

# KABARAK UNIVERSITY

## brandbook Guideline

Draft 2

23.09.2014

Presented by

**ZEE GRAPHICS**

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**DESIGN | PRINT | PACKAGING | ENGRAVING**

# INTRODUCTION

## ABOUT KABARAK UNIVERSITY

Kabarak University is a private Chartered institution of higher learning that provides holistic christian-based quality education, training research and outreach activities for the service of God and humanity. It was established in October 2002 by the second President of Kenya, His Excellency Daniel Arap Moi, who is also the Chancellor. This was as a result of his visionary idea of setting up a Christian University that would meet the demand for higher education in Kenya and offer quality education based on strong moral principles

Kabarak University is located 20kms north of Nakuru town, along the Nakuru-Eldama Ravine highway. It is in a serene environment that makes it an ideal place for learning. Students pursue various academic courses in Science, Engineering, Technology, Business, Theology and Education.

The facility stands on a 600 acre farm and is one of the highly equipped institutions of higher learning in Kenya. It has an ultra-modern library (with seating capacity of 1,000 users) that is well equipped with up-to-date books, other scholarly materials and easy access to online journals. We also have well equipped Science and Computer Laboratories

Kabarak University is not just any other University; it is distinctive in its academic excellence coupled with spiritual vitality. We are focused on producing professionals who are trained in all aspects of human endeavour.

### **Mission, Vision, Core Values**

#### **VISION**

To become a Center of Academic Excellence founded on Christian values.

#### **MISSION**

To provide a holistic quality education based on research, practical skills and Christian values..

#### **CORE VALUES**

Integrity  
Excellence and Professionalism  
Patriotism  
Commitment to serve  
Innovativeness and Creativity  
Being mindful of others

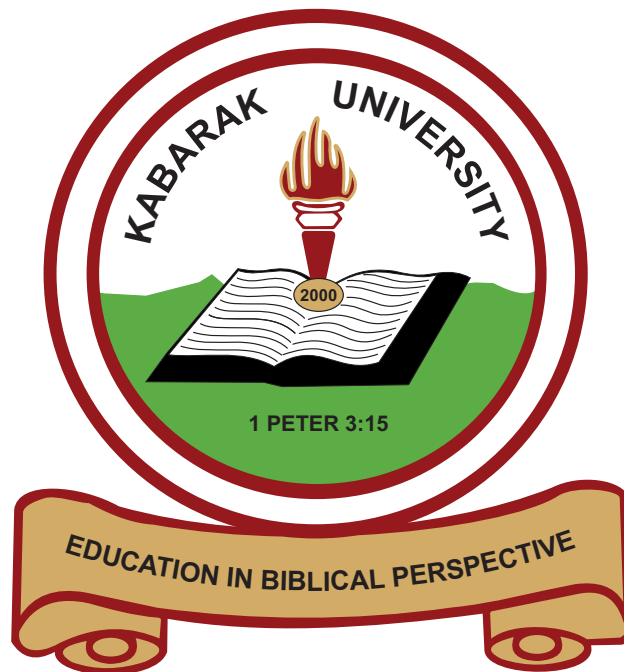
#### **PHILOSOPHY**

To provide quality education in biblical perspective that transforms lives.

#### **MORAL CODE**

As members of Kabarak University family, we purpose at all times and in all places to set apart in our hearts, Jesus Christ as Lord. (1 Peter 3:15)

