

70C OXFORD RD
RIVIERA
JOHANNESBURG

GLOWHIRE 
EST. 2006

GLOW Film &
Photo
Hire

08/08/26

BRAND / IDENTITY

GUIDELINE

TABLE OF CONTENT

A black and white photograph of a film set. In the foreground, a man in a white t-shirt and a baseball cap is looking at a camera. Behind him, a woman is holding a camera to her eye. To the right, another woman in a white t-shirt and dark pants is standing. In the background, there are various pieces of equipment, including a ladder, a cart with equipment, and a large light stand. The overall scene is a busy, professional environment.

ABOUT

NO. 01

BRAND VALUE

NO. 02

OUR BELIEFS

NO. 03

VISION & MISSION

NO. 04

LOGO SYSTEMS

NO. 05

COLOUR PALLETE

NO. 06

TYPEFACE

NO. 07

THANK YOU

NO. 08

Since 2006, Glow Hire has been trusted by South Africa's creative industry to provide professional production equipment, exceptional studio spaces and dependable support for projects of every scale. With gear houses and studios in Johannesburg and Cape Town, we've built our reputation on quality, reliability and a genuine passion for the craft. But Glow has always been about more than the gear.

Behind every production is a team of passionate people bringing ideas to life, the photographers, filmmakers, directors, producers, cinematographers, camera assistants, gaffers, sparks, grips, lighting technicians, stylists, editors, students and countless others who make this industry what it is. They're the reason we're here.

Our purpose is to give every creative the confidence to create without limits. Whether that's through industry-leading equipment, inspiring studio spaces or simply sharing our knowledge and experience, we're committed to removing barriers so great ideas have every opportunity to become reality.

We believe creativity grows through community. That's why we're passionate about supporting, educating and empowering South African creatives at every stage of their journey, creating an environment where collaboration is encouraged, opportunities are created and every person, regardless of their role, feels valued.

At Glow Hire, we're more than a gear house.

We're a creative partner, a trusted resource and a team that's committed to helping any and all creatives

ABOUT THE BRAND



BRAND VALUES

EQUIPMENT EXCELLENCE

INDUSTRY LEADING
EQUIPMENT THAT
CREATORS CAN TRUST.

INSPIRING SPACES

STUDIOS DESIGNED TO
SUPPORT CREATIVITY
AND COLLABORATION.

COMMUNITY & SUPPORT

KNOWLEDGE, GUIDANCE
AND GENUINE
RELATIONSHIPS.





THE THOUGHT BEHIND EVERYTHING WE DO

We believe incredible work is not created by equipment alone.

It is created by people.

The people who arrive before sunrise.

The people who stay after wrap.

The people who carry cases, shape light, pull focus, solve problems and tell stories.

Our role is to support those people in every way we can.

OUR BELIEF

VISION & MISSION

OUR MISSION

Provide professional production equipment, premium studio spaces and expert support that enable creatives at every level to bring ideas to life.

We remove barriers, share knowledge and create opportunities that strengthen South Africa's creative industry.

OUR VISION

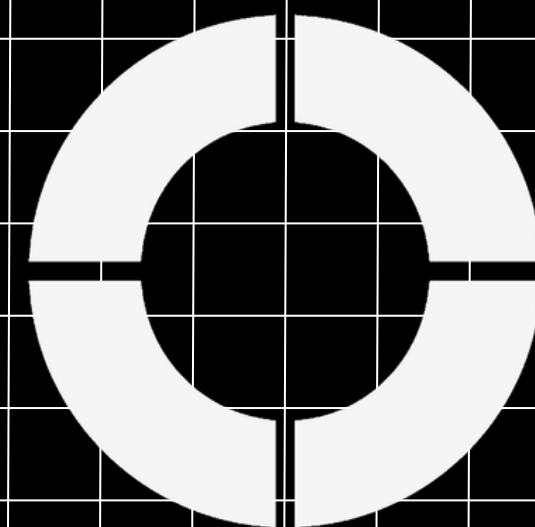
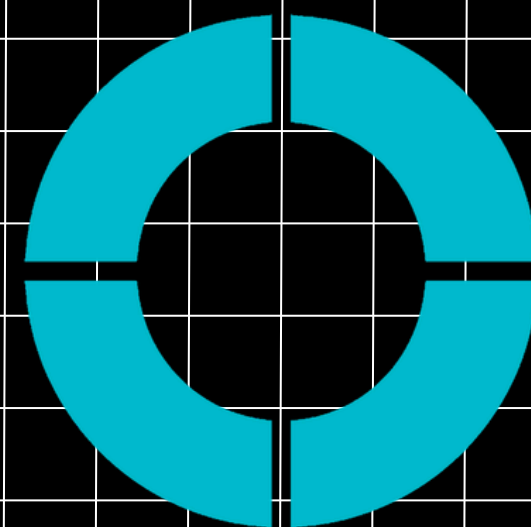
To become South Africa's most trusted and inspiring creative partner, helping shape the future of the film, photography and content industries through innovation, community and support.



