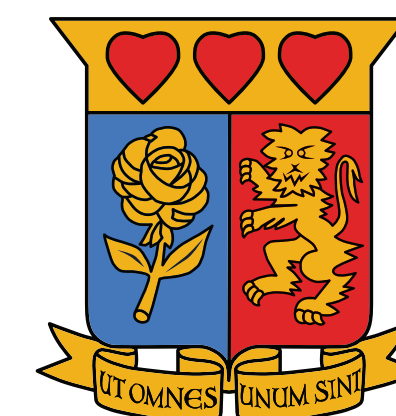


Web: ilabafrica.strathmore.edu



Brand Identity Guidelines



Strathmore University

@iLabAfrica Centre

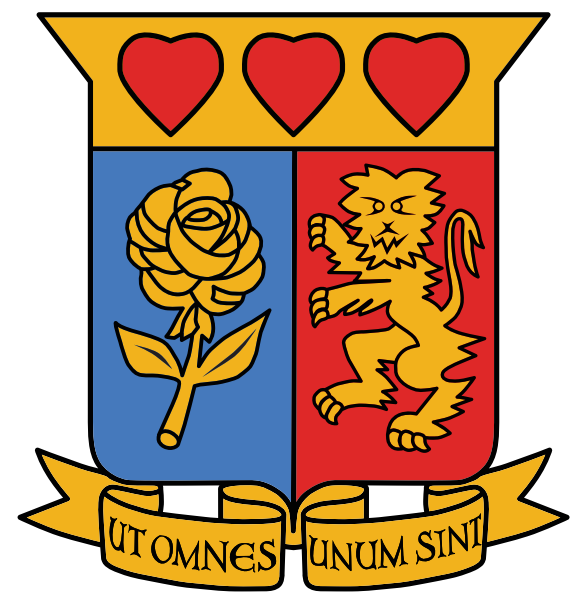
Introduction & Brand Overview

A Centre of Excellence in ICT Research and Innovation under Strathmore University. As an innovation hub, @iLabAfrica bridges academic research, technological innovation and entrepreneurship.

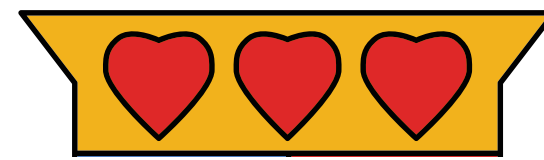
These guidelines define the visual standards for @iLabAfrica to ensure that all digital, print and collateral materials project a modern, innovative and cohesive identity while respecting Strathmore University's institutional heritage.



The University Coat of Arms

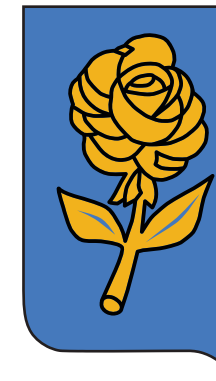


The Coat of Arms



The Hearts

The Three Hearts represent the three races, which, in 1961 when Strathmore started, were segregated in the colonial system of education. The heart represents the person, since it is taken as the source of all our actions, and the source of love. The fact that the three hearts all have the same colour shows the equality of all people and their aim to love and understand each other. At the beginning it clearly pointed at the target of racial unity. Today it symbolises the common aim of parents, teachers and students in the educational process of Strathmore.



The Rose

The Rose in full bloom represents love, the source of all good desires and actions, even if at times this means loving sacrifice, as represented by the thorns. The rose has a supernatural meaning too. Love, with capital letters, is love of God. The rose also has a historical meaning associated with the life of Saint Josemaría Escrivá, founder of Opus Dei, who inspired and encouraged the people who started Strathmore: he once received a divine sign in the form of a carved gilded rose in a very trying moment of his life.



The Lion

The Lion is the symbol of strength and courage and of the determined fight for excellence and justice. It also represents Kenya, the country Strathmore was founded in, which like many African countries strives boldly to attain all the qualities mentioned above.



The Motto

The Motto "Ut omnes unum sint" is Latin. It is a quotation from a passage of the Gospel (John 17:23), and means, "That all may be one". It expresses our desire to work together towards the same aim, in spite of personal differences of opinion, tastes and backgrounds.

