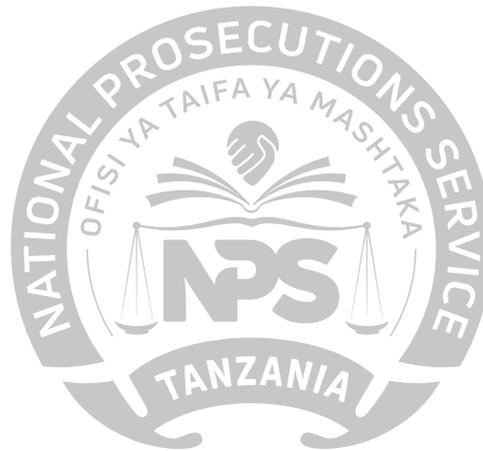


THE UNITED REPUBLIC OF TANZANIA
NATIONAL PROSECUTIONS SERVICE

Brand Identity Guideline

2026





This profile introduces who NPS is,
what it stands for, how it visually presents itself,
and how it should be represented in all public
and official communications.



1.0 BRAND OVERVIEW

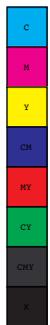
Introduction

The National Prosecutions Service (NPS) plays a critical role in upholding justice, promoting the rule of law, and safeguarding public interest in Tanzania. As the face of public Prosecutions, it is essential that NPS presents a consistent, professional, and trustworthy image both in its internal operations and public engagement.

This Branding Profile Design serves as the official Institutional Identity Guide for the NPS. It defines the visual and communication standards that reflect the service's mission, vision, and core values. From logo usage, official colors, and staff uniforms to vehicle branding, building signage, publications, and digital assets. This guide outlines how the NPS should be represented across all platforms and environments.

A strong and unified brand identity not only builds public trust and credibility but also reinforces the professionalism, integrity, and accountability that the NPS stands for. This guide is therefore a strategic tool to ensure that every expression of the NPS whether visual or verbal communicates clarity, pride, and commitment to justice for all.

We invite every staff member, stakeholder, and partner to use this guide as a standard reference to protect and promote the image of the NPS in service to the nation.



1.1

NPS NAMING

(NPS) Branding Guide

A brand guideline for the National Prosecutions Service (NPS) is a strategic document that defines how the institution presents itself visually and verbally to the public, stakeholders, and internal audiences. It ensures uniformity, credibility, and integrity across all communication platforms.

NPS represents the face of justice in prosecutorial matters. A strong and consistent brand boosts public confidence and institutional authority.

It helps distinguish official NPS materials from non-official ones, reducing the risk of misinformation or fraud.

NPS

1.2

BRAND TAGLINE



Fair, Timely and Quality Prosecutions Services for All.

This tagline reflects NPS's core values, fairness, efficiency, and excellence in delivering justice. It emphasizes the agency's dedication to serving everyone equally, ensuring prosecutions are handled with integrity, speed, and professionalism.

Use this tagline consistently across all official communications, documents, and public-facing materials to reinforce NPS's commitment to justice for all.

The tagline also serves as a reminder to internal Saz and PPz prosecutors, legal officers, and other staff of their shared responsibility to uphold the rule of law, maintain public trust, and provide accessible, ethical, and accountable prosecutions services at every level.

1.3

ABOUT US NPS



Fair, Timely and Quality Prosecutions Services for all.

The National Prosecutions Service is established as an independent and autonomous public office vide National Prosecutions Service (Establishment) Order, 2018 (Government Notice No. 49 of 2018 of 13th February, 2018) to institutionalize the constitutional mandate of the Director of Public Prosecutions (DPP) who plays a vital role in the administration of criminal justice.

According to Article 59B of the Constitution of the United Republic of Tanzania, 1977,

The DPP is the sole authority vested with powers and

responsibility to exercise control over the prosecutions of all criminal matters in all courts with the exception of Court-Martial. In this regard, the DPP has powers to institute, prosecute and supervise all criminal prosecutions in the country.

In addition to that, NPS also has mandate to do the other related prosecutorial responsibilities including coordination of investigation, inspection of places where inmates are kept among others.

1.4

WHO WE ARE



Objective

To enhance prosecutions service by coordinating and supervising criminal investigations, thereby strengthening the Criminal Justice System.



Vision

Fair, timely and quality prosecutions service for all.



Mission

To provide efficient and effective prosecutions service through professionalism, integrity and engagement of stakeholders.

1.5

CORE VALUES

Our Values

- **ACCOUNTABILITY**
NPS staff shall be punctual, answerable and responsible for our actions;
- **CREDIBILITY**
NPS staff shall be consistency with ability to inspire, belief and trust;
- **INTEGRITY**
NPS staff shall maintain ethical conduct, moral standards, honesty and intolerance to bribery and corruption;
- **PROFESSIONALISM**
NPS staff shall be committed, dedicated, competent with professional conduct in and out of office;
- **SERVICE EXCELLENCE**
NPS staff shall provide quality service through teamwork, courtesy and respect;
- **TRANSPARENCY**
NPS staff shall operate fairly, openly and without prejudice in order to equally accommodate the interest of all stakeholders;
- **TEAM WORK**
NPS shall cooperate and collaborate with each other and with our stakeholders to create synergy and achieve a shared goal.

1.6

OUR PROMISE

Brand Promises

"As the National Prosecutions Service, we promise to serve the people of Tanzania with unwavering integrity, independence, and fairness. We are committed to ensuring that justice is not only done but seen to be done through timely, professional, and impartial prosecutions of all criminal matters.

We stand as guardians of the law, defenders of the public interest, and promoters of justice for all without fear, favor, or discrimination.

In every case, in every region, and in every court, our promise remains the same: to uphold the rule of law, protect the innocent, hold the guilty accountable, and strengthen public trust in the justice system.

This is our duty. This is our calling. This is our promise."

