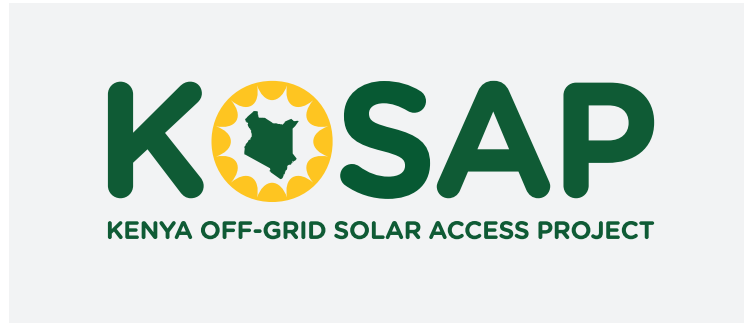
► OUR LOGO

Our identity is not just a logo. It is a design scheme composed of a number of core elements that come together to create a distinctive look and feel that makes the KOSAP instantly recognisable. The colours green and yellow are combined to create a distinguishing feature for our identity. Green represents renewable energy from solar to clean cooking while yellow connotes the sun from which we harness our energy. The following pages guide you through the core elements. They will assist you in designing and producing compelling communications with a high degree of creative flexibility.



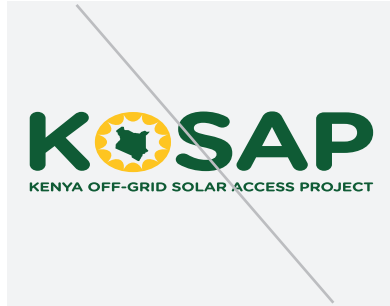
► LOGO VARIANTS

Our logo is available in four different colour variants. The full colour logos should be used whenever possible. The positive colour logos can be used on coloured and image backgrounds, but please make sure that legibility is clear. If the logo does not provide sufficient standout then use the white variant. The black version should only be used if you are printing in black and white.

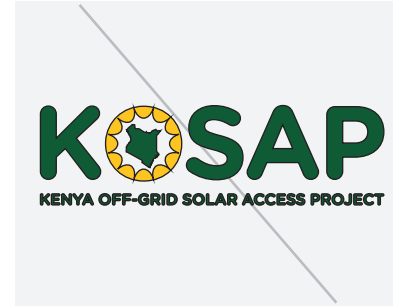


► LOGO DON'TS

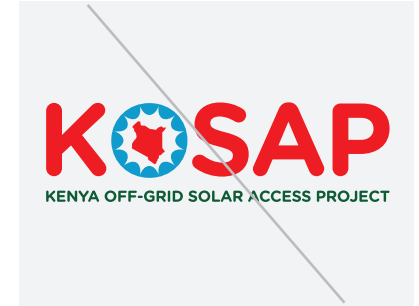
Always use the logo artwork available, which shouldn't be altered or adapted. The mark can also be placed upon a photograph, if the background colour can support the device with clarity. The mark should never be altered in appearance may it be in format or colour. This includes not using gradients or tints, stretching, rotating or moving the petal symbol.



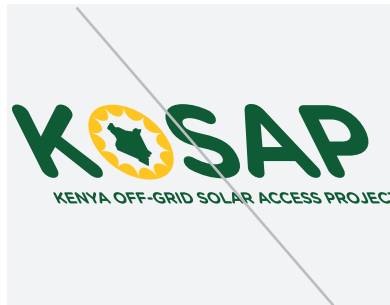
Don't distort the logo



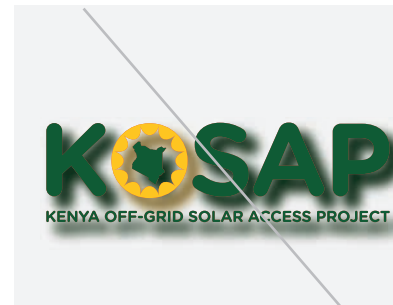
Don't outline the logo



Don't mix colors on the logo



Don't angle the logo



Don't place effects on the logo



Don't place in noisy background

► COLOUR PALETTE

Primary colours

Dark Green is the KOSAP primary colour and is the dominant colour across all brand collateral. Yellow is used for headings, body text, backgrounds and in tables, charts and diagrams. The 2 colours represent the essence of KOSAP style concept.

Neutrals

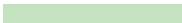
2 colours to supplement

Accent shades

2 colours to add variety

Neutrals

2 colours to supplement

PRIMARY COLORS		SECONDARY COLORS		ACCENT SHADES		NEUTRALS
						
C89 M34 Y91 K40	C0 M22 Y100 K0	C100 M80 Y25 K20	C50 M20 Y68 K0	C24 M0 Y30 K0	C3 M0 Y55 K0	C0 M0 Y0 K70
RGB 8 / 73 / 39	RGB 255 /200 / 11	RGB 41 / 62 / 107	RGB 122 / 156 / 97	RGB 197 / 227 /192	RGB 252 / 243 / 144	RGB 90 / 91 / 94
PANTONE 7483C	PANTONE 123C	PANTONE 534C	PANTONE 7494C	PANTONE 7485C	PANTONE 602C	PANTONE 424C
WEB #084927	WEB #00469A	WEB #102F5E	WEB #7A9C61	WEB #C5E3C0	WEB #FCF390	WEB #5A5B5E
						

► TYPOGRAPHY

The primary KOSAP typefaces are Proxima Nova Bold for headlines, Proxima Nova Semi Bold for sub heads, Regular for body text and Heavy to highlight certain information such as in pull quotes. These fonts have been chosen for their modern appearance and high legibility at all sizes. The weights shown are the most commonly used, they are available in light, regular and bold weights along with italics.

Web and on-screen applications

For internal applications such as PowerPoint (Microsoft Suite) the system font Trebuchet MS is used in place of Proxima Nova. Trebuchet MS is a system font installed on most PCs and Macs. It is highly legible on-screen and retains good legibility at small sizes. The weights shown are the most commonly used, they are available in regular and bold weights along with italics.

Proxima Nova
Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Trebuchet MS Bold
Header

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

Trebuchet MS Regular
Body

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789£\$?!

