



AIRPORTS COMPANY

SOUTH AFRICA

Digital Visual Guide
WIP

Part A

Essential Tools

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Part A Essential Tools

Introduction A1

Purpose
Visual Guide

Primary Identity A2

- Brand Mark
- Logo
 - Typography
 - Colour
 - Layout Grids
 - Do's and Dont's
 - Photography Style

Introduction

A1

A1.1 Purpose

This document provides the user with essential guidelines as to the correct implementation of Airports Company South Africa digital visual guide and visual language.

This document is a clear visual reference on the basic components and applications to ensure an acceptable level of consistency across the brand.

Added to this, the visual treatment of this document is a testimony of correct visual language application.

It is essential to understand the implementation principles, thereby empowering the user to evolve the visual identity for any future application that is not covered in this document.

A1.2 Visual Guide

A brand is quite simply the perception and reputation that we as a company create in the minds of people.

This visual guide is a work in progress collection of visual parts - such as the brand mark, colour, typography, imagery, and messaging - that help to communicate and identify the distinctive personality of the brand.

This document is a collection of tools and guidelines that help us create and maintain elements of Airports Company South Africa brand consistently.



AIRPORTS COMPANY
SOUTH AFRICA

Primary Identity - Brand Mark

A2

A2.1
Logos

Corporate



AIRPORTS COMPANY
SOUTH AFRICA

Airports



O·R·TAMBO
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



CAPE TOWN
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



KING SHAKA
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



GEORGE
AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



PORT ELIZABETH
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



BRAM FISCHER
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



KIMBERLEY
AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



UPINGTON
INTERNATIONAL AIRPORT
AIRPORTS COMPANY SOUTH AFRICA



EAST LONDON
AIRPORT
AIRPORTS COMPANY SOUTH AFRICA

Primary Identity - Brand Mark

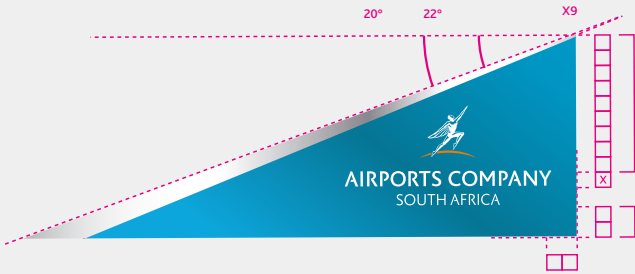
A2

A2.2

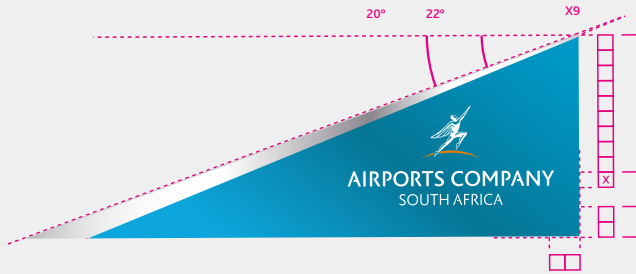
Logo lock-up

Corporate

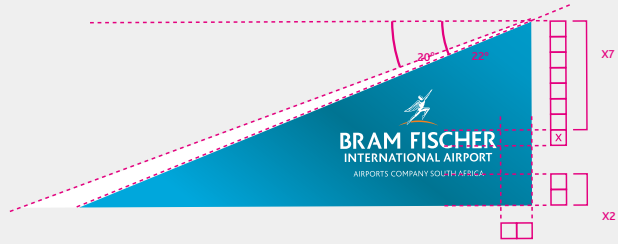
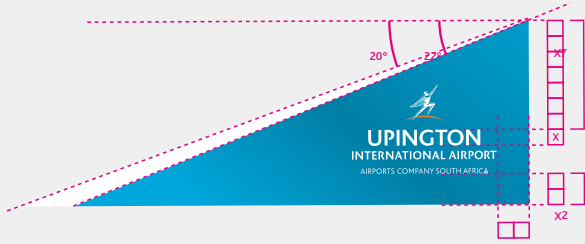
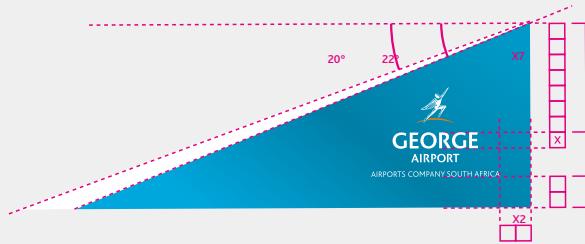
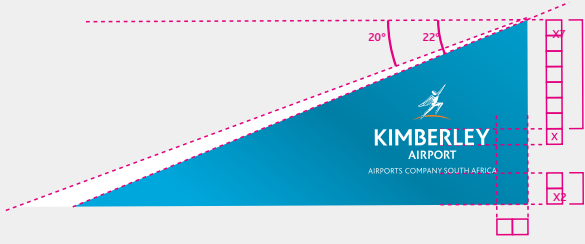
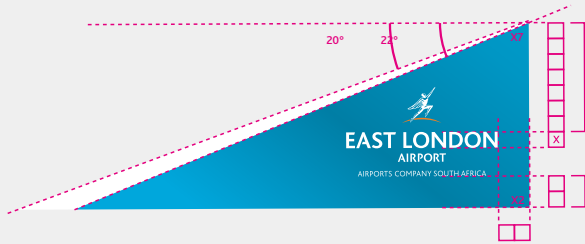
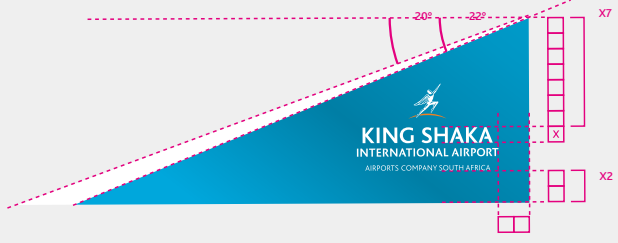
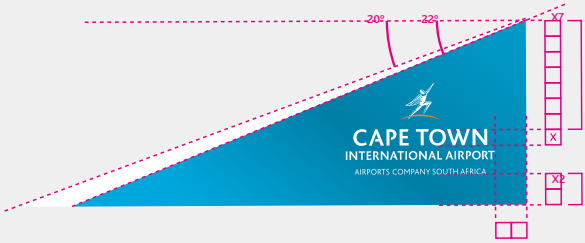
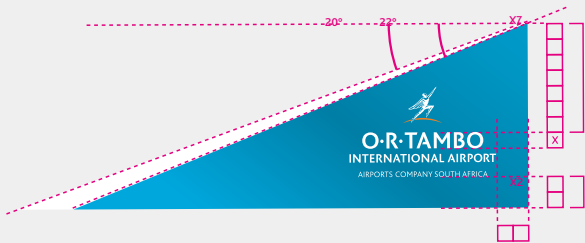
Logo lock-up without keyline
for color backgrounds



