

KFMA
Fish for Health and Wealth

Brand Guidelines

August 2023



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Foreword

Welcome to the Kenya Fish Marketing Authority's Brand Identity Manual, a definitive guide to representing our organization with clarity, consistency, and purpose. It is important from the very beginning that our brand uniquely stands out as a symbol of trust, quality, and sustainability. This Brand manual embodies the essence of our commitment to sustainable fishing practices in line with our mandate and the promotion of our world-class fish and fish products. It serves as a compass to align our diverse efforts under a singular, powerful brand identity.

Today's consumer choices are driven by values and trust making a strong and cohesive brand identity to be our most asset. It's not just about logos and colours; it's about telling our story authentically, creating memorable experiences, and instilling confidence in our stakeholders. Throughout these pages, you will find guidelines, insights, and inspiration to help you craft communications that resonate, marketing materials that captivate, and experiences that leave a lasting impression. Every aspect of our brand identity – from our visual elements to our tone of voice – has been meticulously designed to uphold our reputation and foster connection. As we embark on this journey together, let us remember that our brand is more than just a symbol – it's a reflection of our dedication to the Blue Spaces, the communities we support, and the exceptional quality of the Kenyan fish products. It is a promise we make to our customers, partners, and employees alike. I encourage each one of you to embrace the principles outlined in this manual. By doing so, we reinforce our collective commitment to excellence and ensure that Kenya Fish Marketing Authority remains a trusted and respected leader in the Blue Economy sub sector.

Thank you for your dedication and passion in representing our brand. Together, we will continue to make waves and shape the future of sustainable fish marketing.

HON. MARTIN OTIENO OGINDO
CHAIRPERSON OF THE BOARD
KENYA FISH MARKETING AUTHORITY

Preface:

In the world of Fish marketing, establishing a strong brand identity is essential to stand out in a sea of choices. Welcome to the Brand Identity Manual of Kenya Fish Marketing Authority, Kenya’s the authoritative voice in fresh and marine fish marketing. This brand identity manual serves as a compass to navigate the waters of branding excellence and to ensure our commitment to quality and sustainability shines through.

Our brand isn't just a logo; it's a promise. A promise of premium quality, responsible fishing and improved livelihood for our people. As you delve into the following pages, you'll discover the principles that guide our brand, the visual elements that represent us, and the tone that embodies our essence.

At Kenya Fish Marketing Authority, we strongly believe that our brand is a shared identity with our partners, customers, and the communities we serve. We believe that by maintaining a cohesive and compelling brand, we can build trust, loyalty, and lasting relationships.

This manual is a resource for everyone who contributes to our brand's success. It's a tool to ensure that, whether you're designing marketing materials, engaging with customers, or making strategic decisions, you do so with a deep understanding of what Kenya Fish Marketing Authority stands for. As we journey through these guidelines, remember that our brand isn't static; it evolves with the times, reflecting our growth, innovation, and commitment to sustainable fisheries and livelihoods. Together, we will continue to make a positive impact to Kenyans and to the world of fresh and marine fish marketing.

Thank you for being a part of our brand's story, and for helping us bring the fish for health and wealth to tables around the world.

Sincerely,

SAMUEL ONYANGO
AG. CHIEF EXECUTIVE OFFICER
KENYA FISH MARKETING AUTHORITY



SECTION 1: Defining our brand

Fish and fishery products represent one of the most-traded segments of the world food Sector, with about 78 percent of seafood products estimated to be exposed to international trade. The bulk of Kenyan fish and fishery products are consumed locally with the national market offering equally competitive returns. Further, Kenyan fish and fishery products for export have been declining while the imports have been increasing over the last 10 years. However, the Kenyan fisheries sub-sector has been operating without a fish marketing institution since independence though marketing of fish and fishery products is carried out by individual enterprises. This has resulted in limited access to international markets, exploitation of fish marketing potential, and fish market information sharing to improve competitiveness; and weak fish marketing organizations. This has led to inadequate local, national, regional and international marketing of fish and fishery products. It is against this background that the Kenya Fish Marketing Authority (KFMA) was established to strengthen fish marketing.