1.6 OUR PERSONALITY

Brand Personality

*We are Shaped by our Mission. Stirred by our Vision.
Defined by our Values.*

The National Prosecutions Service (NPS) stands as a principled, responsive, and trusted arm of justice. Guided by our mission to deliver fair, timely, and quality prosecutions service, and our vision of efficient and effective justice through integrity and stakeholder engagement, we present ourselves to the public with the following personality, Trustworthy & Credible, Ethical & Principled, Professional & Competent, People-Centered & Engaging and Efficient & Impact-Driven

2.0

BRAND ASSET LOGO



The NPS logo reflects its mandate of delivering fair, timely, and quality prosecutions service for all. With symbols of justice, knowledge, unit and cooperations with stakeholders. The logo communicates a commitment to upholding the rule of law across Tanzania with professionalism and transparency.

2.1 LOGO CONSTRUCTION

Two Hands Shaking
Symbol of unity, and cooperation with stakeholders. Also conveys trust, accountability, and service to the public.

Open Book
Knowledge, legal expertise, professionalism and the importance of law.

Outer Blue Ring
Symbolizes trust, integrity, and authority

Scales of Justice (Gold)
Symbolizes fairness, impartiality, and balance in prosecutions.



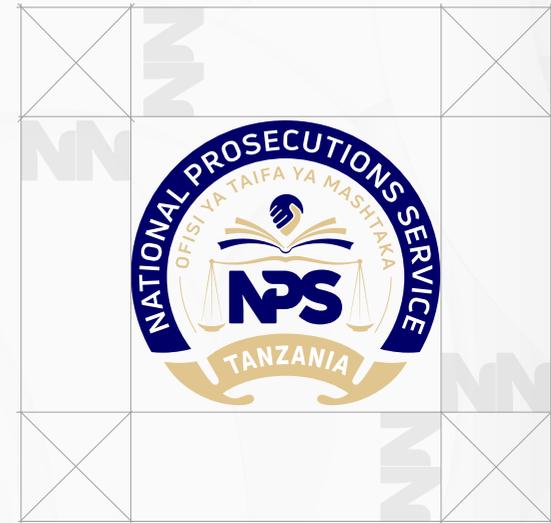
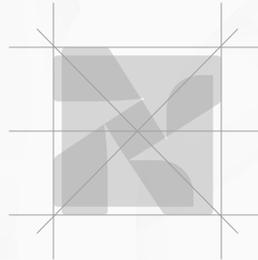
The Acronym "NPS"
Reinforces brand recognition modern, strong typography suggests stability, confidence, and capability.

Lower Golden Ribbon
Symbolizes excellence, justice, value, and prestige. The country name emphasizes the national scope and jurisdiction of the institution.

2.2

LOGO SAFE AREA

Clear Space



The clear space around the NPS logo ensures it remains clear and easy to recognize. To protect its visibility,

The minimum clear space area our logo is 2 units of the height of the letter "N" height in "NPS" on all sides of the logo. No text, images, or other elements should enter this space. This helps maintain a clean, professional appearance in all uses.

2.3

LOGO SPOT COLOR

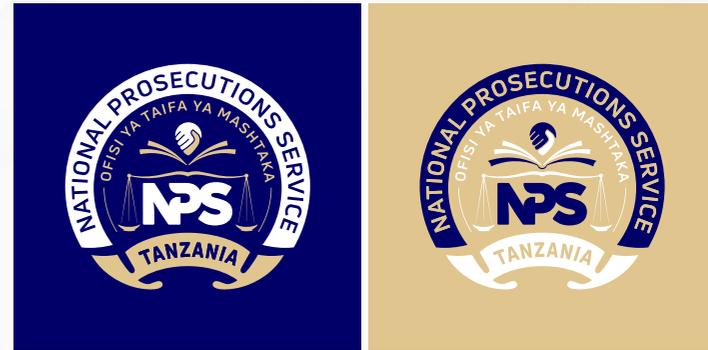


Color usage is restricted to spot/monochrome colors when used on dark backgrounds or images, and spot color can be used on lighter backgrounds or images, where maximum contrast is necessary

2.4

LOGO FULL COLOR

Logo Variation



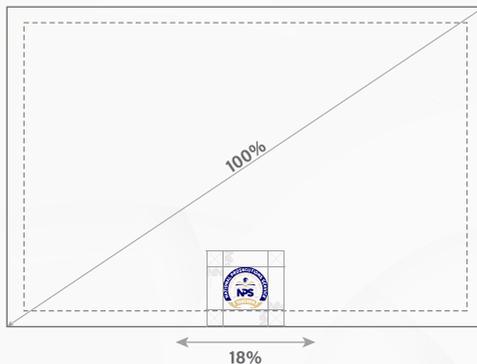
The NPS logo has three full-color variations for different background uses. The primary logo is for white or light backgrounds, maintaining all brand colors. The reversed version is used on dark or NPS blue backgrounds, with white text for contrast. The third version is for gold or neutral backgrounds to ensure visibility. Always keep clear space around the logo and avoid altering its colors or placing it on busy backgrounds.

