

An abstract graphic featuring a complex network of white nodes and connecting lines, forming a spherical shape. The background is a gradient of dark blue to red, with a bright yellow-orange glow at the top center.

CORPORATE IDENTITY GUIDELINES

GLOBAL SOUTH AFRICANS NETWORK

VISUAL LANGUAGE | SEPTEMBER 2020

GLOBAL
South Africans Network

CORPORATE IDENTITY GUIDELINES

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Brand South Africa has developed the Global South Africans programme and the related website (www.globalsouthafricans.com) in the conviction that South Africans living, working and studying abroad are a priceless resource for our country, as we strive to position ourselves as global players in an increasingly competitive world.



BASIC ELEMENTS

- Overview
- Primary logo & ownable elements
- Co-branding
- Communication hierarchy
- URL usage
- Logo placement at a glance
- Correct & incorrect logo usage
- Logo translations
- Minimum size for print & digital
- Colour palette
- Primary font
- Font style guide
- Type area
- Type application
- Correct & incorrect type colour application
- Imagery

CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

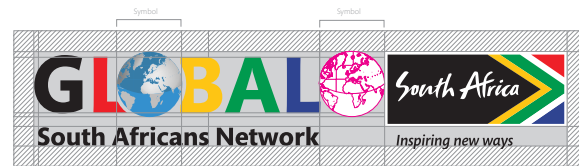
OVERVIEW

A brand is more than just a logo. It consists of a number of elements which come together to form our visual language. These elements include, but are not limited to, photographic style, colours, typography and tone of voice. The guidelines set out in this manual should be strictly complied with to ensure a consistently distinctive image for Global South Africans Network.

Primary logo



Co-branding



Colour palette



Primary Typeface - Mundo Sans

Mundo Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo Sans Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo Sans Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Imagery



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

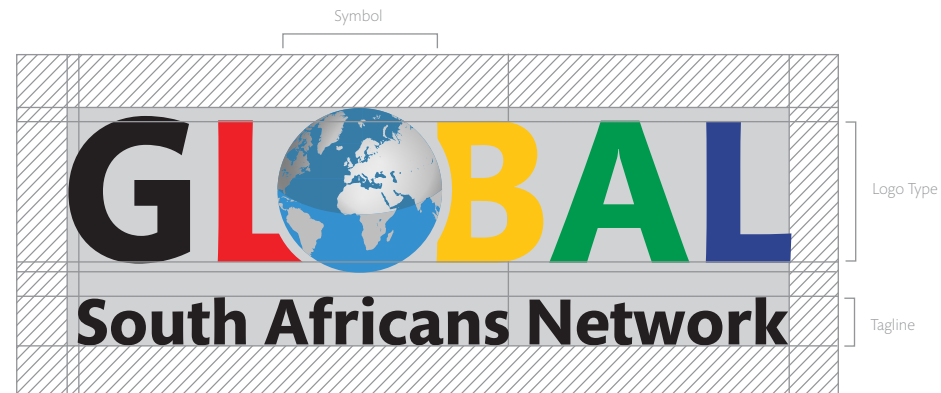
PRIMARY LOGO

A logo forms the centre point of a brand and is highly instrumental in how a brand is recognised and perceived by its audience.

On the primary brand the Global South African logo comprises two main design elements, i.e. the symbol and logo type. The symbol and the logo type should always appear together.

It is vital to be consistent with this application and never to display the logo in configurations other than those shown in this manual.

Primary identity on white



Primary identity on black background

GLOBAL
South Africans Network

Primary identity on colour background

GLOBAL
South Africans Network

CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

OWNABLE ELEMENTS

Globe as seen in the logo.

Holding shape as Figure 1 & 2

Globe



Figure 1



Figure 2



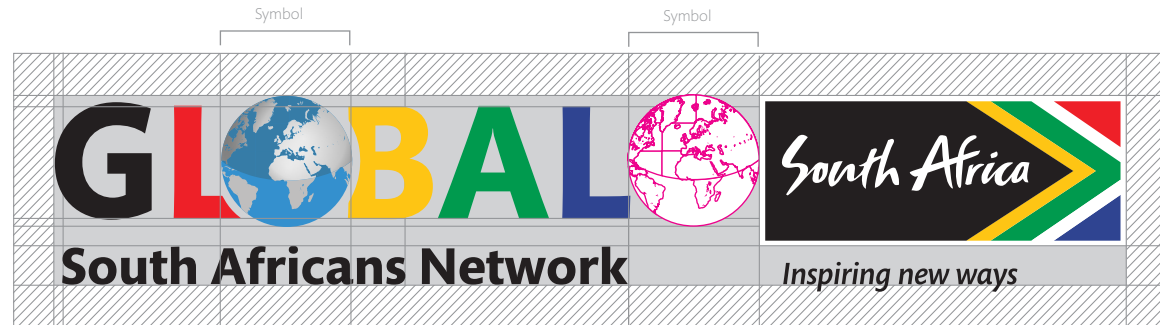
CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

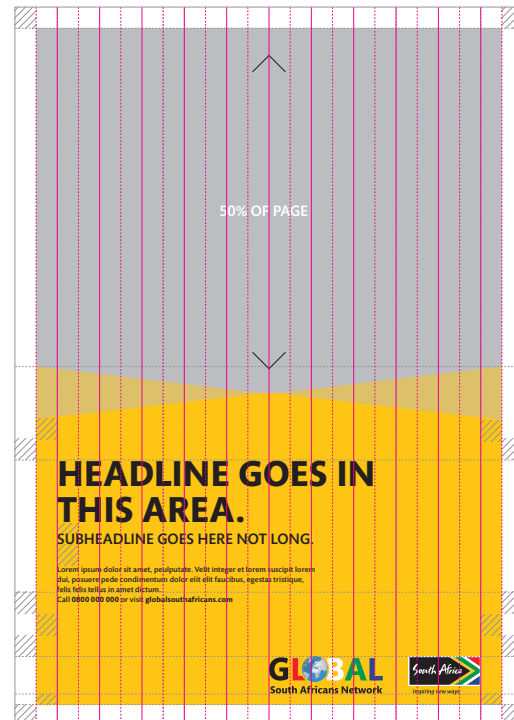
CO-BRANDING WITH BSA

When the Global South Africans Network logo and the Brand South Africa logo appear on the same communication, the logos will be separated by the width of the Earth Symbol from the GSA logo, and will line up at the bottom and top with each other to reach the balance between the logos.

Co-branding lock up



Co-branding in layout



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

CO-BRANDING WITH OTHER BRANDS

When the Global South Africans Network logo and the another brand's logo appear on the same communication, the other brands' logo will be placed in the left corner and the Global South African Network logo will be in the far right corner, and will line up at the bottom and top with each other to reach the balance between the logos.

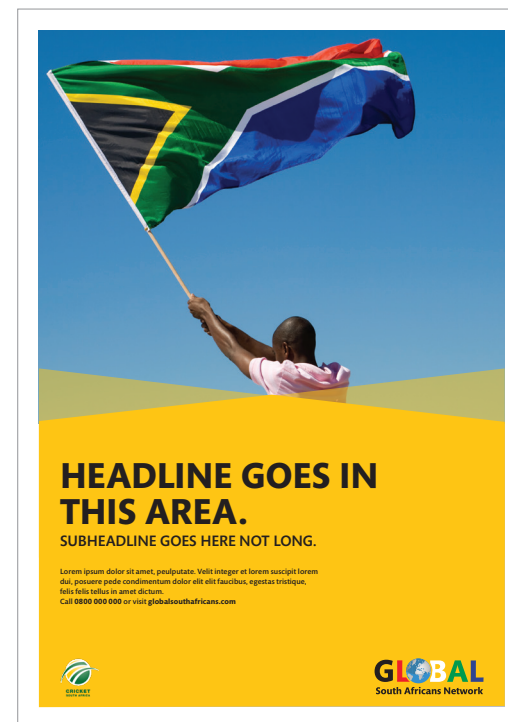
Co-branding lock up

Other brands' logo to be placed in the left of the layout

Global South Africans Network logo to sit on far right of the layout



Co-branding in layout



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

CO-BRANDING WITH MORE THAN ONE OTHER BRAND

When the Global South Africans Network logo and brand South Africa logo and the another brand's logo appear on the same communication, the other brands' logo will be placed in the left corner and the Global South African Network logo and Brand south Africa lockup will be in the far right corner, and will line up at the bottom and top with each other to reach the balance between the logos.

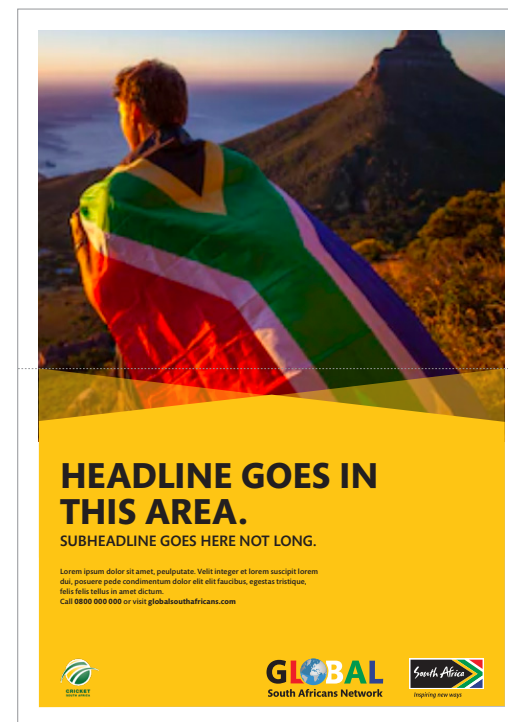
Co-branding lock up

Other brands' logo to be placed in the left of the layout

GSA and BSA logo to sit on far right of the layout



Co-branding in layout



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

COMMUNICATION HIERARCHY

Figure 1:
This logo is used to brand or market opportunities by Global South Africans Network, or other entities internationally and domestically.

Figure 2:
When communicating domestically and internationally, GSA brand logo and BSA logo can be used together using the specially developed co-branding device.

Brand South Africa is the overarching brand of the country. Global South Africans is a sub-brand. In this layout the logos are the same height, and placed on the bottom right hand corner. The GSA logo is bigger, because it is wider than the BSA logo.

The GSA logo is bigger than the BSA logo, therefore is the main brand on the marketing communication.

Communication hierarchy when applied in conjunction with the Inspiring New Ways logo, and logos of other institutions

Figure 1: Primary or preferred brand GSA logo



International and domestic communication

Figure 2: Primary brand GSA logo & Mother brand BSA logo



International and domestic communication



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

COMMUNICATION HIERARCHY

Classification:

National brand

Purpose:

Marketing of country's offerings on an international and national level

Used by national entities:

National Government Departments
National Government Agencies e.g. South African Tourism, National Export Council, etc

Rules and relationships:

Brand South Africa is the overarching brand of the country. Global South Africans is a sub-brand. In this layout the logos are the same height, and placed on the bottom right hand corner. The GSA logo is bigger, because it is wider than the BSA logo.

The GSA logo is bigger than the BSA logo, therefore is the main brand on the marketing communication.

Communication hierarchy when applied in conjunction with the Inspiring New Ways logo, and logos of other institutions



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

URL USAGE

The URL will be centered with the width of the Global South Africans Network logo.

The logo may be used with the URL on international advertisements and other applications if space permits.

The URL is set in Mundo Sans and may be black or white depending on the background colour.

In instances where the logo is reduced to a minimum size, the URL can stretch to fill the full width of the logo.

URL Usage



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

AN INITIATIVE OF BRAND SOUTH AFRICA LINE USAGE

The "An initiative of Brand South Africa" line will be centered with the width of the Global South Africans Network logo. This logo may be used when co-branding with the Brand South Africa logo is not used.

The line is set in Mundo Sans 12pt and may be black or white depending on the South Africans Network colour.

In instances where the logo is reduced to a minimum size, the line can stretch to fill the full width of the logo.

An initiative of Brand South Africa line Usage



GLOBAL
South Africans Network
An initiative of Brand South Africa

CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

LOGO PLACEMENT AT A GLANCE

The image shown is a summary of the visual application for the primary brand logo.

For rules on the application of the co-branding, please refer to the co-branding guidelines.

For further information on the application of the different communication levels, please refer to section 1 on the communication hierarchy at the beginning of this manual.

Logo placement at a glance



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

CORRECT LOGO USAGE

The integrity of our identity should always come first. When working with the identity there are certain things that we can do with the logo.

Do use the logo:

1. In number 1 - 6, we can use the logo on a colour background, but the letter that is the same colour as the background changes to white to be visible.
2. In number 7 - 8, you will see that the logo can be used as white on black or black on white, but always use the primary logo first before considering this option.
3. The logo can be used over an image, only if the logo is visible and stands out from the background.
4. If the logo does not stand out from the background, place a strip of white or yellow behind the logo.

Logo placement at a glance: Correct logo usage



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

INCORRECT LOGO USAGE

The integrity of our identity should always come first. When working with the identity there are certain things that should not be done to it.

Do not use the logo:

1. Angle the logo as seen in 1.
2. Change the logo to other colours, rather use the primary logo or black or white for the logo to stand out.
3. Do not use the globe on its own.
4. Do not place a line around the logo for it to stand out, rather use the correct colour options.
5. Do not make the letters different colours as seen in number 6.
6. Do not place a shadow or emboss the logo as seen in number 9.
7. Do not run the logo over an image if some of the logo disappears into the background image.

Logo placement at a glance: Incorrect logo usage



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

MINIMUM SIZE

To maintain legibility of the logo during reproduction for print or on a digital platform, minimum sizes have been established. The examples on the right are actual size.

Print:

The minimum size for the South Africans Network logo
- 33 mm wide x 11 mm high.

Digital:

The minimum size for the South Africans Network logo
- 100 pixels wide x 34 pixels high.

Minimum size

Print



Digital



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

COLOUR PALETTE

Our colour palette makes a distinctive, positive impression in a crowded marketplace.

Yellow is one of the most ownable and distinctive elements of our brand and should never be overpowered by the other colours. However, everything does not have to be yellow.

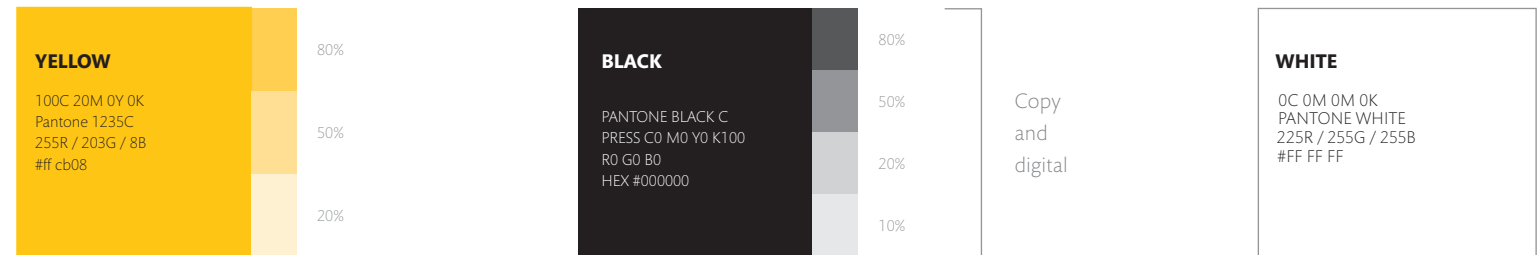
The secondary and highlight palettes add the vibrancy and energy of Africa into our visual language; the use of these colours should be considered carefully. Each of the colours has three tints that can be used when complex information needs to be translated visually into presentations and brochures.

Black and greys can be used for text and digital applications.

White is very important and should be used to create balance and clean space in layouts; white can also be used for text.

Colour palette

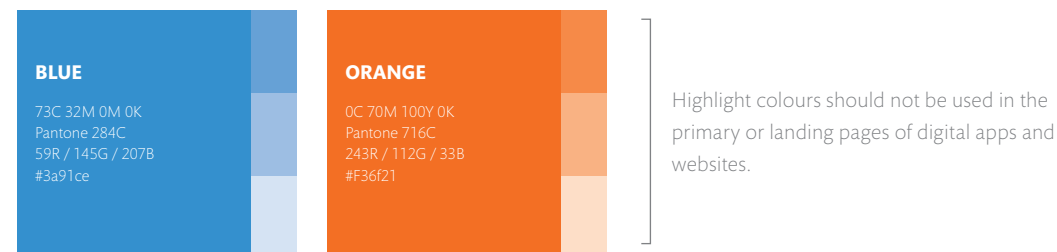
Primary colour



Secondary colours



Highlight colours





CORPORATE IDENTITY GUIDELINES

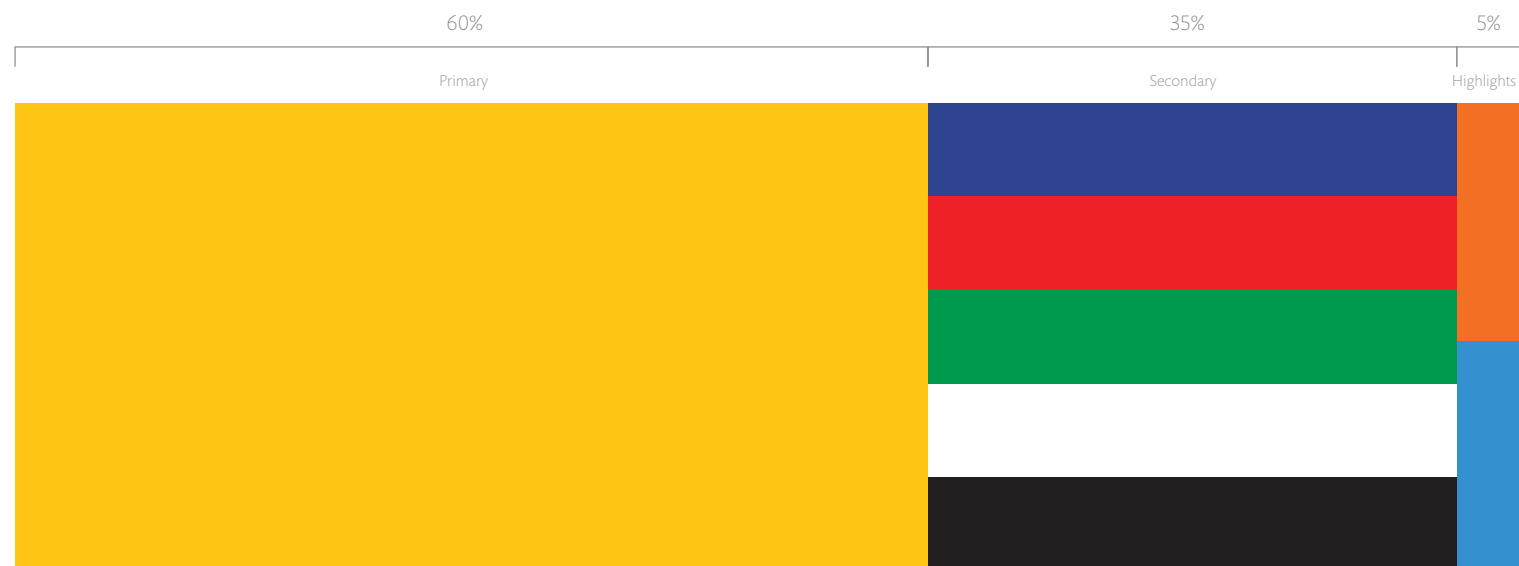
BASIC ELEMENTS

COLOURS

Yellow should never be overpowered by any of the other colours. It is our primary brand colour and should be the dominant colour in a layout. The secondary and highlight colours should be used as support colours and accents.

The secondary colour palette adds vibrancy and breaks into the primary yellow. The highlight colours can be used in imagery and illustrations as accents, or to create a pop of colour to balance the yellows.

Colour palette



A typical layout where yellow is the prominent colour on the page.



