



*Sarinit*  
Your City

**Sarit**  
Your City

**ACTIVATION  
AND  
BRANDING  
RATE CARD**



**2023**

# CUSTOMER CARE WORKING HOURS

Monday to Saturday

**8am – 8pm**

Sundays & Public Holidays

**10am – 6pm**





# LOGO USAGE

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## MAIN LOGO ELEMENTS

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THEN



NOW

The swirling Sarit logo has been an iconic part of its history for many years. This has now transitioned to a word mark that encompasses what Sarit has been, is and will be. A City with all the amenities and products a consumer would want. From becoming a "City within a City" to becoming "Your City".



## PROPER LOGO USAGE

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# Rules of application

### The Do's

Use the Sarit Blue logo against a light background. Where use of the white logo is required, ensure it is against the Sarit Blue background.



## PROPER LOGO USAGE

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# Rules of application

## The Don'ts

Do not use the Sarit Blue logo on a black background or change the colour of the Sarit logo to black for use in coloured artwork.





## BRAND TYPOGRAPHY

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# Main Font

For headers

This font belongs to the Futura Family. It is used on digital and print media.

**Aa**

Futura Light

Futura Medium

Futura Heavy

**Aa Bb Cc Dd Ee Ff Gg**

**Hh Ii Jj Kk Ll Mm Nn**

**Oo Pp Qq Rr Ss Tt Uu**

**Vv Ww Xx Yy Zz**

**1 2 3 4 5 6 7 8 9 0**



## BRAND TYPOGRAPHY

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# Alternative

For subheaders

This font belongs to the Lato Family of fonts

Guidelines 2023

Aa

Lato Hairline

HK Grotesk Medium

HK Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0



# Colour Guidelines

## CORPORATE PALETTE SCHEME

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The Sarit Blue colour is the Primary colour for use. Primary Colour specifications are as indicated below. In place of black, use Sarit Grey.

### SARIT BLUE

Hex Code  
#00aeef

CMYK  
70%, 14%, 0%, 6%

RGB  
0-170-239

Pantone Solid Coated  
298 C

### SNOW WHITE

Hex Code  
#fdfbf9

CMYK  
0% 1% 1% 1%

RGB  
253-251-251

Pantone Solid Coated  
663 C

### SARIT GREY

Hex Code  
#8E979B

CMYK  
47% 34% 34% 1%

RGB  
142-151-155

Pantone Solid Coated  
Pantone 443 C



# Accent Colours

## COMPLEMENTARY PALETTE SCHEME

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These colours are used to compliment the Sarit Blue colour in our design work to provide high contrast and impact.



Hex Code  
#F07C00

CMYK  
0%, 48%, 100%, 6%

RGB  
240-124-0

Pantone Solid Coated  
144C

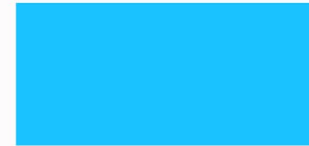


Hex Code  
#A35400

CMYK  
0%, 48%, 100%, 36%

RGB  
163-84-0

Pantone Solid Coated  
724 C



Hex Code  
#19C2FF

CMYK  
90%, 24%, 0%, 0%

RGB  
25-194-255

Pantone Solid Coated  
306 C



Hex Code  
#0078A3

CMYK  
100%, 27%, 0%, 36%

RGB  
0-120-163

Pantone Solid Coated  
7690 C

# Accent Colours

## TRIADIC PALETTE SCHEME

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These colours provide a bold, high contrast and vibrant palette together with the Sarit Blue.



Hex Code  
#F01849

CMYK  
0%, 90%, 70%, 6%

RGB  
240-24-73

Pantone Solid Coated  
192 C



Hex Code  
#107CA3

CMYK  
90%, 24%, 0%, 36%

RGB  
16-124-163

Pantone Solid Coated  
7690 C



Hex Code  
#F0E318

CMYK  
0%, 5%, 90%, 6%

RGB  
240-227-24

Pantone Solid Coated  
107 C



Hex Code  
#A39A08

CMYK  
0%, 6%, 95%, 36%

RGB  
163-154-8

Pantone Solid Coated  
104 C

# Accent Colours

## MONOCHROMATIC SCHEME

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These are shades, tones and tints of the Sarit Blue colour. The subtle and conservative colour combinations will provide a harmonious look and feel to our designwork.

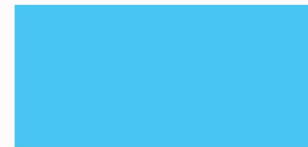


Hex Code  
#005270

CMYK  
100%, 27%, 0%, 56%

RGB  
0-82-112

Pantone Solid Coated  
7693 C



Hex Code  
#49C5F2

CMYK  
70%, 19%, 0%, 5%

RGB  
73-197-242

Pantone Solid Coated  
2915 C



Hex Code  
#225B70

CMYK  
70%, 19%, 0%, 56%

RGB  
34-91-112

Pantone Solid Coated  
7699 C



Hex Code  
#008ABD

CMYK  
100%, 27%, 0%, 26%

RGB  
0-138-189

Pantone Solid Coated  
Process Blue C





# INDOOR BRANDING



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# ELEVATORS

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## **Glass Lifts**

Quantity

4

Materials Specs

One Way Sticker

## **Dimensions**

	<u>Left Pane</u>	<u>Right Pane</u>
LG	245cm X 100cm	245cm X 100cm
GF	245cm X 129cm	230cm x 129cm
1F	245cm X 59cm	231cm X 60cm
2F	246cm X 77cm	234cm X 106cm



## **Glass Lift Doors**

Quantity

6

Materials Specs

One Way Sticker

**Dimensions**

1 Pane: 41cm(W) x 185.5cm(H)





## **Silo Lift Doors**

Quantity (outlined in red)  
26

Materials Specs  
Vinyl Sticker

## **Dimensions**

100cm (W) X 200cm (H)





## Two Way lift Doors

Quantity (outlined in red)  
7

Materials Specs  
Vinyl Sticker

### Dimensions

100cm(W) X 200cm(H)



## **Pio Gama Lift Doors**

**Quantity**  
20

**Materials Specs**  
Vinyl Sticker

### **Dimensions**

90cm(W) X 200.5cm(H)



## **Cinema Lift Door**

**Quantity**

1

**Materials Specs**

Vinyl Sticker

**Dimensions**

100cm(W) X 200cm(H)





