

**BRAND
GUIDELINES**



CONTENTS

3	Message From programme Director, IREX Kenya	13	Brand Colours
4	Message from Project Manager GLTT	14	Typography
5	Brand Architecture	15	Corporate Identinty
6	Brand Narrative Explained	16	Flyers and Brochures
7	Our Brand Tone	17	Posters and Powerpoint Presentations
8	Logo Elements & Versions	18	Branded Merchadise
9	Logo Colour Versions	19	GLTT Lab Tecs
10	Logo Clear Space	21	Lab Arrangements
11	Logo Incorrect Use	23	Writing Tips
12	Partenship Logo Lookup	24	Contacts



MESSAGE FROM PROGRAMME DIRECTOR, IREX KENYA

Branding is Critical to the Project Image

Project Branding is a critical element in fulfilling the projects communication agenda. The actions, attitudes and indeed the performance of project staff contribute to the project rating. Girls Learning Through Technology (GLTT) Branding Guidelines aim to embed in the project staff, a culture of results, good work ethics and positive attributes as well as uniformity in approach through effective communication. The guidelines have been developed to serve the purpose of standardization and guide the application and use of colours across all project entities. This is an important step towards maintaining an integrated and consistent project image.

The guidelines are illustrative tools of the visual standards for preparation of all branded materials, the approved colour usage and the approved printing specifications.

All project staff and stakeholders are advised to comply with the standards specified in the guide and to consistently use the templates provided for every item. Production of new templates or alteration of provided designs and artwork files is prohibited. Project staff are advised to share a copy of the branding guidelines book with advertising partners, creative agencies, branding agencies and printers to ensure consistency of work and outcomes with the approved visual identity for the project.

Caroline Amollo
Programme Director
Irex International - Kenya



MESSAGE FROM PROJECT MANAGER, GLTT

IRES's Girls' Learning through Technology (GLTT) project in Kenya uses a technology-based approach to support girls' education and development of ICT skills in low-tech schools through evidence-based practices and research. As such, GLTT branding is intended reflect boldness, vibrancy, breaking stereotypes and challenges; technology savviness and inspiration. The purpose of these guidelines is to achieve cohesiveness in its corporate identity. When a brand's identity is cohesive, it increases the brand's perceived value. Cohesiveness will allow the GLTT brand to appear more professional and reliable. Similarly, by implementing these brand guidelines, it will be easier for GLTT to maintain the quality and integrity of its brand. Having a strong, recognizable brand that produces quality branding in communication materials including GLTT tech labs will contribute towards building a powerful brand identity that does not become diluted. Below are some of the most important aspects of branding to keep in mind:

Consistency: Through these brand guidelines, GLTT will ensure consistency on every level. From the logo to brand colors to messaging, our brand guidelines will serve as a reference for all of us in the project to consult before developing collateral or speaking on behalf of the project. Our brand guidelines will work to maintain the integrity of our brand for increased recognition.

