

Strathmore
UNIVERSITY

**Logo and
Typography
Guidelines**

Introduction

These guidelines describe the visual and verbal elements that represent Strathmore University's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our institution.

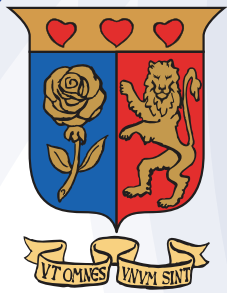
These guidelines reflect Strathmore University's commitment to quality, consistency and style.

The Strathmore University brand, including the logo, name, colors and identifying elements, are valuable institution assets.

Each of us is responsible for protecting the institution's interests by preventing unauthorized or incorrect use of the Strathmore University name and marks.



The University Coat of Arms



The Coat of Arms



The Hearts

The Three Hearts represent the three races, which, in 1961 when Strathmore started, were segregated in the colonial system of education. The heart represents the person, since it is taken as the source of all our actions, and the source of love. The fact that the three hearts all have the same colour shows the equality of all people and their aim to love and understand each other. At the beginning it clearly pointed at the target of racial unity. Today it symbolises the common aim of parents, teachers and students in the educational process of Strathmore.



The Rose

The Rose in full bloom represents love, the source of all good desires and actions, even if at times this means loving sacrifice, as represented by the thorns. The rose has a supernatural meaning too. Love, with capital letters, is love of God. The rose also has a historical meaning associated with the life of Saint Josemaría Escrivá, founder of Opus Dei, who inspired and encouraged the people who started Strathmore: he once received a divine sign in the form of a carved gilded rose in a very trying moment of his life.



The Lion

The Lion is the symbol of strength and courage, and of the determined fight for excellence and justice. It also represents Kenya, our country, which strives to attain all the qualities mentioned above.



The Motto

The Motto "Ut omnes unum sint" is Latin. It is a quotation from a passage of the Gospel (John 17:23), and means, "That all may be one". It expresses our desire to work together towards the same aim, in spite of personal differences of opinion, tastes and backgrounds.

The Identity

The Strathmore University logo is made up of a symbol (University Coat of Arms) and a wordmark.

The font used for the wordmark is Sansation Bold and Sansation Regular. Combined in a precise manner, these two elements form a distinctive logo for Strathmore University.

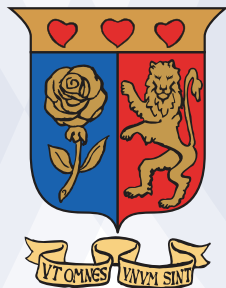
The logo shown above is the primary logo and is referred to in this brand book as the horizontal logo. Alternate logos are available and are shown in the following page.

The logo is available in various electronic formats and should not be modified or recreated.

Only when used consistently will the logo contribute to building a strong visual identity for Strathmore University.

The Sansation font family has been selected for the Strathmore University logotype for its modern, elegant and distinctive appearance.

The font shall also be used on divisional logos which include Faculties, Schools, Institutes and Centres.



Strathmore
UNIVERSITY

Font is Sansation Bold

Font is Sansation Regular

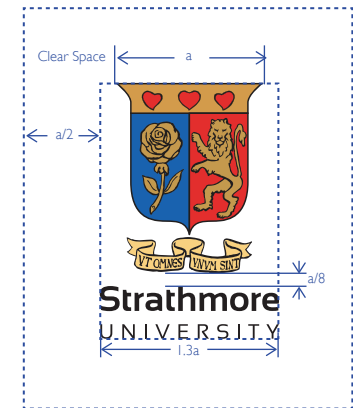
The University Logo Assembly



Horizontal Logo (Preferred Logo)



Vertical Logo



Vertical Logo Small

It is vital that the logo be assembled in a consistent manner in order to ensure a consistent look and feel of the brand.

The distance between the crest of arms and the university name should always be $a/5$ except on the vertical logo small which is $a/8$.

The horizontal logo is the preferred logo for the university.

A clearspace of $a/2$ must always be maintained around the logo.

The Vertical Logo and Vertical Small Logo are suitable where there are space restrictions or alignment issues (such as need for centre alignment).

