DAINFERN
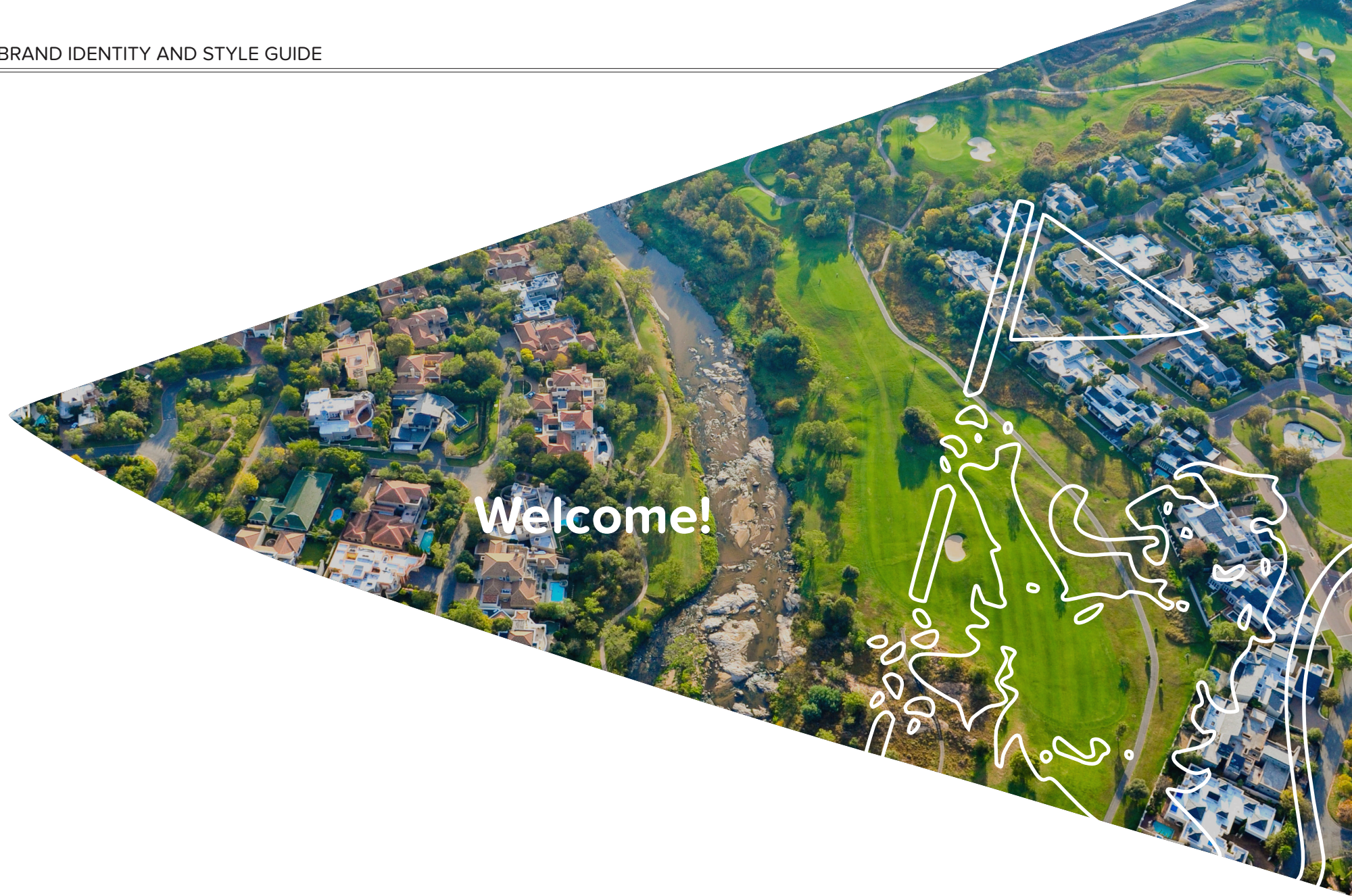
Welcome!

Dainfern History

Dainfern is a mature, secure Golf and Residential Estate which has evolved to include over 1200 homes since its inception in 1992. The Estate offers an unparallelled lifestyle and recreational experience centered around the Gary Player designed golf course enhanced by nature trails, parks and sports facilities all located in its own 320 hectare "suburb".

