



Events | Digital Ticket Sales | Promotions

BRAND IDENTITY GUIDELINES

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Prepared By

 **iKIND** media

Overview

Your Brand Identity

This is the face and personality presented to the global community. It is as important as the products and/or services you provide. Your Identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures and presentations - everything that represents you.

Because your brand cannot be compromised, we've created this guide to provide all the necessary specifications you need to maintain its' integrity. The guidelines set out in this document are not meant to inhibit the creative process, but rather to improve it.


By following these guidelines, all the material created moving forward will represent your company consistently and cohesively to the outside world.

Logo Design

The company logo is a valuable graphic and must be used consistently and appropriately at all times. Even minor variations will undermine and compromise the image of the brand.

Primary Logo - Full Colour



Pantone Colour		CMYK	RGB	HEX
	Pantone 116c	12 21 100 0	229 193 16	#E5C110

Secondary Logos - Yellow, Black & White



Logo Usage

The logo should never be recreated under any circumstances. Always ensure that the master logo artwork is used for any application.

Only the original high resolution or vector graphic files should be used. The following logo examples should never be reproduced from this document.

Exclusion Zone & Minimum Reproduction Size

Exclusion Zone (The minimum amount of white space around the logo)

Ensure that text and other design elements do not encroach upon the logo.

White space should always be allowed in order for the logo to "breathe", free from visual distraction.



Minimum Reproduction Size

In the primary logo format, a minimum size must be adhered to in order to ensure legibility.

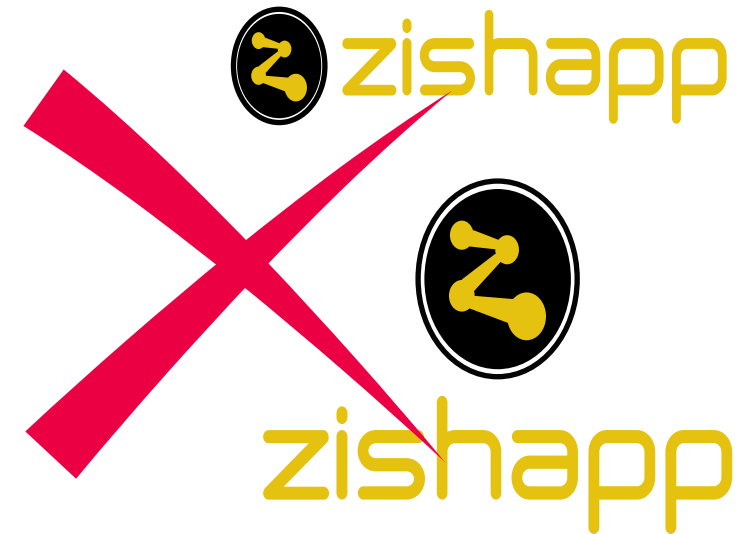


Do Not Distort The Logo

Incorrect!

This graphic represents how the logo has become distorted from its designed aspect ratio due to stretching or squeezing of the shape and text.

If available space is restrictive, the logo scale (not the dimensions) should be adjusted to fit.



Correct!

This graphic represents how the logo shape is consistent with the Master design, retaining balance and legibility.



Contrast Between Logo And Background

Incorrect!

Usage of the logo on a non-contrasting background, in its primary colour, should be avoided as logo visibility is reduced.



Correct!

When using the logo on a non-contrasting background, the secondary colour should be used to ensure visibility.

