

TIA Corporate Identity Manual



science, technology
& innovation

Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA

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V1.0	2013	MARCOMS	<ul style="list-style-type: none">• New Corporate Identity Manual	31 August 2021
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Corporate identity manual approval

This Corporate Identity Manual was signed on 01 September 2021 at Pretoria, and will be of immediate effect.

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Glossary

Term	Definitions
Brand	A brand is an identifying symbol, mark, logo, name, word, and / or sentence that companies use to distinguish their product from others. A combination of one or more of those elements can be utilized to create a brand identity. Legal protection given to a brand name is called a trademark
Brand Essence	A brand essence is the single intangible attribute that differentiates the brand from competitive brands as perceived by the audience.
Brand Architecture	The organising structure of the relationship of brands in a portfolio in relation to each other.
Brand Image	A consumer's perceptions about a brand, as reflected by the brand associations held in the consumer's memory.
Brand Promise	A brand promise is a statement made by an organisation to its customers stating what customers can expect from their product and services.
Brand Personality	A set of human traits or characteristics assigned to the brand.
Brand Elements	Brand elements are features or traits that differentiate a brand from others.
Corporate Identity Manual	Comprehensive guidelines and instructions on the correct use of the graphic elements that make up the corporate identity.
Colour Palette	A colour palette is a range of colors
CMYK	Cyan, magenta, yellow and black ink used in four-colour process printing to achieve full-colour images or graphics.
Co-branding	The use of two or more brand names in support of a new product, service or venture.
Logo	A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values. Logo design is all about creating the perfect visual brand mark for a company.
Monolithic Brand	A singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.
Pantone	The international standard for colour specification and referencing.

Secondary Colour	The secondary logo is a simplified version of the the primary logo. It uses the elements of the primary logo arranged in a different composition. The design eliminate some text or rearrange the elements to improve readability in small sizes.
Target Audience	A specific group of people or consumers identified as being likely customers of a business.
Tagline/positioning statement	A tagline is a short, memorable description that succinctly and clearly communicates the brand message.
Typography	The style of characters in type.

Abbreviations

Abbreviation	Definitions
CEO	Chief Executive Officer
CIM	Corporate Identity Manual
DSI	Department of Science and Innovation
GCIS	Government Communication and Information Systems
MARCOMS	Marketing and Communications Business Unit
TIA	Technology Innovation Agency

Our Mandate

The mandate of TIA is derived from the provisions of the Technology Innovation Act (Act 26 of 2008), which establishes TIA to promote the development and exploitation, in the public interest, of discoveries, inventions, innovations and improvements.

The object of TIA is to support the State in stimulating and intensifying technological innovation in order to improve economic growth and the quality of life of all South Africans by developing and exploiting technological innovations.

Our Vision

To be a leading technology innovation agency that stimulates and supports technological innovation to improve the quality of life for all South Africans.

Our Mission

To facilitate the translation of South Africa's knowledge resource into sustainable socio-economic opportunities

Our Values



Teamwork

Together we can do more. Fostering teamwork creates a TIA work culture that values collaboration and co-operation.

Professionalism

We apply the most appropriate skills, competencies, experience and knowledge of best practices cohesively in conducting our work.

Excellence

We will be accountable to all stakeholders to deliver exceptionally high standards of work and performance.

Integrity

We strive to do what we said we would, when we said we would do it.

Transparency

We engage in inclusive open communication, and hold each other accountable for our performance and conduct.

Innovation

We foster a culture where we continually nurture and implement new ideas from our staff and stakeholders that enhance how we do things and deliver services.



Purpose of a brand manual

Reference guide

The TIA Corporate Identity Manual serves as a reference encompassing every aspect of the brand, from the various creative elements of the TIA brand, to the positioning and TIA brand experience. The TIA Corporate Identity Manual has been created to provide all stakeholders - employees and partners - a clear set of guidelines for designing, writing, producing and organising any aspect related to the brand.

Consistent brand

A core component of a brand's identity, is consistency. A strong brand identity will differentiate a brand in an otherwise cluttered market.

A brand identity encompasses look and feel, imagery, messaging, positive association with the name, character, services and products that a brand offers. Inconsistent use will detract from the integrity and quality of the brand.

Protection of brand

A brand's identity, personality and image are vital to the essence and integrity of a brand. A Corporate Identity Manual aims to ensure that this very essence and integrity are protected. It ensures unified and consistent messaging and correct implementation and maintenance of the brand image and identity. It also protects the brand from incorrect and inconsistent use which will detract from the integrity and quality of the brand.

Empowering, not restrictive

A Corporate Identity Manual provides a frame of reference for brand application. It is prescriptive but allows for freedom of design using the principles and guidelines.

Brand history

The Technology Innovation Agency (TIA) is an initiative of the Department of Science & Innovation (DSI) that came into existence through the promulgation of the Technology Innovation Agency Act No. 26 of 2008.

At the time seven Department of Science and Innovation (DSI) entities were merged that were previously responsible for supporting and promoting innovation in South Africa. These entities were:

- Innovation Fund
- Tshumisano Trust
- Cape Biotech Trust
- PlantBio Trust
- EcoBio Lifelab
- BioPAD Trust
- Advanced Manufacturing Technology Strategy (AMTS)

TIA was established with the objective of stimulating and intensifying technological innovation in order to improve economic growth and the quality of life of all South Africans by developing and exploiting technological innovations. TIA's core business objective is to support the development and commercialisation of competitive technology-based services and products. TIA primarily uses South Africa's science and technology base to develop new industries, create sustainable jobs and help diversify the economy. It invests in various technology sectors, including Advanced Manufacturing, Agriculture, Indigenous Knowledge Systems, Industrial Biotechnology, Health, Natural Resources, Energy and ICT.

TIA helps technology progress by taking innovation further from any stage of an idea / project / initiative. Core services include funding, support services & expertise to take technology innovation initiatives further.

TIA has retained its logo since inception to ensure brand consistency. The function of the tagline is to emphasise the brand promise to stakeholders and to further clarify the strategic intent.

The TIA brand story

TIA is a development funding institution that assists progress in South Africa by taking technology innovation further. TIA offers the opportunity to develop ideas, projects and innovations from their infancy through to realising its full potential. TIA is the connection that drives innovation from the current state to where it could be in the future.

TIA supports high risk technology based projects by providing funding and non-financial services in various strategic economic sectors.

