

Kenyatta University
Faculty of Arts
Department of Fine Art

A Report of

- ▶ THE CREATIVE PROJECT "A" (STUDIO OPTION)
IN FINE ART

Titled

- ▶ ENHANCING THE VISUAL IDENTITY OF THE PHYSICAL
IMAGE OF KENYATTA UNIVERSITY CAMPUS

A RESEARCH REPORT SUBMITTED IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS (FINE ART) KENYATTA
UNIVERSITY

By

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C50/8487/98

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Date

- ▶ 30th MAY 2001

Shoko, Zainabu Imani
*Enhancing the visual
identity of the*

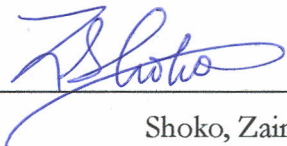


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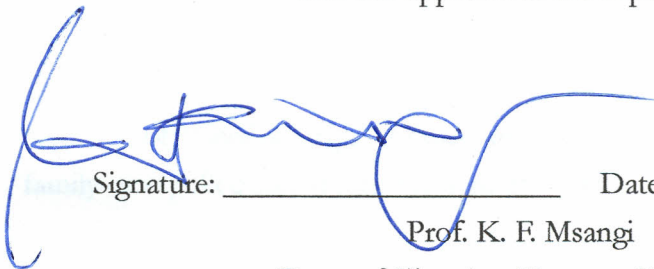
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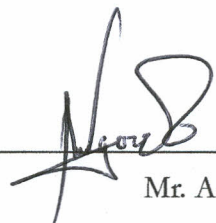
Declaration

This Creative Project is my original work and has not been presented for any degree in any other University.

Signature:  Date: 30th May 2001
Shoko, Zainabu I.
C50/8487/98

This Creative Project has been submitted for examination with our approval as the supervisors.

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Acknowledgement

- ▶ First and foremost, I would like to take this opportunity to express my appreciation to Kenyatta University for giving me a chance to pursue further studies.

I am sincerely grateful to all the members of the Department of Fine Art for their guidance and advice.

My deepest gratitude goes to my supervisors, Prof. Kiure F. Msangi and Mr. Anthony M. Ngondo for their continued guidance. I am particularly indebted to Prof. Msangi for the role he played in the conception of the idea. Special thanks go to Mr. Ngondo for his keen encouragement and support through my course of study.

Last but definitely not least, I wish to thank my classmates and all the members of "*Chini ya Mbogo*" for their never-ending support; my friends and family - you pulled me through the darkest hours.

Dedication

- ▶ To my mother and father. You have given me the best gift that a parent could give a child - Education.

Contents

▶	Prologue	1
▶ 1.0	Introduction	2
▶ 2.0	Background	3
▶ 3.0	Definition of Terms	4
▶ 4.0	Statement of the Problem	5
▶ 5.0	Objectives	6
▶ 6.0	Basic Assumptions	7
▶ 7.0	Justification	8
▶ 8.0	Scope and Limitations	10
▶ 9.0	Literature Review	11
▶ 10.0	Methodology, Studio Work and Fabrication	14
	10.1 Faculties	15
	10.2 Departments	22
	10.3 Hostels	39
	10.4 Areas unrelated to any of the Kenyatta University Academic or Administrative Structures	44
	10.5 Kenyatta University Administration Offices	48
	10.6 Kenyatta University Recreational Facilities	52
	10.7 Kenyatta University Road Names	56
▶ 11.0	Recommendation	59
▶ 12.0	Bibliography	60
▶	Appendix 1: <i>Cinema Hall</i>	61
▶	Appendix 2: <i>Longonot Hostel</i>	62
▶	Appendix 3: <i>Kenya Drive</i>	63
▶	Appendix 4: <i>Faculty of Environmental Studies</i>	64
▶	Appendix 5: <i>Department of Fine Art</i>	65
▶	Appendix 6: <i>Maintenance Yard</i>	66

Prologue

- ▶ The idea behind this creative project was born of a lack of an evident and appropriate signage system within the Kenyatta University Campus. This in turn led to a lot of confusion especially to those visiting the campus, be they regular visitors or freshmen students.

Following an extensive research and study period, it was realised that the various sections within the university campus could be divided into seven main areas namely: Faculties; Departments; Hostels; Areas non-related to Kenyatta University faculty structure; Administration offices; Recreational Facilities; Road Signs.

This distinctive division between the various sections enabled the researcher to develop a systematic and comprehensive signage system to accommodate these sections.

Various key points were taken into consideration before selecting the designs for the signboards:

- Their communicative ability in terms of clarity in typography, directive in pictography and identity in colour scheme;
- Their appropriateness in terms of size and representation.

The suggested material for the fabrication of the signboards had to be easily available locally and affordable. Metal was the only medium befitting the high quality demand, with an extensive life-span if properly prepared. At the same time, the use of good quality paint and a finish of clear lacquer to protect the undercoats and give the signboard a lasting sheen was to be employed.

1.0 Introduction

- ▶ Kenyatta University, formerly the Templer Army Barracks of the colonial British government, is situated 16 kilometres from Nairobi, off the Nairobi-Thika dual carriageway, on 1,100 acres of land. The long journey to university status commenced in 1965 when it became a Teacher Training College. It went on to become a constituent college of the University of Nairobi in 1972, after the breakup of the University of East Africa, which took place in 1970. In 1985 the Kenyatta University Act was passed by Parliament and Kenyatta University College became a fully-fledged university in 1987.

The university currently offers degree programs in six different Faculties, namely: Faculty of Arts, Faculty of Commerce; Faculty of Education; Faculty of Environmental Studies; Faculty of Science; Faculty of Home Economics.

In addition, there are other programs that are offered independent of the Faculty structure e.g. the Postgraduate Diploma in Education (PGDE) and others independent of the University, such as those offered at the African Virtual University (AVU).

On campus, one will find many offices and administration blocks used by the university and its various faculties and departments. Additionally there are centres which are located within the campus but are not part of the University, such as, the earlier mentioned African Virtual University and the Ministry of Education office. Hostels for the resident students and housing quarters for the lecturers who live on campus are also within the same precincts.

2.0 Background

- ▶ The image of Kenyatta University has been strongly represented in the mass media such as radio, television and print. Events on campus such as the Culture Week and graduation ceremonies have also added to the positive perception of Kenyatta University by outsiders. However, this positive identity is currently not evident to those visiting the campus due to the lack of good visual communication. It is this researcher's view therefore that the university should invest in a signage system that will be appropriate and orderly, thereby giving the visitors a quick orientation of the university campus.

In the process of enhancing this visual identity, it was suggested that the university vehicles also be a part of the scheme, sharing the same colours and typography, giving them a family look in the total corporate visual image of the University.

3.0 Definition of Terms

▶ 3.1 Visual Identity

In this study, visual identity stands for the signage system that will be put up on to the buildings and around the university campus and not the physical buildings themselves and the land formation.

3.2 Corporate Image

Corporate image is used to describe the oneness and continuity in the design, colour scheme, typography of the signage system within the university campus and their subsequent relation to each other.

3.3 Mass Media Image

This describes the mental picture one gets of a place, derived from reading, hearing or watching a clip about the place from transmitters or the print media.

3.4 Signage

The word signage is used to describe a system of signs that is appropriate and orderly while being easily understandable.

3.5 Pictograms

Pictography is the art of drawing with a communicative aim. In this particular study, “pictogram” is used to describe simple drawings that serve the purpose of aiding in the visual communication of the various signs, thus relaying the message both mentally and emotionally by a combination of reading and sight.

3.6 Typography

Typography can be described in the simplest terms as the art of lettering. The same description fits in the use of the word in this study.

3.7 Typeface

Within typography, there is a section that entails design of the letterforms only. These letterforms when composed into a complete set of the alphabet and the numbers form a typeface. Therefore, a typeface is simply a particular design of letterforms.

3.8 Semiotics

Semiotics is the study of signs and their contribution to the environment.

4.0 *Statement of the Problem*

- ▶ Kenyatta University Campus lacks a visual identity that is equal to its strong image portrayed by the mass media. There is therefore a need for a system of signage that will communicate information more effectively and assist visitors to have an easier orientation on campus, while at the same time conveying an ambience of a modern, well-organised and efficient institution.

This research was undertaken to design such a signage system which, if adopted by the university, would solve the visual identity and image problem.

5.0 Objectives

► The objectives were to:

- 5.1 Create, design and produce more appropriate and communicative visual signs for the various sections in the university, distinguishing each by either the colour scheme, shape, typography and pictograms, or a combination of two or more of the above.
- 5.2 Update the university road map sign to accommodate the new faculties, centres, offices and other facilities that have recently been added.
- 5.3 Apply the colours and a consistent typography for the university on its vehicles.
- 5.4 Produce seven actual size signboards to be displayed in the sculpture yard (now to be displayed within the Fine Art compound).
- 5.5 Thirty models of the other signboards done to scale will also be displayed in the exhibition hall.

6.0 Basic Assumptions

► The researcher assumed that:

- 6.1 The installation of an appropriate, systematic and orderly orientational sign system would create a subconscious image of a modern, well-organised institution, whereas the present haphazard status gives the completely opposite impression.
- 6.2 On completion of the proposed project, the signage on campus would be informative and communicative while facilitating easier and faster orientation, if and when adopted by the University.
- 6.3 Kenyatta University would attract more potential customers through the creation of an image that would positively stand out from the other institutions of higher learning in Kenya.
- 6.4 The application of a consistent colour scheme, design and/or use of a particular typeface to the signage system within Kenyatta University would make it easier for one to identify and relate them to each other while on campus. This is due to the fact that most things pertaining to the same subject matter often have similar characteristics.
- 6.5 By having a uniform visual identity for the university vehicles, they would in turn give an impression of good organisation to those visiting the institution and those who see them on the roads and elsewhere outside the campus would be able to identify them more easily on sight.

