

MEETINGS AFRICA

A GUIDE THROUGH OUR BRAND

2022 EDITION
VERSION 1.0





Meetings Africa serves as the primary platform to enable the growth of South Africa and the rest of the continent's business events industry and ultimately contributes towards the continent's economic growth.

Unlocking Africa's opportunities through quality connections.



This is where **Africa** meets
Where **ubuntu** meets **abantu**
Where **imagination** meets **implementation**
From ideas to action
This is where **innovation** meets **humanity**
Where **passion** meets **purpose**
And **problems** meet **solutions**
It's where they all come together
inventors and investors
Private and public
From local to global
It's where **start-ups** meet the **established**
Where **time** meets **opportunity**
And **energy** meets **synergy**
Business and people
This where **Africa** meets
Where it all comes **together**, for the **better**.
Meetings Africa
Come, let's meet



Passion meets purpose
Ubuntu meets abantu
Time meets opportunity
Inventors meet investors
Innovation meets humanity
Policy meets people.
Private meets public.

Problems meet solutions.
Energy meets synergy.
Ideas meet execution.
Local meets global.
Passion meets purpose.
Start-ups meet established.



Meetings Africa unlocks opportunities for business in Africa, it opens doors for people, for ideas and for growth.

An open door is a welcoming sign, it says 'come in' you belong in here. It says bring your what you have, join us. The opportunities are open, the people are open, our doors are open. Come in.



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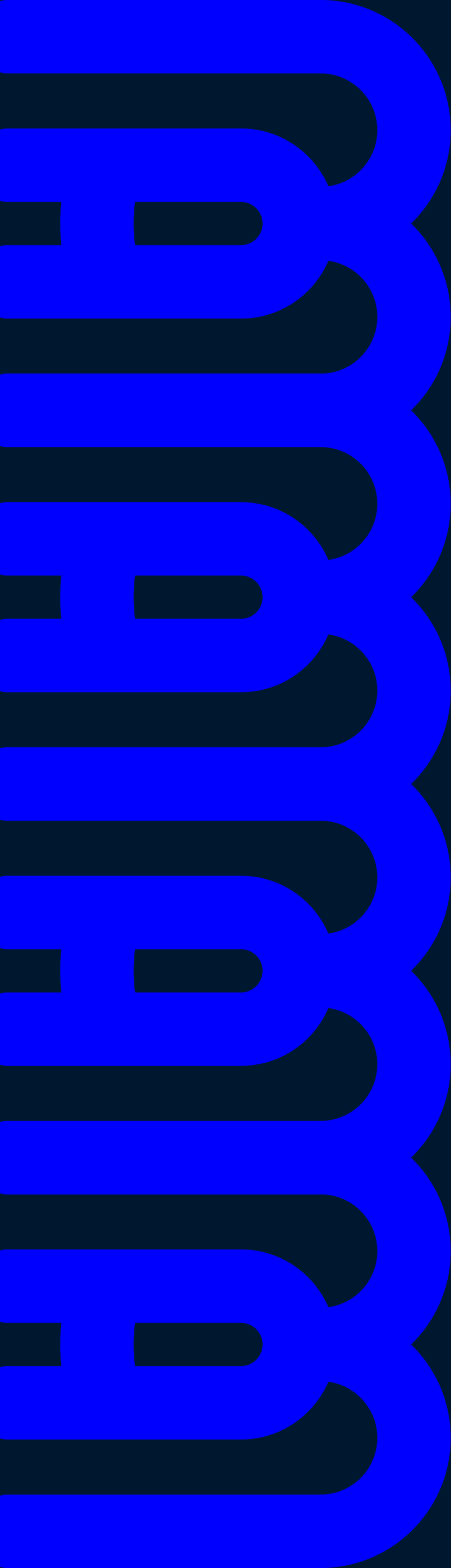
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01 LOGO

Customised typography, distinctive visual expression, defined clear space, as well as delineated placement in relation to other content all help to make it as strong and visible as possible at all sizes and in all contexts. The logo contains the building block that dictates the rest of our layouts and templates.



Logo icon

MEETINGS AFRICA

Wordmark

LOGO

Our logo is our unique mark; it is the visual reference by which our brand is known and is as important as our individual signatures.

Presented consistently, it will ensure that we are always recognised.

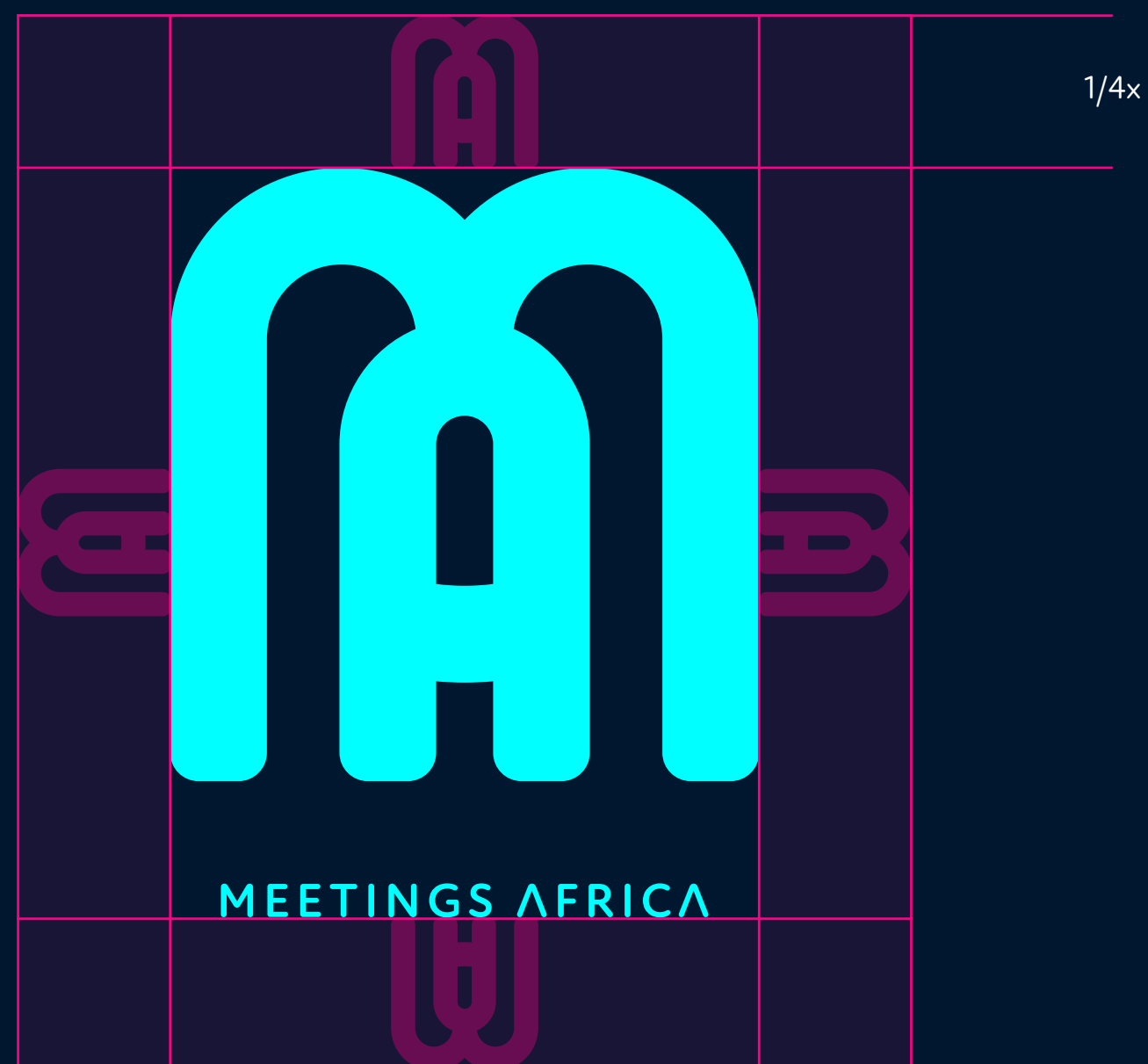


MEETINGS AFRICA

UNIT OF MEASURE

The unit of measure is derived from the icon from the Meetings Africa logo.

This is referred to as 'x'. All constructions must be based on this unit of measure.



LOGO CLEAR SPACE

The clear space around the logo ensures prominence, integrity and professionalism.

The minimum clear space around the logo is 1/4x.



Logo



17mm and 195px

Logo icon



5mm and 30px

Wordmark

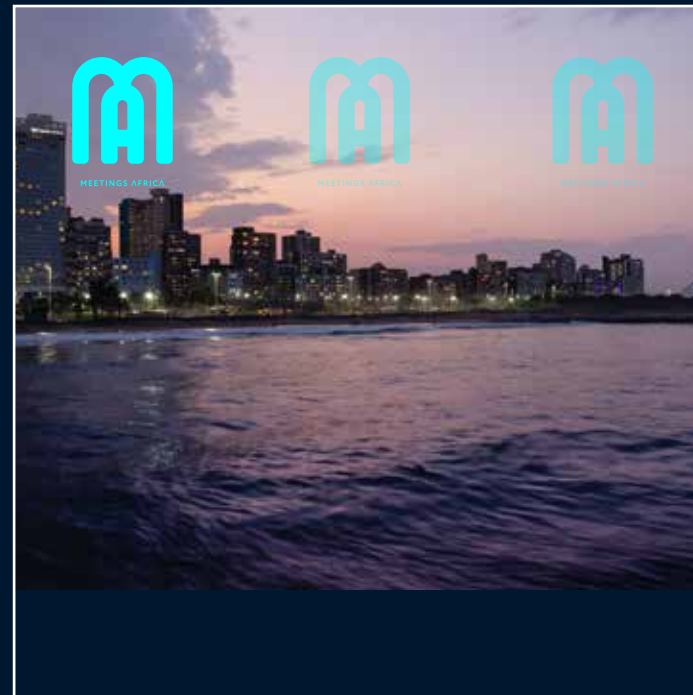


15mm and 90px

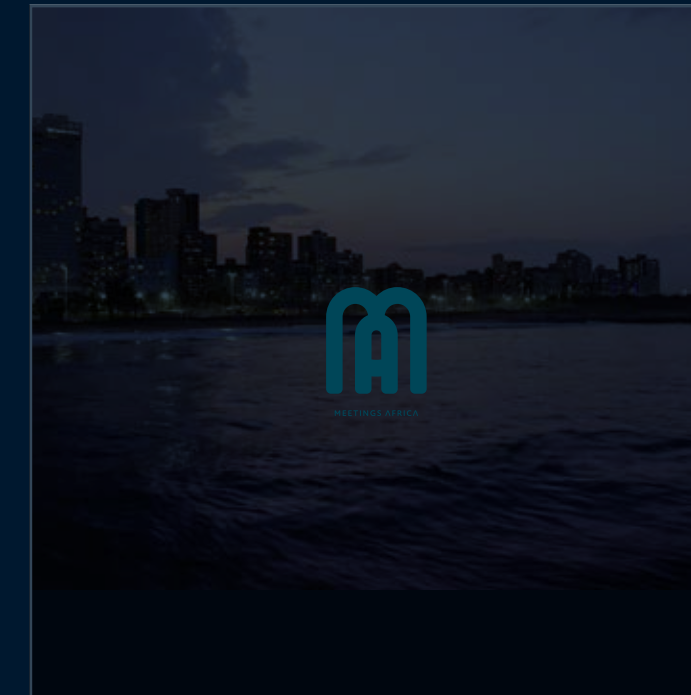
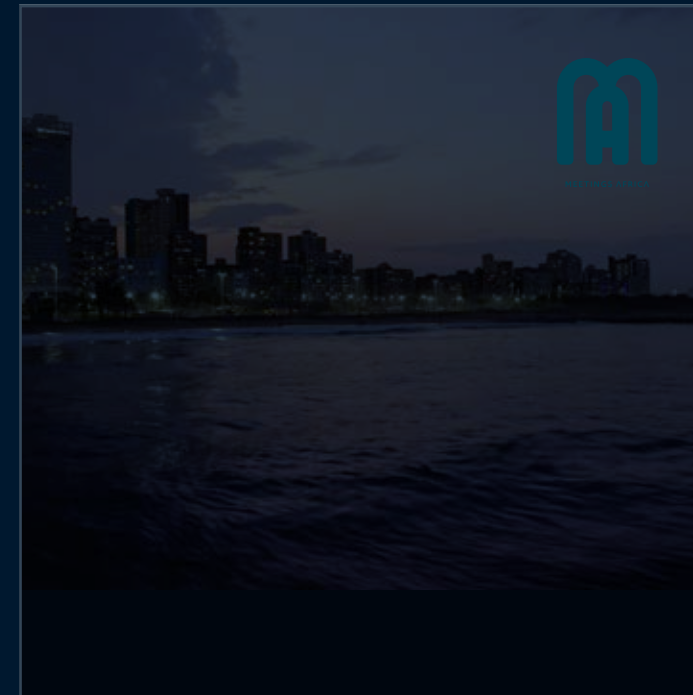
MINIMUM SIZES

Minimum sizes have been established for the logo, for print and digital applications. The logo, logo icon and wordmark should never be applied smaller than the specified minimum size.
Logo: 17mm width for print and 195px width for digital applications.

Logo icon: 5mm width for print and 30px width for digital applications.
Wordmark: 15mm width for print and 90px width for digital applications.



Top left



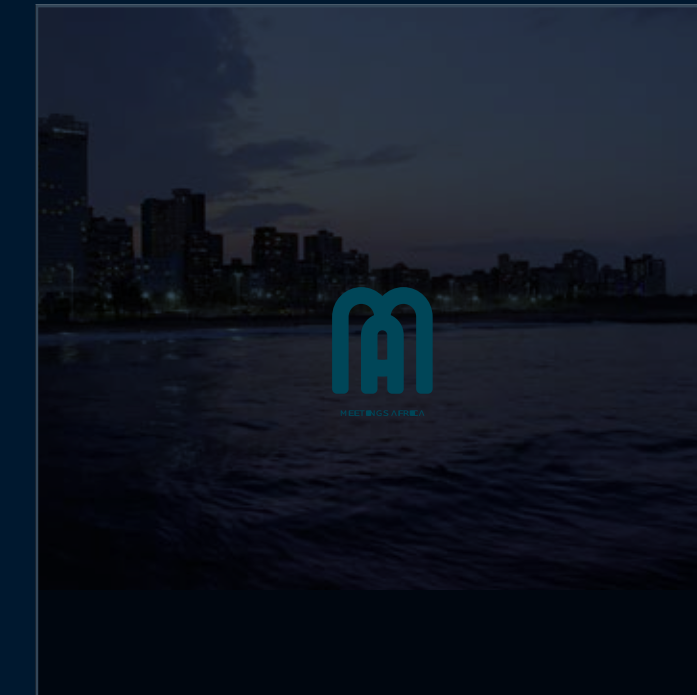
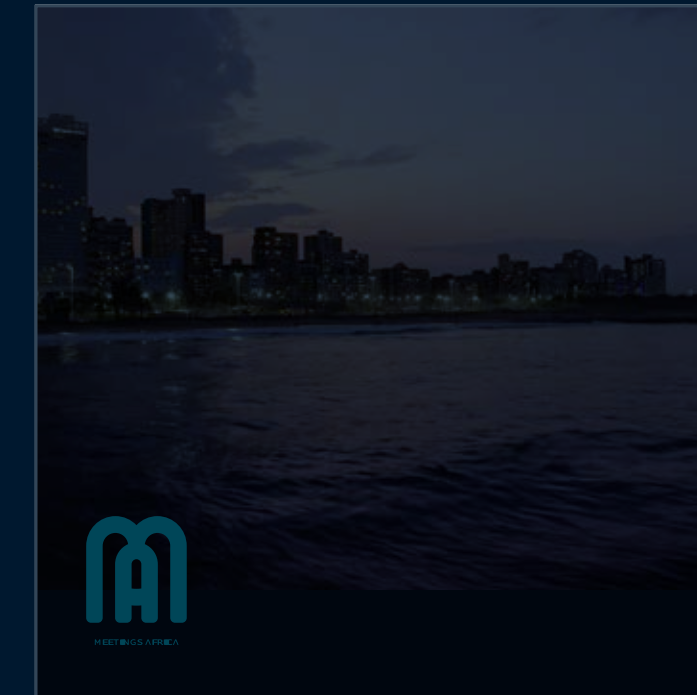
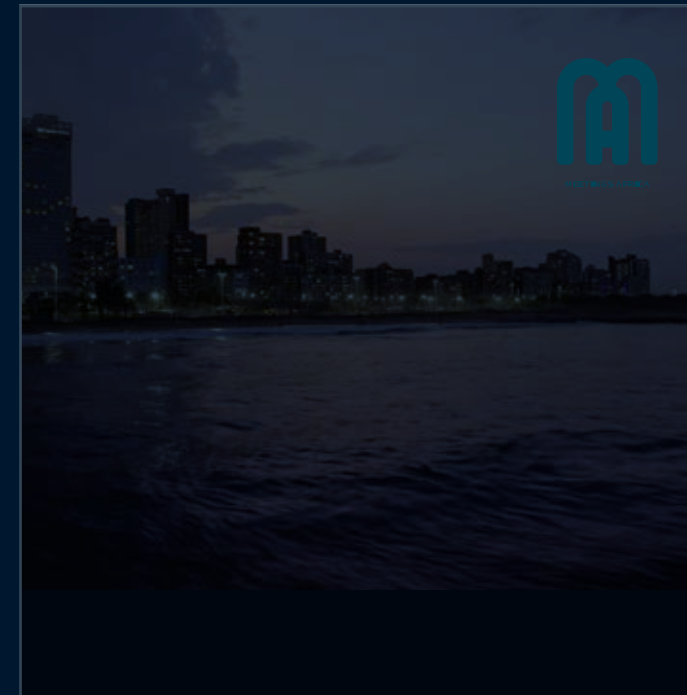
LOGO PLACEMENTS

These are general guidelines when placing the logo onto layouts, dependent on the type of communication use and content.

The logo may be placed at the top left of the layout and along the top axis.



Bottom right



LOGO PLACEMENTS

These are general guidelines when placing the logo onto layouts, dependent on the type of communication use and content.

The logo may be placed at the bottom right of the layout and along the bottom axis.

