



CAPE TOWN  
**CARNIVAL**

**BRAND GUIDELINES**

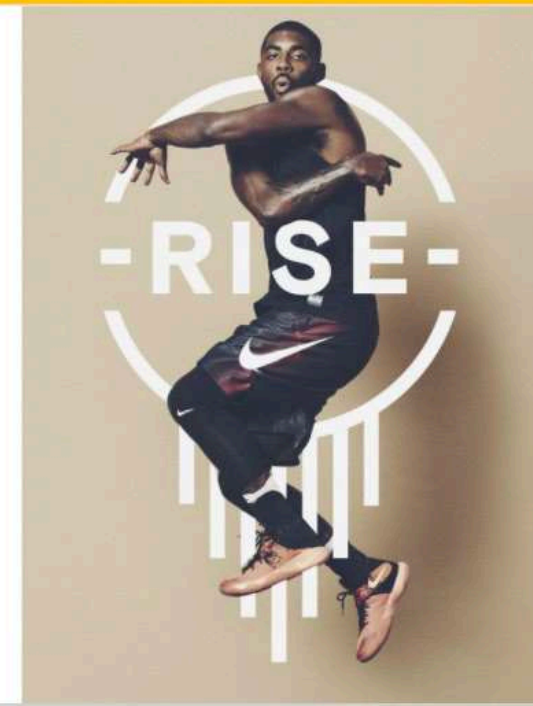
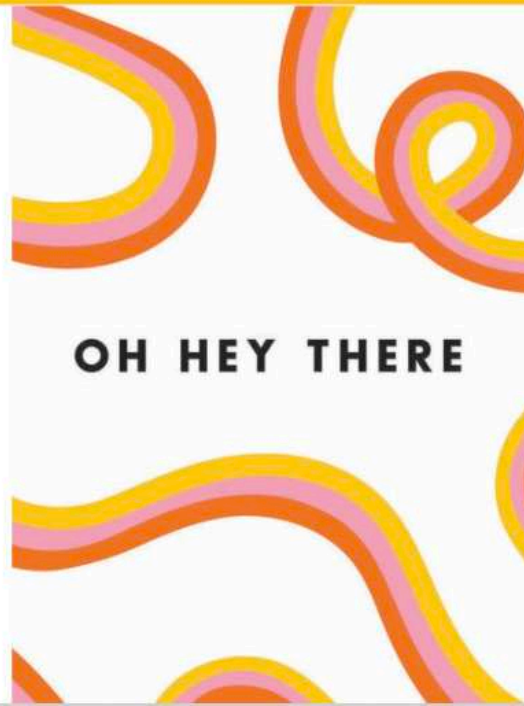
V3 17/12/2021

Reunite with friends, family and our beautiful city as you enjoy a reimagined Cape Town Carnival experience on 19 March 2022, where COVID-19 safety is as important as showcasing the incredible creativity of our people.

We used to have one way to enjoy Carnival, but now, we have five.  
So come meander between five one-of-a-kind Carnival Hubs,  
bursting to life with colour, art, song, dance, music and more.  
Visit one or all of the hubs - and for the first time ever - you curate your Carnival experience.

The streets connecting the hubs turn the city into a place of celebration,  
where you can support local businesses, restaurants, and art galleries.

Book your R10 tickets at [capetowncarnival.com](https://capetowncarnival.com) for 19 March 2022.  
Let's reunite and celebrate together.



## THEME APPLICATION





# THEME CONCEPT ROLL-OUT

## Key Visual

Through out our communication we use images that we shot in studio. Either deep etched or with a back ground. The lines should always be visible in images used.



# THEME CONCEPT ROLL-OUT

## Graphic Elements

Colourful lines lead us through the artwork.

They interact organically with the performers and any titles used.

The lines have a life of their own. They dance, dart, bounce, explode, wiggle and shift.



# THEME APPLICATION

## Logo

Because we have the 5 hubs represented by 5 colours we do not have one main colour way of using the logo but rather all 5 in two different settings.



# THEME APPLICATION

## Other graphic elements

boxes with rounded corners and circles with a thick stroke.



### Energise the City

The streets connecting the five hubs will turn the city into a place of COVID-safe celebration. You can expect surprises when you support local businesses, restaurants, and art galleries.

[See who's Involved](#)



# THEME APPLICATION

## Colours

This year each colour represents a hub.



C:0  
M:25  
Y:100  
K:0

R:255  
G:194  
B:18

#fec112



C:00  
M:65  
Y:100  
K:05

R:231  
G:115  
B:32

#e7721f



C:20  
M:100  
Y:100  
K:00

R:201  
G:37  
B:44

#c9252c



C:61  
M:100  
Y:23  
K:00

R:129  
G:43  
B:122

#812b79



C:100  
M:35  
Y:00  
K:00

R:00  
G:131  
B:202

#0083ca

# THEME APPLICATION

## Font

For this year we have a lot of elements going on. So we are sticking to the Carnivals fonts.

GOTHAM ROUNDED  
BOOK

ABCDEFGHIJKLMNO

abcdesfhijklmopqrst

1234567890!;'<>?/@

**GOTHAM ROUNDED  
BOOK**

**ABCDEFGHIJKLMNO**

**abcdesfhijklmopqrst**

**1234567890!;'<>?/@**