Brand Guidelines.
Setting our sights high.
Vision Statement:
Travel Stress Free

Mission Statement:
To provide consistent and delightful travel experience.

Table of Contents

| INTRODUCTION | 5 |
| LOGO DESIGN | 6 |
| TYPOGRAPHY | 9 |
| COLOUR PALETTE | 10 |
| 1. BRAND IDENTITY |
| - Primary line | 6 |
| - Secondary line | 6 |
| - Colour and gradients [print and web] | 6 |
| 2. BUSINESS COMMUNICATION |
| - Letterhead | 17 |
| - Business cards | 17 |
| - Staff ID Card and Visitor Card | 17 |
| - Envelopes, DL, A3, A4, AC, Document Envelopes | 17 |
| - Staff Identification Card | 17 |
| - Name Tag | 17 |
| - Uniforms | 17 |
| - Certificates | 17 |
| 3. INTEGRATED COMMUNICATIONS |
| - Rules for photographs | 51 |
| 4. CORPORATE SIGNAGE |
| - 5. CONCLUSION | 68 |

| OUT OF HOME | 53 |
| - Flags and banners | 53 |
| - Billboard | 53 |
| - Corporate Runners | 53 |
| - Event banners | 53 |
| - Children’s runners | 53 |

| CORPORATE FLEET BRANDING | 61 |
| - Van Branding | 61 |
| - Pick-up Branding | 61 |
| - Taxi Branding | 61 |
| - Saloon Car Branding | 61 |
| - Bus Branding | 61 |
| - Inter-Terminal Shuttle-Banding | 61 |

| CORPORATE PHOTOGRAPHY & IMAGE STYLES | 31 |
| - Rules for photographs | 31 |
| - Branding applications | 34 |
| - Images | 34 |

| BRANDED MERCHANDISE | 36 |
| - Scarves | 36 |
| - Mouse Pads | 36 |
| - Office Mugs | 36 |
| - Duffle bag | 36 |
| - Shoulder bags | 36 |
| - Key chains | 36 |
| - Reel Badges | 36 |
| - Polo Shirts | 36 |
| - Caps | 36 |
| - Desk clock | 36 |
| - Briefcase | 36 |
| - Bag | 36 |

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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 advice 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 355 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.
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.
- 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 space 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.

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)

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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:

Co-branding

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

Engage Today, Impact Tomorrow.

Setting our sights high
KAA typography.

Typography

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

Optima.

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

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz0123456789+;%@*
Typography.
Secondary Typeface

KAA typography.

Aa

Primary Typeface Weights

Regular.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!;:,;_*")

Italic.

Vit moluptatem de dolorer feriate mporeptiorat magnati officiis nobilissima et iudices saepe sunt in eum euntiam inaequales ab eiusmod tempor incididunt ut labore et dolore magna aliqua enim duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Bold.

Vit moluptatem de dolorer feriate mporeptiorat magnati officiis nobilissima et iudices saepe sunt in eum euntiam inaequales ab eiusmod tempor incididunt ut labore et dolore magna aliqua enim duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789+;%@*
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.

Typography.

Secondary Typeface Weights

Regular:

AaBbCcDdEeFfGgHhIiJjK LmMnNnOo
PpQqRrStTuUvVvvWwXxYyZz
0123456789 (&?!/,:;-_*")

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 aut facepe sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur? Udit veliciet exerumenim que non nesecum 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 aut facepe sundania nus plaut omnia vendelic tet verciis et aut lam entis dolorio blaborerum nost maio eost, totassum facepe natur? Udit veliciet exerumenim que non nesecum entotam ilit as nosae nullaccae pelitiis molupisit.

Setting our sights high

AaBbCcDdEeFfGgHhIiJjK LmMnNnOo
PpQqRrStTuUvVvvWwXxYyZz
0123456789 (&?!/,:;-_*")
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.

**KAA Blue**

- CMYK: 0 / 66 / 0 / 11
- Pantone: 287 CMC
- RGB: 21 / 95 / 170
- HTML: #155FAA

**KAA Yellow**

- CMYK: 0 / 30 / 94 / 0
- Pantone: 1225 CMC
- RGB: 255 / 215 / 123
- HTML: #FFD77B

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.

Color Palette.

Primary Color System

**KAA Blue**

- CMYK: 100 / 68 / 0 / 11
- Pantone: 297 CMC
- RGB: 21 / 95 / 170
- HTML: #155FAA

**KAA Yellow**

- CMYK: 0 / 30 / 94 / 0
- Pantone: 1225 CMC
- RGB: 255 / 215 / 123
- HTML: #FFD77B
### Corporate Stationery

**Letterhead Dimensions**

- **Dimensions:** 297 x 210 mm
- **Colour:** Yellow/Cream
- **KAA logo position:** 105 mm x 35 mm, aligned to the top left corner
- **Location of type:** Aligned left
- **Font:** Optima
- **Printing Methods:** Offset lithograph

All measurements are shown in millimeters.

