Design Guide

Kenya Innovation Week 2021

kenyainnovationweek.com

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Introduction

This Design Guide is intended for partners of Kenya Innovation Week who would like to use the KIW brand to promote or organise events related to the Innovation Week, Side-events of the Innovation Week, Pre-events of the Innovation Week. The guide provides templates for use in various marketing and promotional materials such as Posters, Backdrops, Rollup banners, Media banners, pamphlets, flyers, and any other electronic or print collateral.

We highly recommend making reference to this guide if you plan to organise a KIW-related event.

About KIW 2021

Kenya Innovation Week is a flagship innovation forum for the country run by the Kenya National Innovation Agency. It will champion relevant policy engagements on innovations within institutions while promoting practical skills necessary to create innovations that impact people. In addition, Kenya Innovation Week will strengthen the research and commercialisation practices for greater socio-economic impact.

Theme

"The Innovativeness of Kenyans"

Logo Usage

EXCLUSION ZONE

The KIW logo is subject to an exclusion zone of 15px all round.

USAGE AGAINST LIGHT AND DARK BACKGROUNDS

KIW logo works equally against dark and light backgrounds.

ALTERATIONS

Always use the appropriate original logo file. Do not change the proportions, crop, re-color, amend or augment the logo in any way.

Brand Colours

The primary KIW Colour is dark cyan which is prominently featured on the logo. t

For usage in designing promotional materials i.e. banners, posters, flyers etc. please refer to the colour chart. →

The colours can be used together with basic black and white.

Dark Cyan
Hex - #097771
Websafe - #006666
RGB - 4, 47, 44
CMYK - 92, 0, 5, 53

Soft Cyan
Hex - #a8dde4
Websafe - #99cccc
RGB - 66, 87, 89
CMYK - 26, 3, 0, 11

Typography

KIW uses two main fonts; Poppins and Rubik.

Poppins is used strictly for header/title and subheader/subtitle texts. For usage in promotional materials, a standard title text is in Poppins, font-weight: ExtraBold, font-size: 12pt, line-height: 16pt.

Rubik is used for body/paragraph text. For usage in promotional materials, a standard body text is in Rubik, font-weight: Regular, font-size: 7pt, line-height: 10pt.

Sample Title

Institutions of higher learning as well as Research Centres and involved in various sample body text sample body text sample body text sample body text sample body text.

Event Advertisement

KIW consists of a series of events, organized and hosted by KIW partners. These events are categorized into pre-events [happening before 6 Dec] and side-events [happening during the Innovation Week].

Partners are required to showcase their events on the main KIW website by following the event guidelines (kenyainnovationweek.com/resources/event-guidelines.pdf). To ensure a great visual experience for participants, part of the requirements is a featured image of the dimensions - 350px by 160px

Partners should also mention that their event is a part of Kenya Innovation Week in written descriptions on websites, marketing materials and press releases. For social media marketing, partners should tag the official KIW accounts* and use the #KIW2021 hashtag.

*the official KIW social media accounts can be found in the resources section
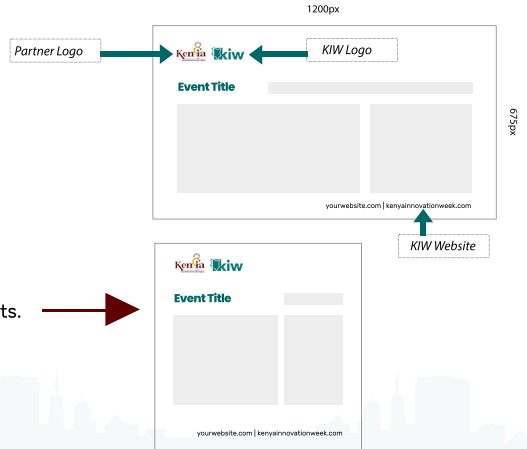
Social Media Samples

Logo Placement

The KIW logo must be placed beside the partner logo and both should be on the top-left corner of the poster.

KIW Website URL

The KIW website url should be placed at the bottom-right corner after the partner's website URL.

The square template of the event poster is ideal for Instagram posts.

1200px

Partner Logo

KIW Logo

Event Title

675px

yourwebsite.com | kenyainnovationweek.com

KIW Website

Event Title

yourwebsite.com | kenyainnovationweek.com

A template of the indicated samples can be provided upon request

Press Release Samples

Logo Placement

The KIW logo must be placed beside the partner logo and both should be center-aligned at the top of the page.
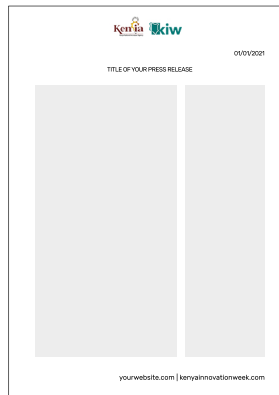
Date & Title Placement

The date must be placed immediately after the logos and right-justified. The press release title must be center-justified right after the date.

KIW Website URL

The KIW website url should be placed at the bottom-right corner after the partner's website URL.

A4 Size

A template of the indicated sample can be provided upon request

Resources & Contact

You can find the most up-to-date brand resources in the **Resources** section of the KIW website: kenyainnovationweek.com/resources

Additional resources will be made available as they are developed. Design templates will be provided upon request.

Twitter: **@KenyaInnovWeek**

Facebook: **@KenyaInnovWeek**

Instagram: **@kenyainnovweek**

Contact

For further information about branding for Kenya Innovation Week, please contact:

George Masila

Communications & Marketing Lead, Kenya Innovation Week

g.masila@innovationagency.go.ke

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