



# Kajulu Energy

Brand style guidelines



Embracing

&  
Delivering

Renewable energy sources

# Contents

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The purpose of these guidelines is to explain the ethos of Kajulu Energy and to represent its brand through the many varied communication mediums. These include print and web material and all other areas which are frequent in their use. Consistency is key to it's recognition in the commercial sector where both partners and financiers are at the heart of Kajulu's success.

If you have any questions or doubts about any element of the brand style/visual identity or use of the guidelines, please contact: [info@tompatrick.co.uk](mailto:info@tompatrick.co.uk).

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# Our Logo

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Our logo represents renewable, green energy and as such embodies this in the symbol. By centralising the 3 key sources; Solar, wind, earth, we establish our companies position and intention in one glance. The use of the patterned circle surrounding the energy sources inherently expresses reuse - to return to the earth from which the power came. Combined with our colour palette and the welcoming, curved font type, a strong and unique logo is accomplished.



Symbol

Logotype

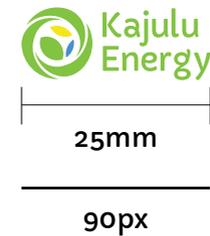
Logo

# Logo size

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The minimum size of the logo for all applications is 25mm with digital 90px at 72dpi. Below this size the logo loses its clarity and impact. Care also needs to be taken to ensure legibility.

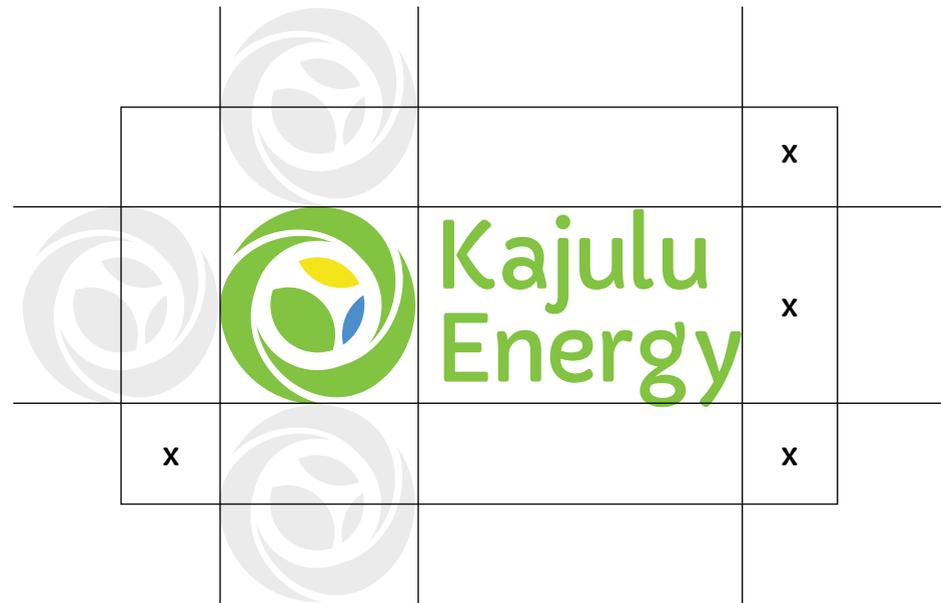
When using the logo for exhibition stands and larger marketing print, consideration must be given to its correct size and where possible, vector files should be used for print to keep quality and clarity of the logo.



# Logo exclusion zone

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The exclusion zone on the logo is measured from the value of  $x$ . The  $x$  measurement is always the height of the type of the logo, and this is consistent to whichever size the identity is reproduced, whilst considering it is never smaller than the minimum size (see page 5). Considering these facts, we have a total exclusion zone as seen below.



# Logo colour themes

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The preferred colour usage for the logo is the full colour version. Where quality of the reproduction of all 3 colours are uncertain, the single colour version should be used. The logo can also be printed as a solid black or reversed out in white. It should never be printed in any other colours or combination of colours. When using the logo on images the logo should be clearly visible and the background must provide sufficient contrast and have an even tone. Discretion must be used to maintain the strength of the logo in these situations.



