



Uhuru

INFRASTRUCTURE

BRAND GUIDELINES · VERSION 2.0

Building Africa's corridors of opportunity.

Uhuru Infrastructure · Brand Identity & Communication Standards · 2026

Who we are

Uhuru is the Swahili word for freedom. Our name is our promise: infrastructure that sets people, goods and economies free to move, trade and grow.

Uhuru Infrastructure is an infrastructure development company focused on originating, developing and delivering large-scale transport and public infrastructure across East and Central Africa. Working through public-private partnerships (PPP), we take strategically vital projects — expressways, trade corridors, border-to-market routes — from concept to bankable, investment-ready assets, and champion them through delivery and operation.

Our current portfolio includes the proposed **Kampala–Bombo Expressway** in Uganda and the **Kasindi–Beni–Butembo Corridor** (134 km, PPP-BOT) in the Democratic Republic of Congo — projects prepared to international standards with full feasibility, environmental and social impact, and resettlement frameworks.

Mission

To originate and develop bankable infrastructure that lowers the cost of doing business, connects markets, and improves the daily lives of the communities it serves.

Vision

An Africa connected by world-class infrastructure — where distance is no longer the price of opportunity.

Values

VALUE	WHAT IT MEANS
Integrity	We develop to international standards — technical, environmental, social and financial — and we publish the evidence.

Partnership	We work hand-in-hand with governments, lenders, communities and world-class consultants. PPP is in our DNA.
Impact	Every project must move the needle: jobs, trade, safety, access. We measure what we build.
Excellence	Feasibility before finance. Design before construction. Rigour at every stage.
Stewardship	We safeguard the environment and treat affected communities with fairness and dignity.

Naming rules

- The company name is **Uhuru Infrastructure** — always two words, always this capitalisation. Never "Uhuru Infrastructure Partners", never "UHURU INFRASTRUCTURE" in running text (all-caps is reserved for the logo descriptor).
- After the first mention in a document, "Uhuru" alone is acceptable.
- Project names take en-dashes between places: **Kampala–Bombo Expressway**, **Kasindi–Beni–Butembo Corridor**.
- In legal documents, use the full registered name and jurisdiction as advised by counsel; in all communications, the brand name above.

Tagline

PRIMARY

Building Africa's corridors of opportunity.

SHORT FORM

Freedom to move. Freedom to grow.

The logo

Our mark is a solid green circle carrying a white "U" — a symbol of unity, a road's loop, and the continent's momentum. It is paired with the **Uhuru** wordmark in Deep Forest and the descriptor **INFRASTRUCTURE** tracked wide in Uhuru Green.

Primary lockup — on light backgrounds



Reverse lockup — on Deep Forest



Icon — avatars, favicons, watermarks



Clear space & minimum size

- **Clear space:** keep a margin equal to the height of the "U" in the icon free of any other element, on all four sides.
- **Minimum size:** full lockup — 140 px wide on screen / 35 mm in print. Icon alone — 24 px / 8 mm.
- Below minimum lockup size, switch to the icon.

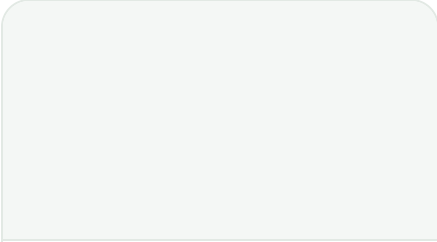
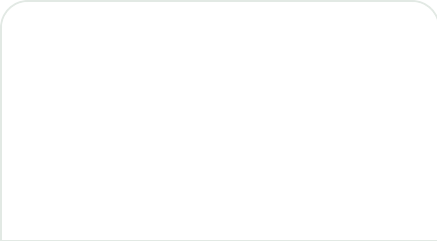
Logo misuse

Never: stretch, rotate or skew the logo; recolour the circle; add drop shadows or outlines; place the primary (dark-text) lockup on dark or busy photography; re-typeset the wordmark in another font.

Always: use the supplied SVG/PNG files; choose the reverse lockup on Deep Forest, Ink or photography; keep the circle Uhuru Green with a white "U" in every version.

Colour

A confident, natural palette. Deep Forest carries authority; Uhuru Green carries energy and growth; Gold is used sparingly as a mark of quality. Generous white and Mist keep the system open and international.