The Centre's Logo

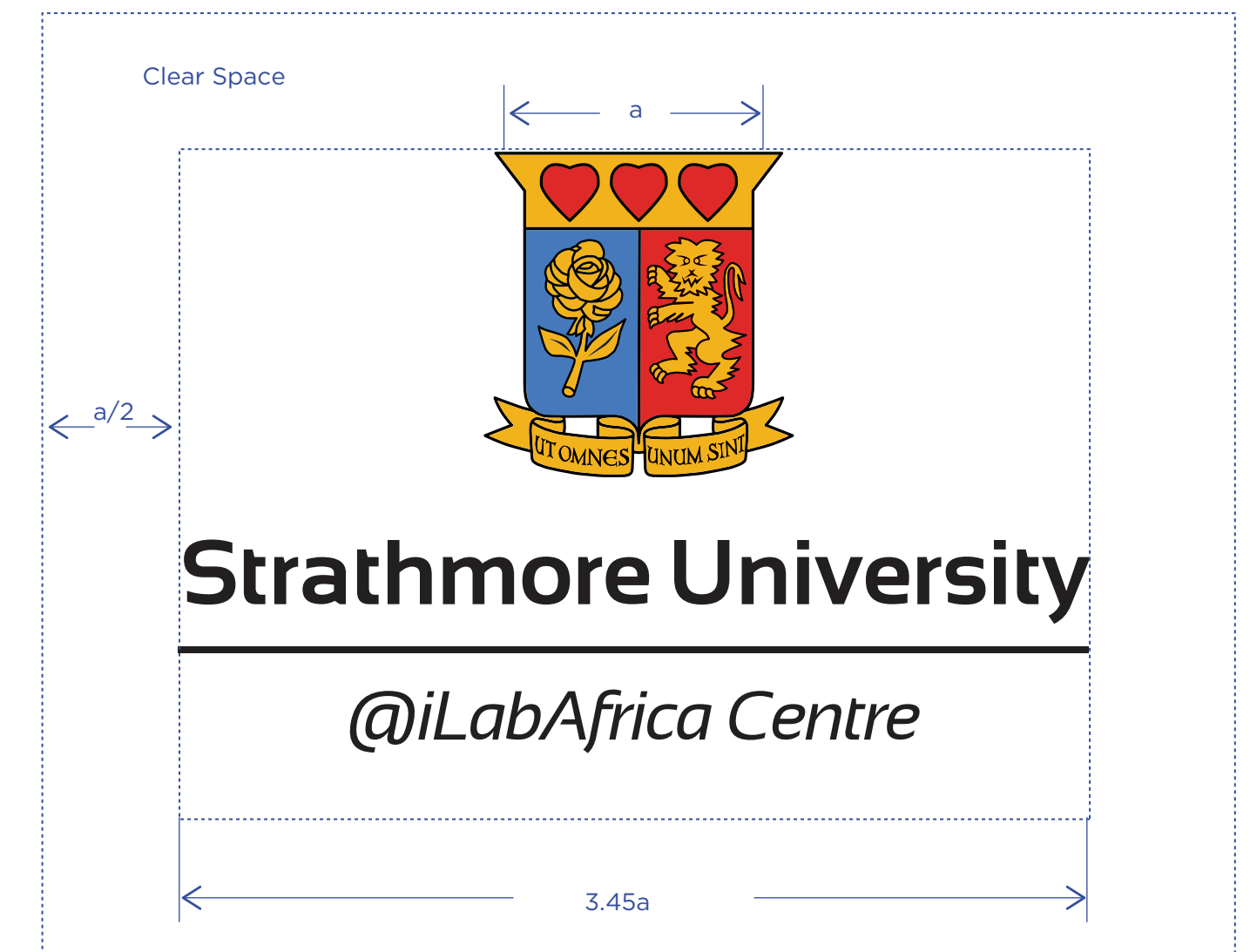


Horizontal Logo

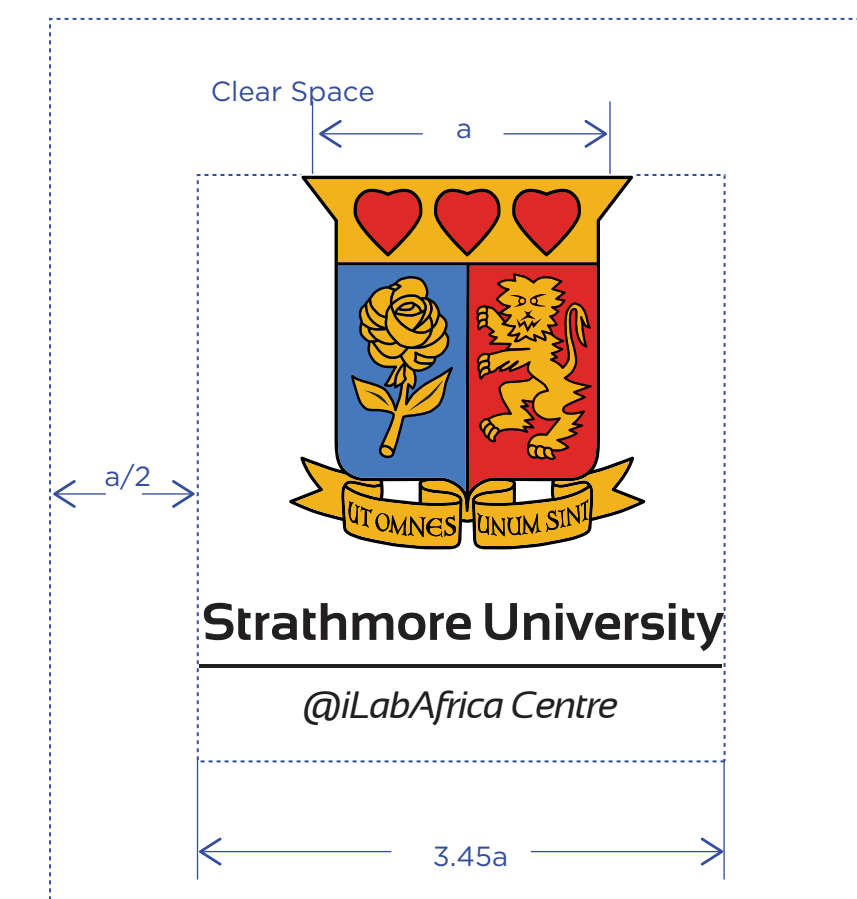
Font is Sansation Bold

Name of the Centre to be Italicized

Name of the Centre should be in Title Case and Italicized.
The name "Centre" must appear.



