



**MZALENDO**

# **GENERAL STYLE GUIDELINES**





# 01 CONTENTS

02	About Mzalendo	02
03	Brand Identity	04
04	Visual Language	05
05	Typography	10
06	Print / Digital Communication	11



# 02 ABOUT MZALENDO

**Mzalendo** ('Patriot' in Swahili) is a Kenyan non-partisan Parliamentary Monitoring Organization started in 2005 and whose mission is to 'Keep an Eye on the Kenyan Parliament.' Through information sharing, research and

networking, we promote greater public voice and enhance public participation in politics by providing relevant information about the National Assembly and Senate's activities. Our vision is to see informed,

empowered and engaged citizens transforming society by holding their leaders to account.

**The style guide is meant to ensure consistency across all our communication materials.**

# ABOUT MZALENDO

**Values:** Our work is under-girded by the following five values:



## I. OPENNESS

We seek and promote public disclosure of governmental information through our portal and other products.



## II. PATRIOTISM

Love for the country and its people compels us to pro-actively engage our leaders and all Kenyans regardless of tribe, class and creed.



## III. INTEGRITY

Seeking Justice and the adherence to rule of law are built into our activities and are expectations we encourage the public to embrace and expect of their leaders for greater accountability and transparency



## IV. PARTNERSHIP

Mzalendo Trust seeks partnerships with other organisations based on mutual respect and learning, shared purpose and values and collective responsibility for outcomes.



## V. INNOVATIVENESS

We are committed to leveraging technology to open up parliamentary information and amplify voices of the marginalized in Kenya (women, youth and the Persons with Disability) through our activities. (Adoption of Civic Tech for governance)

Our Unique Selling Point:

**Kenya's premier Parliamentary Monitoring Organization.**



# 03 BRAND IDENTITY

This is how the relationship between the brand mark, imagery, graphical elements, typography and the colours have been conceived and demonstrated to achieve a clear and consistent implementation of our brand identity. It reflects the values we want to convey and how we want to be perceived by our stakeholders.

## 1. Personality

We are:

- Bold
- Objective
- Factual/Evidence based
- Timely/relevance

## 2. Tone

We sound:

- Objective
- Non-Partisan
- Bold

# 04 VISUAL LANGUAGE

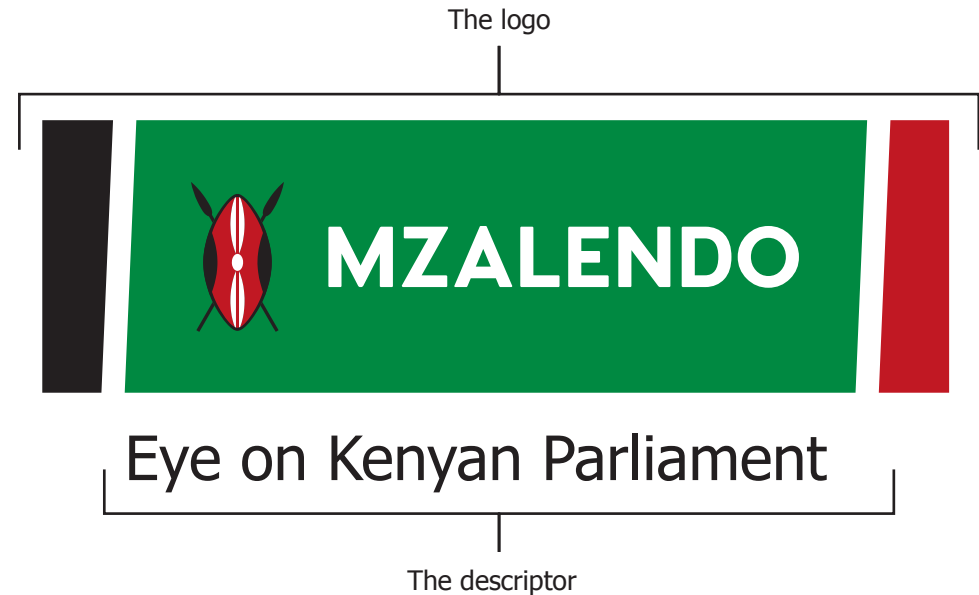
Our brand mark is the graphic expression of our values and the sum of what we represent. It is our identity. It is therefore important that the integrity of our brand is maintained through a clear, consistent and correct application of our brand mark.