2.5

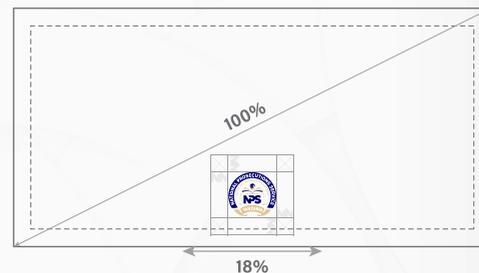
LOGO SIZING

Landscape

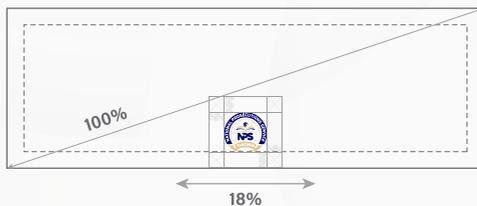
3x2



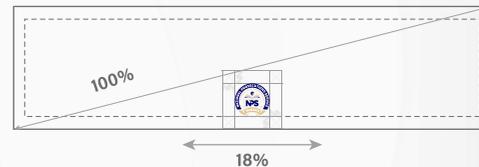
2x1



3x1



4x1

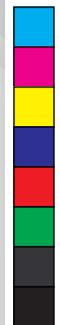
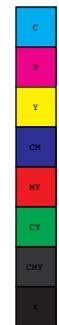
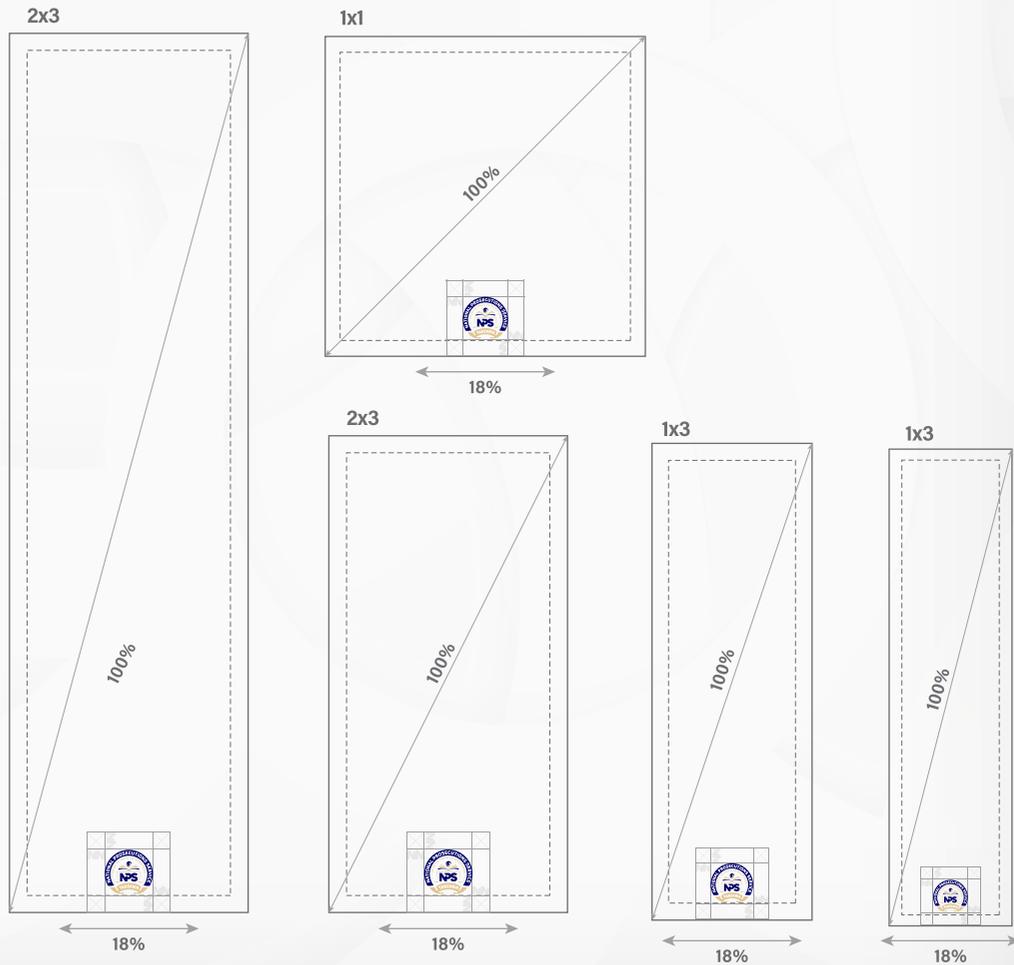


For all landscape or horizontal artwork layouts, the NPS logo should occupy 18% of longer area of the design. This ensures that the logo remains clearly visible, proportionate, and retains its impact without overpowering the layout. The logo should be positioned centre, top-left or bottom-right corner with appropriate clear space around it, two unit equal to the height of the "N" in "NPS." This placement maintains brand consistency and visual balance across all official materials.

2.6

LOGO POSITION

Portraits and Extreme



2.7 LOGO APPLICATION



Correct use colored



Correct use Primary Blue



Correct use Primary Grey



Correct use Black/Grey



Correct use Black/Grey



Correct use Primary Blue



No Stretching



No vertical stretch



No Other Shades of color



No Other Shades



No Tilt



No Tilt



No Element Rescaling



No Amendment



No colors monochrome



No adding Outline



No adding Shades



No Rotation



No Distracting Backgrounds



No color detailed Backgrounds

2.8

LOGO ON IMAGER

Logo type on image

As highlight either a focal point of an image or typography or both, should appear on clean and clear background and in dark or light color shade logo, always at the bottom corner.



2.9

LOGO ICON

ICONS

These are for digital profile logos and app usage. They can be used in print to replace primary logo due to size restrictions

Color usage is restricted to the primary blues, gold and Grey when used on filled background or image, where maximum contrast is necessary.



3.0

COLOR GUIDE

Our Primary Blue and Gold are predominantly used for logos and Text, on white or image background, to ensure maximum visual contrast.

Blue: Stands for trust, authority, and professionalism.

Gold/Beige: Represents excellence, fairness, and high ethical standards.

White background: Symbolizes purity, transparency, and justice without bias.

Opacity/color `values are accepted only in a three levels, 100%, 60% and 40% value in shade also applied when use pattern and background levels when needed.