In this section, we outline the building blocks of our brand, including;

1. What we stand for
2. What sets us apart
3. Why we choose the words we use
4. How we've decided to show up in the world.

KFMA is a body corporate established under Part XVIII, Section 198 of the Fisheries Management and Development Act, 2016 to market fish and fishery products from Kenya.

Mandate/ Functions

According to Part XVIII, Section 200 of the Fisheries Management and Development Act of 2016, the Authority is mandated to perform the following functions:

1. Develop, implement and co-ordinate a national fish marketing strategy.
2. Ensure that fish and fisheries products from Kenya enjoy market access at local, national, regional and international levels as premier products and, to this end, that the products and markets are developed and diversified.
3. Promote the sustainable use of fish by preventing, deterring and eliminating to the extent possible trade in illegal, unreported and unregulated fishing.

-
4. Enforce national fisheries trade laws and international fisheries related trade rules.
 5. Identify fish market needs and trends and advise fisheries stakeholders accordingly
 6. Organize stakeholders to ensure smooth marketing of fish and fishery products;
 7. Collaborate with national and international trade related bodies.
 8. Advice the Cabinet Secretary on issues related to national and international trade trends; and
 9. Perform any other functions that are ancillary to the object and purpose for which the Fish Marketing Authority is established.

VISION:

To be the leading agency in marketing fish and fish products in Africa.

MISSION:

To facilitate fish and fish products marketing at all levels for socio-economic development of the country.

OBJECT AND PURPOSE:

To market fish and fisheries products from Kenya.

Our brand values

Kenya Fish Marketing Authority considers the following as the core guiding values that will help the organization reach its peak.

Integrity:

KFMA will be honest and morally grounded

Equity:

KFMA will be fair and impartial.

Professionalism:

KFMA will respectfully serve with a positive attitude.

Inclusivity:

KFMA offers equal access to opportunities and resources.



SECTION 2: Design elements

In this section, we outline best practices for the use of KFMA brand assets and offer useful examples.

Our logo

The Kenya Fish Marketing Authority (KFMA) logo is composed of a logotype set in Russo One Regular.

The horizontal logo is the primary logo and should be used in most instances.

You must always use the logo files provided. Do not re-create.



Our logo (for small use)

There is a specific logo for small sizes and should be used when the logo is rendered at a size between 50px wide and 90px wide. The small logo mark should be used at a size between 15px tall and 20px tall. Only the horizontal logos are appropriate for small use. Do not use the stacked logo for small use.

Why a round formed logo?

Rounded logos are associated with Community, Love, Support, Strength (Authority), Continuity & Protection. Thus we associate the Kenya Fish Marketing Authority (KFMA) with Strength, Support & Continuity.

The three stars simply stand for:

1. Marine fish
2. Fresh Water Lake
3. Aqua Culture (Farmed fish)



Usage on backgrounds

The full-color logo should be used only on a white background. Avoid using full-color logos on photographs unless the logo sits on a white area of the image.



One-color use

The one-color logo should be only on white colorways. If using an aubergine background, we strongly prefer to use the full-color logo. However, if design limitations conflict with this, then the logo should appear in white on aubergine or photo, as the logo should sit on a white background with an opacity of 93%.



Core colors

Use these color proportions in any layout or collateral design. Blue, Black, Green, Yellow and Red can be used as accent colors in the proportions shown

Use only black or white text on core colors.

<div>Blue</div> <div>#0054A6</div> <div>CMYK 100-75-0-0</div>	<div>Black</div> <div>#231F20</div> <div>CMYK 0-0-0-100</div>	<div>Green</div> <div>#008641</div> <div>CMYK 100-0-100-25</div>	<div>Yellow</div> <div>#FFCB05</div> <div>CMYK 0-20-100-0</div>
<div>Red</div> <div>#ED1C24</div> <div>CMYK 0-100-100-0</div>	<div>Grey</div> <div>#BCBEC0</div> <div>CMYK 0-0-0-30</div>	<div>White</div> <div>#FFFFFF</div> <div>CMYK 0-0-0-0</div>	

Accessible color combinations

All examples shown on the right pass the contrast standards with the exception of small blue text on an aubergine background. Never typeset small blue text on aubergine. Instead, reserve blue text on aubergine backgrounds only for larger headline typography.



