

Brand Guidelines.

Setting our sights high.

Vision Statement:

Travel Stress Free

Mission Statement:

To provide consistent and delightful travel experience.

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Welcome to Our Company Brand Guidelines.

Introduction.

This document provides a simple, yet robust set of Brand Guidelines that can be easily understood and communicated while leaving room for creative expression.

This manual will guide you through some of the basic identity elements (such as logo, typeface & colour) and will provide some general rules for applying these elements across a variety of media types.

This manual contains details of the rules and guidelines on various KAA standards applicable to all company operations and applications.

It is intended for use by all those with the responsibility of applying the KAA visual identity and it sets out the rules and guidelines clearly which must be followed in order to maintain consistency.

While we prefer a standardized brand identity there may be situations that require a customized solution.

For advise on applying the brand identity outside of the guidelines, please contact The Brand and Product development section of the Marketing and Business Development Department.

Our Mandate

The Kenya Airports Authority (KAA), established in 1991 under KAA Act, Chapter 395 of the Laws of Kenya, provides facilitative infrastructure for aviation services between Kenya and the outside world. Its main functions are;

1. Administer, control and manage aerodromes.
2. Provide and maintain facilities necessary for efficient operations of aircrafts.
3. Provide rescue and firefighting equipment and services,
4. Construct, operate and maintain aerodromes and other related activities.
5. Construct or maintain aerodromes on an agency basis on the request of any Government Department.
6. Provide such other amenities or facilities for passengers and other persons making use of the services or facilities provided by the Authority as may appear to the Board necessary or desirable.
7. Approve the establishment of private airstrips and control of operations thereof.

KAA Logo.

Logo Introduction

Rules for Our Logo

1. Never substitute colours anywhere in the logo. Even if these colours form part of the corporate identity colour palette.
2. Never stretch or distort the logo in any way. Even when fitting it into a small or tight area ensure that the proportions remain the same.
3. Never use only part of the logo.
4. Never fade or add effects onto the logo.
5. All these rules also apply to the Kenya Airports Authority holding device with logo and taglines.

Logo - Colour Variation

1. The Kenya Airports Authority Corporate Identity should always appear on a clear white, blue or Kenya Airports Authority Yellow background.
2. For full colour reproduction, you may use the process breakdown to match the respective Kenya Airports Authority Colours.
3. For black and white, use either Greyscale or Black and White colour variations.

Logo- Positioning and size

In order for the Kenya Airports Authority Corporate Identity to be legible and visible we recommend that:

The Kenya Airports Authority logo should not be smaller than 2cm, due to legibility.

However, the minimum size is not restricted when the need may arise.

The Kenya Airports Authority logo should have unobstructed equal space around it. This is to create legibility and impact. Text, textures and images should not be close to the Kenya

Airports Authority logo. Placing the Kenya Airports Authority logo or reversing it out of images is not advised.

At all times the Kenya Airports Authority logo must be reproduced from the Master Artwork. Refer to manual artworks and stick to instructions in this manual.

DO NOT recreate the Kenya Airports Authority logo.

Logo - Placement with Other Logos

When the Kenya Airports Authority logo is used with another logo as a unit on printed matter such as brochures or advertising, a clear area must be left around both logos to ensure that it is not crowded by other images or text.

The clear space of about 1cm must be used to separate the logos and at all times, the Kenya Airports Authority logo used with another logo must be reproduced from the Master Artwork.

Refer to manual artworks and stick to instructions in this manual.

Correct use of the word Kenya Airports Authority:

Kenya Airports Authority (**Correct**)

The Kenya Airports Authority (**Incorrect**)

Kenya Airport Authority (**Incorrect**)

Kenya Airport Authorities (**Incorrect**)

Logotype.



The Logo Title.



Do and Don't



The Logo Title.



Dark and Light



Logo usage

Incorrect usage of KAA logo

The Kenya Airports Authority logo may not be used in any manner other than that prescribed in this manual. It is not permissible to add or subtract, alter or distort the Kenya Airports Authority namestyle or the Kenya Airports Authority symbol. Examples of unacceptable applications of the Kenya Airports Authority logo:



Logo usage

Co-branding

Examples of co-branding applications of the Kenya Airports Authority logo:



Typography

To ensure clarity of all brand communications, the brand's typography and its use should be consistent.

KAA typography.

Aa

AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789+;%@*

Typography. Primary Typeface

Optima.

The primary typeface for use in all Kenya Airports Authority advertising communications is Optima is an ideal typeface for text in publications featuring large amounts of copy.