#000068

C - 100%
M - 98%
Y - 20%
K - 30%

R - 0%
G - 0%
B - 104%

100%

60%

40%

#E0C58F

C - 0%
M - 30%
Y - 100%
K - 0%

R - 153%
G - 185%
B - 20%

100%

60%

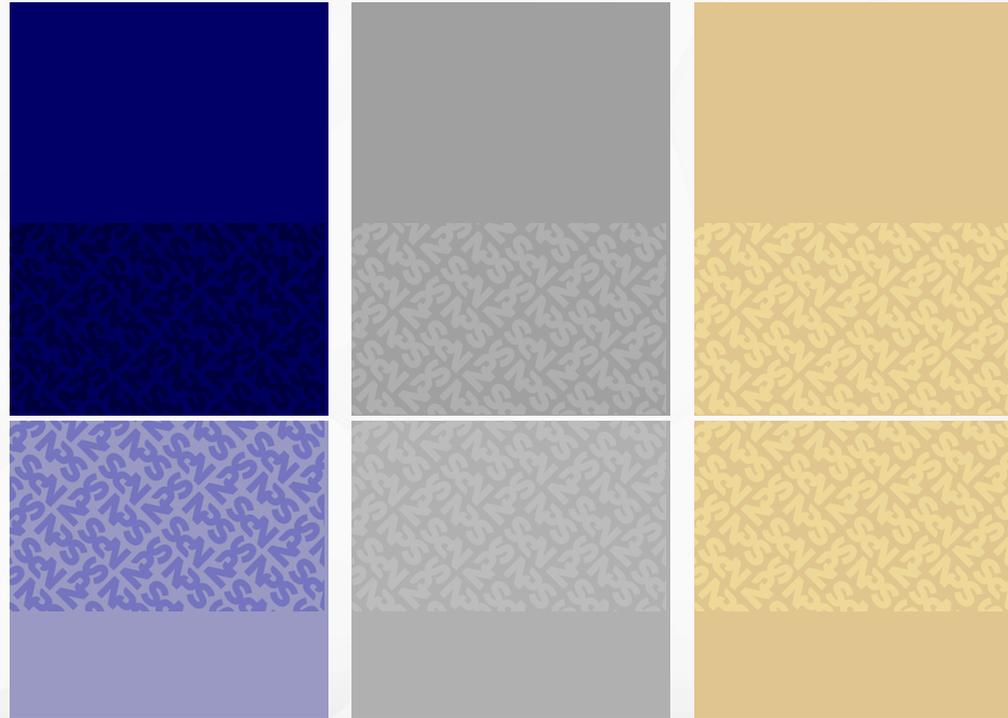
40%

3.1

COLOR HIERARCHY

The color hierarchy consists of visual coverage areas, based on the primary colors.

The three primary colors are used more sparingly to contrast against the background image color.



4.0 TYPO GRAPHY

Typeface

Our primary brand typeface is Arial. It is a legible with large font family for all application

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Ss Uu Vv Ww Xx Yy Zz
1234567890

Arial Regular
Arial Regular

Arial Bold
Arial Bold Italic

Arial Black
Arial Black Italic

4.1

TYPOGRAPHY APPLICATION

Typography Pairing

As a general rule, there should always be a weight skipped between heading, sub-headings and body copy. This allows for clarity and consistency. In some cases the weightings may be adjusted to suit there specific medium or layout. The headlines do not require punctuation at the end.

HEADLINE IS IN CAPE AND BOLD

Sub-headline is Arial Semi Regular

Body copy is set in Arial book, with standard paragraph spacing to ensure consistency between paragraph and headlines

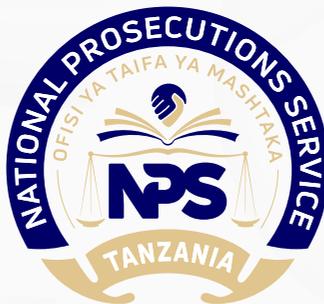
www.nps.com

5.0 NPS PATTERN

Pattern Construction

Our pattern is constructed using NPS icon, repeatedly rotated 45° angles, to create visual appealing background.

The pattern can be used as backgrounds or to add interest to designs, where images are not available.



Icon



6.0

NPS PHOTOGRAPHY

Photography

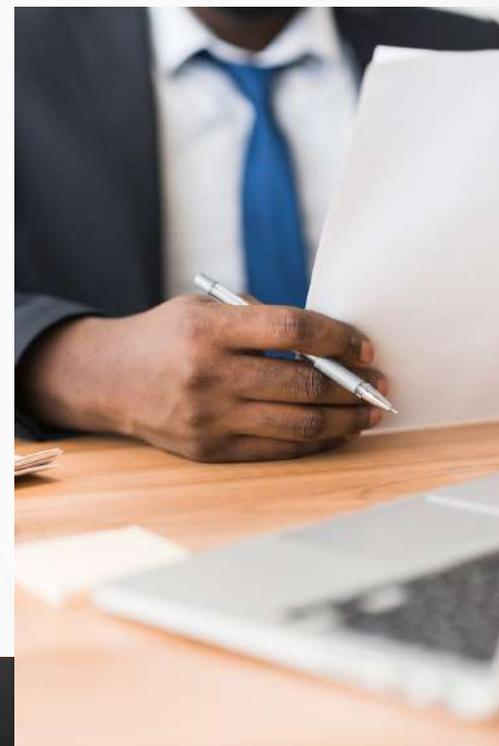
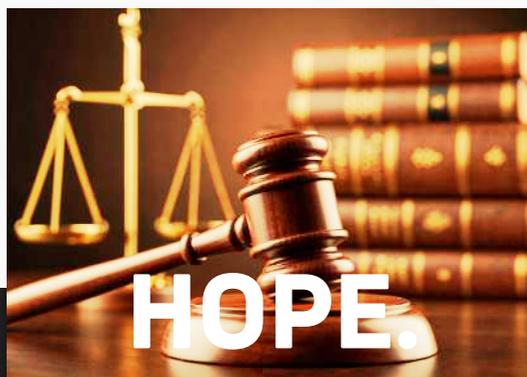
Photography used by the National Prosecutions Service should reflect professionalism, justice, integrity, and public service. Images must be high-resolution, well-lit, and composed with clarity. Focus should be on courtrooms, legal professionals, justice symbols (e.g., scales, books, gavel), and community engagement to represent the Service's commitment to fairness and transparency. Avoid overly dramatic, filtered, or staged photos. Use natural colors and neutral backgrounds to maintain trust and credibility. All imagery should promote the values of fair, timely, and quality prosecutions service and respect the dignity and privacy of individuals.