		
Uhuru Green HEX #1E9E5A · RGB 30 158 90 Logo circle, CTAs, accents, links	Deep Forest HEX #0F3D2E · RGB 15 61 46 Wordmark, headlines, dark sections	Ink HEX #0A241A · RGB 10 36 26 Body text, footers, depth
		
Savanna Gold HEX #C7A046 · RGB 199 160 70 Sparingly: numbers, rules, highlights	Spring Green HEX #5FCB8F · RGB 95 203 143 Tint on dark backgrounds only	Mist HEX #F4F7F5 · RGB 244 247 245 Section backgrounds, cards
		

Stone

HEX #5B6B63 · RGB 91 107
99
Captions, secondary text

White

HEX #FFFFFF
Primary background,
reversed text

Usage ratio

60% White / Mist · 25% Deep Forest / Ink · 12% Uhuru Green · 3% Savanna Gold.

Accessibility

- Body text is always Ink on White/Mist, or White on Deep Forest/Ink (contrast > 10:1).
- Uhuru Green on white passes for large text and UI elements; never set body copy in Uhuru Green.
- Spring Green is reserved for text and lines on dark backgrounds; never on white.

Typography

Two Google typefaces, free and available worldwide. **Poppins** — geometric and modern, echoing the logo — leads every headline. **Inter** — engineered for screens — carries long-form text with clarity.

POPPINS — DISPLAY & HEADINGS

**Freedom to move.
Freedom to grow.**

Weights: 500 · 600 · 700 · 800

INTER — BODY & INTERFACE

Uhuru Infrastructure develops bankable transport corridors through public-private partnership — from traffic studies and feasibility to environmental safeguards, financing and delivery.

Weights: 400 · 500 · 600 · Body 16–18 px, line-height 1.6–1.75, max 70 characters per line

Hierarchy

LEVEL	TYPEFACE	SIZE / WEIGHT	COLOUR
Display (hero)	Poppins	56–72 px · 800	Deep Forest or White

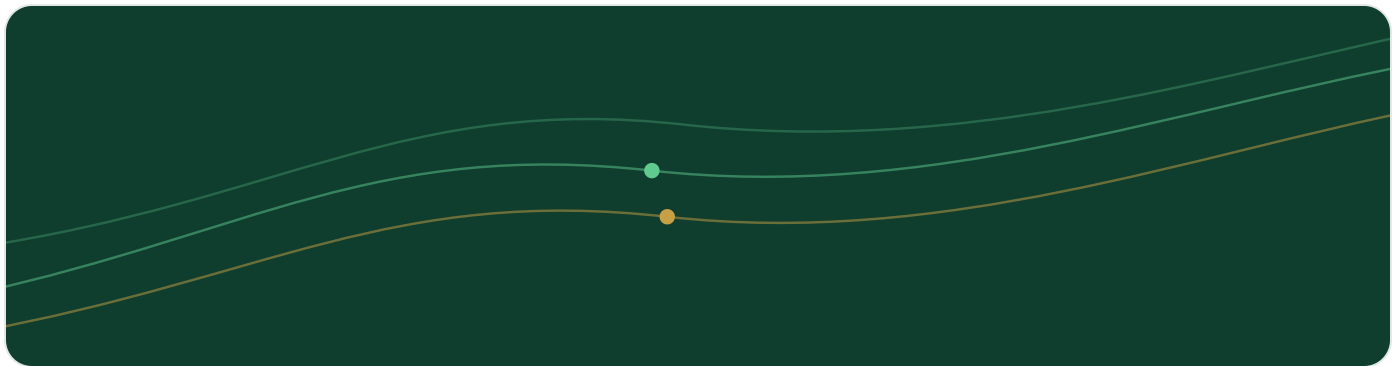
H2 section	Poppins	36–44 px · 700	Deep Forest
H3 subsection	Poppins	20–24 px · 600	Deep Forest
Kicker / eyebrow	Poppins	12–13 px · 600 · +0.25em tracking · UPPERCASE	Uhuru Green
Body	Inter	16–18 px · 400	Ink
Caption	Inter	13–14 px · 400	Stone

Fallback stack (documents, e-mail): Poppins → Helvetica → Arial; Inter → Helvetica → Arial.

