

KENYA FEED & FODDER ALLIANCE

BRAND GUIDLINES



BRAND GUIDLINES



Color Palette

Black
Hex: 000000
RGB: 0, 0, 0
CMYK: 0, 0, 0, 100

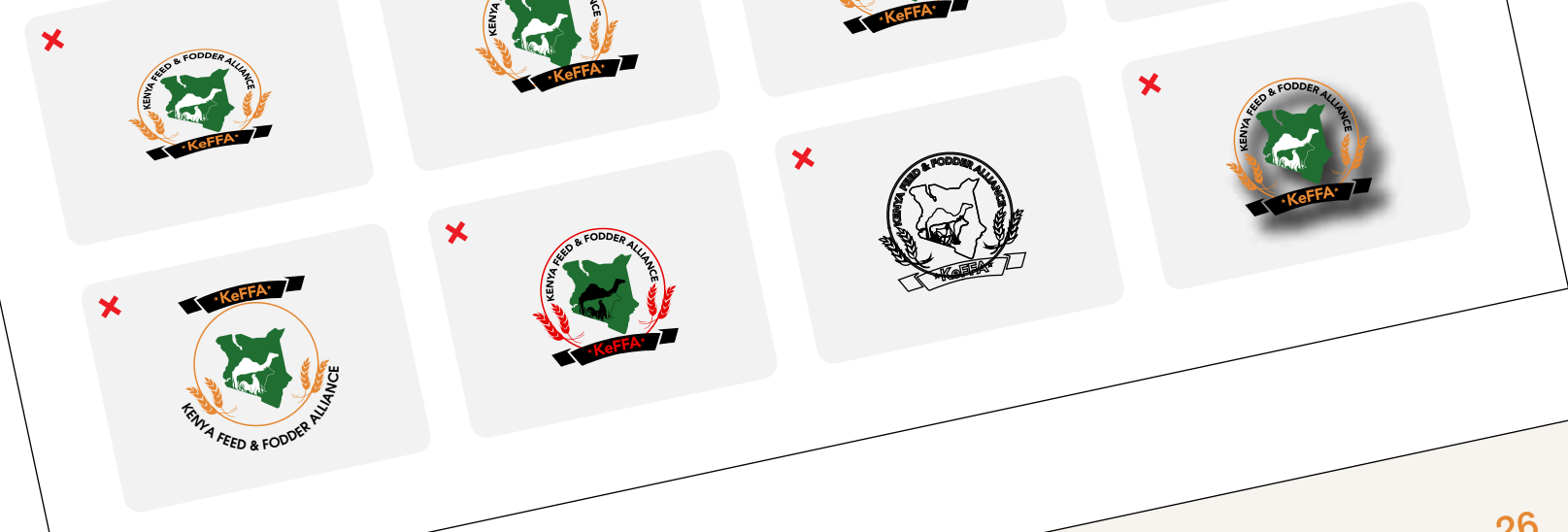
Green
Hex: 20B232
RGB: 32, 110, 50
CMYK: 85, 21, 89, 8

