

# ESSENTIAL GUIDE TO

GAUTENG INDUSTRIAL DEVELOPMENT ZONE

VISUAL IDENTITY BRANDING PRINCIPLES

& KEY APPLICATION POLICIES

**FEBRUARY 2013**



# GAUTENGIDZ

INDUSTRIAL DEVELOPMENT ZONE



# INTRODUCTION

These policies ensure brand alignment and control how GAUTENG IDZ (GIDZ) expresses itself visually to all audiences. The application of these policies is mandatory internally and externally across all businesses, functions and geographies.

## THE PURPOSE OF THIS BOOKLET

This booklet is a quick reference source of core brand and visual identity principles. Each overview page also provides information on where you can access the detailed policies that you will need to fully understand how to apply GAUTENG IDZ visual identity.

## WHO IS IT FOR?

This booklet is to be used as a starting point by those responsible for managing, designing, producing and applying the GAUTENG IDZ brand visually to any materials, structures or goods. It may also be informative for any GAUTENG IDZ or agency partner employee who has an interest or need to understand the GNT brand and visual identity.

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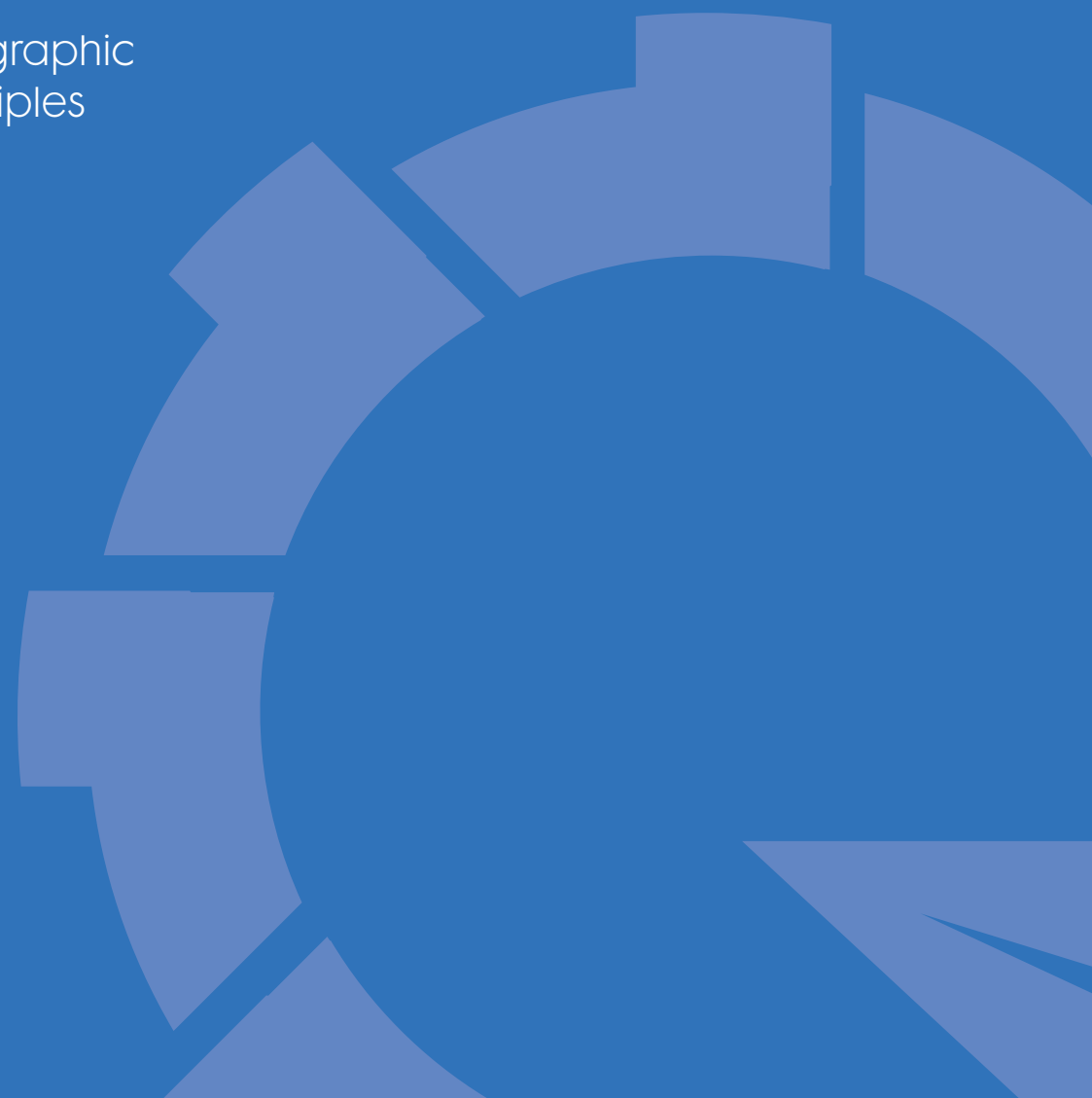
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# GIDZ CORE BRAND ELEMENTS

This section provides an overview of GIDZ core graphic elements and information on where the full principles can be accessed.

## GIDZ CORE BRAND ELEMENTS

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- 11 COLOUR PALETTE
- 12 TYPEFACES



## GIDZ CORE BRAND ELEMENTS

GIDZ has a set of key principles for visual elements that are applicable across the entire business. These serve as touchstones for all design development and should always be followed.

### THE LOGO

GIDZ has defined specific rules for the use and application of its logo

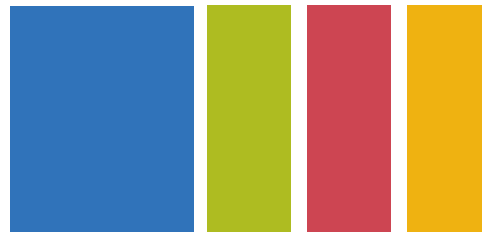
See page 4.



### COLOUR PALETTE

GIDZ has established a colour palette that can be used across the company.

See page 11.