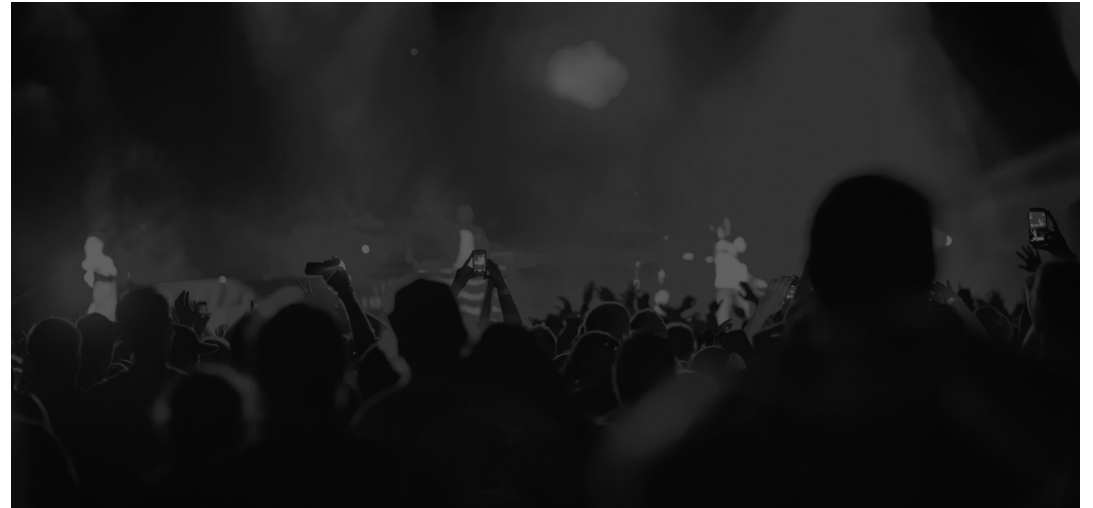
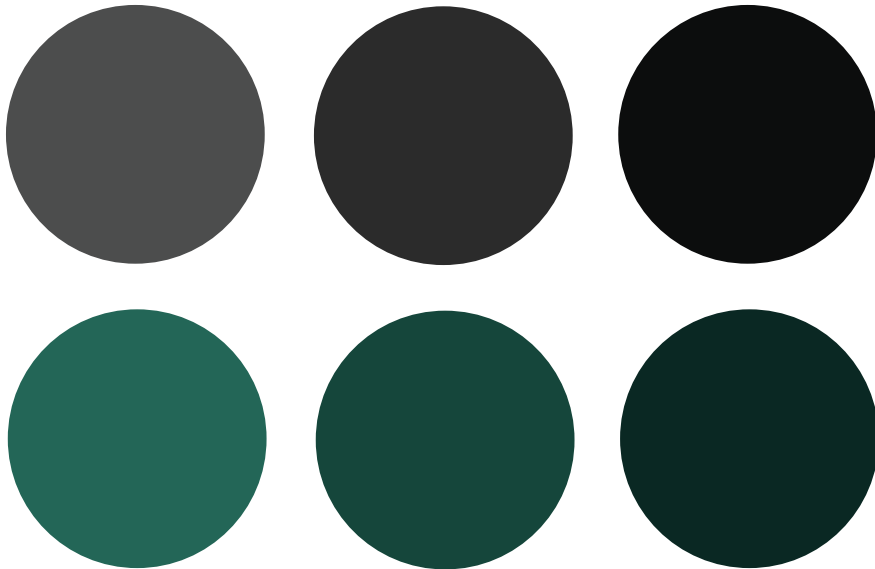


Logo Icon (Emblem/Symbol/Favicon)



Colour Scheme

The use of background images and graphics need to comply with the following colour scheme.



Logo Typeface

Neogrey

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * [] _ +

Neogrey Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * [] _ +

Primary /Typeface

RAJDHANI Headings - Rajdhani Bold
Subheadings - Rajdhani Medium
Body Content - Rajdhani Normal

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y Z
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +


A B C D E F G H I J K L M N O P Q R S T U V W Q X Y Z
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

A B C D E F G H I J K L M N O P Q R S T U V W Q X Y Z
a b c d e f g h i j k l m n o p q r s t u v w q x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +



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 www.zishapp.co.za

 PO Box 361, Lidgetton, 3270

hello@ikindmedia.com

www.ikindmedia.com

086 111 6164

Shop 7 Cowey House, 136 Problem Mkhize Rd
Morningside, Durban, 4001
KwaZulu-Natal
South Africa

 **iKIND**media