KKAFI
BRAND BOOK

For the people.
For the game.
For what sport
can become.



2026
ON THE MOVE

The connection **The spark** **The journey**



ABSTRACT

KKAFI is a sports brand built around products, identity and participation. Operating through KKAFI Sports House, the brand provides sportswear, teamwear, footwear, equipment, training products and sporting solutions for athletes, teams, schools, coaches, institutions and communities.

Born from a deep connection to sport, KKAFI exists to improve the sporting experience through quality, access, identity, development and grassroots participation. The brand connects practical sporting needs with products that carry meaning, helping individuals and teams feel represented in the game.

KKAFI is developing from an operating sports business into a distinct product brand through distribution, customization and product development. Its signature categories, KKAFI Kits and KKAFI Footwear, represent the team and the individual athlete in motion.

Built from Kenya and connected to the wider sporting environment, KKAFI continues to strengthen its products, relationships, capabilities and identity. The brand moves forward through real work, learning and continuous improvement.

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PART I

THE FOUNDATION

Built from the ground up.

A sports brand built on participation, quality, and respect. Understanding the foundation of KKAFI means understanding why the grassroots is where the future of sport begins.



KKAFI — ON THE MOVE.

CHAPTER 01 — KKAFI AT A GLANCE

A SPORTS BRAND BUILT AROUND PRODUCTS, IDENTITY AND PARTICIPATION

KKAFI is a sports brand built around the way people experience, participate in and identify with sport.

The brand operates through KKAFI Sports House, a sports business providing products and solutions across the sporting market while developing a distinct KKAFI product identity.

Our work spans sportswear, teamwear, footwear, equipment and sporting solutions, with a growing focus on products that carry the KKAFI name and character.

KKAFI is commercial by nature and purposeful in its direction. We build products, serve the market, develop relationships and create a brand that can stand on its own within sport.

The business is already operating. The brand is already in the market. What we are building now is the strength, depth and identity that will define KKAFI as it grows.



> The foundation of every great game is built far from the spotlight.

CHAPTER 02 — THE ORIGIN

WHERE KKAFI BEGINS

KKAFI begins with sport.

The starting point was a deep connection to the game and an understanding of what sport can create in a person's life: movement, discipline, ambition, competition, friendship, identity and belonging.

That connection became more than a personal appreciation of sport. It became an opportunity to build something within the sporting environment.

The realities around sport also became impossible to ignore. Passion exists everywhere, but the quality of the sporting experience can be shaped by what people have, what they understand and what is available to them.

KKAFI emerged from that intersection between the feeling of sport and the realities surrounding it.

The founder's journey explains where the idea began, but KKAFI quickly became larger than its origin.

It became a business.

Then a brand.

And now a product identity with its own direction.

Today, the origin is part of the foundation, not the definition of the brand.

The founder started the journey. KKAFI is the journey becoming a brand.



CHAPTER 03 — PURPOSE & PHILOSOPHY

WHY KKAFI EXISTS

KKAFI exists to improve the sporting experience through quality products, access, identity and support.

We believe sport is experienced differently when people have the opportunity to participate properly, use products they can trust and feel represented within the game.

> The right support doesn't make someone feel like a beginner—it reminds them that learning is the journey.

Our Philosophy is Grounded in Five Principles.



ACCESS

Quality sporting products should be within reach of the people and organizations that need them.

QUALITY

What carries the KKAFI name must have purpose, function and a standard worth standing behind.





IDENTITY

Sport gives people and teams something to represent. What they wear and use can become part of that identity.

DEVELOPMENT

Sport is a continuous process of learning, discipline, confidence, resilience and improvement.

