



KAALO

Aid and Development Org

Brand Manual

KAALO Brand Manual

KAALO Brand Book

Brand Manual V.1.0

Kaalo Aid & Development Brand Manual
Version 1.0, October 2023

KAALO Brand Book

Brand Manual V.1.0

Published by **KAALO**
Department of Communication

Abdiyare Street, Opposite Spaghetti House
HLG-ZA-353, Garowe, Somalia

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KAALO strives towards improved standards of living and equitable development.

KAALO Vision Statement

Who We Are

About KAALO AID

Our brand proudly tells KAALO's story – from our founding in 1991 through this day – as a Non-Governmental, non for profit organization mandated to assist the vulnerable and marginalized communities who had been displaced from their homes due to the civil war that erupted.

KAALO was established in March 1991 by a volunteer group of intellectuals just after the Somali central government's collapse to assist the vulnerable and marginalized communities who had been displaced from their homes due to the civil war that erupted. Since then, KAALO has been responding to the needs of vulnerable and destitute populations in complex protracted emergency situations, providing both lifesaving and long-term support, complementing the efforts of the government and other humanitarian partners.

KAALO manages programs in a range of sectors including health, nutrition, water, sanitation, hygiene (WASH), education, food security and livelihoods, gender, and human rights and governance. KAALO is strategically positioned to respond to the needs of vulnerable crises -affected communities through immediate lifesaving humanitarian response programs, Recovery and resilience building programs and, and human rights/governance programs,

KAALO targets vulnerable, impoverished, and marginalized community groups affected by crises including Women, children, elderly people, internally displaced persons, returnees, refugees, asylum seekers, marginalized disadvantaged rural communities, and duty bearers.



KAALO Graphic Elements

Graphic Visual guide

This part includes guidance on many brand touchpoints such as **photography, films, publications, web and social media content, and other public-facing materials**, as well as direction on the core graphic aspects of the new brand strategy.



Our Brand Identity

Logo & Brand Color

Brand Identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

A **logo** is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark

Color is a universal language and a powerful communication tool. Of all the elements that make up a visual design, color is perhaps the most vital and influential. Research conducted by psychologists and marketers has highlighted how color can influence our emotions and perceptions of the individual

Color codes are ways of representing the colors we see everyday in a format that a computer can interpret and display. Commonly used in websites and other software applications, there are a variety of formats. The two that will be introduced here are the Hex Color Codes, and the RGB color codes.



KAALO Logo

Logo Signature

In brief, the logo includes an emblem that represents Somali culture and the performance of Somali people, as well as descriptive text of organization's name.

HORIZONTAL
Logo Signature



VERTICAL
Logo Signature



KAALO Logo

Container logo signature

Our logo signature is placed inside a **Denim blue container**. This technique helps the Logo have a nice view when applied over pictures and graphics and also underlines the relationship between our logo and our brand color.

KAALO logo can be used without a container when there is no dark background that blocks the visual view of the Logo.

HEADER Logo, when you putting on header



FOOTER Logo, when you putting on footer



HEADER Logo, when you putting on header



FOOTER Logo, when you putting on footer



KAALO Logo

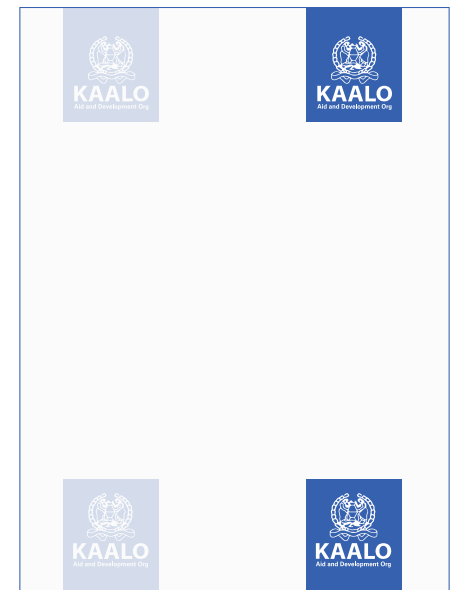
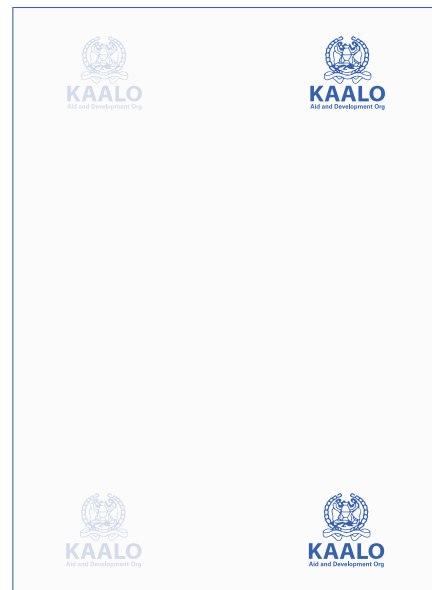
Logo placement