Vertical Logo



Vertical Logo Small

The Centre's Logo Usage

1. The logos should be placed on the bottom right of the artwork. Except for the banners where we recommend the logo to be at the top then the text to follow. The image should be at the bottom of the artwork.
2. Logos should not appear on top of images unless it is on a clear one clear space where the logo can be clearly seen. The logo should not have to compete with the image.
3. Logos should not be in any other colour except the black and white variations. ie the name of the university, centres.
4. When co-branding, the artwork should carry the university's visual style. All logos should be at the bottom.
5. Adverts in print media should carry the Masala Orange.



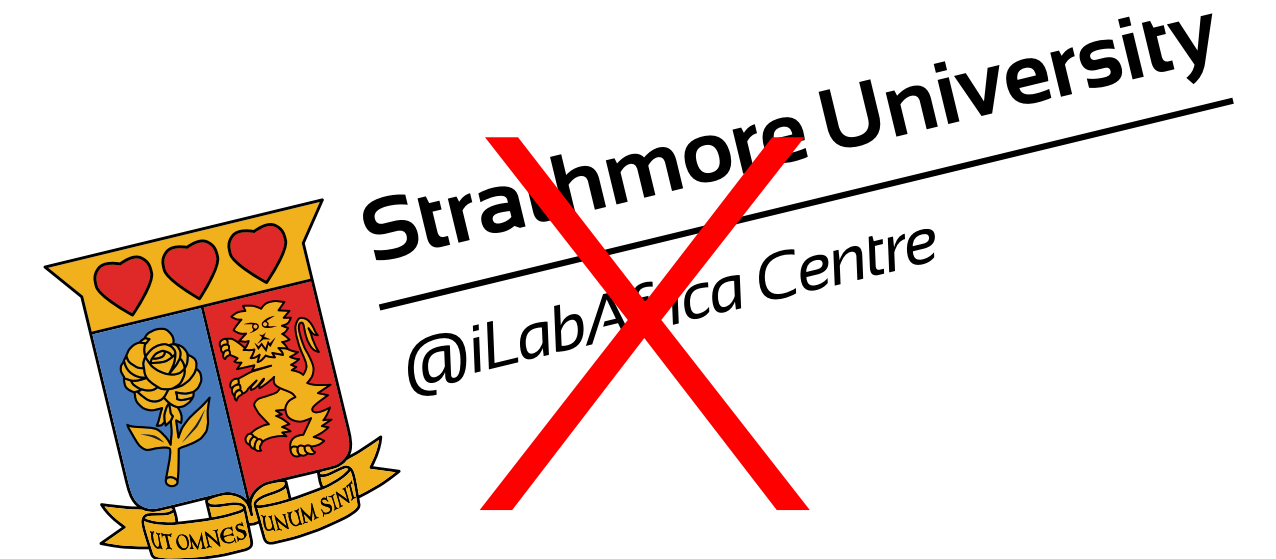
The Centre's Logo Dont's



DO NOT scale the logo disproportionately



DO NOT change colours of logo elements. The logos are available in permitted colour variations of white and black typeface



DO NOT not angle the logo on layouts



DO NOT change the proportions of any elements within the logo



DO NOT use special effects such as shadow or emboss in regular print layouts. Special consideration is given to digital layouts, so long as such effects are subtle, do not interfere with the logo's clarity or meaning and have the effect of enhancing the three dimensional appearance of the logo



DO NOT use the logo on backgrounds that do not have sufficient contrast. On dark backgrounds, use the reverse logo version

Typography

The university fonts have a clean, professional look and come in a variety of weights and styles. Apply them to communication materials for both headings and body text. When used correctly, the various weights and styles, combined with different font sizes, will convey a professional appearance and a clear hierarchy of information.

PRIMARY FONTS - FRUTIGER LT STD

Frutiger LT Std Black
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Black Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Bold
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Regular
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Light
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Light Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Condensed
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONTS - GOTHAM

Gotham Thin
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Light Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Book
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Medium
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gotham Black
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Typography

SECONDARY FONTS - MONTERRAT

Montserrat Extra Light
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Extra Light Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Light
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Light Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Regular
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

DOCUMENT FONTS - TIMES NEW ROMAN

Times New Roman Regular
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium Light
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Bold
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Black
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Black Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Times New Roman Bold
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