# LOGO RATIONALE

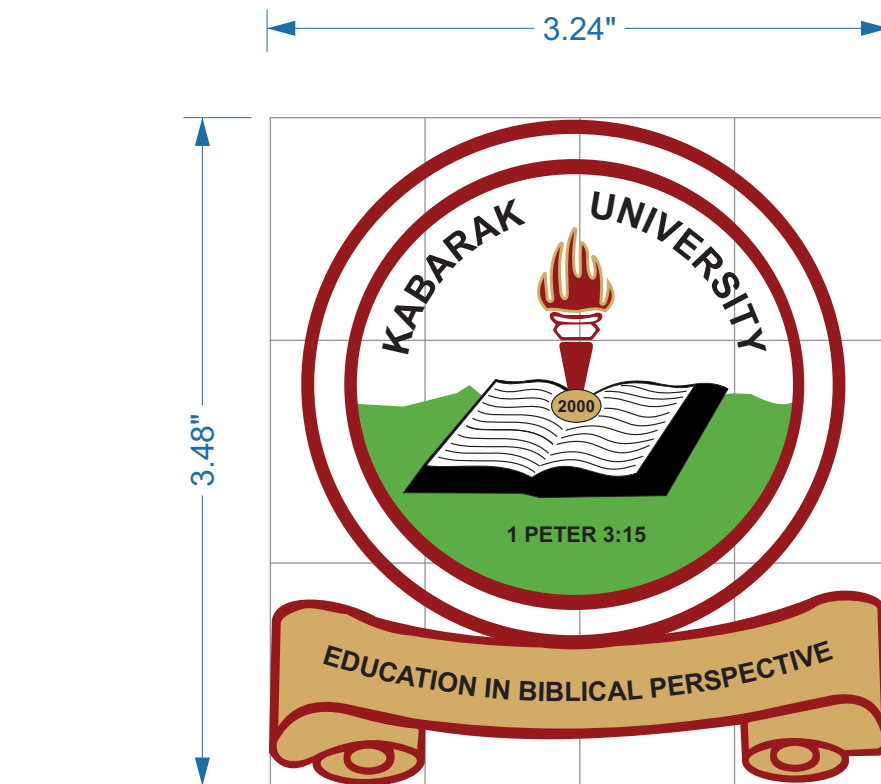


## **KABARAK Master Logo**

An institution logo portrays the key values of that institution and form a key ingredient of their culture that must be explicit and consistent in all physical applications such as institution premises, collateral materials and in-house communication items.

The Kabarak logo through the use of colour and symbols clearly communicates the core values of the Kabarak University.

# LOGO DIMENSION



## KABARAK Master Brand

When using Kabarak master brand, the Kabarak name;

- a) Must always appear as Kabarak University
- b) Must always appear in Upper Case
- c) Must adhere to minimum size restrictions as above

## KABARAK Corporate Colours

The corporate colours of Kabarak are Maroon, Green and Gold and are the preferred presentation for Kabarak brand.

# LOGO USAGE

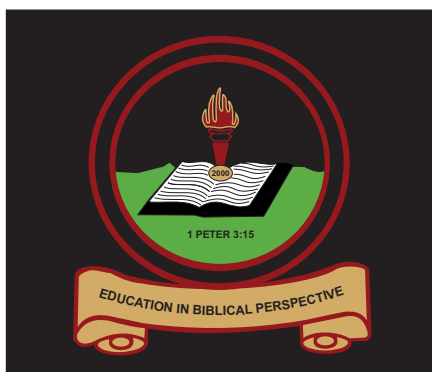
## Wrong Usage



Main Color Background

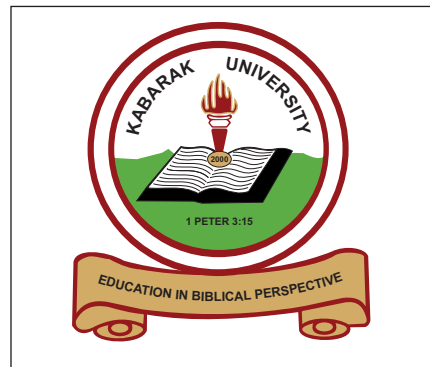
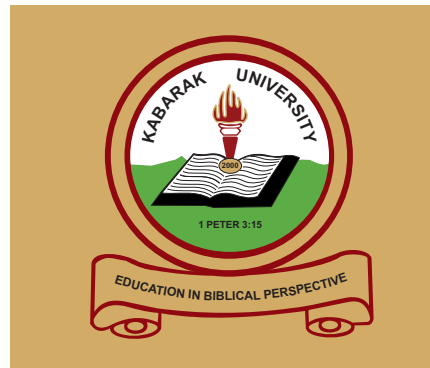