CORPORATE FONTS

WEB / SYSTEM FONTS

► IMAGERY

Choose or take pictures that show real life. **'In the moment'** photographs are true to life as it happens. They feel natural and spontaneous, not artificial. The person or people featured should not pose, smile at, or look directly into the camera. The imagery should catch the subject in mid-movement, not static.

Importantly, **imagery showing product usage should be people focused** in order to convey the transformative impact the products bring about, in realistic settings that the target communities can relate to and aspire for.

Avoid white backgrounds, people with their backs to the camera. Whenever possible, photos should be cropped in close to the subject for drama.

The images should be colour-corrected to tie back to brand while appearing as natural as possible at the same time. Image size can vary from 1920 to 1080 pixels.



02

Brand Voice & Tone



► OUR VOICE

A brand voice is the purposeful and consistent tone of your communications and writing style. Our brand voice is:

KOSAP Toolkit		
REAL	HONEST	OPTIMISTIC
We use everyday language, are conversational and avoid cliches. Our message is approachable and human.	We instill trust and avoid overpromising.	We take every opportunity to practical solutions. We describe the future in an, energetic and inspiring tone with an air of possibility.

OVERALL BEST PRACTISE

CONSISTENCY	INTERACTIONS	SOCIAL LISTENING	AVOID CONTROVERSY
Provide credible & consistent social media updates and information. Recommended Post Rate: Facebook: 3-4 Weekly Twitter: 3-4 weekly LinkedIn: Weekly update	• Interact with the audience that is interacting with you. • Respond to questions/comments in a timely manner. • Retweet positive or applicable content.	Go deeper into the social conversations going on around your brand or the overall tone of trending topics. This helps: • Understanding your audience • Building data-driven digital strategy.	The following will help you steer clear of negative situations. • Stay up-to-date on current controversial topics and make sure the content posted stays clear of them. • Do not interact with people looking to start a fight over social media, most likely your brand will suffer the consequences • Ensure you are confident of sources for reposted content



Strengths Of Social Media Platforms



Facebook is an all-encompassing, easy to use platform that remains to be the most widely used across all channels. It's used to share photos, videos, general updates with followers. A very important platform for marketers overall. One of its strengths is advertising as it allows a greater range of options to reach your audience with an impactful message. Almost 30% of Facebook users are aged between 25-34.



Twitter comes in a close second as the most widely used social platform. It provides fast-paced, "in the moment" messaging that can be great for engaging with your audience, customer service and **raising brand awareness**. The use of #hashtags makes Twitter an effective real-time search engine to monitor conversations surrounding your brand and your competition. 40% of adults using Twitter are aged between 18-29



Instagram is a free, online photo-sharing (with caption) application and social network platform. Although weak in the website traffic department (without creating an ad), it outperforms all other platforms in engagement rates. This enables your brand to **build a loyal following much more organically** compared to Twitter or Facebook. 30% of Instagrammers are aged between 25 – 34.y .



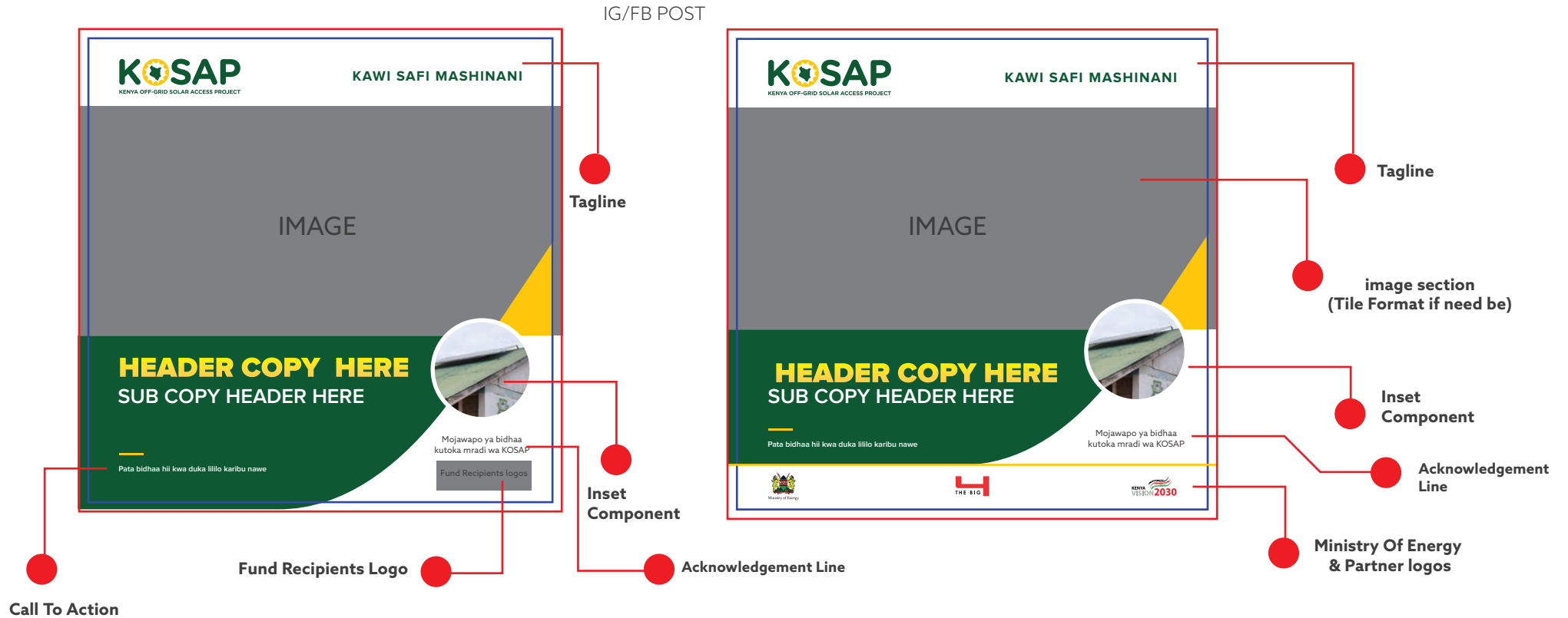
LinkedIn. Although similar to Facebook, it serves a different function. It has content specific to professional development and relationships. LinkedIn **is a useful platform for building professional relationships and recruitment of employees**.

