



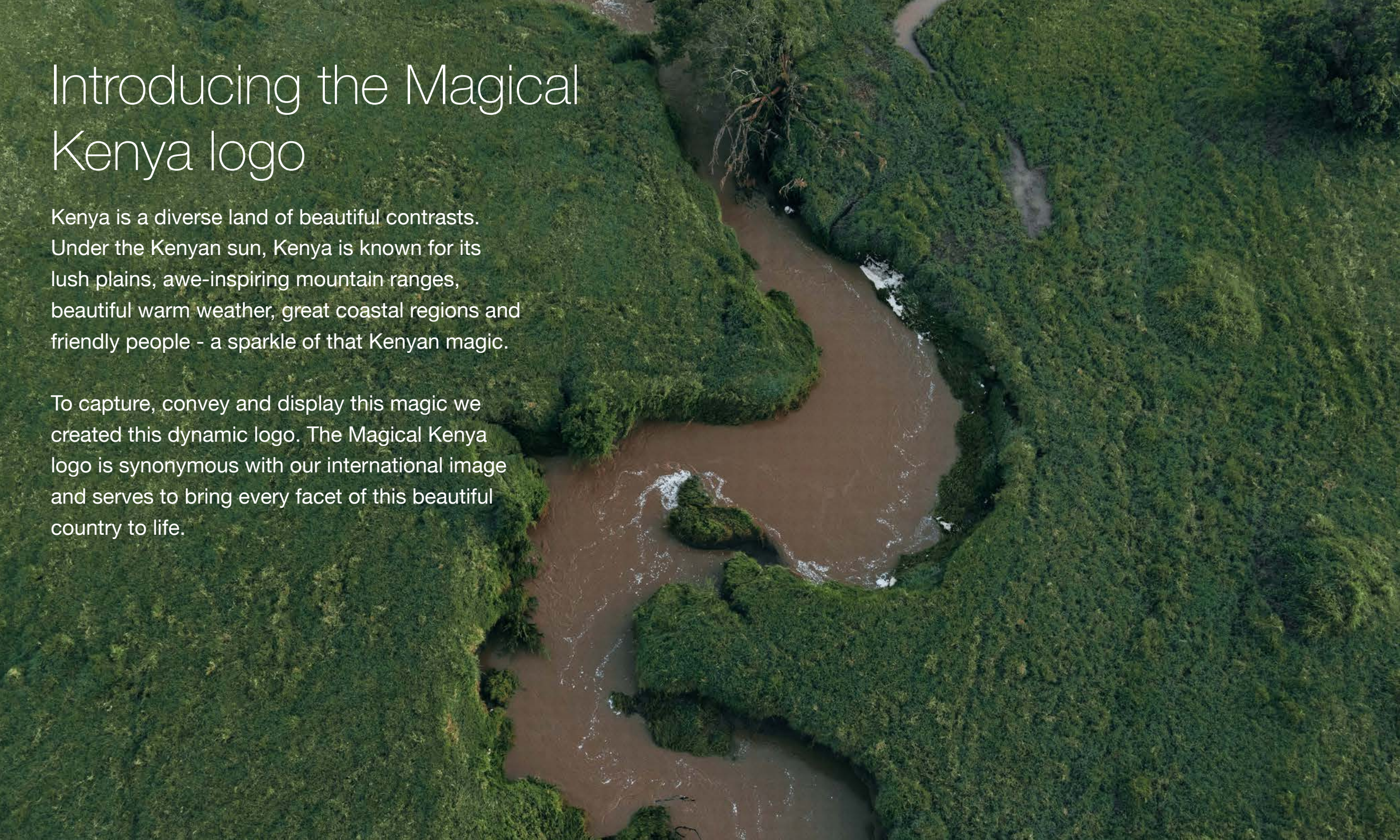
Brand Manual

2025

Introducing the Magical Kenya logo

Kenya is a diverse land of beautiful contrasts. Under the Kenyan sun, Kenya is known for its lush plains, awe-inspiring mountain ranges, beautiful warm weather, great coastal regions and friendly people - a sparkle of that Kenyan magic.

To capture, convey and display this magic we created this dynamic logo. The Magical Kenya logo is synonymous with our international image and serves to bring every facet of this beautiful country to life.



LOGO Construction

Our logo is locked together in spacing, size, colour and proportion and must not be altered.

Do not attempt to reconstruct the Magical Kenya logo. This page serves as a guideline to ensure the logo is correct.

