



**THE EQUALITY
COLLECTIVE**

MISSION

The Equality Collective is an activist and community-centred law project based in the rural Eastern Cape. It is innovative in the advancement of access to justice, builds the capacity and infrastructure for collective participation and action and shares research and learning to create a more just and caring society.

VISION

Thriving rural communities collectively participating in a just and caring society.

PEOPLE

Our work centres on our rural communities and their lived struggles. It prioritises the needs of marginalised communities, especially women and children.

The Equality Collective logo is a visual statement of our vision, values, strength and integrity. By following this guide, you help define The Equality Collective for our supporters and employees. Equally important, you help them recognise, differentiate, and remember The Equality Collective brand. This corporate identity manual has been produced to help people who use the brand to understand how it must be correctly, and consistently applied. It offers a framework for making and evaluating creative decisions.

We have combined iconic symbols of the tree, raised fist and arrow in the colours of the South African Flag. The raised and clenched fist, a long-standing symbol of struggle, political solidarity, a gesture of hope and strength. The tree a representation of strength, growth, life, learning and wisdom. The arrow, while subtle this element evokes growth, prosperity and progress. combined in the colours of the South African Flag grounds us in our home country and emphasises the collective power of her people.

Combination

Emblem

Wordmark



**THE EQUALITY
COLLECTIVE**

PORTRAIT



THE EQUALITY COLLECTIVE

LANDSCAPE



THE EQUALITY
COLLECTIVE

EMBLEM (SMALL USE)



THE EQUALITY
COLLECTIVE



THE EQUALITY COLLECTIVE



THE EQUALITY
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THE EQUALITY COLLECTIVE



To maintain the quality and longevity of the brand, there are rules and specifications on color, placement, and general application of Equality Collective logo.



DO NOT

Adjust or change from the designated colours. Use of the incorrect colours dilutes the brand and causes confusion. (the only exception is a transparent version of single colour emblem as a design element).



DO NOT

Use a drop shadow or other stylistic effects. The logo should always be used as intended and as cleanly and clearly as possible.



DO NOT

use the gold logo on a green background, or any other conflicting colour. the gold logo works best on plain black, white or eggshell.



DO NOT

Stretch or warp the Panel Labs logo. Always size uniformly and with the correct ratio. Warping the logo causes all kinds of problems with legibility and makes it look unprofessional.



DO NOT

Use low contrast or similar colours as a background for the logo. For example If you need to use the logo on a blue background it is best to use the white or black versions of the logo to create contrast.



DO NOT

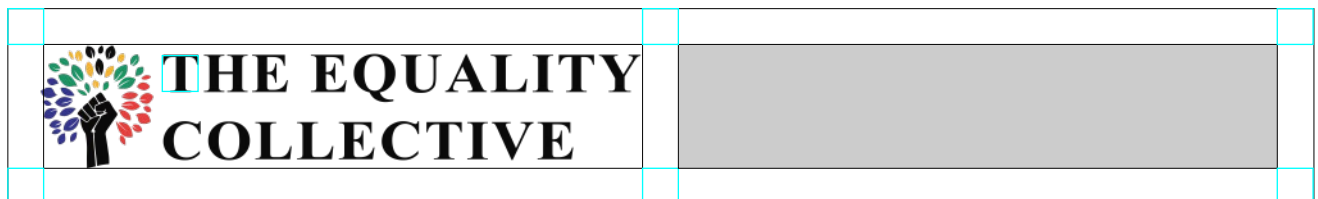
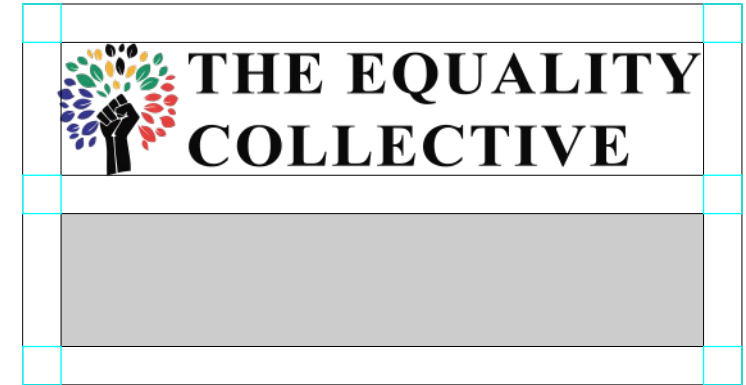
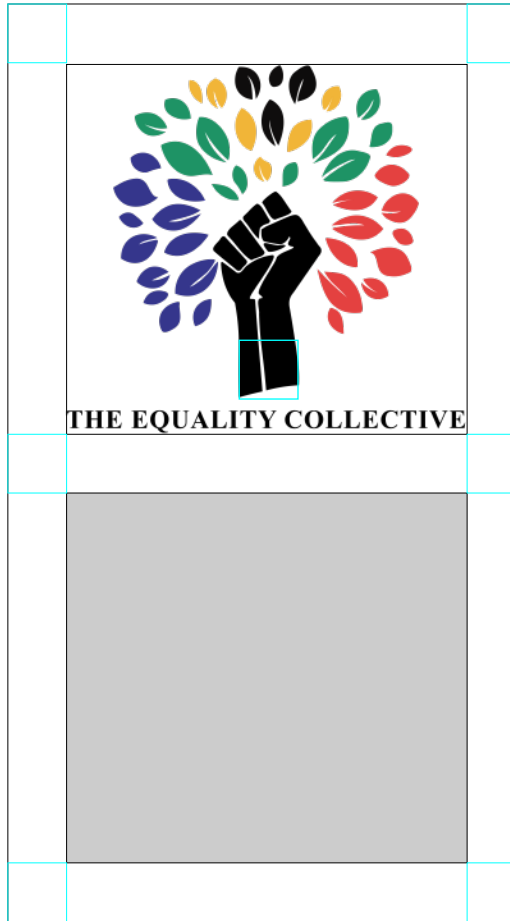
Alter the colour of the logo to create contrast. It is preferable to use the colours that have been predetermined. Rather use the white logo on a dark background or the black logo on a light background.

