
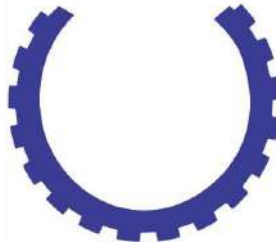






MACHAKOS UNIVERSITY BRAND BOOK

Descriptions of University Branding Details

S/N	Item	DESCRIPTIONS
Introduction These guidelines describe the visual and verbal elements that represent Machakos University's corporate identity. They include the university name, logo, corporate colors, type and graphics. These guidelines reflect Machakos University's commitment to quality, consistency and style. All stakeholders are tasked with the responsibility of protecting the institution's interests and identity by preventing unauthorized or incorrect use of the Machakos University name, logo and corporate colours.		
1	Vision	A Preferred University of Excellence in Scholarship and Service Delivery
2	Mission	Provide Scholarly Education Through Training, Research and Innovation for Industrial and Socio-Economic Transformation of our Communities
3	Identity Statement	An Academic Institution Committed in Generating and Transmitting Knowledge, Skills and Attitude through Science, Technology, Research and Innovation for the Benefit of Humanity.
4	Philosophy Statement	The Philosophy of Machakos University is to Provide Transformative Leadership in Teaching, Training, Research, Innovation, Industrial and Technology Transfer for Wealth Creation
5	Mandate	The Core Mandate of Machakos University is to Teach, Train, conduct Research, Innovate, Collaborate, and generate new knowledge and Community Service.
6	Core Values	Integrity, Accountability, Professionalism, Inclusivity, Creativity, Teamwork and Equity
7	Unique selling proposition	Having evolved from a Technical School to a comprehensive University, Machakos University offers a diverse range of programmes in Engineering, Design, Agriculture, and Technology. This history shows a commitment to excellence in Technical Education and Innovation, providing students with a well-rounded education that combines practical skills with academic knowledge.

		This unique journey sets the university apart, offering students a rich blend of tradition and modernity in education.
8	Personality and Voice	The human traits and characteristics associated with University: Warm welcoming and forward-thinking, reflecting commitment to inclusivity and innovation
9	<div><div>THE UNIVERSITY LOGO</div><div>Elements of the University Logo</div><p>The Machakos University logo is made up of the following symbols: eagle, cog, five hills, sun and book. The font used for the name and the motto is Times New Roman. Combined in a precise manner, these elements form a distinctive logo for Machakos University. The logo shown below is the primary logo and is available in electronic format and should not be modified or recreated.</p><div><div></div><div><div><div>COG</div></div><div><div>EAGLE</div></div><div><div>BOOK</div></div><div><div>RISING SUN</div></div><div><div>FIVE HILLS</div></div></div></div></div>	

Description of Visual Symbols in the Logo

The Cog : Symbolizes technology and engineering which is the niche of Machakos University. This was inherited from (Machakos Technical Training Institute (M.T.T.I) Specifically, Mechanical, Electrical and Civil Engineering. The University Logo is predominantly circular because of the application of the cog, thereby associating the university with continuity and advancement in technology.

The Eagle : The symbol in the university logo is the black-chested snake eagle (*Circaetus pectoralis*), a large African bird of prey of the family Accipitridae. Being one of the wild birds found in Ukambani, the eagle symbolizes:

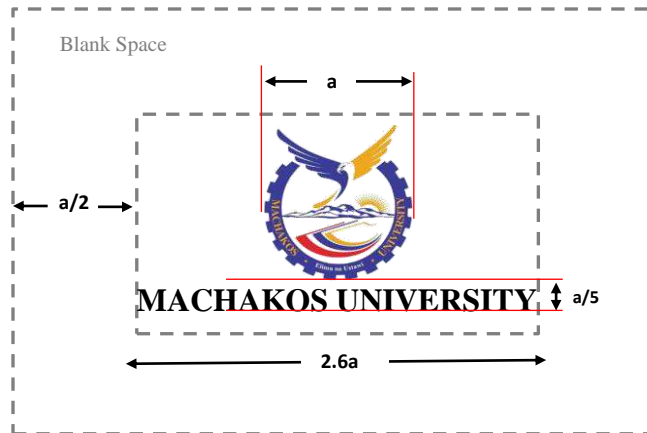
- i. Long sight - Signifying the long term vision of the University.
- ii. Rejuvenation – Representing versatility of the Institution as it strives to soar the heights of academic excellence.
- iii. Power – Signifying that the institution shall stand amongst other Institutions of Higher learning

