



WHERE
JOZI
MEETS

BRAND CAMPAIGN GUIDELINE

VISUAL GUIDE

WHERE JOZI MEETS LOGO

KEY ELEMENTS

This is the Where Jozi Meets campaign logo and should be used externally, in all outward-facing communication.



Service categories

Logo lock up

Shadow (only used when in sticker form)

WHERE JOZI MEETS LOGO

FULL COLOUR VERSIONS



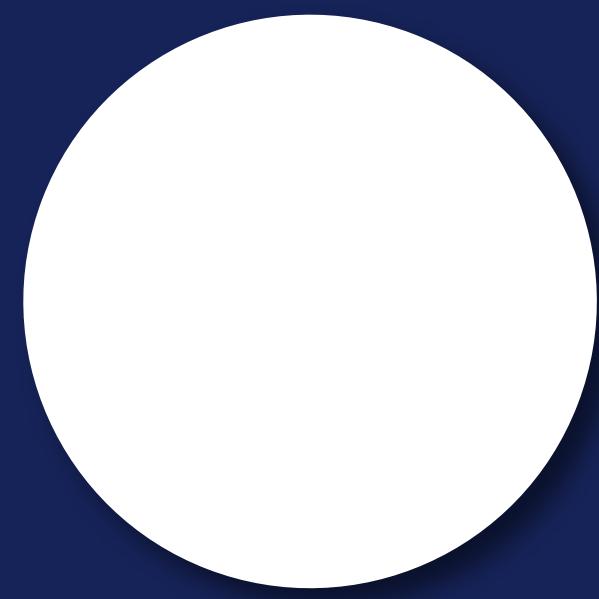
WHERE JOZI MEETS LOGO

MONOCHROME VERSIONS



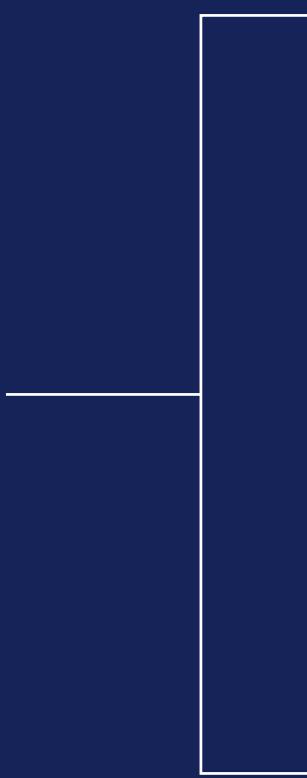
WHERE JOZI MEETS LOGO

LOGO BREAKDOWN



ENTERTAINMENT • WELLNESS • TRADE

WHERE
JOZI
MEETS



WHERE JOZI MEETS COLOURS

PANTONES



PANTONE
P 100 - 8C

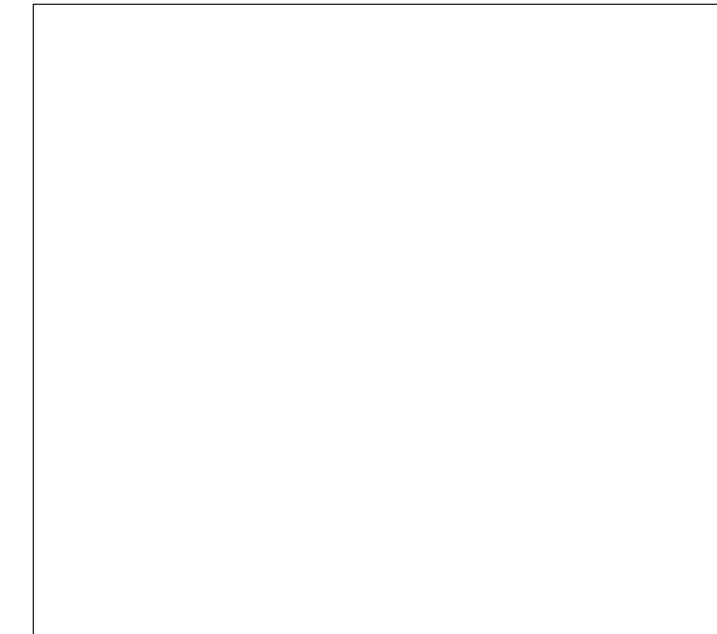
COLOR VALUES:

RGB 22 35 88

HEX/HTML 162358

CMYK 100 94,8 34,93 30,64

Please note that RGB & Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use. For the PANTONE Color Bridge Guides we use the M1 lighting standard to align with industry standards for process printing. For the PANTONE Color Finder we use the M2 lighting standard to align with commonly used design software like Adobe Photoshop.



PANTONE
P 1 - 1C

COLOR VALUES:

RGB 255 255 255

HEX/HTML 162358

CMYK 0 0 0 0

Please note that RGB & Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use. For the PANTONE Color Bridge Guides we use the M1 lighting standard to align with industry standards for process printing. For the PANTONE Color Finder we use the M2 lighting standard to align with commonly used design software like Adobe Photoshop.



