



Corporate Identity & Graphic Standard Manual (GSM) **2024**

summary guide for designers, brand
developers brand users and printers



A red abstract shape, possibly a stylized letter 'N', with dashed white lines indicating its construction or movement. It is positioned in the upper left quadrant of the page.

1

Introduction

The Importance of Graphic Standards

This manual contains the corporate identification standards for the Trademark of **Maranda Concrete Kenya Ltd.** **Maranda Concrete's** **Visual identity principles and rules** is a companion piece to the technical guidelines presented herein. Consider these guidelines the controlling authority. In addition, a copy of **Visual identity principles and rules**

This corporate ID and GSM helps designers, design agencies and printers manage **Maranda Concrete's** most important brand visibility assets by providing an overview of Maranda's graphic standards and giving guidance on how to apply them.

Anyone utilizing the **Maranda Concrete** logo should reference this manual to maintain the integrity of the logo. Please refer to "Brand Strategy" in MMC's Visual identity principles and rules for a clear explanation of the theory behind the MMC brand.

While every effort should be made to maintain consistency in the use of the **Maranda Concrete** brand, customisation for periodic business dynamics and issues should be respected.

The majority of examples throughout this manual utilize the **Maranda Concrete** logo or the **Maranda Concrete** Company brand signature, however, these guidelines apply to **Maranda Concrete** Corporate Identity, Stationery and Business Forms. We refer to it; therefore, as Graphics Standard Manual. It is the rule book of the company identity and offers guidelines governing proper corporate identification standards.

For usage guidelines of all other **Maranda Concrete** trademarks and services marks, please contact **Maranda Concrete's** Graphic Services agent (Oba Kunta Octopus) to ensure ongoing protection for and benefit from these marks. Oba Kunta Octopus has a variety of logo and company signature files in the correct proportions and formats to fit most needs. If you are reproducing the logo or you are working with a third party who is requesting the logo, please contact Oba Kunta Octopus to obtain the correct file format or go to download various logo formats.

If you have any questions regarding a specific guideline or need guidance in handling a particular logo issue, please contact Oba Kunta Octopus. Alterations or variations to the standard guidelines are not allowed unless they are reviewed and approved by the Oba Kunta Corporate Identification Committee. Thank you for your cooperation in maintaining the integrity of the **Maranda Concrete** logo.

For questions regarding the corporate identification standards or to report cases of infringement and trademark misuse, please contact Oba Kunta Octopus Graphic Services at +254 733 826 811.



MARANDA Concrete Graphic Standards Manual

INTRODUCTION

The MARANDA Concrete Graphic Standards Manual was created to provide all MARANDA Concrete employees and associates with an easy-to-follow set of guidelines that encourage effortless support of the college's visual identity.

The success of the MARANDA Concrete Graphic Identity depends on the consistent use of these standards in all communications created for the college, both internally and externally. This includes our advertising, recruitment materials, student communications, web sites, event promotions, announcements, signage, and merchandising.

This is a highly technical guide, designed to meet all potential uses -from desktop publishing to full color brochures. The staff is available to answer any questions you may have about the MARANDA Concrete Graphic Standards and provide art and production guidance when needed. You may contact them at x4520.

NOTE: *The colors reflected in this manual are not intended to be accurate representations of MARANDA Concrete's official colors. Please consult an official Pantone® swatch book for accurate colors.*

CONTENTS

Logo & Theme

- 2 -The Logo
- 3 -Control Area
- 4 -Size & Placement
- 5 -Appropriate Use
- 12 -Alternate Logos
- 13 -Black & White

