



a world class African city



Joburg | Market

City of Johannesburg
 Joburg Market
 Corporate Identity Guidelines

2014

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T-shirts

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Long sleeve shirts

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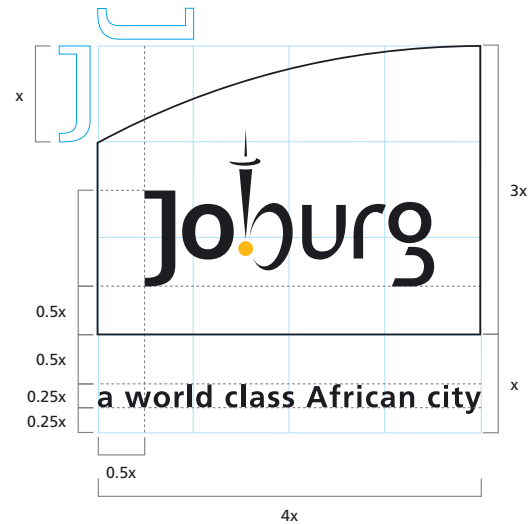
Blazers

Soccer kits

Cap, scarves and ties

Primary elements

Logo construction Master



a world class African city

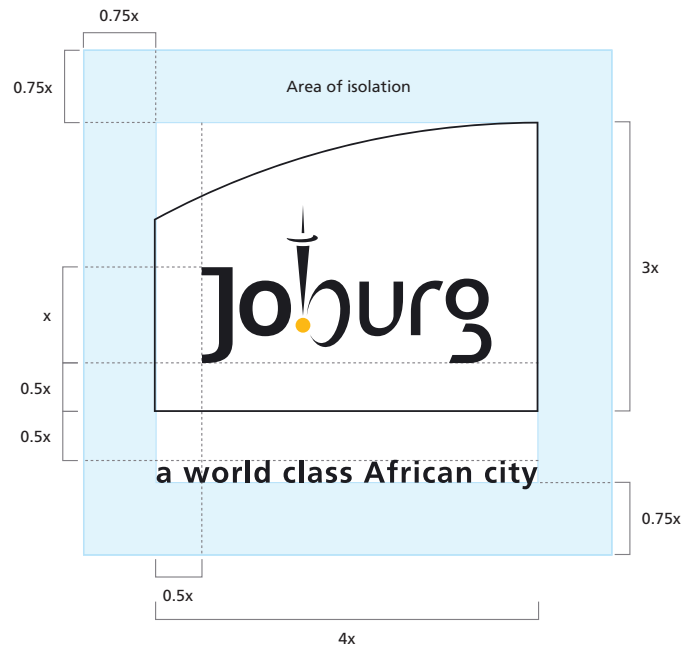
Our logo is our unique mark and differentiates us from other large cities the world over. Correct usage ensures protection. When presented consistently, our logo ensures that we are always recognised.

The City of Johannesburg logo is the single most important visual representation of the Joburg brand. In no way may the identity be altered or distorted. The identity will never appear without its new holding shape, and the holding shape background colour will always be white. Where the holding shape appears on a white background, a black outline defines the holding shape.

Area of isolation Master

Nothing should ever interfere with the “area of isolation” as it assists in creating comfortable clear space, or breathing space around our logo.

Minimum identity sizes apply to all print and electronic applications.



a world class African city

22mm

*minimum identity size with
positioning statement*

Joburg colour palette Primary



Golden Yellow

Pantone 130 C

Cyan	0%
Magenta	35%
Yellow	100%
Black	0%

R	230
G	176
B	0

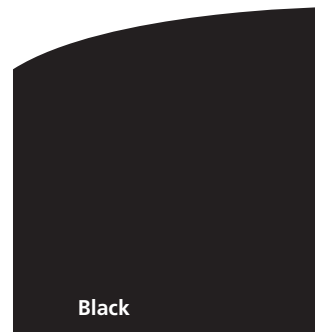


Grey

Pantone 405 C

Cyan	0%
Magenta	0%
Yellow	15%
Black	80%

R	100
G	90
B	80



Black

Pantone BLACK C

Cyan	0%
Magenta	0%
Yellow	0%
Black	100%

R	0
G	0
B	0

These specific colour values must be adhered to when reproducing the identity or any collateral element. The colour breakdown includes: spot colour reference, CMYK breakdown (for lithographic printing) and RGB breakdown (for electronic usage).

The new 'Golden Yellow' (Pantone 130 C) colour has been chosen for its strength, radiance and vibrancy. Pantone 130 C is warm and inviting, reminiscent of the African sunshine, it does the same in process colour as well as spot colours what the metallic gold could only do in spot colours. Pantone 130 C is a strong accent colour to the 'Joburg' black and is 100% achievable in process colour (CMYK).

A new Grey (Pantone 405 C) has been chosen to replace Pantone 431 C. Pantone 405 C is a warmer grey which accents the Black and Pantone 130 C perfectly to allow all collateral to feel warmer and more inviting.

Tints of the primary colour palette may be used.



Highveld Olive

Pantone 4505 C

Cyan	10%
Magenta	20%
Yellow	80%
Black	45%

R	149
G	135
B	77

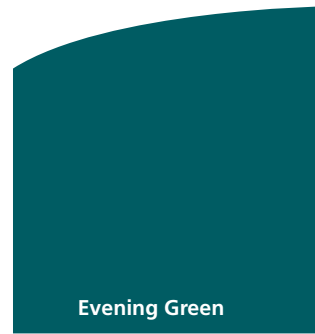


African Turquoise

Pantone 563 C

Cyan	60%
Magenta	0%
Yellow	35%
Black	0%

R	137
G	138
B	178

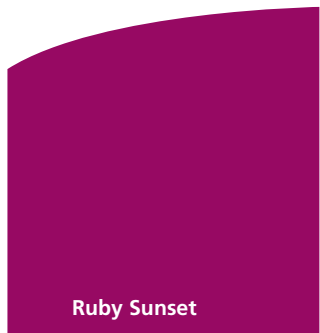


Evening Green

Pantone 5473 C

Cyan	90%
Magenta	0%
Yellow	30%
Black	60%

R	54
G	98
B	109

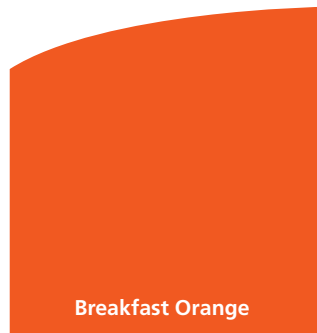


Ruby Sunset

Pantone 221 C

Cyan	25%
Magenta	100%
Yellow	15%
Black	25%

R	127
G	0
B	74



Breakfast Orange

Pantone 173 C

Cyan	0%
Magenta	80%
Yellow	100%
Black	0%

R	187
G	71
B	34

Joburg colour palette Secondary

These specific colour values must be adhered to when reproducing the identity or collateral element. The colour breakdown includes: spot colour reference, CMYK breakdown (for lithographic printing) and RGB breakdown (for electronic usage).