Our brand identity is central to our communications plan and through it we seek to convey an accurate sense of what makes Dainfern unique. This document provides guidelines and recommendations to implement the Dainfern branding. It will help echo the Dainfern brand across all environments. It contains all the information you need to include the Dainfern brand, assets and behaviors. The visual branding is achieved through a combination of factors. This includes the product name and logo, use of colour, text, graphics, the style of various outher design elements, marketing and most important, the attributes of the Dainfern brand.

Dainfern visual elements

The Dainfern brand promotes security and a rampant lion is a the perfect animal to symbolize ultimate protection. This is the tool used to communicate the Dainfern brand.
The lion represents bravery and security, while subconsciously symbolising to people it is a golf estate, through the use of the golf flag, keeping a prestigious look and feel that is associated with a lion rampant.
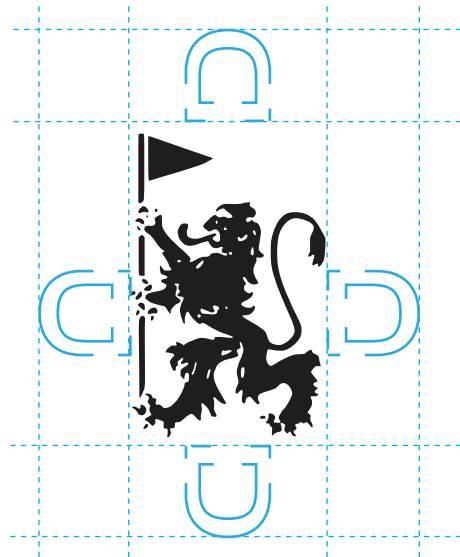
What Dainfern Represents

DAINFERN
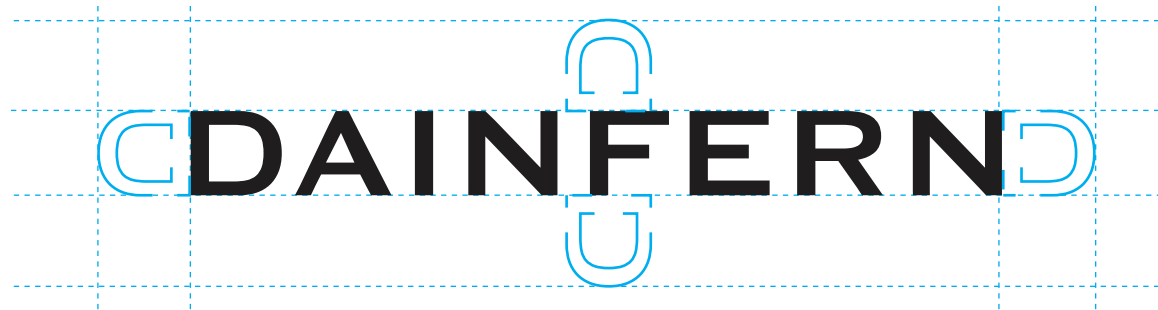
DAINFERN

The Dainfern brand provides a strong statement for focus on the name of the brand. This enables reinforcement of the name of the estate above anything else.

Complete Logo

Primary option

The primary version of the logo should be used in all cases possible, unless shape or length creates an issue.

