A strong well managed brand will deliver: recognition, better understanding, differentiation, preference over competitors, corporate value and respect.

**Inference**

If you are in doubt, refer back to this document. JKUAT does not ask for much, but a little love and respect for the JKUAT Brand. Just like any great resource, this guide will be continually updated to reflect the latest standards and guidelines.
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I am delighted to introduce this Brand Book which gives an overview of our brand and how one can use it to present a consistent corporate image of Jomo Kenyatta University of Agriculture and Technology (JKUAT).

Branding in higher education is important for a number of reasons: it helps create loyalty, define an institution within a competitive market as well as building affinity. The Brand Book was created to help bring consistency to the way we all communicate about the University.

We share a responsibility to present the JKUAT Brand correctly in all forms of communication, whether in print, electronic, online or any marketing and visibility material.

This Brand Book provides you with the necessary guidelines to help accomplish our vision; *A University of global excellence in Training, Research and Innovation for development.*

By utilizing the Brand Book as a background for communication, we can begin to reflect the importance of JKUAT Brand.

The guidelines set in this publication were developed with the broad involvement of the University community. I am grateful for the input and insight provided by everyone involved. We will continue to work collaboratively as we champion the JKUAT Brand.

The success of the JKUAT Brand depends on all of us communicating with consistency, clarity and effectiveness. The elements in these guidelines communicate a strong, consistent brand identity that cuts through all our Campuses and Centres irrespective of their location.

Maintaining a consistent brand is at the heart of our continued success. I encourage you to familiarize yourself with the contents of this document and apply it in your communications.

A Brand Book does not just guide you. It gives you the power to have the same overall look and feel. The JKUAT Brand is Strong! The JKUAT Brand is our DNA – the very core of the institution. It is entrenched in our values, philosophy and mission.

I am certain that you will all be champions of the JKUAT Brand. Thank you for your support as we continue to grow our University brand.
Introduction
Branding at a Glance

Corporate branding is a visual representation of a company that unites a group of people, products or businesses and makes it known to the world through the use of a single name, shared visual identity or a common set of symbols. Put differently, it is the sum of people’s perception of a company, reputation, advertising and logo; the four major components of a brand.

Good corporate branding, beyond a memorable logo, increases the value of an organisation, bring about freshness and is viewed as an organisation that is dynamic, keeps pace with the changing global trends, provides employees with direction and motivation, as well as gives the Institution an edge over others in embracing new patrons while giving reassurance to the existing ones of enhanced service delivery.

Importance of Branding

Corporate branding has become more important in the recent past than any other period because the vail of ‘corporate silence’ that historically prevailed is no longer tenable. Today, branding is a form of identification, helps ensure honesty, provides quality assurance, helps identify source or ownership, helps hold producers responsible and accountable and helps to create emotional bonding.

This brand book therefore is an assurance to all existing and would be patrons that the eagerly awaited way of doing business with a hearty and warm touch is here with you.

What is JKUAT Brand Book?

This book provides a set of guidelines to help us translate the University’s corporate strategy into communications that help all our publics understand what we do each day.

Our brand will capture the essence of our values in a way that is dynamic, understandable and engaging to both our staff and external stakeholders.

The JKUAT Brand Book contains guidelines to help all members of staff at JKUAT portray the institution in a consistent way thus enhancing visual identity. This will not only reinforce the institution’s credibility, but it will also make JKUAT stand out from the crowd.

A constituent brand indicates to people what kind of an institution we are and what they can expect from us. The JKUAT Brand should be reflected in everything we say and do, from the way we work with one another, to all the communications and visibility materials we produce.

The JKUAT Brand describes both what is at our core as an academic institution and what we provide to our numerous and varied audiences. It helps us and our target audiences understand who we are and what we do. It is our philosophy and our values.