## 1. Logo

The Mzalendo Logo is a recreation of the National flag, without the emblem. The colors of the flag are meant to resonate with the patriotic nature of our work. The Mzalendo logo and descriptor (slogan) have been specially designed as separate units and don't have to be used together at all times. In some instances however, the logo and descriptor will be used together for example on banners.

## 2. Descriptor (slogan) – Eye on Kenyan Parliament.

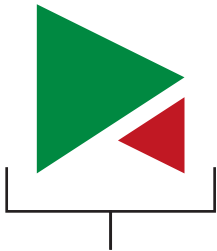
The Descriptor must always be presented as one line.



# VISUAL LANGUAGE

## 3. Supporting Visual

This may be used to support the logo in large word documents or power point presentations. It must not be used as a stand alone however.



The supporting visual

## 4. Colours

Green is our dominant colour. However in line with our move to be bold, red will also be given prominence and will remain an essential part of our brand.

Green, Black, Red and White.

### GREEN

RGB: 50 / 135 / 71

CMYK: 96 / 0 / 100 / 24

Hex: 328747

Pantone: P 143-8 U

### RED

RGB: 165 / 30 / 39

CMYK: 0 / 99 / 91 / 22

Hex: A51E27

Pantone: P 49-8 U

### BLACK

RGB: 39 / 37 / 37

CMYK: 0 / 0 / 0 / 100

Hex: 272525

Pantone: P 179-16 U

# VISUAL LANGUAGE

## 5. Logo Spacing

At a minimum the logo must have the indicated space around it.





# VISUAL LANGUAGE

## 6. Usage

The type face, borders and colours of the logo should not be changed, cropped, presented on vibrating backgrounds nor placed in similarly coloured backgrounds. It should not be stretched or squeezed to distort proportions. The logo elements should not be recreated or replaced with something else.

**DO**



**DON'T**



# VISUAL LANGUAGE

## 7. Imagery

These are the images that represent Mzalendo Trust. They are to be used in publications, website, videos, social media pages, corporate materials, presentations and branded merchandise. Our imagery reflects the following:





# 05 TYPOGRAPHY

Our choice of typography for communication is Tahoma. Font should be easy to read, friendly to the eye and appealing.

It should communicate:

- Confidence;
- Sincerity/Genuineness
- Authority
- Tranquility

## TAHOMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Regular

**Bold**



# 06 PRINT / DIGITAL COMMUNICATION

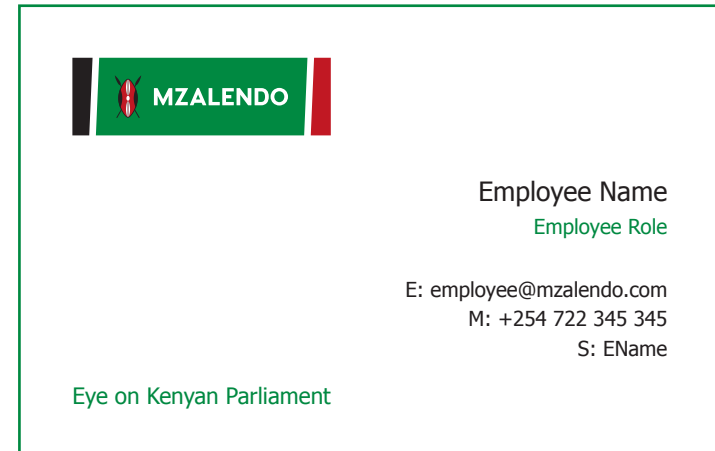
The composition of our print communication must strive to find the perfect balance between typography, imagery and graphical elements. In doing so, we shall ensure that our brand is consistent and clear.

# PRINT / DIGITAL COMMUNICATION

## 1. Business Cards

Logo, descriptor and staff details at the front; contacts at the back.

White front, green back with black and red stripes.



Front



Back

## 2. Letterheads

Brand Mark (logo) at the  
Top Centre of Page.  
Descriptor and Contact  
details at the bottom.