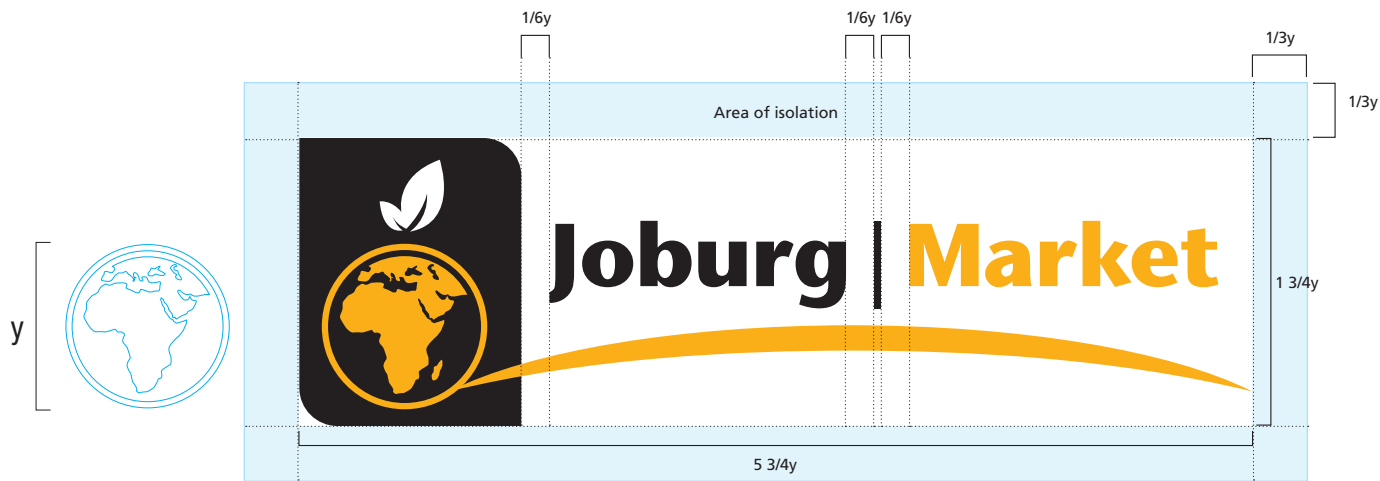
Tints of the secondary colour palette may be used:

Guidelines

- There may be times when you wish to use more than just the primary colour palette.
- A secondary colour palette has been selected to complement the primary colours.
- You may use any of the secondary colours (and even tints thereof) to any of the primary colours, but the primary colour **MUST** always occupy a minimum of 70% of the area, and the secondary colour **NO MORE** than 30% of the area of whatever element you are applying colour to.

Logo construction Joburg Market

The logo plays a major role in the building of Joburg Market's image. It is our unique mark, differentiating us from other organisations the world over, and aligning us with the Joburg brand. It is the visual reference by which we are known and recognised and is as important as an individual's signature.



34mm

Minimum identity size



2 colour or full colour



1 colour



Reversed

Logo construction

Joburg Market
Logo application

Here are a number of different logo versions, demonstrating the possible use of the logo on coloured backgrounds.

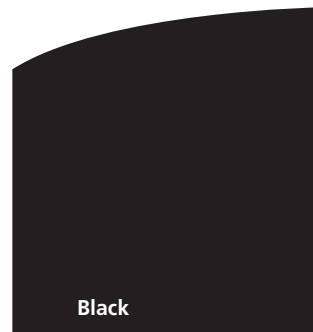
Joburg Market colour palette Primary



Pantone 130 C

Cyan	0%
Magenta	35%
Yellow	100%
Black	0%

R	230
G	176
B	0



Pantone BLACK C

Cyan	0%
Magenta	0%
Yellow	0%
Black	100%

R	0
G	0
B	0

These specific colour values must be adhered to when reproducing the identity of any collateral element. The colour breakdown includes: spot colour reference, CMYK breakdown (for lithographic printing) and RGB breakdown (for electronic usage).

Tints of the secondary colour palette may be used.



JM red

Pantone 186 C

Cyan	10%
Magenta	100%
Yellow	100%
Black	0%

R	218
G	33
B	40



JM pink

Pantone 213 C

Cyan	0%
Magenta	90%
Yellow	10%
Black	0%

R	238
G	61
B	138

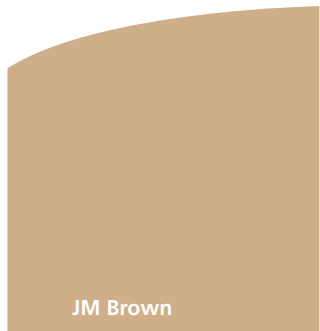


JM purple

Pantone 2583 C

Cyan	45%
Magenta	70%
Yellow	0%
Black	0%

R	150
G	101
B	170



JM Brown

Pantone 4665 C

Cyan	20%
Magenta	30%
Yellow	48%
Black	0%

R	206
G	175
B	139



JM green

Pantone 376 C

Cyan	56%
Magenta	0%
Yellow	98%
Black	0%

R	125
G	194
B	69

Joburg Market colour palette Secondary

These specific colour values must be adhered to when reproducing the identity or collateral element. The colour breakdown includes: spot colour reference, CMYK breakdown (for lithographic printing) and RGB breakdown (for electronic usage).

Tints of the secondary colour palette may be used.

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger 45 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger 55 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger 55 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger 65 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Fonts

Primary

Print

Typography creates an important visual distinction for our brand and allows us to be instantly recognised.

The Frutiger family is to be used for all printed collateral.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Fonts

Secondary

Electronic

In instances where it is not possible to use the Frutiger family, the Arial family may be used as an alternative.

For electronic applications the Arial family may also be used in addition to the Frutiger family.

The Arial family is mainly used for the internal generation of items, be it, presentations, letters, faxes and the like.

Literature – Cover

Main Heading

Secondary Heading

Tertiary Heading

Literature – Inside Spreads/Copy

Main Heading

Secondary Heading

Iberuptassim videl iur, quistorat excesti busdae sectecepel moluptus alisi dempell aboreratus, eicienduciis sam etur, officiliciis doles eos consequos magnimi, alitis magnihiciis ea nem etum ra doluptiati re nihici coreris cienis si as dolorum enem hit, conesto taquissum acere re offic tem fuga. Et im id excessum que ipsaped magnis et a volupta estrumqui dolut que por serum serspianis sedi deruptati to que sequi ute nostiur ad ulliant, sequi il ipsanduciis quatempedis ut omnimusdaes inveniet doluptate cone voluptiam aut pere escipis everfere qui dolentur ad quuntem volorro odit, si necae sinciis et occus quam quide ma comnihiciis sitium niscidem inverna temolor atur aut am dit quiduciet perferu mquunt, cor sit, esto omnisquo con pere eatintioem.

Typographic hierarchy

This hierarchy serves as a guideline with which to determine the style and relationship of size, leading and kerning between headings, sub-headings and body copy.

All type should be in upper and lower case, ranged left, ragged right.

These sizes and styles are only a guide to common text applications and may need to be adjusted according to the copy length or other requirements.

Cover

Main Heading: Frutiger 55 Roman 20pt,
130% leading, 5 kerning

Secondary Heading: Frutiger 55 Roman 15pt
130% leading, 5 kerning

Tertiary Heading: Frutiger 45 Light 12pt
145% leading, 5 kerning

Inside spreads

Main Heading: Frutiger 45 Light 18pt
130% leading, 0 kerning

Secondary Heading: Frutiger 65 Bold 10pt
130% leading, 0 kerning

Body Copy: Frutiger 45 Light 9pt
130% leading, 0 kerning

Master Identity



Regional Descriptor



Region



Co-branding/
Endorsee Branding



Multiple Co-branding/
Endorsed Branding



Brand architecture

The architecture is a consistent means of associating the City of Johannesburg with any other branded identity, or serving as an endorsement to any other branded entity.

