CheeseKids Identity Manual

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Introduction

The CheeseKids identity consists of the main corporate logo and a series of mood logos created to suit various themes. The unifying component within all the logos is circular CheeseKids mark.

The CheeseKids mark showcases the organisations dynamism and unconventional voice by having many different “states.” Using the various states of the mark interchangeably, the identity is always in active motion.

The CheeseKids colours scheme is also to be used interchangeably within all the brand applications. Any one colour from the main scheme may be used to identify the various moods of the brand.

Each version of the logo should work with these colours in equal balance equal balance.
The concept of motion, change and energy should be embraced and reflected in all of CheeseKids branding applications.

MAIN CHEESEKIDS LOGO 1 COL

Construction

The main CheeseKids logo three components:
The circular mark that encloses the logo and the tag line, the graphic within the logo and the icon on the outer core of a logo. These components are always placed in a fixed relationship and angle.
The main logo format should never be altered, modified or reproduced in any way.

In contrast, the mood versions may be used in a dynamic manner as the central icon, rendering and colour of the logo are changeable. To ensure the consistency necessary to build a recognisable identity, it is critical that the CheeseKids logo appear only in the colours approved in these guidelines.

The inner symbol represents symbol represents the values of the brand and the main logo uses the heart icon combined with the love sign represented by the hand on the outer core of the logo. When produced in colour the heart should always be red pantone xxx, while the main band is grey pantone xxx and pantone xxx for the hand, inner and outer circles.

MAIN CHEESEKIDS LOGO 2 COL

The logo should always appear in the same angle and may not be tilted in any form other than upright.

Clear Space/Bleed

To ensure its integrity and visibility, CheeseKids Corporate logo should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clears pace—a space equal in size to the x height of the logo circular strap that contains the text, as shown.

The logo clearance is marked and measured by x in oreder to give presidance and clarity to the mark it should always be placed from any competing elements with x as the minimum distance from other logos, text boarders and margins.

Primary Logo

Primary logo to be used on all corporate identity elements. This logo should always use the heart icon in the centre and love hand element. It's place ment and those of the subsequent secondary logo's should be based on the prescribed angle and ratios defined in the manual.

All subsequent logo's may be used on any material that exclude stationery and may be used as assisting graphics as long as they do not take precedence over the main logo.

The logo's presented here may not be altered in any way all presented Icons should be used in the same combinations on all applications.

Tagline Love, Lurv & Mo' Cheese
Value compassion, care, understanding
Action food collection, clothing, books etc

Tag line Love, Excellence & Mo' Cheese
Value education, talent, achievement
Action tutoring, talent shows, mentoring

Tag line Love, Planet & Mo' Cheese
Value environmental awareness
Action Environmental campaigns & initiatives

Tag line Love, Work & Mo' Cheese
Value giving a helping hand
Action community development