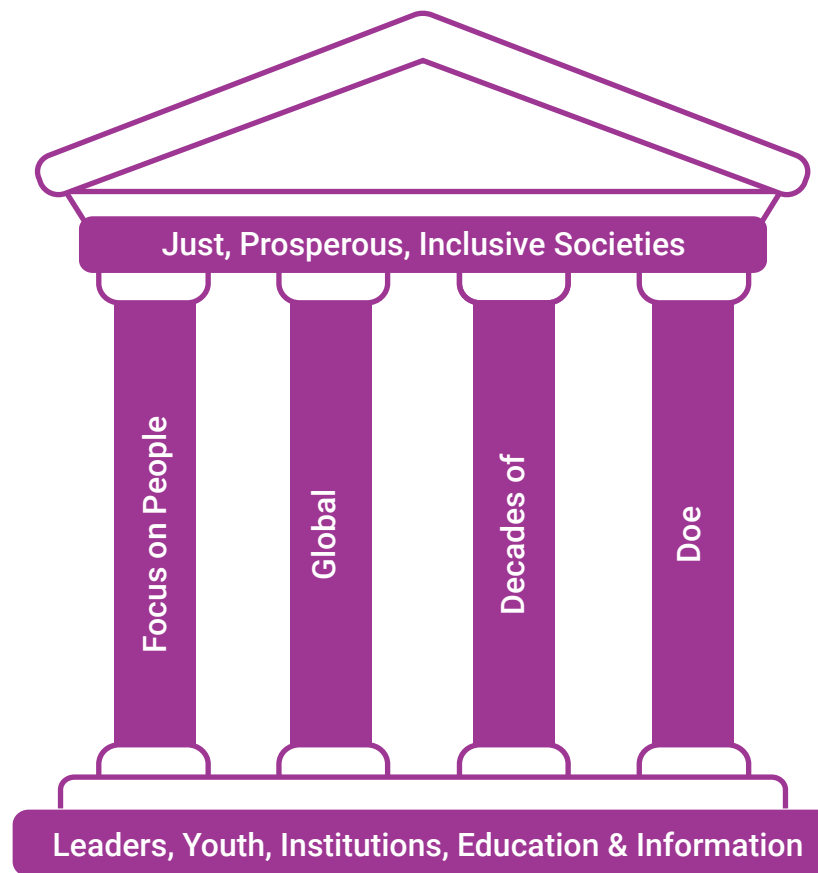
Recognition: Having a consistent brand image across all levels, will elevate the GLTT brand recognition within the organization, industry and amongst stakeholders. By being consistent, stakeholders will be instilled with a sense of trust and brand identity that grows into a relationship and brand loyalty.

Image: The image of our brand takes time to build and only moments to shatter if you not carefully represented across the project. GLTT will use brand guidelines to monitor the representation of the project in order to maintain the quality and integrity of the project.

Dr Charles Nyiro
Research and Project Manager,
Girls Learning Through Technology, GLTT

BRAND ARCHITECTURE

These are the key elements of who are and what we do that we seek to convey to external audiences. As a project of Irex International, its Brand architecture is derived from Irex International



BRAND NARRATIVE EXPLAINED

This explains the strategy behind the themes and language employed in the brand narrative. “Participants” refers to members of our audience who participated in message-testing interviews that informed this language.

Our Vision

We strive for a more just, prosperous, and inclusive world—where individuals reach their full potential, governments serve their people, and communities thrive.

The Problem

Around the globe, persistent poverty, repression, and injustice prevent too many people from achieving their full potential.

Our Approach

We focus on people, not vaccines, roads, or wells. We support individuals and institutions to create change in their own communities – and create people-to-people bridges between nations.

Our Approach

We are doers. Our decades of on-the-ground experience help us create greater impact, practical recommendations, and lasting partnerships.

Our Solutions

We focus on four areas essential to progress: cultivating leaders, empowering youth, strengthening institutions, and increasing access to quality education and information.



Our Brand Tone

IREX's Girls' Learning through Technology (GLTT) project in Kenya uses a technology-based approach to support girls' education and development of ICT skills in low-tech schools through evidence-based practices and research. As such, GLTT branding is intended reflect boldness, vibrancy, breaking stereotypes and challenges; technology savviness and inspiration. This outline therefore is meant to show the basic elements that will go into the branding. It is meant for discussion and in the end certain elements will be added or excluded to fit project requirements.



Primary Orientation



Secondary Orientation

Our corporate identity is the expression of who we are as an organization. More than stylistic, it reflects our culture, our sense of purpose and even our place in the world. Maintaining our brand is an important responsibility that requires a sensitive understanding of the nuances that make it our own. When possible, the primary orientation version of the logo should be used. There may be situations where space is at a premium. In these cases the secondary orientation may be used.

Logo | Colour Versions

Colour



Gray Scale



While the preferred use of the logo is the full color version on white, flexibility for practical reasons is important. The full color logo should only be placed on white or neutral backgrounds. This is critical to ensuring impact and recognition of the IREX logo. The greyscale version of the logo should only be used for one-color print projects.

