



UMHLANGA RIDGE
NEW TOWN CENTRE



UMHLANGA
RIDGE

06. colour specifications



pantone
390
process
35c 5m 85y 0k



pantone
302
process
100c 70m 30y 20k



pantone
black
process
0c 0m 0y 100k

07. typographic standards

UMHLANGA RIDGE

trajan regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?!&%\$£*{(”

NEW TOWN CENTRE

trade gothic light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?!&%\$£*@(”

www.moreland.co.za



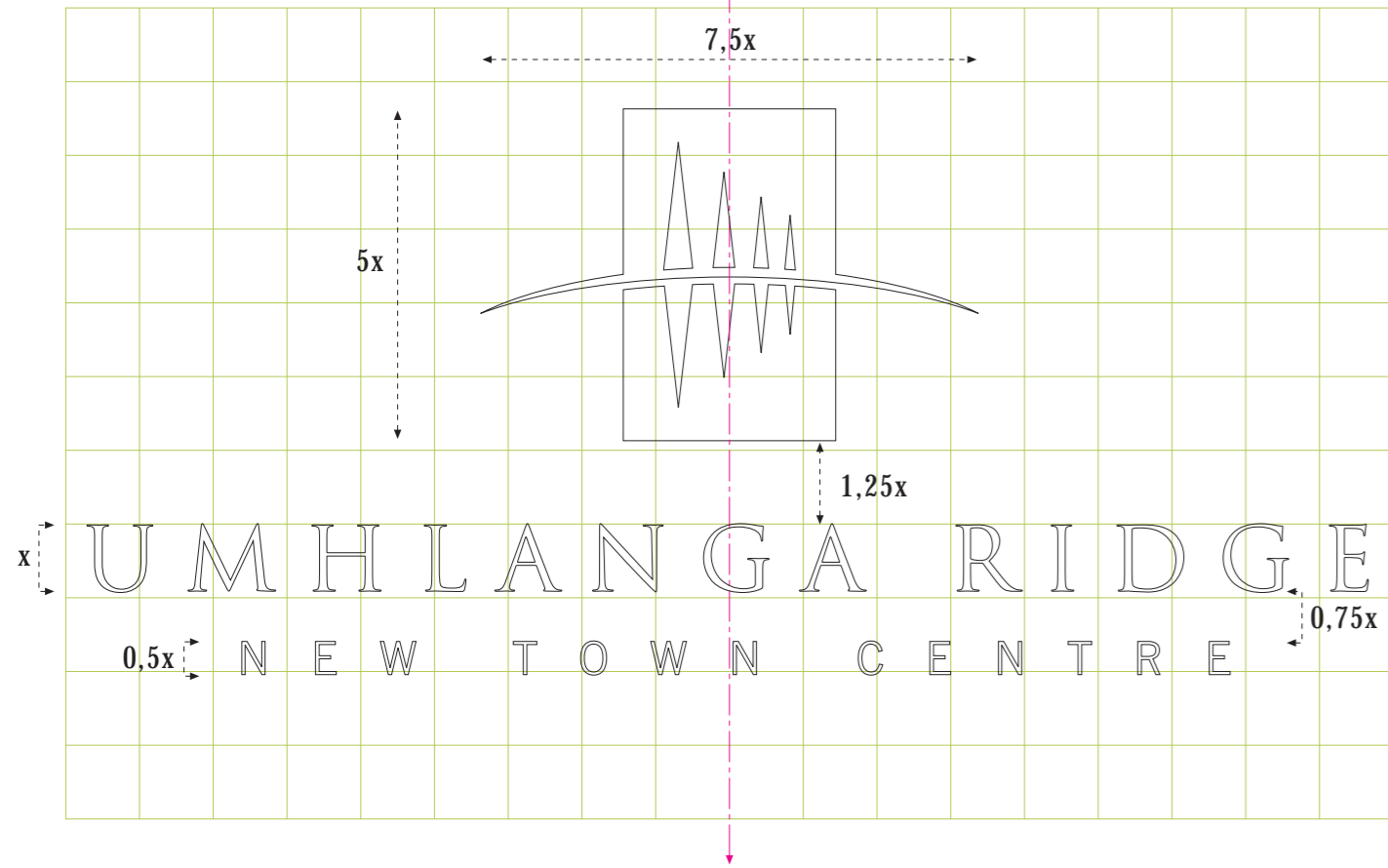
for more information contact: marketing services: telephone (031) 560 1900 fax (031) 560 1999