TIA brand purpose wheel

The brand purpose key defines TIA's brand in terms of what / who TIA is, the expected brand behaviour and the strategic intent of the company as a technology development funding institution. The essence of the brand is to enable technology innovation progress. This is achieved through the technology innovation ecosystem design, partnerships and passionate experts.

The ultimate objective is to improve lives in South Africa in an impactful way. TIA strives to be the leading authority in technology innovation. This is achieved by providing practical solutions to take technology innovations further, thought-leadership and expertise. TIA also facilitates networking with relevant stakeholders so partners can evolve their initiatives into productive businesses that bring about change. TIA's promise is to take technology innovation further by unleashing the country's technology innovation potential to further drive the economy.

To create a successful brand it is important to ensure that a company's strategic intent (core services) is clearly communicated. A tagline or slogan is often used for this purpose, as it is a powerful, dramatic or memorable phrase which reinforces the message.

"Innovating Tomorrow Together"

The tagline provides a compelling motivation to encourage stakeholders to engage with TIA. The motivation to realise the full potential of technology for the future is what lies at the centre of this message. This tagline supports the clear understanding of the purpose of the business - enabling of innovation for a better future.

TIA supports innovators of technology through funding, consultation, training etc. for successful "go to market" of inventions. The tagline therefore states TIA's core purpose of not owning innovation but making it possible, i.e. enabling change. Partners of TIA will have the opportunity to take their projects / initiatives to the next level and contribute to real change. Partners can achieve more through TIA's ecosystem of funding, support services, expertise & passion for technology innovation.



TIA brand personality wheel

The TIA brand personality wheel addresses four main needs or requirements of stakeholders:

- Progress,
- Sense of belonging,
- Independence
- Progressive accomplishment.

The communication style is therefore collaborative and authoritative.



Brand strategy

Who are we talking to?



employees

students



science & technology



communities

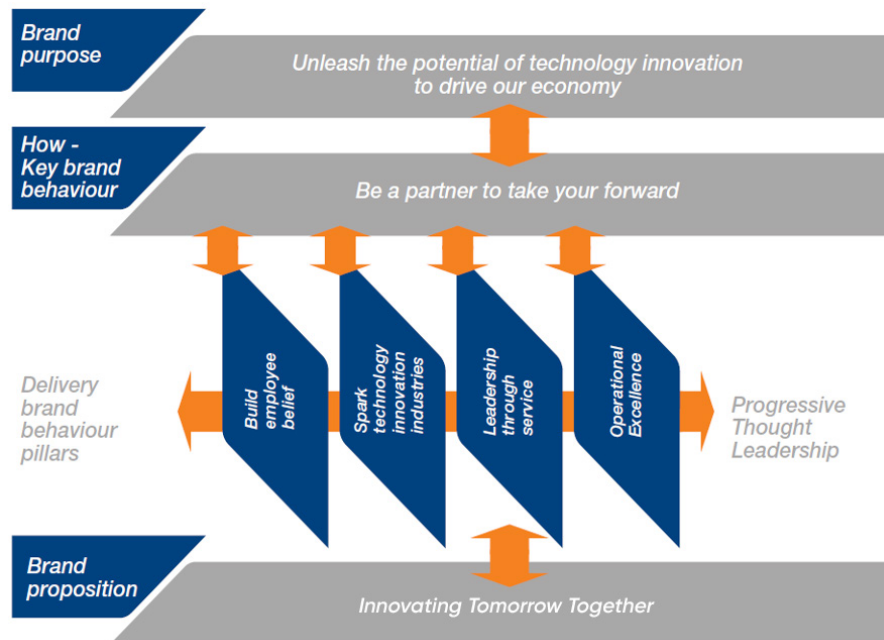


managers



inventors

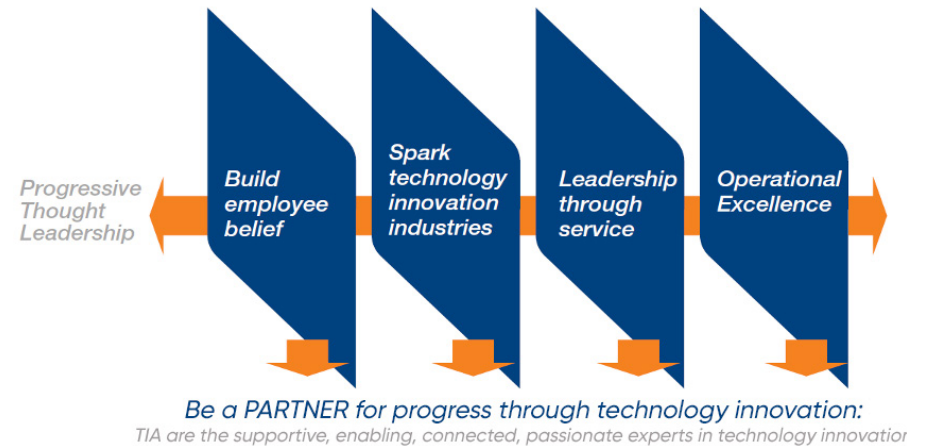
Connecting the company vision, mission & brand purpose



TIA is a brand that embodies a passion for progress and thought-leadership and an enabling partner that cares about South Africa's economic development.

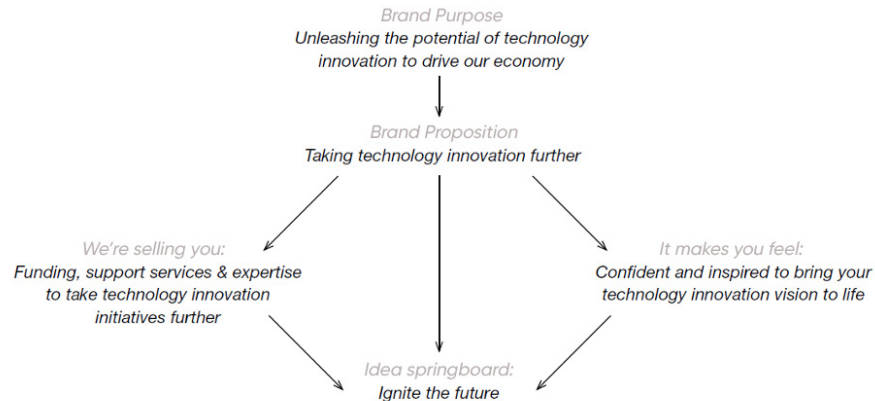
Brand Communication Priorities – By delivering on key brand proof pillars we will be able to really take technology innovation further in a tangible way.