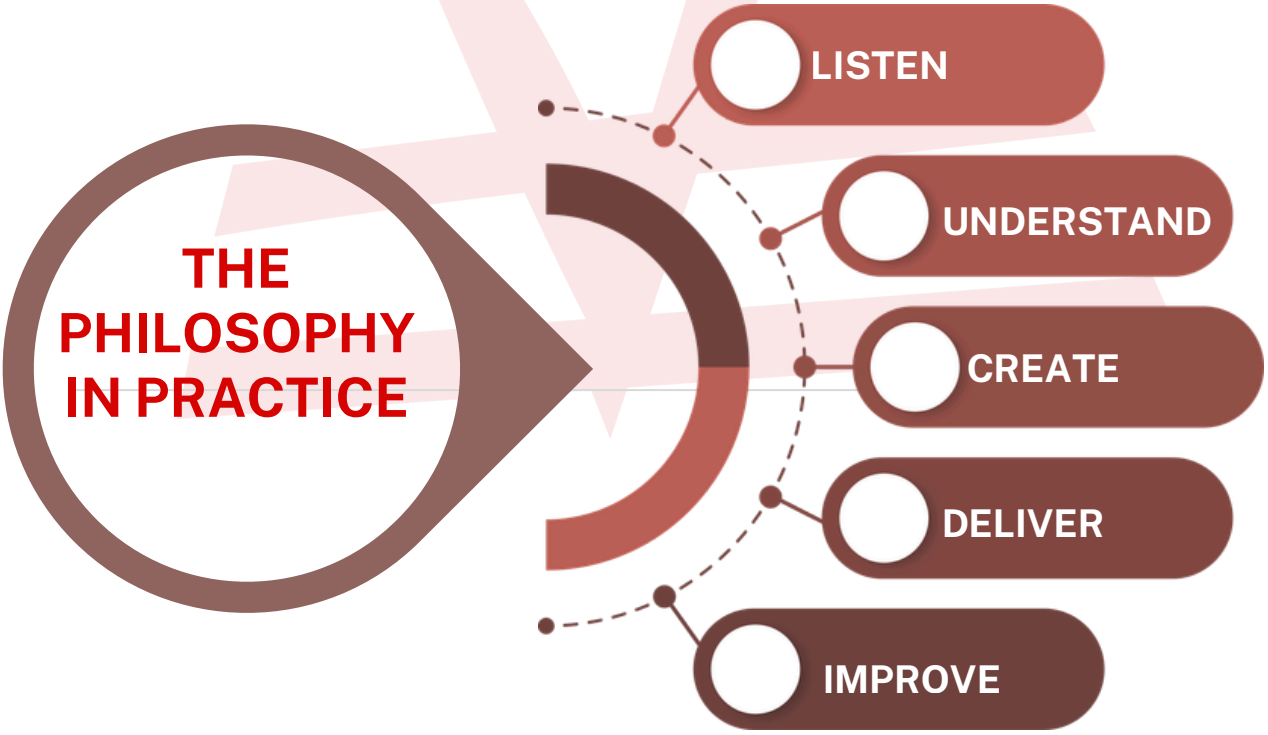


GRASSROOTS



Grassroots is not the bottom of sport. It is one of the places where sporting journeys begin, talent develops and sporting culture takes shape.

The above principles influence how KKAFI thinks, creates and operates.



We listen before acting. We understand before creating. We deliver with purpose and improve through experience.
Our ambition is not simply to become a bigger sports brand.
Our ambition is to help make sport bigger.

PART II

THE BRAND

Built to Stand with the Game

Grassroots talent exists everywhere, but true development requires structure, quality products, and steady support. KKAFI was created to bridge that gap.

A framework built on quality, access, and identity.



CHAPTER 04: THE BRAND POSITIONING

WHAT KKAFI IS AND WHAT KKAFI DOES

KKAFI is a modern sports brand defined by the way athletes, teams, and communities engage with the game. At its core, the brand operates at the intersection of high-grade functionality and visual representation, ensuring that every individual who steps onto the field or court feels equipped, supported, and connected.

What KKAFI does is simple yet fundamental: we design, manufacture, and distribute performance sports products that meet the rigorous demands of real-world athletics. From specialized teamwear to essential hardware, our focus centers on delivering reliable quality that elevates performance at every competitive level.

Beyond physical goods, KKAFI serves as a catalyst for identity and participation across the broader sporting ecosystem. We recognize that gear is more than mere apparel—it is a symbol of belonging, effort, and ambition. By providing structured supply solutions to schools, clubs, and grassroots programs, KKAFI bridges the gap between potential and opportunity.

Through a unified platform of products, institutional partnerships, and active community engagement, KKAFI establishes the physical and cultural foundation that allows sports to thrive. We exist not just to supply the game, but to build the framework that helps athletes move forward with confidence.

The business operates across four connected areas



01 SPORTS PRODUCTS

KKAFI develops and supplies sportswear, teamwear, footwear, equipment, training products and sporting accessories.



02 TEAM & INSTITUTIONAL SOLUTIONS

We provide complete sporting requirements for teams and institutions, including customized teamwear, branding, equipment and outfitting.



03 DISTRIBUTION & RETAIL

KKAFI Sports House is the commercial platform through which sporting products reach the market.



04 SPORTS DEVELOPMENT

KKAFI participates in selected sporting initiatives and activities that connect the business with the wider sporting environment.

Together, these areas form the operating structure of KKAFI.
The commercial business provides the foundation.
The brand develops through the products, relationships and capabilities built around it.

KKAFI – ON THE MOVE.

