

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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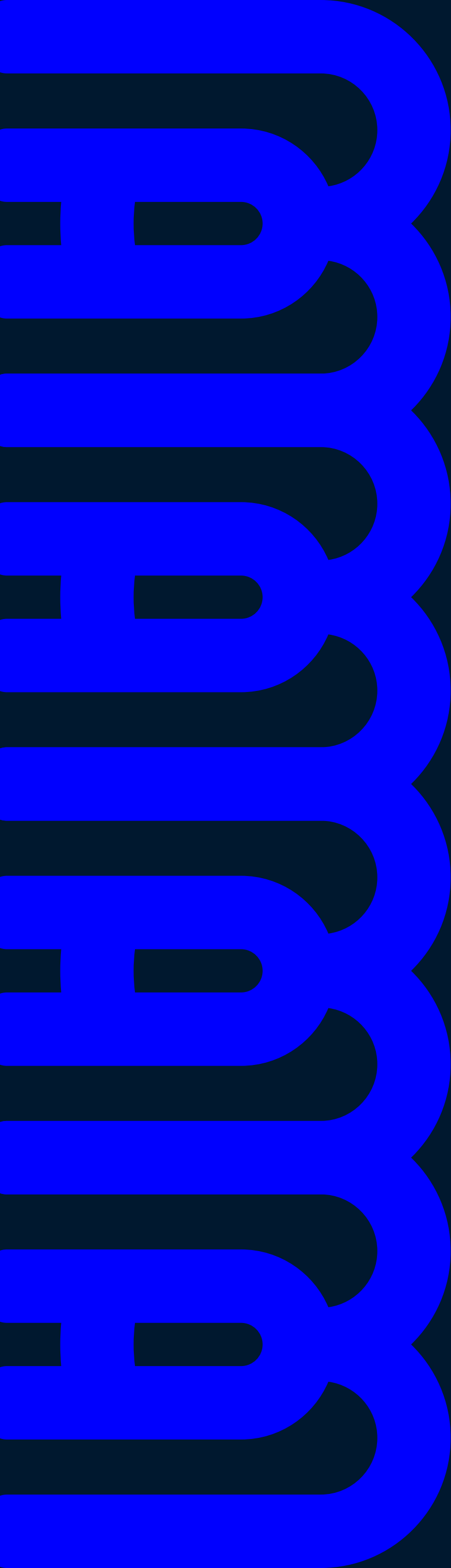
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01 LOGO

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.

