



Tel: +264 (0) 61 224 512
Address: Unit 8 Maxwell Park, Maxwell Street
Windhoek, Namibia

E.F. Rix (Member) - A. Bok (Member)
D/2015/0629

Index

1. Logo & colours
2. Fonts
3. Stationery
4. Print advertising (Plain Background)
5. Print advertising (Picture Background)
6. Billboard Advertising
7. Digital Advertising (Website Banners)
8. Digital Advertising (Motion Graphics)
9. Clothing Branding
10. Car Branding
11. Promotional Items

Corporate Identity Guidelines as of August 2015

1

The Logo

Namibia
WHISKY

FESTIVAL
est: 2016



Black



Black



White



Black



70%
 Pantone
 7503 c



Black



White



70%
 Pantone
 7503 c

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The CI Font

Century Gothic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Century Gothic Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Century Gothic Bold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Century Gothic Bold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

3

Stationary



Letterhead



Presentation Template



Business Cards

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Print Advertising (Plain Background)



Specifications

Plain text advertisements can use any text as long as it is written in the fonts specified. Any combination is allowed.

- Black bar constitutes 25% of the width / height.
- White constitutes 75% of width / height.
- Text on plain background to take up at least 40% of the available space.
- Text more than one line needs to be Center aligned.
- Text in 100% black or Gold (Pantone 7503 c).
- A gold bar (Pantone 7503c) no more than 5% of the black bar's width may appear on the side of the black bar.
- Logo to be centered in the black area vertically and horizontally.
- Logo may appear with or without background Graphic.
- On horizontal layout contact details appears center aligned and centered in black area.
- On Vertical Layout contact details appears center aligned and centered horizontally in a single line or multiple lines as needed.

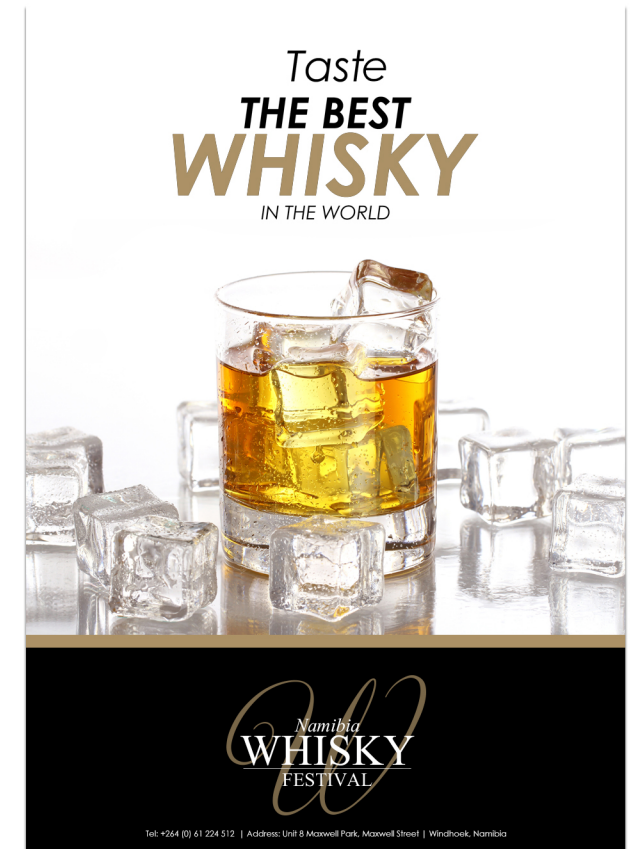
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Print Advertising (Picture Background)



Specifications

Picture advertisements can use any text as long as it is written in the fonts specified. Any combination is allowed.

- Black bar constitutes 25% of the width / height.
- White constitutes 75% of width / height.
- Image to be predominantly white, if possible, taking up no less than 50% of the available space. - Text more than one line needs to be center aligned.
- Text in 100% black or Gold (Pantone 7503 c).
- A gold bar (Pantone 7503c) no more then 5% of the black bar's width may appear on the side of the black bar.
- Logo to be centered in the black area vertically and horizontally.
- Logo may appear with or without background Graphic.
- On horizontal layout contact details appears center aligned and centered in black area.
- On Vertical Layout contact details appears center aligned and centered horizontally in a single line or multiple lines as needed.