Typography. Primary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIijJkKlLmMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*")

Italic. *AaBbCcDdEeFfGgHhIijJkKlLmMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*")*

Bold. **AaBbCcDdEeFfGgHhIijJkKlLmMnNoOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,,:;-_*")**

Regular.
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Italic.
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east, totassum facepe natur? Udit veliciet exerumenim que non nesezum entotam ilit as nosae nullaccae pelitiis molupisit.

Bold.
Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem comnimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east, totassum facepe natur? Udit veliciet exerumenim que non nesezum entotam ilit as nosae nullaccae pelitiis molupisit.

KA A typography.

Aa

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

0123456789+;%@*

Typography. Secondary Typeface

Optima.
The secondary typeface for use is Optima; use only versions of Optima family. The preferred version is Optima Bold. Optima Thin may be used in stationery applications in the address lines.

Typography. Secondary Typeface Weights

Regular. AaBbCcDdEeFfGgHhIijjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")

Italic. *AaBbCcDdEeFfGgHhIijjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")*

Bold. **AaBbCcDdEeFfGgHhIijjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:_*")**

Regular.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east.

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east, totassum facepe natur? Udit veliciet exerumenim que non nesezum entotam ilit as nosae nullaccae pelitiis molupisit.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officab inihilla vollanditiae es andam quae sum as eiuriorum cusae optus aborem connimp ossitii storepe rferenda velent utat accae sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio east, totassum facepe natur? Udit veliciet exerumenim que non nesezum entotam ilit as nosae nullaccae pelitiis molupisit.



Colour palette

The Kenya Airports Authority corporate identity colour shown are spot colour. These may be broken down into the 4 colour process. The colour shown on this page and throughout this manual are not intended to match the PANTONE Colour Standards. For the PANTONE Colour Standards, refer to the current edition of the PANTONE Colour Publication.

color palette.

Color Palette. Primary Color System

Rules for Colour and Gradients

Headlines, subheadlines and body copy that appear on a gradient background should be in the Kenya Airports Authority blue, to make the copy as legible as possible.

KAA Blue



CMYK 100 / 69 / 0 / 11 RGB 21 / 95 / 170
Pantone 287 CVU HTML #155FAA

KAA Yellow



CMYK 0 / 30 / 94 / 0 RGB 255 / 215 / 123
Pantone 1225 CVC HTML #FFD77B



BUSINESS COMMUNICATION

Corporate Stationery

On our corporate stationery we generally position our logo top left while our contact information is positioned at the top right, aligned with our logo.

corporate stationery.

Letterhead dimensions

Dimensions
297 x 210 mm

Colour
Yellow/Cream

KAA logo position
105mm x 35mm aligned to the top left corner

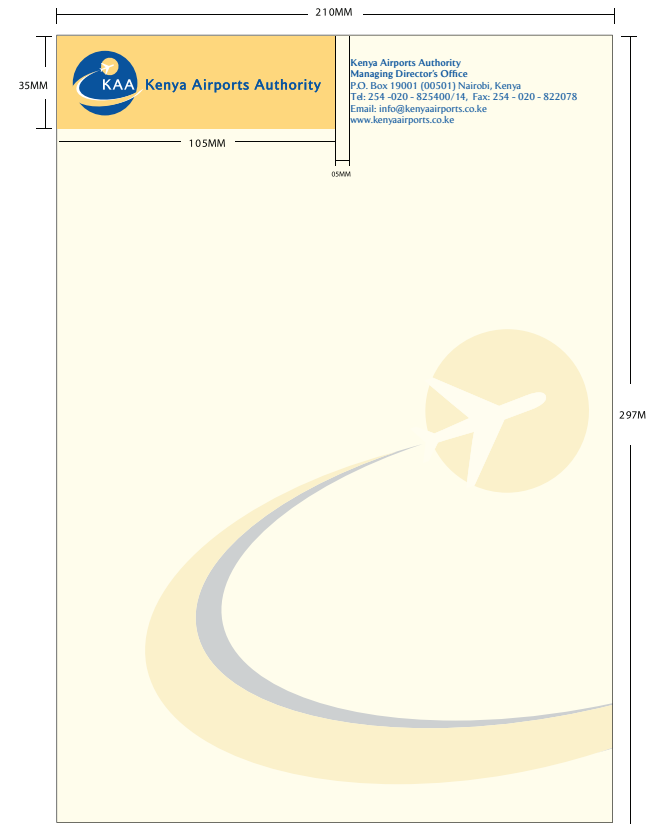
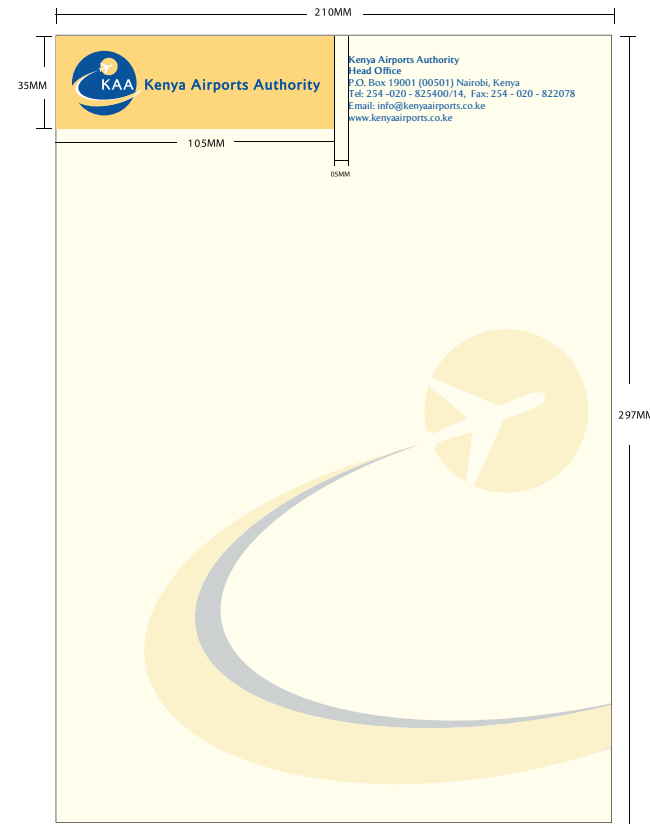
Location of type
Aligned left

