Brand Guidelines

[Images of children in a classroom]
About Uwezo

Uwezo, meaning ‘capability’ in Kiswahili, is an initiative that aims to improve competencies in literacy and numeracy among children aged 6-16 years old in Kenya, Tanzania and Uganda. We do this by using an innovative, citizen-driven approach to social change that is accountable to the public.

OUR MISSION

Uwezo’s core purpose is to contribute to the improvement of the quality of education so that children in East Africa learn and develop greater competencies, particularly in basic literacy and numeracy.

The idea of Uwezo is very simple. We send children to school because we expect them to learn the basic skills and competencies necessary to thrive. So Uwezo – instead of focusing on impressive numbers of classrooms built, teachers recruited, and books supplied asks the simple question ‘Are Our Children Learning?’

OUR VALUES

Uwezo has developed seven key messages that tell the Uwezo story and illustrate the themes and drivers that are the core of Uwezo’s work.

i) WE ARE: East-Africa wide
ii) WE ARE: Citizen Driven
iii) WE ARE: Accountable to the Public
iv) WE ARE: Focusing on Learning Outcomes
v) WE ARE: Inspiring citizens to take action
vi) WE ARE: Concerned for the future of all our children
vii) WE ARE: Informing the Public

OUR VISION

Uwezo’s main goal for the first four years of operation is to contribute to an improvement of at least 10 percent in literacy and numeracy levels among children aged 5-16 years in Kenya, Tanzania and Uganda. We aim to achieve this by shifting the dominant focus on infrastructure and levels of enrolment to the actual learning levels of children.

WHY THE NEED FOR A BRAND GUIDELINE

This manual has been developed to establish visual standards and to ensure that Uwezo portray a consistent brand image and message throughout Uwezo communications.

The standards and guidelines presented in this manual are for usage across the three country offices (Kenya, Tanzania and Uganda) together with the Uwezo Regional Office. Embracing and following these standards will be advantageous to the entire Uwezo community, enabling those within our community to achieve distinction, clarity, and effectiveness in all print and electronic communications.

The projection of a strong, consistent image reinforces the stability, unity and mission of Uwezo in the eyes of our staff, our partner organizations and the public. Uwezo East Africa encourages all staff, affiliates and partner organizations to comply with the guidelines established in this manual, embracing the identity system with pride and enthusiasm.
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The image of the whirlwind was chosen to represent the Uwezo initiative for a number of reasons. As the Uwezo initiative provides evidence and data on the learning levels of children throughout East Africa, the whirlwind was chosen to portray the pressure for policy change that an entire electorate is able to create when they are provided with the information and tools that inspire them to act.

The image represents the significant change between just one person discussing levels of learning in contrast with a whole nation of citizens that have been ignited with the urge to exercise their agency in order to raise the learning levels of their own children. Uwezo envisions that citizens throughout East Africa will be inspired to create change for themselves by creating a whirlwind of action. This whirlwind of action will eventually create substantial pressure for policy change at the highest levels of government, for which the image provides the perfect visual representation.

The Uwezo whirlwind is a graphic representation of how small scale action at the local community level can stir up larger scale action until the momentum is so great that a movement for social change is created.

Ultimately, the Uwezo logo is representative of the innate power to act that exists in all citizens across the region.

“Every once in a while, an initiative is born that has the potential to be game-changing; to bear the possibilities of making a powerful difference in the lives of millions of people. Uwezo is one such initiative.”

Rakesh Rajani, Head of Twaweza
GENERAL GUIDELINES

Our Logo is a very valuable asset. We treat it respectfully and use it consistently.

The logo must be correctly applied at all times to establish a united brand identity. It should not be redrawn, manipulated, distorted or altered in any way. It must always be reproduced from the master supplied. Logo artwork is available in the following formats:

- **EPS files** - for all professionally printed applications. Compatible with design software - QuarkXpress, Indesign, Illustrator, Freehand and Photoshop.
- **JPEG files** - general PC use. Compatible with Microsoft programs.
- **GIF files** - suitable for online usage.

