# Freedom Park Corporate Identity

## Brand manual

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## Core business

The core function of Freedom Park is the creation of a memorial that will narrate the story of South Africa's pre-colonial, colonial, apartheid, and post-apartheid history and heritage, spanning a period of 3.6 billion years of humanity, to acknowledge those that contributed to the freedom of the country and managing the Freedom Park as a cultural institution.

## Vision

To be a leading national and international icon of humanity and freedom.

## Mission

To provide a pioneering and empowering heritage destination in order to mobilise for reconciliation and nation building in our country; to reflect upon our past, improving our present and building our future as a united nation; and to contribute continentally and internationally to the formation of better human understanding among nations and peoples.

## Values

In carrying out its mandate, Freedom Park is committed to the following values:

- Tolerance of diversity
- Inclusivity
- Trust
- Transparency
- Accountability

## Our brand

Everyday, in many places in the world our customers, employees, suppliers and people interested in our institution interact with Freedom Park.

**A single identity and brand unites us and helps our stakeholders better understand who we are and what we stand for.**

Our brand is not just a logo, wordmark or design device, it is how we are recognised - it is our promise, our guarantee and our reputation.

**The Freedom Park brand is supported by a clear and simple corporate identity and guidelines.**

These guidelines outline the principles and design elements all employees and designers must use when producing any branding and communications collateral for Freedom Park.

**Your proper and consistent use of these guidelines will help in maintaining the integrity of the Freedom Park brand and building our brand equity.**

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The use of a logo is to achieve maximum impact and recognition.

**Our logo has been custom designed and is unique.**

Although it looks like a standard font, this is not the case. The spacing between the letters is not typographically defaulted.

The Freedom Park logo is our core identifier. The primary Freedom Park brand is a burgundy logo with a black divider line and black strapline on a white background.

Wherever possible, it should be reproduced and used as prescribed in all our communications to establish one common identity.

The Freedom Park logo should only be reproduced from electronically supplied artwork from either the Public Participation Department or from the image gallery on the Freedom Park website (www.freedompark.co.za) or the Freedom Park Intranet.

**It should never be distorted, re-typeset, or reproduced in a way not designated in these guidelines.**

**Note:** The strapline 'a heritage destination' is part of the logo, and should therefore not be typeset.

# Area of isolation

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**The Freedom Park logo should always be surrounded by a predetermined area of clear space.**

This space is known as the area of isolation, and no text or graphic elements should be placed within it.

The area of isolation is determined by the height of the word 'PARK' in the Freedom Park logo, as shown in the illustration below.

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**The Freedom Park logo should not be reproduced below an x-height of 25mm**, as shown here.

-height = 25mm

Below this height, the logo cannot reproduce clearly.

**Never reproduce the logo smaller than the minimum size.**

Under certain circumstances (dictated by design or application), the Freedom Park logo can be reproduced smaller than the minimum size but then without the black divider line and black strapline, as shown below.

Consult the Freedom Park Departmental Head: Public Participation for approval on any change to the standard logo layout.

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One of the key elements in our corporate identity is a consistent use of colour, both in the logo and the backgrounds on which the logo can be placed.

The choice of approved backgrounds has been carefully considered to achieve maximum contrast for the logo and to facilitate maximum impact.

**On white background**

**Black on white background**

**On any other suitable light background (eg off-white or beige)**

**The logo may only be reversed out on a dark background under special circumstances and only with the approval of the Deputy CEO of Freedom Park.**

# Applying the logo – Incorrect application

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It's easy to get the Freedom Park logo wrong. Following these guidelines will ensure that this does not happen.

**Here are some examples of what you should not do:**

**Do not reproduce the logo in an unauthorised colour.**

**Do not change the logo in any way.**

**Do not crop the logo.**

**Do not distort the logo.**

**Do not print the logo onto an unsuitable background.**

# Primary colour palette

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A vital element when communicating the Freedom Park brand is colour. The primary palette is based on the colours of our identity, supported by a range of secondary colours to add vibrancy and individuality.

**Essential to the branding of Freedom Park is the use of the Freedom Park burgundy in the logo.** It is important as a trigger to recognition. The specific colour values must be adhered to when reproducing the brand identity on any marketing collateral.

The colour breakdown includes: spot colour reference (Pantone), CMYK breakdown (for lithographic printing), RGB breakdown and Hex (for electronic usage).

**Note:** When using the Freedom Park burgundy as a solid colour (on covers etc), be careful of 'rub-off' or 'scuffing'. When printing the Freedom Park burgundy as a solid colour over an expanse, be aware that 'mottling' of the colour ink on the paper can occur. It is advised that when printing, sealant varnishes (aqueous or spot UV or laminates) be applied to protect the printing and/or to prevent scuffing.

