



CORPORATE IDENTITY

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identity manual

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How to use the *identity manual*

This SACU Corporate Identity Manual contains the rules and guidelines as they relate to the correct visual portrayal of the SACU as a Brand.

There are guidelines for the official colours, fonts (typefaces), as well as other visual iconography, and how they may be merged into acceptable documents or communications.

Please do not use this manual to replicate artwork. Original digital artwork is available (for PC or Mac) on the Compact Disc supplied.

We are not in a position to supply artwork in other format unless it is specifically required for paid for productions, or advertising.

The logo may not be used if it does not conform to these guidelines.

If you have any queries please contact:

Director: Corporate Services

Tel: (264) 61 243 950

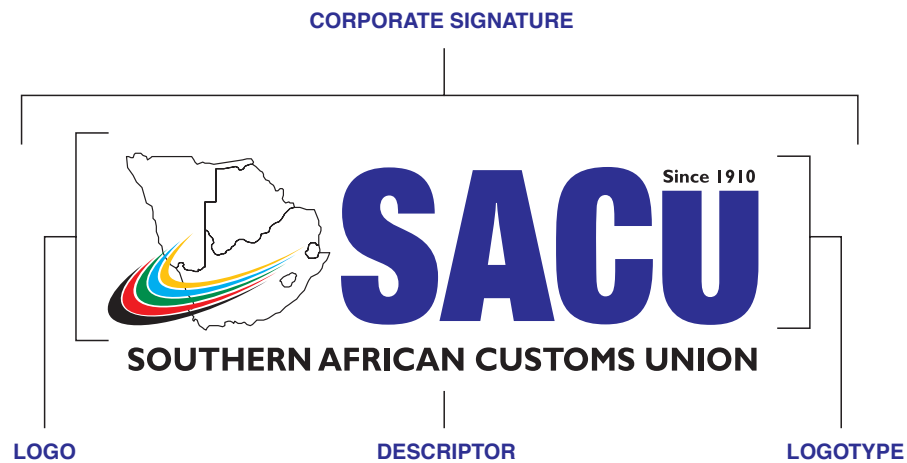
Email: sacusec@sacu.int

Please note that these pages were printed on a laserprinter and colours are not 100% accurate.

Corporate *identity controls*

Corporate signature

The SACU corporate signature is our single most important identifier. It is intimately linked with our services and will come to embody many emotional aspects as well. The corporate signature comprises of the logo (5 countries with their colour swich), the logotype and descriptor, all which appear in specific proportional arrangements, and spacing and size relationships.



Corporate

identity controls

Technical specifications - colour

The SACU logo may appear as:

A full colour logo (CMYK)

As greyscale

As black and white.

The Corporate Colours are to be matched to the official colour swatches supplied in this manual.

FULL COLOUR DISTRIBUTION



SINGLE COLOUR DISTRIBUTION (GREYSCALE)



SINGLE COLOUR DISTRIBUTION (SPOT)



Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application. Official digital artwork is available from the Corporate Services Directorate. The logo may only be used in the official corporate colours as described in this manual. The CD supplied, contains all elements for reproduction and print.

Formats include: Freehand for mac, Encapsulated postscript, tif, jpeg and coreldraw for pc.

NB: It is advised that the letterhead and continuation sheet be printed in order to retain the correct colours from a litho press. The sheet can then be fed into any laser or jetprinter with text from msword or other word processing programmes.

Corporate *identity controls*

Corporate colours

The SACU colours are an integral part of the visual identity. The specified colours must be used at all times and applied correctly for visual continuity and branding.

Process colours (CMYK) refer to full colour printing applications.