TRANSPARENCY.

6.1

NPS PHOTOGRAPHY



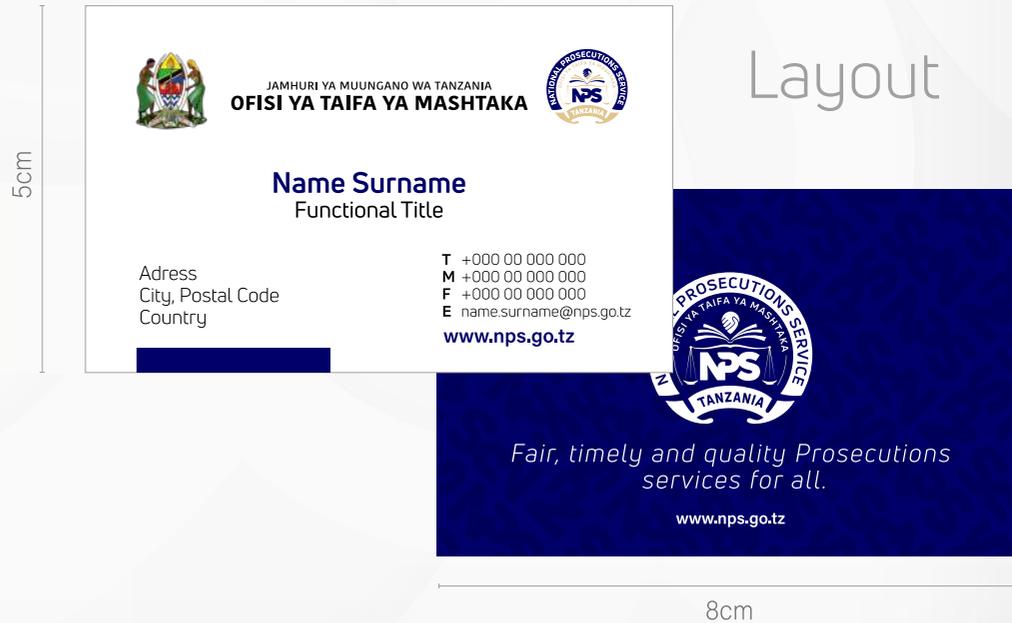
Images should in some cases use our primary colors and must blend in/on to bring balance and reduce distractions where logo or content/message has to appear on top image

7.0 VISUAL APPLICATION

Business Cards

The design of business cards should be 5cm of height and 8cm of width, exactly content to be provided by NPS for each

Layout



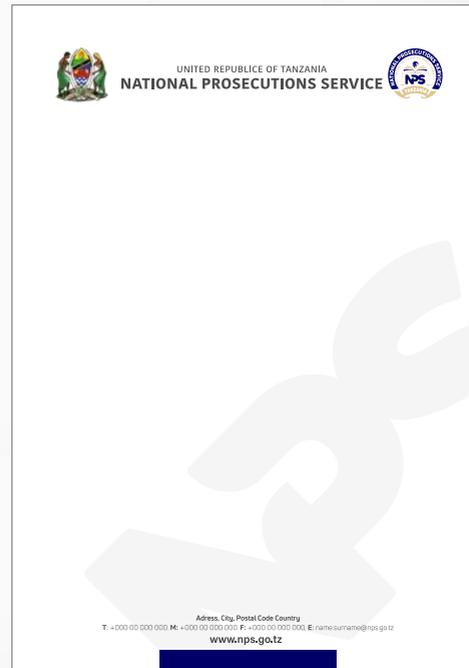
7.1 VISUAL APPLICATION

Letterhead

The NPS letterhead should be in A4 size with front and back print. All official documents should use this layout including invoices, delivery notes. ect



letterhead front



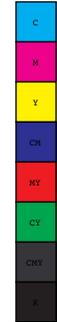
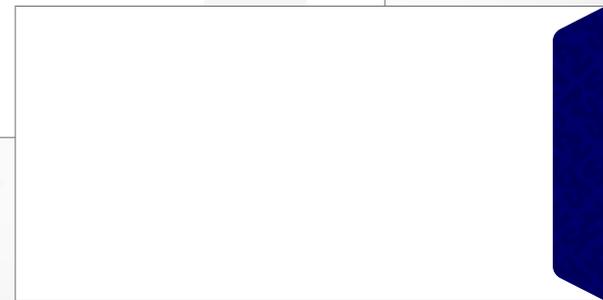
7.2 VISUAL APPLICATION

Envelopes

The NPS branded envelopes features the official logo, clear contact details, and a subtle watermark on the front for a professional look. The back flap displays the logo and the tagline “Fair, Timely and Quality Prosecutions Service for All” over a patterned navy blue background, reinforcing the institution’s identity and mission.



Standard Envelop



7.3

VISUAL APPLICATION

Certificates

The NPS Certificates features a clean, professional design with a central layout, bold blue recipient name, and formal black letter title font. It includes the official NPS logo, a branded border with repeating “NPS” text, and a subtle background watermark for authenticity. A QR code supports digital verification, while two signature areas ensure formal validation. The design uses NPS colors to reflect trust and authority, maintaining clarity, balance, and strong institutional identity.