Golden
Hex: E6B732
RGB: 230, 155, 50
CMYK: 8, 5, 44, 15, 1

White
Hex: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



Brand Logo



Imagery



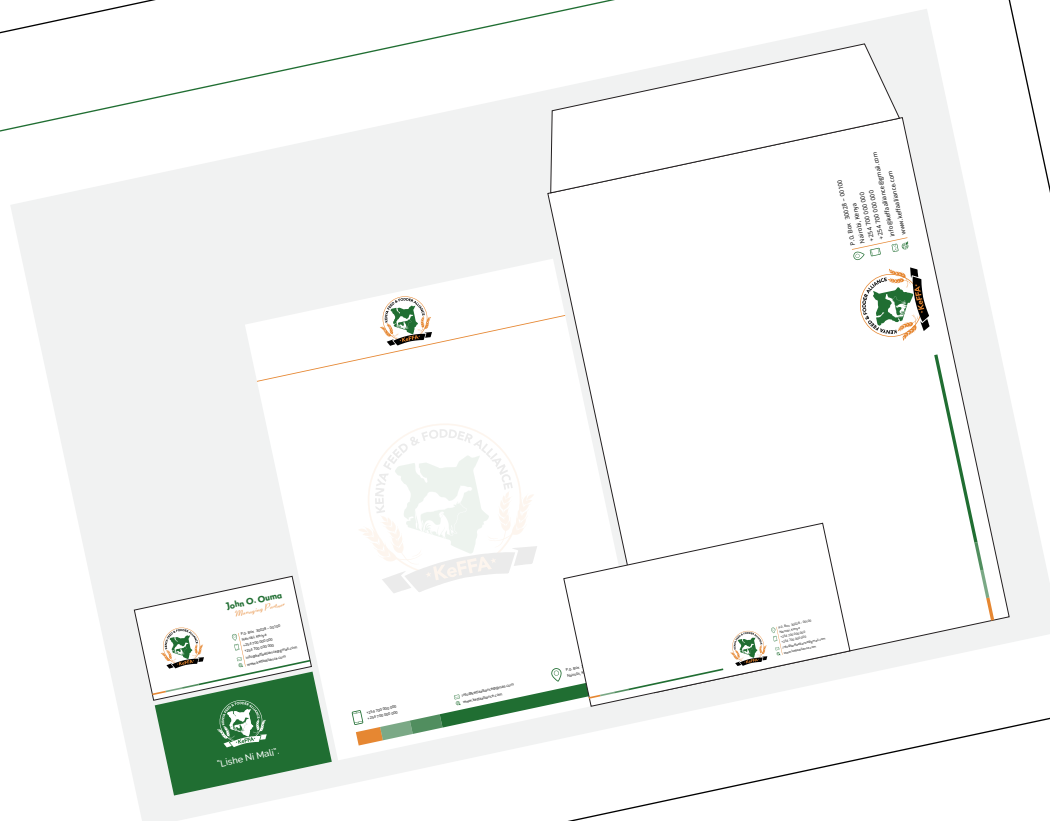
Primary Typography

Raleway effortlessly blends versatility with precision - a modern sans-serif that masters everything from headlines to essential business communication.

AaBb

Raleway Bold

Full Stationary



Thank You



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01

Introduction

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| About

The Kenya Feed and Fodder Alliance abbreviated as KeFFA was launched on 26th March 2024.



| Mission

To create a collaborative platform that unites stakeholders across the feed and fodder value chain to ensure feed security.



KeFFA

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| Vision

“A Feed-Secure Kenya”



KeFFA

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| Slogan

“Lishe Ni Mali”.



| Core Values



Sustainability



Innovation



Profitability



Partnership



Communication

02

Logo

Brand Logo	11
Logo Proposition	12
Logo Space	13
Logomark	14
Variation	15
Minimum Size	16
Logo On Background	17
Logo Misuse	18





KeFFA

11

| Brand Logo





Logo Proposition





KeFFA

13

Logo Space





| Logomark





Variation



Vartical



KENYA FEED & FODDER ALLIANCE

Horizontal



Minimum Size

25%



50%



100%





KeFFA

17

Logo On Background





Logo Misuse



03

Colors

Color Palette 20





Color Palette

Black
Hex
000000
RGB
0,0,0
CMYK
0, 0, 0, 100

Green
Hex
206E32
RGB
32,110,50
CMYK
88, 21 89, 8

Golden
Hex
E68732
RGB
230, 135, 50
CMYK
8.6, 44, 76, 1

White
Hex
FFFFFF
RGB
255, 255, 255
CMYK
0, 0, 0, 0

04

Typeface

Primary Typography	22
Secondary Typography ...	23





| Primary Typography

Raleway effortlessly blends versatility with precision - a modern sans-serif that masters everything from headlines to essential business communication.

AaBb

Raleway Bold



| Secondary Typography

Aa

Helvetica stands timeless - the ultimate workhorse font that brings clarity and professionalism to every design task, from digital to print.