CHAPTER 05: OUR PEOPLE

THE PEOPLE BEHIND SPORT

Sport is ultimately experienced by people.

The player preparing for a match.
The coach developing an athlete.
The team finding its identity.
The school creating an opportunity.
The community gathering around a game.

Each experiences sport differently.

KKAFI's perspective begins with understanding that difference.

THE KKAFI CHAMPION

A champion is not defined only by trophies, medals or results.

Championship can be found in the player who keeps training, the athlete who chooses to improve, the coach who continues to develop others and the team that keeps moving after a difficult result.

The qualities come before recognition:

DISCIPLINE. AMBITION. COURAGE. LEARNING. CONSISTENCY. PROGRESS

These qualities shape the kind of person sport can develop.

EVERY JOURNEY IS DIFFERENT

There is no single path through sport. One person may be discovering the game. Another may be competing. Another may be leading. Another may be creating opportunities for others.

Progress can be a first training session, a first competition, a breakthrough or simply the decision to continue.

KKAFI recognizes the value of that journey.

THE HUMAN SIDE OF THE GAME

Sport creates relationships that extend beyond the field.

Players become teammates. Coaches become mentors. Schools become sporting communities. Teams develop cultures. Communities develop traditions around the game.

That human dimension is part of what makes sport worth building around.

KKAFI is built with an understanding of the people who give sport its life.

ON THE MOVE

CHAPTER 06: WHAT MAKES KKAFI DIFFERENT

THE KKAFI APPROACH

KKAFI operates in a market with established products, established brands and established ways of doing business.

Our distinction comes from the way we approach the work.

- **WE START WITH THE NEED**

A product should respond to a real requirement.

We don't start with product. We start with need.

- **WE CONNECT FUNCTION WITH IDENTITY**

A sporting product has a practical role, but it can also carry meaning. This is particularly visible in teamwear, where design and function come together with representation.

- **WE THINK IN SOLUTIONS**

Sporting requirements are rarely limited to one item. Where a requirement is broader, KKAFI approaches the complete need rather than treating every product as an isolated sale.

- **WE MAKE CUSTOMIZATION MATTER**

Customization is not simply adding names or logos. It is the process of turning a product into something that belongs to the person, team or institution using it.

- **WE LISTEN AND ADAPT**

The market changes. Needs change. Products improve. Sporting environments develop. KKAFI uses experience and feedback to keep refining its approach.

- **WE BUILD COMMERCIALLY**

KKAFI is a business. Growth, product development and commercial discipline matter. But the business is built within sport, giving the work a connection to the environment it serves.

This creates the KKAFI approach:



That is where our difference begins.





PART III

THE PRODUCT

Built for Performance & Identity

A structured ecosystem of apparel, teamwear, footwear, and equipment. KKAFI products are engineered to deliver reliable durability, functional design, and complete visual cohesion across every level of competition.



> Every product must serve a purpose: to elevate performance, build identity, and make the game accessible.

CHAPTER 07: THE KKAFI PRODUCT SYSTEM

BUILDING A CONNECTED PORTFOLIO

KKAFI is developing a structured product portfolio designed to grow across sporting needs and disciplines.

The system is organized into five core categories.



SPORTSWEAR & TEAMWEAR

Playing kits, training wear, tracksuits, warmers, bibs and other sporting apparel.



FOOTWEAR

Sporting footwear developed around movement, training and competition.



SPORTS EQUIPMENT

Balls, goalkeeper equipment and other essential equipment used across different sports.



TRAINING & PERFORMANCE

Products used for preparation, drills, conditioning and organized training.



SPORTING ACCESSORIES

Supporting products that complete and extend the sporting setup.

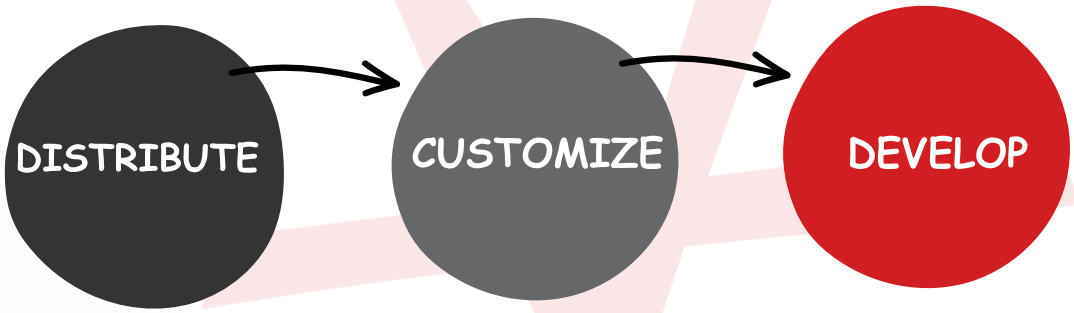


A SYSTEM, NOT A COLLECTION

The categories are designed to work independently or together. An athlete may need footwear and accessories. A team may require playing apparel, equipment and training products. An institution may require products across multiple sporting disciplines. The system allows KKAFI to grow without losing coherence.