**100%**

**10%**

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 484 |
| **CMYK** | C26% M90% Y100% K23% |
| **RGB** | R153 G50 B32 |
| **Hex (Web)** | # 993220 |

**100%**

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® Process Black |
| **CMYK** | C0% M0% Y0% K100% |
| **RGB** | R0 G0 B0 |
| **Hex (Web)** | # 000000 |

**100%**

| | |
|---|---|
| **CMYK** | C0% M0% Y0% K0% |
| **RGB** | R255 G255 B255 |
| **Hex (Web)** | # FFFFFF |

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## Secondary colour palette


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Freedom Park has chosen a range of complimentary colours in the secondary palette. Tints of the secondary colour palette can also be used.

The colour breakdown includes: spot colour reference (Pantone), CMYK breakdown (for lithographic printing), RGB breakdown and Hex (for electronic usage).

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 315 |
| **CMYK** | C100% M0% Y18% K42% |
| **RGB** | R0 G115 B139 |
| **Hex (Web)** | # 00738B |

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 385 |
| **CMYK** | C2% M0% Y100% K75% |
| **RGB** | R97 G93 B0 |
| **Hex (Web)** | # 666600 |

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 147 |
| **CMYK** | C19% M40% Y85% K65% |
| **RGB** | R74 G53 B28 |
| **Hex (Web)** | # 614815 |

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 117 |
| **CMYK** | C7% M28% Y100% K12% |
| **RGB** | R203 G135 B10 |
| **Hex (Web)** | # D3A41A |

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 382 |
| **CMYK** | C34% M0% Y85% K0% |
| **RGB** | R179 G212 B85 |
| **Hex (Web)** | # CCCC66 |

100%

10%

| | |
|---|---|
| **Pantone® (PMS)** | Pantone® 1675 |
| **CMYK** | C0% M75% Y100% K32% |
| **RGB** | R173 G44 B0 |
| **Hex (Web)** | # AD2C00 |

# Typeface

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**Professionally printed (External)**
A clear and consistent typographic style used across Freedom Park corporate communications will enable us to project a coherent corporate identity.

The corporate typeface we have chosen for typographically produced publications (produced by designers/printers) is Arial: Normal, Italic and Bold.

**Document templates word-processed (Internal)**
Document templates, such as faxes, memorandums, minutes, letters and presentations etc are available on the Freedom Park Intranet.

All text typed on these templates should be in Arial.

**Arial Normal**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Arial Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*1234567890*

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

***Arial Bold Italic***

***ABCDEFGHIJKLMNOPQRSTUVWXYZ***

***abcdefghijklmnopqrstuvwxyz***

***1234567890***

# Tone of voice

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## What is 'Tone of voice' (TOV)?

TOV is the way you reflect your brand in the words that you use: ***"How you say, what you say."***

Many people think of brands purely in visual terms, but people experience brands in many different ways. We come into contact with brands through environments other than the purely visual one – particularly through words, sounds and behaviour. TOV answers the same questions as visual identity using words rather than graphic means, which win people to our side and connect us with different audiences.

## Tone for Freedom Park

- Knowledgeable
- Attentive
- Insightful
- Imaginative
- Convincing
- Personable
- Genuine

## Style for Freedom Park

- Energetic
- Vibrant

## Values of Freedom Park

- Tolerance of diversity
- Inclusivity
- Trust
- Transparency
- Accountability

## Conveying the brand and the value of consistency

- Our visual and verbal/written identity need to convey an extraordinary customer experience.

- As with all communications, consistency improves the chance of our audience taking note of what we're saying.

- Our products, services, initiatives and campaigns tell of our personality and enthusiasm for Freedom Park.

- Text layout should be short and to the point with plenty of clear space to make it easy to read.

- Conversations are essential to understanding; so where possible, it's useful to convey a sense of dialogue.

- The language we use, on the whole, should be straightforward when talking to our customers, no matter what channel is being used.

- Avoid repetition - don't distance our readers with clumsy, wordy language.

- Also avoid detached writing by talking about "the institution" or "its", instead write "we", "us" and "our".

- Avoid jargon - jargon distances us from our audience, creating a barrier to understanding. When we use it, we run the risk of coming across as striving too hard to sound impressive.

Taking these guidelines into consideration when talking/writing about Freedom Park at least will show that we're thinking about our audience and doing what we can to help their understanding of our position in the market.

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For further information about the Freedom Park corporate identity and its application, please contact:

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