## **Snapper Frames**

**Quantity**  
10

**Materials Specs**  
Vinyl Sticker

### **Dimensions**

A4: 21.0 cm x 29.7cm



## **Lower Kabete Travellator Glass**

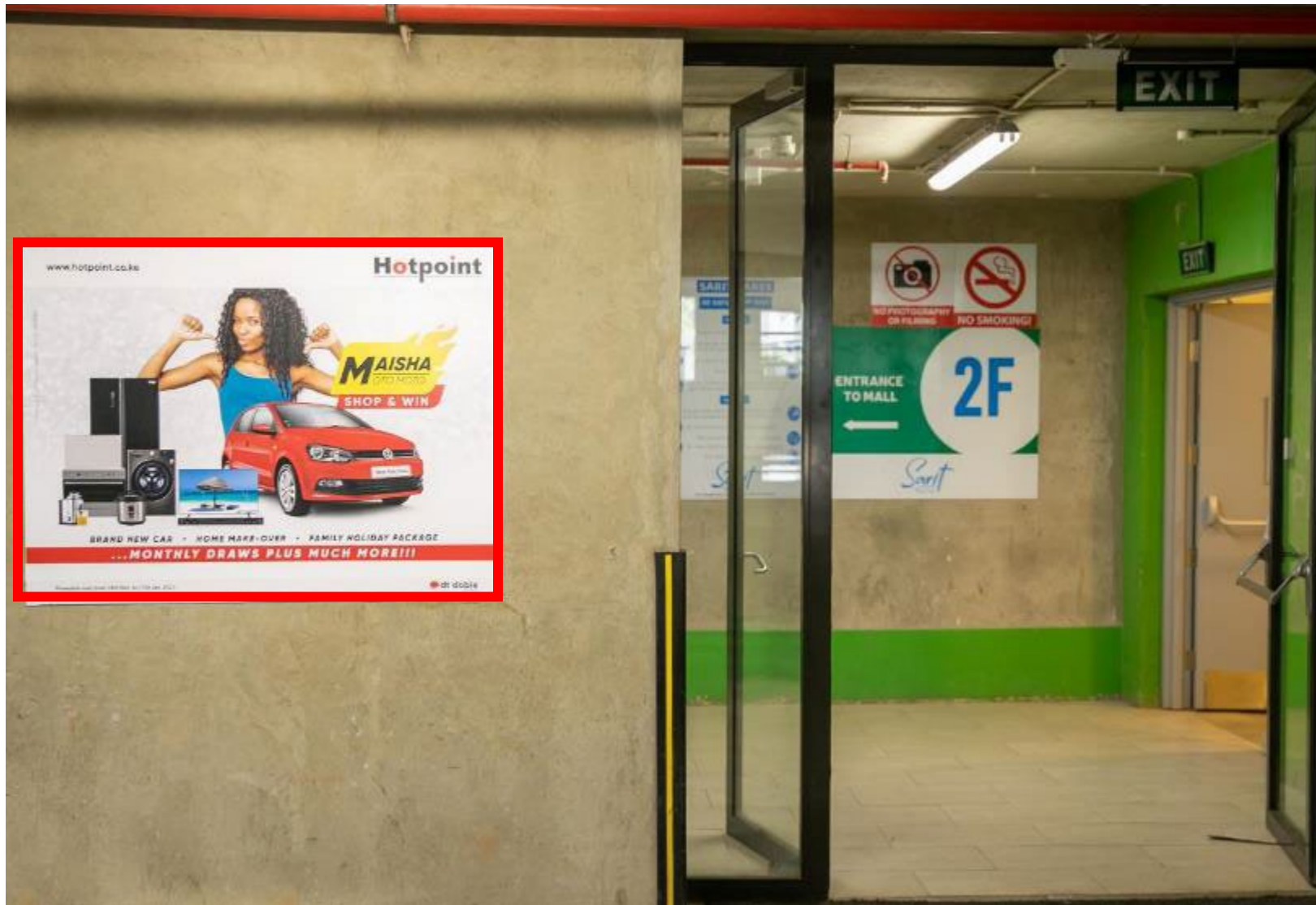
Quantity  
2

Materials Specs  
Sticker

### **Dimensions**

Under Graphic Designer and  
Printer advisory





## Multistorey Entrance

Quantity  
7

Materials Specs  
Sticker

### Dimensions

Under Graphic Designer and  
Printer advisory

Text Book Centre (TBC)



Monty's



## Screens

### Quantity

- 4 - Landscape Screens
- 15 - Pillar Screens

## Specifications

### MP4 Video Full HD

1920px by 1080px

Internal Screens (TBC, Monty's, Carrefour)

### MP4 Video

1080px by 1920px

Pillar Screens

### MP4 Video

4096px by 256px

Front Facia Screen



Carrefour



Rooftop Front Facia

### NB:

- The Store Location and Contact Number should be indicated on the video
- You can change this communication bi-weekly
- All artworks and campaign should be Sarit specific



## **LED Lightbox**

**Quantity**  
**1**

**Materials Specs**  
Backlit Film

## **Dimensions**

880mm by 1540mm

**Ovatic Contact**  
0723 894 488



# CENTURY CINEMAX On Screen Advertising per site



LENGTH
0 to 30s video
31s to 60s video

## Terms & Conditions

- Payment upfront.
- All artwork has to be reviewed by cinema.
- Costs exclusive of branding, installation and maintenance.
- Printing and installation to be done by cinema's service provider.

## Details:

- Ads will run on a minimum frequency of x20 daily, across all screens, before every movie, and per the weekly schedule.
- Minimum period booking is 4 weeks. Maximum file length is 60 seconds/1 minute.
- Cost of production and conversion of the file to playable format/DCP format charged separately based on length of file.
- Added value of Foyer Space branding and Ad playing across all Foyer Screens included for ads of 1 minute and booked across a 4 weeks period.
- Rates indicated are net, before VAT.
- Rates are the same for both sites, but payment is made separately to each site in the likelihood of ads running at different sites.
- 20% discount offer on net price to Sarit Tenants

## CENTURY CINEMAX BACKLIT BANNERS - Entrance & Corridor



### **Materials Specs**

Backlit Canvas

### **Important:**

Available at the moment on first-come, first served basis.

### **Terms & Conditions**

- Payment upfront.
- All artwork has to be reviewed by cinema.
- Costs exclusive of branding, installation and maintenance.
- Printing and installation to be done by cinema's service provider.

