



MUZUKURU

FUNERAL STREAMING SERVICES

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Muzukuru in Shona culture plays the key role of conveying news about the passing of a loved one to all the respected members of the family and community.



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Introduction

We at **MUZUKURU** value and so emulate this role by bringing those otherwise indisposed and or constrained by distance; closer to their family and loved ones, through our world class live streaming services.

We endeavour to give the best quality feed and warmest, most heartfelt delivery to our clients as they celebrate the lives of their dear departed.

**DISTANCE SHOULD NEVER PREVENT US FROM CHERISHING
AND CELEBRATING THE LIFE OF A LOVED ONE.**



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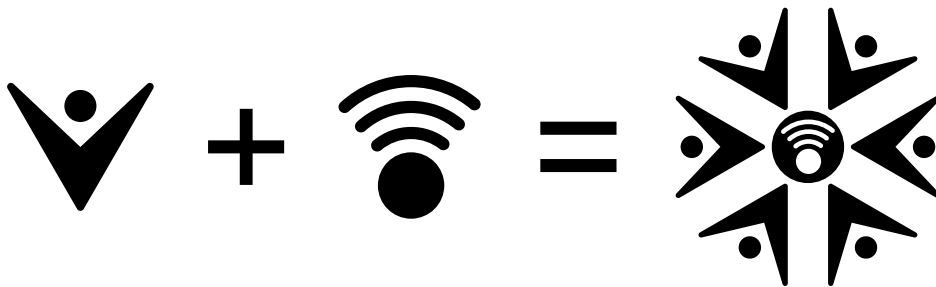
The Logo Elements



This is the symbol for a person in worship or a joyful soul; as our clients celebrate the lives of their loved ones they are pulled together to see their loved ones off in joy, celebration and thankful worship to the lord for the time they have shared with the departed



This is the symbol for Wifi connection; Its relevance is that we do live streams and connecting through the internet is an integral part of the process



The arrangement becomes the
Icon / Motif / Logomark

The Logo

PRIMARY LOGO

To be used on all types of branding:
where the vertical layout is most favourable.
eg. t-shirt and mug branding



SECONDARY LOGO

To be used only for branding stationery
and print materials; in particular to be placed
at the bottom right corner and always carries
a tagline. *eg press adverts and desktop calendars*



The Logo

Single color



The single color (black and white) logo will be used on stationery and official coletaral

Reversed



The reversed logo to be used only on surfaces, pictures and backgrounds with dark ambience

The Logo (alternate versions)

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Logotype that carries the descriptive tagline should be used to brand narrow height surfaces eg. rulers, pens and usb drives

MUZUKURU

Logotype should be used to brand smallest surfaces eg. edges of hard drives

Always use the logotype in Uppercase typography



Logo Use

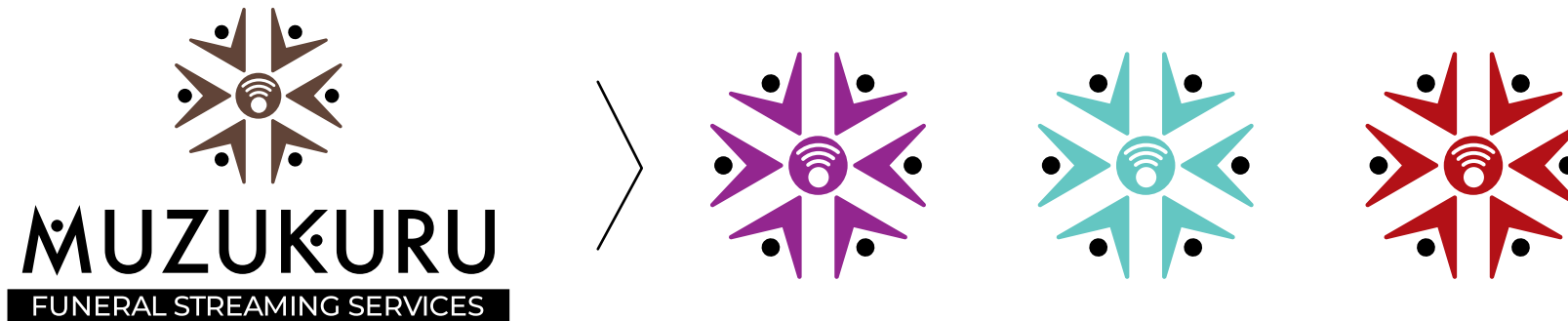


When using the MUZUKURU (i) primary and/or (ii) secondary logo and/or the (iii) alternatives; spacing in and around the logo should be maintained as illustrated here to the left.

