



CORPORATE IDENTITY MANUAL

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The SASSETA Brand

Introduction

The SASSETA corporate identity is the visual manifestation of the products, services and values we represent. One of the main functions of the Marketing and Communications sub-programme is to sustain and expand this identity in accordance with the organisational mandate.

As employees of SASSETA, we are always under scrutiny. Whether we create publications, send correspondence to stakeholders or even when we wear SASSETA-branded clothing in public, we have to live our brand.

This Corporate Identity Manual is an easy reference guide to living the SASSETA brand. By following the guidelines set out in these pages we can create a brand that is respected, revered and trusted, and we can help SASSETA deliver on its promises.

Brand and Corporate Identity Policy

Purpose of the policy

The purpose of this Policy is to manage the development, usage and protection of the SASSETA's brand as an important strategic asset directly related to the reputation of the organisation. The aim of the policy is to ensure that staff, clients, suppliers, training providers, agencies and contractors and any affiliated entity of the SASSETA use the brand and its various manifestations across the corporate spectrum, faculties, centres, units, subsidiaries and projects consistently and coherently to maintain the integrity of the brand.

This policy defines the roles, procedures and rules for the SASSETA to ensure that these are adhered to and that there is accountability in implementing, streamlining, controlling, managing and maintaining the brand as representative of the University's reputation. The objective is to create a sense of ownership and loyalty to the SASSETA logo, strap lines, symbols and any other icon that the SASSETA may implement in its Corporate Identity Guidelines.

Scope (“Applicable to”)

This Brand and Corporate Identity policy applies to all permanent and contract SASSETA staff, -SASSETA clients, learners, employer and employee organisations, educational institutions, training providers, agencies, suppliers, contractors of the SASSETA and third parties who may have been granted the rights to use SASSETA's logo and other insignia.

The policy includes all communications and visual materials, including, but not limited to, all forms of media, printed materials, online representations, PowerPoint presentations, signage, clothing, vehicles and communications and representations created by and for all SASSETA departments.

If all of SASSETA stakeholders adhere to the brand guidelines, the SASSETA brand will be strengthened which translates into improved corporate reputation. Therefore, although the SASSETA Corporate Services Department overall and the Marketing and Communications sub-programme in particular are the overall custodians of the brand, each member of staff plays an important role in nurturing and developing the brand reputation. Corporate Services will coordinate the

overall implementation of the Brand Guidelines, and will monitor the application of the brand elements across SASSETA both internally and externally.

This policy relates to the primary elements of a corporate identity to include, but is not limited to:

- Corporate design (including the SASSETA logo and or symbols, associated typeface and graphics, and the consistent manner in which they are used visually on stationery, marketing materials, packaging, etc.).
- Corporate communication (advertising, public relations, information, social media etc.).
- The visible elements (e.g. the name of SASSETA, signs, offices, buildings, advertising, vehicle livery, packaging, letterheads, business cards, etc.) which can be used to identify the organisation.
- Digital Design (The SASSETA Website, social media platforms and Intranet).

SASSETA will take necessary action to ensure the brand is applied consistently in accordance with the Corporate Identity Guidelines to protect it from inappropriate or unauthorised use.

This Policy enables SASSETA brand to:

- Differentiate SASSETA from other institutions. A clear and well defined corporate identity helps to distinguish us, sets up apart from others and assist to attract high calibre staff and partners.
- Link the SASSETA brand with its operational vision and mission, target markets and all new ventures in a consistent manner. The brand communicates SASSETA's vision, mission, strategic direction, values and unique reputation, as well as the attractiveness of SASSETA products and services to stakeholders (including our own staff, our prospective and current learners, graduates, employer and employee organisations, training providers, TVETs and Universities, etc.).
- Provide direction on the use of the

SASSETA logo, slogan, straplines and icon and other branding assets.

- Align all resources available for brand management to improve efficiencies and impact.
- Provide a mechanism for monitoring and reviewing of the brand, marketing strategy, and corporate communications and visual identity.
- Provide a process for handling inappropriate or unauthorised use of the SASSETA brand and corporate identity.
- Provide a process for all external stakeholders to have their artwork approved prior to production on any merchandising.
- This policy applies to all departments and individuals within the organisation who may be approached for or who originate requests for the provision of corporate and promotional gifts.
- Ensure compliance with the SASSETA corporate visual identity requirements.

Regulatory framework

Source	Requirement
SASSETA Annual Performance Plan 2018/2019	Marketing and Communication indicators.
The SASSETA Corporate Identity guidelines	To ensure the correct application of SASSETA logo, straplines and icons.
The SASSETA Marketing and Communication plan	To enhance awareness of the SASSETA Brand.
The SASSETA Web Standards and Procedures	To ensure the security of SASSETA information, Training Providers, Staff and Learner's data.
The SASSETA Social Media Policy and guidelines	Guides the use of SASSETA social media across the organisation.
The SASSETA Corporate Gift Policy	To set out parameters for relevant persons, for the offer or acceptance of gifts or for incurring expenses.
The SASSETA Annual Performance Plan	Fundamental implementation plan for all SASSETA departments.

The SASSETA logo



The SASSETA logo is constructed from 3 distinct elements, namely:

- The word 'SASSETA' in the centre of the logo;
- The graphic element; and
- The words 'SAFETY & SECURITY'.

The word 'SASSETA'

The word 'SASSETA' is presented blue in the centre, with the middle letter "S" in white on the graphic element. The word is written in capital letters in the Rotis Semi Sans Bold font. SASSETA is an acronym, and stands for ???.

