

BRAND GUIDELINES • VERSION 2.0 • MEDIA EDITION

A bite of business.

How to write about Business Bagel, and how to use our logo, colours and type.

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ABOUT

Business news worth your attention.

A bite of business. Daily.

Business Bagel keeps South Africans clued up on the markets, the money and the companies moving the country, built for the platforms where people really spend their time. Most business news is dense, jargon-heavy and stuck behind a paywall. Business Bagel makes the day’s biggest business and finance stories engaging for everyone: accessible enough for everyday curiosity, rigorous enough for the boardroom.

How we work

Every story is sourced from multiple outlets and cross-checked against the primary source before it goes out. The writing stays simple; the reporting behind it doesn’t. When we get something wrong, we say so and fix it in the open.

What we cover

Markets · Companies · Economy · Policy · Property · Motoring · The Roundup

WHERE TO FIND US

Instagram	@business_bagel
TikTok	@businessbagel
YouTube	@business_bagel
LinkedIn	Business Bagel
Facebook	Business Bagel
Spotify	Podcast
WhatsApp	Daily channel
Newsletter	Free, every weekday

FACTS

Facts and boilerplate.

Copy these as they are. The page at businessbagel.com/media-kit has copy buttons.

NAME	Business Bagel
PUBLISHER	Bagel Media (Pty) Ltd
WHAT WE ARE	South African business and finance news
HISTORY	Began as Daily Bagel in June 2025
BASED IN	Cape Town, South Africa
WEBSITE	businessbagel.com
PRESS AND PARTNERSHIPS	info@bagel.co.za
OUR LINE	A bite of business. Daily.

BOILERPLATE • ONE SENTENCE • 22 WORDS

Business Bagel is South Africa’s daily business and finance news: the markets, the money and the companies moving the country, explained clearly.

BOILERPLATE • PARAGRAPH • 61 WORDS

Business Bagel is a South African business and finance news brand. It publishes short-form news every day across social video, a podcast, a WhatsApp channel, a free weekday newsletter and businessbagel.com, covering the markets, the money and the companies moving the country. It began as Daily Bagel in June 2025 and is published by Bagel Media (Pty) Ltd in Cape Town.

LOGO

The bagel and the word.

Use the files as they are.



The bagel

A royal bagel with one bite taken, top right. It appears on its own as the favicon and avatar, beside the wordmark in the logo, and at huge scale as the Bite.

The wordmark

Business Bagel in Archivo Black, tracked in slightly. It is drawn, not typed: always use the files.

The default

The horizontal logo in colour (royal bagel, ink wordmark) on white or paper. On royal, navy, ink or photos, use the white logo.

LOGO

Versions and colourways.

Colour on white and paper; white on anything dark; one colour when the job needs it.



Horizontal • colour

The default.



Horizontal • white

On royal, navy, ink and photos.



Business Bagel

Stacked

Square and tall spaces.



Mark

Icons, avatars, favicons.



One colour • black

Single-colour print, and on lime.

Business Bagel

Wordmark

Very wide, very short spaces.

LOGO

Space and size.

Give the bagel air.



Leave clear space of **X** on every side, where X is the width of the bagel's hole. Nothing else comes inside it: text, other logos or the edge of the page.

SMALLEST SIZE	PRINT	SCREEN
Horizontal	28 mm wide	120 px wide
Stacked, wordmark	24 mm wide	100 px wide
Mark alone	8 mm wide	24 px wide

Next to a partner's logo, match the visual height of the wordmark to theirs and keep the clear space.

LOGO

Please don't.

A short list. There are no exceptions.



✗ Stretch or squash it



✗ Rotate it



✗ Recolour any part



✗ Add shadows or effects



✗ Flip the bite



✗ Retype the wordmark



✗ Put colour on royal



✗ Fade or tint it

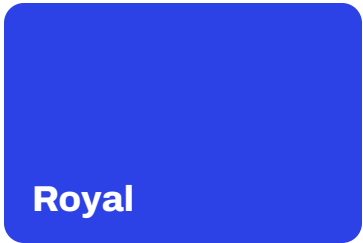
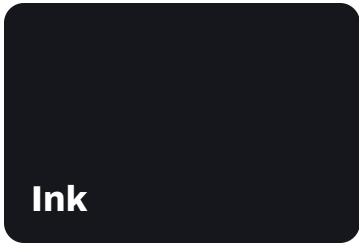
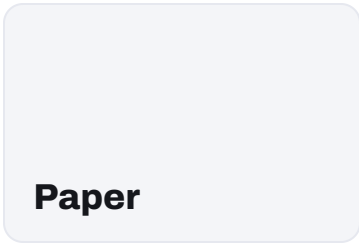
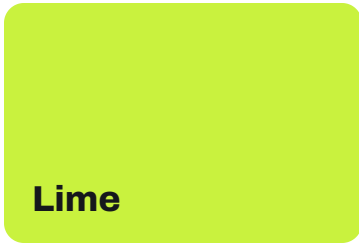


✗ Use busy backgrounds

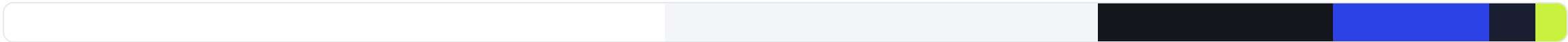
COLOUR

Five colours and white.

