



CAPE TOWN

## CORPORATE IDENTITY GUIDELINES

## THIS IS THE OFFICIAL LOGO.

This is the calculated breakdown of the SAFA Cape Town logo. It helps maintain accuracy when applying the logo to any element.



## THIS IS HOW NOT TO USE THE LOGO.

This manual protects the integrity of the SAFA Cape Town logo. Changing any element of the logo other than the colour as outlined in this document is forbidden. These guidelines ensure cohesion across marketing collateral.



NEVER CHANGE THE COLOUR OF OUR BACKGROUND OR THE ELEMENTS OF OUR LOGO.



NEVER ROTATE OUR LOGO OR ANY OF ITS ELEMENTS.



NEVER REMOVE OR SCALE ELEMENTS OF THE LOGO.



NEVER USE COLOURS OR FONTS OUTSIDE OF THESE GUIDELINES.

## HOW TO APPLY THE LOGO WITH VARIOUS BACKGROUNDS.

The corporate logo and its colours can be used in three ways. The following examples will help you select the most appropriate logo to use. The logo must not be boxed in, the background should blend into the artwork.



### Primary logo

The primary example is always preferred. This is the full colour logo on a white background.



### Secondary logo

The secondary logo is only to be used when logo appears on black.



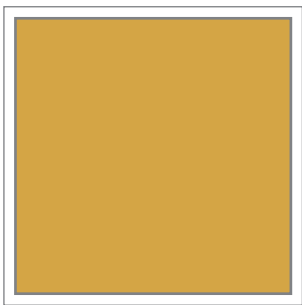
### Tertiary logo

The tertiary logo is only to be when logo appears on gold.

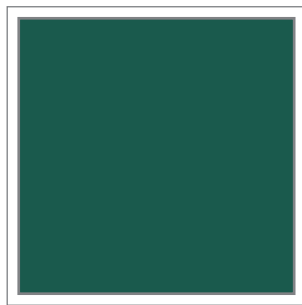
Please ensure that the corporate name is written as follows in all written communication: SAFA Cape Town

## THE OFFICIAL LOGO COLOURS.

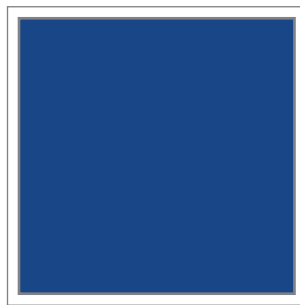
There are four corporate colours. The primary colour palette consists of gold, green and blue, the 3 main brand colours. These 3 colours must be utilised at all times when working with the brand. The secondary palette consists of black and white, which may be used to assist the primary palette where necessary.



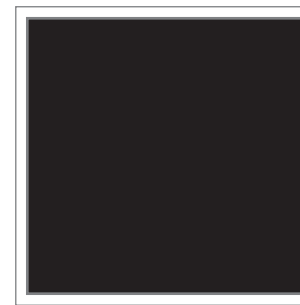
C17 M34 Y85 K0  
R212 G165 B69  
HEX#D4A545



C86 M42 Y68 K33  
R26 G90 B70  
HEX#1A5A4D



C100 M83 Y18 K4  
R25 G70 B134  
HEX#194686



C0 M0 Y0 K100  
R0 G0 B0  
HEX#000000



C0 M0 Y0 K0  
R255 G255 B255  
HEX#FFFFFF

## A CONSISTENT IMAGE IS EVERYTHING – APPLY THE OFFICIAL COMPANY FONT.

The corporate font to be used by SAFA Cape Town for all communications is called Calibri. All variations may be utilised at the designer’s discretion, from upper to lower case, light to bold, italic & regular to condensed.

Examples of Calibri’s variations

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789()!%\$?!”**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789()!%\$?!”

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789()!%\$?!”

## E-MAIL & DOCUMENTS.

E-MAIL: For e-mails and typed documents, use the Calibri font, in black, at 11-point type.

DOCUMENTS: For typed documents and proposals to Clients, Suppliers and other recipients, use the Calibri font, in black, at 11-point type. For lengthy documents, please break up the text with occasional headings (bold & underlined) also using the Calibri font, in black, at 12-point, 'justified left' (i.e. do not centre any type – let the type run normally from left to right.) Paragraphs at your own discretion.

Examples of Calibri's variations

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789()%\$!?"

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*123456789()%\$!?"*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**123456789()%\$!?"**