Graphic Elements

- 14 -Typography
- 15 -Color Palette

Production Files

- 17 -Stationery Templates

Miscellaneous

- 25 - Product Pictorials
- 26 -Vehicles
- 27 -Merchandising

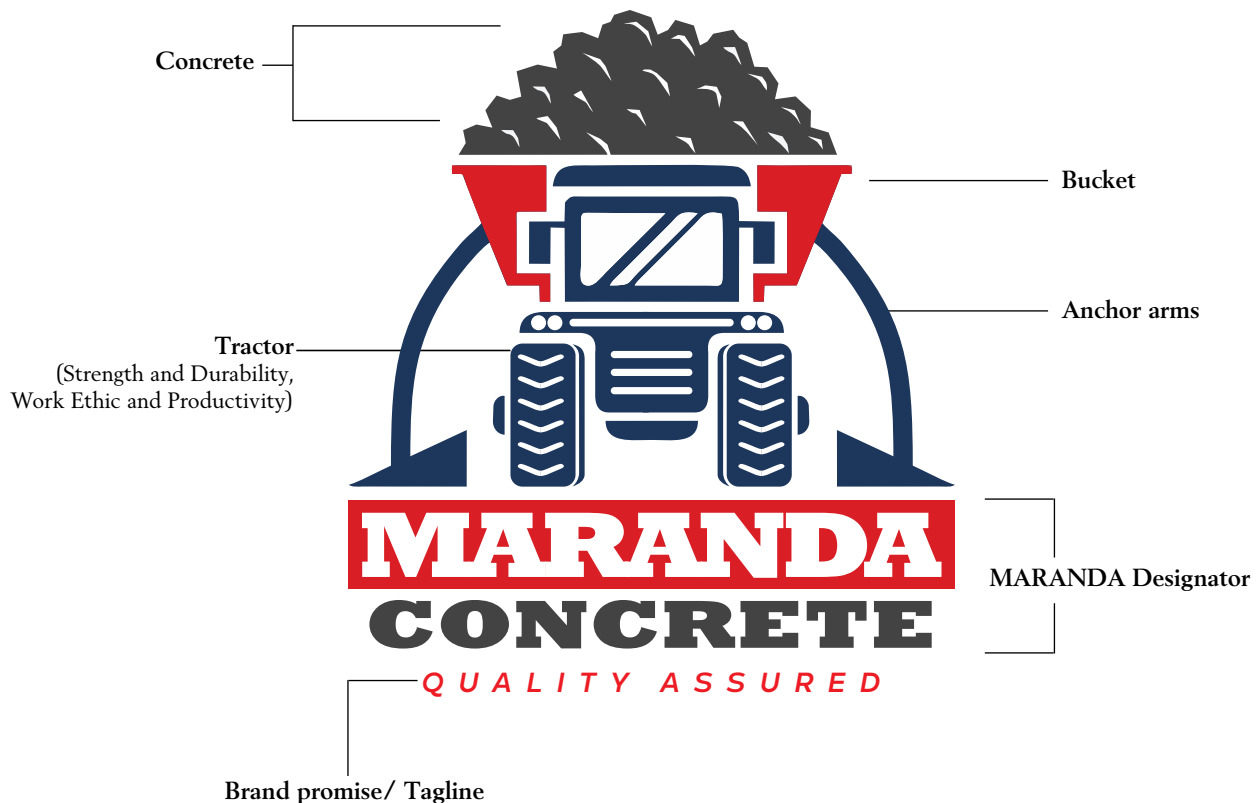
Identity

2

THE LOGO

The MARANDA Concrete logo (Figure 2.1) is made up of three components: the Concrete, the Red bucket, the Tractor, the Wordmark and the MARANDA Designator. The Concrete and the Tractor graphic are developed to evoke a sense of “forward motion” with the red bucket. Resembling a pair of wings or two anchor arms are designed as “leading” the encompassed logo, reflecting Maranda’s commitment to delivering Strength and Durability, Environmental Connection as well as Innovation and Technology in concrete mining and production.

