

BRAND GUIDELINES 2017

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GPS COORDINATES

26°8'38"S, 27°58'44"E



THE CORPORATE IDENTITY MANUAL

The new Electrosonic identity can only make a positive impact if it is used consistently and correctly.

The Identity Style Guide has been developed to provide a comprehensive understanding of the new Electrosonic identity.

It shows how to correctly implement the new design elements off air, on air and online.

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01. MASTER LOGO

FORMATS

Certain formats are required for specific uses.

VECTOR

Printers and design houses will require vector formats of logos.

Vector formats are used for high-resolution print material like magazines, billboards, signage, etc.

These formats are usually produced as EPS or PDF

ELECTRONIC USE

Electronic use does not require high-resolution imaging as the computer or TV monitor only reads 72dpi and no higher.

Logos and imaging for this use are usually produced as JPEG, PNG or GIF files.

02. LOGO SPACE

The Electrosonic identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.



03. LOGO SIZE

NOTE

To protect the integrity of our identity, only use the Electrosonic logo at sizes greater than 30 mm.

The strapline becomes illegible with sizes less than 90 mm.

Where space for the logo is less than 90 mm, a version without the strapline can be used.



ELECTROSONIC
PRO AV / LIVE EVENT PRODUCTS



ELECTROSONIC
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ELECTROSONIC



ELECTROSONIC

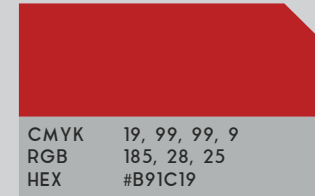
04. LOGO COLOURS

NOTE

The logos are used in red, black, grey or white only

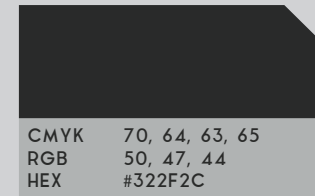
Silver foil may be used for high quality materials

PANTONE 200 C



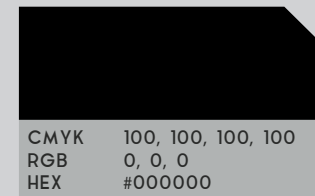
CMYK	19, 99, 99, 9
RGB	185, 28, 25
HEX	#B91C19

PANTONE 419 C



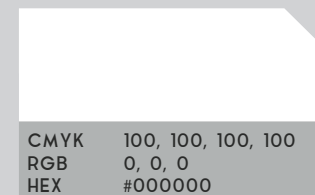
CMYK	70, 64, 63, 65
RGB	50, 47, 44
HEX	#322F2C

PANTONE PROCESS BLACK



CMYK	100, 100, 100, 100
RGB	0, 0, 0
HEX	#000000

PANTONE WHITE



CMYK	100, 100, 100, 100
RGB	0, 0, 0
HEX	#000000

05. TYPOGRAPHY

Use the font that works best with your design, and always be consistent throughout whatever you're working on.

ARIAL

HEADER AND BODY TEXT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

CALIBRI

HEADER AND BODY TEXT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

TUNGA

HEADER, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

HELVETICA

HEADER, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

AQUA GROTESQUE

HEADER, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

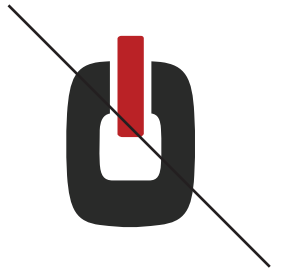
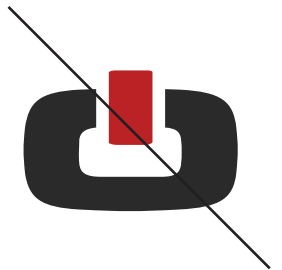
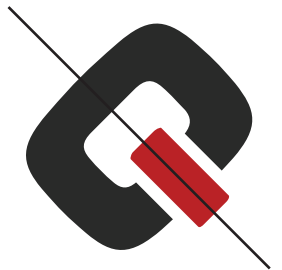
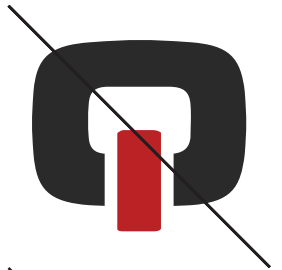
NEXA BOLD

HEADER, BODY TEXT AND DESIGN

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ

CORRECT

INCORRECT



06. SYMBOL

07. STATIONERY

BUSINESS CARDS

Original size 90 mm x 50 mm

Bleed 93 mm x 53 mm

Content Area 84 mm x 44 mm



STATIONERY

Letterhead

A4 - 210 x 297 mm

Content Area 198 mm X 285 mm

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STATIONERY

Email Signatures

Size 650 x 160 px

Image size 143 x 143 px



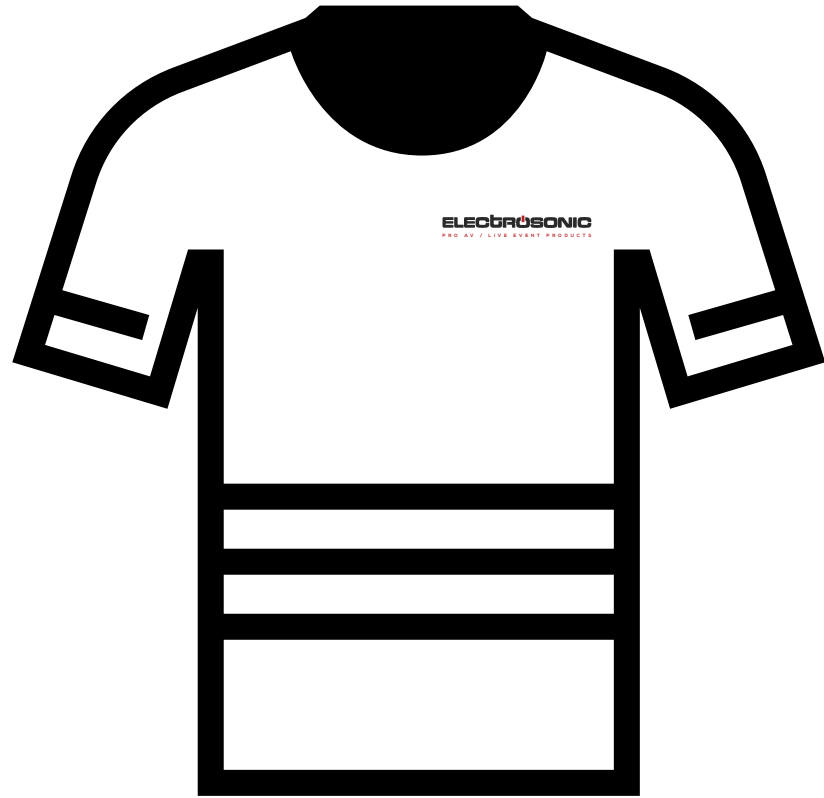
Image Area

SHIRTS



08. BRANDED MERCHANDISE OVERVIEW

T-SHIRTS



GOLFERS



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