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 55% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Business card dimensions

Dimensions
90 x 55 mm

Colour
Yellow/Cream

KAA logo position
45mm x 15mm aligned to the top left corner

Location of type
Aligned left

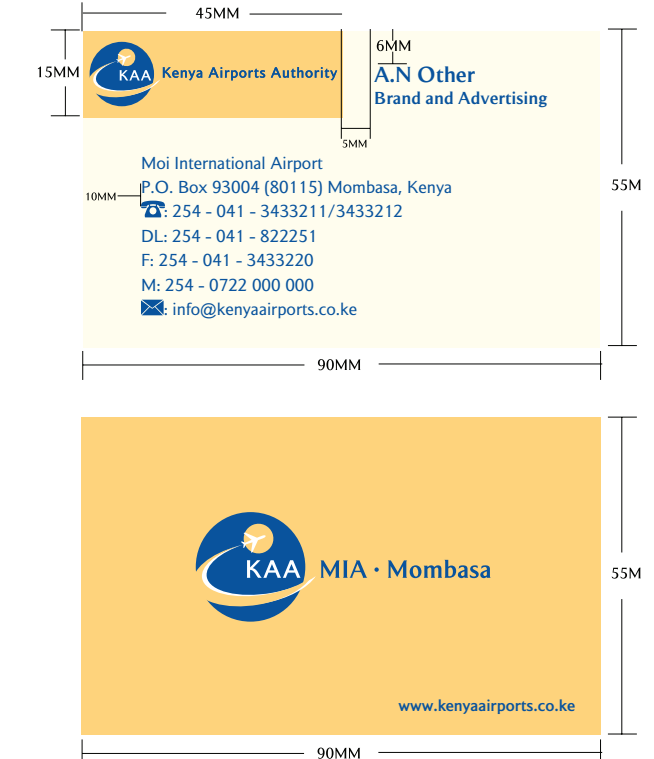
Type point size
Name: 10 points
Position: 8 points
Address: 7 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 100% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Staff ID. Cards & Vistors' Cards dimensions

Dimensions
90 x 55 mm

Colour
Yellow/Cream

KAA logo position
45mm x 15mm aligned to the top left corner

Location of type
Aligned left

Type point size
Name: 10 points
Position: 8 points
Address: 7 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 100% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Complimentary Slip dimensions

