



**Young
Scientists
Kenya**

Inspire & Empower

YOUNG SCIENTISTS KENYA

Design guidelines 2021

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Who we are

What makes us YSK

The strategic direction for our new visual identity is our fundamental belief that life rewards those who never stand still.

One of the most important ways we're expressing this attitude and energy is through our look, that is meant to be a dynamic window into the world of science. The content behind the logo will change and evolve as our world and our users do, connecting our brand to those in the world who never stand still.

The following are the building blocks of our brand, created in the reflection of the experiences of 3 Pillars (Outreach, Bootcamp and Exhibiton), this is what sets us apart, what we stand for, and how we show up in the STEM landscape.

+ OBJECTIVE

Inspire students to take STEM and pursue STEM pathways through outreach, linkages and extension programmes.

+ MISSION

Inspire and empower the next generation of young scientists, innovators and entrepreneurs to transform their local and global communities through STEM.

+ VISION

Empowering young people to transform lives through Science Technology, Engineering and Mathematics (STEM)



Brand pillars

What makes us YSK

Every successful brand has a model, and so do we.

Our 'core pillars' are our way of structuring the elements that define our brand. We travel into much more depth with these in our YSK Brand journey, the diagram below summarizes this philosophy.

Our pillars are the reasons to believe, differentiating us, and helping us connect with our many students and mentors across the region.



+ OBJECTIVE

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Our visual identity defines our place in the STEM landscape. Dynamic and memorable, modern and bold, but with a sense of belonging to the country and culture to give it warmth.

Our brand building blocks takes inspiration from our 3 pillars (Outreach, Bootcamp and Exhibition).

It has a rhythm that projects the way we connect with students, mentors and ourselves, our identity represents this energy with a unique feel and constant pulse.



Young Scientists Kenya

Inspire & Empower

Correct usage of logo



Area of non-interference

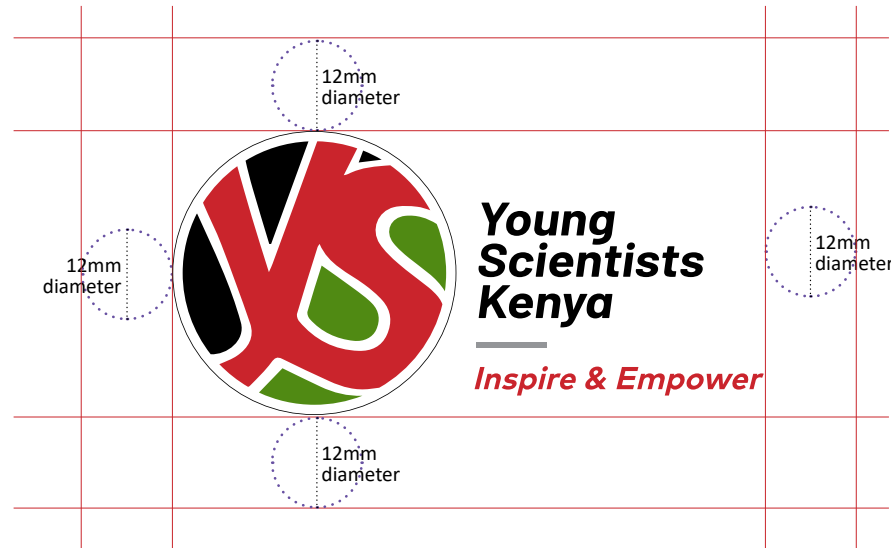
Area of noninterference The logo is most powerful and effective when positioned away from distracting elements.

Intruding graphics will tend to clutter and crowd the logo, making it harder to see and remember. Illustrated here is the minimum control space. However, the more space we give our logo, the greater the visibility.

Minimum Size

The YSK logo has been designed to reproduce at a minimum of 38mm wide.

There is no maximum reproduction size of the logo.



38mm



Logo parameters

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to.

The logo must never be redrawn or modified in any way. It should only be reproduced from the artwork provided.