Benefits of the JKUAT Brand Book

- It will help us put our values and philosophy into practice
- It will help us communicate JKUAT consistently
- It will create a clear and unique identity for JKUAT
- It will help our audience identify with us

The JKUAT Brand will cut through the Campuses and Centres irrespective of location. As a result therefore, all campuses and centres should at all times strive to achieve these benefits. When in doubt, liaise with the Corporate Communications Department for guidance.
Brand Identity
Core Values

- **Quality**: The University shall always be quality driven in all its activities and operations.
- **Teamwork**: The University shall maintain a culture of teamwork to ensure synergy in the conduct of its activities.
- **Transparency**: The University will maintain a culture of transparency in dealing with staff and students and all its stakeholders.
- **Accountability**: The University shall on a continuous basis enhance its accountability systems and practices.
- **Professionalism**: JKUAT shall put emphasis on expertise and professionalism in the conduct of its activities and provision of service to all stakeholders.
- **Innovation**: The University shall endeavour to utilize the latest, up-to-date and most appropriate technology in achieving its objectives.
- **Integrity**: The University shall be honest, truthful and reliable in the provision of services to its customers.
- **Dynamism**: The University shall be responsive and adjust its programmes and services to the changing national and global development needs.
Brand Identity

Philosophy

• JKUAT values the need for transformational leadership to steer the University towards achieving her vision and mission and contribute towards the social and economic development of the country.

• JKUAT shall endeavour to attract, develop, motivate and retain a multi-skilled workforce while nurturing a consultative working environment.

• JKUAT shall adopt and utilise ethical standards and best practices in training, research and innovation in order to produce dynamic leaders.

Areas of Training

• Technology
• Engineering
• Agriculture
• Enterprise Development
• Health Sciences
• Built Environment
• Social Sciences
• Applied Sciences

University’s Mandate

• Training
• Research
• Innovation
• Incubation
• Commercialisation
## The University Anthem

<table>
<thead>
<tr>
<th>University Anthem (English)</th>
<th>Wimbo wa Chuo (Swahili)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In great and firm reverence to God Built on a clear and sound vision still Training, studying research and practice To make a world-class University</td>
<td>Twamshukuru Mungu Wetu Msingi dhabiti, maono mazuri Kusoma, ujuzi pia utafiti Kuunda Chuo Kikuu duniani</td>
</tr>
<tr>
<td>Steadfast and sure, in service today Built on a clear vision, and mission Jomo Kenyatta University of Agriculture and Technology A world-class institution of excellence for development</td>
<td>Imara kweli, kwa huduma Matumaini kwa maono kweli Jomo Kenyatta chuo chetu, cha Kilimo na Teknolojia Chuo cha kimataifa, kimestawi na kunawiri</td>
</tr>
<tr>
<td>From inception through the ages In true call of wisdom and prudence Shaping men and women, in truth and spirit Leading the world to achieve great dreams</td>
<td>Kutoka mwanzo hadi milele Kwa mwito wa hekima na ufanisi Kujenga vijana wenye uaminifu Kwa muongozo wa enzi bora</td>
</tr>
<tr>
<td>Moulding the world’s great minds and talents Into best ideas and great inventions To shape the future of our great Nation Seeking the grace and blessings of God</td>
<td>Kuzipanua bongo na vipawa Kwa ujuzi bora, ubunifu pia Kujenga maisha ya Taifa letu Kwa neema na baraka zake Mungu</td>
</tr>
</tbody>
</table>
Visual Identity
Visual Identity

JKUAT's Style

This section will focus on the way we present JKUAT to the outside world. It will give direction and templates for communicating JKUAT consistently.

Use of Name

Care should be taken when using the Institution’s name on letterheads and any other visibility material.

This is how the institution name should appear.