A typical layout where yellow is limited and the imagery has been treated to bring out more of the yellow.



A typical layout where yellow is used with the secondary colour palette and highlight colours.



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

FONT STYLE GUIDE

Primary font

The primary font is Mundo Sans. It is true to geometric tradition, versatile for today's needs and suited to print as well as digital.

Office & PPT font

The office font is Mundo Sans – a standard typeface for normal computer use. Mundo Sans is an extremely versatile family of typefaces that can be used with success for text setting in reports, presentations and digital.

Font Style Guide

Primary font

MUNDO SANS

Mundo San Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Heavy

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Office, Stationery & PPT font

MUNDO SANS

Mundo Sans Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Mundo San Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

FONT STYLE GUIDE

Typical layout copy treatment

When setting copy in layouts, there is greater flexibility. The best weight should be selected to achieve the best outcome.

Headings

Headings should always be in Mundo Sans Bold. Headings are set in upper case and left-aligned where possible.

Subheadings

Subheadings should always be in Mundo Sans and are always in a thinner weight than the main heading.

Body copy

Body copy must always be Mundo Sans Light, in sentence case and left-aligned where possible.

Font Style Guide

MUNDO SANS MEDIUM TO HEAVY IS USED FOR HEADINGS.

**SUBHEADINGS ARE ALWAYS SET IN A THINNER WEIGHT THAN
THE MAIN HEADLINE.**

Mundo Sans Light is used for body copy.

MUNDO SANS MEDIUM TO HEAVY IS USED FOR HEADINGS.

SUBHEADINGS ARE ALWAYS SET IN A THINNER WEIGHT
THAN THE MAIN HEADLINE.

Mundo Sans Light is used for body copy.



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

TYPOGRAPHY GUIDELINES

Here we show the typical GSA layout with typography.

Special attention needs to be given to punctuation. If the headline has a comma or any punctuation in, it will end with a full stop, and then the subheadline and body copy will end the same way. If the headline does not end with a full stop, the subheadline will also not end with a full stop.

On a standard A4 Print ad, there will be a 8.75mm white border around the ad. The type area is 17.5mm inwards from the edge of the page.

Bigger or smaller publications, should be measured to scale to the A4 publication, and then adjusted to what looks better with the eye.

Type area and application



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

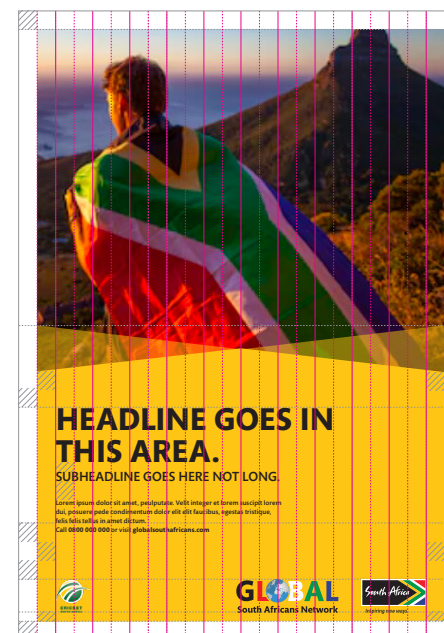
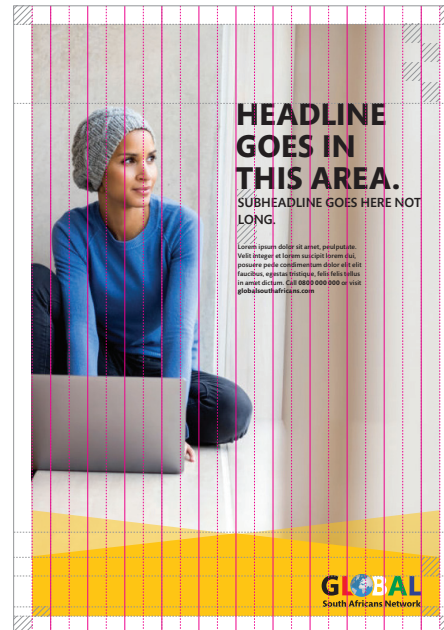
TYPE AREA

On a standard A4 Print ad, there will be a 8.75mm white border around the ad. The type area is 17.5mm inwards from the edge of the page.

Bigger or smaller publications, should be measured to scale to the A4 publication, and then adjusted to what looks better with the eye.

The copy will always be left-aligned, never centered or right-aligned.

Type area and application options





CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

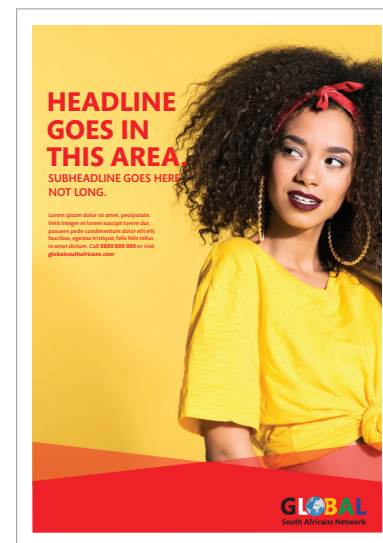
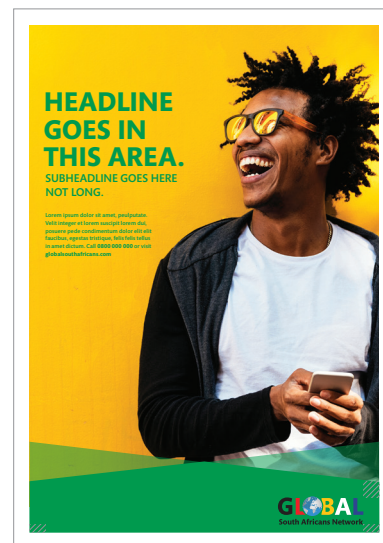
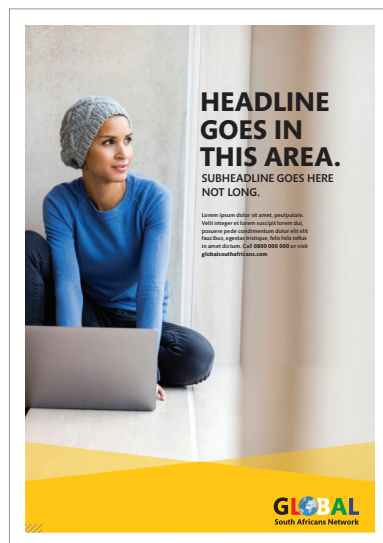
TYPE COLOUR APPLICATION

When type is used with the yellow holding shape, it must be black or white (if placed over an image).

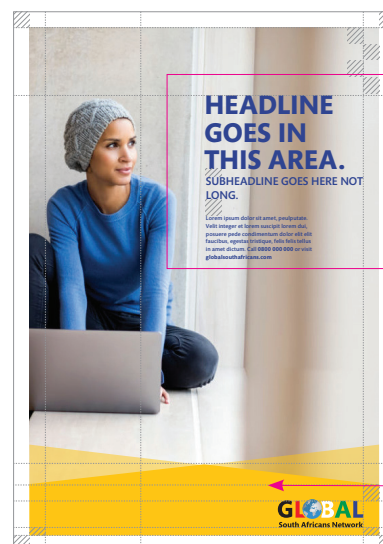
When we use colour copy, we only use the secondary colours from our palette, and the holding shape must be the same colour as the copy.

The coloured type and different colour holding shape is only applied if more than 60% of the advert is the primary colour yellow, as seen in the examples.

Correct type colour application



Incorrect type colour application



When type is used with the yellow holding shape, it must be black or white (if placed over an image).
Not in the other secondary colours.

CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

IMAGERY

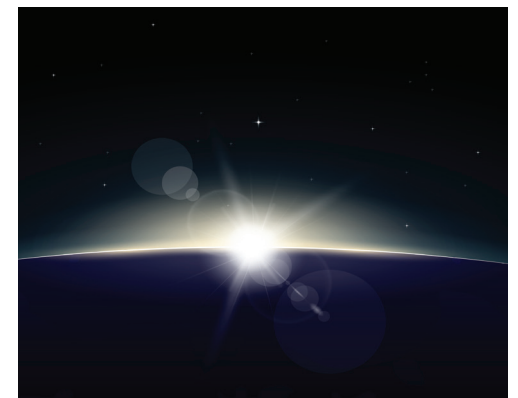
South Africa is unique in its cultures and more exciting, in its visual expression than what regular stock imagery or footage can ever portray.

Our vision is to develop a network of citizens living and working abroad – from business to government to ordinary citizens – to contribute towards the promotion of a positive image of the nation's brand.

We want our imagery to be a representation of South Africa, its people and its heritage.

Using our content creation criteria along with all the other GSA brand elements will help create marketing collateral that is unique to the GSA brand and to South Africa.

Content created and inspired by South Africans



CORPORATE IDENTITY GUIDELINES

BASIC ELEMENTS

IMAGERY

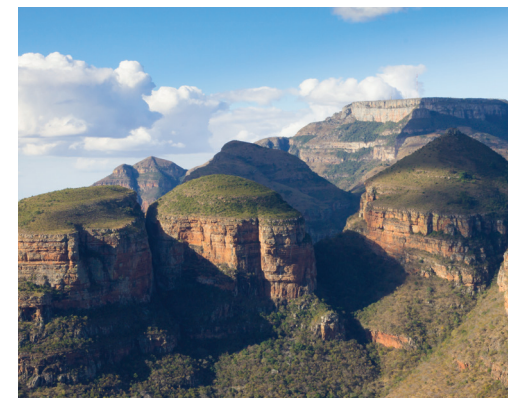
South Africa is unique in its cultures and more exciting, in its visual expression than what regular stock imagery or footage can ever portray.

Our vision is to develop a network of citizens living and working abroad – from business to government to ordinary citizens – to contribute towards the promotion of a positive image of the nation's brand.

We want our imagery to be a representation of South Africa, its people and its heritage.

Using our content creation criteria along with all the other GSA brand elements will help create marketing collateral that is unique to the GSA brand and to South Africa.

Content created and inspired by South Africans



STATIONERY

- A4 Letterhead
- Business Card
- Compliments slip
- Memorandum
- Envelope - DL
- Envelope - C4
- Folder Design
- PPT Template

CORPORATE IDENTITY GUIDELINES

STATIONERY

LETTERHEADS

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo lockup size is determined first. It is 1/4 of the half of the type area wide and sits at the bottom of the layout.
2. Our office font is Mundo Sans 9 pt and is used for all MS Word stationery.
3. Service descriptor in Mundo Sans Bold, sentence case, Black, with no punctuation.
4. Subject line in Mundo Sans Bold 9 pt, sentence case and black.
5. Address line in Mundo Sans Reg 7 pt, sentence case and black.
6. Directors line in Mundo Sans Reg 7 pt, sentence case and black.
7. URL in black Mundo Sans bold.
8. Ownable holding shape in yellow.

Letterhead

Type area

X

X

2

AN Surname
Company name
Building name
Address line 1
Town/City
Postcode
xx Month 202x

3

Service descriptor

Dear Mr Surname

4

Insert subject line

Please amend the address/division/branch/department details above and/or below to show your details.
To edit the template double-click on the header or footer. Select view/print layout if you can't see.
Once done, save and use as usual. If you struggle, see eforms troubleshooting for further help.
Delete this helptext and save the populated template on your computer before using.

Yours sincerely

Name Surname
Designation

5

6

Building, Number, Street Address, Area, Province, Zip Code, South Africa
PO Box xxx xxx South Africa
T +27 (0)11 000 0000 F +27 (0)11 000 0000 W global@globalsouthafricans.com

Directors: Name Surname (Chairman) Name Surname (Chief Executive) Name Surname
Name Surname Name Surname Name Surname Name Surname Name Surname Name Surname
Name Surname Name Surname Company Secretary Name Surname

globalsouthafricans.com

1

GLOBAL
South Africans Network

South Africa
Inspiring new ways

7

8

Building, Number, Street Address, Area, Province, Zip Code, South Africa
PO Box xxx xxx South Africa
T +27 (0)11 000 0000 F +27 (0)11 000 0000 W global@globalsouthafricans.com

South Africa
Inspiring new ways

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South Africans Network

South Africa
Inspiring new ways

1/4X
1/4X
X

A4 = 8,75 mm
X = 8,75 mm

CORPORATE IDENTITY GUIDELINES

STATIONERY

LETTERHEADS

1. The logo lockup size is determined first. It is 1/4 of half of the type area wide and sits at the bottom of the layout.
2. URL in black Mundo Sans bold.
3. Ownable holding shape in yellow.

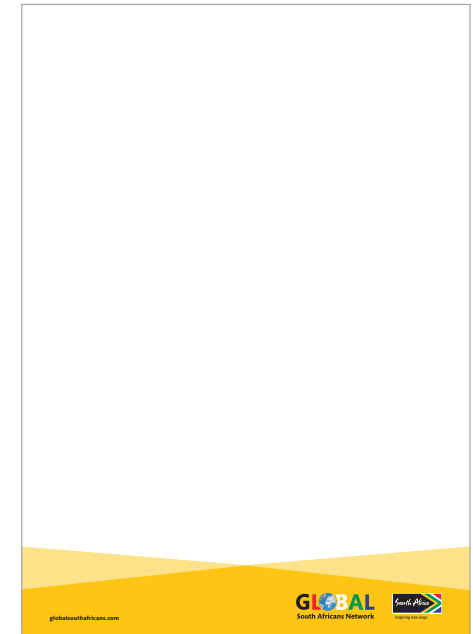
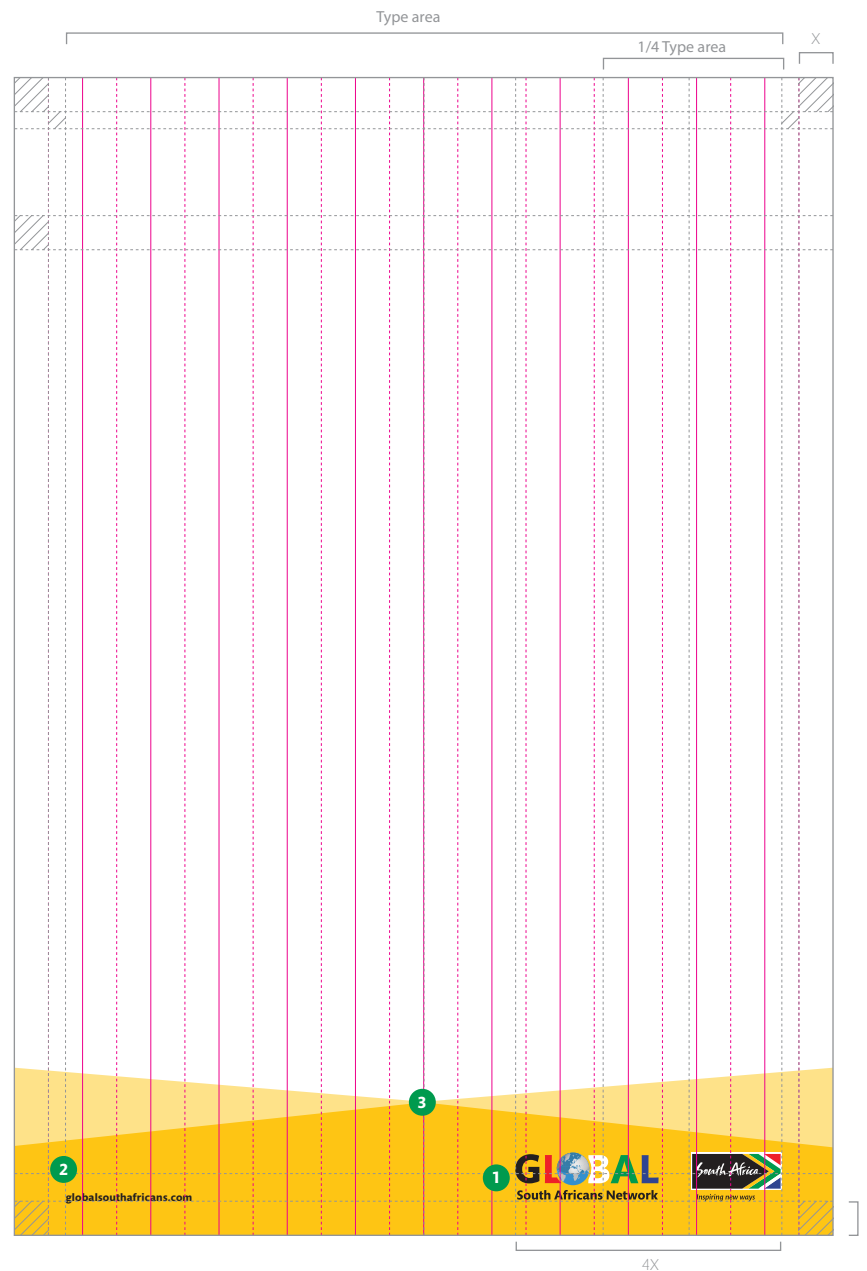
Specifications

Size | 210 mm x 297 mm

Stock | Naturalis Absolute White

Grammage | 115 gsm

Letterhead (continued)



A4 = 8,75 mm
X = 8,75 mm

CORPORATE IDENTITY GUIDELINES

STATIONERY

BUSINESS CARDS

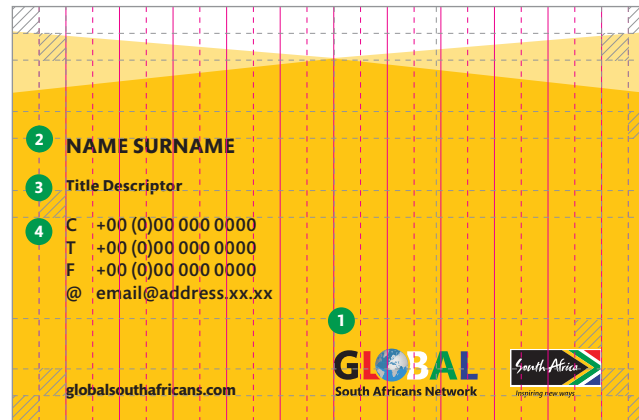
Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo lockup size is determined and is half the type area wide and sits at the bottom of the layout.
2. Name Surname in Mundo Sans Bold 8 pt, all caps.
3. Title descriptor in Mundo Sans Bold 6 pt.
4. Contact details in Mundo Sans Medium 7 pt.

Website address to line up the width of the GSA Logo.

Business cards grid and layout

Option 1



Option 2



CORPORATE IDENTITY GUIDELINES

STATIONERY

BUSINESS CARDS

Our business card is one of the ways that people interact with our brand. It is therefore important that we reproduce it accurately so that we present our brand in a clear and professional manner.

Specifications

Size | 55 mm x 85 mm

Stock | Naturalis Absolute White

Grammage | 330 gsm

Colours | CMYK

Finishes | Matt machine varnish

Business card options

Option 1



Option 2



CORPORATE IDENTITY GUIDELINES

STATIONERY

COMPLIMENTS SLIP

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo lockup size is determined first. It is 1/4 of half of the type area wide and sits at the bottom of the layout.
2. With compliments in Mundo Sans Bold 8 pt, sentence case.
3. Address details in Mundo Sans Medium 7 pt.
4. Website address should be bold and in black on yellow.

Generic compliment slip



STATIONERY

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo lockup size is determined first. It is 1/4 of half of the type area wide and sits at the bottom of the layout.
2. MEMO is Mundo Sans 18 pt and is used for all MS Word stationery.
3. Service descriptor in Mundo Sans Bold, sentence case, Black, with no punctuation.
4. Subject line in Mundo Sans Bold 9 pt, sentence case and black.
5. Address line in Mundo Sans Reg 7 pt, sentence case and black.
6. Directors line in Mundo Sans Reg 7 pt, sentence case and black.
7. URL in black Mundo Sans bold.
8. Ownable holding shape in yellow.