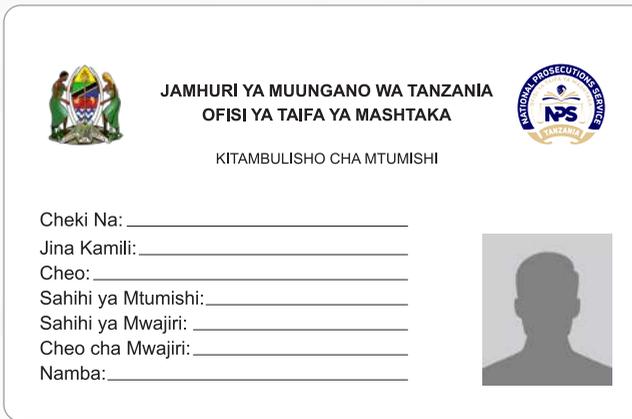


7.4 VISUAL APPLICATION



Lanyard

ID cards front
Standard size 8.5x5.5cm



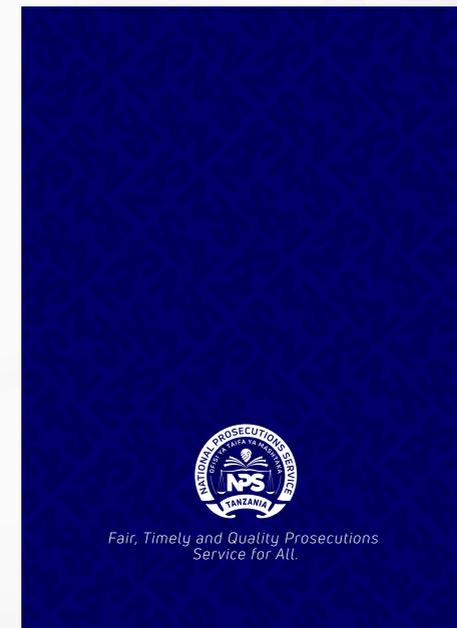
ID card back



7.5 VISUAL APPLICATION

File Folders

File folders are used daily in the handling of physical case files, correspondence, and administrative records. Branding these folders ensures that every document NPS handles reflects the institution's professionalism, identity, and commitment to order and accountability.



7.6

VISUAL
APPLICATION

Pens and Notebooks

Branded pens are small but powerful tools for institutional visibility, professionalism, and public engagement. NPS-branded pen is used by staff, guests, or partners, it silently reinforces the image of the Service.

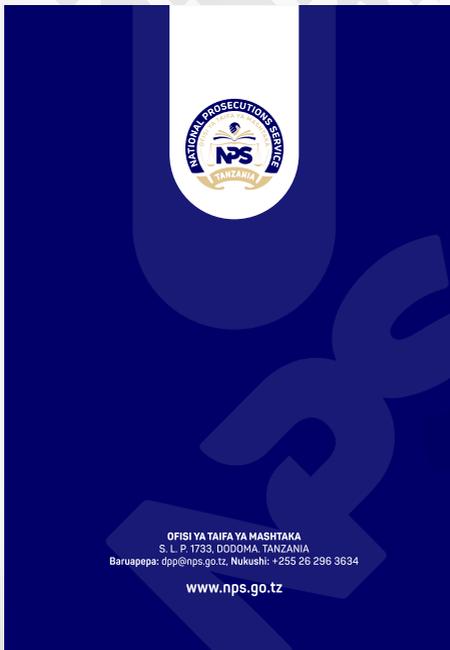
Notebooks are essential for daily use during meetings, fieldwork, courtroom sessions, training, and public engagements. When branded properly, they serve as both functional tools and powerful brand ambassadors for NPS.



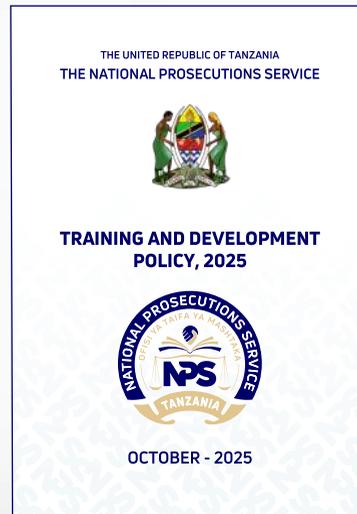
7.7 VISUAL APPLICATION

Report Covers

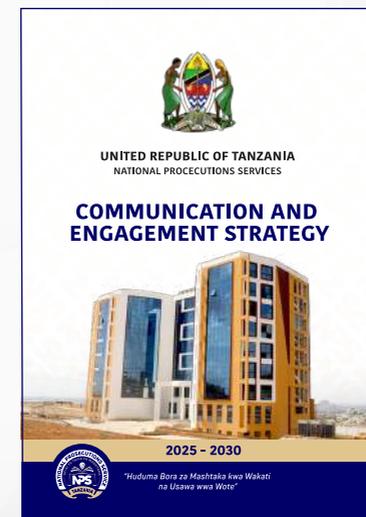
All National Prosecutions Services (NPS) reports and official documents shall use a standardized cover design consistent with the approved example. The cover must be divided into two sections: a left branding panel in official NPS blue featuring the NPS logo, subtle graphic elements, and contact details, and a right content panel on a white or light background displaying the National Coat of Arms, institutional name, document title, and reporting period. Typography must be clean, professional, sans-serif, and ensure the document title is the most prominent element.



Back Cover



Clear Front Cover



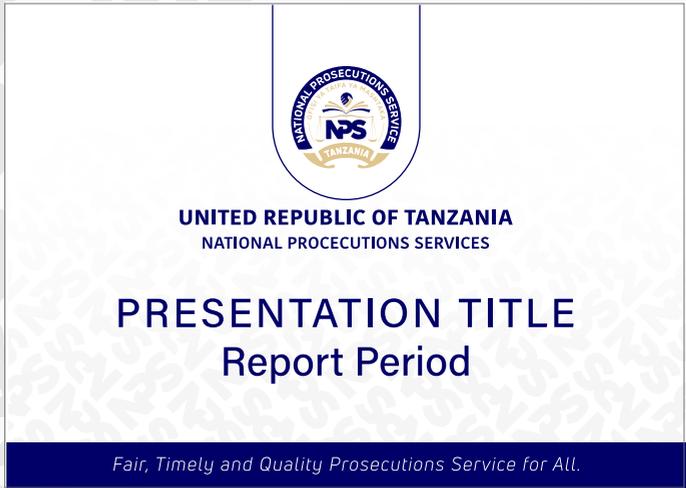
Cover with Image

7.8

VISUAL APPLICATION

NPS Presentation

Presentations shall follow the approved landscape layout to ensure a consistent, professional, and authoritative institutional identity. The cover page must feature the NPS logo at the top, the institutional name, a bold uppercase presentation title, the report period, and the official NPS tagline placed on a blue footer bar. Inside pages must include a clear title bar in NPS blue, consistent logo placement, structured headings, readable body text, and the date positioned at the top. Only approved NPS colors, logos, and clean sans-serif typography may be used, and all presentations must maintain uniformity across slides unless formal authorization is granted for variation.