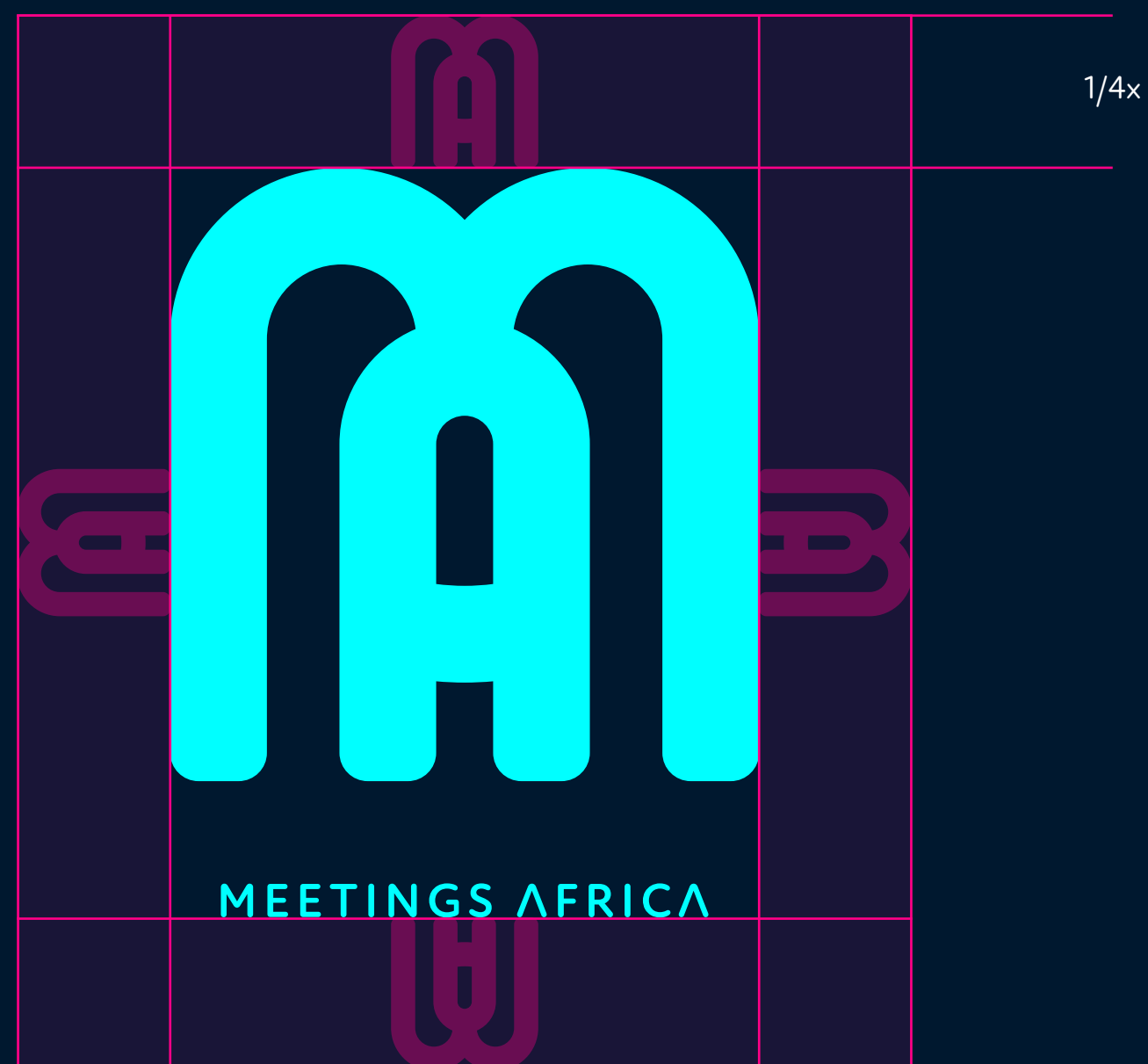


MEETINGS AFRICA

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

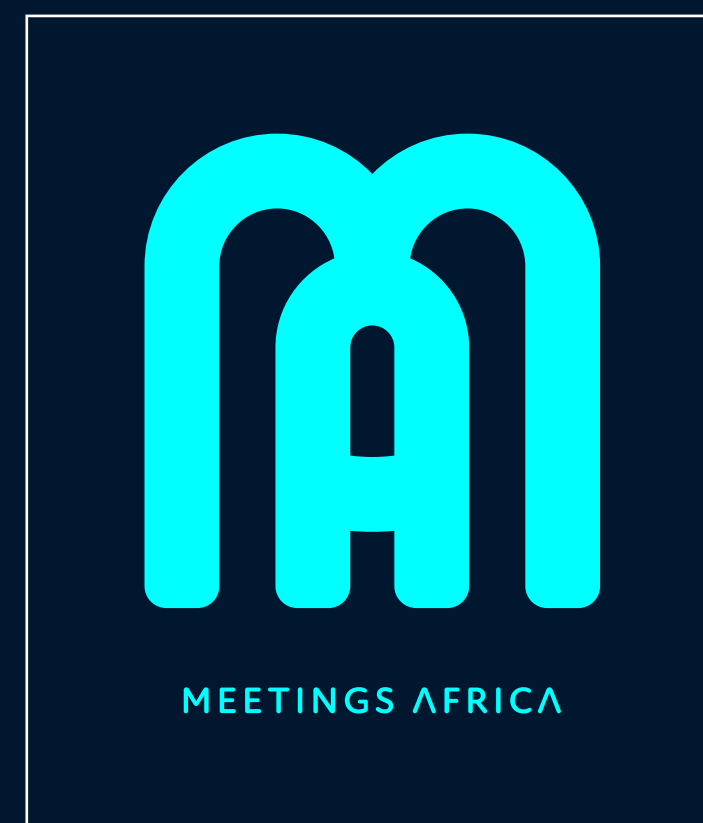


15mm and 90px

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.



Cyan on dark blue



Cyan on medium blue



Medium Colour on white

LOGO PRIMARY COLOUR

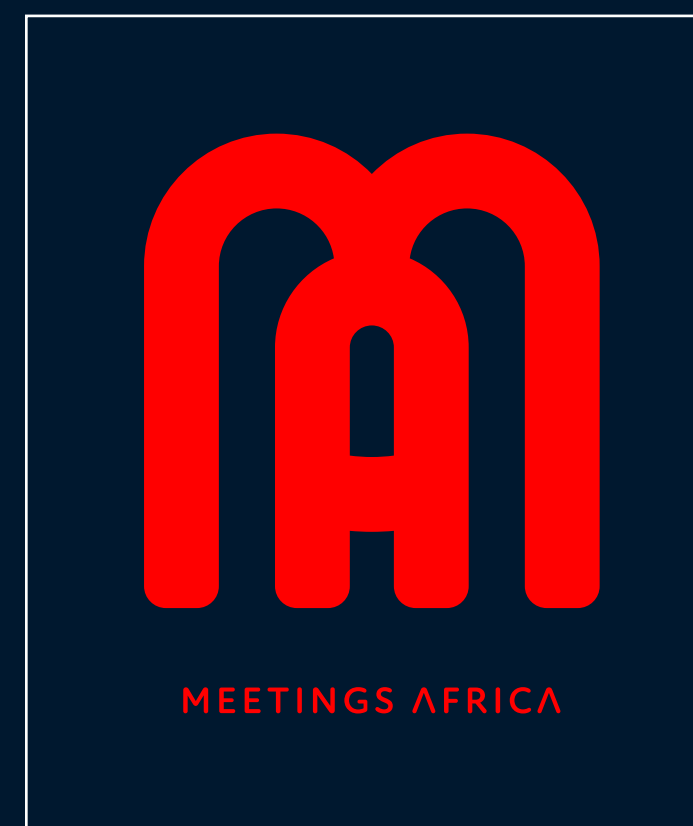
The primary logo should be cyan on a dark blue, medium blue or white background.