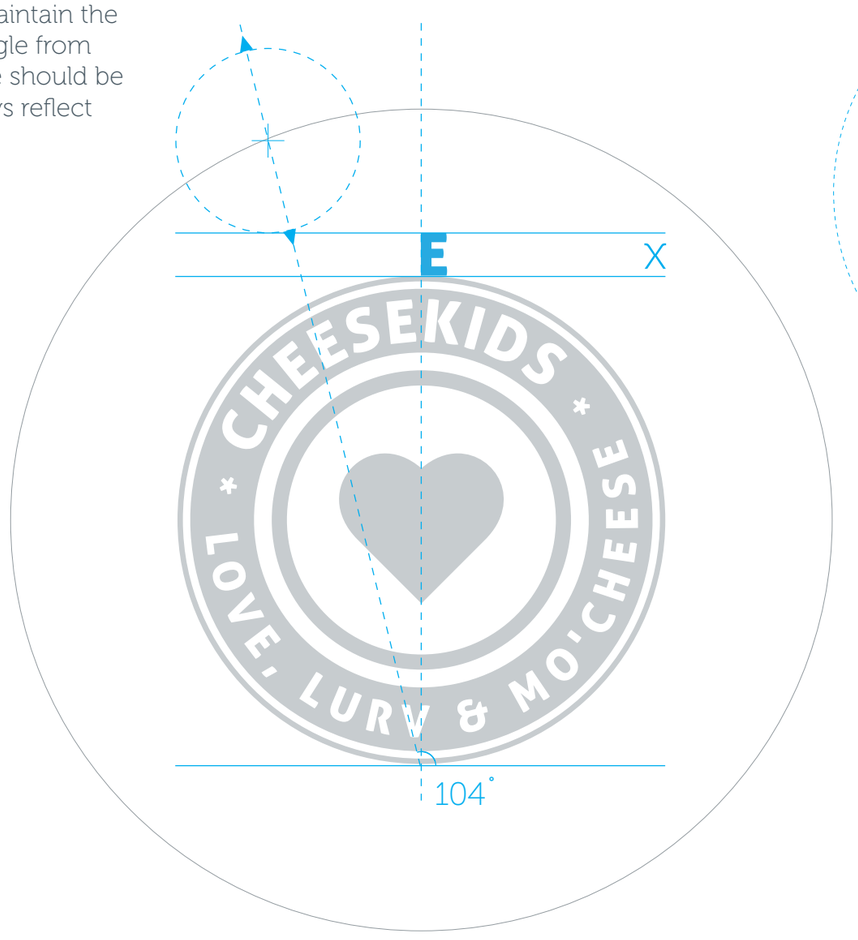
Tag line Love, Africa & Mo' Cheese
Value continental & cultural awareness
Action social awareness in SA,
cultural exchange programs

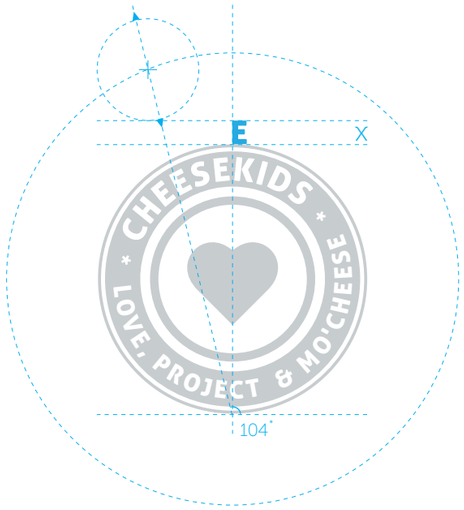
Tag line Love, Mzansi & Mo' Cheese
Value patriotism
Action unifying and promoting the county

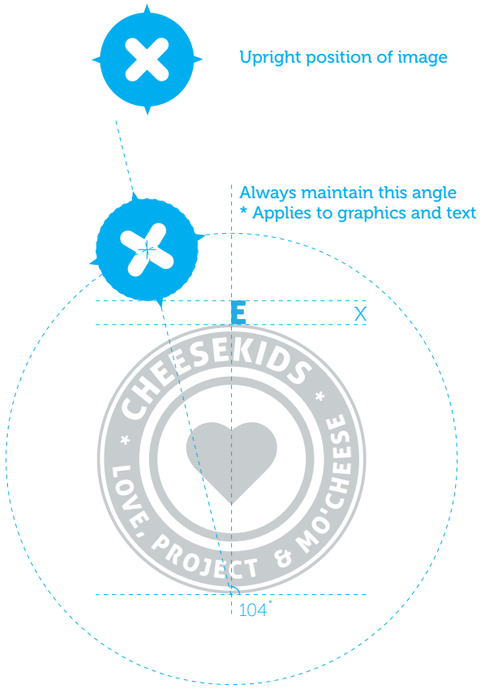
Tag line Love, Health & Mo' Cheese
Value Wellness
Action Supporting people to achieve better health

Project Logo

The project logo is assisted by the fixed placement of an auxiliary device based on a varying visual idea. The image may change but the focal point should be placed within the specified area and maintain the prescribed angle. Where necessary the angle from the base of the logo to the auxiliary centre should be maintained. The central icon should always reflect the relevant value as per **page 4**







Circular logo

The circular logo caters for situations where the extended hand icon would interfere with placement on a centralised object. ie, badges, stickers signage and other such articles. This version of the logo may only be used with strict supervision of the brand manager.

