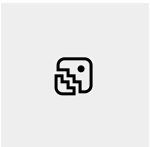




Branding Guidelines



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Brief History



The Karamoja Women Umbrella Organization (KAWUO) is a grassroots-led nonprofit based in the Karamoja region of Uganda, dedicated to empowering women, uplifting vulnerable children, and transforming marginalized communities through sustainable, locally-driven solutions. Established in 2007 by resilient women from the region, KAWUO champions gender equity, economic empowerment, democratic governance, and social justice. The organization focuses on amplifying the voices of widows, single mothers, orphans, and disadvantaged youth, fostering inclusion and systemic change.

This branding guide serves to ensure consistent and impactful visual representation of KAWUO across all platforms and materials. It provides clear specifications on logo usage, color palettes, typography, and symbolism to maintain the organization's identity and cultural resonance in all communications and advocacy efforts.

MISSION

To promote the participation of women in the development of Karamoja through socio-economic empowerment, lobbying, advocacy, capacity building, civic engagement, networking and partnership.

VISION

“Socio-economically empowered and civically engaged women of Karamoja”

VALUES

- Integrity, Diversity, Equity, Equality, Inclusiveness and Teamwork

Logo use

A. The KAWUO Logo may be used by its partners, Donors and contracted services providers during the printing in adherence with the present Guidelines.

KAWUO Logo (Standard)



Wherever sizing adjustments, ensure that the adjustments are done from the right angle in order to maintain its original shape

B. For sub/contracted partners by KAWUO when designing and printing their project visibility materials or when developing template, the major Donor logo comes first then followed by the sub/contracted partner logo and last will be for KAWUO. The partner should ensure that alignments, sizes and shapes are all maintained well.

Logo Variations

07

Two Types



Main Logo



KARAMOJA WOMEN
UMBRELLA ORGANIZATION

Secondary Logo

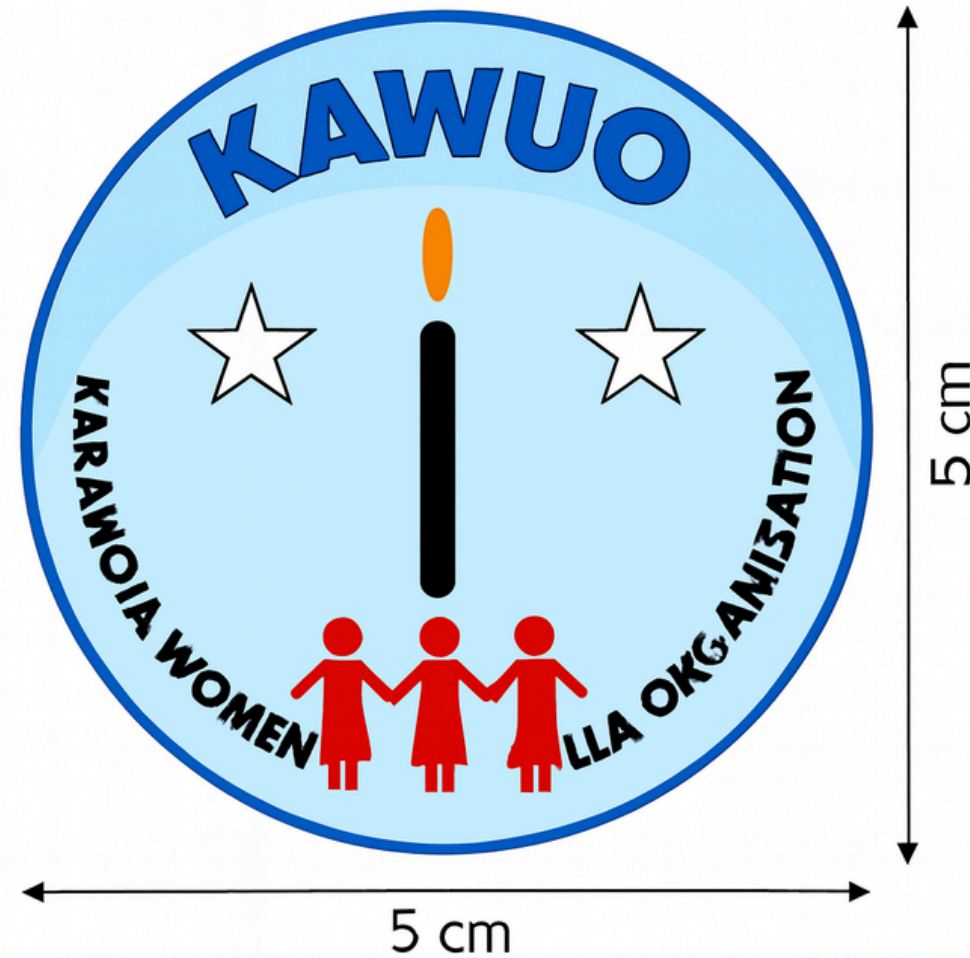
For Spacing Between Two Logos:

- Respect both logos' exclusion zones: Place them far enough apart so neither logo's clear space is violated.
- Add additional padding: At least one logo's height between them is a safe baseline.
- Alignment matters: Logos should be visually balanced (top, center, or baseline aligned).

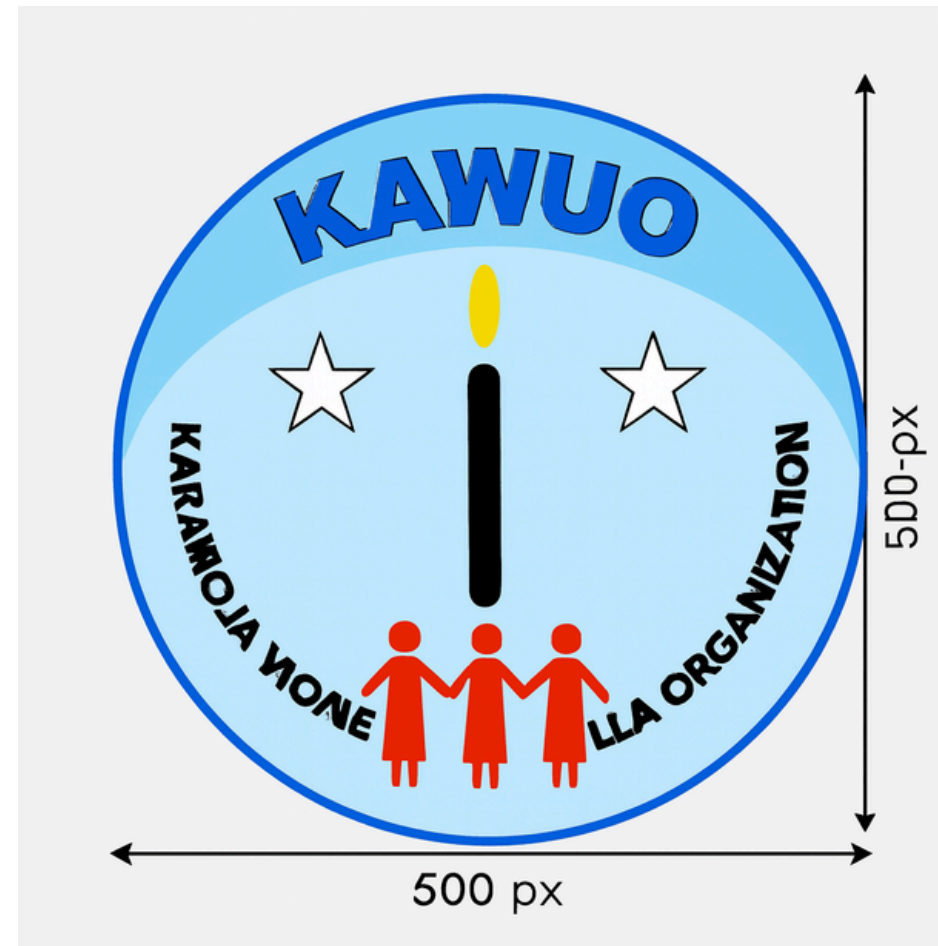
Practical Rules in Documents/Tools

- In Word, PowerPoint, or design tools: Use gridlines or guides to maintain consistent spacing.
- Avoid overlap with text or other elements: Keep logos isolated for clarity.
- Consistency across pages: Apply the same spacing rule wherever logos appear.