In design collateral, the ideal placement of the HORIZONTAL logo signature at the header of the document is top left, and the VERTICAL logo signature is at the top right,

footer of the document is the bottom left, and the VERTICAL logo signature is at the bottom right.

Also, the best placement for the HORIZONTAL logo signature at the

Alternative placements as seen below can also be applied.

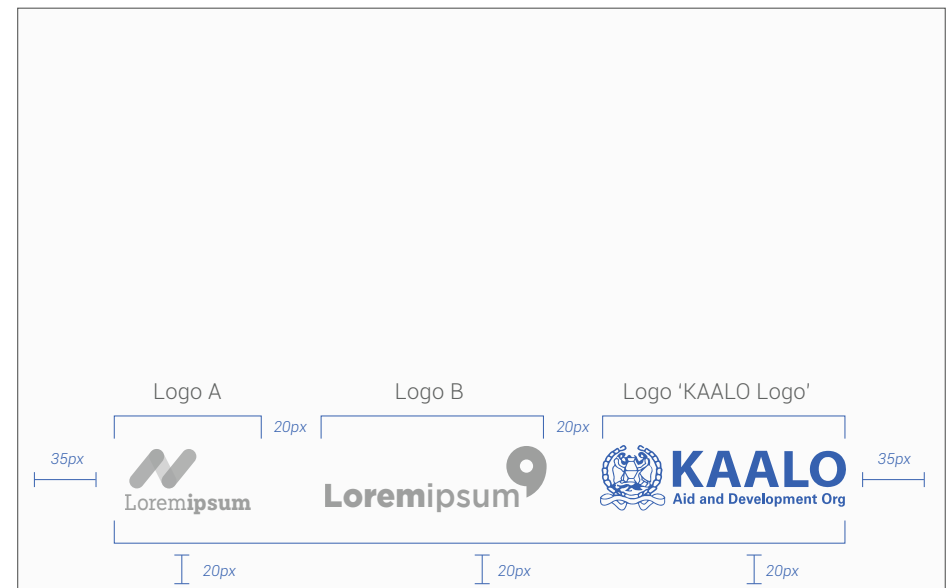
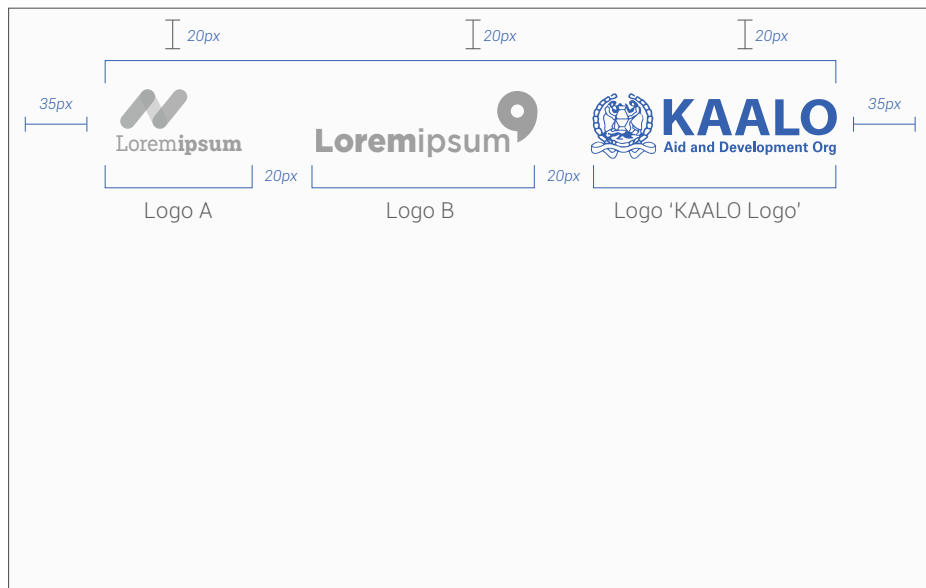


