



BRAND STYLE GUIDE

This Brand Style Guide is developed to provide the necessary guidelines for the consistent use of the BRS brand identity, in order for the public to recognize our corporate ambition through its expression. Correct handling of the brand will ensure growth in brand equity and increased brand recognition. It is therefore encouraged that each employee takes time to acquaint themselves with these brand style guidelines.

If you have any questions regarding the use of the BRS brand style guide that are not addressed within this document, kindly contact Corporate Communication via communication@brs.go.ke



Our Vision

Doing business made easier.



Our Purpose

To provide quality business support services that are responsive to our customers throughout their business life cycle.



Our Core Value

Customer Centricity

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Introduction

The Business Registration Service (BRS) is the sole custodian of a list of all companies and information for entities registered in Kenya and maintains registers, data and records on registrations carried out by the Service in a central database.

This document attempts to define our story, our core purpose, and our promise to the general public.

Brand Overview



BRS has not only adopted the concept of “moving data to people” but also “putting people first” and serving the people in a better, faster and in a more responsive manner.

Our Mandate extends to overseeing the operations of the Companies Registry, Movable Property Security Rights Registry (Collateral Registry), Insolvency (Official Receivers) Registry and the Hire Purchase Registry.

The Business Registration Service is established through an Act of Parliament, the Business Registration Service Act 2015 to ensure effective administration of the laws relating to the incorporation, registration, operation and management of companies, partnerships and firms and for connected purposes.

Our Logo

The objective of the following guidelines is to:

- Set out a policy on the conditions of the use of the BRS logo that allows the BRS name and logo to be used widely enough to ensure visibility for BRS and its work.
- Minimise the risk that the BRS name and logo appear on documents and products that do not reflect BRS policy or in a way that is inconsistent with the correct logo design and presentation.



Logo Concept

The BRS logo consists of three elements :

- The document icons that represent the registry repository in the trust of BRS.
- The acronym “BRS”.
- The words Business Registration Service

In general, all the elements should be presented as a unit.

The BRS logo should always be displayed

in such a way as to ensure that the words “BRS” are legible.



Breathing Space

Exclusion Zone and Minimum Size reproduction

The logo should always be placed with as much breathing space as possible.

The minimum exclusion zone surrounding the corporate signature should be the height of The“B”.

The exclusion zone provides sufficient space to avoid brand confusion and deterioration of the brands legibility, especially when co-branding occurs or where there is potential for visual confusion.

Minimum Reproduction Size

The corporate signature may never be reduced to smaller than 36 mm in width when excluding the slogan. The minimum it can be reduced with the slogan is 30 mm in width.



Logo Variations

Wherever possible, the BRS logo should be presented in colour on a white background. It is acceptable for the logo to be reversed out on a blue or grey background and for the logo to appear in white.

The BRS logo can appear in black only on a black and white document.

No other colour should be used for the BRS logo.



Black background to create distinction and padding around the logo



High contrast oxford blue background to create distinction and padding around the logo



Light grey background paired with solid black logo variant to create distinction and padding around the logo

Color Pallete

Our brand colors reflect our vibrancy and commitment to be bold and efficient in service delivery.

Lust Red and Oxford Blue and Light Grey are our primary colours. The Light Grey became a primary colour within our palette in order to have more neutral spaces on backgrounds and reduce “noise”.



LUST RED

RGB 237, 41, 38

CMYK 1, 96, 96, 0

HEX ED2926



OXFORD BLUE

RGB 10, 37, 67

CMYK 100, 84, 45, 48

HEX 0A2543



LIGHT GRAY

RGB 212, 214, 214

CMYK 16, 11, 13, 0

HEX D4D6D5

Primary Identity Dont's

The BRS logo consists of four main elements :

Consistency in application of the logo is critical to the intention of establishing and maintaining a single recognition device for BRS.

For this reason, the integrity of the logo and its use must be maintained at all times.

The examples here illustrate how the logo is **NOT** to be used.

NOTE: The examples below apply to every form of the logo and in all its applications. legibility, especially when co-branding occurs or where there is potential for visual confusion.



DO NOT use a colored background with the primary logo variant as it will interfere with the visibility of the logo



DO apply the primary color logo only against a white background to ensure proper contrast.



DO NOT scale the logo mispropotionally which will lead to the logo proportions not being equal.



DO pay attention to the scale proportions



Co-branding with Partners

When applying the BRS logo in co-branding with other organizational logos, always maintain logo integrity and brand guidelines.



Ensure a 6 mm padding gap in between the BRS logo and other organizational logos at all times all around



In grid formation designs ensure a 6mm minimum padding gap all round the logo from margins and other logos

Brand Typeface

Montserrat should be used for key messages only and always in Regular.

You can highlight keywords in Bold or Semibold Type face weights for greater impact.

This font is available here <https://fonts.google.com/specimen/Montserrat>

Primary Typeface

MONTSERRAT

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*?

Typeface Sample

Cit ex excerioribus della quas dolut etur, temporemped magnias dit volorem quistin ren-
imagnam id quuntisima quas rerspel lorecus
excerup taquis et audipid It quo eos exero quide
ped ma aut ut labo. Onserup tusciis.

Usam audandi gendus
sitatur repta sapit ex et
reicimilisi aspel modis
simus sum nima sum
exceptis nostiae voles.

**Officatur calibursitibea
dolupta ssincillis di
nis doloribusamvv de
velendu cillandi ut
expe netur molorero.**

Imagery

The brand can be applied across different media in its full color version against a white background or as the white logo with the oxford blue background.















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