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This document is designed to give guidance to anyone who needs to know about the CropLife South Africa brand or how to implement it, internally or externally.

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About Us



CropLife South Africa represents the majority of responsible manufacturers, suppliers and distributors of crop protection and public health solutions in the agricultural, public health and consumer sectors.

Logo



The CropLife South Africa logo represents the South African plant science industry and was adapted from the CropLife International logo.

The logo consists of the CropLife South Africa/ Suid-Afrika Wordmark and the Plant Symbol.

The relative size and arrangement is supplied as a master artwork and should never be altered in any way.

A minimum clear space should always be maintained around the logo on any application. This will maintain legibility and consistent identity recognition on all CropLife South Africa communications.

The logo should never be reproduced below its minimum recommended size of 30mm wide (or 200 pixels for digital applications).

Clear Space



The required minimum clear space around the logo is defined by the width of the 'C' in the CropLife Wordmark. Do not place any graphic elements or text within this clear space zone.

Minimum Size



The minimum size is 30mm/ 200 pixels wide. Do not reproduce the logo any smaller, otherwise elements may become illegible or unprintable.

Logo Variations



There are a few variations of the CropLife South Africa logo:

The variation of the logo chosen to be used is dependent on the background image or colour of the communication material as well as the reproduction options available.

Core

Core colour logo.

Core white logo with glow.

Note: The core white logo with glow should be used wherever possible. If the core white logo with glow cannot be used; for example if the logo is to be reproduced on a white background, the core colour logo should be used.

Secondary

Mono black logo.

Mono white logo.

For black and white print applications, the secondary black and white logo versions may be used.

Core Colour Logo

Core Colour Logo on White



The core colour logo should be used whenever the core white with glow logo cannot be used legibly, especially on white and light coloured backgrounds.

Core Logo with White Glow

Core white logo with glow on colour



The core white logo with glow incorporates a white glow around 'Life' in the CropLife Wordmark. This is the preferred version of the logo and should be used wherever possible (on photographic and colour backgrounds).

Secondary Mono Logos

100% Black



100% White

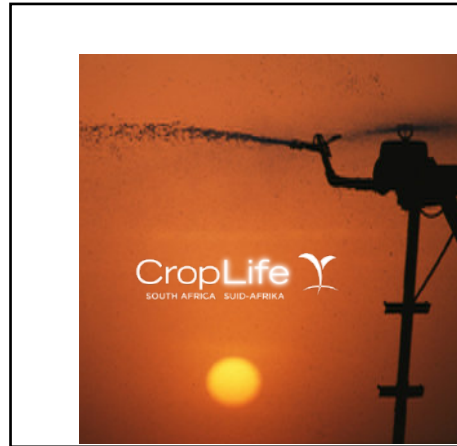


There are two secondary mono logo versions; black and white. Usage is dependent on the communication type and colours available for printing.

Applying the Logo

Choosing the correct logo for each application is vital to ensure brand consistency.

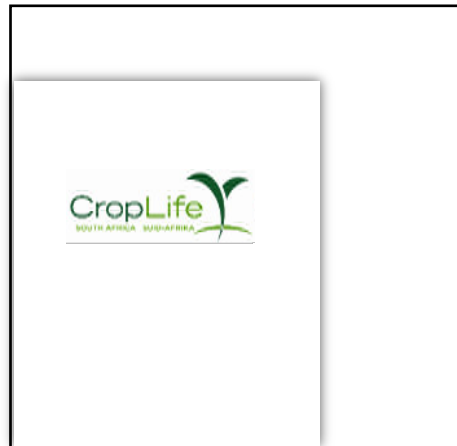
These examples clearly illustrate which logo to use.



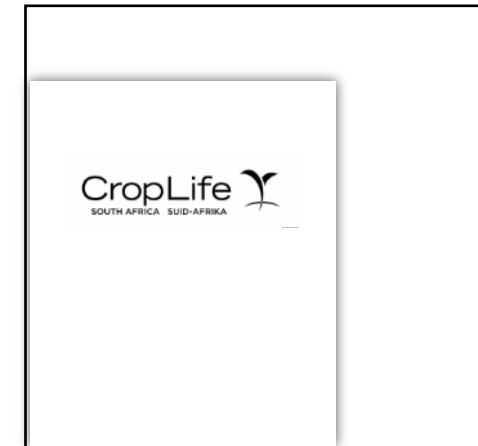
Core white logo with glow is used on photographic imagery, e.g. literature covers and digital collateral.



Core white logo is used on colour backgrounds and the core colour gradient, e.g. stationery.



Core colour logo is applied to collateral with a white background and where the core white logo would not be legible.



Secondary mono black logo is applied to white backgrounds with further printing restrictions, e.g. facsimiles, where no tints can be reproduced.