### **Century Cinemax Contact**

Charles Gacigua: [charles@centurycinemax.net](mailto:charles@centurycinemax.net)

Priya Gani: [priya@centurycinemax.net](mailto:priya@centurycinemax.net)

Mobile: +254 721915379





## IN-MALL RADIO

- To advertise on this platform, the brand will be required to share a mention script of **60 words = 30 Sec.** The Production of the ad needs to be given **72 hours'** notice with a rotation of 3 ads per day



# OUTDOOR BRANDING





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# STREETPOLES

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## **Pio Gama Pinto**

Quantity

12

Materials Specs

Sticker

### **Dimensions**

122cm(W) X 244cm (H)

**NB:**

- This is a 3rd Party Supplier
- Minimum booking period is 3 months





## **Main Car Park**

Quantity

8

Materials Specs

Sticker

## **Dimensions**

122cm(W) X 244cm (H)

**NB:**

- This is a 3rd Party Supplier
- Minimum booking period is 3 months





## **Lower Kabete**

Quantity

16

Materials Specs

Reflective Vinyl

## **Dimensions**

95cm(W) X 195cm (H)



## **Boom Barriers**

### **Materials Specs**

Corex

### **Number of Boom Barriers**

- Exit Multistorey Parking (2)
- Entrance Parklands Car Park - Lower Kabete (2)
- Exit Parklands Car Park - Lower Kabete (2)
- Entrance Brookside Car Park (2)
- Exit Brookside Car Park (2)
- Entrance Side Parklands - Pio Gama (2)
- Exit Side Parklands - Pio Gama (2)
- Entrance Side Brookside Car Park - Karuna (1)
- Exit Side Brookside Car Park - Karuna (2)
- Entrance Side Waiyaki Way (1)
- Exit Side Waiyaki Way (1)

### **Dimensions**

120cm (W) X 40cm (H)





## **Bicycle Stands**

Quantity

2

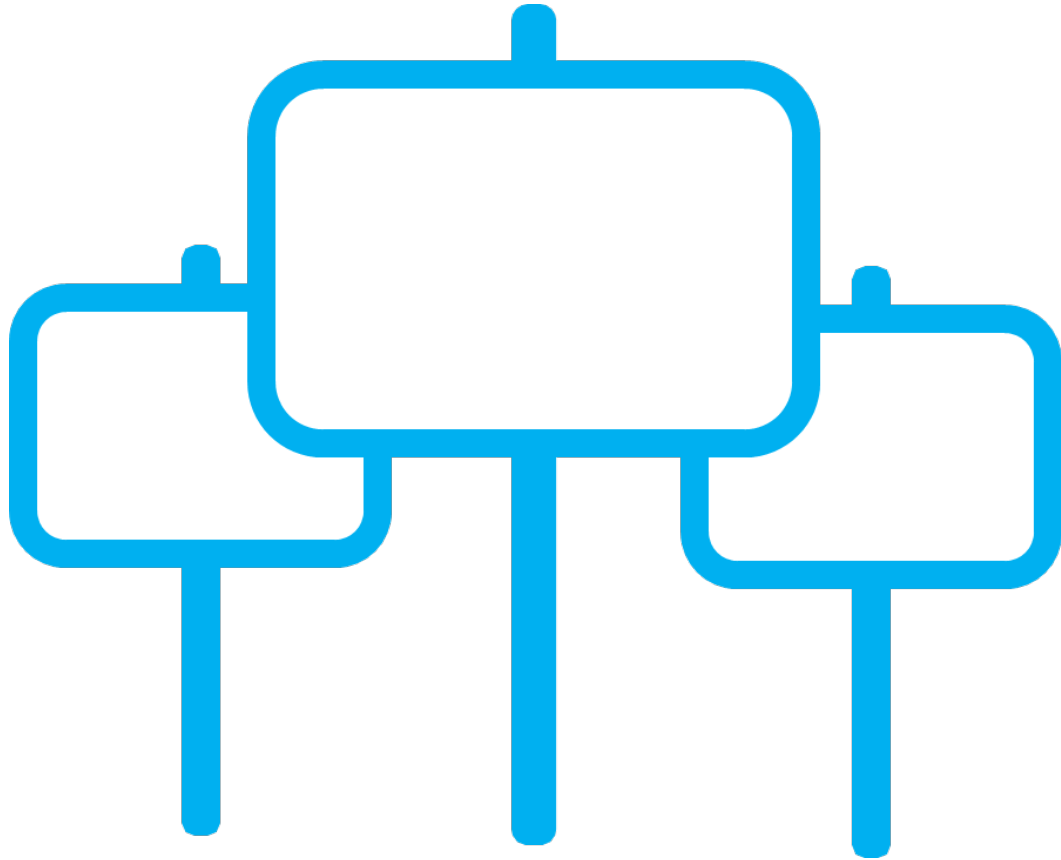
Materials Specs

Sticker

### **Dimensions**

213.36cm(W) X 111.7cm(H)





# BRANDING

- Please share all mock-ups and artworks before flighting which takes place **6am-8am** or **7pm till late**
- We will need **Names and Scanned ID copies** for those who will be installing the branding for security clearance **48 hours** before commencing work
- The branding spaces are on first come first served basis. We do not allow hanging or standing banners in the mall

YOUR CITY NEWS  
JANUARY ISSUE



**DIGITAL  
MEDIA  
PLATFORMS**

**WHAT'S NEW**



**@sarityourcity**

## SOCIAL MEDIA

- Advertising on the Sarit platforms is at no extra cost to the brand/tenant
- Follow us on Facebook, Twitter and Instagram to keep track of all brand communication
- If the brand wishes to boost their ads on Sarit's digital media this can be done at a cost to the brand
- We encourage that all influencers used during any hype of the brand to tag our social media platforms for us to repost
- Kindly share a social media content calendar that include date of posting, caption and image of a **ratio of 1 x 1** on email





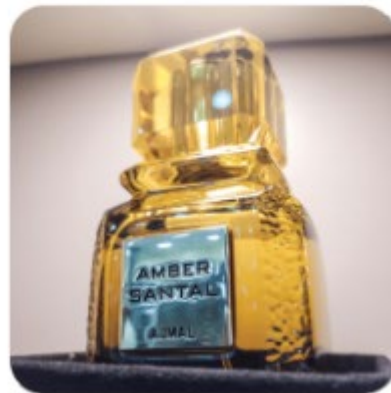
## SOCIAL MEDIA COVER ART

- Note that you can also take over our Facebook Twitter Cover Art per fortnight (14 Days)

## YOUR CITY NEWS JANUARY ISSUE



# WHAT'S NEW



## E-SHOT

- All content is to be submitted every **25th** of the month for publishing on the **5th** the following month
- Exclusivity is at a fee is upon request.