THE PRODUCT PATH

KKAFI's development follows a clear progression:



We understand demand through the market, respond to specific requirements through customization and use that experience as a foundation for developing products of our own.

The objective is not to create products simply to expand the catalogue.

Every product must earn its place.

ON THE MOVE



CHAPTER 08: SIGNATURE PRODUCTS

THE PRODUCTS THAT REPRESENT KKAFI

Within the wider KKAFI product system, two categories carry the strongest expression of the brand:

- **KKAFI KITS**
- **KKAFI FOOTWEAR**

They represent two sides of sporting identity — the team and the individual athlete.

A kit brings together design, colours, crests, sponsors, names, numbers and other details into one recognizable team expression.

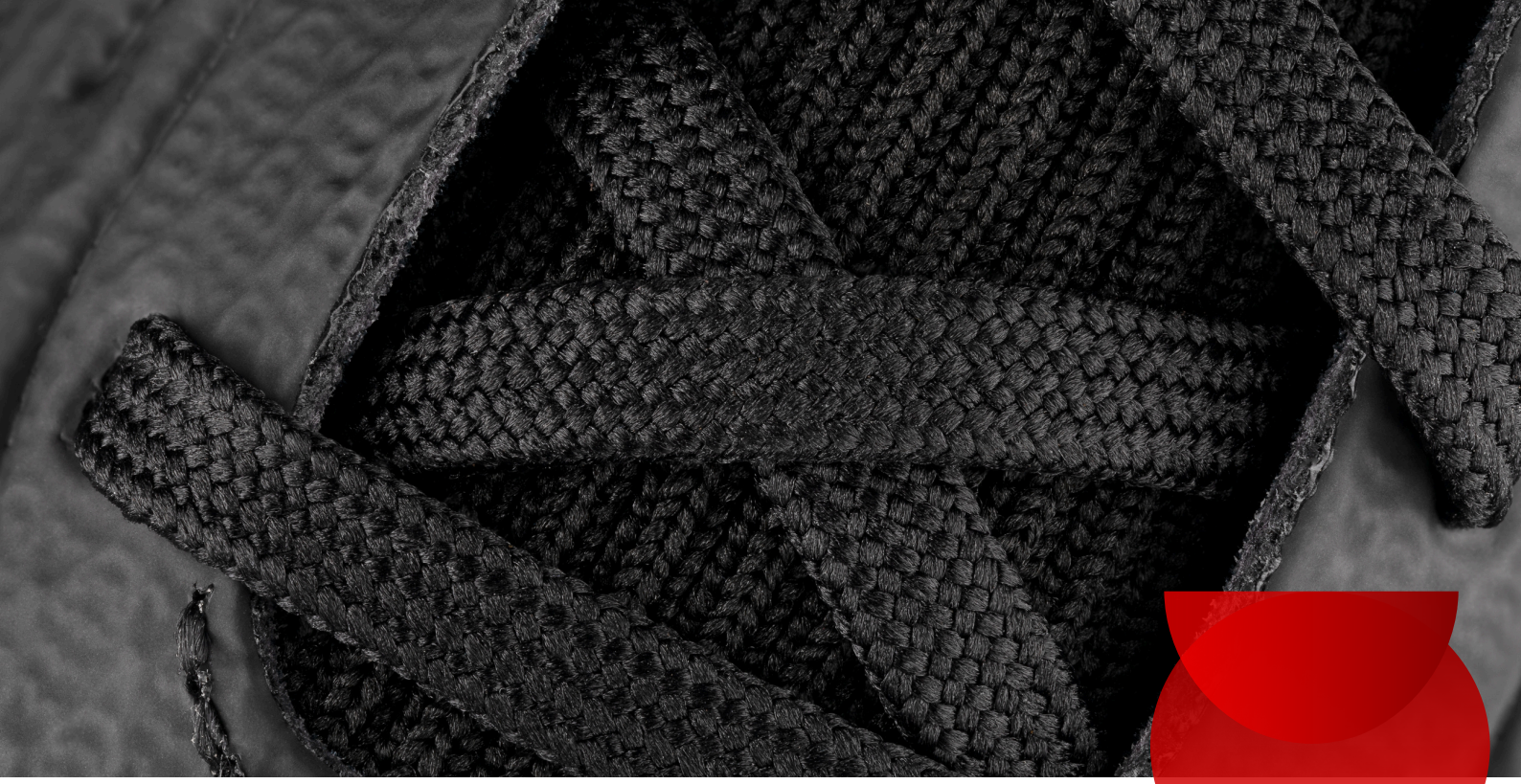
It gives a team something it can carry into competition and call its own.