Proof pillars that enable brand behaviour

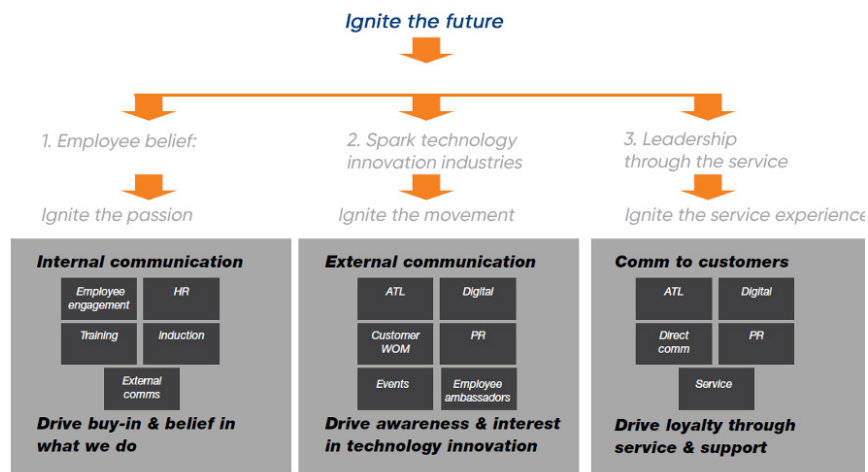


Developing the brand communication architecture and using the brand purpose key to go to market.

The TIA Brand



How does the idea springboard launch the TIA brand?



As a brand we are:

- | | | |
|---|--|--|
| <ul style="list-style-type: none"> Service innovators Listen Make things simple Quick Dependable Daring Business savvy | <ul style="list-style-type: none"> We enable people to realise the possibilities of their dreams so that they may continue challenging their fears. | <ul style="list-style-type: none"> Taking technology innovation forward |
|---|--|--|

Am Do Say

Our culture is:

- | | | |
|---|---|--|
| <ul style="list-style-type: none"> Customer focussed Resourceful when helping and interacting Expert in our field Many different branches with various duties Rooted in one company vision | <ul style="list-style-type: none"> We do things with simplicity and trust, managing expectations so that you can rely on us. | <ul style="list-style-type: none"> Taking technology innovation forward |
|---|---|--|

Internal



External



Brand Elements

Logo

The TIA logo is striking, balanced, distinctive and commands attention. It incorporates the symbol or logo element, the name and a tagline.

The TIA logo consists of the following elements

- The logo element (mountain symbol)
- The company name (“technology innovation” and “AGENCY”)
- The tagline - “Innovating Tomorrow Together”.



The logo element - The symbol or logo element, with its white space, forms the centre point of the design. This element consists of the “wing, sun and mountain”.

The “mountain” in the logo grows in a step-wise direction, symbolising growth and innovation. These steps also symbolise the multiple phases that are required to bridge the gap between the research phase and the commercial sector.

The “wing” shows how TIA helps ideas take flight. In addition, the wing forms an arrow that represents several parties working towards a single goal.

The “rising sun” represents TIA’s prominence within the sector. The monolith can stand on it’s own if necessary and still be recognisable.

The “white space” surrounding the logo represents the space TIA creates to enable innovation.

The secondary design rationale includes the “t”, “i” and “A” within the symbol. The “t” on the left is followed by the “i”, which is accentuated by the orange dot. Both the “t” and “i” are used in lower case design to communicate the more grassroots level of innovation. The “A” is designed in upper caps to accentuate the primary role of TIA, i.e. being an agency / facilitator / enabler.

The “A” comprises various layers, representing the various components required to build on ideas resulting in innovation.

The Company Name - The primary placement of the company name “Technology Innovation Agency” is directly below the symbol or monolith logo element. TIA makes use of three typefaces in the make up of the logo. However, the typefaces used in wording have become part of the artwork and may not be altered in any way. Letter spacing may not be condensed or expanded.

- “technology innovation”
BANDY is used ONLY for the words “technology innovation” in the logo. This typeface is available in Regular.
- “AGENCY”
The typeface for “AGENCY” is Gilroy Extra-Bold
- “Innovating Tomorrow Together”
The tagline is written in Gilroy Regular.

Colour variations in the logo - The full colour logo is always the preferred version. There may however be instances where it is not appropriate to use the full colour logo. In such instances, a single colour logo variation can be used in blue, black, white and grey.

TIA Blue
 Pantone: 288C
 RGB: 066 128
 CMYK: 100C, 75M, 6Y, 24K



TIA Grey
 Pantone: 877C
 RGB: 167 169 172
 CMYK: 24C, 20M, 20Y, 15K



Black
 Process Black
 RGB: 0 0 0
 CMYK: 0C, 0M, 0Y, 0K



The logo is never used in orange as a single colour. It is only used as an accent colour to support design elements. Although orange is an energetic colour, using it in the logo as a single colour is overpowering and detracts from the corporate appeal.

When the TIA logo is used in a single colour ensure that the entire logo is produced in a solid colour i.e. do not use tints when converting the colours of the corporate symbol. For applications where the TIA Logo is etched, embossed, sandblasted or spot varnished, the colour of the entire logo must be the same as the substrate or material used (colour on colour).

Secondary logo - In some cases, the proportions of the logo may not contribute to ease of identification and may be too cluttered. This often occurs in the case of non-stationery items (i.e. promotional gifts, banners, etc). In these cases, the monolith element is placed on the left, followed by the company name on the right of the design so that its current “square” format becomes more horizontal.

The words “technology innovation” and “AGENCY” will be applied in the same format as the original design. In cases where the tagline is also used, this will run right across the width of both the monolith element and company wording. The left position is in line with the wing and the right side will align with the “n” in “Innovation”.

It has to be noted that the logo has been designed in various formats and cannot be re-drawn. The positioning of the respective elements is fixed. Wherever the horizontal logo application is used, approval from Head: Marketing & Communications must be obtained.



The TIA Logo has been adapted to accommodate and distinguish the various sub categories or technology stations. To identify the respective sub categories, the logo is extended with a grey tag to include the Stations' identification. Each station is identified by using the generic wording: “TECHNOLOGY STATION” preceded by the station's identifier or discipline.

Typeface for sub-category is Gilroy Semi-Bold, Uppercase lettering. Typography guidelines apply for the logo for all station names. The name is positioned and aligned on the right.



Logo size variation

To ensure the TIA Logo always stands out clearly, it should always be framed within an area of unobstructed space. This “safety zone” refers to the area around the logo in which no other component may intrude. In the TIA Logo, this area should be the size of the “wing” of the asset and is the minimum clear space required. This space refers to the white space above, below and on either side of the logo. The logo is available in all formats with a clear background to prevent cropping / reducing the white space.

