



---

# Corporate Identity Manual



KAMPI  .CO.ZA

Logo

# Colour Palette

## Kampi Corporate Colour Palette

The Kampi Corporate Colour Palette has been chosen with great care to establish a complete and dynamic identity. The combination of shades chosen is unique to our organisation and expresses the nature and quality of our brand.

Our corporate colours can be divided into two palettes: **The Primary Colour Palette**, which is used to create our logo and the **Secondary Colour Palette**, which gives designers greater flexibility and variety when producing publications for the company.



## Primary Colour Palette

### Kampi Khaki

|                                                                                     |                         |                                                                                     |                 |
|-------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------|-----------------|
|  | hex - #5f6f3a           |  | R-95 G-111 B-58 |
|  | C-62% M-39% Y-90% K-23% |                                                                                     |                 |

### Kampi Mud

|                                                                                     |                         |                                                                                     |                |
|-------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------------------|----------------|
|  | hex - #5a5034           |  | R-90 G-80 B-52 |
|  | C-54% M-53% Y-80% K-40% |                                                                                     |                |

## Secondary Colour Palette

### Kampi Sand

|                                                                                       |                        |                                                                                       |                  |
|---------------------------------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------|------------------|
|  | hex - #bb8a45          |  | R-187 G-138 B-69 |
|  | C-25% M-45% Y-85% K-5% |                                                                                       |                  |

### Lilac Skies

|                                                                                       |                       |                                                                                       |                   |
|---------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------------------------------------|-------------------|
|  | hex - #f5e1b9         |  | R-245 G-225 B-185 |
|  | C-3% M-10% Y-30% K-0% |                                                                                       |                   |

## Typography

Typography and typefaces, used consistently, can fashion a picture of Kampi's character and identity in people's minds.

The following two authoritative typefaces have been chosen to serve that purpose with energy and strength.

### AZONIX TYPEFACE

Azonix is a modern sans-serif typeface. This typeface consists of bold geometric upper case letters, numbers and punctuation (symbols). The Kampi logo consist primarily of the Azoix typeface, but can be used in web and marketing material as a header.

### Montserrat Typeface

Montserrat is a geometric sans-serif typeface. It is rather close in spirit to Gotham and Proxima Nova, but has its own individual appearance—more informal, less extended and more idiosyncratic.

The Montserrat Typeface will be used in Kampi branding as a paragraph font.

Montserrat font weights to be used in campaigns: Bold; Regular and Medium



### AXONIX REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
123456789!\*&()\$#@

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!\*&()\$#@

### Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!\*&()\$#@

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!\*&()\$#@

# Logo Construction

## Logo Construction

The Kampi logo holds a lot of equity in terms of the market that the company is participating in.

The Typeface and symbol of the logo is unique to our brand and is representative of our core business: Camper Vans/ Camping and Nature



All areas above outside the dotted lines of the Kampi logo can be seen as the 'isolation area'. This is the clear area that surrounds the Kampi logo. The logo should appear within a minimum protected isolation area that should not be less than the measured height of the logo.

When reducing or enlarging the logo it should always be done proportionally. Always use the diagonal handles so that its proper proportions are maintained. In no instance should the logo be stretched or compressed (See below diagram).

## Logo Typeface - Azonix Regular





Master logo on White Back



Master logo on Kampi Sand



Master Logo on Kampi Khaki



Master Logo as Monochromatic



Master Logo on Kampi Mud



Monochromatic Inverted



# Not Acceptable Logo Formats



No Frames or backgrounds



No gradients or shades



No other colours