FIG. 2.1

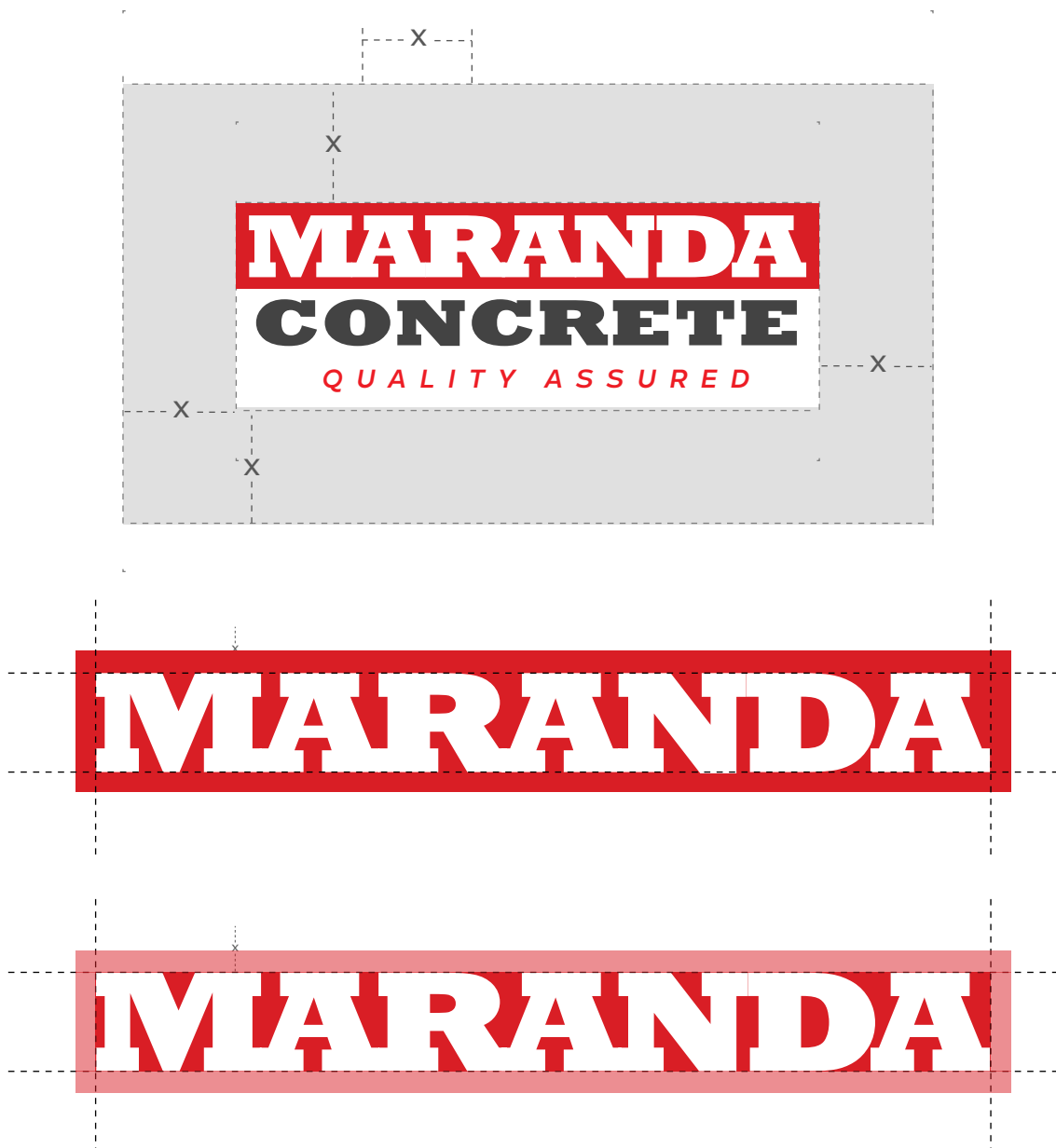


The MARANDA Concrete corporate brand is the way we do our business; and the way we treat our customers, our colleagues, and our communities. Our brand defines who we are and where we are going as a company. It establishes what we stand for and the value we bring to our customers who rely on our products and services to sustain lives. It reflects the passion and commitment of Maranda Concrete’s employees who come to work everyday knowing that they touch the lives of thousands of road users all over Kenya. It is for these reasons that Maranda Concrete brand must be managed as the important asset it is.