GLOW Film &
Photo
Hire

GLOW Film &
Photo
Hire

**LOGO
SYSTEMS**





**CONCERT / EVENT
SHOOTER PACKAGE**

~~R 3 185,00~~ **R 1 593,00**

Quantity *

—

1

+

ADD TO QUOTE

HIRE NOW

**COLOUR
PALLETTE**

GLOW TEEL

WHITE BOUNCE

BLACK OUT

DIFFUSED

RED GEL

#68BBCB

#FFFFFF

#000000

#121212

#D30803

PRIMARY TYPEFACE

LULO CLEAN

SECONDARY TYPEFACE

ARIAL BLACK

PARAGRAPH TYPEFACE

MANROPE

Aa

SIZE : 42 / STYLE : ITALIC

Aa

SIZE : 30+20 / STYLE : ITALIC

Aa

SIZE : 18 / STYLE : regular

SIZING &
TYPEFACE



CONTACT US TODAY !

TRADING HOURS

MON - FRI

8am - 5 pm

SAT

8am - 1 pm

SUN - PBLC HLDY

CLOSED

JHB - JOZI

CONTACT

011 8808124

Email:

rentals@glowhire.co.za

CAPE TOWN

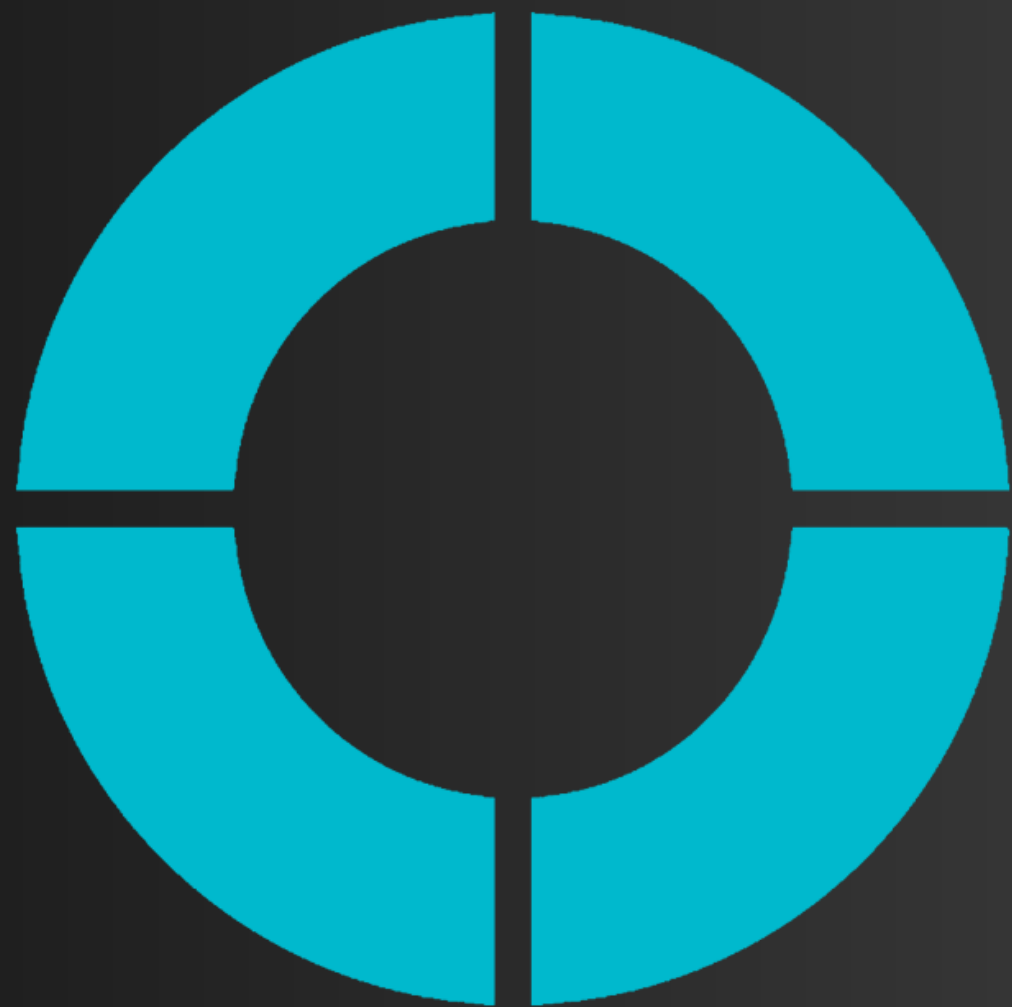
CONTACT

021 300 3046

Email:

capetown@glowhire.co.za

THANK YOU



GLOW Film &
Photo
Hire