Type area

1/4 Type area

X
X

2

MEMO

To Recipient 1
From Sender name
Date xx Month 202x
Subject Subject name

xx Month 202x

Service descriptor

Dear Mr Surname

Insert subject line

Please amend the address/division/branch/department details above and/or below to show your details.

To edit the template double-click on the header or footer. Select view/print layout if you can't see.

Once done, save and use as usual. If you struggle, see eForms troubleshooting for further help.

Delete this helptext and save the populated template on your computer before using.

Yours sincerely

Name Surname
Designation

X
X


5
8

Building: Number Street Address, Area, Province, Zip Code, South Africa
PO Box xxx - yyy South Africa
T +27 (0)11 123 0123 E +27 (0)11 000 0100 W global@globalsouthafricans.com

Directors: Name Surname (Chairman), Name Surname (Chief Executive), Name Surname
Name Surname Name Surname Name Surname Name Surname Name Surname Name Surname
Name Surname Name Surname Company Secretary Name Surname

globalsouthafricans.com

GLOBAL
South Africans Network



Inspiring new ways

MEMO

To Recipient 1
From Sender name
Date xx Month 202x
Subject Subject name

xx Month 202x

Service descriptor

Dear Mr Surname

Insert subject line

Please amend the address/division/branch/department details above and/or below to show your details.

To edit the template double-click on the header or footer. Select view/print layout if you can't see.

Once done, save and use as usual. If you struggle, see eForms troubleshooting for further help.

Delete this helptext and save the populated template on your computer before using.

Yours sincerely

Name Surname

Designation

Receiving Institute: Cape Institute, Anna Pieterburg, 230 Circle, South Africa
Tel: 021-959-1000, 021-959-1001


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Initiated by: Neelie Honohan (Chairman), Neelie Honohan Chair National, Neelie Honohan
Chairman, Neelie Honohan Chair National, Neelie Honohan Chair National, Neelie Honohan
Chairman, Neelie Honohan Chair National, Neelie Honohan Chair National, Neelie Honohan

global@eforms.net

GLOBAL
South African network

South Africa
eForms Technology

 A4 = 8,75 mm
X = 8,75 mm

CORPORATE IDENTITY GUIDELINES

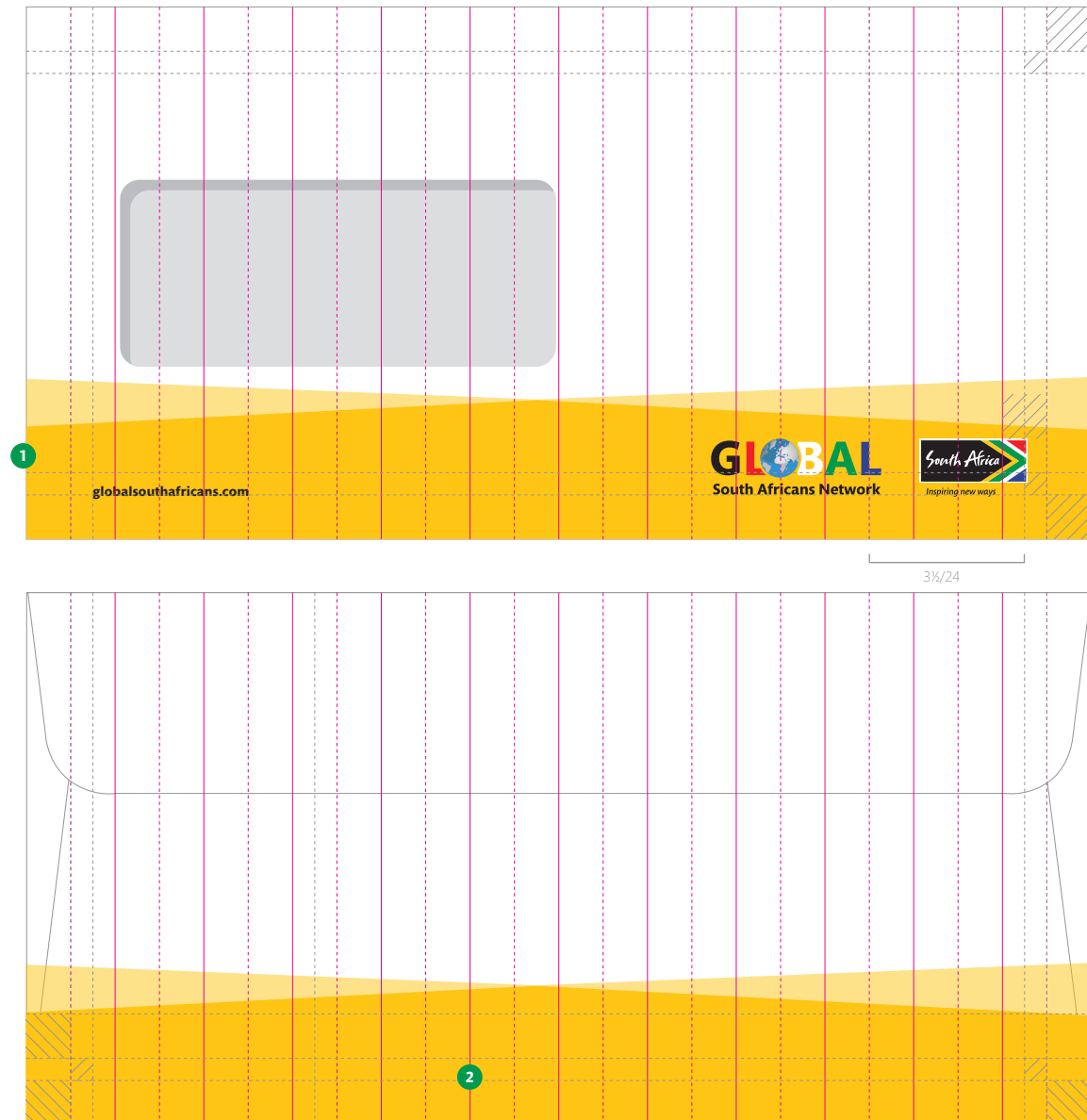
STATIONERY

DL ENVELOPES

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo lockup size is determined first. It is 1/4 of half of the type area wide and sits at the bottom of the layout.
2. Address details in Mundo Sans.

DL envelope



CORPORATE IDENTITY GUIDELINES

STATIONERY

DL ENVELOPES

These guidelines for DL envelopes apply to both window and windowless envelopes.

Specifications

Size | 115 mm x 230 mm

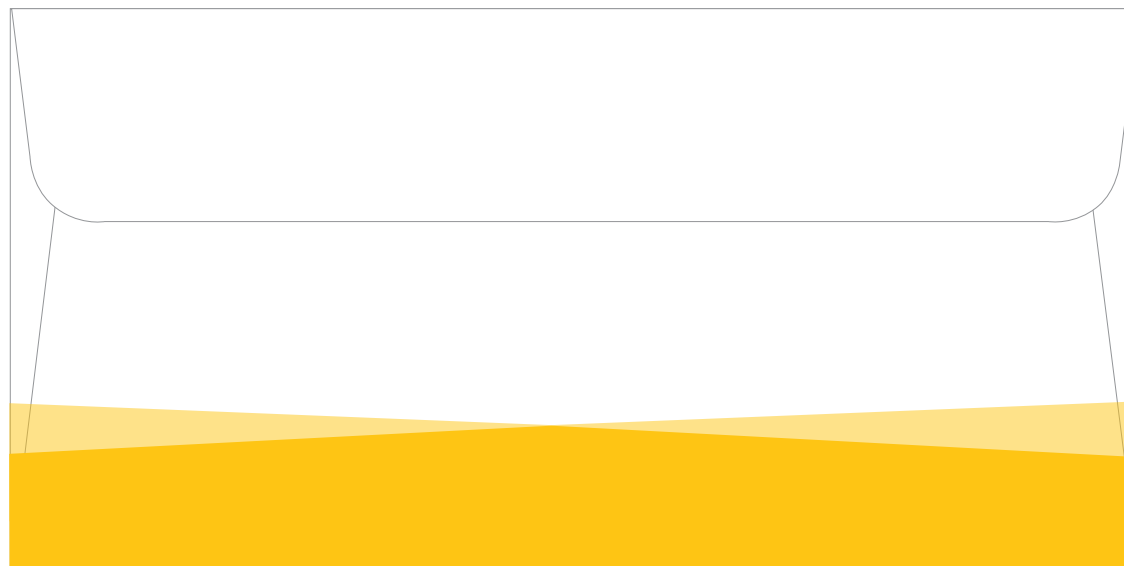
Stock | Naturalis Absolute White

Grammage | 115 gsm

Colours | CMYK

Finishes | Die-cut/Score/Crease/Glue

DL envelope



CORPORATE IDENTITY GUIDELINES

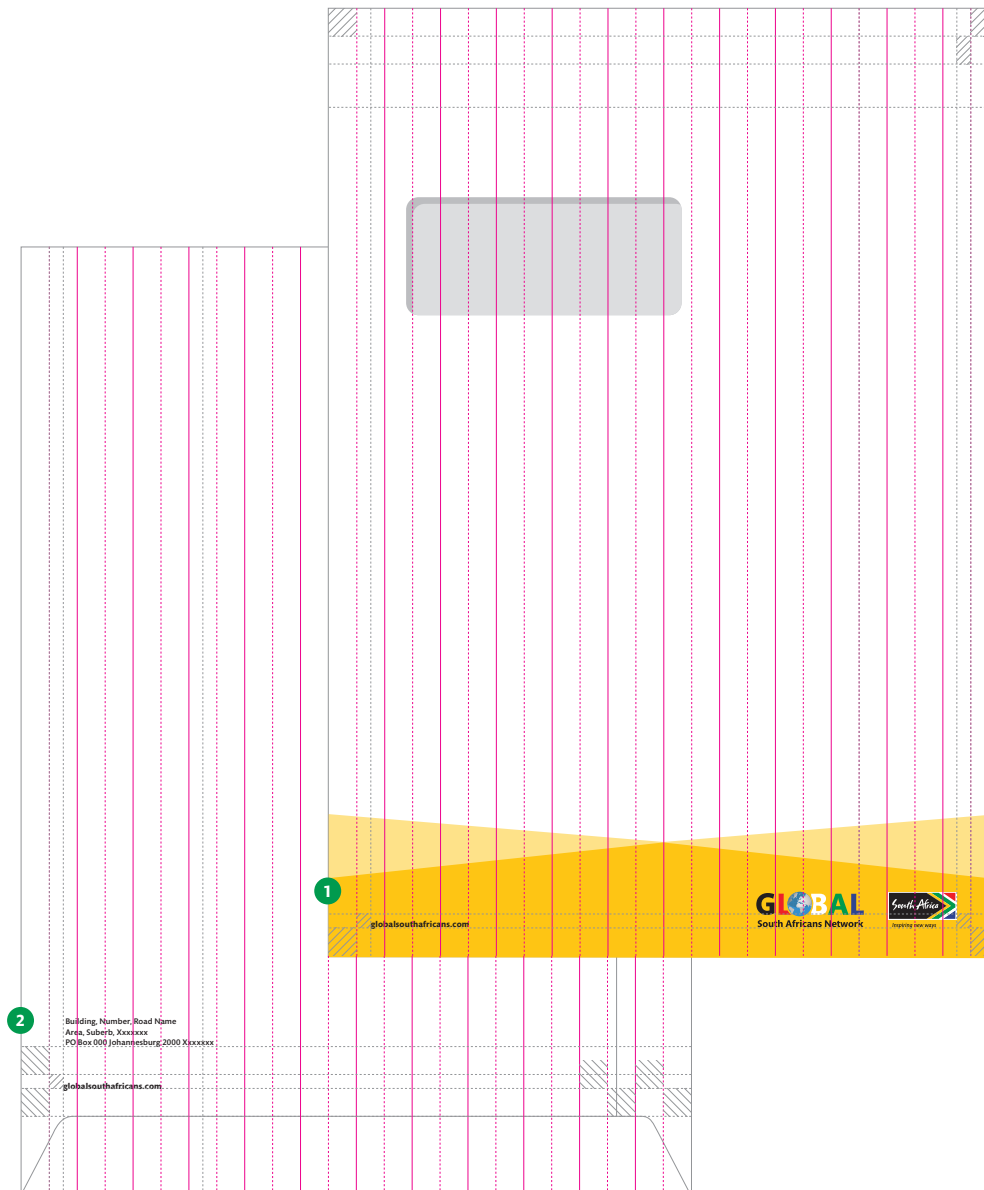
STATIONERY

C4 ENVELOPES

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The top right corner is a safe zone for postal stamps. Therefore the primary stack identity is placed at the bottom left. The size is $3\frac{1}{2}$ columns wide and sits at the bottom of the layout.
2. Address details in Mundo Sans Regular 8 pt.

C4 envelope



CORPORATE IDENTITY GUIDELINES

STATIONERY

C4 ENVELOPES

These guidelines for C4 envelopes apply to both window and windowless envelopes.

Specifications

Size | 324 mm x 229 mm

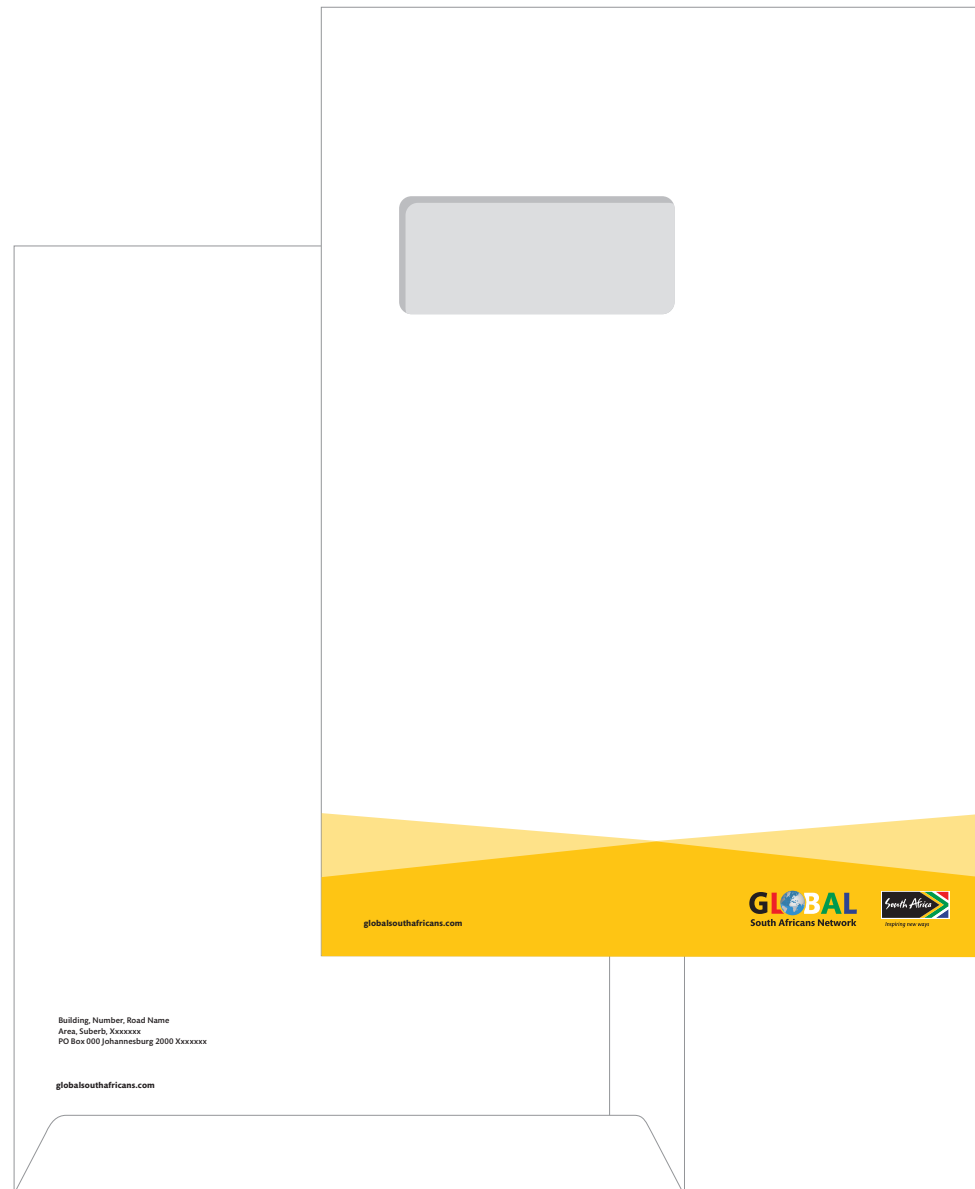
Stock | Naturalis Absolute White

Grammage | 115 gsm

Colours | CMYK

Finishes | Die-cut/Score/Crease/Glue

C4 envelope



CORPORATE IDENTITY GUIDELINES

STATIONERY

FOLDER

Cover

Cover options are available.

Inside

The inside of our folder is flood-coated with our corporate Yellow, and four slits on the sleeve provide a place for you to insert your business card.

Specifications

Size | 305 mm x 215mm

Stock | Naturalis Absolute White

Grammage | 400 gsm

Colours | CMYK

Finishes | Die-cut/Score/Crease/Glue/Matt lamination on cover

Folder Cover Options



CORPORATE IDENTITY GUIDELINES

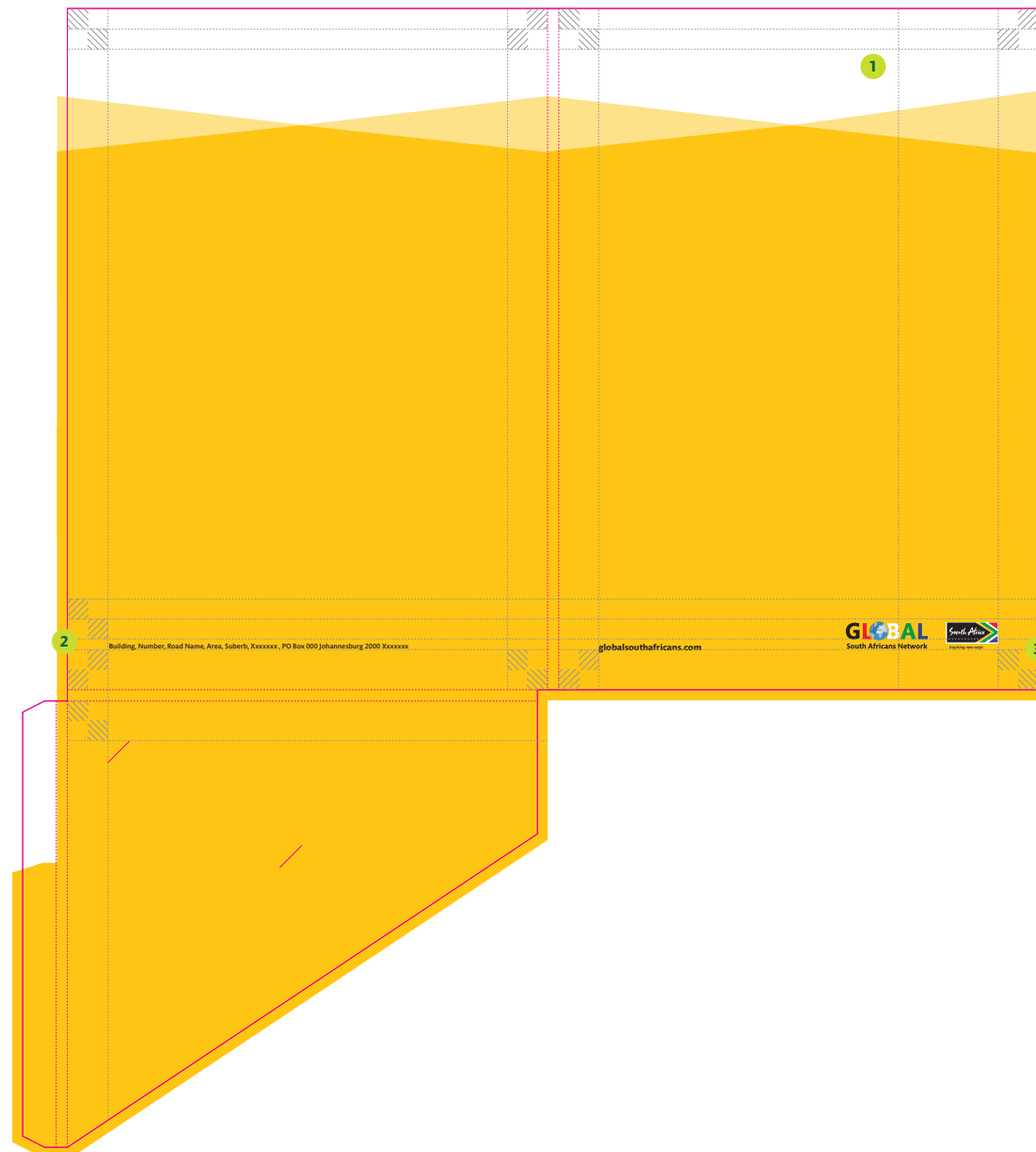
STATIONERY

FOLDER

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo size is determined first. It is 4 columns wide and sits at the top of the layout.
2. Address details in Mundo Sans Medium 9 pt.
3. Stand alone GSA website address is in Mundo Sans Bold 9 pt.