Adhering to this geometric standard ensures uniformity in all branding and publications for the MUZUKURU Brand



Logo and Color



The MUZUKURU logo icon's color can be changed when using it to brand collateral for a particular client. Their character can be accentuated using the perfect color to reflect their personality. This is one of the humane and compassionate traits of the brand and their correct and careful use of color in this way will be strongly recommended.

This innovative feature only applies temporarily and the brown and earthy colors that will be detailed later in this manual are to remain as the standard.



Incorrect Use of Logo and Tagline

A well-established and consistently presented identity is a very valuable asset. In order to protect and strengthen the trademark status of the logo, the approved versions must not be altered, modified, changed or added to in any way.

The incorrect examples on this page illustrate some common errors that should be avoided. Such misuses will undermine the MUZUKURU's efforts to project a unified image.



Do not distort the shape of the logo



Do not change the font of the tagline



Do not rearrange the logo vertically



Do not change the style or colour of the letters

Policy on MUZUKURU logo and tagline

Publications and other Products:

1. On all print publications, including brochures and flyers, the MUZUKURU logo and tagline should be placed at the centre on the front cover of the publication.
2. When producing a publication with other partners, all logos must be placed on the same line either at the bottom or at the top of the front cover of the publication. All logos should be visually equal; no one logo should take precedence over the other logos of partnering agencies or organizations. There are no exceptions to this rule.
3. Logos of commercial publishing houses should be placed discreetly on the back cover of a publication, on the spine or on the inside pages of the publication. The use of commercial publishing houses is normally related to publications for sale.
4. Any MUZUKURU project must carry the MUZUKURU logo and tagline as its only logo; use of any other logo will dilute the MUZUKURU brand. If required, the name of the project should be spelled out in full and placed next to the logo (not under it). If the project is managed with a partner, which needs to be acknowledged visually, the MUZUKURU logo and tagline should be used in conjunction with the logo of the other partner(s) only.

Stationery:

5. On letterheads, the MUZUKURU logo and tagline must always be on the left hand side of the page. The branding font – Montserrat – is available for download on google. The related templates can be downloaded on google.

In general, avoid crowding the name or any other element too closely around the logo and tagline: leave clear space around the logo and tagline to increase its impact.

Typography

The typeface family "Montserrat" has been selected for the lettering of the logo and tagline, and is also the typeface for all stationery and for headlines and titles on printed materials such as covers and posters.

"Montserrat" is available in a range of weights and works well in text and display sizes.

Extensive use of this typeface enhances and strengthens the MUZUKURU identity and is an integral part of the corporate visual system. The "Montserrat" family can be purchased online from the Adobe Type Library at www.adobe.com/type and is available for PC and Mac.

Management has purchased Montserrat font licenses for MUZUKURU use.

Visit google to download the fonts required.

Montserrat

abcdefghijklmnopqrstuvwxyz

0123456789

Gotham

abcdefghijklmnopqrstuvwxyz

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Josefin Sans

abcdefghijklmnopqrstuvwxyz

Futura

abcdefghijklmnopqrstuvwxyz

Color Specifications

Please refer to the chart for the colour specifications for MUZUKURU when reproducing the logo. Final printed colours can vary considerably depending upon paper stock, the amount of ink applied, and the printing process used.

While the formulas on this page serve as an important guide, whenever possible the printer should be given a colour sample to match.

JPEG and PNG files are typically specified RGB and are recommended for use in presentations including PowerPoint.