Pink on dark blue



Orange on dark blue



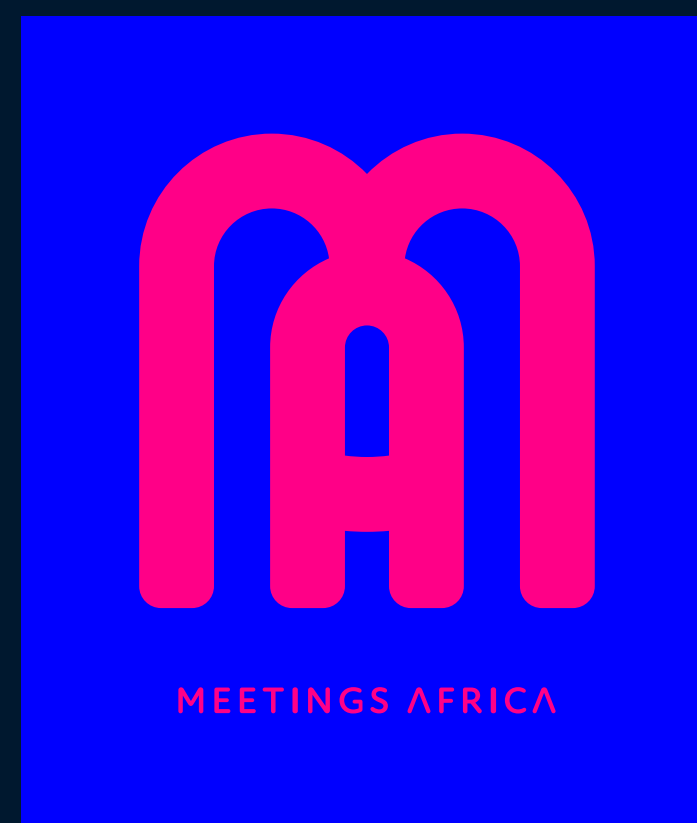
Red on dark blue



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



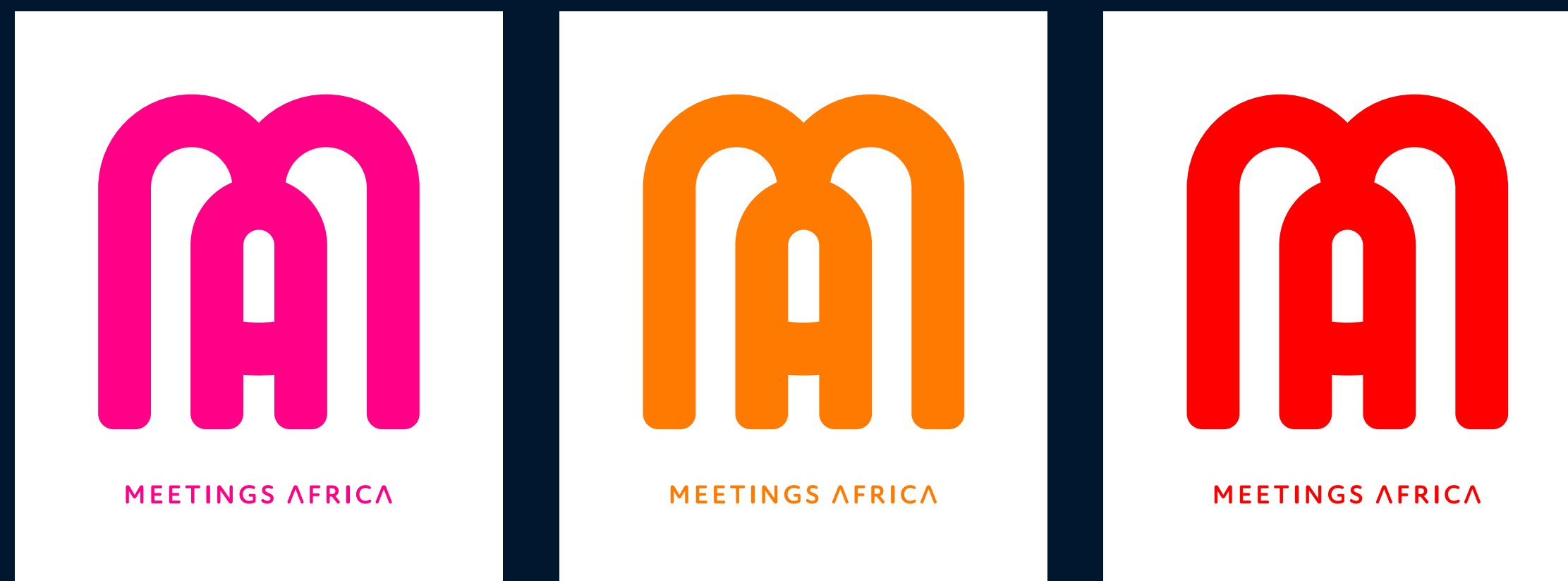
Orange on medium blue



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

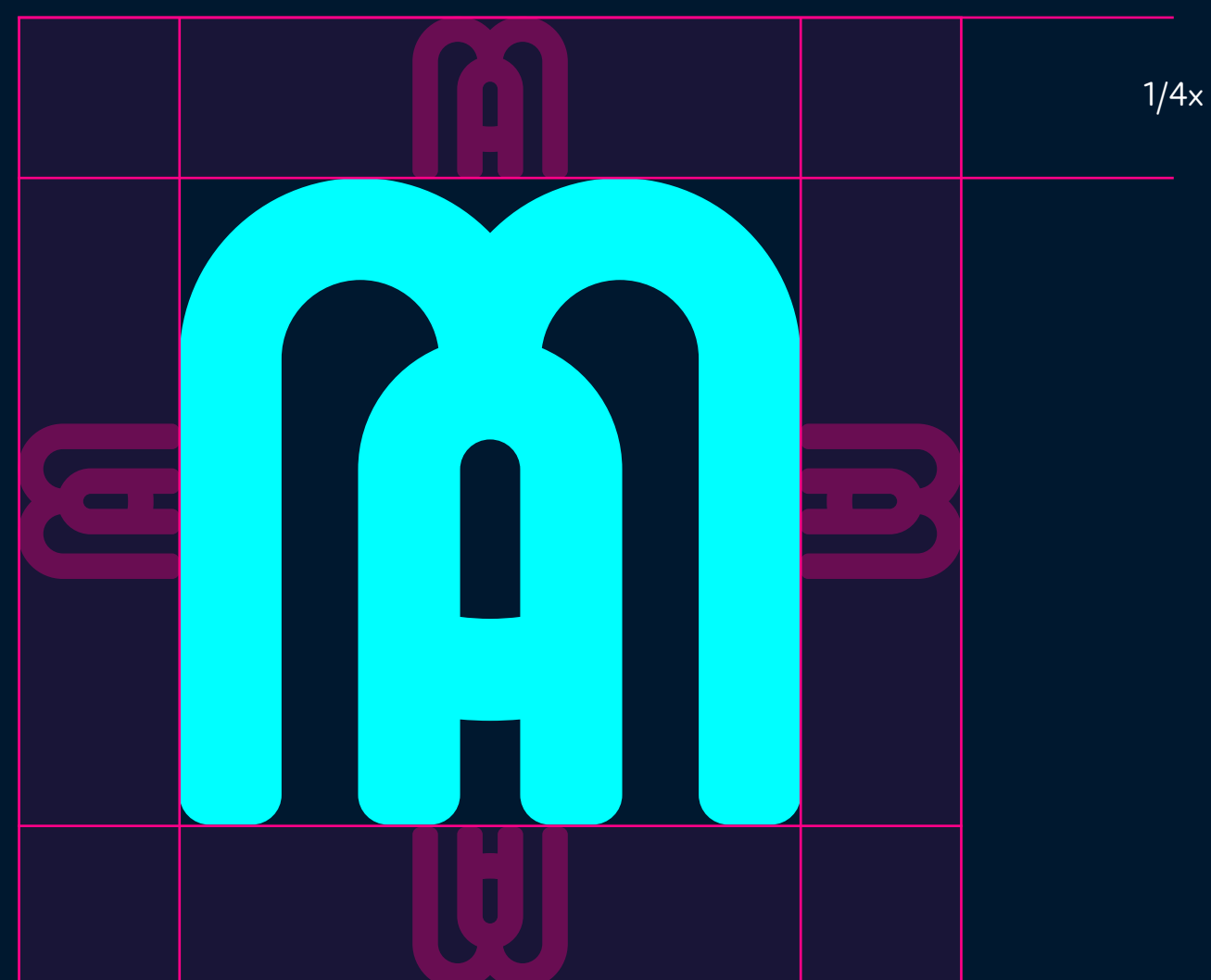


White on black