Only official artwork may be used.



The height of the 'K' is used as a measure.

*Note the two indicated start and end points of the x-height.

LOGO








Area of isolation

We must make sure there is always enough clear space around our logo so that it has enough room to breathe and be noticed.

The area of isolation surrounding the logo is the height & Width of the letter 'K' all the way around the logo.

This clear space is a minimum and more space should be given where possible.



	Kenya Black	Pantone Black C	Print C 0 M 0 Y 0 K 100 Digital R 0 G 0 B 0 # 000000
	Kenya Red	Pantone 2035 C	Print C 0 M 100 Y 100 K 5 Digital R 219 G 0 B 28 # db001c
	Kenya Green	Pantone 7482 C	Print C 100 M 0 Y 100 K 0 Digital R 0 G 156 B 80 # 009c50
	Ocean Blue	Pantone 631 C	Print C 75 M 0 Y 20 K 0 Digital R 55 G 176 B 201 # 37b0c9
	Royal Purple	Pantone 2612 C	Print C 60 M 100 Y 0 K 0 Digital R 122 G 37 B 131 # 7a2583
	Flamingo Pink	Pantone 212 C	Print C 0 M 90 Y 0 K 0 Digital R 245 G 81 B 151 # f55197
	Sunrise Orange	Pantone 144 C	Print C 0 M 50 Y 100 K 0 Digital R 242 G 138 B 0 # f28a00

OUR MAGICAL KENYA LOGO

LOGO Full Colour

Our logo is locked together in spacing, size, colour and proportion and must not be altered.

Do not attempt to reconstruct the Magical Kenya logo. This page serves as a guideline to ensure the logo is correct.

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Introducing the Kenya Tourism Board logo

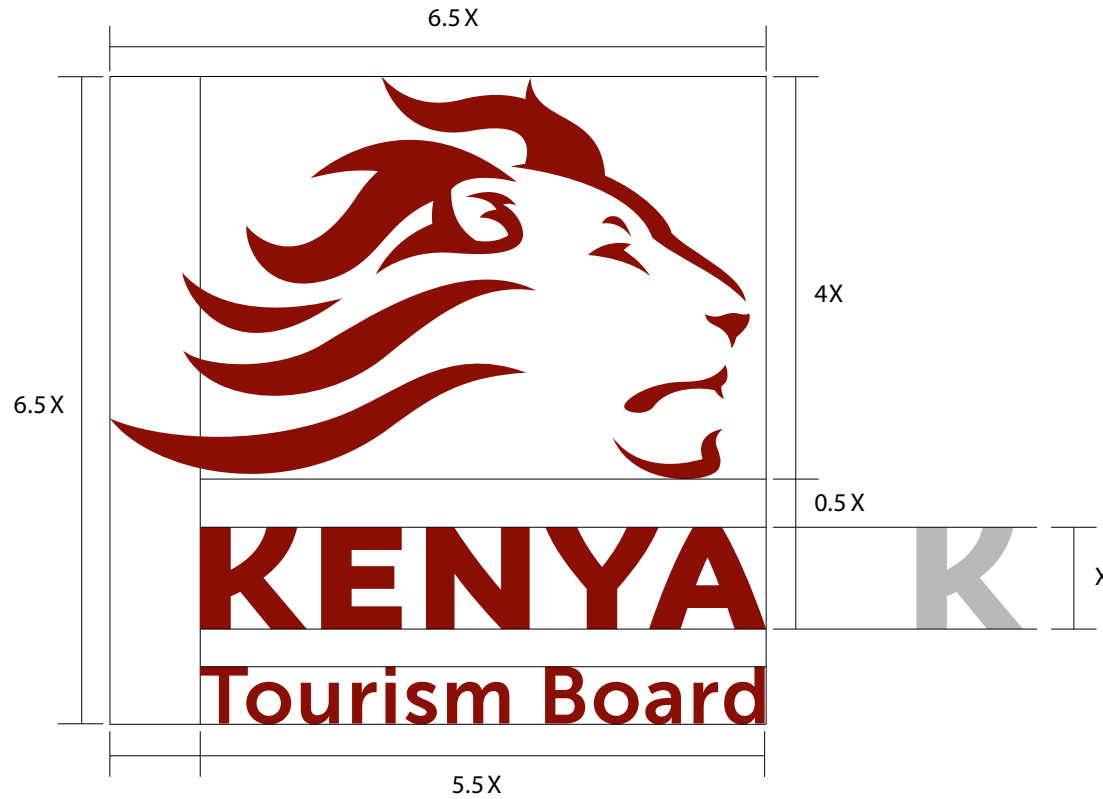
This sections contains detailed rules and guidelines on the various Kenya Tourism Board logo standards.