Logo lock-up with keyline
for white backgrounds



Airports



Primary Identity - Brand Mark

A2

A2.3

Logo lock-up with bleed for print

Corporate

Logo lock-up without keyline
for color backgrounds

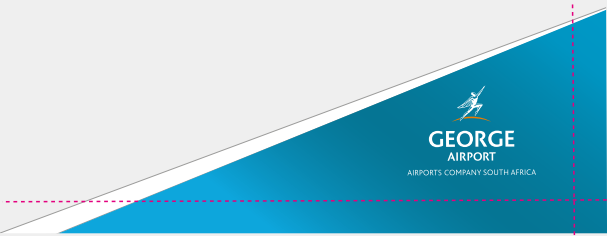


Logo lock-up with keyline
for white backgrounds



Airports

Logo lock-up with keyline
for white backgrounds



Primary Identity - Brand Mark A2

A2.4
Website Logo lock-up for print

Internal Communications



External Communications



Primary Identity - Brand Mark A2

A2.6

Typography - Secondary Font

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Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Arial Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
*1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?*

Arial Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Arial Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Primary Identity - Brand Mark A2

A2.7
Message Hierachy

**MAIN HEADLINE
IN BLISS HEAVY**

Level 1

**SUB HEADLINE
IN BLISS BOLD**

Level 2

Body copy in Bliss regular





Level 3

Primary Identity - Brand Mark

A2

A2.8

Colours - Main

TEAL	BURNT ORANGE	BLACK	WHITE
			
PANTONE (Spot colour) PANTONE 3155	PANTONE (Spot colour) PANTONE 158	PANTONE (Spot colour) PANTONE Process Black	Spot colour White
CMYK (Process colour) C100 • M0 • Y15 • K50	CMYK (Process colour) C0 • M60 • Y100 • K0	CMYK (Process colour) C0 • M0 • Y0 • K100	CMYK (Process colour) C0 • M0 • Y0 • K0
RGB (Monitor colour) R0 • G104 • B128	RGB (Monitor colour) R245 • G130 • B32	RGB (Monitor colour) R0 • G0 • B0	RGB (Monitor colour) R255 • G255 • B255
HEXADECIMAL (HTML colour) #006881	HEXADECIMAL (HTML colour) #F58220	HEXADECIMAL (HTML colour) #000000	HEXADECIMAL (HTML colour) #FFFFFF

Secondary colour

SILVER

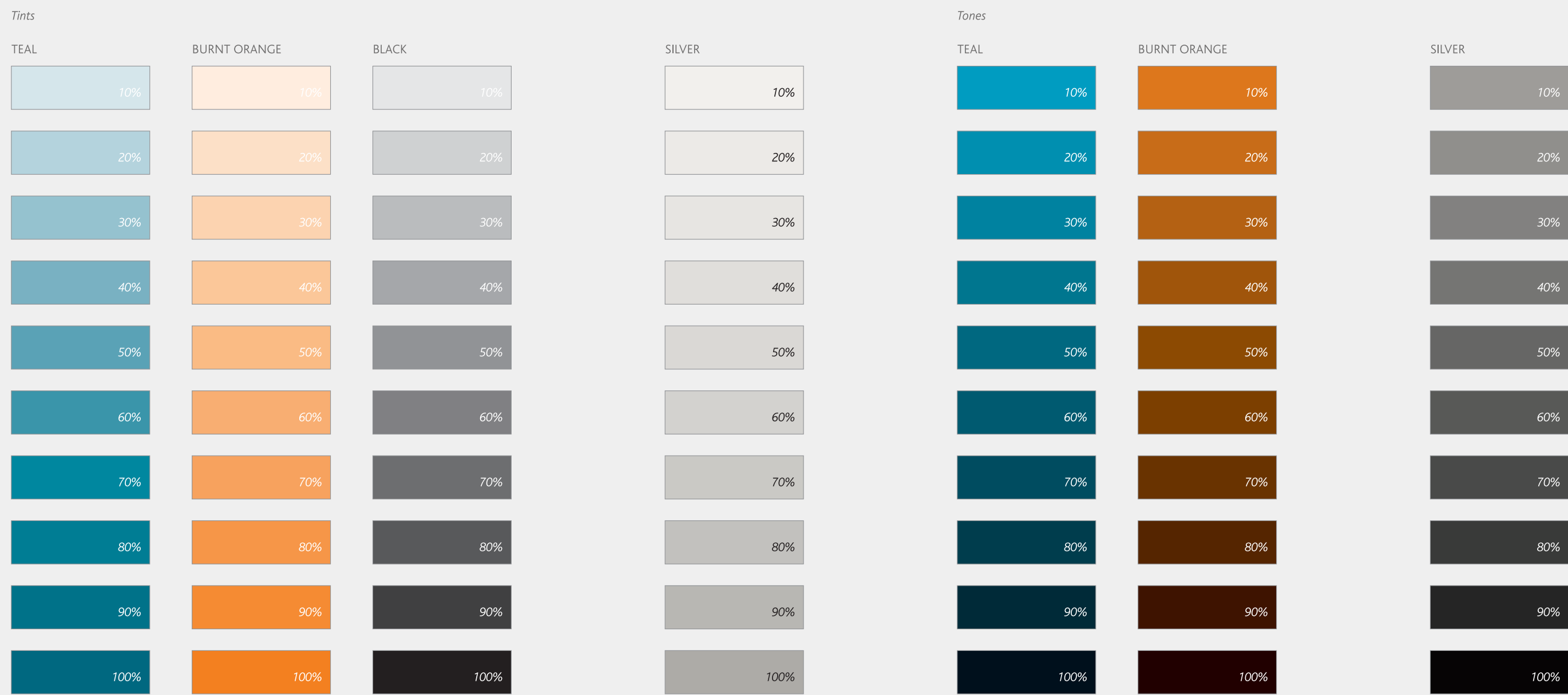
PANTONE (Spot colour) PANTONE 877
CMYK (Process colour) C0 • M0 • Y0 • K40
RGB (Monitor colour) R167 • G169 • B172
HEXADECIMAL (HTML colour) #a7a9ac