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Ww Xx Yy Zz

Helvetica Neue Medium

05

Pattern

Pattern Design	25
Backdrop Banner.....	26
Slides/ Layout.....	27





Pattern



Backdrop Banner



1

2

006

Social Media

Instagram Post.....	29
Facebook Post.....	30

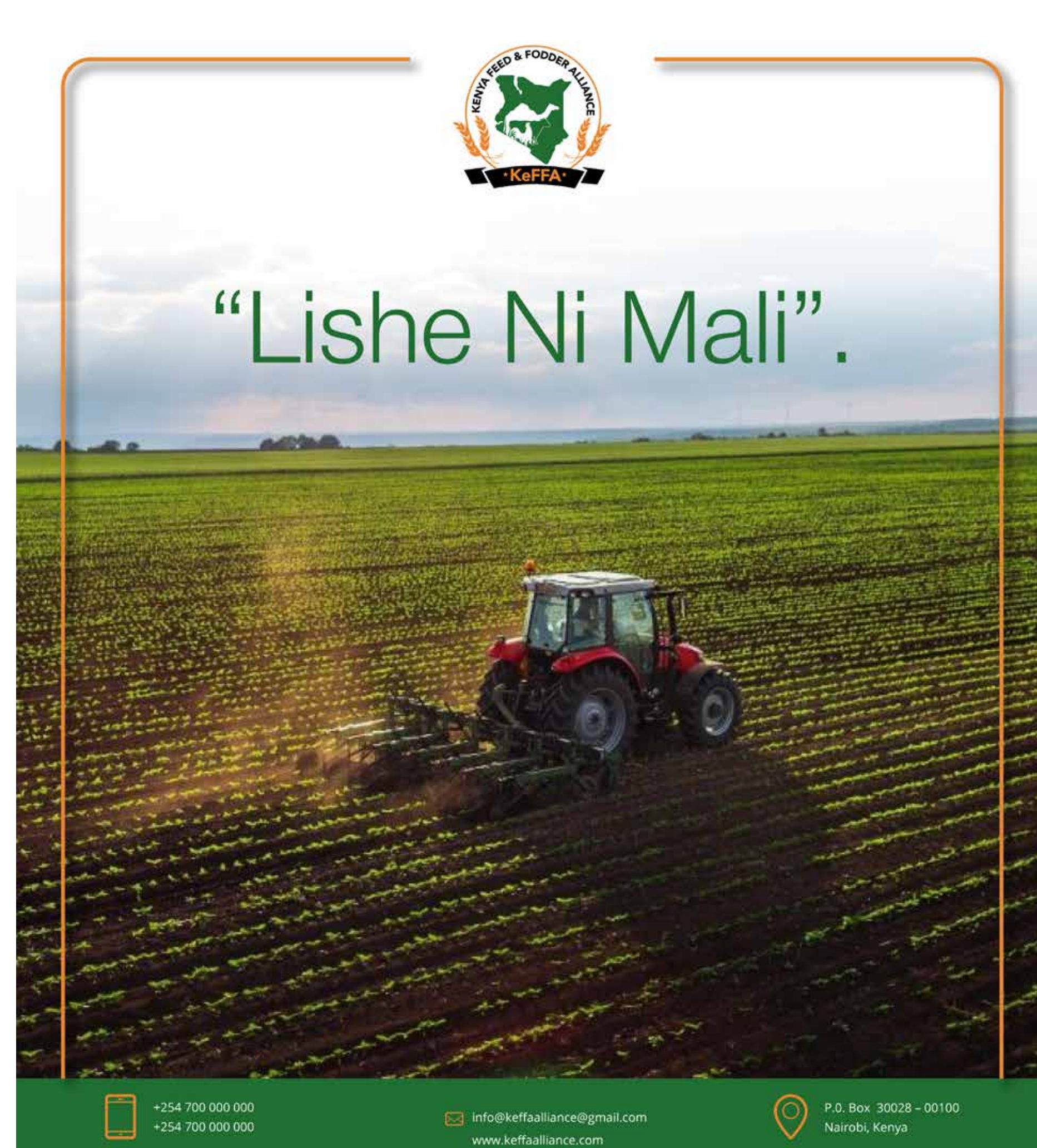




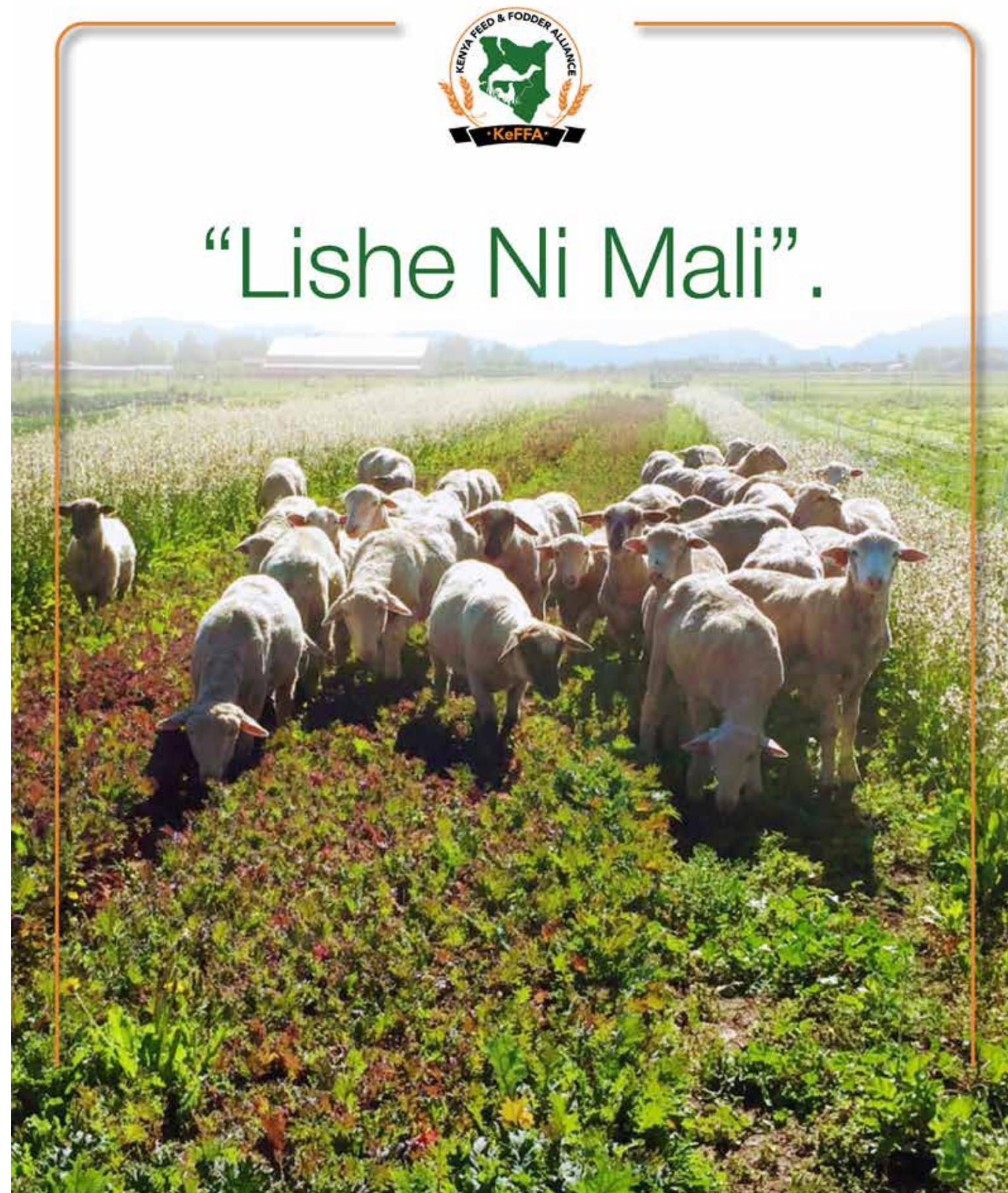
KeFFA

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IG Post



FB Post



Cover Photo (FB)



