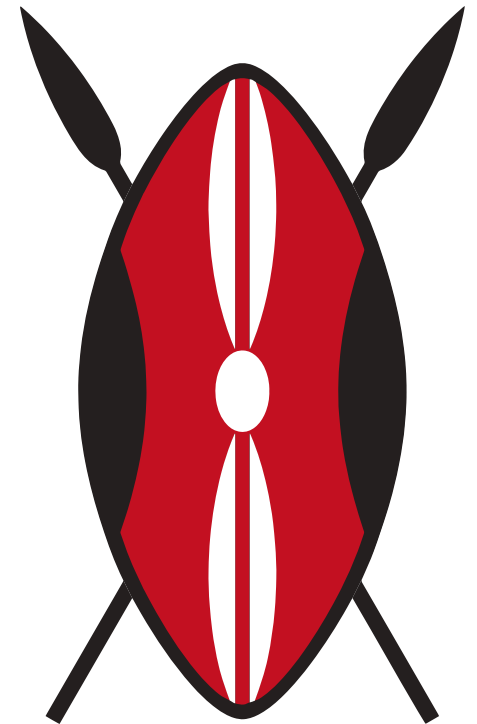




# Brand Guidelines

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IDENTITY MANUAL



# Our story so far

*Mzalendo* is a Kenyan non-partisan Parliamentary monitoring organization whose mission is to “promote the realization of open, inclusive, and accountable Parliaments across Kenya and Africa”. It achieves this through information collection and dissemination, developing civic tech tools, conducting evidence-based research and advocacy. The organization works via partnerships with Parliament, political parties, and civil society organizations (CSOs), as well as with relevant government entities; independent offices and constitutional commissions. Mzalendo promotes public participation in politics by providing information about the activities of the National Assembly, the Senate and county assemblies.

Mzalendo was founded in 2005 by Ory Okolloh and Conrad Akunga, as a website and blog to inform citizens about Kenya’s Parliament. In response to the promulgation of the COK 2010, which put public participation at the core of Kenya’s governance system, Mzalendo re-launched in 2012 as a comprehensive Parliamentary information website, the first ever in Africa, drawing upon, TheyWorkForYou, the UK Parliament’s tracking website, with technical and financial support from [mySociety](#) and the [Omidyar Network](#) (now

Luminate). In 2013, Mzalendo was registered as a Trust, under the name of Mzalendo Trust.

Mzalendo has since grown in scope and ambitions. It now provides detailed profiles and contact information for MPs, a searchable Hansard, vital statistics on Constituency Development Fund (CDF) spending as well as advanced online and SMS tools for public inputs into draft legislation (*Dokeza*) and public interest issues (*Bonga-na-Mzalendo*). Mzalendo also leads regular research on Parliamentary performance (e.g., *Bunge Scorecard*), honours MPs who champion public interest issues via its *People’s Shujaaz Awards*, and actively inputs into draft legislation, working in harness with Parliament and CSOs. Mzalendo’s experience and toolkit have been replicated by PMOs in Nigeria, Ghana, Zimbabwe, South Africa and Uganda.

# 01. Our Mission



Mzalendo promotes open, inclusive, and accountable Parliaments in Kenya and Africa.

# 02.

# Our Vision



We want a country and region where political, civic actors and citizens actively collaborate, influence each other, and meaningfully participate in legislative and political processes. We want to see both national and local levels of government following this path, also leveraging technology where possible, so as to strengthen avenues for transparency, participation, inclusion and accountability. We believe that this will ultimately lead to more effective and responsive legislation and political processes that foster Kenya's development goals.

# 03. Our Values

## Transparency



We promote and practice transparency in our work as a necessary pre-condition to participation and accountability, including accountability to citizens, to our partners and, within Mzalendo, to one another.

## Patriotism



Love for country and its people compels us to proactively engage our leaders and all Kenyans regardless of tribe, class and creed.

## Integrity



Adherence to rule of law is in-built into our activities and is an expectation we encourage the public to embrace and expect of their leaders for greater accountability and transparency.

## Partnership



Mzalendo Trust seeks partnerships with other organisations based on mutual respect and learning, shared purpose and values, and collective responsibility for outcomes.

## Innovation



We are committed to leveraging technology to open up Parliamentary information and to amplify the voices of citizens and particularly those of women, youth and PwD.

## Inclusion



We are committed to building an inclusive and diverse institution which dissuades discrimination on any grounds including, inter alia, gender, age, colour, disability, religion, conscience, belief, culture or sex.



# 04. Brand Identity

# Introduction

This is how the relationship between the brand mark, imagery, graphical elements, typography and the colours have been conceived and demonstrated to achieve a clear and consistent implementation of our brand identity. It reflects the values we want to convey and how we want to be perceived by our stakeholders.

# Personality

We are:



# Tone

We sound:



# 05.

# Visual Language

## Introduction

Our brand mark is the graphic expression of our values and the sum of what we represent. It is our identity. It is therefore important that the integrity of our brand is maintained through a clear, consistent and correct application of our brand mark.

## Logo

The Mzalendo Logo is a recreation of the National flag, without the emblem. The colors of the flag are meant to resonate with the patriotic nature of our work. The Mzalendo logo and descriptor (slogan) have been specially designed as separate units and don't have to be used together at all times. In some instances however, the logo and descriptor will be used together for example on banners.

## Descriptor

Our descriptor or slogan is **Eye on Kenyan Parliament.**  
The Descriptor must always be presented as one line.



## Colours

Green is our dominant colour. However in line with our move to be bold, red will also be given prominence and will remain an essential part of our brand.

Green, Black, Red and White.