Colour Specs

The coloration of logo is an essential element in setting a recognisable tone and look for the identity. Consistent use of colour enhances the strength of the identity. The primary couloirs for The CheeseKids Logo are xxxxx
xxxxx, and xxxxx. All three colour
variations are to be used interchangeably. Using colour variation reinforces the activist, creative and eclectic nature of the identity.
Panto ne® 1795 C
CMYK 0/94/100/0
RGB 255/19/0

PANTONE	CMYK
200 C	K 12 %
206 U	C - %
	M 100 %
	Y 63 %

PANTONE	CMYK
432 C	K 77 %
	C 23 %
	M 2 %
	Y - %

PANTONE	CMYK
300 C	K - %
	C 100 %
	M 44 %
	Y - %

PANTONE	CMYK
370 C	K 27 %
	C 56 %
	M 0 %
	Y 100 %

PANTONE	CMYK
7531 C	K 50 %
	C - %
	M 10 %
	Y 27 %

PANTONE	CMYK
158 C	K - %
	C - %
	M 61 %
	Y 97 %

PANTONE	CMYK
DS 5-1 C	K - %
	C - %
	M 20 %
	Y 100 %

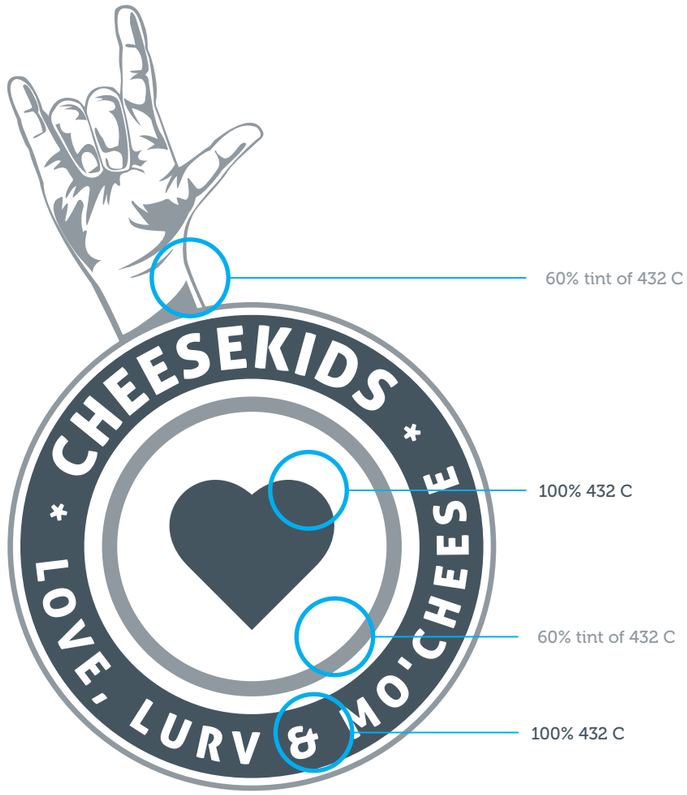
PANTONE	CMYK
DS Process Black C	K 100 %
206 U	C - %
	M - %
	Y - %