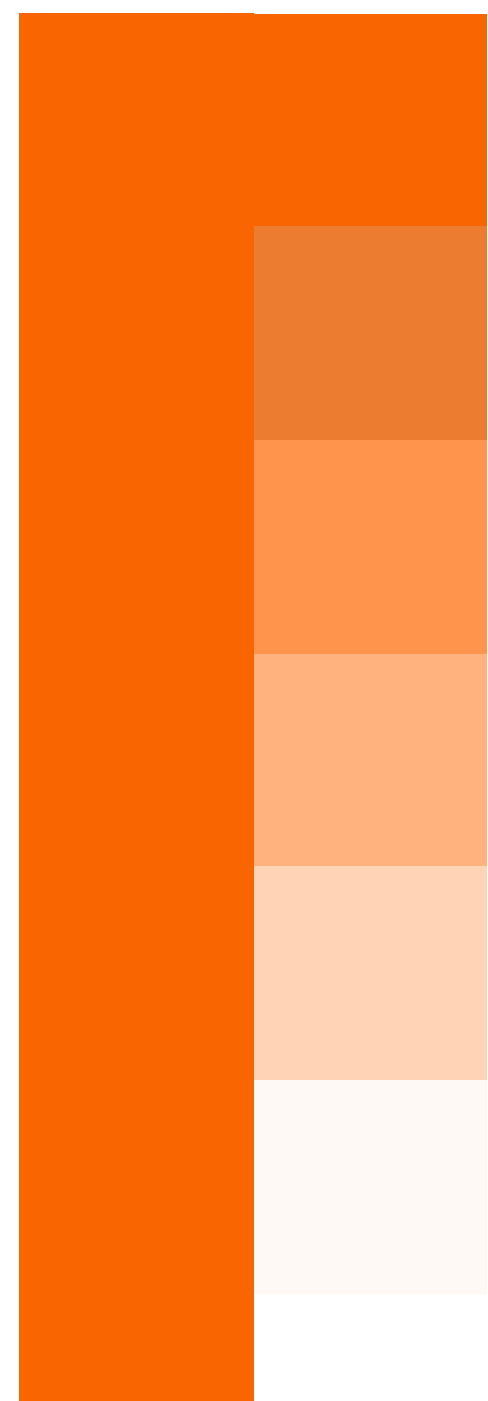
Times New Roman Bold Italic
abcdefghijklmnopqrstuvwxyz 1234567890 (.,:;'"><!/?@&)*
ABCDEFGHIJKLMNOPQRSTUVWXYZ