### TYPEFACES

GIDZ uses only two typefaces to achieve consistency across applications.

See page 12.



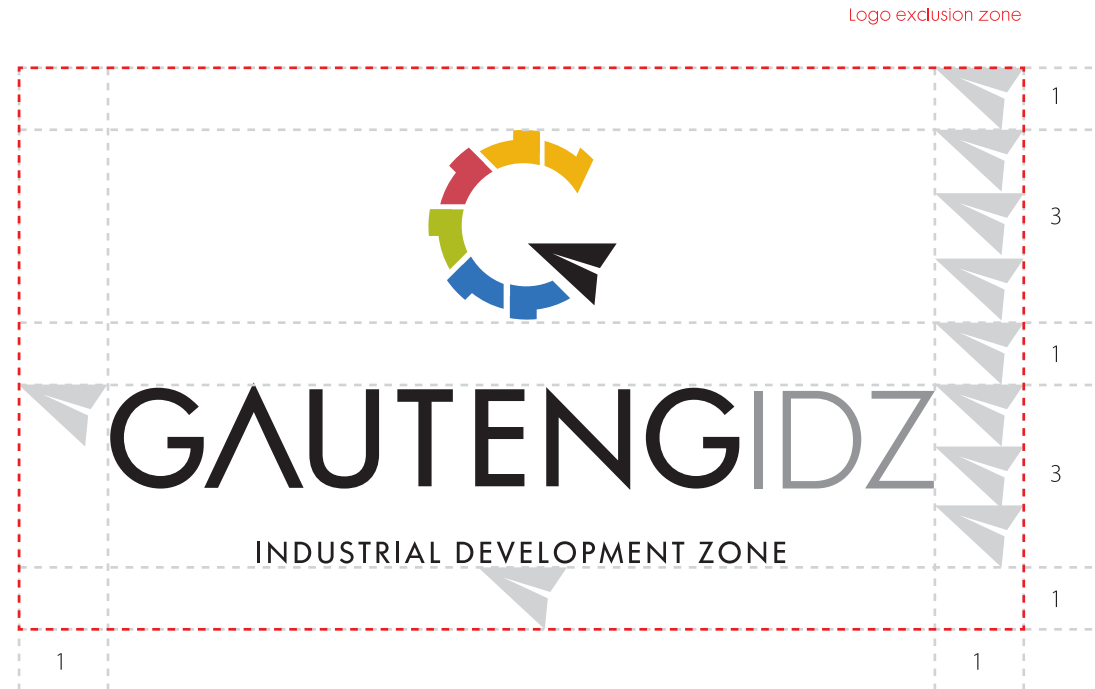
# THE LOGO

## THE ROLE OF THE LOGO

Soon to be one of the most recognised brand symbols in Gauteng, the logo is an extremely valuable asset. It must always be used correctly.

## EXCLUSION ZONE AND MINIMUM SIZE

The exclusion zone is the minimum clear space required around the logo. The minimum size in print reproduction is a 2.5cm wide logo. Note that this is not a recommended size and it is preferable to have the logo at a larger size.



# THE LOGO

## EXAMPLES OF SUB BRANDING

When appearing next to the GIDZ logo, the size of the supporting logo is very detailed and should be adhered to.



Sub branding

# THE LOGO

## EXAMPLES OF SUB BRANDING



Sub branding

# THE LOGO

## COLOURING THE LOGO

The primary representation of the logo is in full colour.

GIDZ BLUE or GIDZ GREEN can be used for one colour applications

There are no other colours used for the logo except where it is embossed on high value gifts, merchandise, on dark backgrounds and visuals and certain cases diaries and invitations. In this case gold or silver may be used.

In the case of greyscale applications, the tonal values have been indicated to match the colours of primary representation values.

All renditions of the GIDZ logo on a light colour backgrounds or picture must be sent to the approved by marketing and communications department for approvals.



Full colour logo



Black & white logo



One colour GIDZ BLUE on light background



One colour GIDZ GREEN on light background



Greyscale on light background



# THE LOGO

## COLOURING THE LOGO

It is recommended that the GIDZ logo be produced for use on light substrates. However there are instances when the logo needs to be on a dark substrate and for this reason we have nuanced the GIDZ logo.

All renditions of the GIDZ logo on a background colour or picture must be sent to the approved by marketing and communications department for approvals.



Full colour on dark background



White on dark background



Green on light background



Blue on dark background



Greyscale on light background

# THE LOGO

## THE ROLE OF THE GRAPHIC ELEMENT

Used in conjunction with the logo, it serves as a visual enhancement to make the brand easily recognisable.



Full colour graphic element on white background



Full colour graphic element on dark background



One colour graphic element on white background  
Only GIDZ Orange, Red, Green, Blue or Black to be used



One colour graphic element on dark background  
Only GIDZ Orange, Red, Green, Blue or Black to be used

# THE LOGO

## AVOID

Do not use the logo as a design aid (e.g. bullet point).

Do not use the logo in a pattern.

Do not combine with any other symbol, trade mark or brand name.

Do not distort, stretch, crop or amend the logo.



**X** Do not print smaller than 2.5cm wide.



**X** Do not increase the icon proportions.



**X** Do not use alternative colours.



**X** Do not distort the logo.



**X** Do not move elements of the logo.



**X** Do not use a different logotype.



**X** Do not remove any elements in the logo.

# THE COLOUR PALETTE

## THE ROLE OF COLOUR PRIMARY COLOUR PALETTE

Colour is a powerful quality of the GIDZ brand – it helps provide quick identification and drives brand attribution.

## PRIMARY AND SECONDARY COLOUR

GIDZ has two main colour palettes – a 'primary' palette that contains our core brand colours and a 'secondary' palette that contains a range of supporting colours.

Individual application policies provide precise references and direction on what GIDZ colours can be used and how they should be applied.

