



REPUBLIC OF KENYA

MINISTRY OF ENERGY

POLICY FRAMEWORK ON BRANDING OF ENERGY FLAGSHIP PROJECTS

OCTOBER 2020

Towards Universal Access to Affordable Quality Energy for all Kenyans

FOREWORD

The Energy sector remains a critical enabler for achieving Kenya's economic objectives. The sector has been identified as a key input towards achieving all productive sector objectives defined in the Kenya Vision 2030. The level and intensity of commercial energy use in a country is one of the key indicators of socio-economic development. The sector is also a critical enabler of The Big Four Agenda which focuses on the 4 pillars of manufacturing, food security and nutrition, providing universal health coverage and affordable housing.

The Energy sector has experienced growth in the generation, transmission and distribution of power across the country over time. We have experienced great development in renewable energy sources specifically in geothermal, solar and wind. The installed capacity increased from 1,634MW in 2013 to 2,812MW in 2020. In the same period, the number of households connected to electricity increased from 2.3 million to 7.5 million while the country's electricity access went up from 23 % to 75%. It is projected that by the end of 2022, the country will attain universal access to electricity. This is attributable to the big number of projects that have been put in place by the government, development partners and the private sector to ensure electricity security for the country.

This Policy Framework has been designed to combine the entire Energy flagship Projects under one, clear brand. It will serve as the standard guide for the Ministry and its sector Agencies to brand Energy Flagship projects in a manner that communicates Government efforts in providing clean Energy to its citizens. The framework provides direction on how, where and when to brand energy flagship projects as envisaged by the country's Vision 2030 development blueprint. The guidelines aim to connect development partners, private sector and organisations working with the Ministry of Energy while creating visibility and identity for the energy projects driven by the Ministry. It will be used to facilitate the creation of a brand for energy projects that citizens will identify with and increase public confidence in the sector development initiatives.

I thank everyone who in one way or the other participated to produce this important Communication document. In line with the Ministry's mandate on energy policy formulation and implementation, we will execute appropriate measures to brand the Flagship projects undertaken by the Ministry and its Agencies in a way that is consistent and connects the projects to the communities they serve.

Evans Munari, MBS
FOR: PRINCIPAL SECRETARY

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Definition of Applications

Advertising

Advertising is material that is disseminated to the public through paid media. It may be funded by or on behalf of a government agency.

Advertising involves:

- Press ads
- Television commercials
- Social media
- Digital advertising in all formats and for all platforms (such as video, mobile, display)

Advertising is NOT:

- Internal communications
- Business collateral such as business cards, letter heads
- Office environments
- Agency corporate websites and social media pages

External Facing communication

This includes:

- Government public functions and event communications
 - Media releases from Cabinet Secretary on behalf of Government
 - Published reports authored by the Ministry
 - Collateral to support government initiatives, announcements, policies and programs (such as fact sheets, media packs, brochures, and prospectus) Communications and collateral related to government funded projects such as flyers, videos
- Collateral supporting advertising campaigns such as direct mail, websites, events
.Project signage Essential or non-essential signage connected to any project that is fully or partially funded by the Government.

1.3.3 Project signage and communications

This entails:

- Hoardings
- Signage featured on hoardings
- Site mesh signage
- Construction site banners
- Temporary way-finding signage associated with projects and events
- Temporary signage, flags and banners associated with an event

Project signage is NOT:

Office environments

- Office building signage
- Place identity signage

ACRONYMS & ABBREVIATIONS

SAGAs	Semi-Autonomous Government Agencies
GoK	Government of Kenya

CHAPTER ONE

INTRODUCTION AND BACKGROUND

1.0 Introduction

This chapter presents an overview of the energy sector, the background under which this Framework was developed, and the role of the Ministry in the national development agenda.

1.1 Background

Global development programs identify energy as a key variable in promoting economies, fighting poverty and improving livelihoods. Goal 7 of the Sustainable Development Goals (SDGs) point to access to affordable, reliable, sustainable and modern energy for all as the way to transform lives - while The African Agenda 2063 aim to promote environmentally sustainable and climate resilient economies and communities through the development of renewable energy sources.