Graphic language & imagery

The corridor lines

Our signature device: flowing route-lines with waypoint dots, drawn from the geometry of road corridors and contour maps. Used as a subtle background texture on Deep Forest sections (10–18% opacity, Spring Green or Gold), never over body text.



The Africa dot-map

Our second signature device: the African continent rendered as a matrix of dots, with project locations marked by pulsing gold and spring-green points. It anchors the brand to the continent we serve. Use it large and cropped on dark sections (hero panels, footers) at 6–15% opacity as a watermark, or at full strength as an informational map with location markers.



Photography

- **Subjects:** aerial views of roads and corridors, bridges, construction in progress, engineers on site, markets and communities served, African landscapes at golden hour.
- **Treatment:** natural colour, warm light, high horizon lines. For overlays, use a Deep Forest gradient scrim (70 → 0%) so white text stays readable.
- **Avoid:** generic stock handshakes, clip-art, heavy filters, images of hardship without dignity.

Iconography & data

- Line icons only (2 px stroke, rounded caps) in Deep Forest or Uhuru Green — never emoji.
- Charts: Uhuru Green for the primary series, Deep Forest for comparison, Gold for highlights, Mist gridlines.
- Big numbers set in Poppins 700 with Savanna Gold or Uhuru Green.

Tone of voice

Confident. Precise. Human. We write like the credible international developer we are — and we never forget who infrastructure is for.

We say: "The Kasindi–Beni–Butembo Corridor will cut journey times on 134 km of the DRC's busiest trade route — connecting North Kivu's producers to regional markets."

Not: "We are a leading world-class synergistic provider of innovative end-to-end infrastructure solutions."

Principles

- **Lead with impact**, follow with method. Jobs, journey times, trade — then the engineering.
- **Be specific.** Kilometres, provinces, standards, dates. Evidence is our brand.
- **Plain English, international register.** Short sentences. No jargon without translation.
- **Respect.** Communities are partners, never obstacles. Say "project-affected people," never "squatters."
- **Institutional but warm.** We write for ministers, lenders and villagers alike.

Boilerplate

Uhuru Infrastructure is an infrastructure development company originating, developing and delivering large-scale transport infrastructure across East and Central Africa through public-private partnership. From the Kampala–Bombo Expressway in Uganda to the Kasindi–Beni–Butembo trade corridor in the Democratic Republic of Congo, Uhuru transforms strategic routes into bankable, investment-ready assets — built to international standards, and built for the people they serve.

Documents & reports

Feasibility studies, ESIAs, traffic studies, resettlement frameworks, memoranda, terms of reference — our documents are read by ministers, lenders and communities. They carry the brand as much as the website does.

Covers

- Background: Deep Forest gradient (Deep Forest → Ink, 150–160°), with the corridor-lines device or Africa dot-map at 8–16% opacity, lower right;
- Reverse lockup top-left; document category in a Spring Green kicker (e.g. FEASIBILITY STUDY & PRELIMINARY DESIGN);
- Title in Poppins 800, white, max three lines; subtitle in Inter, Spring Green tint;
- Status and date badge — FINAL · NOVEMBER 2025 / DRAFT · JUNE 2026 — in Poppins 600, letterspaced;
- "Prepared by / On behalf of" block at the foot of the cover, Inter, white.

Interior layout

- Format A4 portrait; margins 25 mm outer, 20 mm top/bottom; wide tables and drawings go on dedicated A4 landscape pages — never squeezed;
- Running header: short report title and section, Inter 8.5 pt, Stone; running footer: "Page x of y" plus the Uhuru icon at 5 mm;
- Every report opens with a Revision Schedule table (rev, date, details, prepared / reviewed / approved by);
- Section openers carry the Savanna Gold section number, exactly as in this document.