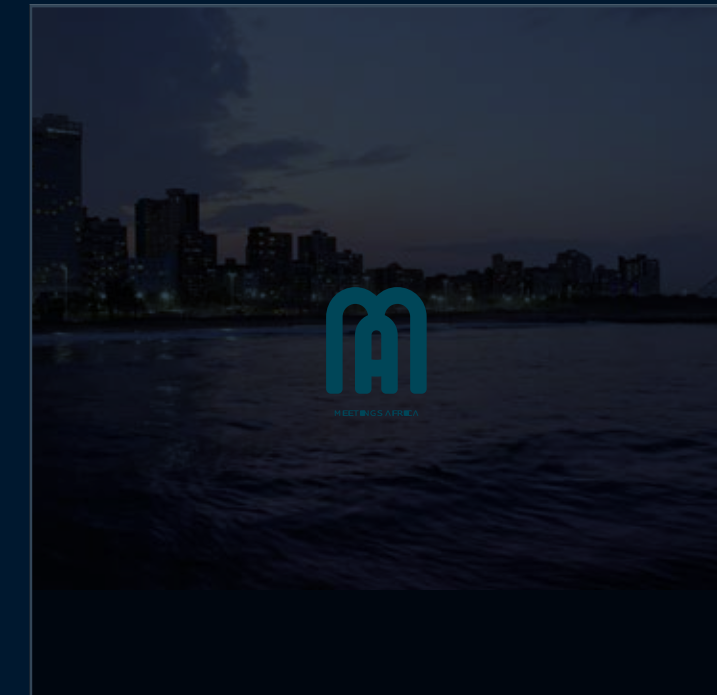
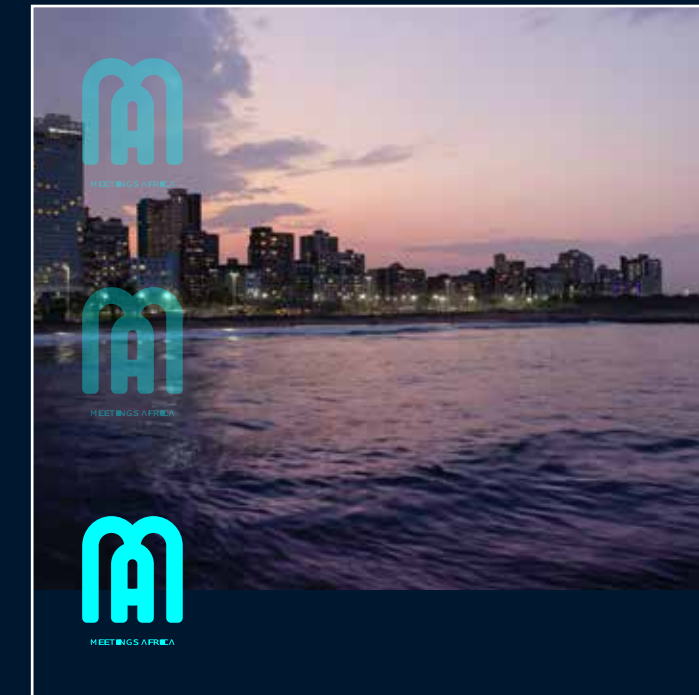
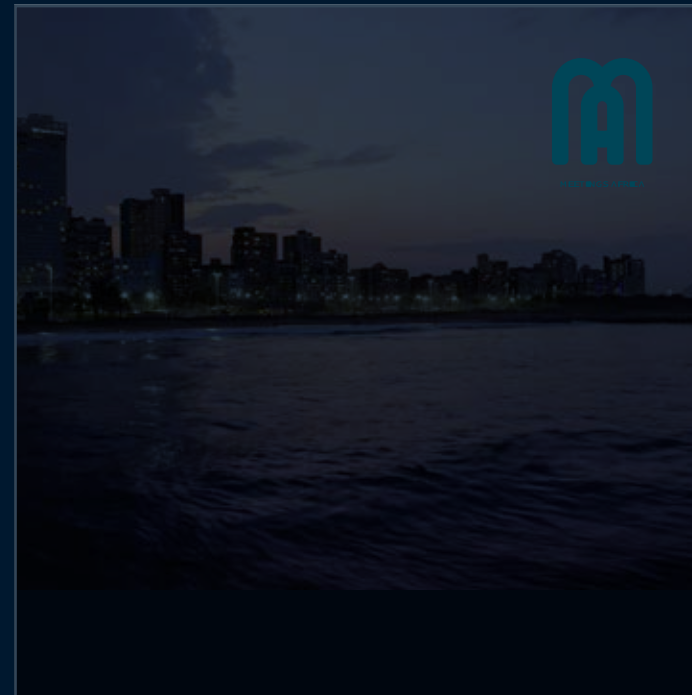
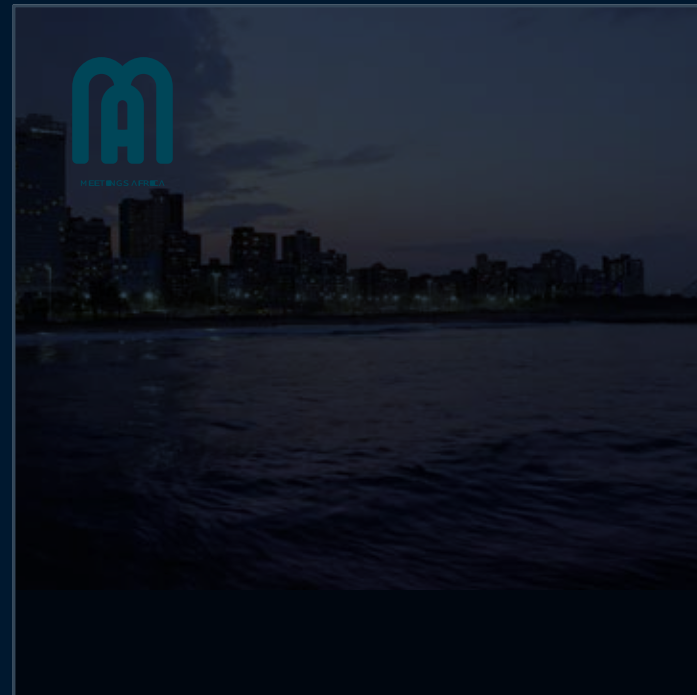


Top right

LOGO PLACEMENTS

These are general guidelines when placing the logo onto layouts, dependent on the type of communication use and content.

The logo may be placed at the top right of the layout and along the right axis.

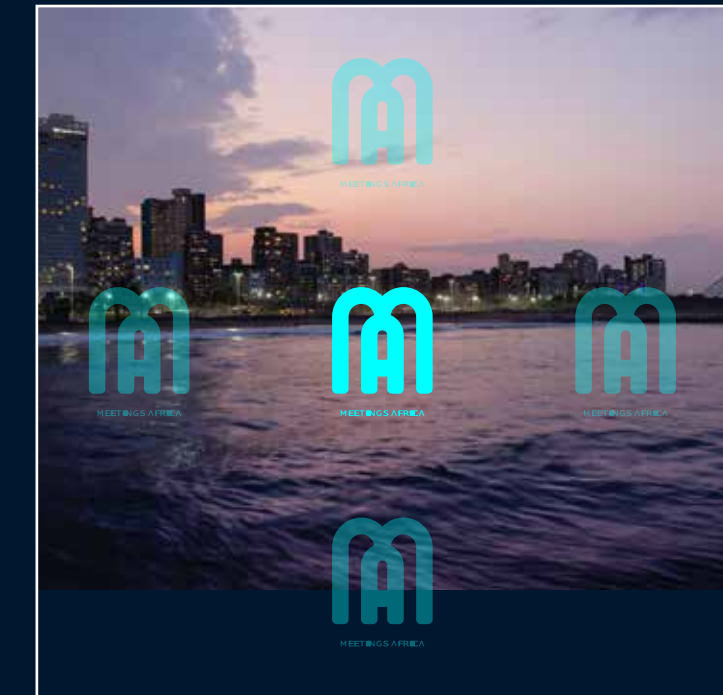
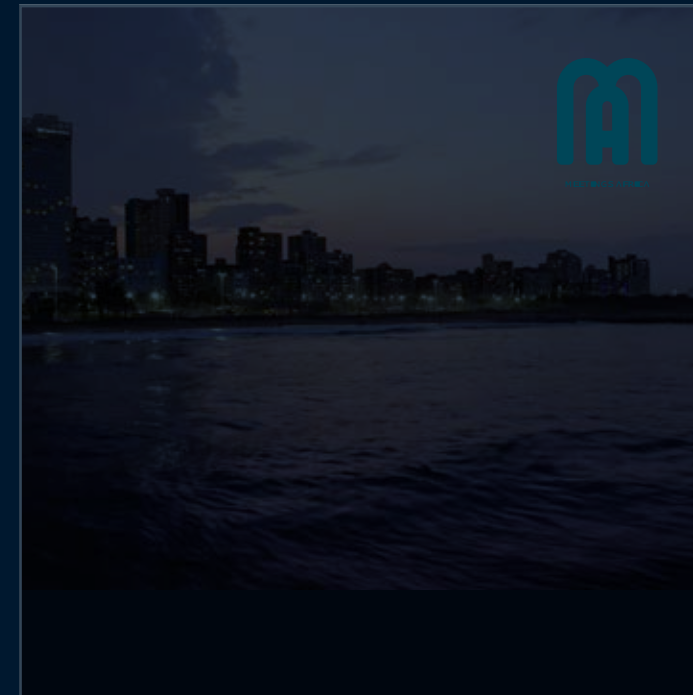


Bottom left

LOGO PLACEMENTS

These are general guidelines when placing the logo onto layouts, dependent on the type of communication use and content.

The logo may be placed at the bottom left of the layout and along the left axis.



Centre

LOGO PLACEMENTS

These are general guidelines when placing the logo onto layouts, dependent on the type of communication use and content.

The logo may be placed in the centre of the layout and along the centre axis vertically and horizontally.



Cyan on dark blue



Cyan on medium blue



Medium Colour on white

LOGO PRIMARY COLOUR

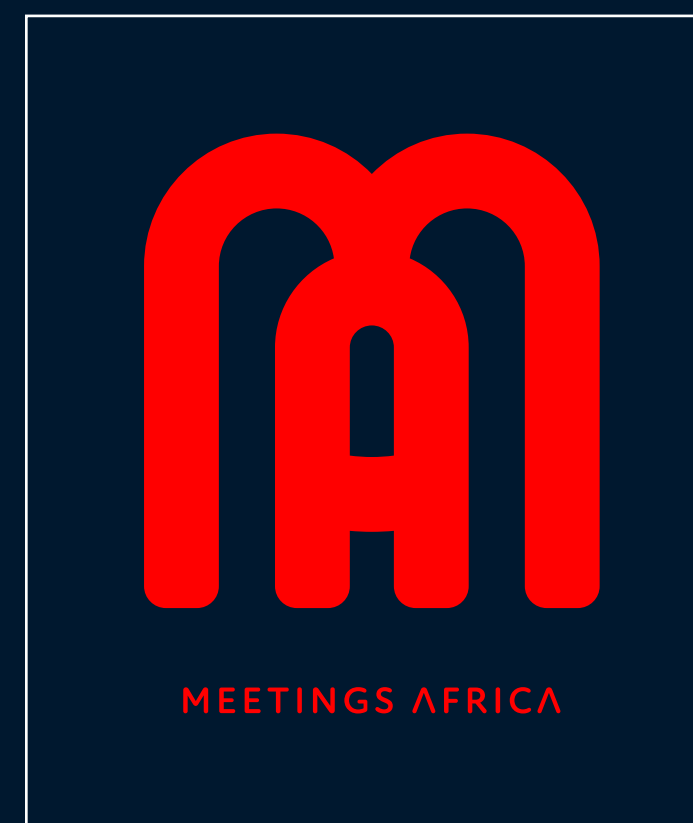
The primary logo should be cyan on a dark blue, medium blue or white background.



Pink on dark blue



Orange on dark blue



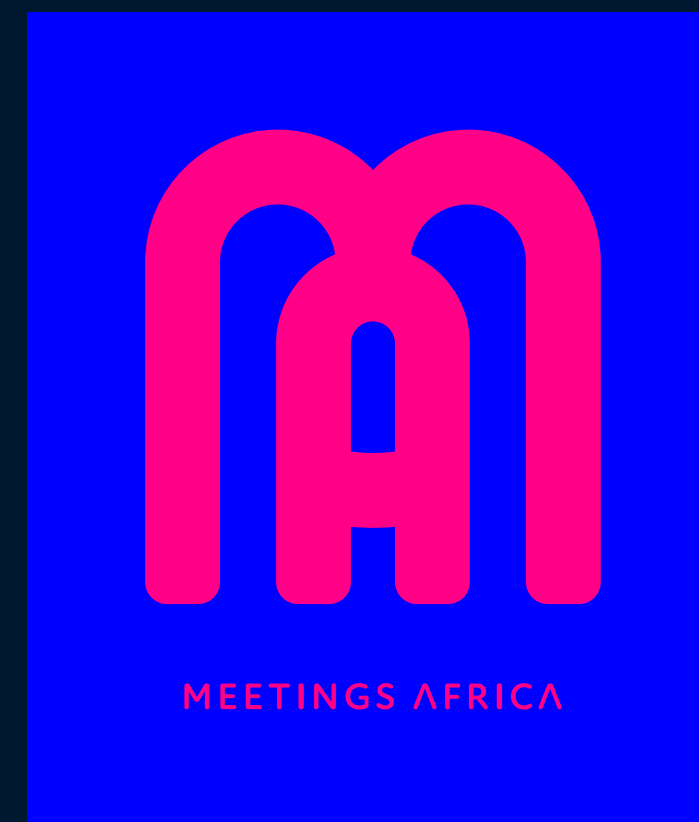
Red on dark blue



Green on dark blue

LOGO SECONDARY COLOUR 01

The secondary logo may be either pink, orange, red or green on a dark blue background.



Pink on medium blue



Orange on medium blue



Green on medium blue

LOGO SECONDARY COLOUR 02

The secondary logo may be either pink, orange or green on a medium blue background.



Pink on white



Orange on white



Red on white

LOGO SECONDARY COLOUR 03

The secondary logo may be either pink, orange or red on a white background.



Black on white



White on black

LOGO BLACK & WHITE

Where colour cannot be achieved the black and white logo colour applications can be used.

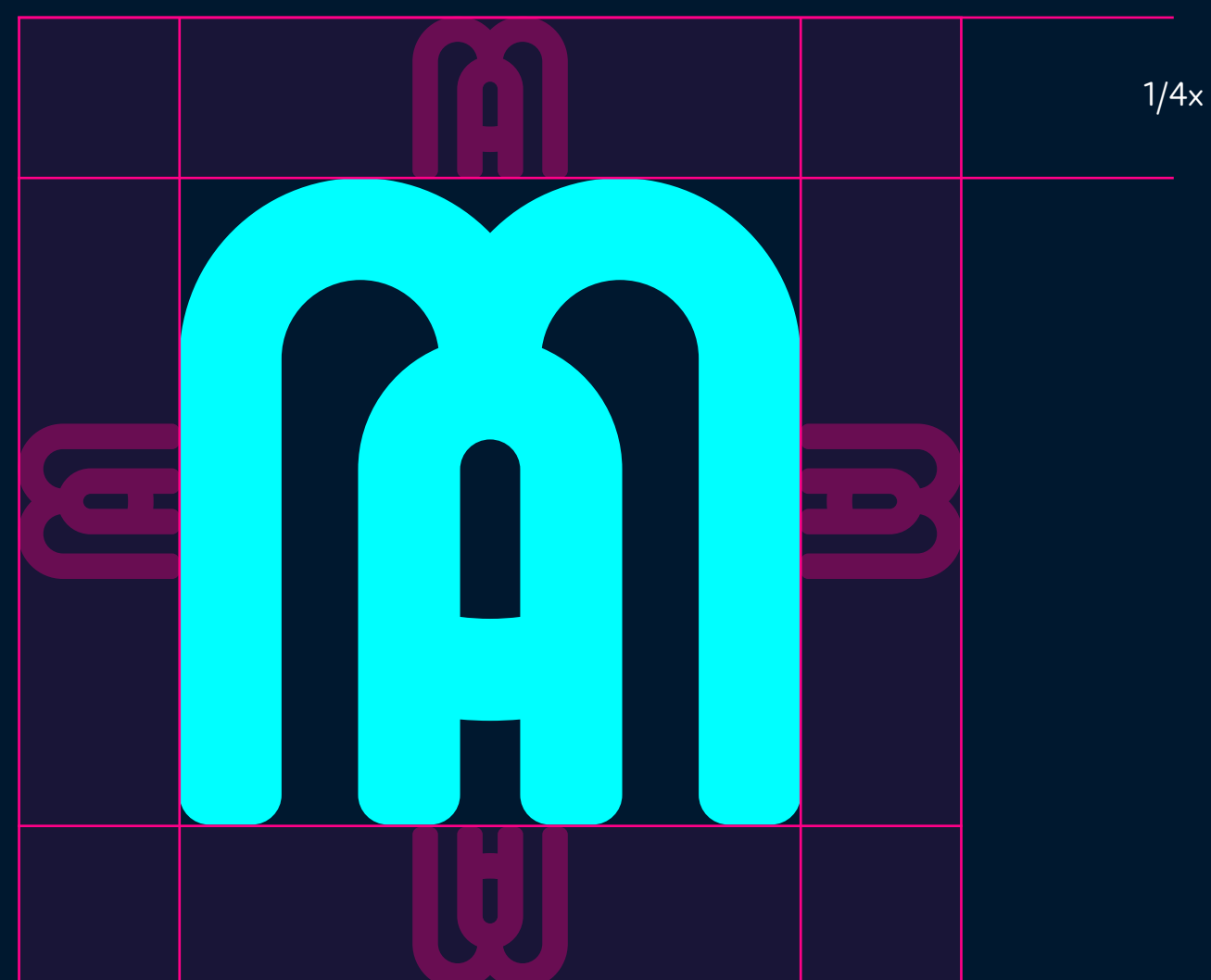
Black logo on a white background and white logo on a black background.