PANTONE	CMYK
000 C	K 91 %
	C 55 %
	M 46 %
	Y 25 %

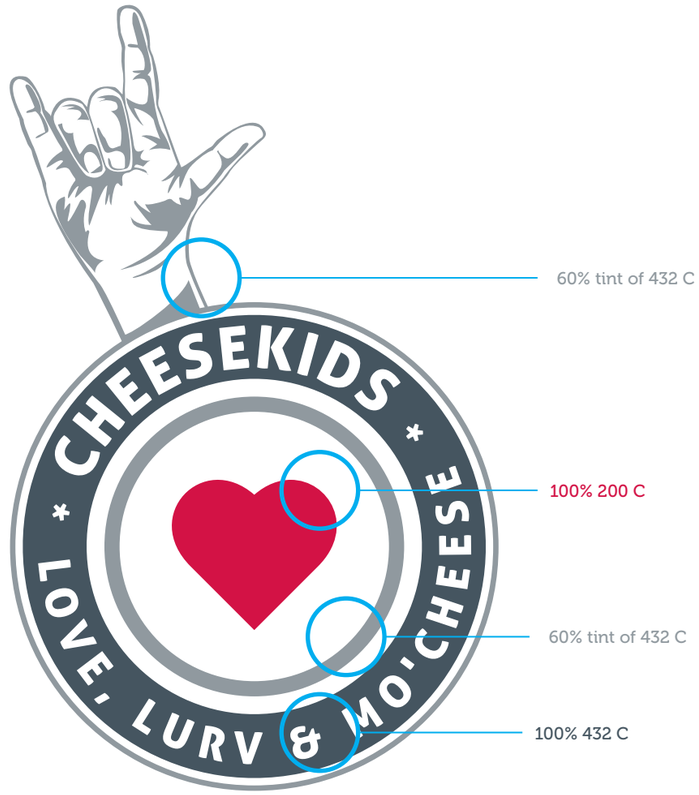
Colour Combination

All logo configurations should match a colour sheme as per the prescribed example except where the logo is used as a stencil of graphic device and reversed on a solid colour.
When used a single spot colur the central icon should alwayd be 100% of the colour value whereas the inner, outer ring and hand should be at 60% of the main cricular device's colur

The same will apply with the 2 colour version of the logo except that central icon will use a colour relating to the value, i.e: environment + green.



LOGO 1 COL



LOGO 2 COL

2 Colour Combination

Using 2 colour spot logo's where possible will allow for consitency in reproduction of the logo.

The logo should only be reproduced in process colours where they all apear on the same artwork and when digitally printed.

Tagline Love, Lurv & Mo' Cheese
Value compassion, care, understanding
Action food collection, clothing, books etc

Tagline Love, Excellence & Mo' Cheese
Value education, talent, achievement
Action tutoring, talent shows, mentoring

Tagline Love, Planet & Mo' Cheese
Value environmental awareness
Action Environmental campaigns & initiatives

Tag line Love, Work & Mo' Cheese
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Action community development

Tag line Love, Africa & Mo' Cheese
Value continental & cultural awareness
Action social awareness in SA, cultural exchange programs

Tag line Love, Mzansi & Mo' Cheese
Value patriotism
Action unifying and promoting the county

Tag line Love, Health & Mo' Cheese
Value Wellness
Action Supporting people to achieve better health

CMYK logo

Use of this version of the logo is for the sake of being able to achive the colours of the flag and therefore it is the only logo that can be reproduced in full colour when used on its own.

Reverse logo

For the porpose of simple applications such as T-shirts printed on dark colours the logo meay be rversed out in a solid colour on a contrasting solid background as shown here with the log reversed zin white on the pantone grey.

Reverse logo

This is an example of how each logo should be used with it's specific spot colour in the reverse format. Note as well that the type if knocked out of the main ring so as to shw the background colour benith it.

A watermark stencil of the logo may be used as a background graphic as long as it is accompanied by a complete logo and does not comete with or overpower it's visibility.

This application will best be suited for single colour covers and as banner graphics where only the branding is applied..

Playing with the logo

Where the logo is supplied as a stencil, artist will hav ethe ability to add any shapes, graphics or textures as long as they conform to the main outline of the CheeseKids logo. In most cases this application will be reserved for clothing and graphic backgrounds such as banner walls, banners and poster.

This instande of the logo can only be used as the circulatr virsion to allow for easier central placement of the graphic.

As this version allows for experimentation and visual freedom, there are no colour restrictions as long as the identity is always legible and clear.

Typeface

The Cheesekids Identity makes use of two fonts: Aller Display and Museo. Aller Display is the sole font used on the logo and tagline while Museo is the font used on all communications.

ALLER DISPLAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 100

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 100 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 300 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 500 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 700 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 900 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 1000