7.0 Justification

► Though there were existing signs that graced a few of the buildings and various other areas within the university campus, they lacked in creativity, appropriateness and description of the respective areas they represented. A survey of the signboards within the university campus confirmed this beyond any reasonable doubt. (See appendix)

7.1 The human mind takes in information in ways that are both psychological and visual. Psychologically, the messages are absorbed either over a period of time or subconsciously. These are sometimes referred to as subliminal messages. In this case, by the use of related styles in the design of signboards for the various section, a more appropriate and systematic approach to the problem of on campus orientation came into play. This created an air suggestive of a modern and flexible university rather than one that was outdated, conservative and perhaps rigid in its ways. Since another researcher had recently completed a similar research in visual image enhancement for the University's visual communication involving the print media, the proposed project only resulted in the harmony of the University's total visual image.

7.2 Improved marketability is likely to result in the sense that potential working customers who want to upgrade and update their educational or professional status through parallel or continuing education programs are attracted to institutions which appear to be well-organised, systematic and up-to-date. Since another researcher has recently completed a similar visual image enhancement research for the university's visual communication involving the print media, the harmony of its total visual image would result by having a complementary of this through the signage system which in turn would cover the physical visual identity.

7.3 Since all universities are looking for funds both locally and internationally, it is obvious that those institutions that appear to be more organised will attract the attention of the donors rather than those that appear to be haphazard. This was a very important point because donors always visited these institutions before remitting their funds and that is where first impressions really counted.

7.4 Linkages to good universities can be of value both financially and academically. These linkages are easier to attract between institutions that appear to be well organised and systematic. The right attitude and a positive impression are often created on a first encounter.

8.0 Scope and Limitations

► Because of time and financial constraints, the researcher only dealt with the external communication within the university campus and not orientation within the buildings. The following were the areas addressed:

- 8.1 Academic establishments under the faculty structure, e.g. Faculty of Arts, Faculty of Science, and their departments and centres, e.g. Fine Art, Mathematics.
- 8.2 Academic establishments that are not under the faculty structure e.g. the African Virtual University.
- 8.3 Administration offices inclusive of the main administration blocks, and offices such as the Dean of Students office, the Health Unit, and others.
- 8.4 Recreational facilities such as the Swimming Pool, the Students Centre, the Creative Arts Centre, the Cinema Hall etc.
- 8.5 Hostels that house the students on campus.
- 8.6 Facilities on campus that do not belong to the university e.g. Ministry of Education office, Childcare Centre, Kenyatta University Primary School.
- 8.7 The university map signboard road signs.

9.0 Literature Review

- ▶ Graphic design is an applied rather than the purely aesthetic fine arts. It is also the means by which visual communication is achieved effectively. This is usually done in the form of written text accompanied by a visual image. Signs are made up of graphic symbols, be it typographical or pictorial. These signs give certain and precise information to the viewers. According to James Bunn, Hobbes was the originator of modern semiotics, the study of signs. In Hobbes' view, the best 'prophet' is the best 'guesser' about signs:

*A sign is the event antecedent of the consequent, and certainly, the consequent of the antecedent, when the like consequences have been observed before and the oftener they have been observed, the less uncertain is the sign.*¹

So for Hobbes, clouds are signs of impending rain and rain is a sign of clouds past. All in all, effective combination of symbols, typography and use of space results in communication aids that are comprehensive. The world over, different organisations and individuals have employed the use of visual devices to help people recognise them quickly and better. In these, one will find trademarks, service marks, certification marks and symbolic marks, all of which have their rules and regulations and can only be used in their correct capacity and with the consent of the entity that sets the standards for their use. James Bunn states that the apparent social need for semiotics as a discipline of study arises from the awareness that signs, of all dimensions, can divert attention from basic issues. He then quotes Paul Garvin who cites the Czech thinker Jan Mukarovsky, expressing the possibility and the problem of semiotics some forty years ago:

*We live in a period with tremendous emphasis on signs: social, economic and political organisations have developed in the last decades to such a degree of complexity that the only way to control them is by means of signs standing in lieu of realities.*²

Leading firms and institutions have healthy budgets for their public relations. These budgets cater for all their advertising and marketing targets. James Pilditch states:

... Corporate success will come to depend on the skill with which

1. Bunn, James H., *The Dimensionality of Signs, Tools and Models*
Indiana University Press, Bloomington, USA. 1981. (P.2)

2. Op.cit.

*management understands and deals with the problem of communication. (He adds that) there are two essential points to keep in mind: first communication is about the flow of information and information consists of facts.*³

Recognition from thousands of other institutions or organisations can only be achieved by the use of the same identity. This should nevertheless accommodate the fact that all divisions or departments within a group should vary within their design to suit their functions. This brings about the complexities of the subject at hand. There is more to visual communication than just placing a symbol on a signboard. Communicative information that is relevant and complimentary to the symbol should follow. The combination of the two should be able to make the message comprehensive and easily absorbed.

The overriding need for an identity that will last and visual communication that will not be tiring and confusing leads to the designer being subjected to coming up with designs that are timeless in their nature, not necessarily conforming to the current trends. This is necessary because once the trend is outdated, the whole concept becomes old and ancient.

There are many graphic elements that are taken into consideration when it comes to design. These are colour, symbols, lines, drawings etc. There are disadvantages and advantages to most of them. Symbols are unique and can be registered to be used only by the entity they belong to. Colours, on the other hand, as effective as they may be cannot be totally relied upon in the sense that no particular organisation can claim to be the sole owner of a particular shade. The immediate implication is that an organisation would be unwise to rely on a colour for recognition. Nevertheless, it can be a valuable aid to communication, and should certainly be chosen for its appropriateness. The other elements such as drawings and illustrations are rather sensitive and should be used only when necessary. This is because they may, instead of help in the communication, take away the attention of the viewer from the more important details.

3. Pilditch, J., *Communication by Design: a study in corporate identity*
McGraw-Hill Publishing Company Ltd., Maidenhead, Berkshire, England. 1970. (P3)

As we are on signs and their design, apart from typography, symbols and colour schemes, there is the issue of balance, unity and economy of space and material.

G. F. Horn states:

*... as a creative person develops ideas, prepares the designs and translates them into final products with materials, he/she seeks to achieve a sense of harmony and completeness in his/her creative work. This is developed by establishing varying degrees of contrast and patterns and emphasising movement and rhythm within these designs. This could be referred to as design organisation or composition: the arrangement of shapes. Forms, colours, values and textures in a pleasing and attractive way.*⁴

Another well-known designer, Michael Vanderbyl also says:

*... ones creativity is tested most when working on a tight budget. And that the only way to achieve the kind of impact one would like in the modern society is to do an in depth investigation of the clients product and market before getting into the design process.*⁵

Good signs blend with the environment and balance well enough so that they do not seem to be killing the natural look of the area. The spirit of unity exists as an important element in the way, for example, a single institution symbol is used on banners, book jackets, uniforms, vehicles etc. The opposite of unity is disunity, where one is visually disturbed by what he/she sees in the surrounding environment.

As part of the on going development of the society, excellence in design and implementation of signage and environmental communication is very important. Work that displays skill in identifying human requirements and environmental problems, as well as being able to demonstrate design and technical excellence is always recognised. Sign design has traditionally been fragmented and is frequently underestimated, yet its production is a responsible activity demanding commitment and professionalism.

4. Horn, G. F., Balance and Unity
Davis Publications, Inc. Worcester, Massachusetts, USA. 1975. (P12)

5. Designworld, The International Journal of Design, NO 32
Signs Design. 1995. (P64 - 67)

10.0 *Methodology, Studio Work & Fabrication*

- ▶ Seven main areas were identified within the University Campus for signage system proposals. Of these seven, some had links between themselves that led to the use of similar colour schemes, symbols and typefaces. These areas were spread out in various locations throughout the University Campus.

The signage system developed targeted these main areas and their sub-sections. From these, a total of thirty-seven (37) signboards were designed. Seven (7) of these were reproduced in real life size and the other 30 in model form for exhibition purposes.

The signboards were to be clear, informative, educative and aesthetically pleasing through the use of a uniform typeface, an appropriate colour scheme and a designated symbol system for each section and sub-section, with the ultimate desire to communicate precisely.

10.1 FACULTIES

A faculty is the “mother” of the departments that fall under it. All public universities have similar faculties and these share the same colour. These colours are applied to the graduation gowns and generally differentiate the faculties from each other. They also, to some extent, relate to the nature of the subjects tackled under that particular faculty.

COLOUR

In this creative project, the different faculty colours were utilised to differentiate these faculties. This would make it easier for the visitors to identify with the faculty signboard in more than one way - colour and typography (faculty name). Kenyatta University has a total of six (6) faculties and below, please find their names and respective colours:

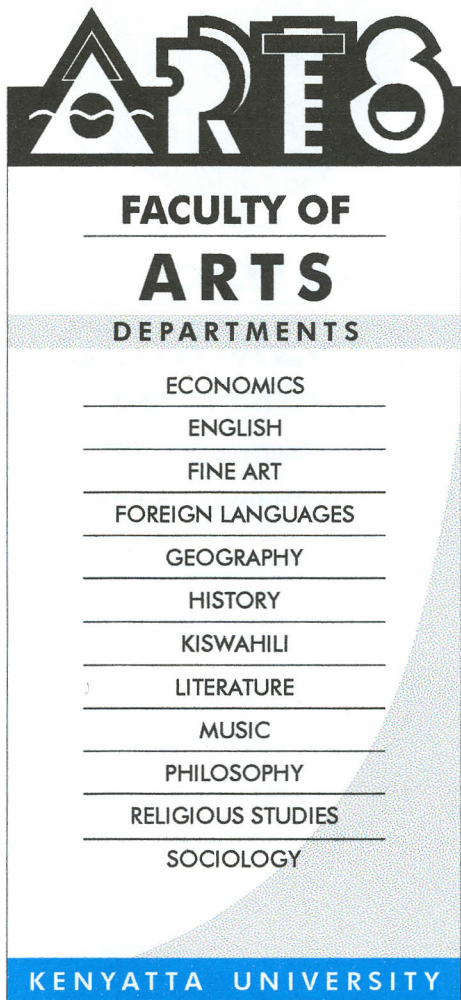
Faculty of Arts	:	White
Faculty of Commerce	:	Muddy Brown
Faculty of Education	:	Cerulean Blue
Faculty of Environmental Studies	:	Green & Brown
Faculty of Home Economics	:	Copper
Faculty of Science	:	Yellow

TYPOGRAPHY

The typeface chosen for use in this section of the creative project was to be clear enough and easily legible, for the facilitation of quick readability. It also had to be easily applicable when used in reverse. Due to the fact that some faculties had over ten departments under them, the selected typeface also had to be practical in the sense that it would not be too much for the eye to take in if used in phrase/sentence form.