LOGO ICON & WORDMARK SPLIT

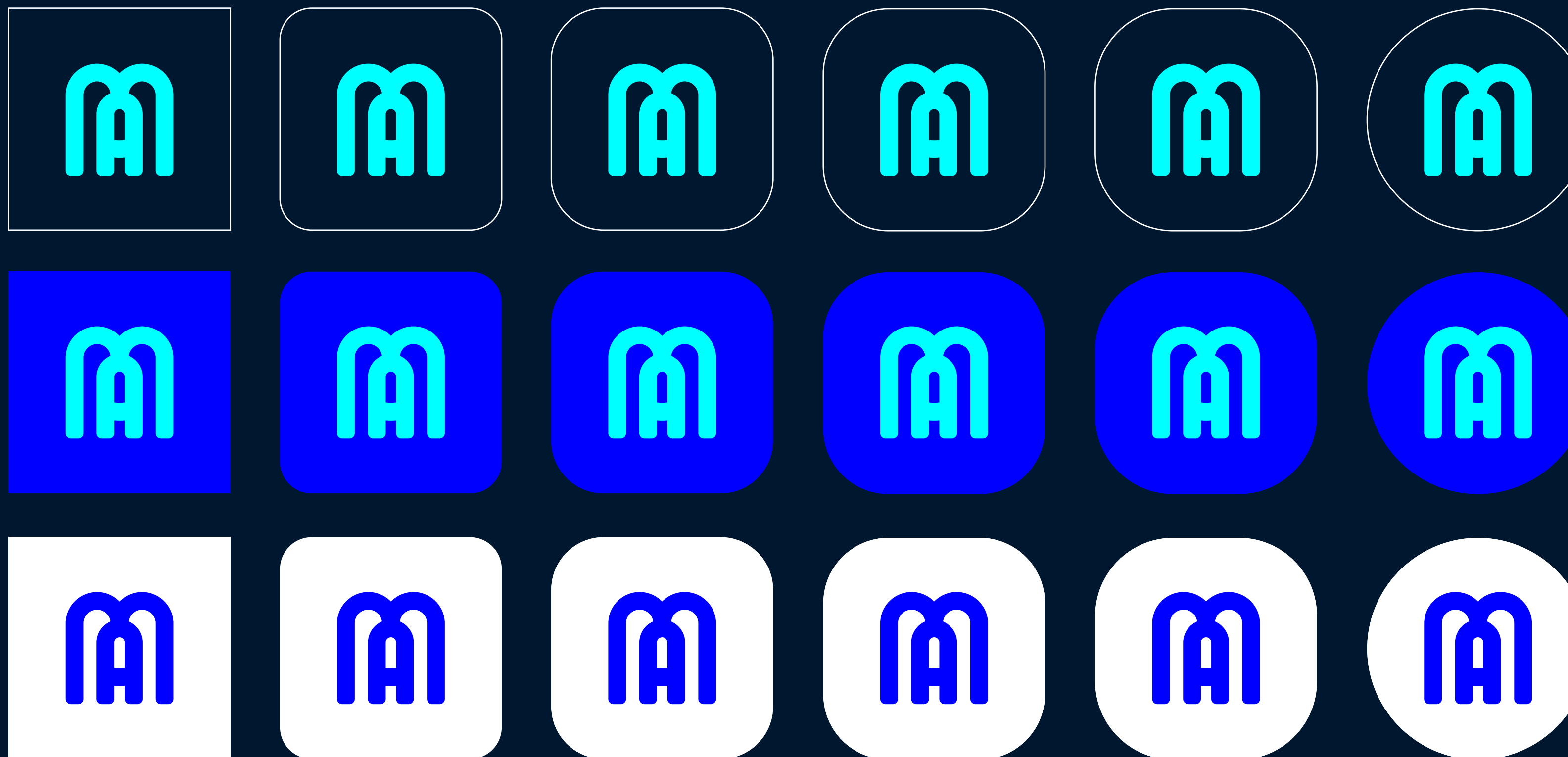
The logo icon and wordmark from the logo may be split apart. This creates a more visually interesting layout making the brand more dynamic.

However, the wordmark size must always be scaled in increments of halves according to the 'y' value.



LOGO ICON CLEAR SPACE

The logo icon is sized with a clear space of 1/4x to fit each shape. The symbols are scaled as large as the layout allows, within its clear space parameters.



LOGO ICON

The logo icon is designed from the logo. These are for digital profile logos and app usage.

They can also be used in print to replace the logo due to size restrictions.



Favicon 96x96px
Desktop shortcut icon



Favicon 32x32px
Taskbar shortcut icon

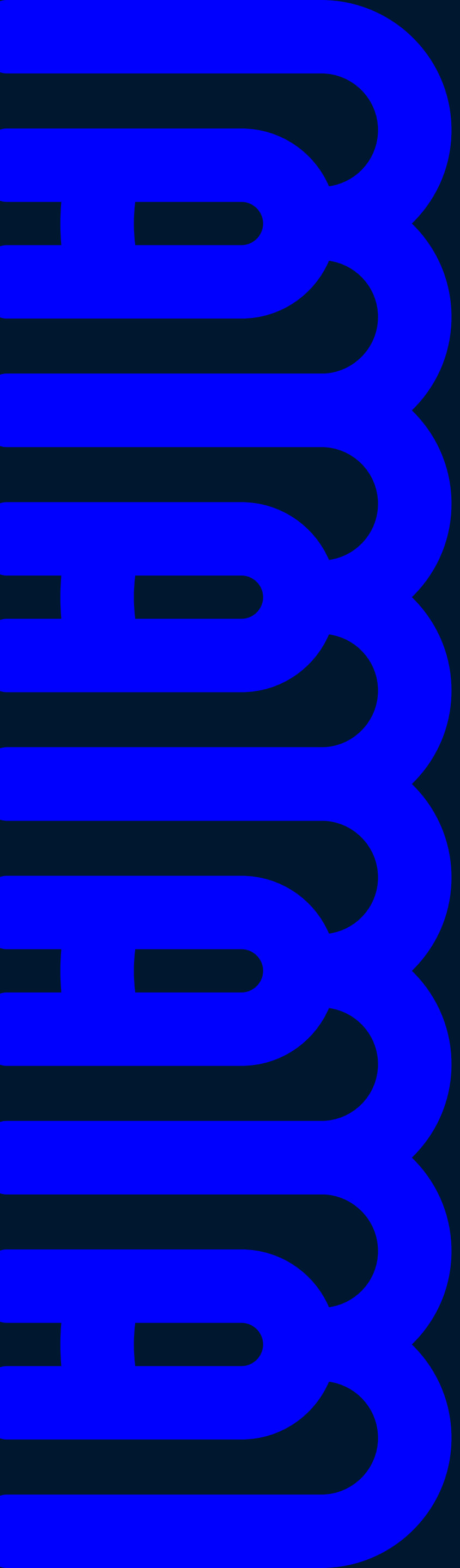


Favicon 16x16px
Web browser



LOGO ICON SIZE

The logo icon is designed from the logo. This should be the only case where the logo icon may be applied smaller than its minimum size.



02 COLOUR

Our colours take advantage of the strong contrast that can be established by combining a dark base with cyan. The base can be swapped out with white for a lighter feel. A secondary palette has also been included and is used for UX/UI, accenting and extra emphasis.

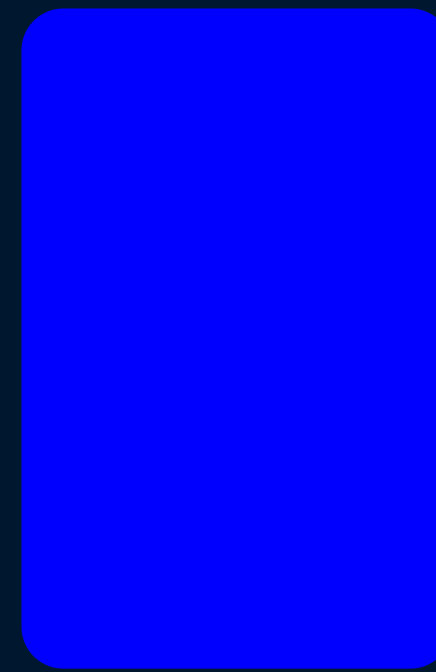


Dark blue
Pantone 2758 C



RGB: 0 24 47
CMYK: 100 100 5 39
HEX: 00182F

Medium blue
Pantone 300 C



RGB: 0 0 255
CMYK: 100 50 0 0
HEX: 0000FF

White
Pantone White C



RGB: 255 255 255
CMYK: 0 0 0 0
HEX: FFFFFFFF

Cyan
Pantone 2199 C



RGB: 0 255 255
CMYK: 77 0 16 0
HEX: 00FFFF

PRIMARY COLOURS

Our primary brand colours are dark blue, medium blue, cyan and white. The dark blue, medium blue and white are our base/background colours.

They are used to provide simplicity, consistency and high impact throughout all brand communications. The Pantone colours are to be used as spot colours, wherever possible on print.



Pink

Pantone Process Magenta C



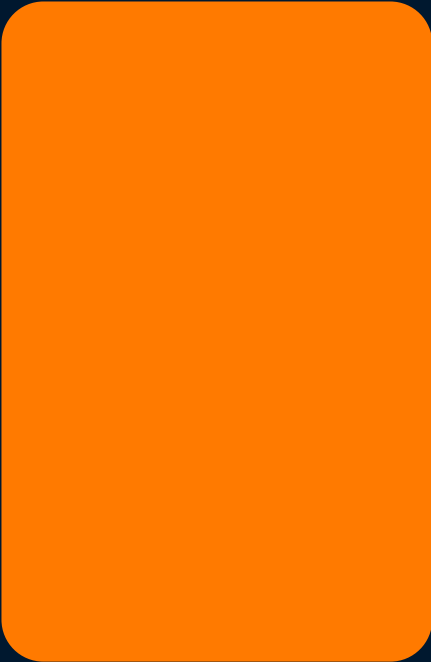
RGB: 255 0 135

CMYK: 0 100 0 0

HEX: FF0087

Orange

Pantone 2013 C



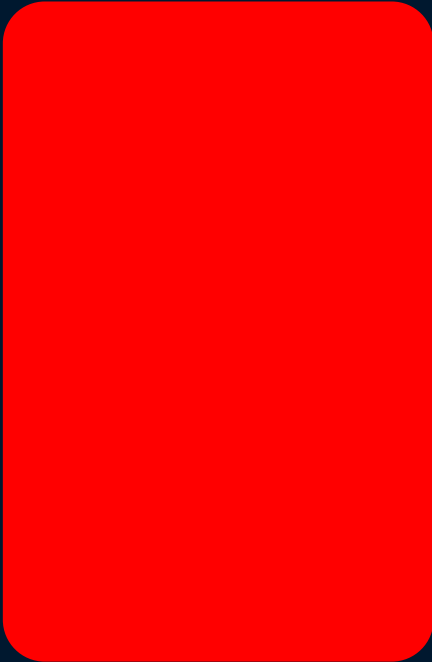
RGB: 255 122 0

CMYK: 0 46 100 0

HEX: FF7a00

Red

Pantone 2035 C



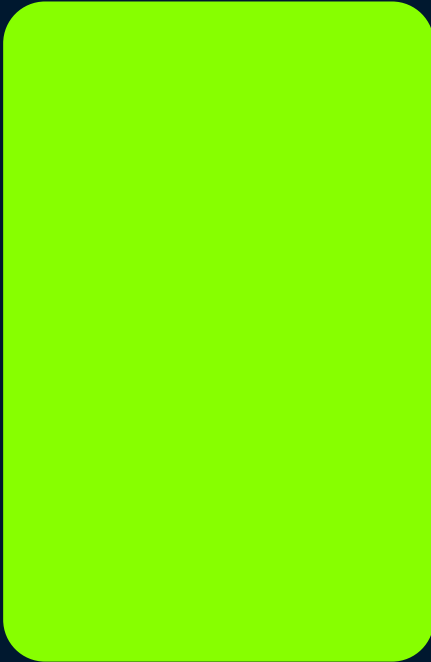
RGB: 255 0 0

CMYK: 0 97 100 3

HEX: FF0000

Green

Pantone 2291 C



RGB: 136 255 0

CMYK: 45 0 100 0

HEX: 87FF00

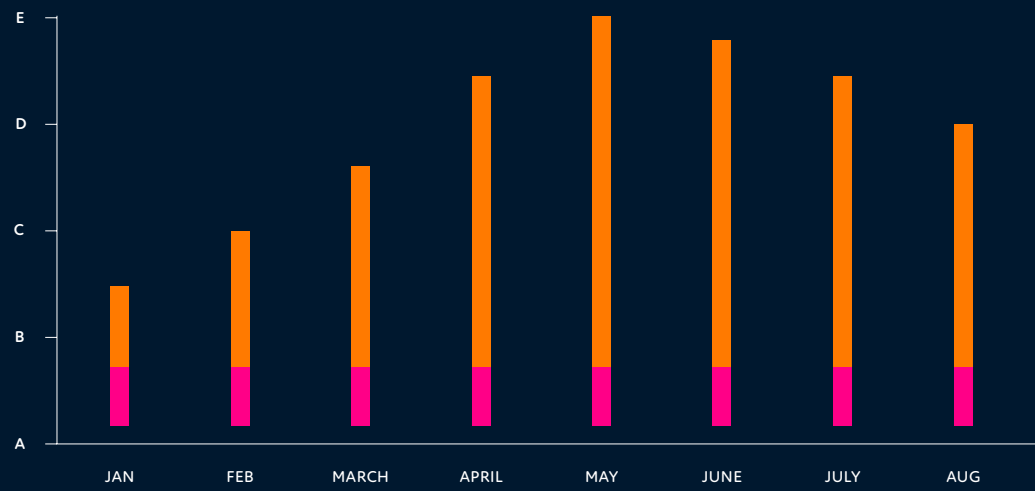
SECONDARY COLOURS

Our secondary colours are used to create depth, structure and variety to our design when creating illustrations and visual communication elements.

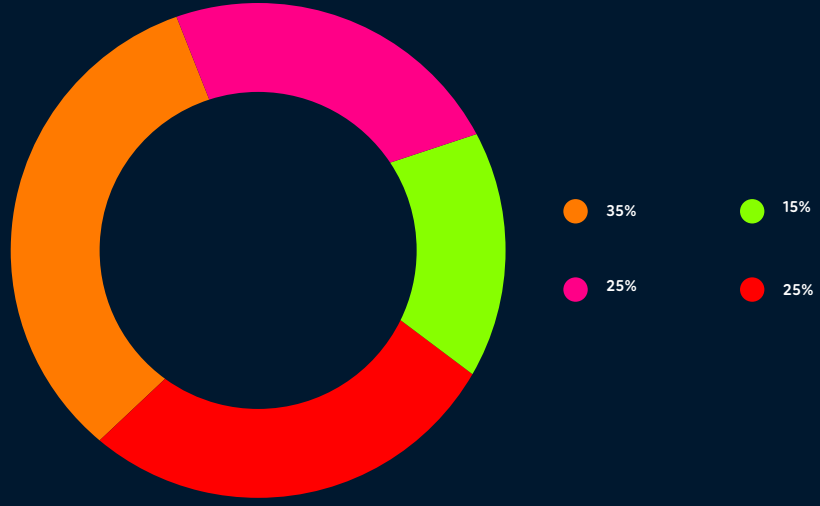
Together with our graphic elements they create an extra level of hierarchy. They should be used sparingly.



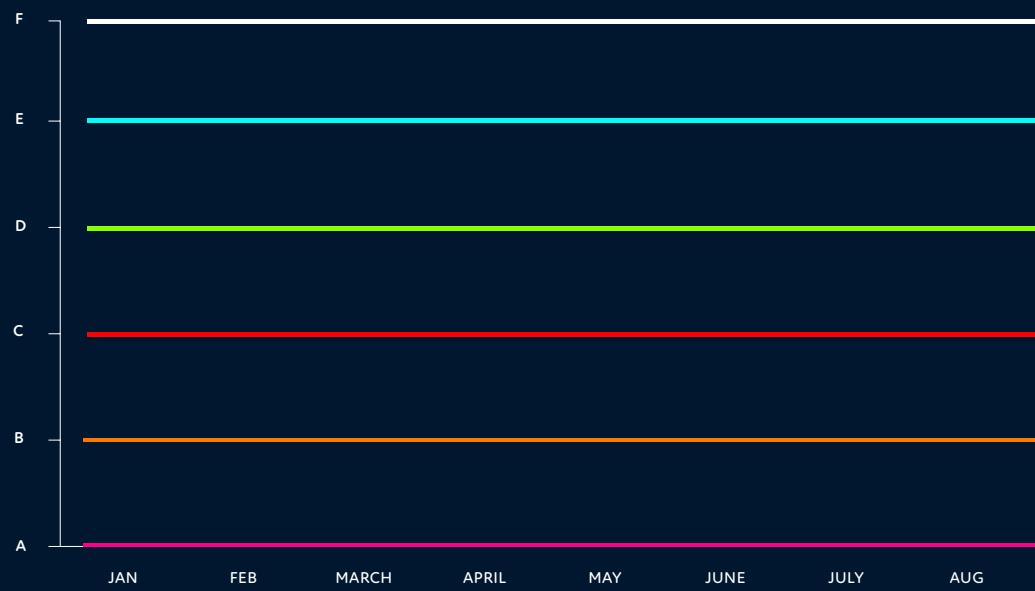
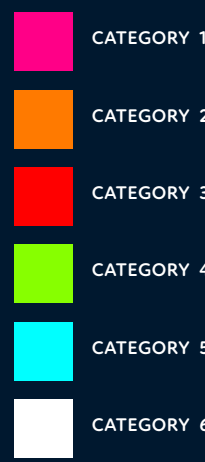
Set 01



Set 02



Set 03



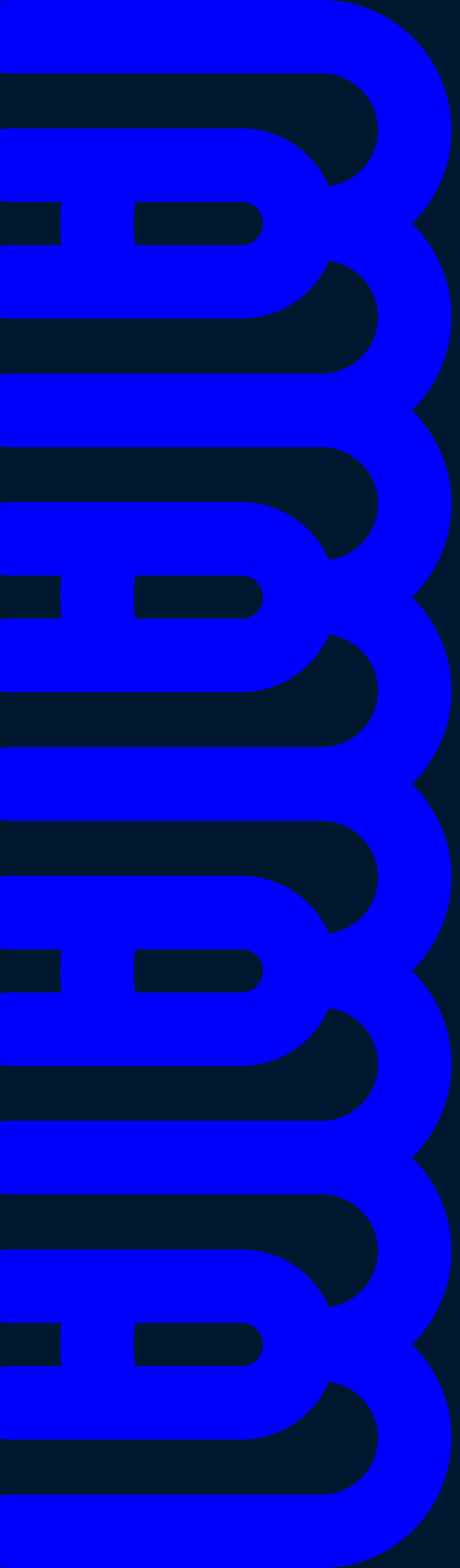
Set 04



COLOUR USAGE

Our secondary colours are used to create depth, structure and variety to our design when creating illustrations and visual communication elements.