## PRIMARY COLOUR PALLETTE

PANTONE 7455 C  
CMYK: C80 M53 Y0 K0  
RGB: R59 G115 B187

**GIDZ BLUE**

PANTONE 583 C  
CMYK: C23 M0 Y100 K17  
RGB: R176 G188 B34

**GIDZ GREEN**

PANTONE 703 C  
CMYK: C0 M83 Y54 K16  
RGB: R206 G71 B83

**GIDZ REDG**

PANTONE 124 C  
CMYK: C0 M28 Y100 K6  
RGB: R238 G177 B17

**IDZ ORANGE**

BLACK  
CMYK: C0 M0 Y0 K100  
RGB: R0 G0 B0

**BLACK**

## SECONDARY COLOUR PALLETTE

PANTONE  
CMYK: C45 M43 Y0 K0  
RGB: R144 G142 B197

PANTONE  
CMYK: C5 M62 Y0 K0  
RGB: R229 G128 B180

PANTONE  
CMYK: C60 M0 Y25 K0  
RGB: R88 G197 B199

PANTONE  
CMYK: C77 M35 Y0 K0  
RGB: R42 G139 B203

## THE TYPEFACES

### THE ROLE OF TYPOGRAPHY

The GIDZ brand uses two complementary typefaces only. These help achieve consistency and harmony in all communications.

### OUR TYPEFACES

CgFutura is a clean, modern, open, easy to read font and widely available throughout the world. There are many versions of CgFutura suitable for different applications from signage and point of purchase to literature copy.

GIDZ business names and GIDZ sub-brands always appear in CgFutura. In some markets CgFutura is not available in the local language. In these instances use the typeface that most closely resembles Futura. Substitutes for Futura for non-Roman alphabets must be agreed by GIDZ marketing and communications department.

Verdana is the only typeface to be used for live HTML text on the internet and intranet. It has been selected to be compatible with the worldwide web where it is most commonly used.

CgFuturaMaxiL t

CgFuturaMaxiB k

**CgFuturaMaxiD e**

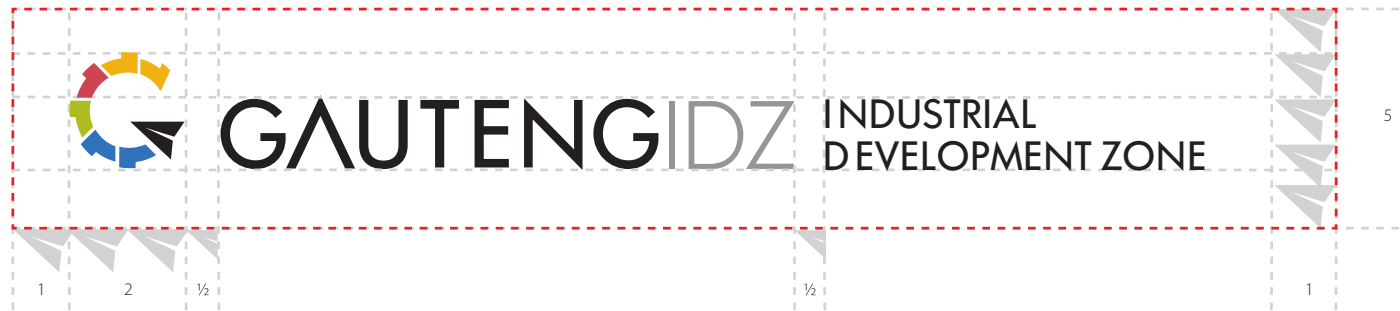
**CgFuturaMaxiBd**

Verdana **For web use only**

# THE TYPEFACES

## GIDZ PREFIX FOR SUB-BRANDS

For any application where the word 'GAUTENG INDUSTRIAL DEVELOPMENT ZONE' is combined with the logo, 'GAUTENG INDUSTRIAL DEVELOPMENT ZONE' is set in CgFutura Maxi DE and provided as artwork – do not re-create it.



# GUIDE TO GIDZ APPLICATION POLICIES

This section provides an overview of GIDZ's application policies and information on where these can be accessed. Each policy provides guidance on how GIDZ's visual identity is used in specific applications.

15	STATIONERY POLICY
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35	BRANDED GIFTS, MERCHANDISE, BRAND LICENSING & PROMOTIONAL ITEMS POLICY

# STATIONERY POLICY

## WHY IT IS IMPORTANT

Anything on GIDZ letterhead reflects upon the company as does any individual who carries a GIDZ business card.

It is important that the corporate stationery presents GIDZ as one company with a consistent identity.

## WHAT IT IS

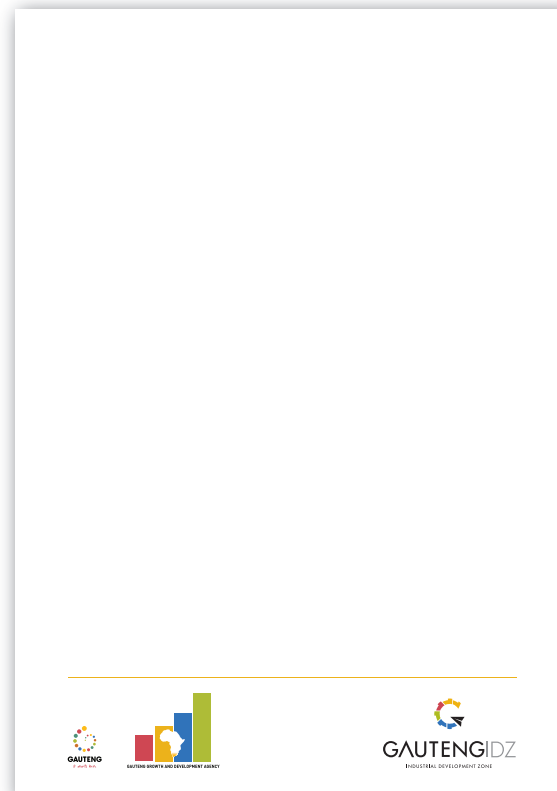
The policy provides information on the creation of stationery such as letterhead and business cards for different sizes and formats.

## IMPORTANT KEY PRINCIPLES

Envelopes feature no branding except in markets where it is a legal requirement.

Where GIDZ owns a minimum of 51% of the business, GIDZ branding is applied fully.