For Print

C:46 M:65 Y:71 K:42
HEX: 614438

C:17 M:38 Y:58 K:0
HEX: C88957

For Digital

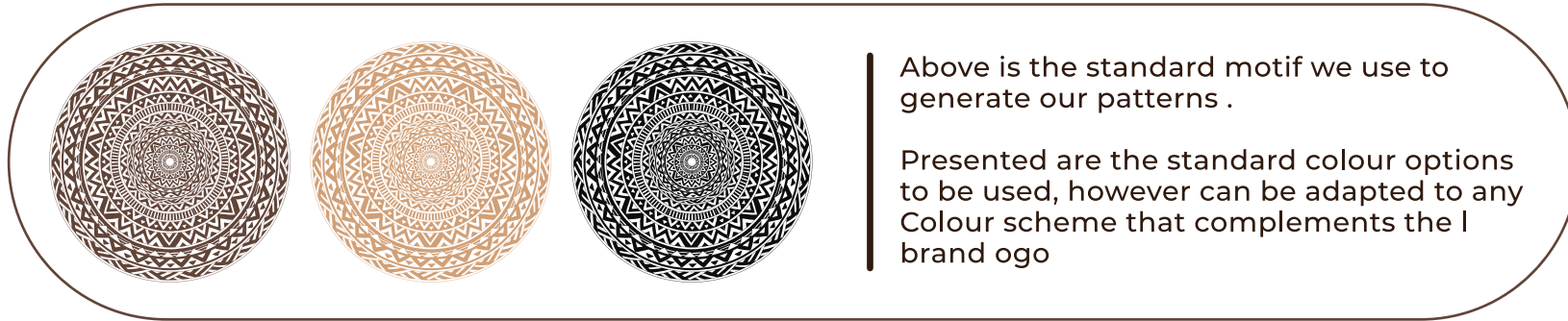
R:97 G:68 B:56
HEX: 614438

R:209 G:160 B:119
HEX: C88957



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Pattern



Examples of Pattern Use:



Examples of Pattern Use:

LOGO APPLICATION



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Logo Application

The basic stationery items shown were carefully developed into a system. The typing format is an integral part of the total design and, when followed, complements and completes the design of the stationery items. Templates for all stationery items are available in the MUZUKURU are sampled in these documents.

Business Card



Business Card size
90mm x 50mm

Text prints
C67 | M9 | Y0 | K0
C:28 M:37 Y:100 K:4

Paper type
always to be printed on
300gsm matte off-white



Logo Application

Letterheads



Logo Application

Email Signatures



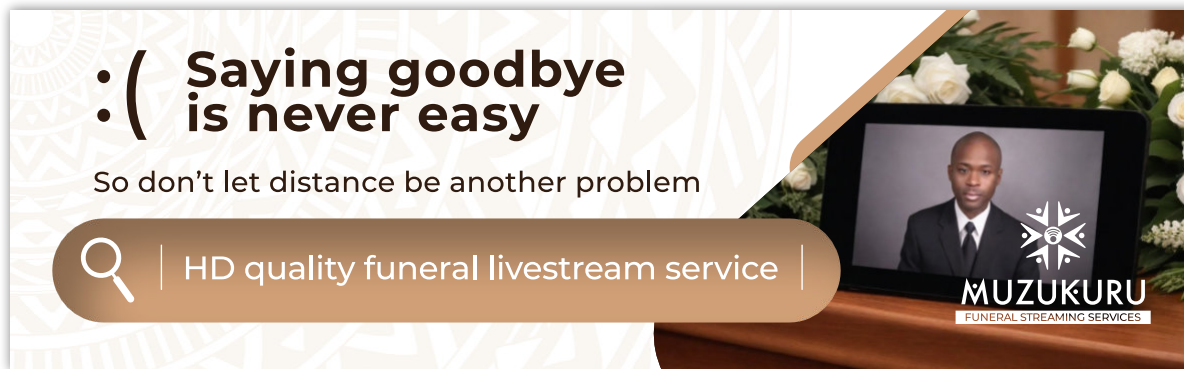
600 x 185 px
For use as email signature



600 x 185 px
For use as email signature

Logo Application

Email Banner



600 x 185 px



600 x 185 px

Logo Application

Vehicle Branding

- * Strong recommendation is for the MUZUKURU fleet to be SUV or mid-sized hatchback as it will exude the image of stability, affluence; which in turn will show the company's character as confident and competent.



