BRAND GUIDELINES

Welcome to the **ROTH Communications Brand Guide!**

This is your go-to resource for maintaining a consistent and impactful brand that reflects our mission and values.



OVER VIEW

WHO ARE WE?

Rooted in Africa with a global outlook,
ROTH Communications is a full-service consultancy specializing in Sustainability and Development Communications.

Since 2013, we have been dedicated to making complex ideas simple and accessible to diverse African audiences.

1.0

OUR WORK

Through strategic storytelling, compelling campaigns, and world-class facilitation, we help our clients effectively communicate their programs and projects.

Our work spans across the private, public, and non-profit sectors, delivering innovative solutions that drive positive, sustainable impact.

2.0

THE BRAND GUIDE

This brand guide serves as a comprehensive reference to ensure consistency in how ROTH Communications presents itself to the world.

It outlines our visual identity and messaging guidelines, ensuring that all communications reflect our core values and strategic vision.

Whether you're designing a campaign or writing content, this guide will help maintain a unified and recognisable brand across all platforms.

2.1 LOGO VARIATION

The primary visual element of the brand is the ROTH Logo.

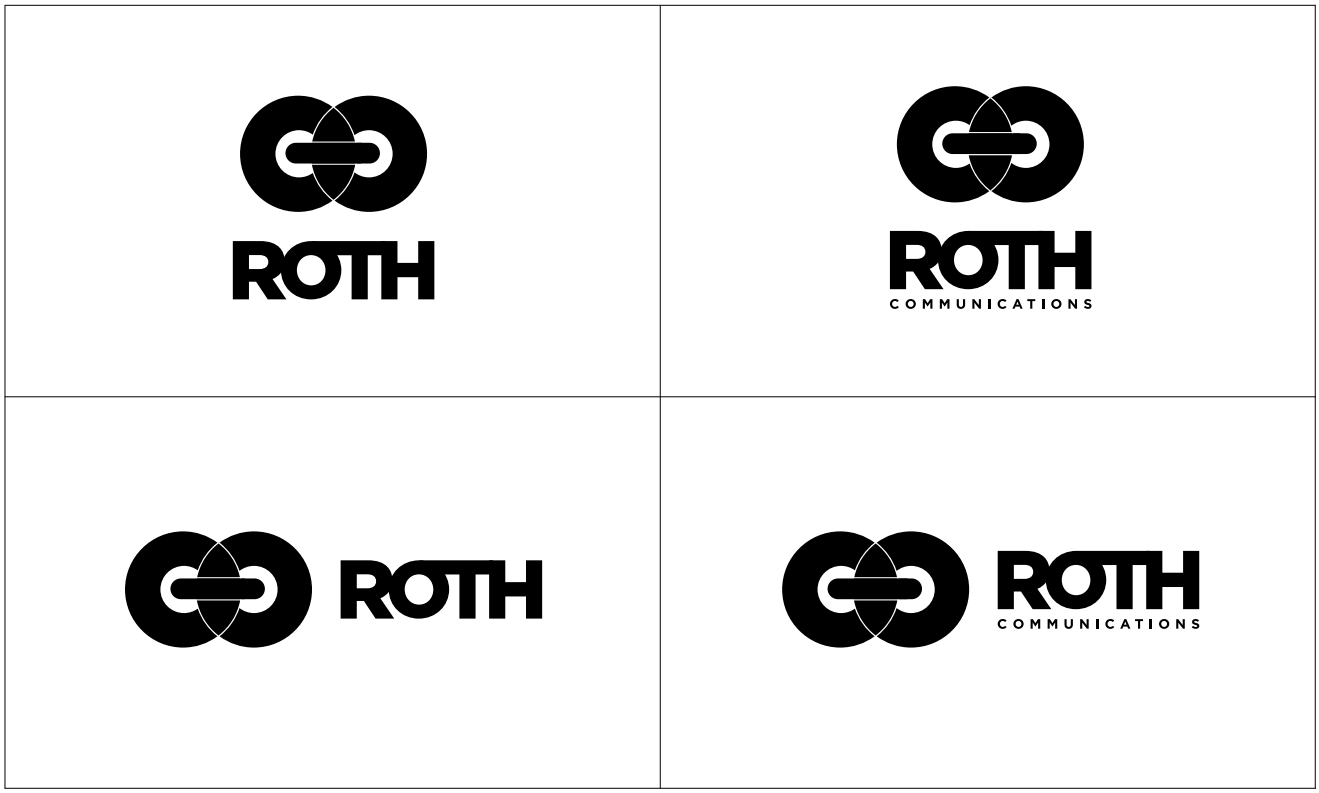
Our logo is the element that represents us and should be used in all communications.