The placement of the TIA logo is standard across all assets except where expressly stated in this document. The spacing from the edges of the asset is fixed. The measurements are taken from the top-most edge of the logo and is situated at the top of the monolith. The bottom-most edge is found at the bottom of the letter ‘E’. The left-most edge is at the left edge of the bar of the ‘t’ and the right-most edge is taken as the outer edge of the right hand stem of the letter ‘n’.



The TIA logo is fully scalable. It allows it to be applied in a multitude of different ways. This flexibility, however, has limits. In order to preserve the integrity of the logo monolith and the legibility of the logotype, the minimum size of the logo is 20mm. The minimum size is measured horizontally from the left- and rightmost edges of the “technology innovation” line. This minimum width is 20mm.



When using the pay off line together with the logo, the copy in the slogan / payoff line cannot be smaller than 5pt so the minimum width of the logo in this case is 32mm.



Incorrect usage of logo

The correct and consistent use of the logo is an essential part of building a brand. Each element has been carefully designed and positioned in specific proportions for maximum effect.



Ensure that when using the logo with the tagline, it is always legible, can be reproduced easily and the size of the text is never smaller than 5pt Gilroy Regular.

The following principles must be adhered to when using the TIA logo:

- Do not change the specified colour breakdowns
- No other Pantone or CMYK colour may be substituted for the specified corporate colours
- Do not reverse the colour scheme of the logo supplied
- Do not convert colours to screens or tints
- Do not add gradients or multiple tones to the logo
- The full colour logo must be used on a white background

Placement of the logo elements - The following principles must be adhered to:

- Only digital files supplied by Marketing and Communications are acceptable as approved
- Always consider size, reproduction techniques, placement and aesthetic quality
- The logo should always be presented in its complete form
- The proportion and spacing of the elements, ie the size or position of the corporate symbol in relation to the typography, may not be altered
- The letter spacing may not be condensed or expanded.
- Do not skew or italicise the symbol or the company name
- Do not rotate the individual elements
- Do not link or add other elements to the logo
- Do not place borders around the logo
- Do not overlap the typography and the corporate symbol
- Do not use the TIA logo in a field of colour that would result in the reduced visibility
- Do not place the logo on busy or distracting backgrounds
- Do not place objects or shapes behind the logo
- Do not add a drop shadow to the logo
- The TIA Logo may not be cropped in any way

Colour palette

Primary colours

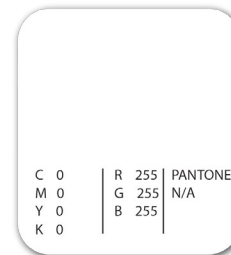
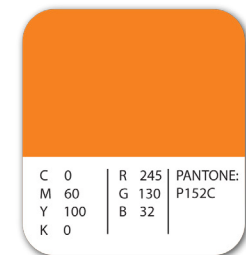
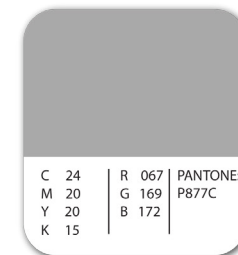
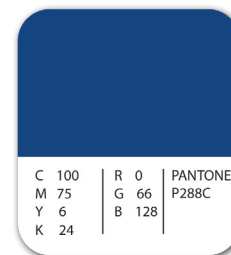
The TIA corporate colours constitute a fundamental characteristic of the corporate identity and should only be used in the specified pantone, CMYK and RGB Breakdowns. The full colour logo is always the preferred version – either in the specified Pantone colours or in the correct CMYK or RGB breakdown. The TIA logo uses four colours: blue, grey, white and orange.

Blue - is a colour of relaxation. It is cool and represents comfort and calmness. The blue in the logo communicates creativity, wisdom, trust, loyalty, intelligence, devotion, confidence, comfort, ideas, harmony, friendship and patience.

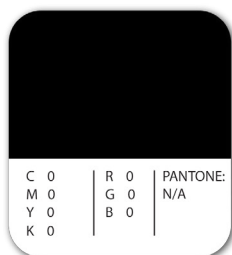
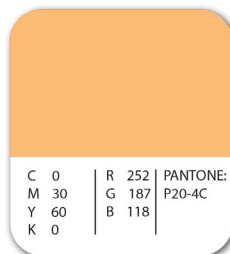
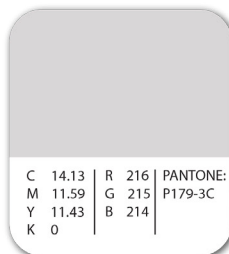
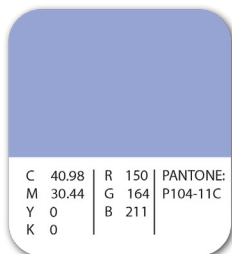
Grey - is somewhere between black and white - it is neutral and cool. In the logo, grey is applied as buffer between the fun, vibrant orange and the more corporate, subtle blue. It exhibits authority, corporate mentality, humility, practicality, respect and stability.

Orange - is a vibrant and energetic colour representing growth and support. It commands attention without being overpowering. Orange is often associated with strength, wisdom and dignity, and is representative of TIA's service and dedication. The colour also refers to our continuance with DSI.

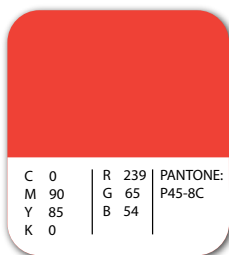
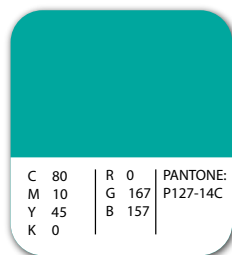
White - is the colour of peace and prosperity. It exhibits simplicity, precision, cleanliness, fairness, innovation and positivity and can be used at designer's discretion, within brand guidelines.



Secondary colours



Tertiary colours



Typography

TIA has its own unique tone that should be used throughout all communications. TIA's official typeface (fonts) are HELVETICA NEUE Light, GILROY – Extra-Bold and Arial.

HELVETICA NEUE is used for all external communication, such as brochures, advertising, banners etc

The typeface used for all headings in communication and promotional material is GILROY – Extra-Bold font.

Arial is used for all internal communication and online mediums.

Bandy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*('?',.,#)

Gilroy Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*('?',.,#)

Gilroy Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#\$%^&*('?',.,#)

- Do not use other typefaces other than the ones specified in this manual;
- Do not use the typeface specified for electronic media (secondary typeface – Arial) for printed material.