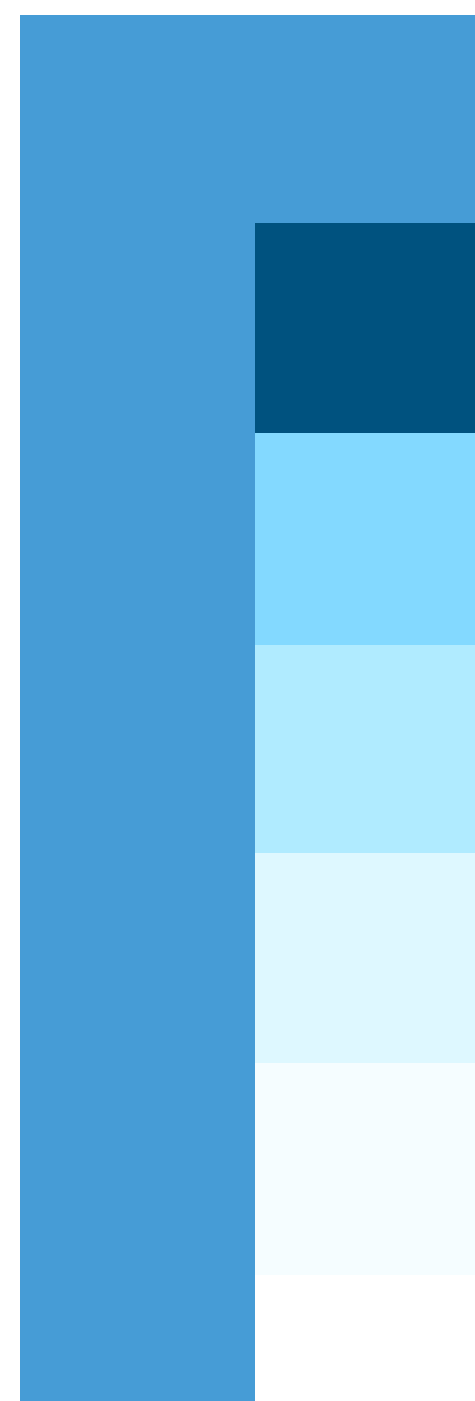


The Centre's Colours

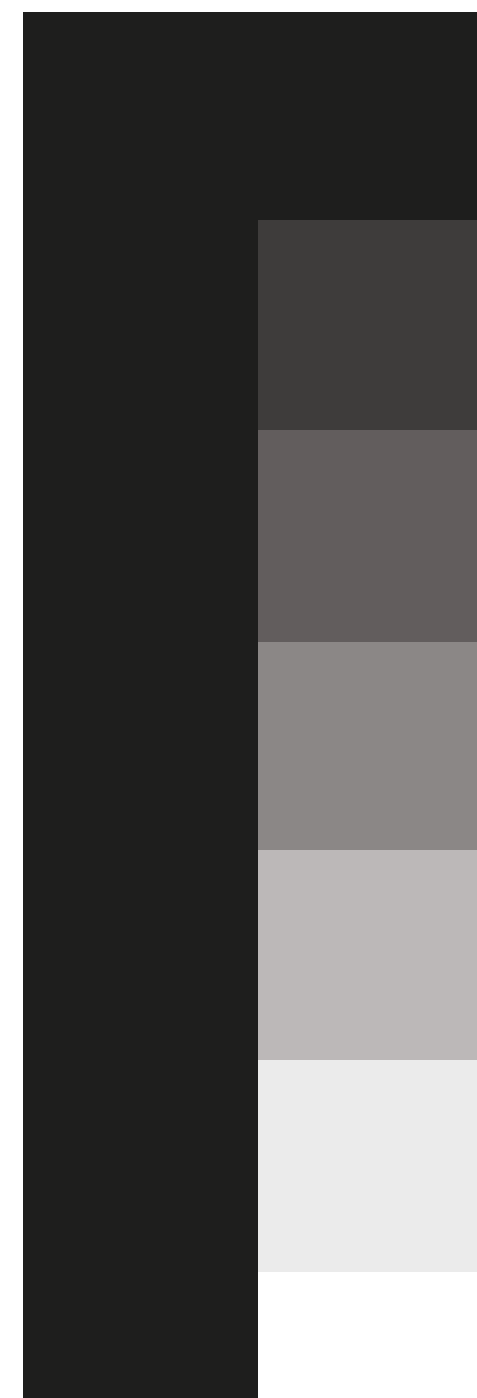
@iLabAfrica's primary palette reflects energy, innovation and technological dynamism, supported by Strathmore's core institutional colors.



Masala Orange
HEX: #F96500



Button Blue
HEX: #469CD6



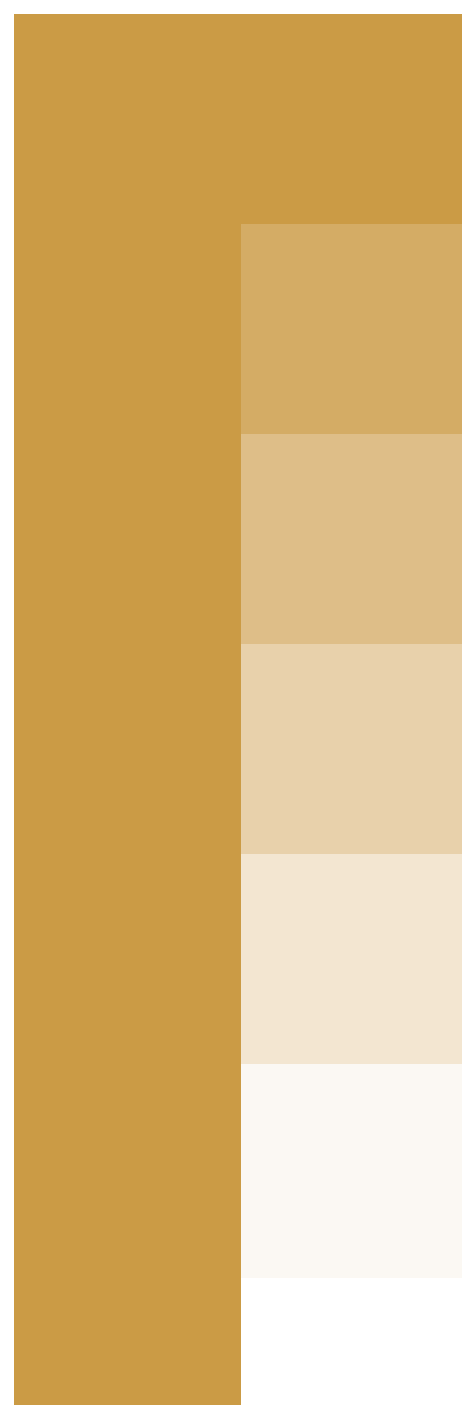
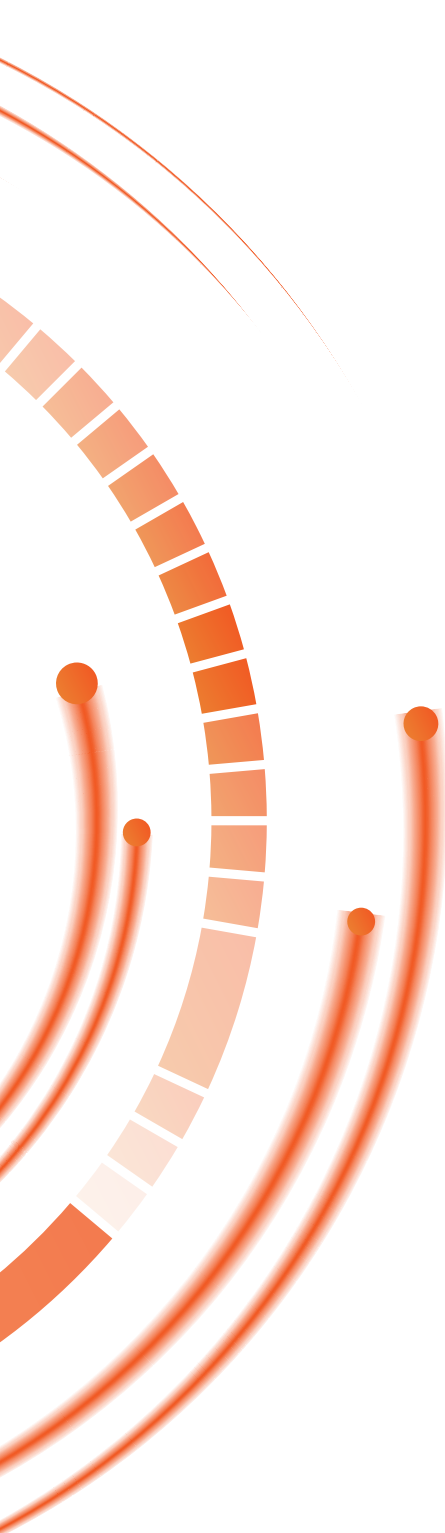
Strathmore Black
HEX: #000000