■ **RIGHT Place** to put the Logo signature □ **WRONG Place** to put the Logo signature

KAALO Logo With Partner Logo

As far as I know, KAALO carries out many projects in cooperation with organizations or institutions that are part of the work or Fund or maybe part of the implementation of that project, KAALO's logo has its own placement when we need to put on visibilities, reports, or other IEC materials.

When KAALO's logo appears on the side of a partner logo, it will be placed in the upper right or lower right corner. The figure below will practically indicate the position of KAALO logo when with partner's logo.



KAALO Logo

Presentations and stationery

Slide presentations and stationery play a vital part in reinforcing KAALO's brand identity. It is encouraged to use these templates and customize these examples, especially for communication with external audiences.

Branded PowerPoint Guide

In this guide you will find a selection of branded covers and content slides to use for your presentations.




Branded PowerPoint Guide

Presenter's name | Presentation Date



POWERPOINT PRESENTATION TEMPLATE

LETTERHEAD TEMPLATE



KAALO LETTER HEAD | for documents

Dear KAALO Staff,
 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit.

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Good Luck.

Address: Adisway Street, Casimiro Sanghetti House, H/2 26-353 Garowe, Puntland - Somalia | Email: info@kaalo.org, prog@kaalo.org, operations@kaalo.org | Website: www.kaalo.org

BULLETIN TEMPLATE



ENVELOPES



Type your name here

Type your title here

Division or office name
 Office: +123 45 6789100 | Cell: +252-5-844247
 Email: name@kaalo.org

Kaalo Aid & Development Organization
 Towfiq Road, along the sphegati house
 HLG-ZA-353, Garowe, Somalia
 info@kaalo.org | www.kaalo.org



BUSINESS CARD TEMPLATE

Your name here

Post title | Section name | Division name
 Office: +123 45 6789100 | Cell: +252-5-844247
 Follow us on: **Facebook** | **Twitter** | **LinkedIn**
 Contact: info@kaalo.org | www.kaalo.org



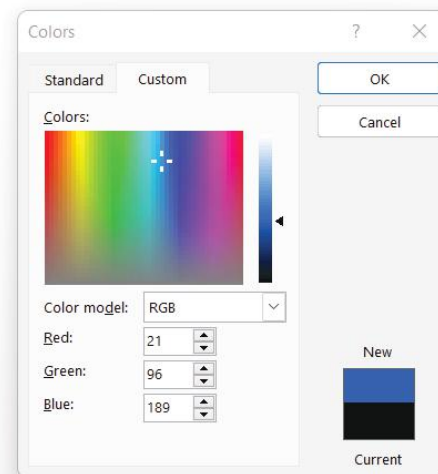
EMAIL SIGNATURE

KAALO Logo

Color Ranges/Codes

Color is a universal language and a powerful communication tool. Of all the elements that make up a visual design, color is perhaps the most vital and influential. Research conducted by psychologists and marketers has highlighted how color can influence our emotions and perceptions of the individual

Color codes are ways of representing the colors we see everyday in a format that a computer can interpret and display. Commonly used in websites and other software applications, there are a variety of formats. The two that will be introduced here are the **Hex** Color Codes, and the **RGB, CMYK** color codes.



PRACTICAL TIP *RGB color setup*

To set KAALO Blue in presentations (using software such as *Keynote, PowerPoint and Word*), open the colour window and input the values for red, green, and blue as shown below, to ensure that the right colour is being used.





