

# BRAND IDENTITY MANUAL




# BRAND IDENTITY MANUAL OF SHOTOKAN SOUTH AFRICA

## 1. INTRODUCTION

- a. Our purpose is to create a positive and compelling brand image for Shotokan South Africa (Shotokan-ZA).
- b. The manual has been developed to assist users to make sure that all Shotokan-ZA branded collateral adheres to the defined approved brand identity.
- c. The guidelines set out in this manual should be strictly adhered to ensure a consistent application of our brand.
- d. For questions or further information on the brand of Shotokan-ZA, please contact:  
The Chairperson, Tel: 082 934 4670, Email: admin@shotokan.org.za

## 2. BASIC ELEMENTS

- a. Our brand is more than just a logo. It consists of a number of elements which come together to form our visual language. These elements include, but are not limited to, colours, typography and logo placement.
- b. The logo forms the centre point of our brand and is highly instrumental in how our brand is recognised and perceived by our audience.
- c. Our Shotokan-ZA logo comprises two main design elements, i.e. the symbol and logo type. The symbol and the logo type should always appear together.

Symbol

Logo type
- d. It is vital to be consistent with this application and never to display the logo in configurations other than those shown in this manual.
- e. Please note that our logo type is a specific font. Never attempt to recreate it or use a substitute font which may appear similar.  
Font used: ZA (Calibri Bold)  
Font used: Shotokan (Impact Regular)  
Font used: South Africa (Calibri Regular)  
Font used: Japanese translation of Shotokan South Africa (DFKai-SB Regular or Kozuka Mincho Pro R)

- f. The logo comprises of the following elements:
1. A silhouette figure in the signature move of the kata Gankaku.
  2. The protea in blue with a white keyline.
  3. The "ZA" indicates the country domain.
  4. Organisation name.
  5. Organisation name translated in Japanese.



### 3. LOGO COLOUR PALETTE

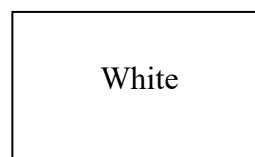
- The correct colour application of our logo is essential to ensure a consistent image for the brand. The logo may only be printed in blue, black or white.
- When printing the CMYK colour code should preferably be used. The RGB and Hex colour values are only for electronic use. This means colours may appear differently on screen because of monitor calibration.



BLUE  
99C 97M 3M 1K  
Pantone P99-16C  
46R / 49G / 146B  
#2e3192



BLACK  
0C 0M 0M 100K  
Pantone Black  
R0 G0 B0  
#000000



WHITE  
0C 0M 0M 0K  
Pantone White  
225R / 255G / 255B  
#ffffff

### 4. LOGO USAGE

Consistent use of the logo is vital to ensure a cohesive brand image. The following guidelines should be followed for the correct logo usage:

- The full colour logo should be used wherever possible.
- The full colour logo may only be placed on a white background.
- When only text is used, only the text "SHOTOKAN-ZA" or "SZA" may be used in the font "Impact Regular".



Full colour logo on white background ONLY



White logo on any solid colour background



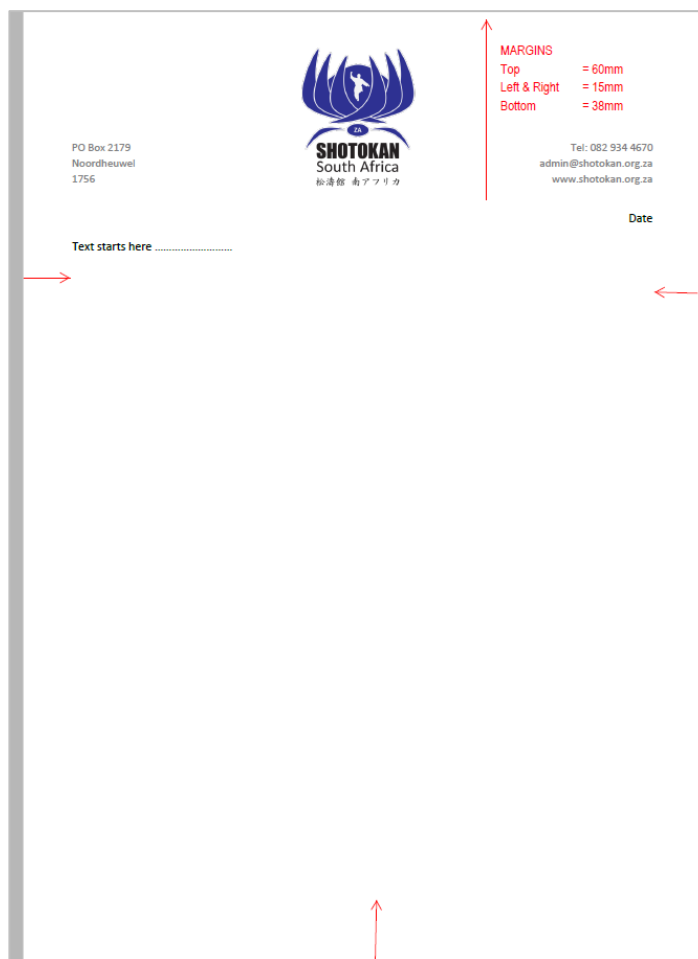
One of these options, if text only is used