The Book : Traditionally, a book is a symbol of education and in the context of the logo represents the core mandate of the University which is provision of education, research and community outreach.

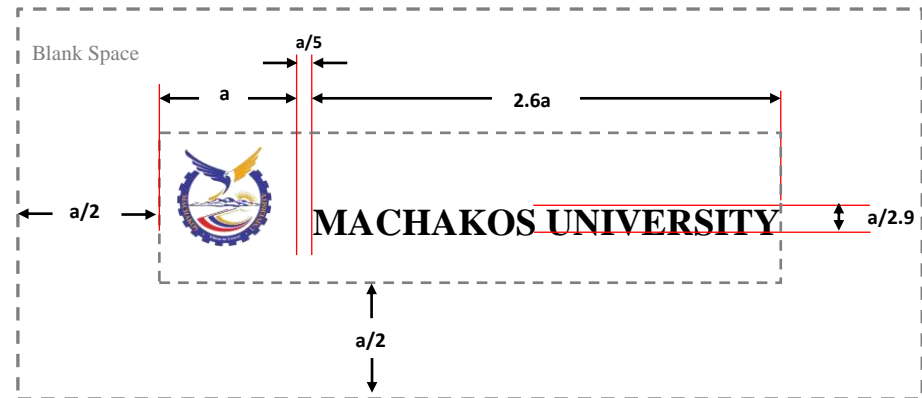
The Rising Sun : Indicates the dawn of a new era, source of enlightenment for the community and the stakeholders. The sun also identifies with the Eastern geographical location or region of the University.

The Five Hills: Represent the unique physical location of the Main Campus in Machakos Town which is surrounded by Five Hills. (Kiima-Kimwe, Iveti, Mua, Kyemutheke and Kyamwilu Hills)