Royal carries the brand. Lime is a highlighter: a figure, a rule, one word.

					
Royal	Ink	Paper	Lime	Navy	White
#2C42E6 RGB 44 66 230 CMYK 89 77 0 0	#15171C RGB 21 23 28 CMYK 88 73 39 97	#F4F5F8 RGB 244 245 248 CMYK 5 4 3 0	#C9F23E RGB 201 242 62 CMYK 30 0 91 0	#191F30 RGB 25 31 48 CMYK 95 70 15 91	#FFFFFF RGB 255 255 255 CMYK 0 0 0 0
The bagel, links, buttons, eyebrows, covers.	The wordmark, headlines and text.	Panels, slides, documents.	Figures on navy or royal. Never text on white.	Dark bands, footers, stat strips.	The main ground.

A TYPICAL PAGE OR POST



WHITE AND PAPER 70 · INK 15 · ROYAL 10 · NAVY 3 · LIME 2

TYPE

Four families, four jobs.

Headlines end in a full stop. Kickers are capitals in IBM Plex Mono.

ARCHIVO • HEADLINES AND FIGURES

Business news worth your attention.

IBM PLEX MONO • KICKERS, LABELS, NUMBERS

MARKETS • COMPANIES • ECONOMY

0123456789 R1 234 567.89 +2.4%

All four are free under the SIL Open Font License, on Google Fonts and in the media kit. Without them: Arial Black, Arial, Consolas and Georgia italic.

INTER • READING

Accessible enough for everyday curiosity, rigorous enough for the boardroom.

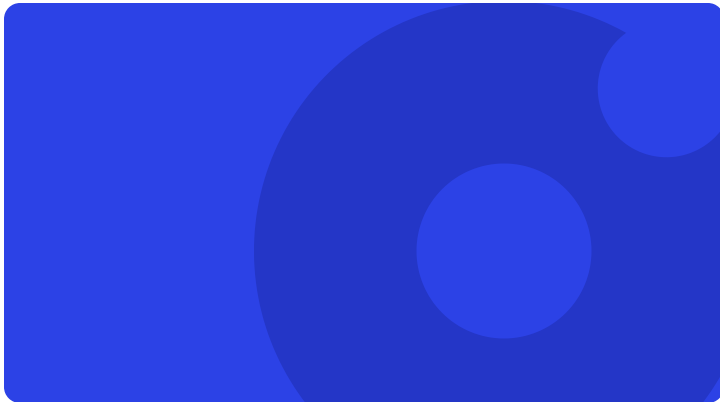
LORA ITALIC • STANDFIRSTS IN DECKS AND DOCUMENTS

A bite of business. Daily.

GRAPHIC DEVICES

The Bite, the Ticker, the Stat band.

No stock photography and no illustration: every background comes from these.



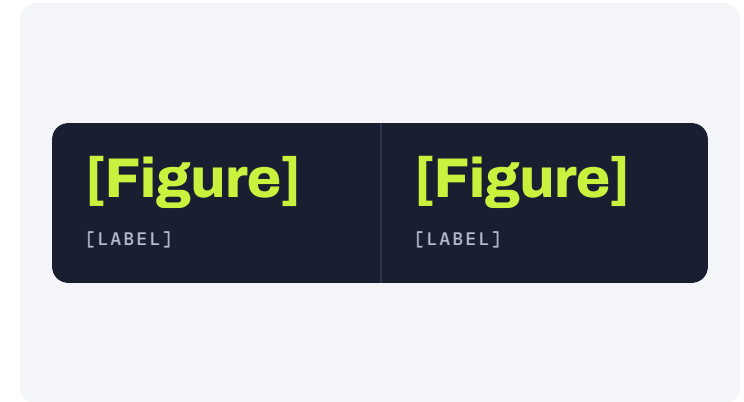
The Bite

The bagel at architectural scale, cropped by the frame, in a tone of the ground colour. Covers, banners, backgrounds.



The Ticker

Our beats in IBM Plex Mono capitals with lime separators. A band at the edge of banners and covers; it scrolls in video.



The Stat band

Archivo figures in lime on navy, labels in IBM Plex Mono, hairline dividers. Only for real, sourced numbers.

MOTION

Motion.

