



S A M A C

Macadamias South Africa NPC

Brand Guidelines



Welcome to SAMAC

These guidelines are designed to ensure that every representation of our brand meets the high standards expected of SAMAC.

We intend for this guide to be a helpful and frequent reference, serving as a valuable toolkit for telling the SAMAC story.

For any queries regarding these guidelines, please contact office@samac.org.za





ABOUT US



Who is SAMAC

We lead world-class research initiatives aimed at driving continuous improvement in production yields, processing, and quality within the agricultural sector. Our commitment extends beyond mere productivity; we strive to foster a demand-driven market by highlighting the health benefits of macadamias, thus increasing consumer consumption

With a keen eye on market dynamics, we continuously gauge industry evolution and adapt swiftly to changes, ensuring sustained growth and competitiveness. Moreover, we prioritize establishing and enhancing collaborative government relations to facilitate favorable market access, leverage transformation advantages, and uphold long-term goodwill within legislative circles.

Our dedication to delivering value for growers is unwavering; we interpret and disseminate research findings to empower growers, connect them with technical resources, and represent South Africa on the global stage.

Through a robust communications strategy, we aim to transparently communicate our achievements both internally and externally, showcasing the tangible benefits SAMAC brings to the industry. Committed to professionalism and efficiency, we maintain a lean organization, outsourcing to best-in-class service providers and focusing on execution excellence to deliver value and quality consistently.





Our Purpose Statement

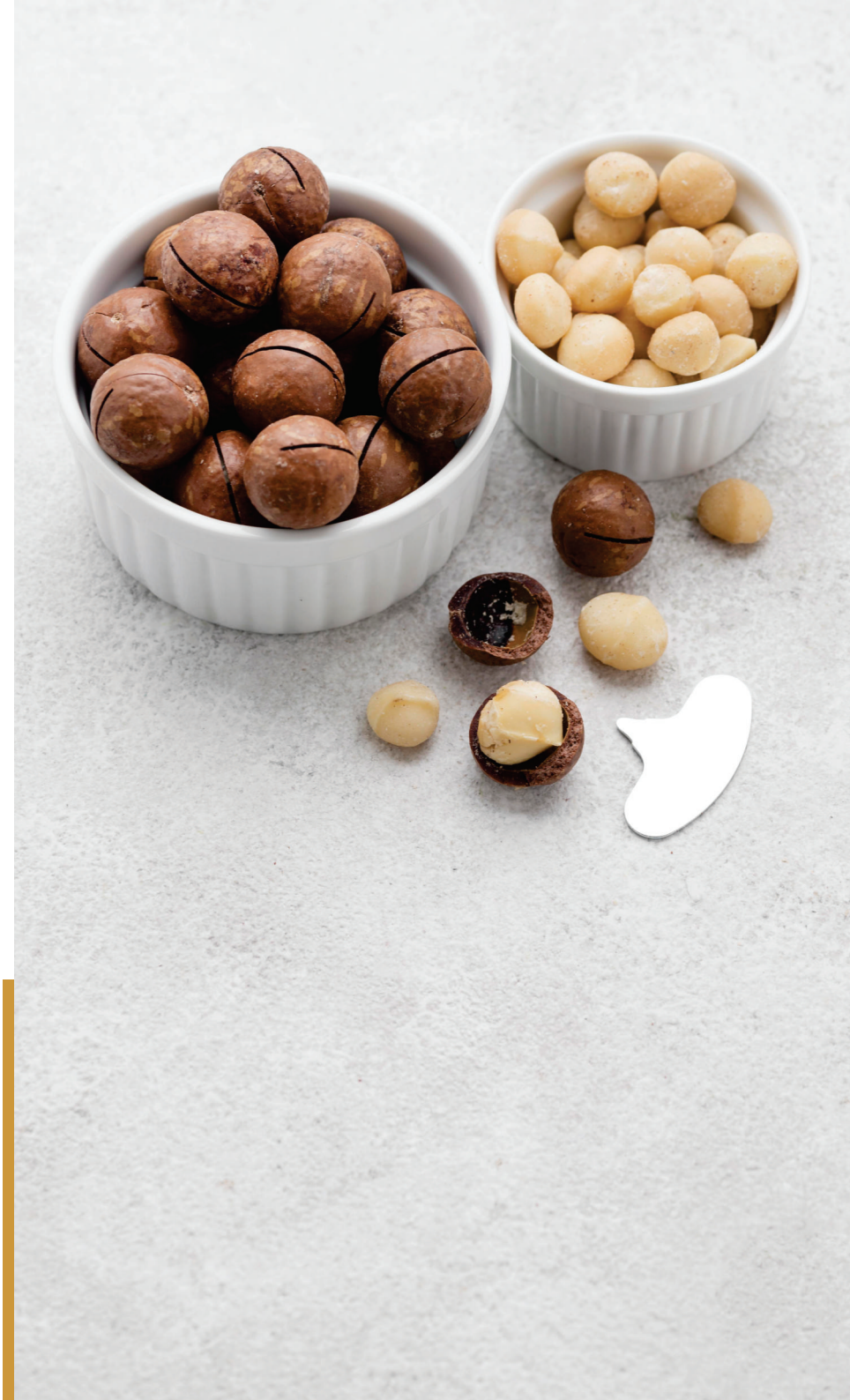
To provide inspirational and innovative leadership to an all-inclusive and aligned South African Macadamia Industry, built on broad-based research, market development and stakeholder engagements through the power of the collective.