Logo | Clear Space



Our corporate identity is the expression of who we are as an organization. More than stylistic, it reflects our culture, our sense of purpose and even our place in the world. Maintaining our brand is an important responsibility that requires a sensitive understanding of the nuances that make it our own. When possible, the primary orientation version of the logo should be used. There may be situations where space is at a premium. In these cases the secondary orientation may be used.

Logo | Incorrect Use



Never reverse the color scheme of the Primary Logo or change the color of the logo's text. It reverses the emphasis on our name and weakens the overall concept and design.



Never reproduce the primary logo in any color other than that which is outlined in this style guide.



Never stretch or smush the logo so that the proportions change

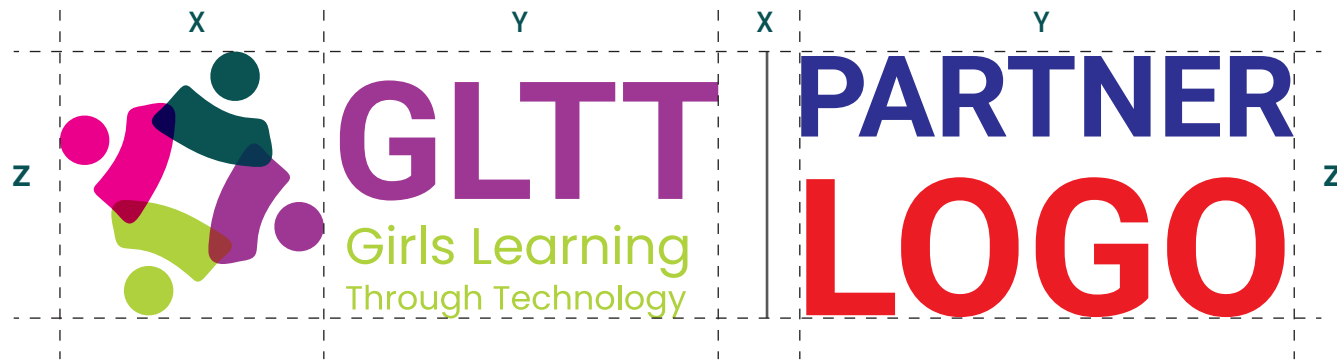


Never separate the landmark icon from the 'GLTT' text.

Brands are cumulative, a collection of elements that cumulate into a singular impression. Through consistent usage of the logo and other brand elements they build equity and recognition over time.

Brands are also fragile. If you "break" the branding by not adhering to some basic rules, the branding loses its impact and can even cause confusion. That's why it's important to avoid creating new versions of the logo, even if visually they support good design.

Logo | Partnership Logo Lookup



IREX



MINISTRY OF EDUCATION



COUNTY GOVERNMENT OF KILIFI

Partnerships are an important part of GLTT's business and as such a graphic device to show this relationship is important. When combining a partner logo with the GLTT logo, don't let the partner logo overshadow the GLTT logo.

Be sure to apply the correct amount of clear space (x) between the GLTT logo and the partner logo, this will ensure that the GLTT logo has appropriate impact and prominence. Many partners may have strict logo guidelines of their own.

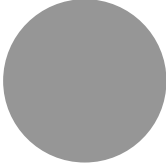
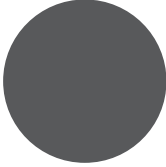
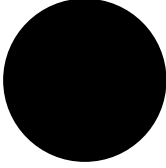
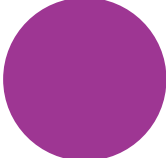
1. IREX
2. MINISTRY OF EDUCATION
3. COUNTY GOVERNMENT OF KILIFI

Brand Colours

Primary Brand Colours

CMYK 56, 100, 6, 1 RGB 135, 40, 136 HEX #8B008B
CMYK 0, 100, 0, 0 RGB 236, 0, 140 HEX #EC008C
CMYK 36, 0, 96, 0 RGB 176, 210, 61 HEX #afd53b
CMYK 91, 50, 58, 34 RGB 7, 82, 84 HEX #075254

Secondary Brand Colours

 CMYK 44, 36, 36, 1 RGB 150, 150, 150 HEX #969696
 CMYK 64, 56, 53, 28 RGB 89, 89, 91 HEX #58595B
 CMYK 75, 68, 67, 90 RGB 0, 0, 0 HEX #000000
 CMYK 42, 93, 0, 0 RGB 158, 55, 148 HEX #0008B

Color is a dominant visual component of our brand. Applying it proportionately throughout the design process will ensure a balanced result that accurately captures our brand.

