

Cape Town International Convention Centre Corporate Identity Guidelines

A quick reference tool for anyone
working with the CTICC brand

CTICC



C O R P O R A T E
I D E N T I T Y

If your communications involve the CTICC brand in any way, this document is for you.

A corporate identity is a highly important and very valuable asset for any business. Protecting that identity and ensuring that it is used correctly and consistently is an ongoing investment into the growth of the brand and its reputation.

While not intended to be a comprehensive corporate identity manual, this quick reference guide outlines the standards and requirements for our logos, fonts and colours on all visual communications or designs that involve the CTICC brand.

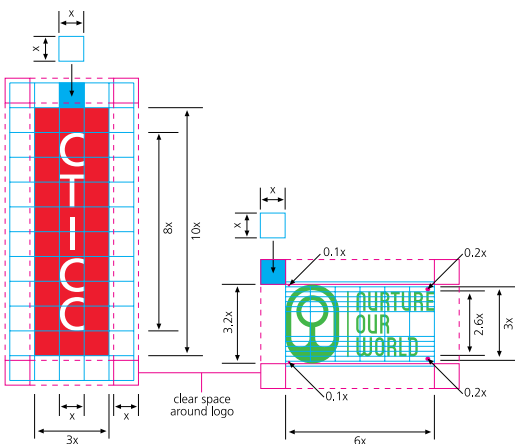
Please familiarise yourself with the content of this document and check any communications that you produce against the guidelines before presenting them for approval, printing or client engagement.

The CTICC marketing team

THE PRIMARY LOGO

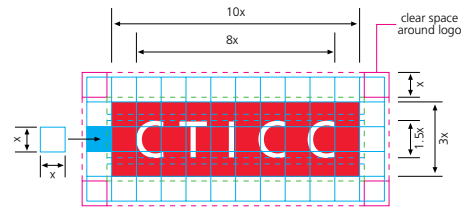
The CTICC primary logo is the vertical red tab, and the ratio has been created in proportion width to height (3:10). The text within the logo has been crafted to fit within these proportions. It is a bespoke logo and should never be recreated. The logo should always be scaled up or down proportionately. **The smallest the logo can scale down to is 5mm in width.**

Nurture Our World (NOW) is a vital element of the CTICC brand and signifies the centre's commitment to building a better, more sustainable future for all. As such, the NOW logo is a vital and valuable component of the CTICC corporate identity and must be treated with the respect and uniformity it deserves, and always accompany the CTICC logo in all visual communications. The size of the NOW logo is never more than double the width of the CTICC primary logo. **The smallest the NOW logo can scale down to is 10mm in width.**



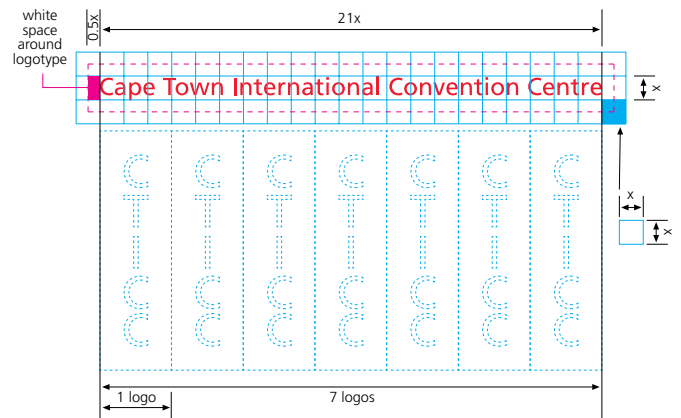
THE SECONDARY LOGO

The CTICC secondary logo is the horizontal red tab, and the ratio has been created in proportion height to width (3:10). This logo is only to be used if the primary logo cannot be used due to layout limitations. The text within the logo has been crafted to fit within these proportions. It is a bespoke logo and should never be recreated. The logo should always be scaled up or down proportionately.