In Kenya, Part 2 of the Fourth Schedule of the Constitution provides for County Governments to be responsible for County Integrated Development Planning (CIDP), including electricity and gas reticulation and energy regulation. Article 69 of the Constitution obligates the State to ensure sustainable exploitation, utilization, management and conservation of the environment and natural resources; and ensure equitable sharing of the accruing benefits. Globally, energy is considered a pathway to addressing socio-cultural issues; and environmental and economic challenges facing human beings.

Since 1996, a standard set of policies prescriptions for power sector reform has been widely used. The prescriptions included vertical and horizontal unbundling of power utilities, private sector participation, creation of an independent regulator, and competition in power generation (with associated cost-recovery pricing). Generation was split from transmission and distribution, Electric Power Act of 1997 was passed, birthing an independent Electricity Regulatory Board (ERB).

Sessional Paper No. 4 of 2004 on Energy set the basis for passage of the Energy Act 2006, as a result of this Kenya Electricity Generating Company Limited (KenGen) was partially privatized; ERB was transformed into the Energy Regulatory Commission (ERC), giving it greater independence and authority. The Energy Tribunal was established at the same time to deal with appeals and disputes

arising from ERC decisions. The sector was further restructured, with the establishment of the Rural Electrification Authority (REA) in 2007; a separate transmission company, Kenya Electricity Transmission Company (KETRACO) in 2008; and the Geothermal Development Company (GDC), also in 2008.

In response to the provisions of the Constitution, the Energy Act 2019 was enacted and came into effect on 28th March 2019, repealing the Energy Act, 2006, the Kenya Nuclear Electricity Board Order No. 131 of 2012 and the Geothermal Resources Act, 1982. The new Act consolidated the laws relating to energy in Kenya while creating an enabling environment for the implementation of the Big Four Agenda.

1.2 Vision of the Ministry

Affordable quality energy for all Kenyans

1.3 Mission of the Ministry

To facilitate provision of clean, sustainable, affordable, competitive, reliable and secure energy services at least cost while protecting the environment.

1.4 Core Values

- i. Professionalism and integrity in public service delivery
- ii. Commitment to customer service
- iii. Transparency and accountability
- iv. Inclusivity and impartiality in sharing of public resources
- v. Respect for diversity.
- vi. Responsiveness and involvement in policy decision making processes.

1.5 Mandate

The mandate of the Ministry of Energy is drawn from the Executive Order No. 1 of 2018 (Revised) on reorganization of Government. Under the Executive Order, the Ministry's mandate include National Energy Policy, Development and Management; Thermal Power Development; Rural Electrification Programme; Energy Regulation, Security and Conservation; Hydropower Development; Geothermal Exploration and Development; and Promotion of Renewable Energy.

The Executive Order places the following institutions under the Ministry's supervision: Renewable Energy Resource Advisory Committee; Nuclear Power and Energy Agency; Rural Electrification and Renewable Energy Corporation; Energy and Petroleum Tribunal; Energy and Petroleum Regulatory

Authority; Kenya Power and Lighting Company; Kenya Electricity Transmission Company'; and Geothermal Development Company.

The Energy Act 2019 gives the Cabinet Secretary the responsibility to develop a conducive environment for the promotion of investments in energy infrastructure development, including formulation of guidelines in collaboration with relevant county agencies on the development of energy projects and to disseminate the guidelines among potential investors and other stakeholders.

1.6 Structure of the Ministry

1.6.1 SAGAs within the Ministry of Energy

1.6.1.1 Energy and Petroleum Regulatory Authority –EPRA is responsible for regulation of the energy sector. Functions include tariff setting and oversight, coordination of the development of Indicative Energy Plans, monitoring and enforcement of sector regulations.

1.6.1.2 Rural Electrification and Renewable Energy Corporation -REREC is charged with the mandate to implement the Rural Electrification Programme. It also promotes the use of renewable energy in the country.

1.6.1.3 The Kenya Electricity Generating Company (KenGen) is the main electricity generation entity. The company is listed at the Nairobi Stock Exchange with the shareholding of 70% by the Government of Kenya and 30% by private shareholders. The Company accounts for about 69% of the installed capacity from various power generation sources that include hydropower, thermal, geothermal and wind.

