OLIFANTSBERG VINEYARDS LOGO BRANDING GUIDELINES

olifantsberg
vineyards

OLIFANTSBERG VINEYARDS ICON - COLOURS

TAUPE
PRINT
PANTONE 412
20C 16M 20Y 78B
DIGITAL
56R 47G 45B
WEB (HEX)
#382f2d

GOLD
PRINT
PANTONE 118/GOLD FOILING
35C 40M 100Y 0B
DIGITAL
173R 148G 70B
WEB (HEX)
#ad9446

DARK GREY
PRINT
PANTONE Black C
0C 0M 0Y 90B
DIGITAL
65R 64G 66B
WEB (HEX)
#414042

LIGHT GREY
PRINT
PANTONE Black C
0C 0M 0Y 30B
DIGITAL
188R 190G 192B
WEB (HEX)
#bcbec0

Olifantsberg Logo Colour Palette
Primary application for colour logo for colour printing

Olifantsberg Copy Type Colour Palette
Primary application for copy for colour printing

OLIFANTSBERG VINEYARDS ICON - FONTS

PRIMARY TYPEFACE

Ovo

Description
Ovo is an open source font.
–
Download this font at
https://fonts.google.com/specimen/Ovo

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789O!@£$%%^&*()

olifantsberg

Type
Ovo
Intercharacter Spacing 0
Case .....Lower

vineyards

Type
Ovo
Intercharacter Spacing 100
Case .....Lower

Primary Logo Type & Colours
TAUPE/DARK GREY for black/white applications

Type Element - Font
Please check the full logo for placement

OLIFANTSBERG VINEYARDS ICON - FONTS

SECONDARY TYPEFACE

Poppins

Description
Poppins is an open source font.
–
Download this font at
https://www.fontsquirrel.com/fonts/poppins

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£$%%^&*()

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£$%%^&*()

SemiBold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£$%%^&*()

Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
01234567890!@£$%%^&()*

Secondary Type Colours

DARK GREY
LIGHT GREY (30% BLACK)

Greyscale application on white
Primary application for greyscale logo when printing in black & white

OLIFANTSBERG VINEYARDS - LOGO INCORPORATING ALL ELEMENTS







Colour application on white
Primary application for colour logo for colour printing



Greyscale application on white
Application for monochrome logo when printing in black & white

OLIFANTSBERG VINEYARDS FULL LOGO - APPLICATION ON COLOUR

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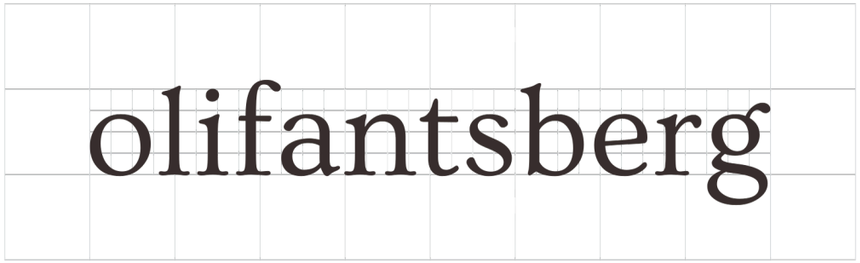
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vineyards

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Colour application in colour
Primary application for colour logo in colour printing on white/taupe

Colour application in monochrome
Secondary application for monochrome logo for printing in black

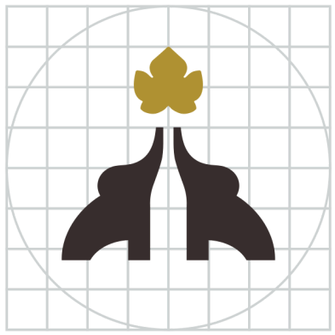




Application of type standalone

Colour and clearspace

OLIFANTSBERG VINEYARDS ICON - LOGO ELEMENT AS A FAVICON



Icon 66% of circle/square size

Primary application for icon in colour











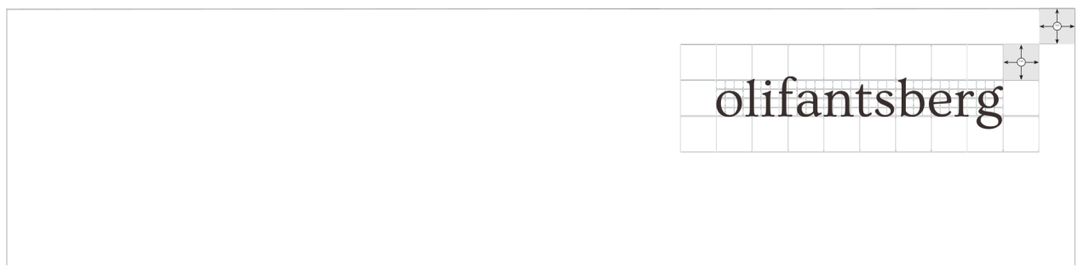
Logo Element Standalone Options

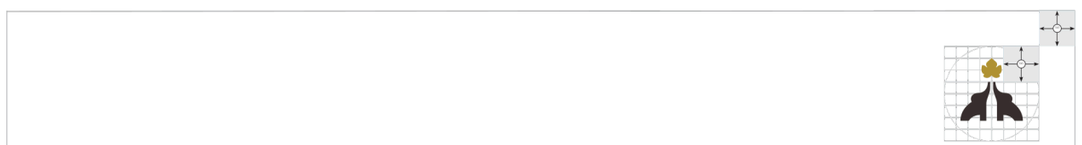
When printed, the logo element can be foiled in gold.