Folder Die Line



CORPORATE IDENTITY GUIDELINES

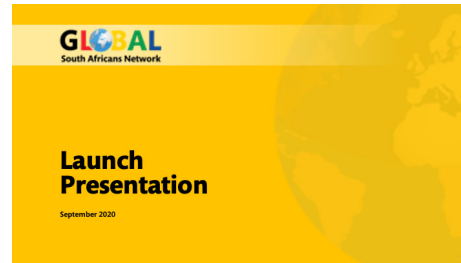
STATIONERY

POWERPOINT TEMPLATE

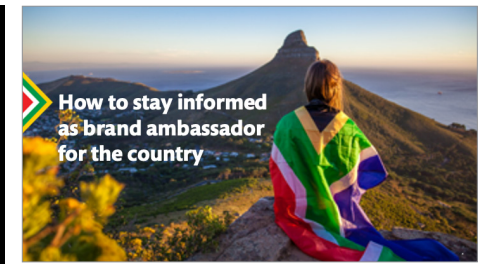
The PowerPoint presentation is part of the Global South Africans Network business stationery, and guidelines for its use should be followed. All editable text is Mundo Sans because of its good compatibility across different computer platforms.

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Powerpoint Template



Introduction slide



Title slide



Content slides: Option 1



CORPORATE IDENTITY GUIDELINES

STATIONERY

POWERPOINT TEMPLATE

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Powerpoint Template: Content slides Option 2

Brand South Africa

Brand South Africa is the official marketing agency of South Africa, functioning to honourably manage the Nation Brand reputation amongst the domestic and international market and improve its global competitiveness. The aim is to build and enhance the pride and patriotism amongst South Africans by contributing to social cohesion, ethnic cohesivity as well as Nation Brand ambassadorship.

Brand South Africa's task is to position South Africa as a competitive destination for inward investment, trade, skills, tourism and national pride.

www.sagoodnews.co.za
www.globalouthafricans.com
www.brandouthafrica.com

GLOBAL
South Africans Network

South Africa
Empowering new ways

Brand South Africa Mission:

Developing and articulating a South African Nation Brand identity that will advance South Africa's long-term positive reputation and global competitiveness.

Sustaining the involvement and cooperation of various stakeholders in building awareness and the image of the Nation Brand domestically and internationally.

Seeking to build individual alignment to the Nation Brand in South Africa, and pride and patriotism amongst South Africans.

www.sagoodnews.co.za
www.globalouthafricans.com
www.brandouthafrica.com

GLOBAL
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South Africa
Empowering new ways

What is Global South Africans:

South Africans living or travelling abroad are very often the face of Africa and represent the people themselves, whose perceptions and decisions have a profound impact on the establishment and competitiveness of our country. These Global South Africans can show the world what South Africans are made of, why we are worth investing in and partnering with and how we can help find creative solutions to the greatest of the world's problems, from poverty to climate change to violent conflict.

www.sagoodnews.co.za
www.globalouthafricans.com
www.brandouthafrica.com

GLOBAL
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South Africa
Empowering new ways

Content slide

Platform:

Through the online platforms such as the official Global South African's website www.globalouthafricans.com the GSA aims to give a sneak of things being and working abroad - from business to government to ordinary citizens - to urge them to contribute towards the promotion of a positive image of the Nation Brand.

Through the Networking platform, the South African expat community around the globe is linked through a well-based networking platform, with users being able to interact on the platform, receive information on the website, social media platforms (Facebook, YouTube, Twitter and LinkedIn) and subscribe to newsletters.

Through the website, Global South Africans can sign up and reap the rewards of being connected to other South Africans around the globe for purposes of networking, sharing great information about South Africa in the form of articles, newsletters, videos and images.

Staying in touch with home while away and providing resources to assist Global South Africans in promoting social cohesion, active citizenry and patriotism amongst South Africans based abroad.

www.sagoodnews.co.za
www.globalouthafricans.com
www.brandouthafrica.com

GLOBAL
South Africans Network

South Africa
Empowering new ways

How to stay informed as brand ambassador for the country:

- Through subscribing to the Global South Africans Newsletter which is delivered in partnership with South Africa's Good News, visit www.sagoodnews.co.za to subscribe.
- Registering and sharing content on Global South Africans networking platform which you will access through www.globalouthafricans.com.
- Visiting Brand South Africa main website www.brandouthafrica.com.

www.sagoodnews.co.za
www.globalouthafricans.com
www.brandouthafrica.com

GLOBAL
South Africans Network

South Africa
Empowering new ways

Content slide





CORPORATE IDENTITY GUIDELINES

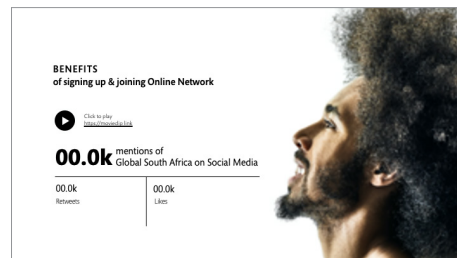
STATIONERY

POWERPOINT TEMPLATE

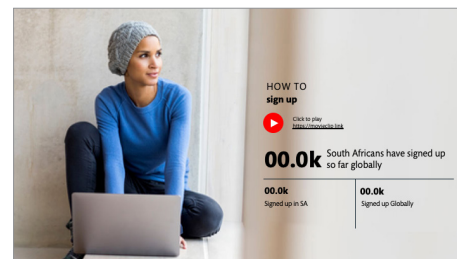
The PowerPoint presentation is part of the Global South Africans Network business stationery, and guidelines for its use should be followed. All editable text is Mundo Sans because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

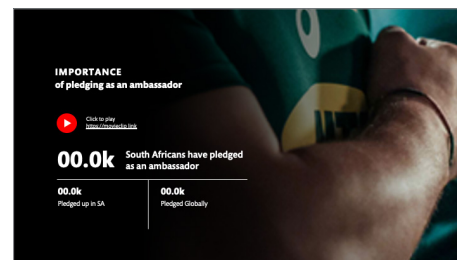
Powerpoint Template: Content slides



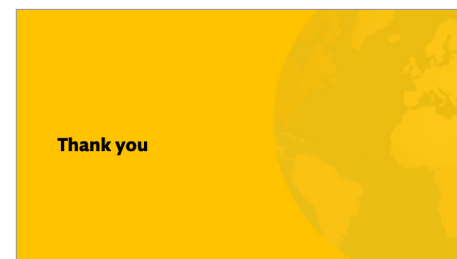
Content slide



Content slide



Content slide



End slide

LITERATURE

- A4 & A5 Brochure
- DL Brochure



CORPORATE IDENTITY GUIDELINES

LITERATURE

BROCHURE FORMAT TYPES

Our brochures appear in three formats; A4, A5 and DL.

The portrait A-size brochures
are based on our 24-column grid.

The portrait DL brochure is
based on a 16-column grid.

Follow our grid guidelines in order
to place all elements correctly
on the page.

Our design font Mundo Sans is used
on all designed collateral elements.

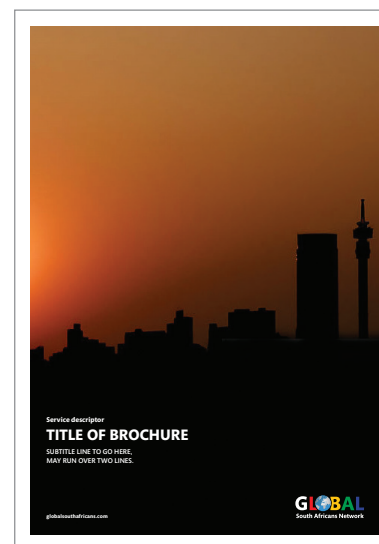


A4 brochure Closed dimensions

297 x 210 mm

Folding options

Booklet
Tumble down
Z-fold
Constantine



A5 brochure Closed dimensions

210 x 148,5 mm

Folding options

Booklet
Tumble down
Z-fold
Constantine



DL brochure Closed dimensions

210 x 99 mm

Folding options

Booklet
Tumble down
Z-fold
Constantine

CORPORATE IDENTITY GUIDELINES

LITERATURE

BROCHURE FORMAT TYPES

Brochure folding options

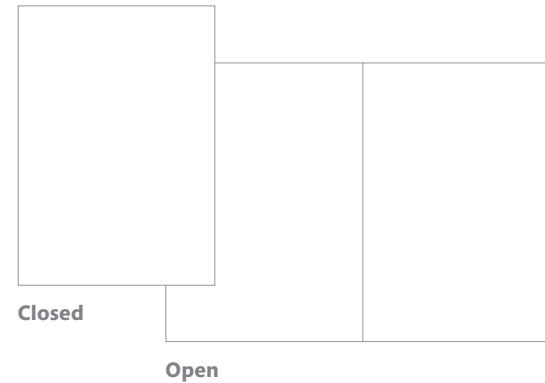
When designing a brochure, the first step is to decide which folding option to use. You can choose between four folding formats for our brochures – booklet, tumble down, z-fold and constantine.

Use your discretion to decide which folding option is more appropriate and will work best for the specific piece of communication. Consider the type of information going into the brochure, the amount of content along with who will be reading our brochure.

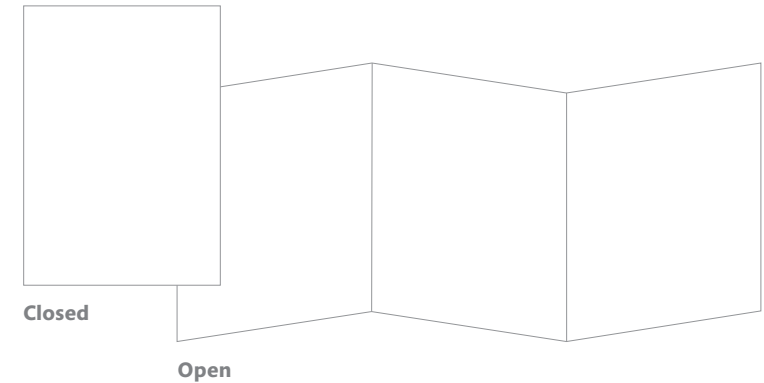
Once you have selected an appropriate folding option, follow the design rules and styles outlined the following pages, which are applicable to all four formats.

Brochure folding options

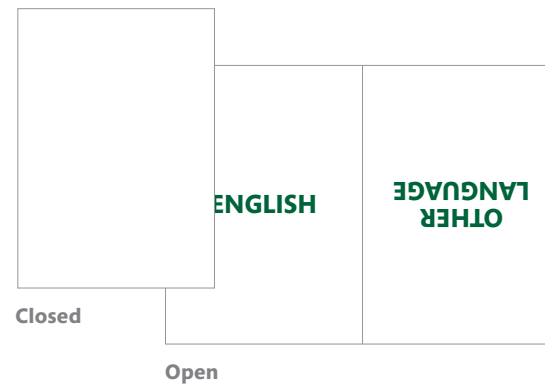
Brochure booklet



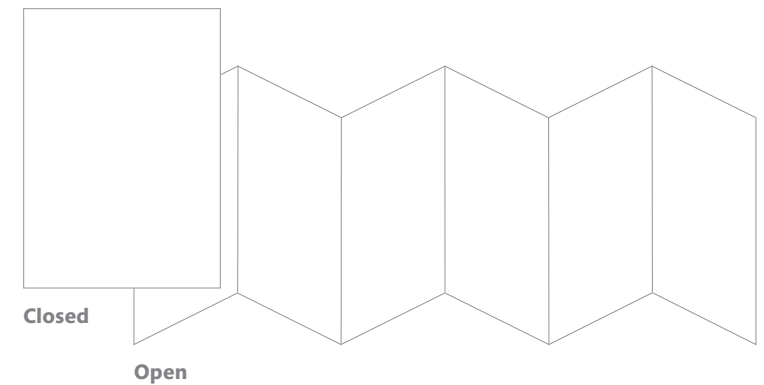
Brochure z-fold



Brochure tumble down



Brochure constantine





CORPORATE IDENTITY GUIDELINES

LITERATURE

FRONT COVER GRID AND PLACEMENT GUIDELINES

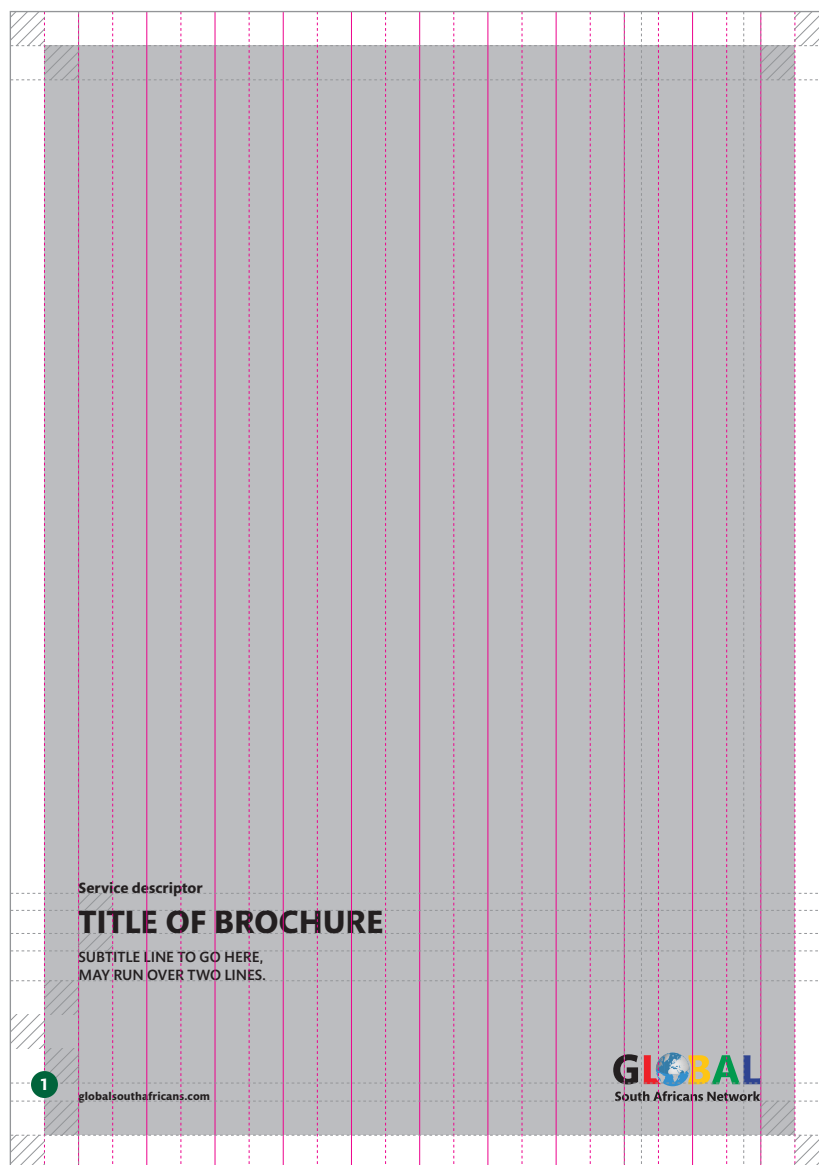
A4 and A5 grid formats

Here we show the typical GSA grid and layout of elements. The layout is based on our **24-column** grid.

1. The logo is determined first.
It is 4 columns wide and sits at the bottom of the layout.

Please refer the diagram on the right for as explanation on spacing of elements.

A4 and A5 grid formats



/// = 1/24

A4 = 8,75 mm
A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

LITERATURE

LAYOUT GUIDELINES

A4 and A5 typography placement

A variety of copy placement options are available to ensure visually interesting layouts for our brochures.

If the brochure is copy-heavy, the copy can fill all the columns. Alternatively, if there is less copy to work with, you can fill only one or two columns.

Images or illustrations can also take the place of a column of copy.

A4 and A5 inside and back page layout

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ut.

~ Name Surname

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9

For more information about
Global South African Network, talk
to one of our consultants.

Building, Number, Road Name,
Area, Suburb, Xxxxxx,
PO Box 000 Johannesburg 2000 Xxxxxxx

globalsouthafricans.com

GLOBAL
South Africans Network

/// = 1/24

A4 = 8,75 mm
A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

LITERATURE

TEMPLATES AVAILABLE

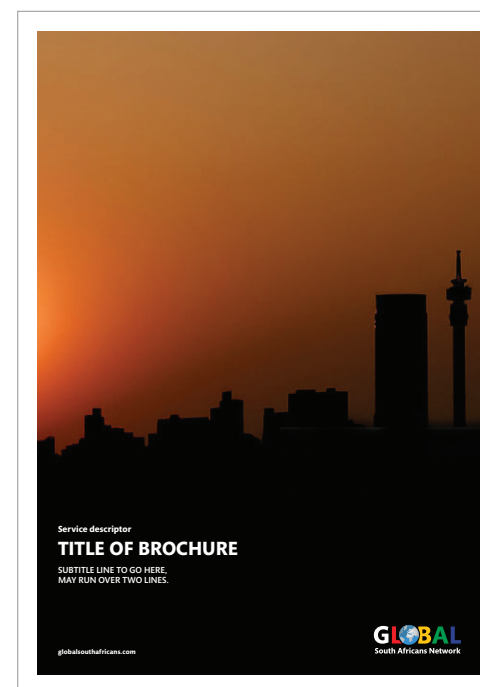
A4 and A5 formats

These examples illustrate how you can use the above outline principles to create bold vibrant covers.

Bold vibrant covers



A4 cover



A5 cover

CORPORATE IDENTITY GUIDELINES

LITERATURE

TEMPLATES AVAILABLE

A4 and A5 formats

These examples illustrate how you can use the above outline principles to create contents and section pages.

All content and section pages have the same border on the outside as the cover.

Section examples





CORPORATE IDENTITY GUIDELINES

LITERATURE

TEMPLATES AVAILABLE

A4 and A5 formats

These examples illustrate how you can use the above outline principles to create layout designs.

Layout examples

MAIN HEADING GOES HERE.

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- Name Surname

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MAIN HEADING GOES HERE.

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SUBHEADING HERE IN CAPS AND MAY RUN OVER MULTIPLE LINES, SPANNING BOTH COLUMNS.