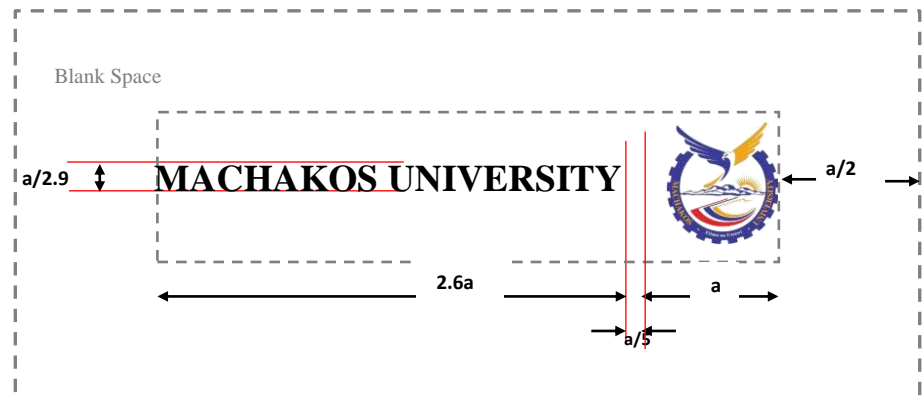
The University Logo Assembly



Bolt Upright Logo

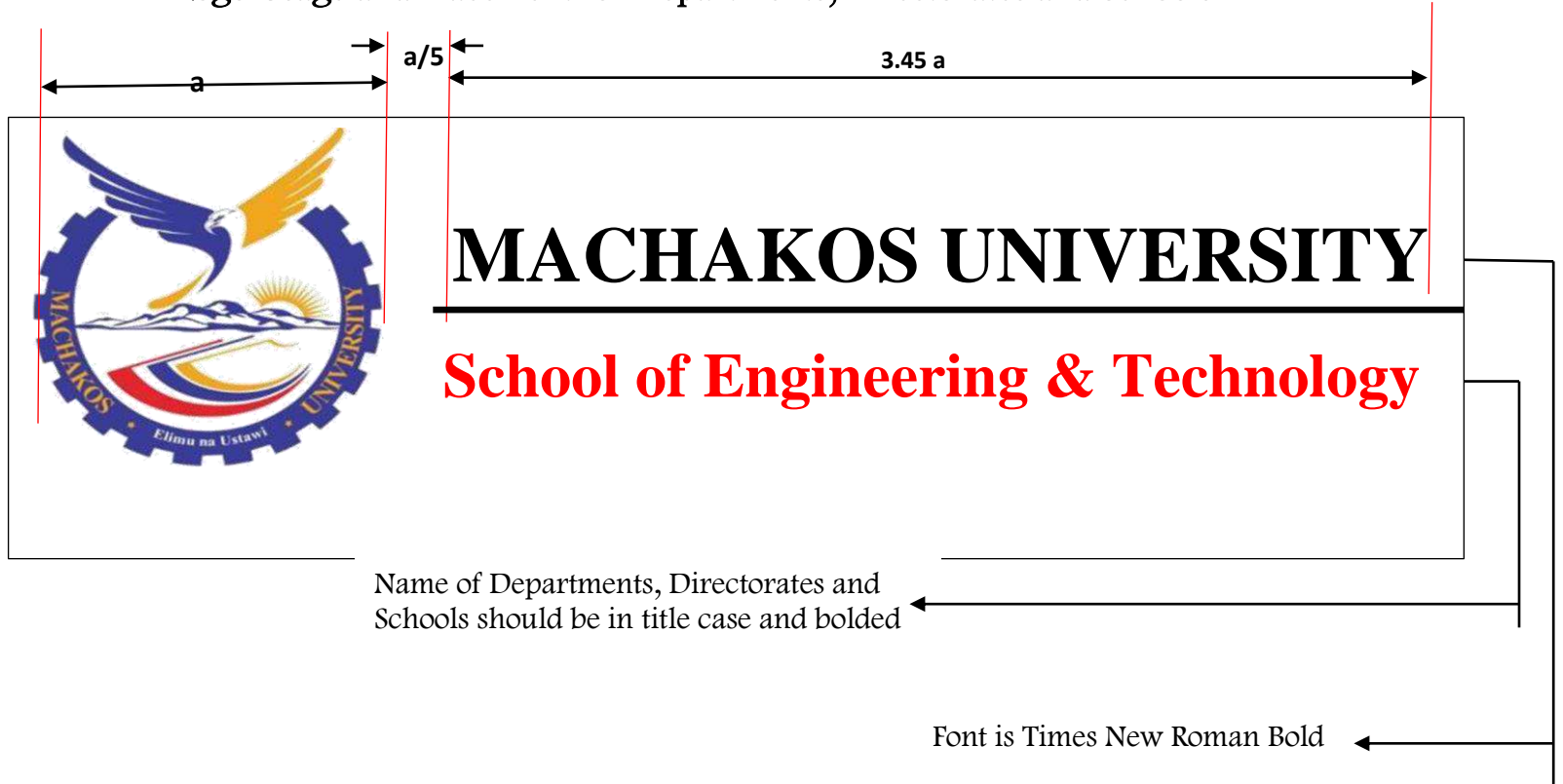


Horizontal Logo - 1 (Preferred and recommended)