Approved third parties may use the GIDZ logo on stationery with a descriptor to explain the relationship. Usage of the GIDZ logo in such situations must be approved by GIDZ Marketing & Communications department.





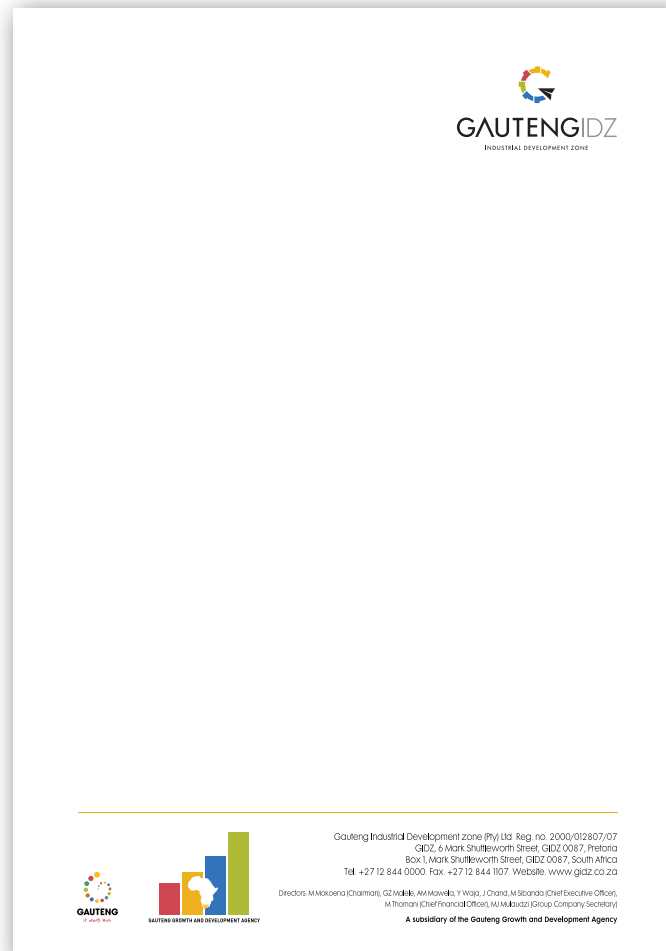
# STATIONERY POLICY

## SPECIFICATIONS

Please note that the GIDZ letterhead is specified for print as follows:

- 1) Printed in four process colours
  - 2) Print on both sides
  - 3) Size: 297 x 210 mm
  - 4) Stock: 100 gsm Siena Weave "brite white"
- Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

Letterhead back if printed in GIDZ BLUE with watermark placed in bottom right hand corner at a height of 99mm H x 46mm W in 10% white transparency.



Standard letterhead

Standard letterhead back



# STATIONERY POLICY

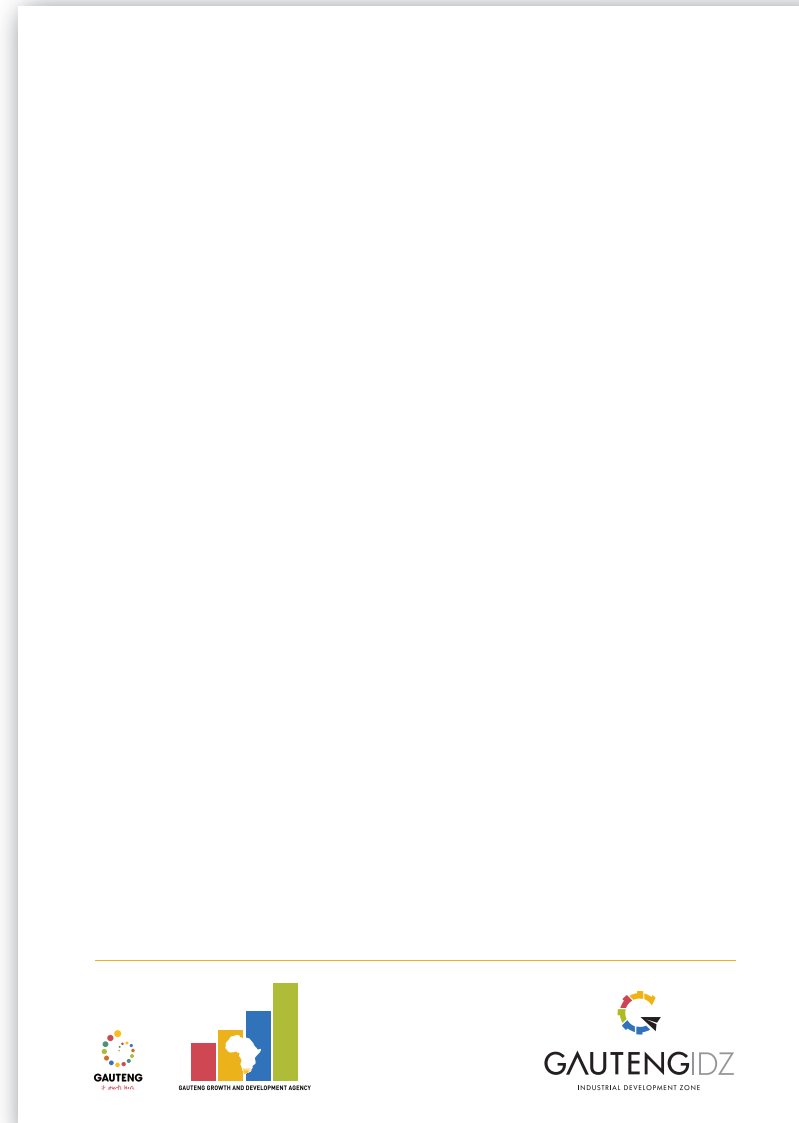
## SPECIFICATIONS

Please note that the GIDZ letterhead continuation sheet is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 297 x 210 mm
- 4) Stock: 100 gsm Siena Weave "brite white"

Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.