SIZE & DIE-CUT DESIGN

Because faculties are a major office under the university structure, with many departments that fall under their wings, they were the largest of all the signboards designed & fabricated. A symbol was designed to represent each faculty and a die-cut design was employed so as to make the signboard stand out and look attractive. These symbols were used in all the respective departments that fell under their respective faculties.



SYMBOL

The Faculty of Arts has the largest number of departments under its wing. These departments are extremely diverse in their subject matter ranging from Economics to Geography, Philosophy to Fine Art. In this instance, it was rather difficult to create a symbol that would be able to depict all the departments adequately, thus the reason for the use of a typeface that was artistic in itself. Each letter comprised various symbols and this way the whole word became a composition of a myriad of symbols. This in turn seems to adequately portray the nature of the Faculty of Arts.

COLOURS

Applied to the whole signboard was the colour of the faculty - white. As always, there is no colour that can show the power of white such as its opposite - black. This was very prominent on the symbol and also used throughout the rest of the signboard in forms such as applied graphic elements e.g. the divisive lines between various departments. A 10% tone of the most prominent of the colours was used as a swatch watermark in the background. This helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards on campus had been constructed on simple square, oblong, rectangular or circular surfaces. Taking the saying - 'a change is as good as a rest', the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive.

SIZE

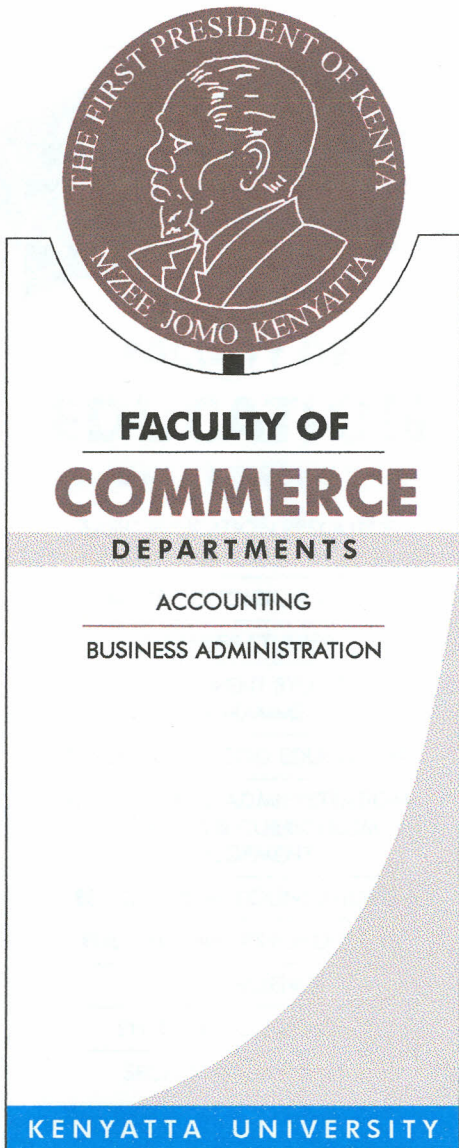
Faculty signboards were to be 2.1m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University colours - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight. Additionally, the typeface used as a symbol for the Faculty of Arts was "Carnivale".



SYMBOL

“Faculty of Commerce”. As soon as one hears the word commerce, the first thought is of money. Though the coin is quickly being discarded for money in the form of notes and plastic (credit cards), they have been the oldest forms of trade other than cowrie shells. The researcher therefore chose to use a symbol of a coin for the purpose of identifying the Faculty of Commerce. She also felt that the use of the older coins that had the image of the first President of the Republic of Kenya, the late Jomo Kenyatta, was more appropriate especially since the University bears his name.

COLOURS

Applied to the whole signboard was the colour of the faculty - muddy brown. This was very prominent on the symbol and also used throughout the rest of the signboard in forms such as applied graphic elements e.g. the divisive lines between the two departments. A 10% tone of the most prominent of the colours was used as a swatch watermark in the background. This helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards have been constructed on simple square, oblong, rectangular or circular surfaces. Taking the world famous saying - ‘a change is as good as a rest’, the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive. In this particular case, the coin at the top of the signboard is rotational. It blows in the direction of the wind, and this also acts as a windvane!

SIZE

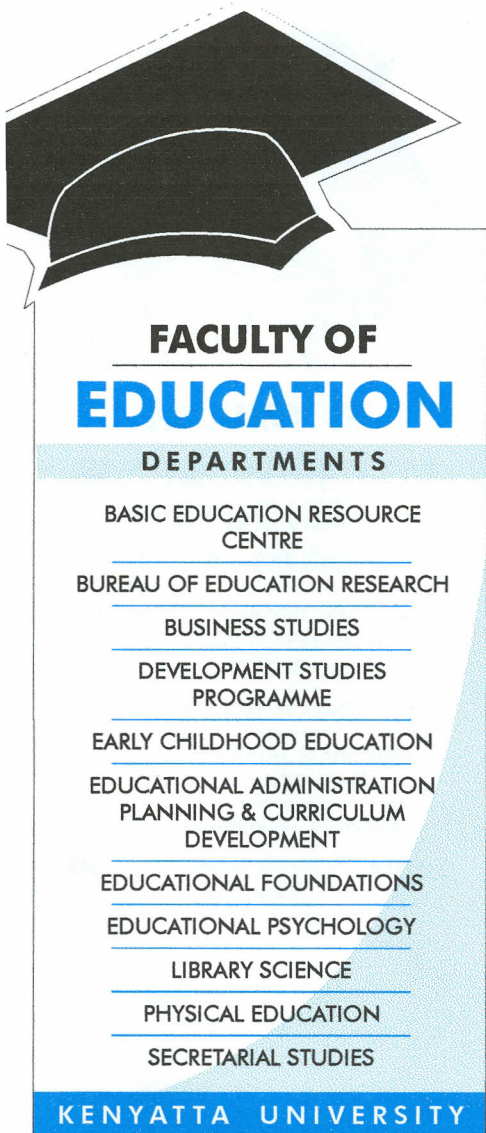
Faculty signboards were to be 2.4m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



SYMBOL

As is the norm, after one completes her/his education, then she/he will graduate and be presented with their respective certificate. That was the reason behind using the symbol of the graduation cap, which is more relative to education in terms of recognition.

COLOURS

Applied to the whole signboard was the colour of the faculty - cerulean blue. This would not have been appropriate on the symbol as the graduation caps are always black in colour. Blue was nevertheless very prominent on the rest of signboard in forms such as applied graphic elements e.g. the divisive lines between various departments, on the name of the faculty and as a 10% tone used as a swatch watermark in the background. This particularly helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards have been constructed on simple square, oblong, rectangular or circular surfaces. Taking the world famous saying - 'a change is as good as a rest', the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive.

SIZE

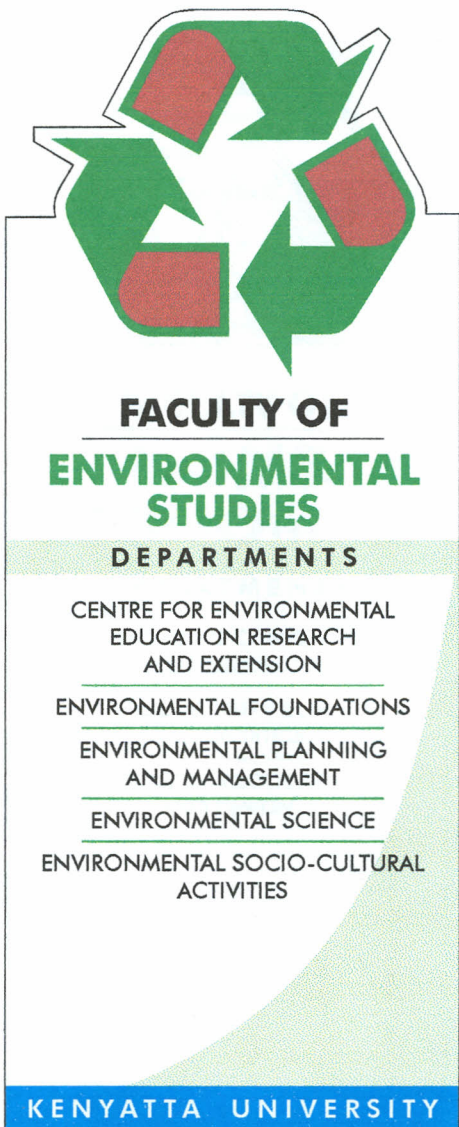
Faculty signboards were to be 2.3m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



SYMBOL

“Faculty of Environmental Studies”. As soon as the words environmental sink in, one would automatically think of the diminishing forests, the ozone layer and the imminent problems facing the world in terms of saving the environment. The researcher therefore chose to use a symbol that depicted “recycle”.

COLOURS

Applied to the whole signboard was the colour of the faculty - green and brown. This was very prominent on the symbol and also used throughout the rest of the signboard in forms such as applied graphic elements e.g. the divisive lines between various departments. A 10% tone of the most prominent of the colours was used as a swatch watermark in the background. This helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards have been constructed on simple square, oblong, rectangular or circular surfaces. Taking the world famous saying - ‘a change is as good as a rest’, the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive.

