



# The Kuza Brand Book.

Identity, voice and usage rules — v1.0 · May 2026

# Contents

<b>01</b>	About Kuza
<b>02</b>	Logo system
<b>03</b>	Color palette
<b>04</b>	Typography
<b>05</b>	Brand voice
<b>06</b>	Imagery
<b>07</b>	Usage do's & don'ts
<b>08</b>	Co-branding
<b>09</b>	Templates & assets

# About Kuza

Kuza is a network for African talent — a family of programmes that help young people learn, earn and lead in a rapidly changing economy. Our brand should feel warm, ambitious and grounded: as confident as a sunrise, as practical as a toolkit.

## THE PROGRAMME FAMILY

<b>Leadership Academy</b>	Develops the next generation of community leaders.
---------------------------	--

<b>One Network</b>	The connective tissue of the Kuza ecosystem.
--------------------	--

<b>Agri Bytes</b>	Bite-sized, mobile-first agricultural learning.
-------------------	---

<b>REDI</b>	Rural Entrepreneurship & Digital Inclusion.
-------------	---

<b>Agripreneur</b>	A community of farmer-entrepreneurs.
--------------------	--------------------------------------

# Logo system

The Kuza wordmark is the lead identity. Programme marks always sit alongside the Kuza mark in co-branded contexts. Use the SVG version wherever possible.



## CLEAR SPACE

Maintain clear space equal to the height of the “K” on every side. Never crowd the mark with text or other graphics.

## MINIMUM SIZE

Do not reproduce the wordmark below 24px (digital) or 12mm (print).

# Color palette

Two warm gradients — Sunset and Sunrise — anchor the system. Charcoal and cream do the heavy lifting on every surface.

## SUNSET · PRIMARY



**Sunset 1**  
#F68922



**Sunset 2**  
#EE8224



**Sunset 3**  
#DE6B26



**Sunset 4**  
#D45B27



**Sunset 5**  
#CE5227



**Sunset 6**  
#CC4E27

## SUNRISE · PRIMARY



**Sunrise 1**  
#FFF33B



**Sunrise 2**  
#FFED37



**Sunrise 3**  
#FFD924



**Sunrise 4**  
#FFCB17



**Sunrise 5**  
#FFC311



**Sunrise 6**  
#FEC00F

## GOLD · LEADERSHIP



**Gold 1**  
#F2CF66

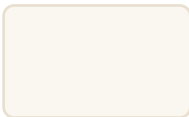


**Gold 2**  
#B38630

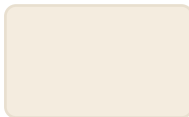


**Gold 3**  
#99641A

## NEUTRALS



**Cream**  
#FAF6F0



**Sand**  
#F4ECDF



**Line**  
#E8DFCF



**Slate**  
#565555



**Charcoal**  
#1B2026

# Typography

Fraunces

Display & headlines · weights 100–600 · free via Google Fonts.

DM Sans

Body, UI & captions · weights 400–600 · free via Google Fonts.

## TYPE SCALE

Role	Size	Use
Display	56–72pt	Hero headlines
H1	40pt	Section titles
H2	28pt	Sub-sections
Body	16pt	Long-form copy
Caption	12pt	Labels & meta

# Brand voice

Warm, confident, and useful. We write the way a great mentor speaks — direct, encouraging, and specific. Avoid corporate jargon. Avoid empty superlatives. Lead with the verb.

Trait	How	Yes	No
Warm	Plain words, second person.	We've got you.	We are pleased to inform you that...
Confident	Active voice, no hedging.	Start today.	You may wish to consider starting...
Useful	One idea per sentence.	Here's what changes Monday.	Going forward we will be implementing...

# Imagery & photography

Photography should feel candid, sunlit, and people-first. Document real moments from programmes; avoid stock cliches. Crop tight on hands, faces, and tools — the textures of work.

## YES

- Natural light, golden hour where possible
- Real participants, real settings
- Tight crops with intent

## NO

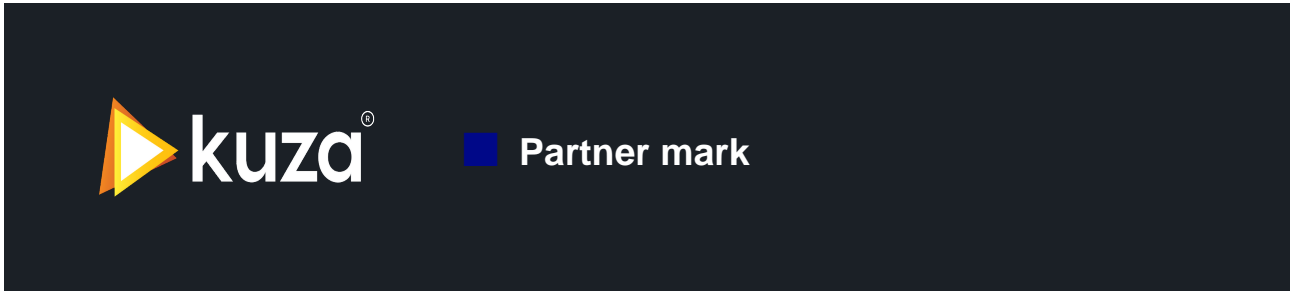
- Posed corporate stock
- Heavy filters or vignettes
- Backlit silhouettes that hide identity

# Do's & don'ts

DO	DON'T
<ul style="list-style-type: none"><li>• Use the SVG wherever possible.</li><li>• Use the white variant on dark photographic backgrounds.</li><li>• Maintain clear space equal to the height of the “K”.</li><li>• Pair with charcoal text on light backgrounds.</li><li>• Keep the orange-to-yellow gradient intact in primary uses.</li></ul>	<ul style="list-style-type: none"><li>• Don't recolor the gradient or apply outlines.</li><li>• Don't stretch, skew, or rotate the marks.</li><li>• Don't place the standard mark on busy backgrounds.</li><li>• Don't add drop shadows or glows.</li><li>• Don't reproduce below 24px in height.</li></ul>

# Co-branding & lockups

When Kuza appears alongside a partner, separate the marks with a vertical rule of 1pt slate, with clear space equal to the cap-height of the smaller mark on each side.



# Templates & assets

All assets are available on the Brand Portal at [kuza.one](#).

<b>Logos</b>	PNG, SVG and PDF for all six marks, light and dark variants.
<b>Brand deck</b>	16:9 PowerPoint template with cover, sections, stats and quotes.
<b>Email signature</b>	Plain-text and HTML signature blocks.
<b>Social kit</b>	Square and story templates for Instagram, LinkedIn and X.
<b>Document template</b>	Letterhead and report cover in A4.