- d. Where colour is limited, the white logo may be used.
- e. The logo may not be altered in any way.
- f. The colours within the logo may not be altered in any way.
- g. If the logo is used on any type of print or material, the final proof must be signed-off (approved) by the Chairperson or his/her appointed representative.

## 5. STATIONERY

- a. No-one is allowed to use the Shotokan-ZA logo on any marketing material, promotional items or communication, such as letters and emails, without the approval of the Chairperson or his/her appointed representative.

- b. The A4 letterhead is part of the Shotokan-ZA stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.



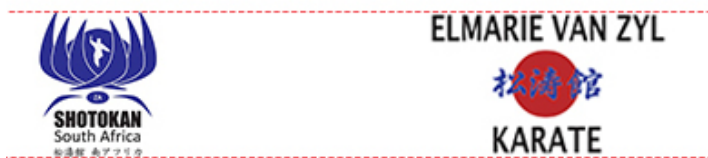
- c. Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

- d. Technical specifications:  
 Size: 210 mm x 297 mm (A4)  
 Margins:  
 - Top (60mm)  
 - Left & Right (15mm)  
 - Bottom (38mm)  
 Body copy: Calibri or Segoe UI  
 Font size: 11 pt  
 Logo width: 38 mm  
 Line spacing: 1.0 or 1.5

## 6. CO-BRANDING

- a. The following section serves as a guide on how to apply co-branding and advertising to market our organisation and other entities. An entity can be defined as an affiliated dojo, a non-affiliated dojo or other karate organisation.
- b. An affiliated dojo is not allowed, to use the Shotokan-ZA logo as its logo to represent the dojo.

- c. When another logo is used to co-brand with our logo (on print or electronic), the two logos must be the same height, when used in the same line.



- d. When a dojo would like to indicate its affiliation to the organisation, one of the following options can be used.

AFFILIATED TO



Option 1

AFFILIATED TO



Option 2

The "AFFILIATED TO" logo can be applied anywhere on the dojo's letterhead.



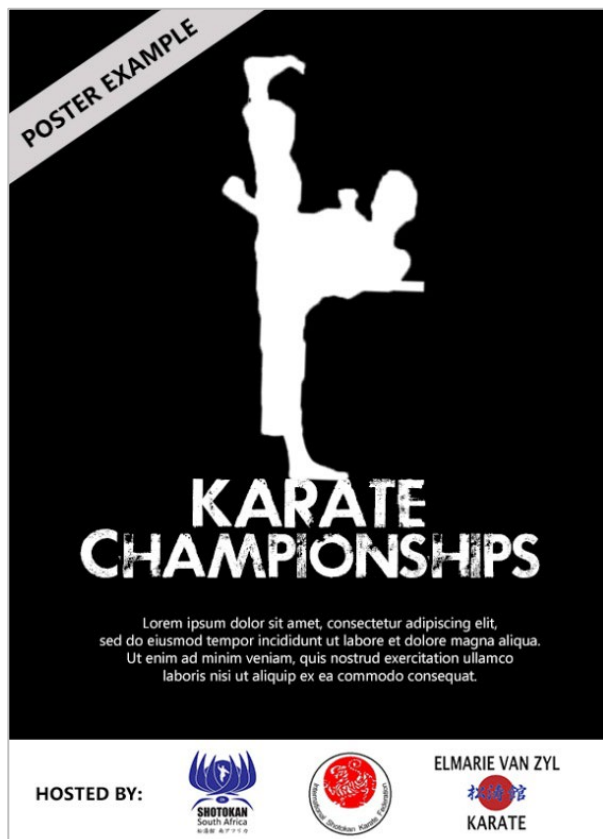
## 7. ADVERTISING, MERCHANDISING & PROMOTIONAL ITEMS

- a. Wherever possible, and for maximum visibility, the Shotokan-ZA logo must be applied in full with the website URL ([www.shotokan.org.za](http://www.shotokan.org.za)) also indicated.
- b. It must be sized accordingly. (Please refer to the basic elements section of this guide on the rules and correct application of the logo and logo size).