1.6.1.4 Kenya Electricity Transmission Company (KETRACO), incorporated in December 2008 is a State Corporation, 100% owned by the Government of Kenya. The Mandate of KETRACO is to plan, design, construct, own, operate and maintain new high voltage (132kV and above) electricity transmission infrastructure that will form the backbone of the National Transmission Grid & regional inter-connections.

1.6.1.5 Nuclear Power and Energy Agency – NuPEA is charged with the responsibility of developing a comprehensive legal and regulatory framework for nuclear energy use in Kenya as well as capacity building activities in the power sector.

1.6.1.6 The Kenya Power and Lighting Company (KPLC) is the off-taker in the power market buying power from all power generators on the basis of negotiated Power Purchase Agreements

(PPAs) for onward transmission, distribution and supply to consumers. It is responsible for most of the existing transmission and distribution systems in Kenya. The transmission system comprises 220kV, 132kV and 66kV transmission lines. KPLC is a listed company on the Nairobi Stock Exchange with the ownership structure being 50.1% by the GoK, whereas the private shareholders own 49.9%.

1.6.1.7 Geothermal Development Company (GDC) is a fully owned Government Special Purpose Vehicle (SPV) intended to undertake surface exploration of geothermal fields, undertake exploratory, appraisal and production drilling and manage proven steam fields as well as enter into steam sales agreements with investors in the power sector.

1.6.1.8 Independent Power Producers (IPPs) are private investors in the power sector involved in generation either on a large scale or for the development of renewable energy under the Feed-in -Tariff Policy. As at June 2018, they accounted for 708MW. This is approximately 31% of the country's installed capacity from thermal, geothermal, hydro, Biogas and cogeneration.

1.6.1.9 The Energy and Petroleum Tribunal is an independent legal entity that was set up to arbitrate disputes in the sector.

CHAPTER TWO: BRAND IDENTITY

2.0 Introduction

This Framework helps to communicate the work of the government in the Energy Sector. The framework serves as guidelines to provide direction on how to brand energy flagship projects as envisaged by the country's Vision 2030. It guides of when and how to use the Government logo on signage for the flagship projects, where to place other logos in co-branding. Following these guidelines will help ensure: Unity and simplicity in combining the entire Energy flagship Projects under one, clear brand. It will help to connect the partners and organisations working with the Ministry of Energy. Visibility and clear identity will allow the sector to increase awareness and recognition of government services by the citizens. This Framework therefore aims to develop a brand that citizens will identify themselves with the services rendered by their Government. Through the display of the brand on the Ministry Flagship projects, the public identify how taxpayer funds are being spent to provide services and initiatives for projects aimed at providing clean energy.

2.1 Who does this policy Framework apply to?

The Ministry, its Semi-Autonomous Agencies, statutory bodies and other entities under the Ministry of Energy are required to use the GoK logo in accordance with these guidelines unless a branding exemption has been granted by the Cabinet Secretary responsible for Energy services.

2.2 Exemptions

Exemptions for any entity can only be granted by the Cabinet Secretary for Energy.

2.3 Brand purpose

Driven by shared values, the Ministry of Energy endeavours to promote and enable the collective common good for the benefit of the citizens. We aim to listen and learn from the communities we serve, pursuing the best outcomes and creating opportunities that benefit all. Together we are focused on making a positive difference in the lives of people.

2.4 Architecture overview

The Ministry of Energy brand architecture is designed to provide greater clarity to the community, about government energy services, initiatives and projects. The brand architecture relates to advertising of flagship projects, project signage and external communications on behalf of the Ministry. Agency logos may be used in other instances.

2.5 Government Logo (Coat of Arms)



The Government logo is the primary branding device for the Ministry of Energy and all of its agencies. The use of Government Logo across all communications related to the flagship projects implemented by the Ministry and its agencies and entities helps reinforce the role of the Government in providing the citizens with clean, reliable and cost effective energy.

The Government logo is demonstrated in the second schedule of the Constitution of Kenya as a national symbol. It is called coat of arms of Kenya. It features two lions, a symbol of protection, holding spears and a traditional East African shield. The shield and spears symbolize unity and defense of freedom. The shield contains the national colours, representing:

- Black for the people of Kenya.
- Red for the blood shed during the struggle for freedom.
- Green for the agriculture and natural resources.
- White for unity and peace.