### 3. all corporate materials

For all corporate materials (banners, publications, brochures) – have Brand Mark/Descriptor at the top for visibility, especially media events.

The study assessed Kenya.



**Figure 3: Kenya an**

Kenya lags behind were 32%. Rwanda

The figure below p SSA and Kenya.



**Figure 4: Trends**

There is a system women represer convergence at.

Figure 5 present introduced affirm



**1. INTRODUCTION**

**1.1 Purpose of the Stud**

The main purpose of the parliamentarians in adv representation and over barriers encountered in e

Secondly, the researcha and other stakeholders functions.

Thirdly, the study envis Parliament, Political Par and election processes inform insights and rec

The plate 1 below pres governors and female






Plate 1: First Fem

The front row has (Kirinyaga), and Gishu), Hon. Susa



**OWNING THE SPACE**

**THE INCLUSION AND PARTICIPATION OF WOMEN IN KENYA'S 11<sup>TH</sup> AND 12<sup>TH</sup> PARLIAMENTS**

8 OWNING THE SPACE

OWNING THE SPACE 1

## 4. Merchandise

(T-Shirts etc ) – Brand  
Mark at the front,  
Descriptor at the Back



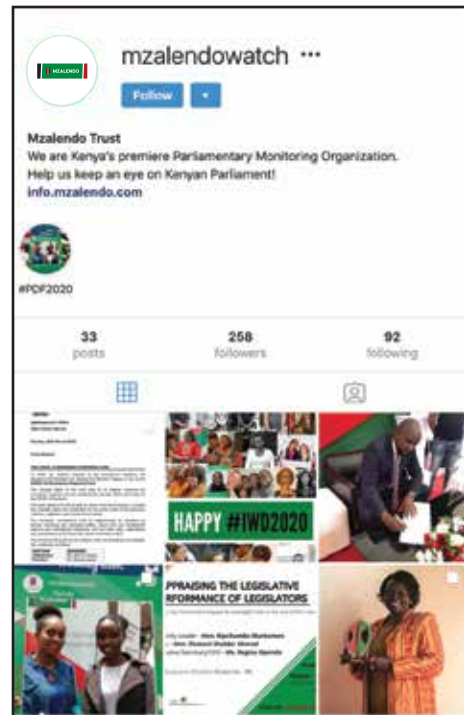


# PRINT / DIGITAL COMMUNICATION

## 5. Digital

Standard placement of logo. Banners may change from time to time.

Instagram



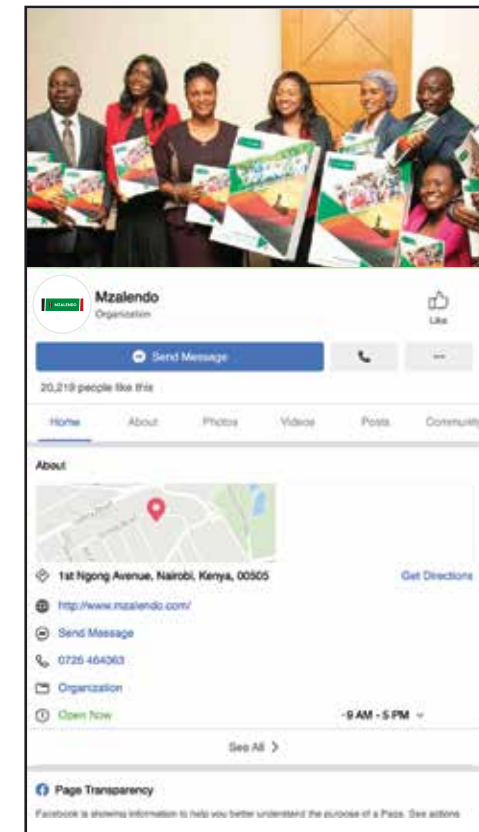
Instagram frame



Twitter



Facebook



## 6. PPT



**MZALENDU**

### To edit cover

- Click on image and send to back
- Replace the parliament image with an image of your choice
- Send the new image to back
- Done!