- 5) Quantity: as per your requirements



## SPECIFICATIONS

Please note that the GIDZ complimentary slip is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 210 x 99 mm
- 4) Stock: 100 gsm Siena Weave "brite white"

Alternative paper when Siena Weave is not available:

Stephen smart white 115 gsm.

- 5) Quantity: as per your requirements



# STATIONERY POLICY

## SPECIFICATIONS

Please note that the GIDZ business card is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 2 sides, front and back
- 3) Size: 90 x 50 mm
- 4) Stock: 350 gsm Magno Matt
- 5) Finish: Matt laminate both sides
- 6) Quantity: as per your requirements

Standard business card front



Standard business card back

# STATIONERY POLICY

## SPECIFICATIONS

Please note that the GIDZ envelope is specified for print as follows:

- 1) Printed in four process colours
  - 2) Print on 1 side only. Both sides if required.
  - 3) Finished size: 230 x 325 mm
  - 4) Stock: 100 gsm Siena Weave "brite white"
- Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements



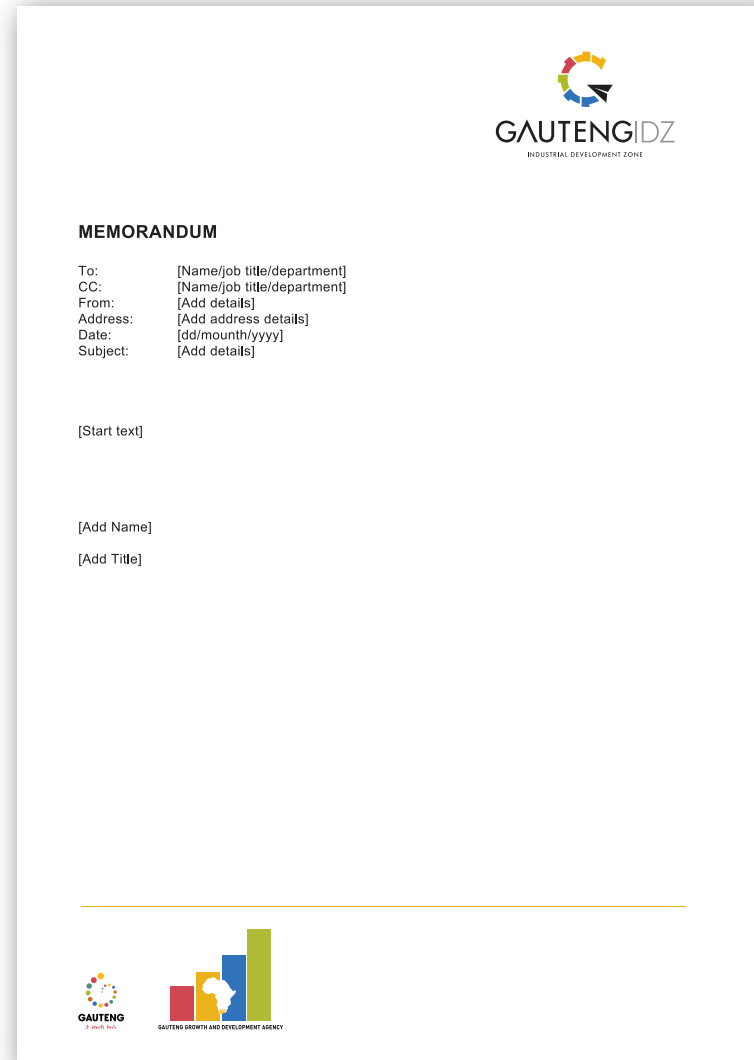
## SPECIFICATIONS

Please note that the memo is not printed but exists as an electronic word document template.

Subject in 12pt Arial Bold

All content in Arial 10pt Regular

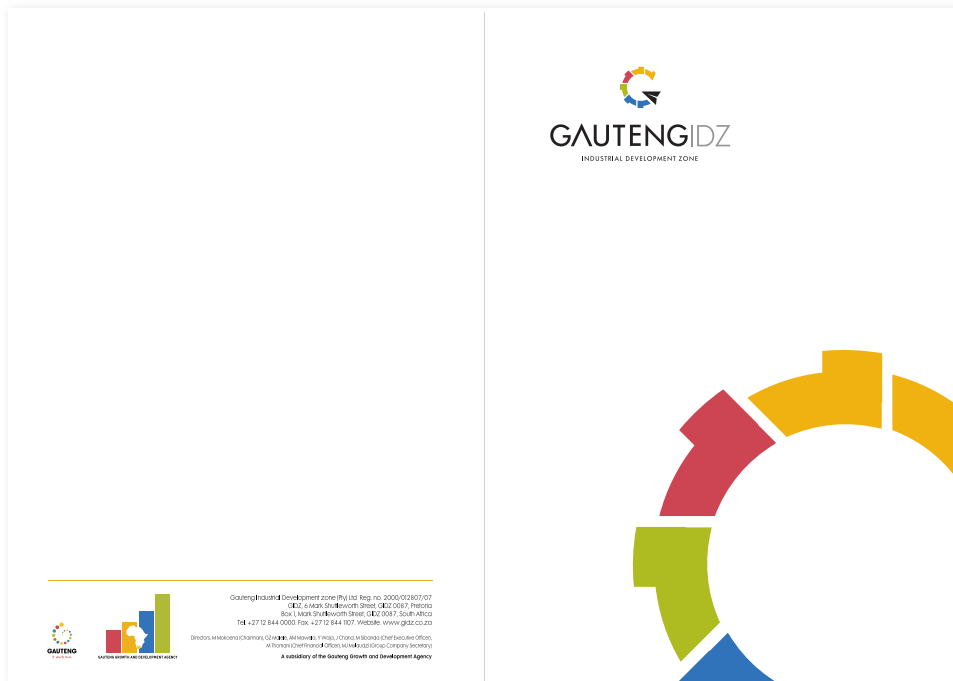
This design document is never recreated.