Dimensions
210 x 100 mm

Colour
Yellow/Cream

KAA logo position
70mm x 23mm aligned to the top left corner

Location of type
Aligned left

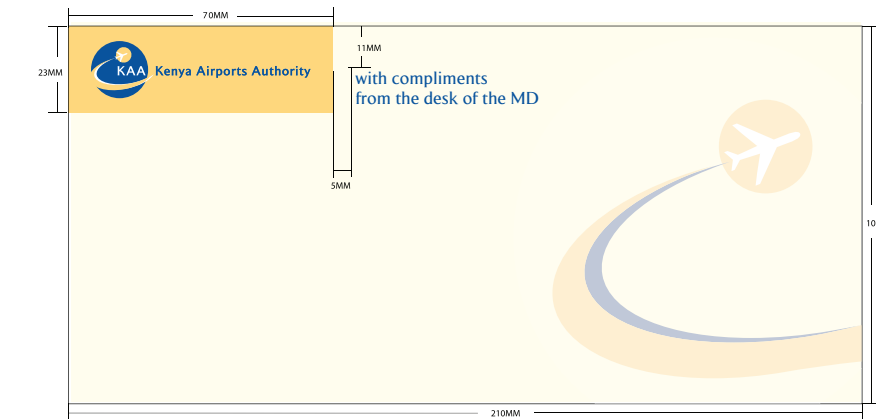
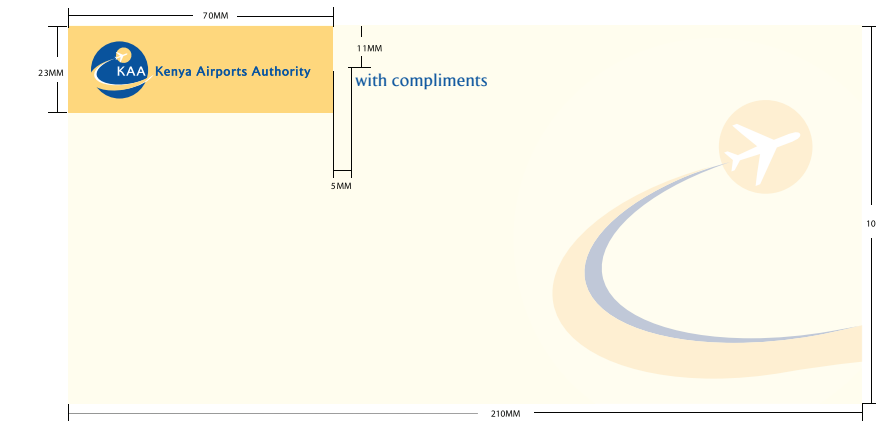
Type point size
Address: 10 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 78% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Envelopes (DL) dimensions

Dimensions
210 x 110 mm

Colour
Yellow/Cream

KAA logo position
70mm x 23mm aligned to the top left corner

Location of type
Aligned left

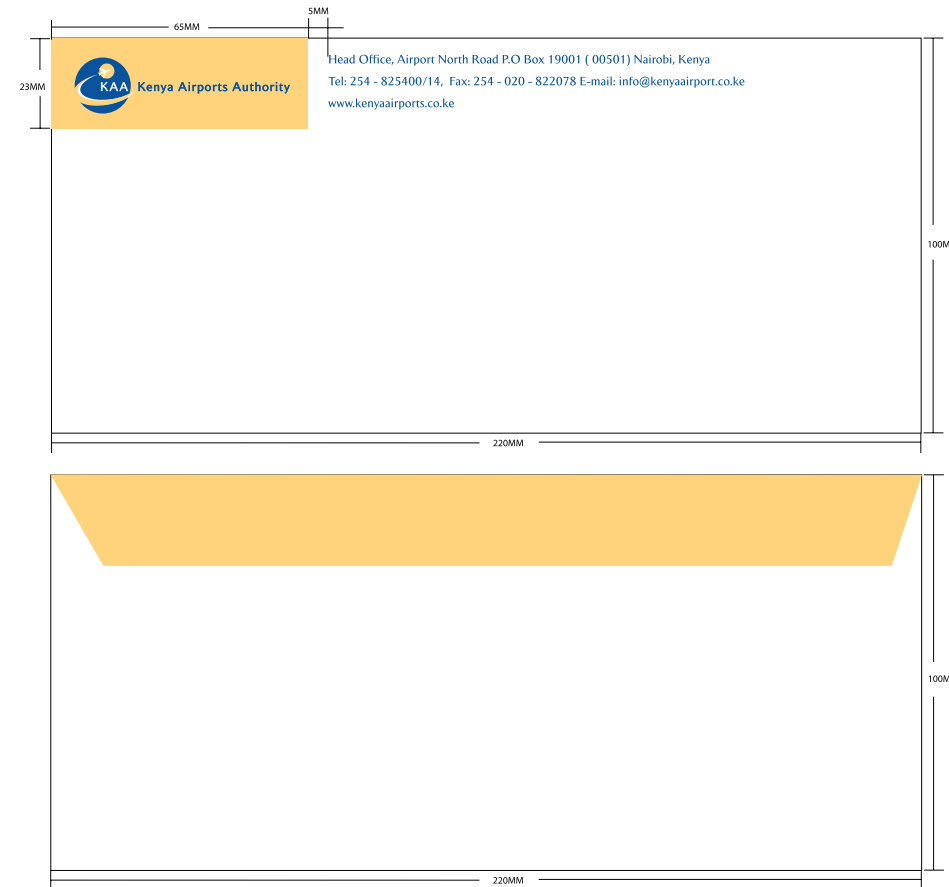
Type point size
Address: 8 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 75% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Envelopes (A3) dimensions