03

POST FORMATTING STYLE



► SOCIAL MEDIA



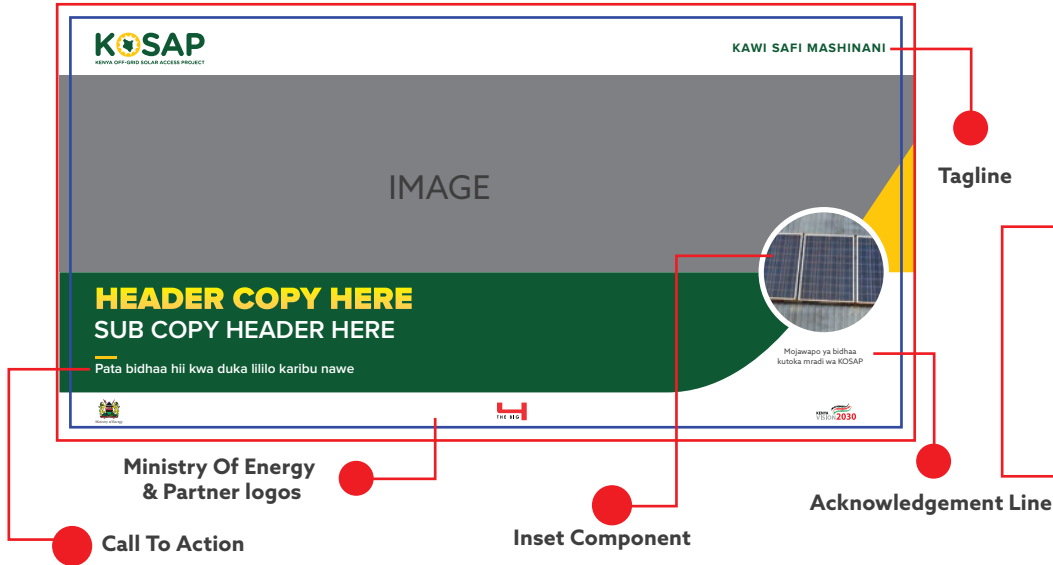
All recipients under the Kenya Off-Grid Solar Access Project (KOSAP) are encouraged to acknowledge this support in their digital communications platforms. The acknowledgement will be in form of using KOSAP logo and having a key message associates the product supported under the Project.

Solar Products : This product is part of the Kenya Off-Grid Solar Access Project (KOSAP) - (ENG) (Mojawapo ya bidhaa kutoka KOSAP) - (SWA)

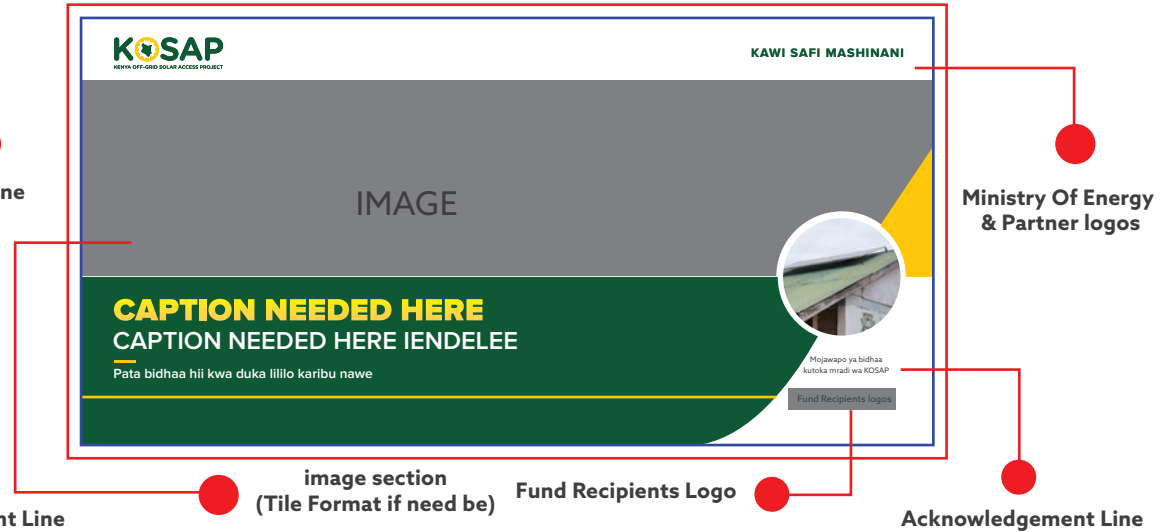
Cook Stoves: This product is part of the Kenya Off-Grid Solar Access Project (KOSAP) - (ENG) (Mojawapo ya bidhaa kutoka KOSAP)- (SWA)

► SOCIAL MEDIA

LINKEDIN POST



TWITTER POST



All recipients under the Kenya Off-Grid Solar Access Project (KOSAP) are encouraged to acknowledge this support in their digital communications platforms. The acknowledgement will be in form of using KOSAP logo and having a key message associates the product supported under the Project.

Solar Products : This product is part of the Kenya Off-Grid Solar Access Project (KOSAP) - (ENG) (Mojawapo ya bidhaa kutoka KOSAP) - (SWA)

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► **INSTAGRAM/FACEBOOK POST**