Use the ROTH logo alone for branding elements like letterheads, presentations, and proposals when additional business information is provided. For videos, social media, and other materials without business info, use the ROTH logo with the communications text.

2.2 IN BLACK & WHITE

Our logo is the element that represents us and should be used in all communications.

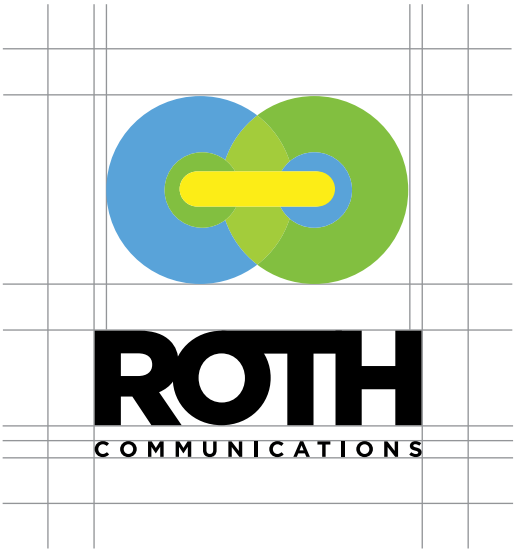


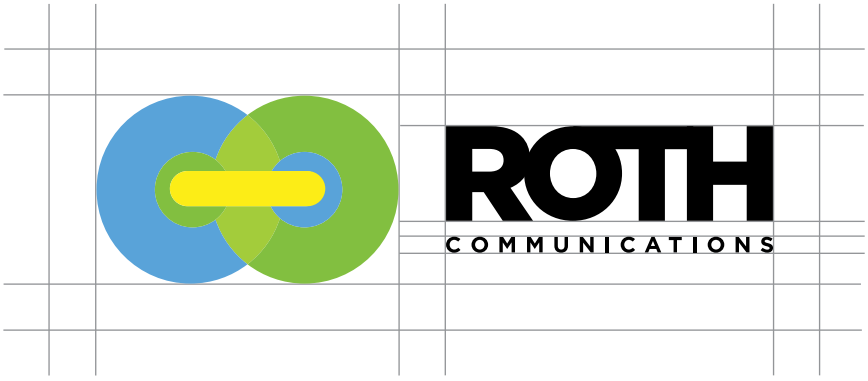


2.3 LOGO USAGE

CLEAR SPACE

Providing clear and uncluttered space around the logo helps the audience see it quickly and reinforces our brand.