1. KKAFI KITS

KKAFI Kits are the signature teamwear of the brand.

They serve teams across football, basketball, volleyball, netball, rugby, tennis and other sporting disciplines.

> You don't just wear a kit. You represent something.



2. KKAFI FOOTWEAR

KKAFI Footwear is the signature footwear category of the brand.
It brings the KKAFI identity into the athlete's movement.
The category is built around:

FUNCTION · COMFORT · PERFORMANCE · DESIGN

It represents the individual side of the sporting experience — what an athlete puts on before stepping into training or competition.

THE SIGNATURE

KKAFI Kits represent the team.
KKAFI Footwear represents the athlete in motion.

WHAT THE TEAM WEARS.
WHAT THE ATHLETE WEARS.

The wider KKAFI portfolio supports these signature categories with the equipment, training products and accessories required around them.

ON THE MOVE



CHAPTER 09: BUILDING KKAFI

FROM AN OPERATING BUSINESS TO A DISTINCT SPORTS BRAND

KKAFI is being built through the work already underway.

The business has established its foundation in the sporting market. From that foundation, the next stage is the development of a brand with stronger product ownership, deeper capabilities and a distinct identity of its own.

The direction is clear:

FROM DISTRIBUTION TO CREATION.

From supplying products to developing products.

From responding to the market to creating products for it.

From building a business around existing opportunities to building assets that belong to KKAFI.

BUILDING A PRODUCT BRAND

KKAFI Kits and KKAFI Footwear establish the beginning of this product direction.

The wider portfolio creates room for further development across sportswear, footwear, equipment and other sporting categories.

The aim is not simply to place the KKAFI name on more products.

It is to develop products that have their own reason to exist and can stand on their own within the sporting market.

BUILDING THROUGH EXPERIENCE

KKAFI's development is informed by the experience of operating in the market.

What people need. What they choose. What they return for. What teams require. What products work. What can be improved. That experience becomes knowledge. Knowledge becomes development. Development becomes the next generation of KKAFI products and capabilities.



BUILDING THE BUSINESS

The product brand and the business behind it must grow together.

KKAFI is strengthening the foundations required to support that growth — product development, commercial capability, relationships, partnerships and the structures through which the brand can reach further.

The work is not about becoming everything at once.

It is about building the right foundation for each next stage.

BUILDING FROM KENYA

KKAFI is being built from Kenya. Kenya is where the business operates, learns, develops its products and establishes its foundation.

Africa represents the wider environment in which that foundation can grow.

International markets remain part of the longer direction, but the sequence matters:

BUILD HERE. LEARN HERE. STRENGTHEN HERE. MOVE FURTHER.

WHAT WE ARE BUILDING

KKAFI is not presenting every ambition as an achievement. Some things already exist. Some are being developed. Some remain part of the longer direction.

That distinction matters because the brand is being built through real work.

New products are developed. Existing products are refined. Capabilities grow.

Relationships deepen. Opportunities are explored.

The process remains simple:

CREATE. TEST. LEARN. IMPROVE. MOVE.

KKAFI is building a sports brand that can stand on its own — through what it creates, what it learns and what it does.

PART IV

THE EXPERIENCE AND THE STANDARD

From Requirement to Relationship

Defining how KKAFI connects with athletes, teams, and institutions. Beyond the physical product, Part 04 outlines the principles, relationship standards, and long-term values that guide every interaction and shape the brand moving forward.





CHAPTER 10: THE KKAFI EXPERIENCE

MORE THAN A TRANSACTION

The KKAFI experience is created through every interaction people have with the brand.

It begins with how KKAFI presents itself and continues through communication, product selection, purchase and the relationship that follows.

The experience reflects the character of the brand: clear, confident, considered and connected to sport.

THE FIRST IMPRESSION

People encounter KKAFI in different ways — through products, teamwear, digital platforms, social media, conversations, sporting activities and other brand touchpoints.

Across these encounters, KKAFI presents a consistent identity.

The visual language, communication and product presentation work together to create a recognizable first impression.

THE WAY KKAFI COMMUNICATES

KKAFI communicates directly and confidently. Our language is clear, energetic and human. We speak about sport naturally and present our products with confidence without relying on exaggerated claims.