Alternate University Logo - WordMark



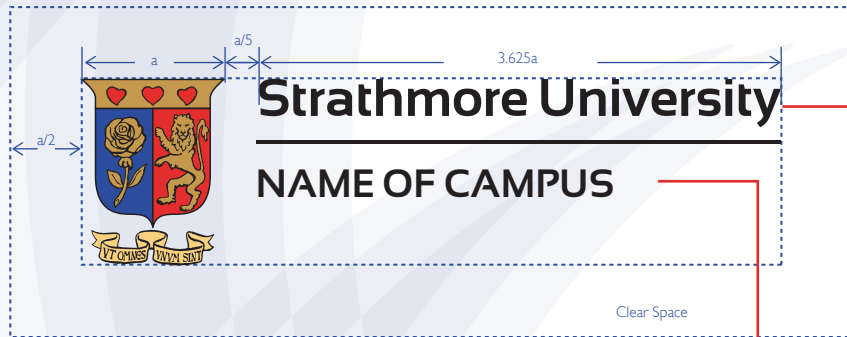
Vertical Wordmark Logo



Horizontal Wordmark

Strathmore University has three wordmark- only logo versions. The order of preference is the Vertical Wordmark Logo; the Horizontal Wordmark Upper Lower Logo; and lastly, the Horizontal Wordmark Capitals Logo. The wordmark logos are advised where the full logo may not reproduce properly, such as on some merchandise (for example pens) or where space is restricted or the full logo might be too repetitive, such as on page footers and headers. The wordmark logos are also advised for signage and other applications where simplicity and clarity are essential.

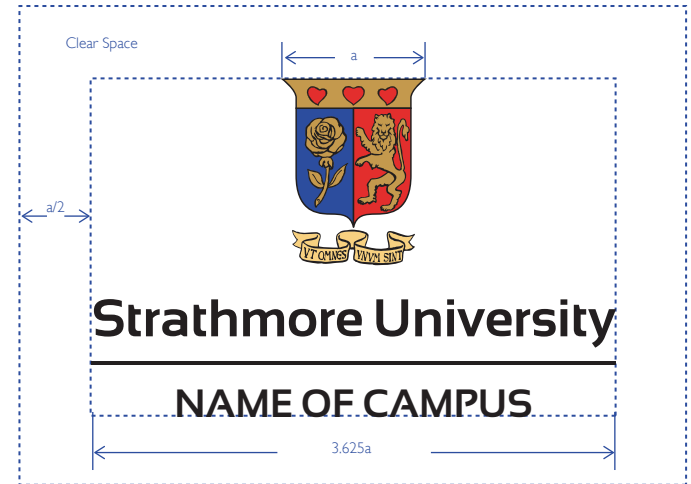
The University Campuses



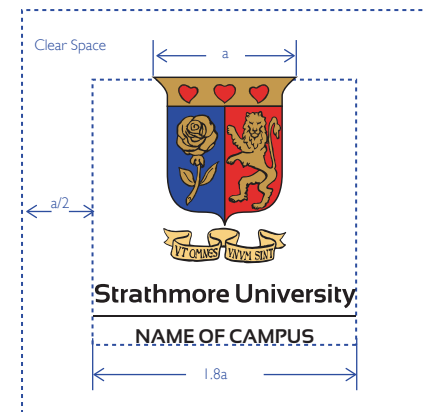
Horizontal Logo

Font is Sansation Bold

Name of the campus to be in uppercase



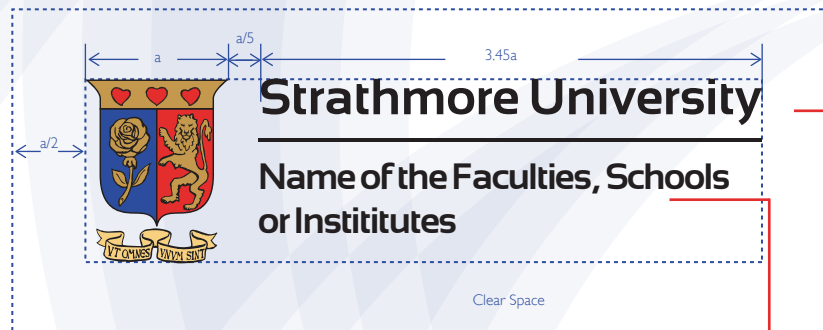
Vertical Logo



Vertical Logo Small

In the naming of the campuses, the line between Strathmore university and the campus name should be present. Notably, the campus name is to be in uppercase.