**MZALENDU**

### A title come here

- Point can be made here
- Point can be made here
- Point can be made here
- Point can be made here

**MZALENDU**

Thank you for your time

Eye on Kenyan Parliament

**MZALENDU**

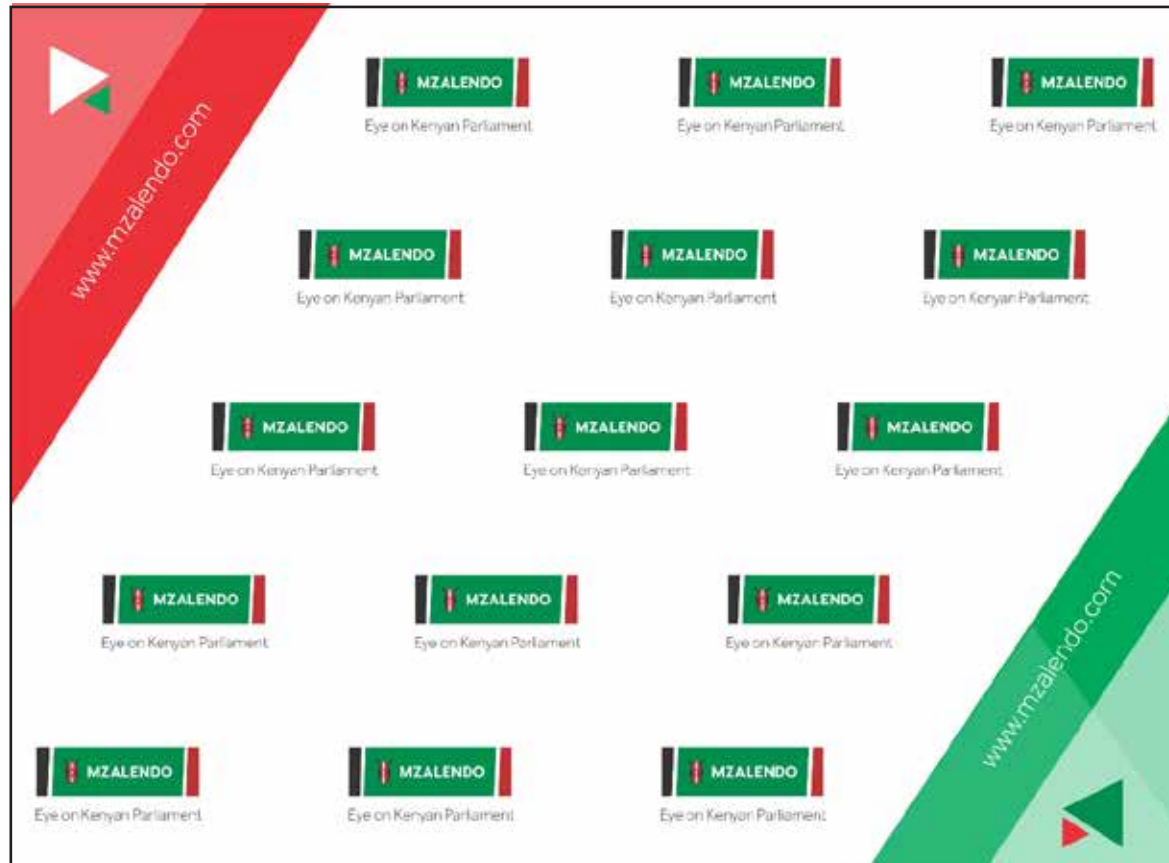
### Titles come here on two lines

In the space to the right we can put a chart or an image. The template allows for that.