The same character carries across product communication, social content, customer conversations, campaigns and other public expressions of the brand.

Clear. Confident. Human. Direct.

THE PRODUCT EXPERIENCE

The product is where the brand becomes tangible.

Design, presentation, quality, detail and functionality shape how a KKAFI product is experienced.

With teamwear, the experience includes seeing a team's idea develop into a finished kit.

With footwear, it extends into the athlete's preparation and movement.

Across the portfolio, the product represents the point where what KKAFI creates or provides meets the reality of sport.

THE KKAFI JOURNEY

A relationship with KKAFI can begin with discovery, a question, a product or a sporting requirement. From there, the experience develops through understanding the requirement, exploring the available options, making a decision and experiencing the product.

DISCOVER → EXPLORE → UNDERSTAND → CHOOSE → EXPERIENCE → RETURN

This journey reflects the relationship KKAFI builds around its products and customers.

THE WORLD AROUND THE BRAND

KKAFI appears across physical and digital environments. Products, photography, social platforms, websites, packaging, team presentations, sporting events and other touchpoints each provide an expression of the brand.

Although the environment changes, the KKAFI identity remains recognizable through its visual language, tone and presentation.

THE MOMENT OF CHOICE

Sporting products involve practical decisions. People consider what they need, how a product fits its intended use, its design, quality, performance and value. KKAFI approaches these decisions through clear product information and an understanding of the requirement. The result is an experience built around informed choice rather than unnecessary pressure.

AFTER THE PURCHASE

The relationship continues when a product enters the customer's sporting environment. Products are worn, used, tested and experienced in real conditions. That experience creates feedback and knowledge that contributes to the way KKAFI improves its products, service and wider offering. A completed transaction therefore becomes part of a longer relationship with the brand.

ON THE MOVE

CONSISTENCY

The KKAFI experience is shaped by consistency across the different points at which people encounter the brand.

The presentation may change according to the environment, but the underlying character remains recognizable.

That consistency connects the product, communication and experience into one expression of KKAFI.

THE KKAFI EXPERIENCE

The KKAFI experience is ultimately found in the relationship between the brand and the person encountering it. It lives in the product they choose, the way the brand communicates, the quality of the interaction and the experience that follows. KKAFI is experienced through the work, not simply described by the words.





CHAPTER 11: KKAFI TODAY & WHAT'S NEXT

BUILDING FROM WHERE WE ARE

KKAFI is an operating sports business with an established foundation and a developing product brand.

The business has moved beyond its original starting point. Products are in the market, customers are being served, relationships are being established and the KKAFI product identity is developing.

The next stage builds from that existing foundation.

WHERE WE ARE TODAY

KKAFI operates through the combination of an active sporting business and a growing brand identity. KKAFI Sports House provides the commercial foundation, while the wider **KKAFI** brand continues to develop its own products and identity. The current portfolio spans **teamwear, footwear, sporting equipment, training products and accessories**. KKAFI Kits and KKAFI Footwear represent the strongest current expression of the brand's own product direction.

DEVELOPING THE PRODUCT PORTFOLIO

Product development is an active part of KKAFI's direction. Existing categories continue to develop while new KKAFI products are being worked on across footwear, sportswear and other sporting categories. The development process considers function, design, quality, relevance and the requirements identified through the market.

New products enter the portfolio as they reach the appropriate stage of development. The portfolio grows through intention, not simply through volume.

STRENGTHENING THE BRAND

As the product portfolio develops, the KKAFI identity develops with it.

The brand is becoming increasingly consistent across products, communication and its wider presentation. This creates a stronger connection between the name KKAFI and the products and experiences carrying it.

EXPANDING THE BUSINESS

KKAFI's development includes strengthening its presence in Kenya while building the foundations for wider African and international opportunities.

This expansion is connected to the development of the products, operations, relationships and capabilities required to support a larger business.

The immediate work remains grounded in strengthening what already exists.

ON THE MOVE

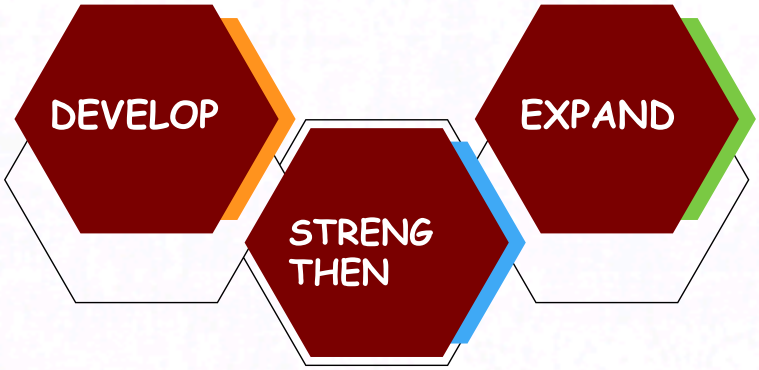
DEVELOPING WHAT COMES NEXT

KKAFI is working on opportunities beyond its current portfolio. These include further product development, stronger sporting relationships, new partnerships and capabilities connected to the wider sporting environment. Some developments are already underway. Others remain part of longer-term planning.They are treated according to their stage rather than presented as completed achievements.