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI



**SOLAR ENERGY HELPS
FAMILIES STUDY AND WORK
AT NIGHT**



Mojawapo ya bidhaa
kutoka mradi wa KOSAP

Pata bidhaa hii kwa duka lillo karibu nawe



KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI

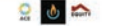


**CLEAN COOKING
SOLUTIONS FOR BETTER HEALTH**



Mojawapo ya bidhaa
kutoka mradi wa KOSAP

Pata bidhaa hii kwa duka lillo karibu nawe



KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI



**OUR COMMUNITY
ENJOYS
CLEAN ENERGY**

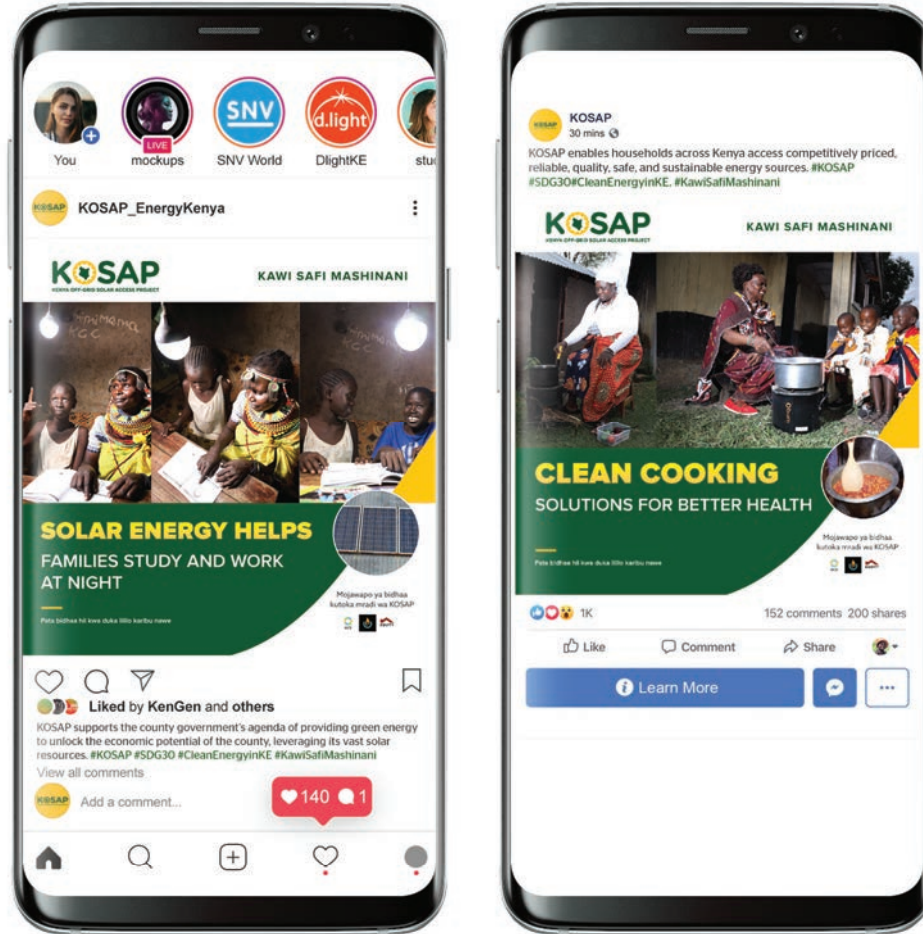


Mojawapo ya bidhaa
kutoka mradi wa KOSAP

Pata bidhaa hii kwa duka lillo karibu nawe



► **INSTAGRAM / FACEBOOK MOCKUP**



► LINKEDIN/TWITTER POST

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI



SOLAR ENERGY HELPS
FAMILIES STUDY AND WORK AT NIGHT

Pata bidhaa hii kwa duka lililo karibu nawe

Mojawapo ya bidhaa kutoka mradi wa KOSAP

ACE EQUITY

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI



SOLAR ENERGY IS
A CLEAN AND HEALTHY LIGHTING SOURCE

Pata bidhaa hii kwa duka lililo karibu nawe

Mojawapo ya bidhaa kutoka mradi wa KOSAP

ACE EQUITY

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI



CLEAN COOKING
SOLUTIONS FOR BETTER HEALTH

Pata bidhaa hii kwa duka lililo karibu nawe

Mojawapo ya bidhaa kutoka mradi wa KOSAP

ACE EQUITY

KOSAP
KENYA OFF-GRID SOLAR ACCESS PROJECT