LOGO Construction

Our logo is locked together in spacing, size, colour and proportion and must not be altered.

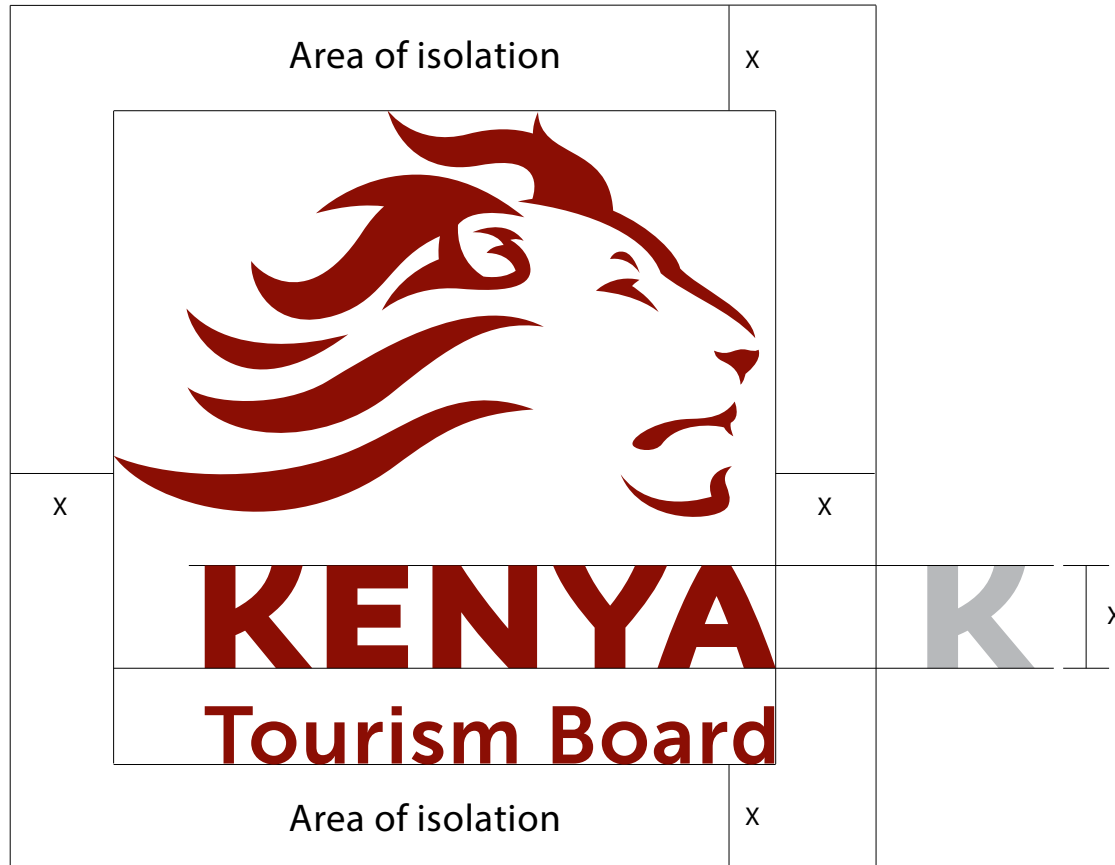
Do not attempt to reconstruct the Kenya Tourism Board logo. This page serves as a guideline to ensure the logo is correct.

Only official artwork may be used.



The height of the Kenya logotype is used as a measuring device for construction purposes.

This height is referred to as X.



LOGO




Area of isolation

We must make sure there is always enough clear space around our logo so that it has enough room to breathe and be noticed.

The area of isolation surrounding the logo is 1X of the height of the Kenya Tourism Board logo type all the way around the logo.

This clear space is a minimum and more space should be given where possible.

The height of the Kenya logotype is used as a measuring device for construction purposes. This height is referred to as X.