SECTION 3: Typography

Headlines are set in **Georgia Bold**.

Do not set in all caps or all lowercase. Always set the letter spacing to -1px for smaller headlines and -2px for larger headlines.

Note: If converting G Slides to Keynote or PowerPoint, use **Georgia Bold** throughout for headlines and body text. If the presentation originates in Keynote or PowerPoint, follow regular brand font guidelines.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789*

Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789**

Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789***

Type layout



Kenya Fish Marketing Authority is a marketing authority body that helps in Marketing and promoting Fish and Fisheries products from Kenya and in Kenya.

Why market?

- 1. Fish is a healthy animal protein.
- 2. Promotes food security.
- 3. Increases the livelihood of fishermen and fish farmers.

www.kfma.go.ke



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www.kfma.go.ke

Partnership lockup


The partnership lockup is used for communication around approved partnerships.

We lock up the KFMA logo with a partner logo, placing it to the left of the partner’s (coat of arms) logo. We add clear space between the logos and divide this space in half by a vertical line with colors of the Kenyan flag as indicated below. Both logos should feel of equal size.



LOGO PLACEMENT

Internal & external communication & Business cards



KFMA
Fish for Health and Wealth

SAMUEL ONYANGO
Chairman, BoT

National Museum of Kenya
P.O. Box 52714 – 00200, Nairobi Kenya
CELL: +254 722 667744 | EMAIL: samuel@kfma.go.ke

Date, 16 August 2023

RE: MOMBASA TRADE FAIR SHOW NOTIFICATION LETTER

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro voluptatem sequi nesciunt. Nemo enim ipsam voluptatem quia voluptas.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. .

Namesurname

NAME SURNAME
General Manager



KENYA FISH MARKETING AUTHORITY
P.O. Box 47170–00100, Museum Hill
Nairobi Kenya
CELL: +254 721 424691
EMAIL: info@kfma.go.ke

Date, 29 August 2023


RE: KFMA SPECIAL BOARD OF DIRECTORS MEETING

NOTICE is hereby given that a Special Board Meeting will be held on Friday, 1st September, 2023 at 10.00 am at KEMFSED Conference room, Maktaba Kuu Building

AGENDA	
KFMA/SBM/1/01/09/2023:	Preliminaries
KFMA/SBM/2/01/09/2023:	Adoption of Agenda
KFMA/SBM/3/01/09/2023:	Declaration of Conflict of Interest
KFMA/SBM/4/01/09/2023:	Implementation of Presidential Directive on increase of Blue Economy to the
KFMA/SBM/5/01/09/2023:	Adoption of the KFMA Brand Identity
ManualKFMA/SBM/6/01/09/2023:	Adjournment





Samuel Onyango
Ag. Chief Executive Officer



KFMA
Fish for Health and Wealth

SAMUEL ONYANGO
Chairman, BoT

National Museum of Kenya
P.O. Box 52714 – 00200, Nairobi Kenya
CELL: +254 722 667744 | EMAIL: samuel@kfma.go.ke
www.kfma.go.ke