Presentation Cover



Presentation Layout

8.0

ONLINE SOCIAL MEDIA

Presentation Online

The National Prosecutions Service (NPS) is commuted to maintain a professional, respectful, and clear tone in all online and social media communications. Therefore all official NPS platforms must use the correct NPS logo, colors, and fonts, with visuals that reflect justice, fairness, and public service. As such content should focus on legal awareness, official updates, and public education while avoiding political, personal, or confidential information. Platforms like Facebook and Twitter will be used for updates and public awareness, Instagram for visuals, YouTube for public addresses, and LinkedIn for professional news and education. All posts must be fact-checked, ethical, and free from bias. Account security should be ensured through strong passwords, two-factor authentication, and limited access. Comments should be monitored regularly, with the option to disable them when necessary to protect the integrity of ongoing legal matters.

- Facebook: @nps_Tanzania
- Twitter/X: @nps_Tanzania
- LinkedIn: [Insert link]
- Website: www.nps.go.tz
- YouTube channel

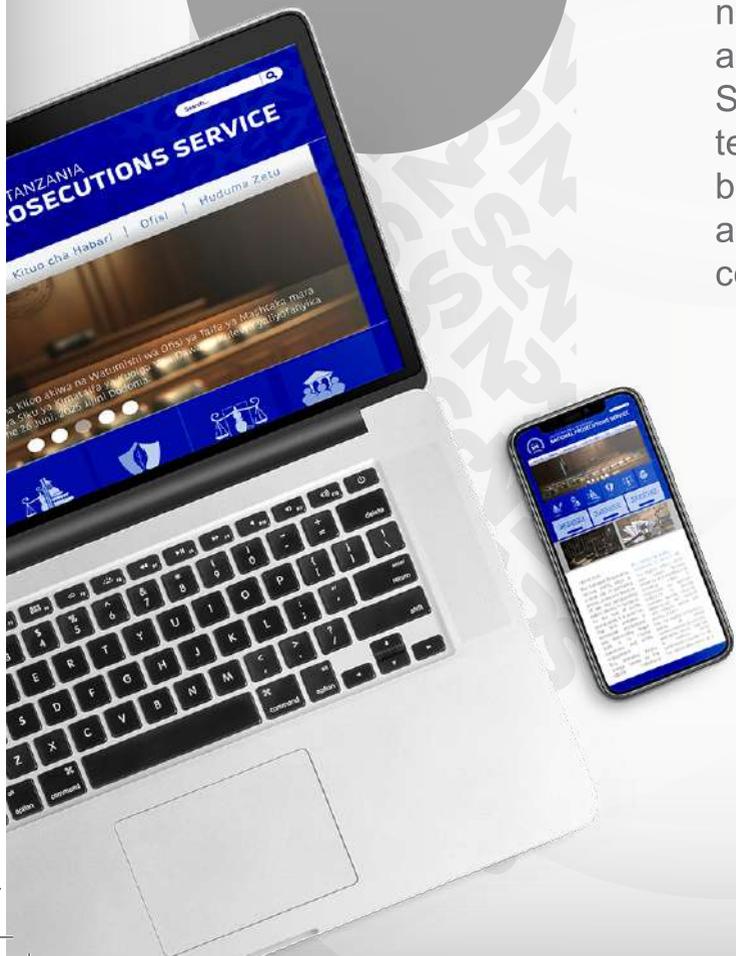


8.1

ONLINE SOCIAL MEDIA

Email Signature

NPS email signatures must include the staff member’s full name, job title, contact details, official email, and website, along with the tagline: “Fair, Timely and Quality Prosecutions Services for All.” Use NPS fonts in black or in NPS Grey shade text, and blue for Name. Avoid quotes, decorative fonts, or background images. Optional elements include the NPS logo and a confidentiality notice. This ensures a professional and consistent brand across all communications.



Name Surname
Functional Title

T +000 00 000 000
M +000 00 000 000
F +000 00 000 000
E name.surname@nps.go.tz

Address, City,
Postal Code, Country

www.nps.go.tz

Fair, Timely and Quality Prosecutions Services for All.



9.0

NPS UNIFORM

Dressing Code

Apart from official legal dressing code, NPS shall have branded uniform for its institutional identity in various occasions including social events such as seminars, sports.

The NPS branded uniforms will be standardized and well-designed to visually communicate the values, seriousness, and readiness of the institution to deliver justice.

- Uniform Color: Navy Blue/White
- Identification: NPS embroidered badge on chest pocket
- Optional Accessories:
 - Branded tie (for men)
 - Branded scarf (for women)
- Footwear: Black formal shoes
- Use Case: Formal functions, public education events, official photo sessions, or special assignments.



9.1 NPS UNIFORM

Polo Tee



Round Tee



10.0

VEHICLE BRANDING



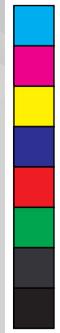
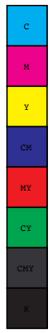
Office Vehicles

Without compromising other internal NPS policies, all NPS vehicles must display a clean white base with official navy blue and gold wave graphics. The NPS logo/icon is placed on both front doors, with the website (www.nps.go.tz) beneath. A bold navy blue "NPS" is displayed on the bonnet for clear visibility. Front bumpers and rear sides feature solid navy blue panels. All elements must use official colors, be weather-resistant, and not obstruct lights or windows. Only approved designs are allowed.



