



PUBLIC SERVICE COMMISSION

Branding Guidelines





REPUBLIC OF KENYA



PUBLIC SERVICE
COMMISSION

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VISION

A Citizen-Centric Public Service

MISSION

To transform the public service
for efficient and effective service
delivery

CORE VALUES

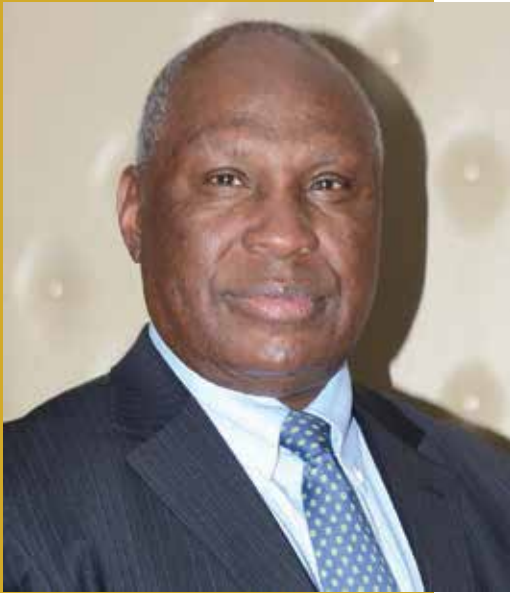
Citizen Focus
Professionalism
Innovation
Teamwork

Brand Guidelines (also commonly referred to as ‘brand standards’, ‘style guide’ or ‘brand book’) are a set of rules that explain how a brand works. These guidelines include basic information such as design layouts and grids, social media profile page, brochure, flyer layout options, website layout, signage specifications, advertising treatments, merchandising applications, and copywriting style. Editorial and brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep the brand easily recognizable. Consistency is key, especially if the brand has to be extended across multiple media platforms.

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Foreword



**Stephen K. Kirogo, FPRSK, MGH
Chairman,**
Public Service Commission

This branding guidebook is part and parcel of the Commission's Communication and Branding Strategy (2020-2024). The Communication and Branding Strategy is aligned to the Public Service Commission Strategic Plan 2019-2024 that focuses on providing public services in a citizen-centric manner. The Commission developed the Communication and Branding Strategy in order to support the implementation of the Strategic Plan and rally support for a citizen-centric public service.

This brand guideline, as a component of the Commission's Communication and Branding Strategy, is designed to raise the Commission's corporate profile and eliminate any likelihood of brand confusion. It will help to position the Commission appropriately by giving it a clear identity that cannot be mistaken. The guidelines provide standards and specifications that will be useful in applying the brand emblems such as the logo. It will assist in the procurement of branding merchandise and services and thereby avoid distortions and ensure quality products.

The branding guidelines were developed following months of intensive and participatory research and consultations among internal and external stakeholders, resulting in what I consider to be an all-inclusive document. Whereas the Corporate Communication Department will take a lead role to ensure compliance in the process of applying the guidelines, it is the duty of all staff of the Commission to follow the guidelines as recommended in order to protect and preserve the PSC brand.

On behalf of the Commission, I wish to acknowledge the Commission's Adhoc Committee on Communication led by Commissioners Andrew Muriuki and Salma Ahmed, Commission Secretary/CEO Mr Simon Rotich, Deputy Director of Public Communication Mr Browne Kutswa and the consulting firm Cause-Impact Limited (formerly Impact Africa) for the teamwork and professionalism that led to the production of this document.

As we celebrate the publication of this brand guidebook as a milestone in our rebranding journey, the Commission is nonetheless alive to the fact that a brand is much more than a name, term, emblem, images, design, colours, or symbols. More significantly, it is the recognizable feeling a product, service, business, or institution evokes; an experience that lives in the minds of everyone who experiences them, including employees, customers, investors, the media, and more importantly the citizens. The Commission will therefore remain steadfast to ensure that the PSC brand is experienced and known in terms of its commitment to its vision of a citizen-centric public service.

A handwritten signature in black ink, appearing to read 'Stephen K. Kirogo', written in a cursive style.

**Stephen K. Kirogo, FPRSK, MGH
Chairman,**
Public Service Commission

ABOUT THE COMMISSION



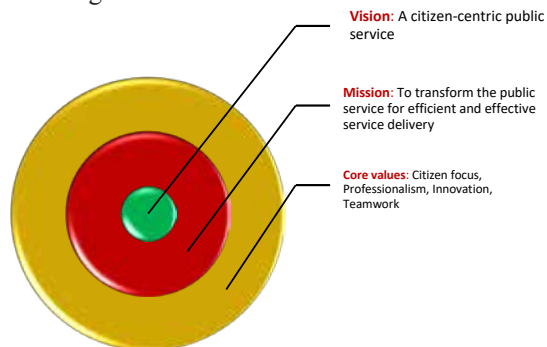
About the Commission

Background

The Public Service Commission is a constitutional body established under Article 233 of the Constitution of Kenya. It is the oldest constitutional Commission with a mandate which has expanded over the years. The Commission is composed of a chair, vice-chairperson and seven commissioners appointed by the President with the approval of Parliament. Members of the Commission are appointed on a six-year non-renewable term.