 <p>Kenya Dark Red</p>	<p>Pantone 188 C</p> <p>Print C 0 M 97 Y 100 K 50 Digital R 121 G 36 B 46 # 79242e</p>
 <p>Kenya Black</p>	<p>Pantone Black C</p> <p>Print C 0 M 0 Y 0 K 100 Digital R 0 G 0 B 0 # 000000</p>
 <p>Kenya Sand</p>	<p>Pantone 726 C</p> <p>Print C 0 M 20 Y 40 K 15 Digital R 226 G 193 B 159 # e2c19f</p>

OUR KTB LOGO

**LOGO
Full Colour**

The primary brand colours consist of Kenya dark red (Pantone 188C), Kenya black (Pantone Black) and Kenya sand (Pantone 726C).

Only the established brand colours and their respective colour breakdowns may be used. This will ensure that the brand colours match across different communication formats and materials.

Always refer to Pantone swatches to ensure colour accuracy.



CO-BRANDING

This section contains detailed rules and guidelines on how to co-brand the Kenya Tourism Board logo along side the Magical Kenya logo.

CO-BRANDING Equal weighting (50/50)

The Kenya Tourism Board logo and the Magical Kenya logo are designed to maintain an optical balance, sharing an equal 50/50 relationship in size.

To ensure consistency, a square box is drawn around the letter “K” in the Magical Kenya logo. This square serves as a guide to measure the distance between the two logos, with a black line used as a separator for a clean and distinct visual break.

The same square is also applied to determine the clear space around both logos, ensuring ample breathing room and enhancing their visibility and prominence.

This clear space is a minimum and more space should be given where possible.





CO-BRANDING

LOGOS Full Colour

Our logos are locked together in spacing, size, colour and proportion and must not be altered.

Do not attempt to reconstruct the logos. This page serves as a guideline to ensure the logos are correct.

Only official artwork may be used.



CO-BRANDING

LOGOS

Full colour on black

The logos can appear as full colour reversal on a black background.

Do not attempt to reconstruct the logos. This page serves as a guideline to ensure the logos are correct.

Only official artwork may be used.



CO-BRANDING

LOGOS

Full/single colour on image

Wherever the logos are used on an image background, they must always stand out clearly.

When the logos appear in full colour on an image, make sure the background does not clash or affect the legibility of the logos. Make sure the background has enough contrast to the logos, and it is uniform, clear and not overly busy.

For busier backgrounds the white logo can be used to stand out better.

Remember to adhere to the clear space area around the logos.

Do not attempt to reconstruct the logos. This page serves as a guideline to ensure the logos are correct.

Only official artwork may be used.

LOGOS

Single colour

The logo can appear as a single colour in Kenya Red and Kenya Green, including reversal, when required.

Do not attempt to reconstruct the Magical Kenya logo. This page serves as a guideline to ensure the logo is correct.

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CO-BRANDING

LOGOS Single colour black & white

The logos can appear as a single colour in Black and White, including reversal, when required.

Do not attempt to reconstruct the logos. This page serves as a guideline to ensure the logos are correct.

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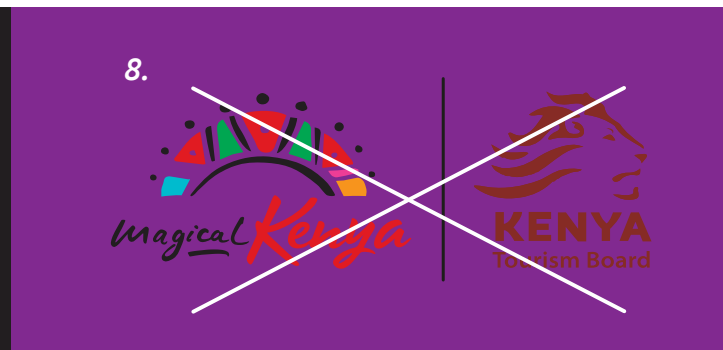
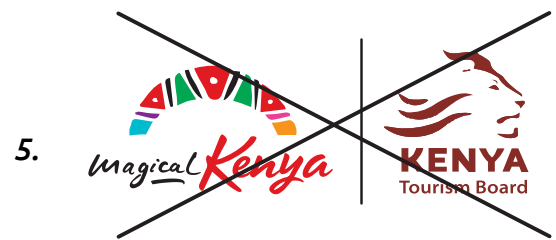
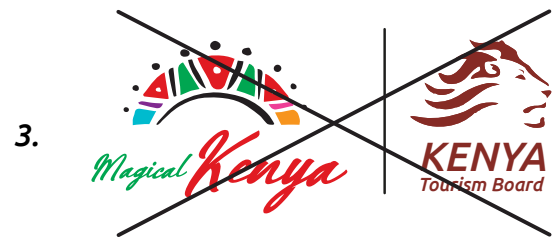
LOGOS

Do's and Don'ts

Do not alter the logos in any way whatsoever.

