MiH | LIVE

Brand guidelines

Version 1.0 · November 2026

We make it happen.

Everything it takes to bring people together.

MIH Live is a South African entertainment, events and media company. We put on the event, sell the tickets, stream it live and make the content around it. We also build the websites and systems behind all of it.

- **Entertainment**
  Shows, music and nights out.
- **Events**
  Tournaments, launches and gatherings, planned and run end to end.
- **Tickets**
  Online ticket sales and entry on the day.
- **Live streams**
  Matches and events, streamed live.
- **Content**
  Video, photography and social media for brands and fans.
- **Websites and systems**
  The sites, apps and platforms that run all of it.

OUR LINE

We make it happen.

Four words for everything we do. It also spells our name: **M**ake **I**t **H**appen.

How we sound

Straight. Short sentences, plain words.

Warm, not loud. The event brings the excitement, not exclamation marks.

Proud of home. Rooted in Venda, open to everyone.

Useful. Every post says what, where, when and how to get in.

Say	Not
Tickets for Saturday are live. Gates open at 13:00.	DON'T MISS THE EVENT OF THE YEAR!!!

One logo, four ways to use it.

The red dot is the “live” light. The i wears the nwenda stripes. Always use the supplied files; never redraw the logo.



Horizontal · primary



Stacked · square spaces



Wordmark · profile pictures



Horizontal on light



Icon · apps, favicons, badges



One colour · stamps, engraving, fax

Clear space. Keep a margin the height of the red dot (about a quarter of the logo’s height) clear on every side. The supplied files already include it.

Minimum size. Horizontal logo 30 mm or 120 px wide. Wordmark 12 mm or 48 px wide. Below that, use the icon.

Keep it exactly as supplied.



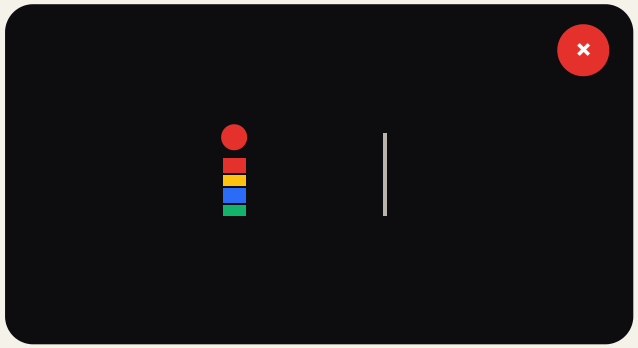
Don’t stretch or squash it.



Don’t change or reorder the nwenda colours.



Don’t fill in the striped i.



Don’t use the light-background version on ink, or put the logo on low contrast.



Don’t add shadows, glows, outlines or gradients.



Don’t retype the logo in another font.

Ink, paper and the nwenda four.

Ink and paper carry most of every layout. Red leads. Yellow, blue and green appear together in the band and the i, and only on their own for small details.

Ink
HEX #0D0D10
RGB 13 13 16
CMYK 19 19 0 94

Backgrounds, text. Carries most layouts.

Paper
HEX #F5F2EA
RGB 245 242 234
CMYK 0 1 4 4

Light backgrounds and text on ink.

Nwenda red
HEX #E5312B
RGB 229 49 43
CMYK 0 79 81 10

The lead colour. The dot, the full stop, buttons.

Nwenda yellow
HEX #FFC20E
RGB 255 194 14
CMYK 0 24 95 0

Band, stripes, small highlights.

Nwenda blue
HEX #2B6CF6
RGB 43 108 246
CMYK 83 56 0 4

Band, stripes, links on light backgrounds.

Nwenda green
HEX #13B36B
RGB 19 179 107
CMYK 89 0 40 30

Band, stripes, success states.

Balance. Roughly this much of each, across a layout:



CMYK values are starting points. Ask the printer for a proof on your paper stock.

Two typefaces. Both free.

HEADLINES · UNBOUNDED

Aa Bb 123

Bold for headlines. Medium, tracked out, for short labels like LIVE.

EVERYTHING ELSE · SPACE GROTESK

Aa Bb 123

Regular for reading, Medium for emphasis, Bold for prices, times and buttons.

Both are on Google Fonts under the SIL Open Font License. If they're not available (some email apps), fall back to Arial.

EXAMPLE

Venda Derby. Live from 15:00.

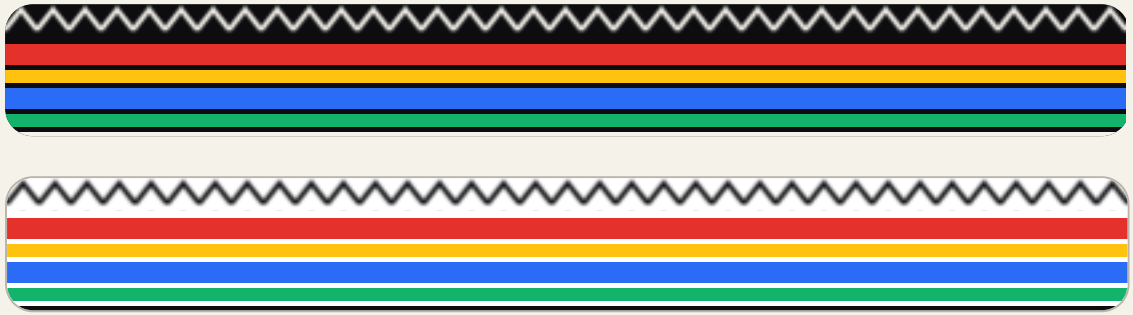
Saturday at Thohoyandou Stadium. Tickets from mihlive.co.za, or watch the full match on our stream.

Get tickets

Sentence case everywhere. A red full stop ends headlines that are statements. Example copy only.

Nwenda is in every design.

The stripes of nwenda, the Venda cloth, run through the i of the logo and along the edge of every layout. They are what makes MIH Live recognisable at a glance.



One band per layout, full width along one edge, usually the bottom.

Fixed order: chevron row, red, yellow, blue, green, then a thin line.

On light backgrounds the chevrons and thin line turn ink.

Never bend, angle, recolour or crop the stripes into pieces.



Signal rings are the second graphic: rings in the nwenda colours, fading outwards from a red centre, like a broadcast signal. Use one set per layout, off to one side, and keep text clear of the bright inner rings.

The live light. A red dot means live: on stream badges, ticket countdowns and anything happening now. Don't use it for decoration.

Ready-made files.

Every file is in this kit, sized for its platform. Use them as they are, or as the starting point for new event artwork.



Instagram post



Story



Profile picture



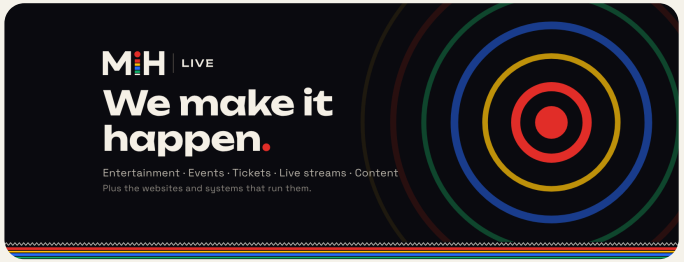
Business card



YouTube banner



Stream screen



Facebook cover

Web
Favicons, app icons, manifest and the link-preview image, with the code to paste into a site.

Social
Profile pictures, covers and banners for Facebook, Instagram, TikTok, WhatsApp, X, LinkedIn and YouTube.

Video
Stream screens, a lower third, a live badge, a YouTube watermark and a meeting background.

Print and email
Business card with bleed, A4 letterhead and an email signature.

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