

CORPORATE IDENTITY GUIDELINES

Use of the National Arts Festival logos and colours

UPDATED 2022



**national
arts
festival**

INTRODUCTION

How to look after this identity

A strong, solid and immediately identifiable corporate identity is critical to maintaining the strength of a brand, the clarity of corporate communication, and the effectiveness of marketing activities. Conversely, the incorrect use of a corporate identity can prove detrimental to a brand and progressively undermine its value. The purpose of this document is to assist with the correct and consistent use of the National Arts Festival corporate identity to ensure that it strengthens the National Arts Festival brand wherever it appears.

The National Arts Festival Corporate Identity Guideline is designed for the National Arts Festival, partners and sponsors, as well as the National Arts Festival employees and agencies that are authorised to use corporate logos in creating presentations, collateral, signage or advertisements etc. Please read this guide carefully to ensure logo and corporate identity usage complies with the National Arts Festival policy. The National Arts Festival has the authority and responsibility for the maintenance and control of the corporate identity system and should be contacted for guidance or clarification in applying these standards.



**national
arts
festival**

THE BIG FIVE

If there are only five things you remember, let these be them

It is important to note that this document is not absolutely prescriptive. While it is important that these guidelines are adhered to, the dynamism, excitement and diversity of the National Arts Festival provide a great deal of scope to apply the corporate identity. For that reason, there is some room for the creative application of the National Arts Festival corporate identity.

1. Never recreate or alter the National Arts Festival logo, 10 DAYS OF AMAZING campaign line, or any of other registered logos of the National Arts Festival or their sponsorship partners. Downloadable logos can be found at <http://www.nationalartsfestival.co.za/branding>.

2. The National Arts Festival logo must appear in some form on everything produced for the National Arts Festival.

3. Never use the National Arts Festival logo as a graphic element within a sentence.

4. When in doubt about how to use our identity, or if you need additional information or assistance, first check <http://www.nationalartsfestival.co.za/branding>.

5. If you still cannot find the answers to your questions, please e-mail: info@nationalartsfestival.co.za. Remember, as a growing and dynamic entity, our standards will continue to evolve.

NATIONAL ARTS FESTIVAL LOGO

The big picture

The National Arts Festival logo is the main visual brand identifier of the National Arts Festival and must be displayed on all material such as poster advertising and collateral material.

The National Arts Festival logo comprises an intertwined hand symbol and the National Arts Festival namestyle. The National Arts Festival namestyle is not a typeface, it is specially created artwork. On colour backgrounds the National Arts Festival namestyle must always appear in white as shown.



