National Science Week

BRANDING GUIDELINES

This manual aims to provide guidelines for branding of Department of Science and Innovation (DSI), National Research Foundation - South African Agency for Science and Technology Advancement (NRF-SAASTA) and National Science Week (NSW) project to ensure consistency.

science & innovation

Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA

National Science Week

NRF National Research Foundation | SAASTA South African Agency for Science and Technology Advancement

Guidelines for National Science Week Branding

The Department of Science and Innovation (DSI) is the main sponsor for National Science Week (NSW) and therefore the following branding guidelines should be applied for co-branding:

- NSW is a special project of the Department of Science and Innovation and therefore the Department of Science and Innovation logo must always be above the NSW Logo.
- NSW logo must be the same size as the Department of Science and Innovation logo.
- The Department of Science and Innovation logo should always be above the co-sponsor logo's including NRF-SAASTA and other NSW stakeholder logos.
- The co-sponsor logos (including NRF-SAASTA and other NSW stakeholder organsiations) should be no more than 3/4 of the size of the Department of Science and Innovation logo.
- The Department of Science and Innovation logo should always take a position of priority on the document (e.g. top centre).
- Any two logo's must not be closer than one eighth (1/8) of the width of the National Coat of Arms.
- There must be a clear space of no less than one eighth (1/8) of the width of the National Coat of Arms around the edge of the page (as a boarder).
- All NSW grant holders must use the DSI, NRF-SAASTA and NSW logos on all materials (this includes educational material) produced for NSW. Logos are available for download from: http://www.saasta.ac.za/resource-centre/logo-library/
- All documents containing NSW branding must be submitted to NRF-SAASTA for approval prior to printing and distribution in order to ensure correct branding.
- The logo's must not:
  * Be skewed or distorted with any of the proportional dimensions being altere.
  * Be overlapped or blended with other visual objects and backgrounds.
  * Used as a watermark.
  * Have any of the colours changed (expect for black and white versions).

Logo and Logotype

Implementing the corporate identity is dependent on consistently using the logotype, including consistent use of corporate colours and fonts or typefaces.

Press and production ready artwork of the DSI, NRF-SAASTA and NSW primary logo is available in various digital formats and can be downloaded from here https://www.saasta.ac.za/resource-centre/logo-library/

Never alter or change the shape of any componenet of the logos.

If any additional information is required you can contant NRF-SAASTA Corporate Communications on 012 392 9300.

NRF-SAASTA and NSW Logo Size

There is no minimum or maximum recommended logo size, provided that the logo is easily legible to the intended audience and the minimum clear space around the logo is maintained. Do not use the logo smaller than the minimum recommended size, or at any size that compromises legibility. Never stretch, distort, condense or scale the logos disproportionately.

DSI Logo Size

The grid has been carefully devised to assist in establishing the clear space area around the national coat of arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national coat of arms must always be 2XC. The spacing between the national coat of arms and the descriptor to the right must be 2XC.

The primary descriptor (functional name of department, e.g., science & innovation) is 15/8XC high. The secondary descriptor (word 'Department') is 11/8XC high.

The tertiary descriptor (full name of department, e.g., Science and Innovation is also 11/8XC high. The Republic of South Africa is 11/8XC high.

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Typeface

NRF-SAASTA Typeface
Helvetica Condensed Bold or Helvetica Neue Condensed Bold is used as the primary font and Helvetica Condensed or Helvetica Neue Condensed as the secondary font.

The full range of Helvetica and Helvetica Neue Condensed fonts including Helvetica Condensed Light and Helvetica Condensed Black as well as their italics/oblique versions can be used in body text in communication materials and advertising. Depending on the design requirements, a mix of the Helvetica typeface weights and styles is permissible.

The typeface in the logos should never be replaced or reset and logotypes of all the units and facilities should be used as supplied since it might have been kerned or adjusted for optimal legibility.

Never alter or attempt to recreate any element of our brand mark.

All the different logos are supplied as ready to use Freehand and Freehand eps files with the fonts/typefaces converted to paths to become objects.