10.1

VEHICLE BRANDING



11.0

NPS OFFICE

Physical Branding

Branding NPS buildings is not just about decoration, it is about establishing authority, visibility, and public trust. A well-branded building creates a powerful first impression, reflects institutional pride, and helps the public easily identify and engage with NPS services.



11.1

NPS
OFFICE

Signage



- A. On the top of the HQ building front and back the name MASHTAKA HOUSE should be in 3D illuminated latter sign.
- B. A log 3D (Dimensional) Signage should be top center of the building for visibility from far, and illuminated in full NPS colors. 1/3 Area cover of the flat space.
- C. NPS icon should appear on both wings for angle visibility also in 3D and illuminated.
- D. On the building entry the Name “NATIONAL PERSECUTIONS SERVICE” should be on the top curved wall in 3D cut out illuminated letters.

Signage



11.2

NPS OFFICE

Branding Interior

NPS interior branding should reflect professionalism and the core values of fairness, timeliness, and quality. Use the official color palette navy blue, white, and gold throughout office spaces. The NPS logo, tagline and pattern should be prominently displayed in reception areas, meeting rooms, and public spaces, with proper spacing. Include framed mission and vision statements, and use subtle legal or national imagery on walls. Signage must be bilingual (Swahili and English) and follow official fonts. Furniture should be formal and complement staff uniforms. Ensure spaces are well-lit.



11.3

NPS OFFICE



11.4

NPS OFFICE



Office Plaque

Use clear, bilingual (Swahili & English) signs, and brand colors. Fonts must follow brand standards. Signs should be eye-level, non-reflective, and professionally placed for easy navigation and strong brand presence, made of double plaque engraved or embodied.

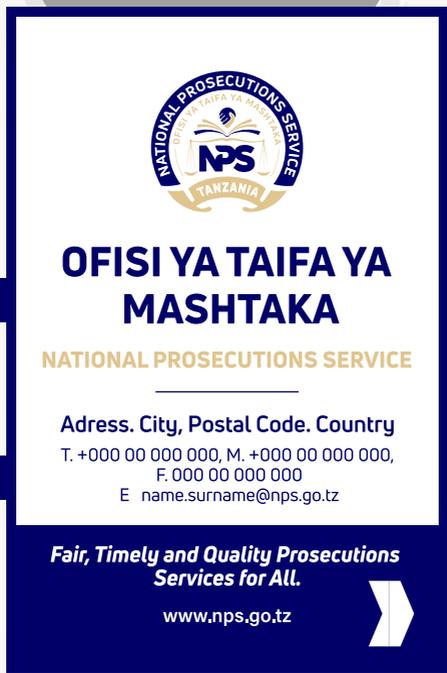


11.5

NPS OFFICE

Directional Signage

NPS signage shall be uniform, durable, and clear. It must display the official logo at the top, the Swahili title in dark blue, the English subtitle in gold, contact details in blue, and the motto in white on a blue strip with the website below. Colors are navy blue, gold, and white, in either portrait or landscape format. Signs shall be made from steel pipe or panels with anti-rust frames, UV-protected reflective finish, and mounted on two steel posts in concrete. Standard sizes are large (3m x 2m), medium (2m x 1.5m), and small (1.5m x 1m). Only official NPS branding is allowed, and signs must be accurate, well-aligned, and regularly maintained.





OFISI YA TAIFA YA MASHTAKA

NATIONAL PROSECUTIONS SERVICE

Adress. City, Postal Code. Country
 T. +000 00 000 000, M. +000 00 000 000,
 F. 000 00 000 000
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Fair, Timely and Quality Prosecutions Services for All.

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Road Signages

12.0

PROMO MATERIALS

Calendars

Branded calendars are NPS promotional tools that display months and dates alongside NPS institution’s logo, colors, messages, and photos. These can be in the form of:

- Wall Calendars (large, hanging on walls in offices or public areas)
- Table Calendars (compact, placed on desks or counters)

These serve both functional and strategic branding roles throughout the entire year.



A-Frame Table Calendar

12.1

PROMO MATERIALS



Roll up Banner

Pull-up banners are portable, vertical display tools used in events, public engagements, training sessions, exhibitions, and official functions. They serve as powerful visual communication tools that promote the NPS brand and key messages.



12.2

PROMO MATERIALS

Booth

Backdrop is a large branded visual panel placed behind speakers, booths, or display tables during official events, press conferences, public education campaigns, or exhibitions. It visually reinforces the institution's identity and communicates key messages to audiences and media.



12.3

PROMO MATERIALS

Give aways and Souvenir

All Promotional ans giveaways are branded items distributed during events, training sessions, exhibitions, outreach campaigns, or stakeholder engagements. These include small, useful items like USB drives, key holders, mugs, bags, water Bottle and lanyards that carry the NPS brand and are retained by recipients for long-term use.



USB Flash Disk



Key Chain



13.2 PROMO MATERIALS



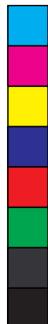
Promo Shopping bags Bags



Office Bags



Water Bottles



13.3 PROMO MATERIALS



Coffee Mugs



Umbrellas



Logo Round Badges

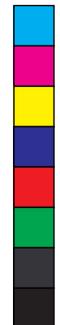
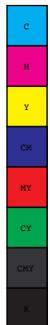


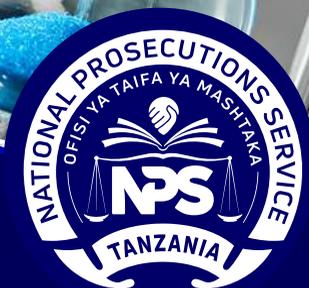
The NPS branding profile is a strategic tool for strengthening public trust, projecting a unified identity, and ensuring professional communication within and outside the institution.

All staff are expected to adhere to these standards.



*We are Shaped by our Mission.
Stirred by our Vision. Defined by our Values.*





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