

# SAFIRE

## CORPORATE IDENTITY GUIDE

### PRIMARY LOGO



### SECONDARY LOGO



The square version of the logo can only be used in a context that separately includes the wording "South African Identity Federation" prominently.

BREATHING SPACE AROUND THE LOGO



No designs may breach the outer dotted area

MINIMUM SIZE LOGO APPLICATION



## LOGO TYPEFACE

Rounded Elegance

The specified font is to be used for the logo as indicated across all marketing materials including digital and print.

## PRIMARY TYPEFACE

Esphimere Light  
Esphimere Regular  
Esphimere Semi Bold  
Esphimere Bold

The specified font is to be used as indicated in various weights, across all marketing materials including digital and print.

**Headline**

SUBHEAD

Body copy

**Esphimere Bold**

ESPHIMERE LIGHT

Esphimere Regular

Sample body text

Andae vit et laut eum quam, qui consequam faccatur, sim voloratusa cuptat eos ut odia nis moluptas imporro doluptatiam alit, sequistem et eneces delestibus equi

## ALTERNATE TYPEFACE

**Arial Bold**

Arial Regular

In cases where lengthly body copy is required, and for web-use, Arial font may be used for ease of legibility.

COLOUR PALETTE

Colour



Gradient



Pantone: 432 C  
Process: C10 M0 Y0 K92  
Electronic: R50 G55 B60  
Hex: #32373C

Violet



Pantone: 7678 C  
Process: C70 M85 Y15 K0  
Electronic: R106 G72 B142  
Hex: #6D488C

Cyan



Pantone: 292 C  
Process: C60 M20 Y0 K0  
Electronic: R93 G169 B221  
Hex: #5DA9DD

Charcoal



Pantone: 432 C  
Process: C10 M0 Y0 K92  
Electronic: R50 G55 B60  
Hex: #32373C

WHITE OUT COLOUR PALETTE

Colour



Gradient

Violet



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C70 M85 Y15 K0  
Electronic: R106 G72  
B142  
Hex:  
#6D488C

Cyan



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Process:  
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