national
arts
festival

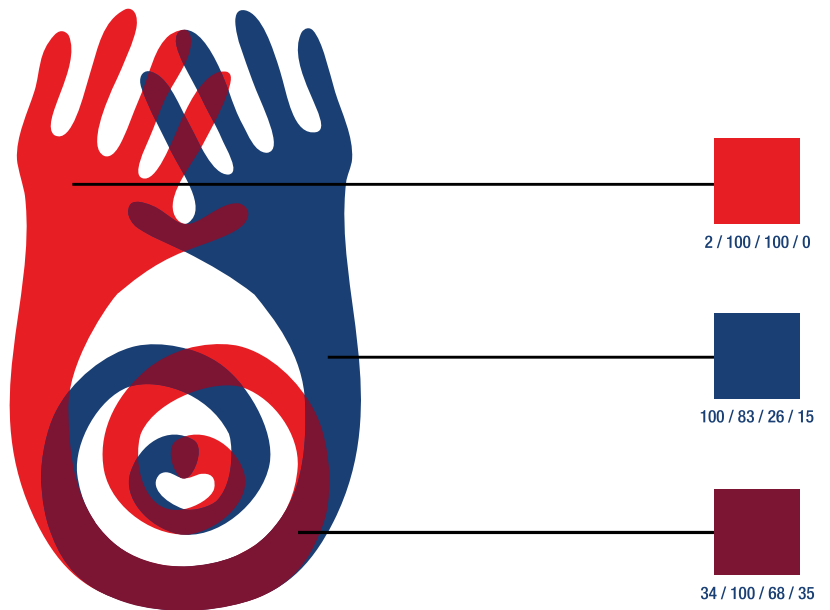
NATIONAL ARTS FESTIVAL LOGO

Stacked logo

Used for the majority of communications

Adjust the size of the logo according to the size of the communication used. Avoid using multiple logo sizes within one printed piece. Do not use an old version of the National Arts Festival logo. The new National Arts Festival logo files can be downloaded at

<http://www.nationalartsfestival.co.za/branding>.



**national
arts
festival**



**national
arts
festival**

NATIONAL ARTS FESTIVAL LOGO

Stacked logo proportions



NATIONAL ARTS FESTIVAL LOGO

Stacked logo with protection zones



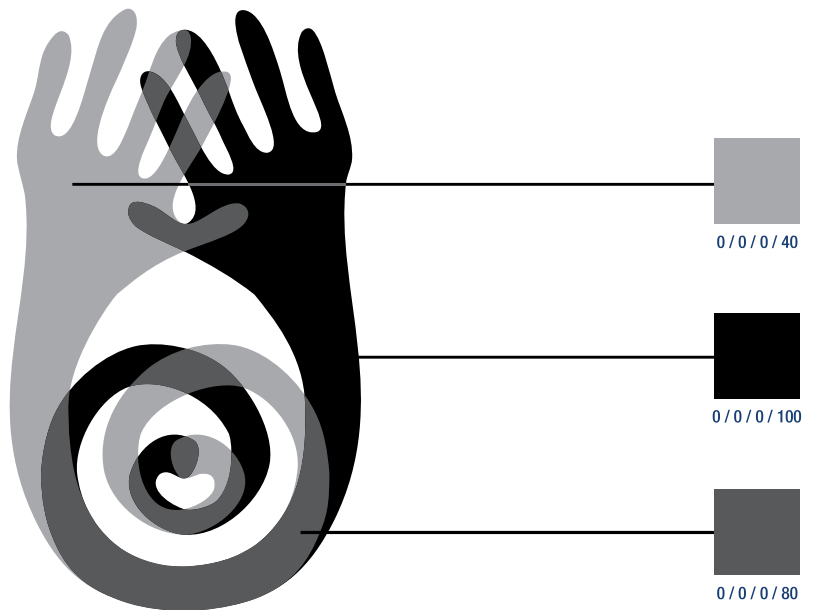
25 mm
minimum
size

To maintain a consistent level in the reproduction of this mark, always use the electronic art provided on <http://www.nationalartsfestival.co.za/branding>.

Do not recreate the logo. Always enlarge and reduce the logo proportionally. The logo itself may not be reduced smaller than 25 mm in height.

NATIONAL ARTS FESTIVAL LOGO

Stacked logo in black and white



**national
arts
festival**



NATIONAL ARTS FESTIVAL LOGO

Stacked logo on a solid blue background



NATIONAL ARTS FESTIVAL LOGO

Stacked logo on a solid red background



NATIONAL ARTS FESTIVAL LOGO

Stacked logo in black and white on a black background



NATIONAL ARTS FESTIVAL LOGO

Horizontal logo on white, blue and red backgrounds
Used on smaller formats where the namestyle requires more visibility



Horizontal logo



Horizontal black and white logo



Horizontal logo with blue background



Horizontal logo with red background



Horizontal black and white logo
on a black background



To maintain a consistent level in the reproduction of this mark, always use the electronic art provided on <http://www.nationalartsfestival.co.za/branding>. Do not recreate the logo. Always enlarge and reduce the logo proportionally. The logo itself may not be reduced smaller than 25 mm in width.

