



# Brand guidelines

How to present Uwase Mart: logo, colours, typography, imagery and voice.

# Our brand

## Who we are

Uwase Mart is a 100% Rwandan-owned e-commerce company based in Kigali. Through our online store, [uwase.rw](https://uwase.rw), we sell everyday essentials to households at retail prices and to businesses at wholesale prices, delivered across Kigali, with payment by Cash on Delivery or MTN MoMo.

## Our promise

Quality everyday goods, honest prices, for every Rwandan.

### Personality

- **Honest:** clear prices, no surprises.
- **Warm:** friendly and respectful, like a trusted local shop.
- **Reliable:** we do what we say, on time.
- **Proudly Rwandan:** local people, local products.

### Writing our name

- Always **Uwase Mart**: two words, capital U and M.
- Not "UwaseMart", "Uwase mart" or "UWASE MART" in text.
- The lowercase "uwase mart" belongs to the logo only.
- Our domains: **uwase.rw** (store) and **uwasemart.com** (company).

# Logo

Our logo combines the shopping cart mark with the name and the line "Wholesale & Retail". Use the files from the brand kit; never redraw or retype it.



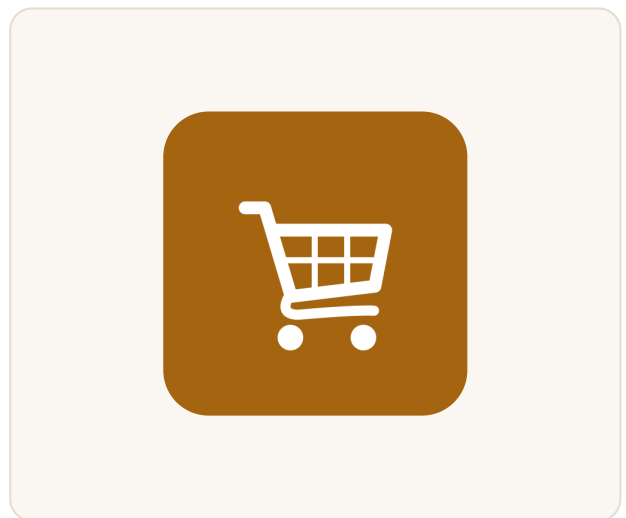
Primary logo with clear space (dashed line)



Cart mark: when space is tight, or as an icon



Gold cart mark: website icon, works on dark backgrounds



Gold square: app icon and social media profile picture

## Clear space

Keep empty space around the logo at least as large as the height of the cart's wheels. Nothing (text, edges, other logos) should enter it.

## Minimum size

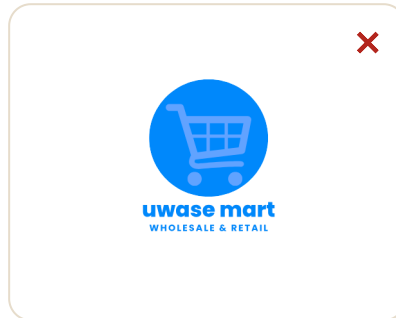
Full logo: at least 30 mm (print) or 120 px (screen) wide. Cart mark: at least 6 mm or 24 px.

# Logo misuse

To keep the brand recognisable, please avoid these mistakes.



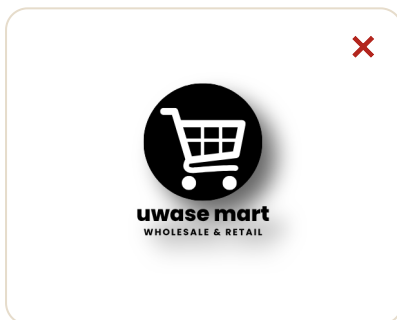
Do not stretch or squash.



Do not change the colours.



Do not rotate.



Do not add shadows or effects.



Do not place on busy photos.