The University Faculties, Schools and Institutes



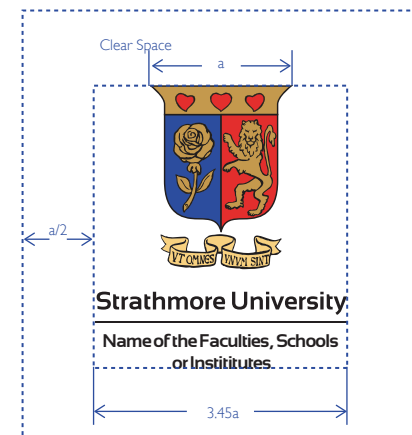
Horizontal Logo

Font is Sansation Bold

Name of the Faculties, Schools or Institutes to be in titlecase and bolded



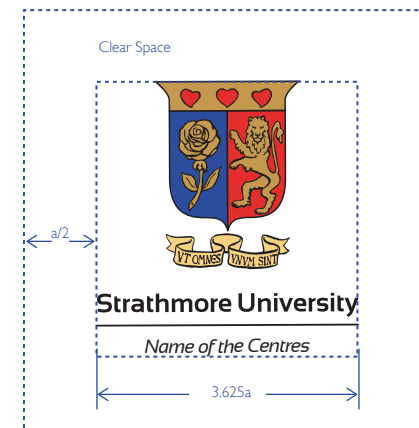
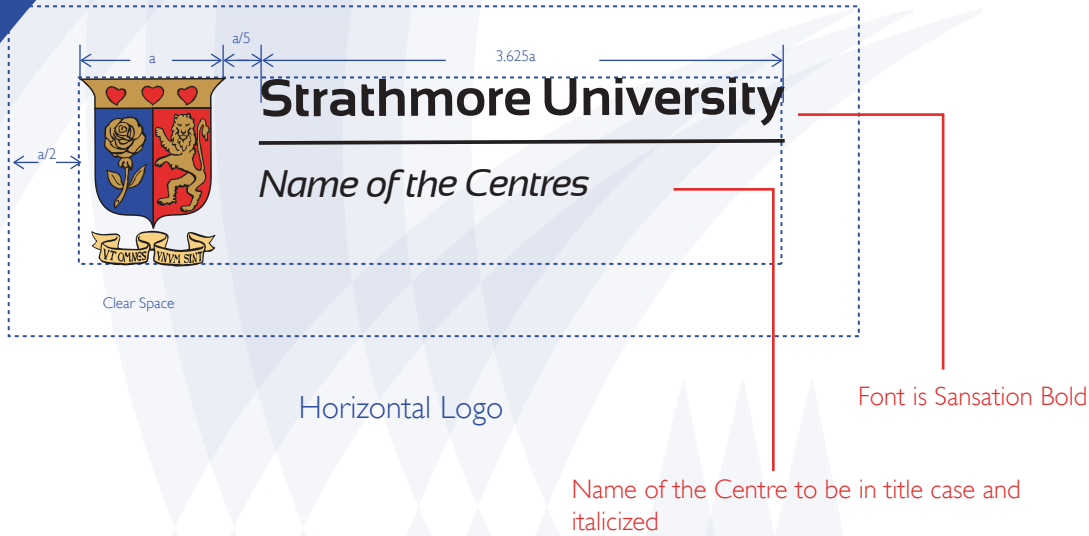
Vertical Logo