**“The farmer has to be an optimist,
or he wouldn’t still be a farmer”**

— Will Rogers



OUR LOGO



PRIMARY LOGO

The main logo is the mark you choose to represent your full brand. This logo will be the one you use most often, and will include all your primary brand colors and fonts.

PLACEMENT:

- Website
- Signage
- Large Prints

Primary Green Logo



Primary White Logo



Clearspace



LOGO VARIATION

A logo variation is a different version of your primary logo, just re-arranged in a different format, sometimes referred to as your secondary logo. For example, if your primary logo is in a horizontal format, sometimes space doesn't always allow those exact dimensions. Instead of shrinking your logo, you can use your secondary logo to suit your different needs.

PLACEMENT:

- Website
- Printed Material

Primary Green Logo



Primary White Logo



Clearspace



LOGO SUBMARKS

Your logo submark is a less detailed version of your primary logo that can be used as a secondary mark similar to a watermark. For example, It can often be used on secondary pages of printed materials to still keep your branding in place but when your main logo isn't needed on every single page. It can also be used as social media profiles, website footers or favicons, back sides of business cards, etc.

A logo submark allows for a more playful way to incorporate your branding into your designs.

PLACEMENT:

- Social Media
- Exhibitions
- Apparel
- Website Footers
- Etc.



SAMAC COLLECTIVE

As part of our logo guidelines we added a circular wordmark.



MONOCHROME LOGO

When using the SAMAC logo on dark backgrounds, simply inverse the logo to a complete white.
When color cannot be used, simplify the mark by using all black.



COLOR PALETTE



COLOR PALETTE

Our core colors are how we express ourselves in the most direct way possible.



C 78 M 50 Y 83 K 59
R 55 G 72 B 56
#374838



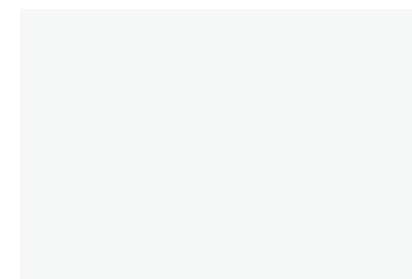
C 20 M 41 Y 91 K 2
R 203 G 153 B 71
#CB9947



C 0 M 0 Y 0 K 0
R 55 G 52 B 53
#373435



C 66 M 59 Y 58 K 41
R 82 G 82 B 82
#525252



C 3 M 2 Y 2 K 0
R 245 G 245 B 245
#F5F5F5





TYPOGRAPHY

TYPOGRAPHY

Typography plays an important role in ensuring a lasting impression of our brand. The following typefaces should be utilized for all SAMAC's marketing materials.

S A M A C



CocogooseProTrial Ultralight

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR
sS tT uU vV wW xX yY zZ

Macadamias South Africa NPC



Franklin Gothic ATF Lt

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR
sS tT uU vV wW xX yY zZ

Montserrat

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN oO pP qQ rR
sS tT uU vV wW xX yY zZ

Montserrat ExtraLight

Montserrat

Montserrat SemiBold



IMAGERY



IMAGERY

Imagery is an integral part of our communications. Pictures capture the imagination, help tell a powerful story and create an emotional connection with our audience.



PLACE



PEOPLE



MACADAMIA



FOOD MOMENTS





BRAND EXPRESSIONS





Name Surname
Title

Number
Email

Address
Website Address

@Social Handles

DIRECTORS
CONTACT DETAILS



 | New Message |   

To :

cc :

bcc :

Subject :

Good morning Lizel,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dign

Thanks so much,

Jillian Laing
CEO
+64 21 479 819
jillian@worldmacadamia.com
WeChat: JillianLaing
www.samac.org.za

 S A M A C
Macadamias South Africa NPC

   Aa 

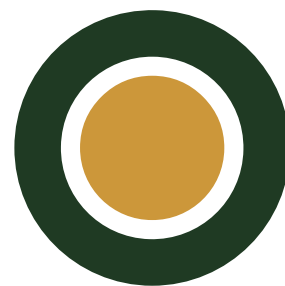
Send

Draft









S A M A C

Macadamias South Africa NPC