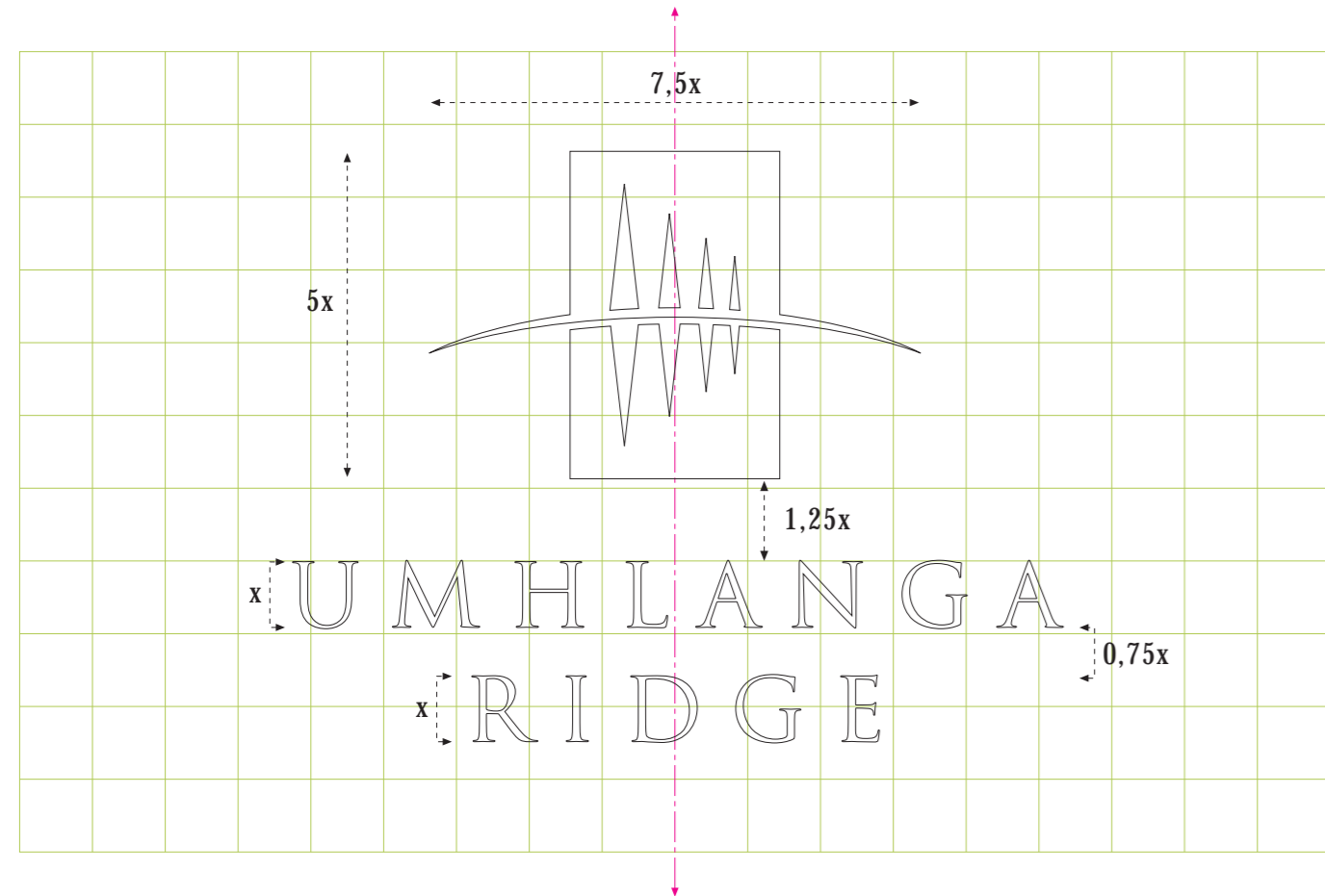
UMHLANGA RIDGE
NEW TOWN CENTRE

umhlanga ridge new town centre
corporate identity standards & specifications.