KAWI SAFI MASHINANI

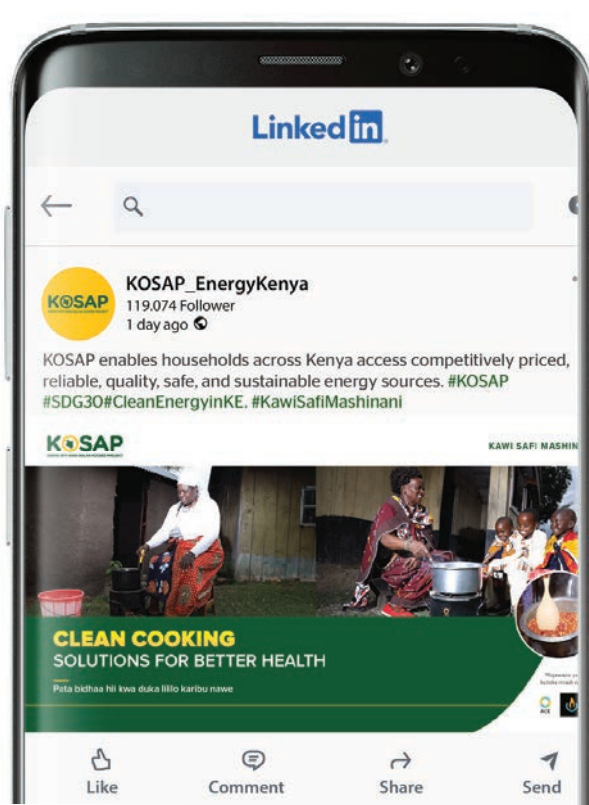


SOLAR ENERGY HELPS
FAMILIES STUDY AND WORK AT NIGHT

Pata bidhaa hii kwa duka lililo karibu nawe

Mojawapo ya bidhaa kutoka mradi wa KOSAP

ACE EQUITY





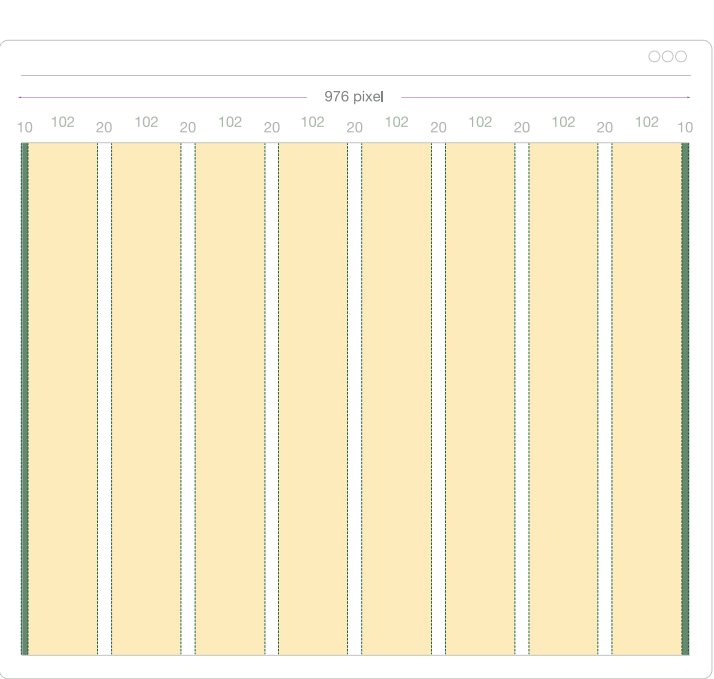
04

GRID & WEBSITE SYSTEM

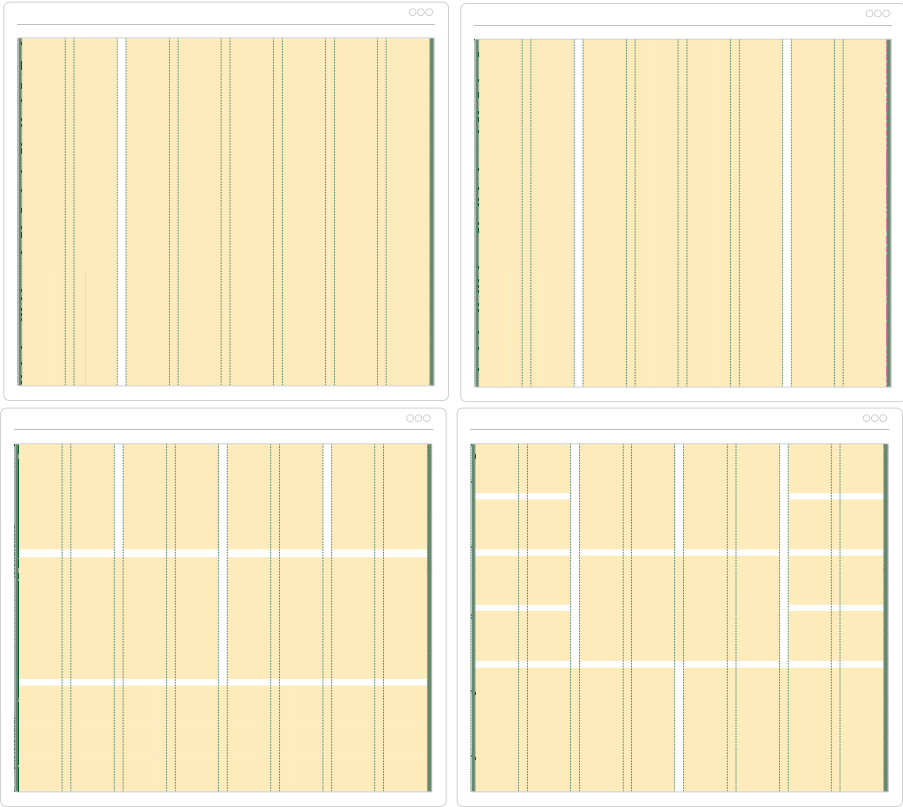
► GRID SYSTEM

Page templates are preferably built using a 976px grid. This universal grid allows us to create flexible arrangements and convenient clear space around any content. Breaking the grid should be justified. Our grid is 102px-based, 8-column system. The left and right gutters are 10px

Using grids help to structure the page visually and are quite practical for developers who build templates and stylesheets. Columns can be further divided. The grid allows for a huge range of experimental layouts and templates. .



Grid system Layout 976px

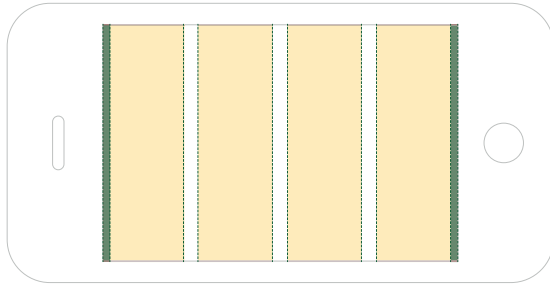


Layout examples

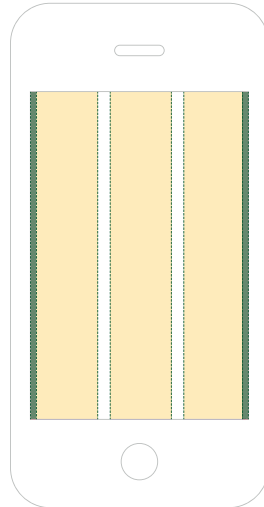
► GRID SYSTEM

Mobile grid system

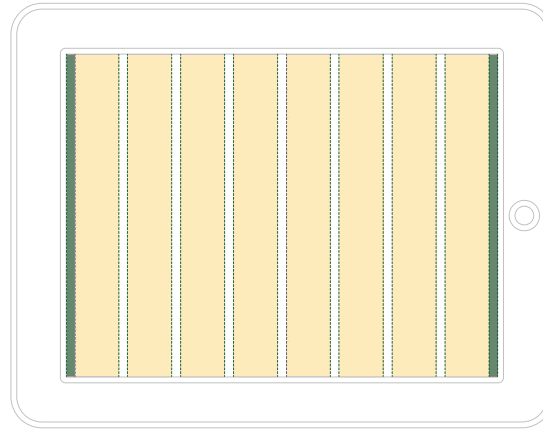
Responsive Web design is the approach that suggests that design and development should respond to the user's behavior and environment based on **screen size**, **platform** and **orientation**. The practice consists of a mix of flexible grids and layouts, images and an intelligent use of CSS media queries.