Together with our graphic elements they create an extra level of hierarchy. They should be used sparingly.



03 TYPOGRAPHY

Our primary typeface is New Atten Round. New Atten Round has a contemporary sans design, clean and elegant, with a combination of geometric shapes and humanistic beat. 10 Versions of the New Atten Round typeface have been chosen for use – different weights and point sizes may be combined to create visually interesting communications.



ATTEN ROUNDED NEW

Atten Rounded New Book
Atten Rounded New Book Italic
Atten Rounded New Regular
Atten Rounded New Regular Italic
Atten Rounded New Medium

Atten Rounded New Medium Italic
Atten Rounded New Bold
Atten Rounded New Bold Italic
Atten Rounded New Extra Bold
Atten Rounded New Extra Bold Italic

PRIMARY TYPEFACE

Our primary brand typeface is Atten Rounded New. It is bold and legible with a large font family for all applications.



Arial Regular
Arial Regular Italic

ARIAL

Arial Bold
Arial Bold Italic

SECONDARY TYPEFACE

Our secondary brand typeface is Arial. Arial will be used as a system font where our primary font cannot be used.



Headline (Atten Rounded New Bold)

Body copy (Atten Rounded New Regular,
with auto leading and paragraph spacing ensuring
space consistency between paragraphs and headlines).

Hashtag # (Atten Rounded New Book)

TYPOGRAPHY PAIRING

As a general rule, there should always be a weight skipped between heading, sub-headings and body copy. This allows for clarity and consistency.

In some cases the weightings may be adjusted to suit that specific medium or layout.



Headline is +30% of the hashtag's point size with 100% leading

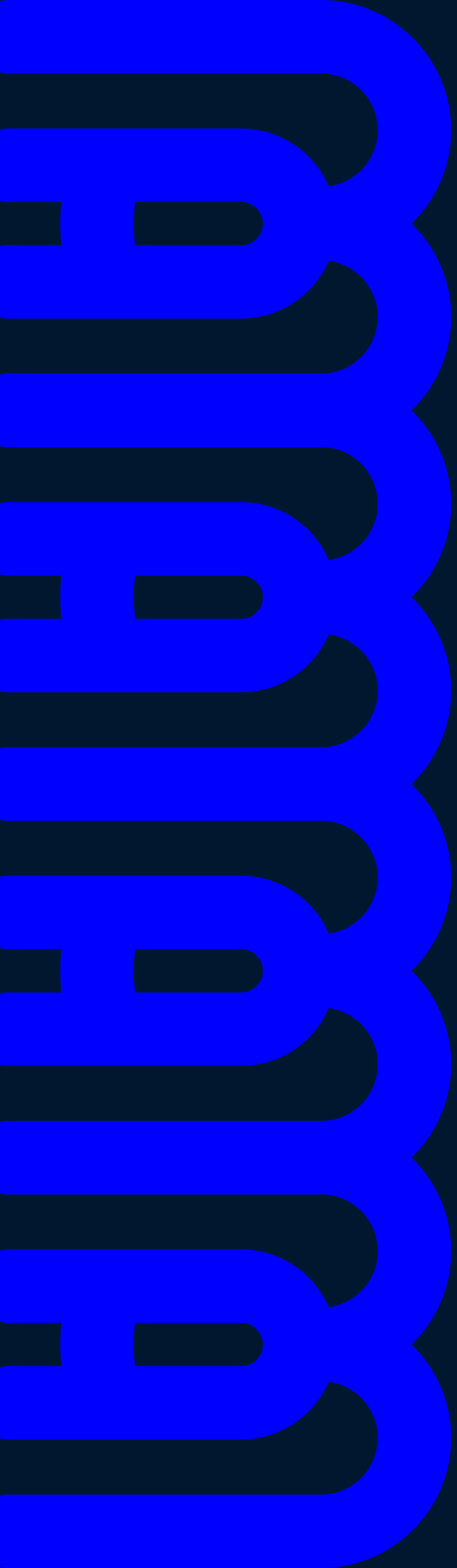
Body copy is -30% of the point size of the hashtag with auto leading. The body copy's paragraph spaces maintain the set leading.

Hashtag point size equals the URL

TYPOGRAPHY HIERARCHY

A hierarchical system helps organise typography according to importance or scale and function. The constructions should be left aligned.

These ratios should be adhered to where possible, and follow these ratios. In some cases the ratios may be adjusted to suit that specific layout.



04 PATTERN

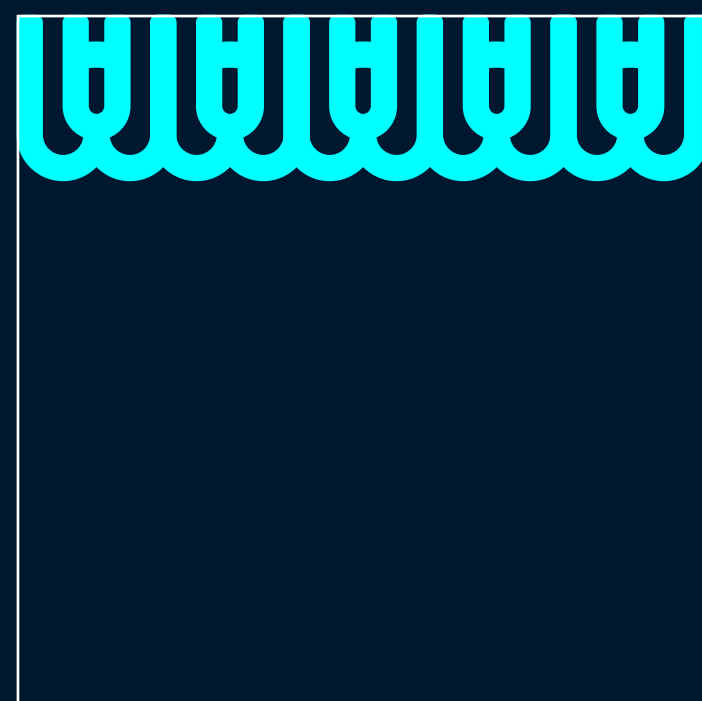
Our pattern is derived from our logo icon. It aims to be bold and consistent across the brand elements. The brand pattern is unique and unforgettable.



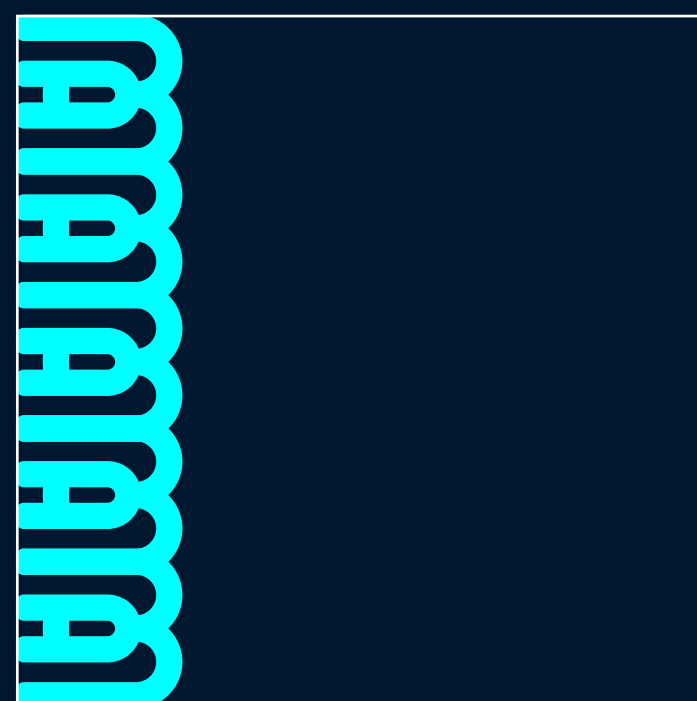
PATTERN CONSTRUCTION

The pattern is created using a step and repeated system. The last stem of the 'M' from the logo icon is aligned to the first stem of the 'M' from the 2nd logo icon.

The logo icons may only be placed horizontally next to each other as illustrated above. ***Please note that icons may not be placed above or below one another.**



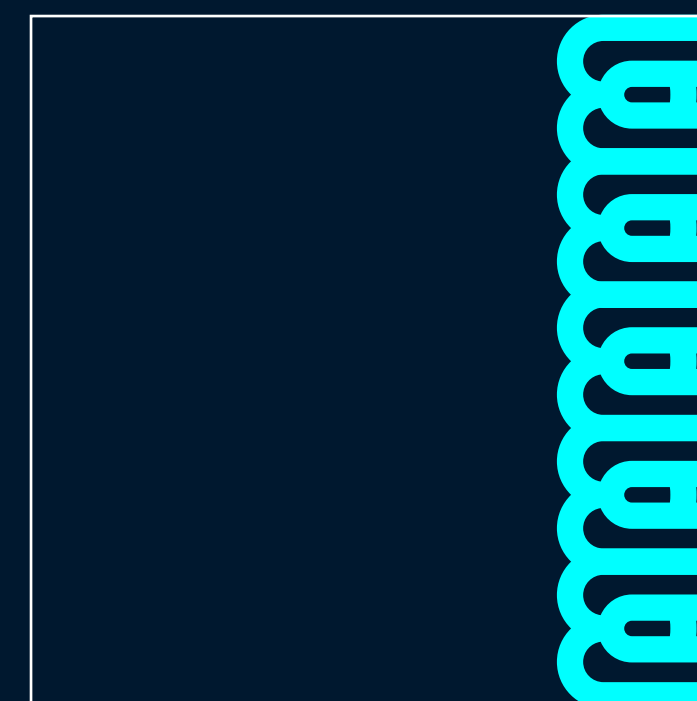
Top boarder



Left boarder



Bottom boarder

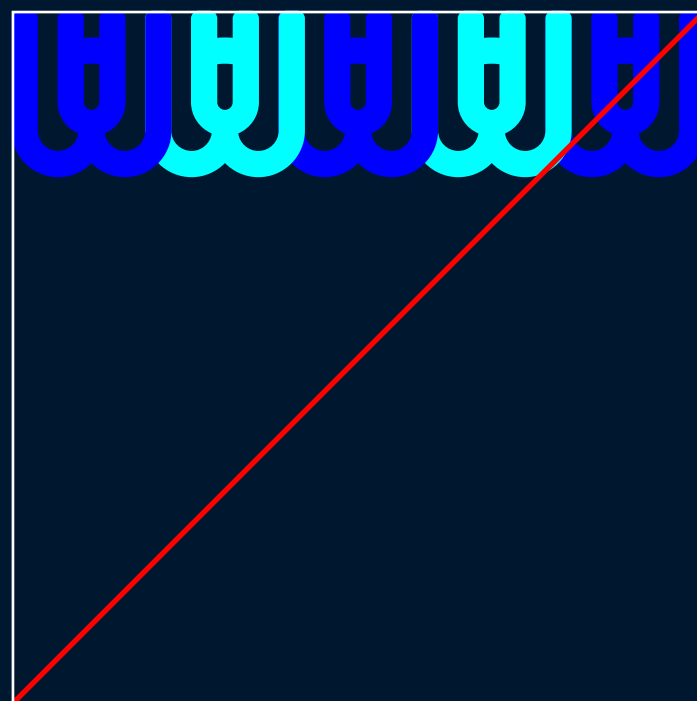


Right boarder

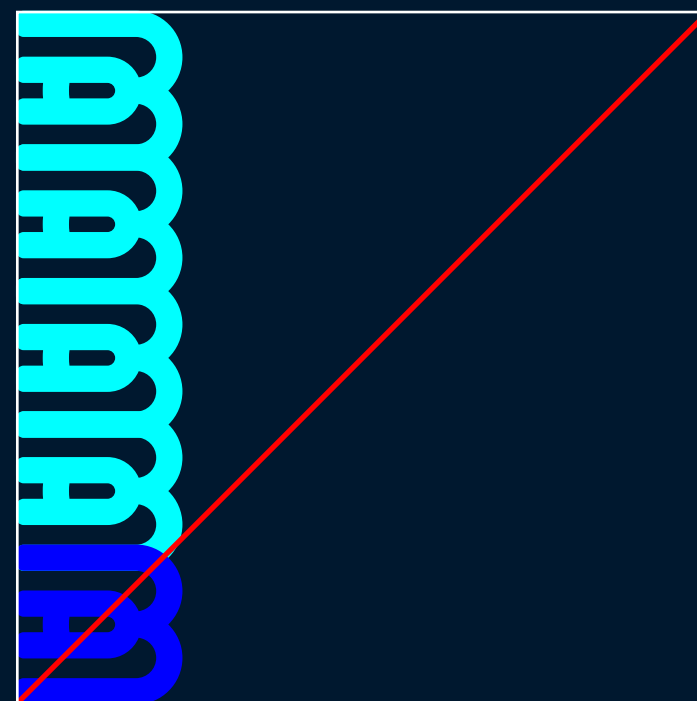
PATTERN USAGE

The pattern should only be placed on one of either of the four borders on a layout.

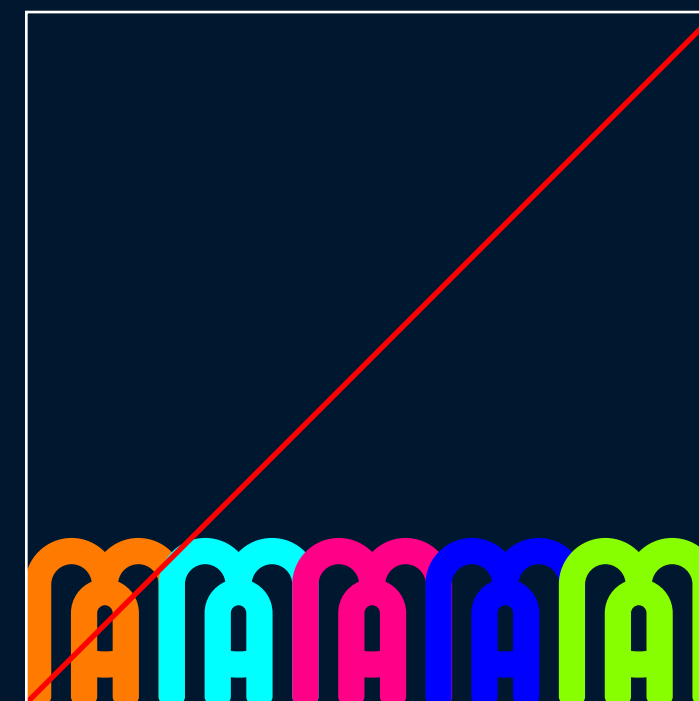
The pattern may only be applied in one of the core brand colours at a time. The pattern may not be applied in multiple colours on a layout.