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Print Advertising (Billboards)



Specifications

Any copy can be used as long as it is written in the fonts specified and is below five words. Any combination is allowed.

- Black bar constitutes 25% of the width / height.
- White constitutes 75% of width / height.
- Image to be predominantly white, if possible, taking up no less than 50% of the available space. - Text more than one line needs to be center aligned.
- Text in 100% black or Gold (Pantone 7503 c).
- A gold bar (Pantone 7503c) no more than 5% of the black bar's width may appear on the side of the black bar.
- Logo to be centered in the black area vertically and horizontally.
- Logo may appear with or without background Graphic.
- On horizontal layout contact details appears center aligned and centered in black area.
- On Vertical Layout contact details appears center aligned and centered horizontally in a single line or multiple lines as needed.

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Digital Advertising (Website Banners)



Tasting the best whisky

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Tasting the best whisky

Tel: +264 (0) 61 224 512

Tasting the best *whisky*



Namibia
WHISKY
FESTIVAL

Tel: +264 (0) 61 224 512

Specifications

Text can use any text as long as it is written in the fonts specified. Any combination is allowed.

- Black bar constitutes 25% of the width / height.
- White constitutes 75% of width / height.
- Text on plain background to take up at least 40% of the available space.
- Text more than one line needs to be center aligned.
- Text in 100% black or Gold (Pantone 7503 c).
- A gold bar (Pantone 7503c) no more than 5% of the black bar's width may appear on the side of the black bar.
- Image to be predominantly white, if possible, taking up no less than 50% of the available space.
- Logo to be centered in the black area vertically and horizontally.
- Logo may appear with or without background Graphic.
- On horizontal layout contact details appears underneath text at 30% text size (only larger if visibility becomes an issue).
- On Vertical Layout contact details appears center aligned and centered horizontally in a single line or multiple lines as needed.

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Digital Advertising (Motion Graphics)



Specifications

Text can use any text as long as it is written in the fonts specified. Any combination is allowed.

- Black bar can animate in up to but not exceeding 25% of the width / height.
- White constitutes 75% of width / height.
- Text on plain background to take up at least 40% of the available space. Can animate in any way desired.
- Text more than one line needs to be center aligned.
- Text in 100% black or Gold (Pantone 7503 c).
- A gold bar (Pantone 7503c) no more then 5% of the black bar's width may appear on the side of the black bar.
- If image is used it should be predominantly white, if possible, taking up no less than 50% of the available space. Can animate in, in any desired way.
- Logo to be centered in the black area vertically and horizontally. Fade in ONLY.
- Logo may appear with or without background Graphic. Graphic may fade in at the same time or up to 1 second after the main logo, never later.
- Contact details to fade in underneath logo, 1 second after logo and or graphic has finished transitioning.
- Motion Graphic ends by black bar scaling to 100% width/height.
- Logo and contact details fade out ONLY.

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Clothing Branding



Specifications

Branding of clothing to be on White and /or Black shirts only.

- The logo is to appear over the left breast.
- The logo may appear with or without the background graphic

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Car Branding



Specifications

Branding of Cars to be on White and /or Black cars only.

- The logo may appear with or without the background graphic
- If the car is white, black wrap to account for no more than 50% of car surface.
- If car is black, white wrap to account for no more than 50% of car surface.
- if the car is white, contact details to appear in the white area.
- if the car is black, contact details to appear in the black area.
- Social media icons to appear in either black or white as indicated.

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Promotional Items



Specifications

Promotional items to be White and /or Black, where possible, only.

- Promotional Items to include the logo in either black or white, as appropriate.
- Logo can be used with or without background graphic.
- Sand blasting is permissible, where appropriate.



Namibia Whisky Festival

Advertising Guidelines

2015

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