On the shield is a rooster holding an axe while moving forward, portraying authority, the will to work, success, and the break of a new dawn. The shield and lions stand on a silhouette of Mount Kenya containing in the foreground examples of Kenya agricultural produce - coffee, pyrethrum, sisal, tea, maize and pineapples.

The coat of arms is supported by a scroll upon which is written the word 'Harambee'. In Kiswahili, Harambee means "pulling together" or "all for one".

The Government logo must be used for all advertising, project signage and external facing government communications. The following table outlines the definitions for what is and is not considered to be advertising, project signage, and external facing government communications. For applications not defined as advertising, project signage or external communications, agencies may use their own logos. Please refer to Section 8 of these guidelines for information on agency logo usage

2.6 Ministry of Energy Logo



2.7 Vision 2030 Logo



Flagship projects are aligned to Kenya's Vision 2030 Development Blue Print and the Big 4 Agenda. The Vision 2030 logo provide a uniform symbol wherever visual identification of the projects occur. The Kenya Vision 2030 identity is aimed at projecting quality and professionalism. Use of the logo provides consistency and direction that will help Kenya Government to communicate its Vision 2030 achievements as envisaged in its long term long-term vision in a consistent manner. Through measured and controlled processes, correct handling of the brand will ensure growth in brand equity and increased brand recognition not only for the government but also its development undertakings. The Wave is the defining feature of Vision 2030 Flagship Projects. Inspired by the colours of the Kenyan flag and the Wave represents ideas and information in motion.

2.8 Architectural principles

The Government has a strong and elaborate single master brand, which unifies Ministries, Departments and Agencies. As a result, citizens and stakeholders have a clearer picture of the Government's initiatives and activities through the display of the logo. The master brand is used by all agencies that are core to delivering the Ministry's vision and purpose. The Government logo is the only logo present on all advertising, project signage and external facing government communications.

2.9 One Government logo in place of many

Where there are two or more Government agencies involved, use only the GoK logo in place of multiple logos. Only in the instances where exemptions have been permitted should another logo appear.

CHAPTER THREE: CO-BRANDING

3.0 Introduction

3.1 Co-branding identities

Co-branding identities include agencies or entities that have been granted an exemption, but are required to co-brand in advertising and external facing government communications.

Within co-branding identities, the agency logo is partnered with the Government logo. The Government logo is always presented as the dominant or lead brand, placed at the left of communication signage.

3.2. Exemptions

In instances where business or communication effectiveness might be affected, exemptions may be considered.

Independent Agencies such as Energy Tribunal have been granted an official branding exemption for communication and Government advertising and are exempt from adhering to these guidelines due to a strong business need.

3.3 Rules

3.3.0 Master Brand

3.3.1 The Government logo should be clearly present and dominant on all advertisements, project signage and external facing government communications.

3.3.2 No other identity logo should be present on advertisements, project signage and external facing government communications.

3.3.3 The agency name can appear as a call to action, but must not dominate.

3.3.4 The Government logo is always presented as the dominant or lead brand.

3.3.5 The Government logo should be clearly displayed and given prominence. This means placing the Government logo in the most visible and valuable space.

3.3.6 The Government Court of Arm logo must be the more dominant mark.

3.4 Logo Formats

3.4.1 Primary logo

The Government logo should be given preference over all other versions for agency communications.

3.4.2 Logo Colours

The full colour logo must be given preference over all other versions for agency communications.

3.4.3 Logo Size

Minimum size in larger print applications is 20% of the height (x) of landscape formats and 10% of the height (x) in portrait formats.

CHAPTER FOUR: GOVERNMENT BRAND GUIDELINES

4.0 Introduction

4.1 The Guidelines

4.1.1. To maintain the clarity and integrity of all brand marks, a minimum clear space must be observed in all applications.

4.1.2. The brand must remain free of any conflicting visual element. Wherever possible, apply additional clear space beyond the minimum requirement.

4.1.3 Where a project, event or state-owned corporation logo is required, give priority to the Government logo and move the other logo to a secondary location.

4.1.4. Private sector partners (for example, construction companies, delivery and management partners, architectural and design firms) are not to be acknowledged on signage.