OLIFANTSBERG VINEYARDS LOGO ELEMENTS - CLEARSPACE: PRINT/PRESENTATION

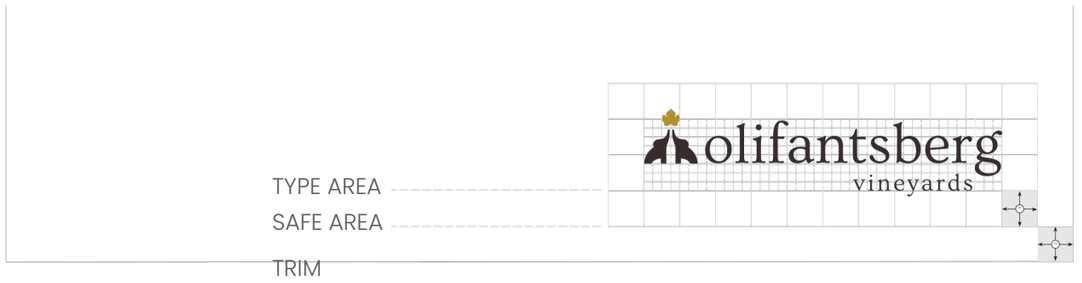
Top



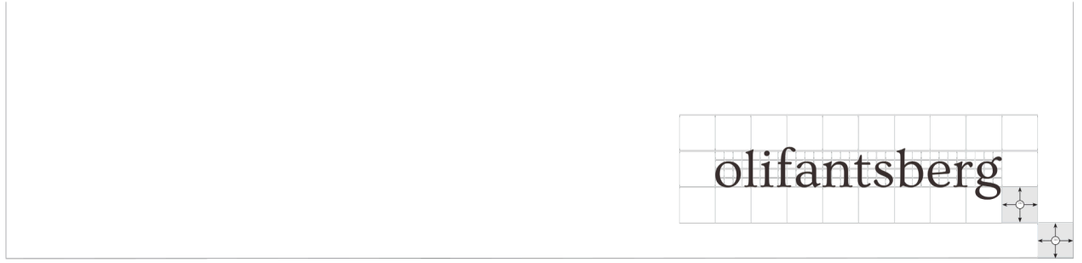


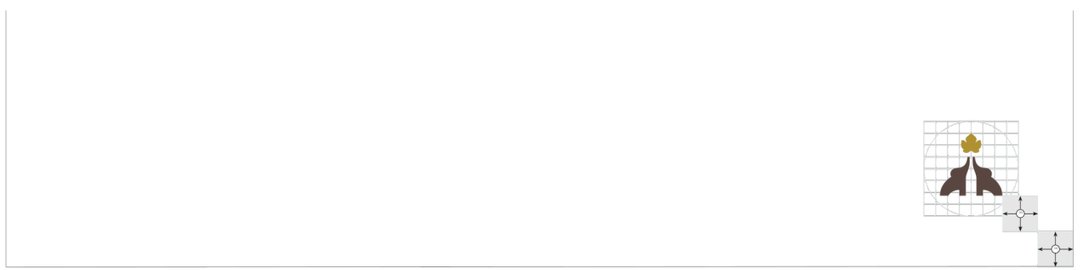


Bottom







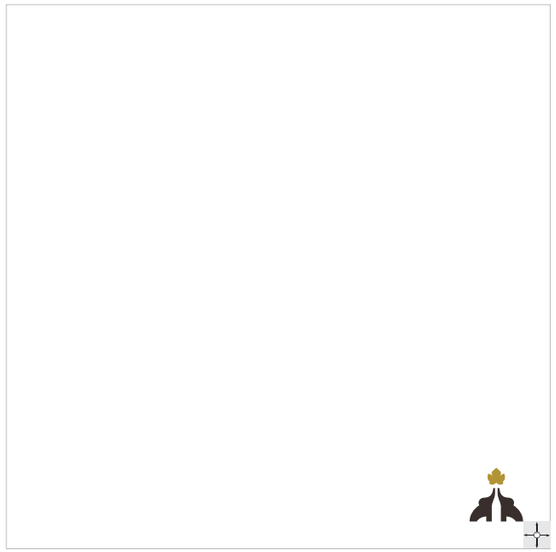


Logo Placement and Clearspace

Logo and variations to be placed top right or bottom right.

OLIFANTSBERG VINEYARDS LOGO ELEMENTS - CLEARSPACE: DIGITAL COMMS





SM Posts

First slide with full logo, the rest icon element only.

Logo Placement and Clearspace

For digital applications the logo moves to the “Safe Area”.

Bottom