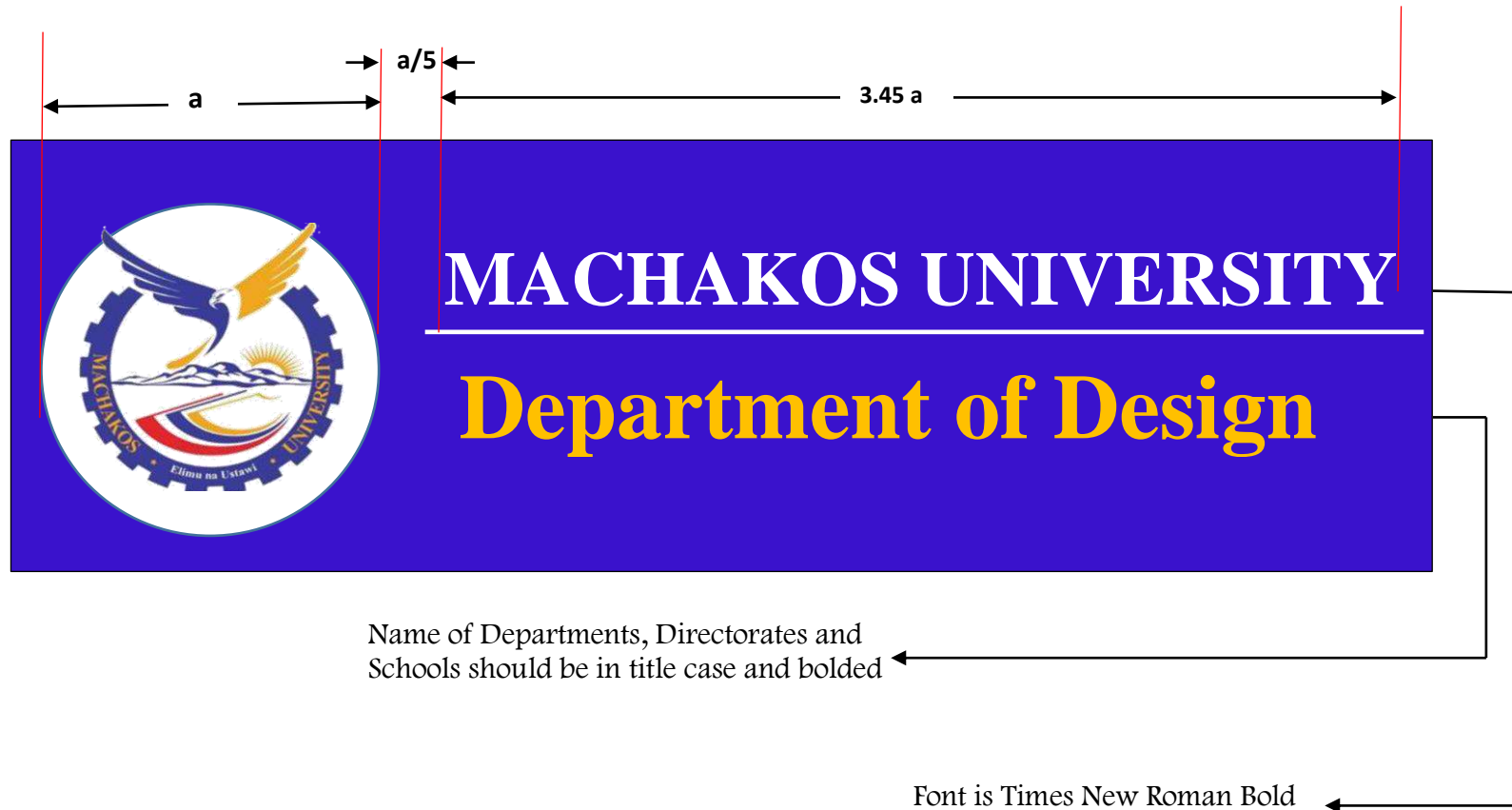


Horizontal Logo - 2 (Reversed Format)

Logo Usage and Placement for Departments, Directorates and Schools



Logo Usage and Placement for Labeling of Buildings



Logo Usage and Placement on Presentation Template




MACHAKOS UNIVERSITY



ISO 9001:2015 Certified.....*Soaring Heights in Transforming Industry and Economy*