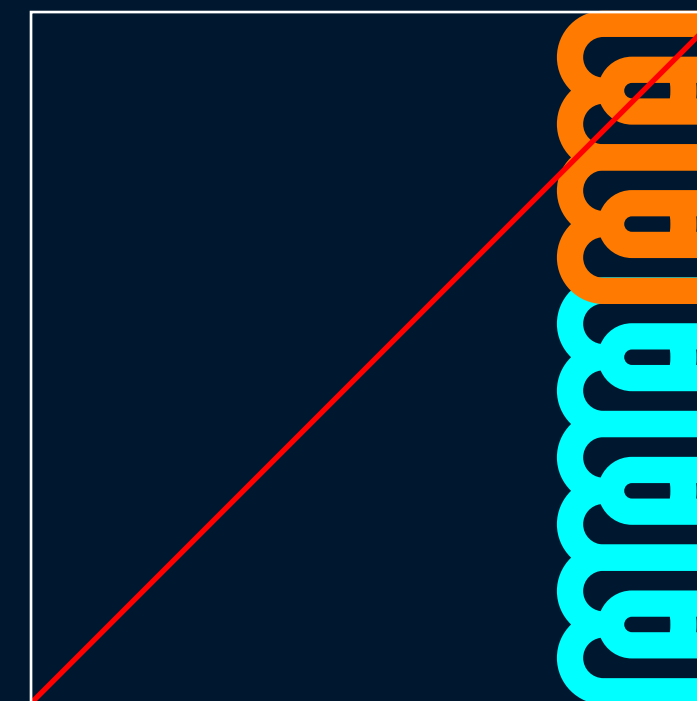
Every alternative logo icon in a different colour



Changing one logo icon to a different colour

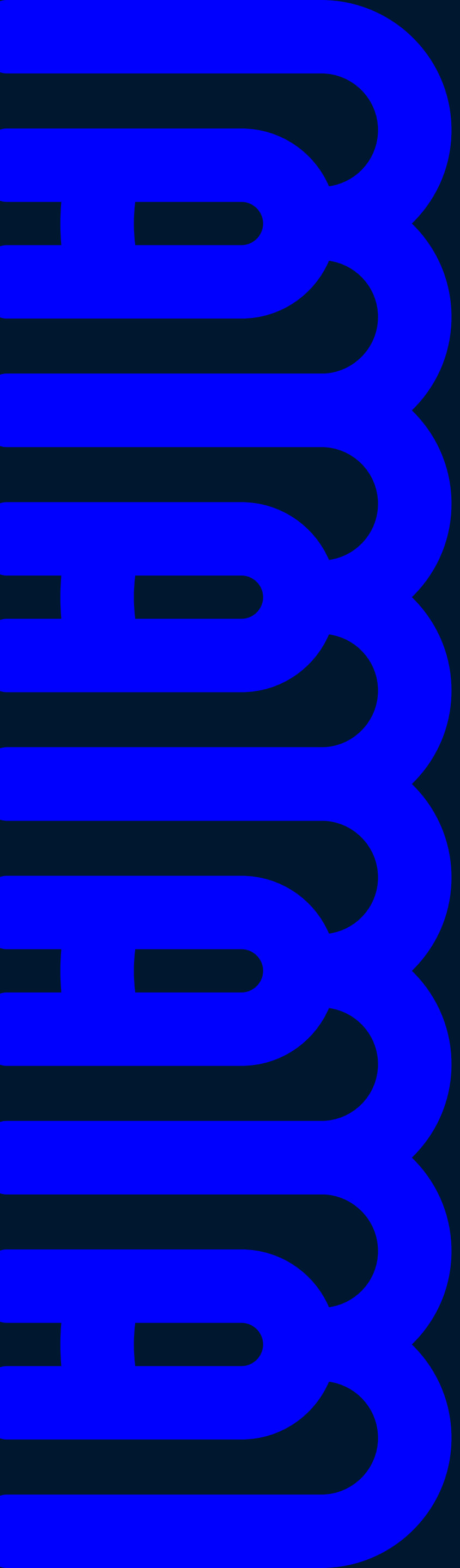


Making every logo icon a different colour



Half the logos in one colour and the other half of the logo icons in a different colour

PATTERN DON'TS

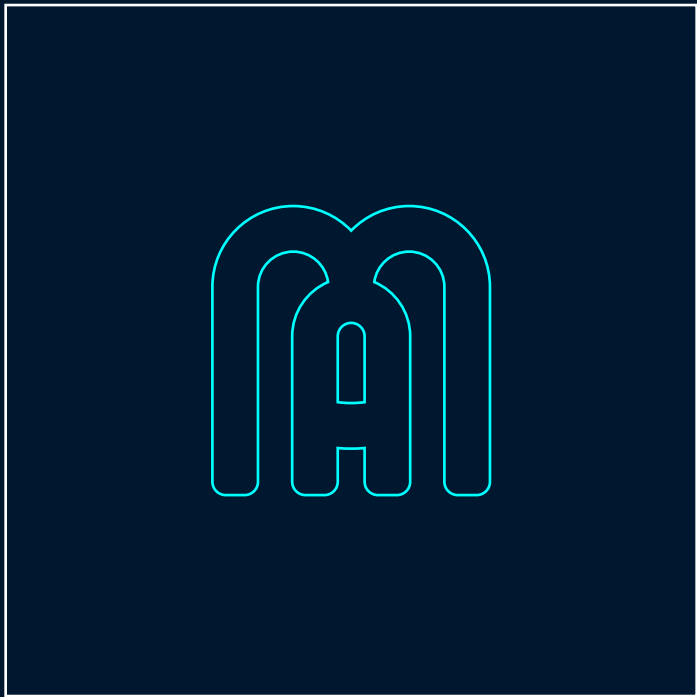


05 VISUAL LANGAUGE

The visual language consists of the logo icon from our logo, which resembles a door. The logo icon creates a dynamic experience within the brand, which can be used on a photographic and copy-driven layout.

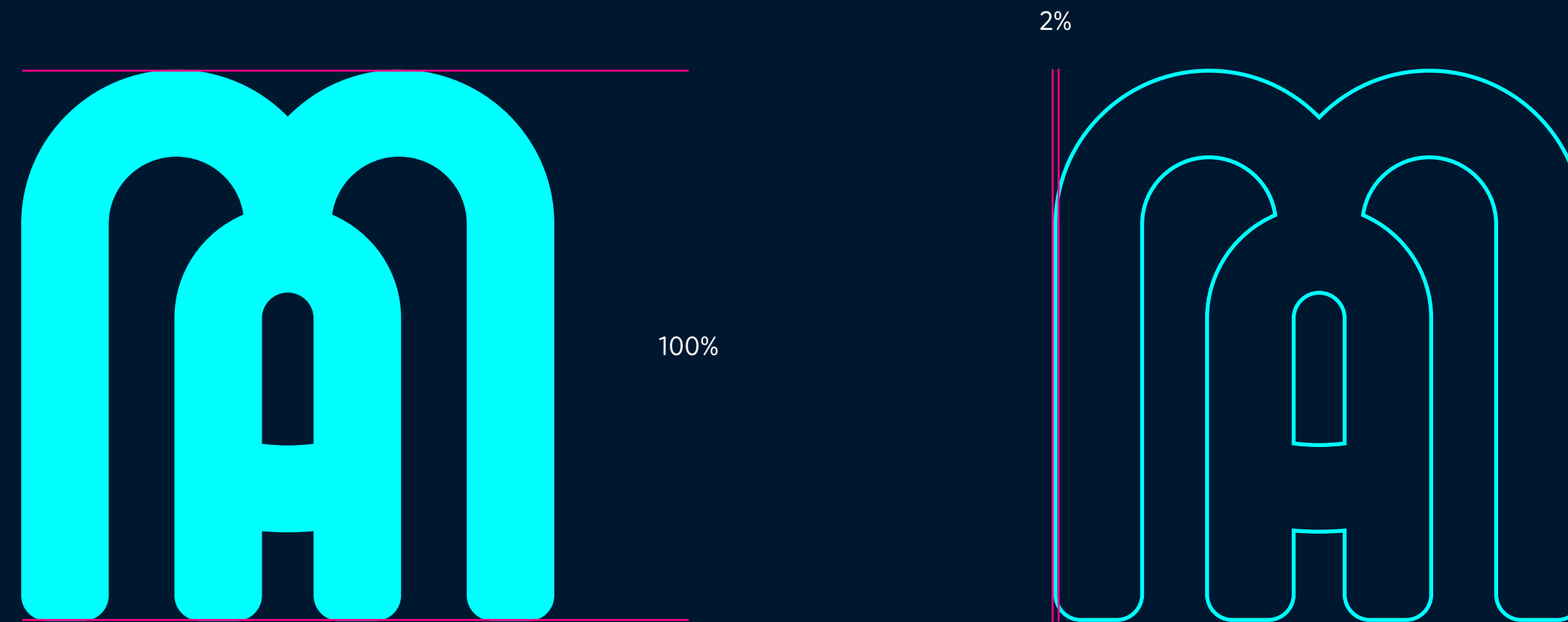


Logo icon as a full colour



Logo icon as an outline

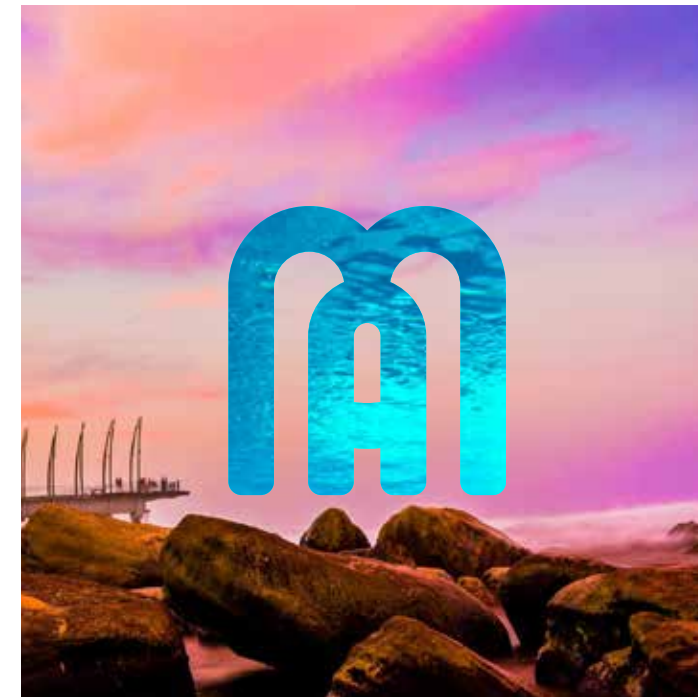
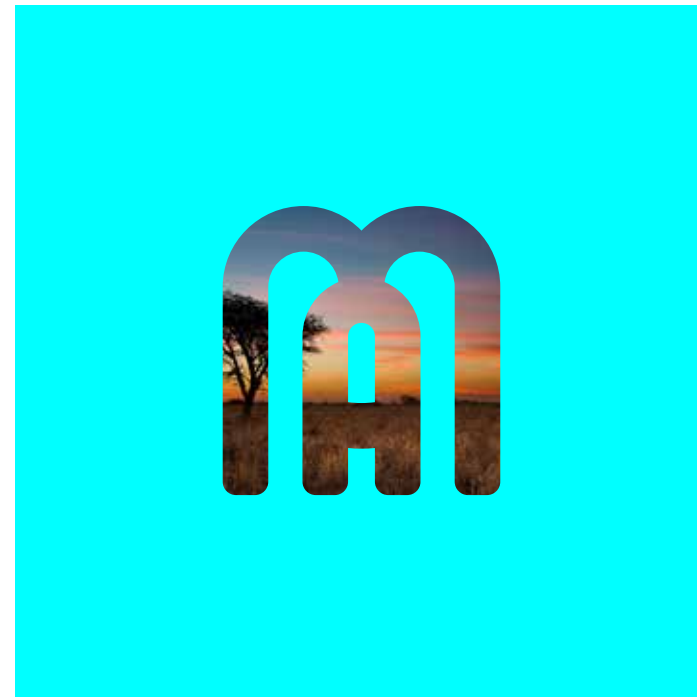
LOGO ICON



LOGO ICON OUTLINE

The logo icon from the logo can be as an outline on various artwork. When using the logo icon as an outline the width of the outline is 2% of the height of the logo icon.

Example:
Height of the icon = 100px
Outline width = 2px



LOGO ICON USAGE

This page illustrates ways in which the logo icon may be used on digital and print artwork.



Original



7/8x



3/4x



1/2x

LOGO ICON CROP

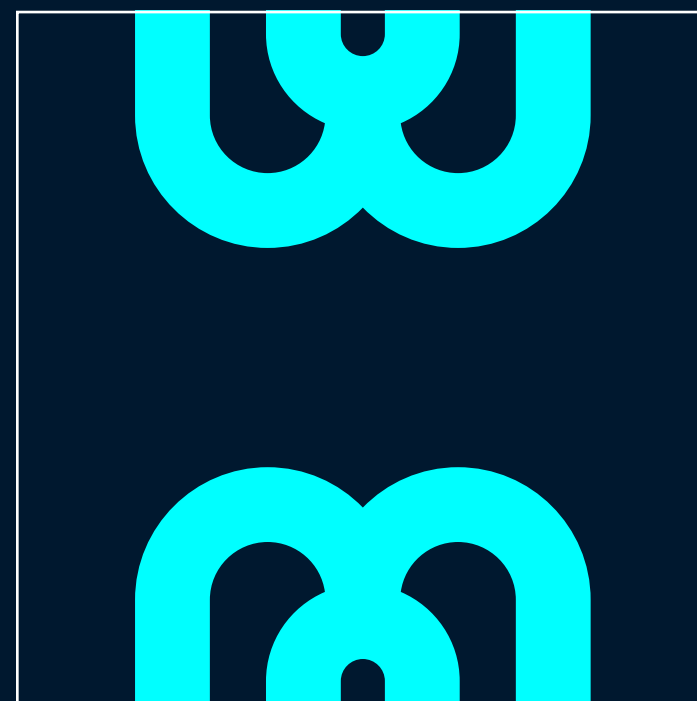
The logo icon may be cropped from the bottom of the icon. However, the crop may not be more than 1/2x of the original logo icon.



7/8x bottom boarder



3/4x bottom boarder



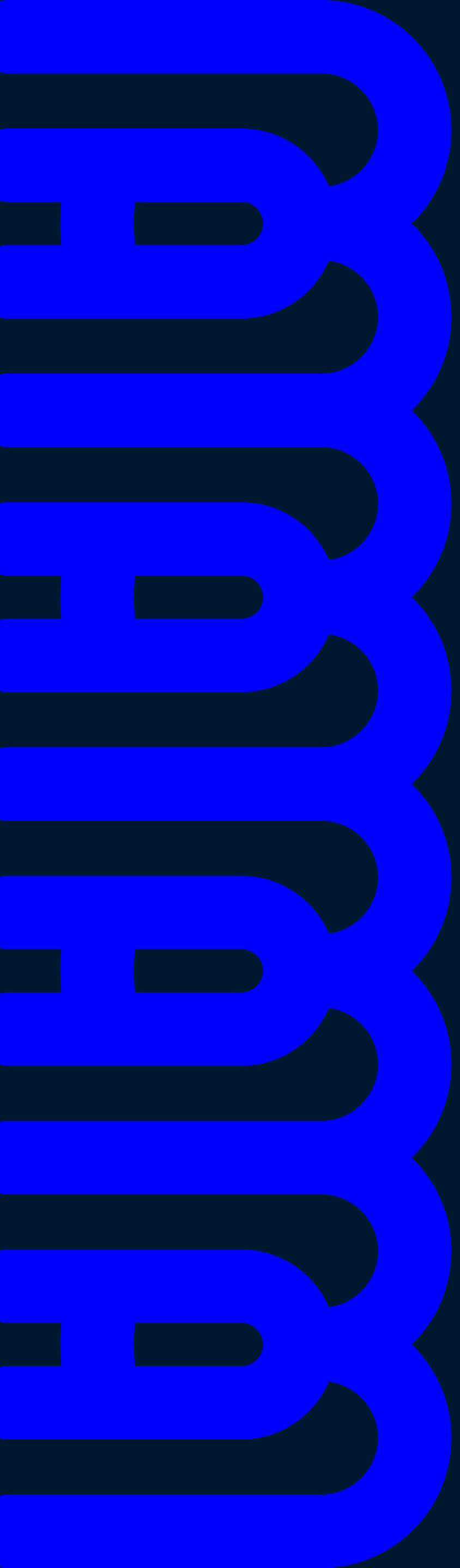
1/2x bottom and top boarders



1/2x left and right boarders

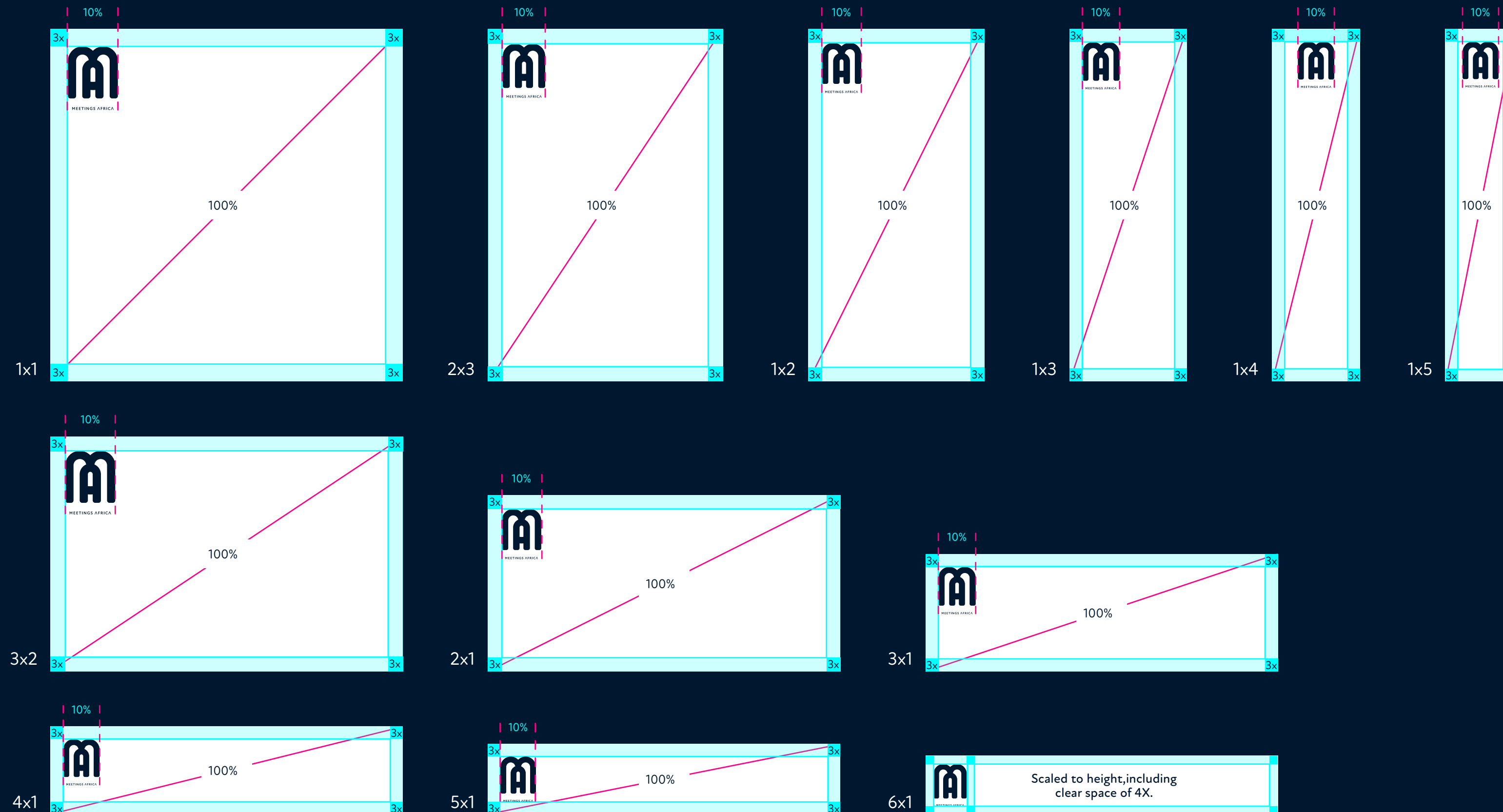
LOGO ICON CROP USAGE

This page illustrates the ways in which the logo icon, when cropped can be applied on various layouts.