Primary Identity - Brand Mark

A2

A2.9

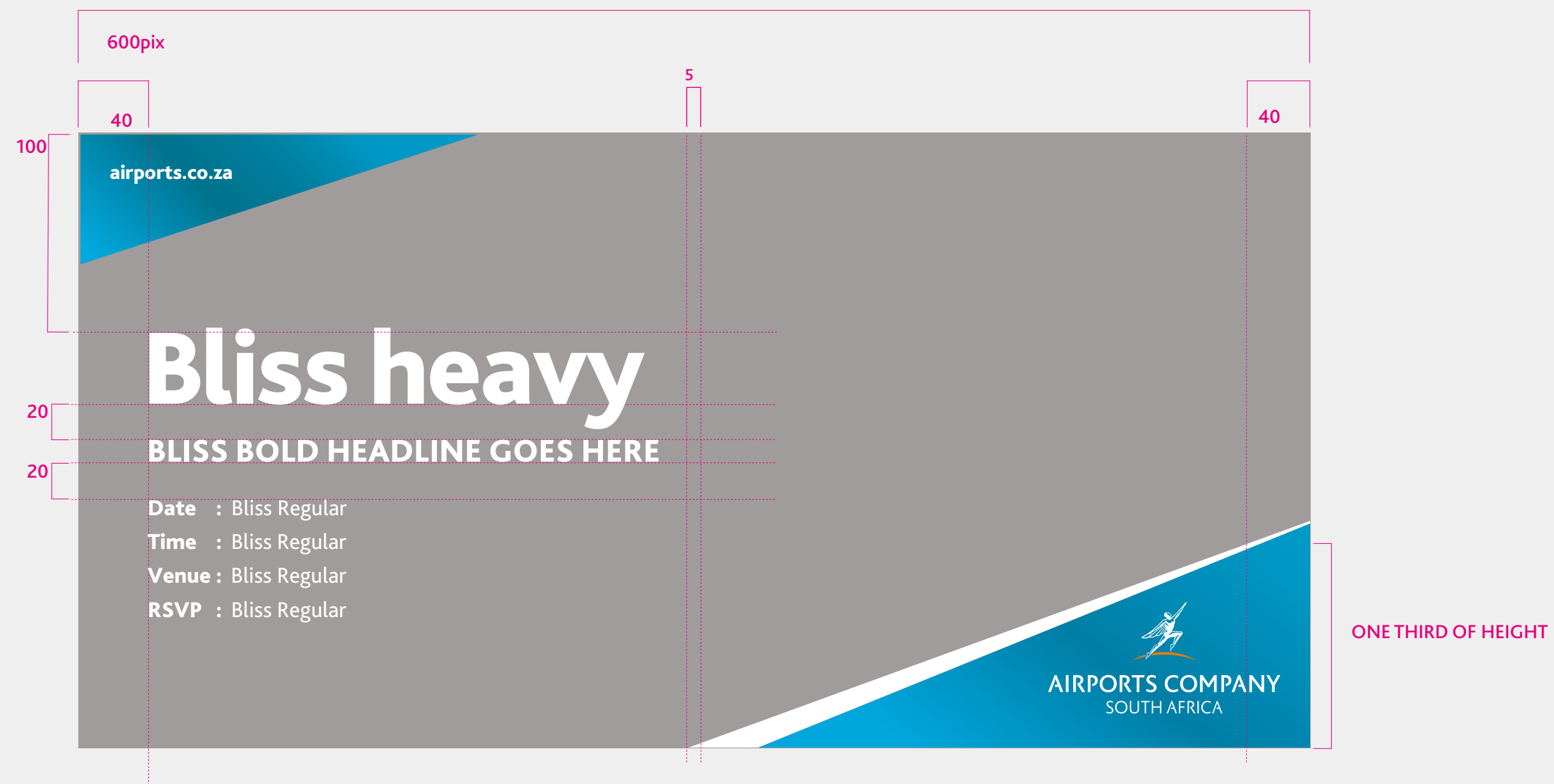
Colours - Tints



Primary Identity - Brand Mark A2

A2.10

Layout Grids for Events - Save The Date and Reminder



Primary Identity - Brand Mark

A2

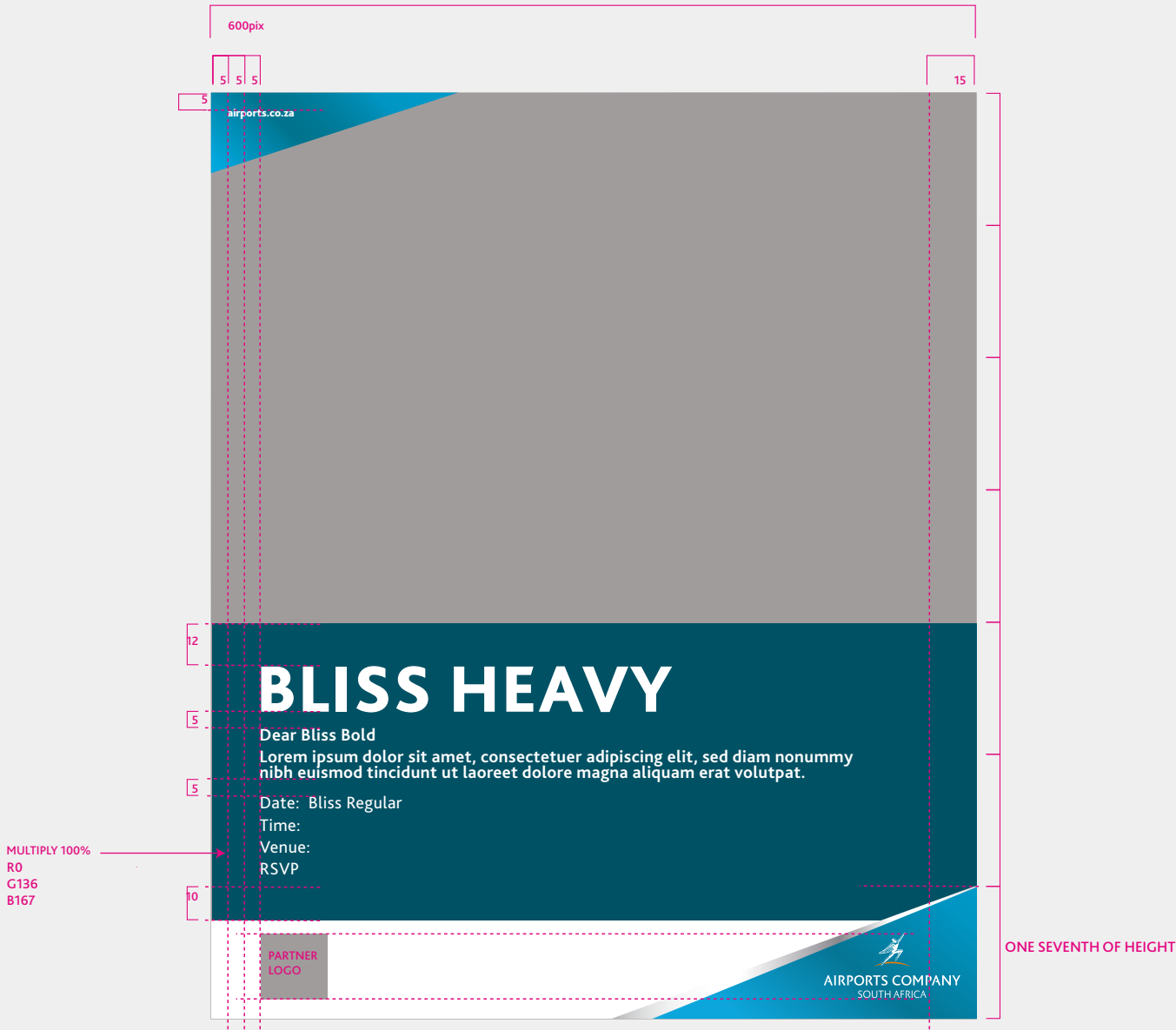
A2.11

Layout Grids for Events - Invitations

Corporate



Partnership



Primary Identity - Brand Mark A2

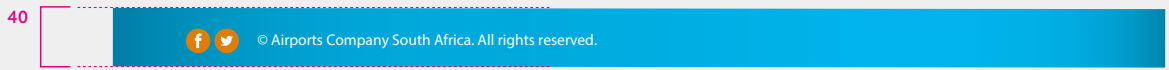
A2.12

Layout Grids for Newsletter header and footer

Internal Communication



External Communication



Primary Identity - Brand Mark

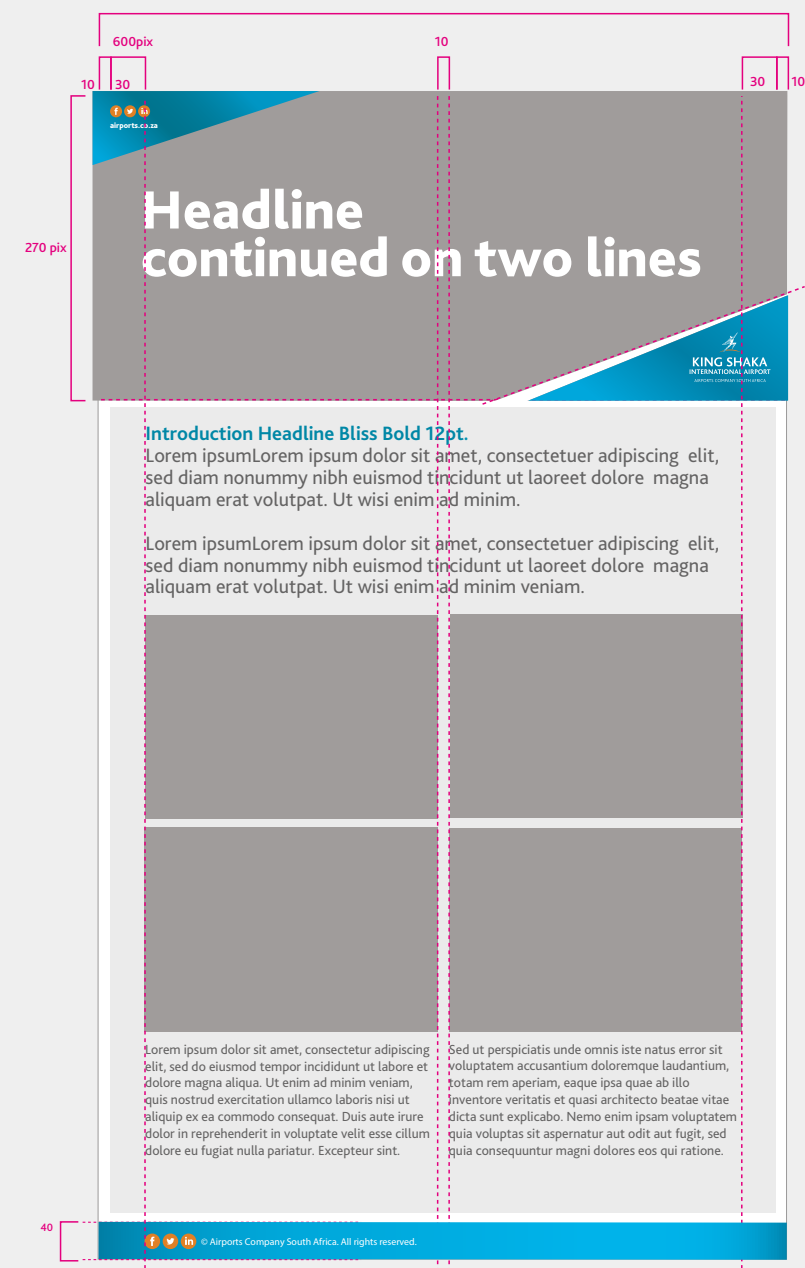
A2

A2.13 Layout Grids for Newsletters