The fonts are supplied to be used on stationery and in brochures, annual reports and newsletters etc.

Where Helvetica Condensed or Helvetica Neue Condensed is not available it can be substituted with the Arial versions to obtain a similar look.

Any use of non-standard typefaces must be approved by the marketing management. All forms of communication must conform to these typeface specifications.

Helvetica Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typeface

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DSI Typeface
The only corporate typeface that should be used on all of DSI material should be Gill Sans.

Please adhere to the usage of this typeface at all times to give the DSI brand a sense of consistency and uniformity.

Gill Sans Light
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Gill Sans Light Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Gill Sans Regular
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Gill Sans Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Gill Sans Bold
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?;:,.

Colour Palette

National Research Foundation | South African Agency for Science and Technology Advancement

An organisation's brand colours set it apart and consistent, appropriate use of these colours are essential in conveying an image of quality and to help reinforce the brand.

To ensure predictable print reproduction and legibility of the NRF-SAASTA logo across various printing formats, both CMYK (Four process colour) and the internationally recognised Pantone® colour system specifications are supplied.

Whenever corporate colours are reproduced using methods other than printing they need to be visually matched as closely as possible to these specified colours.

Because most corporate communication materials and brochures are produced in full colour (Process colours) it is recommended that the logos be used preferably in full process colours (CMYK).

If stationery is printed using spot colours the Pantone specifications should be used if CMYK cannot be used. We strongly recommend printing stationery items in CMYK Process colours for maximum consistency across the full range of NRF communications.

The Pantone matching system colours can be matched in RGB and HTML. RGB is calibrated RGB optimized for the vast majority of computer monitors, operating systems and browsers and is the default colour space for the World Wide Web. This allows colour to be reproduced and displayed in a single, unified method that provides for viewing consistency from monitor to monitor without modification. When working in your software, create the colour by entering the values supplied into the space provided for either RGB or HTML code.

Please note that colours will behave differently on different office printers, monitors and projectors. Always use the values provided here to ensure consistent internal colour reproduction within acceptable variances.

NRF-SAASTA Colour Palette

BLACK
PANTONE: 100% Process Black
CMYK: C: 0; M: 0; Y: 0; K: 100
RGB: R: 0; G: 0; B: 0
HTML: 000

RED
PANTONE: 185
CMYK: C: 0; M: 100; Y: 90; K: 0
RGB: R: 224; G: 0; B: 52
HTML: F23E47

BLUE
PANTONE: 2718
CMYK: C: 70; M: 49; Y: 0; K:
0 RGB: R: 90; G: 133; B: 215
HTML: 587BBD

GREY
PANTONE: 40% tint of Black
CMYK: 40% tint of Black RGB:
R: 167; G: 169; B: 172
HTML: 999999

One Colour
The preferred version of the NRF-SAASTA logo will be the full colour version. In the event of limited colour printing the following use of the NRF-SAASTA logo is permissible.

- Black on a white or light coloured background and
- White on a black or dark coloured background.

The full colour logo should be used with great sensitivity on coloured or photographic backgrounds, always assuring that the background colour or image does justice to the logo and the image that the organisation would like to portray. If there is not enough contrast for the logo to be clearly visible, it should not be applied in this fashion. Any use of the logo in such a fashion should be cleared with the Brand Communications Manager/Custodian.

DSI Colour Palette

The colour palette comprises the colours below. Please be advised to use the correct colour breakdowns set out alongside.