Never place the logo over a busy image. When using the logo over image areas, select a wide swathe of very dark or light colour. The monochrome versions will work best in conjunction with photos.



Unacceptable: Incorrect colors. The YSK logo should be reproduced in the correct brand colors and/or its reverse, based on the background brand color.



Unacceptable: Do not stretch, condense or skew.



Unacceptable: Altered size, arrangement of elements or capitalization of text is not allowed.

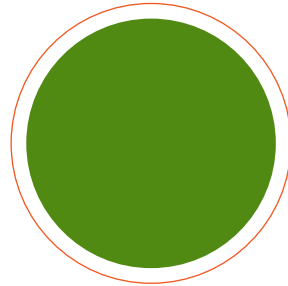


Unacceptable: Whenever using the brand logo on a spot color background, always ensure that the words are in white for clear visibility. Do not also place the logo on backgrounds that will obstruct its visibility.

Primary color palette

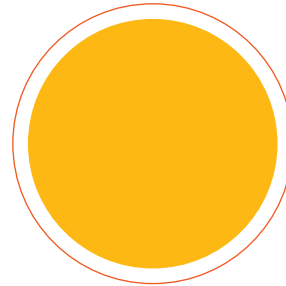
The consistent use of colour is a critical factor in building the YSK brand. Colours evoke a response that reaches beyond culture and language. The primary colours for our brand consist of Red, Light Green, Gold, Orange, Purple, and Brown. These combination of colours should be the principal selection in the creation of collateral materials. The primary colours are linked to each of our brand pillars.

Add color with care. In most situations, let the light or dark-gray background dominate. Then use additional color to augment what is being communicated, such as drawing attention to what is most important in the application.



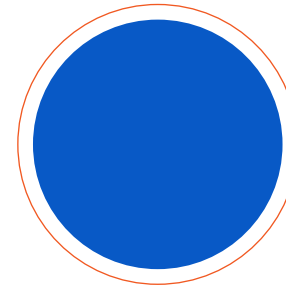
C73 M24 Y100 K9
R80 G138 B19
Hex: #508a13

GREEN: Depicts Peaceful and calmness



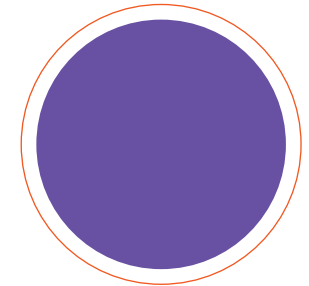
C0 M31 Y99 K0
R253 G184 B19
Hex: #fdb813

GOLD: Increases creativity and attention and instills a general feeling of positivity



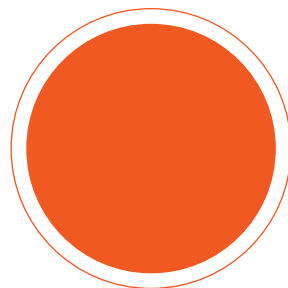
C89 M69 Y0 K0
R8 G89 B198
Hex: #0859C6

BLUE:



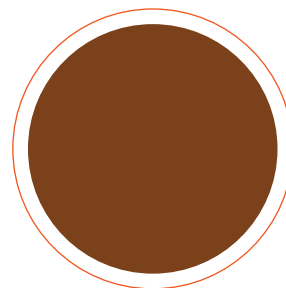
C70 M79 Y0 K0
R104 G81 B162
Hex: #6851a2

PURPLE: Depicts Peaceful and calmness



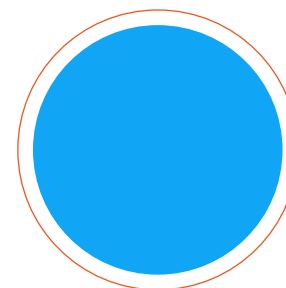
C0 M80 Y98 K0
R241 G89 B34
Hex: #f15922

ORANGE: Helps improve alertness



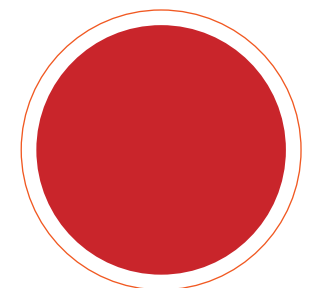
C35 M73 Y99 K36
R122 G65 B27
Hex: #7a411b