**SPECIFICATIONS**

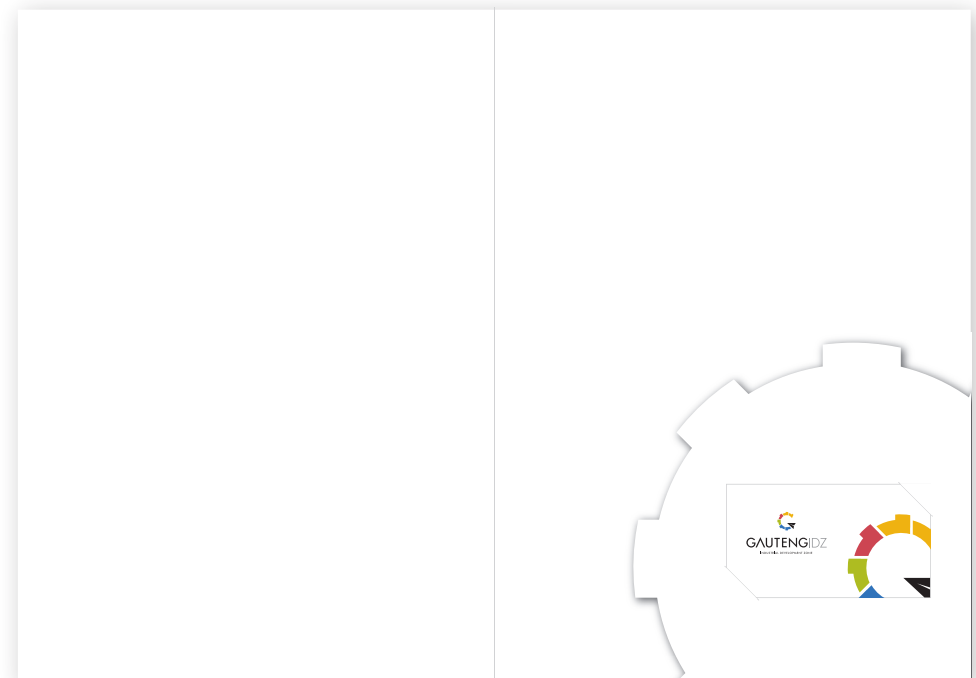
Please note that the GIDZ folder can be designed differently.

This is an example for illustration purposes.



Outside folder

Inside folder



# STATIONERY POLICY

## SPECIFICATIONS

The GIDZ e-mail signature template is very specific and is created by the GIDZ IT department. For universal access and limited font conflicts, the supporting family font "Arial" is used and the format is as follows:

### GIDZ SIGNATURES

Name

Position

Division (if applicable)

Tel

Fax

Website

GIDZ logo (image) Sub brands (image)

Disclaimer

**Abe Delta**

Executive: Monitoring, Evaluation and Organisational Performance

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# STATIONERY POLICY

## SPECIFICATIONS

The GIDZ powerpoint template consists of a presentation title slide and a template slide.

The masterside should never be altered.

For universal access and limited font conflicts, the supporting family font "Arial" is used.



# VISUAL IDENTITY FOR COMMUNICATIONS POLICY

## WHY IT IS IMPORTANT

Although GIDZ communicates with varied audiences, it is important that we visually present the brand in a consistent way. This helps with brand recognition and positive attribution.

## WHAT IT IS

This policy provides guidance for the design of GIDZ communications produced by or for GIDZ. This includes:

Above the line: press, online and outdoor advertising, etc.

Below the line: Sales brochures, fact sheets, printed collateral, etc.

Internal: posters, information sheets, training materials, literature, presentations, etc.

## KEY PRINCIPLES



### THE LOGO

The logo is present on all GIDZ communications.

CgFuturaMaxiLt  
 CgFuturaMaxiBk  
**CgFuturaMaxiDe**  
**CgFuturaMaxiBd**

### TYPOGRAPHY

Designs can select from four weights of CgFutura.



### COLOUR

A defined palette encourages prominent use of blue, green, red and orange.



### IMAGERY

Photography and illustration emphasize luxury and convenience



### GRAPHIC ELEMENT

A theme of round and moving elements at bottom right complements the brand.

# VISUAL IDENTITY FOR COMMUNICATIONS POLICY

## EXAMPLE APPLICATIONS

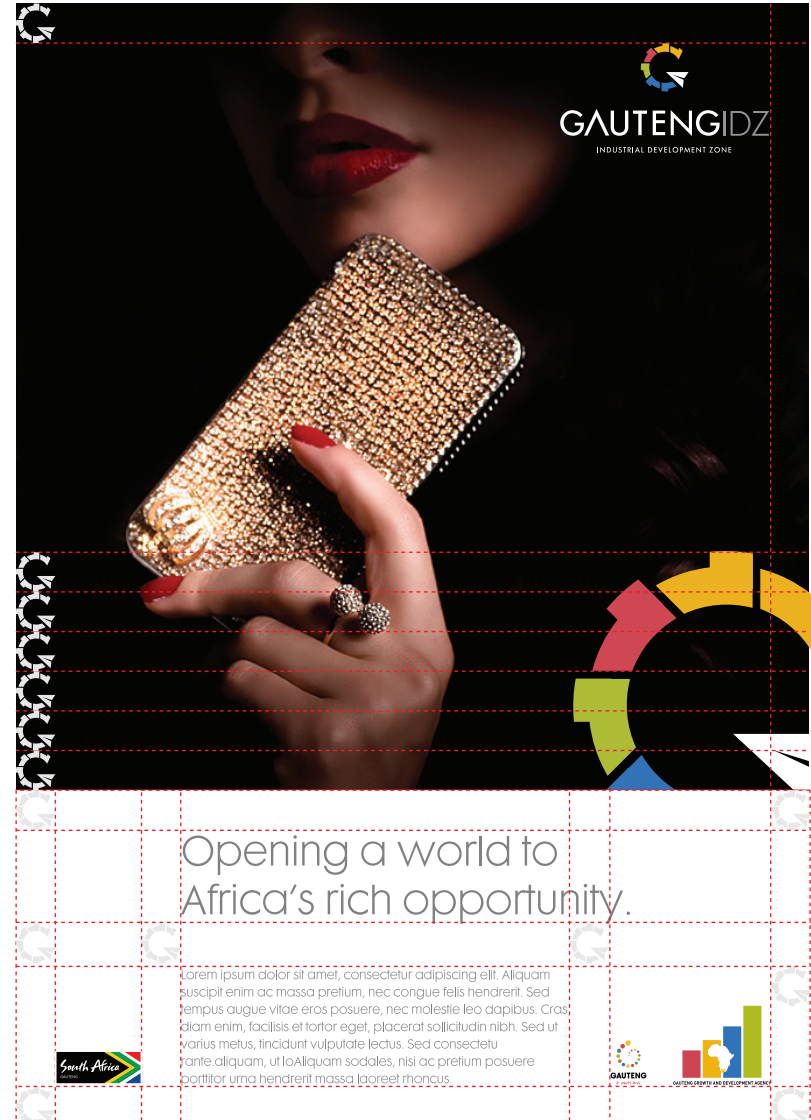
We have created a grid for all print media.