Typography

Headline & Key Call To Action

Roboto Medium

Primary Brand Font

Roboto Thin

Roboto Thin Italic

Roboto Light

Roboto Light Italic

Roboto Regular

Roboto Italic

Roboto Medium

Roboto Medium Italic

Roboto Bold

Roboto Bold Italic

Roboto Black

Roboto Black Italic

Alternate Typeface

Poppins Thin

Poppins Thin Italic

Poppins ExtraLight

Poppins ExtraLight Italic

Poppins Light

Poppins Light Italic

Poppins Regular

Poppins Italic

Poppins Medium

Poppins Medium Italic

Poppins SemiBold

Poppins SemiBold Italic

Poppins Bold

Poppins Bold Italic

Poppins ExtraBold

Poppins ExtraBold Italic

Poppins Black

Poppins Black Italic

Primary Typeface

GLTT brand utilizes two typefaces for professionally designed materials: Roboto and Poppins. Only these two typefaces may be used on these types of materials for the GLTT brand.

For Headlines or key calls to action, use Roboto Medium.

For all other support and body copy, use the Roboto Family. The content of the message and the length of the content should determine the weight and size of the font, as well as the choice of all caps or lowercase letters.

Alternate Typeface

If you do not have Roboto or Poppins use Arial instead.

Arial is fine for PowerPoint slides, Word documents, and other day-to-day materials that do not require a professional designer.

Corporate Identity

Business Cards

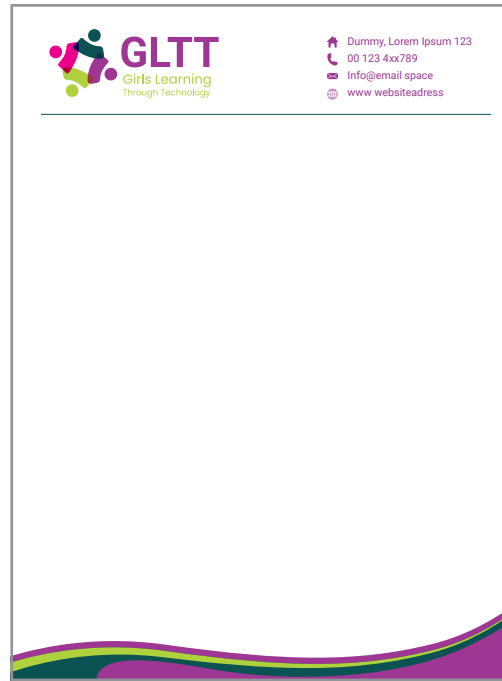
Front



Back



Letterheads



Staff Id Cards



Envelopes



Explanation:

This shows the approved layouts with the primary elements of the Design.