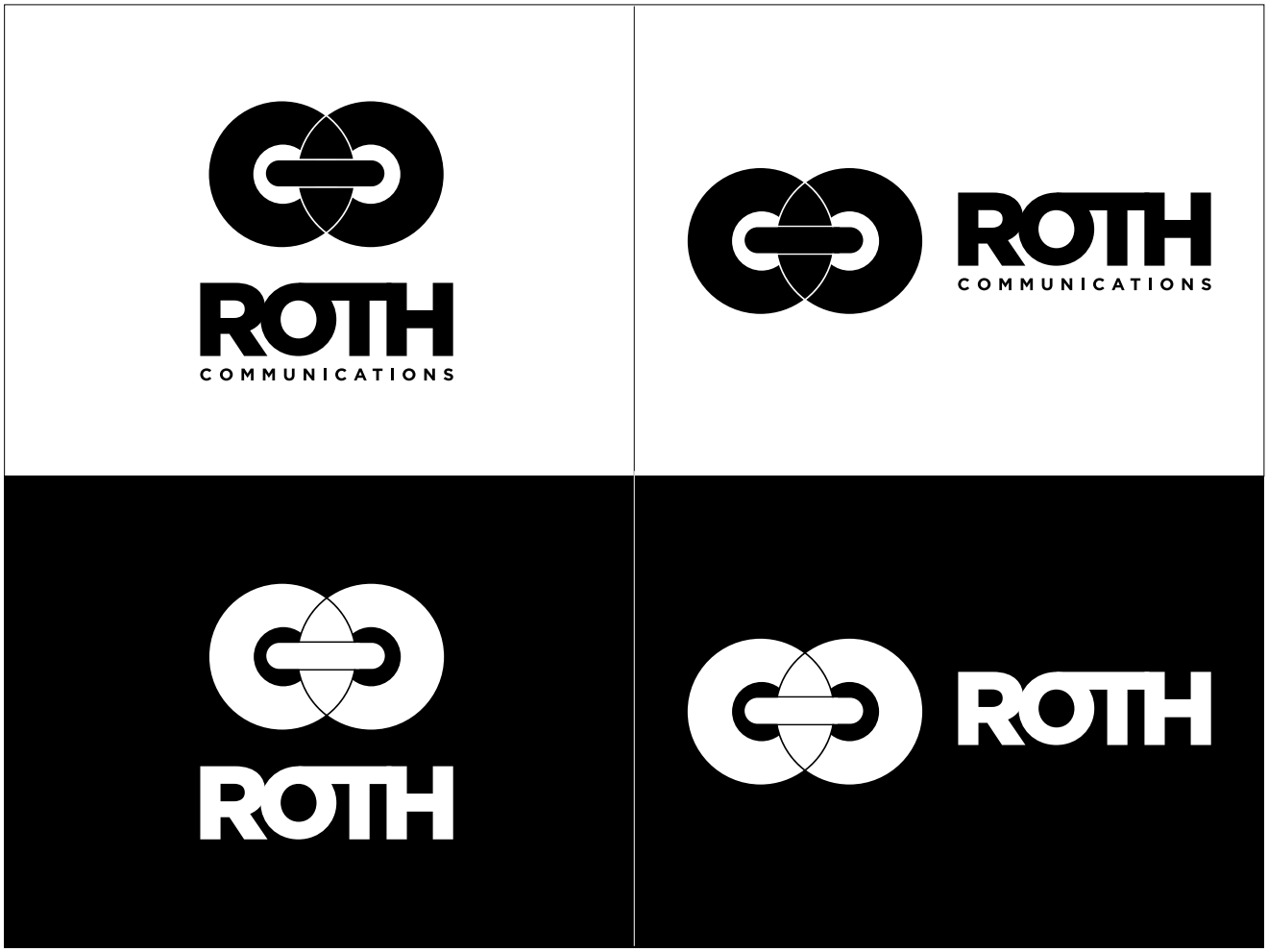


It is important to follow clearspace requirements. The minimum spacing requirement is 6mm and should always be used when placing the logos into a printed design. In printed materials, the logo should be at least 6mm in height.

For specialty advertising purposes, such as branding on a pen, consult with our marketing team for optimum art and sizing.

COLOR USAGE

Choosing the correct background is crucial when using the ROTH logo to ensure that it is legible and visually impactful.



When selecting a background, please refer to our brand guide for approved color options that complement our logo's color palette. Only use the colors on our palette when placing the logo on a solid color background.

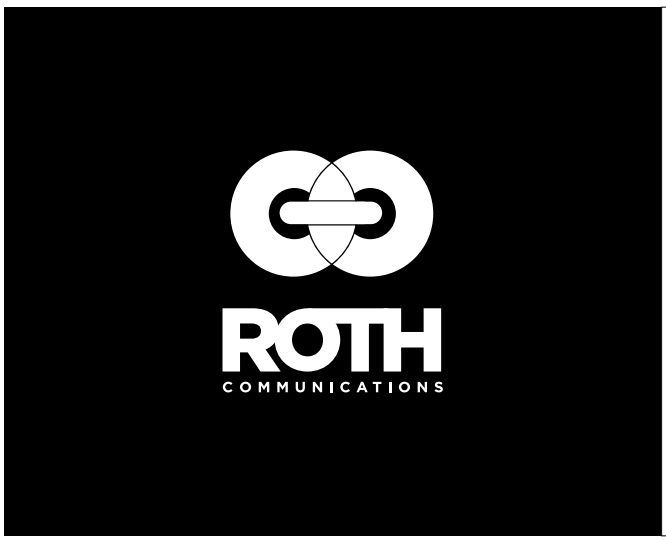
The background should be free of visual clutter and have enough contrast to make the logo stand out. It's important to avoid using busy or distracting backgrounds that could diminish the impact of our logo.


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2.4 COLOUR PALETTE

Color is a crucial component of our visual identity, and we ask that all partners, employees, and stakeholders follow our color usage guidelines to ensure consistency.

BRAND COLOURS

Our color palette should be used consistently across all branding materials. Please avoid using colors outside of our approved palette, as this can create confusion and dilute the impact of our branding.