### Specifications

JPEGS, 1200px by 1200px  
GIFS (Maximum size 800KB)



## SMS

- The brand can send out targeted or mass messages to our loyalty members. The SMS should be **140 Characters** with a call to action
- Bit link option now available





# ACTIVATION SPACES



## **Parklands Entrance C**

Lower Ground Floor

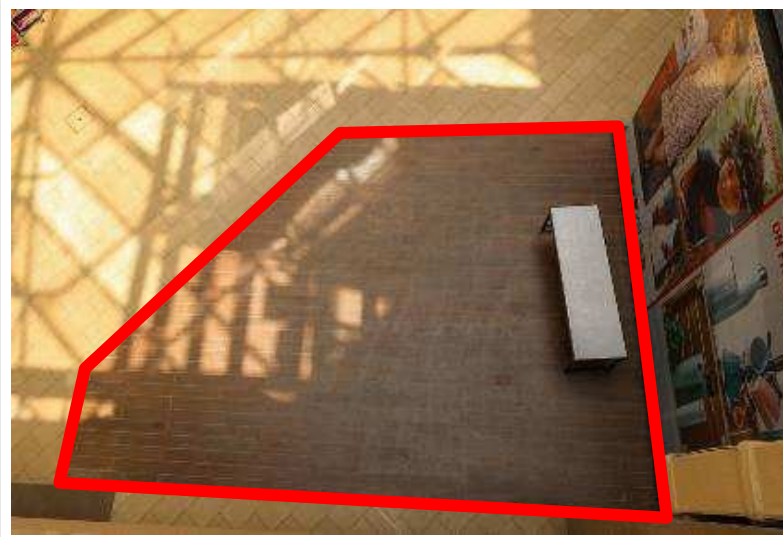
### Dimensions

200cm X 300cm

**NB:**

- Mockup for setup required





## **Parklands Main Atrium** Lower Ground Floor

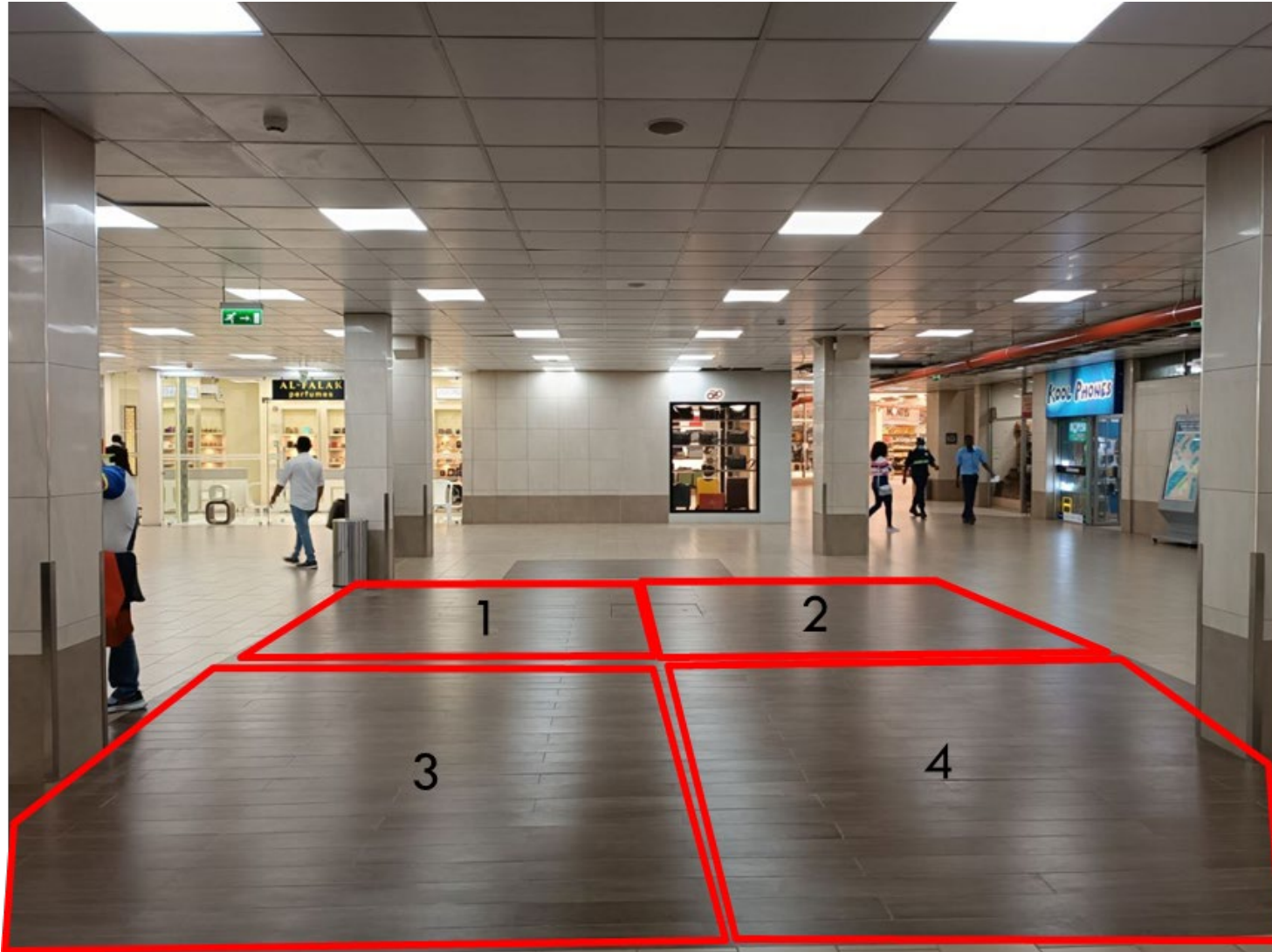
### Dimensions

600cm X 600 cm

**NB:**

- Mockup for setup required





## **Sarit Square**

Lower Ground Floor

Shared Space

4

### **Dimensions**

700cm X 700cm

**NB:**

- Mockup for setup required



## **Sarit Square Wall**

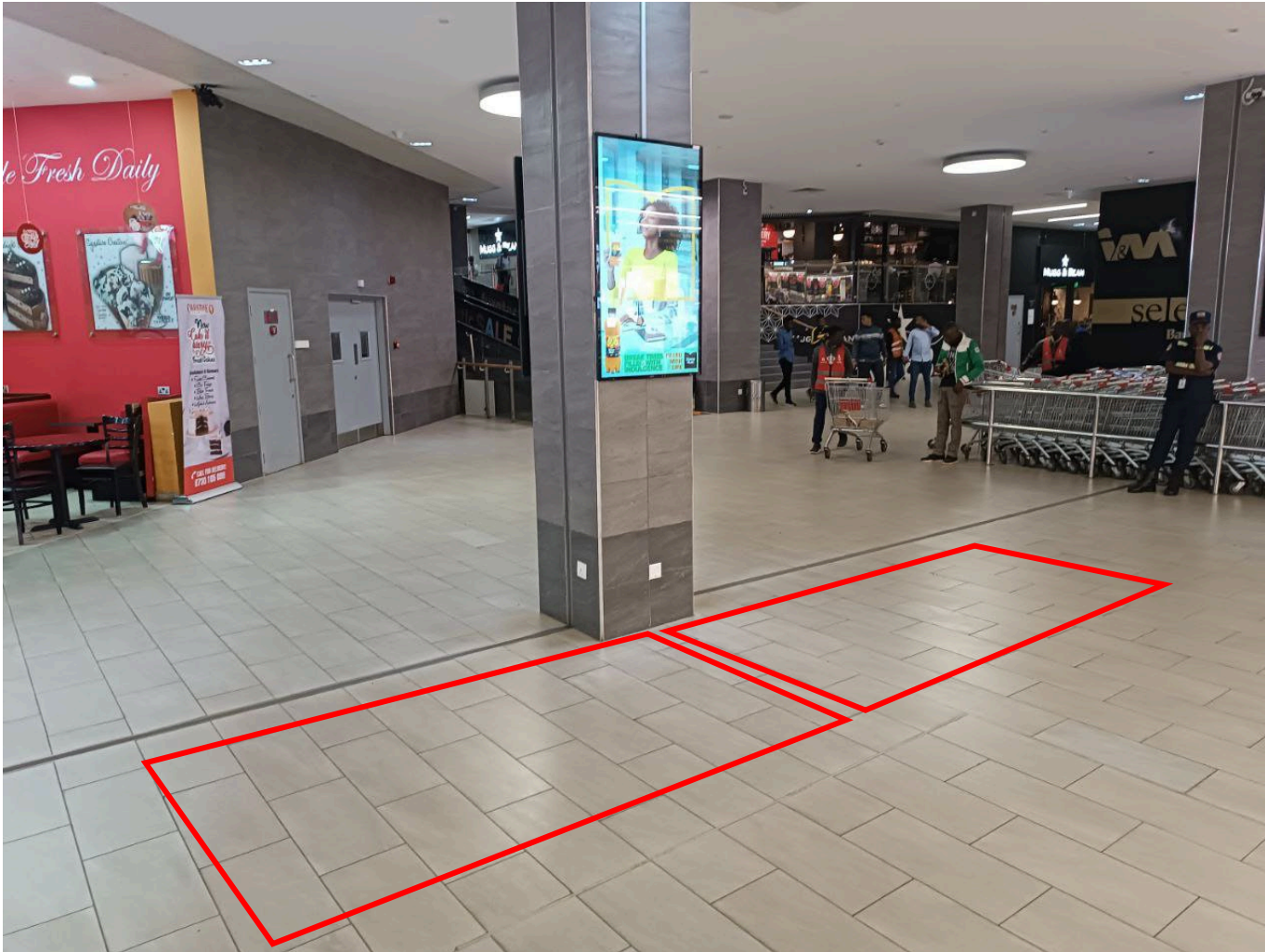