BROWN: Helps reduce feelings of fatigue and improve feelings of relaxation or make students feel more secure



C69 M23 Y0 K0
R16 G165 B245
Hex: #10A5F5

LIGHT BLUE:



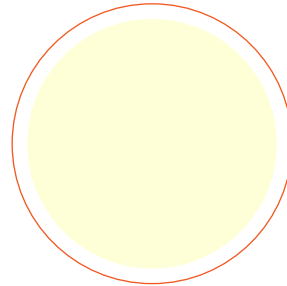
C14 M99 Y94 K4
R201 G37 B43
Hex: #c9252b

RED: Inspires alertness, excitement and creativity

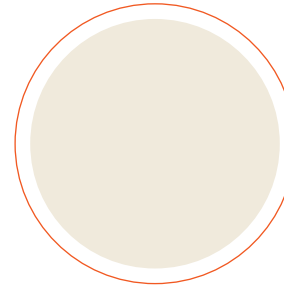
Secondary color palette

A range of secondary colours have been chosen to compliment and enhance our primary colours. All communications material should maintain a dominance toward the primary colours but can also utilize colours from the secondary palette.

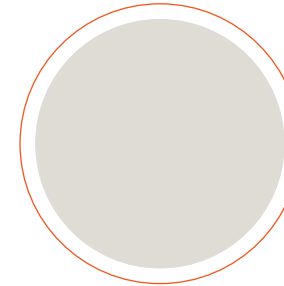
Our selection of secondary colors is to help improve attention and instill a feeling of positivity.



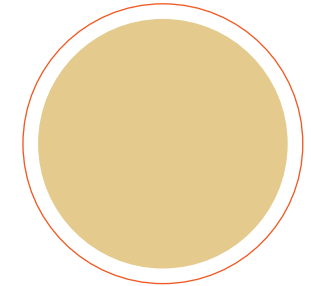
C 0 M 0 Y 0 K 0
R 255 G 225 B 215
Hex: #ffffd7



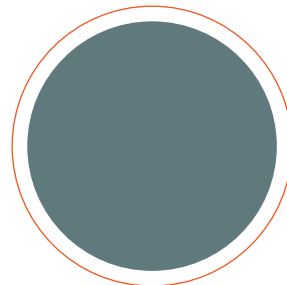
C 7 M 7 Y 16 K 0
R 240 G 234 B 220
Hex: #f0eadc



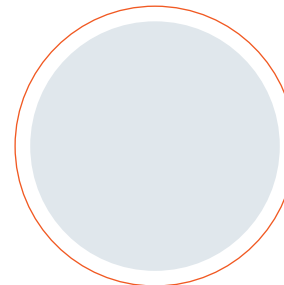
C 16 M 11 Y 18 K 0
R 222 G 220 B 212
Hex: #dedcd4



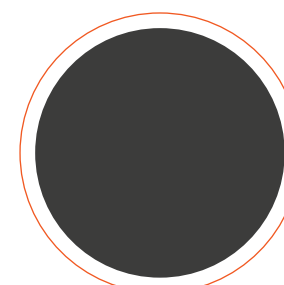
C 12 M 19 Y 52 K 1
R 228 G 202 B 140
Hex: #e4ca8c



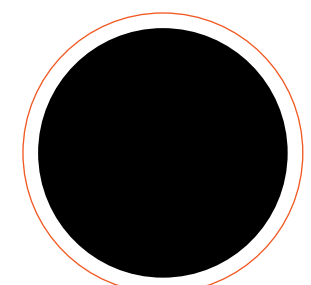
C 63 M 37 Y 40 K 21
R 96 G 121 B 125
Hex: #60797d