We have chosen our colours to also represent areas that ROTH works in:

Color psychology:

Blue - Water and Oceans
Yellow - Health
Green - Environment

Different tints of the primary colours may be used accordingly in 10% increments.

#59a3d9
100%

#fcee17
100%

#82bf40
100%

#000000
100%

#ffffff
100%

Typography is an essential element of the ROTH brand identity, conveying a sense of professionalism and trustworthiness.

2.5 TYPOGRAPHY

FONT USAGE

To ensure consistency across all branding materials, we ask that all partners, employees, and stakeholders follow our typography guidelines.

Our brand typography includes fonts that should be used consistently throughout all materials. When using our typography, please pay attention to font sizes and styles, ensuring that they are easy to read and consistent across all materials.

FONTS

PRIMARY FONT

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?

SECONDARY FONT

Gilroy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?

SYSTEM FONT

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$<>?

2.6 STATIONERY

Overall, the presentation of our brand on stationery should be thoughtful and intentional, conveying a sense of trust and credibility to customers and stakeholders.



LETTER HEAD

When designing a letterhead, it's important to use the logo in a way that enhances the overall look and feel of the document. The logo should always be placed prominently on the top left.

Leave enough clear space around the logo, as described in our brand guide, to ensure it stands out and is easily recognizable.

BUSINESS CARD

The logo should be placed prominently on the card, either on the front or back, depending on the design.

It's also important to leave enough clear space around the logo, as described in our brand guide.

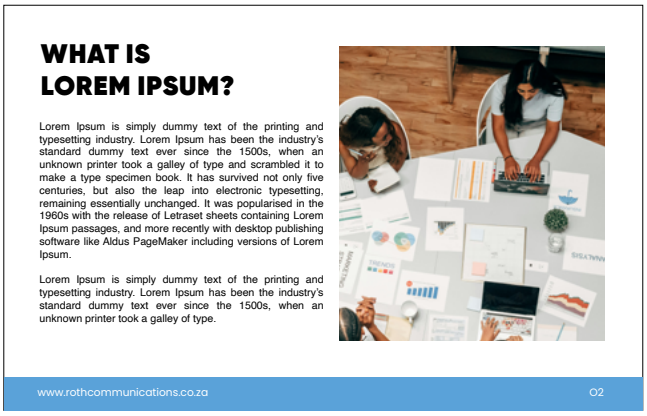
2.7

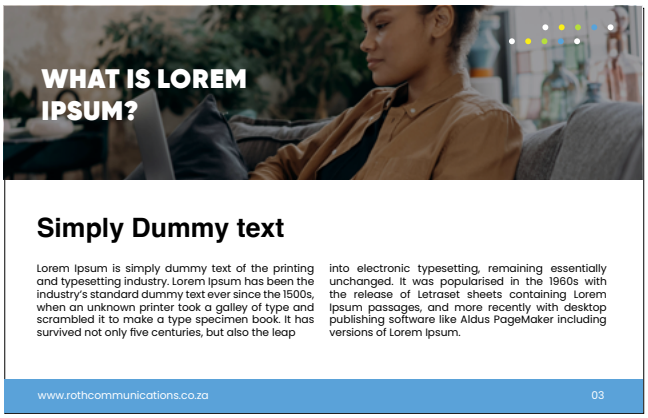
VISUAL ASSETS

The assets should be placed prominently, sized appropriately. Additionally, the logo should be used consistently with other branding elements, such as font choice and color scheme, to maintain a cohesive look and feel across all marketing materials.

