

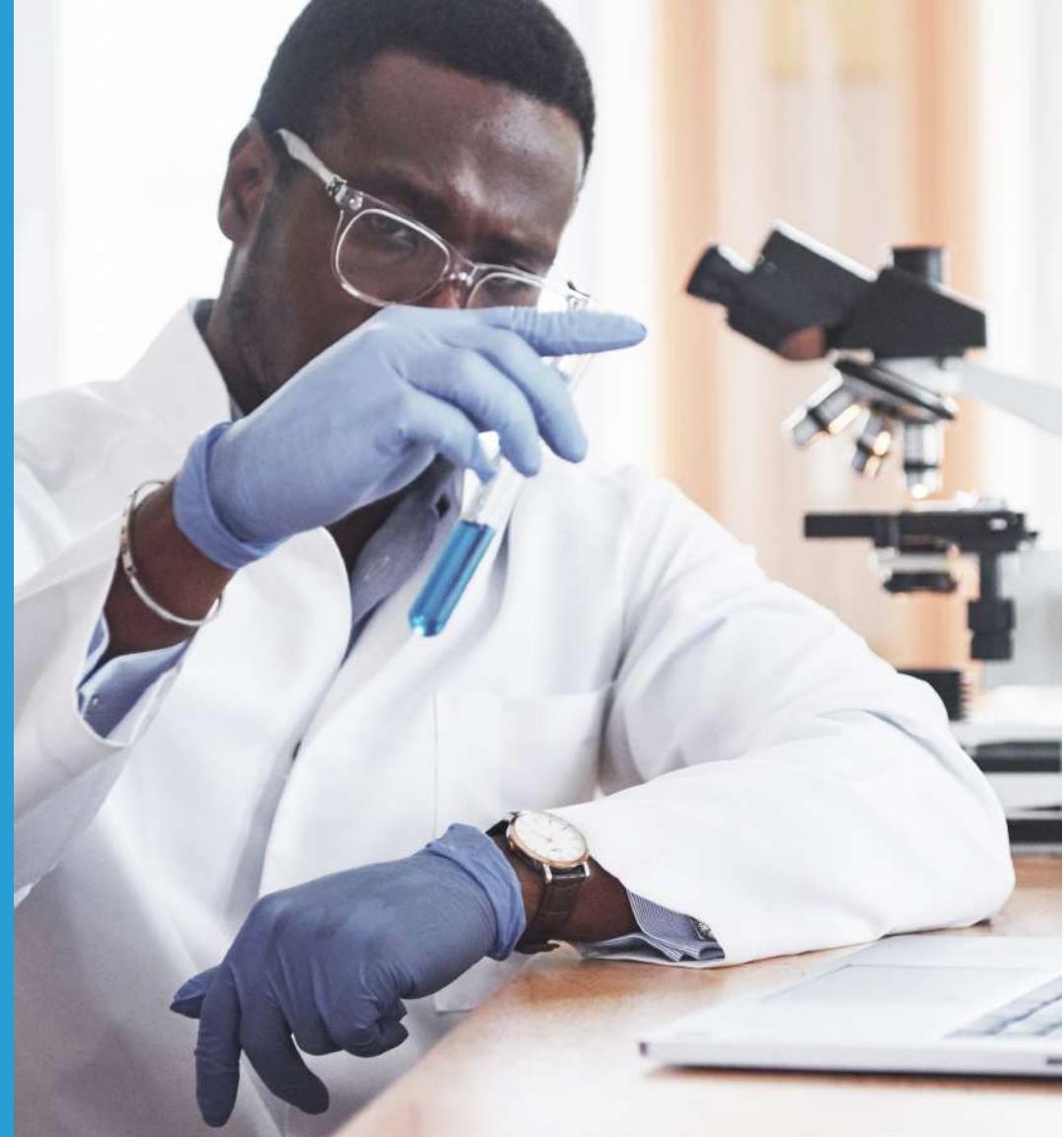


# BRAND MANUAL

JULY 2024

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# ABOUT US

Founded on a passion for knowledge and innovation, our team of seasoned researchers, analysts, and consultants employs rigorous methodologies and cutting-edge technologies to uncover actionable intelligence. Whether it's market research, consumer insights, or policy analysis, we tailor our approach to meet the unique needs of each client, ensuring they gain a competitive edge and achieve sustainable growth.