1. Do not swop any of the colours around.
2. Do not change the size relationship of the icon and type.
3. Do not change the typeface.
4. Do not squash the logos.
5. Do not lose any of the elements.
6. Do not swop the icon and type around.
7. Do not reverse the full colour logos as is.
8. Do not place the full colour logs on a clashing background.

Only official artwork may be used.



Helvetica Neue ▼

CONDENSED BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CONDENSED BLACK ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

REGULAR ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ULTRALIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ULTRALIGHT ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MEDIUM ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

THIN ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BOLD ITALIC ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OUR FONTS

Fonts

The brand primarily uses the Helvetica Neue font family to maintain a clean, modern, and consistent visual identity. However, creative flexibility is permitted to incorporate more expressive fonts for headlines, provided they align with the tone and objectives of specific campaigns.

This approach allows for an added layer of creativity and dynamism while ensuring the overall brand integrity is preserved.

Creative Typography

Creative flexibility is permitted to incorporate more expressive fonts for headlines, provided they align with the tone and objectives of specific campaigns.

This approach allows for an added layer of creativity and dynamism while ensuring the overall brand integrity is preserved.



LOGO APPLICATION



TOP LEFT
▼



CENTERED
▼



LOGO APPLICATION

A-format

EXAMPLE

This page illustrates a typical layout of an A-format.

The positioning and sizing of the various elements are determined by the content. Other design permutations are permissible dependent on the message and content required.

LOGO APPLICATION

Social Media

EXAMPLE

This page illustrates a typical layout of different social media orientations.

The positioning and sizing of the various elements are determined by the content. Other design permutations are permissible dependent on the message and content required.





LOGO APPLICATION

**LOGO APPLICATION
Sponsor/Partner Logos**

EXAMPLE

This page illustrates the placement of the Sponsor/Partner logos at the top.

The positioning and sizing of the various elements are determined by the content. Other design permutations are permissible dependent on the message and content required.



LOGO APPLICATION

**LOGO APPLICATION
Sponsor/Partner Logos**

EXAMPLE

This page illustrates the placement of the Sponsor/Partner logos at the bottom.

The positioning and sizing of the various elements are determined by the content. Other design permutations are permissible dependent on the message and content required.



LOGO APPLICATION

Creative Typography

Creative typography for headlines may be utilized when it aligns with the tone and objectives of a specific campaign, adding a touch of creativity and energy where appropriate.



LOGO APPLICATION

LOGO APPLICATION

Golf shirt

EXAMPLE

This page illustrates a typical logo placement on a Golf shirt.

The positioning and sizing of the logo is predetermined.

Other design permutations and special finishes are permissible, e.g using design elements to further enhance the branding.



LOGO APPLICATION

LOGO APPLICATION T-shirt

EXAMPLE

This page illustrates a typical logo placement on a T-shirt.

The positioning and sizing of the logo is predetermined.

Other design permutations and special finishes are permissible, e.g using design elements to further enhance the branding.

LOGO APPLICATION Cap

EXAMPLE

This page illustrates a typical logo placement on a Cap.

The positioning and sizing of the logo is predetermined.

Other design permutations and special finishes are permissible, e.g using design elements to further enhance the branding.



LOGO APPLICATION Sunvisor

EXAMPLE

This page illustrates a typical logo placement on a sunvisor.

The positioning and sizing of the logo is predetermined.





LOGO APPLICATION

Vehicle livery

EXAMPLE

This page illustrates a typical logo placement on a vehicle.

The positioning and sizing of the logo is predetermined.



LOGO APPLICATION Sponsorship

EXAMPLE

This page illustrates typical layouts of signage.

Note: In extreme cases, for televised sponsored events where maximum visibility and impact of the Magical Kenya logo & KTB logo is essential, the icons and type can be separated. In this application it is recommended to use only the logotype.

LOGO APPLICATION

Sponsorship

EXAMPLE

This page illustrates typical layouts of signage.

Note: In extreme cases, for televised sponsored events where maximum visibility and impact of the Magical Kenya logo & KTB logo is essential, the icons and type can be separated. In this application it is recommended to use only the logotype.



6/1 metres



12/1 metres



22.5/1 metres



LOGO APPLICATION

LOGO APPLICATION Letterhead

EXAMPLE

This page illustrates the standard layout of a letterhead, utilising the 50/50 logo relationship.

