

South Africa Day - Brand Style Guide

Logo

Full Logo (Colour)



Full Logo (White)



Logo Icon



Typography

Headings

Montserrat ExtraBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890!?!#

Buttons

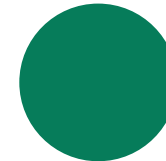
Montserrat SemiBold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890!?!#

Body Copy

Montserrat Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1234567890!?!#

Colour

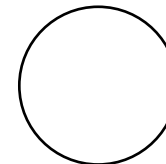
Primary Colours



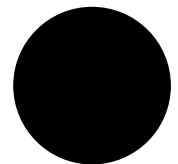
R : 6 | G : 124 | B : 90
#067C5A



R : 252 | G : 182 | B : 19
#FCB613



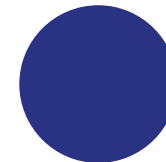
R : 255 | G : 255 | B : 255
#FFFFFF



R : 0 | G : 0 | B : 0
#000000

Text Colours

Secondary Colours



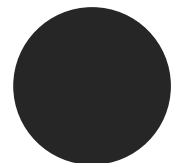
R : 42 | G : 50 | B : 132
#2A3284



R : 227 | G : 61 | B : 41
#E33D29



R : 213 | G : 214 | B : 213
#D5D6D5



R : 38 | G : 38 | B : 38
#262626

Textbox/Highlight Box Colours

South Africa Day - Photographic Style Guide

People

Images of people should always have the subject(s) in the foreground being the focus. Eye contact is important to engage more with viewers and make them feel “seen”



Activities

Images of activities should be more candid compared to images of people. These need to showcase people in action partaking in an event or project.



Locations

Photos of locations should showcase iconic architecture and infrastructure. These images will be useful when it comes to background images on the website, to create somewhat of a texture