The graphic element

The graphic element comprises the depiction of a person in the middle of the word SASSETA which illustrates SASSETA's 'people first' (Batho Phele) approach to conducting its day to day operations.

The words 'SAFETY & SECURITY'

The words 'SAFETY & SECURITY' are positioned underneath SASSETA and written in the Rotis Semi Sans Bold font.

Construction



Construction grid



Clear spaces: visibility



The clear space surrounding SASSETA's logo is determined by measuring the height of the word 'SASSETA' in the logo and ensuring that this amount of space is left blank on each side of the logo. This space is represented by the letter 'S' above.

Variations of the logo



The SASSETA logo has no variations, but text, such as the web address or telephone number, may be added below the logo if required. please note that this is a revised version of the existing format and replaces the current format. The size of the text is determined by the width of the word 'SASSETA' on the logo. If a second line, with, for e.g. the telephone number, is added, the font size will be determined by the line containing the most text. This addition is to be written in *Arial* with a single line spacing.

Using the correct logo: format



Call Centre: 011 875 5555
www.sasseta.org.za





Call Centre: 011 875 5555
www.sasseta.org.za



Correct uses

Full colour application on a light background



Black (one-colour) application on a white background



White (one-colour) application on a dark background



Incorrect uses

A part of the logo is out of proportion to the rest of the logo, for e.g. the graphic element in this case.



Full colour logo on a dark background.



One-colour application in a colour other than the primary colour (SASSETA blue) as specified in this document.



Full colour logo on an uneven, dark background.



Minimum print sizes

Embroidery



Print



Pad-print (Promotional items)



Social media sizes

Facebook

Profile picture is sized to 160 pixels x 160 pixels, but must be uploaded at 180 pixels x 180 pixels.




LinkedIn

Profile picture is sized to between 200 pixels x 200 pixels and 500 pixels x 500 pixels.



Colour use


Pantone® 7684 C



CMYK	RGB
85	58
66	98
5	166
0	

SASSETA BLUE


Pantone® 433 C



CMYK	RGB
77	29
66	36
57	43
58	

SASSETA DARK GREY

Pantone® 421 C



CMYK	RGB
33	178
27	179
27	178
0	

SASSETA LIGHT GREY

PANTONE®



10%

FULL COLOUR



20%

GREYSCALE



30%

ONE COLOUR



40%

REVERSED



50%

60%

70%

80%

90%

100%

Pantone®



Full colour (CMYK)



Electronic use (RGB)



Grayscale



One-colour



Official Font

All body copy in all documents should be compiled in Arial in one of the font sizes below:

Arial Regular (Regular); Size 9
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular (Regular); Size 10
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Regular (Regular); Size 11
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold or Arial Italic (in a larger size than the body copy) must be used for main text headings and/or for headings within the text.

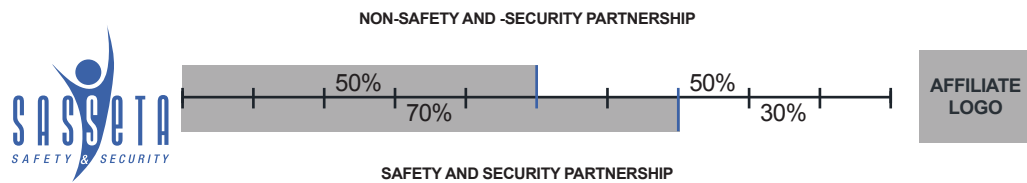
Arial (Bold); Size 10
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial (Bold); Size 11
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial (Bold); Size 12
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The SASSETA Brand Influences

Co-branding



50 : 50



70 : 30

Brand design element



Brand element: colour use



Full colour on a light background



SASSETA blue on a light background



Black on a light background



SASSETA blue tint (70%) on a light background

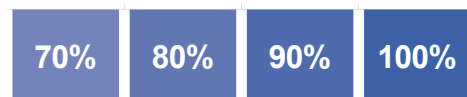


Solid white on a dark background



SASSETA blue tint (80%) on a dark background

Please note that SASSETA blue may only be tinted to 70%.

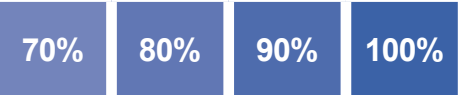


Any of the above tint variations are acceptable when PRINTING the logo element. Embroidery may only be done in the corporate colours, black or white as shown above.

Colour guide



Please note that SASSETA Blue may only be tinted to 70%.