The City of Johannesburg's identity architecture has three specific defined relationships:

1. The association with any descriptor
2. The association with any other single identity – whether the intention is to co-brand or to serve as an endorsement
3. The association with more than one other identity – whether the intention is to co-brand or to serve as an endorsement

The architectural system has been kept clean and simple to allow it to be easily understood and implemented.

Master Identity



a world class African city

Regional Descriptor



a world class African city

Region



Co-branding/
Endorsee Branding



a world class African city



Multiple Co-branding/
Endorsed Branding



a world class African city



Brand architecture

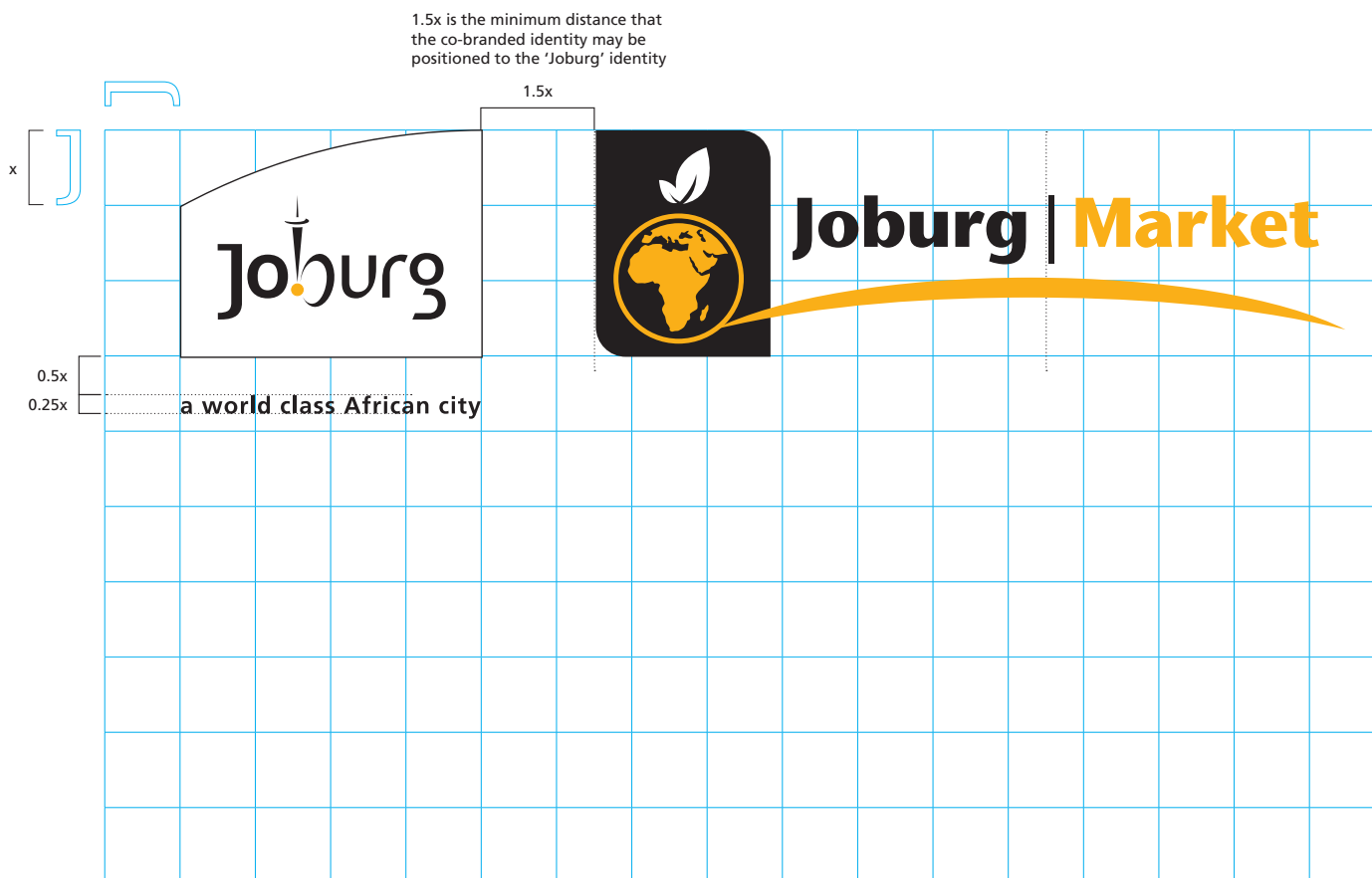
The architecture is a consistent means of associating the City of Johannesburg with any other branded identity, or serving as an endorsement to any other branded entity.

The City of Johannesburg's identity architecture has three specific defined relationships:

1. The association with any descriptor
2. The association with any other single identity – whether the intention is to co-brand or to serve as an endorsement
3. The association with more than one other identity – whether the intention is to co-brand or to serve as an endorsement

The architectural system has been kept clean and simple to allow it to be easily understood and implemented.

Refer to the "Logo Construction" page for the correct logo and positioning statement relationship.



Brand architecture

Co-branding

Co-branding/endorsed logos have a unique size and position relationship to the City of Joburg logo.

All logos should have an optical equal weighting. Co-branded/endorsed logos which are acutely vertical/horizontal in shape might need to exceed the grid lines indicated.

Consult the City's Marketing Department for approval if this circumstance should arise.

Follow the guidelines indicated.