Report typography

H1 / section title	Poppins 700 · 20 pt · Deep Forest
H2	Poppins 600 · 15 pt · Deep Forest
H3	Poppins 600 · 12 pt · Deep Forest
Body	Inter (or Calibri fallback) · 10.5 pt · 1.4 line height · Ink
Captions & notes	Inter · 9 pt · Stone — "Figure 3-2:", "Table 4-1:" numbering by section
Table text	Inter · 9–10 pt; header row Deep Forest fill with white Poppins 600 text; alternate rows Mist

Charts & figures in documents

- Primary series Uhuru Green; comparison Deep Forest; highlight Savanna Gold — in that order, always;
- Gridlines Mist, 0.5 pt; axis labels Inter 9 pt Stone; no 3-D, no shadows, no gradient fills, no decorative clip-art;
- Every figure and table is numbered, titled and sourced;
- Maps follow the brand map style: Deep Forest ground, dot-pattern land, green route ribbon with white dashes, gold origin marker.

Status, versions & confidentiality

- File naming: UI_[Project]_[Document]_v[1.0]_[YYYY-MM-DD] — e.g. UI_KampalaBombo_ESIA_v2.0_2025-11-17;
- Drafts carry a DRAFT watermark (Stone, 45°, 8% opacity) and the draft status badge on the cover;
- Every document footer carries one classification: **Public** · **Partner Confidential** · **Internal**. Costs, compensation estimates and economic indicator values are never Public.

Presentations

Uhuru presents to cabinets, boards and investment committees. Slides are 16:9, disciplined, and instantly recognisable.

Slide system

SLIDE	RULES
Title	Deep Forest gradient, reverse lockup, corridor lines at low opacity; title Poppins 800 white; date and audience line in Spring Green.
Agenda / divider	Deep Forest; gold section numbers; one line per item, Poppins 600.
Content	White; green kicker + Poppins title; body Inter ≥ 18 pt; one message per slide, max ~30 words; footer with icon and page number.
Big number	One metric per slide: Poppins 800 at 120 pt+, Savanna Gold or Uhuru Green, with a one-line caption.
Map / image	Full-bleed with Deep Forest scrim (70 $\rightarrow$ 0%) behind any text; captions Inter 14 pt.
Closing	Deep Forest; tagline; contact block; no "thank you" clip-art.

Presentation don'ts

Never: bullet walls of 10+ lines; default Office themes; rainbow charts; animation effects (fly-ins, spins); screenshots of tables from reports — rebuild them.

Always: one idea per slide; brand chart colours; rehearsed numbers that match the underlying reports exactly; the classification label on every deck.

Social media & posting

Institutional, precise, human — our channels speak with the same voice as our reports, at a fraction of the length.

Channel setup

- **Avatar:** the icon (green circle U) on all platforms — never the full lockup squeezed into a circle;
- **Banner / cover:** reverse lockup on Deep Forest with corridor lines or the Africa dot-map;
- **LinkedIn** is the primary channel (institutional audience); **X** carries milestones and links; **WhatsApp** serves stakeholder and community groups.

Post templates

TEMPLATE	USE & CONSTRUCTION
Milestone card	Deep Forest ground · gold kicker (PROJECT UPDATE) · Poppins 800 headline · icon bottom-left. For completions, approvals, signings.
Quote card	Deep Forest · Spring Green kicker · white Poppins quote with gold rule · attribution in Inter. For leadership statements and report quotes.
Project update	White ground · route-map or photo top · forest text block below. For progress stories and articles.

Formats & legibility

- Square 1080×1080 for feeds; 1200×675 for link cards; 1080×1920 for stories;
- Headlines ≥ 64 px at 1080 width; never more than ~15 words of copy on the image itself;
- Captions: lead with the impact, two or three short paragraphs, close with a link. Hashtags 3–5 max: **#UhurulInfrastructure** **#FreedomToMove** plus project tags.

Posting rules

Never post: project costs, compensation figures, economic indicator values or anything classified Partner Confidential; unapproved images of project-affected people; emoji strings; engagement-bait.

Always: facts that match published documents; dignity in every image of people; a link to the website; a second pair of eyes before publishing.

Stationery & email

Letterhead

- Primary lockup top-left at 42 mm width; address line right-aligned, Inter 8.5 pt Stone;
- Body in Inter (or Calibri) 10.5–11 pt, Ink, ragged right; date, reference and subject lines in Poppins 600;
- Footer: 2 pt Uhuru Green rule with one contact line beneath — company name, city, e-mail, web.