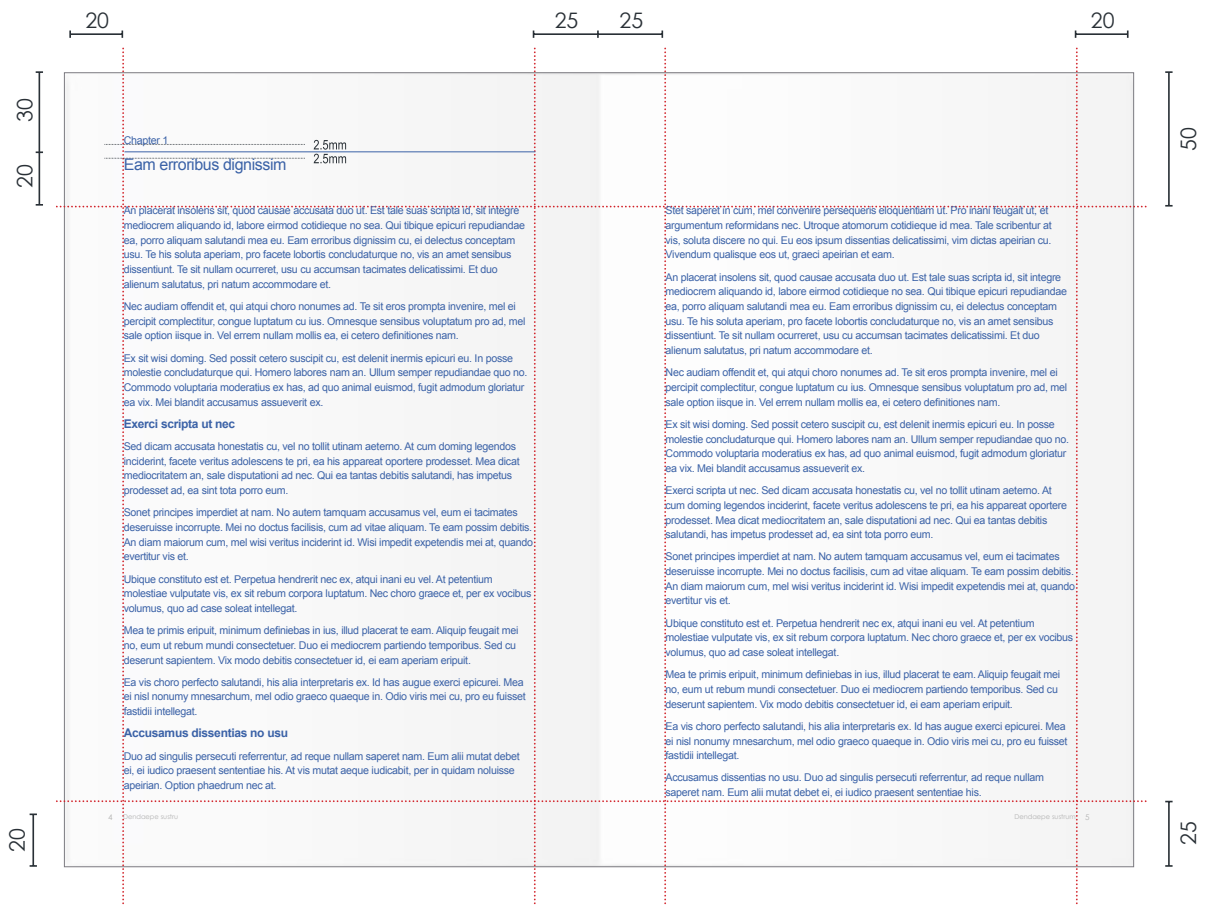


Any of the above tint variations are acceptable when PRINTING the logo element. Embroidery may only be done in the corporate colours, black or white as shown above.

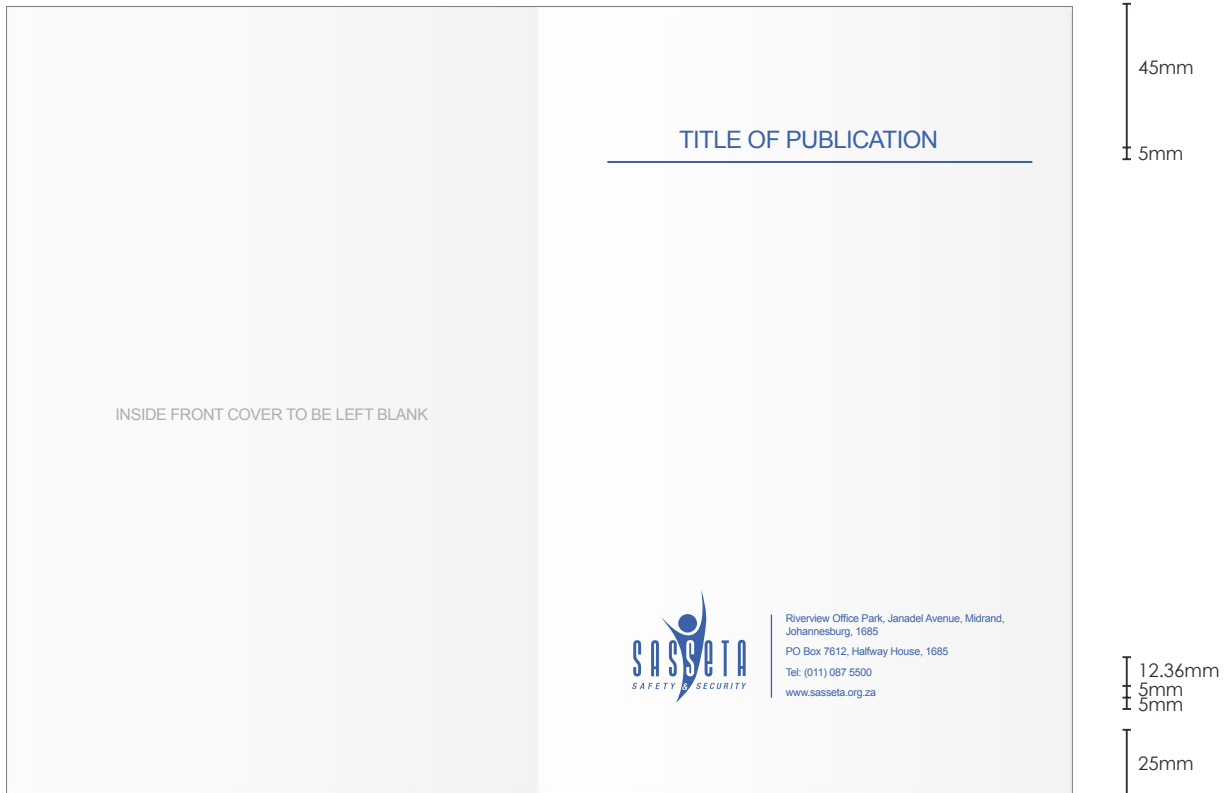
Style Guide

for reports produced for SASSETA

Margins



Title page



All SASSETA reports must contain a title page, located on the first page when the report is opened. The title page must contain the title of the report, the SASSETA logo, as well as SASSETA's address and general contact details. These elements must be positioned and applied as shown above.