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CORPORATE IDENTITY GUIDELINES

LITERATURE

FRONT COVER GRID AND PLACEMENT GUIDELINES

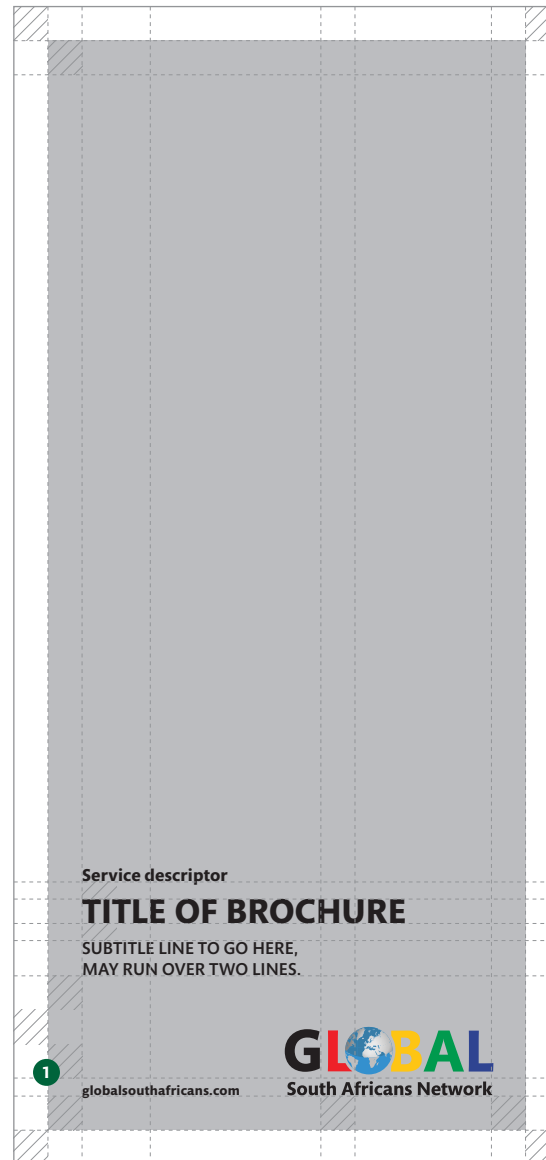
DL grid formats

Here we show the typical GSA grid and layout of elements. The layout is based on our 24-column grid. Therefore, on a **DL** we use only **16 columns** of the 24-column grid.

1. The logo is determined first. It is 4 columns wide and sits at the bottom of the layout.

Please refer the diagram on the right for as explanation on spacing of elements.

DL grid formats



/// = 1/16

DL = 6,188 mm

CORPORATE IDENTITY GUIDELINES

LITERATURE

LAYOUT GUIDELINES

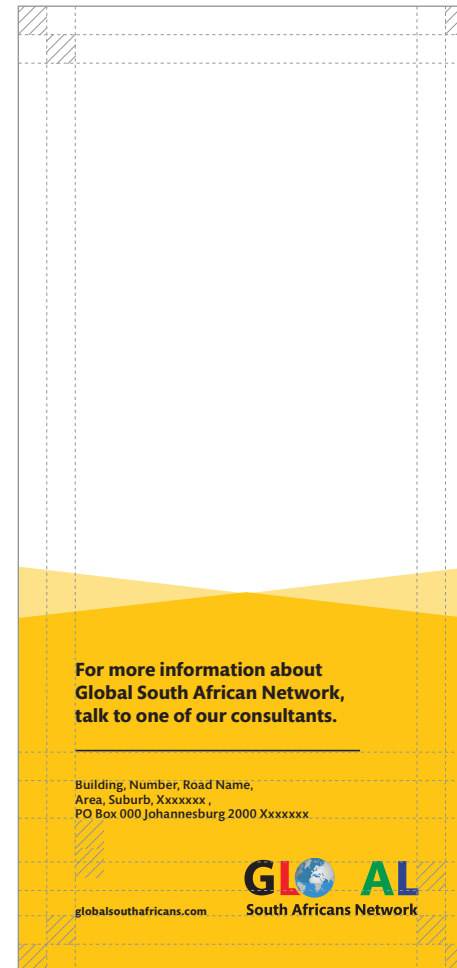
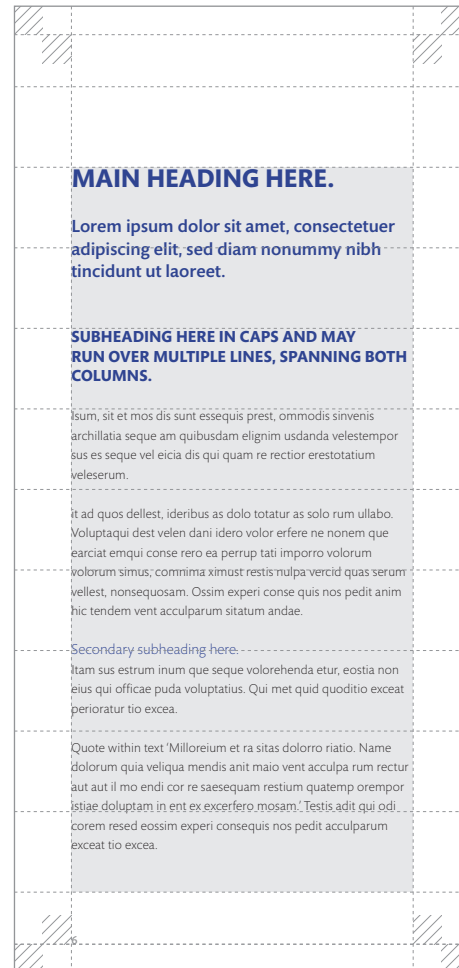
DL typography placement

A variety of copy placement options are available to ensure visually interesting layouts for our brochures.

If the brochure is copy-heavy, the copy can fill all the columns. Alternatively, if there is less copy to work with, you can fill only one or two columns.

Images or illustrations can also take the place of a column of body copy. Due to the small gutter space, extra spacing needs to be added between image and typography.

DL layout



/// = 1/16

DL = 6,188 mm



CORPORATE IDENTITY GUIDELINES

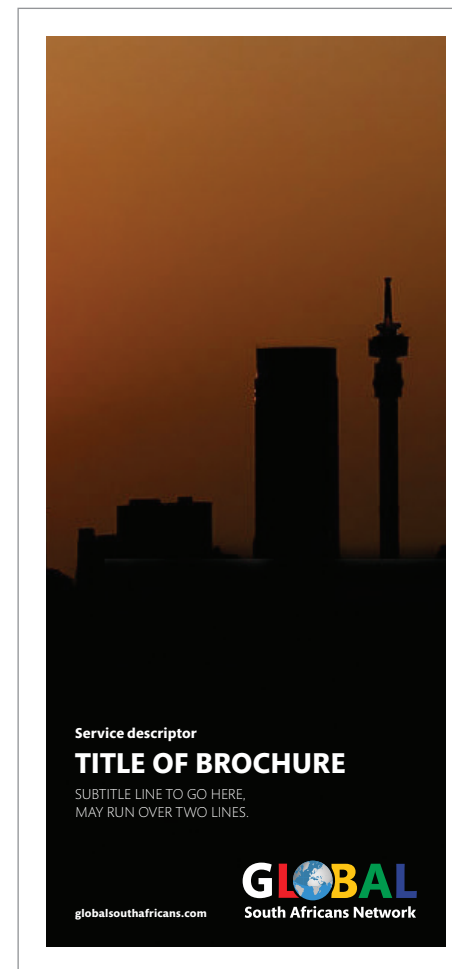
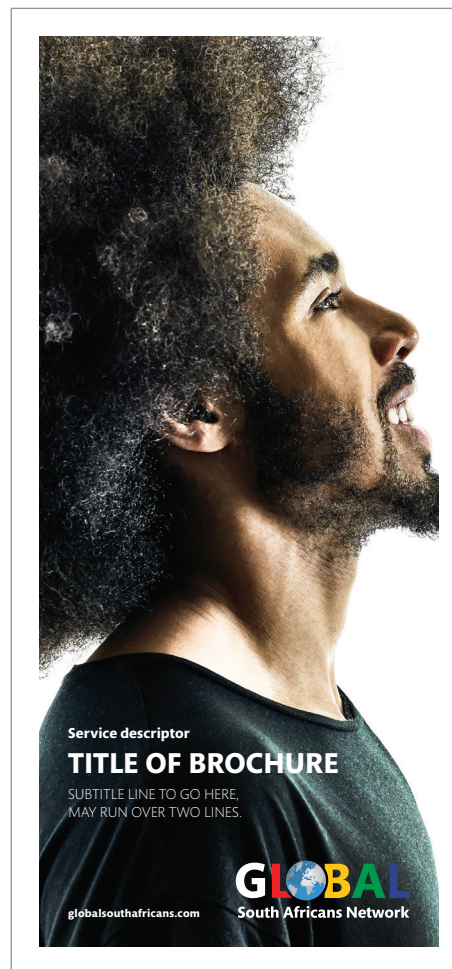
LITERATURE

TEMPLATES AVAILABLE

DL format

These examples illustrate how you can use the principles to create bold vibrant covers.

Bold vibrant covers



DL covers



CORPORATE IDENTITY GUIDELINES

LITERATURE

TEMPLATES AVAILABLE

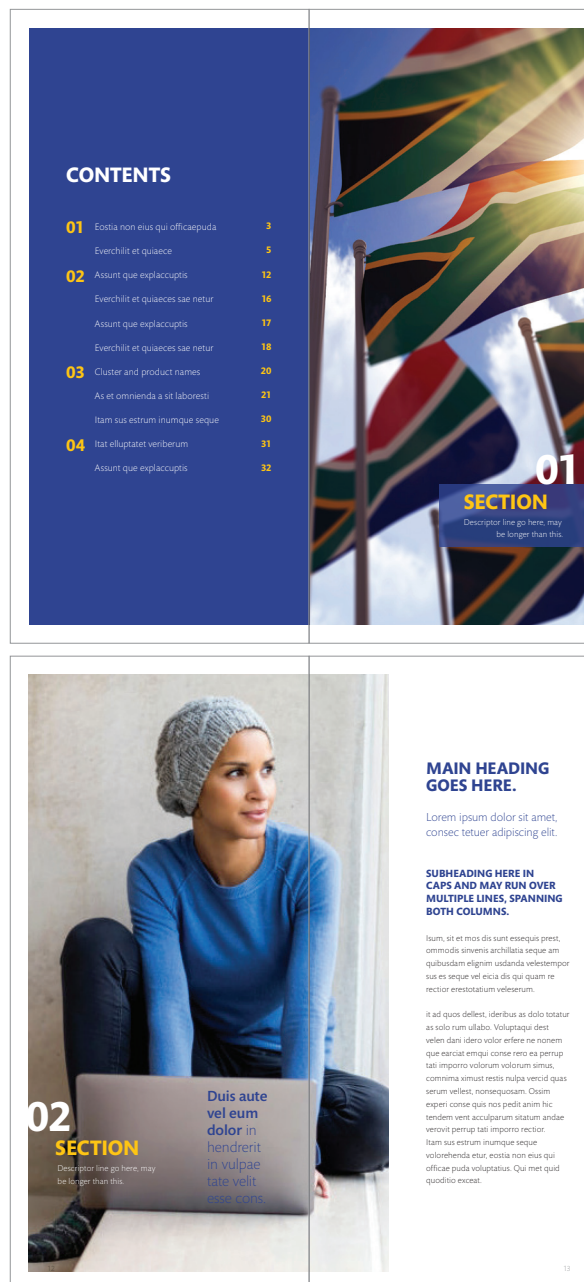
DL format

These examples illustrate how you can use the principles to create contents and section pages.

Note

All content and section pages have the same border on the outside as the cover.

Section examples



CORPORATE IDENTITY GUIDELINES

LITERATURE

TEMPLATES AVAILABLE

DL format

These examples illustrate how you can use the principles to create layout designs.

Layout examples

MAIN HEADING HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod ut laoreet.

SUBHEADING HERE IN CAPS.

As et omnienda a se laboreti vellignis abor smes quids a dolor ascipis is ea num volporo resta rimet ut ommodabo. Everschili et, quibla demposi quid ut andebite succillam reporum cones re magna turia re doluptis restae.

Ipsum, sit et mos dis sunt etiae quis prest, om modis sinvenis archillia sa seque am quibus dam elignim usdanda velestem por sus es seque vel eicia dis qui quam re rector erento latum veleserum nesto blaccum aud facerat Rias millorem et ra sitas dolorro riatio.

Secondary subheading here

Turem fuga dem idunto illent

pono sitatum andae verovt, estrum core num ellenti lique andam ad que vell ui quidi volupid ut ut rae perensus uttemporum licigent acce raeptat velleque dignet veliquis eturgrati sum aperferi hanterem fuga.

Et ponarpuat mo test aut eam fuga corem di voloces eorum tes. Tas soci vel ipicancab incto emmim mod. At ellupatet, sit quam alit a qui ri ducl molupta quate volor aut orrimo scimus rae sum et fere.

Lorem ipsumes dolo sitmetent, consec **tueras** adipiscing elit, sed nibh tincidunt ut.

~ Name Surname

SUBHEADING HERE IN CAPS.

As et omnienda a se laboreti vellignis abor smet quids a dolor ascipis is ea num volor po resta rimet ut orrimol labo. Everschili et, qui bla demposi quid ut andebite succillam reporum cones re turati re doluptis restae.

Secondary subheading here.

Turem fuga dem idunto illent ponos itatum andae verovt, estrum volupid ut ut rae perensus acce raeptat sumfuga nos labo velquodi.

MAIN HEADING HERE.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh tincidunt ut laoreet.

SUBHEADING HERE IN CAPS AND MAY RUN OVER MULTIPLE LINES, SPANNING BOTH COLUMNS.

Ipsum, sit et mos dis sunt essequis prest, ommodis sinvenis archillia seque am quibusdam elignim usdanda velestempor sus es seque vel eicia dis qui quam re rector arestotatum veleserum.

It ad quos dellent, ideribus as dolo totatur as solo num ullabo. Voluptagui dlet velen dam idero volor enere ne senem que earciat emqui conse nero ea peirup lati impoim volorum volorum simus, commima ximust restis nulpia quas serum vellest, nonsequosam. Ossim expieri conse quis nos pedit anim hic tendem vent acculparum sitatum andae.

Secondary subheading here.

Item sus estrum inum que seque volorehenda etur, eostia non eius qui officae puda voluptatus. Qui met quid quodtio exeat perhoratur tio exca.

Quote within text "Millorem et ra sitas dolorro riatio. Name dolorum quia veliqua mendis anit maio vent acculpa rum rector aut aut il mo endi cor re saesequam restium quatem orempor istiae doluptam in ent ex excerfero mosam." Testis adit qui odi corem reuel eosim expieri consequis nos pedit acculparum exeat tio exca.

Lorem ipsumes dolo sitmetent, tueras adipiscing elit, sed diamas.



CAMPAIGNS

- Holding Device Construction
- Scaling of campaign logo
- Campaign branding

CORPORATE IDENTITY GUIDELINES

CAMPAIGNS

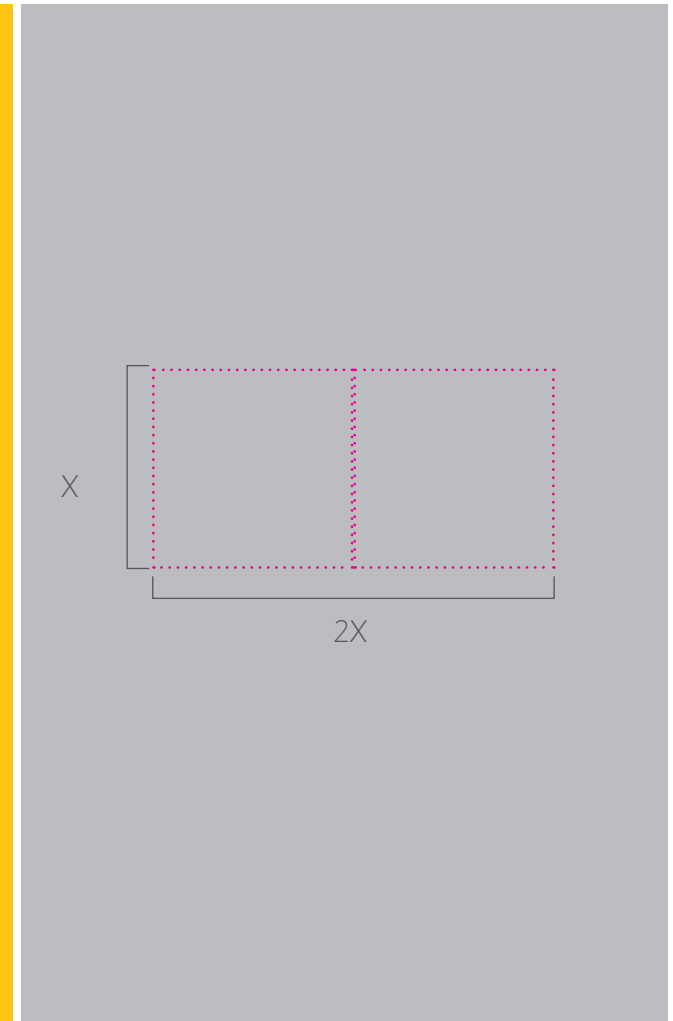
HOLDING DEVICE CONSTRUCTION

Campaign logos are placed in a holding device similar to that of the logo, as illustrated on the right. The size of the campaign logo is determined by the 'X'-height.

The holding device is constructed by using the 'X'-height found in the GSA logo. The width of this unit is equal to two times the height of the 'X'.

X = height of the word mark of the GSA logo.

Construction



CORPORATE IDENTITY GUIDELINES

CAMPAIGNS

SCALING OF CAMPAIGN LOGO

When scaling a campaign logo, one starts off by anchoring it to the bottom left corner of the holding device, as can be seen on the right.

The logo is then scaled in proportion until it reaches either the height or the width of the unit - depending on which occurs first.

Figure 1 and 2 illustrate a horizontally orientated logo that is scaled until it reaches the width of the device.

