## INTRODUCTION

United States International University - Africa brand is one of our most valuable assets and defines who we are and what we do. As a leading university, it is imperative we convey a consistent, high-quality image.

This brand guide helps ensure all parts of the university are working together to communicate with a unified image and voice. Given this dynamic environment and these diverse audiences, it is increasingly important to express a single, compelling voice in everything we do.

The marks, visuals and voice used to describe the university help establish and maintain a clear, unified brand identity. Included are general guidelines for the USIU - Africa brand as well as specific directions for the application of university marks and related elements. Please contact the Division of Communications and Marketing with other questions related to branding.

# IDENTITY

# IDENTITY/PRIMARY MARKS

United States International University- Africa
has two primary visual marks:

• United States International University- Africa Main mark

• USIU Wordmark

*All are trademarks of United States International University- Africa.*

**United States International
University- Africa Main mark**



**USIU-A Wordmark**

# LOGO USAGE

USIU -A  visual system is dynamic and inviting, creating a brand that feels like part of your life. The core elements — our logo, approachable typeface, vibrant  color, relationship-oriented imagery, refined brand architecture and benefits-based messaging — may be used in a variety of ways, offering flexibility for a wide range of applications and audiences.

Our logo says a lot. It represents who we are, what we do and what we believe in. Which is why it is confident yet approachable.

Our logo is custom-drawn and unique.

This connection builds on the heritage of our logo in a fresh, new way, reinforcing our team approach and our dedication to building relationships .

USIU
AFRICA

**United States International University-Africa**

USIU-A logo has been designed to reproduce at a minimum height of 20 mm.

On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo

20 mm

USIU
AFRICA

United States
International
University-Africa

# LOGO USAGE

Our logo is vibrant, bold and  accessible, reflecting how USIU
adjusts to fit our customers' lives.

Context is key. Always choose colors  depending on where the logo will
be placed, making sure it connects  with its environment.

**USIU** AFRICA  United States International University-Africa

**USIU** AFRICA  United States International University-Africa

C=0 Y=0 M=0 K= 100%

**USIU** AFRICA  United States International University-Africa

C=0 Y=0 M=0 K= 60%

**USIU** AFRICA  United States International University-Africa

**USIU** AFRICA  United States International University-Africa

**USIU** AFRICA  United States International University-Africa

# LOGO USAGE

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.
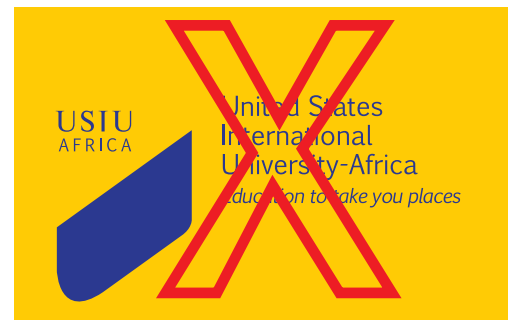
# COLOUR PALETTE

This range provides flexibility in using colors that complement imagery as well as allowing for effective communication to our various audiences and multiple lines of divisions.

Please note: RGB-based applications must be converted to CMYK (process color) PDFs in order for the Blue to print correctly.

GRAYSCALE
Our secondary colors — blacks, whites and grays — are clean and straightforward. Use them primarily for text, ensuring clear communication of written messages.

In some circumstances, our logo can be used in black or gray, e.g., on simple, text-based communications and when only grayscale printing is available.

Primary Colour

| | | | |
|---|---|---|---|
| C 100 | | C 0 | |
| M 95 | | M 20 | |
| Y 5 | | Y 100 | |
| K 0 | | K 0 | |
| | | | |
| R 43 | | R 205 | |
| G 57 | | G 203 | |
| B 144 | | B 5 | |

Secondary Colour

Greyscale

# TYPEFACE

Our typography reinforces our identity as approachable, solid and straightforward. It is a vital ingredient in representing USIU -A consistently.

Our primary typeface is Helvetica neue. A neutral typeface that had great clarity, no intrinsic meaning in its form, and could be used on a wide variety of signage.