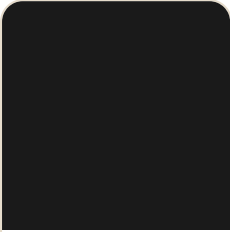
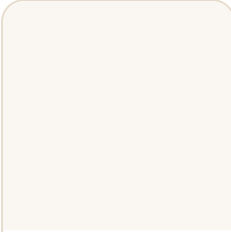
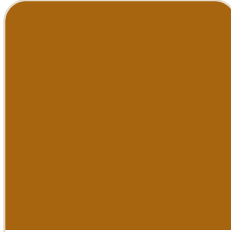
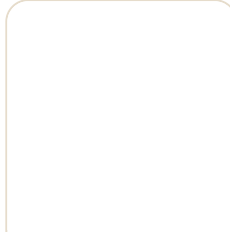
Do not retype the name or use other fonts.

## When in doubt

Use the black logo on white or Paper, or the gold cart mark on dark backgrounds. Contact [media@uwase.rw](mailto:media@uwase.rw) for any other use.

# Colours

A warm, simple palette: ink and paper for most of the page, gold for emphasis and actions.

|                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |
|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  |  |  |  |  |
| <b>Ink</b><br>#1A1A1A<br>RGB 26 26 26<br>Text, logo                               | <b>Paper</b><br>#FAF7F2<br>RGB 250 247 242<br>Backgrounds                         | <b>Gold</b><br>#C8811F<br>RGB 200 129 31<br>Accents, buttons                      | <b>Deep gold</b><br>#A8650F<br>RGB 168 101 15<br>Icon, small gold text             | <b>White</b><br>#FFFFFF<br>RGB 255 255 255<br>Cards, text on gold                   |

## Readable combinations

| Text on background    | Contrast      | Use for                                                  |
|-----------------------|---------------|----------------------------------------------------------|
| Ink on Paper or White | 16:1 and more | All text                                                 |
| White on Deep gold    | 4.6:1         | Buttons and small text                                   |
| White on Gold         | 3.2:1         | Large text and buttons only (18 pt or bold 14 pt and up) |
| Deep gold on Paper    | 4.3:1         | Links and labels; prefer bold                            |

Roughly 70% Paper and White, 25% Ink, 5% Gold. Gold should draw the eye to what matters, not cover whole areas.

# Typography

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Two free Google Fonts. If they are not available (for example in Word), use Arial for both.

# Aa

## Plus Jakarta Sans

Headings, titles and buttons. Bold or ExtraBold, slightly tight spacing.

# Aa

## Inter

Body text, labels and forms. Regular, with Semibold for emphasis.

Title · 32 pt ExtraBold

# Honest prices

Heading · 18 pt Bold

## For homes and for businesses

Body · 11 pt Regular

Shop everyday essentials at retail prices, or buy in bulk at wholesale prices.

Label · 9 pt Semibold caps

**RETAIL AND WHOLESALE**

# Imagery and voice



## Photos: do

- Real Rwandan people, places and products.
- Warm, natural light; genuine moments.
- Our own team, riders and customers where possible (with consent).

## Photos: avoid

- Generic stock that does not feel local.
- Heavy filters, clutter, or text on top of busy images.
- Showing people without their permission.

## How we sound

Clear, warm and honest, in Kinyarwanda, English and French. Short sentences, simple words, and the facts customers need (price, delivery, payment).

"Your order is on its way and will arrive by 3 pm. You can pay by MoMo or cash on delivery."

"AMAZING DEALS!!! Unbeatable prices you won't believe!!!"

# Downloads and contact

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## Brand kit

Logo (SVG, PNG), cart mark (black and gold), app icon, colours and these guidelines.

**[uwasemart.com/media](https://uwasemart.com/media)**

## Media and partnerships

Questions about using our brand, interviews or press:

**[media@uwase.rw](mailto:media@uwase.rw)**

**+250 787 710 645**



**uwase mart**  
WHOLESALE & RETAIL

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