Stretch out of Proportion



When used on backgrounds that are not corporate colors

## Correct Usage

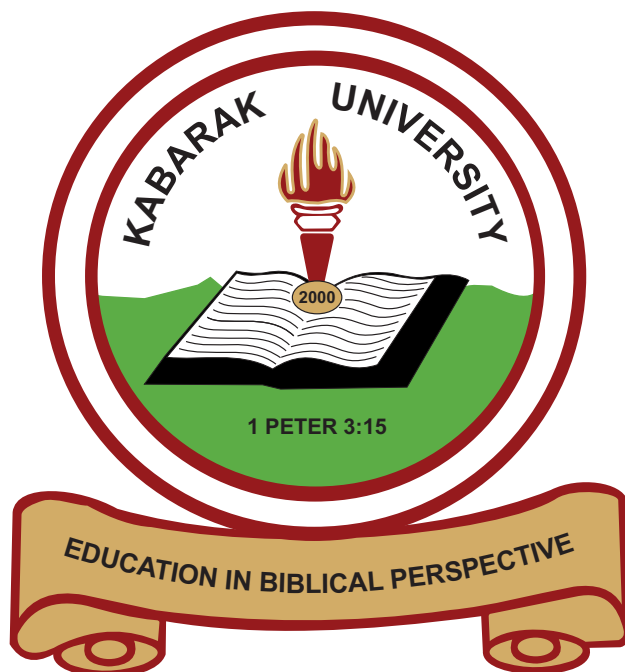


# FONT FAMILY

## Typeface

A distinctive typeface has been used exclusively for Kabarak, specifically for the creation of its brand. It includes the entire alphabet , numerals 0 to 9 and basic punctuation.

This typeface **MUST** always be used for the development of all Kabarak brands and logos.



# KABARAK UNIVERSITY

Education in Biblical Perspective

## Kabarak University

Font: HelveticaNeueLT Com 57 Cn (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Education in Biblical Perspective

Font: HelveticaNeueLT Com 35 Th (Extra Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

# Font Family to be used in brands

## TITLES

Font: HelveticaNeueLT Com 57 Cn (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Body Text

Font: Arno Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font: Arno Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Font: Arno Pro Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

## Taglines

Font: HelveticaNeueLT Com 35 Th (Extra Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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## Example placement

### MISSION

*To provide a holistic quality education based on research, practical skills and Christian values.*

### MISSION

To provide a holistic quality education based on research, practical skills and Christian values.

# COLOR VALUES

When printing in colour process

## CMYK Process



C24 M100 Y100 K27



C69 M9 Y100 K0



C0 M20 Y60 K20

## RGB Process



R153 G49 B51 (#993133)



R98 G174 B80 (#62AE50)



R210 G174 B109 (#D2AE6D)

## PANTONES color values



PANTONE P 50-8 C



100% PANTONE 7489 C



PANTONE P 15-12 C

When printing in spot colour process use as indicated above.



## LETTERHEAD



P. O. Private Bag – 20157  
Tel: 254-51-343028 KABARAK, KENYA  
Fax: 254-51-343012  
Email: [vicechancellor@kabarak.ac.ke](mailto:vicechancellor@kabarak.ac.ke) | [www.kabarak.ac.ke](http://www.kabarak.ac.ke)

**OFFICE OF THE VICE CHANCELLOR**

all letterheads  
should be in  
either Conqueror  
or Classic White

100gsm

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### MORAL CODE

*As members of Kabarak University family, we purpose at all times and in all places to set apart in ones heart, Jesus Christ as Lord. (1Peter3:15)*

## CONTACT CARD



**MORAL CODE**  
We purpose at all times  
and in all places to set apart in ones heart,  
Jesus Christ as Lord. (1Peter3:15)

**Steve Muttai**  
Online Education

P. O. Private Bag – 20157  
Tel: 254-51-343028  
KABARAK, KENYA  
Fax: 254-51-343012  
+254 725 212 118  
Email: [smuttai@kabarak.ac.ke](mailto:smuttai@kabarak.ac.ke)  
[www.kabarak.ac.ke](http://www.kabarak.ac.ke)

Cardstock

300gsm

## Email Signature



**Rev. Prof Jones Kaleli**  
**VICE CHANCELLOR**

P. O. Private Bag – 20157

Tel: 254-51-343028 KABARAK, KENYA

Fax: 254-51-343012

Email: [vicechancellor@kabarak.ac.ke](mailto:vicechancellor@kabarak.ac.ke) | [www.kabarak.ac.ke](http://www.kabarak.ac.ke)