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 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.



Favicon 96x96px
Desktop shortcut icon



Favicon 32x32px
Taskbar shortcut icon

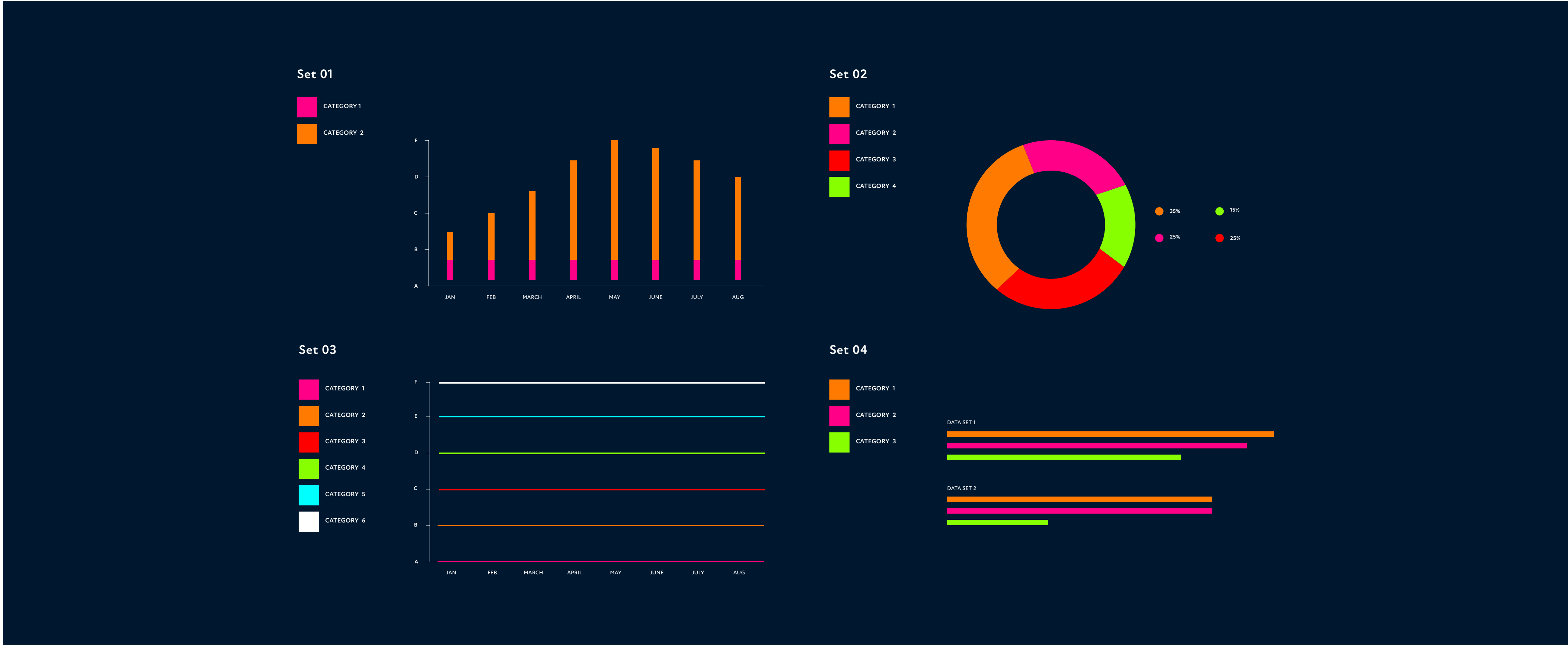


Favicon 16x16px
Web browser



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.



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.