Helvetica neue  1234567890

Helvetica neue light  1234567890

**Helvetica neue bold  1234567890**

The fox jumped up on a moonlight night

The fox jumped up on a moonlight night

**The fox jumped up on a moonlight night**

**BRAND APPLICATION**
Stationery

# BUSINESS CARDS

To communicate most effectively, business cards should contain only essential information, organized in the user-friendly format shown here. All university business cards must be of standard size (8.5cm x 5.5cm ).



**Chandaria Business School**
Department of Economics

**John Mwangi**
*Professor and Head*

0785-000-0000 • cell: 0785-000-000
fax: 785-000-0000
jm@usiu.ac.ke

*Education to take you places*

## Front

- School  name may occupy one or two lines.
- Department name may occupy one or two lines.
- Name and degree designation must use only one line.
- Title appears below name and degree, in one or two lines.
- Mobile phone number appears next to office phone number.
- No other elements may appear on business card front.

## Back (optional)

- Quick Response (QR) code may appear in bottom right-hand corner (optional).
- May include a tagline or mission statement.

Just as business cards represent individuals, letterhead represents university offices and departments.

Format consistency is important. Please follow the guidelines shown here.

• Upper left-hand corner includes the United States International University- Africa Main mark

• Unit name appears directly right of Main mark in one or two lines.

• If needed, department name appears beneath in one or two lines.

United States
International
University-Africa

USIU
AFRICA

Chandaria Business School
Department of Economics

0785-000-0000 • cell: 0785-000-000
fax: 785-000-0000
info @usiu.ac.ke

*Education to take you places*

• The mailing address is lower right-hand corner bottom line and includes room number, phone number, fax number and university home page, www.usiu.ac.ke

May include a tagline or mission statement appear in bottom right-hand corner (optional).

# ENVELOPES

Only the information described here may be printed on general correspondence envelopes, unless required by postal or Government regulations. These exceptions must be approved by the Division of Communications and Marketing.

Envelopes include the United States International University- Africa Main mark Wordmark in the upper left-hand corner and information to the right of the Main mark

following this general format:

• School  name in one or two lines

• Department name, if needed, in one or two lines

# POWERPOINT TEMPLATE

PowerPoint presentations are used for internal and external communications, which makes them an important component of our brand experience. However, the effectiveness of PowerPoint can be diminished by weak design and improper use of the university's marks.