SIZE

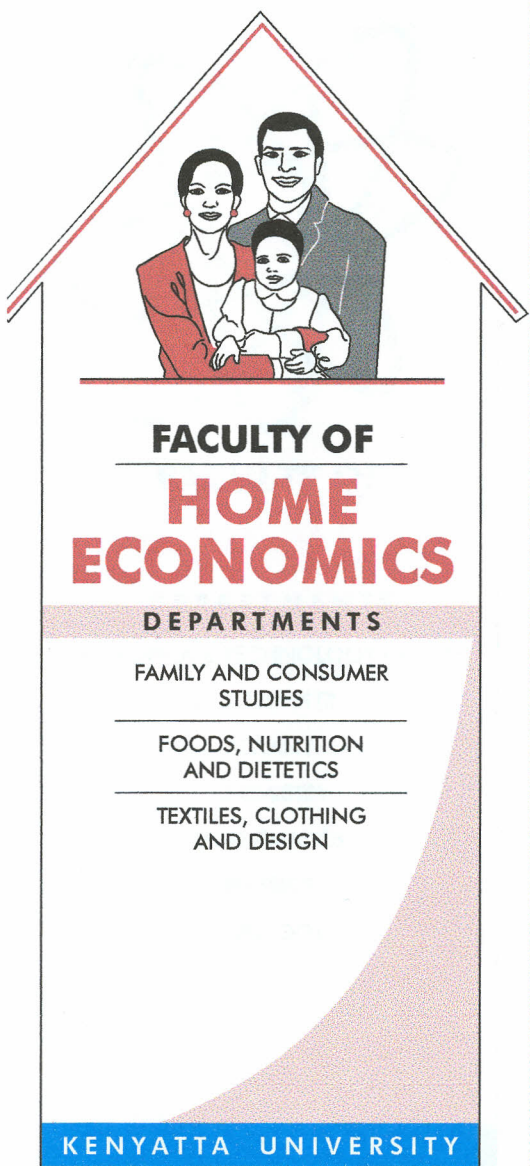
Faculty signboards were to be 2.4m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



SYMBOL

A symbol to depict the Faculty of Home Economics had to have elements that pertained to both of the words that form the whole of the faculty name: a home and the economics of it. Automatically this gave the researcher the idea of using a simplified roof of a house as part of the symbol and the additional symbol of a family unit of three to complete the whole. This family unit came about as a way of conveying a message of family planning which is economical and the fact that all the subjects taught were directly linked to the family structure in terms of nutrition, environment and consumer products.

COLOURS

Applied to the whole signboard was the colour of the faculty - copper. This was very prominent on the symbol and also used throughout the rest of the signboard in forms such as applied graphic elements e.g. the divisive lines between various departments. A 10% tone of the most prominent of the colours was used as a swatch watermark in the background. This helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards have been constructed on simple square, oblong, rectangular or circular surfaces. Taking the world famous saying - 'a change is as good as a rest', the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive.

SIZE

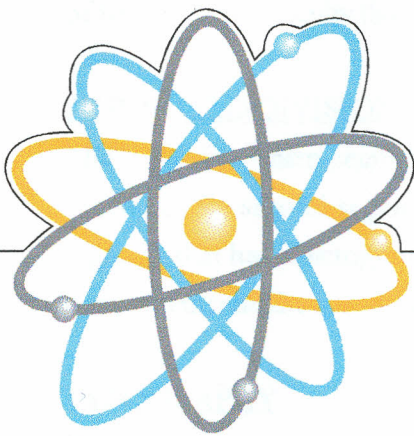
Faculty signboards were to be 2.4m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



FACULTY OF SCIENCE

DEPARTMENTS

APPROPRIATE TECHNOLOGY CENTRE

BIOCHEMISTRY

BOTANY

CHEMISTRY

MATHEMATICS

PHYSICS

ZOOLOGY

KENYATTA UNIVERSITY

SYMBOL

This symbol automatically gives one the impression of science. It is a nucleus surrounded by electrons thereby forming an atom. Any form of matter is composed of millions of atoms that bond to form the matter. And that is the basis of science.

COLOURS

Applied to the whole signboard was the colour of the faculty - golden yellow. This was very prominent on the symbol. Also on the symbol and for clarity of the atomic bonds, the use of the Kenyatta University corporate colour and a shade of black was employed. Used throughout the rest of the signboard in forms such as applied graphic elements e.g. the divisive lines between various departments. A 10% tone of the colour of science was used as a swatch watermark in the background. This helped to break the monotony of the whiteness of the signboard and thereby made it more attractive.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm. Previously, signboards have been constructed on simple square, oblong, rectangular or circular surfaces. Taking the world famous saying - 'a change is as good as a rest', the researcher felt that it would be a greater challenge to introduce odd shapes at the top of every faculty signboard. This also helped in making the signboards more attractive.

SIZE

Faculty signboards were to be 2.4m in body height by 1m body width. The lift was to be 1 foot from the ground with 3 feet into the ground for stability due to the height and size of the signboard.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name at the bottom.

TYPEFACE

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.

10.2 DEPARTMENTS

The Departments were approached as another main section. This though did not defer the fact that they were subsections of the faculties.

COLOUR & SYMBOL AS IDENTITY

In this creative project, the use of a 100% tone of the main colour of the faculty under which the department fell under was employed as a background colour on the departmental signboards to facilitate the identification of the signboards as part and parcel of their respective faculties. Also used to this effect was the symbol of the respective faculty that was discreetly placed at the top of every signboard.

SIGNBOARD DIVISION

There are four main segments to the signboard. The first that has the faculty branding; the second segment that has the name of the department; third 3rd segment that has a pictogram typical of the main activities carried out within the department; and the fourth segment that has the Kenyatta University branding.

TYPOGRAPHY

The selected typeface for the faculty signboards was Futura Bold and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight. The use of lower case for the words “department of” is symbolising of the fact that a department is subordinate to a faculty..

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University corporate colours - blue and white, and the name at the bottom, for ease of identity as mentioned before.

SIZE

Because departments are minor to faculties, they were designed to be much smaller than the faculty signboards. They were all to be the same size 0.75m in width and 1m in height (main body), and 0.5m from the ground with 0.25m into the ground.

PICTOGRAMS

Every department has more than one subject that is taught. These subjects have a common thread that runs through them but are nevertheless diverse in many ways. This made it virtually impossible to design a pictogram that would have included all the subjects. The researcher felt that it would be prudent to illustrate some or one of the main subject(s) to represent the department. These pictograms were to help impress upon the viewer the individuality of the various departments. As earlier stated, it was assumed that the use of the faculty symbol and the faculty colours would make the identity of the department clear, and the introduction of a pictogram only served to strengthen this difference.

FACULTY SYMBOL



FACULTY COLOUR

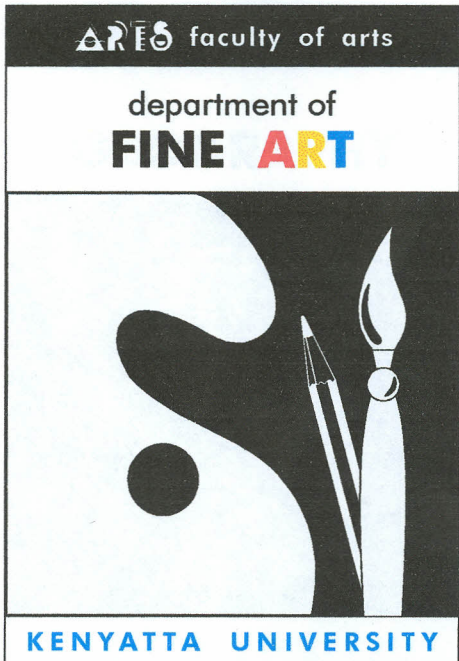


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Arts and the colour - white. The opposite of white is black and the researcher felt it would be more effective when white was contrasted to black, and this was achieved by using white in reverse on black. As Fine Art is a department that employs the use of the colours of the spectrum, the primary colours which constitute red, yellow and blue, were introduced to the word ART for effect.

PICTOGRAM

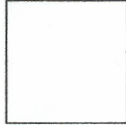
The designed pictogram for the Department of Fine Art was developed after a simple research was carried out. When one is told - I am a fine artist, the first question that pops into their head is "so, can you draw?" Followed in quick succession by "can you paint?". This in addition to the fact that drawing is the backbone of art and painting is one of the oldest forms of art, allowed for the pictogram of a palette, pencil and brush to adequately depict the activities of the department. This though, was not to limit the department to these activities, but merely to introduce some of the activities carried out within the same.



FACULTY SYMBOL



FACULTY COLOUR

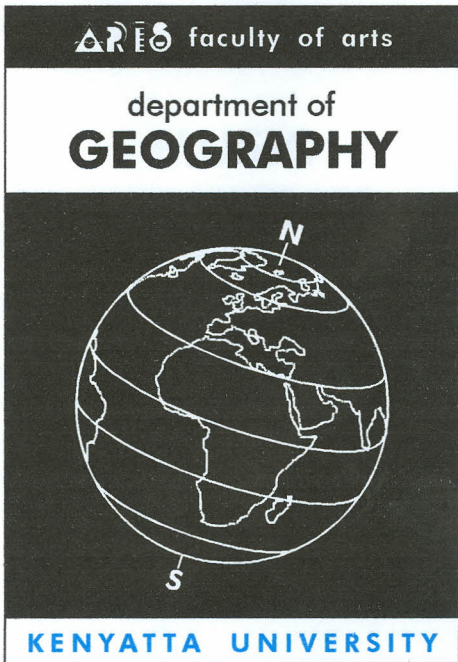


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Arts and the colour - white. The opposite of white is black and the researcher felt it would be more effective when white was contrasted to black, and this was achieved by using white in reverse on black.

PICTOGRAM

A designed pictogram for the Department of Geography was developed through a series of illustrations. The choice of the globe with the north and south poles and latitudinal lines showing was clearly indicative of the subject matter tackled at the department. The word geography literally means "natural features and characteristics of the earth's topography". The latitudes measured the positions of these features and thus their inclusion on the pictogram.



FACULTY SYMBOL



FACULTY COLOUR




COLOURS

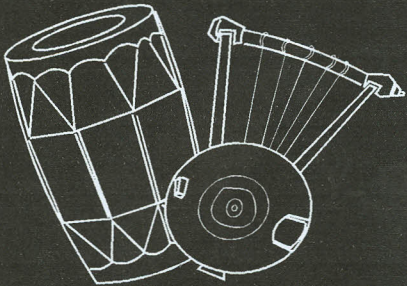
The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Arts and the colour - white. The opposite of white is black and the researcher felt it would be more effective when white was contrasted to black, and this was achieved by using white in reverse on black.