Black colour scheme is the primary option

CMYK has to be used,
C=0, M=0, Y=0, K=100

RGB has to be used,
Red = 35, Green = 31, Blue = 32

HEX has to be used,
#231f20

DAINFERN

Secondary option

DAINFERN

Logo Exclusion Zone

The 'exclusion zone' refers to the area around the logo which must remain free from other copy to ensure that the logo is not obscured. As the diagram indicates, the 'exclusion zone' is equal to that of the cap height of Dainfern. The same exclusion zone applies when the logo is used without the strapline and when just the Dainfern type is used independently. Always maintain the minimum protective space around the Dainfern logo to maintain visual clarity and to provide maximum impact.
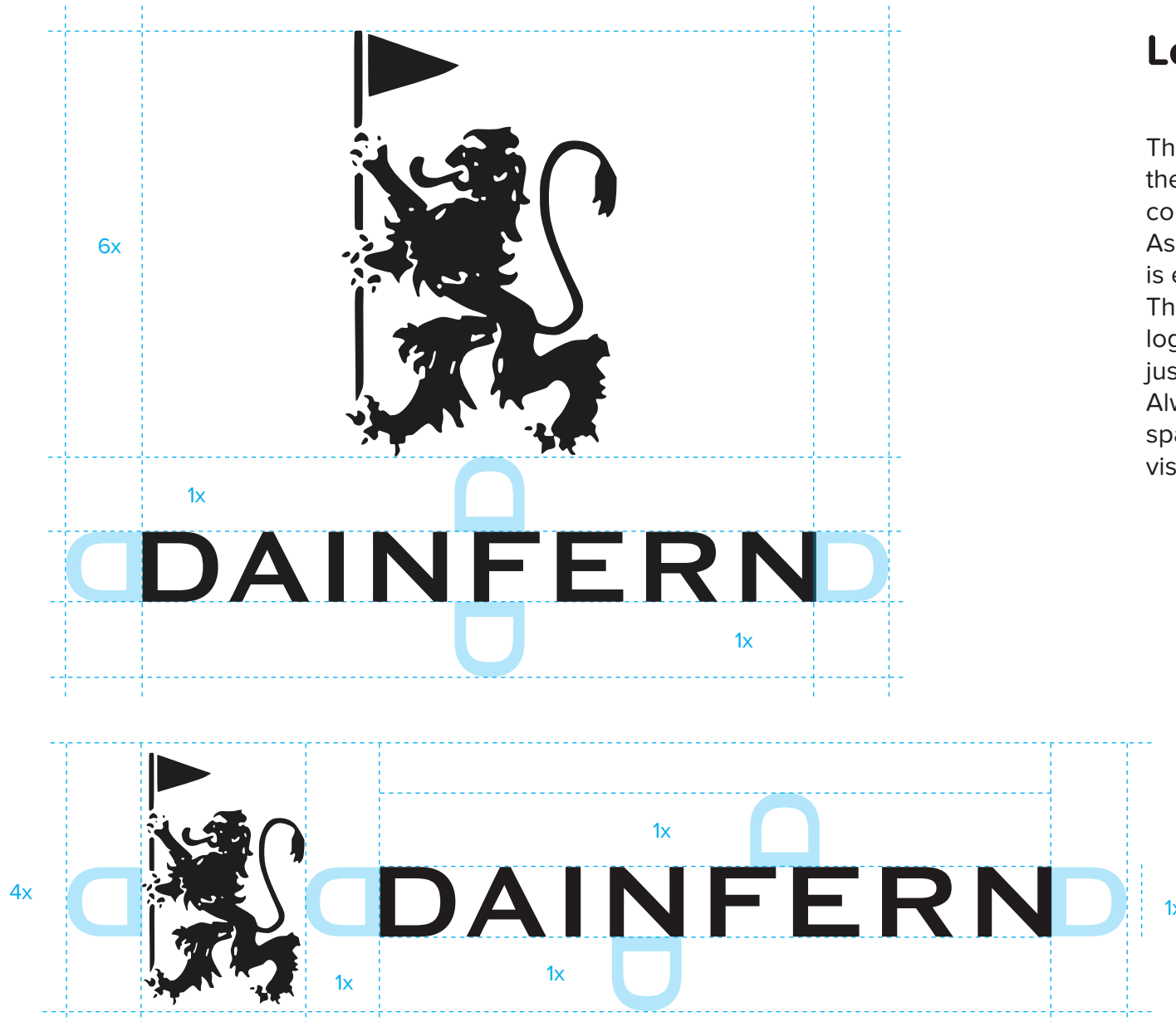
Colour Web