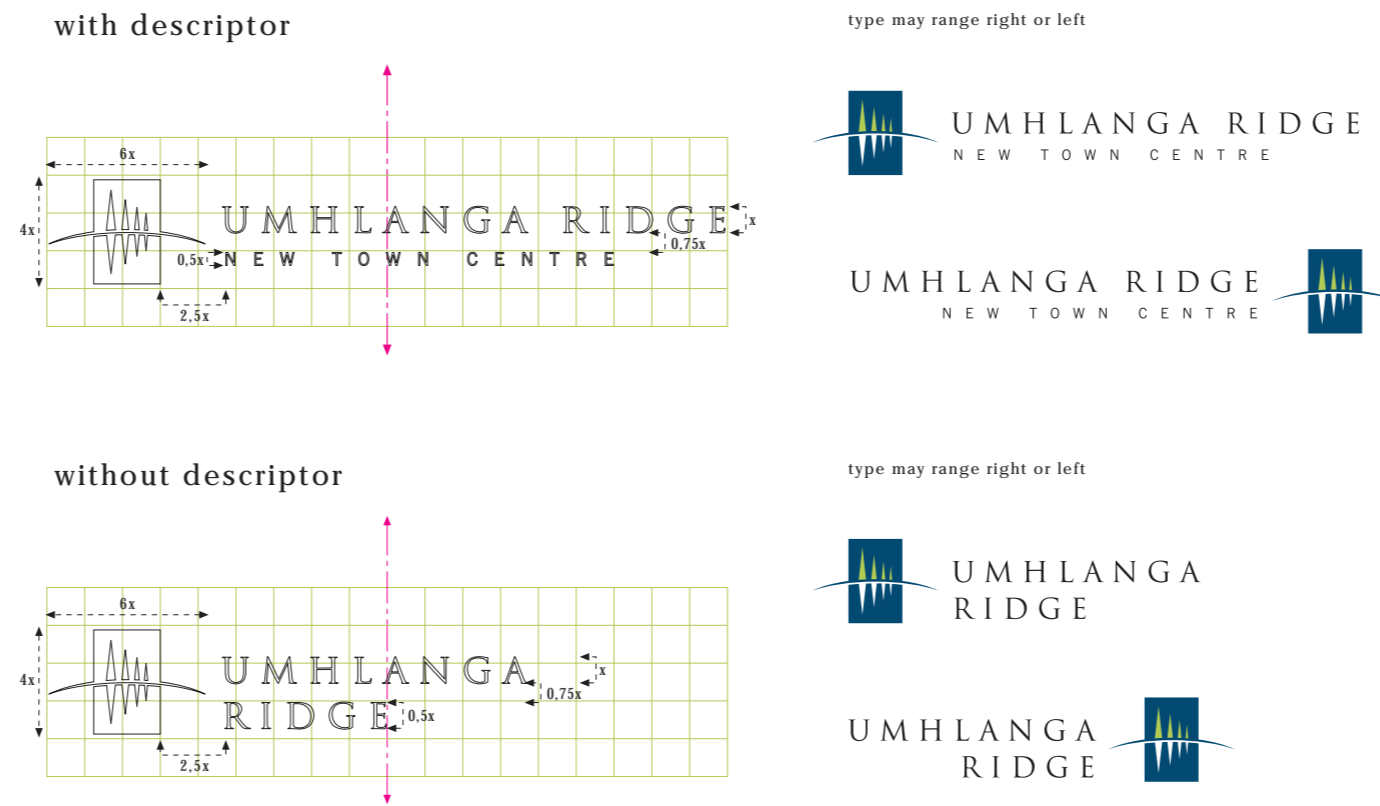
01. primary identity grid (centred with descriptor)