PICTOGRAM

The use of music notes to depict music is overused and outdated. Additionally, apart from composition, the Music Department deals with the use of various musical instrument, both traditional and contemporary. This was one of the reasons behind the use of the piano keys, the drum and the *nyatiti*. The latter two being well used traditional African music instruments.

 faculty of arts

department of
MUSIC



KENYATTA UNIVERSITY

FACULTY SYMBOL



FACULTY COLOUR

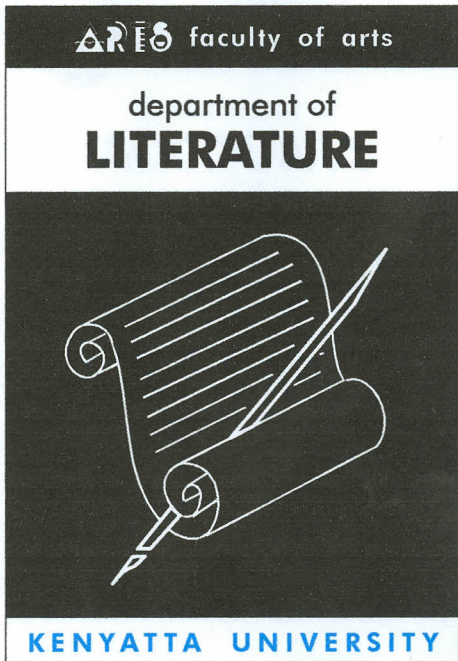


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Arts and the colour - white. The opposite of white is black and the researcher felt it would be more effective when white was contrasted to black, and this was achieved by using white in reverse on black.

PICTOGRAM

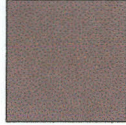
Any form of written text constitutes literature. The development of literature came about with the need to record events and messages. This was originally done by carving on stone and later by making inked markings either on wood or on paper. The latter still remains to this day thus the use of the pen and paper scroll to depict literature.



FACULTY SYMBOL



FACULTY COLOUR

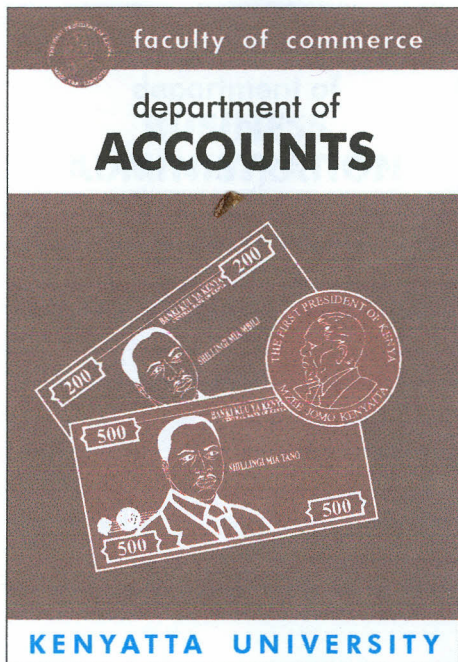


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Commerce and the colour - dull muddy brown.

PICTOGRAM

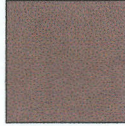
Money! Money! Money! That is all an accountant thinks about. How to collect the money, how to spend it, how to charge the VAT etc. It was therefore obvious that one of the best ways to depict the departmental activities was through an illustration of money. The inclusion of the coins on the illustration was to add spice.



FACULTY SYMBOL



FACULTY COLOUR

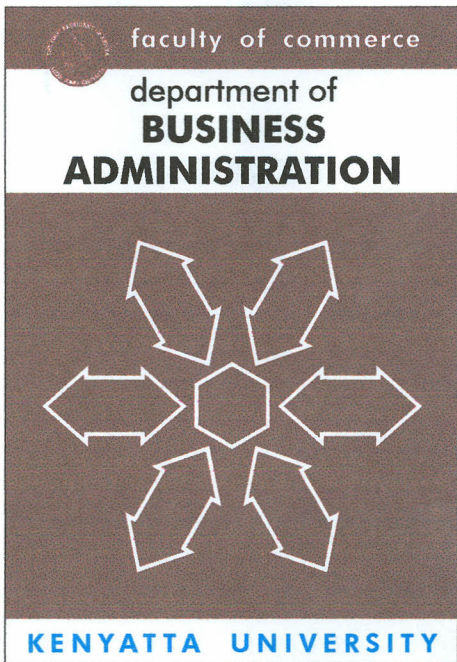


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Commerce and the colour - dull muddy brown.

PICTOGRAM

The Department of Business Administration on the whole teaches on how to be a good and proficient manager. How to be reliable and accountable, how to communicate information in a precise manner and at the same time garner the feedback from all the employees so as to be able to do act in the appropriate direction. In business administration, there is a constant flow of information both ways, from the core to the periphery in the form of orders and strategies and vice versa in the form of feedback. This was the reason behind the use of the double sided arrows as a means of illustrating that very idea.



FACULTY SYMBOL



FACULTY COLOUR

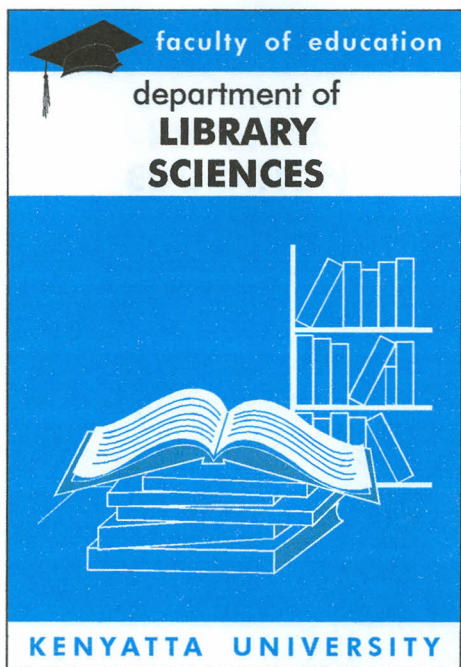


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Education and the colour - blue.

PICTOGRAM

When one hears the word “library”, the first mental picture she/he gets is books. Shelves filled with books, books on a desk, books in trolleys, the smell of old books and publications etc. The library is also a resource centre where one would go to research on any particular subject matter. How would one be able to locate a book on the right subject without having to browse through all the books available? This is where the study of library sciences steps in. Within this department, one would learn the various ways of cataloguing the books and publications that are acquired over the years, the library’s rules and regulations. Ultimately, without these books, there would be no library, and thus the use of a pictogram that shows books, books, and more books.



FACULTY SYMBOL



FACULTY COLOUR

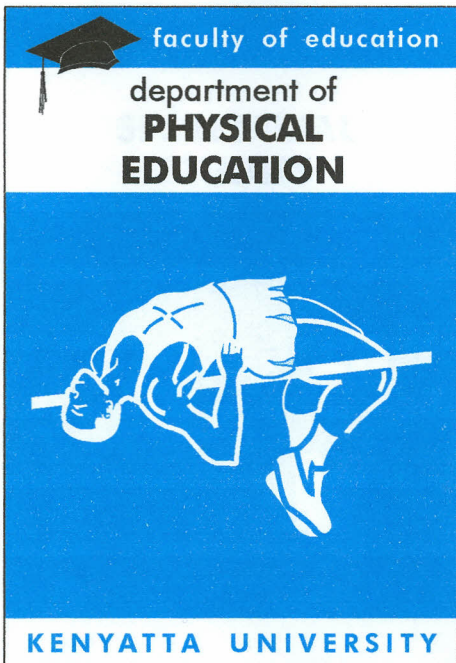


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Education and the colour - blue.

PICTOGRAM

Physical education entails the study of the human body in terms of fitness. What the body can take and how medically fit it is in order to take part in various physical exercises. One of the main subjects tackled within this department is the sports. Students will learn all there is to know about the sports that are to be taught: the rules and regulations of playing, the coaching techniques, the scoring among other things. The choice of the pictogram was to depict this fact. It was also meant to portray the nature of physical exertion. The researcher felt that it would be better to use an illustration of a high jumper rather than the over-used athlete.



FACULTY SYMBOL



FACULTY COLOUR

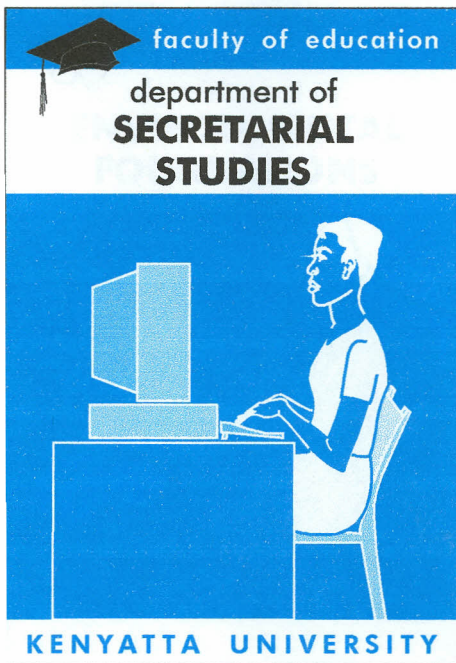


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Education and the colour - blue.

PICTOGRAM

The Department of Secretarial Studies is direct in the relation of its name to the departmental activities which include shorthand, typing, office practice and administration, filing etc. This is the department that teaches ways of being a professional personal assistant with a difference. Of all the skills taught, it is the testimony of the graduates that the most utilised of them is typing. This was the reason behind the use of a typist for a choice of a pictogram.