Vertical Logo Small

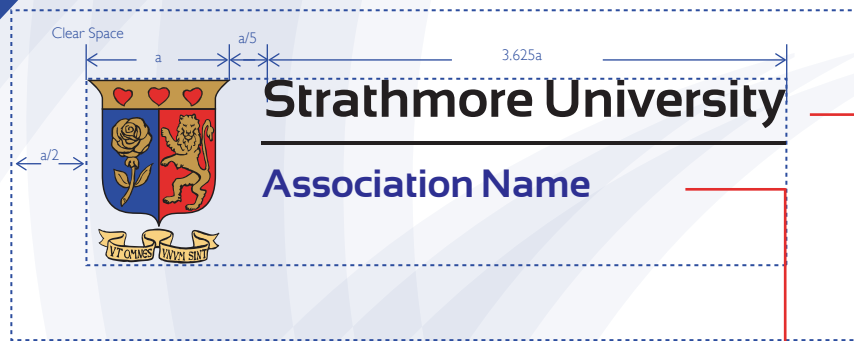
Name of the Faculties, Schools or Institutes has to be in Title Case and Bolded. The name "Institute" must appear for the Institutes.

The University Centres



Name of the Centres should be in Title Case and Italicized. The name "Centre" must appear for the Centres.

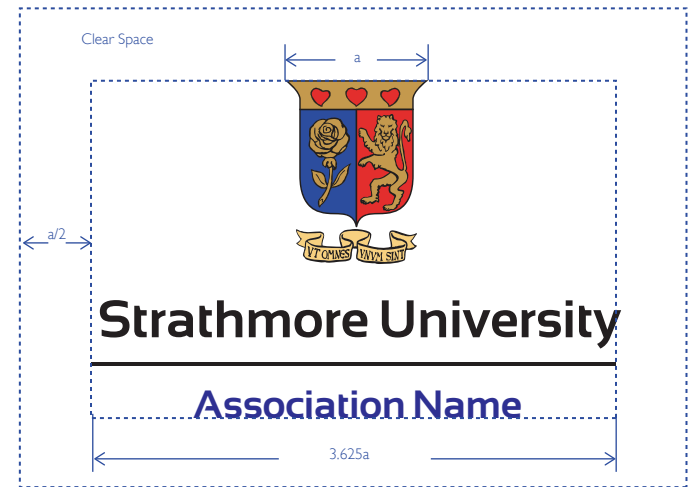
Other Institutions in the University



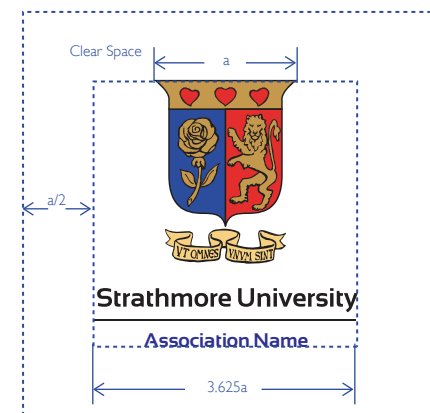
Horizontal Logo

Font is Sansation Bold

Name of the Centre to be in title case and in Strathmore Blue colour.