Mandate

The mandate of the Commission is spelt out in Articles 234, 155(3)(a), 158(2)(3) and (4), 171(2), 230(2)(b) and 236 of the Constitution. This includes establishment and abolition of offices, provision of competent human resource, promotion of good governance and ensuring efficiency and effectiveness in the provision of quality services in the public service. In discharging the mandate, the Commission is guided by the values and principles in Articles 10 and 232 of the Constitution, Public Service Commission Act of 2017, Public Service (Values and Principles) Act, 2015 and other relevant legislation.



The PSC logo

The new Public Service Commission logo was approved by the commission in August 2019 following a rigorous logo design competition that attracted several entries. The entries were analyzed and vetted in accordance with the Public Procurement and Disposal Act.

The logo comprises the following features:

1. A simple emblem design with a modern touch of the Kenyan flag
2. The design has a sense of authority and achieves the level of integrity required by a government institution
3. The vintage emblem design combined with the touch of the Kenyan colours covers the whole age group spectrum of old and new generations.
4. The graphic image in the centre of the circle denotes the Commission's commitment to service for all the citizens
5. The three words - Honour, Commitment, Trust – are our value proposition to the citizens of this great country

Vertical Logo

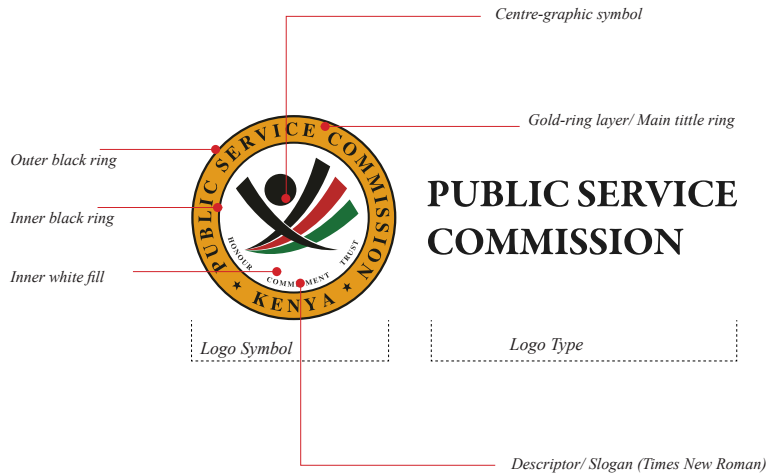


Horizontal Logo



Logo Anatomy

Primary Full Colour Logo



This is the PSC main logo with 4 colours. All original external information, educational and communication materials MUST use this logo.

NB During application, Gold should be used as the dominant colour.

Secondary 1 Colour Logo (Gold)

To increase flexibility and enhance the creative application during production, there is need to have a single colour. One-colour logo can be applied to various backgrounds within the PSC colour palettes. PSC gold will be used in engraving and embossing of materials.

One logo colour will be used in the production of official seals and rubber stamps or during engraving or etching of the branding materials (glass, wood and perspex)



Secondary Grey Scale Logo



**PUBLIC SERVICE
COMMISSION**

The secondary logo (grey scale) to be used for internal communication only. The logo to be used for photocopied or printed documents meant to be in black and white.

Colours

It is intended that the PSC identity be reproduced in full colour only. However, it is essential to ensure that the use of colour does not compromise the integrity of the identity. Attention to contrast must be taken into careful consideration.

Primary Colours



PSC Gold
C= 10 M= 45
Y=100 K= 0



PSC Green
C= 90 M= 30
Y= 100 K= 25

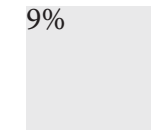
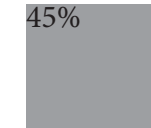
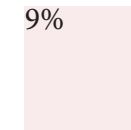
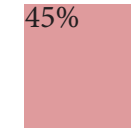
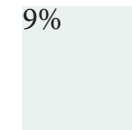
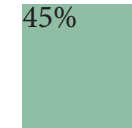
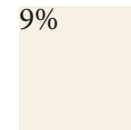
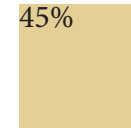