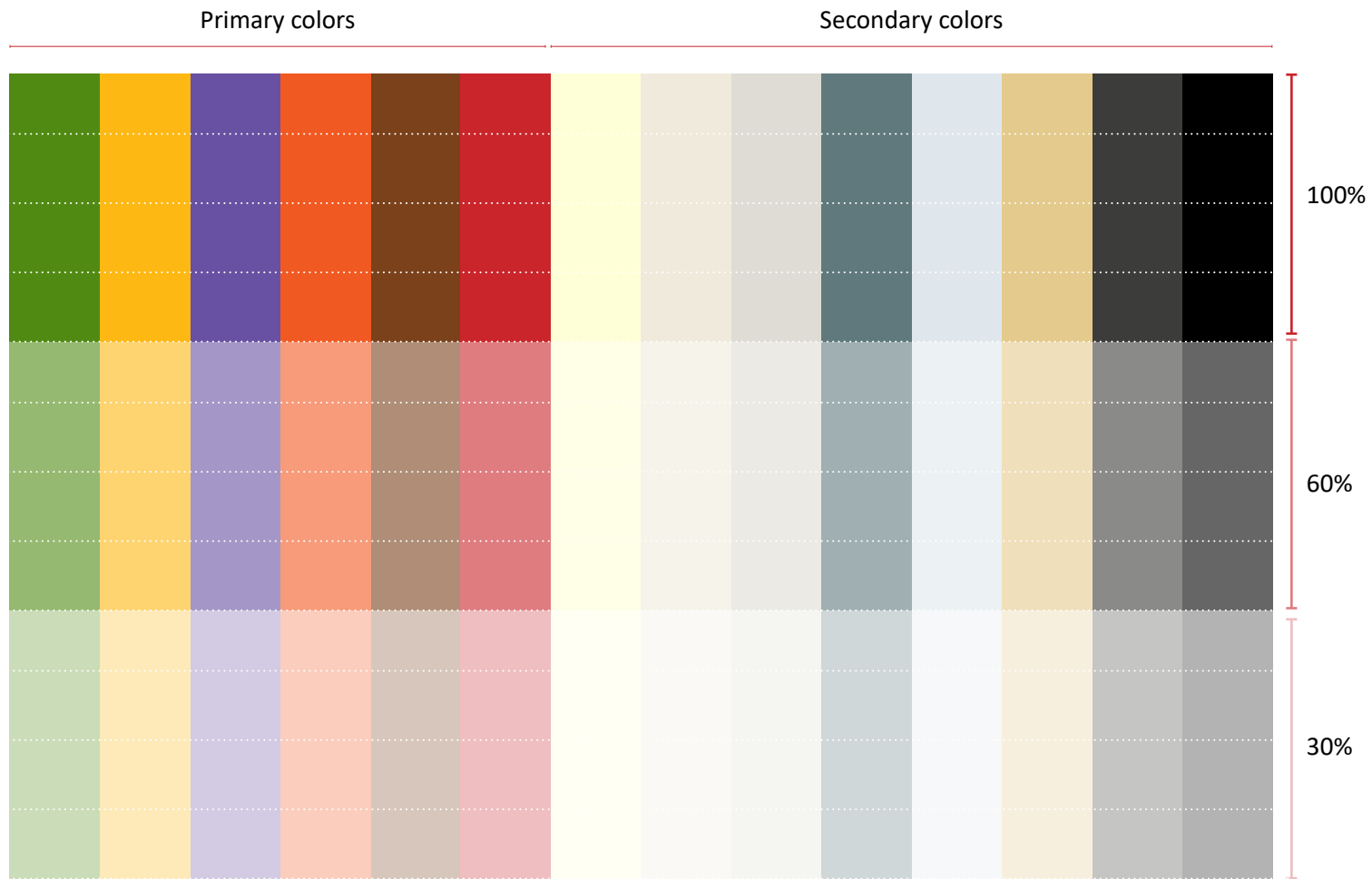
C 14 M 6 Y 6 K 0
R 224 G 231 B 236
Hex: #e0e7ec



C 0 M 0 Y 0 K 90
R 60 G 60 B 59
Hex: #3c3c3b



C 0 M 0 Y 0 K 100
R 60 G 60 B 59
Hex: #000000



Always use Mark Pro, which is a key component of our brand design system.