Flyers and Brochures

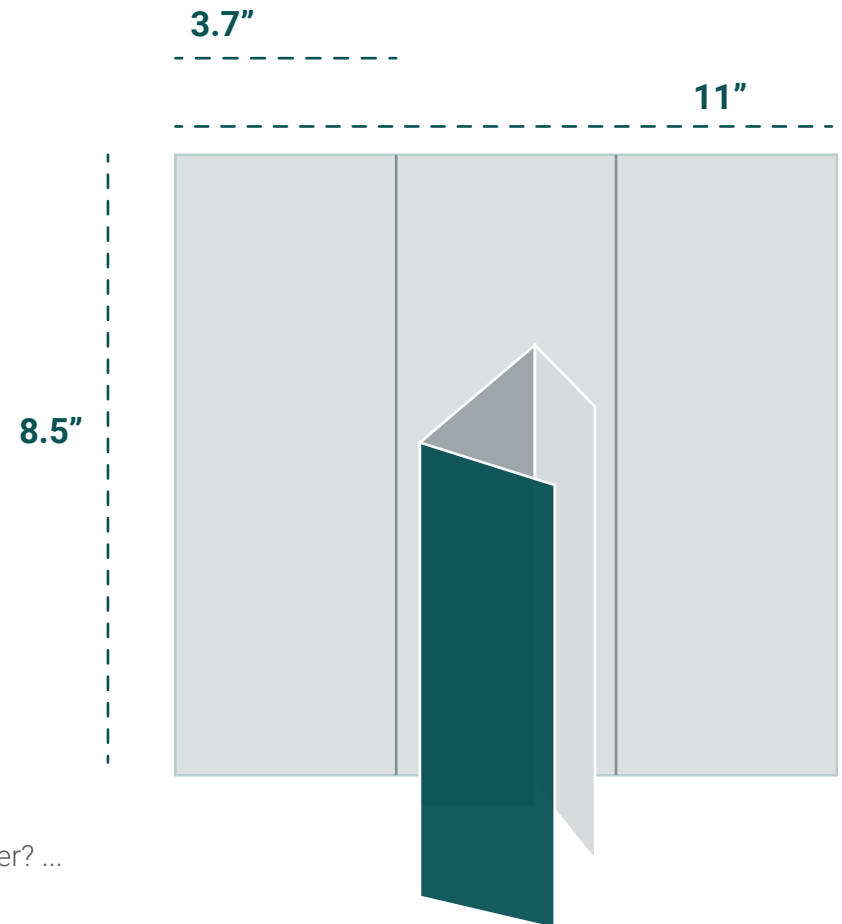
Flyer Design & Dimensions



5 Elements You Must Include In GLTT Flyer & Brochure Design

- 1) A clear, concise goal or purpose. What's your purpose in designing a flyer? ...
- 2) A Popping Headline. ...
- 3) An Overall Motivating Message. ...
- 4) Graphics or Pictures. ...
- 5) Contact Information.

3 Fold Brochure Dimensions



Poster & Powerpoint Presentations

Poster



Simple Rules for Better GLTT Posters

Use short tittle to draw interest.

Text is clear and to the point

Use italics instead of underlining

Use colors to highlight.

Prefer a light background.

Powerpoint Presentation



Simple Rules for Better GLTT PowerPoint Presentations

Don't read your presentation straight from the slides.

Don't forget your audience.

Choose readable colors and fonts.

Don't overload your presentation with animations.

Use animations sparingly to enhance your presentation.

Branded Merchandise

In Application



GLTT Tech Labs

GLTT Tech labs are customized gender focused school-based technology spaces for interactions and creativity, technology resources that speak to grade 4 girls. GLTT Tech labs, will have values of technology, collaboration, and teamwork.

Minimum Standards

Each GLTT Tech lab will be guided by minimum standards consisting of seven key standard areas. This will help to enhance the maintenance of quality standards across all GLTT Tech labs constructed across the County.

1. Renovations and painting by a qualified practitioner

- The renovations of the GLTT Tech labs should be supervised and coordinated process because of the financial input involved and the maintenance of the quality standards.
- Two identified vendors will rotate to the schools on a set schedule.

Room Identification

- A room formally or currently being used as a computer room that is lockable and spacious with good ventilation and electricity connectivity should be chosen as a GLTT Tech labs space.

- The room dimensions should be at least 800cm in length and 400cm (about 13.12 ft) in width but should not exceed 1200cm in length and 650cm in width.

Walls

- All the four walls of the room will be painted as per the agreed specifications with our vendor. The colors to be used for the wall painting are oft white emulsion and Undercoat white
- One of the walls will be set aside for logo branding.
- The front wall will be painted white to act as a whiteboard for projection during ICT lessons.
- The (4) posters should be stuck on the 2 walls opposite each other but away from the whiteboard wall.