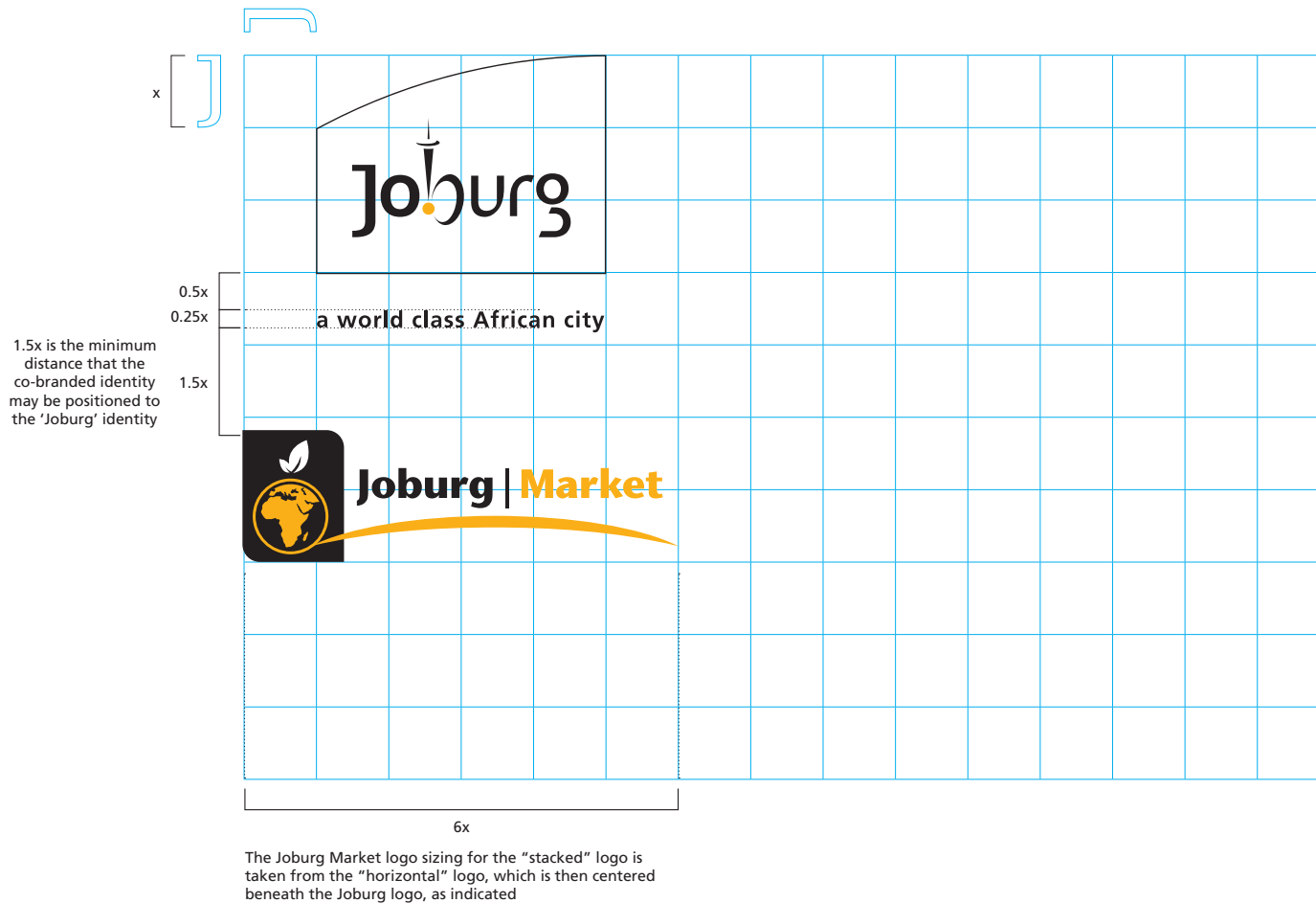
Brand architecture Co-branding

Co-branding/endorsed logos have a unique size and position relationship to the City of Joburg logo.

All logos should have an optical equal weighting. Co-branded/endorsed logos which are acutely vertical/horizontal in shape might need to exceed the grid lines indicated.

Consult the City's Marketing Department for approval if this circumstance should arise.

Follow the guidelines indicated.





Brand architecture

Co-branding/endorsed (multiple) with positioning statement


Co-branding/endorsed logos have a unique size and position relationship to the City of Joburg logo.

All logos should have an optical equal weighting. Co-branded/endorsed logos which are acutely vertical/horizontal in shape might need to exceed the grid lines indicated.

Consult the City's Marketing Department for approval if this circumstance should arise.

Follow the guidelines indicated.

Layout

		City of Johannesburg Department	
1st Floor A Block Metropolitan Centre 158 Lombard Street Braamfontein		PO Box 10461 Johannesburg South Africa 2100	
Tel +27(0) 11 407 7956 Fax +27(0) 11 403 1372 www.joburg.org.za			
The Company Name Street Address Suburb Code City Country Dear Mr Other		10 December 2014	
Subject heading here			
Equatest assero quo quam, sundis et fuga. Aceat acit, adiam accust, nis vendi dolenis dolori dem. It a dolo magniti conseqe pa dit pro blaunt aut que nihit eumquae sintin evel es mo volorios aliquos mod most quatis ex ex ea ducides ressinient vendebis explam rem andit ea voluptur aut arias nihillate vitatur ername vlores is sequidiam commianti sapitat empore prat lam quibus ut fugia quam rati raeris aut qui blabo. Udgendunt apero tet lic tem et dio. Nam quae necuscia nis natur sinus, coremqui ut iunt que sam, quam, sam que modit qui quis a corro qui in repelibus, ut fugitio tet experup tiisit minimendae noneseque rem imaiore nos dicea. Itaturibus et litatus, te nis electur, quam fugiaicil illore lab id most pro ea conse seque lit, non nobit autem. eos dolupta tectiur eperunt. Nobit, que mi, odis minvenis quam erunt. Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus.			
Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus ipsunt quam quatus eseria.			
Yours sincerely Name Job Title Department Direct Telephone Direct Facsimile Direct@email.co.za Cell phone no.			
Non-Executive Directors: Ms Nompumelelo Mporofu (Chairperson); Ms Nadira Singh; Mx-Matome Morokolo; Mr. Samuel Mafada; Mr. Terry Betsane; Dr Dorothy Sekhukhune; Ms Shelley Childs; Dr Ethel Zulu Chief Executive Officer: Ms Simangaliso Sibiya; Chief Financial Officer: Mr. Bafana Dhlamini Auditors: Auditor General Registration Number: 2000/025383/07			

Equatest assero quo quam, sundis et fuga. Aceat acit, adiam accust, nis vendi dolenis dolori dem. It a dolo magniti conseqe pa dit pro blaunt aut que nihit eumquae sintin evel es mo volorios aliquos mod most quatis ex ex ea ducides ressinient vendebis explam rem andit ea voluptur aut arias nihillate vitatur ername vlores is sequidiam commianti sapitat empore prat lam quibus ut fugia quam rati raeris aut qui blabo. Udgendunt apero tet lic tem et dio. Nam quae necuscia nis natur sinus, coremqui ut iunt que sam, quam, sam que modit qui quis a corro qui in repelibus, ut fugitio tet experup tiisit minimendae noneseque rem imaiore nos dicea. Itaturibus et litatus, te nis electur, quam fugiaicil illore lab id most pro ea conse seque lit, non nobit autem. eos dolupta tectiur eperunt. Nobit, que mi, odis minvenis quam erunt. Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus.			
Equatest assero quo quam, sundis et fuga. Aceat acit, adiam accust, nis vendi dolenis dolori dem. It a dolo magniti conseqe pa dit pro blaunt aut que nihit eumquae sintin evel es mo volorios aliquos mod most quatis ex ex ea ducides ressinient vendebis explam rem andit ea voluptur aut arias nihillate vitatur ername vlores is sequidiam commianti sapitat empore prat lam quibus ut fugia quam rati raeris aut qui blabo. Udgendunt apero tet lic tem et dio. Nam quae necuscia nis natur sinus, coremqui ut iunt que sam, quam, sam que modit qui quis a corro qui in repelibus, ut fugitio tet experup tiisit minimendae noneseque rem imaiore nos dicea. Itaturibus et litatus, te nis electur, quam fugiaicil illore lab id most pro ea conse seque lit, non nobit autem. eos dolupta tectiur eperunt. Nobit, que mi, odis minvenis quam erunt. Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus.			
Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus ipsunt quam quatus eseria.			
Yours sincerely Name Job Title Department Direct Telephone Direct Facsimile Direct@email.co.za Cell phone no.			

Stationery Co-branding Letterhead/continuation A4 (print)

The Master Identity is to be printed with the 3 specified spot-colours and relevant co-branded colour specifications. The Master logo always appears in the upper left hand corner with the co-branding to the right of it at the specified distance (see "Brand architecture, co-branding/endorsed" page).

The continuation sheet is blank.