CONTROL AREA

To ensure it remains highly visible and prominent within a design, the MARANDA Concrete logo requires a protective field of open space around it. This open space is called “the Control Area.” No other visual elements may appear in the Control Area. The Control Area is a border of empty space that is equal to the width (x) of the letter “D” in the Maranda wordmark (Figure 3.1).

FIG. 3.1



SIZE & PLACEMENT

The logo should always be reproduced at a size where it is clearly legible in the medium used. Minimum size requirements have been established for both and low resolution printed materials (Figure 4.1). Size requirements for the web can be found in section X of this manual. Do not crop any part of the logo or bleed it off a page (Figure 4.2).

FIG. 4.1



High Resolution Printed Materials include any piece printed using a traditional off-set printing press, at a minimum resolution of 300dpi.



Low Resolution Printed Materials include any piece printed using a digital press or desktop printer. For applications such as silkscreening or embroidery, a larger size may be necessary. (See Section IV of this manual for more information on merchandising guidelines.)

FIG. 4.2



Do not crop any part of the logo or bleed it off a page.

APPROPRIATE USE

The elements in the MARANDA Concrete logo should always remain intact (Figure 5.1). Do not re-set the type in the logo (Figure 5.2). Do not stretch the logo (Figure 5.3) or rotate it (Figure 5.4) in any direction. Do not add embellishments such as lines (Figure 5.5) or boxes around the logo (Figure 5.6). Do not print the logo in any other color besides the official MARANDA Concrete colors (Figure 5.7) and do not place the logo on any background that makes it difficult to see (Figure 5.8).

FIG. 5.1



FIG. 5.2



FIG. 5.3



FIG. 5.4



FIG. 5.5



FIG. 5.6



FIG. 5.7



FIG. 5.8



REVERSED LOGO AND MONOCHROME ALTERNATIVES

The primary logo should always be considered for use first, but alternative logos have been created to provide flexibility within various applications.



ALTERNATIVE LOGOS

The primary logo should always be considered for use first, but alternative logos have been created to provide flexibility within various applications.



ALTERNATIVE 1: EXTRA SMALL

To be used in applications where the logo will appear smaller than 1.5 inches wide.



ALTERNATIVE 2: LOGO w/MARANDA ACRONYM

Generally reserved for promotional materials such as bookstore items, or communications to audiences who are already familiar with the MARANDA name.



ALTERNATIVE 3: DISPLAY LOGO

To be used in applications where the logo will appear 5 inches wide or larger.



MARANDA CONCRETE WORDMARK

To be used when clarity or size is an issue and for applications with an extreme horizontal format. The Wordmark can be reproduced at very small sizes.

BLACK & WHITE

Black & white versions of the logo (Figure 7.1) have been developed for occasions when it's not possible to print in color, such as newspaper advertisements or flyers. To ensure quality reproduction in any black and white media, the black logo does not utilize "screens" (dot pattern used to make gray). As with the color logo, always take care to avoid placing the logo over highly patterned or high contrast backgrounds.

FIG. 7.1





Color & Typefaces

3

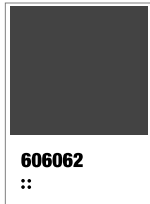
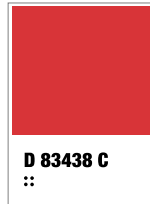
COLOR PALETTE

Royal blue, Red and Gray are MARANDA Concrete's colors, and remain strong in the hearts of its aspirations, employees, and alumni alike. Maranda Blue is a concrete producer, so a mid-Gray has been chosen to move the work forward, while still complementing the blue s and reds. MARANDA Blue (PMS 365 C) is a dark and bold color. It is excellent for athletic uniforms, banners, signage, the web, and any application where strong contrast is desired. MARANDA Red (PMS 83438 C) is a bright and intense color that has been added to the school's official color palette. It is an excellent complement to Maranda Red and may be used on its own for any application where the intent is to stand out. MARANDA Gray (606062) is the unifier for "Concrete".