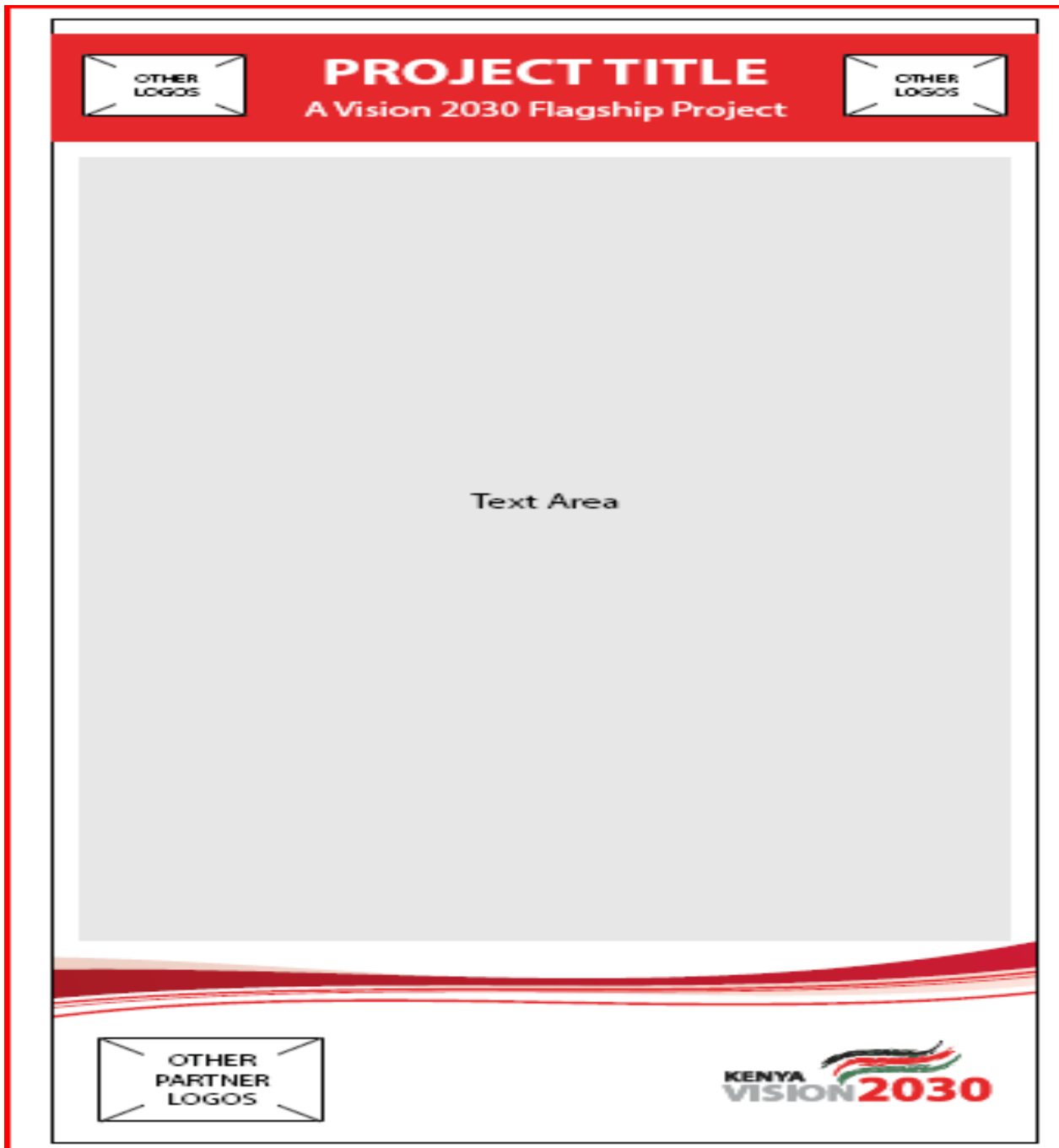
4.1.5 Where signage is required for occupational health and safety reasons, for example, on construction sites, these signs can have the names and details of the contractors and building delivery partners involved, but the use of their branding identity is not permitted.

4.1.6 Where there are contractual rights to branding and/or control of sites, these need to be negotiated on a case-by-case basis.