PSC Red
C= 20 M=100
Y=100 K=10



PSC Black
C= 100 M= 100
Y= 100 K= 100

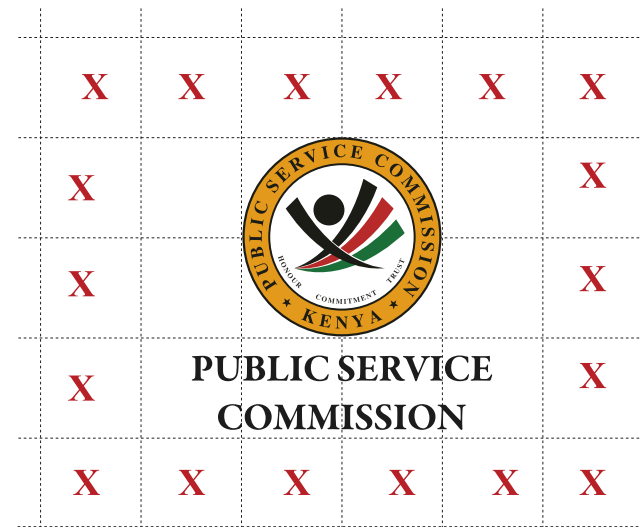
Secondary Colours



The logo can only be placed on the background of less than 9% directly but can be used in other colours with a white background.

Logo Application & Branding

When using the logo with other elements, maintain clear space.



Note: The space between the PSC logo and other elements is marked X.

Use of water mark

A watermark is a logo, text, or pattern that is intentionally superimposed onto another image. Its purpose is to make it more difficult for the original image to be copied or used without permission.



An opacity of 4% is acceptable of the PSC main logo with 4 colours

PSC Typeface

1. Times New Roman

Mainly for use on the body of the document and all official documents

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2. Arial

The font will be used in all publications that will be printed.

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Type Hierarchy

CHAPTER I

Arial Bold, pt.16

TITLE

Arial Bold, pt.14

1. SUB-TITTLE

Arial Bold, pt.12/11

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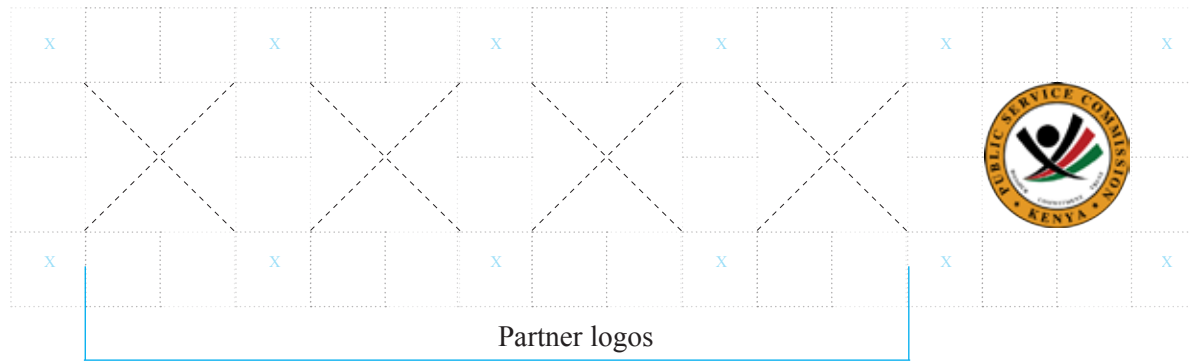
Arial regular, pt.11/10

*Justify with last
line align left*

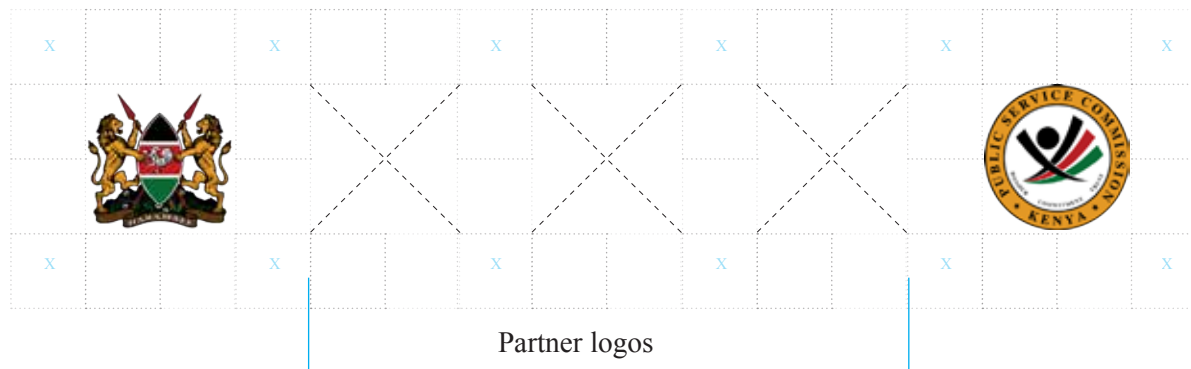
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Logo positioning

The partner logos appear first from the left-hand side. Always ensure the logo has plenty of room to breathe, with a minimum clear space (or exclusion zone) as indicated.