Lower Ground Floor

### **Dimensions**

400cm X 150cm

**NB:**

- Mockup for setup required



## **Shopping Cart Area**

Lower Ground Floor

Shared Space

2

### **Dimensions**

400cm X 200cm

**NB:**

- Mockup for setup required





## **Brookside Link 1** Lower Ground Floor

### Dimensions

300cm X 300cm

**NB:**

- Mockup for setup required



## **Brookside Link 2**

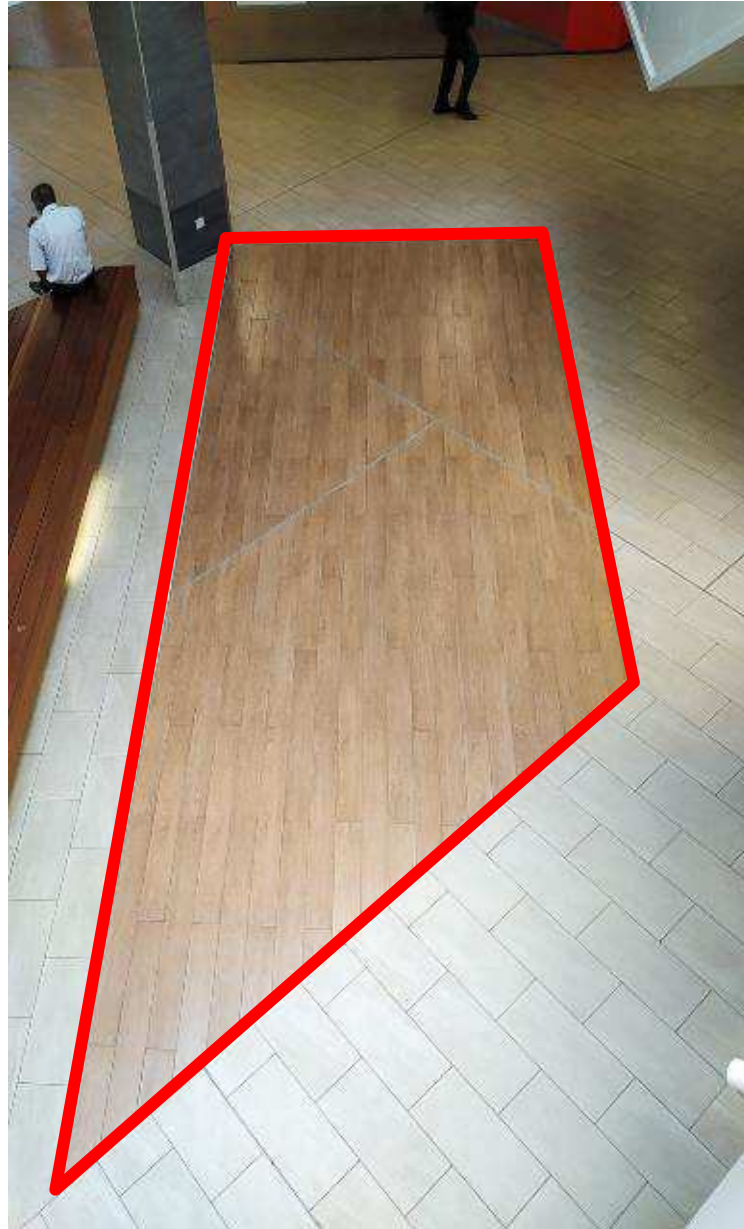
Lower Ground Floor

### Dimensions

400cm X 300cm

**NB:**

- Mockup for setup required



## **Brookside Atrium** Lower Ground Floor

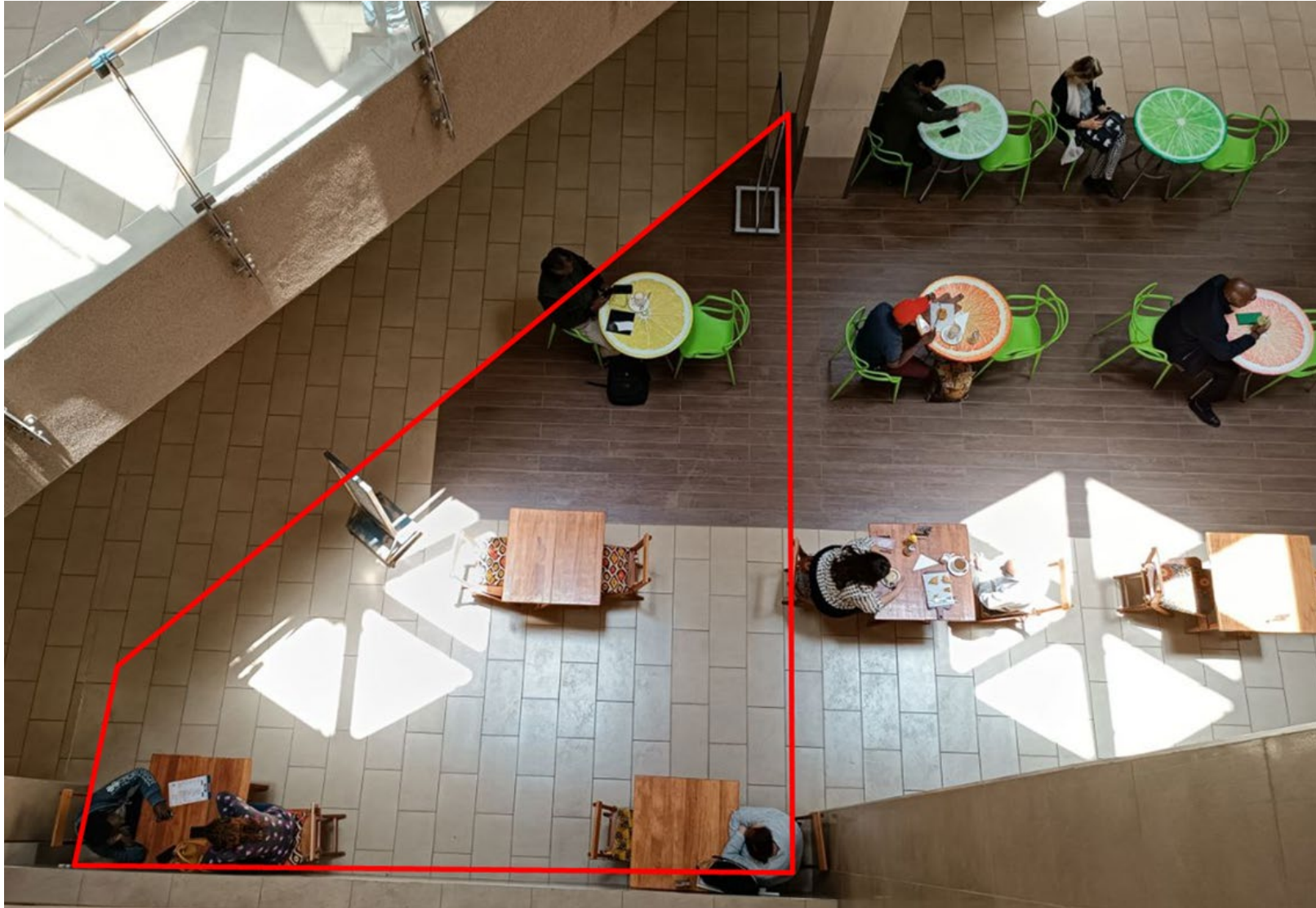
### Dimensions

600cm X 200cm

#### NB:

- Mockup for setup required





## **Waiyaki Way Atrium** Lower Ground Floor

### Dimensions

600cm X 600cm

#### **NB:**

- Mockup for setup required