Photographic style guide

Photography creates impact and facilitates the message to stakeholders. It is therefore important to ensure that all photography communicates the message in the same way. This reduces confusion about who TIA is. Consistent application also supports the ease of recognition throughout all the sub-categories and ties in all the categories to TIA.

The purpose of using photography is to visually communicate the essence of the respective services. All photography for corporate communication is to be used in the same format. Wherever possible, original photography is preferable.

In certain instances, when no other options are available, stock photography can be used.



Please use the guidelines outlined for photographic application and style. The placement of photographic elements is part of the design and should be applied in all advertising to ensure consistency (visually and messaging style).

The photographic elements are placed and bleed off the right side of the page. The left edge of the photographic elements centres with the centre point of the logo at the bottom of the design area, as well as the left of the body copy.





Co-branding

Co-branding

Generic co-branding

A major part of the TIA's business entails collaborating with partners and other organisations. It should be noted that, due to the nature of agreements with various stakeholders or partners, co-branding is required. It is critical that the brand identity of the various organisations be taken into consideration, particularly when using the logos and visual identities. If the TIA is the main partner, the logo should always be positioned on the right. All partner logos will appear on the left-hand side of the TIA logo.



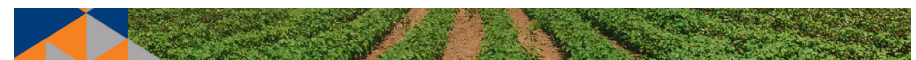
Co-branding with the DSI

The TIA is an entity of the DSI, as it is funded by the department. The TIA is required to recognise the relationship with the DSI through cobranding. It should be noted that, in some instances, the TIA works in partnership with the private sector and other government departments. Therefore, it should also be noted that, due to the nature of agreements with various stakeholders or partners, it is not always possible to co-brand with the DSI. In terms of hierarchy, the DSI logo should always appear on the left, with the TIA logo on the right within the white strip allocated for this specific purpose. If another organisation is the lead sponsor, the DSI logo should be on the right-hand side, or below the logo of the main sponsor. All logos should be equal in size.

The TIA logo may not take precedence over the DSI logo.

The TIA will co-brand with the DSI in certain cases, such as:

- All communication products (Brochures, Posters, PowerPoint Presentations);
- Publications (Magazines, Newsletters, Reports, Annual Report);
- Branding (Banners);
- Media statements and messages;
- Signage (outdoor signage where required).



Co-branding with other departments

This branding structure is used if more than two government departments are involved in a project or sponsoring a single project. As all departments are communicating on behalf of the national government, they may use the national coat of arms and their departmental names, in alphabetical order, on the right-hand side of the national coat of arms. Government Communication and Information System (GCIS) guidelines apply.



Collaboration projects - In some instances, the TIA collaborates with stakeholders; therefore it should be noted that, due to the nature of agreements with various stakeholders or partners, co-branding is required. The TIA logo should always be positioned on the right. All partner logos will appear on the left-hand side of the TIA logo. The partnership agreement should indicate where and how the sponsor's corporate identity will be used in relation to that of the TIA.

Multiple partners - When the state is one of the co-sponsors, the national coat of arms should always be on the left-hand side of the other co-sponsors' logos, in a white strip at the top or bottom of the design. The national coat of arms and the co-sponsors' logos should be the same size.

Endorsements - Given the potential risk of tarnishing the TIA brand and trademarks, as well as its general image and reputation, endorsements should be approved by both the legal department and the relevant executive member or delegated authority. The TIA will only endorse initiatives or products that will enhance or are in line with its objectives. In instances where there is a business case, strategic reasoning for brand endorsement, or in order to maximise the leveraging opportunity, the brand management team will evaluate and approve accordingly, on a case-by-case basis.

In such instances, the words 'Supported by' should be used in conjunction with the TIA logo.

Co-branding in relation to special events

In instances where a special event logo is used in conjunction with the TIA logo, the height of the event logo will be consistent with the height of the TIA logo. The event logo will be placed/positioned to the left of the TIA logo.





Applications

Applications

Stationery

Stationery items such as letterheads, envelopes and business cards work together to create a consistently recognisable corporate brand image. The guidelines include the placement of the logo as well as company contact details. Only the officially designed stationery may be used.

Letterheads

A standard letterhead is 210mm x 297mm.

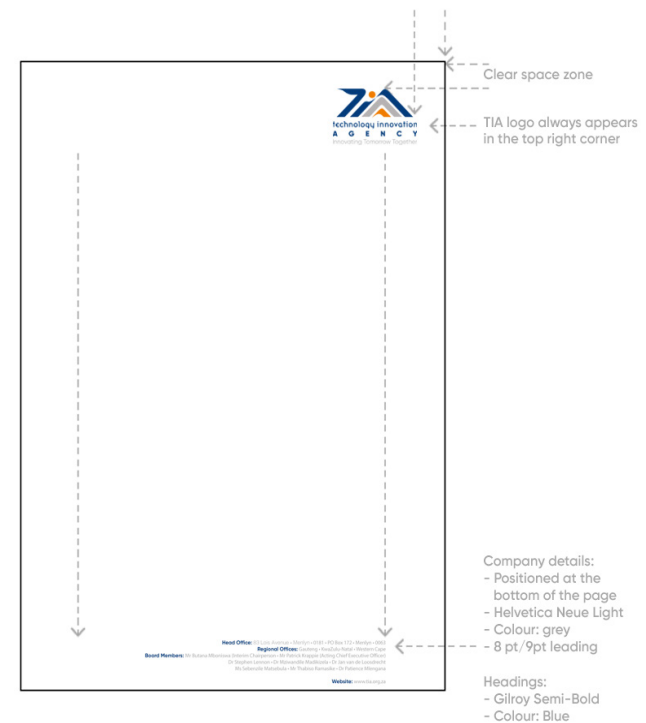
Logo placement - The TIA logo should always appear in the top right corner of the letterhead, allowing for the clear space zone as per the guidelines.

Company Contact details are aligned right and are positioned at the bottom of the page, in a “footer”. The position of the footer is aligned on the right margin with the central point in the Mountain” of the logo. The left typing margin is equal to the right hand margin.

The information is laid-out across the bottom in the following order, in Arial, 8pt on 9pt Leading. Colour: Grey. Headings are in Bold. Colour: Blue

- Line 1: Company Name or Technology Station, physical address and postal address.
- Line 2: Regional Offices
- Line 3 - 5: Names of the board members.
- Line 7: Web address).