### MORAL CODE

*We purpose at all times and in all places to set apart in ones heart, Jesus Christ as Lord. (1Peter3:15)*

## Website



# KABARAK UNIVERSITY

Education in Biblical Perspective

GOVERNANCE

ADMISSION

ACADEMICS

ONLINE PORTALS

CAMPUSES

CONTACT US

FAQs

HOME > About US



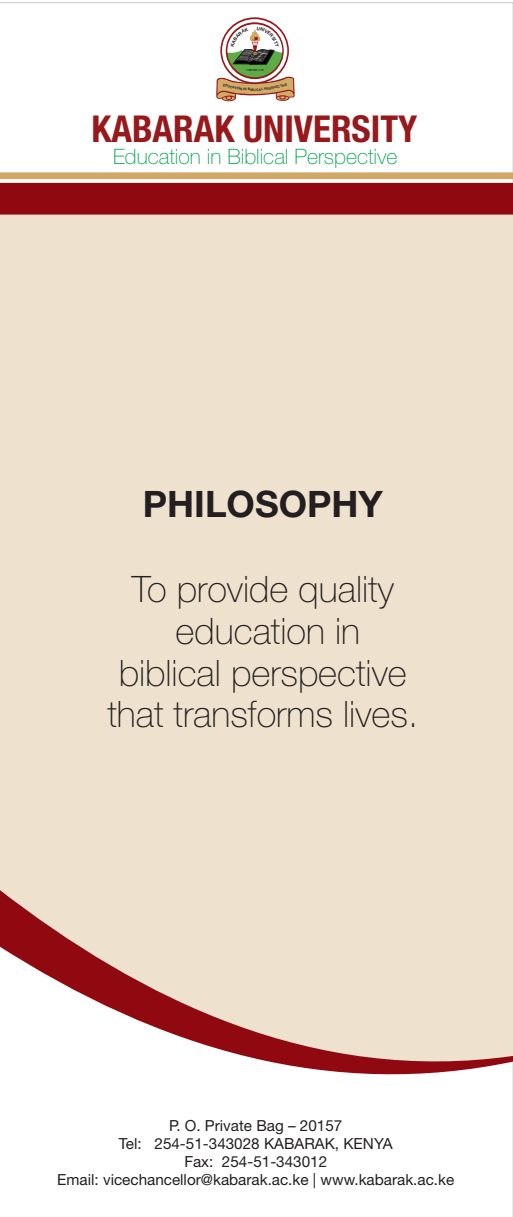
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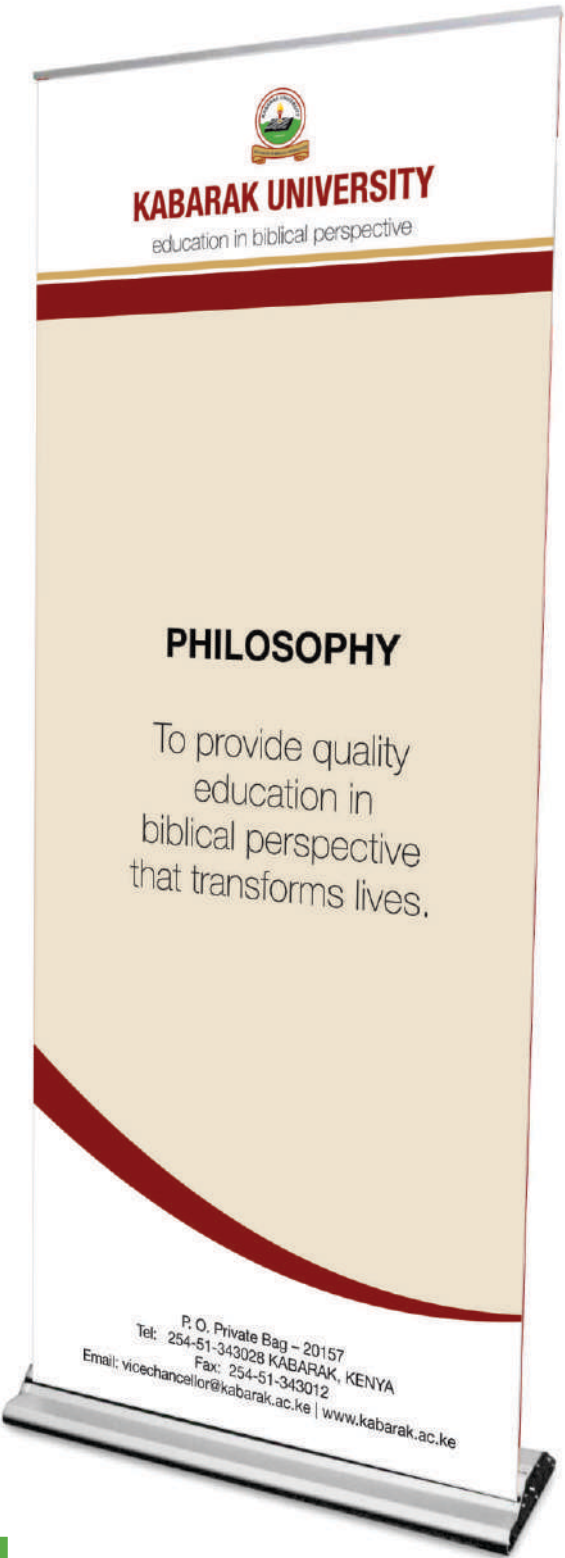
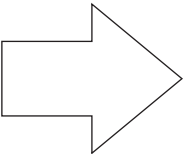
**MORAL CODE :** As members of Kabarak University family, we purpose at all times and in all places to set apart in one's heart, Jesus Christ as Lord. (1Peter3:15)