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Logo Application

Truck Branding

- * The MUZUKURU OB Van will double as a moving billboard that has different adverts on all sides but consistent messaging all the time. The standard use of space will be 50/50 for pictures and copy as illustrated in the below.



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Logo Application



Flag Banners

- Telescopic Banners
- Sail Banners
- Feather Banners

Only the above flag banners are suitable to use with the MUZUKURU brand.

The teardrop banners' shape will not complement the MUZUKURU logo and therefore can not be used for as part of our advertising materials.

Always use the 2m and 3m height as they are strong and durable against weather.



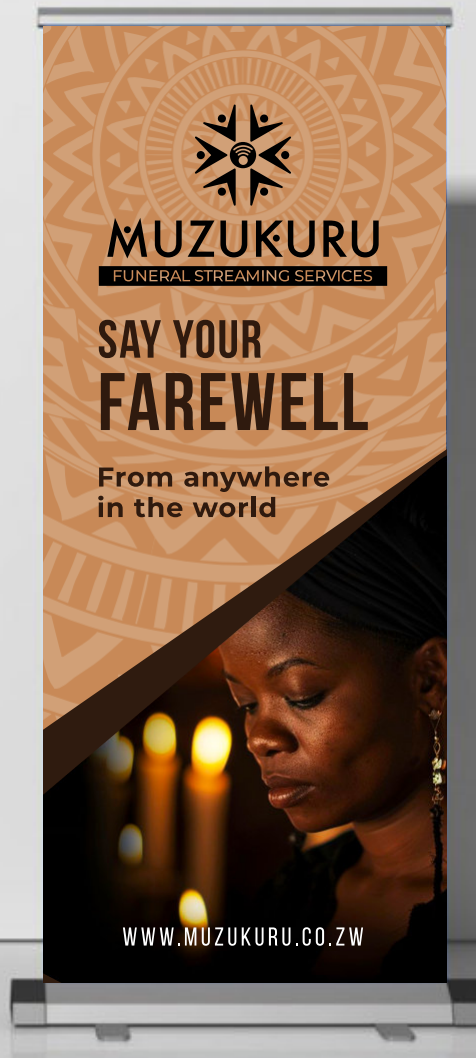
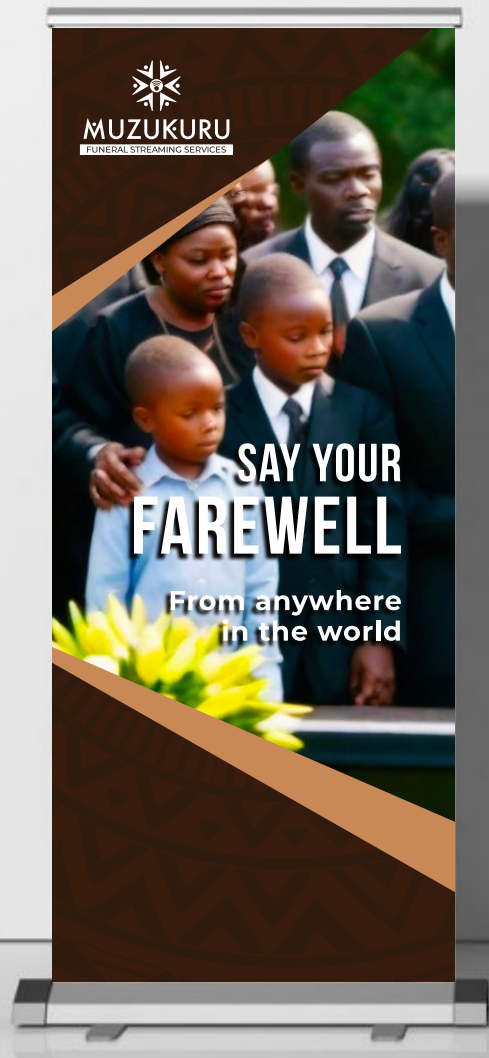
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Logo Application

Gazebo Tent



Logo Application



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Logo Application



Logo Application