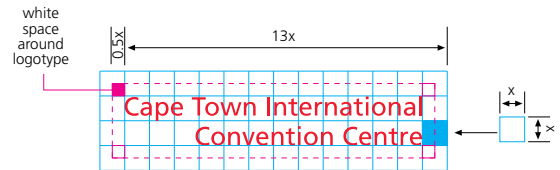


THE LOGOTYPE

The CTICC logotype is created in proportion to the horizontal red tab logo, with the width being the length of 7 logos. It has been crafted to fit within these proportions and is therefore bespoke, and should never be recreated. The logotype should always be scaled up or down proportionately. Where possible the logotype should always appear near or on the same face as the logo.



When the logotype is too wide for the application (such as a business card), it can be split into two lines. Type alignment can either be left, centred or right as shown below.



WHAT NOT TO DO

The various configurations of the logo shown below are **not acceptable** in terms of the CTICC corporate identity guide. When in doubt always obtain the master artwork of the logo from a brand representative. **DO NOT RECREATE THE LOGO!**



Do not squash the logo out of proportion.



Do not stretch the logo out of proportion.



Do not rotate the vertical logo.



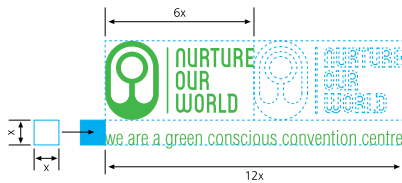
Do not change the colour of the logo.



Do not change the font within the logo.

THE NURTURE OUR WORLD LOGO DESCRIPTOR

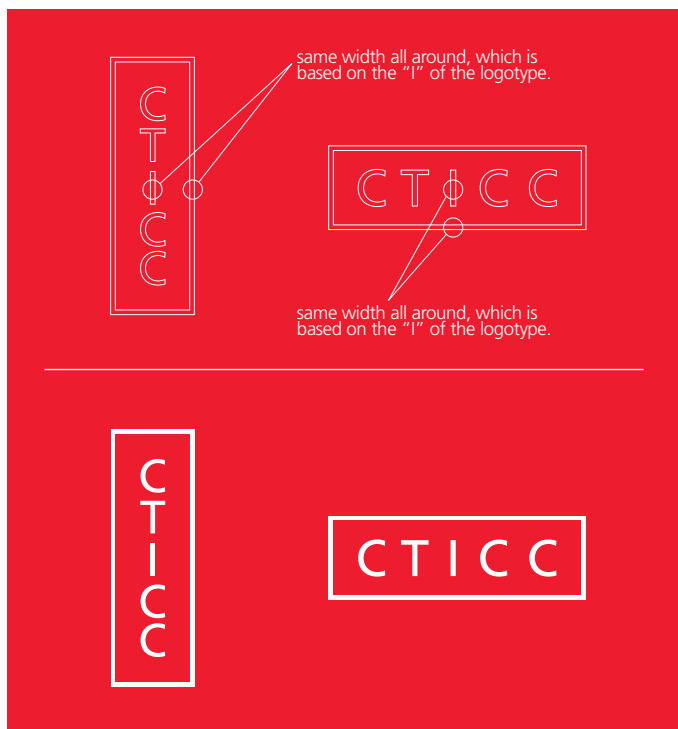
The NOW logo should always be used with the descriptor below it. The descriptor is twice the length of the logo itself. The text within this design has been crafted to fit within this proportion. It is a bespoke logo and should never be recreated. The logo and descriptor should always be scaled proportionately.



PRIMARY APPLICATION ON A RED BACKGROUND

In certain instances, the primary and secondary logo will appear on a solid red background. When this happens a white border needs to be created around the logo tab. The width, all around, of this border must be the same width of the "I" of the logotype.

These logos must never appear with a white border or any other colour border when placed on any other colour background.