Dimensions
445 x 326 mm

Colour
White

KAA logo position
100mm x 23mm aligned to the top left corner

Location of type
Aligned left

Type point size
Address: 15 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 37% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Envelopes (A4). dimensions

Dimensions
332 x 228 mm

Colour
White

KAA logo position
80mm x 23mm aligned to the top left corner

Location of type
Aligned left

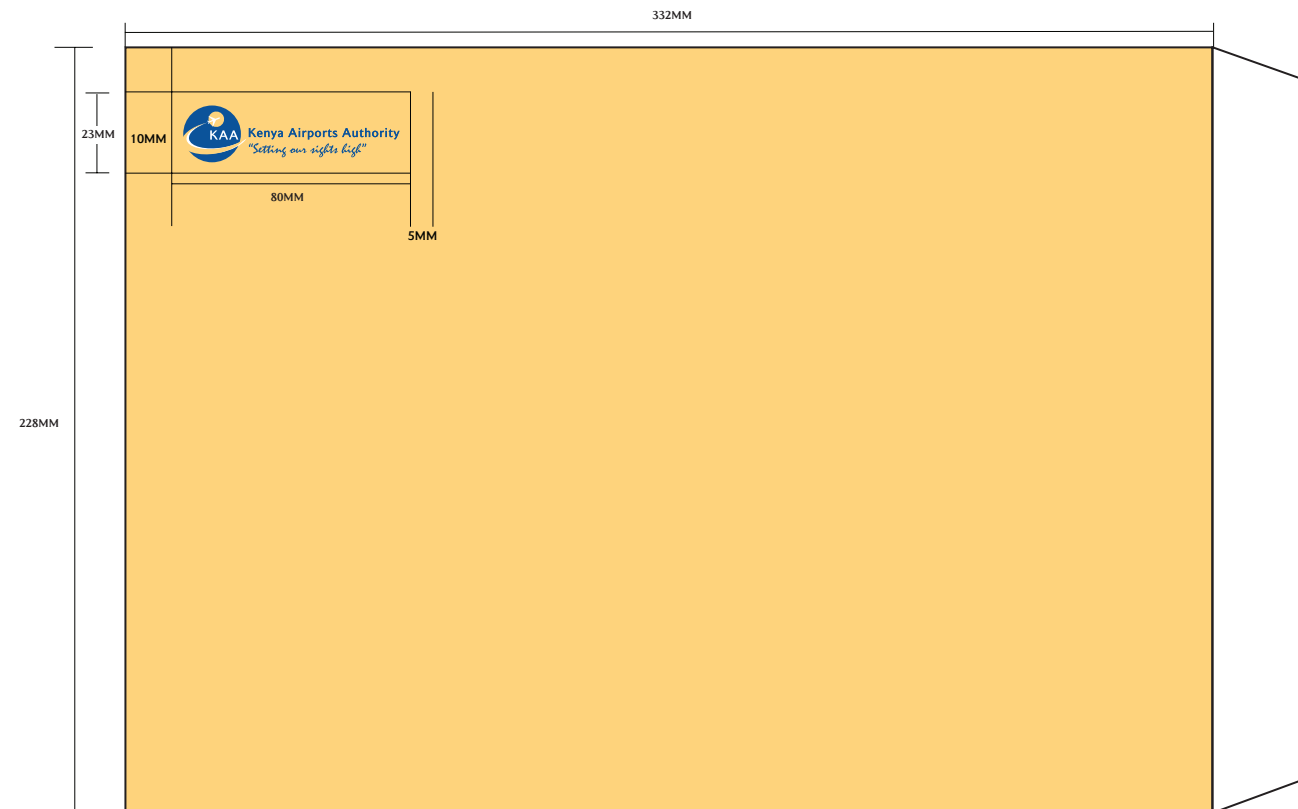
Type point size
Address: 8 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 50% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Envelopes (A5). dimensions

Dimensions
230 x 162 mm

Colour
White

KAA logo position
50mm x 23mm aligned to the top left corner

Location of type
Aligned left

Type point size
Address: 7 points

Font
Optima

Printing Methods
Offset lithograph

This illustration is shown at 50% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Folders. dimensions

