

CAPE TOWN WIRELESS USER GROUP

BRAND IDENTITY GUIDE - VERSION 1.0 – August 2013



About the Cape Town Wireless User Group Brand:

The Cape Town Wireless User Group (or CTWUG) is unique in that much of the content and in fact, group infrastructure is user generated. It is therefore important that the brand is not diluted or changed too much from what is detailed in this guide.

READ THIS GUIDE BEFORE USING THE CAPE TOWN WIRELESS USER GROUP BRAND ELEMENTS IN YOUR OWN DESIGNS OF SUB-LOGOS, CLOTHING, WEBSITES OR GRAPHICS.

Cape Town Wireless User Group Brand Identity Usage Rules

Provided the content of this brand guide is adhered to, The **Cape Town Wireless User Group Brand Identity** can be used without permission for:

- ✓ Marketing Materials (Promotional items)
- ✓ Stationery (documents, stationery)
- ✓ User Designed Content (sub-logos, clothing, etc)

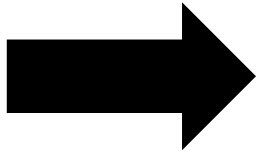
Without permission of the committee, The Cape Town Wireless User Group Brand Identity can **NOT** be used for:

- ✗ Media (Newspapers, Online Journalism Sources, Blogs, Forums)
- ✗ User Opinion Pieces (Blog comments, etc)
- ✗ Print Media (Posters, Banners, Billboards)

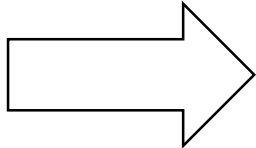
If you are unsure of the use of the **Cape Town Wireless User Group Brand Identity**, please consult the CTWUG Committee before use.

Cape Town Wireless User Group Brand Identity Colour Guide

The primary colours used in all iterations of the **Cape Town Wireless User Group Brand Identity** are BLACK and WHITE. Where possible this should be stuck to for any and all print media. **The CTWUG logo may only consist of these two colours.**

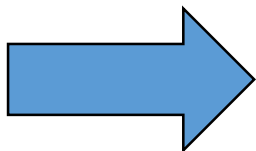


BLACK
RGB: R:0 G:0 B: 0
HEX: #000000

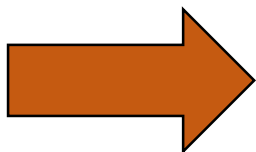


WHITE
RGB: R:255 G:255 B: 255
HEX: #ffffff

The following are accepted supplementary colours if needed:



BLUE – Used for documents and stationery highlighting.
RGB: R:91 G:155 B: 213
HEX: #5b9bd5



ORANGE – Used for emphasis and highlighting on BLACK background.
RGB: R:197 G:90 B: 17
HEX: #c55a11

For websites and user generated content, the rules of colour are not defined.

The following rules for colour use apply:

- ✓ The CTWUG logo may only consist of black and white.
- ✓ Stationery may use any of these colours, with blue being preferred.
- ✓ User designed content (digital or print) does not have any colour rules.

Cape Town Wireless User Group Brand Identity Font Guide

The following fonts are used in the Cape Town Wireless User Group Brand Identity:

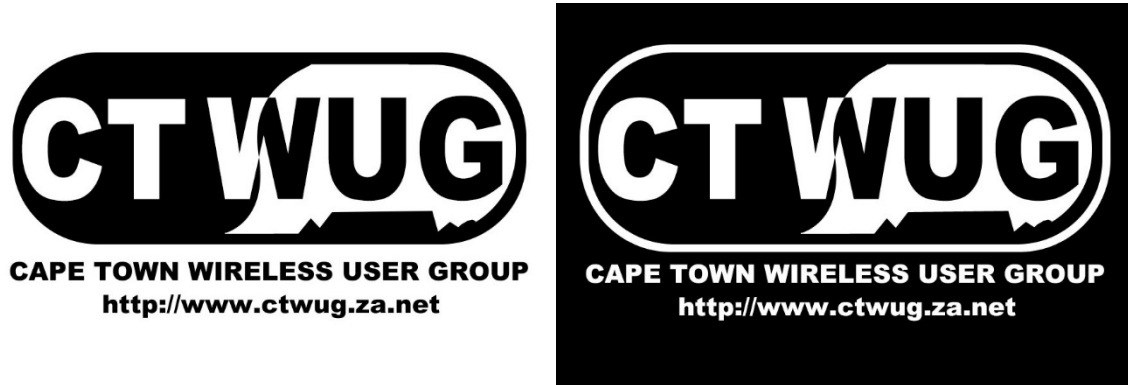
Arial – Brand Elements

Calibri – Document headings and copy/body.

These fonts may be used in standard, bold and italic.

THE CTWUG LOGO

There are two iterations of the CTWUG logo – one for white or light colour backgrounds and one for black or dark colour backgrounds:



The logo is created using the Arial Standard font face for easy recreation.

The Cape Town Wireless User Group Logo is the pinnacle of the group's identity, and therefore the most controlled element of the brand. Please observe the following rules for its use:

The following is **ACCEPTABLE**:

- ✓ Using the logo anywhere you would like to in any form above provided it does not cast the group in a negative light.
- ✓ Using the logo with and without the text underneath it.
- ✓ Making modifications to the **OUTSIDE** of the logo to customise it for your use. The following are examples of this:



The following is **NOT ACCEPTABLE**:

- ✗ Modifying the colours and/or design of the logo.
 - ✗ Changing the orientation of the logo.
 - ✗ Changing the proportions of the logo.
 - ✗ Changing the font-face of the logo.
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