Grids are depicted by spacing "G" to create white space at the bottom of printed media.

An extra section is made available for inclusion of sub branding when required.

The Graphic element will always appear on the bottom right and proportionate to 6x "G" height.

A4 Portrait print ad



# VISUAL IDENTITY FOR COMMUNICATIONS POLICY

## EXAMPLE APPLICATIONS

Billboard campaign



Opening a world to Africa's rich opportunity.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam suscipit enim ac massa pretium, nec congue felis hendrerit.

# VISUAL IDENTITY FOR COMMUNICATIONS POLICY

## EXAMPLE APPLICATIONS



Roller banner design

# ONLINE BRANDING POLICY

## WHY IT IS IMPORTANT

The GIDZ online presence has the potential to be a high-profile and far-reaching communication channel. It can reach customers and colleagues in all parts of the province and must follow central design standards.

## WHAT IT IS

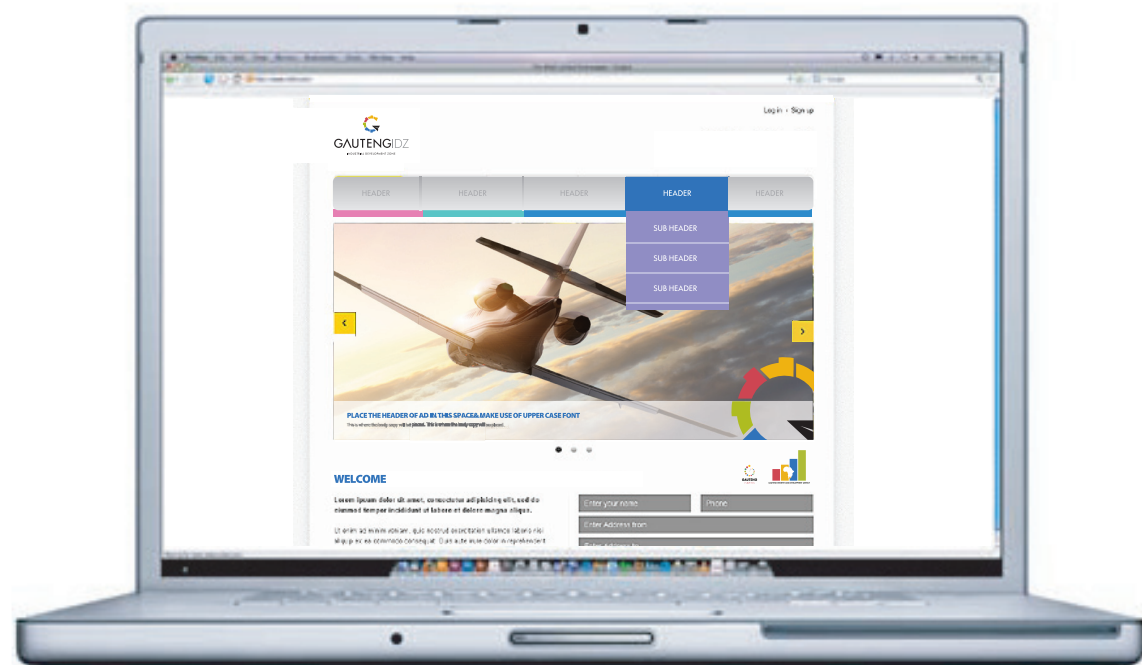
This policy contains online brand standards for GIDZ internet and intranet presence. It is overseen by the Marketing & Communications Department. For guidance on design principles for online digital advertising and communications, please refer to the GIDZ Visual Identity for Communications Policy.

## KEY PRINCIPLES

The GIDZ logo is always located in the top left corner of the web page and links to the business website.

The online version of the logo is 120px in height.

The size and positioning of the logo on the website is fixed and cannot be altered.