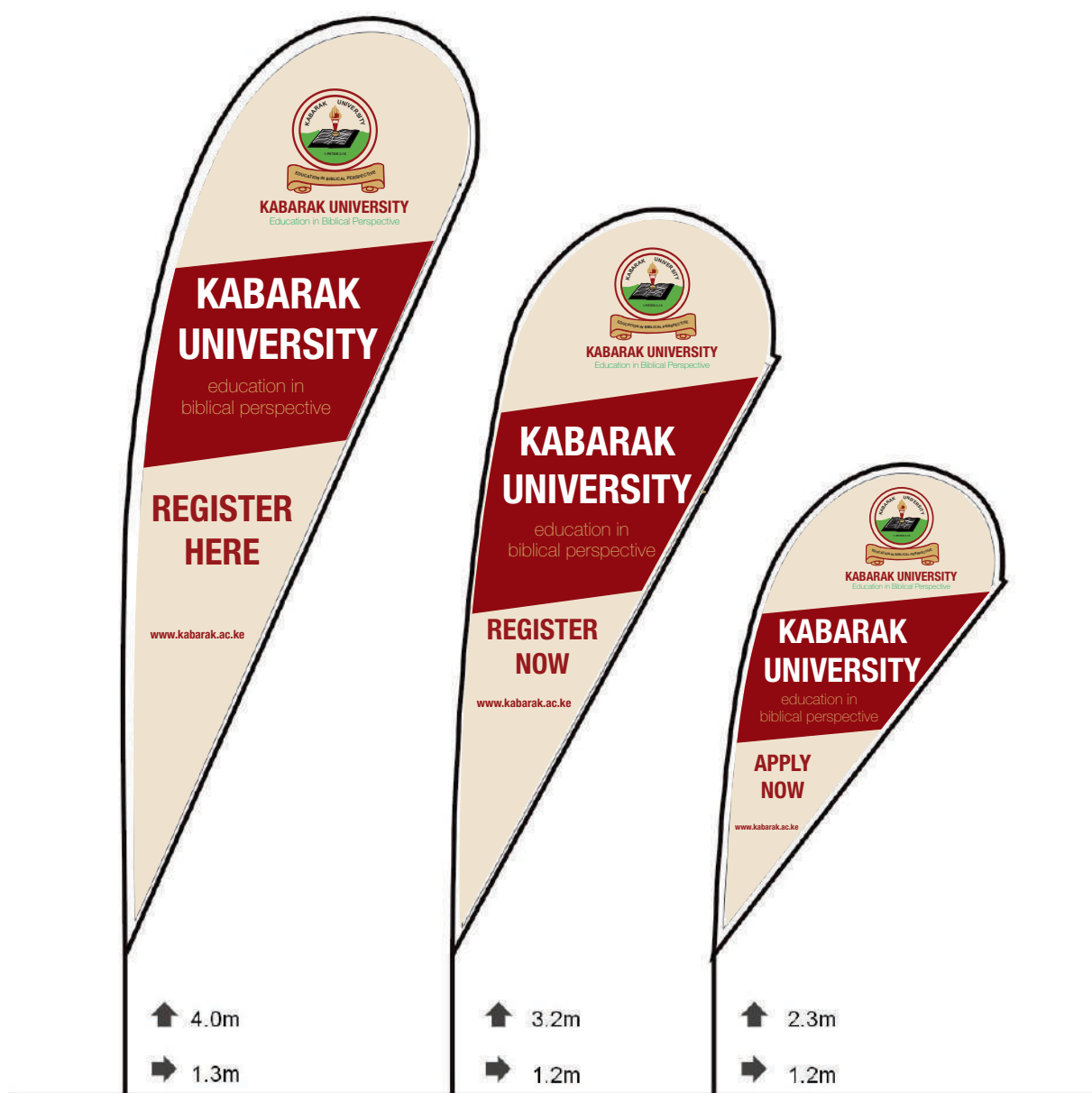
OUTDOOR ADVERTISING

Pull up Banners



W: 85cm H: 200cm





**Note:** Artworks are subject to the information that is presented for display. IT MUST ALWAYS MAINTAIN THE UNIVERSITY COLORS AND TYPEFACE

## OUTDOOR SIGNAGE



Length 8ft x Width 5ft

## DIRECTIONAL SIGNAGE



Width 1ft x Length 3ft

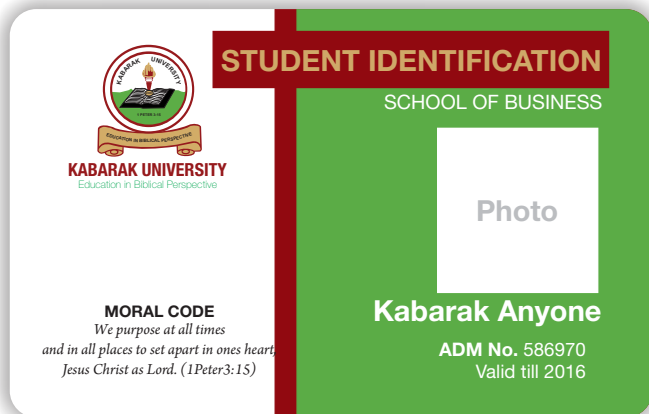
**Note:** all signages can be enlarged but must be with these proportions

## OUTDOOR BillBoard



## STUDENT IDENTIFICATION

### Front



### Back

This identifies the person whose picture appears herein overleaf is a student of Kabarak University.

If this found lost please return to the Dean of Students Office or the nearest police station.

P. O. Private Bag – 20157  
Tel: 254-51-343028 KABARAK, KENYA  
Fax: 254-51-343012  
[www.kabarak.ac.ke](http://www.kabarak.ac.ke)

### Back



This identifies the person whose picture appears herein overleaf is a Staff of Kabarak University.

If this found lost please return to the Vice Chancellors office or the nearest police station.

P. O. Private Bag – 20157  
Tel: 254-51-343028 KABARAK, KENYA  
Fax: 254-51-343012  
[www.kabarak.ac.ke](http://www.kabarak.ac.ke)

# Envelopes

**DL**



For this sizes of envelopes B5, C5, A5, C4, A4, A3  
this layout applies



## Newspaper Pullouts(Supplement)



# KABARAK UNIVERSITY

Education in Biblical Perspective



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### MORAL CODE

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## Mobile Branding



NOTE: Automobiles can vary in shape and size. The placement of the Logo must always and at all time be proportional and be place in the middle of a bus and in all small vehicle at the drivers door. as per the samples above

# Tshirts

Front



Back



## Polo Shirt

Front



Back