07

App Icon

App Icon	32
Favicon	34
Email Signature.....	35





KeFFA

32

| App Icon





KeFFA

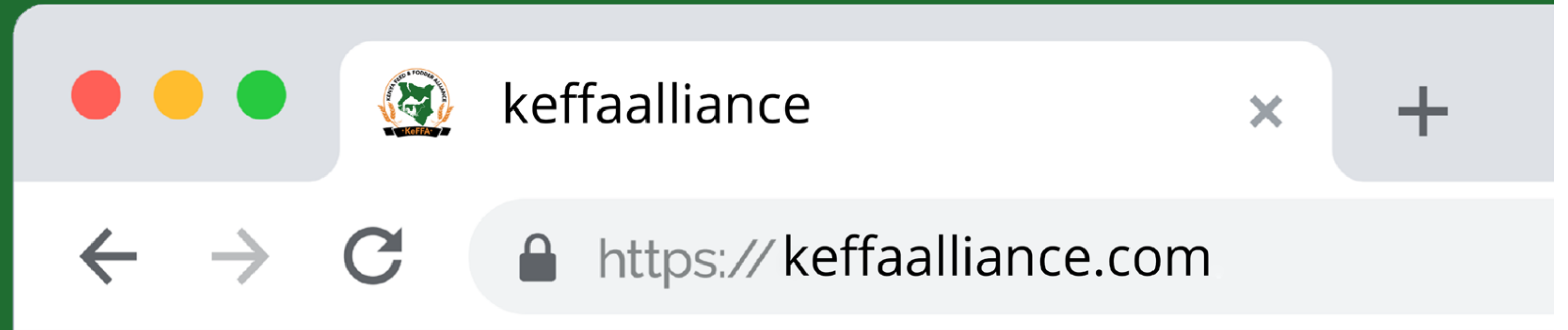
33

| App Icon



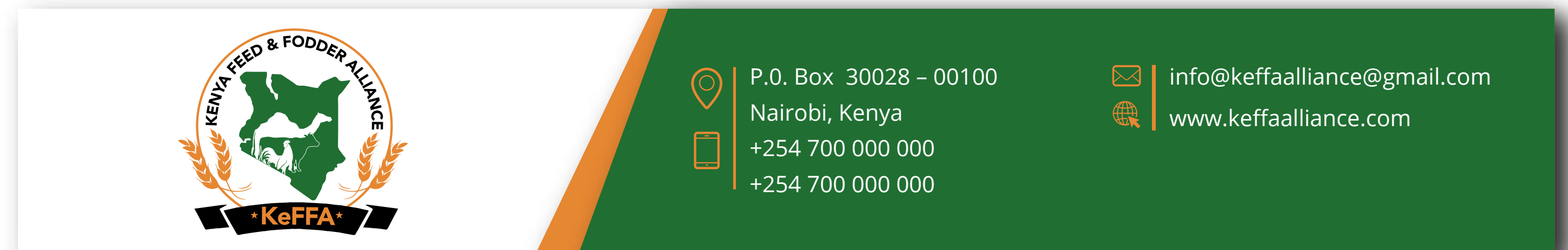
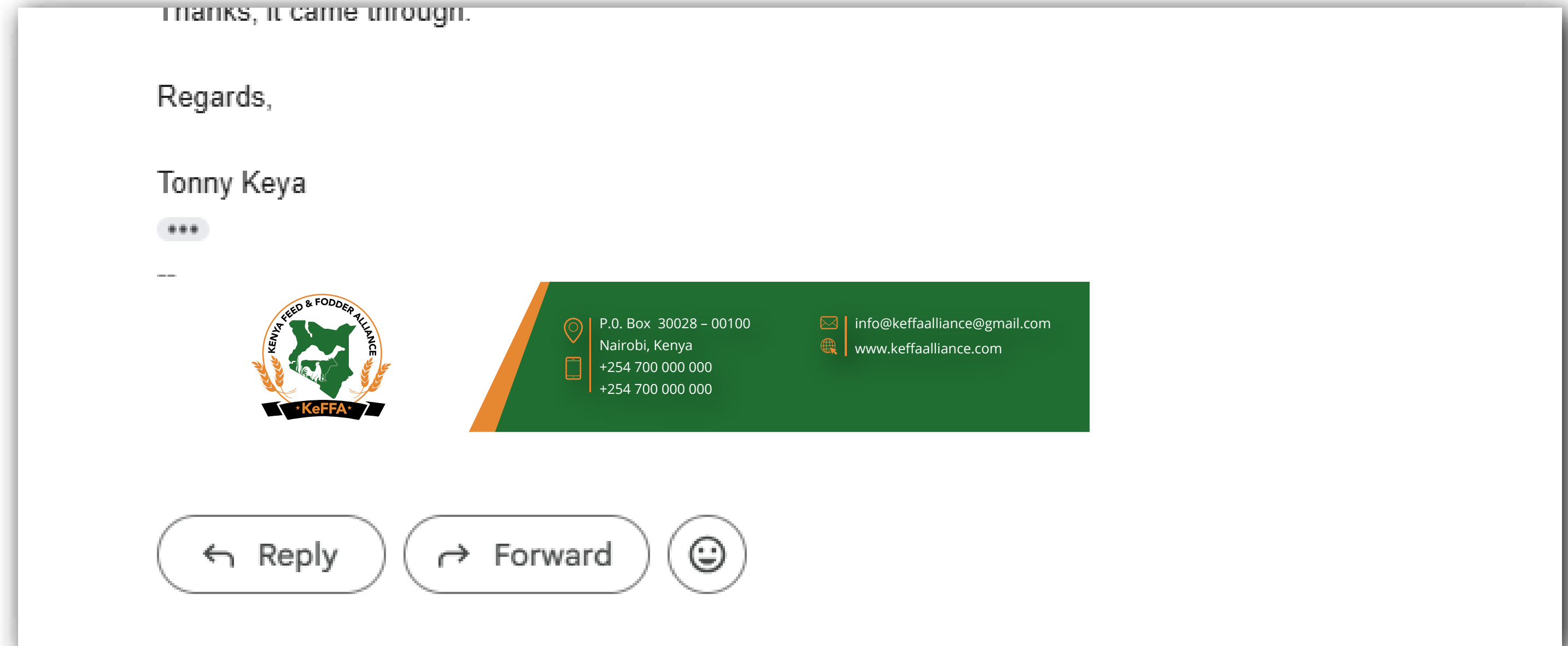


Favicon





Email Signature



08

Stationary

Business Card	37
Letterhead	38
Envelope	39
Full Stationary	40



KeFFA

37

Business Card





Letterhead



Name Surname

Senior Executive
Address goes here. Street, City, Country
contact@yourmail.com
000-987-654-321

Date, 10 September, 2030

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 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. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. 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. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Namesurname