MARANDA BLUE



DELHI GOLD



* PRINTING ON UNCOATED STOCK

When printing on uncoated stocks, substitute PMS 115 for PMS 123 MARANDA Red. This will assure greater visual consistency between materials printed on coated and uncoated stocks, as it is a closer visual match.

COLOR FORMULAS

	Pantone®	CMYK	RGB	HTML
Maranda Blue	PMS 350 C PMS 350 U	c: 79 m: 0 y: 100 k: 75	r: 13 g: 40 b: 11	0D280B
Maranda Red	PMS 123 C PMS 115 U	c: 0 m: 20 y: 100 k: 0	r: 255 g: 204 b: 0	FFCC00

TYPOGRAPHY

To provide flexibility, two groups of typefaces have been selected for use in the MARANDA Concrete Graphic Identity. Group One is for documents such as letters, memos and flyers created by most employees of MARANDA Concrete. Group Two is for documents that are created by communication professionals such as printed brochures or posters and the college's web site. Each grouping has a serif and a sans-serif typeface that work together to form the graphic identity's typographical personality.

GROUP ONE

The typefaces in this group should only be used by communication professionals when creating official materials for the college. These typeface is Postscript faces and ideal for use in commercial printing. Do not substitute any other font for this font. The serif typeface is Rockwell Extra Bold and the sans-serif typeface is Rockwell Extra Bold See figure 11.1 for examples of the typeface.

GROUP TWO

The typeface in this group complement the typography used in the logo and other official materials and are available on most PCs. The serif typeface is Kinetika-SemiBoldItalic and the sans-serif is Impact. See figure 11.2

FIG. 11.1 Rockwell Extra Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnop
qrstu vwxyz
1234567890 &**

FIG. 11.2 Kinetika-SemiBoldItalic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqrst
uvwxyz 1234567890 &*

PURCHASING FONTS: Rockwell Extra Bold and Kinetika-SemiBoldItalic may be purchased online as either full font families or as individual font files. A list of type foundries that sell Rockwell Extra Bold can be found at <http://www.identifont.com/show?FP> A list of type foundries that sell Kinetika-SemiBoldItalic can be found at <http://www.identifont.com/show?X6>

The background of the slide is a close-up photograph of a perforated metal plate, showing a grid of small, irregular holes. A large, solid blue triangle is positioned on the right side of the slide, pointing towards the center. Two red lines are overlaid on the image: a dashed line that starts near the top left and curves downwards, and a solid line that starts near the bottom left and extends towards the right.

Stationery System

4

STATIONERY

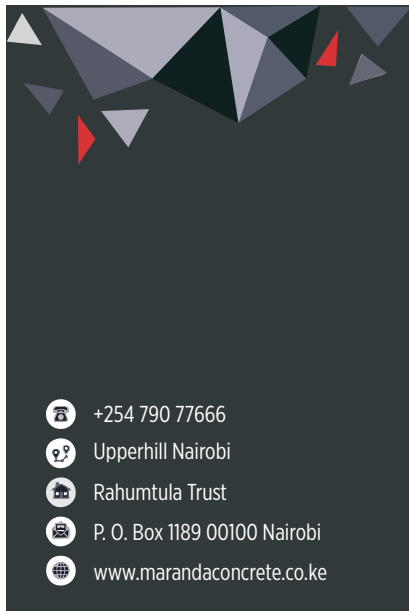
FIG. 12.1 Letterhead (*actual size 8.5 x 11 inches*)



STATIONERY

FIG. 12.1 Business card (Standard size)