4.1.7 Disputes should be referred to the Vision 2030 Secretariat for arbitration

Co-branding with other Government Partners

4.1.8. The ideal placement of the logos in such a scenario is spread out evenly and in appropriate proportions at the bottom of the layouts.



Branding of Flagship Projects

4.1.9 On flagship projects the following statement must appear right after the project title.

A Vision 2030 Flagship Project

The logo for the implementing parastatal, Ministry should be displayed spread out evenly at the bottom of the layout

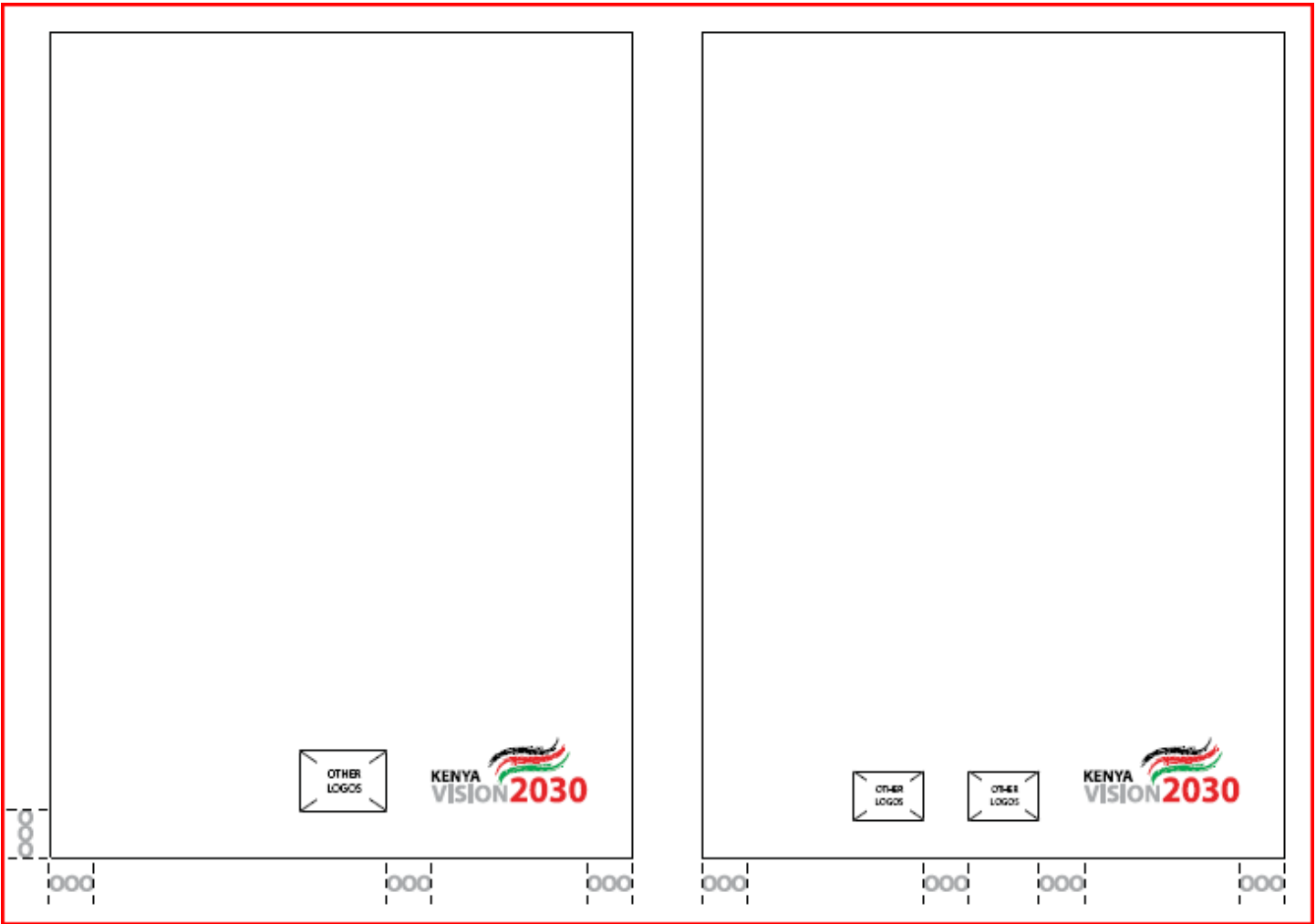


This space can be adjusted so that the logos are spread across the width

This statement endorses the project and also helps to showcase progress being made around the country's vision.