PANTONE: 143C
CMYK: C: 0; M: 37; Y: 100; K: 0
RGB: R: 249; G: 103; B: 28

PANTONE: 152C
CMYK: C: 0; M: 60; Y: 100; K:0
RGB: R: 239; G: 71; B: 24

PANTONE: 1245C
CMYK: C: 0; M: 35; Y: 100; K: 25
RGB: R: 180; G: 110; B: 18

PANTONE: 127C
CMYK: C: 0; M: 11; Y: 63; K: 15
RGB: R: 216; G: 168; B: 81

PANTONE: 146C
CMYK: C: 0; M: 55; Y: 100; K: 41
RGB: R: 135; G: 69; B: 21

PANTONE: 485C
CMYK: C: 2; M: 93; Y: 99; K: 0
RGB: R: 224; G: 31; B: 22

PANTONE: 349C
CMYK: C: 100; M: 14; Y: 100; K: 41 RGB: R: 0; G: 93; B: 40

PANTONE: black
CMYK: C: 0; M: 0; Y: 0; K: 100
RGB: R:0; G: 0; B: 0

PANTONE: 466C
CMYK: C: 0; M: 15; Y: 56; K: 23
RGB: R: 187; G: 143; B: 83

PANTONE: 188C
CMYK: C: 0; M: 29; Y: 69; K: 45
RGB: R: 83; G: 26; B: 23

PANTONE:
CMYK: C: 0; M: 87; Y: 85; K: 64
RGB:

One Colour

One colour solid logos should only be placed on a solid background, preferably white or black. This will apply primarily on signage and corporate gifts. Please avoid placing logos on textured or patterned backgrounds. The reverse version should only be placed on 100% black to 30% black backgrounds, excluding promotional elements where it may also be embossed.

NWS Colour Palette

The colour palette comprises the colours below.
Please be advised to use the correct colour breakdowns set out alongside.

PANTONE: 143C
CMYK: C: 0; M: 37; Y: 100; K: 0
RGB: R: 249; G: 103; B: 28

PANTONE: 152C
CMYK: C: 0; M: 60; Y: 100; K: 0
RGB: R: 239; G: 71; B: 24

PANTONE: 2915
CMYK: C: 49; M: 19; Y: 0; K: 12
RGB: R: 115; G: 153; B: 51

PANTONE: 5255
CMYK: C: 35; M: 49; Y: 0; K: 72
RGB: R: 46; G: 36; B: 71

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Co-Branding

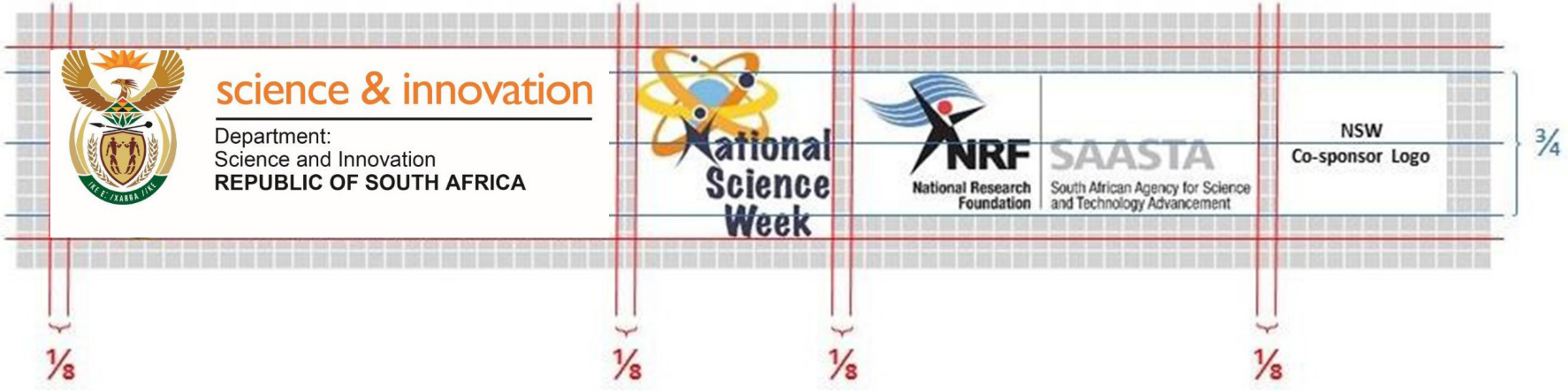
In the event of co-branding with a third party other than the DSI, designs are to be referred to NRF-SAASTA Corporate Communications for advice or approval.

Using the NRF-SAASTA, NWS and NSW Co-sponsor logo with the DSI logo

The DSI logo must accompany the NRF-SAAASTA logo.