▶ A separator slide

## 7. Press and roll-up banners

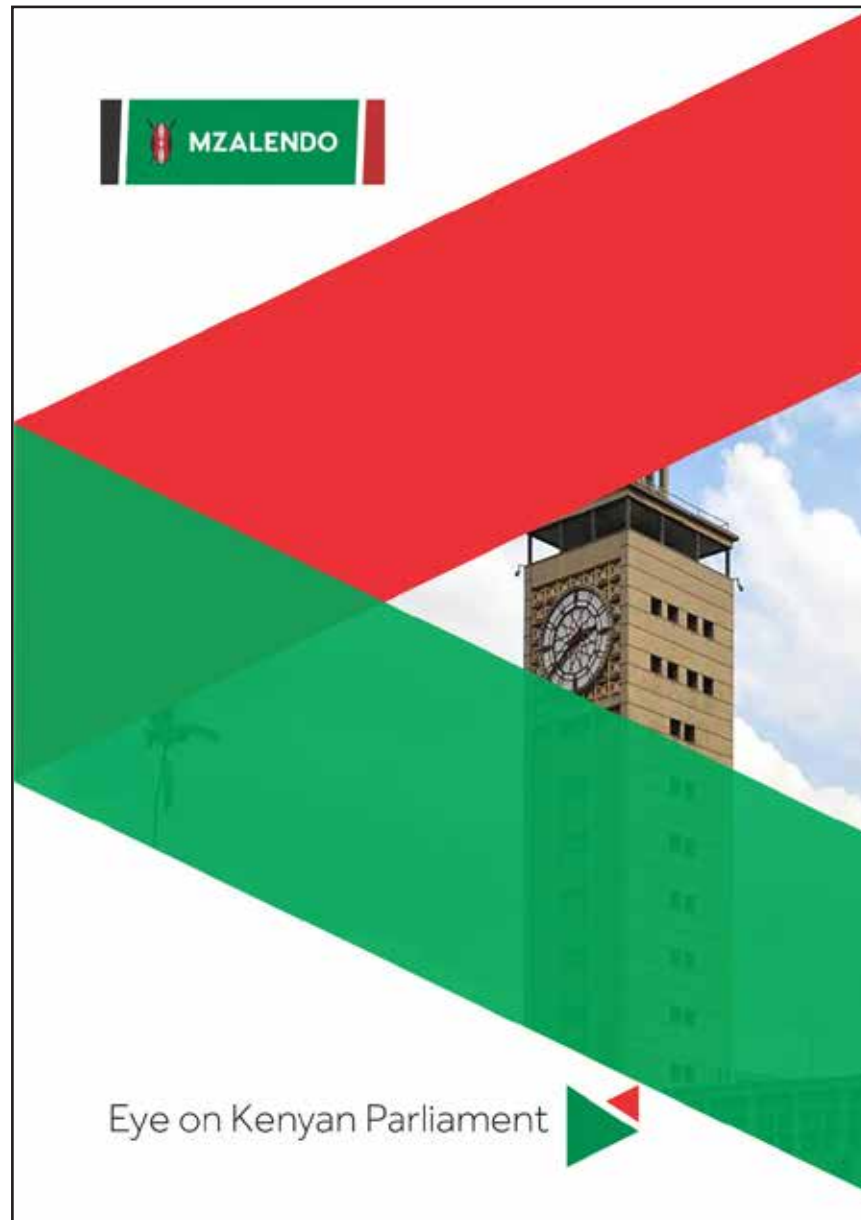
Instagram



Roll-up banner



## 8. Notebook cover



## 9. Website

**MZALENDO**

Home Parliament MPs Research News Democracy Resources About

Search...

**“All Sovereign power belongs to the people of Kenya and shall be exercised only in accordance with this Constitution”**

Article 1 (i), Constitution of Kenya, 2010

**Popular pages:**

- › Find your Representatives
- › Read the Hansard
- › Women Representatives
- › Youthful Representatives

**Bonga-na-Mzalendo! SMS 21516**

**Dokeza: Give your input on bills**

**Subscribe to our newsletter**

This week's SMS question:

**How has the Covid19 crisis and Government measures impacted your daily social and economic lives?**

Have your say SMS 21516

“It has affected me in such a way that I can't go on with my daily activities, there's no enough money, some food items the price has risen making it impossible to purchase ”

1 week, 1 day ago

“I WORKS AT KEROCHE BREWERIES & SINCE MARCH WE'VE NOT BEEN PAID LANDLORDS R WAITING 4 US KIDS R IN THE HOUSE ETC, WE NEED HELP,”

1 week, 1 day ago

“I lost my job without prior notice. So no income. And I cant go home due to lock down. My rent is due and I have no money.”

1 week, 1 day ago