Logo Usage and Placement on Internal Memo


MACHAKOS UNIVERSITY

Name of Division, Department, Directorate or School

Mobile No: 0708387603/0737434504
Website www.mku.ac.ke
Email dhcapi@mku.ac.ke

PO BOX 136 - 90100
Machakos, Kenya

INTERNAL MEMO

TO: Recipient


FROM: Sender

SUBJECT:

REF:

DATE:

SENDER TITLE AND NAME
SENDER DESIGNATION



ISO 9001:2015 Certified.....Soaring Heights in Transforming Industry and Economy

Logo Usage and Placement on Staff and Student ID cards



Front face



Back face



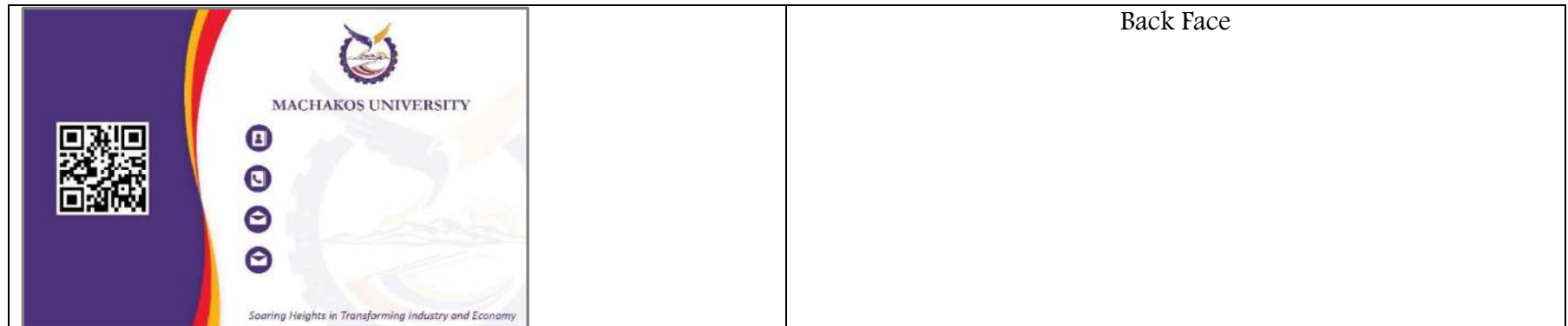
Front face



Back face

Logo Usage and Placement on Staff Business card

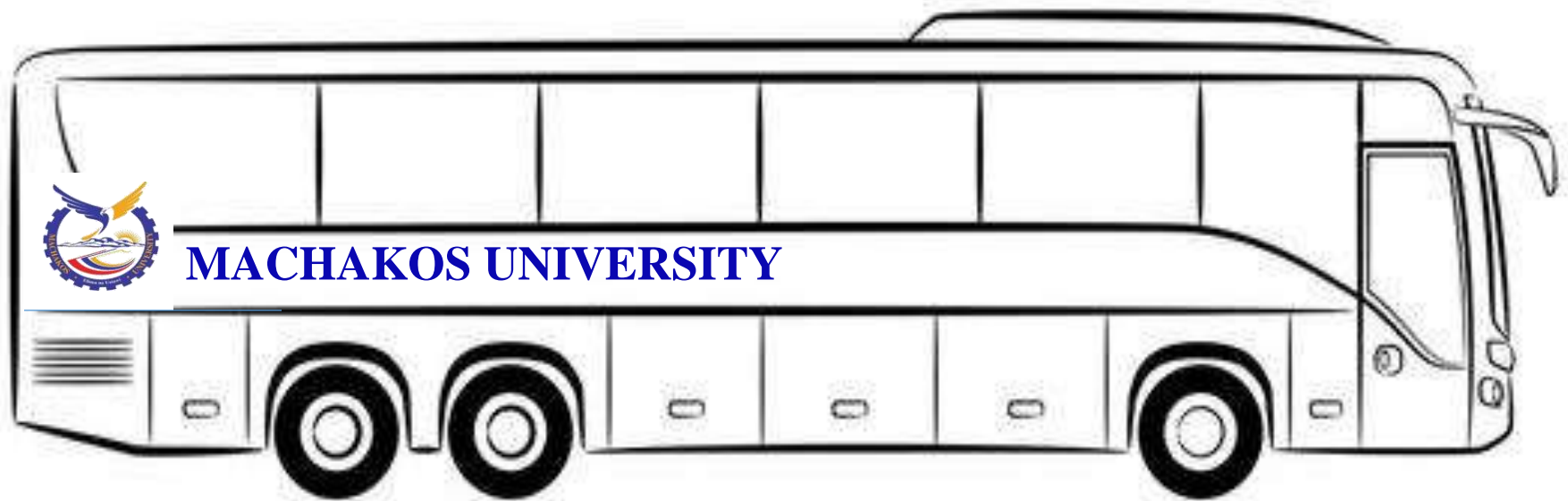
Staff holding offices shall be provided with Business Cards for networking and continuous communication with stake holders. The ID cards shall all be printed with the following features:



Logo Usage and Placement on Graduation Banner



Logo Usage and Placement for Branding University Vehicles



Logo Usage and Placement for Branding Corporate Uniforms







Incorrect Usage of Logo

Do not scale the logo disproportionately



Do not use the logo on poor contrast backgrounds



Do not tamper with the assembly of the logo



Do not distort the elements of the logo



Machakos University

Do not use on unauthorized material



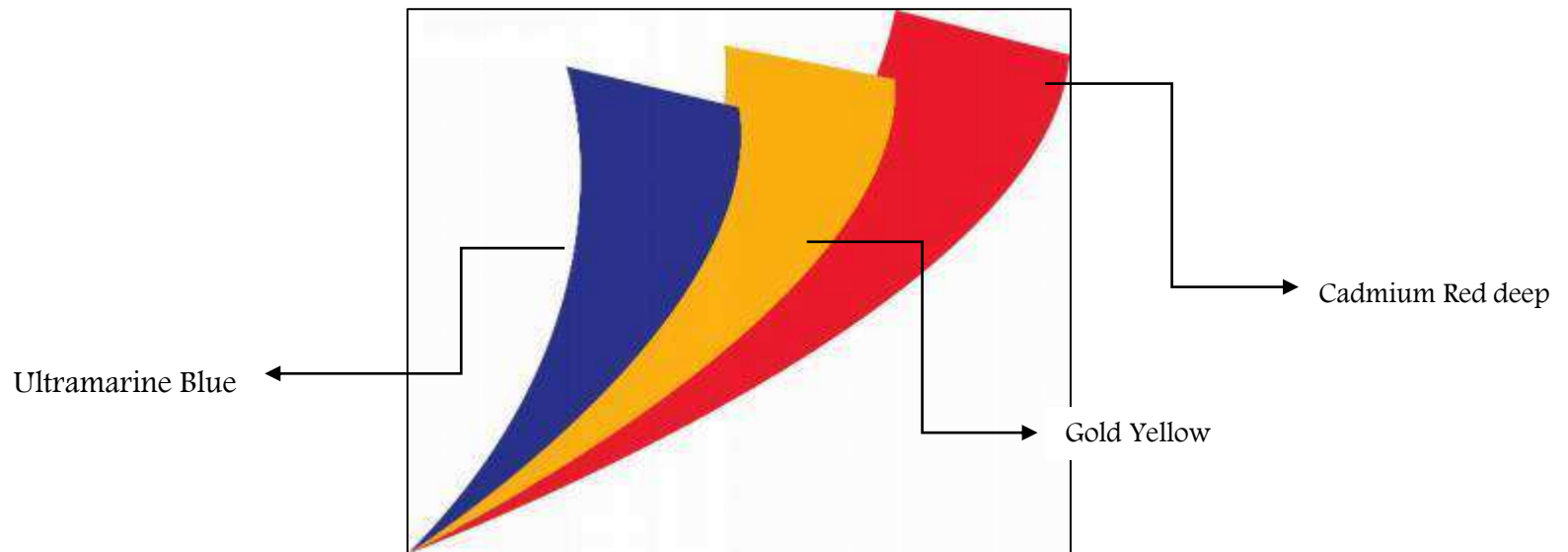
Do not slant the logo on any layout



Meaning and Interpretation of the Corporate Colors

The University mainly uses CMYK colour system. The CMYK color system is a subtractive model, which stems from four colours namely; cyan, magenta, yellow, and key (black). It is used for printed work. The RGB model containing the primary colors red, green, and blue and is an additive color model is also applied in university artwork or designs that are meant to stay on digital screens.

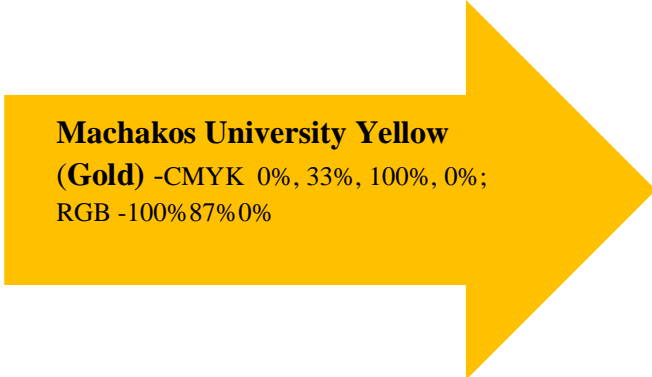
The University brand uses a primary color palette comprising of blue (Ultramarine), Yellow (Gold) and Red (Cadmium deep). The primary color palette should be used predominantly on branded materials, but in varied proportion to for contrast and variety.