Correct use of the University’s name

Jomo Kenyatta University of Agriculture and Technology

Or

Jomo Kenyatta University

of

Agriculture and Technology

Wrong use of the University’s name

Jomo Kenyatta University of Agriculture and Technology

Or

Jomo Kenyatta University

of

Agriculture and Technology

Use of Motto

The Motto is a tagline we use to get people to think about us and what makes us different. The motto should always appear in italics:

Setting Trends in Higher Education, Research and Innovation.
Visual Identity

Use of Logo

The JKUAT logo is the most immediate representation of the institution, our people, and our brand to the world and should be used on all official communications of the University. The logo is a valuable corporate asset that must be used consistently in the proper, approved forms. The logo should be positioned in a way that ensures easy reading, never visually colliding with any other adjoining elements. Always leave the logo some space to breath. Whenever possible, the logo shall be used against a white background to ensure maximum visibility.

Exclusion Zone

The exclusion zone (X) provides sufficient space to avoid brand confusion and deterioration of the brands legibility, especially when co-branding occurs or where there is potential for visual confusion.

The logo may never be reduced to smaller than 25 mm.

The mandatory clear space on all four sides of the logo is shown here. All text, graphic elements and page edges must be outside of this clear space.
Visual Identity

JKUAT Font

The font is another important element of the JKUAT Brand. By controlling the type style and alignment used we further strengthen the visual distinctiveness of JKUAT. JKUAT’s official corporate typeface is Times New Roman typeface that is clear and highly legible. The type alignment for all the University’s communication is flush left or justified. The font size is 12 with single spacing (unless where specified)

**Normal:** Times New Roman

Aa

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(.’)+_-@!?&$>%#

**Italics:** Times New Roman Italics

Aa

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(.’)+_-@!?&$>%#

**Bold:** Times New Roman Bold

Aa

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(.’)+_-@!?&$>%#

**Bold Italics:** Times New Roman Bold Italics

Aa

Abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789(.’)+_-@!?&$>%#
Visual Identity

Photography

A distinct and well implemented photography style will help communicate who we are and what we offer by deliberately conveying how we want to be seen. Images send powerful messages. All of JKUAT’s photographs should convey the dignity and personality of the people portrayed.

Images are most compelling when they tell a story. For all photographs, ask yourself, “is the picture appropriate for the purpose and message of the publication?” Do not try to make a photo fit your message.

Guidelines

- Choose good-quality, high resolution, sharp and well framed images. Avoid images where the main subject is looking away or the backs of people’s heads are visible.
- Choose the orientation of the image to fit the layout, i.e. landscape (horizontal) or portrait (vertical)
- Wherever possible, show the people, events or situations referred to in the text.
- Where possible, identify by name all the people in the photograph and as appropriate the location, placement, date and the context of the activity.
- Always obtain permission for taking photographs. Respect the rights of people who do not want to be photographed.
- Send prints to people if you have promised them.
- Avoid images that feel passive, are lacking in clear purpose, or have too much activity happening within the frame.
- To give our imagery credibility, it is best to show students in environments that depict their academic focus.
Our colours are what give us our existence. The primary colour for JKUAT is Lilting Green, an optimistic and energetic tone that is immediately recognizable, highly visible and universally available. It should be used in all our communication and always on cover pages.

**Lilting Green**
- PMS 375 C
- C47 M0 Y100 K0
- R149 G201 B61
- HEX #94C83D

**Cyan Blue**
- PMS 2925 C
- C100 M20 Y0 K0
- R0 G149 B218
- HEX #0095D9

**Red**
- PMS 485 C
- C0 M100 Y100 K0
- R149 G201 B61
- HEX #FF0000
Application
Stationary Overview

Stationary items such as business cards and letterheads affect the way the public perceives JKUAT’s Brand. It is therefore important that all stationary items be consistent. Stationery items should ensure the JKUAT logo is clear and dominant. All contact and location information should be clear and legible.

Business Cards

Should be printed on ivory board white.

A.N Others
Designation
P.O. Box 62000-00200
City Square, Nairobi, Kenya
+254 067-5870001-4,
Cell Phone: +254 *********
Email: A.N@jkuat.ac.ke
www.jkuat.ac.ke

Front

Vision
A University of global excellence in Training, Research and Innovation for development.

Mission
To offer accessible quality training, research and innovation in order to produce leaders in the fields of Agriculture, Engineering, Technology, Enterprise Development, Built Environment, Health Sciences, Social Sciences and other Applied Sciences to suit the needs of a dynamic world.