The positioning and sizing of the various elements are predetermined.

Maintain the specified logo relationship.

LOGO APPLICATION

Business Cards

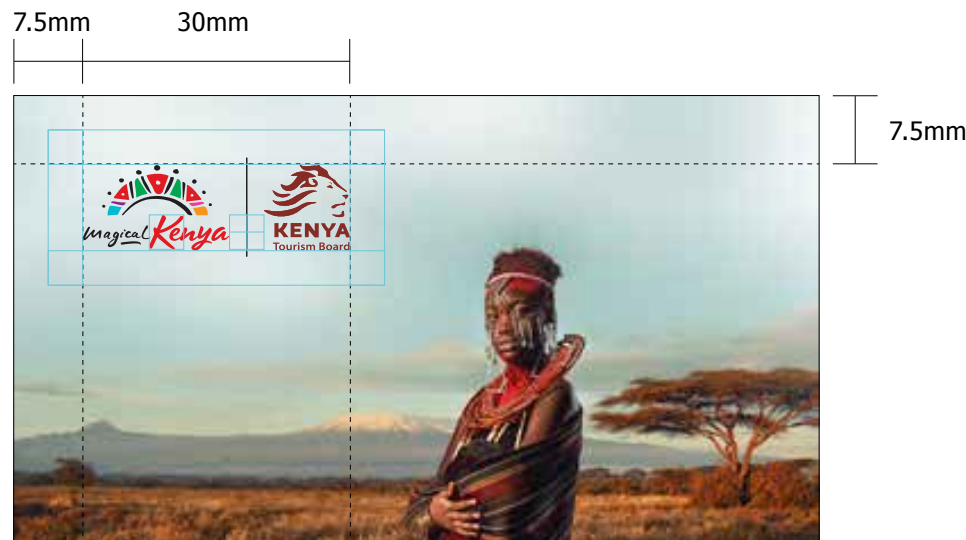
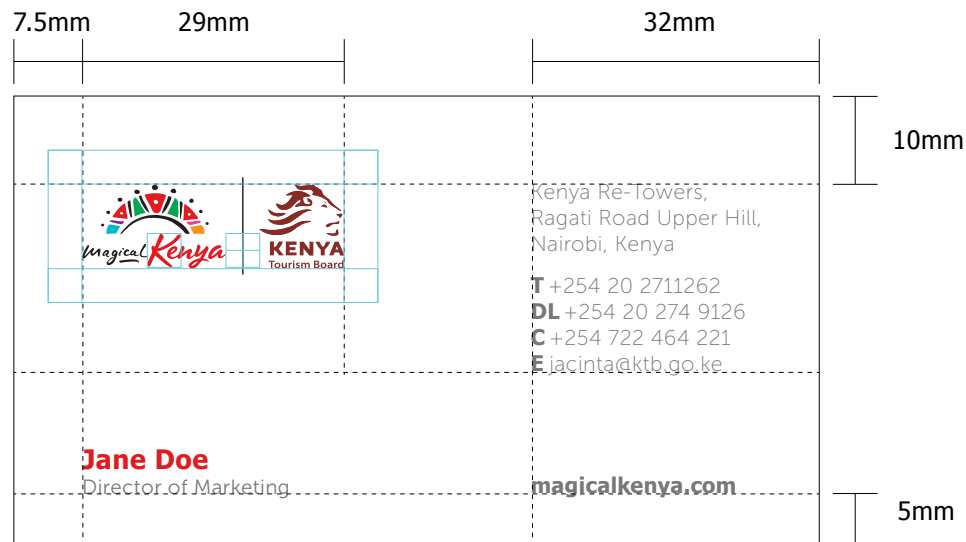
EXAMPLE

This page illustrates a typical layout of a business card with image, utilising the 50/50 logo relationship.

The positioning and sizing of the various elements are predetermined.

The image may change to suit specific requirements.

Maintain the specified logo relationship.