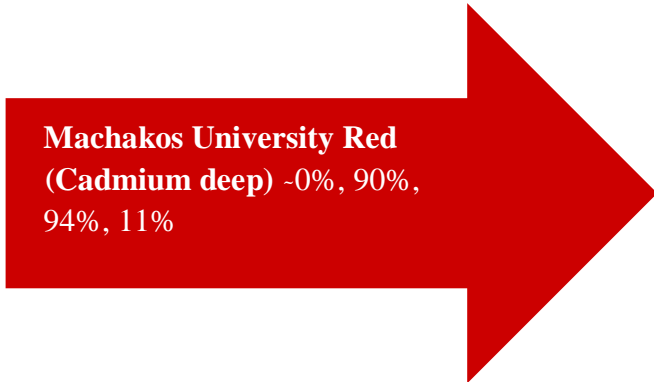
Machakos University Blue
(Ultramarine)- 100%, 97%,
4%, 1%

- Blue represents wisdom, Loyalty, imagination, stability, confidence, authority, intelligence and dependability. Traditionally the colour blue had been used to represent Education in academic attire.
- In the context of the logo design, represents education which is the core mandate of the university. It also presents Machakos University as a dependable institution in the provision of quality education.
- The colour blue also offers the corporate brand a sense of confidence and professionalism associated with an institution of higher learning.
- It also maintains continuity from the former, Machakos Technical



Machakos University Yellow
(Gold) -CMYK 0%, 33%, 100%, 0%;
RGB -100%87%0%

- The color gold embodies wealth, success, achievement, confidence, prestige and prosperity
- In the university logo, this colour represents the prestigious position of Machakos University as a key institution of higher learning in the Eastern region of Kenya.
- It signifies the rising sun and brightness which is associated with the location of the Main campus as a light of the region in Academics, Research and Community Outreach.

