POWERED BY

SmartProcurement World

HOST PARTNER

ETHEKWINI MUNICIPALITY

Strengthening **Infrastructure** &

Manufacturing **Supply Chains**

for the

Future

KwaZulu-Natal
Supply Chain Conference

2024 LOOK & FEEL

Durban ICC

25-27 June 2024

www.smartprocurementworld.com/kzn

EVENT LOGO

KwaZulu-Natal
Supply Chain Conference

Colour Palette

#213664 #5b9593 #f0e690

#576f41 #b2bc49 #ffcb04

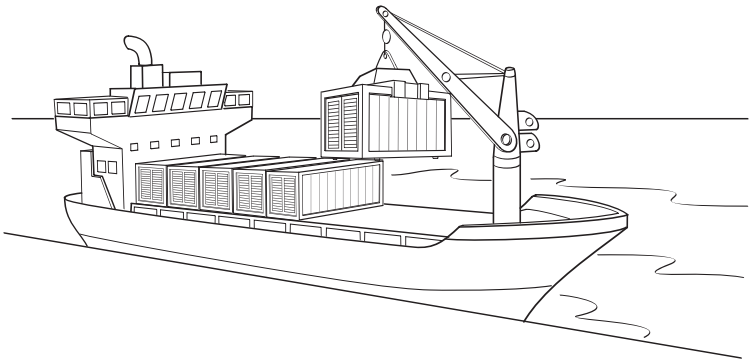
Inspiration



DESIGN STYLE









THE CONCEPT

The design concept beautifully integrates the conference theme, **"Strengthening Infrastructure and Manufacturing Supply Chains for Future Growth,"** with visually striking elements representing KwaZulu-Natal's infrastructure and its vital role in supply chain dynamics.

The Durban skyline serves as a powerful symbol of KZN's infrastructure development and urban landscape, highlighting the region's progress and potential for growth. By incorporating iconic landmarks such as the harbor, we emphasize the pivotal role of transportation hubs in facilitating efficient supply chain operations.

The inclusion of supply chain elements like harbor and airplane images further reinforces the theme, underscoring the interconnectedness of infrastructure and logistics in driving economic prosperity. These visuals not only capture the essence of the conference's focus but also resonate with participants, conveying the importance of optimizing supply chain networks for future success.

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BRAND AND DESIGN GUIDELINES

KwaZulu-Natal
Supply Chain Conference

The KwaZulu-Natal Name

The correct spelling from: Kwa-Zulu Natal must be use in all branding.

ETHEKWINI MUNICIPALITY

Host Partner Logo

To maintain consistency, position the host partner logo in the top right-hand corner when feasible within the overall design.



The KwaZulu-Natal City Landscape

The KwaZulu-Natal city skyline should feature the stadium on the right-hand side, maintaining this specific order.



The KwaZulu-Natal Harbour

In designs featuring both the KwaZulu-Natal skyline and harbor, ensure the boat is positioned on the right-hand side of the artwork for consistency.

DESIGN OPTIONS

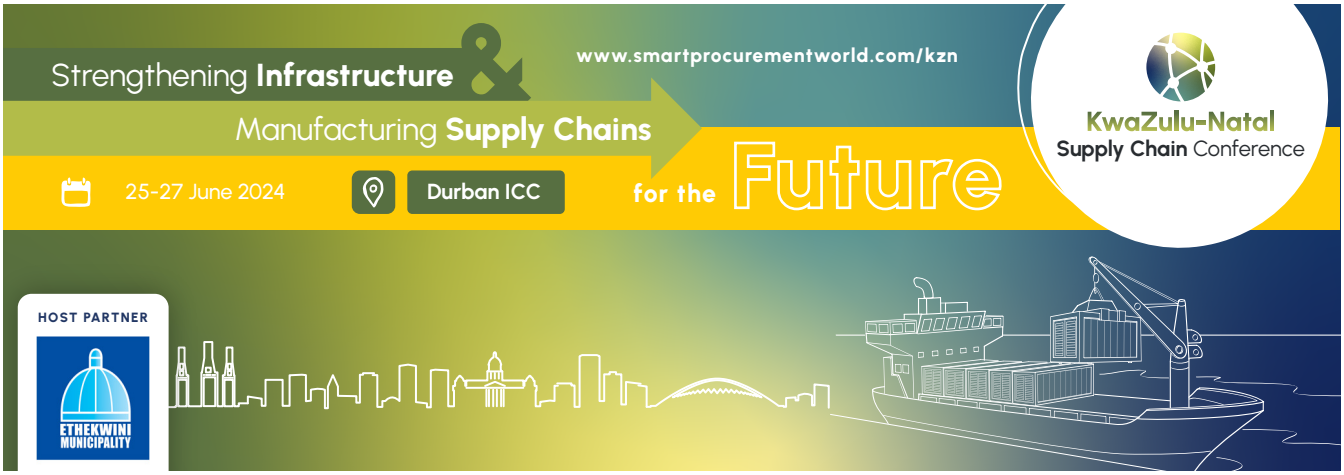


Brochure Cover

DESIGN OPTIONS



Social Media Post



Email Banner

KwaZulu-Natal
Supply Chain Conference



THANK YOU!



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