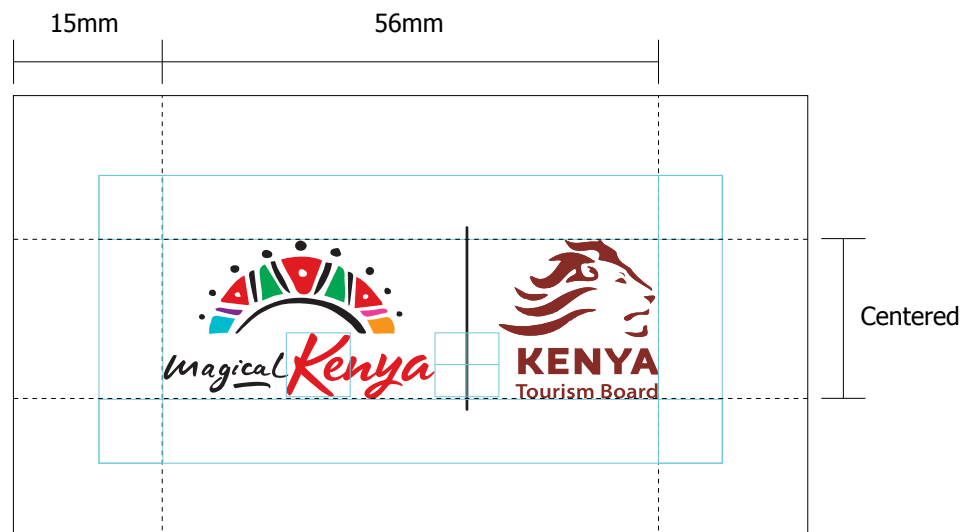
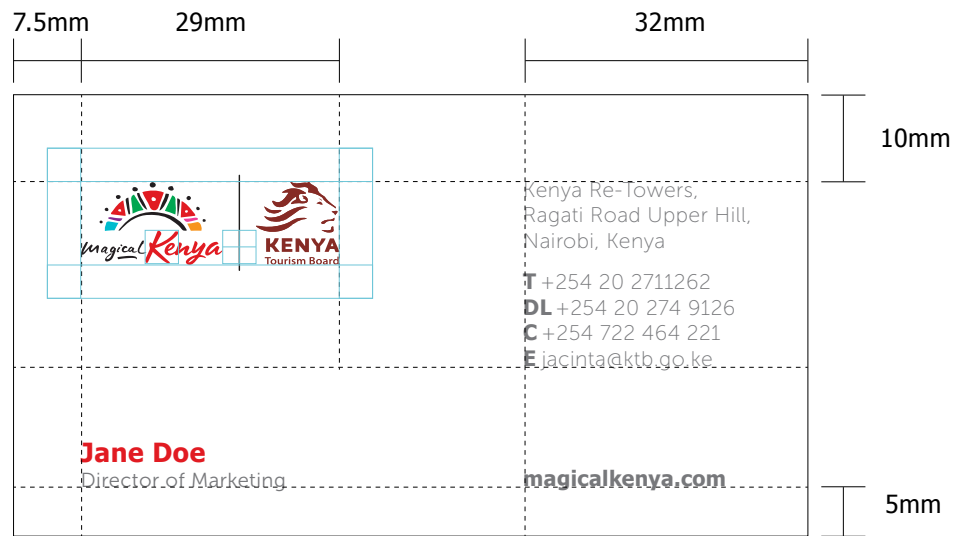
LOGO APPLICATION Business Cards

EXAMPLE

This page illustrates a typical layout of a co-branded business card.

The positioning and sizing of the various elements are predetermined.

Maintain the specified logo relationship.



ADD COVER PAGE TITLE HERE

Presented by: *Insert your name*

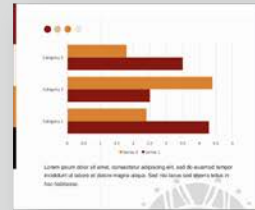


www.magicakenya.com

ALTERNATIVE ADD COVER HERE



NUMBERS



MORE DETAILS

NUMBERS



KEY POINTS

- Point 01
- Point 02
- Point 03



MAIN OBJECTIVES



CONTENTS

- 01 Add Title here
- 02 Add Title here
- 03 Add Title here
- 04 Add Title here
- 05 Add Title here
- 06 Add Title here

PHOTO GALLERY



PART 01

ADD SECTION HERE

TIMELINE



INTRODUCTION



MORE IMAGERY



IDEAS



NUMBERS

100, 10,000, 1,000

SUB-SECTION



CONTACTS

123-4567 | www.magicakenya.com | Kenya Tourism Board

LOGO APPLICATION

POWERPOINT PRESENTATION

EXAMPLE

This page illustrates a typical layout of a powerpoint presentation.