JKUAT is ISO 9001:2008 & 14001:2004 Certified

Back
Application

Envelope

Should be printed on bond 80 gsm

Jomo Kenyatta University of Agriculture and Technology
P.O. Box 62000-00200 City Square, Nairobi
Tel: +254 067-5870000/1/2/3/4/5
www.jkuat.ac.ke
Letterheads

Should be printed on classic

Note:

The Chancellor's, Chair of Council's and Vice Chancellor's letterheads will be in blue.

The Deputy Vice Chancellors' letterheads will be in cream while those of the Principals' will be in lilting green.
PowerPoint Presentations

When preparing a PowerPoint presentation, the University Logo should be placed at the right upper corner of the document. The background colour of the slide should be lilting green regardless of the design.
Signage and Vehicle Branding

Signage and vehicle graphics should use the components of the brand in a strong and bold manner without confusing the viewer. Signage information must be simple, clear, and easy to read while still communicating the brand. All signage should use the JKUAT typeface consistently across all campuses.

Vehicles should be clean and free of additional information that competes with the branding information.

Merchandising

JKUAT branded merchandise and clothing is **White, Lilting Green** and **Cyan Blue**, and always features JKUAT Corporate Identity. Avoid cluttering the pieces with additional slogans other than the JKUAT motto and team names particularly in sports and clubs.
Communication Styles
Media Engagement

Staff and students should at all times safeguard the name and integrity of the University when engaging the media while simultaneously maintaining optimal relationships with the media both in Kenya and internationally. Promoting the public image of the Institution facilitates the University’s ability to be successful in its core business and such image is in turn directly impacted by what is reported in the media, hence the rationale for the following guidelines:

• As a general principle, the Corporate Communications Department (CCD) is the first point of referral for all enquiries from the media. JKUAT staff therefore are strongly advised to contact/refer questions to the CCD as a very first step. The Department will channel the request to the appropriate person and will also monitor that the matter receives the required attention.

• The media is fully entitled to information and it should be noted that dealing with the media warrants the same level of professional courtesy/respect as interaction with all other JKUAT stakeholders. It should also be understood that media representatives are most often operating under time pressure (to “break the news first” or to meet a publishing deadline) and hence, quick response times are important within this context.

• Upon receiving an enquiry directly from the media, JKUAT Staff and Students should – as a matter of course – refer the caller to the Head of Corporate Communications. On a practical note, responses that indicate either an unwillingness to assist or a lack of authority to respond (such as “no comment” or “not allowed to speak to the media”) only serve to frustrate journalists – the enquiry should rather be dealt with by being helpful and referring the person to the correct channels i.e. Corporate Communications Department.

• All information that is provided to the media should be truthful, accurate, unambiguous, clear and factual, avoiding subjective contributions. Media responses are hence always “on the record”.

• Apart from commenting on the University itself, remarks may also not include any disparaging comments on other organisations, groups or individuals, outside of the institution.

• All media enquiries and the JKUAT responses thereto are encouraged to be logged by the Head of Corporate Communications.

• In the event of staff or students having interaction directly with the media, the Head of Corporate Communications should be informed thereof in order to keep track of such article/insert/publication/comment/posting and to enable the relevant person of origin to check on the correctness of the facts as presented.

When in doubt, kindly refer to the University’s Communication Policy or contact the Corporate Communications Department.
Communication Styles

Social Media

Today social media is accessible more than ever. Social media is changing the way we work, offering a new model to engage with our audience, colleagues, and the world at large. JKUAT’s overall goal is simple: to engage online in a respectful, relevant way that promotes the JKUAT brand, protects our reputation and of course follows the letter and spirit of the law of the land.