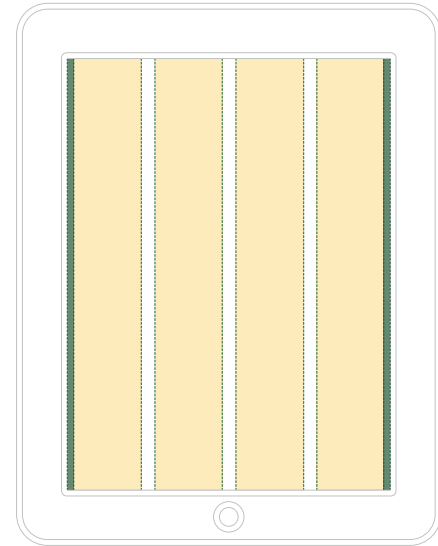
4 column layout
Horizontal grid template



3 column layout
Vertical grid template



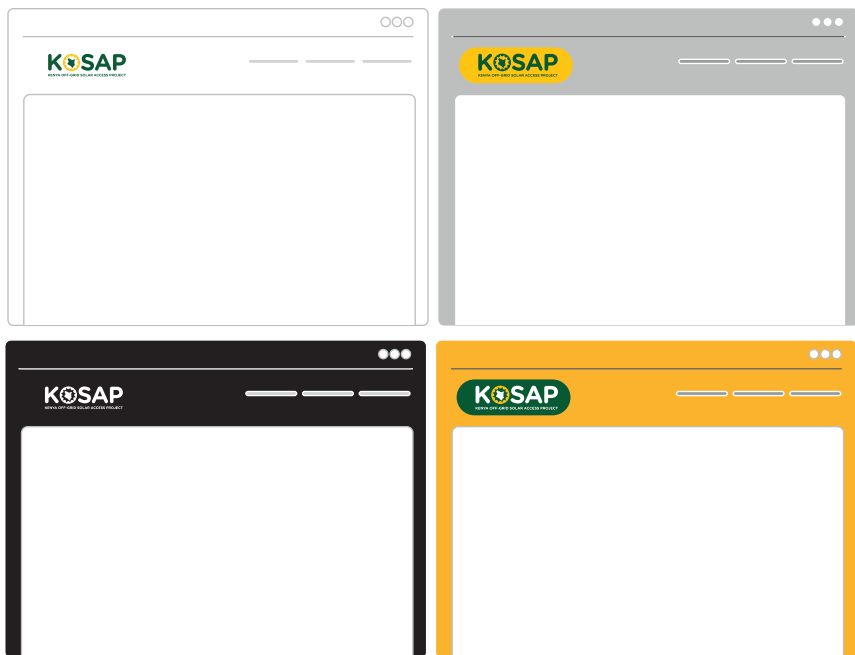
8 column layout
Horizontal grid template



4 column layout
Vertical grid template

► WEBSITE LOGO PLACEMENT

The KOSAP logos can be used on coloured and image backgrounds, but please make sure that legibility is clear be used in social media or mobile



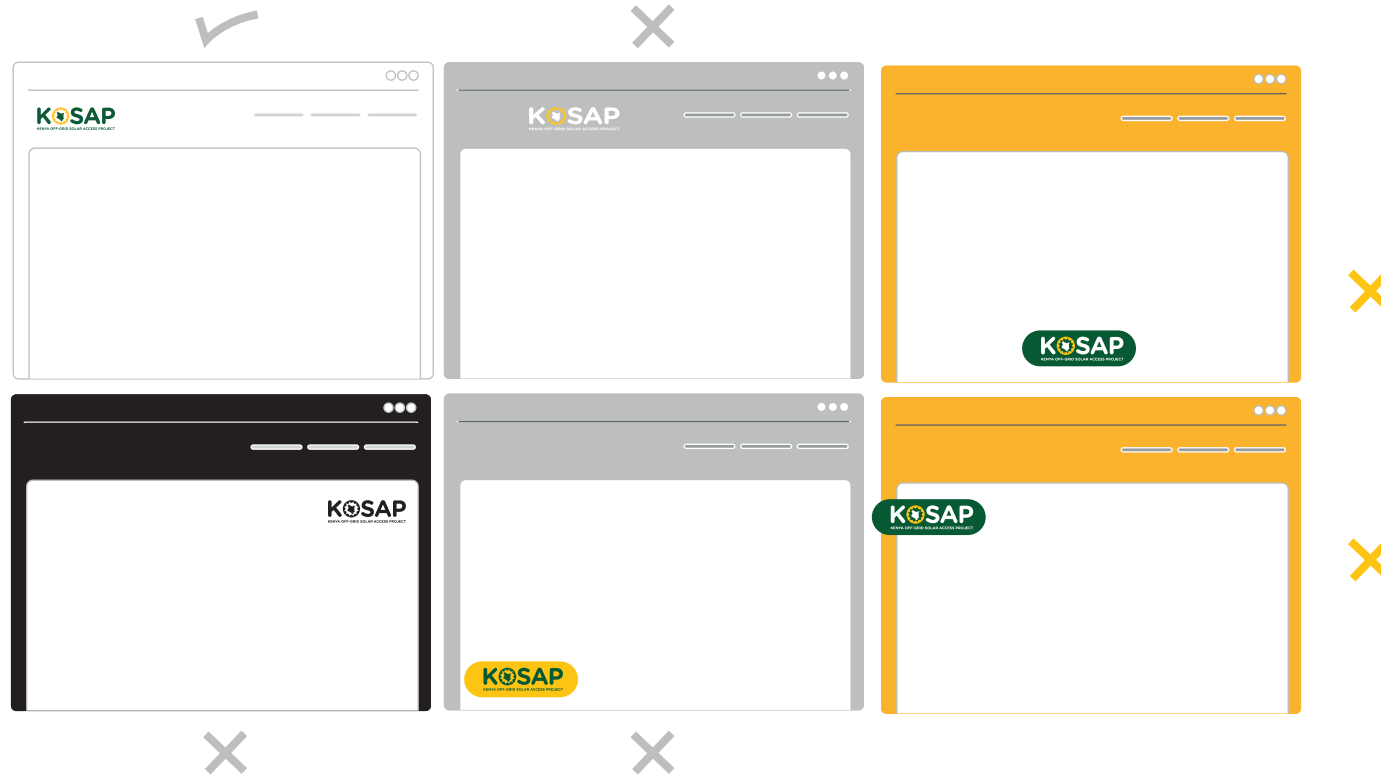
Example of the KOSAP logo on a website.