Typography

- City of Johannesburg:** Frutiger 65 Bold 7pt
110% leading, 5 kerning
- Department:** Frutiger 55 Roman 7pt,
110% leading, 5 kerning
- Company Details:** Frutiger 45 Light 6.5pt,
110% leading, 5 kerning
- Tel/Fax Numerals:** Frutiger 45 Light 6.5pt
110% leading, 5 kerning
- Web Address:** Frutiger 55 Roman 6.5pt,
110% leading, 5 kerning
- Body text (letter):** Arial 12pt, 120% leading

Layout

- Top margin:** 3/12 from top of page
- Left margin:** 3/48 from left of page
- Right margin:** 3/48 from right of page
- Bottom margin:** 3/48 from bottom of page
- Paper**

Stock: African Dream, white, 90gsm

		City of Johannesburg Department	
1st Floor A Block Metropolitan Centre 158 Lowday Street Braamfontein		PO Box 10491 Johannesburg South Africa 2100	
Tel +27(0) 11 407 7956 Fax +27(0) 11 403 1372 www.joburg.org.za			
The Company Name Street Address Suburb Code City Country Dear Mr Other		10 December 2014	
Subject heading here			
Equatest asserro quo quam, sundis et fuga. Aceat acit, adiam accus, nis vendi dolenis dolori dem. It a dolo magniti conseque pa dit pro blaut aut que nihit eumquae sintin evel es mo volorios aliquos mod most quatis ex ex ea ducides ressinient vendebis explam rem andit ea voluptur aut arias nihillate vitatur ername vlores is sequidiam commianti sapitat empore prat lam quibus ut fugia quam rati raeris aut qui blabo. Udigendunt apero tet lic tem et dio. Nam quae necuscia nis natur sinus, coremqui ut iunt que sam, quam, sam que modit qui quis a corro qui in repelibus, ut fugitio tet experup tiisit minimendae noneseque rem imaiore nos dicea. Itaturibus et litatus, te nis electur, quam fugiaicil illore lab id most pro ea conse seque lit, non nobit autem. eos dolupta tectiur eperunt. Nobit, que mi, odis minvenis quam erunt. Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus.			
Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus ipsunt quam quatus eseria.			
Yours sincerely Name Job Title Department Direct Telephone Direct Facsimile Direct@email.co.za Cell phone no.			
Non-Executive Directors: Ms Nompumelelo Mporofu (Chairperson); Ms Nadira Singh; Mx-Matome Morokolo; Mr. Samuel Mafada; Mr. Terry Betsane; Dr Dorothy Sekhukhune; Ms Shelley Childs; Dr Ethel Zulu Chief Executive Officer: Ms Simangaliso Sibiya; Chief Financial Officer: Mr. Bafana Dhlamini Auditors: Auditor General Registration Number: 2000/025383/07			

Equatest asserro quo quam, sundis et fuga. Aceat acit, adiam accus, nis vendi dolenis dolori dem. It a dolo magniti conseque pa dit pro blaut aut que nihit eumquae sintin evel es mo volorios aliquos mod most quatis ex ex ea ducides ressinient vendebis explam rem andit ea voluptur aut arias nihillate vitatur ername vlores is sequidiam commianti sapitat empore prat lam quibus ut fugia quam rati raeris aut qui blabo. Udigendunt apero tet lic tem et dio. Nam quae necuscia nis natur sinus, coremqui ut iunt que sam, quam, sam que modit qui quis a corro qui in repelibus, ut fugitio tet experup tiisit minimendae noneseque rem imaiore nos dicea. Itaturibus et litatus, te nis electur, quam fugiaicil illore lab id most pro ea conse seque lit, non nobit autem. eos dolupta tectiur eperunt. Nobit, que mi, odis minvenis quam erunt. Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus.			
Us et laboribus am, solores assi cone situm et, ullictem quam iumqui sam, voluptatem. Et et ut pro occum etusdan ditibus ipsunt quam quatus eseria.			
Yours sincerely Name Job Title Department Direct Telephone Direct Facsimile Direct@email.co.za Cell phone no.			

Stationery Co-branding Letterhead/continuation A4 (electronic)

The Master Identity is to be printed with the 3 specified spot-colours and relevant co-branded colour specifications. The Master logo always appears in the upper left hand corner with the co-branding to the right of it at the specified distance (see "Brand architecture, co-branding/endorsed" page).

The continuation sheet is blank.

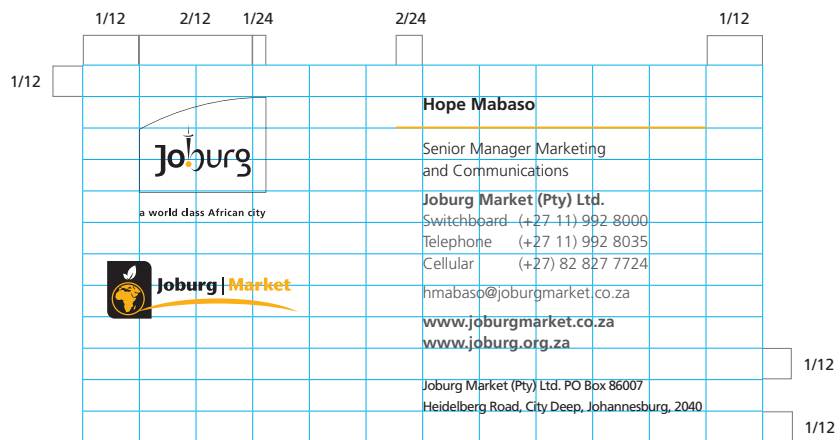
Typography

- City of Johannesburg: Frutiger 65 Bold 7pt
110% leading, 5 kerning
- Department: Frutiger 55 Roman 7pt,
110% leading, 5 kerning
- Company Details: Frutiger 45 Light 6.5pt,
110% leading, 5 kerning
- Tel/Fax Numerals: Frutiger 45 Light 6.5pt
110% leading, 5 kerning
- Web Address: Frutiger 55 Roman 6.5pt,
110% leading, 5 kerning
- Body text (letter): Arial 12pt, 120% leading

Layout

- Top margin: 3/12 from top of page
- Left margin: 3/48 from left of page
- Right margin: 3/48 from right of page
- Bottom margin: 3/48 from bottom of page

Paper
Stock: African Dream, white, 90gsm



Stationery

Co-branding

Business card (one sided print)