PANTONE
P 103 - 8C

COLOR VALUES:

RGB 0 45 117

HEX/HTML 002D75

CMYK 1.69 28.22 90.68 0.03

Please note that RGB & Hex/HTML values will differ between the PANTONE Color Finder and the PANTONE Color Bridge Guides due to different standards for print and digital use. For the PANTONE Color Bridge Guides we use the M1 lighting standard to align with industry standards for process printing. For the PANTONE Color Finder we use the M2 lighting standard to align with commonly used design software like Adobe Photoshop.

WHERE JOZI MEETS COLOURS

PRIMARY COLOURS



#162358

R - 22 G - 35 B - 88

C - 100% M - 94,8% Y - 34,93% K - 30,64%

#002D75

R - 0 G - 45 B - 117

C - 1.69% M - 28.22% Y - 90.68% K - 0.03%

#FFFFFF

R - 255 G - 255 B - 255

C - 0% M - 0% Y - 0% K - 0%

WHERE JOZI MEETS TYPOGRAPHY

LOGO FONT

MAIN HEADING

GOTHAM
ULTRA

A B C D E F G H I J K L M
a b c d e f g h i j k l m
0 1 2 3 4 5 6 7 8 9

MAIN HEADING

GOTHAM
BOOK

A B C D E F G H I J K L M
a b c d e f g h i j k l m
0 1 2 3 4 5 6 7 8 9

SUBHEADING

GOTHAM
BOLD

A B C D E F G H I J K L M
a b c d e f g h i j k l m
0 1 2 3 4 5 6 7 8 9

WHERE JOZI MEETS LOGO

HOW IT EXISTS WITH THE IMPERIAL WANDERERS STADIUM LOGO



Imperial Wanderers Stadium logo

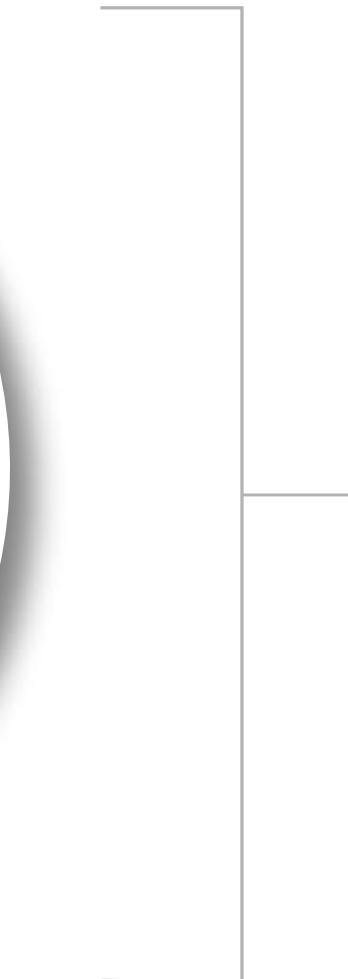
Logo lock up

Where Jozi Meets logo

WHERE JOZI MEETS LOGO

ANGLE

erers
ium



Logo is tilted 340° to the right and placed on top of the Imperial Wanderers Stadium logo

WHERE JOZI MEETS LOGO

ANGLE



Logo may also be tilted at 340°
on its own

WHERE JOZI MEETS LOGO

INCORRECT USE



DO NOT SEPARATE ANY ELEMENTS



DO NOT DISTORT



DO NOT REMOVE ITEMS



DO NOT TILT TO THE LEFT



DO NOT FLIP



DO NOT RECREATE ELEMENTS



DO NOT CHANGE COLOUR



DO NOT CHANGE POSITION OF STICKER

WHERE JOZI MEETS LOGO

CLEAR SPACE



WHERE JOZI MEETS LOGO COMBINED WITH IMPERIAL WANDERERS LOGO

CLEAR SPACE



STATIONERY



WHERE JOZI MEETS STATIONERY

CORPORATE STATIONERY

LETTERHEAD

Logo
Imperial Lions



Lions Cricket (Pty) Ltd
+27 11 340 1500 lionscricket.co.za PO Box 55309,
+27 11 880 6229 lions@cricket.co.za Northlands, 2116
Imperial Wanderers Stadium, Corlett Drive, Illovo, Johannesburg

THE PRIDE
OF JOZI

Heading
Gotham
Bold

Dear Mr/Mrs

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

JONO LEAF-WRIGHT
Chief Executive Officer

Montserrat:
ExtraBold



Montserrat:
Regular



Front

Back

WHERE JOZI MEETS STATIONERY

CORPORATE STATIONERY

EMAIL SIGNATURE

Montserrat:
ExtraBold

JONO LEAF-WRIGHT
Chief Executive Officer

Montserrat:
Regular

+27 11 340 1500 | +27 82 783 4772
jonolw@cricket.co.za
+27 67 419 2768
(Lions Cricket Office Whatsapp #)

Montserrat:
Regular



Montserrat:
ExtraBold

PRESS RELEASE BANNER

Imperial
Wanderers
Stadium with
Where Jozi
Meets logo



Joburg
skyline

MERCHANDISE



WHERE JOZI MEETS

MERCHANDISE



WHERE JOZI MEETS
OUT OF HOME



WHERE JOZI MEETS

SOCIAL MEDIA



WHERE JOZI MEETS TELEVISION





THANK YOU