We have enlisted colour standards which are universally recognized colour matching systems based on lithography printing inks. The colour palettes include references for process match breakdowns (CMYK) for printing applications with limited budgets. Also included are RGB equivalents for use in word processing and presentation software as well as hexadecimal equivalents for emitted light and web applications.
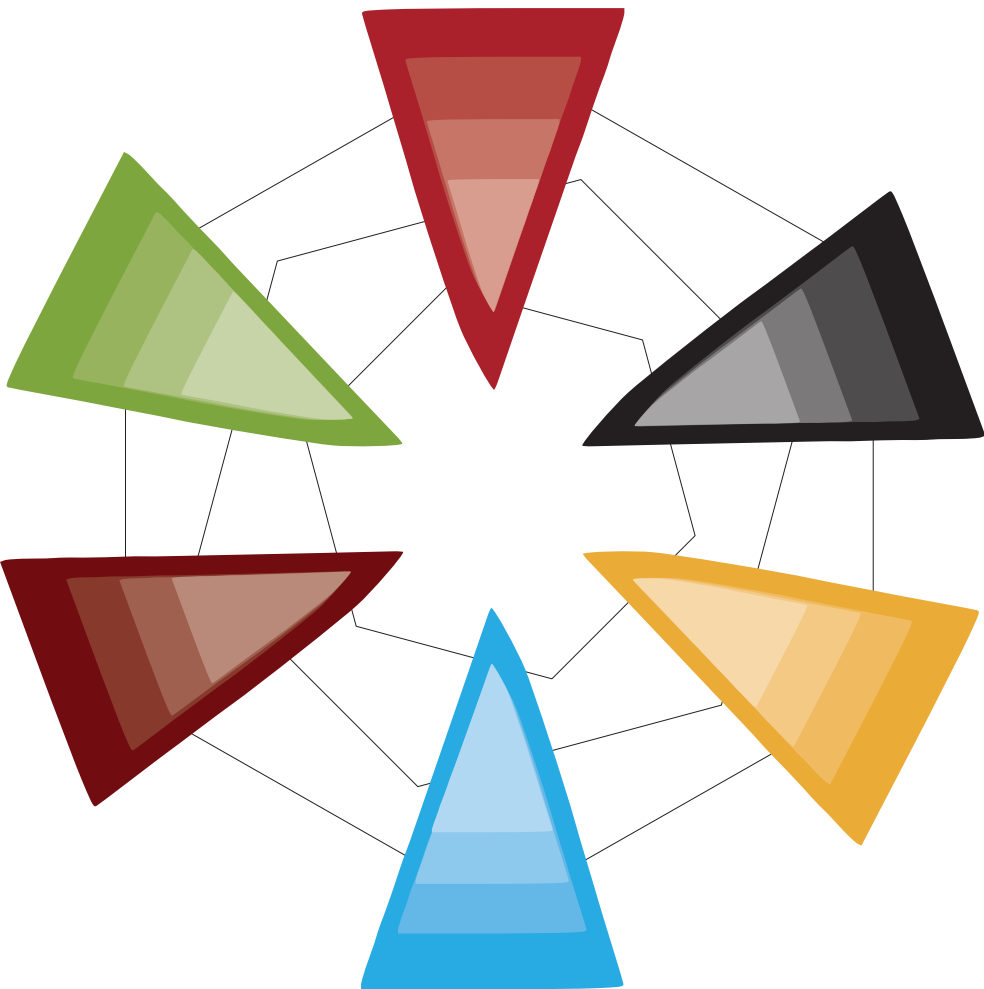
RED	CMYK 15, 100, 90, 10	RGB 190, 30, 45	HEX #BE1E2D
GOLD	CMYK 7, 35, 90, 0	RGB 234, 171, 56	HEX #EAAB38
BLACK	CMYK 0, 0, 0, 100	RGB 35, 31, 32	HEX #231F20
BLUE	CMYK 100, 0, 0, 0	RGB 0, 174, 239	HEX #00AEEF
MAROON	CMYK 30, 100, 100, 45	RGB 114, 15, 17	HEX #720F11
GREEN	CMYK 50, 0, 100, 0	RGB 141, 198, 63	HEX #8DC63F

E-mail marketing@dainfern.co.za for more information or guidance.

Additional Logo Schemes

Combined Logo

DAINFERN

Stacked Logo on white

DAINFERN

Stacked Logo on black

Additional background colour schemes

Combined Logo

Horizontal Logo on white

Horizontal Logo on white

Additional background colour schemes

Proxima Nova Soft Bold

Paper

Gold Plated

Engraved Leather

Engraved Stone

Silver Coating

Embossed Paper

Unacceptable Use

Our logo is important to us, have taken alot of time and effort, to carefully craft it to perfection. We ask that designer and users respect the craftmanship that has gone into the logo by keeping it in it's pure form within the rules specified in this style guide.