FACULTY SYMBOL



FACULTY COLOUR

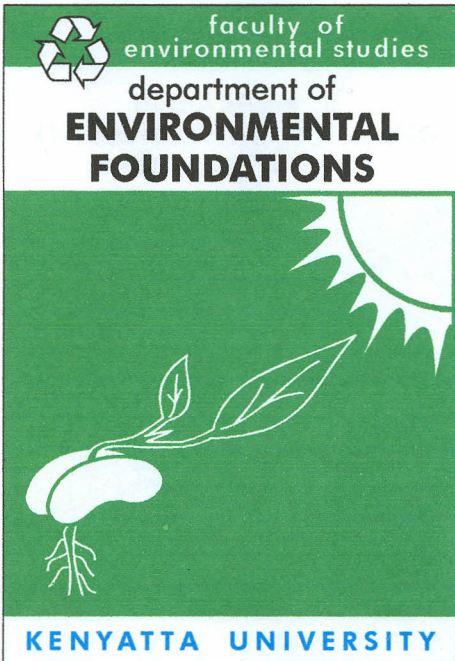


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Environmental Studies and the colours - green and brown.

PICTOGRAM

What does the word foundation mean? The base, the preparation before the beginning. It is the lowest supporting part of any structure. An environment is composed of the totality of surrounding conditions and circumstances affecting growth or development. Though each and every part of the environment plays a fundamental role, the most prominent bit at the moment is the plant life / vegetation and the ozone layer (sun). The use of the germinating seed is to pass on the message of a beginning, a foundation and the sun is to impart the awareness of the relationship between the global warming effect and the sun. Apart from water, these are the two most important factors of the environment.



FACULTY SYMBOL



FACULTY COLOUR



COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Environmental Studies and the colours - green and brown.

PICTOGRAM

Planning and Management is the process of making a strategy on how to make progress in a systematic manner. When it comes to environment, people always tend to think of the plant life as a major issue, and in any case, without our trees, where would we be? The combination of the tree and the globe was symbolic of plant life and the ecosystem of the world.

The logo for the Faculty of Environmental Studies at Kenyatta University. It features a green header with a white recycling symbol and the text "faculty of environmental studies". Below this is a white section with the text "department of ENVIRONMENTAL PLANNING AND MANAGEMENT". The main body is green and contains a white graphic of a tree growing from a globe. At the bottom, a white section contains the text "KENYATTA UNIVERSITY" in blue.

faculty of
environmental studies

department of
**ENVIRONMENTAL PLANNING
AND MANAGEMENT**

KENYATTA UNIVERSITY

FACULTY SYMBOL



FACULTY COLOUR

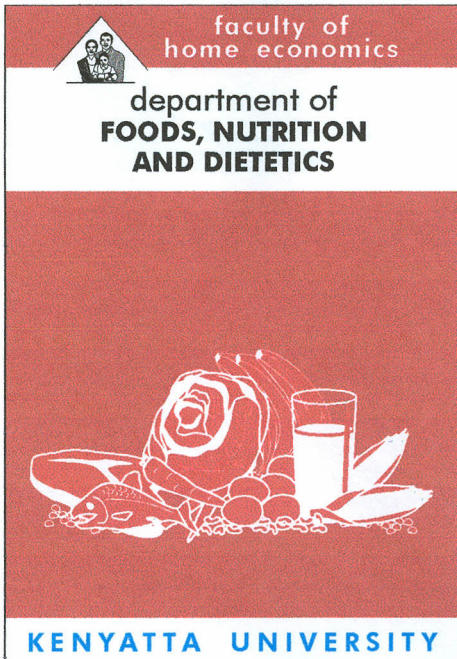


COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Home Economics and the colour - copper.

PICTOGRAM

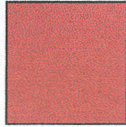
Think of food. Think of nutrition. Think of diet. The immediate feeling is one of the need for a balanced diet. That is precisely the subject matter chosen for the illustration of the pictogram. A selection of foods that are high in nutritional value and balanced in content.



FACULTY SYMBOL



FACULTY COLOUR

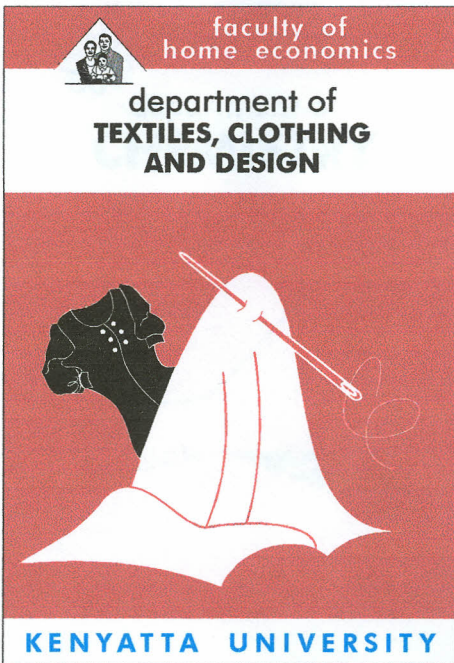


COLOURS

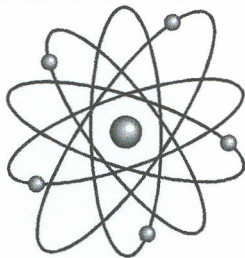
The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Home Economics and the colour - copper.

PICTOGRAM

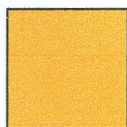
The pictogram decided upon for this departmental signboard was originally a threaded needle swing through a piece of cloth. This was symbolic of the core activities that were practised within the department. The addition of the fully finished garment was to show a sequence of activity and completeness in the skills learned.



FACULTY SYMBOL



FACULTY COLOUR



COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Science and the colour - golden yellow.

PICTOGRAM

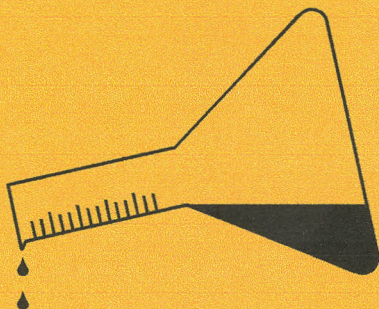
Chemistry is the study of chemical substances and their composition. One of the more utilised apparatus in the chemistry lab is the conical flask. It is also an apparatus that one would not find being used in any other field and this makes it unique to the world of chemistry. The researcher therefore felt the appropriateness of this as a pictogram to represent the activities of the Chemistry Department.



faculty of science

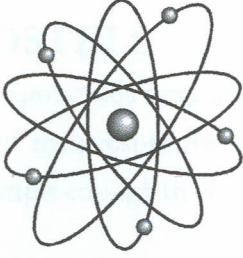
department of

CHEMISTRY

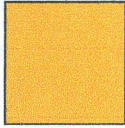


KENYATTA UNIVERSITY

FACULTY SYMBOL



FACULTY COLOUR



COLOURS

The colour scheme of the departmental signboards was dictated mainly by the colour of the respective faculty that it fell under. In this case, the faculty was Science and the colour - golden yellow.

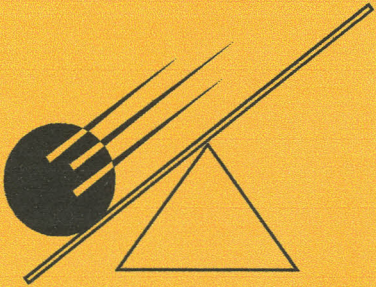
PICTOGRAM

This is a diagram that has been used the world over to demonstrate velocity. Velocity is the basis of physics and one look at the diagram and it will tell you that the ball is rolling due to its weight and the speed is due to velocity. The lines ending at points and merging with the ball are meant to show movement and speed.



faculty of science

department of
PHYSICS



KENYATTA UNIVERSITY

10.3 HOSTELS

The hostel signboards were designed knowing that they were to be placed on the outer wall of their respective buildings. This therefore meant that they had to be large and simple enough to be seen from a distance, and at a height.

SIZE

The size of the signboards was dictated by the fact that they were to be placed on a building and had to be viewed from a distance. They were to be 1.1m high by 1.8m wide. They were not to have “legs” because of they were to be placed on the walls of the buildings they were to grace.

DIE-CUT DESIGN

The design of the shape was brought about by the direct relation of the signboard to their duty - designating housing quarters for the students. Rather than having the usual oblong signs that have been gracing the walls of the hostels within Kenyatta University, the researcher felt that an interesting shape, descriptive of the purpose of the hostels would be more attractive and less rigid.

COLOUR

In this creative project, an old school of thought played a major role in the selection of the colour scheme. This was - pink is for girls and blue is for boys.

TYPOGRAPHY

The typeface chosen for use in this section of the creative project was to be clear enough and easily legible, from a distance and at a height. The selected typeface for the faculty signboards was Swiss 921BT for the numbering because it proved to be strong enough to be seen from a distance, and since it had no serifs, it was appropriate when used in large scale. For the hostel naming, Book Antiqua was used because it was reader friendly and could accommodate many letters without looking crowded and too gray. The use of upper and lowercase was employed to reduce the overbearing effect of uppercase only, which proved to be harder to read from a distance. This served to add an inviting touch to the signboard.

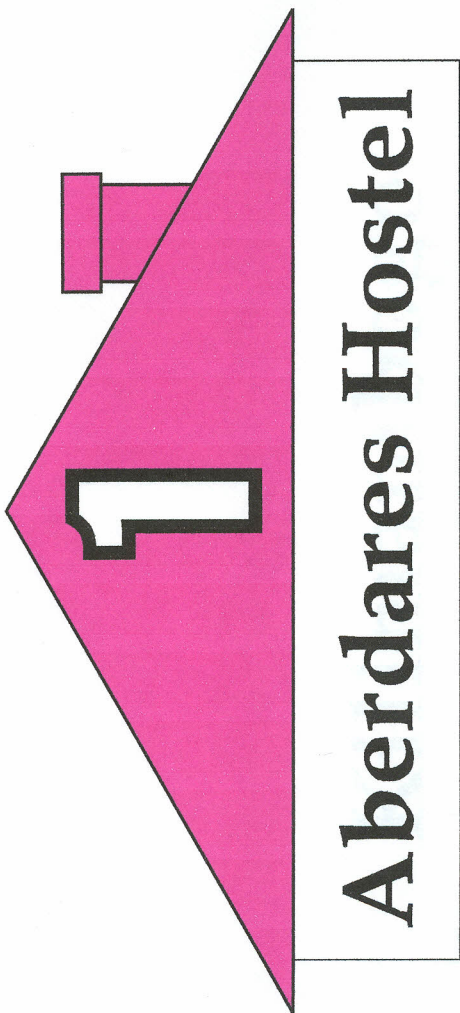
LONGONOT HOSTEL

The Longonot Hostel is a mens hostel and thus the use of the colour blue on the “roof” of the signboard.



