

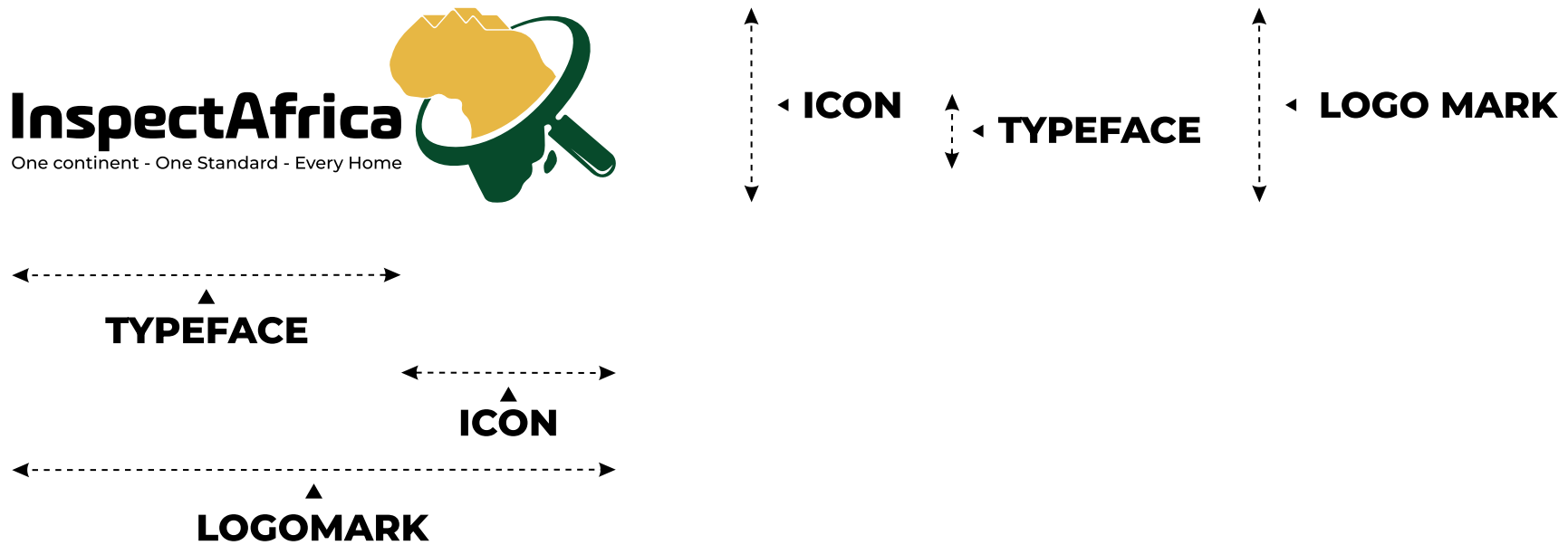
# BRAND IDENTITY GUIDE



# OUR LOGO

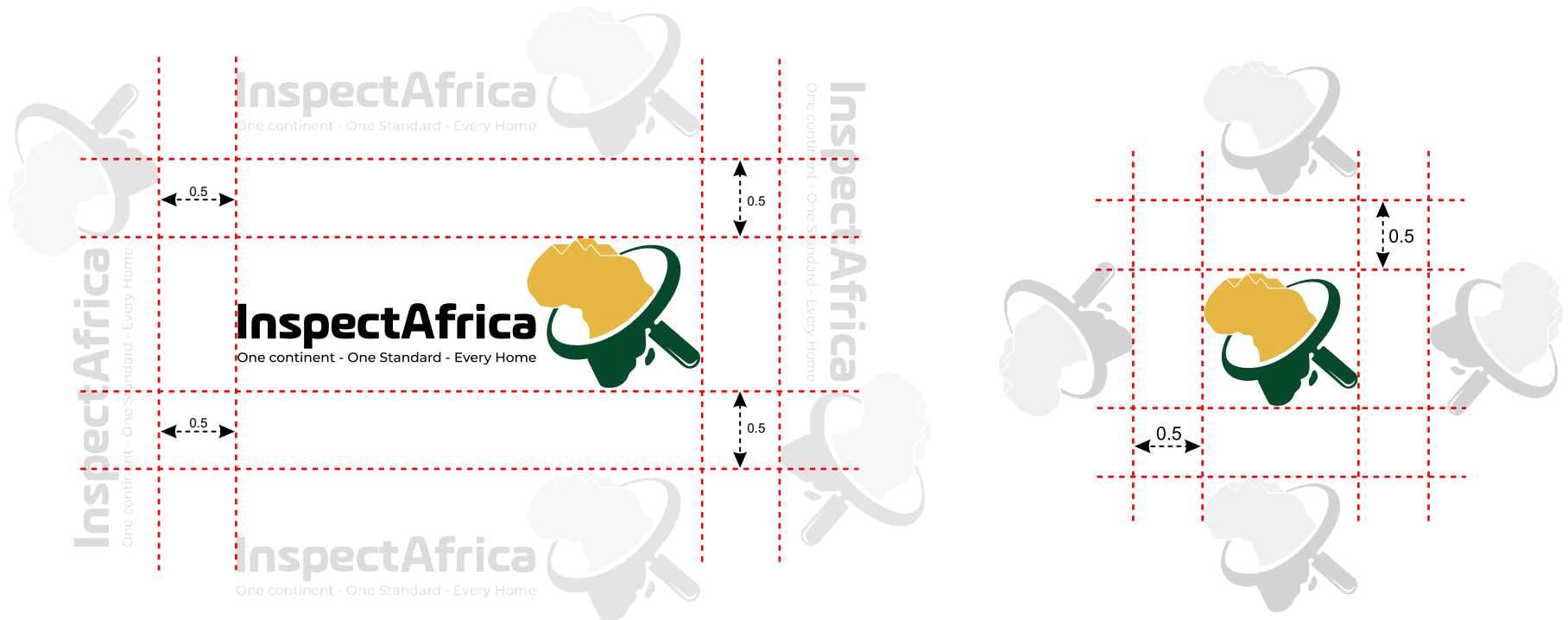
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Our brand is very important to us and we would be grateful if you would follow the guides outlined in this book while using our logo in order to always present the brand in the best light.