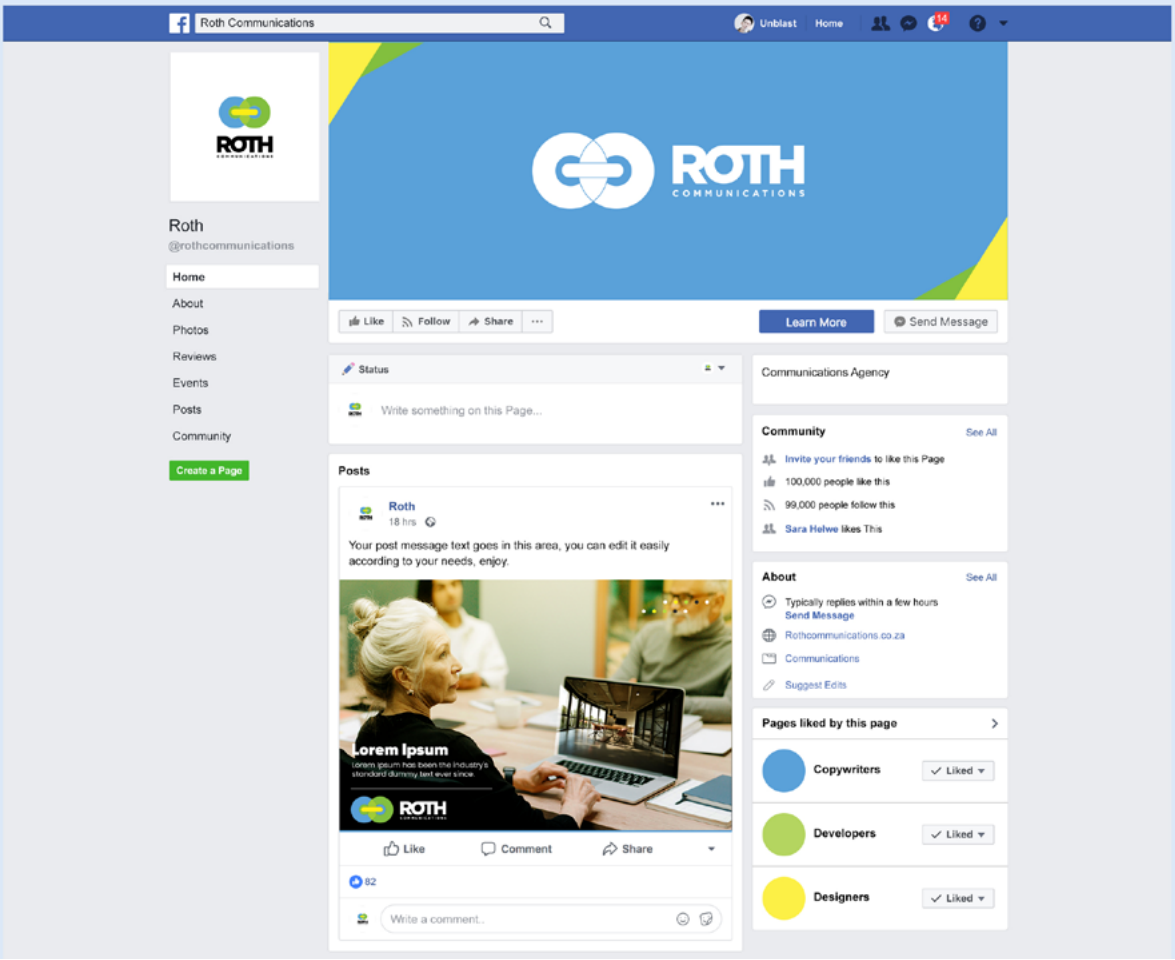
It's also important to consider the audience, purpose, and placement of the logo when designing promotional material, merchandise, and promotional gifts.

