‘MADE IN THE BAY’

Co-branding Guidelines & Terms of Use

Proudly promoted by the

nelson mandela bay BUSINESS CHAMBER

Connecting business. Stimulating progress.

BAYOFOPPORTUNITY

Version 1.0

Effective Date: 7 July 2026

Brand Essence

Made in the Bay is a stand-alone place brand created to celebrate the products, businesses, makers, and stories proudly rooted in **Nelson Mandela Bay.**

Purpose

To spotlight local pride, local production, and a stronger shared economy.

Brand Promise

We champion authentic Bay-made products and help encourage people to buy local, support local enterprise, and build real opportunity.

Brand Personality

- Authentic
- Proud
- Enterprising
- Bold
- Grounded
- Optimistic

Core Messaging Pillars

Local Roots

Rooted in our people, places, and potential.

Bay Pride

Proud of what we make and who we are.

Real Opportunity

Creating jobs, opening doors, changing lives.

Shared Growth

Stronger together, for a thriving Bay for all.

Purpose of the Brand

- In June 2026, the Nelson Mandela Bay Business Chamber officially unveiled Made in the Bay.
- Made in the Bay is far more than a logo or buzz-phrase; it is a region-of-origin brand and destination marketing initiative designed to showcase and celebrate the businesses, products, services, skills, and innovations that originate in the 'Bay of Opportunity' – Nelson Mandela Bay.
- The long term intention is to elevate the metro's reputation as a destination for investment, trade and economic opportunity as well as to send a strong signal to markets that the Bay is a compelling source for products, services, and people which are synonymous with quality, innovation, sustainability, and trust.
- The Made in the Bay brand may be used to promote eligible goods, services, businesses that meet certain eligibility requirements.
- The mark/seal of authenticity identifies products, services, and experiences that are genuinely connected to Nelson Mandela Bay.
- It serves to helps customers and other buyers to recognise the distinct character, qualities and values of the region's business community.

Who may use the brand

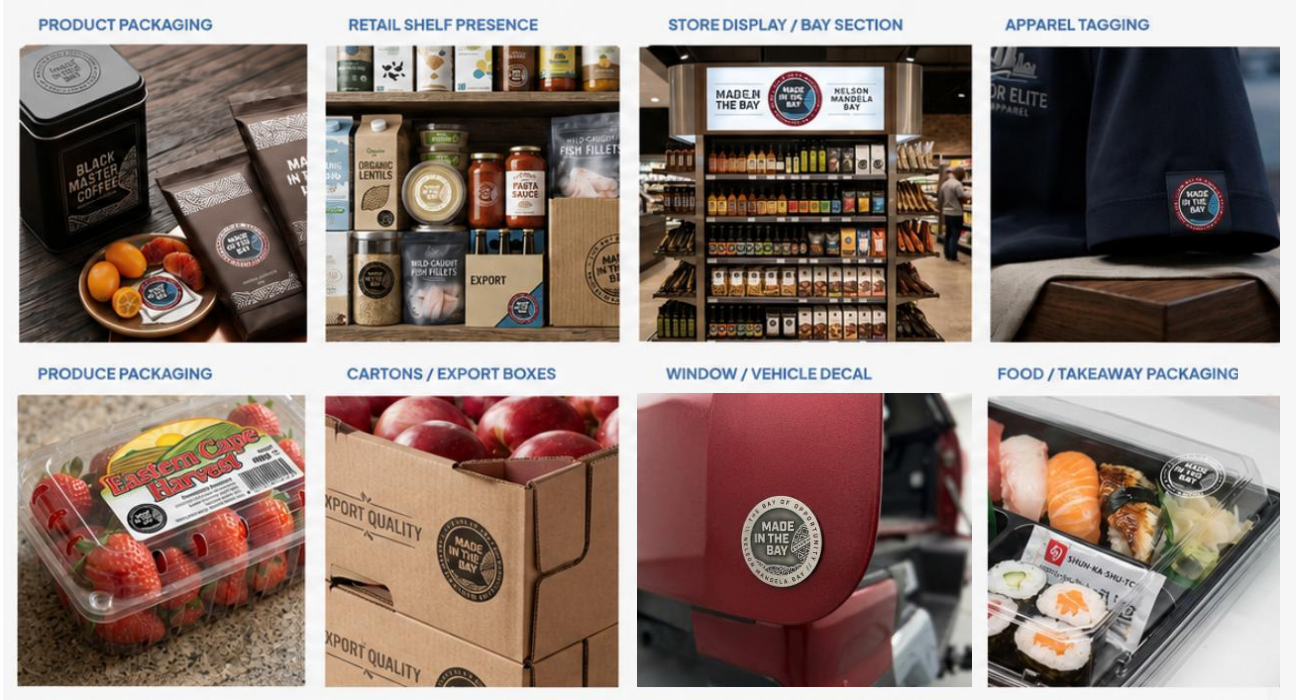
- As an endorsed sub-brand developed by the Nelson Mandela Bay Business Chamber, the brand may only be used by users which are genuinely connected to the Bay, including:
  - ✓ Producers, growers, manufacturers, makers, or service providers based in Nelson Mandela Bay;
  - ✓ Businesses whose qualifying products are substantially produced, grown, made, processed, or finished in the region;
  - ✓ Exporters, retailers, and other marketeers using the brand for promotional and commercial purposes; and
  - ✓ Tourism, hospitality, cultural, educational or other relevant businesses/institutions approved by the Nelson Mandela Bay Business Chamber

- All users must be recognised and approved Nelson Mandela Bay Business Chamber before using the brand.