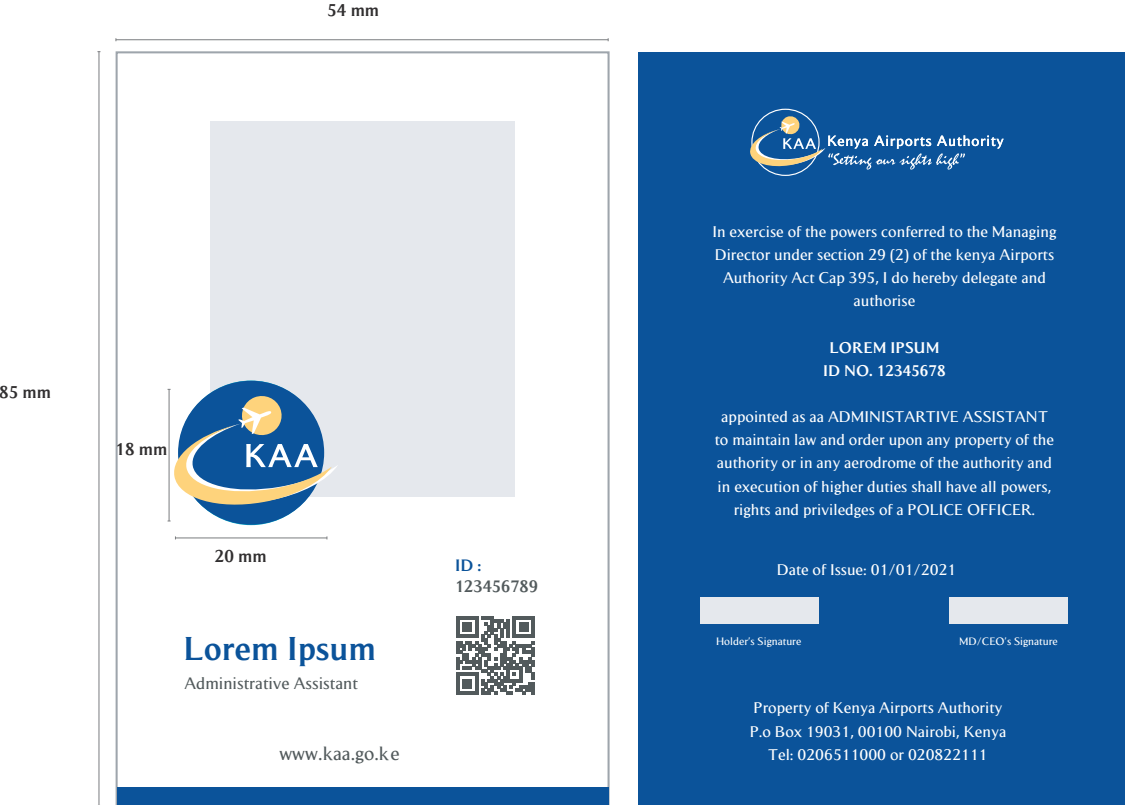
- Dimensions**
440 x 305 mm
 - Colour**
Blue with yellow pocket
 - KAA logo position**
115mm x 101mm aligned to the top left
 - Type point size**
Address: 4 points
 - Font**
Optima
 - Printing Methods**
Offset lithograph
- This illustration is shown at 50% of the actual size.
- All measurements are shown in millimeters



corporate stationery.

Staff Identification Card dimensions

- Dimensions**
85 x 54 mm
 - Colour**
White with Blue back
 - KAA logo position**
20mm x 18mm aligned to the top left
 - Type point size**
Name: 10 points
Title: 5.35 points
Back info: 5 points
 - Font**
Optima
 - Printing Methods**
Offset lithograph
- This illustration is shown at 50% of the actual size.
- All measurements are shown in millimeters



corporate stationery.

Name Tag dimensions

Dimensions
72 x 26 mm

This illustration is shown at 50% of the actual size.

All measurements are shown in millimeters



corporate stationery.

Invite



corporate stationery.

Certificates.



INTEGRATED COMMUNICATIONS Photography

photography.

People Photography

Corporate Images are responsible to transfer the values of KAA to our customers or our potential customers. It is a composite psychological impression that continually changes with the company's circumstances, media coverage, performance, pronouncements, etc. KAA use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, or partner.

The photography should be used to support the brand and show Kenya Airport Authority in a dynamic way with an emphasis on perspective and movement. Focusing on airport infrastructure, people and the environment.

EXAMPLES FOR KAA CORPORATE IMAGE SYSTEM

- Requirements:
- desaturate colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



photography.