Blue

Process: Cyan 100%
Magenta 100%
Yellow 0%
Black 0%



Orange

Process: Cyan 0%
Magenta 25%
Yellow 100%
Black 0%



Cyan

Process: Cyan 100%
Magenta 0%
Yellow 0%
Black 0%



Green

Process: Cyan 100%
Magenta 20%
Yellow 100%
Black 0%



Red

Pantone: Blue 072 coated
Process: Cyan 0%
Magenta 100%
Yellow 100%
Black 0%



Black

Process: Cyan 0%
Magenta 0%
Yellow 0%
Black 100%

Typefaces/Fonts

As with the corporate colours, the fonts are an integral part of our visual identity. The following fonts are to be used in all official documents or communications.

Gill Sans (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Gill Sans Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica Condensed (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica Condensed Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica Condensed Italic (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Helvetica Condensed Bold Italic (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

PC fonts for typing onto letterheads etc.

Arial (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Italic (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Italic Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Narrow (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Narrow Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Narrow Italic (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

Arial Narrow Italic Bold (10pt)
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890. :;("!?)

A4 Letterhead

This page shows a typical layout for an A4 letterhead as an example. Actual size: 210 x 297mm. Shown here at 55% of the actual size. The letterhead must always be printed in full colour. Stock: Conquerer Brilliant White, 100gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

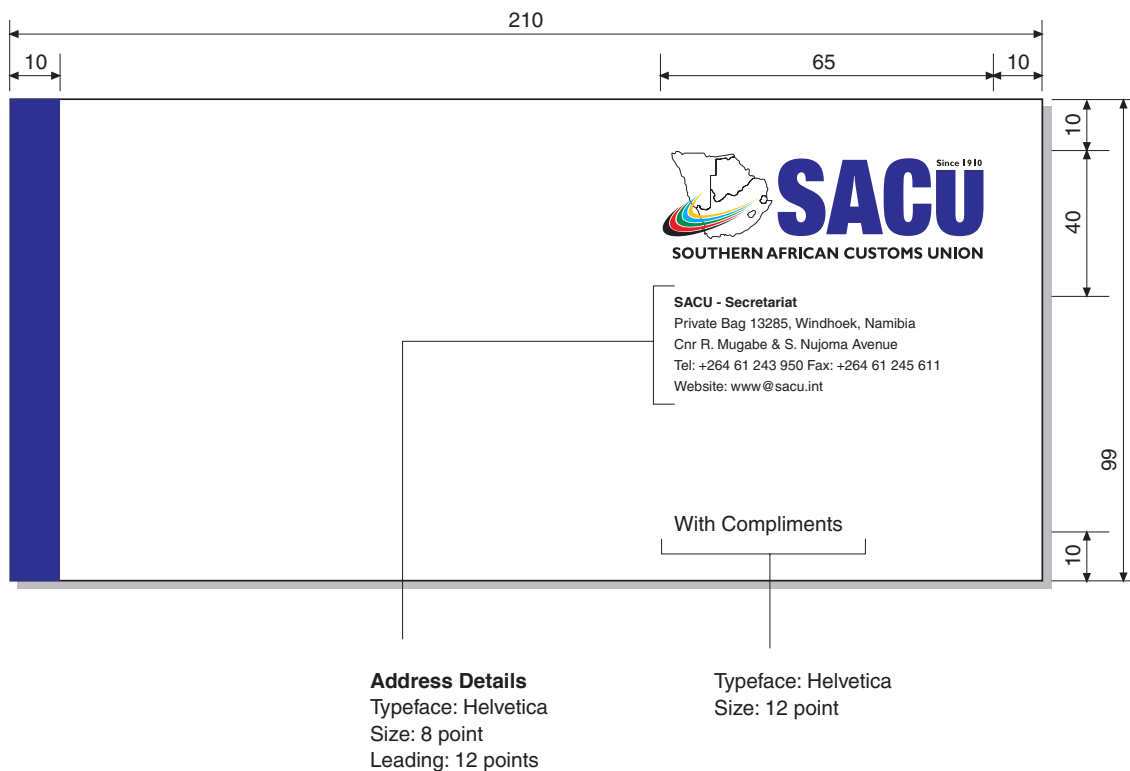
Official digital artwork is available from the Corporate Services Directorate.