The same guidelines are applicable for print and electronic versions of the letterhead.



Continuation sheet

Only the TIA logo is positioned in the top right corner of the letterhead, following the logo placement guidelines. No company details are included at the bottom of the page as with the first page.

The DSI brand inclusion is always present on the bottom of the page after the company contact details. For print applications, the logo always appears on the left of the asset.

[illegible]

Compliment Slips

The TIA logo is positioned in the top right corner of the letterhead, Company details are included at the bottom of the page as per the letterhead guidelines. No Director details are necessary for compliment slips.

Diagram illustrating the placement of the Technology Innovation Agency (TIA) logo on a letterhead. The logo is positioned in the top right corner of the header area. A "Clear space zone" is indicated by dashed lines and arrows, showing the required margin around the logo. The logo itself consists of a stylized "7i" followed by "Technology Innovation AGENCY" and the tagline "Bringing Tomorrow Together".


Memorandum

The memorandum is identically formatted as per the letterhead.

Pre-populated fields have been created for ease of use.

The fax cover sheet is only available in black.

MEMORANDUM



TO: [CLICK HERE AND TYPE NAME]
FROM: [CLICK HERE AND TYPE NAME]
SUBJECT: [CLICK HERE AND TYPE SUBJECT]
DATE: 10/7/13
CC: [CLICK HERE AND TYPE NAME]

1. Purpose
1.1
2. Background
2.1
3. Discussion
3.1
4. Organisational and Personnel Implications
4.1
5. Financial Implications
5.1
6. Recommendations

Requested by:
Your Name & Surname
Designation

Signature

Recommendation approved ☐ not approved ☐

Name and Surname
Designation

T1021 | Memorandum | Compiled by: | Approved by: M. Witzbuko | Version: 1.2 | 15 Mar 2013 | Page 1 of 2


Fax Cover Sheet

The fax cover sheet is identically formatted as per the letterhead.

Pre-populated fields have been created for ease of use.

The fax cover sheet is only available in black.

Fax Cover Sheet



To: _____ From: _____
Fax: _____ Pages: _____
Phone: _____ Date: _____
Re: _____ CC: _____

☐ Urgent ☐ For Review ☐ Please comment ☐ Please reply ☐ Please recycle

Information is set as follows:
- Left Aligned
- Helvetica Neue Light
- Colour: black
- 11 pt / 12 pt leading

Clear space zone

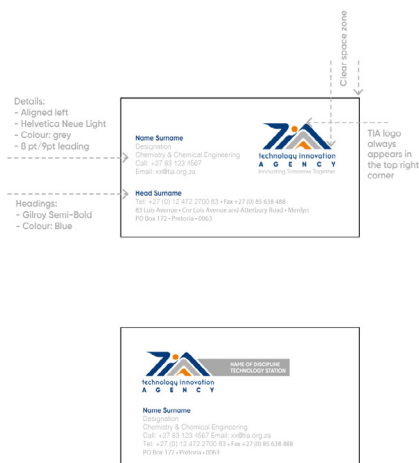
TIA logo always appears in the top right corner

Business Cards

The TIA logo should always appear in the top right corner of the business card, allowing for the white space as per guidelines.

Business cards are printed on one side only, in full colour, using Pantone colours.

Business cards include the following details:



Magno Matt is used in various grammages which are appropriate for the different applications. Business cards: Magno Matt, 350 GSM

- Name & surname (printed in Gilroy Semi-Bold)
- Designation
- Station identifier details, where applicable
- Contact details: Mobile, Email address office Telephone line and fax
- Physical and Postal address
- Formatted in Helvetic Neue light, printed in grey.
- The exception to the logo placement is for Technology stations, where the complete logo is placed left on the card. The monolithic will therefore appear to be placed on the left of the card.

Envelopes

The TIA logo appears at the bottom right hand corner of the envelope. The company information is laid-out across the flap in the Helvetica Neue Light. Depending on the information required, it must be laid out in the following order:

- Office, telephone number, fax number, postal address, followed by the DSI Brand



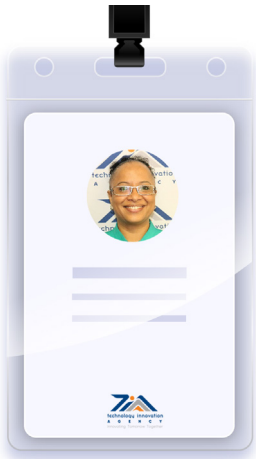
PowerPoint Templates



PowerPoint Templates may be refreshed and re-designed from time to time, but usage and positioning of the logos may not be altered.

Table of Contents	
1. PURPOSE OF PRESENTATION	8. TIA BRAND ELEMENTS EXAMPLES
2. WHAT IS A BRAND	• LOGO
3. PURPOSE OF CORPORATE IDENTITY MANUAL	• POSITIONING STATEMENT
4. TIA BRAND HISTORY	• COLOURS
5. TIA BRAND STORY	• TYPOGRAPHY
6. TIA BRAND PURPOSE WHEEL	• PHOTOGRAPHY
7. TIA BRAND PERSONALITY WHEEL	9. CO-BRANDING
	10. POINTS TO NOTE

Access card



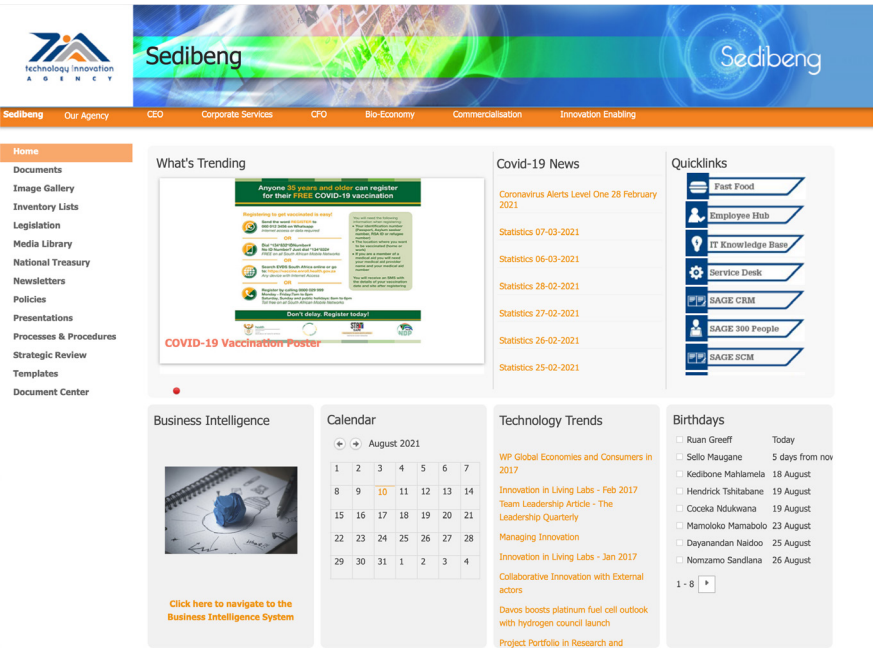
Digital and online

Website

The design should be clean and easy to navigate. The logo is positioned in the top left hand corner next to the primary navigation bar. The secondary navigation bar is positioned on the left hand side of the screen. The guidelines for typography, photography and spacing should be adhered to at all times. Colours used should be within the CI guidelines.