Internal Communication



External Communication



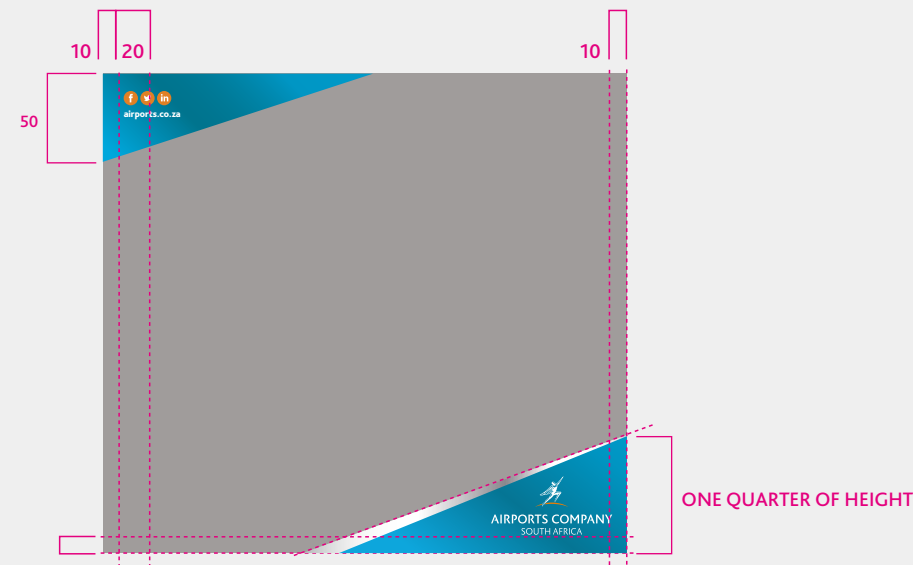
Primary Identity - Brand Mark

A2

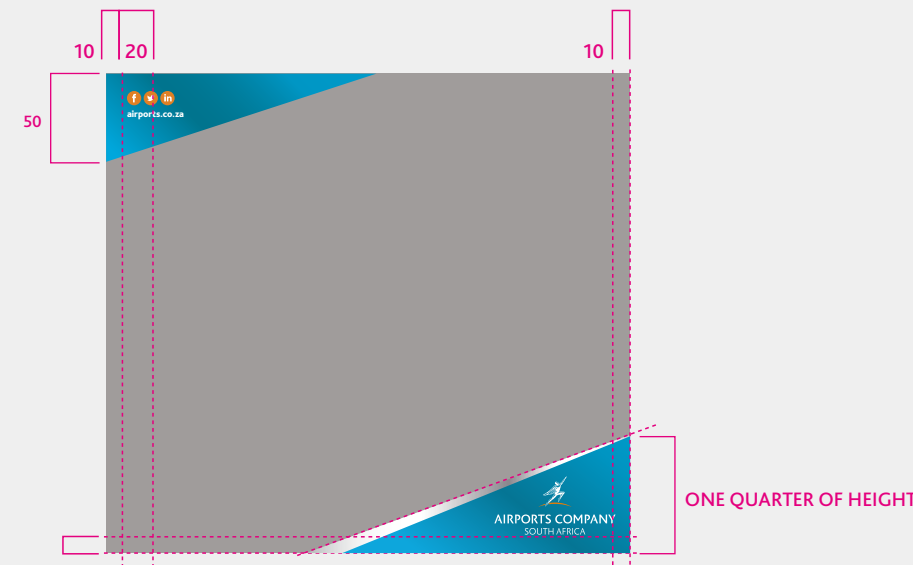
A2.15

Layout Grids for Social Media

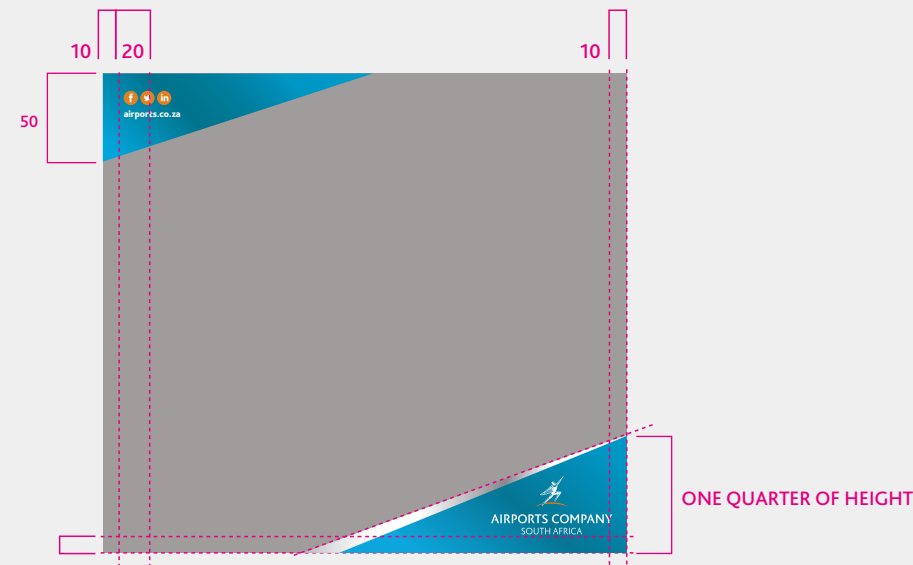
FACEBOOK 470px X 470px



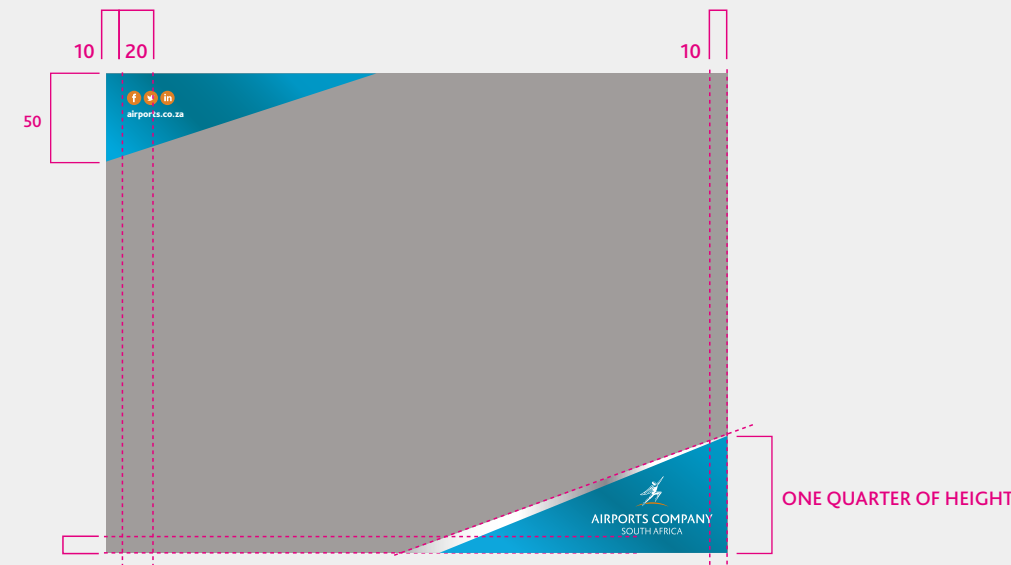
INSTAGRAM 1080 pix x 1080 pix



TWITTER 1080px X 1080px



LINKEDIN 792px X 528px



Primary Identity - Brand Mark A2

A2.16

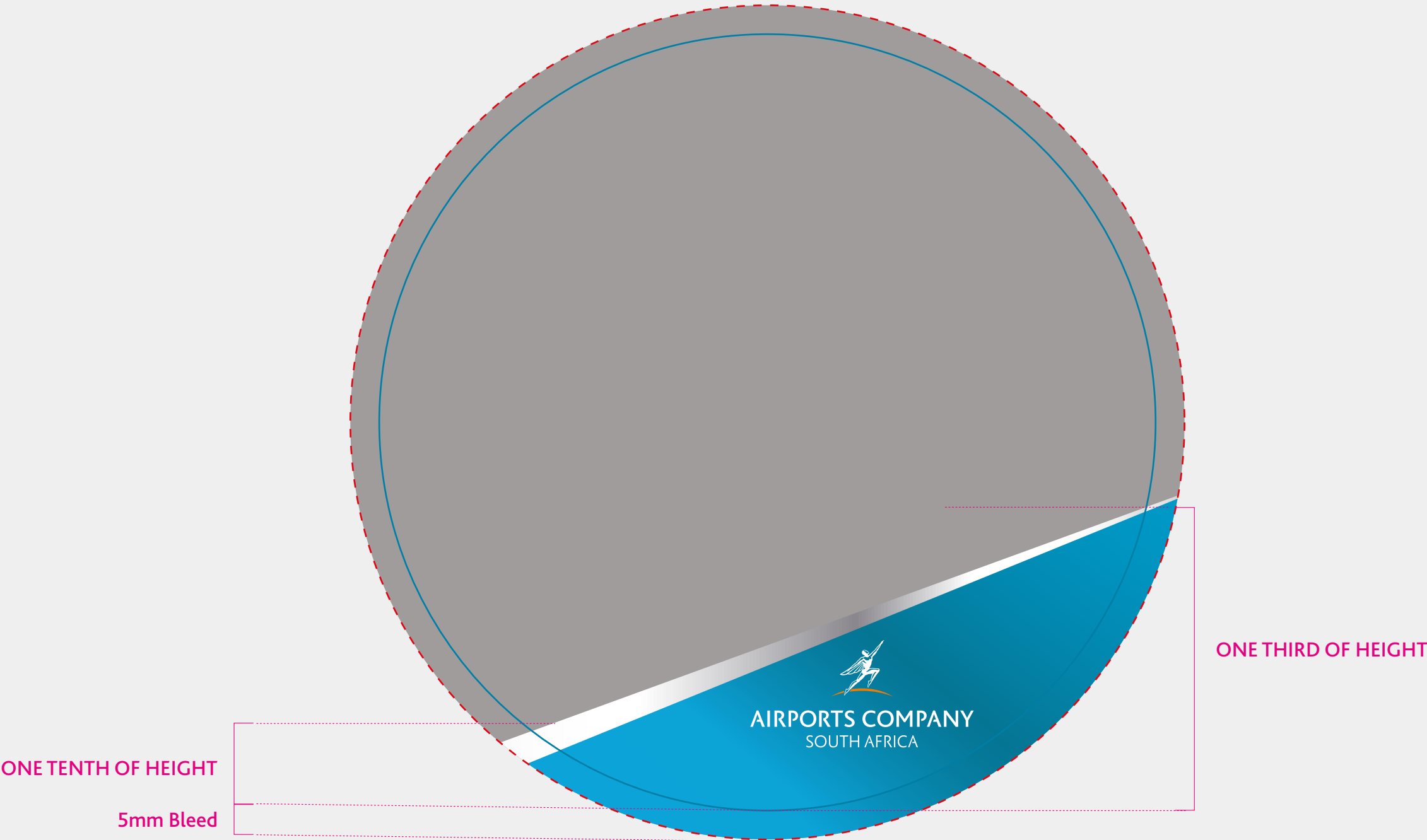
Layout Grids for Social Media

Screen Saver 1920pix X 1080pix



Primary Identity - Brand Mark A2

A2.17
Layout Grid for Wobbler