IDENTITY PALETTE

National Arts Festival logo colours

Print (Pantones)



Pantone 1797 C



Pantone 654 C

Print (CMYK)



34 / 100 / 68 / 35



2 / 100 / 100 / 0



100 / 83 / 26 / 15

Web/Screen (RGB)



124 / 20 / 52



232 / 30 / 37



25 / 63 / 116

Black and White Print (CMYK)



0 / 0 / 0 / 80



0 / 0 / 0 / 40



0 / 0 / 0 / 100



national
arts
festival

USING THE LOGO CORRECTLY

Important dos and don'ts

1. The National Arts Festival logo should always be used as downloaded and never recreated.



**national
arts
festival**

2. On all printed material the National Arts Festival logo may be used as large as necessary, but may not be used smaller than 25 mm in height.



25 mm
minimum
size

2. Do not change the colours of the National Arts Festival logo.



**national
arts
festival**

USING THE LOGO CORRECTLY

Important dos and don'ts

3. Do not remove or change the National Arts Festival logo's text element.



4. Do not distort the National Arts Festival logo.



5. Do not rotate the National Arts Festival logo.



6. In all cases there is a protection zone around the National Arts Festival logo equivalent to one quarter of the height of the namestyle. No text, rules, picture edges, trim or folds should encroach into this space.



THE LOGO POSITIONING

How to apply these guidelines

The preferred position for the National Arts Festival logo is in the bottom right- or left-hand corner within the execution. The preferred position for the 10 DAYS OF AMAZING campaign line is in the right-hand corner within the execution. Exceptions can be made, taking into consideration the format and visibility for all material.



Stacked logo (bottom left)

10 DAYS OF AMAZING campaign line (bottom right)



Horizontal logo (bottom centre)

TYPOGRAPHY

ABC's and 123's

Helvetica Neue Condensed is the National Arts Festival typeface. This font should be used in all material. Helvetica Neue Condensed has a variety of weights that should be fully utilised, with the simple caution that clarity must be the deciding factor. The size of headlines, subheads, and body copy should be scaled in order of importance, for example main headings are usually placed at Helvetica Neue 97 Black Condensed and the sub headings at Helvetica Neue 67 Medium Condensed. While these are the preferred sizes for type, the format and overall dimensions of the piece you are creating will dictate the appropriate type size.

All-caps type is used for all headlines. Upper and lowercase is standard for all sub headlines and body copy. All-caps should not be used in body copy with the exception of the name AMAZ!NG and 10 DAYS OF AMAZ!NG. When writing 10 DAYS OF AMAZ!NG in National Arts Festival communications an exclamation mark should also be used in place of the "i" in "amazing". When referring directly to the National Arts Festival, National Arts Festival performances, or National Arts Festival participants, the word "amazing" may be written "AMAZ!NG".

If you are sending an electronic document to recipients who may not have Helvetica Neue Condensed, Helvetica can be used as the default typeface.

Helvetica Neue 97 Black Condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue 67 Medium Condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica Neue 47 Light Condensed:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



**national
arts
festival**

TRADEMARK AND COPYRIGHT

The legal side

While every care has been taken in preparing these guidelines, to the extent permitted by law, the National Arts Festival will not be liable by reason of breach of contract, negligence or otherwise for any loss or consequential loss arising as a result of your relying on the contents of this leaflet. The National Arts Festival reserves the right to change the products described in this leaflet from time to time. The National Arts Festival and 10 DAYS OF AMAZ!NG are registered trademarks of the National Arts Festival protected by pending applications.

PANTONE® is the property of Pantone, Inc.

Helvetica® is a trademark of Linotype Corp. registered in the U.S. Patent and Trademark Office and may be registered in certain other jurisdictions in the name of Linotype Corp. or its licensee Linotype GmbH.

The National Arts Festival logo and corporate identity is designed and produced by Ireland/Davenport (Pty) Ltd.