AYANDA MBANGA
communications

Brand Guidelines 2014

Introduction

This book was created as a guide on how our Brand Identity can be used to communicate a consistent message, but still allow for the most important characteristic. Your creativity.

These aren't brand commandments so give us a call if you have an idea that you would like to discuss.

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Our Logo

As of 2014 we will be introducing a brand spanking new logo.

Our new logo represents a change from our approach a change in our direction and a functional change moving forward (please help with this).

To compliment the Saatchi & Saatchi Branding we have implemented the Saatchi brand font with our own, added our Symbol and Bam!

PLEASE: Do not emboss, bedazzle, drop shadow, add outline, enclose in a box, rotate, remove the symbol, change the font or crop the logo.

Logo Versions

We have created several logo versions, each for a specific application.

Please be attentive to use the correct logo versions. Where possible, always use the full colour logo - light or dark background versions. Do not create any other versions of the logo.

Always use full colour where possible

For use in Black & White communications (100% black also allowed)

For use on dark backgrounds where colour is available

For use with screenprinting/1-colour applications. Can also be solid black (K100)

Logo Usage

As with any logo or branding materials there are a few rules that govern the applications:

Clear space:

To keep proportions across all sizes constant, we have introduced a special “S” marker to define the clear space for our logo.

The size of the “S” marker is measured from the x-height of the “AYANDA MBANGA” to the baseline of “communications”.
The S Marker should be a perfect square.

Logo positioning:

Preferably place the logo top right - across 3 vertical columns (this also gives a good general size for the logo).

Logo scaling, & minimum size:

To keep the logo legible and appearing as it should, it should always be scaled proportionally - don't squeeze or stretch.
The minimum size allowed for the logo, is 35mm wide for print and 120px wide for screen use.

Logo on backgrounds:

Maximum visibility needs contrast, so use the logo on areas of backgrounds that are not busy and do not have similar tonal values to that of the logo.

Strapline

As of 2014 we've introduced a new stranpline to (TESSA WHY DID WE DO THIS AGAIN?) here are a few guides to make sure it is used correctly.

CONSULT. CREATE. **COMMUNICATE**

Colours for strapline:

Only the COMMUNICATE in the strapline may use any ONE of our secondary colours as described in our colour section (pg.XX), the CONSULT. CREATE. may only use black and gray shades or white.

CONSULT. CREATE. **COMMUNICATE**

Safe area for strapline:

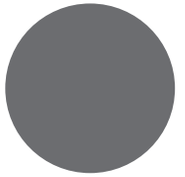
The safe area for the strapline, uses the horizontal size of the last "E" to create the space.

Colours

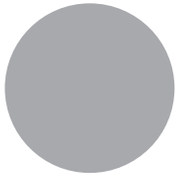
Primary colours

Our primary colour selection has been carried by the AMComms brand since its inception and little has changed: Black, gray and white are the predominant colours that allow our orange to stand out.

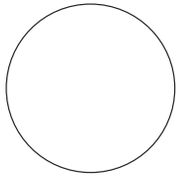
K: 100
RGB: 0; 0; 0
PMS: -
HEX:000000



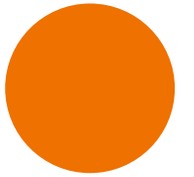
K: 70
RGB: 111; 111; 111
PMS: -
HEX:6F6F6F



K: 40
RGB: 178; 178; 178
PMS: -
HEX:B2B2B2



CMYK: 0; 0; 0; 0
RGB: 255; 255; 255
PMS: -
HEX:FFFFFF



CMYK: 0; 70; 100; 4
RGB: 232; 107; 32
PMS: 152C
HEX: E86B20

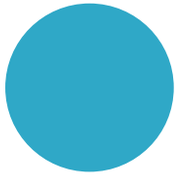
Secondary colours

These are to be used in addition to the primary palette and never on its own.

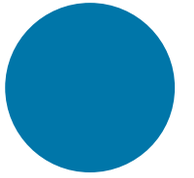
CMYK: 0; 95 ;95 ;0
RGB: 240; 50; 40
PMS: 485C
HEX: EE3129

CMYK: 8; 3; 50; 0
RGB: 242; 234; 154
PMS: 600C @ 50%
HEX: F2EA9A

CMYK: 59; 0; 35; 0
RGB: 105; 201; 185
PMS: 570C
HEX: 69C9B9



CMYK: 69; 15; 17; 0
RGB: 69; 169; 197
PMS: 7702C
HEX: 41A9C5



CMYK: 89; 42; 16; 2
RGB: 0; 117; 168
PMS: 7690C
HEX: 0075A8

Typography

Display font: Museo

Museo has been chosen as the display font for use in all external communications. Use it for all major headlines and secondary headlines. When Museo is not available use Arial Bold. To purchase the Museo font family license follow this link XXXXXXXXXXXX

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Primary typeface: Avenir / Arial

Our primary body copy typeface is Avenir. It is to be used in all external communications. Where Avenir is not available for internal communications, the Arial typeface should be used. To purchase the Avenir font family license follow this link XXXXXXXXXXXX.

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789