



IMS'23

MOVING FORWARD TOGETHER



A MESSAGE OF HOPE

As we navigate the challenges of today's world, it is important to remember that **we are all in this together**. The macadamia industry has faced its share of obstacles in the past, but we must continue to move forward, **pruning** ourselves from the past and **embracing** a bright and prosperous future for all.

Let us **work together**, brown and solid as the soil of the earth, to build a **resilient and dependable** industry that provides **security and safety** for all stakeholders. We must strive to be a source of **strength and reliability**, supporting each other through the ups and downs of the market and always keeping an eye on the horizon for **new opportunities** and **innovations**.

With our collective efforts, we can **overcome any challenges** and **achieve great things**. Let us continue to **nurture our industry** with **care** and **dedication**, building a **strong foundation** for generations to come. The future of macadamias is **bright**, and with each of us doing our part, we can ensure a thriving and prosperous industry for years to come.

Moving Forward Together.

Purpose |





VISION

Celebrating cultural diversity and promoting inclusivity is a powerful way to build bridges between different communities and foster **understanding** and **respect**.

South Africa's unique blend of languages and cultures is a testament to the country's rich history and the **resilience** of its people, and it's inspiring to see this celebrated and shared with the world.

In any industry, there will always be challenges to face, but by working **together** and **embracing** change, we can overcome them and create a brighter future. It's important to cultivate a culture of **collaboration** and **support**, where everyone is invested in the success of the industry and each other. By staying adaptable and innovative, we can stay ahead of the curve and create new **opportunities** for **growth** and **development**.

A decorative background image on the left side of the page featuring several coconuts on a dark, textured surface. One coconut is cracked open, revealing a white interior. In the bottom right corner, there are abstract, colorful shapes in brown, green, red, and yellow, resembling a stylized sun or a group of people.

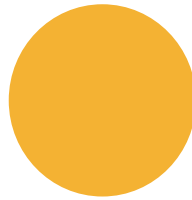


AMAZING
AFRICA

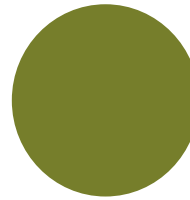




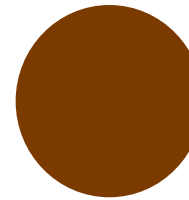
PRIMARY COLOURS



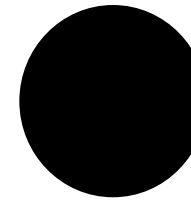
R:244 C:3
G:178 M:33
B:51 Y:100
#F4B233 K:0



R:118 C:57
G:126 M:36
B:43 Y:100
#767E2B K:17



R:123 C:36
G:58 M:76
B:0 Y:100
#7B3A00 K:44



R:0 C:100
G:0 M:100
B:0 Y:100
#000000 K:100

According to colour psychology, colours can evoke psychological reactions and influence how people feel and behave.

YELLOW

The color is associated with **sunshine, hope, laughter, warmth, happiness, and energy**. Yellow is found to make a person feel spontaneous and happy. A splash of yellow on anything dull or dark can make a person feel cheerful and optimistic.

GREEN

Often used to symbolize **peace, harmony, and sophistication**, olive green is a complex yellowish-green color. As you may have guessed, this color gets its name from green olives. It can also signify perception, empathy, and humankind.

BROWN

The color brown is usually perceived as neutral and natural. Because of this, brown is thought to evoke feelings of **warmth, security, and earthiness**. Brown does a fantastic job of conveying emotions related to the natural world, as well as connoting organic, wholesome feelings in general.

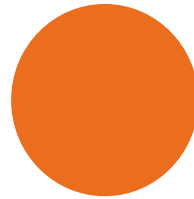
BLACK

The colour meaning is symbolic of **mystery, power, elegance, and sophistication**.

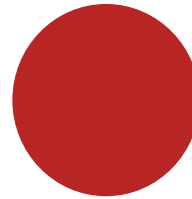
Colour
Palette



SECONDARY COLOURS



R:235 C:4
G:110 M:73
B:30 Y:100
#EB6E1E K:0



R:183 C:19
G:37 M:100
B:37 Y:100
#B72525 K:13



R:166 C:42
G:182 M:15
B:58 Y:100
#A6B63A K:0

Secondary colour palette supports the primary colours in complimenting the design elements.

ORANGE

Optimistic and **uplifting**, rejuvenating our spirit. Positive words associated with orange are: warmth, **security**, sensuality, passion, **abundance**, fun, social, welcoming, liveliness, active, happiness, joyfulness, cheerful, assertive, **dynamic**, extroverted, exuberance.

RED

The color red stimulates excitement and **energy**.

LIGHT GREEN

In spiritual terms, the color green implies beginnings, **new growth**, **vibrant health**, and other ideas connected with life, rebirth, and renewal. If you're noticing green in your environment or dreams, you might be discovering new aspects of yourself, beginning a new phase of life, or undergoing a **renewal**.



FULL COLOUR LOGO



MOVING FORWARD TOGETHER

LOGO CLEAR SPACE

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

No graphic elements of any kind should invade this zone.

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

LOGO SIZES

No maximum size established.

No smaller than 35 mm wide.



Logo use

PRIMARY FONT

Luna

SECONDARY FONT

Humanst52I BT

Humanst52I Lt BT

Fonts

CO-BRANDING

The IMS23 logo should always take a position of priority. This means that 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 perceives. Accompanied with line art, these design support aspects will give our audience a new perspective on the macadamia industry. This also portrays attention to detail in everything we do.



Artwork |