Do not tweak, alter, mutilate, or take any creative freedom that breaks the specific rules set out in this style guide. Below are a few examples of practices that would violate the logo and the Dainfern brand.

Unacceptable Use

Unacceptable Use

BRAND RULES TO BE FOLLOWED:

1. Do not at any time angle the logo. It always sits on a 0 degree angle.

2. Do not add any effects to the logo, including drop shadow, gradients etc.

3. Do not in any way alter the proportions of the letters or the rampant lion.

4. Do not alter the colours of the logo. Only when in accordance to colour rules.

5. Do not change the type face

6. Do not distort the logo by squishing or stretching in anyway

E-mail **marketing@dainfern.co.za** for more information or guidance.

Font Style:

Proxima Nova Soft

Typography is a strong extension of our Brand's personality and plays a major role in creating a consistent look for Dainfern across all communications and promotional materials.

PROXIMA NOVA SOFT has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all graphic communications.

The integrity of the font should be maintained at all times. No vertical or horizontal scaling, no added stroke, etc.

Friend
IMAGES
Shapely
PRESTIGE
Numerical
WEST PLAZA
Black & White
NAUTICAL WORLD
The Simple Method
1985 ANNUAL REPORT

The humorous story is told gravely. The teller does his best to conceal the fact that he even dimly suspects that there is anything funny about it. But the teller of the comic story tells you beforehand that it is one of the funniest

The humorous story is told gravely. The teller does his best to conceal the fact that he even dimly suspects that there is anything funny about it. But the teller of the comic story tells you beforehand that it is one of the funniest things he has ever heard, then tells it with eager delight, and is the first

The humorous story is told gravely. The teller does his best to conceal the fact that he even dimly suspects that there is anything funny about it. But the teller of the comic story tells you beforehand that it is one of the funniest things he has ever heard, then tells it with eager delight, and is the first person to laugh when he gets through. And sometimes, if he has had good success, he is so glad and happy that he will repeat the "nub" of it and glance around from face to face,

The humorous story is told gravely. The teller does his best to conceal the fact that he even dimly suspects that there is anything funny about it. But the teller of the comic story tells you beforehand that it is one of the funniest things he has ever heard, then tells it with eager delight, and is the first person to laugh when he gets through. And sometimes, if he has had good success, he is so glad and happy that he will repeat the "nub" of it

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Proxima Nova Soft Regular

LATIN CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ÁÀÂÃÄÅĀĂĄÆÇĆČĎĐÉÈÊËĒĖĘ
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LATIN LOWERCASE

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LIGATURES

fi fl

FIGURES, FRACTIONS, AND SUPERSCRIPT

1234567890 ½¼¾ ¹²³⁄

CURRENCY AND FIGURE-RELATED CHARACTERS

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PUNCTUATION AND MISCELLANEOUS CHARACTERS

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Proxima Nova Soft Medium

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Proxima Nova Soft Semibold

LATIN CAPITALS

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LATIN LOWERCASE

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LIGATURES

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FIGURES, FRACTIONS, AND SUPERSCRIPT

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CURRENCY AND FIGURE-RELATED CHARACTERS

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PUNCTUATION AND MISCELLANEOUS CHARACTERS

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Proxima Nova Soft Bold

LATIN CAPITALS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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IÍÌÎÏĪĪĮĶŁĹĻĽÑŃŅŇÓÒÔÕÖØŌŐŒ
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LATIN LOWERCASE

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LIGATURES

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FIGURES, FRACTIONS, AND SUPERSCRIPT

1234567890 ½¼¾ ¹²³/

CURRENCY AND FIGURE-RELATED CHARACTERS

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PUNCTUATION AND MISCELLANEOUS CHARACTERS

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Font Usage Example

TechToday.

Internet Publishing App

FLEXIBLE CONTENT MANAGEMENT SYSTEMS

2013
Social Media Survey

SOFTWEAR

Exhibition of Contemporary Ceramics

DAINFERN

Leap Year SALE!