## **Customer Desk I** Ground Floor

### Dimensions

360cm X 200cm

**NB:**

- Mockup for setup required





## **Customer Desk II**

Ground Floor

### Dimensions

360cm X 300cm

**NB:**

- Mockup for setup required





## **Airbase 1 & Airbase 2**

Ground Floor

Shared Space

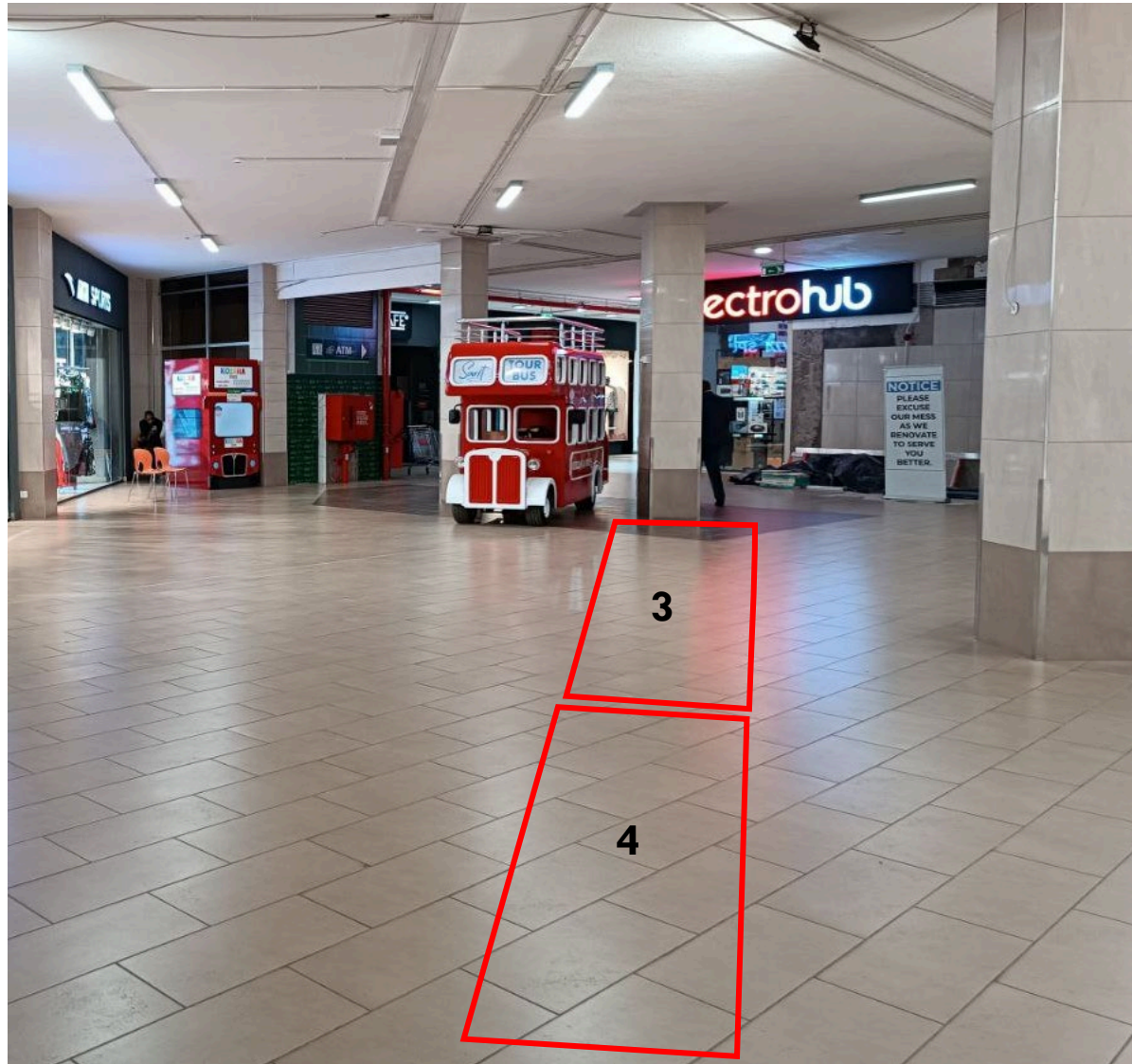
2

### **Dimensions**

670cm X 200cm

**NB:**

- Mockup for setup required



## **Airbase 3 & Airbase 4**

Ground Floor

Shared Space

2

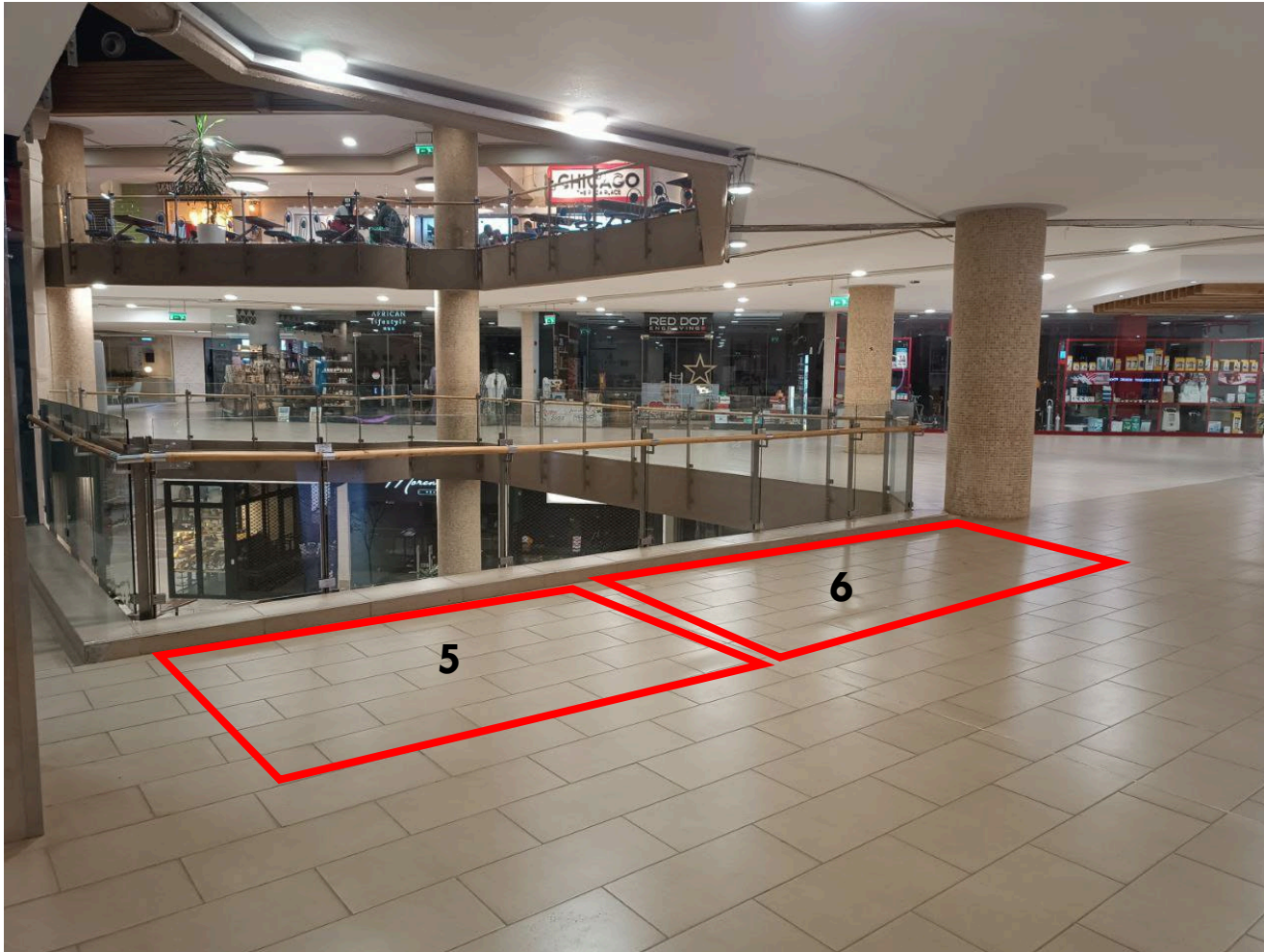
### **Dimensions**

200cm X 800cm

**NB:**

- Mockup for setup required





## **Airbase 5 & Airbase 6** First Floor

Shared Space  
2

### Dimensions

670cm X 200cm

**NB:**

- Mockup for setup required





## **Airbase 7,8 and 9** First Floor

Shared Space  
3

### Dimensions

900cm X 300cm

**NB:**

- Mockup for setup required



Top View



Side View

## **The Orbit 1** Ground Floor

### Dimensions

300cm X 300cm

#### **NB:**

- Mockup for setup required





Top View



Side View

## **The Orbit 2** Ground Floor

### Dimensions

600cm X 600cm

#### NB:

- Mockup for setup required





## **The Orbit 3**

Ground Floor

### Dimensions

300cm X 300cm

**NB:**

- Mockup for setup required



## **The Vault 1** First Floor

### Dimensions

200cm X 400cm

#### **NB:**

- Mockup for setup required





## **Rooftop Garden** Second Floor

### Dimensions

14m X 13m

**NB:**

- Mockup for setup required





## **4th Floor** Multistorey Car Park

**Quantity**  
2 Levels

### **Dimensions**

3200cm X 10000cm

**NB:**

- Other utility costs are applicable as per event specifications
- Mockup for setup required