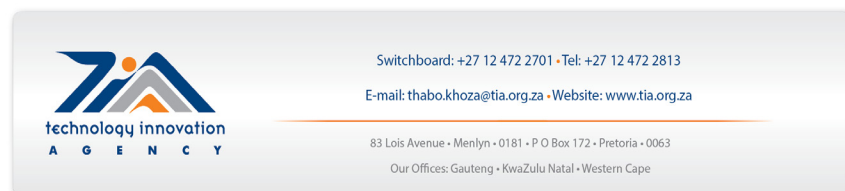
Intraweb



E-mail signature

The full colour TIA logo should always appear in the top of the signature, followed by the employees details. Details are set in Helvetica Neue Light 10pt in the following order:

- Name & surname (set in Bold)
- Designation
- Department – Business unit identifier details where applicable
- Office Telephone line
- Fax line
- Website address
- No religious and/or motivational messages may be added.
- No generic Outlook templates.



Copyright Notice: The information contained in this Email message is confidential and may be legally privileged. It is intended solely for the addressee. Access to this Email message by anyone else is unauthorized. If you have received this Email message in error, please notify us immediately by telephone on +27 12 472 2701. Please also destroy and delete the message from your computer. If you are not the intended recipient, any disclosure, copying, distribution, modification in any form or reproduction or any action taken or omitted to be taken in reliance on it is strictly prohibited and may be unlawful.

Digital banners

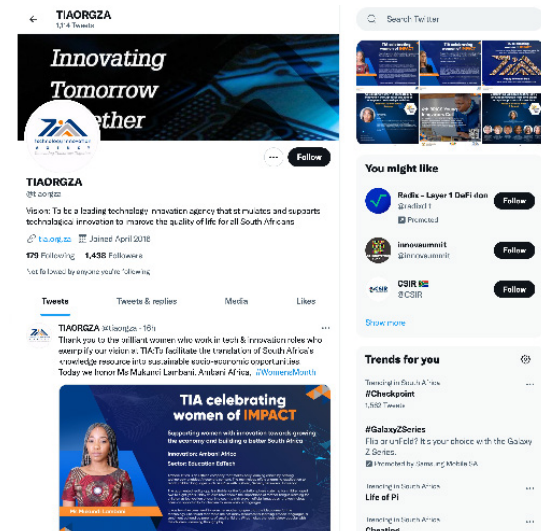


Social media

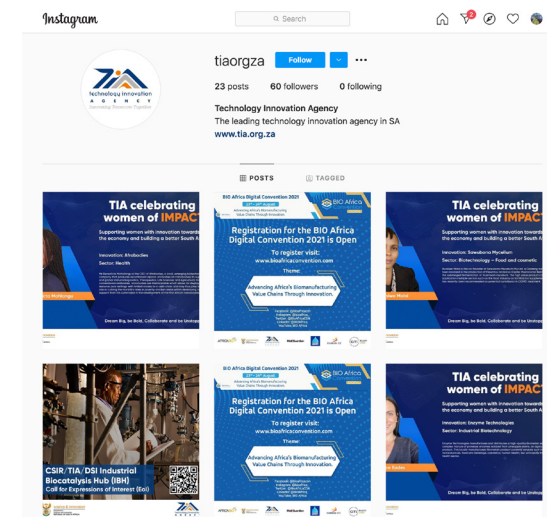
Facebook



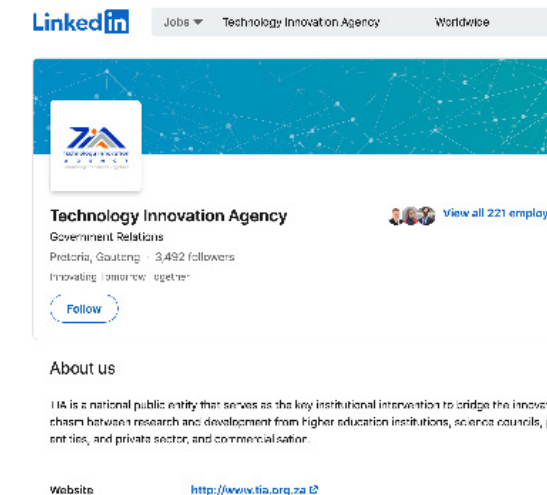
Twitter



Instagram



LinkedIn



Advertising

Billboards

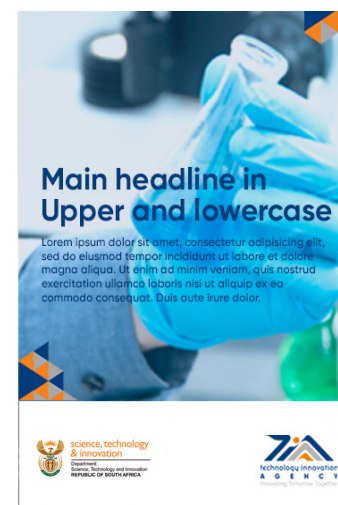
Billboards have to grab attention and should therefore have visual impact. The headline (copy) should be impactful and convey the core message.



Print advertising

The overall look and feel of all TIA advertising should be consistent for ease of identification / association with the brand. The design should communicate a contemporary innovative brand with its products and services featured.

- The logo is positioned in the bottom right hand corner of the page.
- Full colour logo on a white background
- The clear space zone around the logo has to be maintained.
- The TIA logo may not be smaller than 5cm in width in an ad for all A4 sized portrait advertisements.
- The tagline, when used, should always be legible.
- Imagery is powerful and hence care should be taken to ensure that the photography portrays the essence of the message.
- Typography, spacing and colours should always be used within the CI guidelines and adhered to at all times.



