

# **Culture Fund of Zimbabwe Trust**

## BRAND STYLE GUIDE

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**A friendly brand that conveys positivity and cooperation. With a simple, easily understandable look that represents transparency, accountability, fund management and a clear future.**

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About Culture Fund of Zimbabwe Trust

# VISION

A dynamic, diversified and sustainable culture sector imbued with African values and identity which contributes towards wealth creation.



**Our vision is a world in which Culture and the Arts, imbued with Africaness, thrive and are sustainable; contributing to wealth creation for African communities.**

**Our purpose is to connect African communities with financial and technical resources; to lead African Thought research and discourse and to harness the power of the creative arts to help positively change the lives of ordinary people.**



# MISSION

To contribute to the growth of the culture sector in Africa by providing finance and technical support to targeted communities, cultural practitioners and institutions.

# CORE VALUES

Guided by a deep sense of Africaness, the Culture Fund promotes bold & creative behaviour whilst appreciating the importance of achieving a balance through acting as a non-partisan player in the areas it operates.

The Culture Fund believes that all its business practices should be tested for integrity and legality so that operations should be efficient and quality never compromised. It is committed to being held accountable for adding public value and being open to scrutiny for transparency before its stakeholders.





Dialogue  
Interaction  
Engagement



# Pictorial Mark

The two faces looking at each other represent Dialogue and Interaction. The face looking outward seeks to engage you in a friendly and inviting manner, It also eresents variuos arts in the performance sector that use masks.

## The interlocked “C” and “F”

represent the interlocking of the funds aspirations

## The slanted presentation

represents the dynamism of the Arts as they constantly evolve with our community.





**CULTURE FUND**

**Changing The Lives of  
Ordinary Zimbabweans  
Since 2007**

**DOWNLOAD**





## Logo Variations

### Horizontal with tagline



Changing the Lives of  
Ordinary Zimbabweans  
Since 2007



Changing the Lives of  
Ordinary Zimbabweans  
Since 2007

### Stacked with tagline



Changing The Lives of  
Ordinary Zimbabweans  
Since 2007



Changing The Lives of  
Ordinary Zimbabweans  
Since 2007

DOWNLOAD

# Reductions

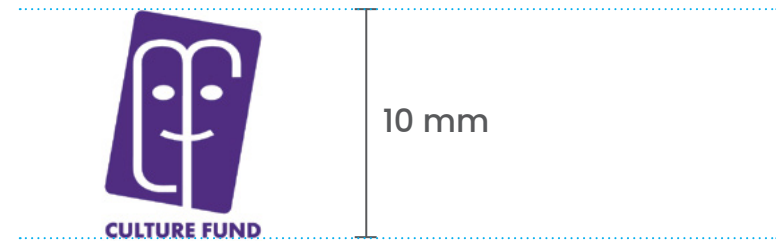
## Maximum reduction horizontal with tagline



## Maximum reduction stacked with tagline



## Maximum reduction stacked without tagline



The horizontal logo with tagline should be used where the layout is more horizontal than portrait.

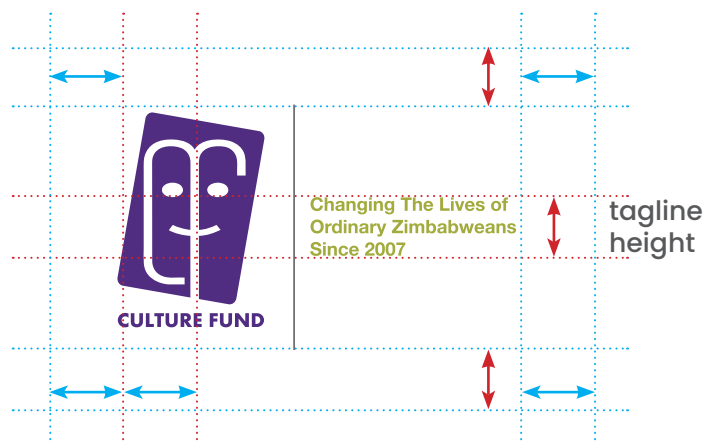
The stacked logo with tagline should be used in all all other applications.