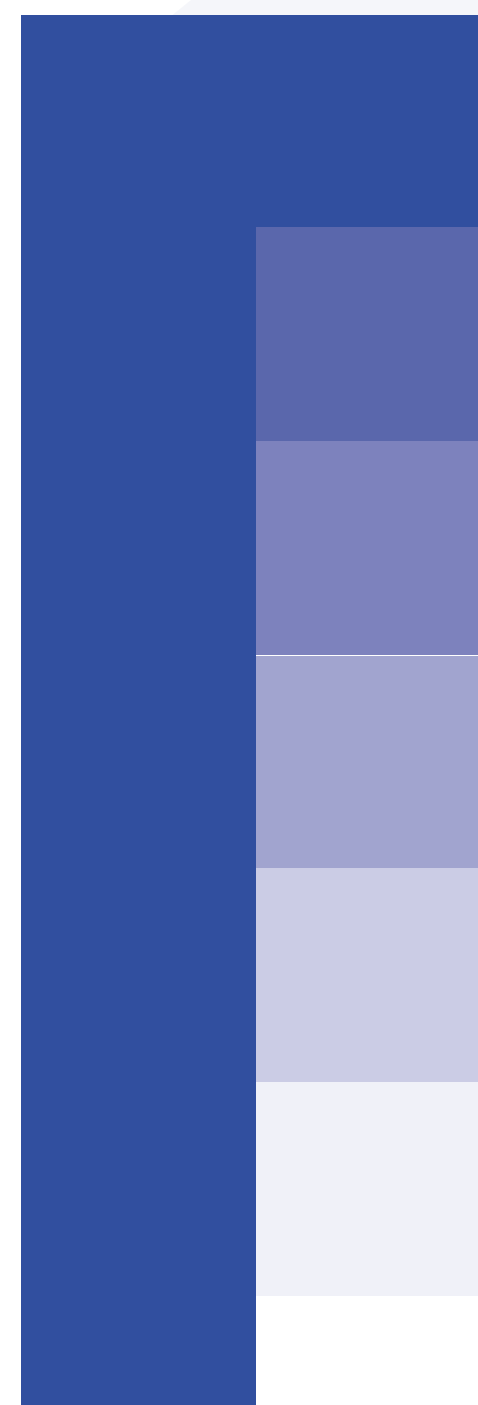


The University Colours

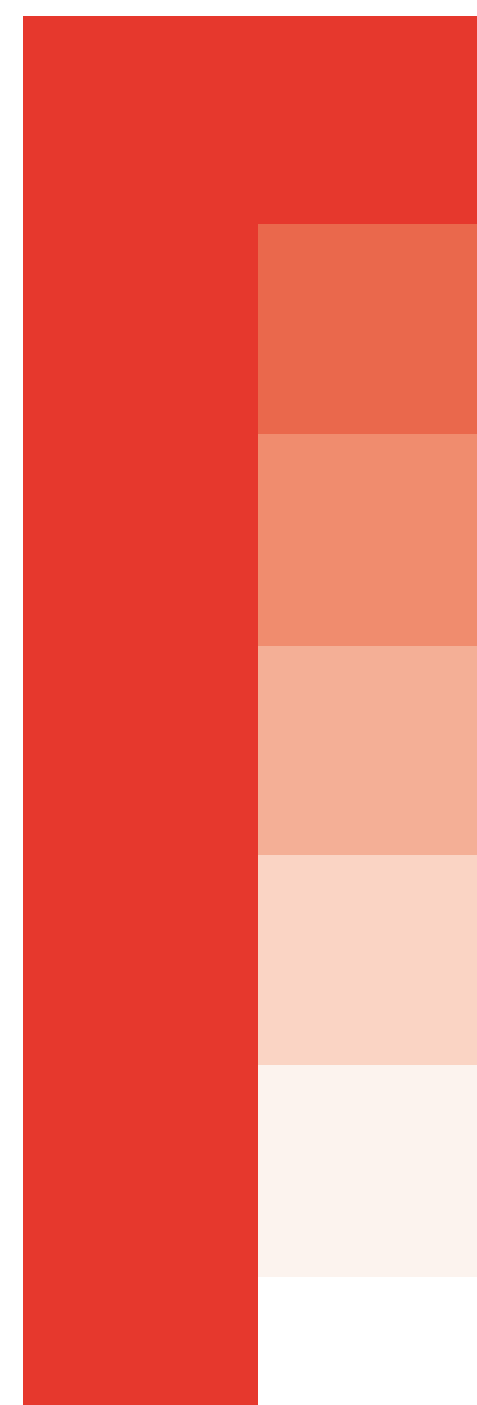
Our university's brand is made up of three primary colours and one secondary colours, all of which can be used in any gradation from 100% solid to lesser tints..