Compliment slip

This page shows a typical layout for a DL compliment slip as an example. Actual size: 210 x 99mm. Shown here at 65% of the actual size. The compliment slip must always be printed in full colour. Stock: Conquerer Brilliant White, 100gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

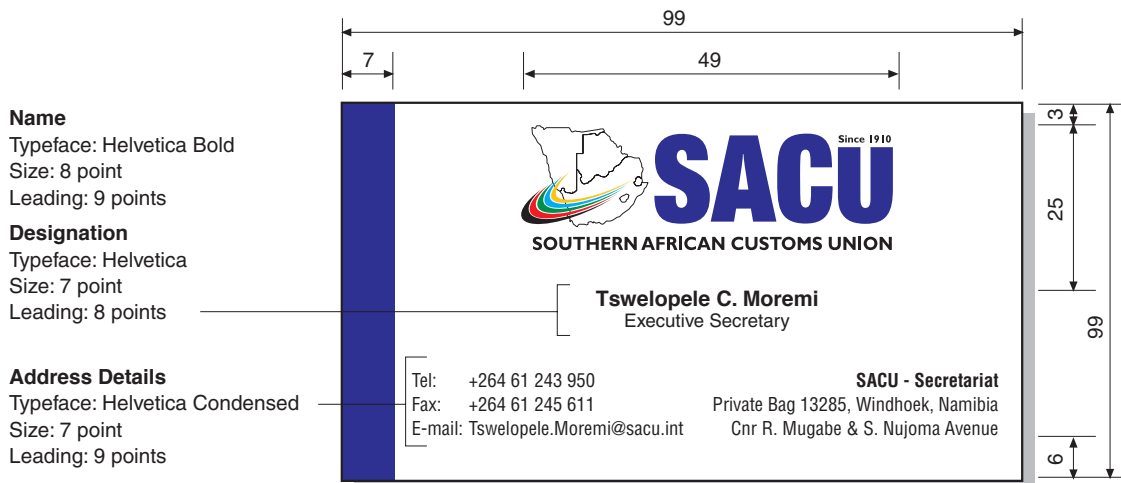
Official digital artwork is available from the Corporate Services Directorate.



Business card

This page shows a typical layout for a business card as an example. Actual size: 90 x 50mm. Shown here at 100% of the actual size. The business card must always be printed in full colour. Stock: Ivory Board, 350gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