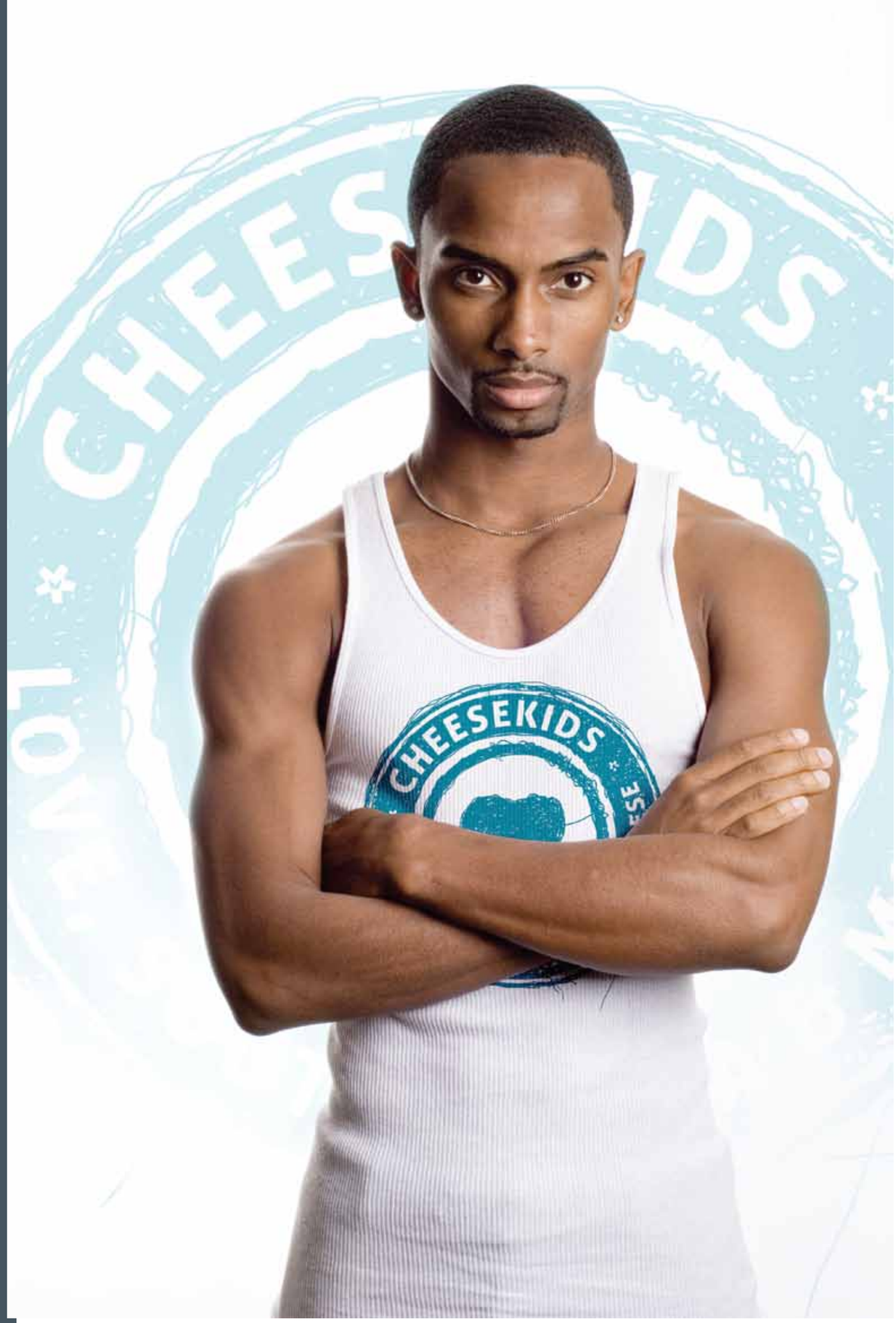
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

MUSEO SLAB 1000 ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#$%^&*()_+<>?,./:";'{}[]~`
0123456789