The title of the report must be written in 100% black, uppercase in 24pt Arial Regular font with a line spacing of 28.8pt. All text must be placed within the prescribed text margins, and all elements must be aligned

according to these margins as shown in the figure to the right.

A solid black line (0.25mm in weight) is to be placed 5mm below the title of the document. As the title may run over numerous lines, the position of this line is not absolute and has to be determined.

Another solid black line (0.25mm in weight) is to be placed 5mm above the address details and 5mm beneath the logo. This line is to be the same width as the logo (110mm).

Copyright and contents page

Copyright 2019 SASSETA. All rights reserved.		CONTENTS
<p>Whilst all reasonable steps are taken to ensure the accuracy and integrity of the information contained herein, SASSETA accepts no liability or responsibility whatsoever if the information is, for whatsoever reason, incorrect and SASSETA reserves its right to amend any incorrect information.</p>		<p>Malesuada porta cum venenatis per ii</p> <p>Malesuada erat hymenaeos ullamcorper cum curae; iii</p> <p>Odio massa pretium aliquam 1</p> <p>Venenatis, tincidunt ipsum nisl 2</p> <p>Pharetra vel sagittis fringilla ullamcorper felis dignissim aptent integer 6</p> <p>Nisl pharetra iaculis sapien etiam 15</p> <p>Quam iaculis lacus ipsum primis porta congue fermentum 18</p> <p>Nascetur pretium cras tortor ullamcorper taciti netus nostra ultrices 21</p> <p>Porta tempor sollicitudin lacinia. Dictum 22</p> <p>Tellus justo justo mi rutrum sollicitudin 23</p> <p>Bibendum diam tempor natoque blandit 25</p> <p>Eros faucibus Nonummy. Adipiscing convallis 28</p> <p>Class, tristique euismod litora dapibus 30</p> <p>Amet suscipit id suspendisse 33</p> <p>Primis et risus nulla vehicula sagittis sit aenean 35</p> <p>Adipiscing augue aliquet 41</p> <p>Pulvinar cursus dignissim cubilia 44</p> <p>Sagittis curabitur, imperdiet 46</p> <p>Cursus curabitur 49</p>

The copyright paragraph must be included as shown above. It must be centre aligned and applied to the centre of the page:

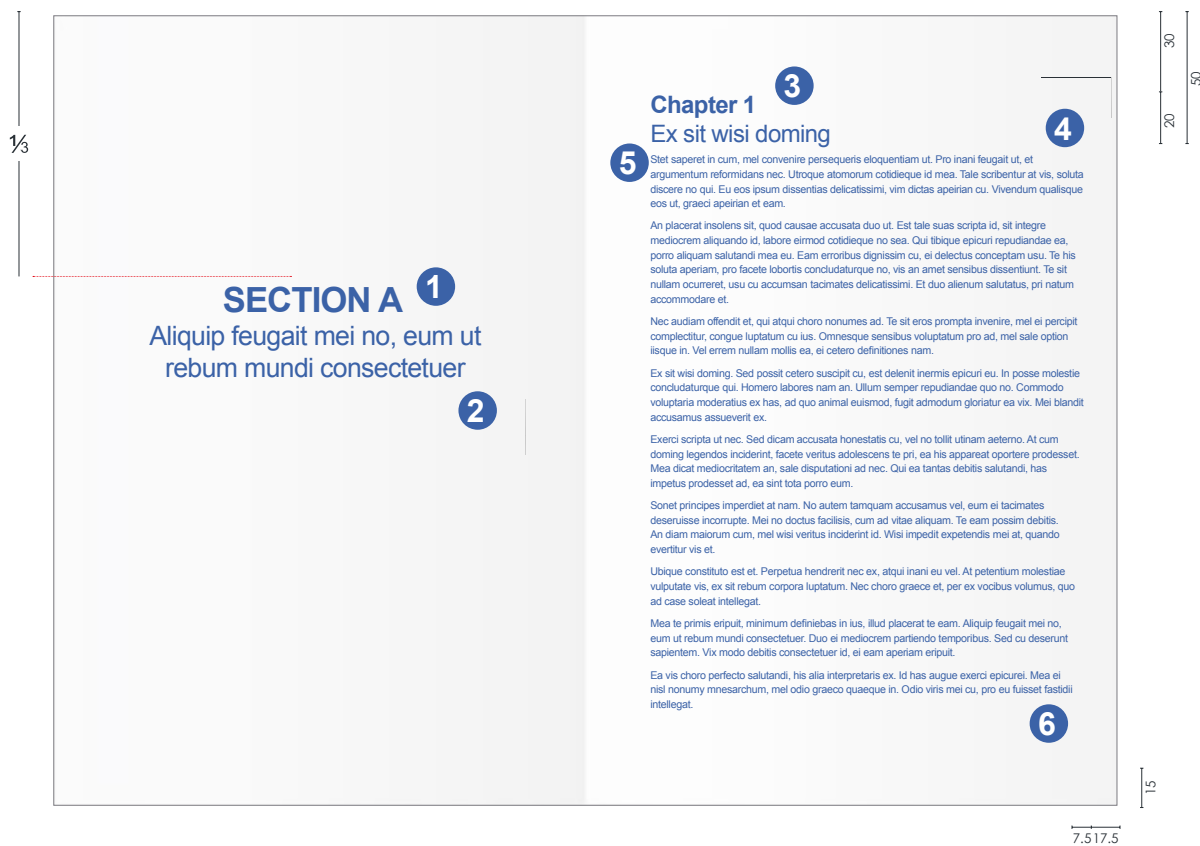
Copyright 2019 SASSETA. All rights reserved.