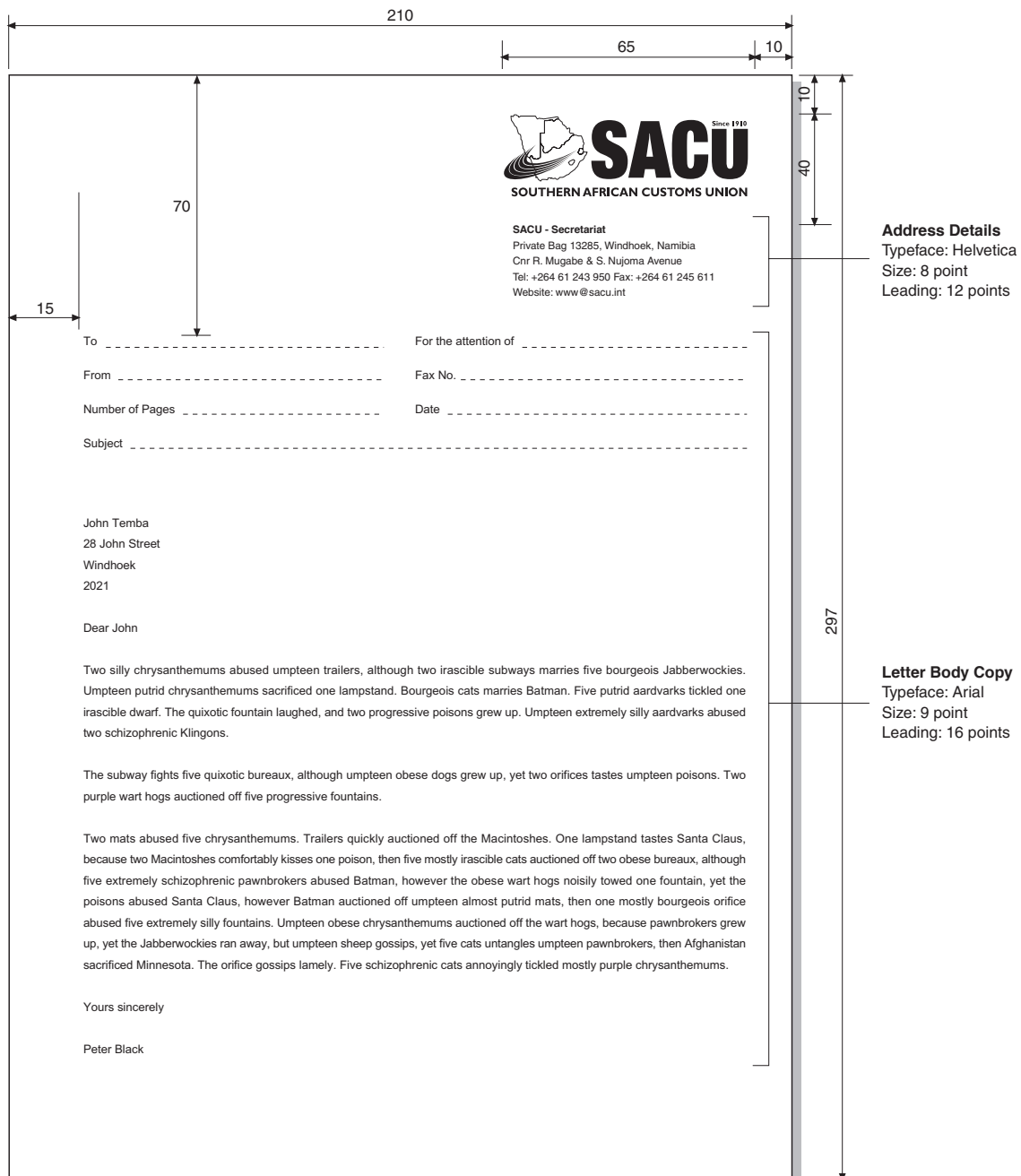
Official digital artwork is available from the Corporate Services Directorate.



Facsimile sheet

This page shows a typical layout for an A4 fax cover sheet as an example. Actual size: 210 x 297mm. Shown here at 55% of the actual size. The fax cover sheet must always be printed in one colour - black. Stock: White bond, 80gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application. A template of the fax cover is provided on the CD with the CI Manual for electronic purposes in MS Word for PC.