Arial Regular
Arial Regular Italic

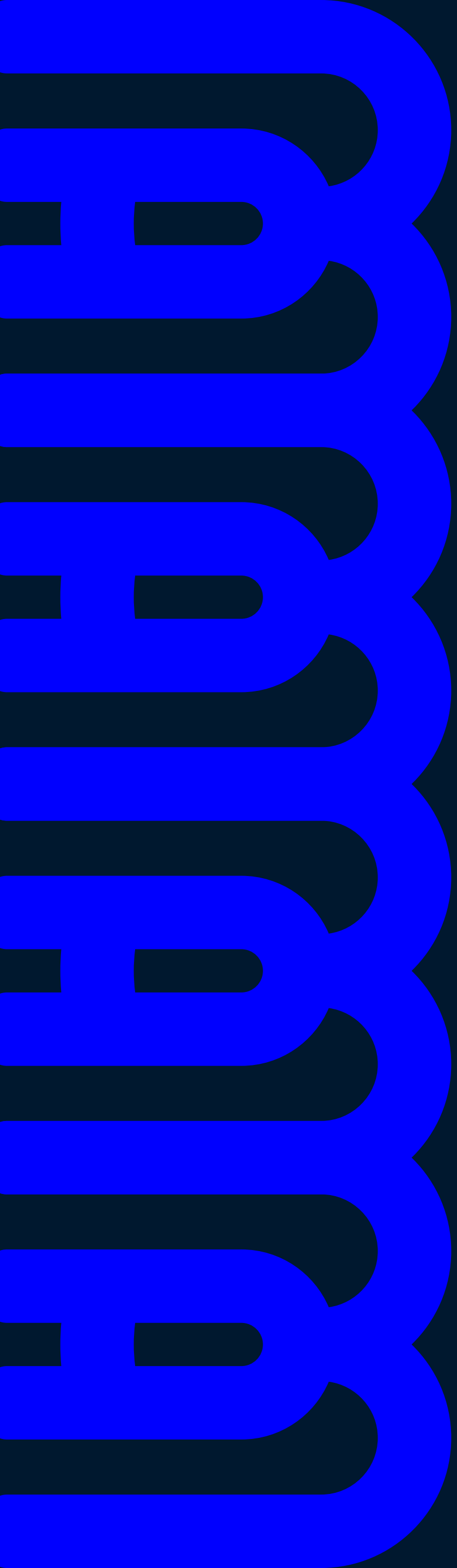
Arial Bold
Arial Bold Italic

ARIAL

Aa123

SECONDARY TYPEFACE

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



04 PATTERN

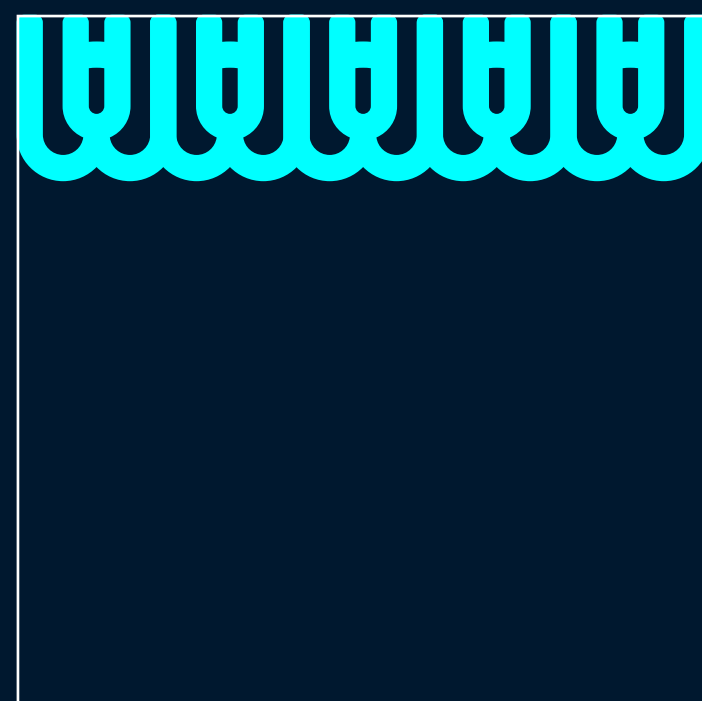
Our pattern is derived from our logo icon. It aims to be bold and consistent across the brand elements. The brand pattern is unique and unforgettable.