SECONDARY APPLICATION

In certain instances, e.g. black and white documents, all the brand logos will, of necessity, be used in black and white (or grayscale). In such cases, the same standards apply as per the primary grid structure.

When all the logos are used against a white background, they are applied as 100% black. When the primary and secondary are used against a black background, the tab is applied in white and the logotype is reversed out in black. The other logos are all reversed out in white.



we are a green conscious convention centre

Cape Town International Convention Centre

Cape Town International
Convention Centre



WHAT NOT TO DO

The various configurations of the NOW logo shown below are **not acceptable** in terms of the CTICC corporate identity guide. When in doubt always obtain the master artwork of the logo from a brand representative. **DO NOT RECREATE THE LOGO!**



Do not squash the logo out of proportion.



Do not stretch the logo out of proportion.



Do not reconfigure the logo elements.



Do not change the colour of the logo.



Do not change the logo or descriptor font.

CORPORATE FONTS

One of the most important things about creating a brand is making sure everything is cohesive. What's of extreme importance is the look of a brand. In order to make sure this stays consistent, brands should utilise a minimum selection of fonts, and then only use these font families within all communication.

Primary fonts

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Frutiger Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Frutiger Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Frutiger Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

PC fonts

Corbel Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Corbel Bold





ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()

Frutiger and Century Gothic are our primary fonts (typefaces) in various weights (font family). These fonts are to be used as body copy and headings, etc. on all material from corporate stationery to signage and marketing collateral. When working on a PC, replace the Frutiger family with Corbel (regular or bold). Century Gothic is a cross-platform font – so it is available on all PCs.




CORPORATE COLOURS

Brands and colour are inextricably linked because colour offers an instantaneous method for conveying meaning and message without words. Colour is the visual component people remember most about a brand followed closely by shapes and symbols. So it is vitally important to utilise the corporate colours correctly in all communication.

Primary palette

	Pantone 485 C (coated) & Pantone 485 U (uncoated) CMYK – 0% Cyan, 100% Magenta, 91% Yellow, 0% Black RGB – 226 Red, 8 Green, 30 Blue
	Pantone 432 C (coated) & Pantone 432 U (uncoated) CMYK – 23% Cyan, 0% Magenta, 0% Yellow, 79% Black RGB – 46 Red, 53 Green, 56 Blue
	Pantone Process Black C & Pantone Process Black U CMYK – 0% Cyan, 0% Magenta, 0% Yellow, 100% Black RGB – 0 Red, 0 Green, 0 Blue
	Pantone 362 C (coated) & Pantone 361 U (uncoated) CMYK – 73% Cyan, 0% Magenta, 100% Yellow, 0% Black RGB – 40 Red, 150 Green, 43 Blue

Secondary palette

	Pantone 116 C (coated) & Pantone 108 U (uncoated) CMYK – 0% Cyan, 20% Magenta, 100% Yellow, 0% Black RGB – 254 Red, 192 Green, 0 Blue
	Pantone 152 C (coated) & Pantone 144 U (uncoated) CMYK – 0% Cyan, 60% Magenta, 100% Yellow, 0% Black RGB – 236 Red, 107 Green, 16 Blue
	Pantone 877 C (coated) & Pantone 877 U (uncoated) CMYK – 0% Cyan, 0% Magenta, 0% Yellow, 40% Black RGB – 128 Red, 128 Green, 128 Blue

There are three methods of achieving our corporate colours. There is the Pantone colour itself, the CMYK breakdown (cyan, magenta, yellow and black) and RGB. Depending on the type of document you are creating or the printing method you will use to produce it, each of these is preferred for different applications:

- **Pantones** (spot colours) are best suited when printing a single or two-colour job (silkscreen or litho) such as corporate stationery.
- **CMYK** is the preferred colour method for the printing of full colour products (litho or digital) like brochures or Annual Reports.
- The **RGB** colour is preferred if you are creating an electronic document on a PC, such as a PowerPoint presentation or a Word file. RGB colours are always used for digital design.

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