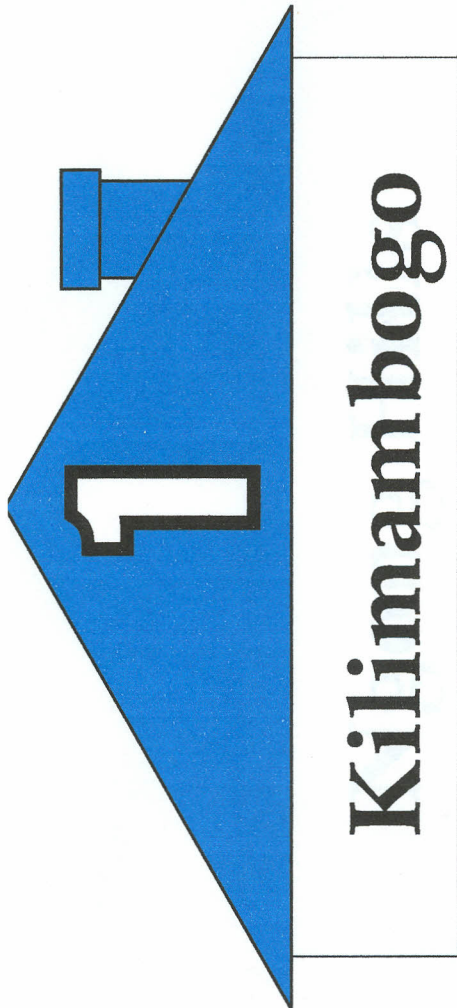
ABERDARES HOSTEL

The Aberdares Hostel is for ladies and thus the use of the colour pink on the “roof” of the signboard.



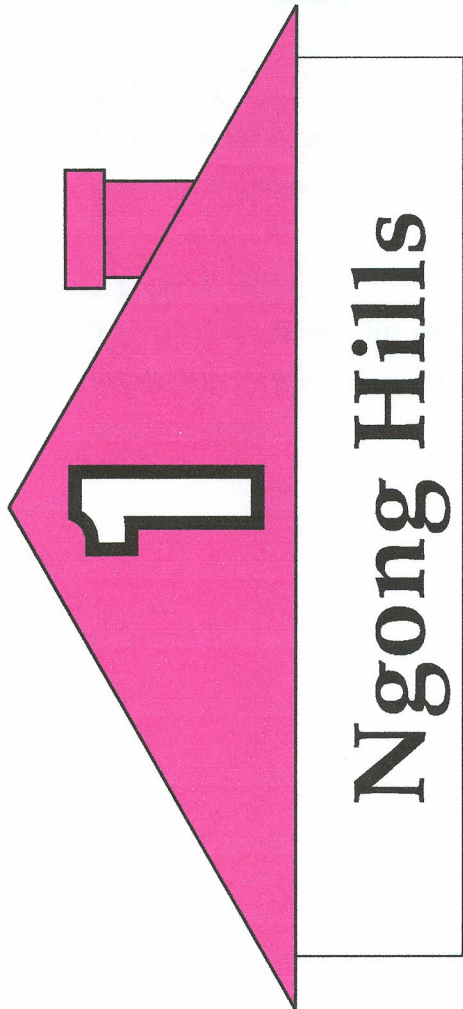
KILIMAMBOGO HOSTEL

The Kilimambogo Hostel is for men and thus the use of the colour blue on the “roof” of the signboard.



NGONG HILLS HOSTEL

The Ngong Hills Hostel is for ladies and thus the use of the colour pink on the “roof” of the signboard.



10.4 AREAS UNRELATED TO ANY OF THE KENYATTA UNIVERSITY ACADEMIC OR ADMINISTRATIVE STRUCTURES.

This section targets the areas that are within the Kenyatta University Campus, but have nothing to do with the Kenyatta University structure in terms of administrative office and /or academics.

SIZE AND DIE-CUT DESIGN

The size of the signboards was determined by the section of the grounds that it was going to be placed upon. They also had to be legible and easily seen. All the signboards had different designs in terms of shape because the Researcher felt that it would be an appropriate way of differentiating the various offices from each other. None of them had any link between themselves, so there was no need to have any continuity in terms of shape and / or colour scheme.

COLOUR

In this creative project, the colour schemes were determined by the different activities that were undertaken within the particular offices.

TYPOGRAPHY

The typeface chosen for use in this section of the creative project was to be decided upon by the shape of the signboard and the nature of activities that goes on in the same.

DESIGN, SHAPE AND COLOUR

The shape of the Child Care Centre signboard was born of the idea of the nursery rhyme “twinkle, twinkle, little star.” The target audience in this instance would be both the parent/guardian and the child. This is due to the fact that the parent/guardian would relate to the design portrayed on the signboard, that depicts an education oriented centre. The child on the other hand would be attracted to the colours and their brightness.

The colours used on the different points of the signboard were derived from the primary and secondary colour charts of art.

The different shapes that were drawn on the various points are shapes that a child can relate to without too much trouble.

SIZE

The actual signboard body is 0.9m in width by 1.05m in height. The height from the ground is 2m with another 2 feet being underground.

TYPEFACE

The typeface selected was Futura Heavy. This was because it was clear and direct. This added a touch of seriousness to the signboard and thus put the parents at ease as to the fact that they were taking their children to an institution that was serious about the results.



DESIGN, SHAPE AND COLOUR

The shape of the African Virtual university signboard was dictated by the nature of activity that is carried out within the office. The pictogram utilised was one of a satellite dish. This was because the African Virtual University is an institution that deals mainly in virtual communication and education. This is a place where the knowledge of the use of the computer and the world wide web as a means of “one-world” education is imparted and exercised.

The choice of colours was meant to depict an educational institution, while at the same time the sky. This was mainly because the passage of the information via satellite through the atmosphere is very much an integral part of the African Virtual University.

The semicircular line with arrows on both ends was to represent the nature of the incoming and outgoing information highway.

SIZE

This signboard is to be 0.8m in diameter with the rectangular bit being 0.6m in width by 0.25m in height. The signboard was to be 2m high from ground level with another 2 feet in the ground for support.

TYPEFACE

The typeface selected was “virtual”. This was because it effected a futuristic computer age atmosphere.



DESIGN, SHAPE AND COLOUR

The shape of the shopping centre signboard was brought about by the nature of activity that was carried out at the area of interest. It is a place where people would go to buy all sorts of groceries from day to day items like milk and bread to things that are used only a few times a month. The ideas of a shopping bag and a trolley were merged to come up with the final design for the shape. The trolley bit was derived from the supermarket trolleys and that also gave an impression of shopping. This was emphasized on with the introduction of wheels at the bottom of the signboard.

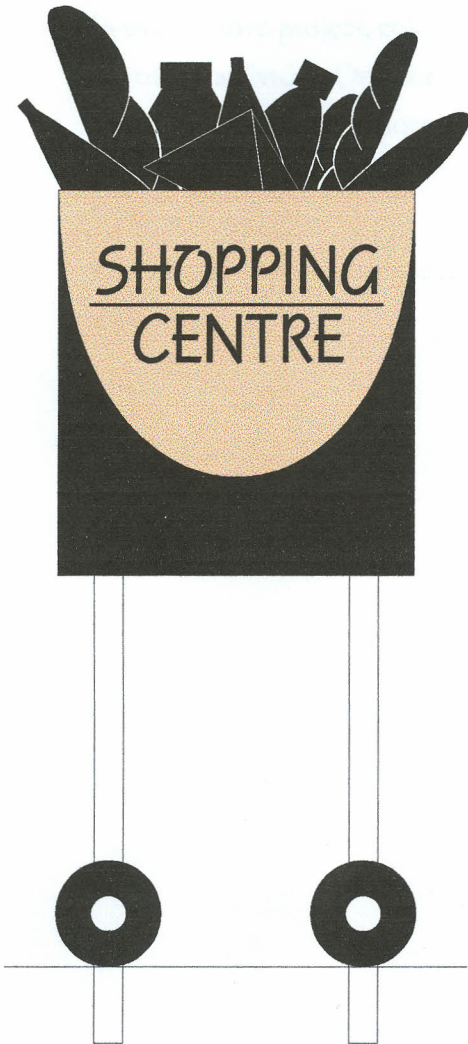
The choice of colours was due to the natural colours of the typical shopping bag. It is brownish in colour. Black was selected to depict the shopping because the items in the shopping bag were just for impression and not to limit the shoppers to those items only. The use of a colour change on the shopping bag, thus forming a cavity sort of effect was for balance and to give the feeling of depth to the bag.

SIZE

This signboard is to be 0.8m in at its widest point and 1.2m in height for the main body. Because it was to be placed at a place where it would be easily visible from all angles, it also had to be quite elevated. This therefore made the sign rise for 1.5m from the ground with another 2 feet in the ground for stability.

TYPEFACE

The typeface selected was "squireD". This was because it was spacious and at the same time welcoming and easily legible.



10.5 KENYATTA UNIVERSITY **ADMINISTRATION OFFICES**

The administration blocks and offices were scattered all over the University Campus and it was up to the researcher to come up with designs that would adequately differentiate them from each other while making sure that it was evident that those particular offices fell under the University structure.

SIZE AND DIE-CUT DESIGN

The size of the signboards was decided by the size and location of the office. The design of the shape was also descriptive of the main function of the office.

COLOUR

In this creative project, colour was down played so to portray the seriousness of the office activities. One colour that was common among all the signboards was the Kenyatta University corporate blue.