# Exclusion Zones

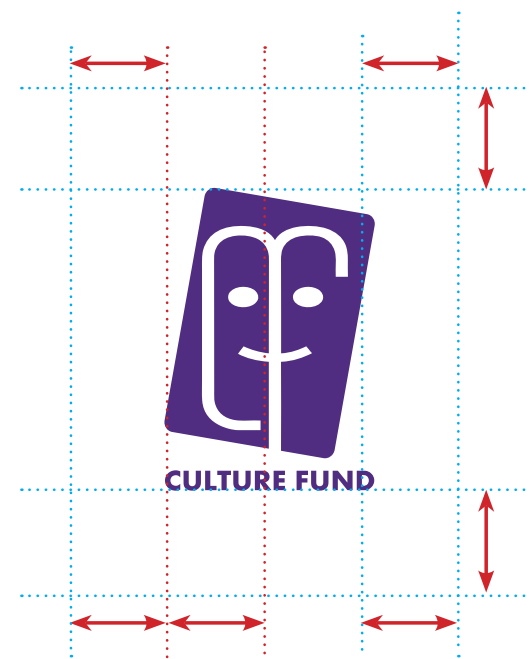
## Horizontal with tagline



## Stacked with tagline



## Stacked without tagline

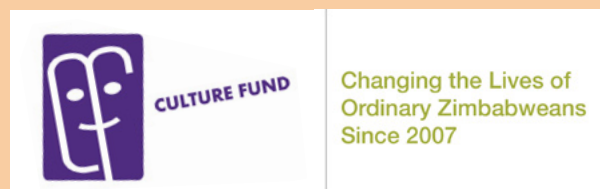


# Logo Misuse

These guidelines affect both the stacked and horizontal logo with and without tagline



Do not apply a gradient to the pictorial mark (symbol) or wordmark.



Do not rotate the logo.



Do not change the logo colour or tone outside of the Culture Fund main brand colours.



Do not swop brand colours.



Do not distort or warp the logo in any way.



Do not use the wordmark without the pictorial mark.



Do not outline or create a keyline around the logo.



Do not change the typeface nor recreate or manipulate the wordmark and the pictorial mark.



MAIN BRAND FONT for Headings and Graphic Elements in design layouts

## Libel Suit

Libel Suit is to be used for headings and as a design accessory in marketing material and design layouts. It should be used for headings and NEVER for standfirsts, pull quote (also known as a lift-out pull quote) or body copy.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890 áéíóú  
!"5&\$/()\*-\*\_+ =/,

[DOWNLOAD](#)[Back to Menu](#)

The Brand Font used in Logo and Tagline

## Futura-Bold

Futura-Bold is bold, confident and strong. It is used for the organisation's name. It can be used sparingly as a graphic element in design. This is to ensure that the Culture Fund Wordmark's characteristics are unique and more visible in each design layout.

**A B C D E F G H I J K L M N Ñ O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n ñ o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0 á é í ó ú**  
**! " 5 & j / ( ) \* - \_ + = / ,**

[DOWNLOAD](#)[Back to Menu](#)

Complementary typography for Headings and Sub-Headings

**Poppins Bold, Poppins Extra Bold and Poppins Black**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 áéíóú**

**!"\$%&'()\*+,-.\_:/,**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 áéíóú**

**!"\$%&'()\*+,-.\_:/,**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz 1234567890 áéíóú**

**!"\$%&'()\*+,-.\_:/,**

DOWNLOAD



Complementary typography for Body Copy

## **Poppins Medium 11 pt**

Poppins Medium at 11 pt size should be used as body copy for all publications. Paragraph Styles should not be justified but ranged left or right.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890áéíóú

!"\$%&'()\*+,-./

Complementary typography for Captions

## **Poppins Light Italic 10 pt**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890áéíóú

!"\$%&'()\*+,-./

[DOWNLOAD](#)



# COLOUR GUIDELINES

## Culture Fund Corporate Colours

Our main colours are purple and green and can be used in their various tints.