Typography

Name: Frutiger 55 Bold 6.5pt
100% leading, 2 kerning

Title: Frutiger 45 Light 6pt
100% leading, 2 kerning

Joburg Market: Frutiger 45 Light 6pt

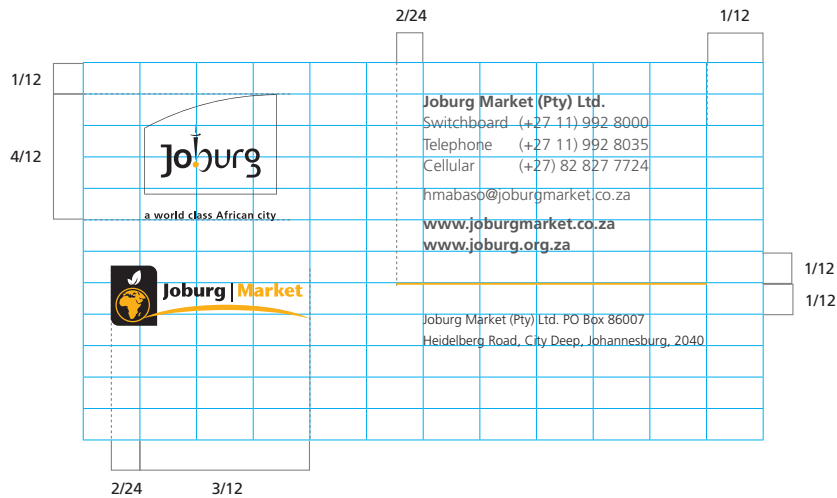
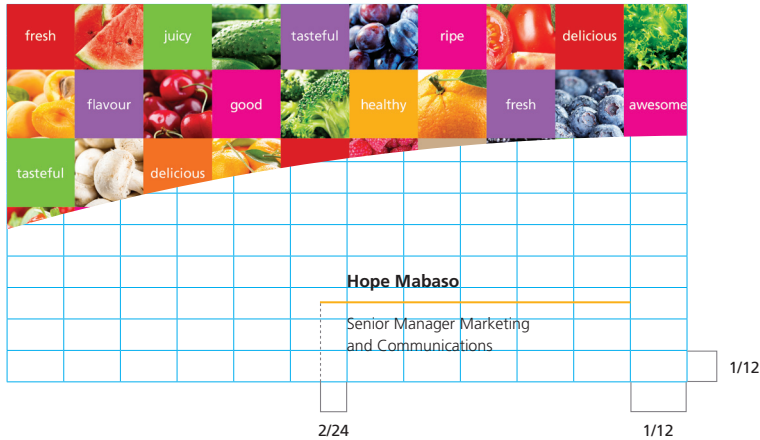
Contact details: Frutiger 45 Light 6pt

Email address: Frutiger 45 Light 6pt

Web address: Frutiger 65 Bold 6pt

Company address: Frutiger 55 Roman 5pt
Paper

Stock: African Dream, White, 285gsm



Stationery

Co-branding

Business card (double sided print)

Typography

Name: Frutiger 55 Bold 6.5pt
100% leading, 2 kerning

Title: Frutiger 45 Light 6pt
100% leading, 2 kerning

Joburg Market: Frutiger 45 Light 6pt

Contact details: Frutiger 45 Light 6pt

Email address: Frutiger 45 Light 6pt

Web address: Frutiger 65 Bold 6pt

Company address: Frutiger 55 Roman 5pt
Paper

Stock: African Dream, White, 285gsm

Powerpoint template Introduction slide

The Master logo always appears in the bottom left hand corner.

When photographs are used, they must be in bright, strong full colour.

Typography

Main heading: Arial 35pt

Sub-heading: Arial 20pt

The image shows a 10x10 grid layout. A large dark grey rectangle is centered horizontally, containing the text "Main heading" in orange and "Sub-heading" in white. Below the grid is a collage of food-related images and words. The collage consists of a 3x10 grid of small images and text boxes. The words are: tasteful, delicious, fresh, juicy, flavour, juicy, awesome, tasteful, healthy, good, healthy, ripe, flavour, good, flavour. At the bottom left are the Joburg logo (a stylized 'J' with a leaf) and the Joburg | Market logo (a globe with a leaf). Below the Joburg logo is the tagline "a world class African city".

Powerpoint template

Text slide

When photographs are used, they must be in bright, strong full colour.

All live copy appears in upper and lower case, ranged left, ragged right.

Typography

Main heading: Arial 28pt

Sub-heading: Arial 18pt

Copy: Arial 15pt

Slide numeral: Arial 25pt

Main heading

Sub-heading



- Alit quis quas ma quam, vit postionet facestrum qui dolores truntur, voluptur?
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- Magnati simet volorporem ut quia voluptate porestiam qui que voluptatusam simi, cum inume vitius eiciatiam que nulpa nulparia.
- Igendem quasped magnis et repudan danihit es seque eati utemqui occusap erumquunt aborum evendi consequis quate quati nempedis perum de rerum.
- Fugit entia nonsequ atisqu aturior eribus.
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Joburg
a world class African city

Joburg | Market

City of Johannesburg
Department

1st Floor A Block
Metropolitan Centre
158 Loveday Street
Braamfontein

PO Box 1049
Johannesburg
South Africa
2000

Tel +27(0) 11 407 7356
Fax +27(0) 11 403 7372
www.joburg.org.za

Advertising Co-branding Half page horizontal: Colour

The Master logo with the specific Co-Branding always appears in the bottom left hand corner with the contact details bottom right.

All advertising copy appears in upper and lower case, ranged left, ragged right and in the colour panel.

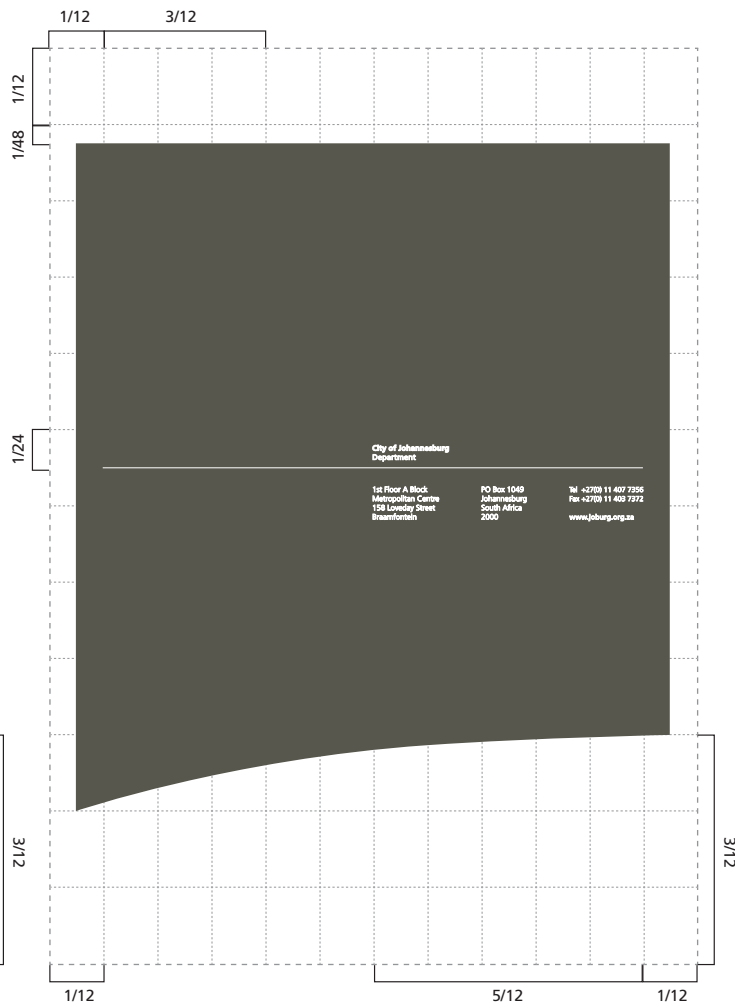
These sizes and styles are only a guide to common text applications and may need to be adjusted according to the copy length or other requirements.

Contact Typography

- City of Johannesburg:** Frutiger 65 Bold 7pt
120% leading, 5 kerning
- Department:** Frutiger 55 Roman 7pt,
120% leading, 5 kerning
- City Details:** Frutiger 45 Light 7pt,
120% leading, 5 kerning
- Tel/Fax Numerals:** Frutiger 45 Light 7pt
120% leading, 5 kerning
- Web Address:** Frutiger 55 Roman 7pt,
120% leading, 5 kerning

Copy Typography

- Heading:** Frutiger 55 Roman 20pt
130% leading, 5 kerning
- Sub-Heading:** Frutiger 65 Bold 9pt,
130% leading, 0 kerning
- Body Copy:** Frutiger 45 Light 9pt
130% leading, 0 kerning



Brochure Master A4 (front & back cover)

All corporate literature should have a clean, yet vibrant look with photographs in bright, strong full colour.