Primary Identity - Brand Mark A2

A2.18
Do's and Dont's



Primary Identity - Brand Mark

A2

A2.19
Photography - Travelers



Primary Identity - Brand Mark

A2

A2.20
Photography - Terminal



Primary Identity - Brand Mark

A2

A2.21

Photography - Sunset / Sunrise

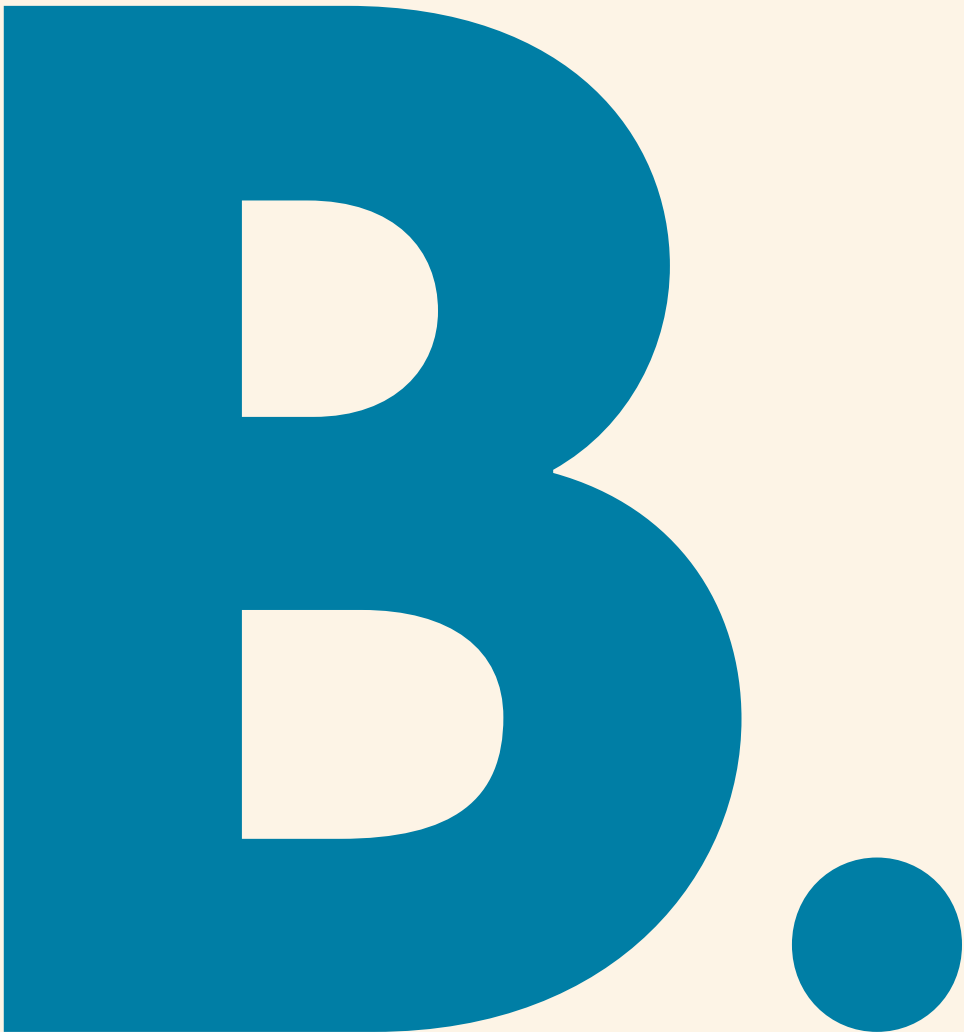


Primary Identity - Brand Mark

A2

A2.22
Photography - Airfield view & Runway





Part B Application

Business Communication **B1**

- Business Card
- Letterhead
- Presentation Template

Digital Communication **B2**

- Emailers
- Save the date
 - Invitation
 - Reminder
- Electronic Newsletters
- Social Media

Print Communication **B3**

- Print
- Magazine
 - Newspaper

Business Communication

B2

B1.1

Business card

Business Communication

B2

B1.2
Letterhead



Business Communication

B2

B1.3

Presentation Template

airports.co.za

airports.co.za

Digital Communication

B2

B1.4

Emailers - Save The Date

MULTIPLY 100%
R0
G136
B167



Digital Communication

B2

B1.5
Invitation

Corporate



airports.co.za

You are invited to the GM STAKEHOLDER ENGAGEMENTS

The General Manager, Ms. Bongiwe Pityi-Vokwana, cordially invites you to join her at an upcoming discussion, regarding the exciting prospect of the New Cargo Precinct at O.R. Tambo International Airport.