The Mark Pro font family includes a variety of typstyles. Production limitations and aesthetic preferences must be considered when choosing the specific weight used.

When Mark Pro font is not available, use Helvetica on macOS®/iOS platform and Arial on Windows/Android™ platform.

Young Scientists Kenya

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()

Simplicity

Limit the number of weights and sizes to reduce visual noise and help the reader understand the hierarchy of information at a glance.

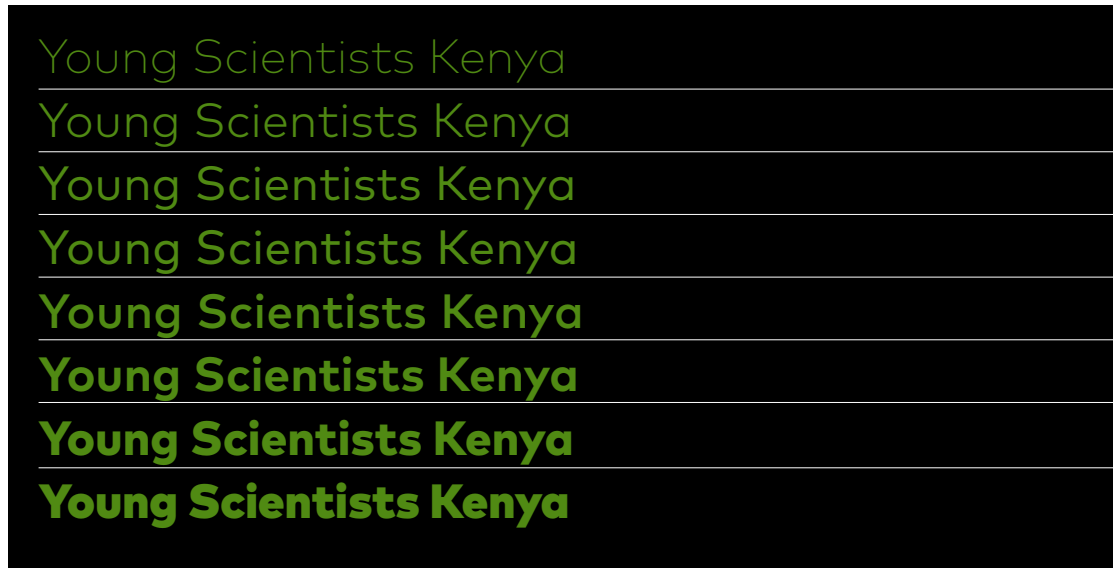
Balance

Typography should be direct and legible, while at the same time it should feel light on the page.

Always assess the balance between blocks of type and the surrounding open space to engage the reader with a sense of ease.

Contrast

By carefully contrasting size, weight, and color among related blocks of type, you'll increase clarity for readers. Use contrast to express hierarchy, and to make a piece scannable, allowing readers to absorb relevant bits of information quickly.



Typography usage

Mark Pro is our primary typeface. It provides greater legibility for lengthy text, tight columns, or charts.

As the size of the type increases, its weight should decrease. This helps provide an open, light feeling to the application.

Use heavy and black, where more impact and /or emphasis is needed.

WEIGHT	SIZE		SAMPLE TEXT
	Print	Web	
Extra Light	90pt	120px	Mark
Light	40pt	60px	Mark Pro
Regular	24pt	36px	Mark Pro
Book	16pt	24px	Mark Pro is our primary typeface.
Medium	12pt	18px	Mark Pro is our primary typeface.
Bold	10.5pt	16px	Mark Pro is our primary typeface. It provides greater
Light	9pt	14px	Mark Pro is our primary typeface. It provides greater legibility for lengthy text, tight columns, or charts.
Medium	7pt	12px	Mark Pro is our primary typeface. It provides greater legibility for lengthy text, tight columns, or charts.