THE NEXT STAGE

KKAFI's next stage is about strengthening what already exists while developing what comes next. The business is moving from an established base of sporting supply and commercial activity toward greater product ownership and a stronger independent brand identity.

The direction is:



Each stage builds on the previous one.

MOVING FORWARD

KKAFI continues to develop through execution.

Products are developed. The business is strengthened. Capabilities grow. Relationships develop. Opportunities are explored. The brand moves forward through what is actually being built rather than through promises about what has not yet happened. Today provides the foundation for what comes next.



CHAPTER 12:THE KKAFI BRAND WORLD

HOW KKAFI LOOKS, SOUNDS AND FEELS

KKAFI has a distinct visual and verbal identity that carries across the brand. Its expression is built around confidence, simplicity, energy, precision and identity, creating a recognizable character across products, communication and brand environments.

THE KKAFI VISUAL IDENTITY

KKAFI's visual identity is built around red, black and white.

The official KKAFI symbol and wordmark form the primary identifiers of the brand.

The symbol provides the visual mark of KKAFI, while the wordmark establishes the name clearly and consistently.

Together they form the foundation of the brand's visual recognition.

THE VISUAL CHARACTER

KKAFI's visual character is confident, modern and purposeful.
The use of strong forms, clear presentation and controlled visual composition gives the brand an energetic presence without unnecessary complexity.
Across products and communication, the visual identity connects the different expressions of KKAFI into one recognizable world.

PRODUCT AS BRAND EXPRESSION

KKAFI products carry the visual identity into sport. The brand is expressed through product design, labels, tags, packaging, teamwear and footwear. The product therefore becomes more than a point of sale. It becomes one of the places where the KKAFI identity is physically experienced.

THE KKAFI VOICE

KKAFI communicates with a direct and confident voice. The language is clear, energetic and human. We speak about sport naturally and communicate products without unnecessary complexity or exaggerated claims.

The voice reflects the character of the brand:
CLEAR. CONFIDENT. HUMAN. AMBITIOUS. DIRECT.

ON THE MOVE

ON THE MOVE

ON THE MOVE is the central expression of KKAFI's movement and progress. It connects the brand to the nature of sport while also representing development, ambition and forward motion.

It appears as part of the KKAFI brand language and provides a concise expression of the character behind the brand.

THE KKAFI FEEL

KKAFI carries a balance of qualities that define its character:

Premium without being distant.

Confident without being arrogant.

Energetic without being chaotic.

Ambitious without losing its grounding.

These qualities give the brand a consistent emotional character across its different expressions.

ONE IDENTITY

KKAFI appears across products, digital platforms, sporting environments, communication and physical brand touchpoints.

