



WINDOVERT

CORPORATE IDENTITY

WHY DO WE NEED A CORPORATE IDENTITY?

Brand guidelines play an important role in managing perceptions of our company. Every time you communicate with customers, suppliers, employees, or journalists, it is essential to build and reinforce a consistent perception of our company.

LOGO CONSTRUCTION

Horizontal

The Windovert logo is type construction.

The Windovert logo signature consists of two corporate colours - red and grey.



PANTONE
200 C



PANTONE
431 C



PANTONE
421 C

Logo type / Logo signature

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Pay-off line

LOGO COLOUR APPLICATION

Solid

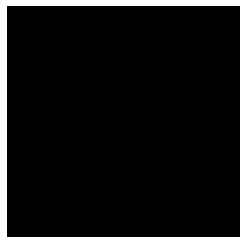


Reversed



BLACK & WHITE LOGO APPLICATION

When applying black and white or greyscale to the logo the following combinations must be used



K 100% - Logo

Solid



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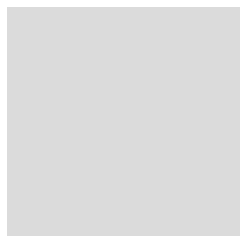


K 70 - Pay-off line

Reversed



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K25% - Blinds lines

PRIMARY CORPORATE COLOURS

RED



PANTONE 200 C
RGB 158 | 36 | 43
CMYK 25 | 97 | 87 | 21
#9E242B

DARK GREY



PANTONE 431 C
RGB 82 | 82 | 81
CMYK 0 | 0 | 0 | 82
#525251

LIGHT GREY



PANTONE 421 C
RGB 183 | 180 | 179
CMYK 31 | 25 | 25 | 4
#b7b4b3

WHITE



PANTONE 11-0601 TCX Bright White
RGB 255 | 255 | 255
CMYK 00 | 00 | 00 | 00
#FFFFFF

CORPORATE TYPEFACE

Windovert corporate typeface consists of Zona Pro

Zona Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
"!@#%^&()?/".'"

Zona Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
"!@#%^&()?/".'"

Zona Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
"!@#%^&()?/".'"

On all media where software restricts us from using the corporate font (Zona Pro), Arial will be used

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
"!@#%^&()?/".'"

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
"!@#%^&()?/".'"

LOGO TYPEFACE

Typeface is an adaptive version of Ethnocentric Light

INCORRECT LOGO SIGNATURE USAGE

Under no circumstances may the logo be altered, be distorted in any way, or colours applied other than specified in this document.

