We have 2 brand logos.

Our primary logo should be used on more on digital media.

Our secondary logo is used for events and formal materials.
Give the logo room to breathe.

Use the width and height of the logo to determine the safezone as shown on the right.

Do not put text or graphics in this area.
1.3 LOGO USAGE

The logo should be used in either white or black, never in color.

All proportions should be maintained and not rotated.

The logotype should not be used on its own.

- Correct usage
- Do not rotate
- Do not change proportions
- Do not use color
- Only use one color
- Do not separate logo elements
These are the brand colors, Electric Blue, Cherry, Turquoise, Tiger and Purple.

Along with these, we use Black and White.
2.2 COLOR USAGE

Use 2 brand colors maximum with black and white in every design, page or section.

Avoid using white backgrounds when possible.

Always try to use at least one brand color, not just black and white.
03

TYPOGRAPHY
3.1 TYPEFACES

We use 2 typefaces. 

**Inter** is used for headings, subheadings, quotes and for page markers.

**Manrope** is used for body text only.

Text should **only** be in White or Black.
3.2 HEADINGS

We use Inter Bold in ALL CAPS for headings.
Reduce the leading.
Keep the tracking at 0.

WE USE INTER BOLD IN ALL CAPS FOR HEADINGS
We use horizontal and vertical headings.

Headings should be legible. Text should not be upside down or cut off the page.
We use Inter Bold in sentence case for subheadings.
Reduce the leading.
Keep the tracking at 0.
3.5 SUBHEADING RULES

Try to keep the Heading and Subheading the same color.

Ensure that all text is legible.

All text should work in harmony, this does not necessarily mean that they have to be the same orientation, but they should compliment each other on the page.

Ensure all text is legible.
We use Manrope for body text.
Reduce the leading.
Keep the tracking at 0.
Some colors are legible when the text or documents are larger, but should be changed when they are smaller.

Body text should work in harmony with the Heading.
We use text in the corners of pages to add information and visual interest.

These should be in **Inter Bold** in ALL CAPS with the tracking set at 50.
04

BRAND ELEMENTS
Basic shapes and outlines make up our brand elements. They should not be too complex, keep it simple.
4.2 MAKING SHAPES

We use basic shapes to make more interesting graphics by intersecting, joining and repeating them.
Try to keep the page layout harmonious by choosing appropriate proportions for shapes.

When overlapping and using multiple shapes, ensure they are balanced on the page.

Don't overcrowd the page unless it is relevant to the Heading or topic.
ILLUSTRATIONS
Illustrations are simple and used sparingly with 2 colors maximum, not including Black and White.
Illustrations are created by combining and intersecting basic shapes.
Illustrations are placed centrally on pages and should be sized to complement any other elements on the page.

**INDIE MIXERS**

**MEMBERSHIP GIVES YOU SPECIAL DISCOUNTS**

**ACCESS TO KEY INDUSTRY DECISION MAKERS**
Our iconography is simple and monochrome.

Advocate  Business  Networking

Socializing  Education  Events
Photography is used rarely but images can be used in frames like these.
6.2 PHOTOGRAPHIC TREATMENT

We apply a duotone and a halftone pattern to photography as a way to introduce brand colors.
A. Find picture

B. Open Photo-treatment.psd and on the layer ‘01. PEOPLE’ double-click on the smart object named ‘INSERT IMAGE HERE’

C. This will open another tab. Place image in the group ‘PLACE IMAGE HERE’

D. Cut image out. A shortcut is using the Magic Wand (W) and pressing ‘SELECT SUBJECT’ and then applying a MASK.

E. Once the image is cut out, press SAVE and return to Photo-treatment.psd

F. Go to layer ‘02. EDIT CONTRAST’ and double-click to open the settings.

G. I have increased the Brightness to 71 to help contrast.

H. On layer ‘03. HALFTONE’ you can increase the halftone effect.

I. Go to layer ‘04. CHANGE COLOUR’ and choose colour. Ensure others are unticked.

J. SAVE image.
A. Find picture

B. Open Photo-treatment.psd and on the layer '01. PEOPLE' double-click on the smart object named 'INSERT IMAGE HERE'

C. This will open another tab. Place image in the group 'PLACE IMAGE HERE'

D. Cut image out. A shortcut is using the Magic Wand (W) and pressing 'SELECT SUBJECT' and then applying a MASK.

E. Once the image is cut out, press SAVE and return to Photo-treatment.psd

F. Go to layer '02. EDIT CONTRAST' and double-click to open the settings.

G. I have adjusted the Brightness to 26 to help contrast.

H. On layer '03. HALFTONE' you can increase the halftone effect.

I. Go to layer '04. CHANGE COLOUR' and choose colour. Ensure others are unticked.

J. SAVE image.