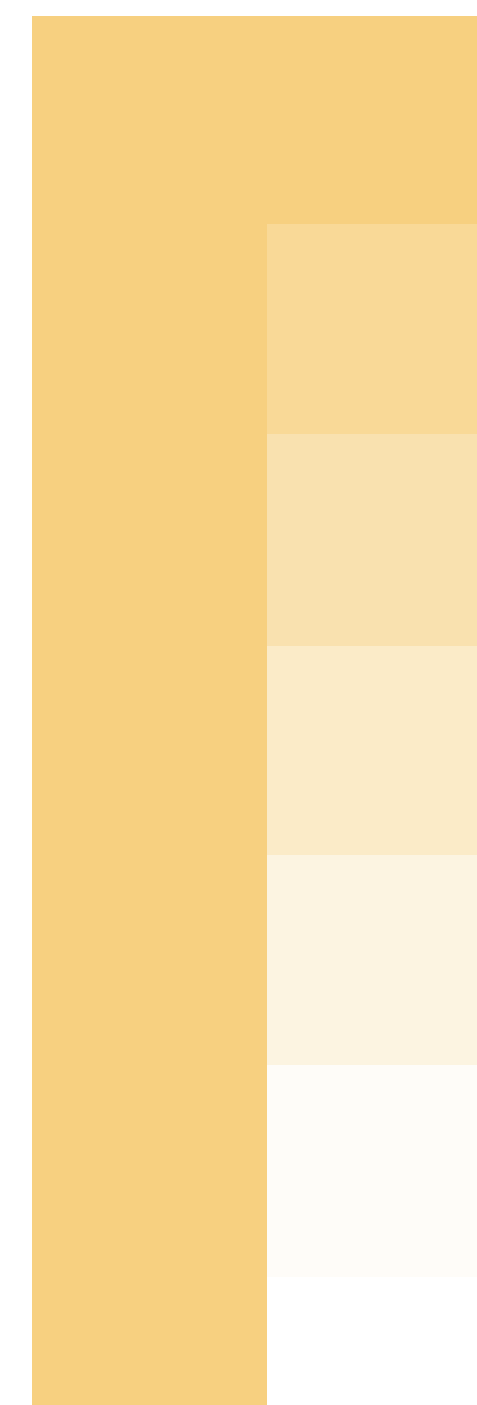
Strathmore Gold
Pantone 7407 C



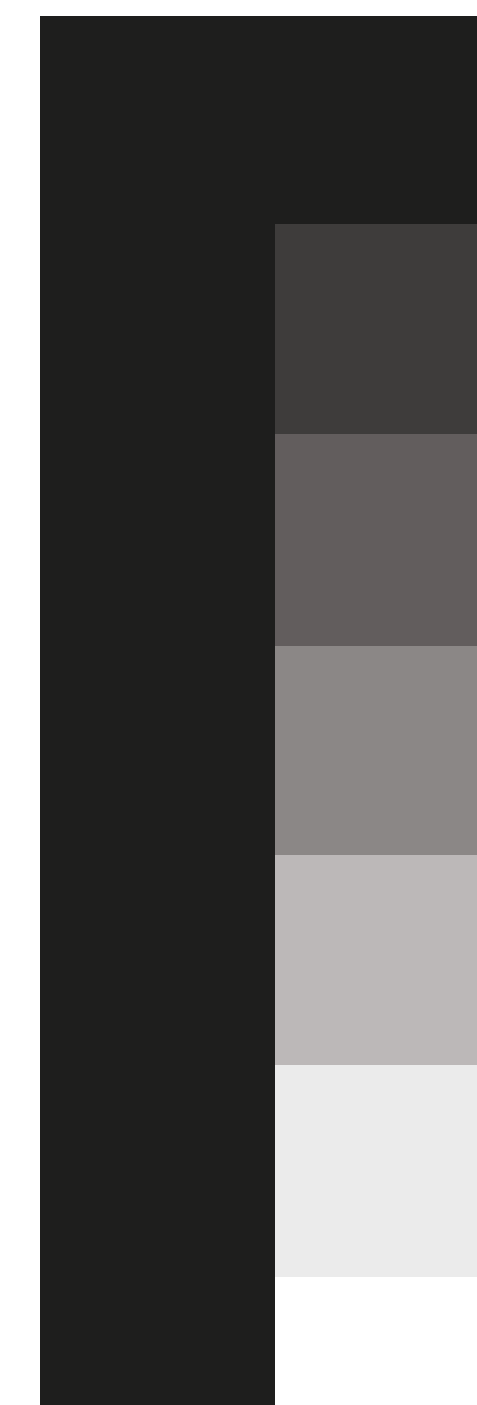
Strathmore Blue
Pantone 7455 C



Strathmore Red
Pantone 179 C

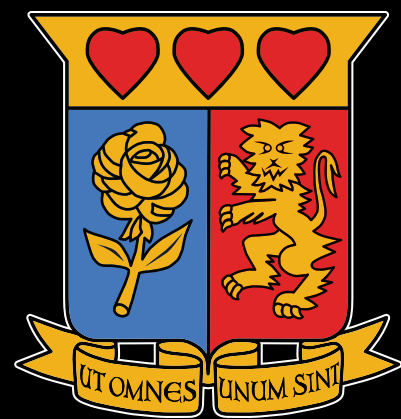


Pantone 7403 C



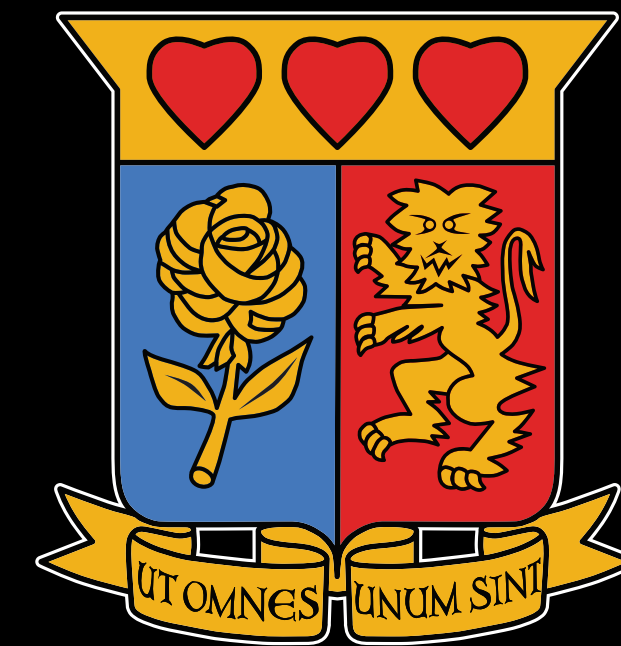
Strathmore Black
Pantone HEX Black C

The Centre's Reversed Logo