Airport Photography

EXAMPLES FOR KAA CORPORATE IMAGE SYSTEM

- Requirements:
- desaturate colours
- high contrast
- sharp images
- minimalistic look
- modern and businesslike



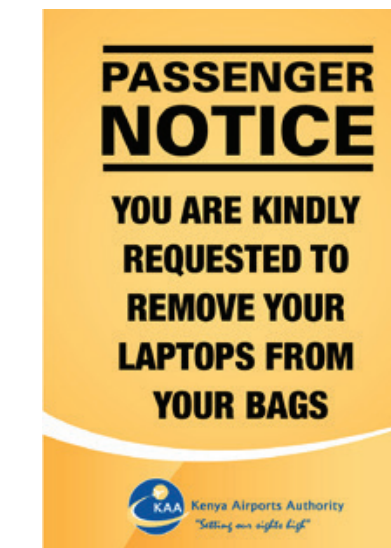
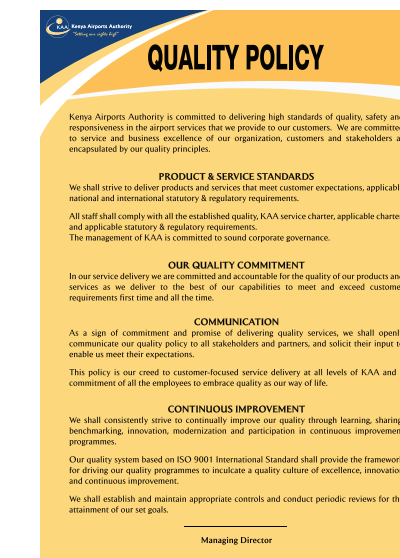
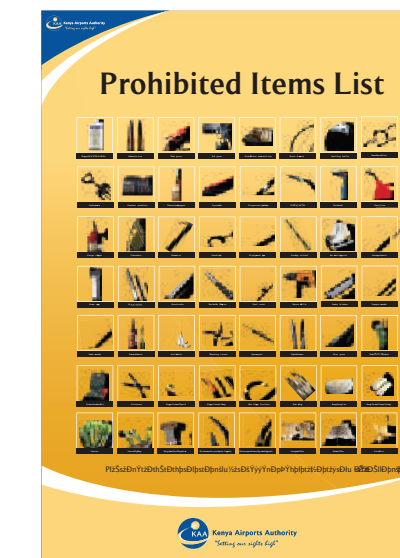
Advertising applications

advertising applications.

Posters.

Policy dimensions

- The template dimensions should be 35cm by 45.6cm/46.5cm by 64cm respectively.
- Logo placement should be as seen on the images below.
- Colors to be used as seen below.
- All frames should be in gold.
- The typeface is categories into two i.e. Primary and secondary being Mylius and Myriad respectively.
- Font size is 12.



Branded Merchandise

Rules for Branded Merchandise

For all t-shirts, polo shirts, and shirts, the logo must never appear anywhere other than at the front of the garment and on the top left-hand side of the chest.

The logo must always appear upright and must never be altered. Please see logo guidelines for further information.

branded merchandise.

Caps – Caps are Kenya Airports Authority yellow, blue or a mix of both. The Kenya Airports Authority logo appears on the front and in the centre only.

T-shirts – T-shirts are white, Kenya Airports Authority yellow or blue with a blue or yellow collar. The Kenya Airports Authority logo should always appear on the top left of the chest.

Shirts – Shirts can be Kenya Airports Authority blue or yellow with the Kenya Airports Authority logo always appearing on the top left of the chest.

Polo shirts – Polo shirts are white, Kenya Airport Authority yellow or blue with either a similar coloured collar or the Kenya Airports Authority yellow. The Kenya Airports Authority logo should always appear on the top left of the chest.



**branded
merchandise.**

Mouse Pads



**branded
merchandise.**

Office Pens



branded merchandise.

Office Mugs



branded merchandise.

Duffle bag



Back pack



Laptop Bag

branded merchandise.

Carrier bag



branded merchandise.

Umbrella



branded merchandise.

Keychains



branded merchandise.

Keychains



branded merchandise.

Reel Badges



branded merchandise.

Polo shirts



**branded
merchandise.**

T-shirts



**branded
merchandise.**

Caps



**branded
merchandise.**

Desk clock



**branded
merchandise.**

Pen holder



**branded
merchandise.**

Podium



Out of Home

out of
home.

Flags and banners



out of
home.

Billboard



out of home.

corporate banners



out of home.

Event banners



out of home.