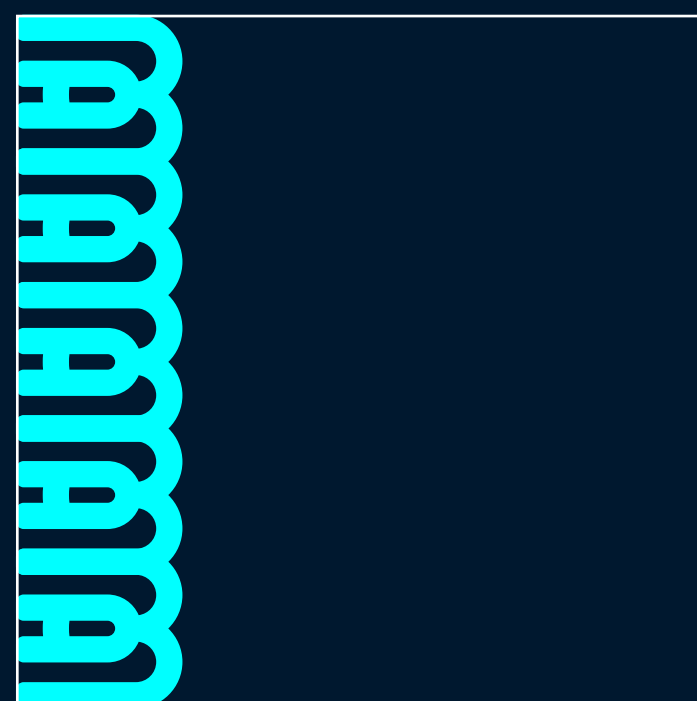
PATTERN CONSTRUCTION

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.**



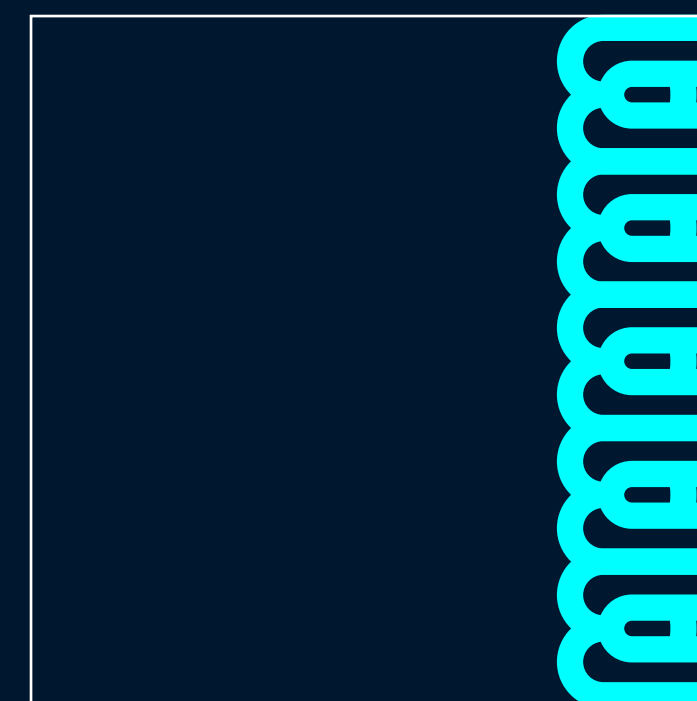
Top boarder



Left boarder



Bottom boarder

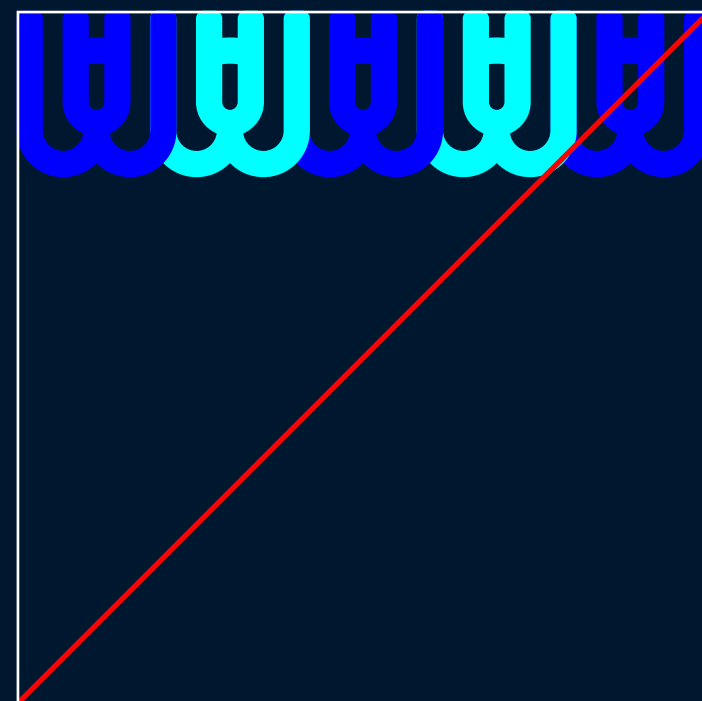


Right boarder

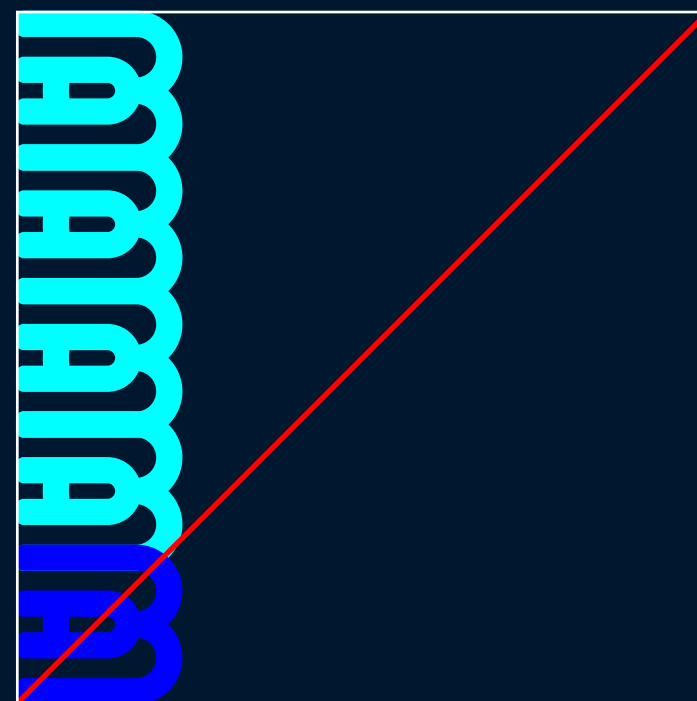
PATTERN USAGE

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

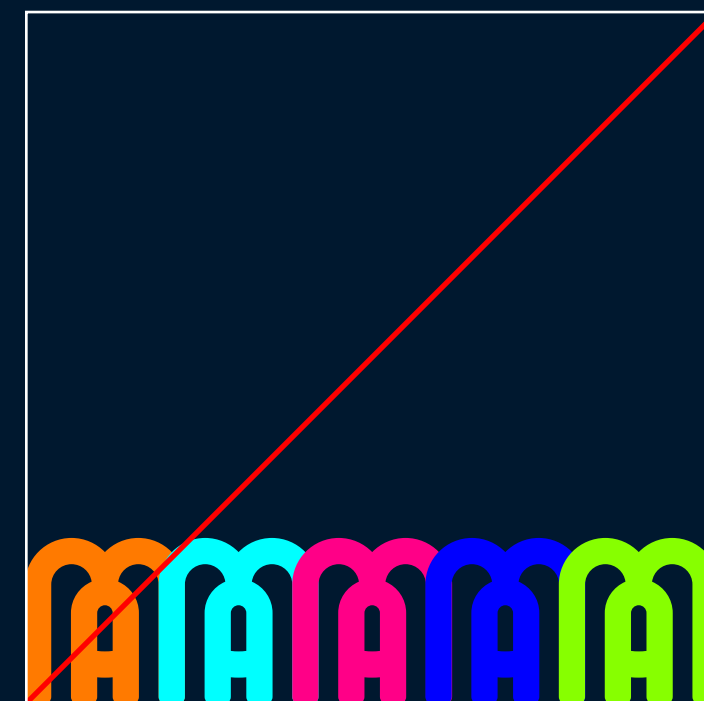
The pattern may only be applied in one of the core brand colours at a time. The pattern may not be applied in multiple colours on a layout.