With the exception of some promotional items we will only use our logo on white background. The logo should always be reproduced in the Uwezo dark blue and varied colours in the “whirlwind”.

When printing in a single colour the logo should be either in grayscale black or white.
The Uwezo strapline - *Elimu bora, Jukumu Langu!* - captures the essence of the Uwezo initiative: to encourage every person - from policy makers to ordinary citizens – to think critically about the role they have to play in improving the learning of children throughout the region.

The strapline should be used as a stand alone item. The strapline can appear in Blue or country specific colour code to connect it back visually to the main logotype. The size may also vary according to the application and design.

The country palettes consist of the Uwezo logo and the country highlighted in Calibri Italics and in country specific colour below it. When using the country logos in full colour, no other colours should be used to write the country names except the country specific palette. Please refer to the correct colour palette for the different countries (see page 11).

*Elimu bora, Jukumu langu!*
MINIMUM EXCLUSION ZONE

The Uwezo logo captures the precise and reliable qualities of the brand in a straightforward symbol and wordmark.

The Uwezo logo must always have a clear area surrounding it, free from any other element such as type or image. This clear boundary around the logo is also known as the minimum exclusion zone.

To define this area, the height of the Uwezo letter ‘U’ is used to create the boundary space around the logo.
STANDARD & MINIMUM SIZE

The Uwezo brandmark must always be consistently reproduced and clearly visible. Therefore, a standard size has been established for the logo. The standard size is measured along the horizontal width of the logo.

The standard size for the logo is 50 mm (1.97 inches). If the logo needs to be used below this size then the minimum size is 30mm (1.18 inches). There is no maximum size.

CO-BRANDING

Co-branding logos - the use of Uwezo logo with other logos especially in publications - should appear in a fixed position whenever possible to the left of the Uwezo logo. The logo can print in its original colours or grayscale black. The exclusion zone and minimum size of 20mm should be observed.

There should be a sense of equality when determining the height and width of the co-brand. The Twaweza logo has been used as an example to the right.

If unsure and need clarifications, please contact the Regional Communications Officer at info@uwezo.net.
MISUSE OF THE LOGO

Ensuring the correct application of the logo is paramount to the Uwezo brand identity. By following the guidelines on how to use them, you will help to build a powerful and united identity for the Uwezo brand.

Shown on this page are examples of incorrect use.

YOU MUST NOT...
1. Change the spacing between the individual elements or characters
2. Change the colour of the wordmark
3. Place the strapline below the logo
4. Change the arrangement of the elements
5. Place the logo at an angle other than horizontal
6. Skew or stretch the logo
7. Place the logo on a non brand colour
8. Place the logo on a patterned or cluttered image
COLOUR PALETTE

Uwezo blue - Pantone 7470C, is the core colour for Uwezo however other supporting colours have been provided below.

Please refer to the color palettes to the RIGHT when using the Uwezo logo. If the logo is part of a four-color process reproduction, use the colour with CMYK values.

The colors in the extended palette have been specifically chosen because they best complement the primary Uwezo blue color and support the Uwezo brand. Colors should not be added to the palette and it is best to limit the number of colors used in a single communication.

The extended palette is available for use in corporate presentations, print collateral, signage, the website, and other materials.
Clear communication is an essential part of the Uwezo brand, and consistent typography plays a significant role in achieving this goal.

Uwezo have two official typefaces: Calibri and Joyful Juliana. These typefaces should be used for all print material and any online text when possible. Joyful Juliana should be used in titles and headings to create impact whilst Calibri should be used in body copy. Care should be taken not to use Joyful Juliana in caps where long running headlines have been used, as this may render the text illegible.

In cases where the above fonts are not available, such as in electronic media, use Arial as the default typeface. This also includes emails, Microsoft Word and Powerpoint. Do not use any other typefaces.
USE OF PHOTOGRAPHS

All photographs should emphasise dignity and self-sufficiency rather than need and vulnerability. Uwezo photographs should not portray citizens of East Africa as victims. Uwezo images should tell a story and show people in context. Images that represent Uwezo are important and should be chosen with care.