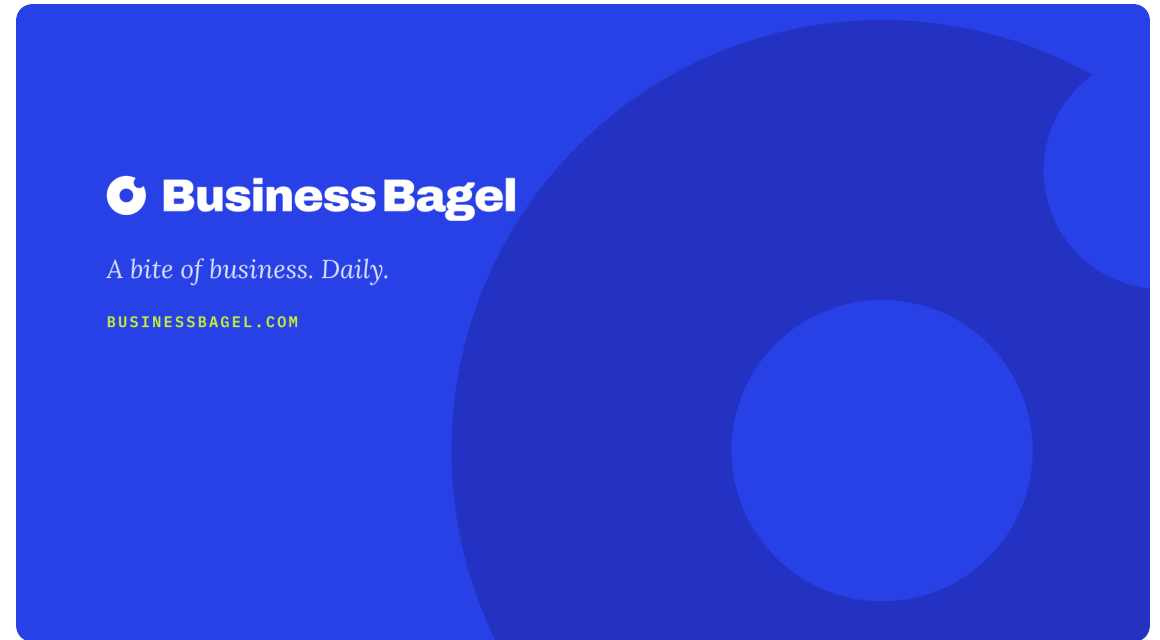
MP4 for most uses; WebM and MOV with transparency to lay over video.



Logo sting

3 s: the bagel grows, the hole opens, the bite is taken, the word wipes in.

Things grow, wipe or slide in and settle. Nothing bounces, spins or flashes.



End card

5 s closing card with the line and the website.

IMAGERY

Imagery and video.

Real people, real places, real numbers.

Please use

- ✓ Our logo files as supplied, unaltered.
- ✓ Photos and video stills that we send you.
- ✓ Real photography of the people, places and companies in the story.
- ✓ Our presenters as they appear on our channels.

Please avoid

- ✗ AI-generated or altered images of our presenters or team.
- ✗ Stock imagery presented as ours.
- ✗ Effects, gradients or glows on the logo or colours.
- ✗ Our logo on busy parts of a photo: put it on a solid area instead.

On our own channels: the presenter talks to camera; on-screen numbers use the Stat band; thumbnails carry the episode tab. For photos or footage for a story about us, email info@bagel.co.za.

WORDS

Writing about Business Bagel.

A few conventions that keep every mention consistent.

OUR NAME	Business Bagel	Two words, both capitalised. Not BusinessBagel, Business Bagels or BB.
PUBLISHER	Bagel Media (Pty) Ltd	For contracts and formal listings.
HISTORY	Began as Daily Bagel in June 2025	Please don't call us Daily Bagel: that was the name before.
OUR LINE	A bite of business. Daily.	With the full stops.
WHAT WE ARE	South African business and finance news	Every story is sourced and cross-checked against the primary source before it goes out.
WEBSITE	businessbagel.com	No www. needed.
SPELLING	South African and UK English	Colour, organise, centre.

DOWNLOADS

What's in the media kit.

Everything you need to write about us or show our logo.

WHAT	FORMATS
Brand guidelines and quick reference	This document and a two-page summary
Logo	SVG for screens, PNG for documents, CMYK PDF and EPS for print, ready-to-upload versions
Icons	Favicons, app icons
Colour	HEX, RGB and CMYK values; CSS, JSON and Adobe swatch files
Type	Archivo, Inter, IBM Plex Mono and Lora, with their licences
Profile pictures	Square avatars for every platform
Graphic devices	The Bite, the Ticker and the Stat band
Share image	A 1200 × 630 link preview
Motion	Logo sting and end card (MP4; transparent WebM and MOV)

Download everything in one file at **businessbagel.com/media-kit**.

CONTACT

Need something that isn't here?

Press, partnerships and brand questions.

EMAIL

info@bagel.co.za

WEB

businessbagel.com