4.1.10 Statement can be placed in the implementing parties' corporate font.

4.1.11 Logo for the implementing parastatal, Ministry should be displayed spread out evenly at the bottom of the layout



Branding for Private Sector Vision Supporters

4.1. 12 Flag Ship Projects Branding (tendering example)

OTHER
LOGOS

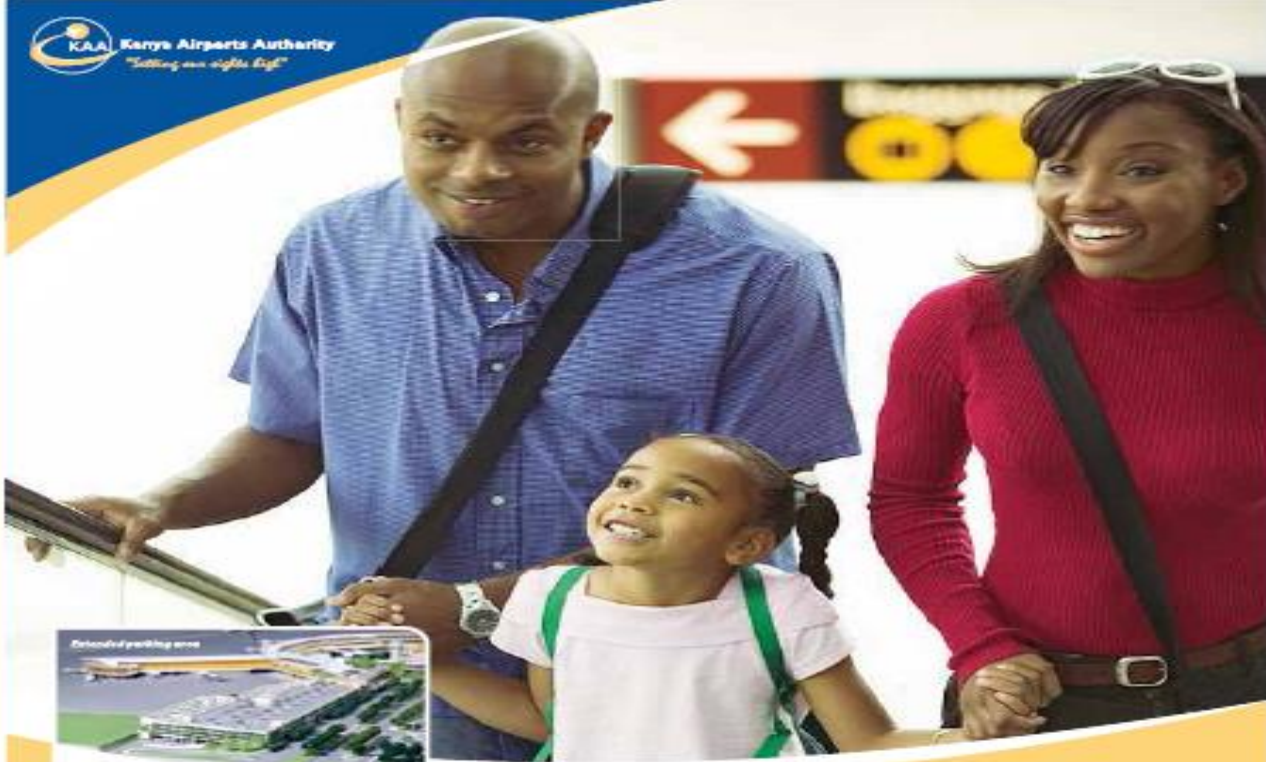
PROJECT TITLE

A Vision 2030 Flagship Project

OTHER
LOGOS



OTHER
MINISTRY
LOGOS



Terminal 4, Jomo Kenyatta International Airport A Vision 2030 Flagship Project

In line with the country's vision, we are currently building a more modern and effective terminal at JKIA to ease airport traffic and make your journey more pleasurable.

- Upgrades include:
- Extended parking area
 - Extended apron
 - New extended taxiway
 - Transit hotel