Configuration



Distorted

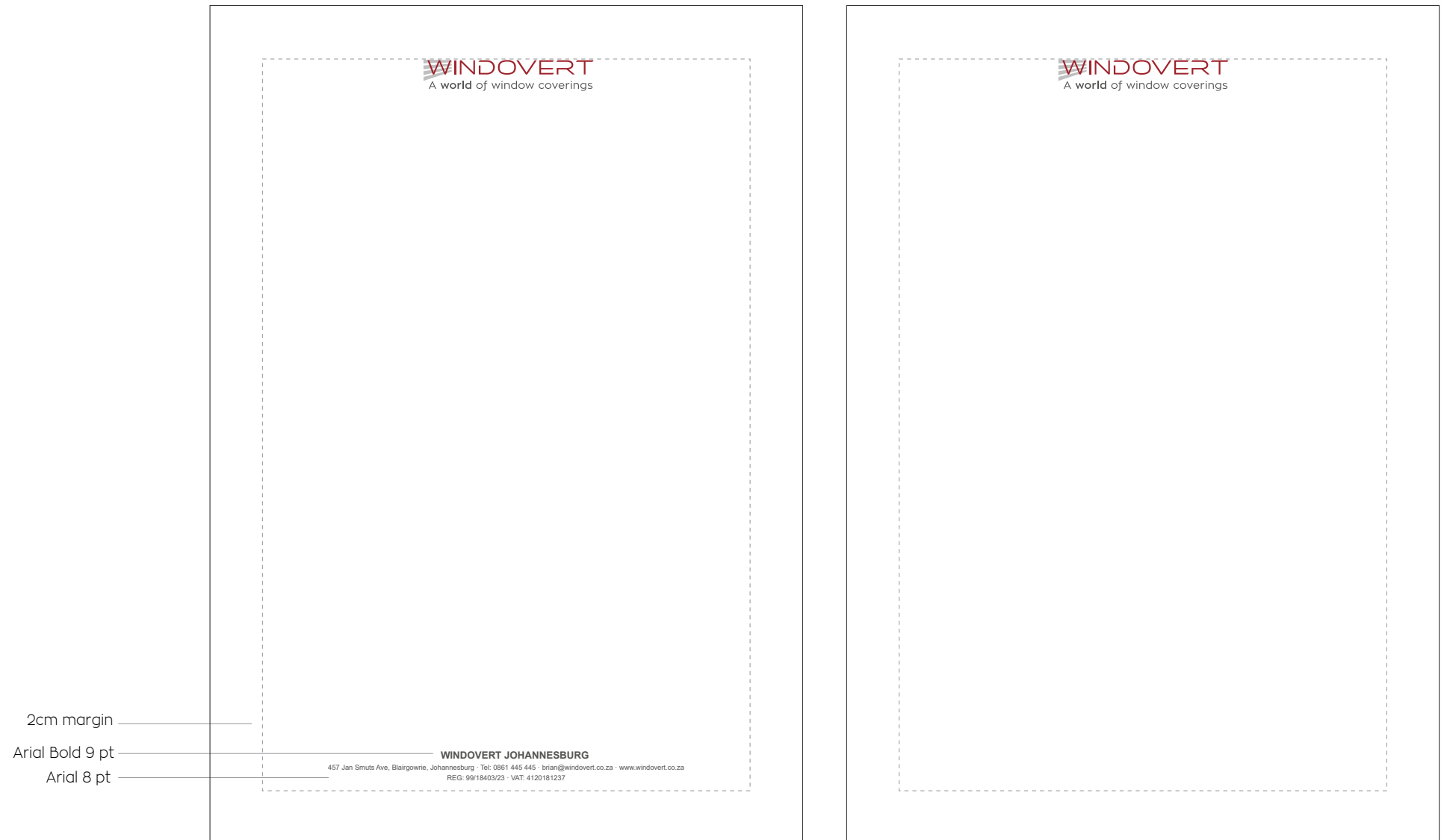


Colour



LETTERHEADS

The electronic letterhead is A4 size and consists of a front page and a continuation page. The template has of a header and footer.



BUSINESS CARDS

50 x 90 mm

Printed Pantone colours or cmyk colour on one side.

Matt Laminate reverse one side only

350g/m²

White



EMAIL SIGNATURE

Grey text is 8.5pt

Leading 10pt

Text is left aligned

Name: Arial Bold

Details: Arial



Bob Uncle, Owner

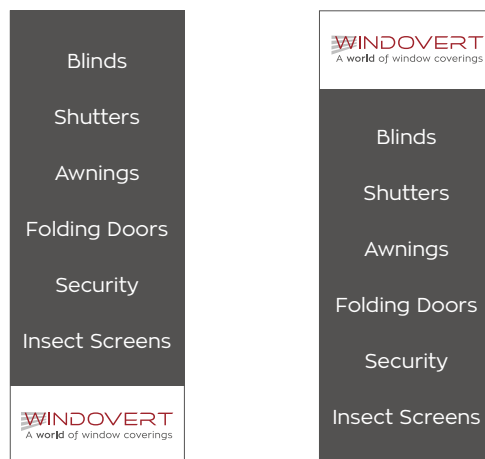
6 Roper Street, New Centre, Johannesburg

P O Box 261564, Excom 2023

Tel: 011 493 5430 | Cell: 083 628 9540

STORE SIGNAGE EXAMPLES

All signage must be approved by Windovert head office prior to production.



VEHICLE BRANDING EXAMPLES - TO BE CONFIRMED SPECIFIC FOR EACH VEHICLE

All vehicle branding must be approved by Windovert head office prior to production.



VEHICLE BRANDING EXAMPLES - TO BE CONFIRMED SPECIFIC FOR EACH VEHICLE

All vehicle branding must be approved by Windovert head office prior to production.



CADDY VEHICLE BRANDING EXAMPLES - TO BE CONFIRMED SPECIFIC FOR EACH VEHICLE



KIA VEHICLE BRANDING EXAMPLES - TO BE CONFIRMED SPECIFIC FOR EACH VEHICLE



PRINT ADS - TO BE CONFIRMED SPECIFIC FOR EACH PUBLICATION.

Emotive lifestyle imagery supported by product visuals.

All advertising must be approved by Windovert head office prior to production.

Adjusting to your lifestyle



Create your own experience with Windovert. Choose from our extensive range of quality blinds, shutters and more. Let your style shine all day long.

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Contact joesoap@windovert.co.za | 000 000 0000
123 Main Street, Johannesburg | www.windovert.co.za

- Blinds
- Shutters
- Canvas Awnings
- Folding Doors
- Security Doors
- Motorisation
- Insect Screens



DIGITAL ADS - SIZES TO BE CONFIRMED SPECIFIC FOR EACH GOOGLE AD.

Emotive lifestyle imagery supported by product visuals.

Windovert head office manages digital media.

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Creating light for space and life

- Blinds
- Shutters
- Canvas Awnings
- Folding Doors
- Security Doors
- Motorisation
- Insect Screens

[View the range](#)

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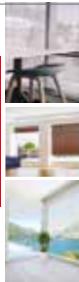
Let the sunshine in



www.windovert.co.za

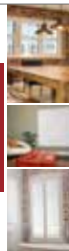
[Get a quote](#)

Adjusting to your lifestyle



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Let your style shine



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