Logo Dimension and Shape



Logo dimension for print use



For digital use

1. Shape: Circular, symbolizing unity and inclusiveness.
- Recommended Sizes:
2. Digital Use: 500×500 px (minimum)
 3. Print Use: 5 cm diameter (minimum), scalable up to 20 cm

NOTE: **The 2 diagrams are just for illustration, they are not the standard logos.**

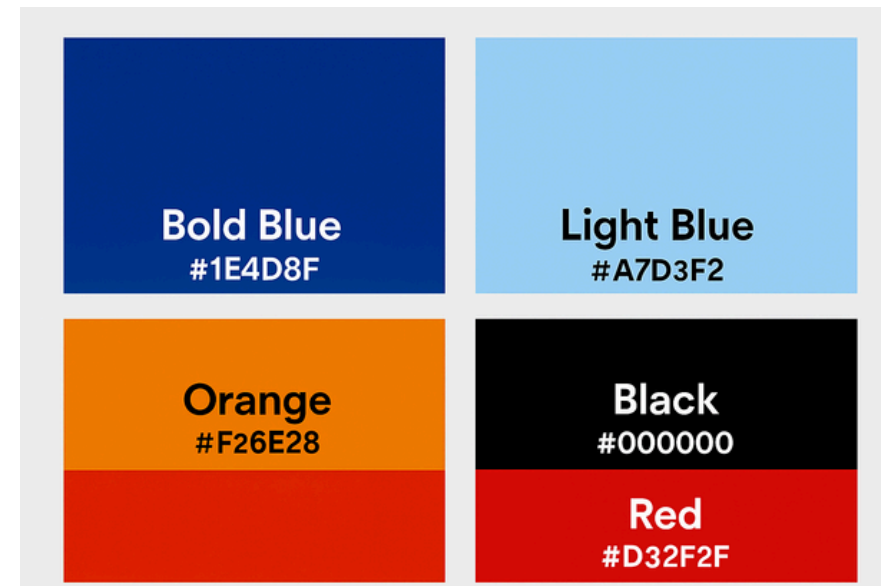
Main Logo Elements



Element	Description
Bold Blue "KAWUO"	Positioned at the top, this acronym uses a strong blue tone (#1E4D8F) to convey trust, stability, and leadership.
Light Blue Background	Surrounds the top section, evoking calmness, openness, and clarity.
Central Black Candle	Symbolizes light, hope, and guidance — a beacon for women’s empowerment.
Yellow Flame	Represents energy, resilience, and the spark of change.
Two Black Stars	Flanking the candle, they may signify excellence, aspiration, or guiding principles.
Circular Text	“Karamoja Women Umbrella Organization” encircles the central icons, reinforcing unity and collective identity.
Red Human Figures	Three stylized figures holding hands at the bottom symbolize solidarity, community, and collective action.

Rules of application

DO'S AND DON'TS



DO NOT change the color.
Use colors in the palette.



DO NOT crop the logo.



DO NOT rotate the logo.

Brand Typography

Main Font



Text Element	Font Style	Suggested Font Name
"KAWUO" Acronym	Bold Sans-Serif	Arial Black / Impact
Circular Text (Organization Name)	Regular Sans-Serif	Arial / Helvetica

Color Palette

Corporate Colors

Below are the color palette and codes that should be used when designing the KAWUO logo, this applies majoring to vendors, graphic designers and printers.