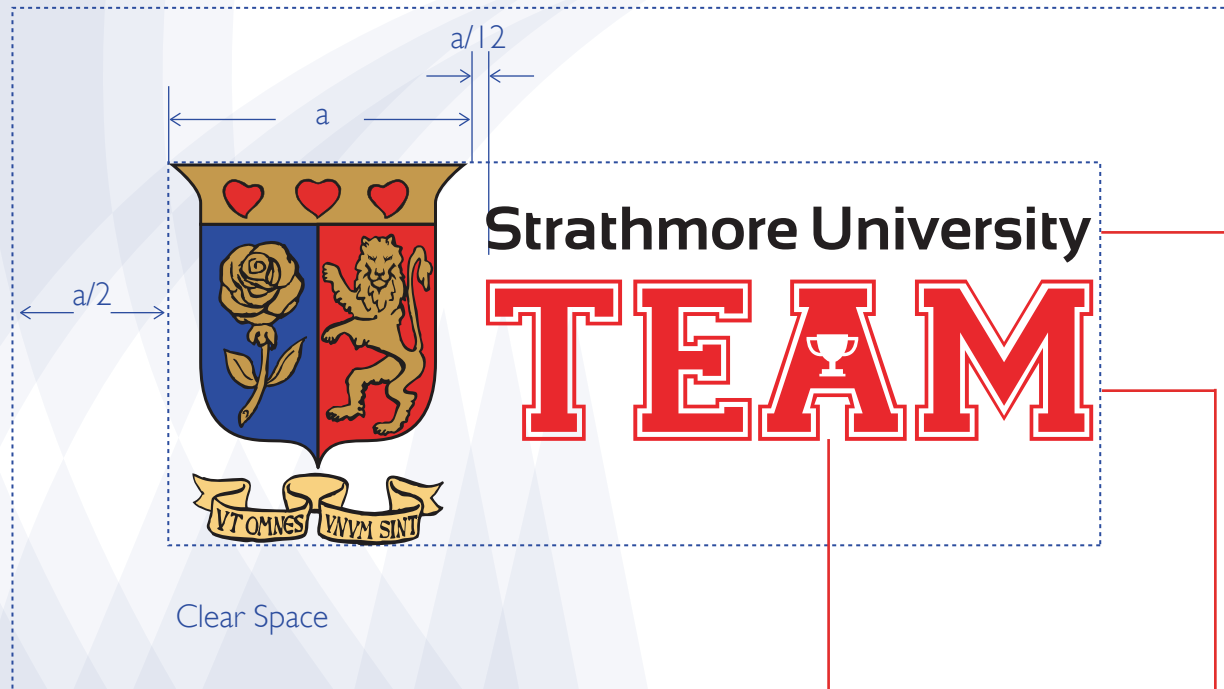


Vertical Logo



Vertical Logo Small

The University Sports Teams and Clubs



Clear Space

Stylize one letter

Font is Sansation Bold

Name of the sports team or club to be placed here. Only one font type to be used.

The University Logo Usage



Clear Space

As indicated in the illustrations on the page 5, the logos have a clear space around them. This space should be maintained whenever the logos are used in various layouts in order to allow the logo to breathe and to ensure visibility, impact and integrity of the logos. This clear space should not be encroached either by text or graphic objects.



Minimum Space

It is highly recommended that for regular offset printing the logo not be used below a size where the width of its symbol (represented by "a" in the illustration) is less than 10mm. This is to allow legibility and clarity of the logo. Where the printing method is coarser than offset printing, the minimum size should increase accordingly to allow clarity of the logo. The smallest size for monochrome logos also depends on the dot gain of the printing method used - the patterns in the logo should still be clear.

The University Logo Dont's



DO NOT scale the logo disproportionately



DO NOT change colours of logo elements. The logos are available in various permitted colour variations as shown on page 27-28



DO NOT not angle the logo on layouts



DO NOT change the proportions of any elements within the logo



DO NOT use special effects such as shadow or emboss in regular print layouts. Special consideration is given to digital layouts, so long as such effects are subtle, do not interfere with the logo's clarity or meaning and have the effect of enhancing the three dimensional appearance of the logo.



DO NOT use the logo on backgrounds that do not have sufficient contrast. On dark backgrounds, use the reverse logo version

Typography

The primary font family for Strathmore University is Gill Sans Standard. It has a clean professional look and comes in a variety of weights and styles. Apply it on communication material for both headings and body text. Used correctly, the various weights and styles combined with different font sizes will convey a professional look and clear hierarchy of information.

PRIMARY FONTS - FRUTIGER LT STD

Frutiger LT Std Black

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Black Italic

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Bold

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Bold Italic

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Regular

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Light

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Light Italic

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Frutiger LT Std Condensed

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONTS - HELVETICA NEUE

Helvetica Neue Thin

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Light

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Light Italic

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Italic

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Regular

abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Italic

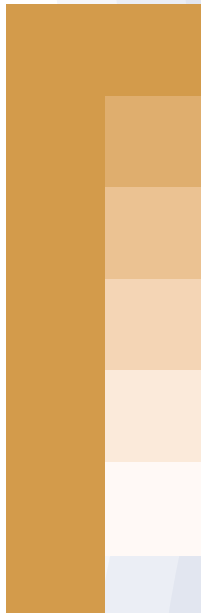
abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Condensed Bold