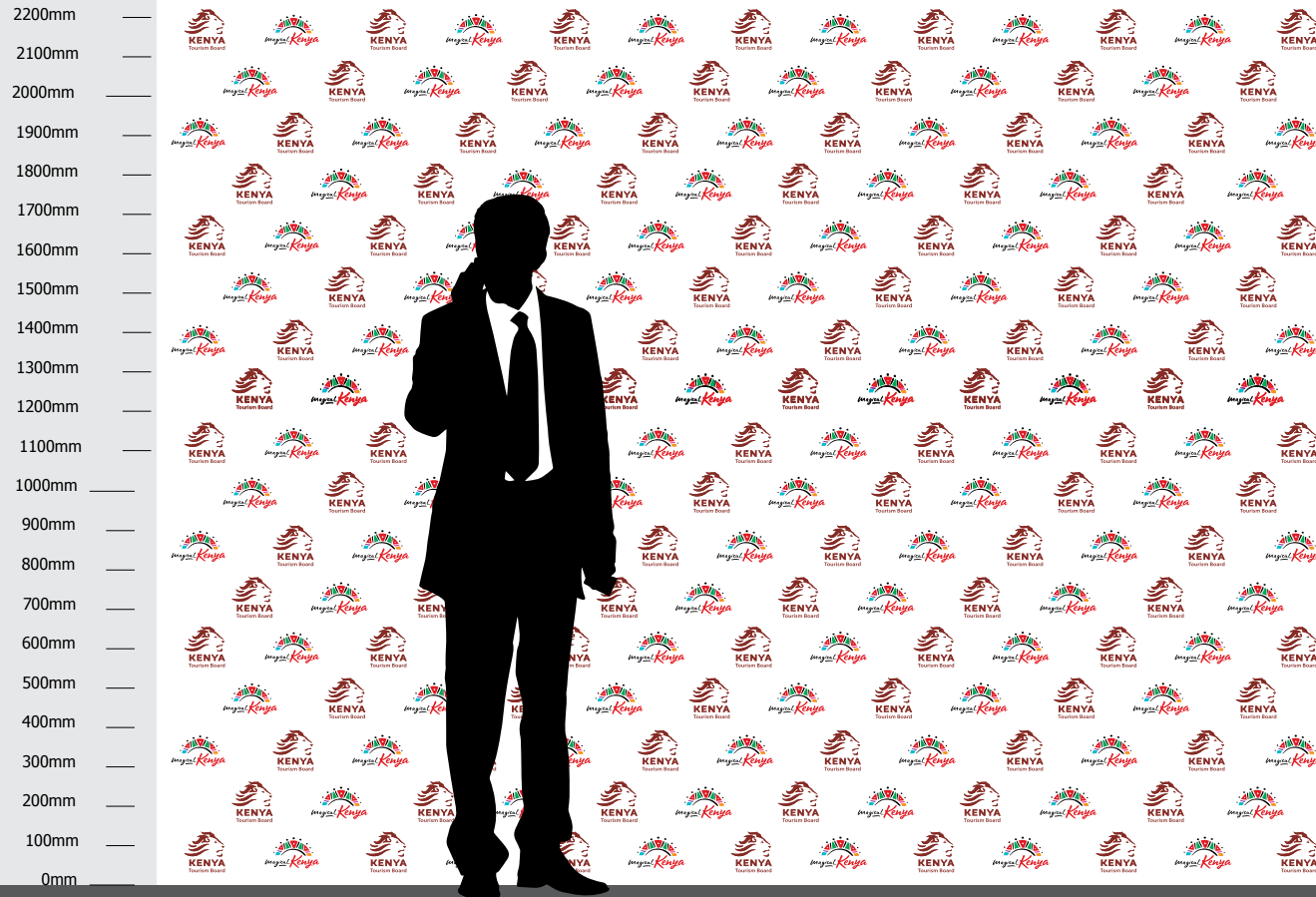
LOGO APPLICATION

Media Banner

EXAMPLE

This page illustrates a typical layout of a media banner.

Maintain the specified logo relationship.



LOGO APPLICATION Coaster

EXAMPLE

This page illustrates a typical layout of a coaster.





LOGO APPLICATION

Lanyard

EXAMPLE

This page illustrates a typical layout of a lanyard.

LOGO APPLICATION Gift Card

EXAMPLE

This page illustrates a typical layout of a gift card.





LOGO APPLICATION

LOGO APPLICATION Gazebo

EXAMPLE

This page illustrates a typical layout of a gazebo.