The identity is to be printed with the 3 specific spot-colours and photographs in CMYK. On the front cover the solid colour panel may be either Pantone 130 C or Pantone 405 C. The back cover panel is always Pantone 405 C.

The logo always appears in the bottom left hand corner in the specified clear white area.

Typography

Cover

- Main Heading:** Frutiger 55 Roman 20pt, 130% leading, 5 kerning
- Secondary Heading:** Frutiger 55 Roman 15pt, 130% leading, 5 kerning
- Tertiary Heading:** Frutiger 45 Light 12pt, 145% leading, 5 kerning

Back

- City of Johannesburg:** Frutiger 65 Bold 7pt, 120% leading, 5 kerning
- Department:** Frutiger 55 Roman 7pt, 120% leading, 5 kerning
- City Details:** Frutiger 45 Light 7pt, 120% leading, 5 kerning
- Tel/Fax Numerals:** Frutiger 45 Light 7pt, 120% leading, 5 kerning
- Web Address:** Frutiger 55 Roman 7pt, 120% leading, 5 kerning

Lorem ipsum dolor in ipsum

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Joburg
 a world class African city


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 Department

1st Floor A Block
 Metropolitan Centre
 158 Loveday Street
 Braamfontein

PO Box 1049
 Johannesburg
 South Africa
 2000

Tel +27(0) 11 407 7356
 Fax +27(0) 11 403 7372
www.joburg.org.za

Advertising

Co-branding

Quarter page horizontal (B&W)

The Master logo with the specific co-branding always appears in the bottom left hand corner with the contact details bottom right.

All advertising copy appears in upper and lower case, ranged left, ragged right and in the colour panel.

These sizes and styles are only a guide to common text applications and may need to be adjusted according to the copy length or other requirements.

Contact Typography

City of Johannesburg: Frutiger 65 Bold 7pt
120% leading, 5 kerning

Department: Frutiger 55 Roman 7pt,
120% leading, 5 kerning

City Details: Frutiger 45 Light 7pt,
120% leading, 5 kerning

Tel/Fax Numerals: Frutiger 45 Light 7pt
120% leading, 5 kerning

Web Address: Frutiger 55 Roman 7pt,
120% leading, 5 kerning

Copy Typography

Heading: Frutiger 55 Roman 20pt
130% leading, 5 kerning

Sub-Heading: Frutiger 65 Bold 9pt,
130% leading, 0 kerning

Body Copy: Frutiger 45 Light 9pt
130% leading, 0 kerning

Merchandise



Co-branding Shirt (on white) Minimum/maximum identity size

On certain T-shirt applications the size guidelines indicated might need to be exceeded.

Follow the guidelines indicated on the next few pages if this circumstances should arise. Always consult the company's Marketing Department for approval.



90mm
Maximum identity size

Co-branding Shirt (on black) Minimum/maximum identity size

On certain T-shirt applications the size guidelines indicated might need to be exceeded.

Follow the guidelines indicated on the next few pages if this circumstances should arise. Always consult the company's Marketing Department for approval.



Front



Back

T-shirts (White)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Front



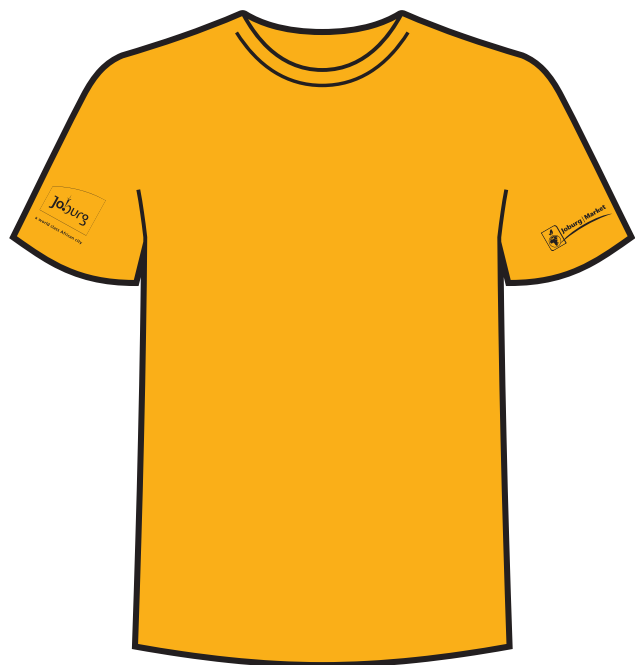
Back

T-shirts (Dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.

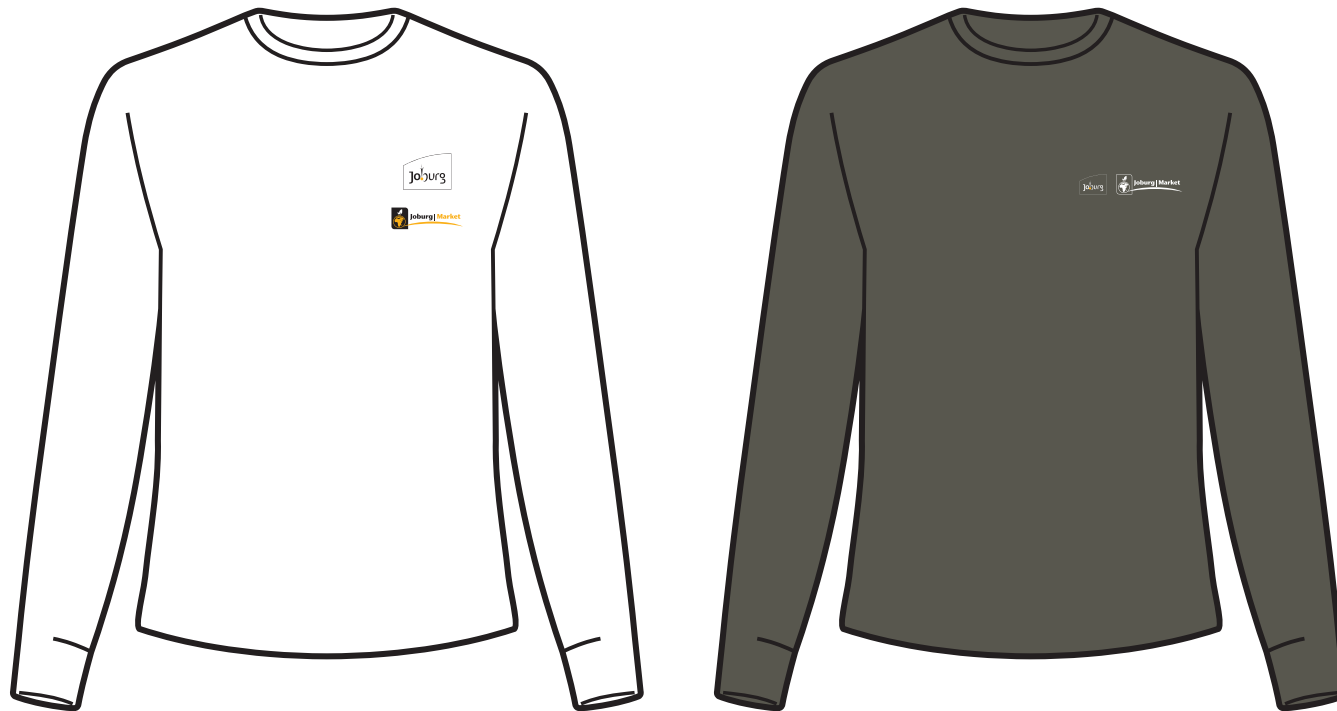


T-shirts (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.