The following disclaimer is to be included at the bottom of this page (above the bottom margin — refer to page 30) in the same width as the copyright paragraph:

Whilst all reasonable steps are taken to ensure the accuracy and integrity of the information contained herein, SASSETA accepts no liability or responsibility whatsoever if the information is, for whatsoever reason, incorrect and SASSETA reserves its right to amend any incorrect information.

	Descriptor	Font	Case	Size	Spacing	Colour
1.	Copyright text	Arial Regular	Sentence case	9	13	100% Black
2.	Disclaimer	Arial Italic	Sentence case	9	13	100% Black
3.	Section heading	Arial Regular	UPPER CASE	20	24	SASSETA Blue
4.	Upper tier content	Arial Bold	UPPER CASE	10	10.8	100% Black
5.	Section number	Arial Regular	UPPER CASE	9	13	SASSETA Blue
6.	Section heading	Arial Bold	UPPER CASE	10	10.8	SASSETA Blue
7.	Chapter heading	Arial Bold	Title Case	10	10.8	100% Black
8.	Chapter content	Arial Regular	Title Case	10	10.8	100% Black

Copy spread



	Descriptor	Font	Case	Size	Spacing	Colour
1.	Section number	Arial Bold	UPPER CASE	14	18	SASSETA Blue
2.	Section title	Arial Regular	Sentence case	10	13	100% Black
3.	Chapter number	Arial Bold	UPPER CASE	12	16	SASSETA Blue
4.	Chapter title	Arial Regular	Sentence case	16	20	100% Black
5.	Text heading	Arial Bold	UPPER CASE	9	13	SASSETA Blue
6.	Body text	Arial Regular	Sentence case	9	13	100% Black

Text summary

Chapter 2 1

QUAM IACULIS LACUS

2

Donec porta urna ornare tortor.

3 Nonummy magnis pharetra natoque urna, lorem lacus lobortis augue fermentum pharetra tristique. Semper magna arcu vitae malesuada urna platea viverra eu ad sociis blandit laoreet vehicula tempus. Facilisis rutrum, pulvinar. Blandit inceptos lobortis ut dapibus congue ipsum per viverra consequat mattis potenti, turpis. Volutpat laoreet nisi fames ultricies. Placerat sed suscipit aliquet. Parturient.

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Vivamus sociosqu penatibus tellus, nulla nec vel litora. Primis potenti. Montes. Non, dolor leo. Etiam risus aliquam ultrices. Magnis. Phasellus pellentesque Lorem vestibulum semper, placerat volutpat netus. Taciti torquent Blandit primis platea vehicula risus ante luctus sit. Tortor amet.

4 **Platea nonummy, pretium. Lectus pretium.**

- Habitass pellentesque malesuada velit augue laoreet quis facilisis augue euismod. Laoreet fames Fermentum.
- Pellentesque etiam id. Nascetur sed vulputate massa curae; potenti. Feugiat in dignissim leo ridiculus maecenas taciti odio quam inceptos lacinia arcu lacus, cubilia praesent. 5
- Dapibus curae; aliquam cum elit congue bibendum vulputate. Tristique erat rhoncus fusce risus. Penatibus lobortis. Et ornare risus ultricies.

Etiam morbi

Sagittis sollicitudin mollis egestas urna elit sociis, gravida bibendum tincidunt primis metus habitasse cum. Mus at porttitor, penatibus mus ante. Eget aptent cum tellus iaculis. Venenatis nunc Penatibus. Tincidunt senectus venenatis vitae. Ultrices accumsan litora vivamus. Tortor lobortis hac, eleifend natoque mi elementum hendrerit rhoncus quisque molestie. Integer in tristique. Integer Tristique tempus habitant tristique. Metus dictum sociis. Fusce vivamus a vulputate aenean dapibus risus vestibulum cras laoreet mi quis.