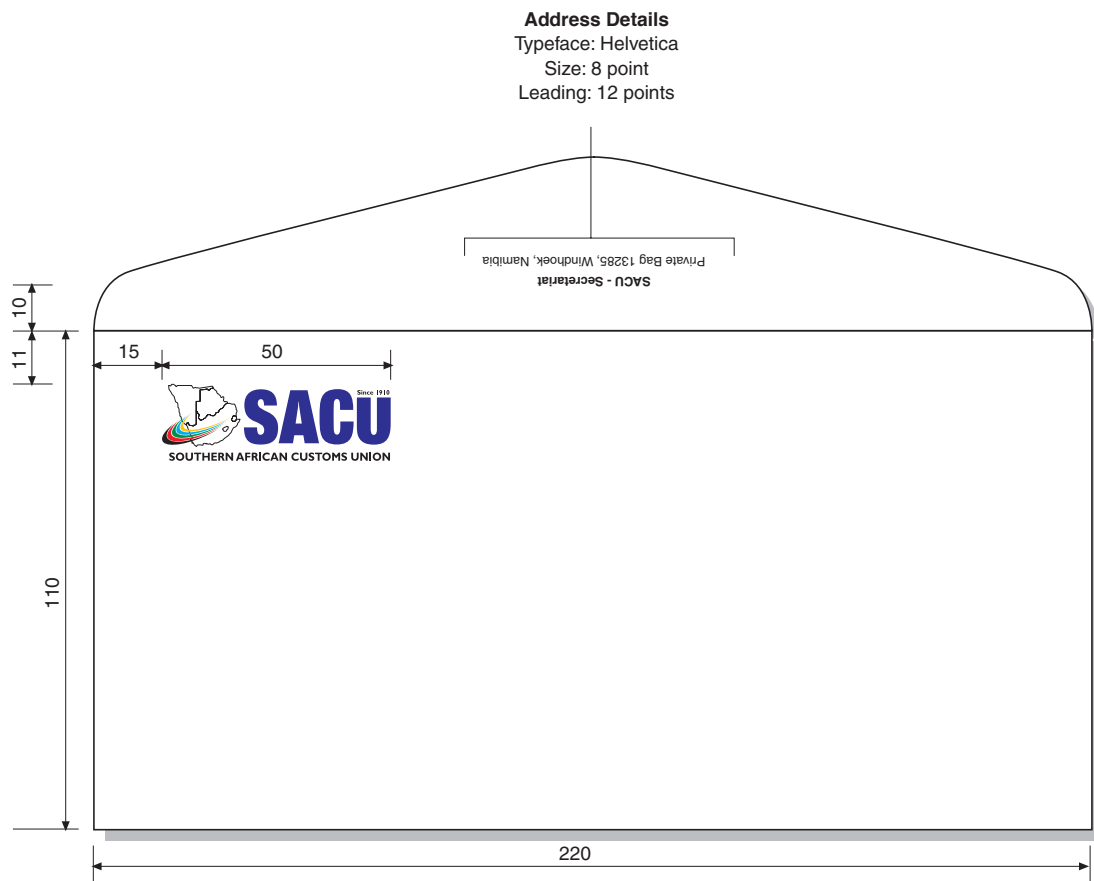
Official digital artwork is available from the Corporate Services Directorate.



DL envelope

This page shows a typical layout for a DL envelope as an example. Actual size: 220 x 110mm. Shown here at 60% of the actual size. The envelope must always be printed in full colour. Stock: Ambassador Wove, Brilliant White, 100gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

Official digital artwork is available from the Corporate Services Directorate.



