



MACDAY
LOGO



A BRAND REFRESH

A brand refresh is essential to stay relevant and keep up with evolving trends and consumer expectations. By updating our corporate identity, we signal to our audience that we are forward-thinking and committed to growth.

Incorporating this refresh into MAC Day 2024 aligns perfectly with the event's theme of Luxury Bush and our focus on the macadamia nut. It allows us to showcase our renewed energy and dedication to moving forward together, fueled by the momentum generated from past successes like the International Macadamia Symposium.

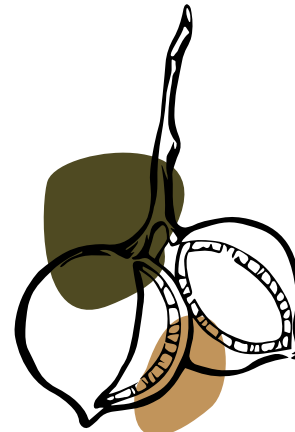
MAC Day becomes the ideal platform to unveil our refreshed brand identity, reinforcing our commitment to innovation and collaboration within the macadamia industry. It's not just about celebrating where we've been; it's about leveraging that momentum to propel us into an even brighter future.

The Mac Day logo maintains its consistency from year to year but undergoes adjustments to reflect the specific theme of each occasion. This strategy ensures the establishment of a robust brand identity for SAMAC. The luxurious bush theme seamlessly aligns with the macadamia nut, known as the epitome of healthiness and catering to a discerning, high-end consumer base—the true queen among nuts.

PURPOSE

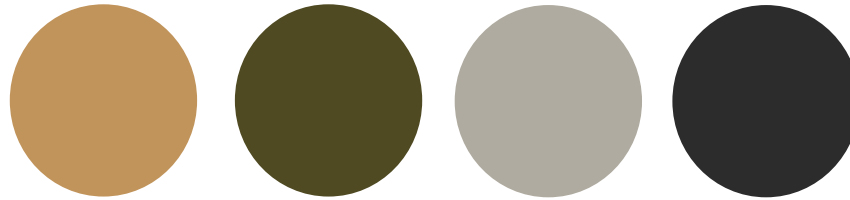


MOOD BOARD



PATTERNS

PRIMARY COLOURS



R: 193	C: 23.83	R: 79	C: 57.55	R: 175	C: 32.89	R: 44	C: 70.35
G: 148	M: 41.31	G: 74	M: 52.65	G: 171	M: 27.54	G: 44	M: 64.11
B: 91	Y: 73.16	B: 34	Y: 93.83	B: 160	Y: 35.09	B: 44	Y: 63.29
#c1945b	K: 2.53	#4f4a22	K: 45.61	#afaba0	K: 0.19	#2c2c2c	K: 64.43

LIGHT BROWN (GOLD)

This shade reflects the natural hues of macadamia nuts and the earthy tones of the bush landscape. It exudes warmth and luxury, connecting the product directly to its natural origins and conveying a sense of premium quality.

OLIVE GREEN

Olive green is deeply resonant with the foliage of macadamia trees and the richness of the South African bushveld. This color represents growth, vitality, and the organic essence of the macadamia industry, tying the event's theme to the lush surroundings where these nuts thrive.

LIGHT GREY (SILVER)

Light grey acts as a neutral balance within the palette, suggesting sophistication and modernity. It provides a contemporary backdrop that allows the more vibrant colors of nature's own palette to stand out, symbolizing the seamless integration of luxury and the wilderness.

CHARCOAL

The dark charcoal grey is evocative of the shadows and contrasts found in the bush environment. It brings a grounding effect and contrasts sharply with the brighter colors, lending an air of elegance and authority that aligns with the luxurious aspect of the event.

COLOUR
PALETTE

FULL COLOUR LOGO



LOGO SIZES

No maximum size established
No smaller than 45mm wide

LOGO CLEAR SPACE

Whenever the logo is in use, it should be surrounded with clear space to ensure its visibility and impact.

No graphical element of any kind should invade this zone.

The minimum amount of space allowed around the logo needs to be at least 10mm.



LOGO USE

PRIMARY FONT

Red Hat Display

SECONDARY FONT

Montserrat Bold

Montserrat Regular

Montserrat Light

FONTS

BRANDING

CO-BRANDING

The Macday 2024 logo should always take a position of authority. This means it will always be placed at the top of artwork with other partners' logos placed on the bottom in a line.

When co-branding with a main sponsor, the logos should be placed next to each other.



PHOTO DESIGN AND CLOSE UPS

Photos used in artwork creation will have a strong focus on close-ups. The classic close-up is about getting significantly more detail on a subject than the human eye usually perceive on the macadamia industry. This also portrays attention to detail in everything we do.



ARTWORK

Bush Element

MOSTLY
PATTERNS AND A
FEW ANIMAL
PRINTS AS
ACCENTS

Colours

Primary



Secondary



Icon | Design element



Light Element

Shapes resembled
in paths and arch
over tables and
on trees

Mac Element

ROUND AND DIFFERENT
BROWNS TO REPRESENT MACS
& MACS STAGES "WALLS"



Stage Setup

Logo in mirror gold with wooden & woven accents with lots of lights

LUX Element

Leather &
luxurious seating
areas



Slogan Suggestions

"United in Motion, Entwined in Success, Reigning as the Queens of Luxury"

"Moving forward, fueled by unity. Experience luxury with the Queen of Indulgence."

"Embracing Luxury as One, Propelled Together Towards Success"

"Moving forward, fueled by unity. Experience luxury with the Queen of Indulgence."

"United as One, Empowered by Togetherness, Reigning as the Queen of Luxury"