Date : Wednesday, 10th July 2019
Time : 09:00 - 12:00
Venue : ORTIA TAU Boardroom, 4th Floor, Administration Building,
O.R. Tambo International Airport, Kempton Park



AIRPORTS COMPANY
SOUTH AFRICA

Partnership



airports.co.za

INVITATION

Dear Guest,
ASKY Airlines and Airports Company South Africa would be honoured if you could join in celebrating the maiden flight of ASKY Airlines, landing at O.R. Tambo International Airport.

Date: 13 June 2019
Time: 14h00 – 16h00
Venue: Viewing Deck at O.R. Tambo International Airport
RSVP before 7 June 2019 to Abela@ethiopianairlines.com



ASKY
The Pan African Airline



AIRPORTS COMPANY
SOUTH AFRICA

Digital Communication

B2

B1.6
Reminder

MULTIPLY 100%
R0
G136
B167



airports.co.za

Remember to attend GM STAKEHOLDER ENGAGEMENTS

Date : Wednesday, 10th July 2019
Time : 09:00 - 12:00
Venue: ORTIA TAU Boardroom, 4th Floor, Administration Building,
O.R. Tambo International Airport, Kempton Park



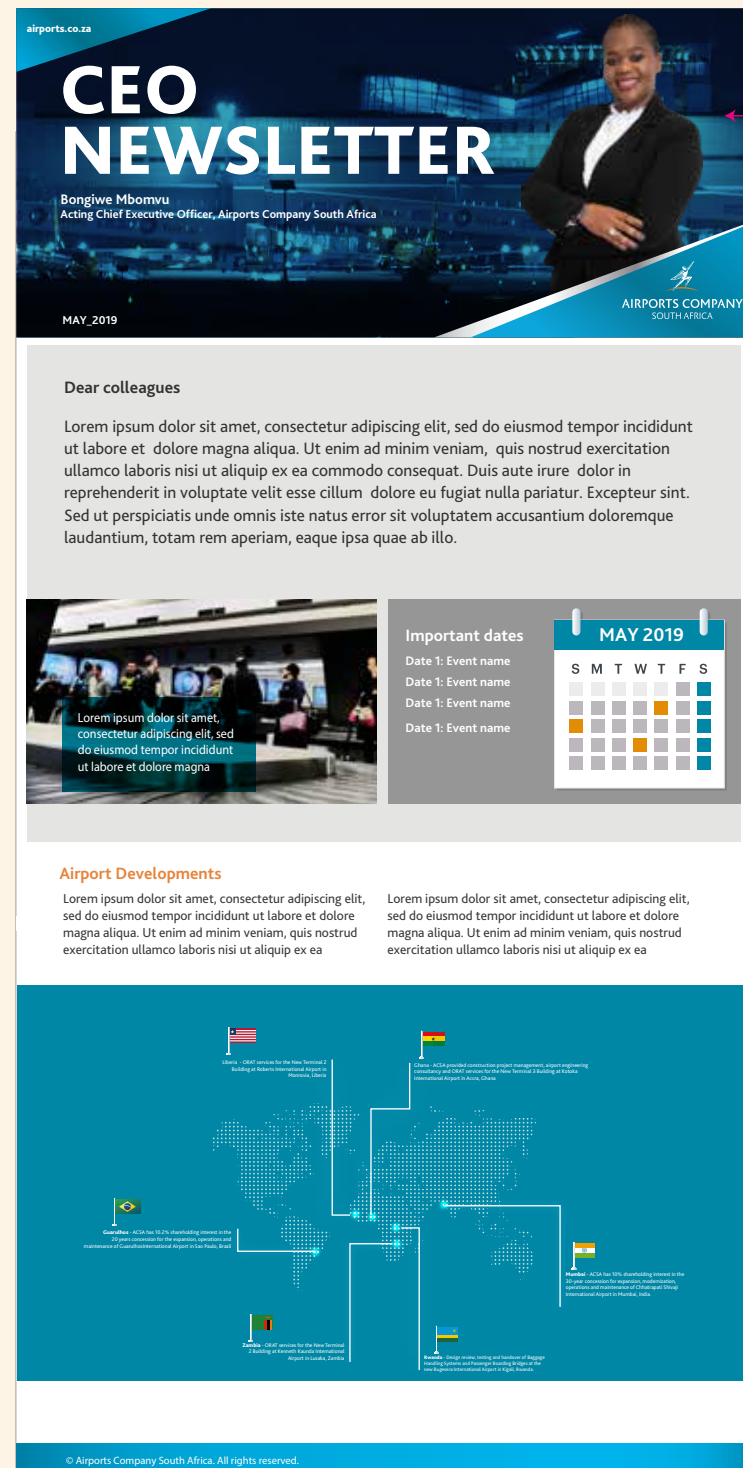
AIRPORTS COMPANY
SOUTH AFRICA

Digital Communication

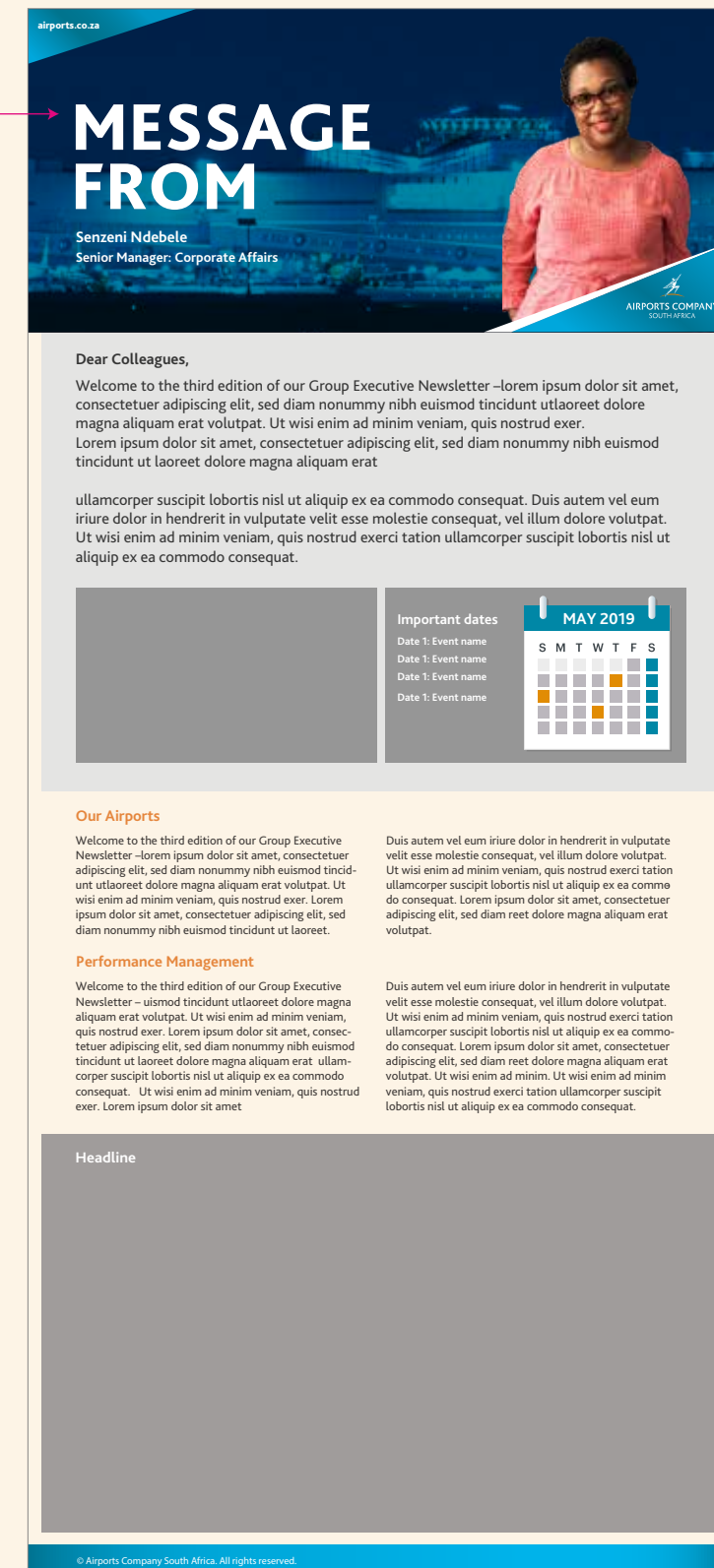
B2

B1.7

Newsletters - Management



MULTIPLY 100%
R0
G136
B167



Digital Communication

B2

B1.8

Newsletters - General



Business Communication

B2

B1.9

Newsletters - External



Business Communication

B2

B1.10