Outdoor banners



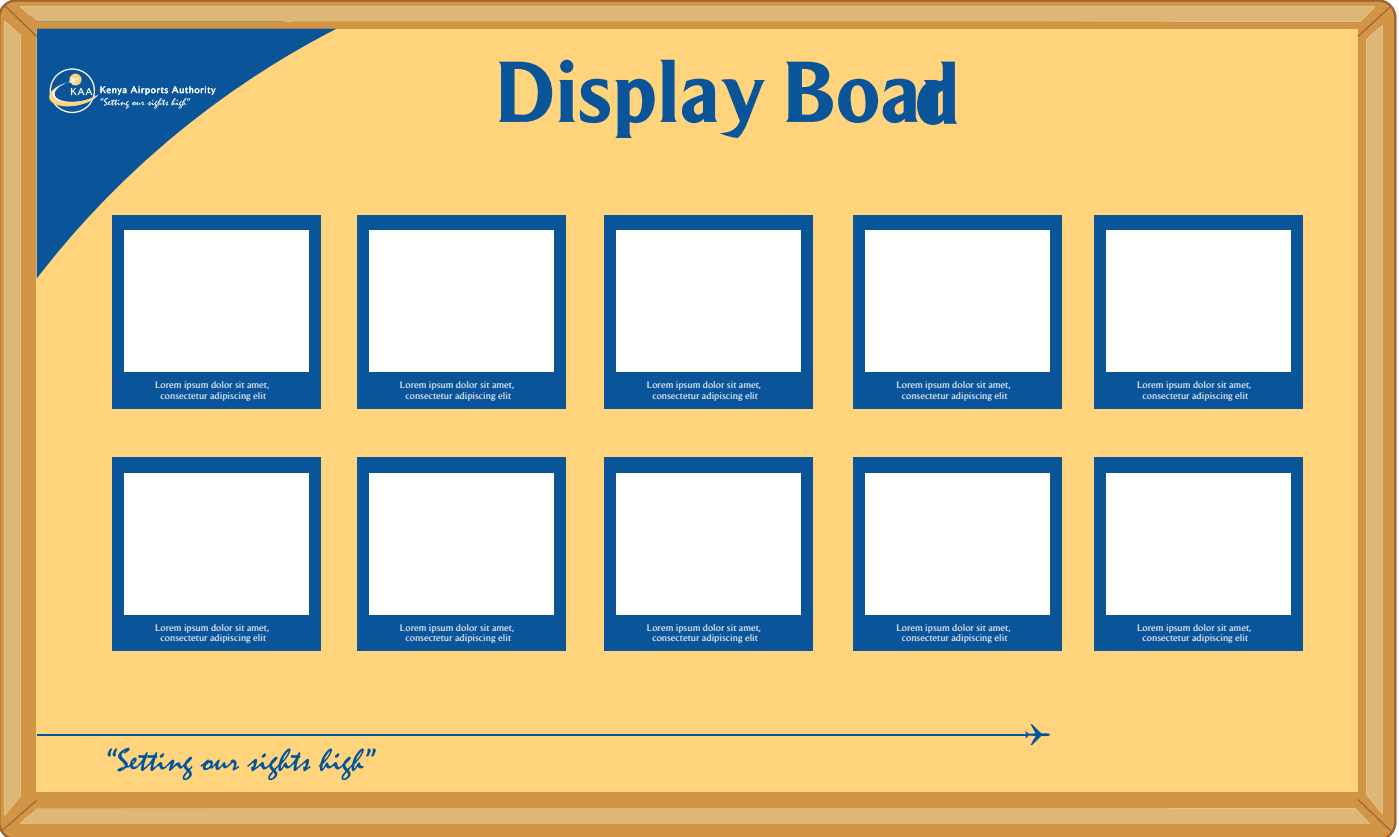
out of home.

Outdoor banners



out of
home.

Display Board (Not to scale)



Corporate Fleet Branding

Our fleet is among the most visible aspects of the Kenya Airports Authority corporate identity. Therefore, the Kenya Airports Authority logo used in corporate fleet branding may not be used in any manner other than that prescribed in this manual.

Our primary vehicles are used to carry passengers and crew inside and outside the airport perimeter. While the secondary vehicles are used solely within the airport perimeter, do not carry passengers.

corporate fleet branding.

Van Branding



Pickup Branding

corporate fleet branding.

Fire Truck Branding



corporate fleet branding.

Saloon car Branding



corporate fleet branding.

Bus Branding



corporate fleet branding.

Inter-Terminal Shuttle Branding



Corporate Signage

This section contains details on how to maintain the visual integrity and legibility of the Kenya Airports Authority logo on signage. Please refer to the Signage manual for application guidelines and best use of the Kenya Airports Authority symbols on signages.


Conclusion.


As seen in the Manual, the Corporate Identity for Kenya Airports Authority has an important part to play in establishing our corporate identity throughout our organization. All company employees involved in the usage of this manual in any way should ensure that the company's visual identity/ standard is strictly adhered to in all context thereby ensuring that our corporate identity is uniform throughout the organization.

Needless to say that each finished item should be of the highest finish and quality. Every effort has been made to ensure that this identity manual covers the application of the Kenya Airports Authority Corporate identity in the simplest form – for any clarification before commencing on the application of Kenya Airports Authority corporate identity please forward layouts to the Brand & Advertising Office, Marketing & Business Development Department.

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