## Official University Standard Powerpoint

**BRAND APPLICATION**
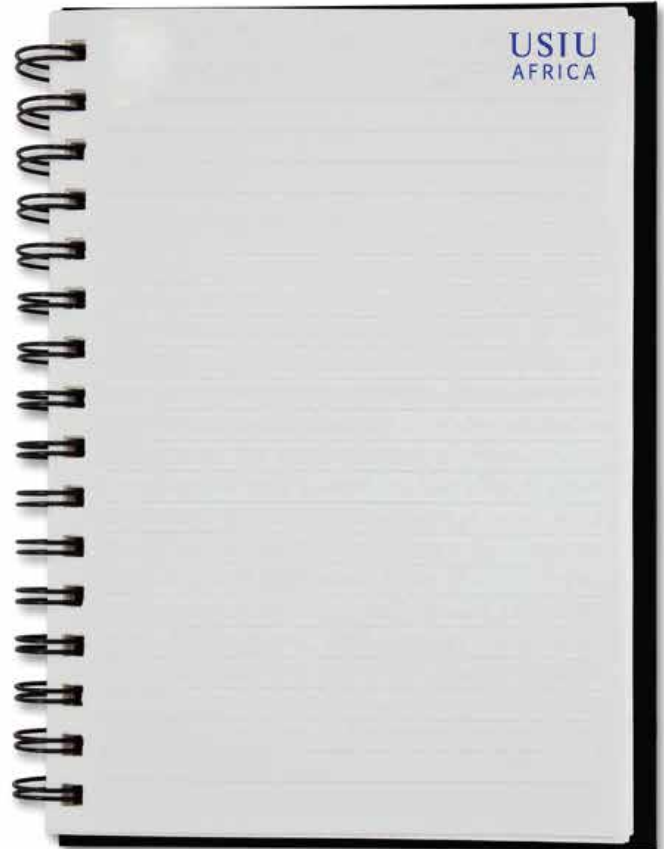Communication Material

# BROCHURE

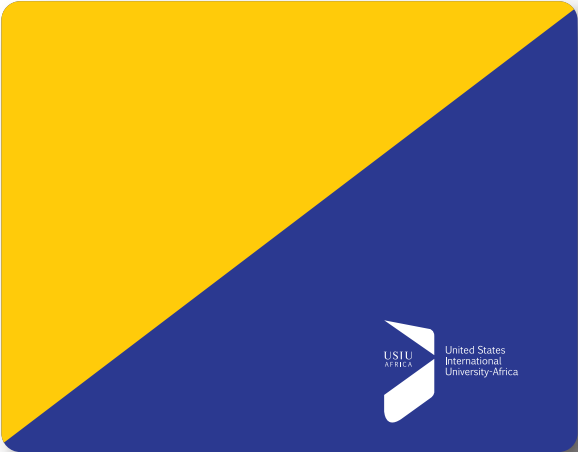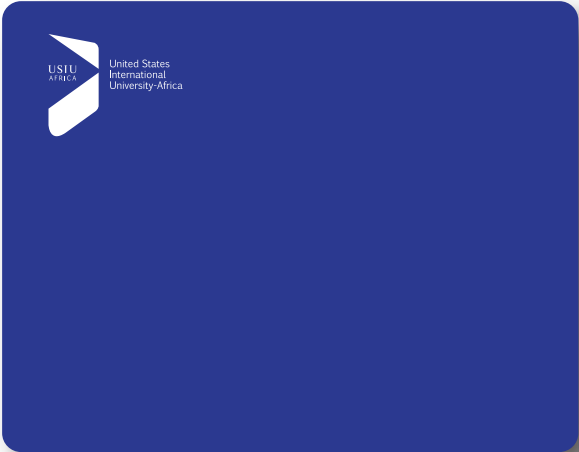# LIGHT BOX