Example of the KOSAP logo usage on a mobile platforms

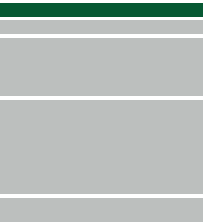
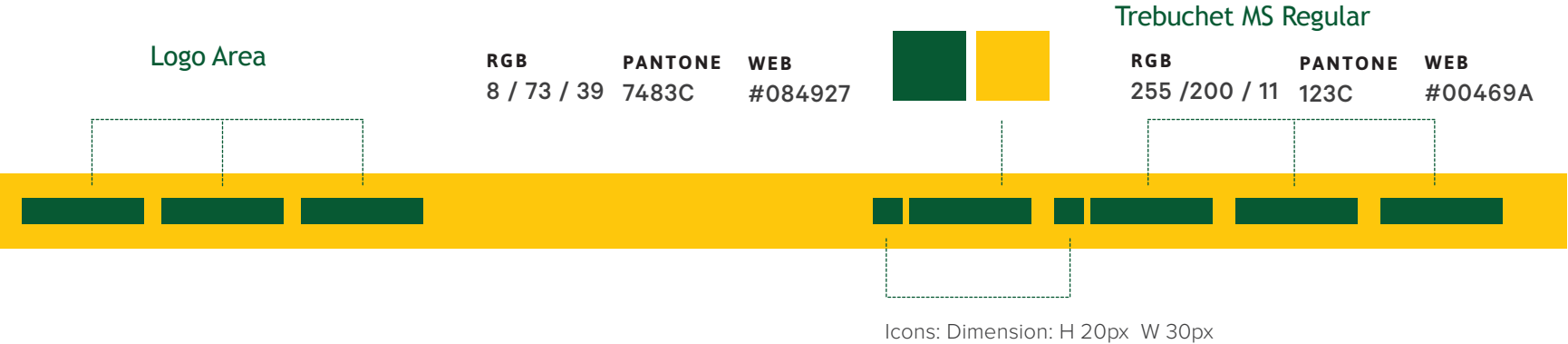
► WEBSITE LOGO PLACEMENT

Always follow the logo placement and display standards presented in the KOSAP Brand Guidelines. The examples on this page illustrate some of the acceptable and unacceptable uses of the KOSAP logo

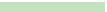


► WEBSITE HEADER

A universal Website header strip which is easy to navigate and stands out with our vibrant KOSAP colours

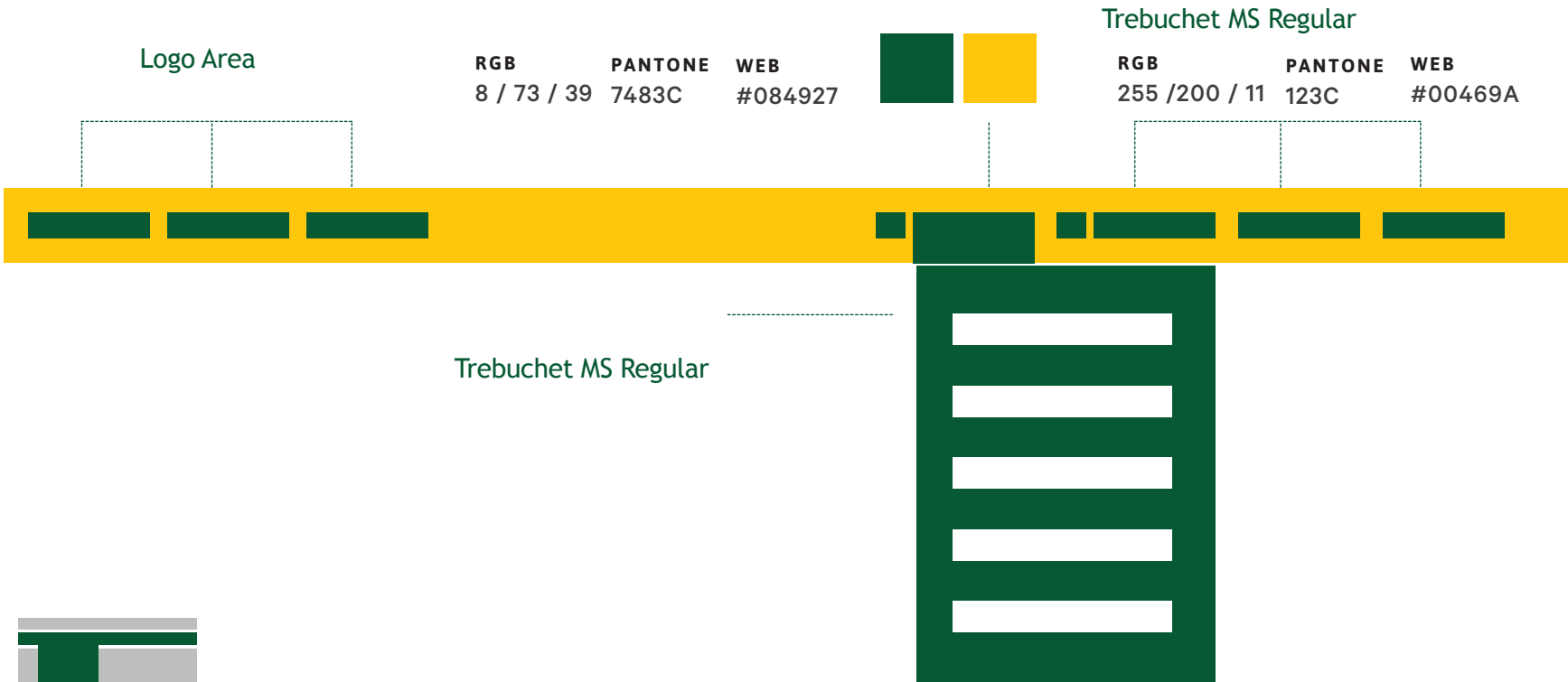


Global masthead

PRIMARY COLORS		SECONDARY COLORS		ACCENT SHADES		NEUTRALS
						
C89 M34 Y91 K40	C0 M22 Y100 K0	C100 M80 Y25 K20	C50 M20 Y68 K0	C24 M0 Y30 K0	C3 M0 Y55 K0	C0 M0 Y0 K70
RGB 8 / 73 / 39	RGB 255 / 200 / 11	RGB 41 / 62 / 107	RGB 122 / 156 / 97	RGB 197 / 227 / 192	RGB 252 / 243 / 144	RGB 90 / 91 / 94
PANTONE 7483C	PANTONE 123C	PANTONE 534C	PANTONE 7494C	PANTONE 7485C	PANTONE 602C	PANTONE 424C
WEB #084927	WEB #00469A	WEB #102F5E	WEB #7A9C61	WEB #C5E3C0	WEB #FCF390	WEB #5A5B5E
						

► WEBSITE DROP DOWN MENU

Dropdown menu is a hybrid device. It allows us to use text and image based navigation elements if necessary and if the content requires it. The menu content could be text only . The dropdown dimension is dynamic and expandable; however the content defines its height.