Full colour

Pantone 7488 C green  
Pantone 279 C blue  
Pantone 393 C yellow



Solid black



Single colour

Pantone 7488 C green



Solid black, reversed

# Logo incorrect use

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## External

Where the logo is supplied as a vector file there must be no altering of this file whatsoever. The file is for print and positioning purposes only and any changes to the shape of either the 'symbol' icon or the 'Kajulu Energy' type of the overall logo will be regarded as very serious. Any production that goes against this directive will be deemed as not following Kajulu Energy materials.

The vector logo is supplied on a single use basis. It should be only used for the purpose it has been supplied. It should not be used for any other purpose and must not be issued to any third party. Where use of the Kajulu Energy logo is used without authorisation or in an incorrect form, any monies made from the sale of these items will be seen as illegal.

## Internal

Any production that goes against the directives outlined will be deemed as not following Kajulu Energy brand guidelines and will be non-representational of the company. Any such materials are liable to be withdrawn and the cost of producing replacements charged to the offending Department. Departments should therefore consult appropriate staff in Marketing before producing materials.

# Logo incorrect use

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You should not alter the symbol, logo or type in any way. The brand mark must always be reproduced from the digital artwork provided. Misuse of the brand mark weakens its impact. Some examples of how not to change the brand mark are displayed below.



Do not stretch logo, always keep its original aspect ratio.



Never change the positional relationship between the text and icon.



Never re-type the text in another font. Never use another typeface.



Never alter the size of the icon in relation to the text.



Never enclose/reverse out the type.



Never alter the angle of the typeface.



Never reverse the icon or any part of the identity.



Do not add graphic elements.

# Colour hints

Where appropriate, such as promotional media, the use of the 3 colour banding can be utilised to further emphasise the colours which represent the logo. Practical examples include the bottom left of a letterhead, a roll up banner (shown on page x) and any other promotional materials which contain plenty of real estate. Using the 3 curved bands compliments the theme without being distracting.



Letterhead



Roll-up banner.

# Typeface

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There are two choices of typeface, typically on any promotional medium Capriola is used, however for small print such as mobile viewing, Arial can be used as it offers greater support and clarity. Note that on headings for web fonts, Capriola is supported by Google web fonts and as such we recommend this font for all headings. For more formal letters on body copy, we recommend also using Arial.

Capriola

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz 1234567890**

# Colour palette

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Colour is a fundamental part of the branding, which is why it's important to use printing materials which support them looking their best. Using the Pantone colour palette ensures perfect reproduction of the key colours. However, in circumstances where Pantone colour plates cannot be used, CMYK values are used as a substitute.

|  |  |                            |                                    |  |
|--|--|----------------------------|------------------------------------|--|
|    | <b>Green</b><br>Pantone coated<br>7488 C | Pantone Uncoated<br>7488 U | CMYK<br>C 57<br>M 0<br>Y 89<br>K 0 | RGB<br>R 111<br>G 206<br>B 82<br>Hex: 6FCE52 |
|  | <b>Blue</b><br>Pantone coated<br>279 C   | Pantone Uncoated<br>279 U  | CMYK<br>C 70<br>M 40<br>Y 0<br>K 0 | RGB<br>R 79<br>G 135<br>B 200<br>Hex: 4F87C8 |
|  | <b>Yellow</b><br>Pantone coated<br>394 C | Pantone Uncoated<br>395 U  | CMYK<br>C 11<br>M 0<br>Y 83<br>K 0 | RGB<br>R 238<br>G 239<br>B 68<br>Hex: EEEF44 |