# NOTE BOOK / FOLDERS

# FLYER

# BRAND APPLICATION
Merchandising

# BAGS
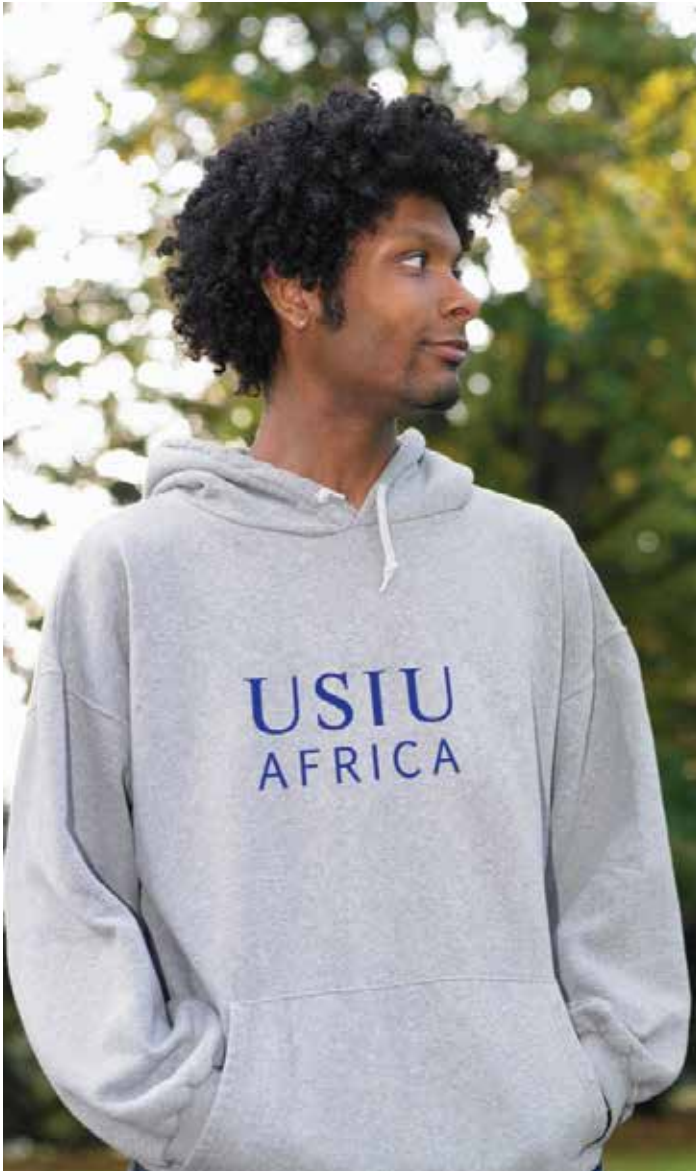
# SHIRTS / T-SHIRTS / CAPS

# PULLOVER / POLO SHIRT / TOWEL

# PENS / MUGS / LANYARDS
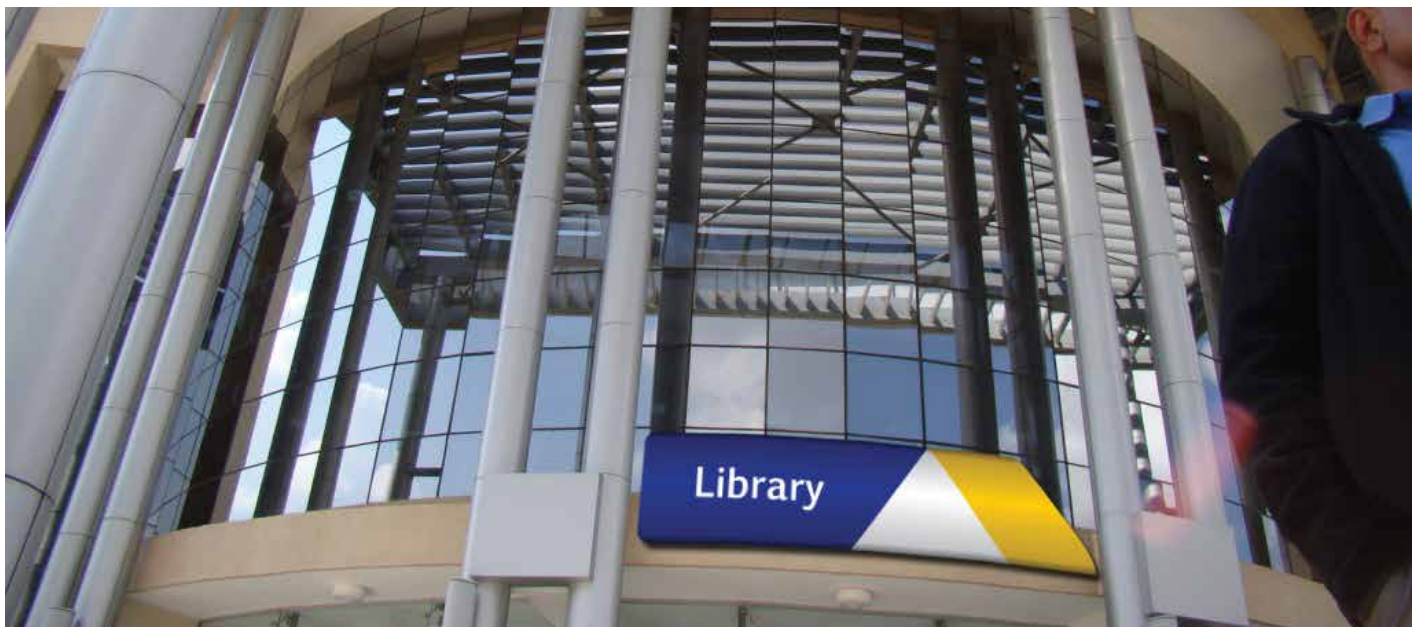
**BRAND APPLICATION**
Signage

# SIGNAGE

Cafe

United States
International
University-Africa
*Education to take you places*

Washrooms

Library

USIU
AFRICA

United States
International
University-Africa

Parking
Area

# SIGNAGE

United States