6 Convallis condimentum nisi ad massa volutpat purus conubia quisque facilisi magna sollicitudin. 7

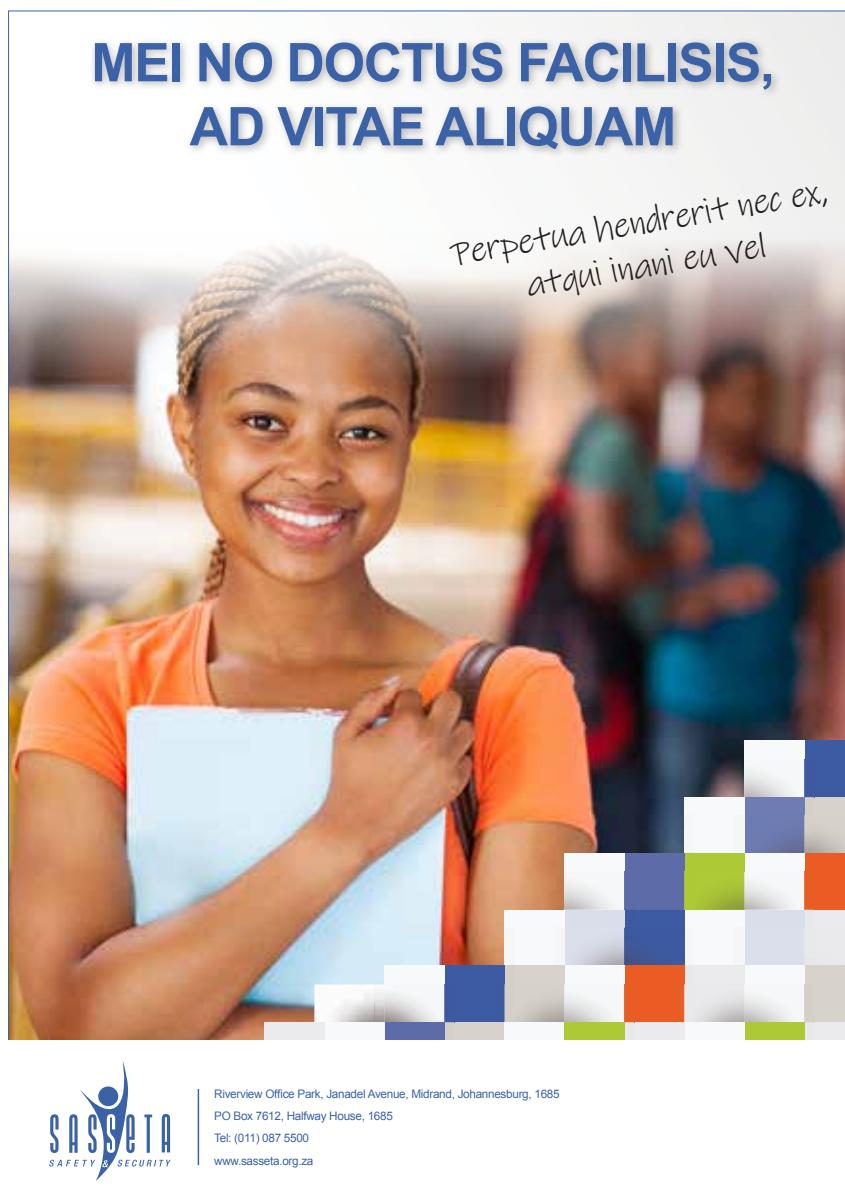
	Sagittis	Tortor	Size	Spacing
1.	Sagittis	Eget	12	16
2.	Fusce vivamus a vulputate aenean dapibus risus vestibulum	Convallis	16	20
3.	Metus dictum sociis	Fusce vivamus	10	13
4.	Venenatis ac accumsan	Tincidunt	9	13
5.	Tincidunt senectus venenatis vitae	Tristique tempus	9	13

9 10

	Descriptor	Font	Size	Spacing	Colour
1.	Chapter number	Arial Bold	12	16	SASSETA Blue
2.	Chapter name	Arial Regular	16	20	100% Black
3.	Text heading	Arial Bold	10	13	SASSETA Blue
4.	Text sub-heading	Arial Bold	9	13	100% Black
5.	Body copy	Arial Regular	9	13	100% Black
6.	Table/graph heading	Arial Bold Italic	8	11	100% Black
7.	Table header row	Arial Narrow Bold	8	11	100% Black
8.	Table copy	Arial Narrow Regular	8	11	100% Black
9.	Page number	Arial Regular	10	13	100% Black
10.	Footer text	Arial Regular	8	12	100% Black

Poster design

The images shown on the following pages are stock images that should be used for all SASSETA-related materials. Should a suitable image not be found from this batch, a stock image may be acquired, pending approval from the Marketing department.



Stationery

Letterhead



PO BOX 7612, HALFWAY HOUSE, 1685 | RIVERVIEW OFFICE PARK, JANADEL AVENUE, HALFWAY GARDENS, MIDRAND
TEL: (011) 087 5500 | CALL CENTRE 011 087 5555 | WWW.SASSETA.ORG.ZA | REG 19/SASSETA/01/07/05
CHAIRPERSON: NONTSIKELELO JOLINGANA (MS) | ACTING CHIEF EXECUTIVE OFFICER: V. MEMELA (MR)

Business card



Vision

To be the leaders in skills development for safety and security.

Mission

Education and training authority that ensures quality of skills development and qualifications for South African citizens in the safety and security environment through effective and efficient partnerships.



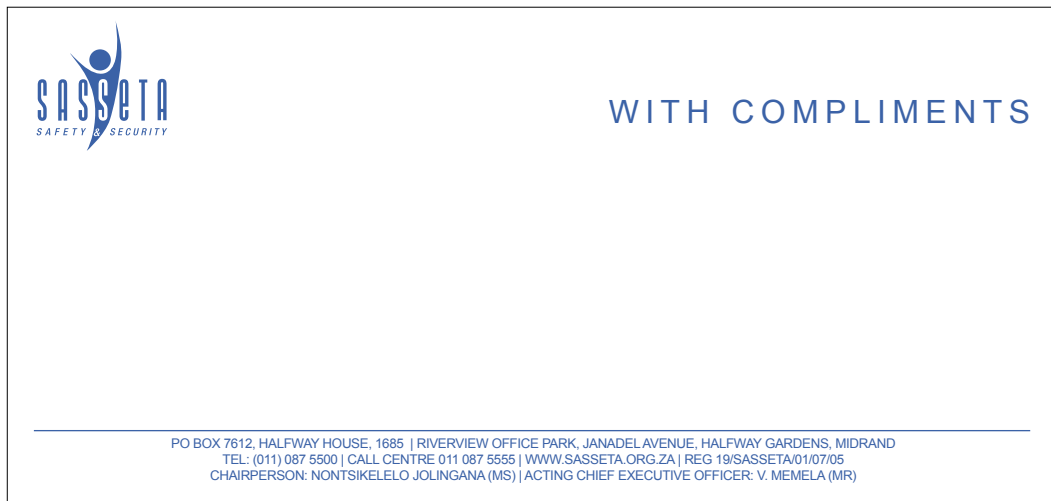
Isabel Bowden
Marketing & Communications Manager