The Court of Arms should appear as the first logo on the left hand side followed by the partner logos with the PSC logo coming on the far right end.



PSC STATIONERY



1. Letterhead

Print Specifications

Size: A4 (270mm X 297mm)

Paper type: Laid textured paper

Grammage: 100gsm

Colour: Cream

Body Font: Garamond

Body Font size: 9.5pt

Bleed size: 4mm all round

For Internal Communication



PUBLIC SERVICE
COMMISSION

Dear xxx

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For External Communication



REPUBLIC OF KENYA



PUBLIC SERVICE
COMMISSION

Dear xxx

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Citizen Focus | Professionalism
Innovation | Teamwork

With Compliments



REPUBLIC OF KENYA



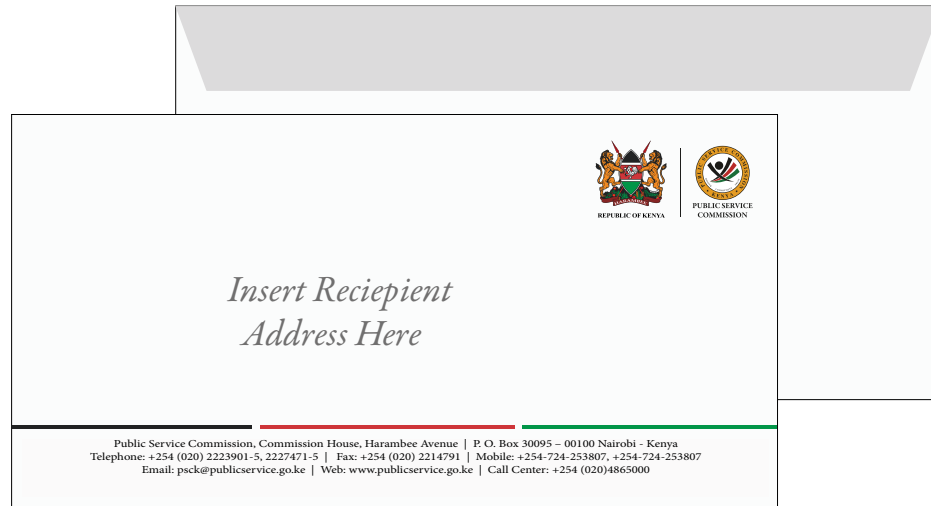
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COMMISSION

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Email: psck@publicservice.go.ke | Web: www.publicservice.go.ke | Call Center: +254 (020)4865000

4. Envelopes

Envelope Specifications

Paper: Brown/white uncoated cartridge and non-watermarked.
Print style: Digital, in single colour
Size: A6, DL, A5, A4, A2, A1
Logo in full colour



5. Executive Note Books

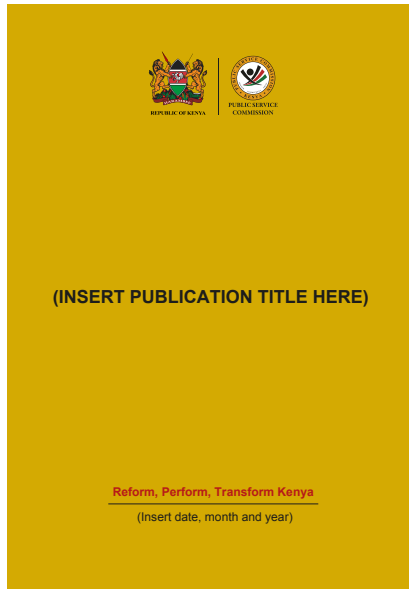
Specifications

Professional notebook diary journal
Size: A4/B5/A5/B6/
Cover: Materal leather; paper
Printing: Embossing/Debossing,
Gold/Silver stamping, Silk Printing