CMYK	85 99 12 2
RGB	81 47 130
Lab	27 30 -42
Hex	#512e82



CMYK	85 99 12 2
RGB	81 47 130
Lab	27 30 -42
Hex	#512e82



## Complementary Colours



**CMYK**  
0 20 100 0

**RGB**  
255 203 5

**Lab**  
85 9 84

**Hex**  
#ffc000



**CMYK**  
2 57 100 0

**RGB**  
240 135 33

**Lab**  
67 36 66

**Hex**  
#f08000



**CMYK**  
13 80 100 2

**RGB**  
209 86 39

**Lab**  
53 47 50

**Hex**  
#d15627



**CMYK**  
30 90 100 30

**RGB**  
138 47 29

**Lab**  
33 38 32

**Hex**  
#892e1d

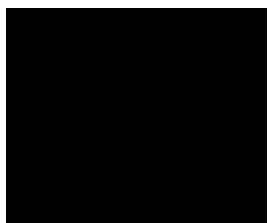


**CMYK**  
15 100 100 0

**RGB**  
210 35 42

**Lab**  
47 65 43

**Hex**  
#d12229



Black



White



## Business Card Front and Back



Dimensions: 90mm x 35mm

## Complimentary Slip



Dimensions: 210mm x 95mm

## Letterhead



Dimensions: 210mm x 297mm



# Project Banners and Large Format Layouts (Out Of Home)





# Photography

Images used should always be of African or Zimbabwean Cultural value. Photographs should always be colour balanced with rich earth tones. Photography style should be very clean, with a focal point and well framed. Cropping and composition should compliment the content. All print should be 300 dpi whenever possible. Always use high-quality vendors.



All video should be shot in High Definition with a 16:9 aspect ratio unless specifically required for end usage (e.g. 1:1 ratio for a specific Twitter post) and the minimum pixel dimensions of 1280 X 720 pixels.

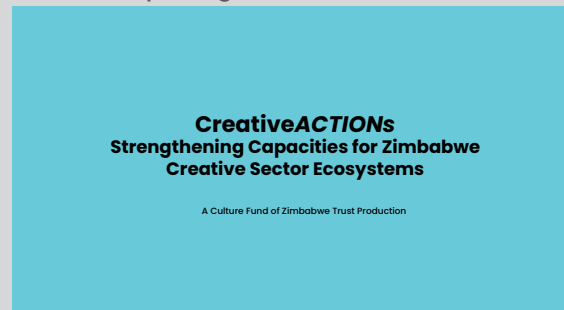
### Poster Frame for thumbnail



### Logo placement in frames

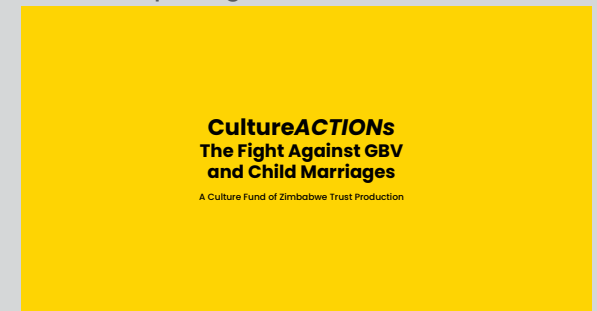


### Title and Opening credits



Title, Opening credits and Culture Fund Partnerships to be written in Poppins Bold and Poppins Medium

### Title and Opening credits



Title, Opening credits and Culture Fund Partnerships to be written in Poppins Bold and Poppins Medium

### End credits



End credits with Consortium Banner of Logo accreditation. Copyrights and Culture Fund Web Address should be written in Poppins Medium

### End credits



End credits with Consortium Banner of Logo accreditation. Copyrights and Culture Fund Web Address should be written in Poppins Medium

# Digital Application and Social Media

Images used for Social Media posts should always be of African or Zimbabwean Cultural value. Photographs should always be colour balanced with rich earth tones. Photography style should be very clean, with a focal point and well framed. Cropping and composition should compliment the content. All images for digital usage should be 72dpi but set to the highest pixel dimensions possible to ensure clean crisp definition when viewed on screen.

All social media posts should conform with the latest specifications for each respective platform.

## Social Media Posts and Tags for Facebook, Twitter and YouTube

culturefund, culture, arts, heritage, performance arts, visual arts, theatre, poetry, development, advocacy, sustainability, social cohesion, sustainable development, africanness, zimbabwe, gender, women empowerment,

