



KATA LOGO USAGE GUIDELINES

FOR TRAVEL AGENTS & TRAINING INSTITUTIONS

The Kenya Association of Travel Agents Presentation

The Kenya Association of Travel Agents (KATA) is a membership based organization that represents the interests of Travel Agents and other interested parties in Kenya. KATA works to enhance and improve the Travel Industry's business climate by promoting the services of her members to the general public, protecting their rights and assisting them to optimize their businesses.

KATA is recognized as the National Association of Travel Agents and as such, the Association approves membership for Travel Agencies and Training Centers, all who must meet its strict criteria and comply with the KATA Code of Ethics and Professional Standards. KATA Membership therefore is considered a formally recognition of Travel Agencies and Training Institutions that prescribe to a strict Code of Ethics and Professional Standards thus providing the consumer with protection and peace of mind. When consumers deal with a KATA member, they are assured of professional services.

Not only does KATA membership approval contribute to building a successful Travel Industry, it also contributes to increasing your reputation and brand equity. In order to maintain the integrity of this Membership, it is essential to also maintain the integrity of the official KATA Member Logo. This can only be accomplished if the logo is used properly, taking care to avoid any unauthorized or inadvertent misuse. For this purpose, we have developed a set of guidelines to guide you on its usage. Here are a few ground rules regarding the use of the KATA Member Logo:

1. The KATA Member Logo remains the property of KATA, and only KATA is entitled to authorize the use of this logo.
2. Once you obtain KATA's authorization, the KATA Member Logo is reserved for your exclusive use. You may not accept any remuneration from a third party for the use of this logo, regardless of the intended purpose.
3. The right to use the KATA Member Logo is granted for fixed periods of time while your membership is valid. In the event that a Travel Agent or Training Institution ceases to be a Member, they must desist from using the Logo within three Months failure to which KATA may initiate legal proceedings against such an Agent or Training centre
4. KATA permits the use of its KATA Member Logo to identify and promote corporate activities.
5. The logo should never be portrayed as endorsing any specific product or service.
6. If usage guidelines are not followed, KATA reserves the right to withdraw any right to the use of its logo.

We invite you to read this document carefully and refer to it whenever you need to use the KATA Member Logo. If you require any further information about the use of this logo, please submit your questions to the KATA Secretariat on info@katakenya.org

1. LOGO USAGE – OFFICIAL PRESENTATIONS

The following are the only admissible presentations of the logo.

For black & white applications



On a white oval background, the letters appear all in black.



On a light grey or black oval background, the letters appear all in white

For colour applications



On a light blue oval background, the letters appear all in white



On a cream oval background, the letters appear all in blue

2. LOGO USAGE –ALTERNATIVE PRESENTATIONS



For alternate presentation on forced white background when the logo appears on a colored background/picture other than blue, it may be placed in a white frame to force a white background. In this case, the wording appears either in blue or in black.

3. **Colour**

Blue is the official colour of the KATA logo. Here are the appropriate recipes will be provided on request:

4. **Minimum Size**

To ensure legibility at all times, the width of the oval with the KATA abbreviation letters must never be less than 0.4 inches (10.16 mm) in print applications and 29 pixels in Web applications.

5. **Proportional Sizing**

In order to represent the appropriate relationship between an Agency logo and the KATA Member Logo, the following rules must be applied:

- The KATA Member Logo should never be bigger than the Agency logo
- Ideally, the KATA Member Logo should occupy half the visual space of the Agency logo

6. **Incorrect Substitutions**

The KATA Member Logo may NOT be substituted for any other logo in the KATA family. This includes



Note: KATA will have other logos reserved for other Membership Categories. All Members must use the appropriate logo.

7. **Corporate Stationery**

Letterhead, fax cover sheets, press releases and business cards

On corporate stationery pieces such as letterhead, fax cover sheets, press releases and business cards, the KATA Member Logo should appear at the bottom right, aligned with the Agency logo and body copy, and in keeping with the size proportion guidelines discussed earlier.

Envelopes

The KATA Member Logo may be placed on agency envelopes ONLY if it appears in the back, in keeping with our size proportion guidelines

8. Decal

Travel agencies that are Members of KATA will be supplied with the decal to display on their front door or in their window. The decal should be placed in a highly visible, uncluttered environment, preferably at eye level. The Decal will clearly indicate the date it is valid until

9. Certificate

Travel agencies that are members of KATA will be supplied with the certificate as a symbol of recognition in the industry. The Certificate will clearly indicate the date it is valid until

10. Corporate Advertising and promotional print (Product Ad, Corporate Ad and Directory Ad)

KATA Membership applies to a Company and is NOT meant to endorse specific products or services. Therefore, the KATA Member Logo should only be used in conjunction with an Agency logo, i.e. at the bottom right of the piece, at the same level as the Agency logo which signs the communication, and in keeping with the size proportion guidelines discussed earlier. The KATA Member Logo should never be placed next to a product logo.

11. Web Communications

KATA Membership applies to a Company and is NOT meant to endorse specific products or services. Therefore, the KATA Member Logo should only be used in conjunction with an Agency logo, i.e. at the bottom right of the Webpage, aligned with the Agency logo and in keeping with the size proportion guidelines discussed earlier. The KATA Member Logo should never be placed next to a product logo

When using the KATA Members Logo on the Web, please program it so it links to the following address:
www.katakenya.org

12. Promotional Items

Here are a few examples of how the KATA Member Logo may be used on promotional items. Notice that the appropriate size proportion in relation to the agency logo is always maintained.



Option 1

Option 2

Option 3



When using the KATA Members logo on applications with limited space, make sure to always follow our guidelines with respect to minimum size and proportional sizing.

13. KATA Slogans usage

KATA Members and who are Travel Agents may use the following slogan presentations