---

**Business Card Dimensions**

- **Dimensions:** 90 x 55 mm
- **Colour:** Yellow/Cream
- **KAA logo position:** 45 mm x 15 mm, 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.

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Kenya Airports Authority
Head Office
P.O. Box 19001 (00501) Nairobi, Kenya
Tel: 254 -020 - 825400/14,  Fax: 254 - 020 - 822078
Email: info@kenyaairports.co.ke
www.kenyaairports.co.ke
Staff ID, Cards & Visitors’ 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

If lost & found, kindly return to Kenya Airports Authority.

Head Office, Airport North Road.  P.O. Box 19001 (00501) Nairobi, Kenya
Tel : 254 - 020 - 6611314  Fax: 254 - 020 - 822078  Mobile: 254 - 0720 256 192  Email: info@kenyaairports.co.ke

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: 70 mm x 23 mm aligned to the top left corner
Location of type: 8 points
Type point size: 15 points
Font: Optima
Printing Methods: Offset Lithograph

Envelopes (A3) dimensions

Dimensions: 445 x 326 mm
Colour: White
KAA logo position: 100 mm x 23 mm aligned to the top left corner
Location of type: 15 points
Type point size: 15 points
Font: Optima
Printing Methods: Offset Lithograph

All measurements are shown in millimeters.
corporate stationery.

Envelopes (A4).

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.

Envelopes (A5).

dimensions

Dimensions: 150 x 102 mm
Colour: White
KAA logo position: 25mm 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.
Setting our sights high
corporate stationery.

Name Tag dimensions

Dimensions 12 x 26 mm

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

All measurements are shown in millimeters.

corporate stationery.

Invite

QATAR AIRWAYS

KAA Airway Authority supports the plasma of your company during the occasion of the Foundation of International Flight and more services in the field of International Aviation.

Set on your flight, set on your flight, only one flight under your flight. Nuestra estrella flight number 5117 to setting from Spain to Miami.

We would like to welcome the world to Miami.

The Mega, French

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YOU ARE CORDIALLY INVITED!

KAA Airway Authority supports the plasma of your company during the occasion of the Foundation of International Flight and more services in the field of International Aviation.

It is now the time to be a part of our world, the world of luxury, the world of freedom, the world of adventure.

The Mega, French

Setting our sights high

You are cordially invited!

KAA Airway Authority supports the plasma of your company during the occasion of the Foundation of International Flight and more services in the field of International Aviation.

It is now the time to be a part of our world, the world of luxury, the world of freedom, the world of adventure.

The Mega, French

Dimensions 72 x 26 mm

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

All measurements are shown in millimeters.
Certificates.

CERTIFICATE
OF PARTICIPATION

Lorem Ipsum
Managing Director

Lorem Ipsum
Managing Director

CERTIFICATE
OF APPRECIATION

Lorem Ipsum
Managing Director

Lorem Ipsum

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INTEGRATED COMMUNICATIONS

Photography
Corporate Images are responsible to transfer the values of KAA to its customers or potential customers. It is a complex psychological impression that continually changes with the company’s circumstances, media coverage, performance, pronouncements, etc. KAA uses 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

People Photography

Airports Photography

EXCEPTIONS FOR KAA CORPORATE IMAGE SYSTEM
- Requirements
  - desaturate colours
  - high contrast
  - sharp images
  - minimalistic look
  - modern and businesslike
advertising applications.

Posters.

Policy dimensions
- The template dimensions should be 35cm by 45cm or 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 categorized 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.

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 can be white, Kenya Airports 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.

Please see logo guidelines for further information.
branded merchandise.

Mouse Pads

Office Pens
branded merchandise.

Office Mugs

Duffle bag

branded merchandise.

Back pack

Laptop Bag
branded merchandise.

Carrier bag

branded merchandise.

Umbrella
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branded merchandise.

Keychains
branded merchandise.

T-shirts

branded merchandise.

Caps

Setting our sights high
branded merchandise.

Desk clock

Pen holder
branded merchandise.

Podium

Out of Home
out of home.

Flags and banners

Billboard

out of home.

Flags and banners

Billboard

Setting our sights high

Enjoy our promise of hospitality as you venture into our land of many possibilities. Carry on the fusion experience.
out of home.

Corporate banners

Event banners
out of home.

Outdoor banners

Our business just got wings!

Casting our net wider

Taking you to greater heights

KAA Certified
ISO 9001: 2008

A market leader in the aviation business

Family Comes first

out of home.

Outdoor banners
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.
Van Branding

Pickup Branding

Fire Truck Branding
corporate fleet branding.

Saloon car Branding

corporate fleet branding.

Bus Branding
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.

Inter-Terminal Shuttle Branding
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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