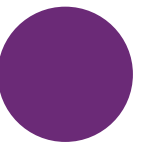

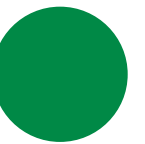

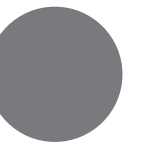
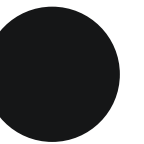



KAALO Logo

Secondary Colours

While **KAALO Denim Blue** is our major color, we also employ a variety of secondary colors to enhance our design and content, as well as to complement our use of KAALO Blue and logo containers.

Secondary colours are useful in special situations such as emergency responses, calls to action, text boxes in reports and presentations, containers around statements in social media and digital posts, and graphic treatments such as infographics. Secondary colours should not take prominence over **KAALO Blue**.

										
PANTONE® C0 / M71 / Y98 / K0 R243 / G109 / B36 F36D24	PANTONE® C0 / M25 / Y98 / K0 R255 / G194 / B20 FFC214	PANTONE® C4 / M100 / Y97 / K0 R226 / G32 / B40 E22028	PANTONE® C32 / M100 / Y53 / K19 R150 / G27 / B75 961B4B	PANTONE® C32 / M100 / Y53 / K19 R150 / G27 / B75 961B4B	PANTONE® C42 / M1 / Y76 / K0 R157 / G203 / B108 9DCB6C	PANTONE® C88 / M24 / Y97 / K10 R3 / G132 / B69 038445	PANTONE® C13 / M14 / Y17 / K0 R219 / G211 / B203 DBD3CB	PANTONE® C55 / M47 / Y44 / K10 R121 / G119 / B122 79777A	PANTONE® C72 / M69 / Y65 / K87 R11 / G6 / B7 0B0607	PANTONE® C54 / M18 / Y0 / K0 R110 / G175 / B224 6EAFE0

SAMPLES



KAALO Logo & Colors

Project ICONS & COLORS

What is an icon? Icons are simple graphic representations designed to express the essential visual characteristics of things and ideas in order to communicate or inform in a direct and universally recognizable way. Getting an icon right is an essential skill for any graphic designer.

In here, we will use an ICONS that represents our program, project, and specific situation that you need to state in your report content which easily summarizes your general context, this will save a lot of space and time.

PROGRAM ICONS & SPESIFIC COLORS



Education

C0 / M25 / Y98 / K0
CMYK

R255 / G194 / B20
RGB

FFC214
HEX



Health

C32 / M100 / Y53 / K19
CMYK

R150 / G27 / B75
RGB

961B4B
HEX



Nutrition

C4 / M100 / Y97 / K0
CMYK

R226 / G32 / B40
RGB

E22028
HEX



WASH

C54 / M18 / Y0 / K0
CMYK

R110 / G175 / B224
RGB

6EAFE0
HEX



Protection

C0 / M71 / Y98 / K0
CMYK

R243 / G109 / B36
RGB

F36D24
HEX



FSL

C88 / M24 / Y97 / K10
CMYK

R3 / G132 / B69
RGB

038445
HEX



Governance

C88 / M66 / Y0 / K0
CMYK

R21 / G96 / B189
RGB

2B62AE
HEX



Gender

C88 / M24 / Y97 / K10
CMYK

R3 / G132 / B69
RGB

038445
HEX

KAALO Logo

Fonts

RECOMMENDED

Roboto Font is the font family of our logo and the primary typeface used by our brand. It should be used wherever possible. We encourage KAALO offices to acquire the font for ongoing use

Roboto Font

Thin, Thin italic, Light, Light italic, Regular, Regular

Medium, Medium italic, Bold, Bold italic, Black, Black italic

ALTERNATIVES

Arial can be used when Roboto Font is not available or as an alternative font.