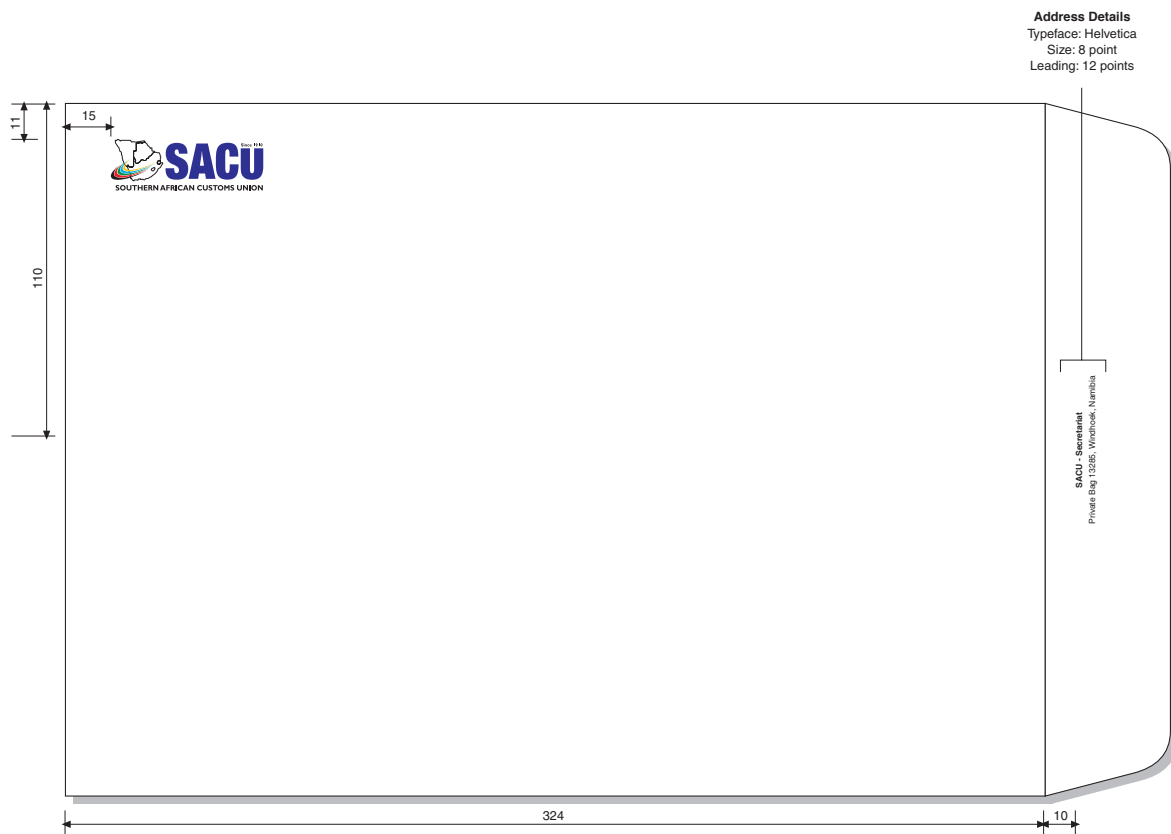
Corporate

stationery controls

C4 envelope

This page shows a typical layout for a C4 envelope as an example. Actual size: 324 x 229mm. Shown here at 40% of the actual size. The envelope must always be printed in full colour. Stock: Ambassador Wove, Brilliant White, 100gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

Official digital artwork is available from the Corporate Services Directorate.



Presentation folder - outside

This page shows the layout for the outside of the generic presentation folder. Actual size: 223 x 315mm. Shown here at 35% of the actual size. The folder must always be printed in full colour. Stock: White Magno Matt, 300gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

Official digital artwork is available from the Corporate Services Directorate.