Partner logos

When combining the Equality Collective logo with other logos, it's important to make sure there is enough spacing provided between the logos.

The “owner’s” logo should always go above or on the left, for example if it's a EC project with a supporting partner the EC logo will go above or on the left/ top. However, if EC is only assisting another organisation with an event or project, the main organisers logo would be on the left/ top and the EC logo on the right/ bottom.

The spacing around the logos should be equal to the width of the base of the arm in the EC logo (portrait logo) or the height of the letters (landscape logo)



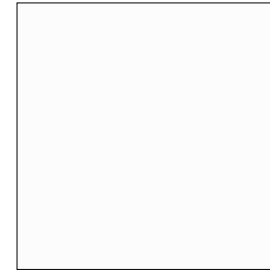
Colours



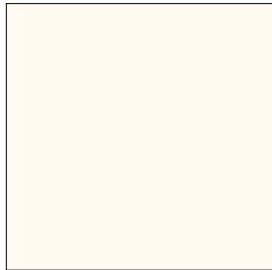
Pure black
#000000
0, 0, 0
C:0 M:0 Y:0 K:100



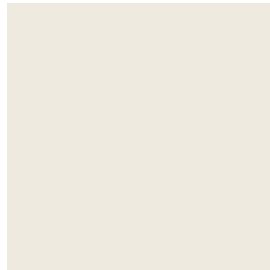
Onyx
#373638
55, 54, 56
C:2 M:4 Y:0 K:78



Lotion
#FCFCFC
252, 252, 252
C:0 M:0 Y:0 K:1



Floral White
#FFFBF2
255, 251, 242
C:0 M:2 Y:5 K:0



Eggshell
#EFEADF
239, 234, 223
C:0 M:2 Y:7 K:6



Sea Green
#1E9357
30, 147, 87
C:80 M:0 Y:41 K:42



Maximum Yellow
#EDBA54
237, 186, 84
C:0 M:22 Y:65 K:7



Cinnabar Red
#E44140
228, 65, 64
C:0 M:72 Y:72 K:11



Blue Pigment
#2B2D96
43, 45, 150
C:71 M:70 Y:0 K:41



Aztec Gold
#BC9B5B
188, 155, 91
C:0 M:18 Y:52 K:26

The Equality Collective Colours are based on the logo, originating from the South African flag, they are strong and colourful, evoking positive emotions. Due to the colours being bright. These colours sit in an almost tetradic color palette which is complex and, in most cases, should not be used all together.

Below are some colour combinations that work well together:



Canva:

Heading:

Tw Cen MT (Bold)

Paragraph:

Tw Cen MT (Regular)

Microsoft

Heading:

Tw Cen MT (Bold)

Paragraph:

Tw Cen MT (Regular)

Adobe

Heading:

Tw Cen MT (Bold)

Paragraph:

Tw Cen MT (Regular)

Website

Heading:

Futura (Bold)

Paragraph:

Futura (Regular)