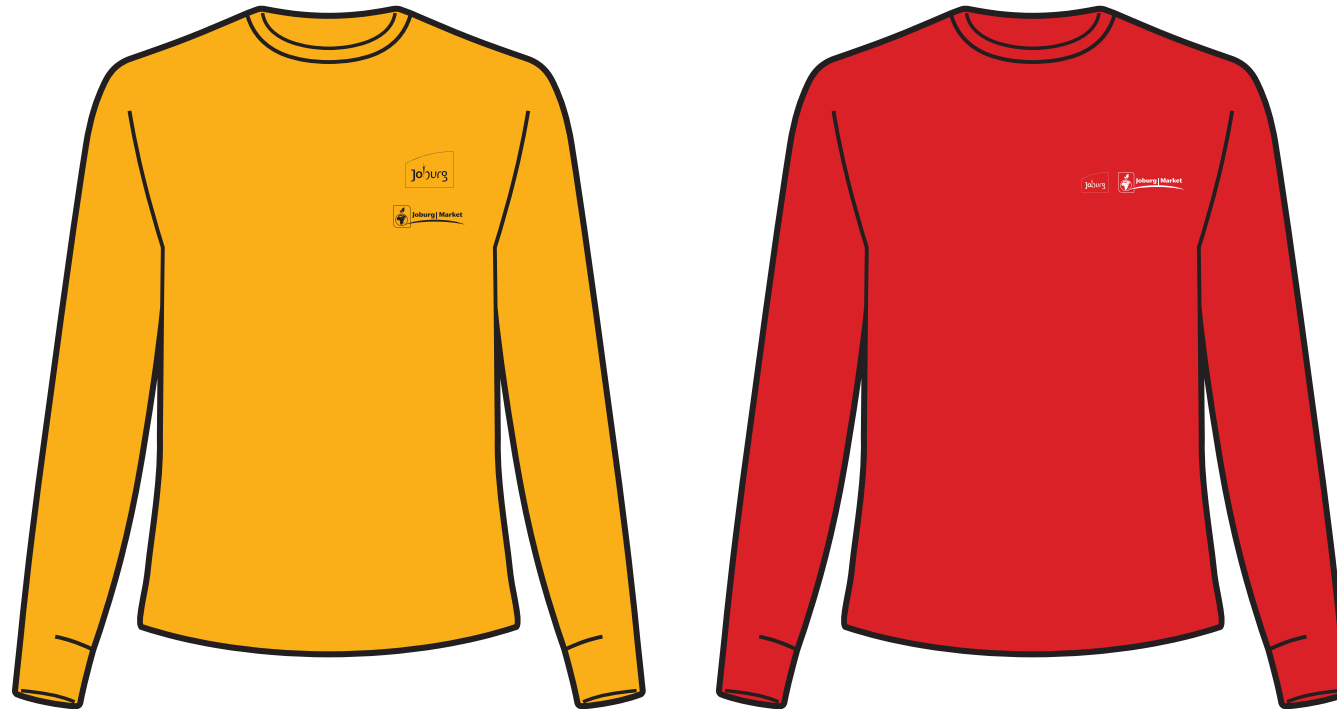


Long sleeve t-shirts (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Long sleeve t-shirts (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Shirt (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Jobsurg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Shirt (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Long-sleeve shirt (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Long-sleeve shirt (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Men's golf shirts (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Men's golf shirts (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Women's golf shirts (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.

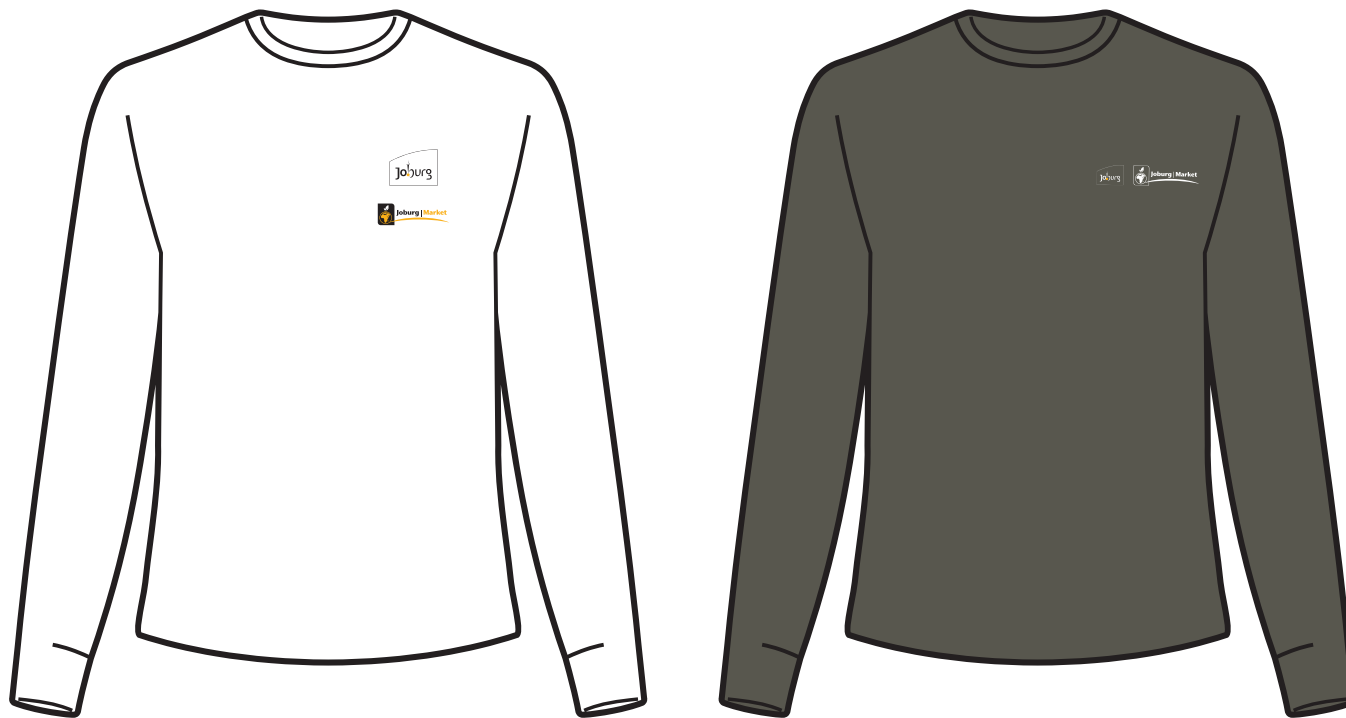


Women's golf shirts (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Men's jersey

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Ladies jersey

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Men's blazer

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Women's blazer

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.

Soccer kit (White and dark)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.



Soccer kit (Colour)

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum identity size guidelines.





Cap, scarves and ties

The examples indicated are a guideline - variations may be created as long as the correct use of the Master logo, Joburg Market logo and primary colour palette is adhered to.

Either silk-screen printing or embroidery may be used.

See minimum/maximum Identity size guidelines.