

# Brand Guidelines

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**Welcome** to the iRisehub Brand Guidelines.

This document is your comprehensive resource on how our brand should be presented in both print and digital materials, ensuring consistency and a strong visual identity. It's crucial to us that our brand is used correctly, so we kindly ask you to always refer to and adhere to this guide. We hope you find it helpful and enjoy discovering more about our brand.

**VISSION**



**iRiseHub** envisions a Somalia where young people are equipped with tools and techniques necessary to unleash their potentials to drive and thrive a positive and prosperous future for Somalia and beyond.

**MISSION**



**To be** the premier living-hub for new ideas,  
solutions that can create new economic pathways that  
can accelerate a local growth for local solutions.

WHAT IS  
OUR GOAL



Connecting Innovators  
Nurturing Dreams

WHO IS  
OUR TARGET



- Startups & founders
- investors
- Talent
- Corporates, NGOs, business and
- policy leaders

# Logo

Our logo should be treated as one unit and should never be divided. Our logo must not be redrawn or modified in anyway and

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orange



hex #e65025

white



hex #FFFFFF

blue



hex #253D86

# Logo Elements

## Monogram

Our monogram is the reduced form of our wordmark. It should only be used when the wordmark is too small to achieve maximum impact.

## Wordmark

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# BRAND COLORS

Our brand is underpinned with a color palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a

orange



hex #e65025

blue



hex #253D86

# Typography

Typography is one of those things that goes unnoticed if it's done well, but sticks out like a sore thumb if it's done poorly. Allowing font choices to slip under our radar can really cheapen our brand.

**PRIMERY  
FONT**

## #Plus Jakarta Sans

**Heading** Plus Jakarta Sans (Bold)

**Subheading** Plus Jakarta Sans(Medium)

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

# Typography

**SECONDARY  
FONT**

**#Kaleko 105**

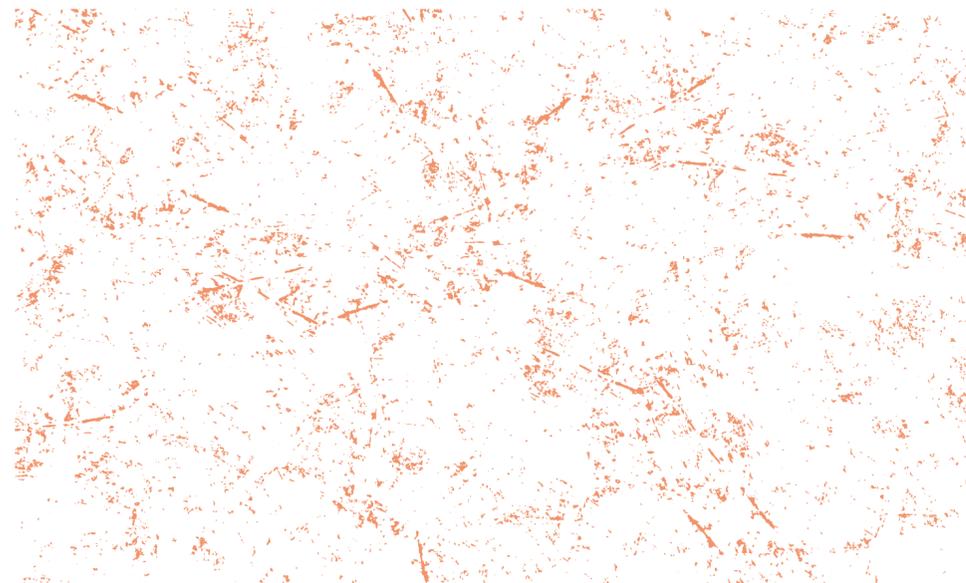
**Heading** Kaleko (Bold)

**Subheading**

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

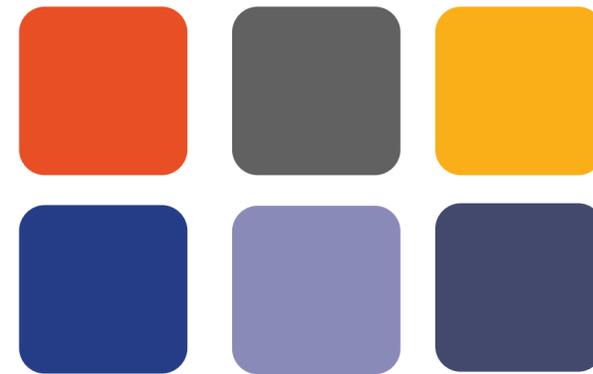
# Brand Patterns

If one would like to create designs that can make viewers see the effects of true minimalism, one should consider incorporating these textures and patterns into our brand. Whether the immersion of visual textures is necessary or optional is a matter of opinion depending on existing circumstances



# Illustrations

We strive to connect with our audiences authentically; therefore, it is preferred to incorporate realistic photography in place of illustration where appropriate.



Illustrations could use solid colors from the Pollicy color palette or be knocked out to white. All illustrations should be flat art and isometric; therefore added dimensions, gradients or drop shadows may be used.