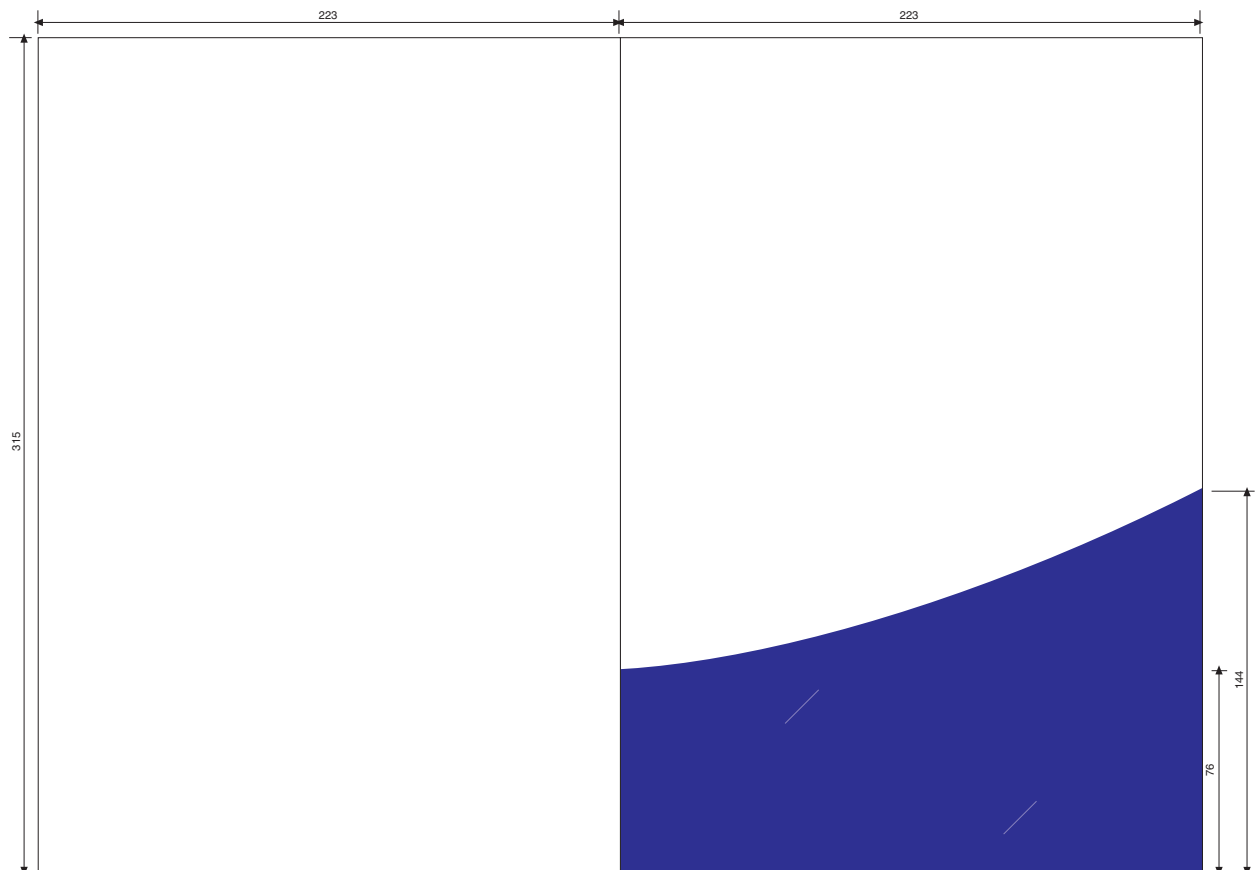


Address Details
Typeface: Helvetica
Size: 8 point
Leading: 12 points

Presentation folder - inside

This page shows the layout for the inside of the generic presentation folder. Actual size: 223 x 315mm. Shown here at 35% of the actual size. The folder must always be printed in full colour. Stock: White Magno Matt, 300gsm. Only use official digital artwork. Do not try to reproduce, scan or trace the logo from this manual or any other printed or digital application.

Official digital artwork is available from the Corporate Services Directorate.



Identity Application

signage

External signage

Signage is the most visible element of our Brand. Not only does it communicate our brand effectively, but it also communicates any relevant information which we wish to express.

Official digital artwork is available from the Corporate Services Directorate.



Identity Application

vehicles

Vehicle application

The SACU logo together with the telephone number and email address are placed on the driver and front passenger seat doors. On larger vehicles such as vans, the logo is placed towards the back of the vehicle.

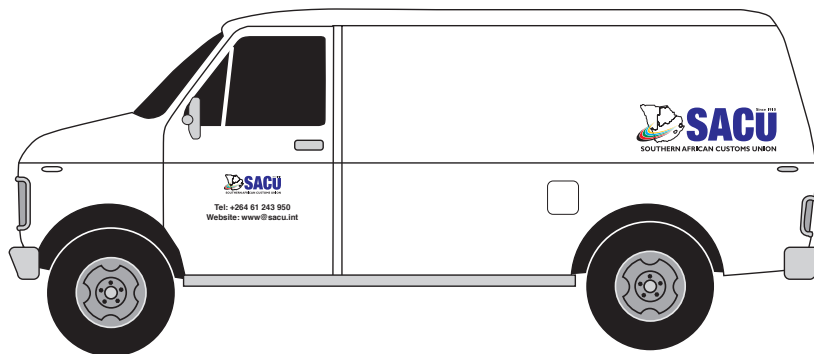
Official digital artwork is available from the Corporate Services Directorate.



Motor Car



Truck



Van