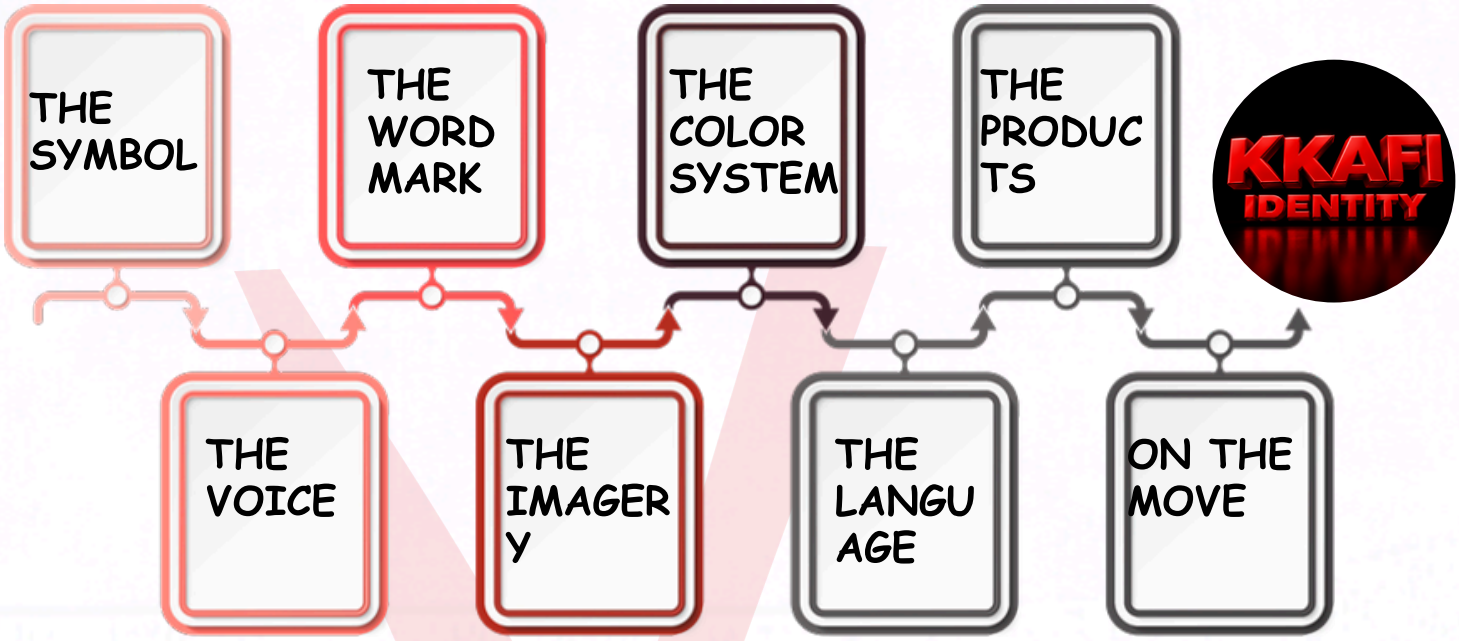
The applications may differ, but they remain connected through the same visual identity, language and character.

This gives KKAFI a recognizable presence wherever the brand appears.

ON THE MOVE

THE BRAND WORLD

The KKAFI brand world brings together the elements that people recognize as KKAFI:

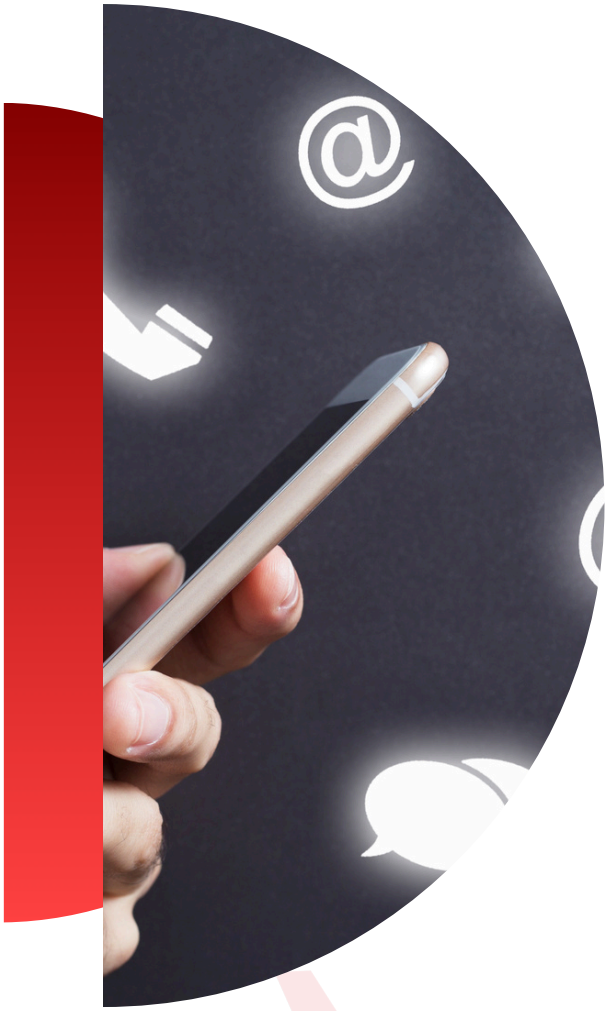


Together, these elements create the identity through which KKAFI is seen, recognized and experienced.



CONNECT WITH KKAFI

Partnerships, Media & General Inquiries



Contact Us

Whether you are an athlete, coach, school administrator, or potential partner, we are here to support your journey. Reach out to connect with the team, explore opportunities, or learn more about how we can build together.

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KKAFI

ON THE MOVE

ON THE MOVE

Thank you for exploring the KKAFI Brand Book. We look forward to building, growing, and shaping the future of sport together with athletes, coaches, and communities across the globe.

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