06 COMPOSITION

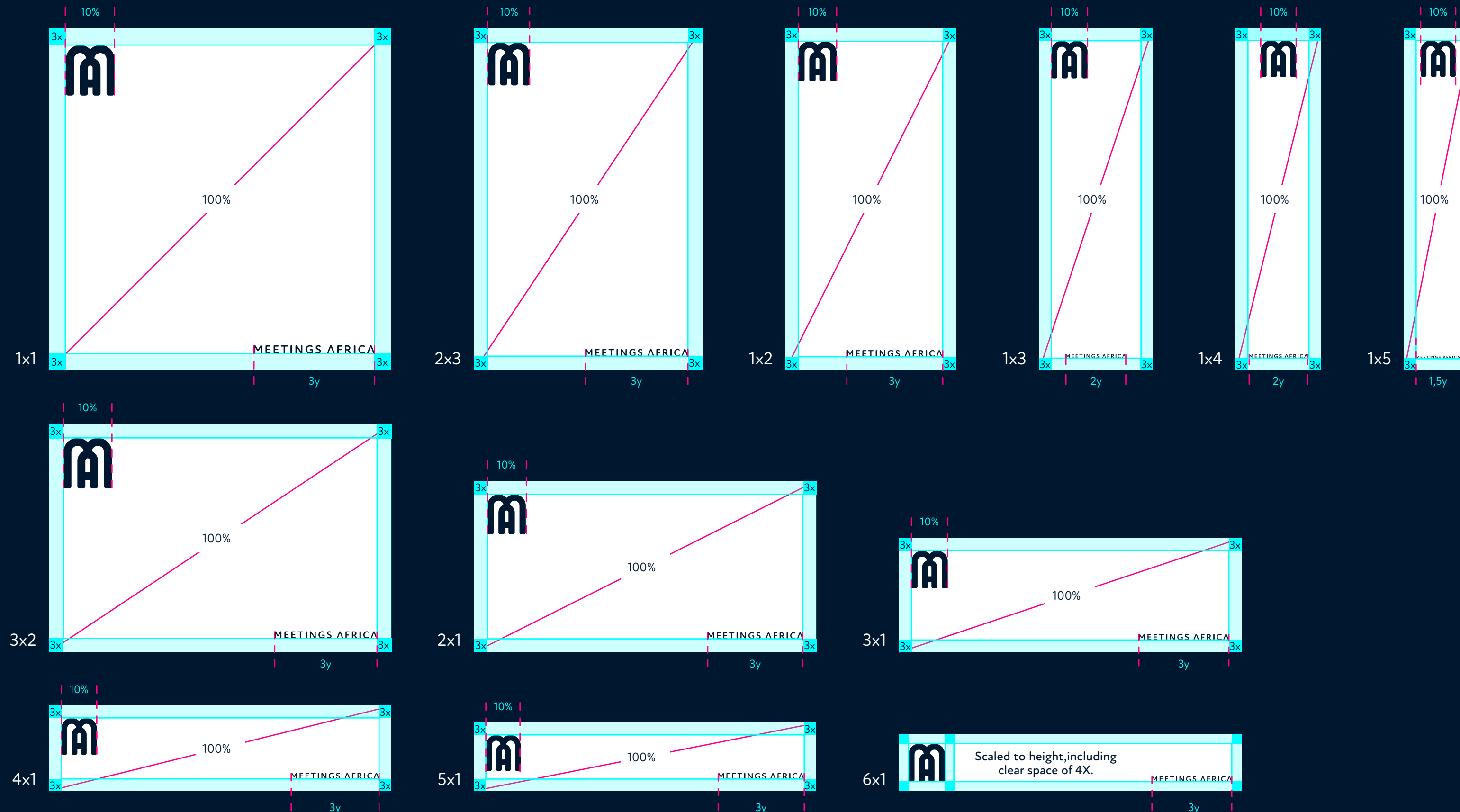
In this section we will elaborate on the construction of digital and print elements. With the composition being based on a grid system, the following will guide you through their positioning, colour usage and with or without the images – using the primary colours to create depth and visual appeal.



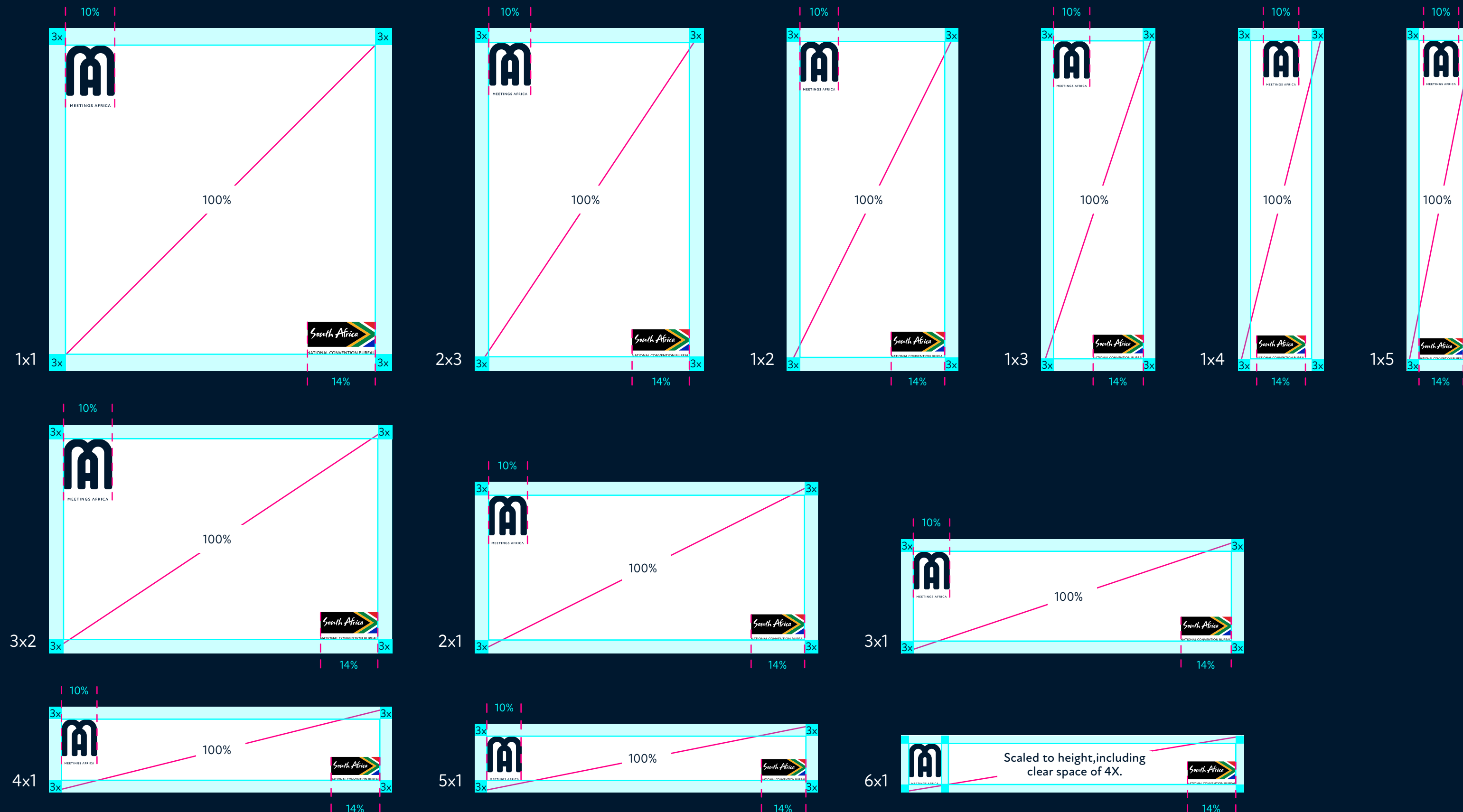
LOGO & BORDER LAYOUTS

Logo sizing is calculated at 10% of the diagonal line. The borders are 3x, with exceptions for the extreme layouts.

On extreme layouts the logo is scaled to the boards including the minimum clear space area rule of 4x.



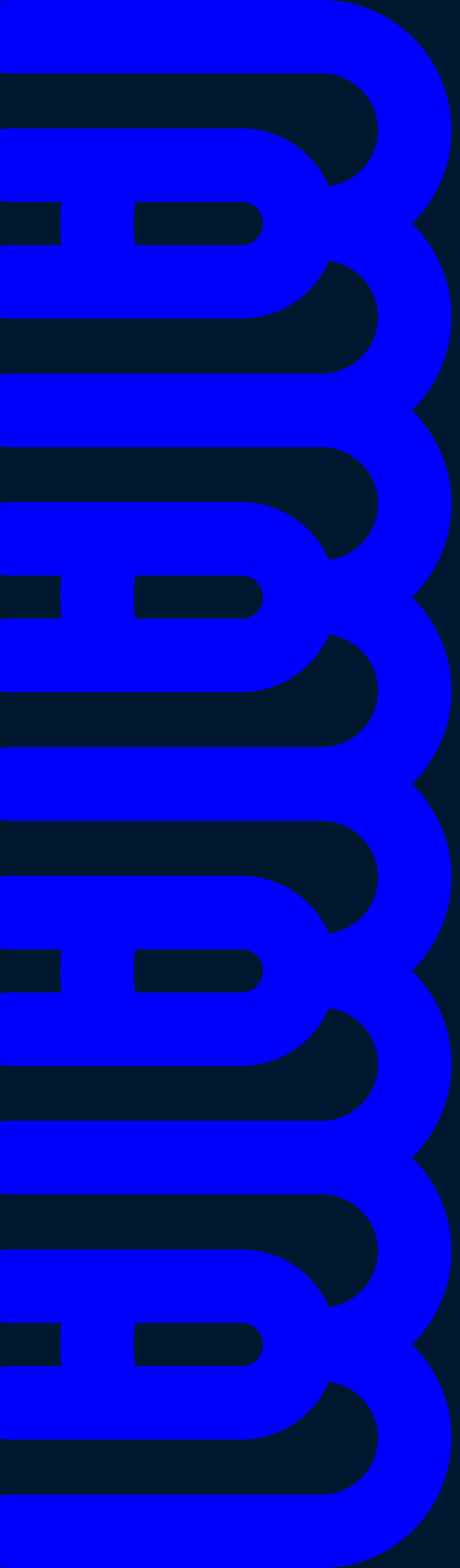
LOGO ICON & WORDMARK LAYOUTS



LOGO & SAT LOGO LAYOUTS

Logo sizing is calculated at 10% of the diagonal line. The borders are 3x, with exceptions for the extreme layouts. The South African National Convention Bureau logo is 14% of the diagonal line.

On extreme layouts the logo is scaled to the boards including the minimum clear space area rule of 4x.



07 BRANDING

Company merchandise drives customer loyalty. Every person loves receiving something for free. And when a customer gets something useful and unexpected, they experience a feeling of pleasure. This positive emotion connects them with a brand.



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)



NOTEBOOK EXAMPLES



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)

NOTEBOOK EXAMPLES



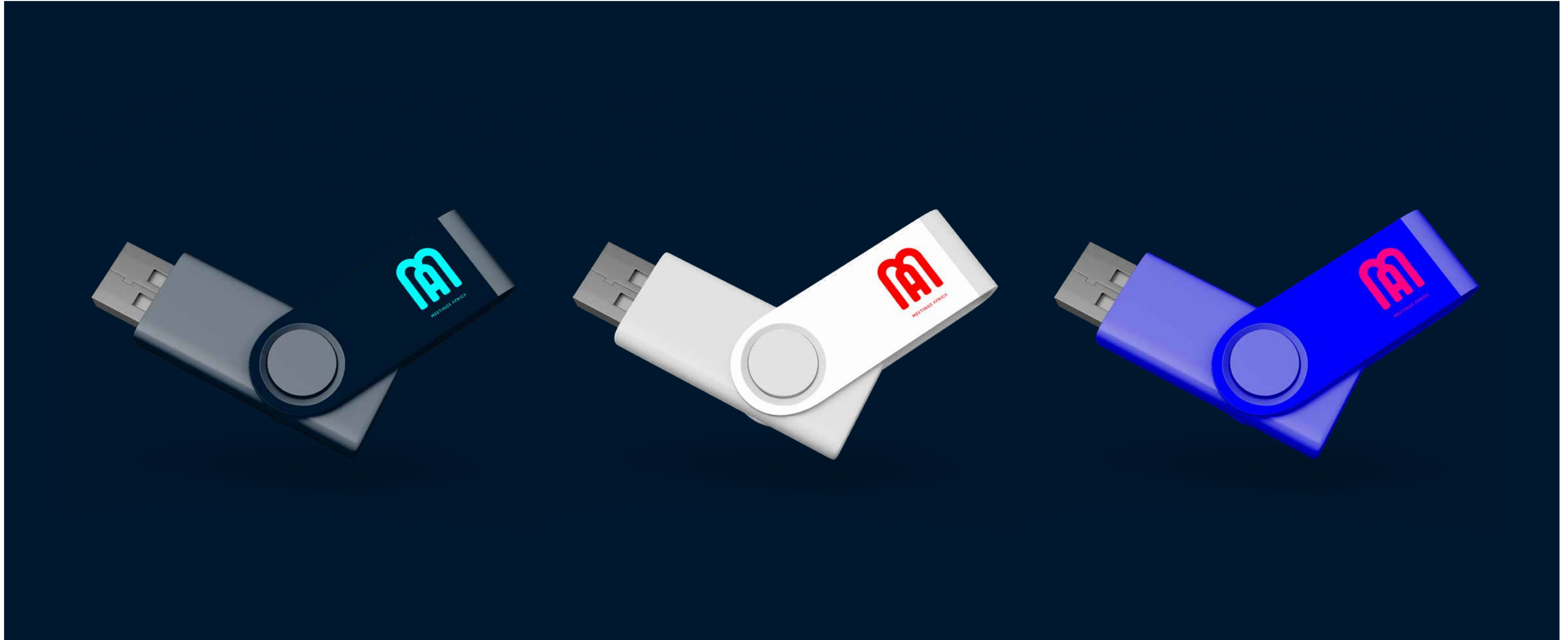
PIN BADGE EXAMPLES



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)



**USB
EXAMPLES**



LANDYARD CARD EXAMPLES



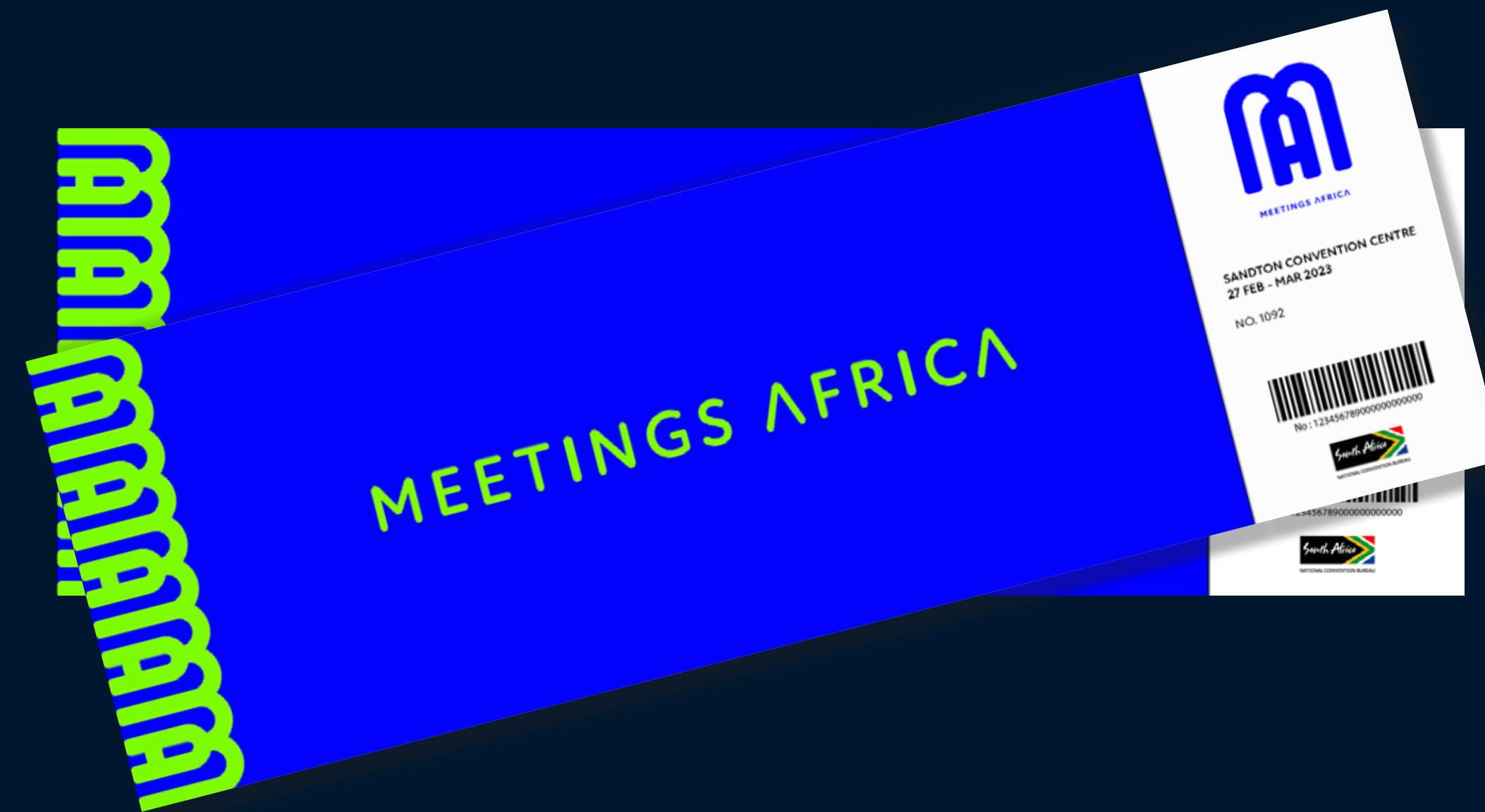
COFFEE CUP EXAMPLES



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



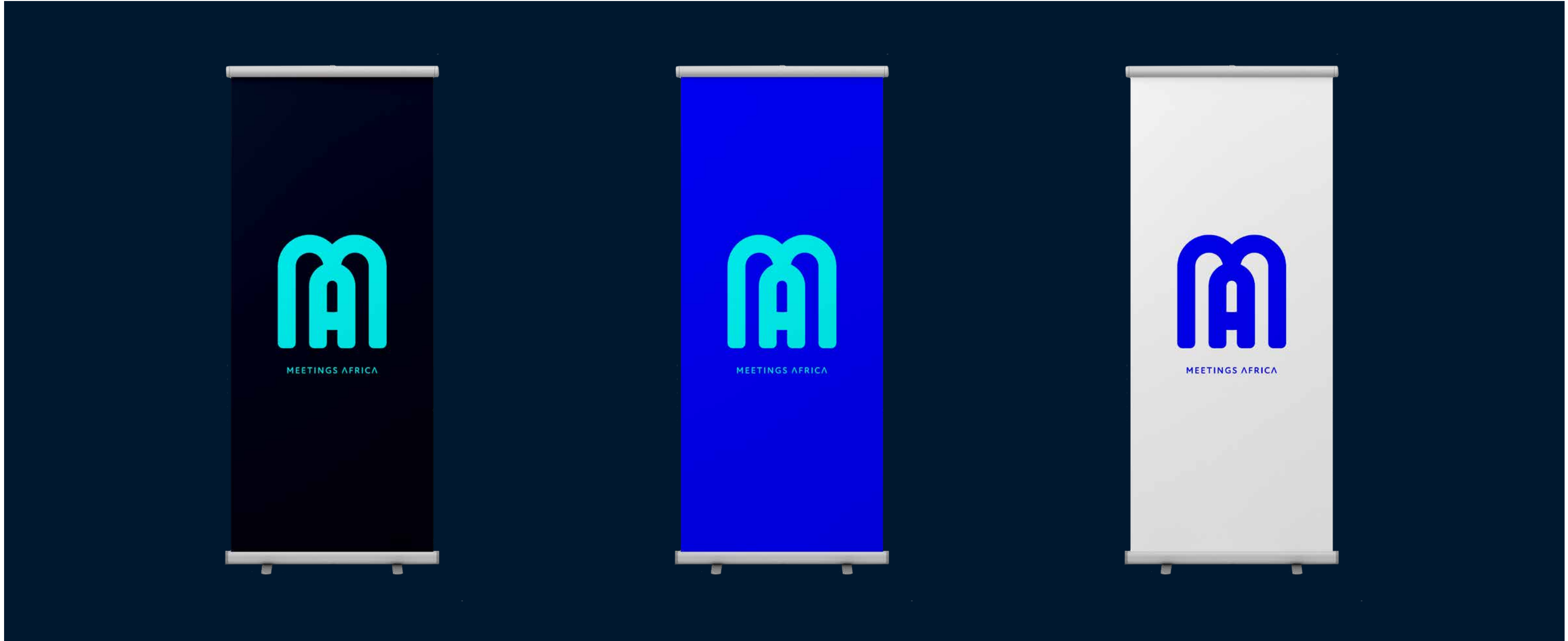
EVENT TICKET
EXAMPLE



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)