# Graphics library

For both digital and print

# Graphics library - Digital

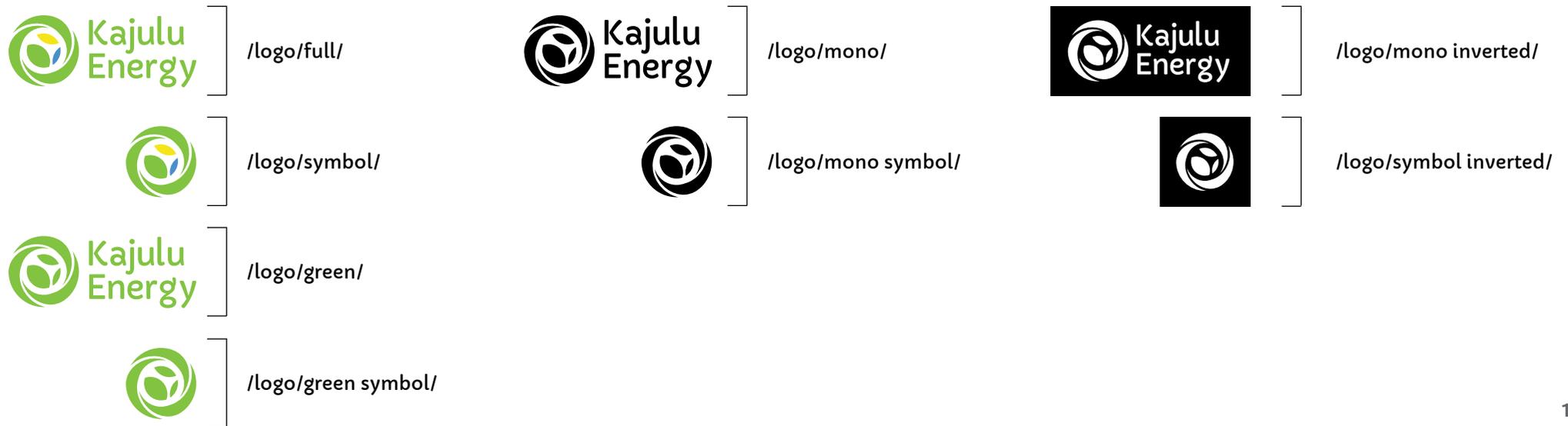
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All print and web files are provided along with this document and they can be found within the 'Kajulu Energy branding' folder.

## Key

RGB      RGB color  
CMYK     CMYK color  
Pantone\_U   Uncoated Paper application  
Pantone\_C   Coated Paper application

PNG   Transparent-supported image (use for all online purposes)



# Graphics library - Digital

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All print and web files are provided along with this document and they can be found within the 'Kajulu Energy branding' folder.





# Graphics library - Print

All print and web files are provided along with this document and they can be found within the 'Kajulu Energy branding' folder.



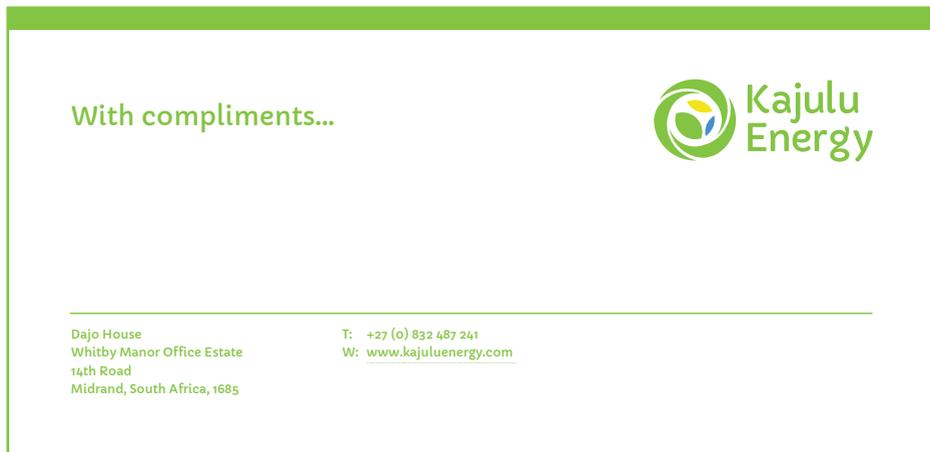
/letterhead/



/roll up banner/

# Graphics library - Print

All print and web files are provided along with this document and they can found within the 'Kajulu Energy branding' folder.



/compliment slip/



/business card/



# Graphics library - Print

All print and web files are provided along with this document and they can be found within the 'Kajulu Energy branding' folder.