- The DSI logo should always appear on the left with the NSW logo on the right followed by the NRF-SAASTA logo (as shown below)
- within the white strip allocated for this specific purpose.
- The DSI, NSW and NRF-SAASTA logo should be the same height. The NSW and NRF-SAASTA logo may not overpower the logo of the DSI.
- The primary colour of the NRF-SAASTA must be incorporated into the look and feel of the specific media application.

Proportional size of the logo's to be used:

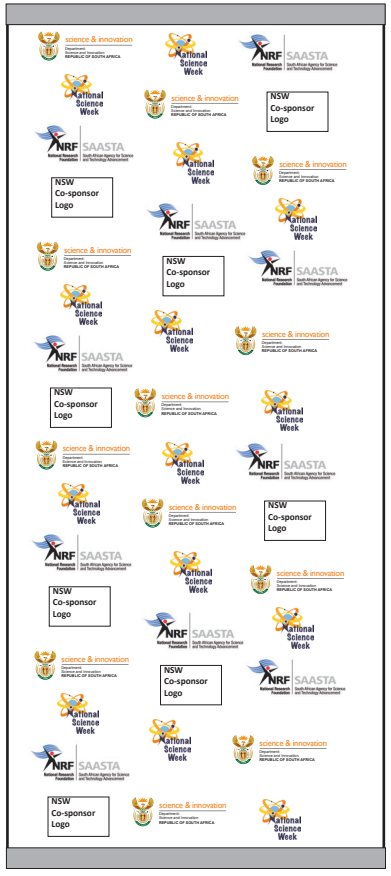


**Note: grey background and dimensions only used for guidance in branding manual and should not be used on NSW material*

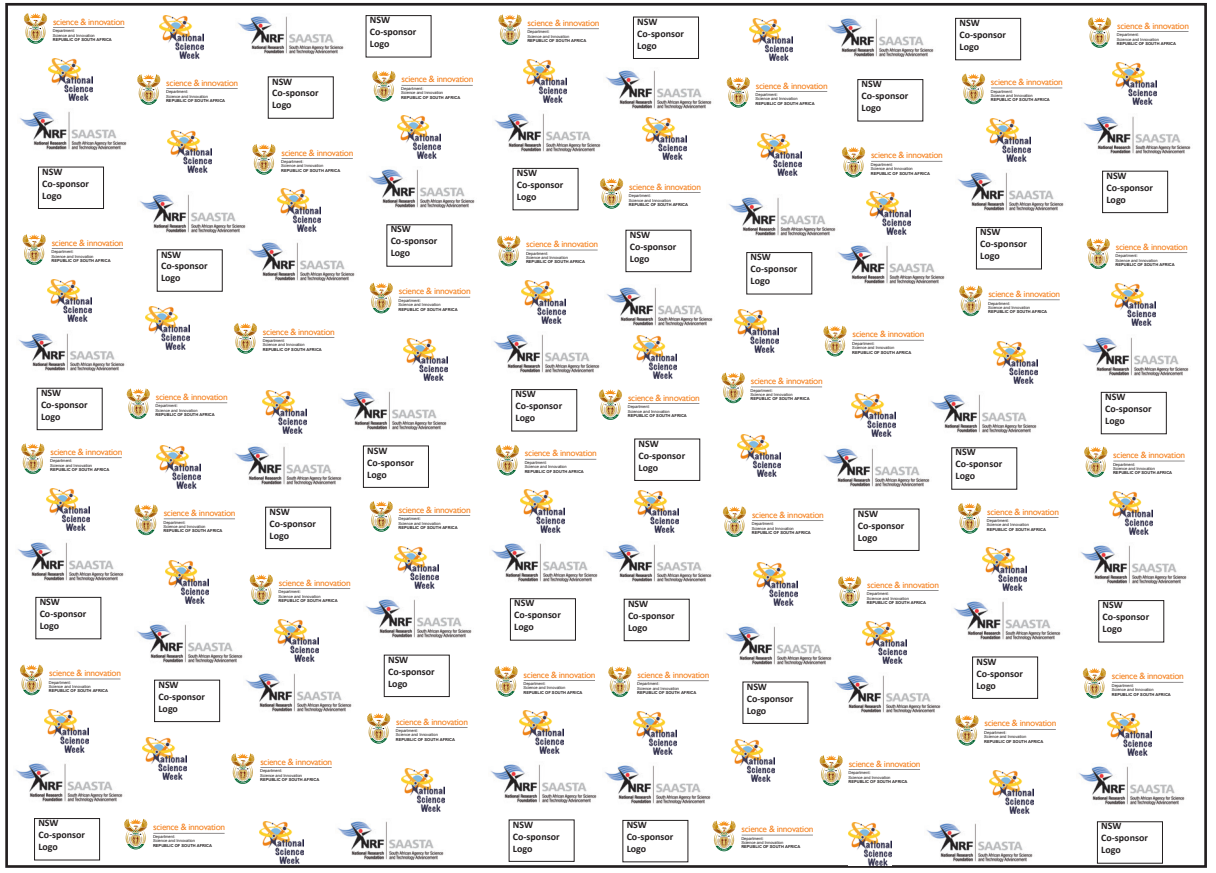
Correct order of logos in portrait and landscape document