## 7.1 Poster examples

- a. Posters are part of our communication collateral, and guidelines for its use should be followed.
- b. The dimensions shown here are intended only as a guide.
- c. Do not attempt to reproduce any artwork, or any element of the artwork, from these pages.
- d. Only official artwork may be used for reproduction.
- e. The use of the logo on any type of material (print or electronic) must be signed-off (approved) by the Chairperson or his/her appointed representative.
- f. Illustrated on the right is an example of a co-branded poster. All logos must be the same size in height. If Shotokan-ZA is the main sponsor, our logo must be placed 1<sup>st</sup> on the left hand side.



## 7.2 Pull-up Banner Examples

- a. When our logo is used on its own, it must be located at the top of the pull-up banner and it must be centred.
- b. When other types of banners (such as tear-drops, wall, roll-up, A-frame, etc) are designed, a mock-up/proof must be submitted for sign-off (approval) by the Chairperson or his/her appointed representative.
- c. When our logo is used as part of a co-branded banner, the rules as stated in section 6, apply.
- d. Copy should be centre-aligned, and may be moved anywhere up or down on a vertical axis, depending on the visual.
- e. Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.
- f. Required technical specifications:
  - Headlines: Any visually appealing font may be used.
  - Body copy & URL: Calibri or Segoe UI font



### 7.3 Promotional items and merchandise

- a. Where white background is used, the full colour Shotokan-ZA logo must be applied. If a solid background colour is used, like black or blue, then the solid white logo must be applied.
- b. Caps: Only the words SHOTOKAN-ZA is used and placed on the front centre of the cap, where it is most visible. Our URL is placed at the back.
- c. T-shirts/Tracksuits/Bags: The full logo is used and placed on the front left of the T-shirt, where it is most visible. The words SHOTOKAN-ZA with our URL and additional artwork can be placed at the back of the shirt, but this must be signed-off (approved) by the Chairperson or his/her appointed representative.



- d. For small and unusual items, like lanyards and wrist bands, a step and repeat pattern can be followed using the URL address or the text "Shotokan-ZA". Design for these items must be signed-off (approved) by the Chairperson or his/her appointed representative.
- e. Medals & Trophies: They can have the full logo applied, an amended version of the logo or only text. Designs for these must be approved by the Chairperson or his/her appointed representative.

**8. OFFICIAL CLOTHING**

- a. Referees and officials will wear white formal shirts (no ties) or the branded golf shirts, grey trousers or jeans and black shoes, during tournaments and at official events, unless otherwise indicated by the event organiser.
- b. The application of the logo on the formal white shirt is not required. Coaches may wear the branded tracksuit during tournaments.



## 9. SPECIAL AWARDS

Shotokan-ZA colours will be awarded by the EMC in the (3) levels described below. The EMC has discretion to change the look of the awards.

### a. Level 1: Junior Colours

These colours will be awarded to all juniors (under 18) selected to represent Shotokan-ZA at an International Championship and/or who won a gold medal at the SZA National Championship or another national tournament as approved by the Executive.

The award must be embroidered and must contain the following elements:

1. The full colour Shotokan-ZA logo.
2. The text "Junior Colours" to be added below the logo.
3. The year the award is presented must be added below the "colours" text.



### b. Level 2: Junior Full Colours

These colours will be awarded to all juniors (under 18) selected to represent Shotokan-ZA at a World Championship.

The award must be embroidered and must contain the following elements:

4. The full colour Shotokan-ZA logo.
5. The text "Junior Full Colours" to be added below the logo.
6. The year the award is presented must be added below the "colours" text.



### c. Level 3: Half Colours

These colours will be awarded to seniors (18 and older) selected to represent Shotokan-ZA at an International Championship and/or who won a gold medal at the SZA National Championship or another national tournament as approved by the Executive.

The award must be embroidered and must contain the following elements:

1. The full colour Shotokan-ZA logo.
2. The text "Half Colours" to be added below the logo.
3. The year the award is presented must be added below the "colours" text.



**d. Level 4: Full Colours**

These colours may be awarded to seniors who have been selected to represent Shotokan-ZA at a World Championship, or members who meritoriously distinguished themselves.

The award must be embroidered and must contain the following elements:

1. The full colour Shotokan-ZA logo.
2. The text "Full Colours" to be added below the logo.  
The year the award is presented must be added below the "colours" text.
3. A silver laurel is to be applied to the full colour Shotokan-ZA logo.