International
University-Africa

United States
International
University-Africa

United States
International
University-Africa

United States
International
University-Africa

# AUDITORIUM

# IDENTITY/PRIMARY MARKS

**BRAND APPLICATION**
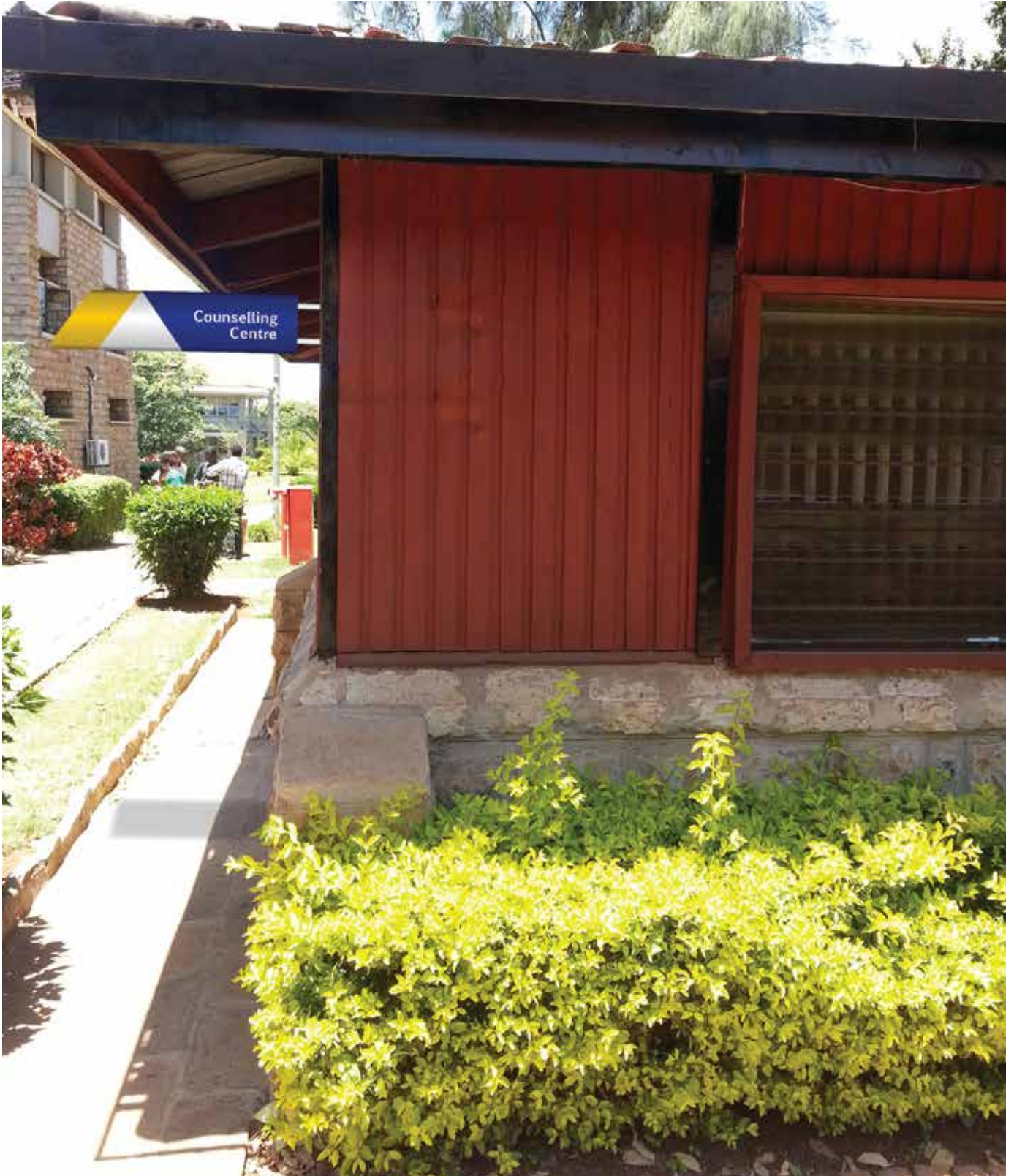Vehicle Livery

# VEHICLE LIVERY

# VEHICLE LIVERY

# VEHICLE LIVERY

**Education to take you places**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged

USIU
AFRICA

United States
International
University-Africa