Business cards (85 × 55 mm)

- Front: Deep Forest with the reverse lockup centred;
- Back: white; name Poppins 700 Deep Forest, role Inter Stone, contacts Inter Ink; icon bottom-right.

E-mail signature (HTML-safe)

- Name in bold Arial (Poppins is not e-mail-safe), Deep Forest #0F3D2E; role and company in Arial, Stone;
- Icon at 40 px; one line of contacts separated by "."; website link in Uhuru Green;
- One legal/confidentiality line in 11 px Stone. No inspirational quotes, no image-heavy banners.

Signage, site & vehicles

Project site hoarding

- Uhuru Green field with white icon and reverse wordmark; project name in Poppins 700 white;
- Safety messaging in Inter 600, high-contrast panels; partner/government logos in the co-branding strip (see section 13);
- Community information boards follow the same system with local-language text set in Inter.

Vehicles

- White vehicles; icon on front doors at 350 mm; corridor-line strip along the body in Uhuru Green; web address rear, Inter 600.

Workwear & PPE

- Helmets carry the icon decal (60 mm) — never the full lockup; hi-vis vests may carry the wordmark across the back in Deep Forest;
- Office reception: icon in brushed metal or painted relief on a Deep Forest or white wall; no backlit green boxes.

Data visualisation & maps

Numbers are our evidence; they deserve the same design discipline as everything else.

Chart palette — in strict order

SERIES	COLOUR
1st (primary)	Uhuru Green #1E9E5A
2nd (comparison)	Deep Forest #0F3D2E
3rd (highlight)	Savanna Gold #C7A046
4th	Spring Green #5FCB8F (dark grounds) / Stone #5B6B63 (light grounds)

Chart rules

- Gridlines Mist, hairline; axis text Inter; direct-label lines where possible instead of legends;
- No 3-D, no drop shadows, no gradients, no dual axes without explicit labelling;
- Big standalone numbers set in Poppins 700/800, Gold or Green, with an Inter caption.

The Uhuru map style

- Geography: the accurate Africa dot-map (master file Brand Assets/africa-map.svg) — dot-matrix land, fine country borders, on Deep Forest;
- Routes: Uhuru Green ribbon with white dashed centreline; origin marker Savanna Gold, destinations Spring Green; place labels Poppins 600 white;
- Never use screenshot maps (Google Maps etc.) in public materials.

Co-branding & partner logos

- Where protocol requires, host-government emblems come first; otherwise Uhuru leads on materials we author;
- Partner logos sit in a horizontal strip separated by a 1 pt Mist rule, each given equal visual weight and its own clear space (the U-height rule applies to all);
- On dark covers, partner logos appear in white or on a white holding strip at the foot — never recoloured green;
- Consultant and contractor logos appear on documents they author, in the "Prepared by" block, at no more than 70% of the Uhuru lockup width;
- Never place the Uhuru logo inside another organisation's shape, badge or frame.

Brand governance

These guidelines govern **every** expression of Uhuru Infrastructure — websites, reports, studies, presentations, social channels, stationery, signage, vehicles and anything not yet imagined. If it carries the mark, it follows the system.

- **Custodianship:** the brand is stewarded centrally; new applications (a template, a campaign, a co-brand) are approved before first use;
- **Assets:** master files live in Brand Assets/ — request them via info@uhuruinfrastructure.com; never redraw or export from screenshots;
- **Consultants & contractors:** third parties producing documents on behalf of Uhuru (as with our feasibility, ESIA and resettlement reports) receive this document with their engagement and are contractually bound to it;
- **Exceptions:** if a rule cannot be met (a printer's constraint, a platform's format), the nearest compliant solution is agreed with the custodian — exceptions are granted, never assumed;
- **Versioning:** this is **Version 2.0 · July 2026**. The current version always supersedes; check before you begin.

Master file library

- Brand Assets/Logo/uhuru-logo-primary.svg — full lockup, light backgrounds
- Brand Assets/Logo/uhuru-logo-white.svg — reverse lockup, dark backgrounds
- Brand Assets/Logo/uhuru-icon.svg — circle icon / favicon / avatar
- Brand Assets/africa-map.svg — the accurate Africa dot-map
- Branding Guidelines/Uhuru-Infrastructure-Brand-Guidelines.pdf — this document, portable edition