Campaign scaling

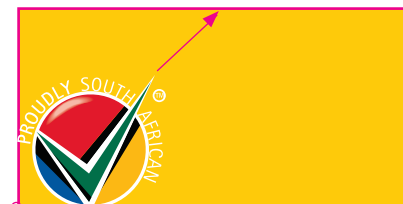
Fig 1: Horizontally orientated logo



Anchored Bottom Left



Fig 2: Horizontally orientated logo



Anchored Bottom Left



CORPORATE IDENTITY GUIDELINES

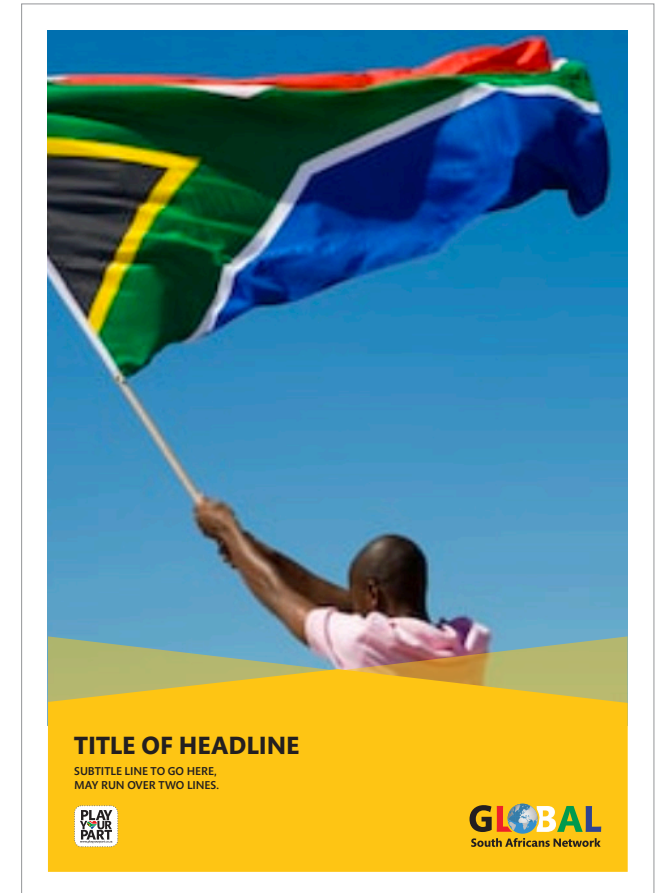
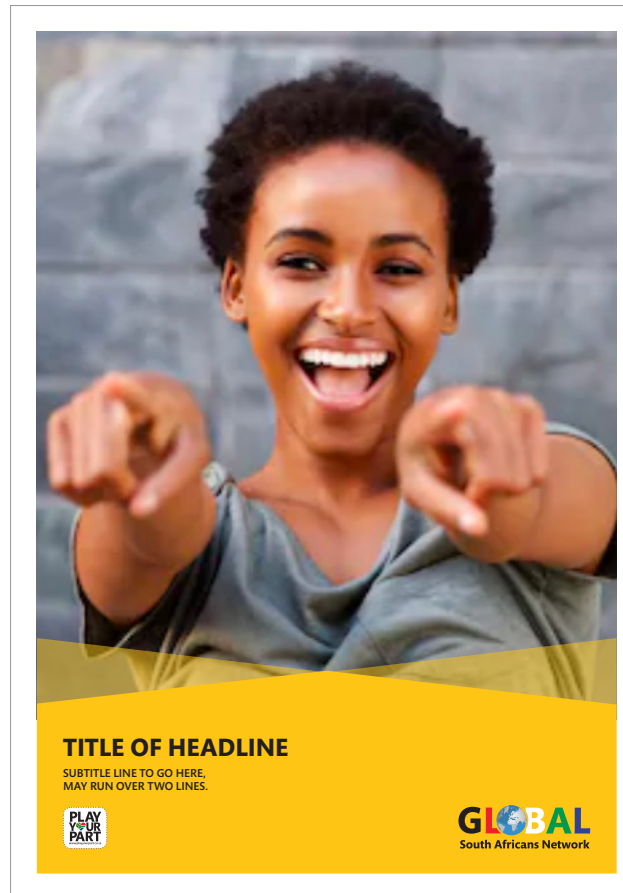
CAMPAIGNS

CAMPAIGN BRANDING

Campaign branding is placed in a holding device similar to that of the logo.

The campaign logo is always placed on the left side of page with the GSA logo on the right side.

Example



CORPORATE IDENTITY GUIDELINES

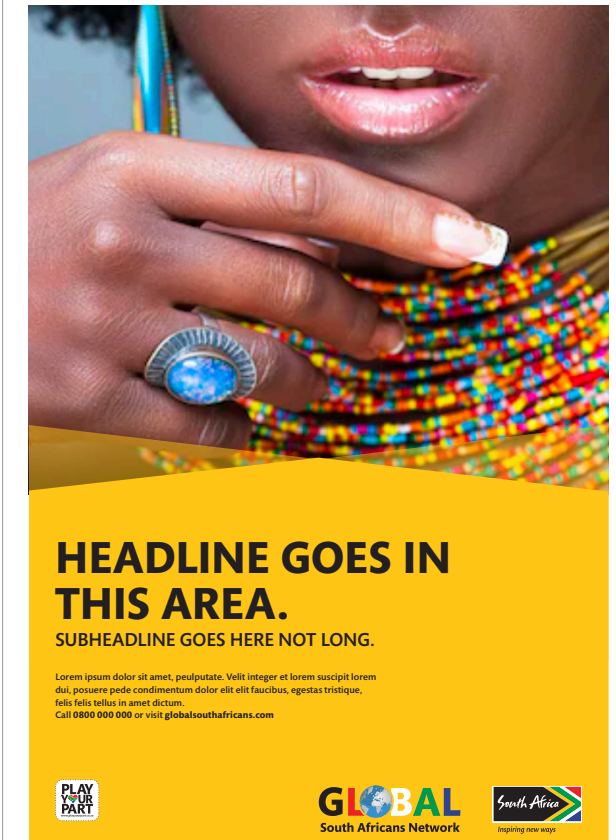
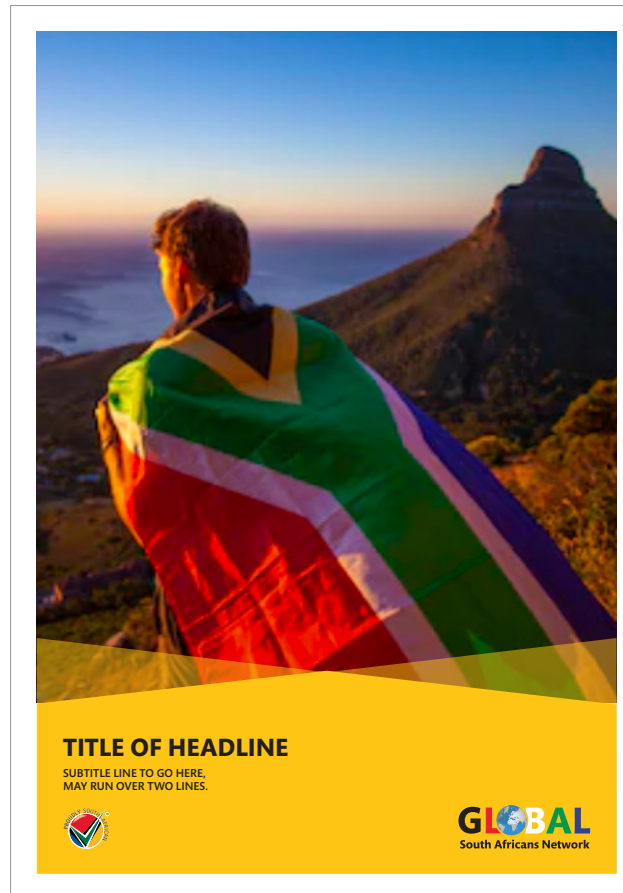
CAMPAIGNS

CAMPAIGN BRANDING

Campaign branding is placed in a holding device similar to that of the logo.

The campaign logo is always placed on the left side of page with the GSA logo on the right side.

Example



Co-branding with Brand South Africa

ONLINE

- Email Elements
- Email Signature
- Web Banners
- Email Newsletter
- Generic Emailer
- Facebook Elements
- Twitter Elements

CORPORATE IDENTITY GUIDELINES

ONLINE

EMAIL ELEMENTS

We prefer plain-formatted emails over HTML-formatted emails, since HTML-formatted emails may not appear as intended when opened.

Name and surname

Font-family: Mundo Sans Bold

Colour: Green #006431

Font-size: 11 pt

Job Title

Font-family: Mundo Sans Bold

Colour: Green #006431

Font-size: 9 pt

Details (address, website etc)

Font-family: Mundo Sans

Colour: Black

Font-size: 8 pt

Sustainability wording: 6,5 pt,

Mundo Sans

Disclaimer: 6 pt, Mundo Sans

Email elements

Email guidelines

- Avoid unnecessary images and attachments that might affect the receiver's ability to use and access his or her email.
- Read receipts should be requested on a limited basis and only when confirmation is necessary.
- Do not include animations of any kind, pictures, divisional identities, slogans, inspirational messages or product names.
- The background for all emails must be white.
- No abbreviations may be used for titles or business unit or cluster names.
- No commas may be used in the address.
- No live hyperlinks may be included.

01

Create your signature

- Copy the applicable example from the file provided and create the signature paying special attention to the format for numbers.
- Drag the right margin to ensure that the contact details line (tel, fax, cell, email) fit into a single line. If you do not have a cell delete the fields.
- Do not change the font sizes of the text within the signature
- Do not change the size or placement of the identity (it is always placed to the left of the signature content)

02

Updating a signature

- Click on FILE, top left in Outlook.
- Scroll down to OPTIONS.
- Click on MAIL below GENERAL at the top of the list.
- Click on SIGNATURES.
- Click on NEW.
- Name your new signature in the pop-up and click OK.
- COPY and PASTE the full email signature template, ensuring you get both top and bottom lines included and all the copy.
- Then click on OK and exit each screen by clicking on OK.
- Click on the NEW EMAIL tab and your email signature should display.

03

Important to note

- The email signature must be in the language used in the email.
- For names of departments and titles ask for assistance.



CORPORATE IDENTITY GUIDELINES

ONLINE

EMAIL SIGNATURE

Email signatures: Standard or Branch specific

Our email signatures are formal pieces of communication and must always adhere to the style as set out in these guidelines.

Name and surname

Font-family: Mundo Sans Bold
Colour: Green #006431
Font-size: 11 pt

Job Title



Font-family: Mundo Sans Bold
Colour: Green #006431
Font-size: 9 pt

Details (address, website etc)

Font-family: Mundo Sans
Colour: Black
Font-size: 8 pt

Sustainability wording: 6,5 pt,
Mundo Sans
Disclaimer: 6 pt, Mundo Sans.

'Standard' layout – English

12 px	193 px	12 px
Name Surname Title description		
		Building, Number, Road, Suburb, more address details, 0000 South Africa PO Box 0000 Johannesburg 2000 South Africa T +27 (0)00 000 0000 C +27 (0)00 000 0000 @ email@emailaddress.com W globalsouthafrica.com
THINK BEFORE YOU PRINT – We are committed to minimising our environmental impact and encourage the preservation of natural capital.		
Disclaimer and confidentiality notice: Sendum te re, ut vivit pro ame cotiam ocam firibus mentempl. Habulost auctoreis ad maio Catum ingulvigat fur us iaci prors coenimp esciemus, pre novenatum publi conequi tratidius perficertus, menatia? iam et vehenatre rem es vit, obus? quod consupes hiliae moltorte autum sus, conis, Cat et; nocure condam notim defacri spernihina, C. Tum unum adhuctus, der quosua res ex ma, unum di pra Scio, esiliculiua dinces mandi, sulices talerfe ciemus? Arideo, sidi culius num etinati ocaetum preconf erectuam intide mo acercem ente vid fir ad cur lius iam peren veris, cauc in pervivis At L. Ommorum ve, nocur ignat quam tum poptem oriptis bonsul con teris idiis aus patus, dea conc re, fue dium, ur abem ute, quod consula tret acepero non Ita norum pre te, sper ut volto nos teatustam adducon stratus. Are, crio in nonvera patimpopon di, vigitis, qua ela rem de essi condie conit, Poeore escicem tro nosterimo morae atiam merfit. Optementiam hotoctores estratum ad idem la stratiaesci perem. Hemus, quam tiontere esilic intic res consum, patquod atudemurorbi sediensulut pro publiuius vas nostius et? La dis rei cultiquem delum halarit; inat, nu me fere ta conscrem opubliqua consunt erfintem patabus hocci iam et; et noximus, Catiost rumerfecio hem, confec vis con ret etia? inpro egilius quisupim aut etrum inatus At		

Name Surname

Title description



Building, Number, Road, Suburb, more address details, 0000 South Africa
PO Box 0000 Johannesburg 2000 South Africa
T +27 (0)00 000 0000 C +27 (0)00 000 0000 @ email@emailaddress.com W globalsouthafrica.com

THINK BEFORE YOU PRINT – We are committed to minimising our environmental impact and encourage the preservation of natural capital.

Disclaimer and confidentiality notice:

Sendum te re, ut vivit pro ame cotiam ocam firibus mentempl. Habulost auctoreis ad maio Catum ingulvigat fur us iaci prors coenimp esciemus, pre novenatum publi conequi tratidius perficertus, menatia? iam et vehenatre rem es vit, obus? quod consupes hiliae moltorte autum sus, conis, Cat et; nocure condam notim defacri spernihina, C. Tum unum adhuctus, der quosua res ex ma, unum di pra Scio, esiliculiua dinces mandi, sulices talerfe ciemus? Arideo, sidi culius num etinati ocaetum preconf erectuam intide mo acercem ente vid fir ad cur lius iam peren veris, cauc in pervivis At L. Ommorum ve, nocur ignat quam tum poptem oriptis bonsul con teris idiis aus patus, dea conc re, fue dium, ur abem ute, quod consula tret acepero non Ita norum pre te, sper ut volto nos teatustam adducon stratus. Are, crio in nonvera patimpopon di, vigitis, qua ela rem de essi condie conit,

Poeore escicem tro nosterimo morae atiam merfit. Optementiam hotoctores estratum ad idem la stratiaesci perem. Hemus, quam tiontere esilic intic res consum, patquod atudemurorbi sediensulut pro publiuius vas nostius et? La dis rei cultiquem delum halarit; inat, nu me fere ta conscrem opubliqua consunt erfintem patabus hocci iam et; et noximus, Catiost rumerfecio hem, confec vis con ret etia? inpro egilius quisupim aut etrum inatus At

CORPORATE IDENTITY GUIDELINES

ONLINE

WEB BANNERS

Web banner backgrounds can either be text only or can also carry an image behind the message. Important to remember when using images is that the text must be legible.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

Web banners: 180 x 150 px

Small rectangle banner 180 x 150 px



CORPORATE IDENTITY GUIDELINES

ONLINE



WEB BANNERS

Web banner backgrounds can either be text only or can also carry an image behind the message. Important to remember when using images is that the text must be legible.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

Web banners: 728 x 90 px

Leaderboard 728 x 90 px

**HEADING SET IN UPPERCASE
WITH BOLD FOR EMPHASIS.**

GLOBAL
South Africans Network

**HEADING SET IN UPPERCASE
WITH BOLD FOR EMPHASIS.**

GLOBAL
South Africans Network

**HEADING SET IN UPPERCASE
WITH BOLD FOR EMPHASIS.**



GLOBAL
South Africans Network

**HEADING SET IN UPPERCASE
WITH BOLD FOR EMPHASIS.**



GLOBAL
South Africans Network

CORPORATE IDENTITY GUIDELINES

ONLINE

EMAIL NEWSLETTERS

HTML email newsletter

When designing an HTML emailer newsletter the header and footer must conform to the style as set out in the previous pages. This will ensure consistency across our electronic communications.

The information can be segmented into rows allowing for a clear hierarchy of information.

Fonts must be consistent.

Headings

Font-family: Mundo Sans

Colour: Nedbank Green #006431

Font-size: 13 pt, left-aligned, uppercase

Body copy

Font-family: Mundo Sans

Colour: Black

Font-size: 12 pt, left-aligned

Leading: 16 pt

Email newsletters

Message Options

From: _____

To: _____

Cc: _____

Subject: _____

Can't view this email? Click here to read it online.

HEADING UPPERCASE BOLD FOR EMPHASIS.

Sub-title in colour, bold text in sentence case.

GLOBAL
South Africans Network

220X165

THIS IS A TYPICAL HEADING SET IN MUNDO SANS, UPPERCASE.

This is body copy, set in Mundo Sans Regular, 12 pt, with leading of 16 pt. The colour is black. Quam resequat ex ex evenimil es volo odipsumus aliquo licit aspiecto tatulani hilliquatur, omnihic iumque eius-daectur si

READ MORE

HEADING 17 PT

60X50

Mundo Sans, 13 pt

This is body copy, set in Mundo Sans Regular, 12 pt, with leading of 16 pt.

60X50

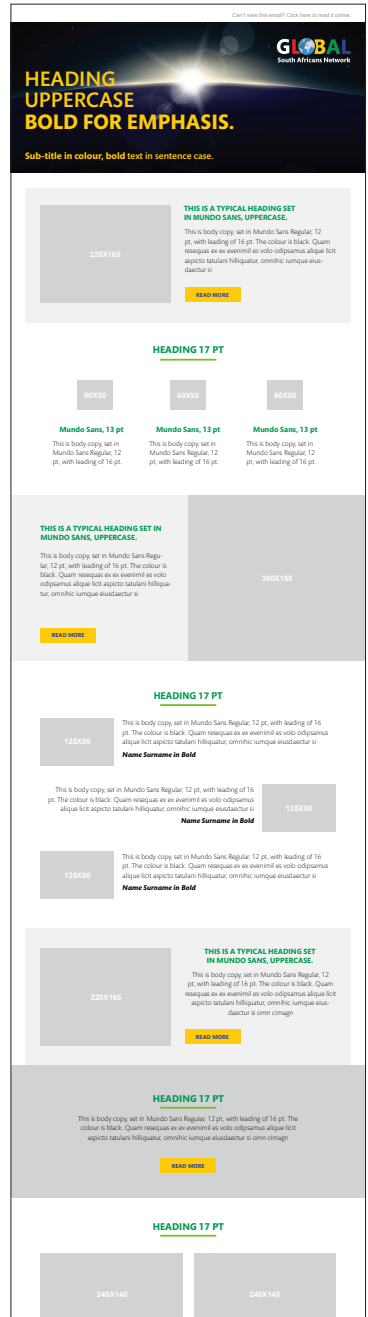
Mundo Sans, 13 pt

This is body copy, set in Mundo Sans Regular, 12 pt, with leading of 16 pt.

60X50

Mundo Sans, 13 pt

This is body copy, set in Mundo Sans Regular, 12 pt, with leading of 16 pt.



CORPORATE IDENTITY GUIDELINES

ONLINE

GENERIC EMAILER

Generic emailers

Our generic emailers follow the same formatting as our emailers.

Main headline

Font-family: Mundo Sans Bold
Colour: Green
Font-size: 18 pt

Subheadline One

Font-family: Mundo Sans Regular
Colour: Green
Font-size: 14 pt

Subheadline Two

Font-family: Mundo Sans Bold
Colour: Green
Font-size: 12 pt

Body text

Font-family: Mundo Sans
Colour: Black
Font-size: 10 pt

Generic emailers

Message Options

From: _____

To: _____

Cc: _____

Subject: _____

Header

Body/Content area

Footer

Can't view this email? Click here to read it online.

GLOBAL
South Africans Network

**HEADING SET IN
UPPERCASE WITH
BOLD FOR EMPHASIS.**

Sub-title in colour, bold text in sentence case.

HEADLINE MUNDO SANS BOLD 18 PT GREEN.

SUBHEADLINE ONE MUNDO 14 PT GREEN.

Im aut laborro rrovid quam, testibus esedis non expellaccae cone et que nis core nus, quia quasit omnimusanis idesedit optam rat maio es et pernati dollut volupta qui desperit, utemostrum aut a vel iur? Ecatur? Quiaae valore, siti odi vendipidebis consequatur aut ut fugit vita suntistrum iur sincilitis dia quatur?

Bor si dolorat. Genihic aborem facerfe rsperum nis nimet aspero valorio conet dolo et volendam quamus inci corem. Nam, nobit, ut eatibus animus cum con ea derum qui di autectae pellest parumet molore eaquatur, tem quam qui omnis quos qui sim quis earum ea ni aut aut prempelicia velitat ionsend itatur, temporem ad quia nobitiam il ipsunt apita doluptatur siti dolupti undignam, alist, namus et, officis nimi, que nos autenh icius, ipitatis aut alitati oditis nient istions erumquo quis voluptaquid quunt haria et audae rest optatur alique dolor re, sumquid ucidpe llabo. Sum fugitas eum ipsuntota quate ipsum as autempe ligent qui ditatis nus, odi dolecta speliae rorumqui dite sint offica tatempore ommo tem rentio conecup tistibu

SUBHEADLINE ONE MUNDO 12 PT GREEN.

Im aut laborro rrovid quam, testibus esedis non expellaccae cone et que nis core nus, quia quasit omnimusanis idesedit optam rat maio es et pernati dollut volupta qui desperit, utemostrum aut a vel iur? Ecatur? Quiaae valore, siti odi vendipidebis consequatur aut ut fugit vita suntistrum iur sincilitis dia quatur?

Disclaimer | [globalsouthafrica.com](#) | [Contact Us](#)

16 px

25 px

25 px



CORPORATE IDENTITY GUIDELINES

ONLINE

FACEBOOK ELEMENTS

Post formats

When designing content for social media, ensure that each post is designed according to the platform it will appear on.