2. Branding

- We will use a central vendor for all branding GLTT Tech labs branding.
- The branding design has to be approved by the Project Manager

3. Size

- The size of the logo will be determined by the area or portion of the wall designated for its drawing. This will be done by the painters.
- The minimum size, however, should be 200cm (about 6.56 ft) in length and 110 cm (about 3.61 ft) in height.

4. Color code

The colors that appear on the logo will be used for branding.

- a) Rasp Berry Sorbet** - K 56, 100, 6, 1; RGB 135, 40, 136; HEX #8B008B
- b) Flo-jo** - CMYK 42, 93, 0, 0; RGB 158, 55, 148; HEX #0008B
- c) Malberry** - CMYK 0, 100, 0, 0; RGB 236, 0, 140; HEX #EC008C

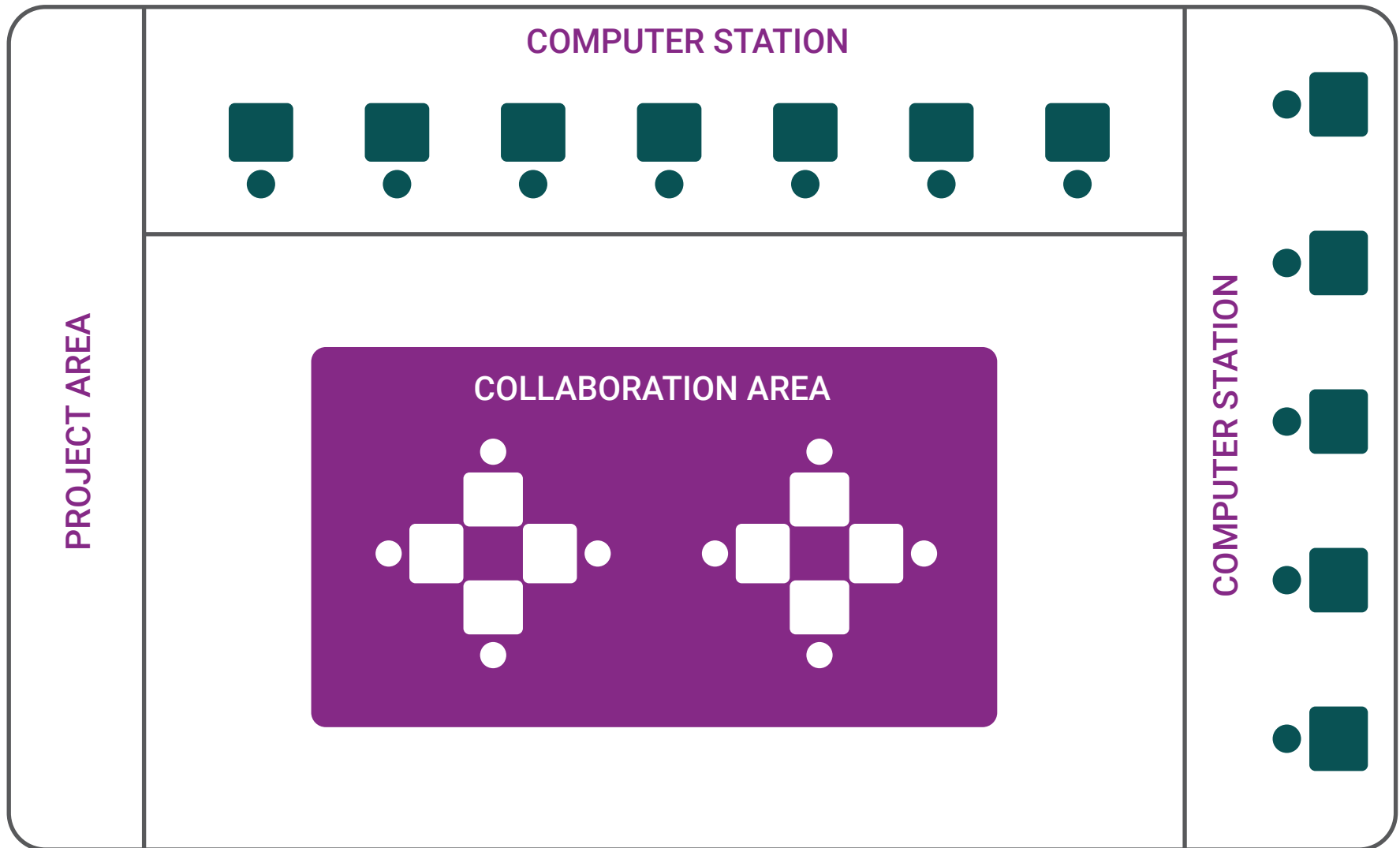
d) Parrot Green - CMYK 36, 0, 96, 0; RGB 176, 210, 61; HEX #afd53b