Create contrast in one of two ways: through size or weight relationships. Both approaches work well, but use only one at a time in the application you're creating.

Contrast by size

Use a significant size change between two components. In this example, the headline is 70 pt and Headline the subtitle is 24 pt.

Headline
Eped mo digendam videl

Contrast by emphasis

A clear change of weight provides emphasis where more text are being used. In this example, the headline is Extra light at 50pts and the Body text is Book and at 9pt.

Headline
Eped mo digendam videl

Contrast by weight

A clear change of weight provides contrast when smaller sizes are the best choice. In this example, the headline is Bold and the text is Book and both are 16 pt.

Headline
Eped mo digendam videl

In today's media-rich environment, people often look first to images and then to words. It is important, therefore, that each image be carefully selected to reflect the YSK's values.

The tone of photography should be human, natural and aspirational. Photography should be highly saturated, authentic and have bright, vibrant colors. Images should capture people in their natural environment doing something they would normally do.

ADDITIONAL GUIDELINES ARE AS FOLLOWS:

Composition: Allow the primary subject to be the focus of each photo. Backgrounds and secondary subjects should form a cohesive relationship with the primary subject.

Content: Photography should be authentic and natural. Avoid images that are overly staged.

If necessary, stock photos can be used to play a supporting visual role.



Simplicity

Our communications are not built to exist in isolation. Rather, they should be geared to compete with a digital and print onslaught that each of us faces every day. When YSK communicates through simple, well-ordered layouts, we invite reader engagement, and provide a cohesive brand experience that can feel like calm in a storm.

Balance

Carefully balanced layouts guide a reader's eye through a clear hierarchy of information.

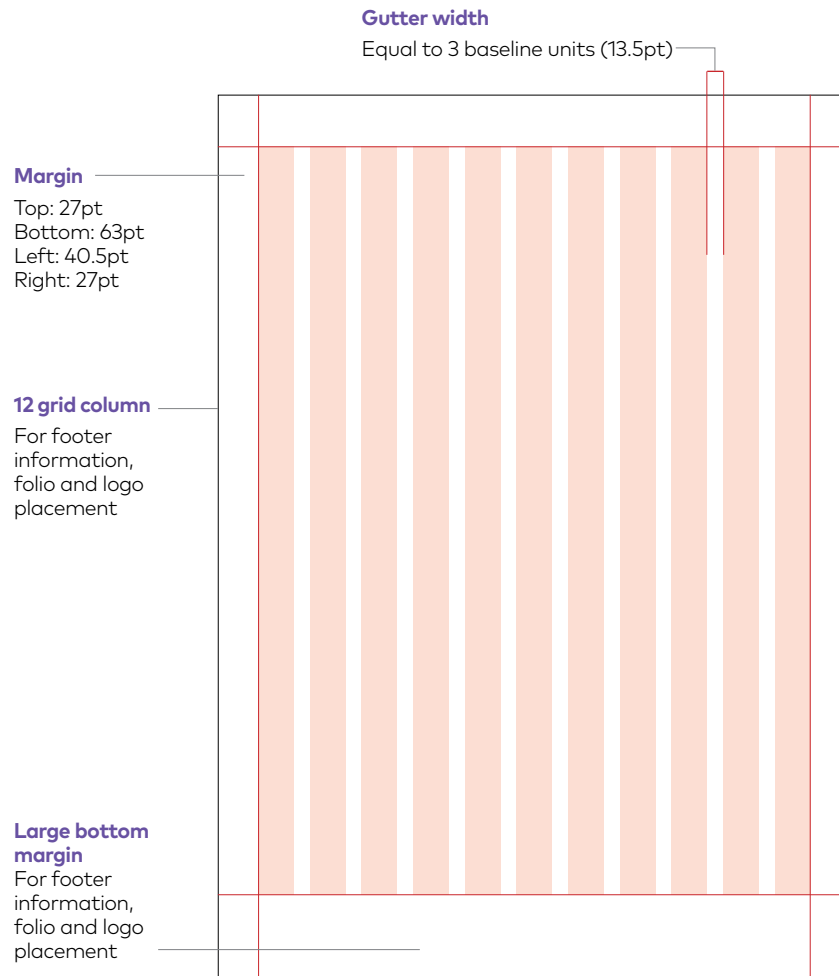
A thoughtful arrangement of elements makes it possible to scan a layout, helping readers to instantly understand the purpose and focus of the communication.