Logo Don'ts

To make sure we are creating a positive and consistent view of the logo that's easily recognisable, do not redraw, recreate, distort or change the logo in any way. Only use the artwork files provided. To show you what we mean, we've put together a gallery of logo don'ts. The same rules apply to all our logo versions.



Do not change the position of the Plant Symbol



Do not change the typeface (font)



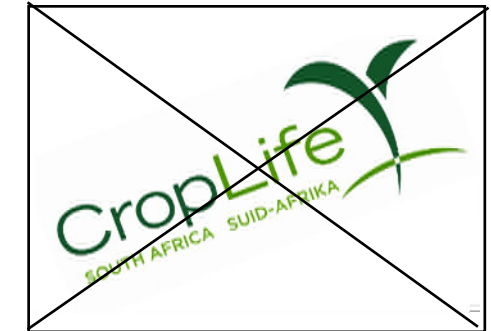
Do not remove any elements



Do not change any colours



Do not distort



Do not rotate



Do not adjust the relevant scale of any elements



Do not replace the Plant Symbol



Do not add effects such as a drop shadow

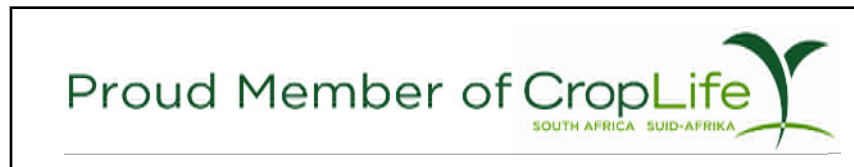
Logo Application Do's and Don'ts



Note that there are rules for how and where the logo may be applied on third party collateral and platforms.

Do's

Member Reference



Only refer to being a "Proud Member of" CropLife South Africa

Collateral/ Platforms



The croplife logo may be used on printed and digital marketing collateral and platforms such as flyers, posters, presentations, websites, newsletters, email signatures, business cards etc

Don'ts



Do not use words such as "Endorsed", "Product of" or "Supported by"





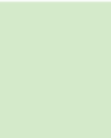
Do not apply the CropLife South Africa logo to any products, packaging or labels.

Colours

Core colours

In order to maintain consistency across all of our applications, our core colour palette consists simply of two colours.

Core Colours

Pantone 369	C 68	R 100			
	M 0	G 167			
	Y 100	B 11			
	K 0				
		H 64A70B			

Pantone 349	C 90	R 4			
	M 12	G 106			
	Y 95	B 56			
	K 40				
		H 046A38			

Secondary colours




Secondary colours are used to support and complement the core palette.




For print applications all colours should be reproduced using the Pantone® or CMYK colour references specified here. For screen applications, the equivalent RGB and hexadecimal colour values should always be adhered to.




Note: Colours that are not associated with the CropLife South Africa colour palette should not be in preference.



Secondary Colours

Pantone 123	C 0	R 255			
	M 19	G 199			
	Y 89	B 44			
	K 0				
		H FFC72C			




Pantone 168	C 12	R 115			
	M 80	G 56			
	Y 100	B 29			
	K 60				
		H 73381D			


Pantone 1805	C 5	R 175			
	M 96	G 39			
	Y 80	B 47			
	K 22				
		H AF272F			




Pantone 7462	C 100	R 0			
	M 48	G 85			
	Y 6	B 140			
	K 30				
		H 00558C			

Pantone 513	C 50	R 97			
	M 99	G 44			
	Y 9	B 81			
	K 59				
		H 612C51			

Black	C 0	R 0			
	M 0	G 0			
	Y 0	B 0			
	K 100				
		H 000000			

Pantone 569	C 90	R 0			
	M 9	G 129			
	Y 60	B 109			
	K 15				
		H 00816D			

White	C 0	R 255	
	M 0	G 255	
	Y 0	B 255	
	K 0		
		H FFFFFFFF	

Pantone 7413	C 1	R 175			
	M 60	G 39			
	Y 98	B 47			
	K 4				
		H DC8633			

Our core typeface

Our core typeface is Gotham, which is to be used in all design applications. Gotham can also be used to great effect in upper-case to demonstrate a louder campaign voice for plant science advocates around the globe.

We use three preferred weights of Gotham; Light, Book and Bold. The lighter weights work well as headings and we only really use the bold weights at smaller sizes as small headings or to pull out key words.

Secondary/Internal typeface

Arial should be used when Gotham is not available; for example, internal communication and presentation documents.

Note: Arial has been chosen as it is widely available as a built-in system typeface on the majority of computer platforms.

Gotham Light (body copy/headlines/titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&£\$@?!<>

Gotham Book (headlines/titles)

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&£\$@?!<>*

Gotham Book (headlines/titles)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&£\$@?!<>**

Arial (body copy/headlines/titles)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890%&£\$@?!<>

If you have any questions or are unsure of how to apply the brand guidelines, please contact:

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