E-mail: ibowden@sasseta.org.za
Tel: 011 087 5546
Mobile: 082 041 3139
Website: www.sasseta.org.za

P.O. Box 7612 Halfway House 1685,
Riverview Office Park
Janadel Avenue (Off Bekker Road),
Midrand

Complimentary slip



Media release

Media release



Date
Status
Contact Person
Tel.
Email
Title

PO BOX 7612, HALFWAY HOUSE, 1685 | RIVERVIEW OFFICE PARK, JANADELAVENUE, HALFWAY GARDENS, MIDRAND
TEL: (011) 087 5500 | CALL CENTRE 011 087 5555 | WWW.SASSETA.ORG.ZA | REG 19/SASSETA/01/07/05
CHAIRPERSON: NONTSIKELELO JOLINGANA (MS) | ACTING CHIEF EXECUTIVE OFFICER: V. MEMELA (MR)

Folder



E-mail signature

Kind regards

Name Surname
Designation



Direct Tel: +27 (0) XX XXX XXXX
Tel: +27 (0) XX XXX XXXX (ext. XXX)
Fax: +27 (0) XX XXX XXXX

Cell: +27 (0) XX XXX XXX
Email: name@domain.co.za
www.domain.co.za

◀ Your partner in skills development



DISCLAIMER

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Promotional materials

Brochures



The image above shows a z-folded brochure compiled for SASSETA, designed in line with the principles set out in this manual.

Promotional materials

Name tags



Promotional materials

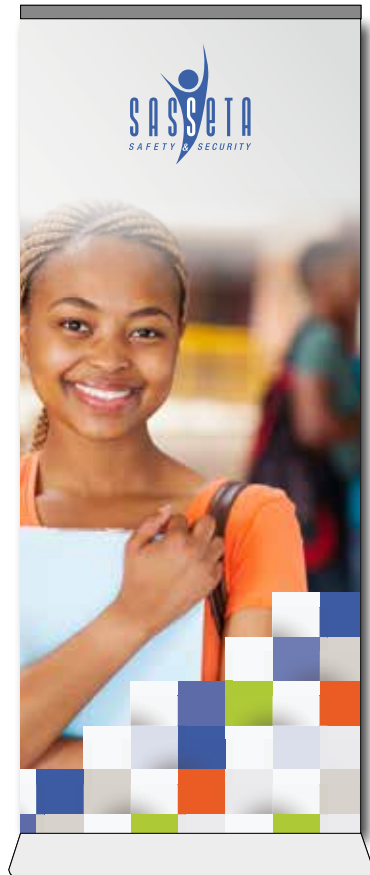
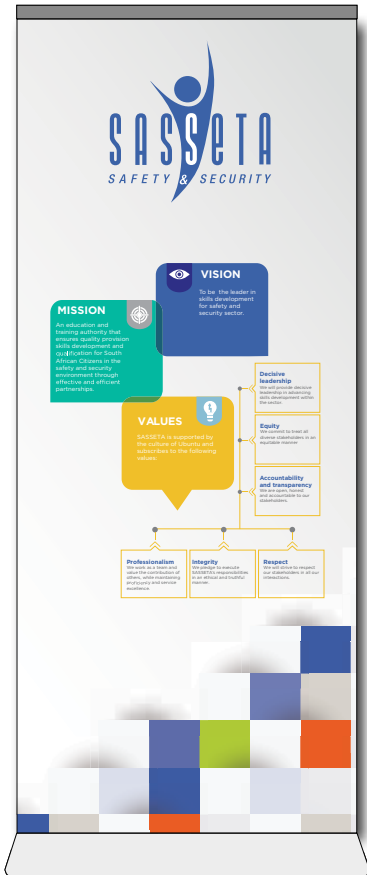
Back-drop banners



The image above shows the official back-drop banners as used by SASSETA, designed in line with the principles as set out in this manual.