NAME SURNAME
General Manager



+254 700 000 000
+254 700 000 000



info@keffaalliance@gmail.com
www.keffaalliance.com



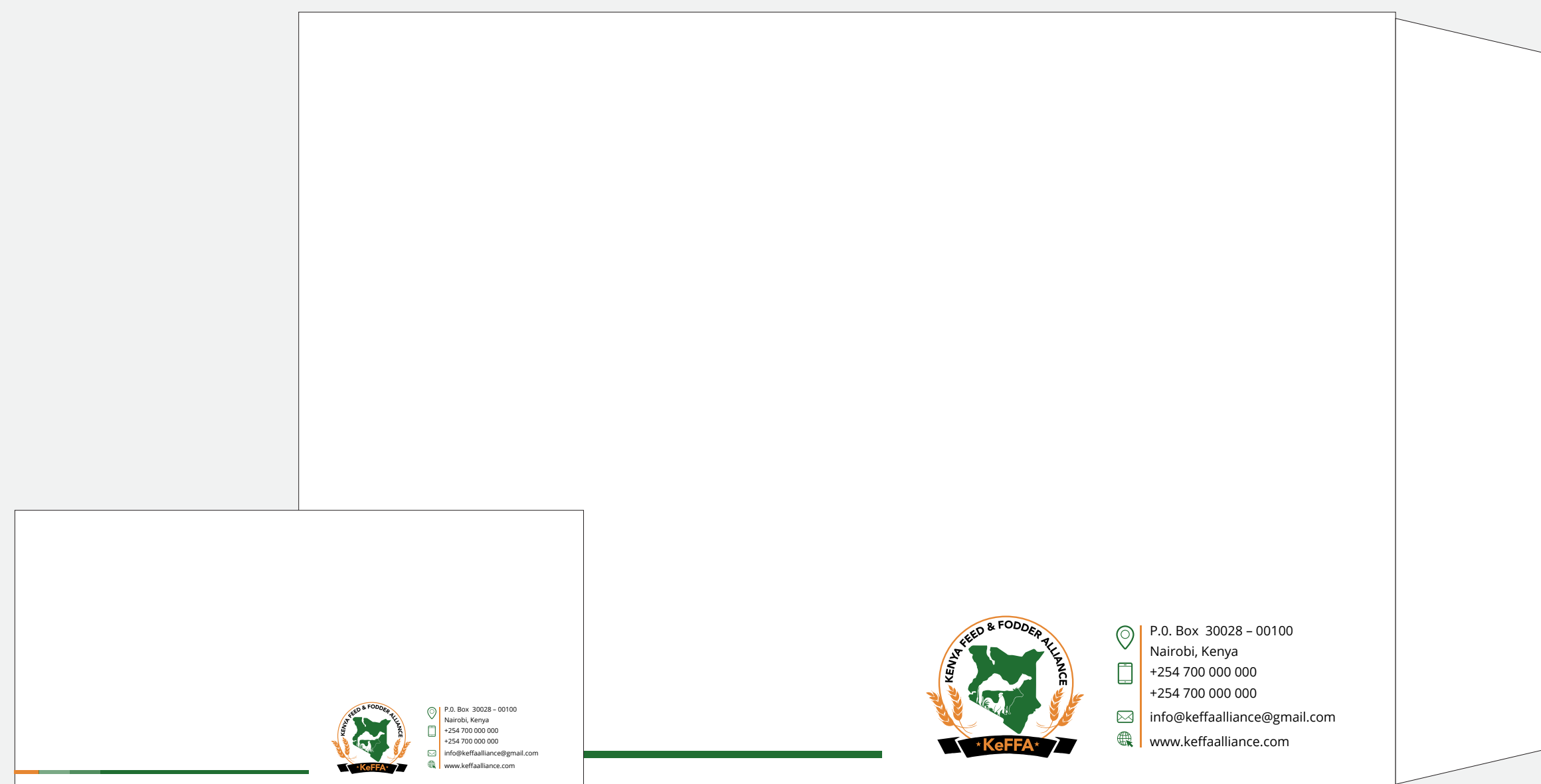
P.O. Box 30028 - 00100
Nairobi, Kenya



KeFFA

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Envelope

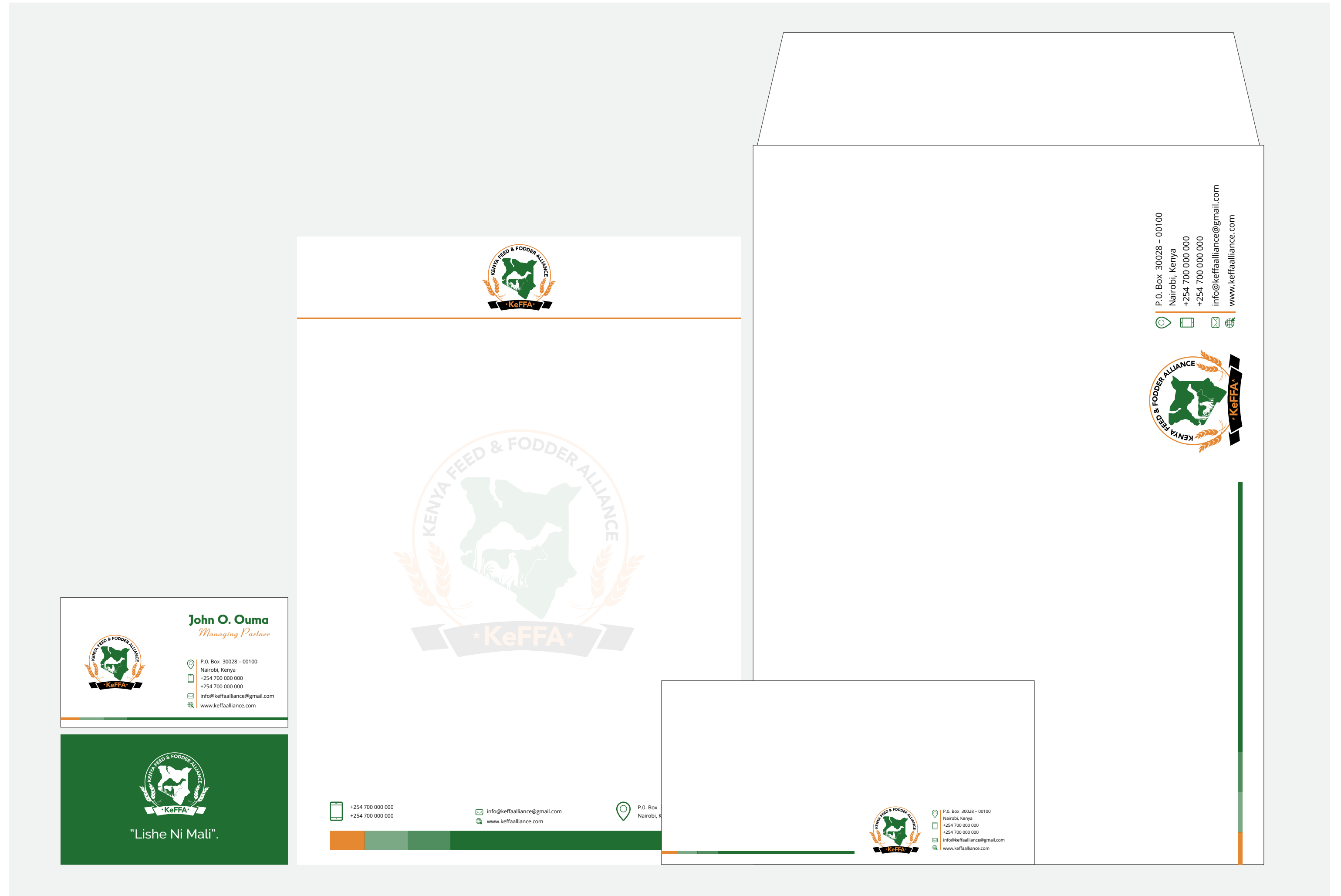




KeFFA

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Full Stationary





Signs

Banner	42
Festoon	43
Billboard	44





KeFFA

42

Banner





KeFFA

43

Festoon





KeFFA

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Billboard



10

Merch

T-shirt	46
Hat	47
Bag	48
Mugs	49
Bottles	50





KeFFA

46

| T-shirt





KeFFA

47

| Hat





KeFFA

48

| Bag





KeFFA

49

Mugs





KeFFA

50

| Bottles



KENYA FEED & FODDER ALLIANCE

11

Showcase
Mockups





KeFFA

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| Pad





| Paper Pad





KeFFA

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| Travel





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| Coffee Mug





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| Metal





| Umbrellas



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Info

Contact	59
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Contact



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Thank You

