project maji

transforming lives

Branding Manual 2024

Introduction
Corporate Identity manual

This document has been developed to strengthen our brand identity and it will guide you in the practical application of our identity in all communication activities. If you have any questions do not hesitate to contact us at info@projectmaji.org. For technical design inquiries contact *joan@projectmaji.org.*

Logotype

Color Standards

The following colours are the only ones which may be used for the Project Maji logotype. No other colours may be used or substituted for the Project Maji logo.

CMYK 94, 80, 3, 0
RGB 44, 77, 156
Hex #2C4D9C

CMYK 5, 37, 100, 0
RGB 239, 167, 9
Hex #efa709

Logotype

Dimensions

The following are specific guidelines related to the sizing of the Project Maji logotype.

The minimum logo size in all usages is 1 cm wide.
The baseline (transforming lives) is not used if the logo needs to be smaller than 5 cm.

Logo with baseline

5 cm

Minimum size
with baseline

1 cm

Minimum size

Logotype

Clear Space Requirements

The Project Maji logo must stand out in all uses. Maintain clear space on all sides of the logo.

The free zone stops the logo competing with other elements and graphic expressions. The minimum clear space above and under the logo is equal to the height of the letter. The clear space to the left and right of the logo is equal to the size width of the letter **'m'** of Maji.

Logotype

Variation

Every application of the Project Maji brand identity should strengthen and reinforce the organisation's positive image.

Development of the identity should be done with care and with the highest quality standards possible. The logo is a fixed design element that may not be edited or changed in any way. The logotype may only be reproduced graphically as described in this document.

Reversed presentation - white
Only used when the colour logotype isn't legible on the background.

Logotype

Incorrect use of the Project Maji logo

Every application of the Project Maji brand identity should strengthen and reinforce the organisation's positive image.

To ensure that our logo is always recognisable, it must be used consistently, with discipline, and with precision. Follow the guidelines below to ensure correct usage:

Do not use drop shadows

Unsuitable logo for a dark background

Logo is incorrectly scaled

Clear space around the logo is not respected

Typefaces

The following fonts are acceptable for Project Maji's brand imaging. Guidelines are provided for the use of each version.

Corporate identity

The baseline of the Project Maji logo 'transforming lives' should be typeset in Montserrat Bold.

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat Regular

Headings

Headings are used in print and web materials. All headlines should be typeset in Montserrat.

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat Italic

Body Copy

Use Montserrat for body copy (blocks of text or paragraphs). No other font families or typefaces may be used or substituted

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat SemiBold

ABCDEFGHIJKLMNOPQRTUVWXYÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
123456789.,;:"()!?

Montserrat Bold

Photo Guide

We focus on hope and happiness!

Photography is a significant part of the Project Maji brand. You'll see beautiful photos of our end-users in the Image Library. Through the use of photos, we want to evoke a sense of hope and happiness.

Our photographic style is inspired by one simple thing: **possibility**. We never guilt people into giving by showing our end users in miserable conditions. If we show pre-intervention water sources, it is to be contextualised within a before-after scenario, where our intervention changes lives with clean water. We portray people with dignity. We want our supporters to feel hopeful and motivated to take positive action.

Our Brand Tone

▸ **Friendly:** when we write, we think like a person writing to a friend, not like a company. This means we are casual but professional. For example, we would use words like "totally" or "superb" but never use slang.

▸ **Simple:** We like to keep our language simple yet inspirational. Even with just a few words, people should be inspired to take action.

▸ **Knowledgeable:** We are WASH (Water, Sanitation & Hygiene) experts. Every statistic about the water crisis, our own impact and our projects has to be factually correct.

▸ **Optimistic:** We want to communicate urgency but with a focus on the promise of a better future. We never want our supporters or audience to feel unhappy after interacting with us, so we always try to end communications on a positive note. While being honest about harsh realities, we also talk about what we can do to change things and how much better life is once people get clean water.

Writing Tips & Tricks

▸ **Project Maji Solution:** We refer to our standard solution specifically as "*Project Maji Kiosks*" or "*Our Solar-Powered Water Kiosks*" not as tanks, water tanks etc. Additionally, we refer to our projects as "*Project Maji sites*".

▸ **When referring to the organisation:** You can refer to us as
    a) Project Maji
    b) a safe-water enterprise
    c) a non-profit safe water enterprise
    d) our organsation.
    Do not use the words company or NGO.

▸ **People we serve:** We avoid using the word "*beneficiaries*".
Instead, we use
    a) End-users
    b) communities we serve
    c) Project Maji consumers
    d) Project Maji communities.
    When writing about the location of our operations, we specify
    "*Sub-Saharan Africa/Ghana/Kenya*" and *avoid simply using*
    "*Africa*".

▸ **Impact Numbers:** When sharing impact figures, we prefer sharing rounded off figures instead of exact numbers. For example, "*over 60,000 people*" instead of *63,465 people.*

www.projectmaji.org