LOGO USE FOR CO-BRANDING

ROLL UP BANNER



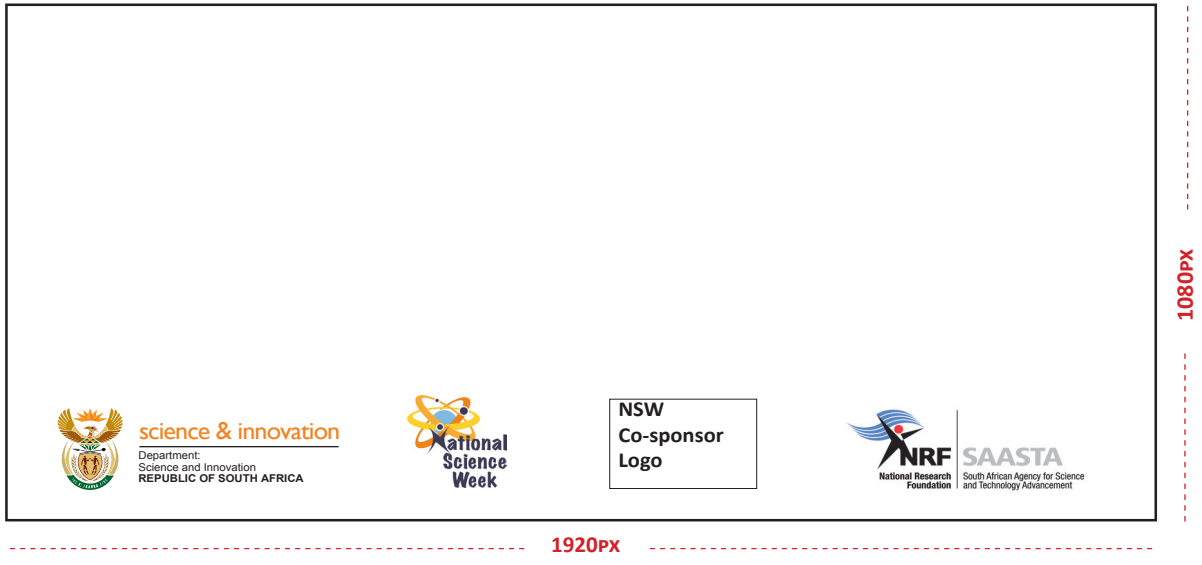
BACK WALL BANNER



Logo use for co-branding

Webinar welcome banner

Requirements to note for webinar banners:

- Correct order of logos for webinars: DSI logo, NSW logo, Co-sponsor logo, then NRF-SAASTA logo (as shown on examples).
- Always use high resolution background image.
- Background image should be under 5MB in size.
- Accepted file formats are JPG/JPEG, 24-bit PNG, or GIF.

Webinar background banner