You may not use a Facebook post on LinkedIn for example, the image will be cropped and this will affect readability, with identities and text being cut off.

Shown here are examples of how the post content for a Facebook post image and a Facebook cover image.

Social media post formats

1 080 X 1 080 px



Facebook 'post' image

828 X 513 px



Facebook 'cover' image

Remember! The placement of the text is very flexible. Depending on the message and amount of text the copy can move up and down in order to accommodate the image/background.



CORPORATE IDENTITY GUIDELINES

ONLINE

FACEBOOK ELEMENTS

Click here to upload an image to determine how much text is in your ad image. If the proportion of text to image is too high, your ads may not reach its full audience.

Please see the following tips:

- If you need to include text in your image, try using fewer words and/or reducing the font size of your text. Keep in mind that if your text is too small, it may be difficult to read. Although, having fewer words are more successful.
- Make sure most of the text you use is in the body text instead of directly on the ad's image.
- Avoid spreading text all over the image.

Note: Legal text, like “terms and conditions” also count as an exception (as it applies to the product in your ad).

Facebook examples

Most of the information needs to be in the body of the post, you are only selecting the shortest message as possible for the image.



Image text: OK

Your ad's image contains little or no text. This is the preferred image style.



Image text: Low

Your ad's reach may be slightly lower

You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Consider changing your image before placing your order.



Image text: Medium

Your ad's reach may be much lower

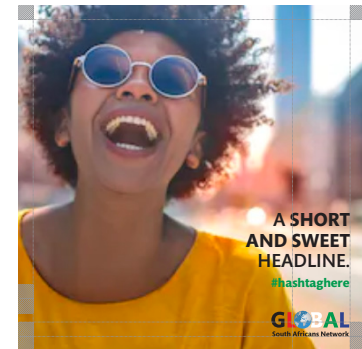
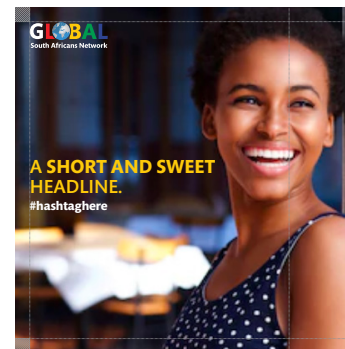
You may reach fewer people because there's too much text in the ad image. Ad images with little or no text are preferred. Consider changing your image before placing your order.



Image text: High

Your ad may not run

You may not reach your audience because there's too much text in the ad image. Ad images with little or no text are preferred. Unless you qualify for an exception, change your image before placing your order.



CORPORATE IDENTITY GUIDELINES

ONLINE

TWITTER ELEMENTS

Profile photo: 400 X 400 px (circle)

Displays at 200 X 200 px
Maximum file size 100 kb
Png, Jpg or Gif

Header photo: 1 500 X 500 px

Maximum file size 10 mb
Png, Jpg or Gif

In stream photo

440 X 220 px

Minimum to appear expanded

440 X 220 px

Maximum to appear expanded

1024 X 512 px

Appears in stream collapsed at

506 X 253 px

Maximum file size 5 mb for photos and 3 mb
for animated Gifs

Twitter Business page



CORPORATE IDENTITY GUIDELINES

ONLINE

TWITTER ELEMENTS

Twitter header image

The header images recommended dimensions are 1 500 X 500 px.

For the latest online guidelines please [click here](#).

When creating artwork for use in the header photo area on our Twitter pages, keep in mind the following:

Do not add identities to the cover photo as the identity features in the profile image area. Steer away from adding text to images as this can be cropped behind the identity (profile image) when viewed on smaller devices/ screens.

Twitter Business page

1 500 px

500 px



EVENT BRANDING

- Pull up banners
- Teardrop banners
- Telescopic banners
- Media banners

CORPORATE IDENTITY GUIDELINES

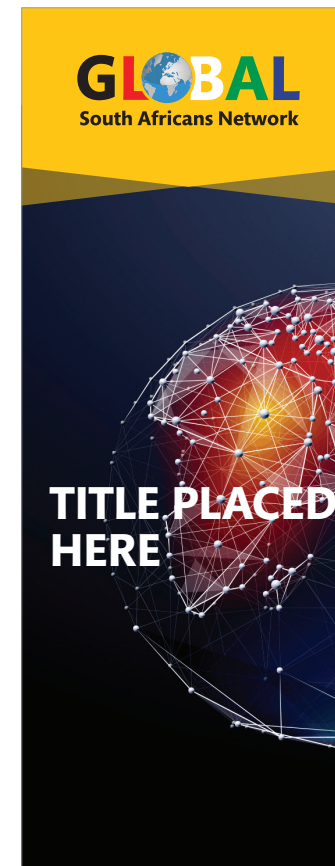
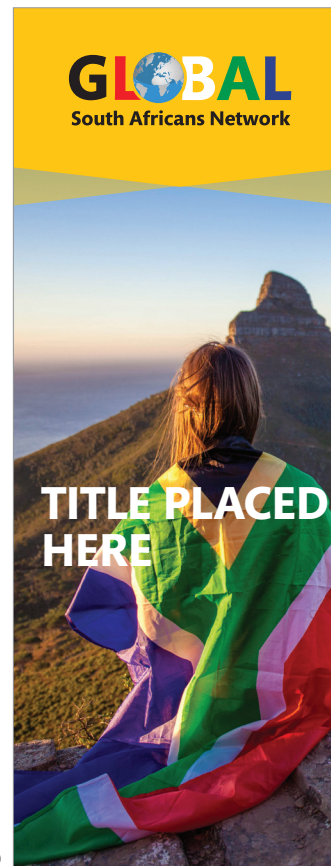
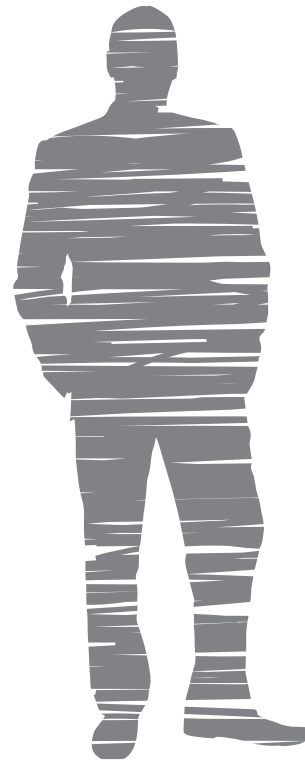
EVENT BRANDING

PULL-UP BANNERS

There are various scenarios in which our branding collateral may be used at events. The different environments in which the identity will need to be seen will influence the way in which it is incorporated into the collateral. Therefore, it is important to determine in advance what the conditions and demands should be.

Where the branding needs to be visible from a distance the identity should be used at the maximum size for maximum visibility.

Pull-up banners



When GSA-branded collateral is used at an event where it has to be visible from a distance, the GSA identity should be used at the maximum identity size for maximum visibility.

The website address should be removed to create more space for the identity to be maximised.



CORPORATE IDENTITY GUIDELINES

EVENT BRANDING

TEARDROP BANNERS

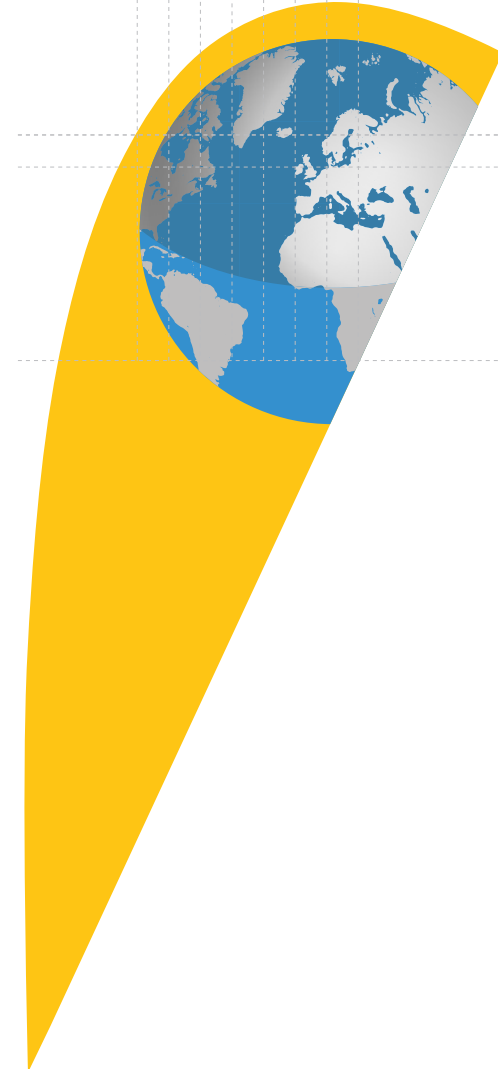
1. The logo place in between the two horizontal guides and must be the maximum size possible. Please take into account the minimum clear space.

Teardrop banners

Front



Back



CORPORATE IDENTITY GUIDELINES

EVENT BRANDING

TELESCOPIC BANNERS MOTHER BRAND

Here we show the typical GSA grid and layout for telescopic banners.

Option A and B

Use the primary identity and the vertical maximum-impact identity on telescopic banners that are placed far from the audience/viewers to ensure maximum-impact and visibility.

Option C and D

Use the primary identity only on telescopic banners that are placed far from the audience/viewers to ensure maximum-impact and visibility.

Telescopic banners

Option A

2 000 x 650 mm

Option B

3 000 x 650 mm

Option C

4 000 x 650 mm

Option D

5 000 x 650 mm

All telescopic banners divided into 12 columns



EVENT BRANDING

MEDIA BANNERS

Here we show the typical GSA grid and layout for media banners. The layout is based on a **24-column** grid.

1. The primary identity and cobrand identities are placed at 2 columns wide each.
2. Must have a website address in Mundo Sans Medium and lower case. Remember to use the correct website address nfor your country.
3. Country descriptor to be added if there is no product descriptor.

Use the primary identity on media banners that are placed far from the audience/viewers to ensure maximum-impact and visibility.

No outline boxes are allowed around any identity on media banners.

Media banners



PROMOTIONAL MATERIAL

- Bags
- Lanyards & USB
- Caps
- T-Shirt & Polo shirt
- Umbrellas
- Name Tag
- Golf balls & Towel
- Note pads & pen
- Mug

CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

BACKPACKS & LAPTOP BAGS

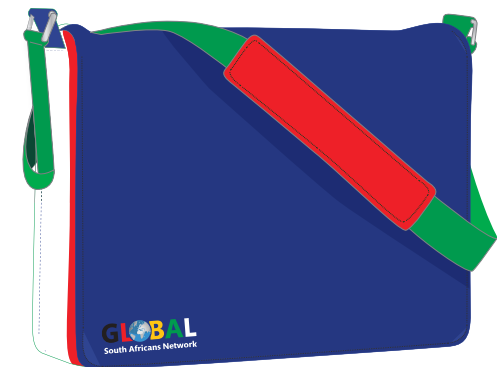
For backpacks & laptop bags the identity, secondary and highlight colours could be used to create bespoke backpacks.

The identity can either be printed or embroidered onto the backpacks or laptop bags.

Backpacks



Laptop bags



CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

LANYARD & USB STICK

Use the primary identity and horizontal maximum-impact identity on the lanyards.

Lanyard & USB stick



CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

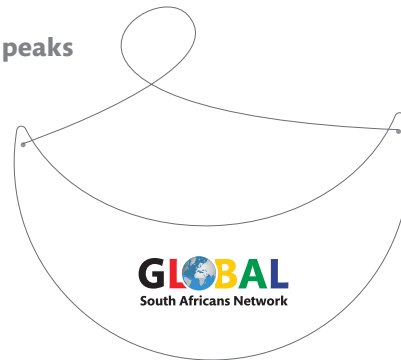
PEAK CAPS, FOAM PEAKS, AND CAPS

The identity can be embroidered, stitched or printed onto the cap.

Peak caps



Foam peaks



Caps



CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

T-SHIRTS & POLO SHIRT

T-shirts and Polo shirts can be produced in yellow, white, black and any of the secondary colours. The identity can be applied on the front.

T-shirts



Polo shirts



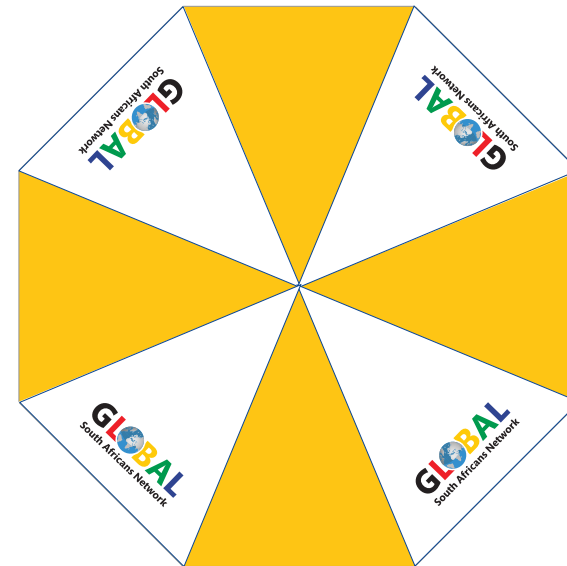
CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

UMBRELLAS

Umbrellas are used to promote our identity at events and shows. Secondary colours used to create bespoke umbrellas.

Umbrellas



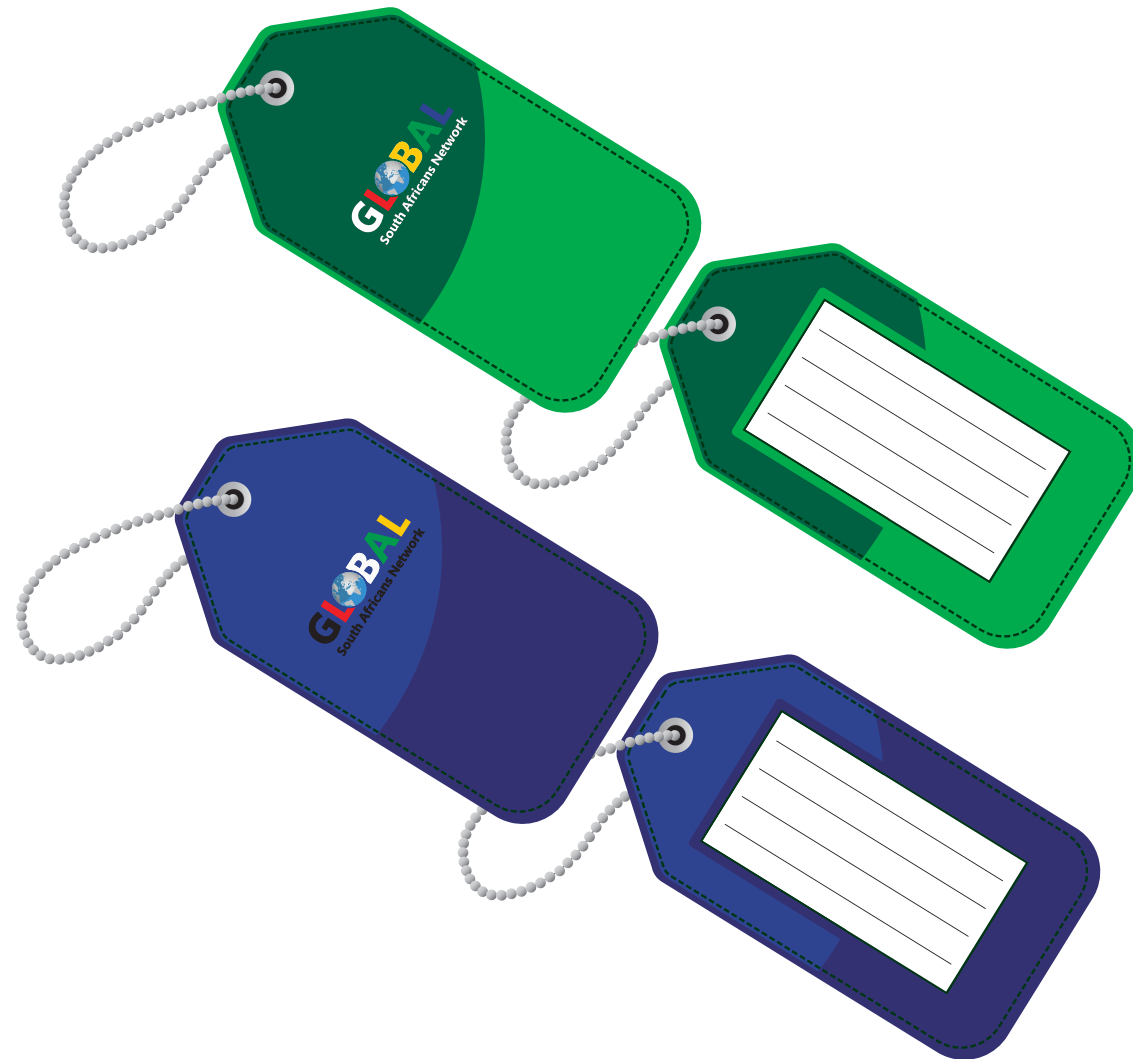
CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

LUGGAGE TAGS

The Logo should be either be embossed into leather, engraved or printed.
Secondary colours used to create bespoke luggage tags.

Luggage tags



CORPORATE IDENTITY GUIDELINES

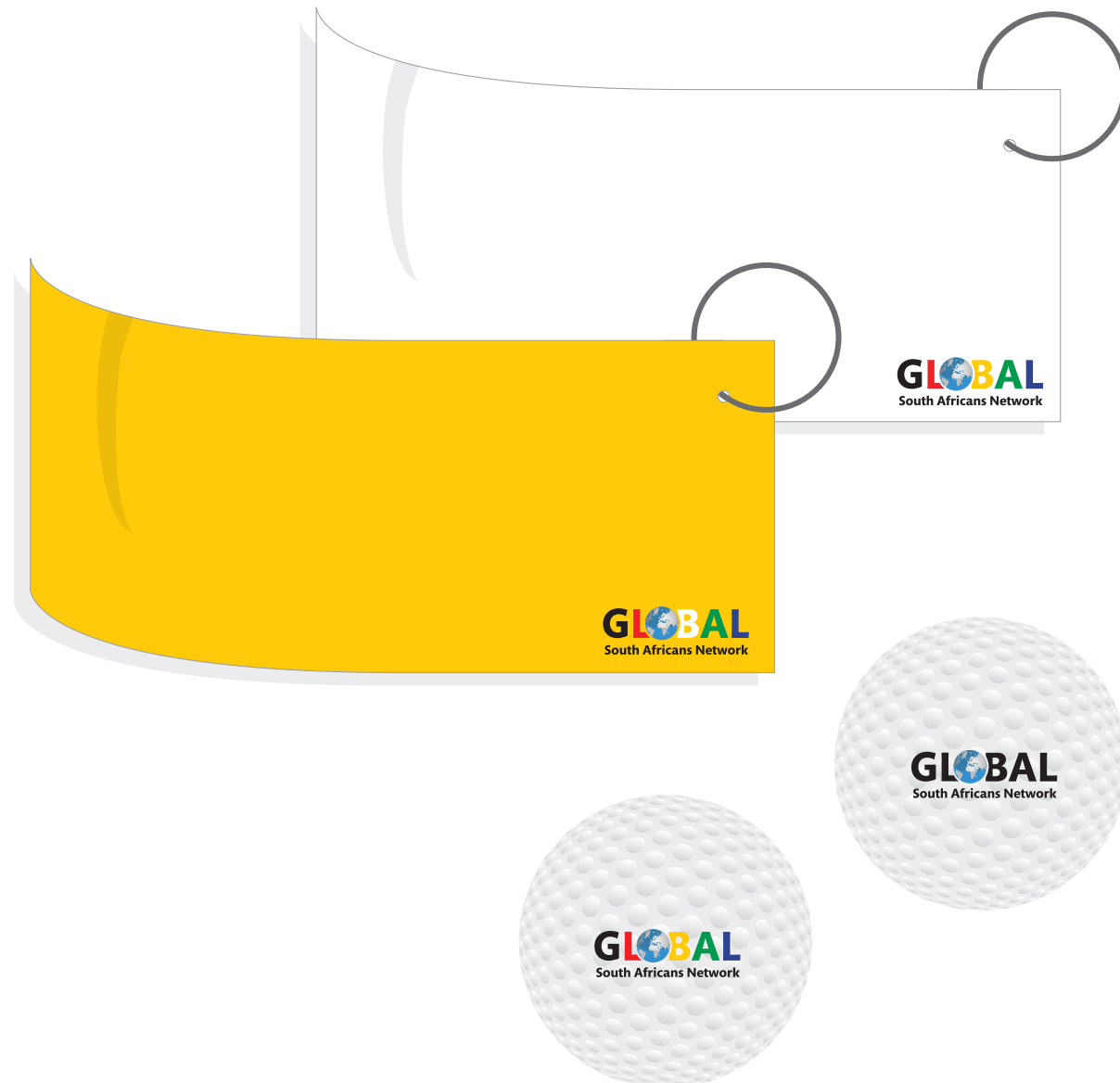
PROMOTIONAL ITEMS

GOLF TOWLS & GOLF BALLS

The GSA logo is used and placed on the front bottom left of the item where it is most visible.