Guidelines

• Do not reveal JKUAT classified or confidential information.
• Strive to have open and honest dialogue with our audiences offering a balanced perspective and multiple points of view.
• Make sure that you have all the facts before you post. It is better to verify information with a source first than to have to post a correction or retraction later. Cite and link to your sources whenever possible.
• If you make a mistake, admit it. Be upfront and quick with your correction.
• Do not use or allow comments that contain hate language. Do not allow posts that would be offensive to a person.
• If you are unsure about whether a social media post will be mistakenly viewed as an official announcement from JKUAT, check first with the Corporate Communications Department.
Communication Styles

The 3 Rules of Social Media Engagement

**Disclose:**
Your presence in social media must be transparent

**Protect:**
Take extra care to protect both JKUAT and yourself

**Use Common Sense:**
Remember that professional, straightforward and appropriate communication is best
JKUAT Factsheet

⇒ JKUAT started as Jomo Kenyatta College of Agriculture and Technology (JKCAT) in 1979, through the technical assistance of the Japanese Government.

⇒ March 17, 1982: Admits pioneer students who graduated in April, 1984 with Diploma certificates in Agricultural Engineering, Food Technology and Horticulture.

⇒ JKCAT becomes a Constituent College of Kenyatta University on September 1, 1988, and subsequently changes her name to Jomo Kenyatta University College of Agriculture and Technology (JKUCAT).

⇒ JKUAT Act of 1994 gave the institution full autonomy, and became the 5th public university in Kenya. The Act was later replaced by the Universities Act No. 42 of 2012.

⇒ 2005: The Annual JKUAT Scientific, Technological and Industrialization Conference was started to complement the national efforts to achieve economic growth.

⇒ JKUAT was the first public institution of higher learning in East Africa to bag the ISO 14001:2004 Environmental Management Systems Certification in 2014, after scoring another feat in 2009 when it became the first public university to be awarded the Quality Management Systems (ISO 9001:2008) Certification.

⇒ 2010, the University hosts the inaugural “JKUAT Tech Expo”, an annual platform open to student innovators from all institutions of higher learning in Kenya, to showcase their innovation ideas and projects to industry players and other stakeholders as a way of finding solutions to global challenges facing humanity.

⇒ JKUAT is the East African host of the prestigious African Union’s Pan African University Institute for Basic Sciences, Technology and Innovation (PAUSTI), a Graduate School founded to promote Africa’s integration through higher education and research, and admits postgraduate students from across Africa. Pioneer students at the Institute were admitted in September 2012, and graduated in 24th November, 2014 in a ceremony presided over by Dr. Nkosazana Dlamini Zuma, Chairperson of the African Union Commission.

⇒ 2015: March 27, JKUAT marks the 20 Years Anniversary Celebrations launched in August 18, 2014, themed: Celebrating 20 Years of Leadership in Training, Research and Innovation (1994-2014).

⇒ 2016 February: JKUAT wins the competitive bid under the Government’s Digital Literacy Program to supply, install and commission the digital learning devices to public primary schools in 21 counties in Kenya.

⇒ September 2016 China hands over the Kshs 3 Billion JKUAT Botanical Garden and Sino-Africa Joint Research Centre (SAJOREC) to JKUAT. The Botanical Garden and SAJOREC, is the only one of its kind in Africa, located on a 40 acre piece of land. The Botanical Garden is based on 7 thematic gardens, among them; an African garden, medicinal garden, orchard garden and an Asian exotic garden.

⇒ December 2016, JKUAT hosts the 10th Edition of the Eastern African University games with over 3500 student athletes from 33 Universities competing in 18 sports disciplines.

⇒ February 2017, JKUAT wins an international competitive bid to host the regional Maritime Technology Cooperation Centre (MTCC) for the Africa region. The centers are primed to further International Maritime Organization efforts towards effective implementation and enforcement of the global energy-efficiency regulations related to international shipping.
For additional information contact:

Corporate Communications Department
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Tel: +254 067-5870104, Email: corp.comm@jkuat.ac.ke,
Website: www.jkuat.ac.ke,
Discover JUAT, @DiscoverJUAT

JKUAT is ISO 9001:2008 & 14001:2004 Certified