## **6th Floor**

**Multistorey Car Park**

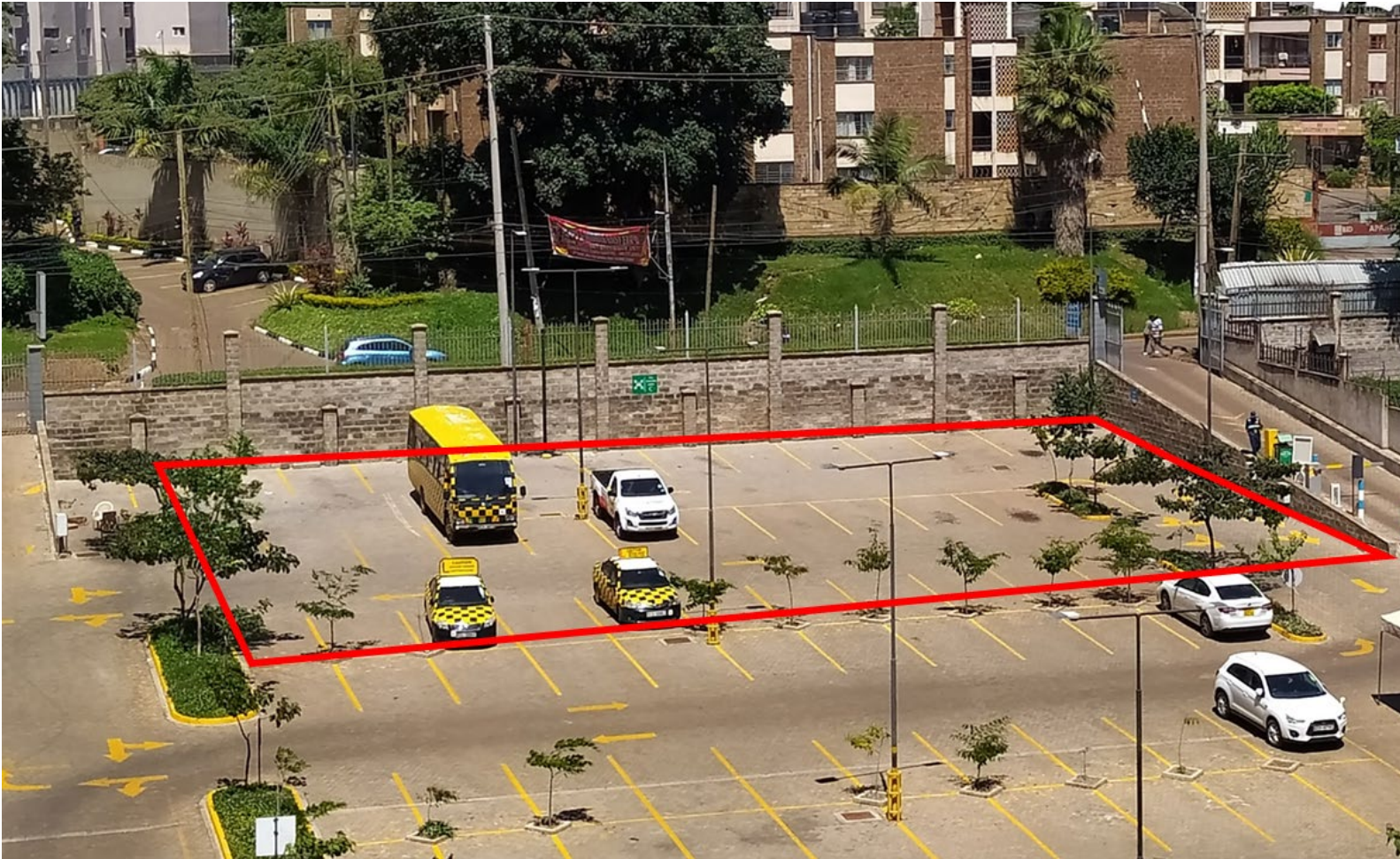
**Shared Space**

2

### **Dimensions**

200cm X 800cm





## **Brookside Car Park**

### **Dimensions**

2500cm by 1200cm

#### **NB:**

- Tent not provided
- Other utility and licensing costs are applicable as per event specifications





# TERMS & CONDITIONS

- The Management reserves the right of allocation subject to availability
- All artworks and activation space mockups **MUST** be shared to [marketing@saritcentre.com](mailto:marketing@saritcentre.com) **48 hours BEFORE** installation or activation
- Activation spaces need to be paid **48 hours BEFORE** activation start dates
- Rates **DO NOT** include printing, installation of branding and removal costs. These costs are borne by the advertiser
- A minimum surety of **KES 15,000** will be required for any branding work
- Any damages will be borne by the advertising or activation brand. Ensure that you have your vendor badge throughout the activation period. This can be collected from the Security Office
- Sarit reserves the right to accept or reject a booking at its own discretion

<p><b>JANUARY</b></p> <p><b>BACK TO SCHOOL</b></p>  <ul style="list-style-type: none"> <li>• Back to School Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>FEBRUARY</b></p> <p><b>SEASONS OF LOVE</b></p>  <ul style="list-style-type: none"> <li>• Valentines campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>MARCH</b></p> <p><b>INTERNATIONAL WOMEN'S MONTH</b></p>  <ul style="list-style-type: none"> <li>• International Women's Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>APRIL</b></p> <p><b>EASTER CELEBRATIONS, IDD CELEBRATIONS</b></p>  <ul style="list-style-type: none"> <li>• Eid Celebration</li> <li>• April Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>
<p><b>MAY</b></p> <p><b>MOTHER'S MONTH</b></p>  <ul style="list-style-type: none"> <li>• Mother's Day Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>JUNE</b></p> <p><b>FATHER'S DAY</b></p>  <ul style="list-style-type: none"> <li>• Father's Month</li> <li>• Father's Day Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>JULY</b></p> <p><b>FITNESS MONTH</b></p>  <ul style="list-style-type: none"> <li>• Fitness Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>AUGUST</b></p> <p><b>FESTIVAL OF SOUND &amp; ART</b></p>  <ul style="list-style-type: none"> <li>• Festival of Sound &amp; Art Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>
<p><b>SEPTEMBER</b></p> <p><b>LITERACY MONTH</b></p>  <ul style="list-style-type: none"> <li>• Literacy Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>OCTOBER</b></p> <p><b>DIWALI</b></p>  <ul style="list-style-type: none"> <li>• Wellness Campaign</li> <li>• Customer Service Week</li> <li>• Diwali Campaign</li> <li>• Halloween Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>NOVEMBER</b></p> <p><b>BLACK MONTH</b></p>  <ul style="list-style-type: none"> <li>• Black Month Campaign</li> <li>• Blue Week Campaign</li> <li>• Newsletter</li> <li>• Tenant Fair</li> </ul>	<p><b>DECEMBER</b></p> <p><b>CHRISTMAS</b></p>  <ul style="list-style-type: none"> <li>• Christmas Campaign</li> <li>• Newsletter</li> </ul>

\*Tenant Fairs every 3rd week of the month



*Sarilit*  
Your City