Arial

Regular, *Regular italic*, **Bold, Bold italic, Black**

Paul Slab can be used where a serif font is needed to highlight content, such as pull-out quotes

Paul Slab

Thin, Regular, Bold

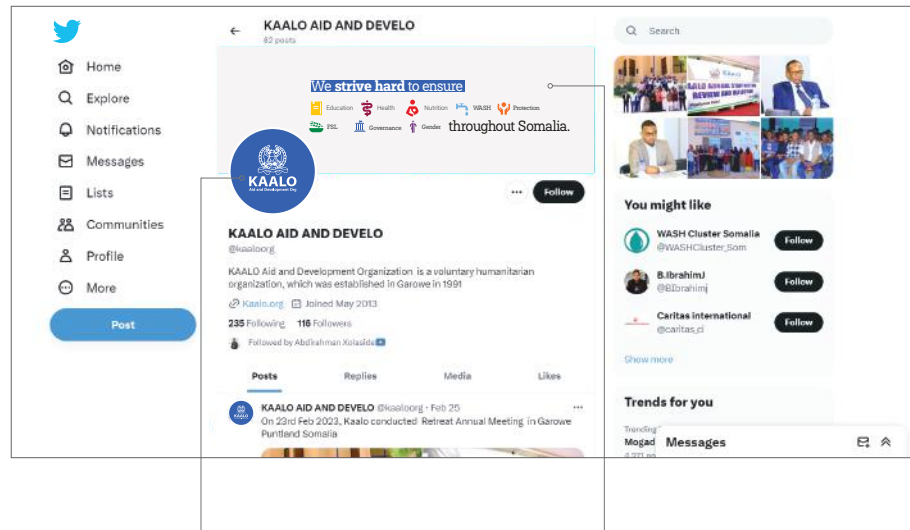
Merriweather can be used where an italic font is needed to make an italic text, such as highlight and titles

Merriweather

Light, Regular, Bold, Bold italic, Black, Black italic

KAALO Brand On Social Media

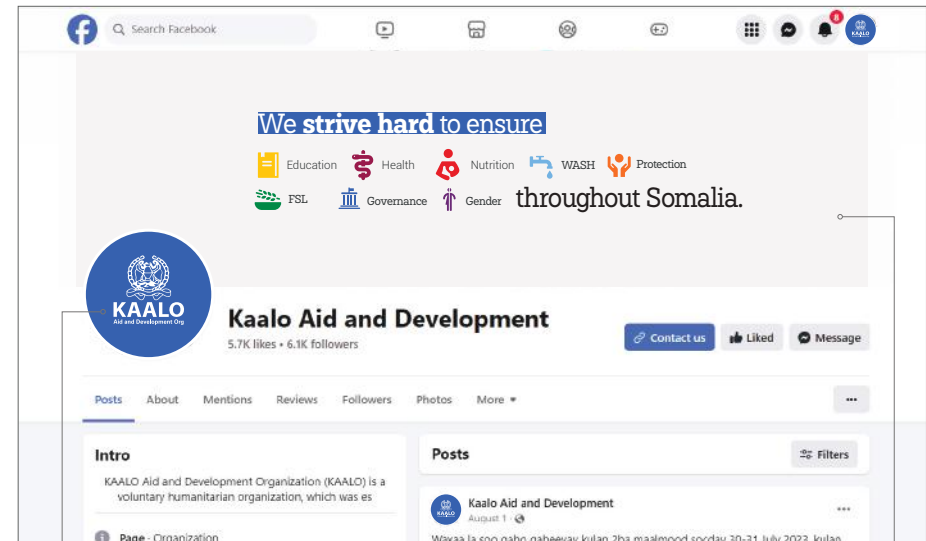
Twitter /kaalorg



On Twitter Profile Photo, we have a white logo with a denim blue background, which brings out the view of our logo signature, on the other hand, it has a blue color that reflects our existence.

The Cover Photo reflects our current work status, we will always use for to show our activity or work status that we are in, Ex. When we are doing a WASH campaign we add the campaign photos/Quotes on the cover to state the main activity/work that we are carrying out.

Facebook /kaalorg



On Facebook Profile Photo, we have a white logo with a denim blue background, which brings out the view of our logo signature, on the other hand, it has a blue color that reflects our existence.

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