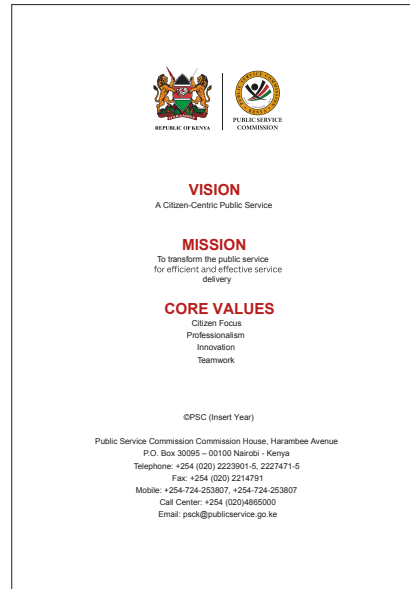


6. Publication layout and design

Front cover



Copyright page



Inside page



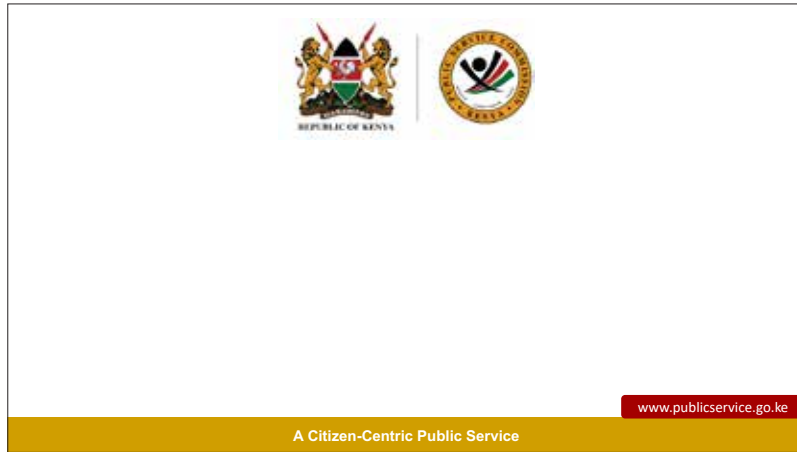
Back cover



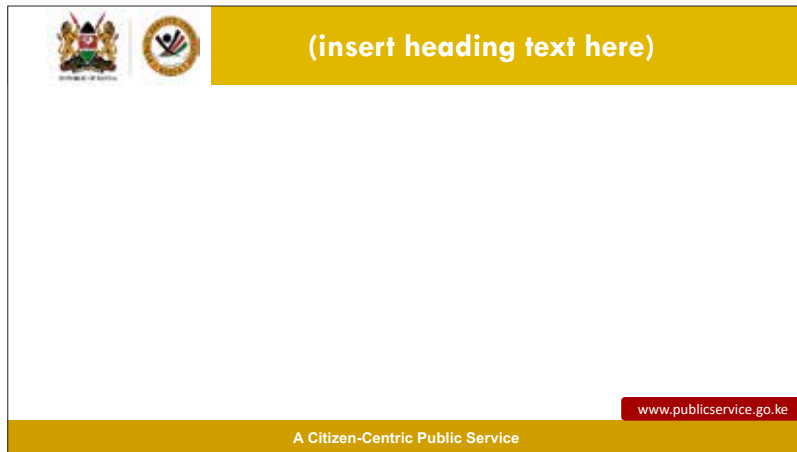
N/B Please refer to page 9 and 10 on the (typeface and type hierarchy) when doing design and layout

7. Powerpoint Presentation Template

Cover Page



Inside Pages



8. Certificate

Size: A4 Cut to Size

Paper type: Ivory

Grammage: 300 gsm

N/B Can also be send as soft copy as PDF or JPG



BRAND COLLATERAL



BRAND COLLATERAL

1. Gift Bags Specifications

Gift Bags Specification

Size: 9.5" x 4" x 12.5"

Material: Matte laminated paper with die-cut to shape, glued and with strings for handling.

Grammage: 250/300 gsm

Colour: White with UV lamination

Logo and branding in full colour



2. Wall Clock

Specifications

Branding on art matt paper with self adhesive



3. Staff ID

Specifications

The Staff Card will have a pocket, in which the ID card will be placed, and a lanyard.

The Staff Card shall be in a vertical design. The Staff Card specification are as follows:

Size:

- a) 3.5" wide
- b) 2.5" high
- c) 1.18" thick

4. Lanyard

Specifications

Silk Lanyard

Size:

1.5 cm thick

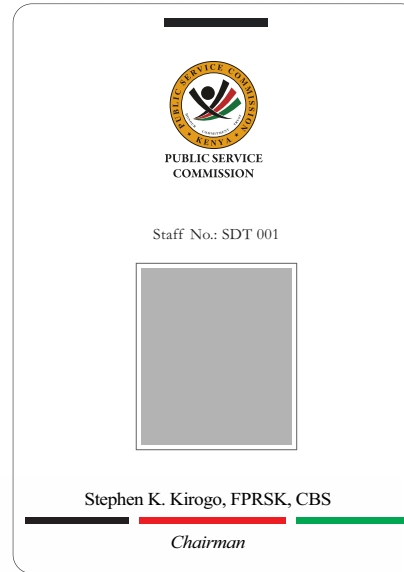
Material:

Silk with a swivel hook

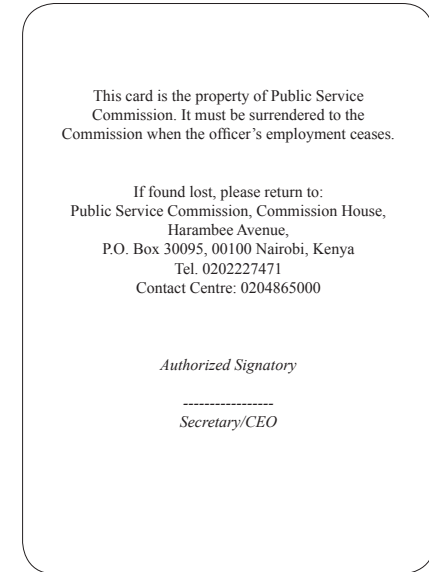
Colour:

White or Black

Front



Back



PSC Gold



PSC Black

5. Folders

Specification

Size: A3 folded into A4

Material: Matte/Ivory paper
with die-cut to shape

Grammage: 250 gsm

Colour: White

Logo and branding in full colour



6. Notebook Design

Specifications

Size: A4, B5, A6

Paper type: Matte Artboard

Cover: Laminated Cardboard

Inside Pages: Ruled

Grammage: 85gsm

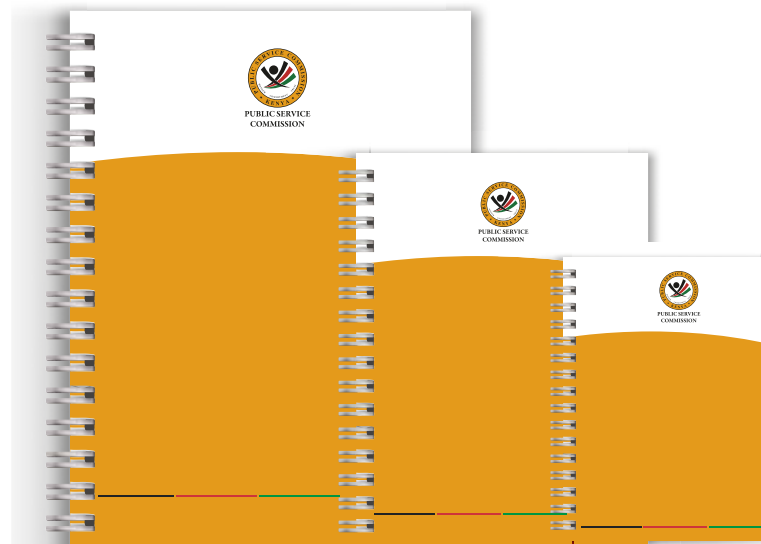
Line Spacing: 8mm

Binding: Ring

Pages: 100

Colour: White

Logo and branding in full colour



7. Media Banner

Specifications

The Fabric Media Backdrop (BannerWall), is used to display large format fabric (soft cloth) continuous graphics.

With this unit, the large Fabric panel is attached to the wall banner structure via the high quality Velcro

different sizes

2250mm x 2250mm

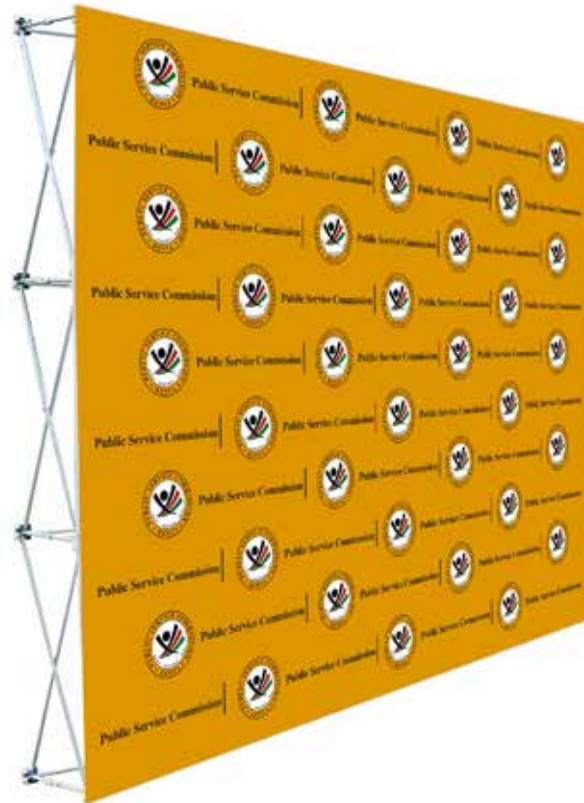
3000mm x 2250mm

3750mm x 2250mm

4500mm x 2250mm

Height options;

Lighting options include halogen spot lights.



Gold Background



White Background

8. Official shirt Specifications

Specifications

Material:

100% cotton.

Strip: Piping

Logo: Text and logo will be embroidered or screen printed.