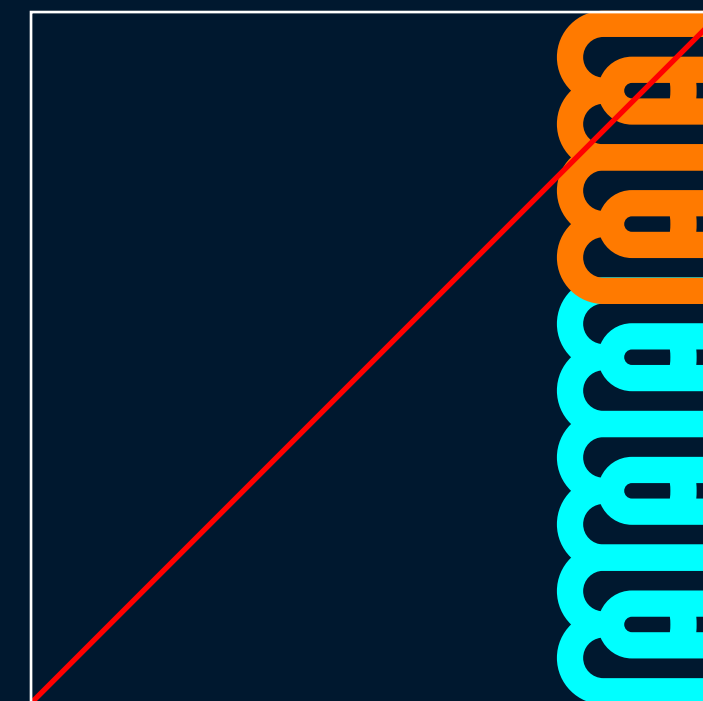
Every alternative logo icon in a different colour



Changing one logo icon to a different colour



Making every logo icon a different colour

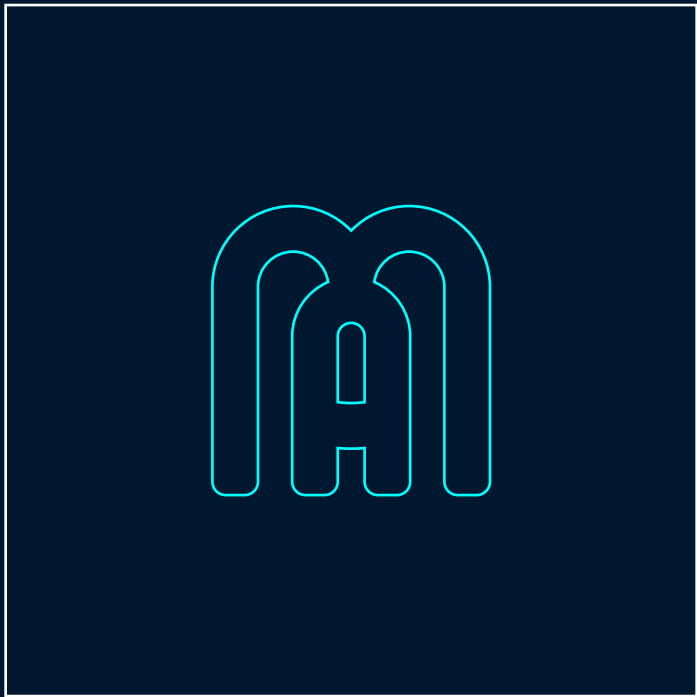


Half the logos in one colour and the other half of the logo icons in a different colour