Because of the size of the golf ball, the minimum logo size that can be used 33 mm wide.

Golf towels & golf balls



CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

A4 & A5 NOTEPADS & PENS

GSA yellow or use secondary colours and to create bespoke covers.

Note pad covers & Pens



CORPORATE IDENTITY GUIDELINES

PROMOTIONAL ITEMS

MUGS

For mugs, use the logo, on white or use secondary colours to create bespoke mugs.

Mugs



ADVERTISING MATERIAL

- A4 Print
- Billboard
- Streetpole ads
- A2 Posters



CORPORATE IDENTITY GUIDELINES

ADVERTISING

TYPOGRAPHY GUIDELINES

Punctuation

Using the correct punctuation helps to get the right message across. There are two typography styles – headline applications and title applications.

1. Headline should have punctuation unless it is 3 or less words.
2. Titles should be 3 words or less and won't have punctuation.
3. All lists end with punctuation after each listed item.

Consider the effectiveness and consistency of punctuation. If a sentence needs a comma, it should have a full stop at the end.

Headline applications

1 HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT LONG.

Headline
Punctuation

Subheadline
Punctuation

HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT LONG.

Headline
Punctuation

Subheadline
Punctuation

- 3 **Service Descriptor** lorem ipsum dolor sit amet, per aliquam vulputate. Velit integer et lorem suscipit lorem dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique, felis felis tellus in amet dictum. Visit Global South African Network, call **0860 555 111** or visit **globalsouthafrica.com**.

Descriptors in text
Title case
Punctuation

Title application

2 TITLE HERE

SUBHEADLINE GOES HERE NOT LONG.

Descriptor
Sentence case
No punctuation
Title (3 words or less)
No punctuation
Subheadline
Punctuation

List application

- 4 Lorem ipsum dolor sit amet.
Per aliquam vulputate.
Velit integer et lorem suscipit lorem dui.
posuere pede condimentum dolor.

List
No bullets
Punctuation



CORPORATE IDENTITY GUIDELINES

ADVERTISING

A4 PRINT ADVERTISING

Generic Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

A4 Generic print



Image area

Typography area. This may move up and down on layout as needed.

/// = 1/24

A4 = 8,75 mm
A5 = 6,188 mm

5/24

CORPORATE IDENTITY GUIDELINES

ADVERTISING

PRINT GRID OPTIONS

Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

Print grid options Co-Branding

Co-Branding with BSA



Co-Branding with BSA and other brands



/// = 1/24

A4 = 8,75 mm
A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

ADVERTISING

A4 PRINT CO-BRANDING

When the Global South Africans Network logo and the Brand South Africa logo appear on the same communication, the logos will be separated by the width of the Earth Symbol from the GSA logo, and will line up at the bottom and top with each other to reach the balance between the logos.

See Co-branding section from page 6 - 9 of CI manual.

A4 Generic print Co-Branding



8/24



/// = 1/24

A4 = 8,75 mm
A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

ADVERTISING

PRINT GRID OPTIONS

Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

Typography Print grid options



/// = 1/24

A4 = 8,75 mm

A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

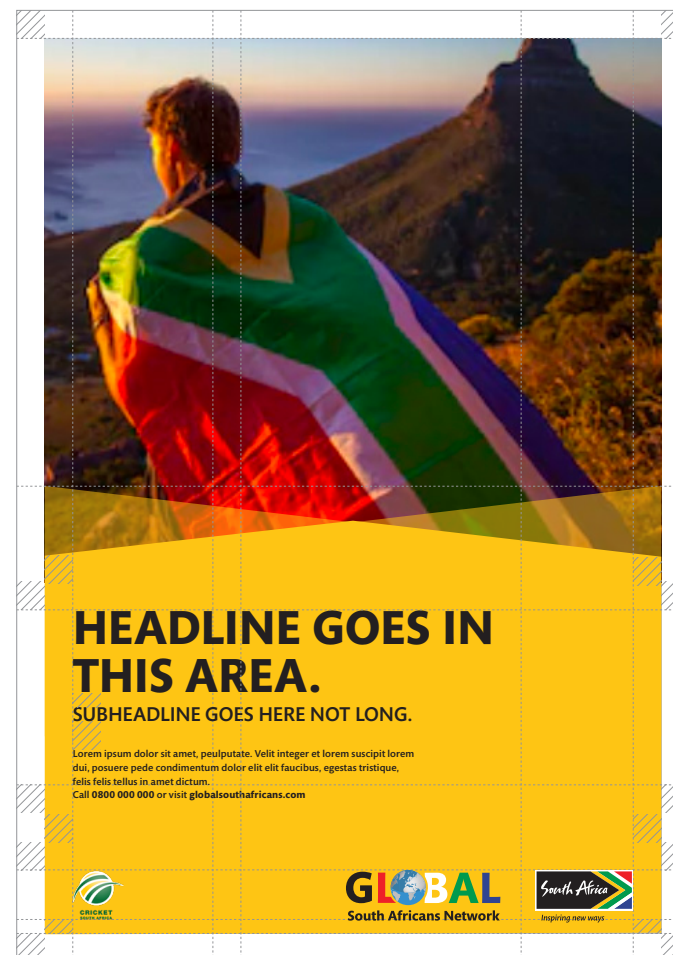
ADVERTISING

PRINT GRID OPTIONS

Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

Print grid options



/// = 1/24

A4 = 8,75 mm

A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

ADVERTISING

PRINT ADVERTISING

Generic Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

A4 print options



/// = 1/24

A4 = 8,75 mm

A5 = 6,188 mm



CORPORATE IDENTITY GUIDELINES

ADVERTISING

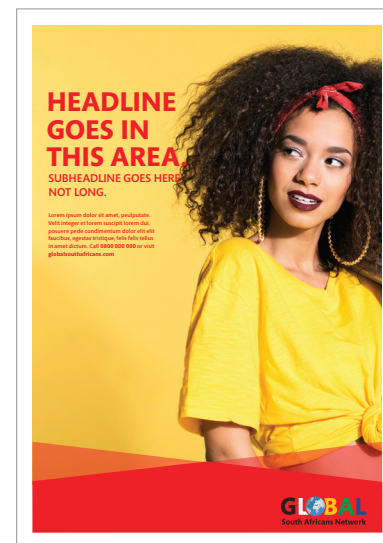
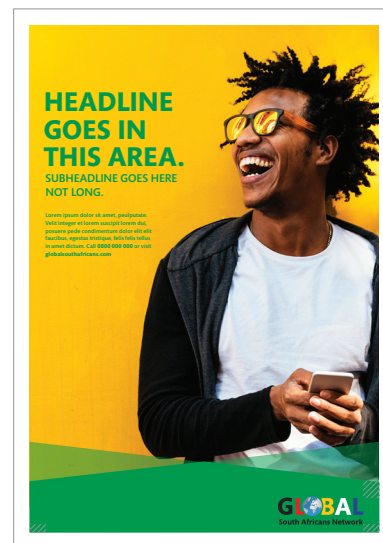
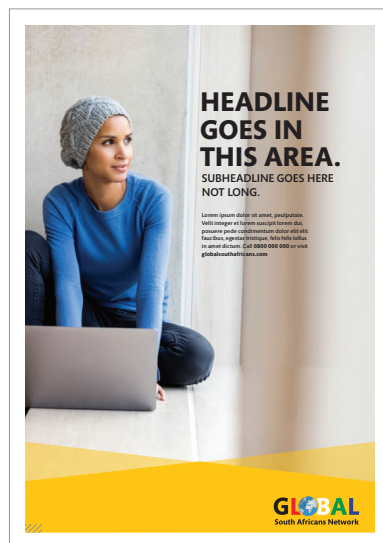
TYPE COLOUR APPLICATION

When type is used with the yellow holding shape, it must be black or white (if placed over an image).

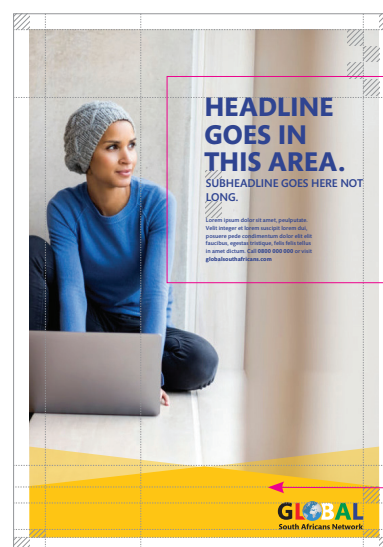
When we use colour copy, we only use the secondary colours from our palette, and the holding shape must be the same colour as the copy.

The coloured type and different colour holding shape is only applied if more than 60% of the advert is the primary colour yellow, as seen in the examples.

A4 colour change options



Incorrect type colour application



When type is used with the yellow holding shape, it must be black or white (if placed over an image).
Not in the other secondary colours.

CORPORATE IDENTITY GUIDELINES

ADVERTISING

BILLBOARD ADVERTISING

How to adapt the grid

1. In the case of extreme sizes, the white frame falls away.
2. Add and subtract even-numbered columns as needed.

Billboards extreme sizes

1,8 m x 6 m

1 m x 4 m

How to adapt the grid

Example: 1 m x 4 m

/// = 1/34

1 m x 4 m = 117,65 mm

34 columns

1/34



Figure 1



CORPORATE IDENTITY GUIDELINES

ADVERTISING



BILLBOARD ADVERTISING

You have to determine the size of the logo

1. No white frame.
2. The logo size is determined first. It is 4 columns wide and sits at the bottom of the layout.
3. The URL is placed at the bottom left of the billboard..
4. **Headline:** Mundo Sans Bold, all caps including punctuation.

Placement of elements

Example: 1 m x 4 m

1/34 = 1/34

1 m x 4 m = 117,65 mm

34 columns

1/34

4 HEADLINE GOES IN THIS
AREA AND MAY RUN OVER.

3 Visit globalsouthafrica.com

2 GLOBAL
South Africans Network

HEADLINE GOES IN THIS
AREA AND MAY RUN OVER.

Visit globalsouthafrica.com

GLOBAL
South Africans Network



CORPORATE IDENTITY GUIDELINES

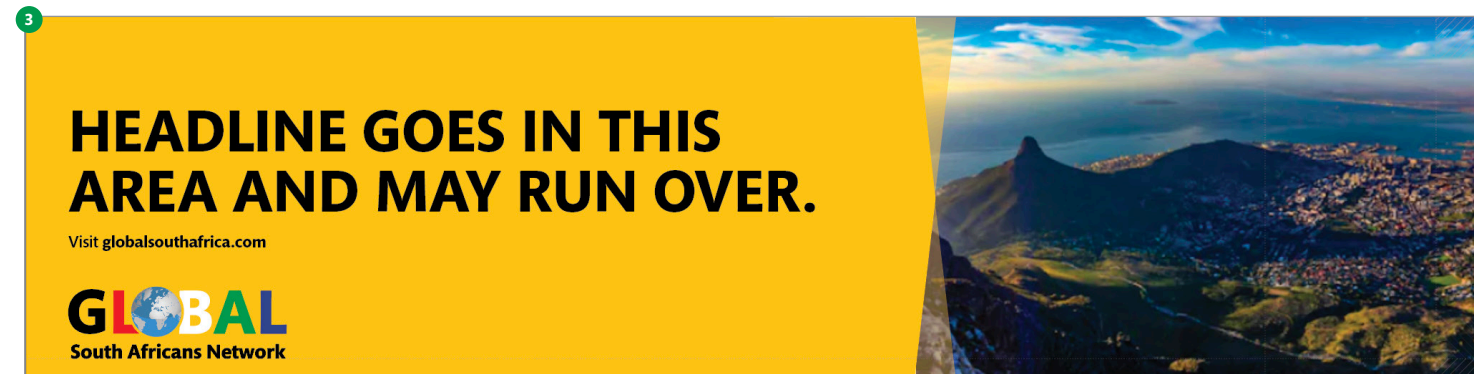
ADVERTISING

BILLBOARD ADVERTISING

You have to determine the size of the logo

1. Generic billboard with no image
2. Holding shape can move to create space for an image or headline.
3. Vibrant imagery to be used

Placement of Images



CORPORATE IDENTITY GUIDELINES

ADVERTISING

BILLBOARD ADVERTISING

When the Global South Africans Network logo and the Brand South Africa logo appear on the same communication, the logos will be separated by the width of the Earth Symbol from the GSA logo, and will line up at the bottom and top with each other to reach the balance between the logos.

See Co-branding section from page 6 - 9 of CI manual.

Co-branding on billboard

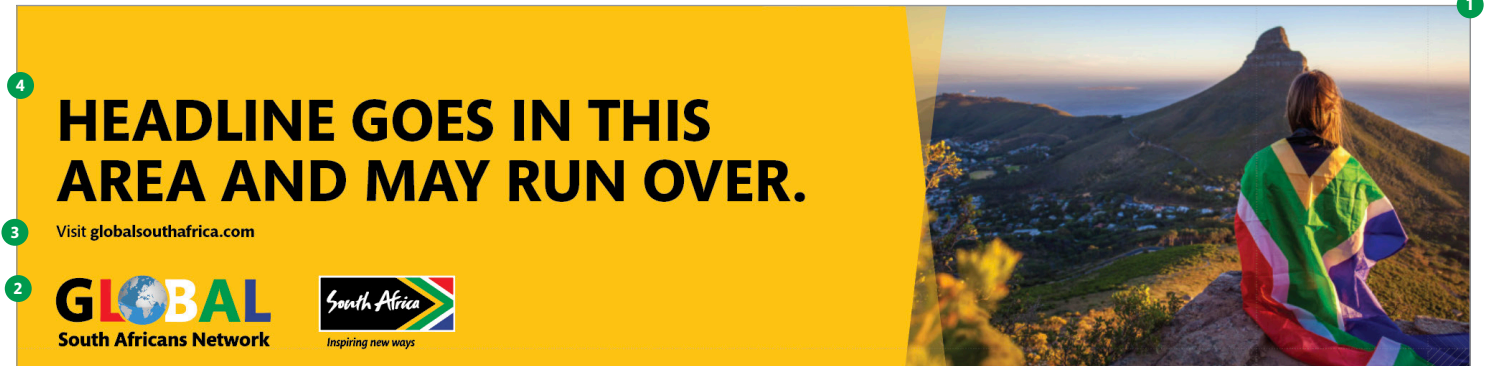
Example: 1 m x 4 m

1/34 = 1/34

1 m x 4 m = 117,65 mm

34 columns

1/34



1. The white frame is 1/24th all around and allows for our communication to stand out from the clutter, highlighting images and content.
2. The logo size is determined first. It is 8 columns wide and sits at the bottom of the layout.

1

HEADLINE
GOES IN
THIS AREA.

2

GLOBAL
South Africans Network

Image area

CORPORATE IDENTITY GUIDELINES

ADVERTISING

STREET POLE ADVERTISING

Street pole posters golden rule
is based on a 16-column grid rule.

Street pole posters sizes:

1 605 mm x 1 110 mm
1 800 mm x 1 250 mm

Placement of elements



CORPORATE IDENTITY GUIDELINES

ADVERTISING

STREET POLE ADVERTISING

You have to determine the size of the logos

1. White frame.
2. The logo size is determined first. It is 8 columns wide and sits at the bottom of the layout.
3. **Headline:** Mundo Sans Bold, all caps including punctuation.

When the Global South Africans Network logo and the Brand South Africa logo appear on the same communication, the logos will be separated by the width of the Earth Symbol from the GSA logo, and will line up at the bottom and top with each other to reach the balance between the logos.

See Co-branding section from page 6 - 9 of CI manual.

Co-branding



1/16 = 1/16

1 605 mm x 1 110 mm
= 69,375 mm



CORPORATE IDENTITY GUIDELINES

ADVERTISING



A2 GENERIC POSTER

Generic Print

The GSA brand is African, vibrant and energetic, which is why we use full-colour images on our advertising. Always make sure that the copy is legible. If needed, adapt the image in photoshop to help with contrast. Avoid darkening images with gradients.

A2 Generic poster

HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT
LONG.

Lorem ipsum dolor sit amet, peulputate.
Velit integer et lorem suscipit lorem dui,
posuere pede condimentum dolor elit elit
faucibus, egestas tristique, felis felis tellus
in amet dictum. Call 0800 000 000 or visit
globalsouthafricans.com

GLOBAL
South Africans Network

HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT LONG.

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felis felis tellus in amet dictum.

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dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique,
felis felis tellus in amet dictum.

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dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique,
felis felis tellus in amet dictum.

Lorem ipsum dolor sit amet, peulputate. Velit integer et lorem suscipit lorem
dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique,
felis felis tellus in amet dictum.

Call 0800 000 000 or visit globalsouthafricans.com

GLOBAL
South Africans Network

CORPORATE IDENTITY GUIDELINES

ADVERTISING

A2 POSTER COLOUR OPTIONS

When type is used with the yellow holding shape, it must be black or white (if placed over an image).

When we use colour copy, we only use the secondary colours from our palette, and the holding shape must be the same colour as the copy.

The coloured type and different colour holding shape is only applied if more than 60% of the advert is the primary colour yellow, as seen in the examples.

A2 Colour options

HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE
NOT LONG.

Lorem ipsum dolor sit amet, peulputate.
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Velit integer et lorem suscipit lorem dui,
posuere pede condimentum dolor elit elit
faucibus, egetas tristique, felis felis tellus
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South Africans Network



CORPORATE IDENTITY GUIDELINES

ADVERTISING

A2 POSTER CO-BRANDING

When the Global South Africans Network logo and the Brand South Africa logo appear on the same communication, the logos will be separated by the width of the Earth Symbol from the GSA logo, and will line up at the bottom and top with each other to reach the balance between the logos.

See Co-branding section from page 6 - 9 of CI manual.

A2 Co-branding



HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT LONG.

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dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique,
felis felis tellus in amet dictum.
Call 0800 000 000 or visit globalsouthafricans.com



HEADLINE GOES IN THIS AREA.

SUBHEADLINE GOES HERE NOT LONG.

Lorem ipsum dolor sit amet, peulputate. Velit integer et lorem suscipit lorem
dui, posuere pede condimentum dolor elit elit faucibus, egestas tristique,
felis felis tellus in amet dictum.
Call 0800 000 000 or visit globalsouthafricans.com





FOR ANY QUERIES ON THE VISUAL IDENTITY PLEASE
CONTACT THE GSA BRAND TEAM.

GLOBAL
South Africans Network