	<div> <div>  <p>Machakos University Red (Cadmium deep) -0%, 90%, 94%, 11%</p> </div> <div> <ul style="list-style-type: none"> Red signifies importance and commands attention. It is associated with energy, strength, leadership, courage, vigor, willpower and determination. Red signifies the leadership in technology, innovation and academic excellence provided by Machakos University. As a centre of excellence, the vast disciplines offered makes it the automatic university of choice for the large clientele. </div> </div>
11	<p style="text-align: center;">Typography Guidelines</p>
Primary Font	<p>The Footlight MT Light shall be the primary font used in all University official documents.</p> <p>1. Footlight MT Light –Standard</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y</p> <p>2. Footlight MT Light –Bold</p> <p>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</p> <p>3. Footlight MT Light –Italics</p> <p><i>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9</i></p>

	<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i>
Secondary Font	<p>The Times New Roman shall the secondary font used in all University branding and labeling of buildings.</p> <p>1. Times New Roman –Standard</p> <p><i>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9</i> <i>A B C D E F G H I J K L M N O P Q R S T U V W X Y</i></p> <p>2. Times New Roman –Bold</p> <p><i>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9</i> <i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i></p> <p>3. Times New Roman –Italics</p> <p><i>a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9</i> <i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</i></p>
Font Sizes	
Internal memos	<p>All internal memo shall have the following font sizes:</p> <ul style="list-style-type: none"> ▪ Machakos University(Fs-22) ▪ Title of the Office (Fs-22) ▪ Contact Address (Fs-9) ▪ Title of the Memo, Subject, Body, Author (Fs-12) ▪ Tagline (Fs-10)

Letter Heads	<p>All internal and external letters shall have the following font sizes:</p> <ul style="list-style-type: none"> ▪ Machakos University (Fs-22) ▪ Title of the Office (Fs-22) ▪ Contact Address (Fs-9) ▪ Title of the Memo, Subject, Body, Author (Fs-12) ▪ Tagline (FS-10)
12	General Structure of Policies
<p>This University Policy format shall inform the presentation of all reviewed or developed policies:</p> <p>1.Front Page</p> <p>The front page shall cover the following:</p> <ol style="list-style-type: none"> i. The policy no to identify and distinguish the Policy – (MksU/P/...) i. University Logo ii. Machakos University iii. Name of the Policy- (Training and Development Policy) iv. The Edition of the Policy v. Month and the year of review/development 	

2. Approval

APPROVAL

Policy Title:

Policy Contact: Officer to be conducted matters of the Policy

Approval Authority: The University Council

Category: Division charged with implementation of the Policy

Effective Date: Date of Signing

Approved by University Council:

Sign: Date:

Vice-Chancellor

Sign: Date:

Chairman, Machakos University Council

3.Foreword

- i. Why the Policy
- ii. What's the significance?
- iii. Its effect/ Impact on the institution

4.Acronyms/Abbreviations

5.Definition of Terms

Define all the words that are technical and also those that would be ambiguous

6.Table of Contents

1.0 INTRODUCTION

Under introduction the following subsections shall follow:

i. Background/Preamble

The Following is captured in the background

- a) What is the Policy to do
- b) What are the effects of not a policy
- c) What is the role of the institution with regards to the Policy

ii. Rational/Justification of the Policy

- a) Where a Policy is a requirement of law a rationale is done
- b) Where a Policy is not a requirement of law but is for ease of administration or otherwise a Justification is done.

iii. Scope and purpose of the Policy

- a) Its application and where

iv. Objectives of the Policy

- a) Main objective

b) Specific objectives (where applicable)

v. Guiding Principles and Legislative Framework

a) Reference is made to existing laws, guidelines, codes of practice etc.

2.0 ADMINISTRATION OF THE POLICY

a) Who will operationalize it? Is it a Committee, individual, department or section? Roles of the body

3.0 POLICY IMPLEMENTATION

a) Implementation procedures

a) Monitoring and Evaluation who, how & when

4.0 FOCUS AREAS/ IMPLEMENTATION STRATEGIES

b) Where applicable

5.0 POLICY REVIEW

c) Review of the Policy every five years or as need for review shall arise from time to time