

Jambo

M-GAS

Identity Development Proposal

brief

Provide sets of logo options for **M-GAS** which comprises a visual representation of a IDENTITY and TAGLINE.

These should reflect an identity profile described above – with an objective to creating/delivering shared value to stakeholders/industry.

target audience

- Energy Stakeholders (Government, Kenyan Consumers, Private and Public investors)



Our Journey

Our journey began with a simple mission:

To transform the lives of millions of people across Africa through clean cooking.

By creating an industry-leading LPG smart meter, we have pioneered an innovative technology that can be delivered efficiently to the homes of our customers every day. Today, as an industry pioneer, we employ 2,000+ people across Kenya, and provide an affordable pay as you go solution to over 350,000 households, which enables them to cook with clean-cooking fuel at a very low upfront cost.

2020



Flagship Depot and Strategic Collaboration

In a pivotal year for the company, M-Gas started to serve consumers for the first time, in Mukuru Kwa Njenga.

We also extended a strategic collaboration with Safaricom, to include technology and infrastructure.

2018



Investment and Expansion by Circle Gas

In 2018, a group of investors with extensive experience in energy, infrastructure and African investments formed what became Circle Gas to find a way to bring clean cooking to Kenyan households at a scale never achieved before.

They brought to life the M-Gas brand as we know it today and began their journey to scale Pay-As-You-Go LPG, expanding access to clean cooking to millions.

Our Origins



From Necessity to Innovation

Our story is built upon the prohibitive cost of accessing clean cooking in East Africa. Seeking to make LPG accessible for all, Sebastian Rodriguez-Sanchez joined forces with a team in Tanzania to solve this.

As a result, they designed one of the world's first pay-as-you-go LPG smart meters, a technology which underpins the success of our business today.

M-Gas is a last-mile provider of clean cooking fuel homes in Kenya, powered by a modern scalable IoT (Internet of Things). Our Pay-As-You-Cook model uses smart meter technology to make LPG gas affordable and accessible in small daily enable consumers to cook affordably with whatever amount of money they have in their pocket.

By eliminating the substantial upfront cost of buying and refilling cylinders, we offer our customers a cooking alternative that is convenient, safe to use, and beneficial for respiratory health and the environment. With a growing countrywide footprint, M-Gas conveniently delivers clean fuel right to our customers' homes before it runs out.



RATIONALE

This logo is Colors: The combination of yellow, blue, and orange symbolizes the warmth, reliability, and innovation of clean energy. Yellow represents the warmth and brightness of clean energy, blue symbolizes trust and technology, the combination evokes energy and innovation. This logo portrays a future where households can easily transition to clean cooking fuels, using technology to control costs and energy use.



RATIONALE

This logo integration of a mobile phone with a flame represents smart meter technology, enabling efficient monitoring and management of clean cooking fuel consumption. It reflects the brand's focus on making clean energy accessible and affordable for all households in Kenya.



RATIONALE

This logocolour combination of blue, and orange palette reflects warmth, trust, and innovation in clean energy.

The flame represents clean cooking fuel, while the blue suggests the trustworthiness of the brand and its technology-driven solutions.

This logo emphasizes trust, convenience, and the brand's commitment to delivering affordable clean energy through innovative smart technology.



RATIONALE

This logo colour combination of Yellow and Orange conveys visibility, warmth and affordability, reliability, and Orange highlights the innovation behind clean energy. The flame symbolizes the core of clean cooking fuel. The idea behind is to reflect the transformative power of technology to change how households use energy, making cooking cleaner and more affordable.



RATIONALE

The yellow, blue palette reflects warmth, trust, and innovation in clean energy. The flame represents clean cooking fuel, while the blue suggests the trustworthiness of the brand and its technology-driven solutions. The flame combined with a mobile phone represents the seamless integration of smart meter technology in everyday life, offering convenience and cost-saving benefits to consumers.



RATIONALE

This logo emphasizes trust, convenience, and the brand's commitment to delivering affordable clean energy through innovative smart technology. The logo idea was to emphasize the transformative power of technology in creating affordable, clean energy access for Kenyan households



RATIONALE

This logo Yellow reflects the energy and affordability of clean fuel, blue symbolizes trust and technological innovation, and orange adds vibrancy and dynamism, symbolizing the brand's energy solutions. The flame represents clean cooking fuel, while the mobile phone embodies the convenience of smart meter technology. The fusion of both elements portrays how technology can sustainably impact households by offering affordable energy solutions.



RATIONALE

The logo incorporation of a mobile phone represents technology and connectivity, while the flame symbolizes clean energy. Together, they communicate how smart meters can democratize access to affordable, clean cooking fuel. The blue signifies trust and modern technology, reinforcing M Gas's role as a reliable energy provider. The orange symbolizes the warmth and joy associated with cooking, ensuring households experience positive emotions while using clean fuel. Addition to the rich cultural Swahili tagline emphasizes joy and ease in the kitchen, ensuring that M Gas becomes synonymous with a smooth, happy cooking experience for households.



RATIONALE

This logo expressive approach by use of chat bubble symbolizes communication and interaction, while the mobile phone highlights the smart meter technology.

The combination portrays M Gas as a tech-driven solution, offering households a pay-as-you-cook model, ensuring affordability and control over energy use.

This logo execution highlights how M Gas uses technology to make clean cooking fuel convenient, affordable, and reliable, with a focus on a joyful customer experience



RATIONALE

The logo execution blue symbolizes trust, reliability, and the cutting-edge technology behind M Gas, while the orange reflects warmth, energy, and the positive impact of clean cooking fuel. Together, they represent M Gas's commitment to providing a reliable and joyful cooking experience. The chat bubble symbolizes communication and interaction, while the mobile phone highlights the smart meter technology. The combination portrays M Gas as a tech-driven solution, offering households a pay-as-you-cook model, ensuring affordability and control over energy use.



RATIONALE

This logo is built in two parts; blue represents technology, trust, and innovation, while the orange evokes the warmth and energy of the cooking experience. The colors combine to reflect M Gas as a modern, reliable, and innovative solution that transforms household cooking. The logo portrays M Gas as an affordable, tech-forward cooking solution, designed to give Kenyan households control and convenience in managing their fuel consumption. The chat bubble and mobile phone illustrate the customer journey of how M Gas uses technology to empower households with control over their fuel consumption.



RATIONALE

The logo execution blue signifies trust and modern technology and joy associated with cooking, ensuring households experience positive emotions while using clean fuel. reinforcing M Gas's role as a reliable energy provider. This logo interpretation conveys M Gas as a tech-driven, convenient solution for clean cooking, designed to bring affordability, and ease to households across Kenya.

Thankyou