KFMA
Fish for Health and Wealth

Complimentary slip



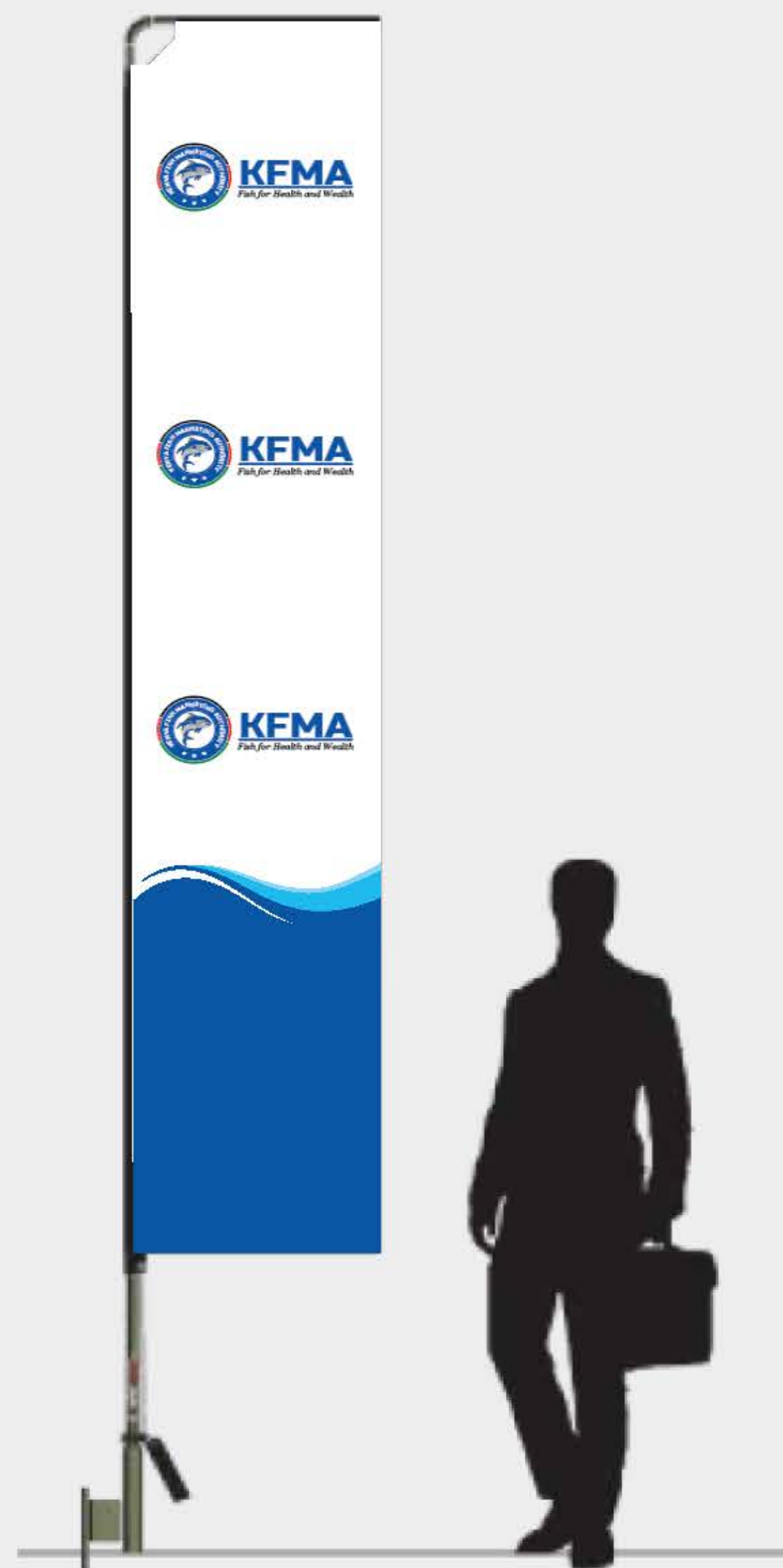
Promotional items





















A set up for the Fish vendor on the streets or market for better visibility.

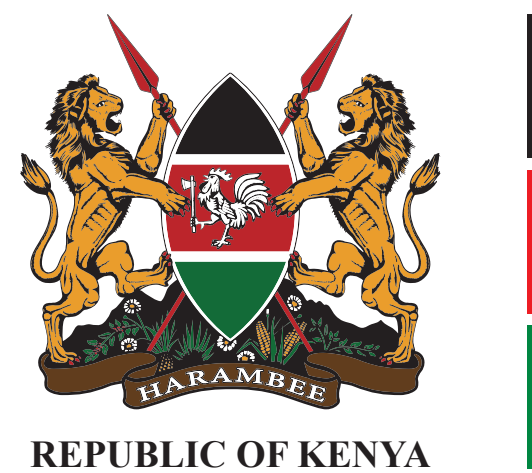
The set up is comprised of a parasol umbrella, a Table and 4 seats for the customers.











KFMA
Fish for Health and Wealth

Thank you