18



STATIONERY

With Compliments



**MARANDA
CONCRETE**
QUALITY ASSURED



+254 790 77666



Upperhill Nairobi



Rahumtula Trust

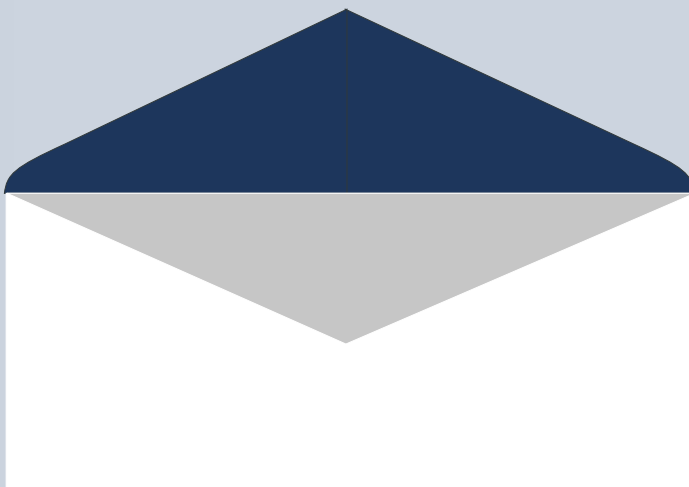


www.marandaconcrete.co.ke



P. O. Box 1189 00100 Nairobi







+254 790 77666
Upperhill Nairobi

Rahumtula Trust
P. O. Box 1189 00100 Nairobi

Invoice No:

Invoice To:

invoice

ITEM DESCRIPTION

UNIT PRICE

QUANTITY

TOTAL

Sub Total

Tax/VAT

Discount 10%

Payment Method We Accept

Card Payment
We Accept Credit card

GRAND TOTAL

Terms & Conditions

THANK YOU FOR YOUR BUSINESS WITH US

 www.marandaconcrete.co.ke



+254 790 77666
Upperhill Nairobi

Rahumtula Trust
P. O. Box 1189 00100 Nairobi

Deliver To:

delivery note

Please accept the following goods in good condition

ITEM DESCRIPTION	UNIT PRICE	QUANTITY	TOTAL

INVOICE No.:

Sub Total

Tax/VAT

Discount 10%

Payment Method We Accept

Card Payment
We Accept Credit card

GRAND TOTAL

Terms & Conditions

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+254 790 77666
Upperhill Nairobi

Rahumtula Trust
P. O. Box 1189 00100 Nairobi

receipt

Date:

Received From:

The sum of:

Being:

INVOICE No.:

Payment Method We Accept

Card Payment

We Accept Credit card

THANK YOU FOR YOUR BUSINESS WITH US

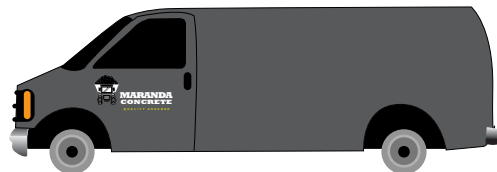
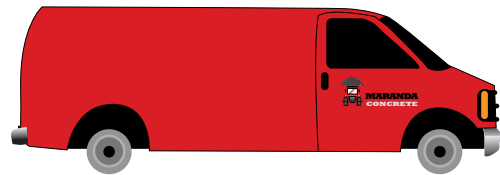
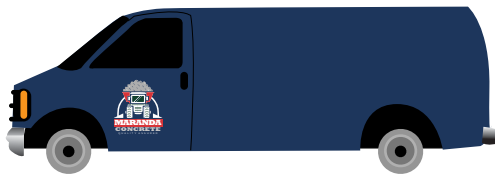
 www.marandaconcrete.co.ke

PRODUCT PICTORIALS



VEHICLE IDENTIFICATION

The primary MARANDA Concrete logo should be used to identify an official vehicle. For white vehicles, the full color logo should be used. For green or gold vehicles, the all-white logo should be used. Whenever possible, white vehicles should be “wrapped” with the MARANDA Concrete Arms in blue and Bucket in Red.



MERCHANDISING EXAMPLES