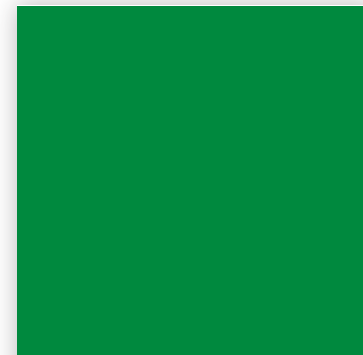
**RED**

RGB: 165 / 30 / 39

CMYK: 0 / 99 / 91 / 22

Hex: A51E27

Pantone: P 49-8 U

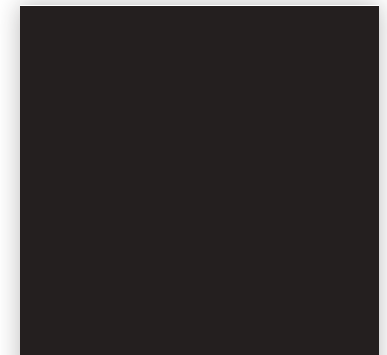
**GREEN**

RGB: 50 / 135 / 71

CMYK: 96 / 0 / 100 / 24

Hex: 328747

Pantone: P 143-8 U

**BLACK**

RGB: 39 / 37 / 37

CMYK: 0 / 0 / 0 / 100

Hex: 272525

Pantone: P 179-16 U

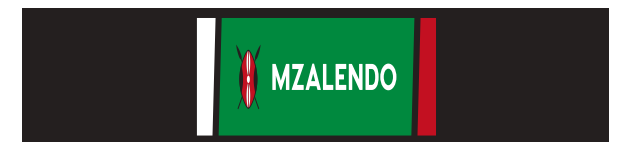
## Usage

The type face, borders and colours of the logo should not be changed, cropped, presented on vibrating backgrounds nor placed in similarly coloured backgrounds. It should not be stretched or squeezed to distort proportions. The logo elements should not be recreated or replaced with something else.

How to use the logo:



How **NOT** to use the logo:



## Imagery

These are the images that represent Mzalendo Trust. They are to be used in publications, website, videos, social media pages, corporate materials, presentations and branded merchandise. Our imagery reflects the following:



# 06.

# Typography



## Typography

Our choice of typography for communication is Tahoma. Font should be easy to read, friendly to the eye and appealing.

It should communicate:

- Confidence;
- Sincerity/Genuineness
- Authority
- Tranquility

Montserrat Light  
*Montserrat Light Italic*

Montserrat Regular  
*Montserrat Italic*

**Montserrat Bold**  
***Montserrat Bold Italic***

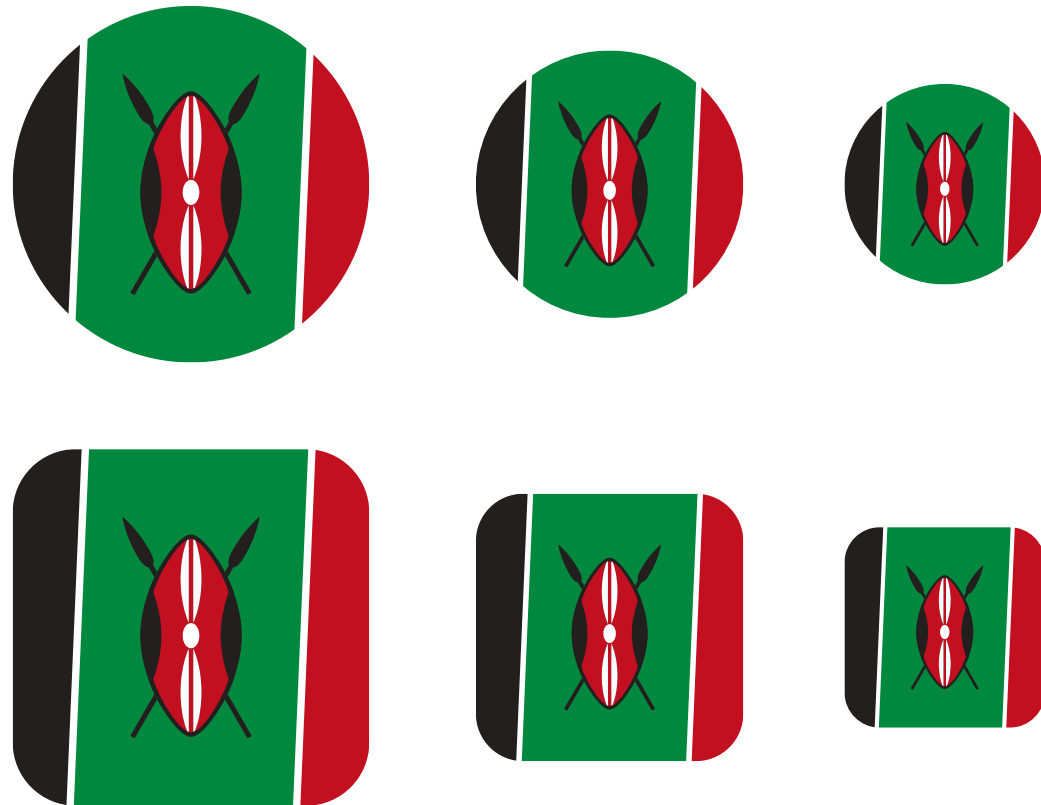
# 07.

# Communication

## Social media

On social media, you as the creative are free to create a banner based on topical activities Mzalendo Trust is carrying out.

The avatar though, should be the shield from the Mzalendo Watch logo and the background as indicated.



## Business cards



# Letterhead



# T-Shirts



# END.