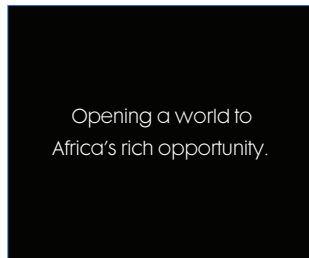


# ONLINE BRANDING POLICY

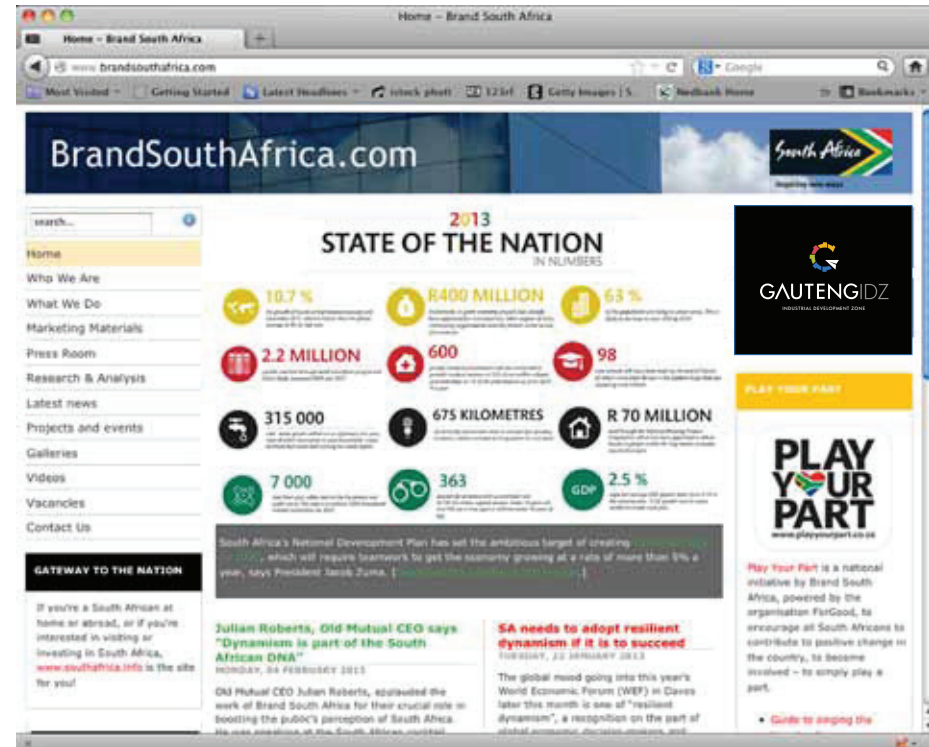
## WHY IT IS IMPORTANT

Website banners should be simple to read and quick to assimilate.

The timing on transitions should be quick - if one misses it, one can get the full message on the second loop.



Web banners



# CORPORATE & BUSINESS SIGNAGE POLICY

## WHY IT IS IMPORTANT

Signage is an important way of communicating GIDZ ownership and information. To simplify the provincial signage system and reduce costs there is one design standard.

## WHAT IT IS

Corporate and business signage includes all signs inside or outside GIDZ facilities such as:

- Office buildings.
- Workshops

Corporate and business signage does not apply to signs at any public service points such as:

- GIDZ Trading Centres (which have their own policy).
- GIDZ exhibitions (which have their own policy).

## KEY PRINCIPLES

### LOGO USE

In general, exterior signage is branded with the logo, although this should not be applied indiscriminately. All internal signage should be unbranded except for the presence of an approved logo in reception areas.

### TYPEFACE USE

CgFuturaMaxiBd for operational and location names, and operating information such as office hours.  
 CgFuturaMaxiDe for information and directions.  
 Also when required for details within a name.  
 CgFuturaMaxiLt for legal details when required.

### COLOUR USE

GIDZ GREEN appears only on branded signs within the logo.

GIDZ RED appears only on branded signs within the logo.

GIDZ ORANGE appears only on branded signs within the logo.

GIDZ Blue is the base colour for the information panel only on a blue information zone sign.

Offices	
Name Surname	201
Name Surname	202
Name Surname	203
Name Surname	204
Name Surname	205
Name Surname	206
Name Surname	207

Standard indoor directional sign



Exterior signage



# CORPORATE & BUSINESS SIGNAGE POLICY

## EXAMPLES OF SUB BRAND SIGNAGE



# BRANDED WORKWEAR POLICY

## WHY IT IS IMPORTANT

GIDZ staff and its representatives play key roles in creating and delivering a consistent brand image. The clothing they wear helps ensure that they are identified as representing GIDZ.

## WHAT IT IS

Workwear is defined as the following:

Industrial clothing, including safety items.

Office clothing.

Retail and business to business clothing.

Branded clothing for events, conferences and retail promotions.

## KEY PRINCIPLES

Aim to match the clothing colours as closely as possible to the GIDZ palette. As GIDZ Blue is difficult to match, it should be avoided for large areas of clothing.

Materials should be chosen for safety, comfort and durability.

The logo is the preferred branding and must appear on the right hand side (from the perspective of the wearer) of the front of clothing.

Avoid placing the logo too close to seams, rivets, borders or strong fabric colour changes.

Name and identity badges are not branded and appear on the left hand side of clothing.

Use CgFuturaMaxiDe for names and badges.

It is very difficult to produce embroidered versions of the logo and great care is needed.



# VEHICLE BRANDING POLICY

## WHY IT IS IMPORTANT

Our vehicles act as a moving advertisements for G IDZ. Therefore, it is important that it expresses what we stand for and is aligned with the overall GIDZ look and feel.

## WHAT IT IS

Only vehicles owned or controlled by GIDZ can use GIDZ branding on their vehicles. Third parties may carry approved GIDZ branding only if contractual agreements are in place.

## KEY PRINCIPLES

Vehicle side body identifies the organisation operating the vehicle. Vehicle doors identifies the origin and company details.

GIDZ owned and/or controlled delivery vehicles are fully branded 'GIDZ' as standard including graphic element.

Third party advertising is limited on GIDZ vehicle,(eg. back of window) but is permitted in specific circumstances.



# BRANDED GIFTS, MERCHANDISE, BRAND LICENSING & PROMOTIONAL ITEMS POLICY

## WHY IT IS IMPORTANT

GIDZ businesses often commission branded items to support their activities with specialised gifts. GIDZ occasionally approves the licensing of trade marks for products and services to third parties. In these instances, it is important that the principles of GIDZ branding are applied.

## WHAT IT IS

This policy relates to the application of GIDZ branding on non-GIDZ originated products or services as well as those occasions when GIDZ licenses the use of its brand to third parties.

## KEY PRINCIPLES

### QUALITY

Branded objects and services must be of the highest quality (materials, finish, style) regardless of the price point.

They should not be disposable items which could quickly be discarded.

Objects should be relevant to the GIDZ business and the promotion or use.

### LOGO

The logo, approved business name, or sub-brand may be used but must be reproduced accurately.

The logo should not be over-sized and must be visible without wrapping around the surface.

The logo should not fade or wear with use.

### SOURCING SUPPLIERS

Only use suppliers who have been approved within the GIDZ Contract & Procurement Policy. If in doubt, contact our Marketing & Communications department.



Cap



Keyring



Mug



Pen