End of the LEAP year SAVING on Golf at Dainfern Country CLUB

Play as much UNLIMITED golf for three months for men and woman 18 years and older starting from:
15th Nov 2016 to 15th Feb 2017
FOR AN UNBELIEVABLE

R 4576.50

Children play UNLIMITED golf for three months starting from:
15th Nov 2016 to 15th Feb 2017
FOR AN UNBELIEVABLE

R 892.50

Enquiries please enquire at the booking desk:
(011) 875 0421/22
www.dainfern.co.za

E-mail **marketing@dainfern.co.za** for more information or guidance.

Corporate Identity

For the corporate identity to reflect Dainfern in an effective and positive way, it must be applied consistently. The Dainfern Corporate Primary Colour Palette is bold and vibrant. The consistent use of this core colour defines and reinforces our distinctive character and should be used on all Corporate communications materials.

| MAROON | CMYK
30, 100, 100, 45 | RGB
114, 15, 17 | HEX
#720F11 |
|---|---|---|---|

Business Cards

Employee Name
Title
Tel: 012 345 6789
Cell: 012 345 6789
E-mail: name@dainfern.co.za

Dainfern Lifestyle Estate
Office: 011 875 0453 / Fax: 011 469 0100
633 Gateside Avenue, Dainfern,
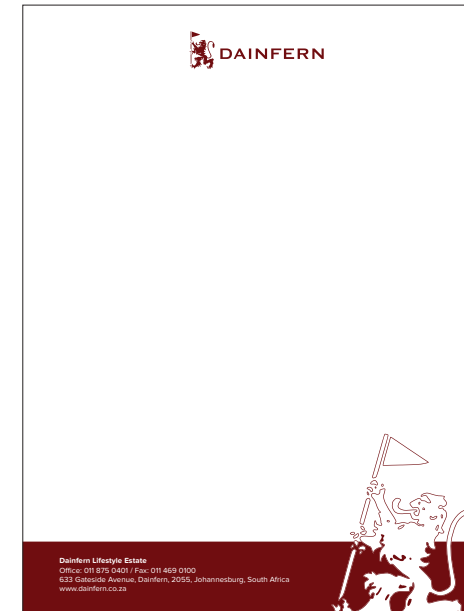**Johannesburg, South Africa 2055**