TYPOGRAPHY

The typeface chosen for use in this section of the creative project was to be clear and legible.

COLOURS

Applied to the whole signboard was the corporate colour of the University.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm and also to act as a form of pictography whereby the activity of the particular office could be described from the shape of the signboard. Previously, there had been no signboard to show the maintenance yard. Only the name painted on the concrete gate posts of one of the gates. From the kind of activity that went on in the Maintenance Yard, one needed to brighten the place up and a signboard in the shape of a hammer, one of the main tools that is always used in any workshop, proved to be as appropriate as it could ever get.

SIZE

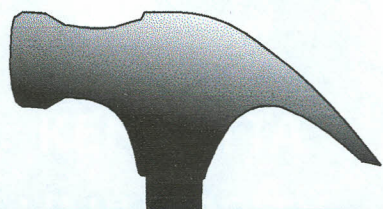
The size of the maintenance yard signboard is 2m by 1m in body. The rectangular bit that bore the name of the area being represented is 0.8m in width by 0.35m in height. The signboard rises by 1 foot from the ground level with another 2 feet under.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university administration structure had to be branded with the Kenyatta University Colour - blue and white, and the name.

TYPEFACE

The selected typeface for the administration signboards was Futura Heavy and Futura Medium. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



KENYATTA UNIVERSITY

**MAINTENANCE
YARD**

COLOURS

Applied to the whole signboard was the corporate colour of the University.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm and also to act as a form of pictography whereby the activity of the particular office could be described from the shape of the signboard. Previously, there had been no signboard to show the Security Office. In fact one would hardly be able to tell where it was. The shape of the signboard was dictated mainly by the nature of work executed by the officers. They are meant to protect the people from any harm and thus the use of the shield. The mast that holds up the signboard is done in the shape of a spear and that is also meant to symbolise protection.

SIZE

This signboard is meant to be 1m in height by 0.75m in width for the main body, while the “spear” is to be 2m from ground level in height. The sign is to have a 2 foot base underground.

KENYATTA UNIVERSITY BRANDING

This particular signboard had the university colours and because of its unique shape could not carry the name on it. Nevertheless, the Kenyatta University emblem was utilised to complete the branding exercise.

TYPEFACE

The selected typeface for the Kenyatta University Security Office signboard was Futura Bold. This particular typeface is modern and at the same time legible and flexible, allowing for usage in more than one way - bold, reverse, straight.



COLOURS

Applied to the whole signboard was the corporate colour of the University.

DIE-CUT DESIGN

The die-cut design was employed so as to deviate from the norm and also to act as a form of pictography whereby the activity of the particular office could be described from the shape of the signboard. The symbol of a cross is used world-wide to show medical and health care. In this case, it proved to be appropriate for the purpose of a signboard. It would directly communicate with the viewer and at the same time carry the name of the office.

SIZE

The health unit signboard is to be 1m by 1m in size for the main, with a height of 1.5m from the ground and 2 feet underground.

KENYATTA UNIVERSITY BRANDING

This particular signboard had the university colours as the main colour scheme. The university name also appeared on the signboard so as to identify the place as an office under the university structure.

TYPEFACE

The selected typeface for the Kenyatta University Health Unit was Swiss Bold for the name and Futura Bold BT for the Kenyatta University branding. Swiss Heavy was appropriate because it was straightforward and very legible so as not to confuse any would be visitor to the health unit, especially in times of pain when vision is also affected.



10.6 KENYATTA UNIVERSITY RECREATIONAL FACILITIES

The recreational facilities within Kenyatta University Campus are places frequented mainly by the students who live on campus. These places have one goal in mind and that is entertainment.

SIZE AND DIE-CUT DESIGN

These signboards were of a medium size , with a board at the bottom end of each for announcements of events that were scheduled to take place. The recreational facilities signboards were to be 0.75m by 0.75m (square) for the main body. The upper portion where the university branding was done was 0.6m wide and 0.07m in height. The recreational facilities signboards have a lower portion that is meant for announcements and this bit is 1 m in height and 0.6m in width. The signboards rise for 1 foot from the ground with 2 feet underground.

COLOUR

The signboards were painted with yellow as the main back ground colour. This was because the Researcher found that it was a bright colour and symbolic of fun and happiness.

TYPOGRAPHY

The typefaces were all different according to the areas that they were representing.

PICTOGRAMS

Representative pictograms for the various areas were designed. These were clear and direct.

KENYATTA UNIVERSITY BRANDING

Every signboard that was within the university structure had to be branded with the Kenyatta University Colour - blue and white, and the name. This time, the brand was placed at the top of the signboard so as to create a difference from the others that have been having the Kenyatta University name at the bottom.

PICTOGRAM

The design of the pictogram used on this signboard was directly related to the nature of the activities that were carried out within this recreational facility. A cinema hall will definitely have a projector and the top and bottom border signifies the film that would go into the projector in order to show the movie.

TYPEFACE

The selected typefaces for the Cinema Hall Signboard are Castle and Futura Medium.



PICTOGRAM

The design of the pictogram used on this signboard was directly related to the nature of the activities that were carried out within this recreational facility. As the name depicts, the Creative Arts Centre dealt mainly with performing arts which are inclusive of acting, dancing, singing, recitals and such like. Most of these are centred upon folklore and thus the use of the gourds and fly which, which are among the most common of traditional items amongst the African tribes.

TYPEFACE

The selected typefaces for the Creative Arts Centre signboard is “virtual” because of its creativity and match to the triangular symbols that have been utilised as borders for the signboard.



PICTOGRAM

The design of the pictogram used on this signboard was directly related to the nature of the activities that were carried out within this recreational facility. The patrons at the swimming pool enjoyed themselves cooling in the water and the swimming team also performed their daily training sessions at the pool.

TYPEFACE

The selected typeface for the Swimming Pool was Tempus sans ITC. The nature of the font was simple and informal.



10.7 KENYATTA UNIVERSITY ROAD NAMES

The Road Name signboards of Kenyatta University presented a whole new section and the Researcher found ahead an enjoyable task of trying to add something from the name onto the respective road sign. Since the signboards did not have to apply to the highway rules of the world, the Researcher was free to create a signboard that would be communicative as well as educative.

COLOURS

As all the roads within Kenyatta University were named after countries in Africa, the researcher decided to employ that fact into the design of the signboards. The different flags of the various country names used were incorporated into the whole design of the road sign and their colours were appropriately filled in. This added an educative touch to the signboards, in that they would be able to show any viewer the flag of the country that the road was named after.

SIZE

All the road signs were 0.9m in width by 0.25m in height for the main body. They were not to be very high as they were to be visible to the motorists almost at eye level, and therefore they rose from the ground by 0.75m with 1 foot underground.

TYPOGRAPHY

The selected typeface was Formal 436BT. This was because it was bold enough to be seen even if a motorist was driving by at a speed of more than 10 kmph, while at the same time easy for the reader to decipher. Additionally, it is assumed that most of the readers will probably be pedestrians.

KENYA DRIVE

This signboard had bore the name of our wonderful country Kenya. The Kenyan flag graced the signboard in the quest to deviate from the norm.



UGANDA CRESCENT

This signboard had bore the name of the country Uganda. The Ugandan flag graced the signboard in the quest to deviate from the norm.



11.0 Recommendation

- ▶ Kenyatta University has always been one of the leading universities in Kenya in terms of organisation and modernisation both academically and physically. It is therefore the researchers recommendation that being a known leader, the University should reinforce its position as a pace setter by applying the new signage system to the whole campus.

This can be achieved by creating a system of signage renovation that will be tackled in sections as they have appeared in this report.

The application of the professional newly designed signage system will propel the status of Kenyatta University Campus into the calibre of international standards.

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Appendix 1

► Before



► After



Appendix 2

► Before



► After



Appendix 3

► Before



► After



Appendix 4

► Before



► After



Appendix 5

► Before

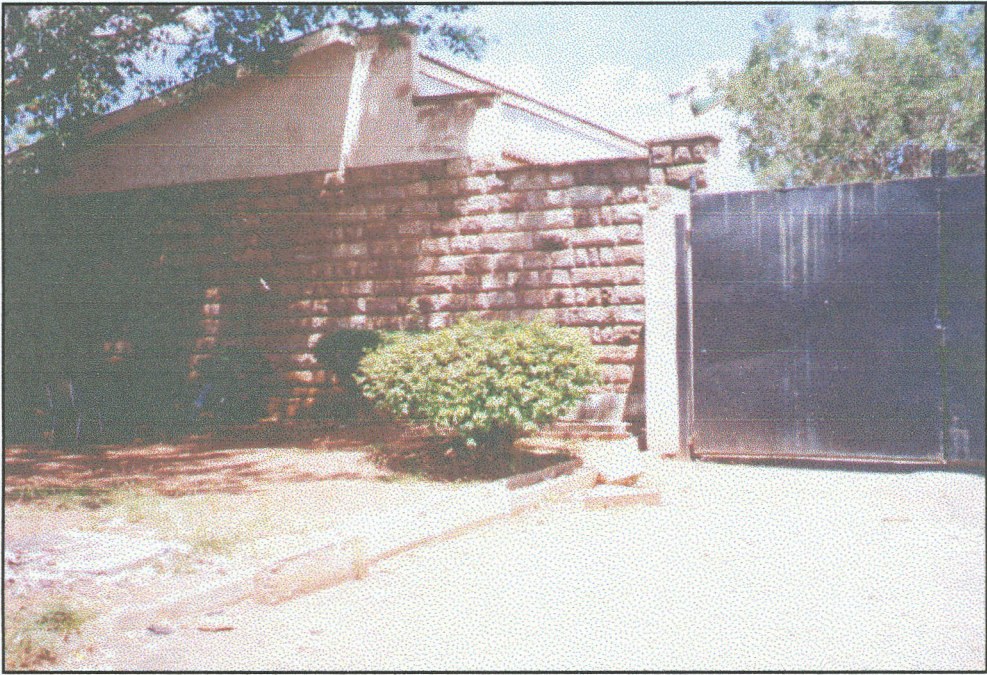


► After



Appendix 6

► Before



► After