Colour: White/Gold

Specs for White:

Mustard collar and cuff

Guidelines for Official Uniforms:

Type A - Logo embroidered in full colour.

Type B - Logo can be embroidered/ screen printed



Men



Ladies

9. Vehicles Branding

Specifications

Vehicle branding is an extension of corporate brand. There should be consistency in the use of brand messages, assets such as color, typeface, illustration, images or any other brand assets used before.

Consistency makes the brand memorable to the target audiences.



10. Road Sign

Specifications

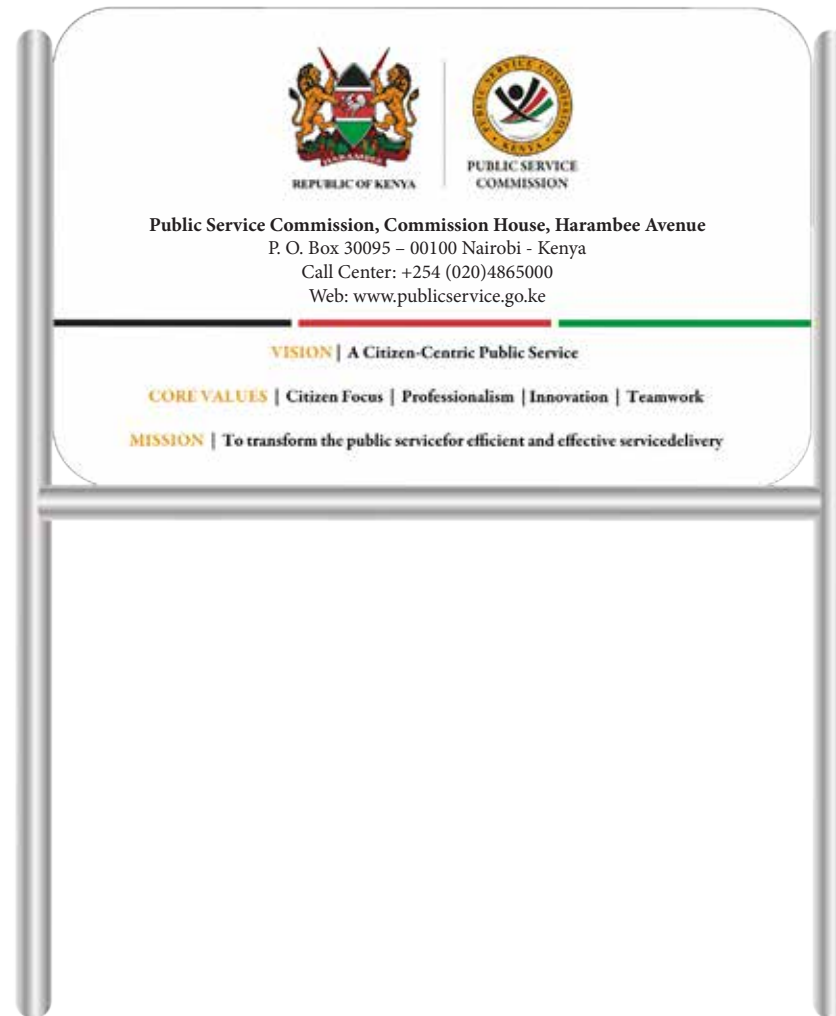
Artwork:

The PSC logo and address

Print Material: Reflective material

Branding Size: 2.5m x 1.5m Round
corners

Height: 2m



11. Roll-up Banners

Specifications

*Material:
Polymatt*

Colour: white/Gold

Print style: Digital printing

Dimension: 80x200cm

Base: Broad base



12. Tear drop Banner

Specifications

Material:

Flag Material

Colour:

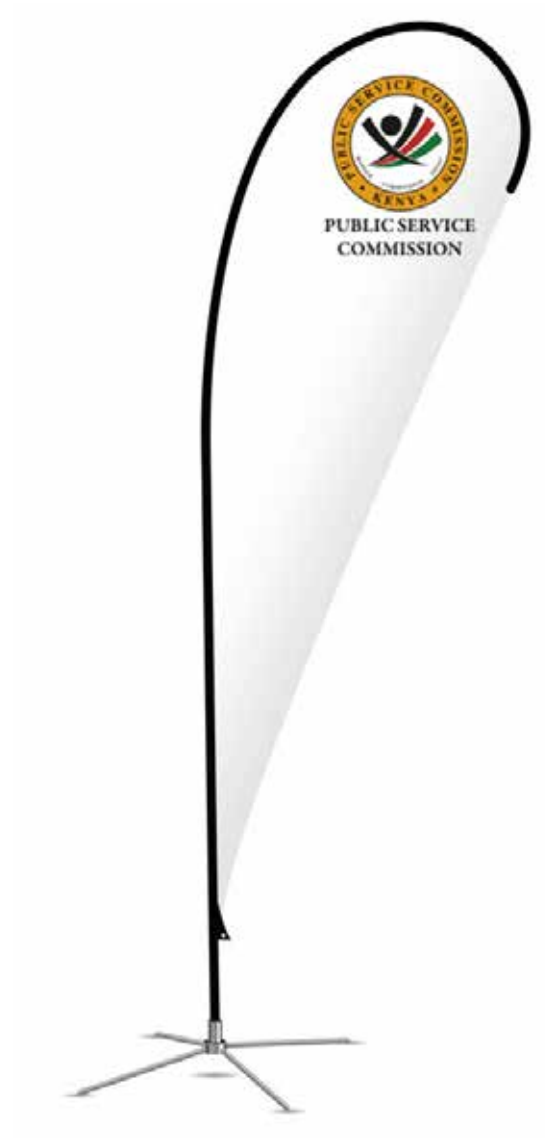
white/Gold

Print style:

Digital printing

Dimension:

3m & 2.5m

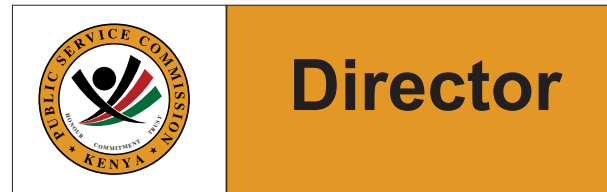


13. Directional sign

The goal is to guide people to their destination as simply as possible.

Directional signs are used to guide people to the nearest restrooms, help them find parking, or simply point them to the main office in addition to a myriad of other uses.

*Print material:
Reflective or Matt sticker mounted on forex board*



14. Social Media Branding

Youtube

Channel icon: 800 x 800 pixels

Channel cover photo: 2560 x 1440 pixels

Video Size: 1280 x 720 pixels

Facebook

Profile Photo: 180 x 180 pixels (Desktop)
180 x 180 pixels (Mobile)

Cover Photo: 820 x 312 pixels (Desktop)
640 x 360 pixels (Mobile)

Shared Image: 1200 x 630 pixels

LinkedIn

Personal Profile

Profile Photo: 400 x 400 pixels

Cover Image: 6584 x 398 (10:16)

Instagram

Profile Photo Size: 32 x 32 Pixels

Photo Size: 1080x1080 Pixels

Photo Thumbnail: 31 x 31 Pixels

LinkedIn

Personal Profile

Profile Photo: 400 x 400 pixels

Cover Image: 1564 x 398 pixels

Twitter

Profile photo size: 400 x 400 pixels

Shared Image size: 800 x 450px

Header image size: 1500 x 500 pixels

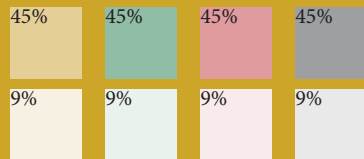
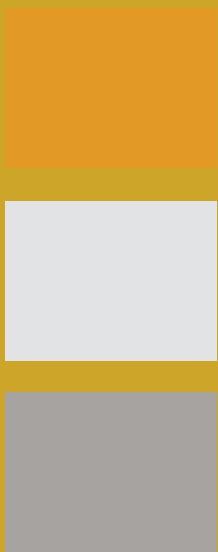
OFFICE BRANDING



Front Office Branding

Specifications

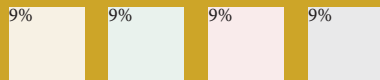
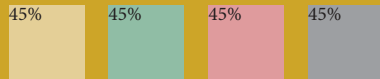
Use colors that are associated with the PSC logo and the variations can be toned down. (See page 8)



Front Office Branding

Specifications

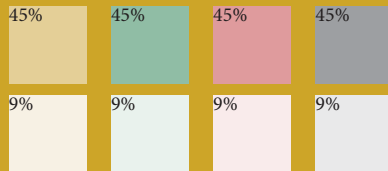
Use colors that are associated with the PSC logo and the variations can be toned down. (See page 8)



Reception Branding

Specifications

The color swatches derived from the main colours as explained under "Colours" can be used. (See page 8)



N/B Use the grid system provided from the guide when doing the outdoor branding.

Back Office Branding

Specifications

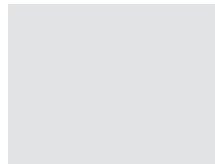
Office branding is the art of reshaping office space into one reflecting all the company's ideals.

It is not just painting the office as per the theme colours and the logo hanging up somewhere on the wall, much as it is a good starting point.

Use colors that are associated with the PSC and the variations can be toned down.

Also color swatches derived from the main colours as explained under "Colours" can be used. (See page 8)

45%	45%	45%	45%
9%	9%	9%	9%





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