These guidelines describe the visual and verbal elements that represent Strathmore University's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our institution.

These guidelines reflect Strathmore University’s commitment to quality, consistency and style.

The Strathmore University brand, including the logo, name, colors and identifying elements, are valuable institution assets.

Each of us is responsible for protecting the institution’s interests by preventing unauthorized or incorrect use of the Strathmore University name and marks.
The Three Hearts represent the three races, which, in 1961 when Strathmore started, were segregated in the colonial system of education. The heart represents the person, since it is taken as the source of all our actions, and the source of love. The fact that the three hearts all have the same colour shows the equality of all people and their aim to love and understand each other. At the beginning it clearly pointed at the target of racial unity. Today it symbolises the common aim of parents, teachers and students in the educational process of Strathmore.

The Rose in full bloom represents love, the source of all good desires and actions, even if at times this means loving sacrifice, as represented by the thorns. The rose has a supernatural meaning too. Love, with capital letters, is love of God. The rose also has a historical meaning associated with the life of Saint Josemaría Escrivá, founder of Opus Dei, who inspired and encouraged the people who started Strathmore; he once received a divine sign in the form of a carved gilded rose in a very trying moment of his life.

The Lion is the symbol of strength and courage, and of the determined fight for excellence and justice. It also represents Kenya, our country, which strives to attain all the qualities mentioned above.

The Motto “Ut omnes unum sint” is Latin. It is a quotation from a passage of the Gospel (John 17:23), and means, “That all may be one”. It expresses our desire to work together towards the same aim, in spite of personal differences of opinion, tastes and backgrounds.
The Strathmore University logo is made up of a symbol (University Coat of Arms) and a wordmark. The font used for the wordmark is Sansation Bold and Sansation Regular. Combined in a precise manner, these two elements form a distinctive logo for Strathmore University.

The logo shown above is the primary logo and is referred to in this brand book as the horizontal logo. Alternate logos are available and are shown in the following page.

The logo is available in various electronic formats and should not be modified or recreated.

Only when used consistently will the logo contribute to building a strong visual identity for Strathmore University.

The Sansation font family has been selected for the Strathmore University logotype for its modern, elegant and distinctive appearance.

The font shall also be used on divisional logos which include Faculties, Schools, Institutes and Centres.
It is vital that the logo be assembled in a consistent manner in order to ensure a consistent look and feel of the brand.

The distance between the court of arms and the university name should always be a/5 except on the vertical logo small which is a/8.

The horizontal logo is the preferred logo for the university.

A clear space of a/2 must always be maintained around the logo.

The Vertical Logo and Vertical Small Logo are suitable where there are space restrictions or alignment issues (such as need for centre alignment).
Strathmore University has three wordmark-only logo versions. The order of preference is: the Vertical Wordmark Logo; the Horizontal Wordmark Upper Lower Logo; and lastly, the Horizontal Wordmark Capitals Logo. The wordmark logos are advised where the full logo may not reproduce properly, such as on some merchandise (for example pens) or where space is restricted or the full logo might be too repetitive, such as on page footers and headers. The wordmark logos are also advised for signage and other applications where simplicity and clarity are essential.
The University Campuses

In the naming of the campuses, the line between Strathmore university and the campus name should be present. Notably, the campus name is to be in uppercase.

Horizontal Logo

Font is Sansation Bold

Name of the campus to be in uppercase

Vertical Logo

Vertical Logo Small
The University Faculties, Schools and Institutes

Name of the Faculties, Schools or Institutes has to be in Title Case and Bolded. The name “Institute” must appear for the Institutes.
The University Centres

Name of the Centres should be in Title Case and italicized. The name “Centre” must appear for the Centres.

Font is Sansation Bold

Name of the Centre to be in title case and italicized
Other Institutions in the University

Font is Sansation Bold

Name of the Centre to be in title case and in Strathmore Blue colour.
The University Sports Teams and Clubs

Strathmore University
TEAM

Font is Sansation Bold

Name of the sports team or club to be placed here. Only one font type to be used.