► WEB WIDGET

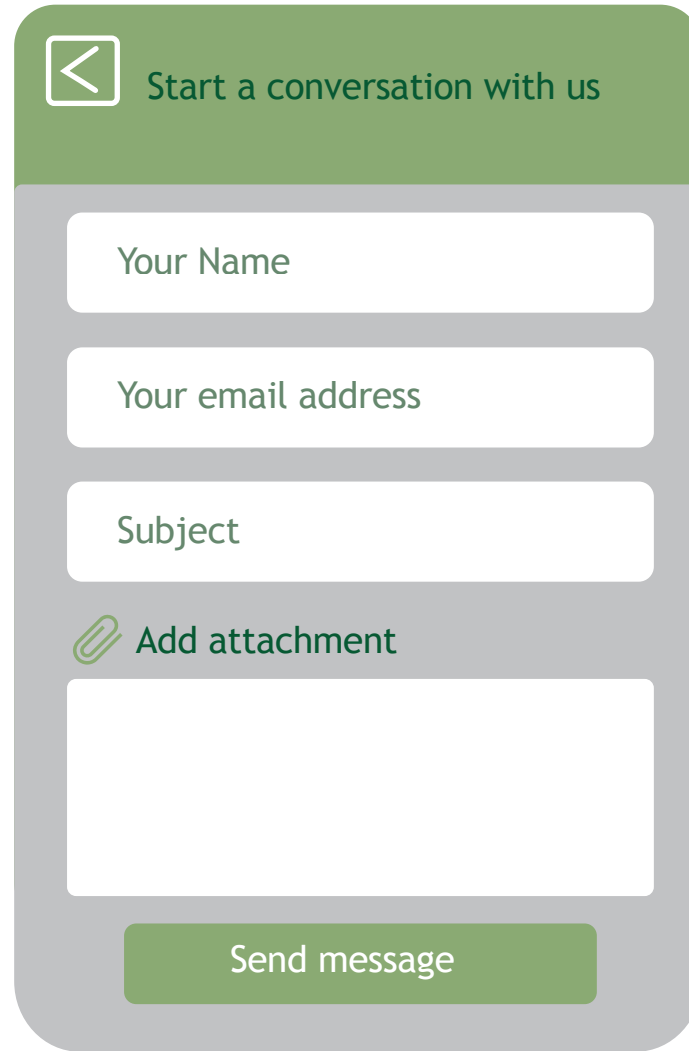
Web widget is a component that can be added to a website or application as a stand-alone feature.

It eliminates any friction preventing customers from getting in touch with you

No need to scour your web page for a contact form. No need to compose a new email. They click one button and they're done.

Dimension

The dimension of the spotlight is fluid. It automatically adjusts depending on the resolution of your screen.



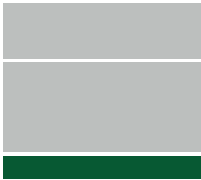
The widget is a vertical rectangle with rounded corners. The top section is a solid green bar. Inside this bar, on the left, is a white square containing a white left-pointing chevron icon. To the right of this icon, the text "Start a conversation with us" is written in a white sans-serif font. Below the green bar is a light grey area. This area contains four white rounded rectangular input fields stacked vertically. The first field contains the placeholder text "Your Name". The second field contains "Your email address". The third field contains "Subject". Below the third field is a green paperclip icon followed by the text "Add attachment" in a green sans-serif font. Below this is a fourth, larger white rounded rectangular area for attachments. At the bottom of the grey area is a solid green rounded rectangular button with the text "Send message" in white sans-serif font.

► **WEBSITE FOOTER**

Our footer should be an expandable to see more content.



RGB	PANTONE	WEB
255 / 200 / 11	123C	#00469A



Footer

► WEBSITE CALL TO ACTION

How a call to action is displayed, what colour does it use, what font does it have, what its minimum size, its website framework, all these questions need to be answered when designing a button

Trebuchet MS Regular

RGB

255 / 200 / 11

PANTONE

123C

WEB

#00469A

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

Lorem Ipsum

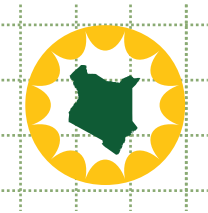
Lorem Ipsum

Lorem Ipsum

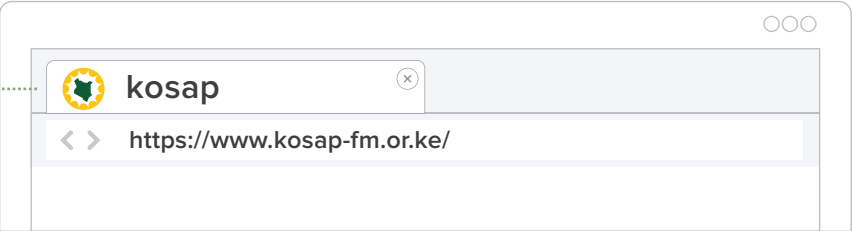
Lorem Ipsum

A favicon is a small but mighty branding element that shows up in browser tabs, history archives, and bookmark lists. Favicons (aka site icons) are usually a company's logo and though they're tiny, they're a worthwhile site element that can actually increase brand awareness and help improve user experience. This little icon is a part of the overall KOSAP branding strategy. It helps to identify the web site and the red colour makes it stand out in any web browser when multiple tabs are opened.

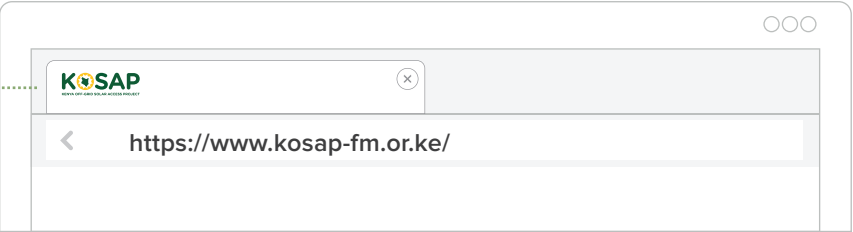
The regular favicon size is 16 x 16px.



Example of the landmark of the logo without text



Example of the original logo with text



Thank You