Contrast

By providing significant open space in a layout, you create contrast that brings clarity to the content of the communication. In the same way a frame sets a work of art apart from its surroundings, open space allows the eye to quickly take in the content.

Open space

Significant open space in any layout, regardless of purpose, contributes to a light, uncomplicated experience. Use the placement of open space to draw attention to the most important elements.



Divide and use a clear open plan when designing PowerPoint slides.

Slides background to be off grey to help improve attention and instill a feeling of positivity.

Logo to be placed on bottom right, with a white strap that runs across, for ease of visibility.



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GOLD SPONSORSHIP

1. Your Investment - KSh5 - < KSh7 Million
2. Exhibition Guide (Half Page)
3. Exhibition Guide Logo
4. Banners during physical Exhibition
5. Digital banners during online Exhibition
6. Medium Booth in the village
7. PDF and document handouts- up to 5 documents
8. Video Links – up to 3 video links
9. Booth staff managers – up to 2 Booth staff
10. Product Images- up to 10 product images
11. Medium booth/banner in the digital STEM village
12. TV mentions
13. Radio mentions
14. Print Media mentions
15. VIP Invitation to the Gala dinner
16. Named Awards
17. Opportunity to announce sponsored award

Here are examples of a business card and letterhead and Job ID (shown at 50% scale) that adhere to YSK's brand guidelines.

The image displays three examples of YSK branding materials:

- Business Card (Top Left):** Features the YSK logo, name, and tagline. Contact information includes: Young Scientists Kenya, Concern Worldwide Offices, Ariel House, Westlands Avenue, P.O. Box 123 566, Nairobi, Kenya. Telephone: +254 713 681 551, Fax: +254 713 681 551, Email: info@ysk.co.ke, Website: www.ysk.co.ke.
- Letterhead (Middle Left):** Features the YSK logo and name. Employee information for Karagania Mwambole, Programmes Officer, includes: 0725 205 060/ 0713 681 551, kmwambole@ysk.co.ke, info@ysk.co.ke, and office address: Concern Worldwide Offices, Ariel House, Westlands Avenue, P.O. Box 123 566, Nairobi, Kenya.
- Job ID Card (Right):** Features the YSK logo and name. Includes a photo of Karagania Mwambole, Programmes Officer, and identification details: ID Number: 12345678, Blood Group A*, Staff Number: 1234. It also has fields for Holder's Signature and Authorising Signature.

Back of Job ID Card (Bottom Right):

This is to certify that the person whose photo appears in front of this card is in our employment, this card remains the property of Young Scientists Kenya. It must be returned to the management on termination of the service.

If found, please return to
Young Scientists Kenya:
Concern Worldwide Offices,
Ariel House, Westlands Avenue
P.O. Box 123 566, Nairobi, Kenya

Bottom Section (Bottom Center):

- + OBJECTIVE**
Inspire students to take STEM and pursue STEM pathways through outreach, linkages and extension programmes.
- + MISSION**
Inspire and empower the next generation of young scientists, innovators and entrepreneurs to transform their local and global communities through (STEM).
- + VISION**
Empowering young people to transform lives through Science Technology, Engineering and Mathematics (STEM).

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