## The present and future requires "broadening your horizon"

Our philosophy of "broadening your horizon" supports the development of institutional or organizational capacity to shape a future that meets or exceeds strategic objectives – informed by the present and inspired by the future. Dajo Associates seeks to build its capabilities, and expert and partner organizational network to develop innovative, cost-effective and context-based solutions that exceed our clients' expectations.

Dajo Associates is a South African consulting firm established in 2010 that is committed to standards of excellence. We seek to create value for our clients by constantly pushing the boundaries of innovation and problem-solving through efficient project management. Our overarching norm of integrity helps to build trust and establish confidence among a diverse clientele. This ensures that our clients' needs are at the core of the interventions proposed.

We recognize that the needs of our clients are varied and are constantly evolving in a competitive and resource-constrained environment. A key competitive advantage of Dajo Associates is that of a consultancy that is complemented by an extensive network of continental and international experts and organizational partners. The value-add of associated Dajo experts and partner organizations is to ensure that cost-effective strategies and interventions are arrived at.

Our goal is to develop innovative, sustainable and results-oriented outcomes that are supported by in-depth research and analysis. We interact with the client at each stage of the project's life cycle in order to facilitate knowledge and skills transfer. This orientation ensures that there is ownership of interventions by clients; appropriate recommendations are made; judicious policy responses are arrived at; and strategic objectives are met. As such, possible solutions that emerge broaden our client's horizons and have a more lasting impact.

## Sectors and Capabilities

Collectively, Dajo's Partners bring with them experiences that integrate the worlds of applied research, policy advice, and strategy design. Our services are designed to meet and add strategic value to the individual and diverse needs of our clients. The competences and analytical skills of the Dajo team emphasize policy research for the benefit of the public, private, development and small business sectors that is developmental and sustainable over time. We have the capabilities to provide the following services:

- **Policy advisory:** Dajo is able to provide support in the development, monitoring and evaluating of policy in the areas of service delivery enhancement, job creation and economic development among others. This support is provided through use of our comprehensive, yet client-specific, set of tools and methodologies that include among others, local and regional economic and political risk analyses; organizational diagnostics; economic development profiling; and monitoring and evaluation tools.
- **Research:** Dajo develops innovative, cost-effective research approaches that facilitate the design, implementation and management of complex assignments. These typically inform broader domestic and regional policies and organizational development for corporates, small businesses, development agencies, and non-profit organizations. We strive to deliver research outputs that provide cost-effective recommendations that are implementable.
- **Strategy advisory:** We make use of industry-accepted tools but add value by developing our own participatory, context-specific approaches informed by the organization, industry, or market. This enables us to provide support that strengthens our clients' strategy development and implementation capacity. Dajo also provides a strategy review service to our clients.
- **Specialist services:** Dajo has the capacity to provide specialist services to our clients that include developmental economics, regional integration, climate change, renewable energy, and business risk among others.

Our capacity to deliver this broad range of services is based on our levels of functional knowledge and substantive expertise, appropriate project design and management approaches. This incorporates best practice, innovative thinking and promotes problem-solving. Our competences are indicative of Dajo's operational capacity and its ability to add strategic value to clients' needs.

### Dajo Research

Dajo Associates conducts extensive research to inform its work and seeks to be an institutional thought leader in the sectors and services we provide. Our research focus involves developing knowledge that strengthens our clients' abilities to meet their strategic objectives. We offer a variety of knowledge products that include: Publications; Reports & Studies; Dajo Policy Briefs; Dajo Seminar Series; Dajo Working Papers; and a Case Library.