PULL-UP BANNERS EXAMPLES



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)



PULL-UP BANNERS EXAMPLES



PULL-UP BANNERS EXAMPLES



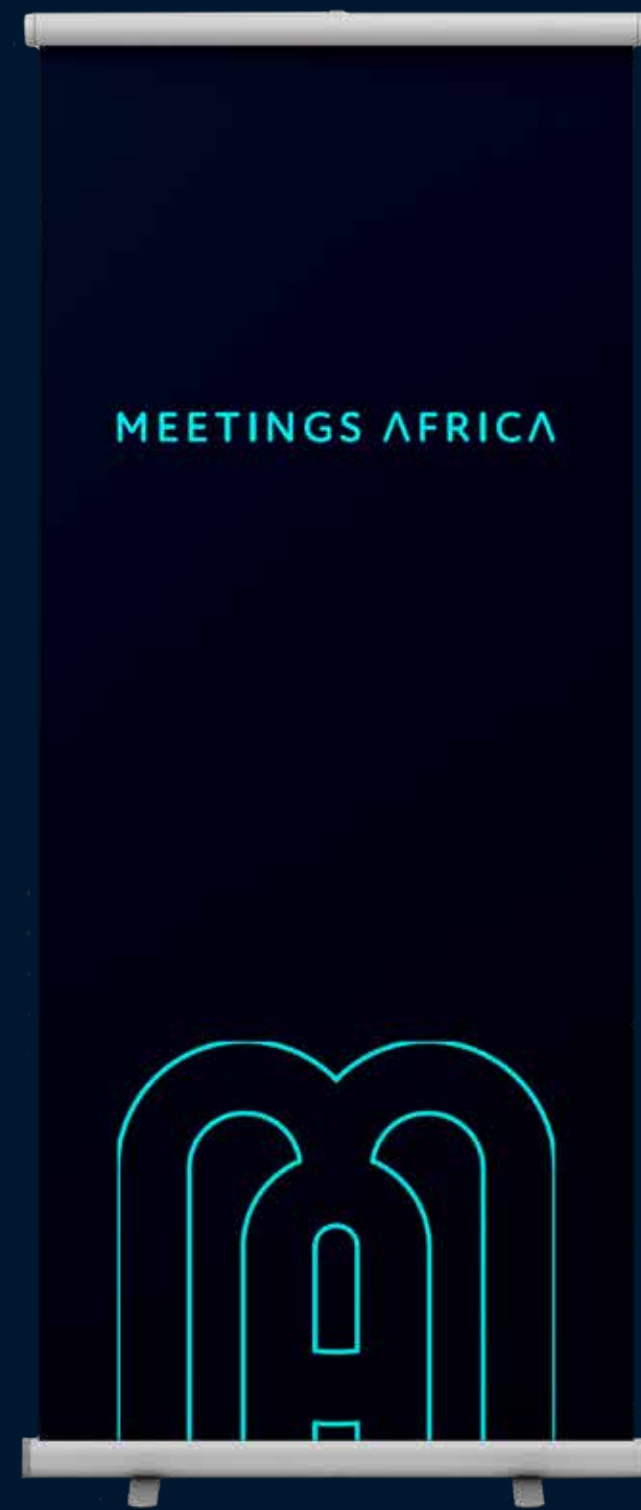
BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



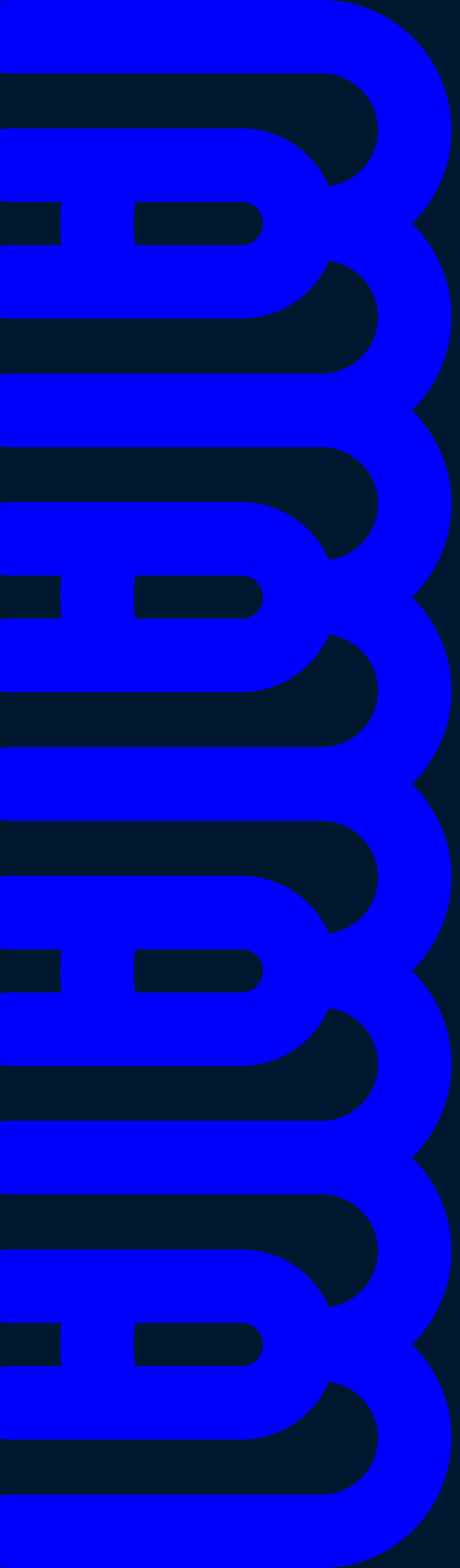
PULL-UP BANNERS EXAMPLES



PULL-UP BANNERS EXAMPLES



PULL-UP BANNERS EXAMPLES



08 SIGNAGE

Good signage provides your customers and potential customers with subtle, but important, communication cues, increases brand awareness, and in the end, it can help you convert a sale.



MEETINGS AFRICA



500M >

MEETINGS AFRICA

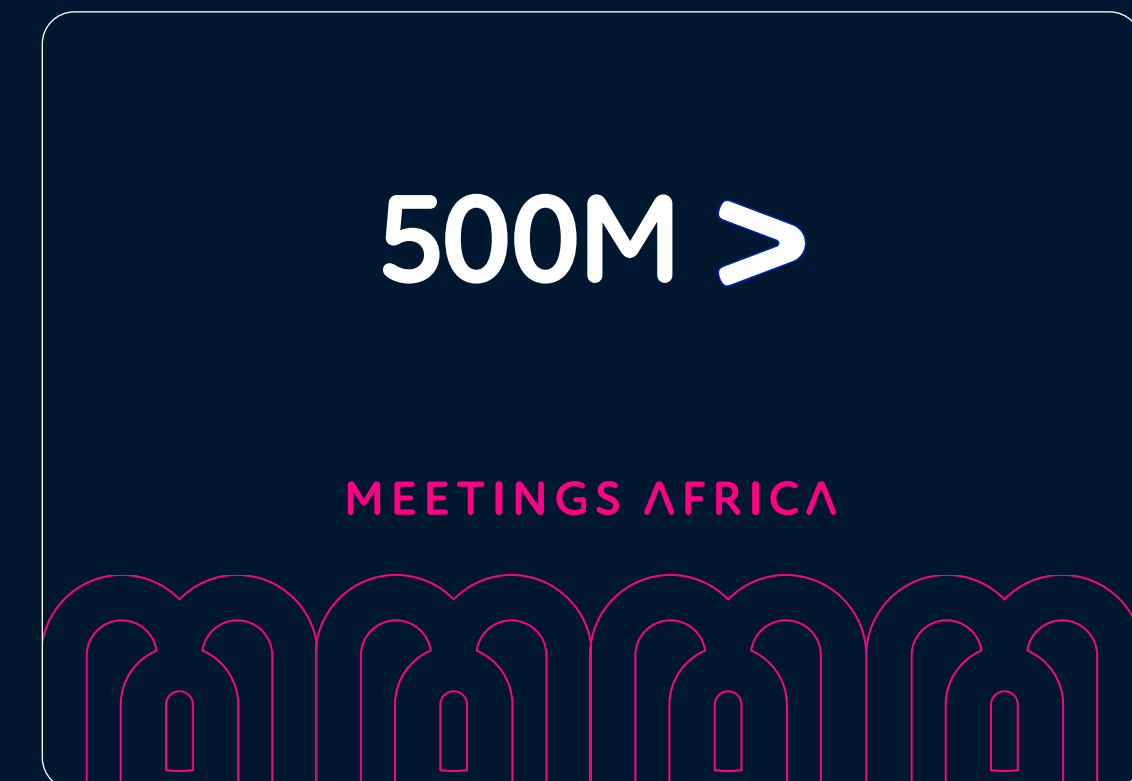
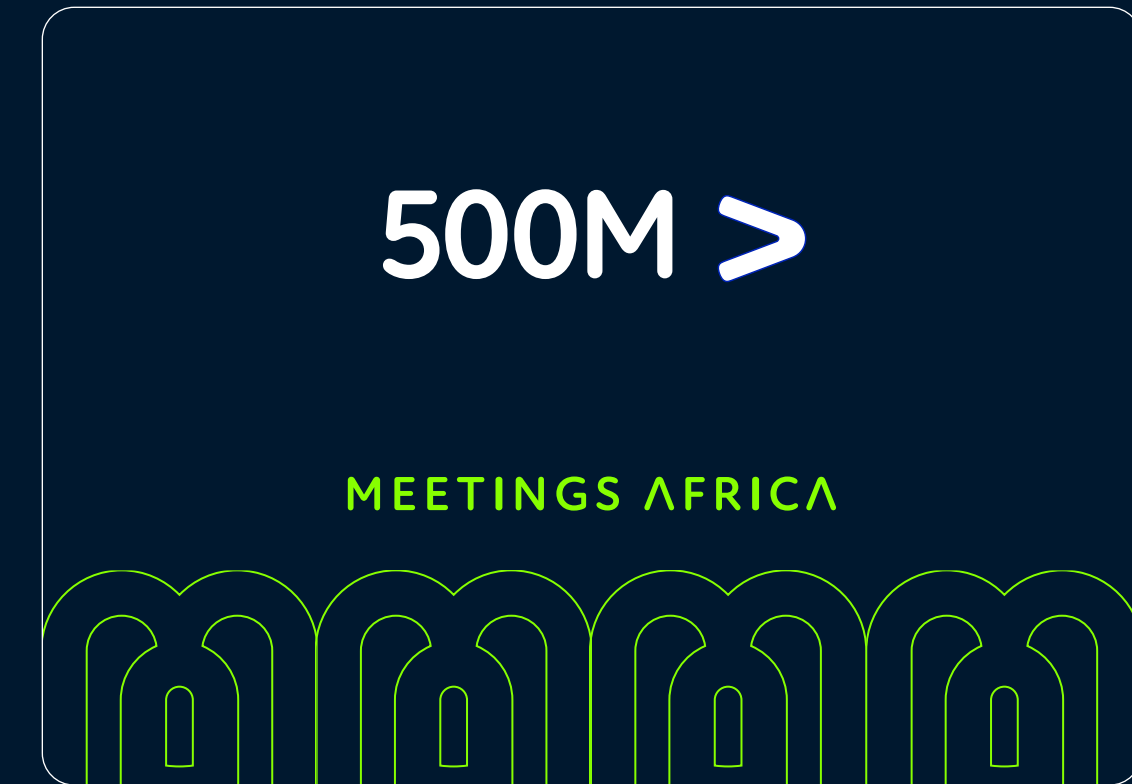
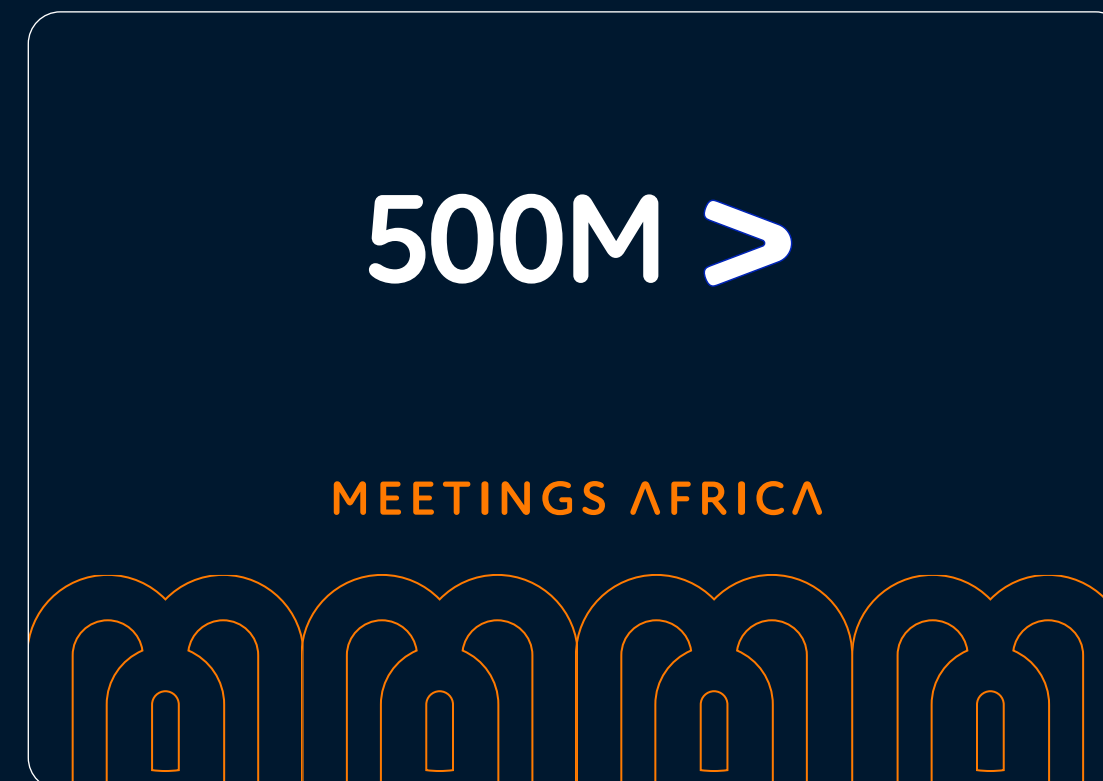
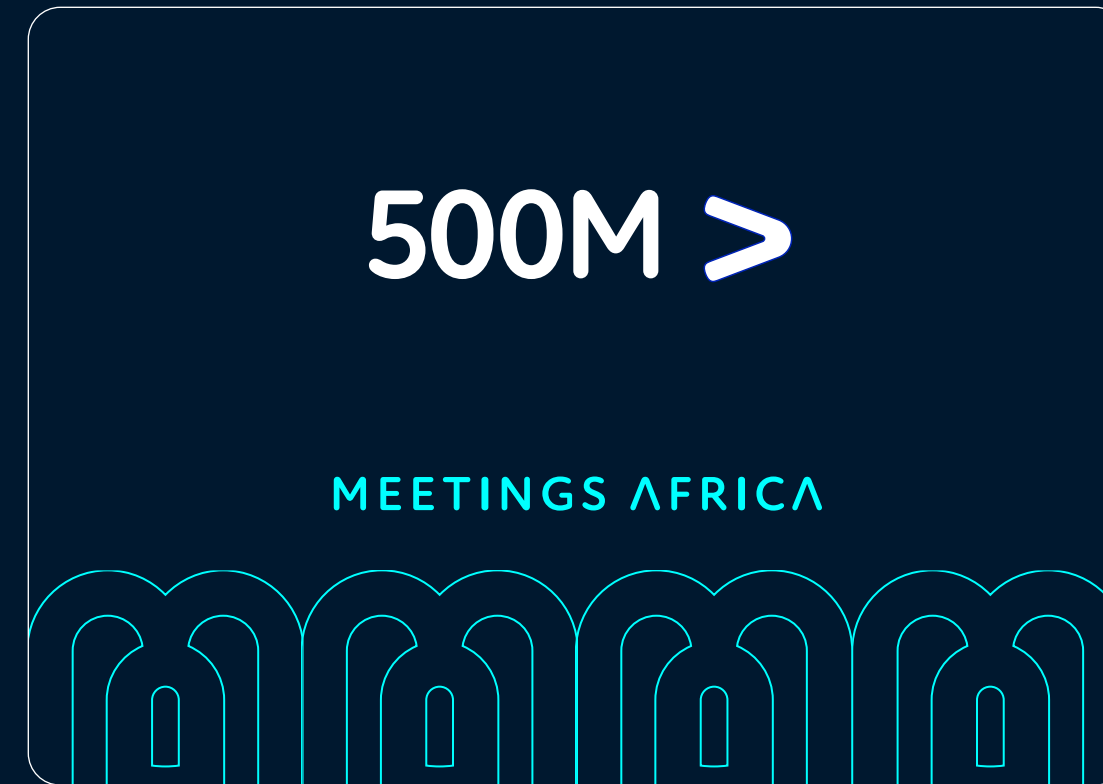


