



CORPORATE IDENTITY GUIDELINES



The Kate Emmerson brand proclaims LET GO!

It says life is too short to muck about playing small.

It urges individuals and companies to be rid of physical clutter, emotional baggage, personal fears and limiting beliefs; of disorganisation or chaos; of the desperation brought by workloads or procrastination.

Kate enables the people with whom she works to create space in their lives through several aligned threads, from books to TV, inspirational talks to mastermind groups, and more.

She engages with clients authentically and energetically, offering humorous yet honest insights in supporting them to shift. She is funky and passionate. Her support is enthusiastic. It inspires and motivates.

Her outlook on life will challenge and stretch you, as it's founded on integrity and brings a shining, no-nonsense clarity to her credo to LIVE LIGHT, LIVE LARGE.

The Kate Emmerson brand stands for energetic transition to a new light, to transforming South Africa, one life, one home and one business at a time.



GUILDING PRINCIPLES

These principles describe the tone and manner of the brand that we want to communicate, in both the things we say and in the interactions we have with customers and other key audiences.

- Space** - *creating space at all levels to enable flow*
- Live light** - *shine your light by 'letting go'*
- Authentic** - *align who you are to how you live*
- Courageous** - *challenging boundaries to re-invent*
- Insightful** - *wisdom and compassion offers you a way to shift*
- Funky** - *"kickass", passionate yet no nonsense approach*
- Energised** - *va va voom and vitality to engage right now*
- Clarity** - *honing in on what's truly important to your success*

CORPORATE IDENTITY CONTROLS

A strong and immediately identifiable corporate identity is critical to maintaining a brand's strength, the clarity of corporate communication and the effectiveness of marketing activities. Conversely, incorrect use of a corporate identity can progressively undermine the brand's value.

This identity manual is intended to assist in the use of its corporate identity correctly, consistently, to ensure that it strengthens the brand wherever it appears.

The manual has been created for the media, sponsors, employees and agencies who are authorised to use corporate logos in creating presentations, collateral, signage or advertisements etc.

Please read it very carefully.

It contains the rules and guidelines relating to the correct visual portrayal as a brand.

There are guidelines for the official colours, fonts (typefaces) and other visual iconography, and for the way they may be merged into acceptable documents or communications.

Please do not use this manual to replicate artwork. Original digital artwork is available for PC or Mac.

The logo may not be used if it does not conform to these guidelines.

BRAND SIGNATURE

The brand signature is our single most important identifier. The brand signature comprises the logo and the logotype all which appear in specific proportional arrangements, and spacing and size relationships.



CORPORATE IDENTITY CONTROLS

LOGO: SPECIFICATIONS

The horizontal brand signature should be used for all primary printing purposes: i.e. datasheets or brochures; communications, co-marketing and sponsorships.

The stacked brand signature can be used as a secondary option for promotional items: i.e. gift tags; labels; bookmarks etc.

HORIZONTAL BRAND SIGNATURE



VERTICAL BRAND SIGNATURE



COLOUR APPLICATION

TECHNICAL SPECIFICATIONS - COLOUR

The brand signature is our core identifier. The primary brand is the signature on a white background and wherever possible it should be reproduced and used as prescribed in all our communications, to establish one common identity.

The signature may appear as:

- a full colour logo (CMYK)
- a black and white logo.

FULL COLOUR DISTRIBUTION (CMYK)



SINGLE COLOUR DISTRIBUTION (GREYSCALE)



It is essential that the logo is used correctly and consistently in all applications. If not, the impact and recognition of the brand will of course become compromised.

COLOUR

COLOUR PALETTE

The colours are an integral part of the visual identity. The specified colours and tints must be used at all times and applied correctly for visual continuity and branding.

We have chosen Pantone Cool Grey 7C and Pantone 247C as a complimentary colours in the secondary palette. A metallic silver Pantone 877C can also be used for a different colour effect. Tints of the secondary colour palette can also be used.

The colour breakdown includes:

- spot colour references Pantone 267C and
- CMYK breakdown (for lithographic printing).

PRINT (CMYK)



Cyan 94%
Magenta 94%
Yellow 0%
Black 0%



Cyan 16%
Magenta 90%
Yellow 0%
Black 0%



Cyan 0%
Magenta 0%
Yellow 0%
Black 30%

PRINT (PANTONES)



PANTONE 267C

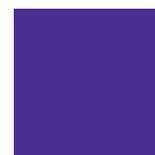


PANTONE 247C



Cool Grey 7C

WEB/SCREEN (RGB)



89 / 23 / 138



181 / 0 / 148



179 / 179 / 179

TYPE

TYPEFACE

As with the corporate colours, the fonts are an integral part of our visual identity. The following fonts are to be used in all official documents or communications.

Publications and documents need to be portrayed consistently and adhering to corporate typefaces is fundamental to this.

THE PRIMARY TYPEFACE IS ARIAL

This font is to be used for internal produced communications (e.g., letters, faxes and PowerPoint presentations) and for online applications, such as our website. Other weights (Bold and Bold Italics) of the font can be used. Arial is available on all PC systems.

For printed items (e.g. brochures, flyers and promotional items) Philosopher can also be used for headlines as an alternative to Arial. This gives flexibility for layouts from structured to passionate – 'D0 whichever is appropriate.

Philosopher is also used for all lower level text such as subheadings, body copy and captions. Approved weights of Philosopher are Light, Italics, and Bold.

ARIAL PLAIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

ARIAL PLAIN ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PHILOSOPHER PLAIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PHILOSOPHER ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

LOGO DONT'S

INCORRECT USE OF THE LOGO

Always use the master artwork provided and never try to re-create the logo or change it in any way.

Here are some examples of incorrect use of the logo:

1. Don't reproduce the logo in any colour other than specified colours
2. Don't reproduce the logo in a tint.
3. Don't alter the logo by using another typeface.
4. Never place descriptors or sub-brand names around the logo.



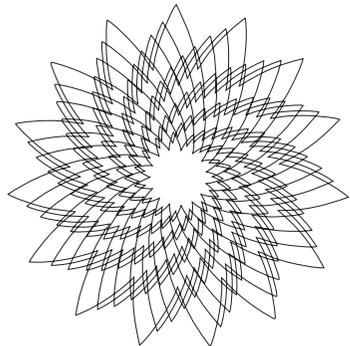
DESIGN ELEMENTS

THE ELEMENTS AT A GLANCE

The design elements come together to form our visual identity. There is a degree of flexibility in our identity so that appropriate design solutions can be reached for applications ranging from stationery to literature to exhibition design, while still keeping a holistically consistent approach.

Layouts can range from structured to passionate, but there must always be some degree of the other to create a balance.

The 'Kate' signature and our graphic shape device can be present in our applications and layouts. These elements help to retain a sense of structure and order in our designs.



usage examples



step-n-repeat of signature



section of star burst



section of the signature



section of the signature