Applying the logo

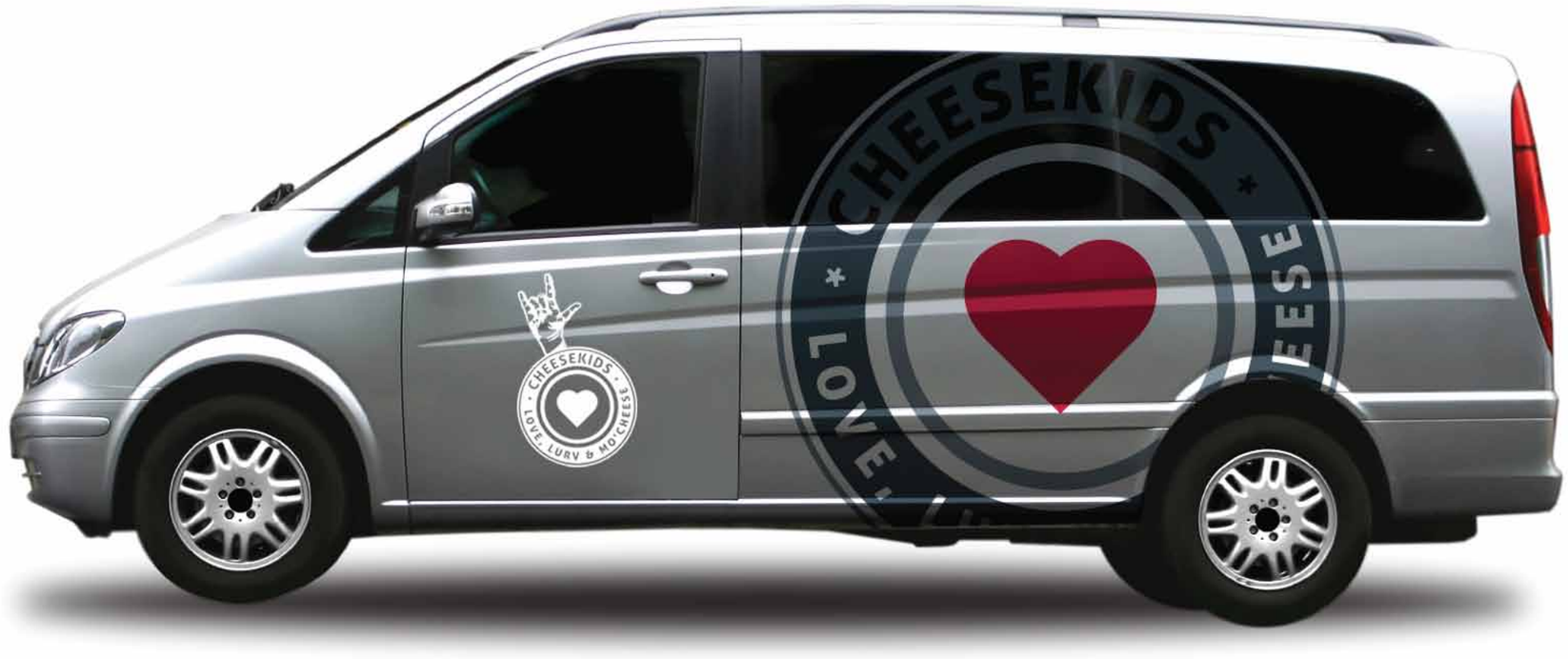
This Section will cover basic ideas of how the logo should be applied across different mediums.



Stationery

CHEESEKIDS
LOVE, LURV & MOCHEESE
Shaka Sisulu Chairperson/President
+2783 403 7171 shakas@cheesekids.org.za
With compliments.
Contact +2782 924 9180 Fax 0866 043 205 Email info@cheesekids.org.za Address Bantry Oval, 17 Bantry Road, Bryanston
www.cheesekids.org.za

Vehicle Signage



Promo Material

Incorrect use of the logo

The logo can never be tilted from it's original format, it should always be used as per the prescribed details.

Always place the icon with on the centre of the cicular ellement.

The logo musr never be used with out the in and outer band.

In as much as you may be tempted to, do not place any of the hands at the centre of the logo.

The Africa in this version of the logo should never be used with a solid Africa, It should always highligh the South African map by using a tint for the rest of Africa.

Always allow for space between the inner circle and central icon. The iner circle should never be filled by the icon.

Incorrect use of the event specific logo

The concept illustration attached to the circular logo should not be adjusted from the prescribed angle under any circumstances.

The base of the logo should always be aligned to the central angle that is clearly specified on page 05

Incorrect use of the event specific logo

All illustrations that have a base i.e peolple, trees, building etc must be attached to the outer circle of the logo.

The icon must never be larger than the recomended focal point on page 05 and should never overpower the main circular device.

Never merge standalone ellements with the main logo.

The central idea, or information placed in the circular device should alwayd be very clear and despite creative licence must not be distorted.

CheeseKids Identity Manual

FOR MORE INFORMATION AND ENQUIRIES
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