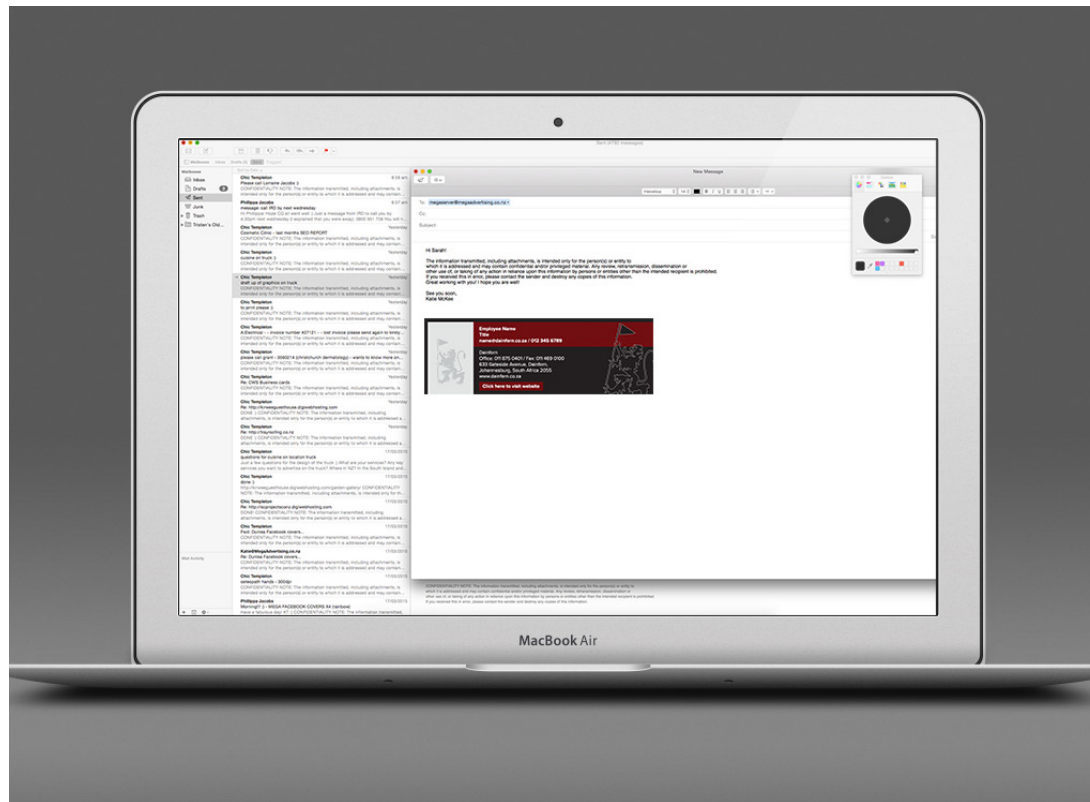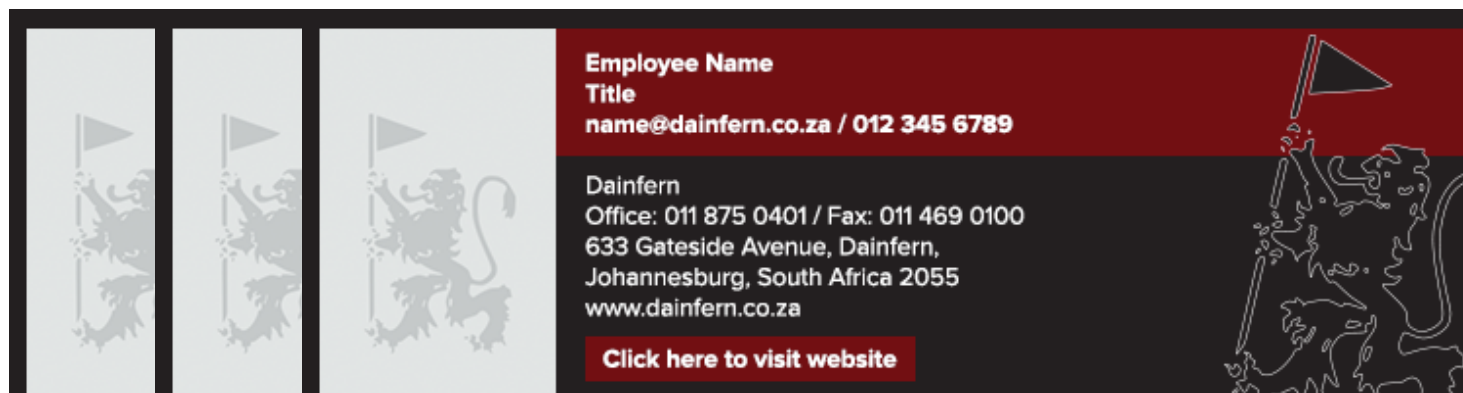**www.dainfern.co.za**

Front Card

Back Card

Letterhead

All products developed for Dainfern would use the corporate colors and typeface. Language, graphics and photos would be consistent with the Brand Identity and Style Guide manual.

E-Signatures

The Dainfern E-signature must be used on all e-mails to identify Dainfern on all communications including external, internal and third party communications as requested. The integrity of the identity must be respected at all times. Never recreate or modify in any way. Always use the approved electronic file which can be provided by contacting the appropriate Marketing office.

Employee Name
Title
name@dainfern.co.za / 012 345 6789

Dainfern
Office: 011 875 0401 / Fax: 011 469 0100
633 Gateside Avenue, Dainfern,
Johannesburg, South Africa 2055
www.dainfern.co.za

Click here to visit website

E-mail **marketing@dainfern.co.za** for more information or guidance.

Wallpaper Themes

To build upon our corporate identity elements, a series of stylized wallpapers have been developed to provide background textures. This will help to continue the Dainfern corporate identity across electronic devices.

CHARCOAL BLACK

MAROON CITY

FOREST GREEN

BLUE SKY

ORANGE SUNSET

RED LIGHTS