e) Jungle Green - CMYK 91, 50, 58, 34; RGB 7, 82, 84; HEX #075254

5. Positioning in the room

- The logo should be drawn as a centerpiece to the painting and should be done on a wall that is visible from the door for optics management.
- The logo should be 150 centimeters above the floor and 100 centimeters below the ceiling, this is for visual effect.
- The artistic impression of the logo will be done prior to the painting to show how the logo should be drawn to scale.

The painting of the room will have a key area which is designated for branding – this implies that the logo will form a centerpiece in the renovations, with artistic representation already set with wall dimensions, this might be revised based on the room allocation by the schools



Lab Arrangement

a) The Collaboration Table/station

- One oval shaped collaborative table is the bare minimum for all schools. Vendor will advise on height of tables
- The tables should be painted white, and this painting will be done by our vendor.
- 6 chairs per collaborative table
- We will use logo colors for the chairs, mixed according to availability
- This will be centrally placed in the room, with a provision of training resources purchased by the Team.
- Each school will have one storage basket for keeping the materials.
- The area will also have creative games related to STEM to enhance creativity and teamwork

b) The Computer Station

- Computer station will be along the 2 sides of the wall next to each other forming an L shape arrangement
- This station will have 4 laptops that will be provided for the school by the project for training purposes, the government-issued tablets will also be part of the computer station and any other IT resources available in the school
- 6 chairs at the computer station

Writing Tips

As you write in GLTT voice, here are a few simple ground rules to help you start off strong.

1. Be casual, but not too casual.

Do we use words like “totally” and “super”? Absolutely. Do we like exclamation marks and short, personal emails? Yes. Do we refer to our campaigners as “Bro” or drop an LOL at the end of a sentence? No. We’re smart, professional.

2. Be accurate.

Being casual doesn’t mean we’re careless. We proofread everything. Check stats. Then check them again.

3. Be friendly.

We generally treat everyone like friends. Anytime you write something, think: “How would I phrase this if this were going to my best friend?” We love it when communications feel personal and real.

4. Be positive.

We never want our supporters or audience to feel unhappy after interacting with us, so we always try to end communications on a positive note. While being honest about harsh realities, we also talk about what we can do to change things and how much better life.

5. Be inspirational.

We ask a lot of our supporters. So whenever possible, try to inspire people. Think about how you’d describe what we do to your mom or dad—then write that down. Our goal is that every little interaction with charity: water will make people feel happy and hopeful.

6. Be clear.

Transparency is a big part of our brand. Of course, it refers to our reporting and our promise to prove every project we build. But it’s bigger than that, too. Always make your language simple and easy to understand. Never send people somewhere else for information when you can just give it to them. Don’t complicate things unnecessarily. Just be as clear as possible.

7. Be brief.

People are busy. Respect their time. Say what you need to say, then stop writing. A great resource on brevity can be found here—it provides ideal lengths for just about anything you’ll ever write: Tweets, emails, subject lines, blog posts, etc.



GLTT
Girls Learning
Through Technology

Girls Learning Through Technology GLTT

Dr Charles Nyiro, Project Manager

Tel: +254 722 333028 | **Email:** cnyiro@irex.org