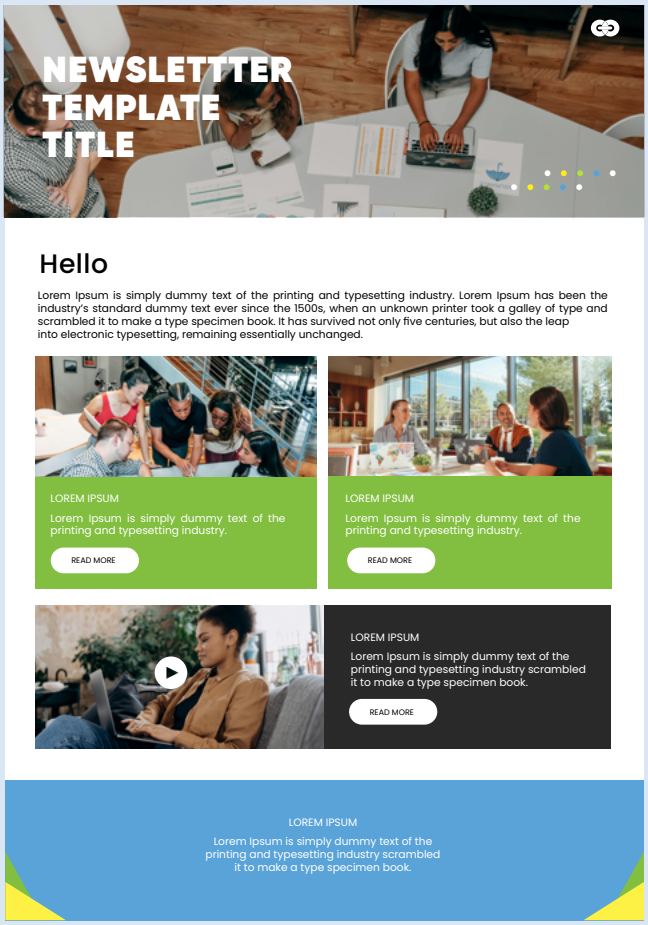

PROPOSAL
TEMPLATE
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.
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WHAT IS
LOREM IPSUM?
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type.
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WHAT IS LOREM
IPSUM?
Simply Dummy text
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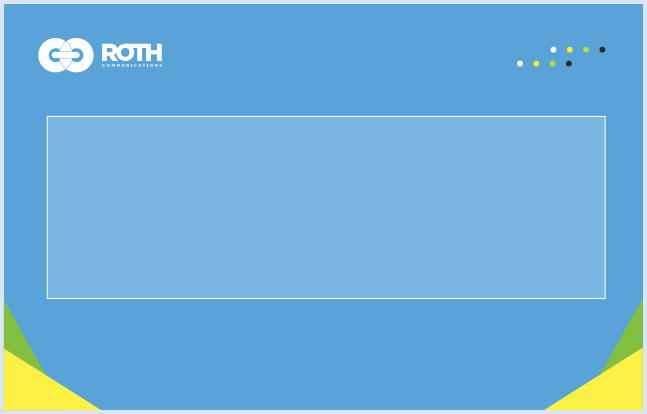

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Photos
Reviews
Events
Posts
Community
Create a Page
Like
Follow
Share
Learn More
Send Message
Status
Write something on this Page...
Communications Agency
Community
See All
Invite your friends to like this Page
100,000 people like this
99,000 people follow this
Sara Helwe likes This
Posts
Roth
18 hrs
Your post message text goes in this area, you can edit it easily according to your needs, enjoy.
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Suggest Edits
Pages liked by this page
Copywriters
Liked
Developers
Liked
Designers
Liked
Like
Comment
Share
82
Write a comment...



ZOOM BACKGROUND 1



ZOOM BACKGROUND 2



EMAIL SIGNATURE 1

JOHN DOE

POSITION TITLE HERE

Tel: +27 00 000 0000
Email: john@rothcommunications.co.za
Website: www.rothcommunications.co.za

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Schedule time with me here: https://calendly.com/admin-6kq/communications-agency-meeting

EMAIL SIGNATURE 2

JOHN DOE

POSITION TITLE HERE

Tel: +27 00 000 0000
Email: john@rothcommunications.co.za
Website: www.rothcommunications.co.za

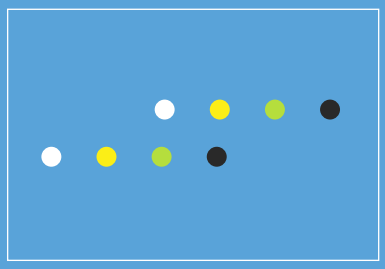
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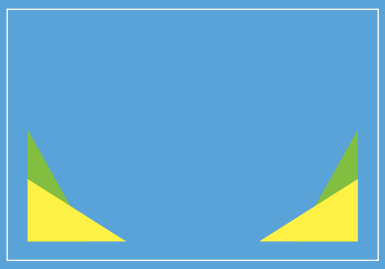
Schedule time with me here: https://calendly.com/admin-6kq/communications-agency-meeting

ICON STYLE/GRAPHICS

Icon style featuring thin strokes for a visually appealing yet understated effect. The graphics are to be used sparingly to complement layouts as and when necessary sticking to the brand guide lines..







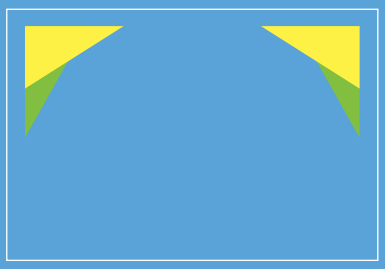


IMAGE STYLE/TREATMENT

This style features muted colors that reduce visual intensity & saturation, creating a more understated and sophisticated look. It combines the formality of corporate imagery with a relaxed, semi-casual tone, making it suitable for both professional settings with the result being a versatile visual approach that conveys competence and reliability while remaining friendly and accessible.












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