### Contact

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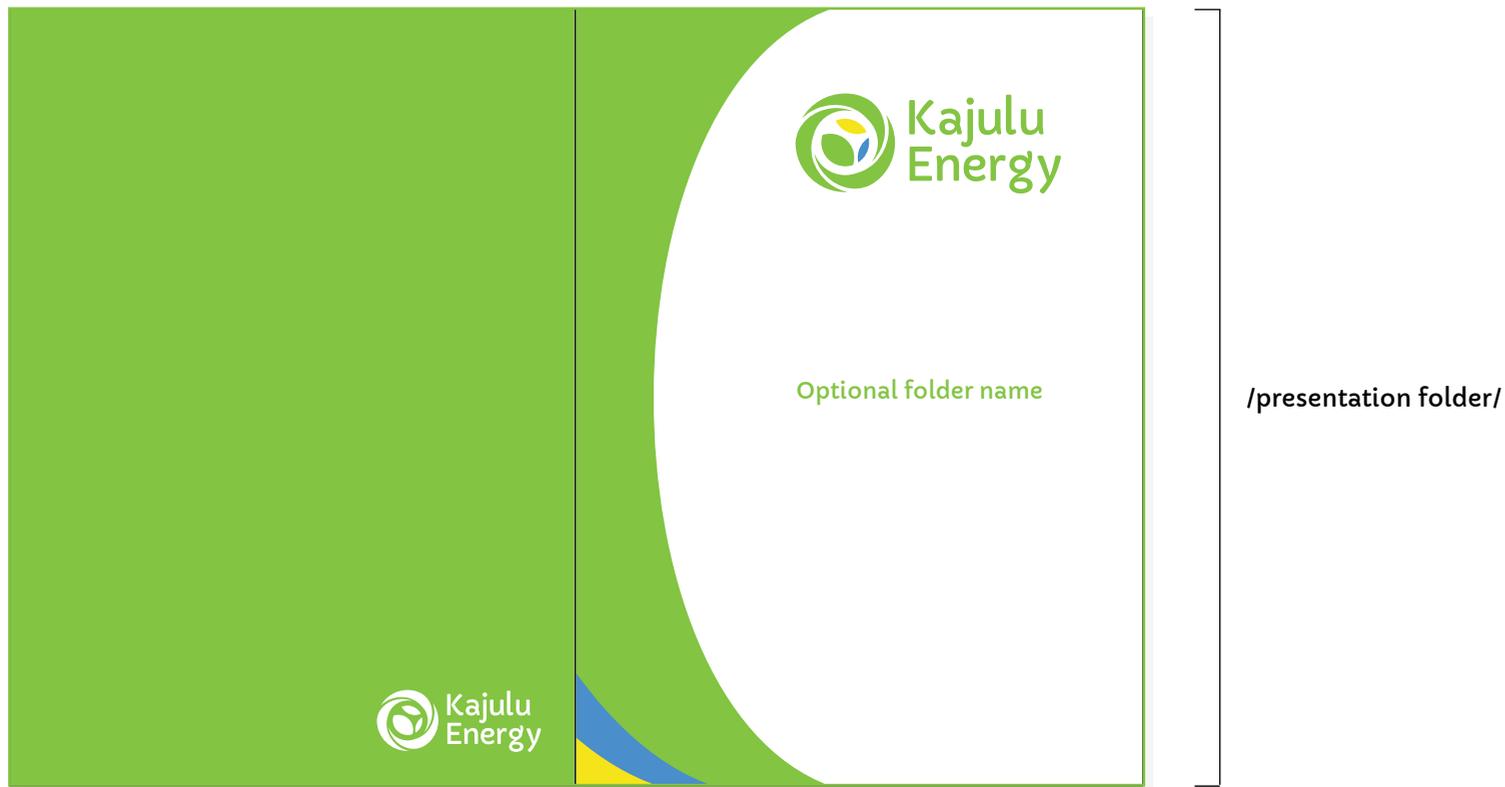
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Website: [www.dajoassociates.com](http://www.dajoassociates.com)

/brochure/

# Graphics library - Print

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All print and web files are provided along with this document and they can found within the 'Kajulu Energy branding' folder.





# Design matters

Following these guidelines is key to Kajulu Energies' success and recognition in the B2B market area where standing out from the crowd is essential.

By abiding by our guidelines, the overall branding image is reproduced as accurately and effectively as possible across all print and digital mediums.

If there are any questions, please contact [info@tompatrick.co.uk](mailto:info@tompatrick.co.uk).



Kajulu  
Energy