A core element of the Uwezo visual identity is imagery. Whether the pictures are being taken by a Uwezo staff member; a District Partner; a volunteer or when selected from a photo library, it is essential that the photo reflect the Uwezo visual values. In particular, the following keywords should apply to all Uwezo images:

• Educational environment - Promoting learning happening in the classroom
• The Uwezo Assessment Process – In the home and school environment, images of volunteers administering tests to children and completing survey booklets with parents
• ‘Human’ element – displaying citizens in a context that tells a story and emphasizes dignity and self-sufficiency
• Clarity of image - clear images, no blurry photos

When Uwezo staff members are collecting photographs that have been taken out in the field to add to their archives, they should always collect pertinent information that will allow the photographer to be credited in Uwezo materials and publications. The following information should always be collected:

• Name of photographer
• Uwezo Activity (Uwezo Tanzania 2012 Annual Assessment)
• Photograph location (for example, Kilimatinde, Singida Region, Central Tanzania)
• Date (Day, Month, Year) that the photograph was taken

When no appropriate images are available that have been taken by anyone from Uwezo (staff or hired photographer), Uwezo may use images from other sources (for example online photograph library). Uwezo will never publish photography without confirming the conditions in writing under which they were sold or commissioned. Design Consultants, photographers and photographic libraries will always be appropriately credited in Uwezo materials and publications.

Images can be reproduced in full colour, duotone or black and white. Uwezo will only use images that are relevant and add value. Images must be print quality (300dpi) and a good artistic standard when used in print, lower resolution (72dpi) images should only be used for on-screen applications.

Further information on the use of images can be obtained from Uwezo - Regional Communications Officer at info@uwezo.net.

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© Daima Productions, Uwezo Kenya Popular Report Launch, Gatanga, Central Province, Kenya, April 2010
APPLICATIONS

BASIC PRINCIPLES

All documents should follow simple uniform templates included in the Manual zip file or as follows in this manual.
Business Cards

All business cards should maintain the same look across all regions with the exceptions on country address.

Dimensions:
9 x 5.5cm

FRONT
Logo:
3 cm
Name Surname:
Joyfull Juliana
14 points
Title:
Calibri, Regular
7 points
Address Information:
6.5 points

BACK
Logo:
5 cm
“Managed by”
Calibri, Bold
6 points
Letterheads

All Letterheads should maintain the same look across all regions with the exception of the country addresses.

Dimensions:
A4 size

Logo Width Size:
3 cm

Address Information:
Calibri, Regular
9 points

“Managed by”
Calibri, Italic
13 points
Complimentary Slips

All Letterheads should maintain the same look across all regions with the exception of the country addresses.

Dimensions:
DL size

Logo Width Size:
3 cm

Address Information:
Calibri, Regular
9 points

With Compliments:
Title case. “w” and “c”: 48 points
the lower case letters: 35 points

“Managed by”
Calibri, Italic
13 points
PowerPoint Presentations

All PowerPoint presentations should maintain the same look across all regions.

The template design has been provided and you can obtain the file from Uwezo - Regional Communications Officer at info@uwezo.net.
E-signature

All E-signatures should maintain the same look across all regions with the exception of the Country addresses.

**Logo Width Size:**
3 cm

**Name Surname:**
Arial, Bold: 13 points,

**Title:**
Arial, Italics
12 points

**Address Information:**
Uwezo Blue
Arial, Bold: 12 points
Arial, Regular: 9 points

“Managed by”
Uwezo Blue
Arial, Italics: 10 points
Publications

All Report covers and internal documents should maintain the same format across all regions with the exception of the background colour on the cover that may change.

**Report Cover:**
Size: A4
Publication Title: Calibri

**Logo Width Size:**
5 cm

**Internal documents**
The logo should always be placed on the top lefthand corner and the logo width size maintained at 5 cm.
Contacts

For more information on the items covered in this guidelines document please contact:

UWEZO EAST AFRICA
Regional Communications Officer,
3rd Floor, ACS Plaza, Lenana Road, Kilimani,
P.O Box 19875 – 00202 Nairobi, Kenya
info@uwezo.net

To download Uwezo’s logos and templates, please visit the Uwezo website at www.uwezo.net.