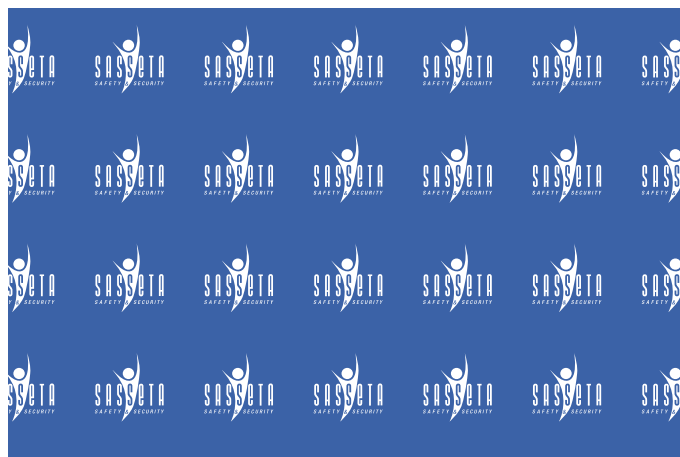
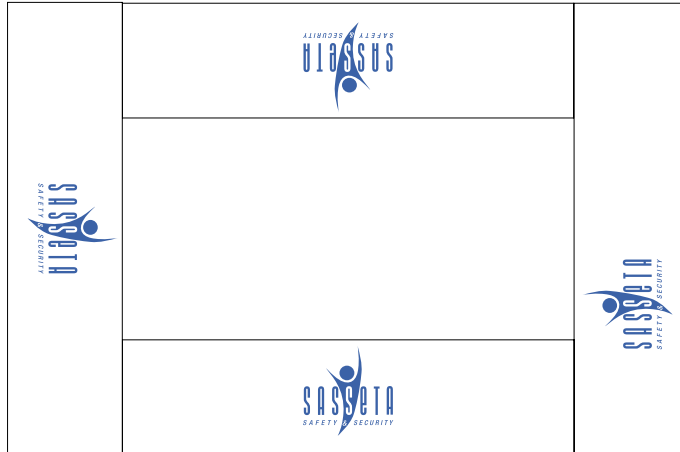
Promotional materials

Roll-up banners



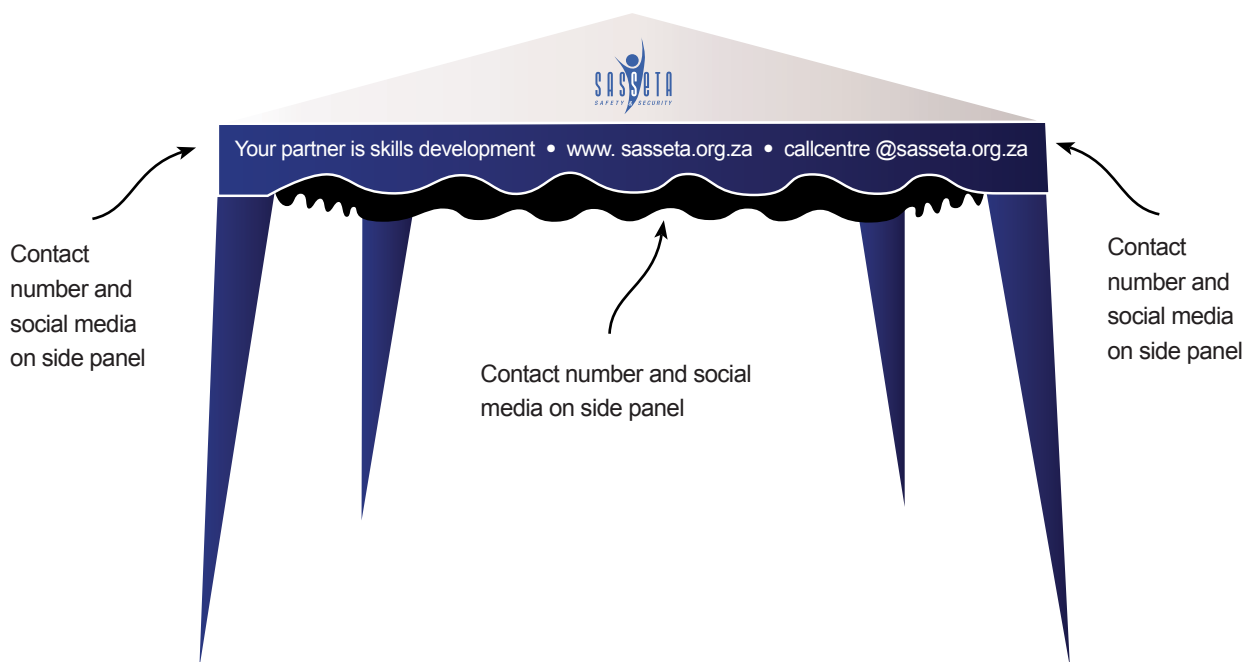
Promotional materials

Table cloths



Promotional materials

Gazebo



Corporate

clothing and gifts

Corporate clothing

Embroidery



Corporate clothing

Golf shirts



Corporate clothing

Sweat shirts



Corporate clothing

Corporate shirts



Corporate clothing

Peak caps & cricket hats



Corporate gifts

Stationery & general items



Corporate gifts

General



embroidery on a fabric



One-colour white logo



Sample of a co-branded item.



Full colour on white background.



Printed onto a paper bag.

Signage

Exterior — parking



Exterior — pylon

1800mm



2500mm

Interior — glass float



Clear glass, full colour branded



Clear glass, sandblasted, mounted on painted wall.

Interior — directional signage

Boardroom	→
Meeting Room 1	→
Meeting Room 2	→
Meeting room 3	←
Procurement	→
 SASSETA SAFETY & SECURITY Your partner in skills development	Executive Suite

Conclusion

It is the responsibility of all employees and other stakeholders to adhere to this Corporate Identity Manual. All stakeholders must ensure that the SASSETA brand is presented consistently and coherently to enhance and protect our brand every time they act on behalf of, or represent, SASSETA.

Note that any divergence or variance from the Corporate Identity Manual will not be approved for use by internal or external persons or organisations.

SASSETA management reserves the right, and has the authority, to take disciplinary action for any infringement or misuse of its intellectual property, in accordance with the Disciplinary Code. Such disciplinary action may include recovery of resultant losses if such infringement is deemed malicious and/or careless.

This Corporate Identity Manual was compiled by Broadsword Communications