A4 Advertisements



Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.

Clear space zone



NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation



Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.



NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation



Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.




Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.

Clear space zone



NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation

Double page spread Horizontal formats

Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.



NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation

Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.

Clear space zone




NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation

Main headline in Upper and lowercase

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor.



NAME OF DISCIPLINE
TECHNOLOGY INNOVATOR

As Initiative of the Department of Science and Innovation

Publications

Brochures

The overall look and feel of all TIA advertising should be consistent for ease of identification / association with the brand. The feel should communicate a contemporary innovative brand with its products and services future. The guidelines for typography, colour and spacing should be adhered to at all times.

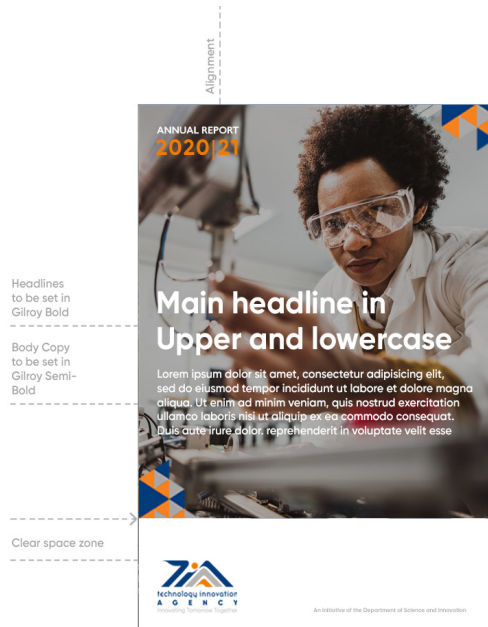


Size: A4
Inches: 8-1/4 x 11-3/4
Millimeters: 210 x 297



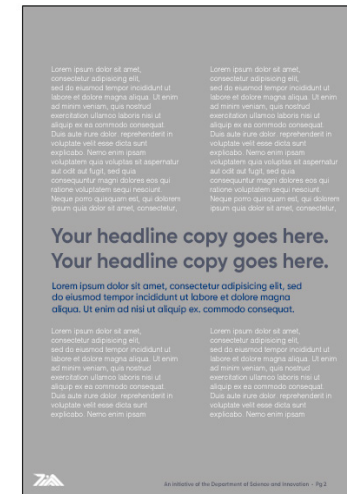
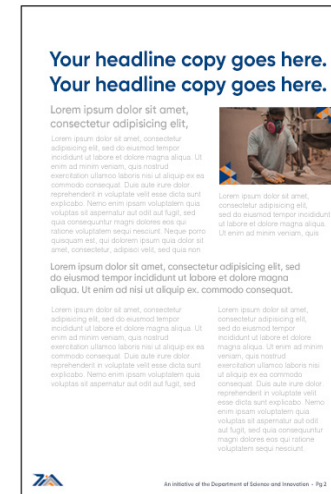
Annual Reports

Annual Reports and long copy brochures will follow the same style guidelines.

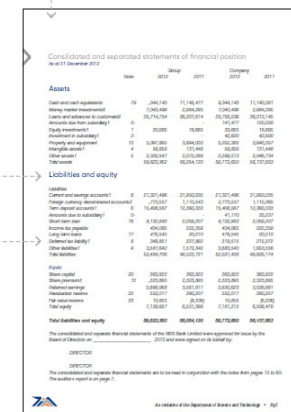
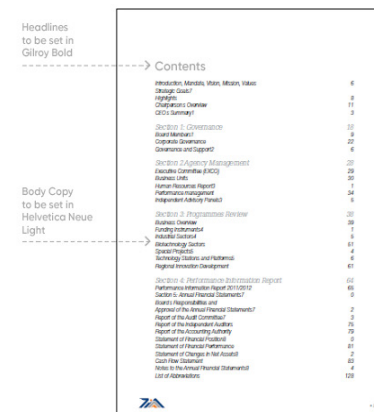


For more copy intensive pages, two columns should be used.

- Multiple sets of visuals per page may be used.
- The guidelines for alignment, typography, colour and spacing should be adhered to at all times.
- White, blue or grey backgrounds can be used in accordance to the guidelines provided.



Contents pages & Financials



Marketing collateral

Posters

The design of a poster should be clean and represent the concept behind the poster effectively.



Pull up banners

The design should be clean and represent the central message of the banner effectively. The photographic element shows the focus of the banner and the design can be displayed on a primary blue, grey, dark grey or white background.

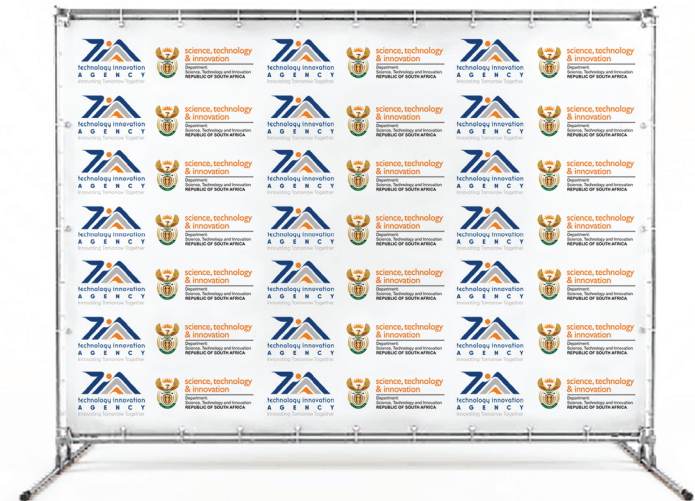


Teardrop

Promotional flags should carry the corporate branding. The guidelines for typography, photography and spacing should be adhered to at all times. Colours used should be within the CI guidelines.



Media banners



Gazebo



Table cloth



Promotional merchandise

To maximize the impact of the TIA brand across all touch points, all the corporate branding guidelines have to be adhered to. When used on promotional material, the TIA logo may be printed on primary blue, primary orange or black.



Fleet



Signage

The following guidelines apply on signage at TIA premises

- Signage bases should be white or aluminium
- When multiple coloured signage is required, use white or aluminium and grey
- The logo should be centred in the top portion of the sign for maximum visibility
- The full colour logo should be used wherever possible
- Directional information is written in Helvetica Neue Light
- Directional information is written in blue
- The guidelines for typography, colour and spacing always apply

Building signage



Outdoor signage



Reception signage



Office door tags



Office door signage