PATTERN DON'TS

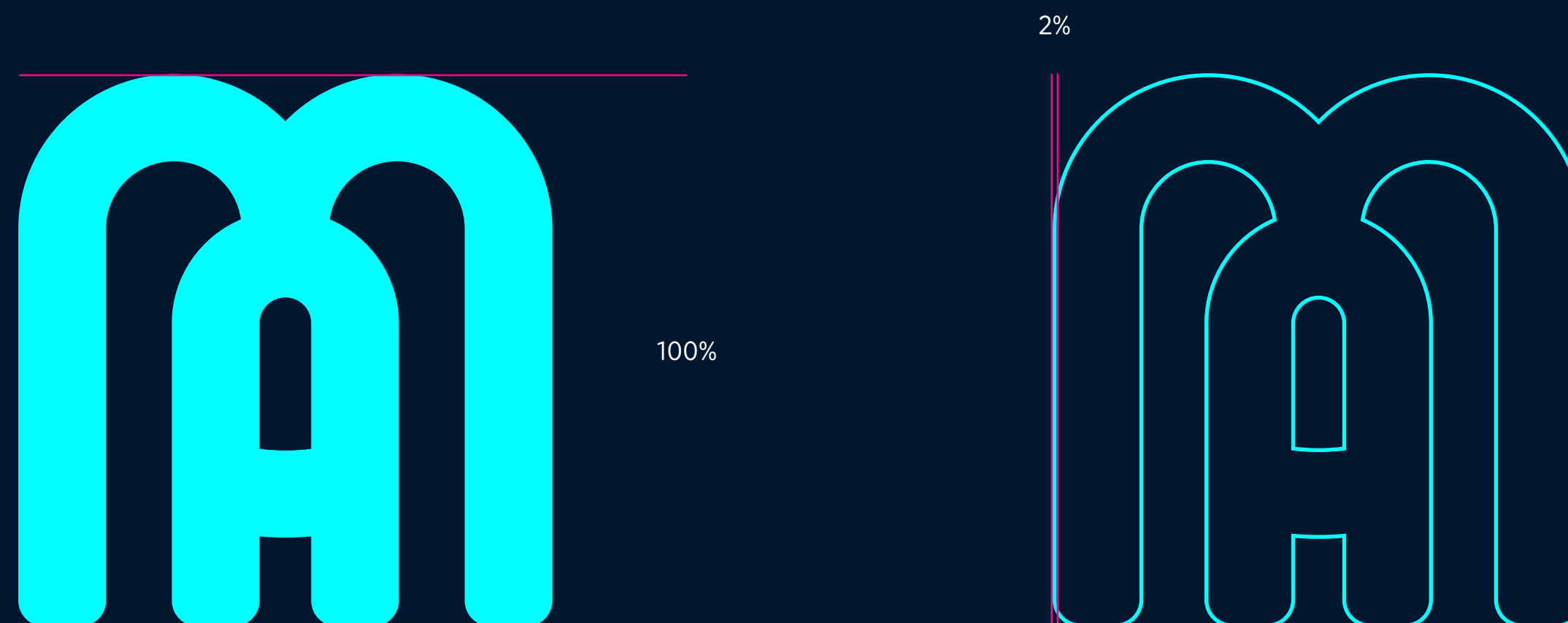


Logo icon as a full colour



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



Original



7/8x



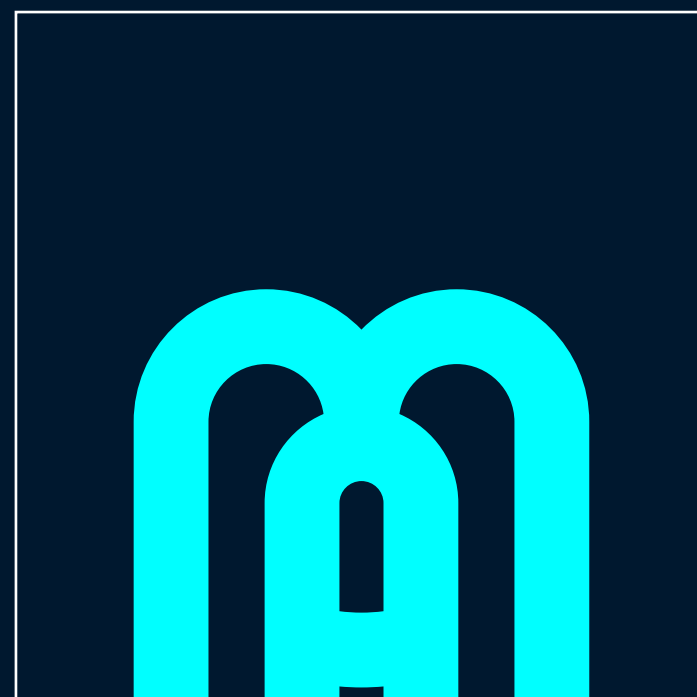
3/4x



1/2x

LOGO ICON CROP

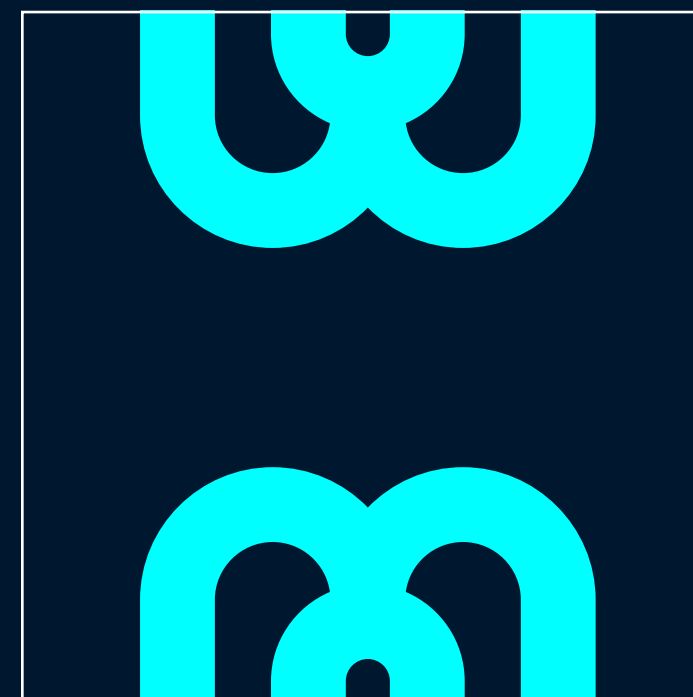
The logo icon may be cropped from the bottom of the icon. However, the crop may not be more than 1/2x of the original logo icon.



7/8x bottom boarder



3/4x bottom boarder



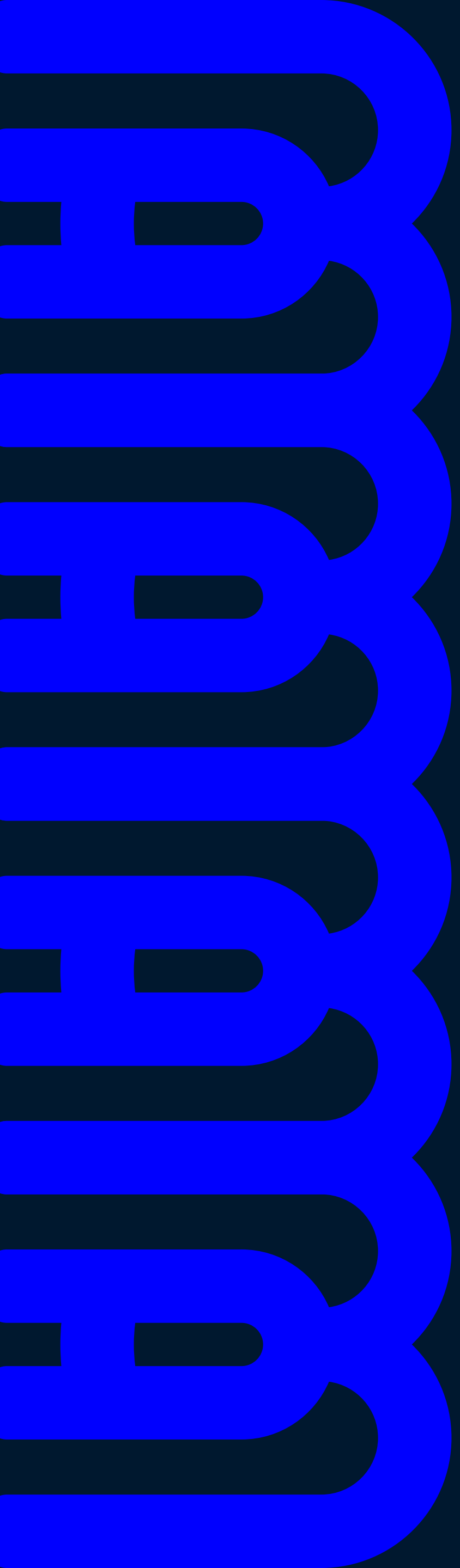
1/2x bottom and top boarders



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.



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.