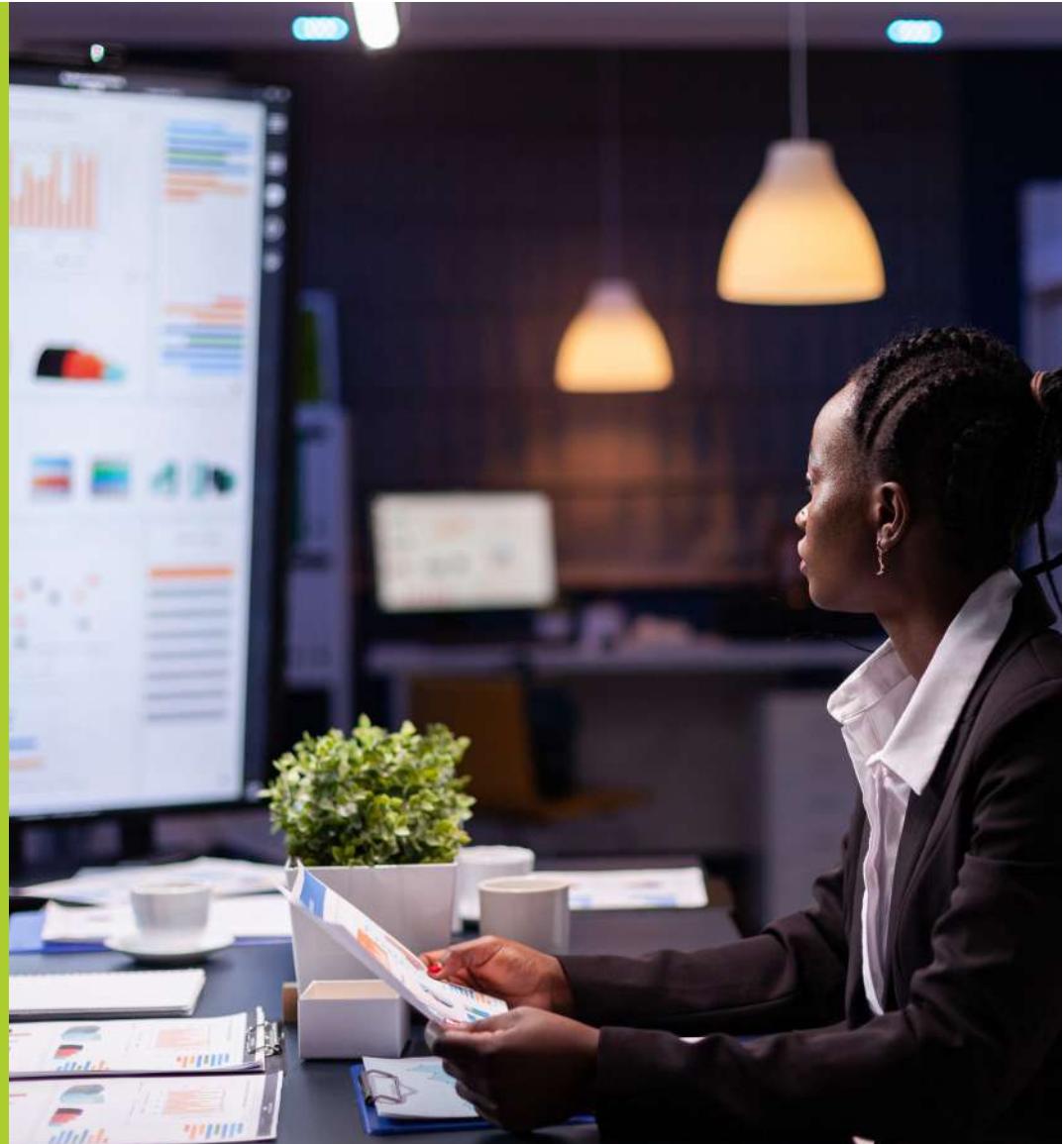
# VISION & MISSION

## **Mission Statement:**

To advance knowledge and drive progress through rigorous research and insightful analysis. We aim to empower our clients with actionable insights that enable informed decision-making and strategic growth, ultimately contributing to positive societal impact.

## **Vision Statement:**

To be recognized as a trusted leader in research, known for our commitment to excellence, integrity, and innovation. We aspire to continuously push the boundaries of knowledge discovery and provide unparalleled value to our clients, helping them thrive in a complex and dynamic world.



# REASON TO BELIEVE

At Kisima Research, we believe that rigorous inquiry fuels meaningful progress. With a commitment to methodological integrity, innovative approaches, and actionable insights, we empower our clients to make informed decisions and drive positive change in their industries and communities.



# Our Tagline

Our tagline communicates that we are dedicated to revealing meaningful insights and leveraging them to drive innovation and progress. It positions the company as a thought leader and partner that not only conducts research but also guides clients towards transformative actions and outcomes.

**“UNLOCKING THE POTENTIAL OF TOMORROW’S WORLD”.**



# OUR LOGO

Kisima Research logo is the cornerstone of our visual identity system and must appear on all our communication platforms.



Kisima Research logo without slogan



Kisima Research logo with slogan



Black and white Solsoft logo

# LOGO DON'TS



Don't squash our logo



Don't use unapproved colours  
on our logo

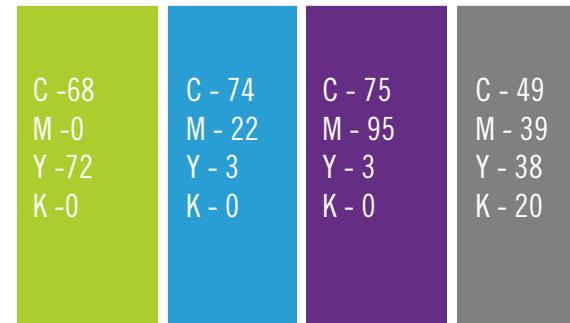


Don't our logo place our logo  
background colours that makes  
it difficult to read.

# COLOUR PALLETE

Our colour palette is an essential tool in building a distinctive and recognisable brand identity. Our primary brand colour palette is limited to lime green, blue, purple and grey in order to present a calm background so that our imagery can speak for itself.

## Primary Colours



# TYPEFACES

Our brand typefaces are the Kohinoor Devanagari Regular and Bold. They are to be used for all our printed communications and online whenever possible. Body copy should be set in Kohinoor Devanagari Regular and should never be smaller than 7 points.

## Kohinoor Devanagari

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtVvWwXxYyZz

01234567890,<>./?;:”{[]}\|+=\_-

Aa

## Kohinoor Devanagari

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtVvWwXxYyZz

01234567890,<>./?;:”{[]}\|+=\_-

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# BRANDING EXAMPLES

\*Note: these are are basic layouts. They can be enhanced, but MUST use the approved brand assets.

# APPAREL



Front



Back

# VEHICLE BRANDING



# LETTERHEAD



# BUSINESS CARDS



# PULLUP BANNERS





# THANK YOU