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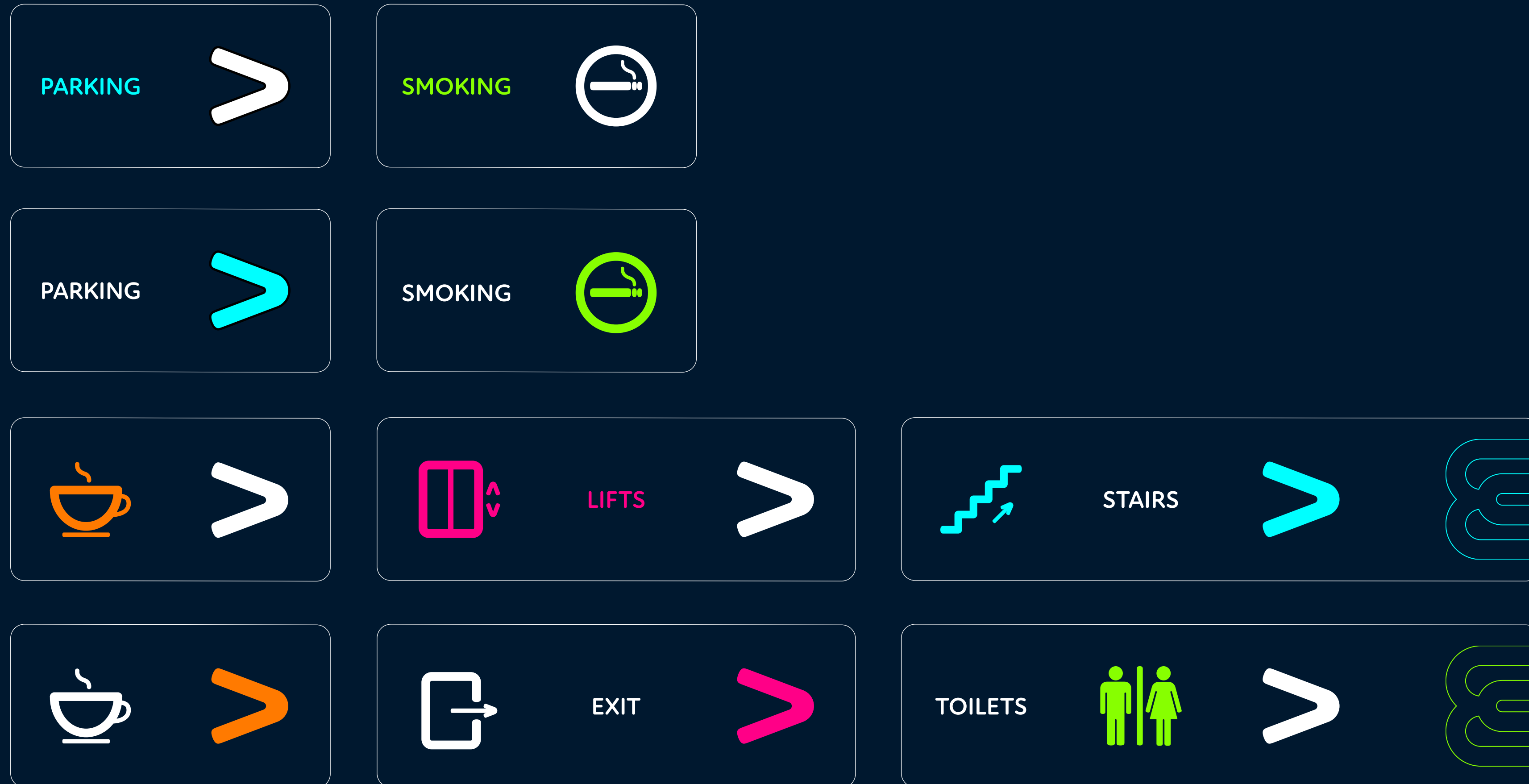
MEETINGS AFRICA



**DIRECTIONAL
SIGNAGE
EXAMPLES**



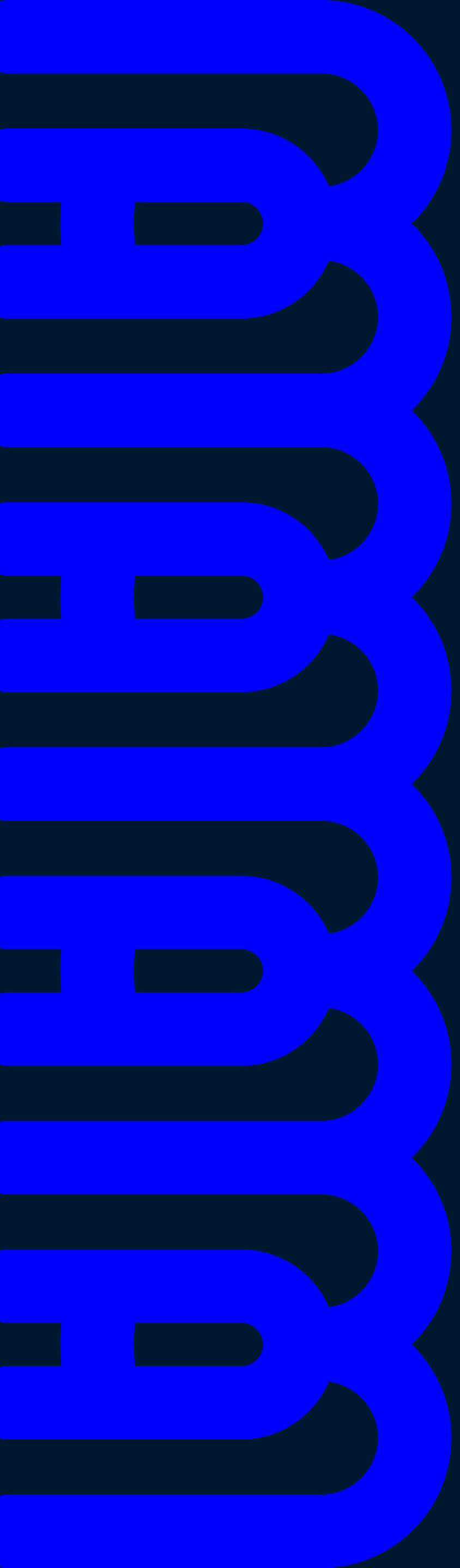
DIRECTIONAL SIGNAGE EXAMPLES



DIRECTIONAL SIGNAGE EXAMPLES



PARKING SIGNAGE EXAMPLES



09 PHOTOGRAPHY

Our brand photography is about the tone it sets, its relevance to our audience and how the product can be experienced to drive customer actions and benefits. Our photography has been divided into 4 categories: Business, Nature and Wild, Landscape and Infrastructure.



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



BUSINESS HERO PHOTOGRAPHY



BUSINESS SECONDARY 01



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



**BUSINESS
SECONDARY 02**



BUSINESS SECONDARY 03



BUSINESS SECONDARY 04



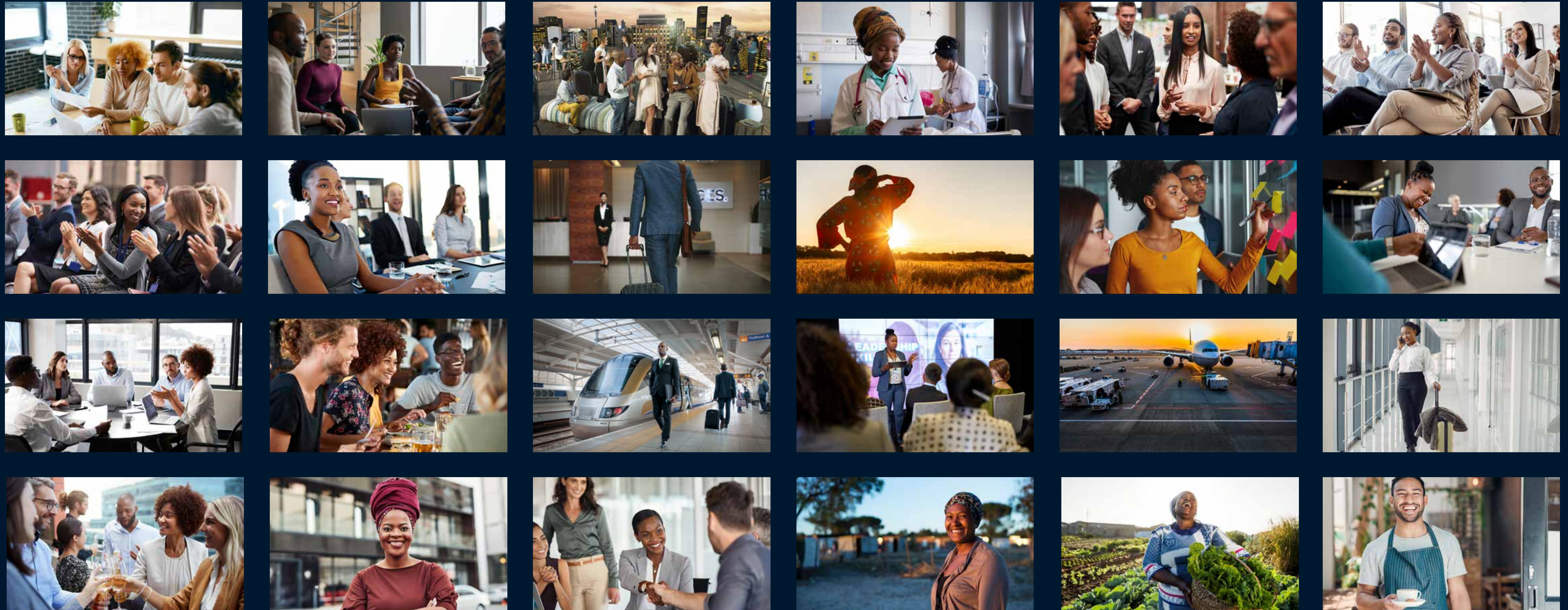
BUSINESS SECONDARY 05



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



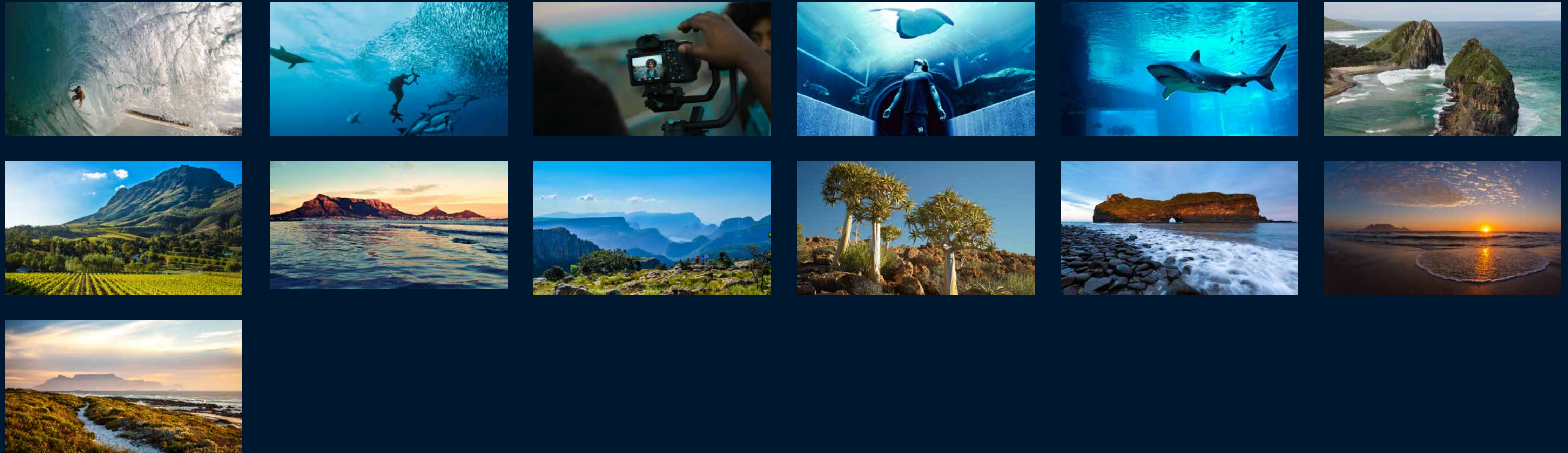
**BUSINESS
SECONDARY 06**



[BRAND STORY](#)

[BRAND ASSETS](#)

[PHOTOGRAPHY](#)



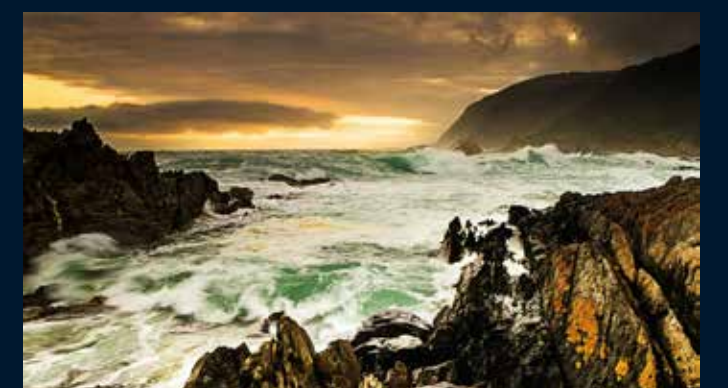
**NATURE & WILD
LIFE HERO
PHOTOGRAPHY**



BRAND STORY

BRAND ASSETS

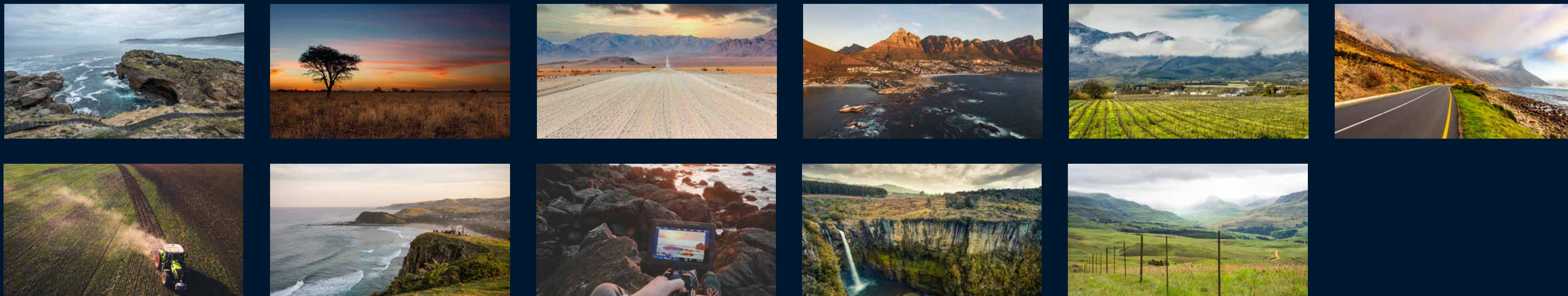
PHOTOGRAPHY



NATURE & WILD
LIFE SECONDARY



LANDSCAPE HERO PHOTOGRAPHY



**LANDSCAPE
SECONDARY**



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[PHOTOGRAPHY](#)



INFRASTRUCTURE HERO PHOTOGRAPHY



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



INFRASTRUCTURE 01

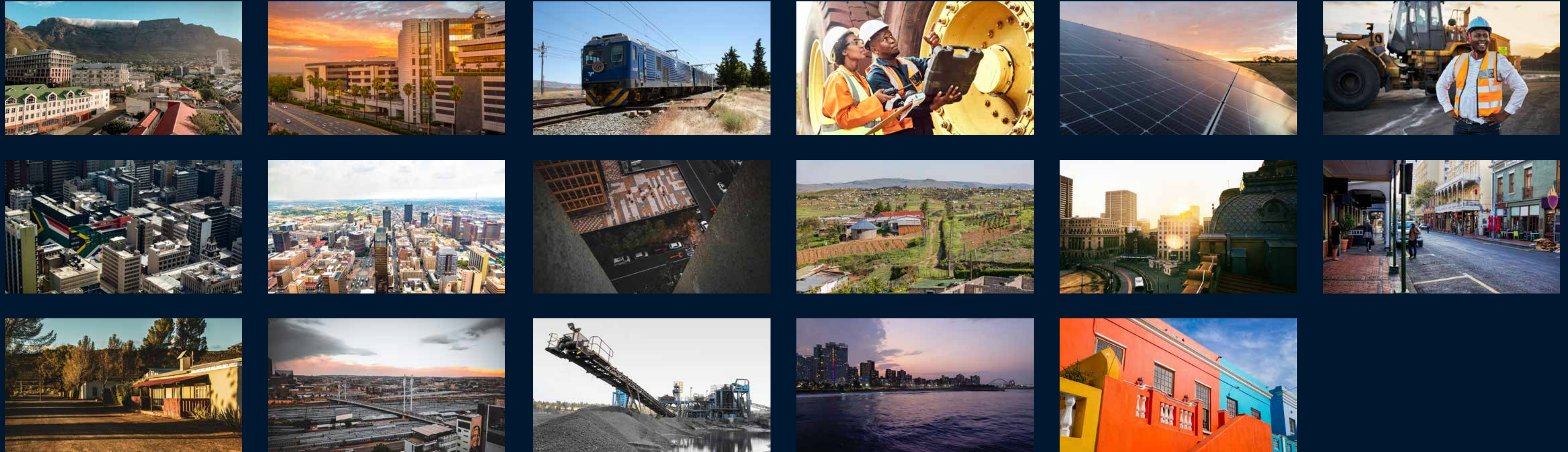
SECONDARY



BRAND STORY

BRAND ASSETS

PHOTOGRAPHY



INFRASTRUCTURE 02

SECONDARY



Original



Edited



Original



Edited



Original



Edited



Original



Edited

PHOTOGRAPHY TREATMENT

When treating photography, an element in the existing image can be edited in a subtle way to the Meetings Africa blue from the primary colour as shown in the examples above.

THANK YOU



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