- All users must be current members of the Nelson Mandela Bay Business Chamber.

Approved uses

- For approved users, the brand may be used on:
  - ✓ **Product packaging and labels**
  - ✓ **Websites**
  - ✓ **Social media**
  - ✓ **Brochures, catalogues, & advertisements**
  - ✓ **Point-of-sale displays**
  - ✓ **Event branding & exhibition materials**
  - ✓ **Menus**
  - ✓ **Building signage**



- **Co-branding must always support the reputation of the Bay of Opportunity and the Nelson Mandela Bay Business Chamber** and must not be used in a misleading, false, or damaging way.

- Using the Made in the Bay mark consistently and correctly builds trust, strengthens local recognition, and celebrates the businesses, employers, makers and producers that power our economy.

Prohibited uses

- As an endorsed sub-brand developed by the Nelson Mandela Bay Business Chamber, the brand may only be used by users which are genuinely connected to the Bay, including:
- The brand may not be used:
  - X **On products not originating from or substantially linked to Nelson Mandela Bay;**
  - X **By unapproved businesses or individuals;**
  - X **In a way that implies certification where none has been granted;**
  - X **On inferior, counterfeit, unsafe, illegal, or misleading products;**
  - X **In connection with political, offensive, discriminatory, or inappropriate material; and**
  - X **In any way that could damage the reputation of the region (Nelson Mandela Bay), the Nelson Mandela Bay Business Chamber, and the Bay of Opportunity.**
- Unauthorised use may result in withdrawal of approval, legal action, or public correction.

Co-branding principles

- Brand identities remain separate and clearly identifiable.
- Place the brand where it clearly relates to an eligible product, service, story, or experience
- Maintain adequate spacing around the Made in the Bay logo.
- Made in the Bay should lead if/when it is the primary subject.
- Logos should not be merged or locked up into a single mark.
- Use a clear divider between the identities.
- **Recommended endorsement language** (examples):
  - ✓ "Presented in partnership with" *[approved user's trading name / brand]*
  - ✓ "Supported" by *[approved user's trading name / brand]*
  - ✓ *Proudly promoted by [approved user's trading name / brand]*
- When using the brand's mark, approved users must:
  - ✓ Use only official logo files supplied by the Nelson Mandela Bay Business Chamber
  - ✓ Keep the logo clear, legible, and unaltered
  - ✓ Use approved colours, fonts, and lockups only

Logo System

Our logo is the primary visual symbol of Made in the Bay. Consistent use protects recognition, builds trust, and strengthens our collective identity.

PRIMARY LOGO

MONOCHROME (BLACK)

REVERSE (WHITE)

LOGO STRUCTURE

0°

Fixed upright orientation.

The logo must always be used upright and may never be rotated.

CLEAR SPACE

Clear space is required around the logo to ensure visibility and impact.

The minimum clear space is equal to the height of the letter "M" in "MADE" (defined as X).

MINIMUM SIZE

PRINT

15 mm minimum width

DIGITAL

80 px minimum width

BACKGROUND USE

Light Background

Dark Background

Texture/Photo (Use with care)

Ensure sufficient contrast and legibility.
When using on busy photography, place the logo on a clear area or apply a subtle dark overlay.

DO

Use approved versions

Ensure clear space

Maintain contrast

Use at or above minimum size

DON'T

Stretch or distort

Recolour

Rotate

Crowd the logo

Place on busy backgrounds

Colour, Type & Pattern

Our visual system brings together meaningful colour, modern typography, and distinctive patterns inspired by our identity and rooted in the spirit of the Bay.

Full-colour logo

Monochrome logo

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INDUSTRY is used only inside the official logo artwork. Do not use the word "Industry" in general headlines, subheads, or body text.

COLOUR PALETTE

Bay Red	Bay Blue	Deep Charcoal	Black	Warm White	Cool Grey
#8A1D2C	#3E78B2	#2B313B	#111111	#FAF8F6	#E3E6EA

TYPOGRAPHY

Our brand typeface is **Plus Jakarta Sans**.
Use Plus Jakarta Sans for all communications.

Plus Jakarta Sans Bold
Plus Jakarta Sans SemiBold
Plus Jakarta Sans Regular

Hierarchy guide

Headlines: Bold
Subheads: SemiBold
Body copy: Regular

BORDER & GRAPHIC DEVICES

Use these elements to frame layouts, build structure, and reinforce the brand.

TEXTURE & PATTERN

Our geometric pattern language is derived from the shapes and marks within the logo. Use patterns subtly to add depth and local character.

Bay Blue | Bay Red | Deep Charcoal | Light Neutral

APPLICATION EXAMPLES

Examples of how colour, typography and pattern work together across different touchpoints.

nelson mandela bay
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For co-branding guidance, approvals, logo/asset files, or related queries, please contact:

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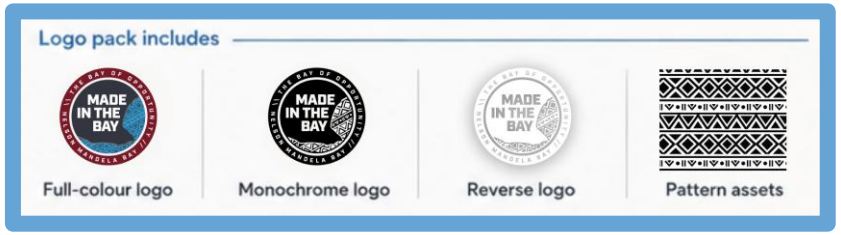

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