Clear Space

Stylize one letter
The University Logo Usage

Clear Space

As indicated in the illustrations on the page 5, the logos have a clear space around them. This space should be maintained whenever the logos are used in various layouts in order to allow the logo to breathe and to ensure visibility, impact and integrity of the logos. This clear space should not be encroached either by text or graphic objects.

Minimum Space

It is highly recommended that for regular offset printing the logo not be used below a size where the width of its symbol (represented by “a” in the illustration) is less than 10mm. This is to allow legibility and clarity of the logo. Where the printing method is coarser than offset printing, the minimum size should increase accordingly to allow clarity of the logo. The smallest size for monochrome logos also depends on the dot gain of the printing method used - the patterns in the logo should still be clear.
The University Logo Don’ts

DO NOT scale the logo disproportionately

DO NOT change colours of logo elements. The logos are availed in various permitted colour variations as shown on page 27-28

DO NOT not angle the logo on layouts

DO NOT change the proportions of any elements within the logo

DO NOT use special effects such as shadow or emboss in regular print layouts. Special consideration is given to digital layouts, so long as such effects are subtle, do not interfere with the logo’s clarity or meaning and have the effect of enhancing the three dimensional appearance of the logo.

DO NOT use the logo on backgrounds that do not have sufficient contrast. On dark backgrounds, use the reverse logo version.
The primary font family for Strathmore University is Gill Sans Standard. It has a clean professional look and comes in a variety of weights and styles. Apply it on communication material for both headings and body text. Used correctly, the various weights and styles combined with different font sizes will convey a professional look and clear hierarchy of information.

### PRIMARY FONTS - FRUTIGER LT STD

**Frutiger LT Std Black**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Black Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Bold**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Bold Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Regular**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Light**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Light Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Frutiger LT Std Condensed**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

### SECONDARY FONTS - HELVETICA NEUE

**Helvetica Neue Thin**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Light**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Light Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Regular**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Italic**

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abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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**Helvetica Neue Condensed Bold**

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**Helvetica Neue Condensed Bold**

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**Helvetica Neue Condensed**

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**Helvetica Neue Condensed Italic**

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**Helvetica Neue Condensed Light**

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abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
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**Helvetica Neue Condensed Light Italic**

```plaintext
abcdefghijklmnopqrstuvwxyz 1234567890 (<;"">!@&*)
```
Our brand identity is made up of three primary colours and one secondary colour, all of which can be used in any gradation from 100% solid to lesser tints.

### The University Colours

- **Strathmore Gold**  Pantone 7407 C
- **Strathmore Blue**  Pantone 7455 C
- **Strathmore Red**  Pantone 179 C  Pantone 7403 C
- **Strathmore Black**  Pantone HEX Black C
# University Structure

<table>
<thead>
<tr>
<th>SCHOOLS</th>
<th>INSTITUTES/CENTRES</th>
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<tbody>
<tr>
<td>Strathmore University Law School</td>
<td>Strathmore University Institute for Advanced studies in International Criminal Justice</td>
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<tr>
<td>Strathmore University Business School</td>
<td>Strathmore University Law and Policy Institute</td>
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<tr>
<td>Strathmore University School of Finance and Applied Economics</td>
<td>Strathmore University Africa Centre for Business &amp; Human Rights</td>
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<td>Strathmore University Faculty of Information Technology</td>
<td>Strathmore University Centre for Intellectual Property and Information Technology Law</td>
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<tr>
<td>Strathmore University School of Management and Commerce</td>
<td>Strathmore University Centre for Research in Therapeutic Sciences</td>
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<td>Strathmore University School of Humanities and Social Sciences</td>
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The University Reversed Logo Formats

- Strathmore University
  NAME OF CAMPUS

- Strathmore University
  Name of the Centres

- Strathmore University
  Name of the Faculties, Schools or Institutes
The University Monochrome Logo Formats