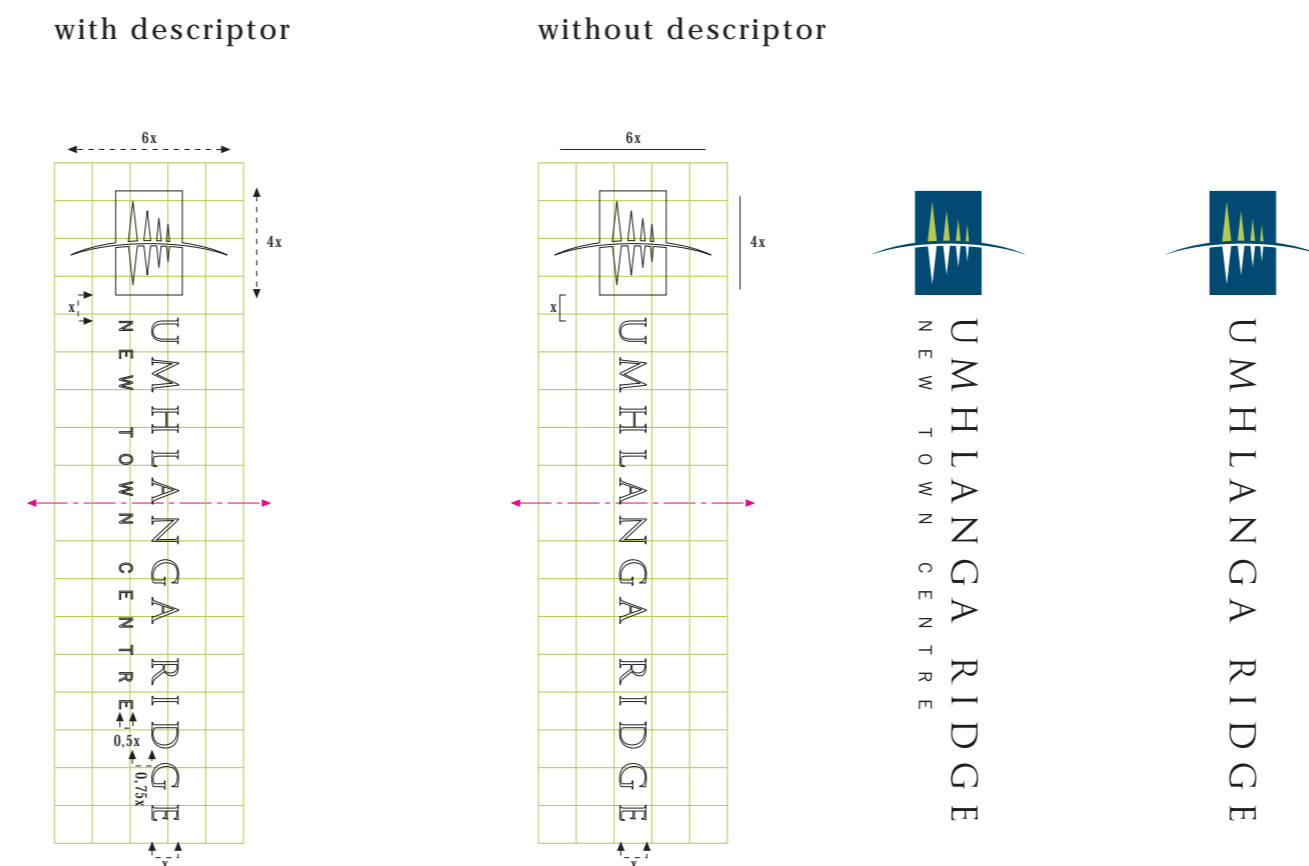
02. primary identity grid (centred without descriptor)



03. secondary identity (landscape format)



04. tertiary identity (vertical format)



05. colour parameters

4 process colour



3 pantone colour



1 colour (greyscale)



1 colour (black & white)



● 40% black

note: greyscale may be used only when printing one colour black

1 colour reversed (greyscale)



1 colour reversed (black & white)



● 40% black

note: greyscale may be used only when printing one colour black