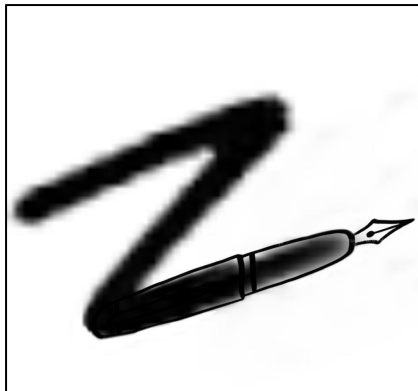# TRIBUTE SITE : BRAND GUIDE

ZAPiRO

Written by Trudy-Jo Daniels

The purposes of this site is to create greater understanding of the motivation behind the artist Zapiro. It's to create awareness of that standing for something meaningful can be done in a peaceful yet powerful manner.
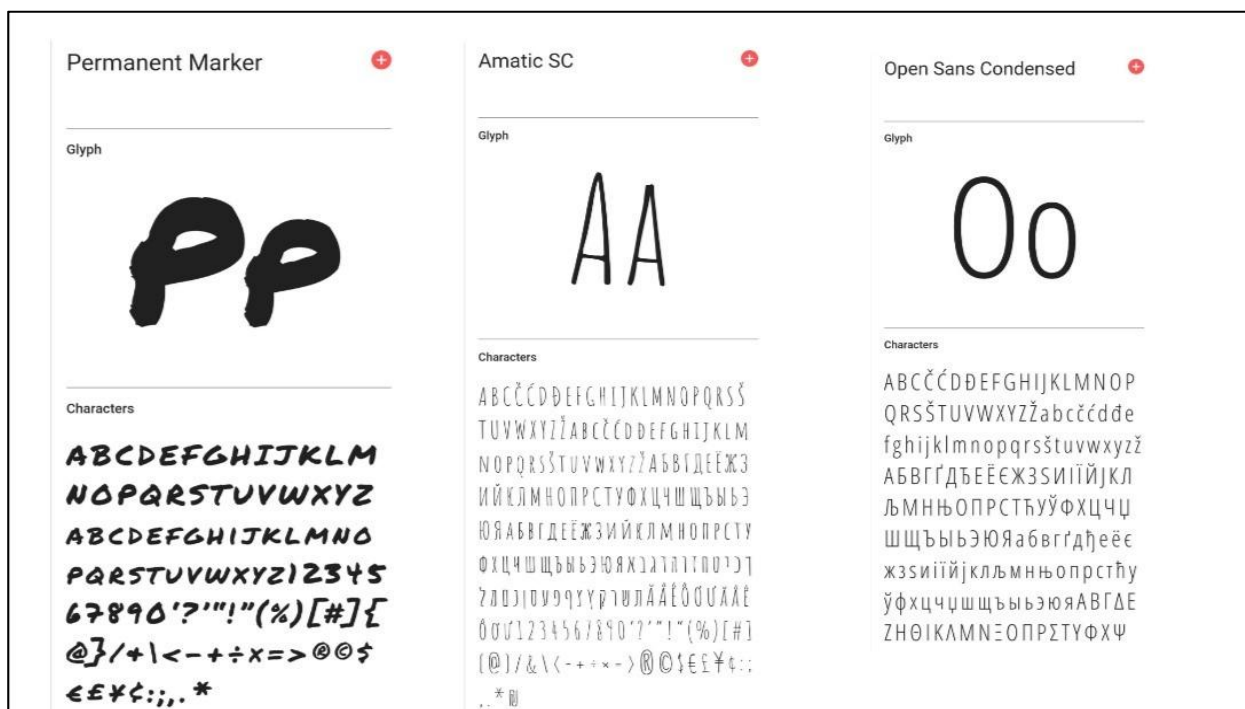
The logo is made up of the iconic signature of the artist but incorporating his tool of trade. Calling to mind the metonymic adage "the pen is mightier than the sword", the iconic "Z" for Zapiro, represented as a single letter reminds us cheekily of the famous "Z" for Zorro.

Color palette: Zapiros primary method of distribution was newspaper and by his own admission he is "somewhat of a dinosaur"
By keeping to a very simple colour palette of Black, White and Red this supports the feel of newspaper print. Yellow is meant to stimulate the logical side of the brain which is needed to decrypt the satirical humor of Zapiros cartoons.

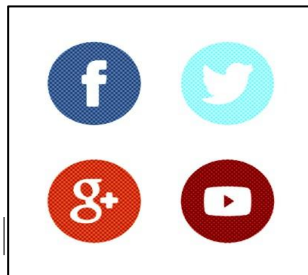#F65058FF   #FBDE44FF   #28334AFF

Given Zapiros method of delivery, the font should be more fluid. By utilizing handwritten fonts for

headings this can be achieved. The fonts should be strong without being aggressive in order to reiterate the serious message behind the cartoons. Using a Sans serif font do the body of text allows the feel that it may have been hand written but is far easier on the eye

Guidelines for use of photography : Since most images of the artist available are press releases it would be easier to maintain a journalistic approach. In saying that images still need to be to a certain standard in terms of creative composition, exposure, focus and relevance.

While the site is a tribute to Zapiro, a large portion of the body text will be sourced from external avenues namely newspaper, social media and search engine. In doing so mindfulness should be given to not plagiarize sites , nor to simplify refer to those external links

In addition to the actual body of content, actual links using to external websites will need to be added - these should utilize the recognized icons and checked periodically to ensure they are still relevant.

Adding texture to the icons to create the impression that they are printed would tie in well with the overall look of the page. Similarly using a white textured background on small sections of the page will create dept to what could be a very 2 dimensional page.The elements used should be minimal but should be functional, allowing the busiest parts of the page to be the rendered artworks.