Strathmore University

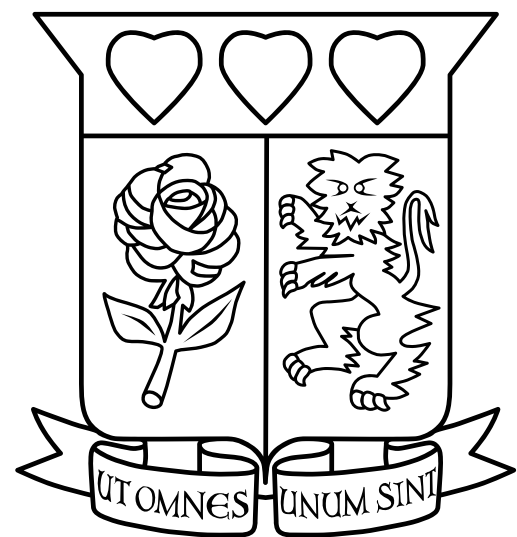
@iLabAfrica Centre



Strathmore University

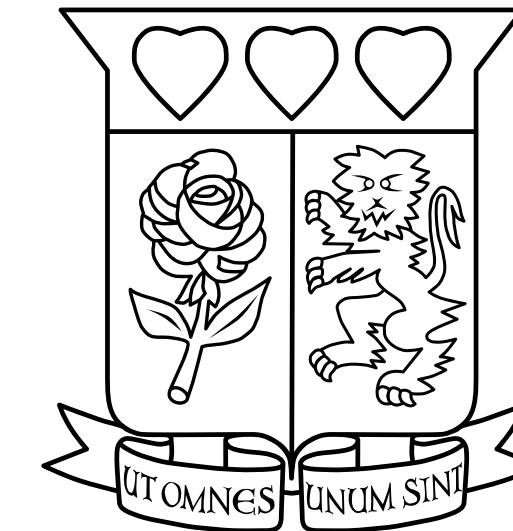
@iLabAfrica Centre

The Centre's Monochrome Logo Format



Strathmore University

@iLabAfrica Centre



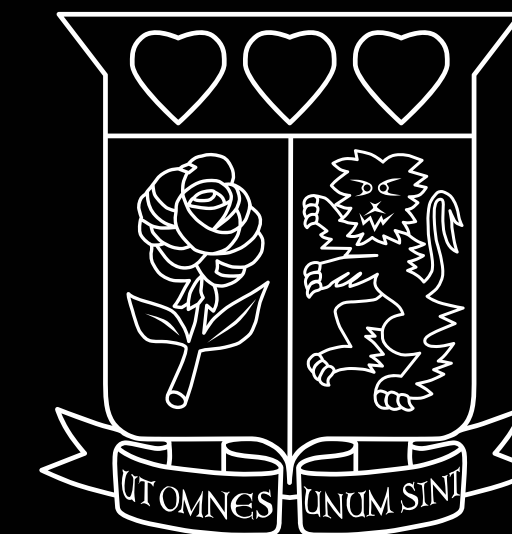
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