# EXCLUSION SPACE

Exclusion space prevents type, images, vectors and all other graphic elements from impeding the visibility of our logo. No graphic elements should be allowed to intrude on the border around the logomark. The Exclusion space is defined by half the height of the logo on each side. For situations where only the primary mark is employed, then the exclusion space should be half the height of the primary logomark.



# InspectAfrica

One continent - One Standard - Every Home



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One continent - One Standard - Every Home





**InspectAfrica**

One continent - One Standard - Every Home



**InspectAfrica**

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# InspectAfrica

One continent - One Standard - Every Home



Magnifying Glass Illustration



Pitched Roofs Illustration



African Map

# COLOR PALLETTE

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## GOLDEN GLAM RACING GREEN



CMYK 0 23 72 6  
HEX #EFB744  
RGB R231 G183 B68



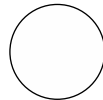
CMYK 91 0 42 71  
HEX #074A2B  
RGB R7 G74 B43

## BLACK



CMYK 0 0 0 100  
HEX #000000  
RGB R0 G0 B0

## WHITE



CMYK 0 0 0 0  
HEX #FFFFFF  
RGB R255 G255 B255



# TYPEFACE

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## The Typeface Family

The primary typeface used in the INSPECTAFRICA brand is called Automata Black.

## How to use

Automata Black is the primary font used for the logotype/logowording.

## When to use

Automata Black is to be used in all other forms of standard representation of the brand, ranging from: stationery, website design, brochures and all forms of general correspondence.

### Automata Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Automata Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

### Automata Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# WRONG USAGE

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## Do Not: Logomark

Do not resize or change the position of the logomark.

## Do Not: Fonts

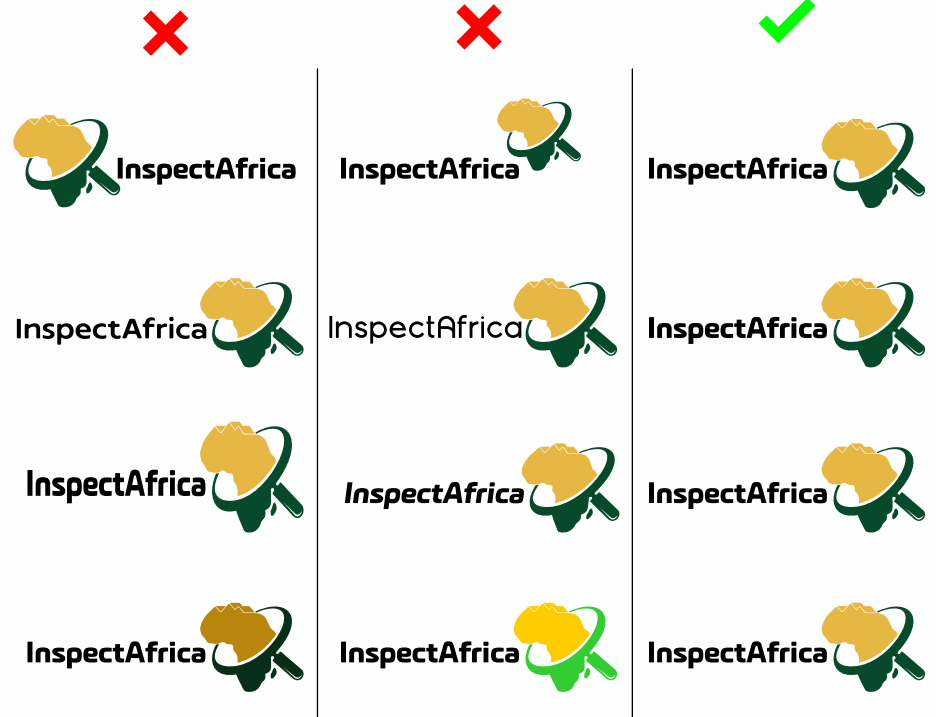
Do not use any other font, no matter how close it might look to our custom font.

## Do Not: Sizing

Do not squish or distort the logo. Any resizing must be in proportion.

## Do Not: Color

Do not change the colors even if they look similar. Always use the official color specifications detailed in these guidelines.



**InspectAfrica**  
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