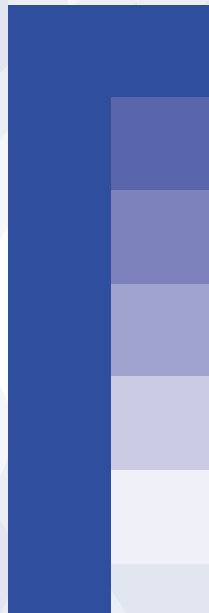
abcdefghijklmnopqrstuvwxy 1234567890 (.,:;'><!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ

The University Colours

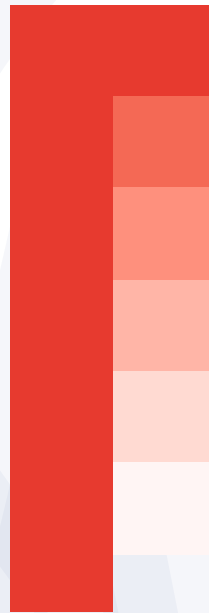
Our brand identity is made up of three primary colours and one secondary colours, all of which can be used in any gradation from 100% solid to lesser tints..



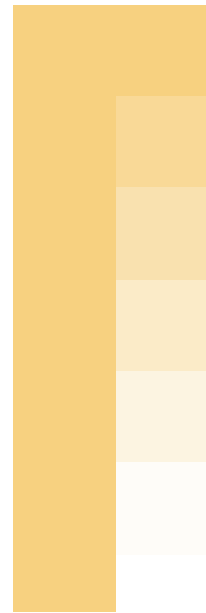
Strathmore Gold
Pantone 7407 C



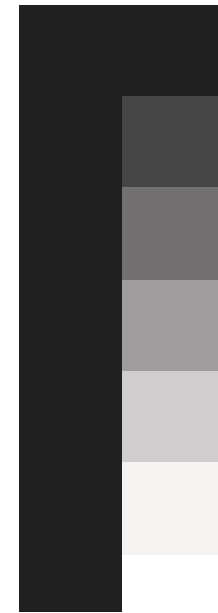
Strathmore Blue
Pantone 7455 C



Strathmore Red
Pantone 179 C



Pantone 7403 C



Strathmore Black
Pantone HEX Black C

University Structure

SCHOOLS	INSTITUTES/CENTRES			
 <p>Strathmore University Law School</p>	 <p>Strathmore University <i>Institute for Advanced studies in International Criminal Justice</i></p>	 <p>Strathmore University <i>Law and Policy Institute</i></p>	 <p>Strathmore University <i>Dispute Resolution Centre</i></p>	 <p>Strathmore University <i>Executive Legal Education Program</i></p>
 <p>Strathmore University Business School</p>	 <p>Strathmore University <i>Institute of Healthcare Management</i></p>	 <p>Strathmore University <i>Centre for Public Policy and Competiveness</i></p>	 <p>Strathmore University <i>Centre for Organisations on Work & Family</i></p>	
 <p>Strathmore University School of Finance and Applied Economics</p>	 <p>Strathmore University <i>Risk Management Centre</i></p>	 <p>Strathmore University <i>Centre for Value Investing</i></p>		
 <p>Strathmore University Faculty of Information Technology</p>	 <p>Strathmore University <i>@iLabAfrica Center</i></p>	 <p>Strathmore University <i>iBizAfrica Center</i></p>		
 <p>Strathmore University School of Management and Commerce</p>	 <p>Strathmore University <i>Enterprise Development Centre</i></p>	 <p>Strathmore University <i>Centre for Tourism & Hospitality</i></p>		
 <p>Strathmore University School of Humanities and Social Sciences</p>	 <p>Strathmore University <i>Centre for Applied Philosophy and Ethics</i></p>	 <p>Strathmore University <i>Writing Centre</i></p>		
 <p>Strathmore University School of Graduate Studies</p>				
	 <p>Strathmore University <i>Energy Research Centre</i></p>  <p>Strathmore University <i>Institute for Mathematical Sciences</i></p>  <p>Strathmore University <i>Centre for Research in Therapeutic Sciences</i></p>			

The University Reversed Logo Formats



Strathmore
UNIVERSITY



Strathmore University
NAME OF CAMPUS



Strathmore University
Name of the Centres



Strathmore University
Name of the Faculties, Schools
or Institutes

The University Monochrome Logo Formats



Strathmore
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Strathmore
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Strathmore
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