Newsletters - Regional

airports.co.za

REGIONAL AIRPORTS
NEWSLETTER


AIRPORTS COMPANY
SOUTH AFRICA

Dear Colleagues

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper.

Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te

EDITOR'S
NOTE

NAME SURNAME
DESIGNATION
DEPARTMENT



UPDATES



HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet doLorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnalore magna



HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet doLorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnalore magna

ARTICLE TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet doLorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magnalore magna

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



RIMILNES CAE NOSTUSTAM
DENTERIBUS RIMILNES

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Digital Communication

B2

B1.11
Social Media

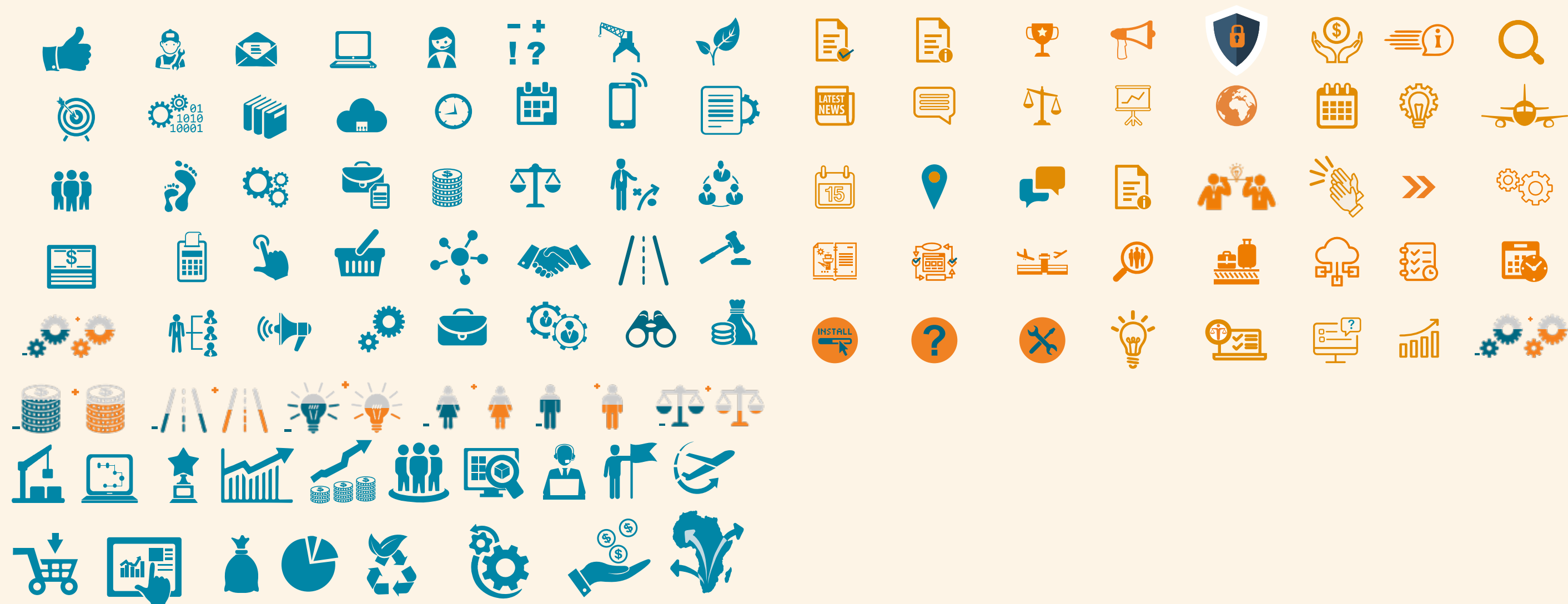


Digital Communication

B2

B1.12

Digital Icons



ICONS TO BE USED FUNCTIONALLY. ALWAYS NEXT TO A DESCRIPTOR.

Print Communication

B3

B1.13
Print and Newspaper



airports.co.za


HEADLINE

SUB HEADLINE GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip


AIRPORTS COMPANY
SOUTH AFRICA




airports.co.za

Socio-Economic Development Call for Funding Proposals

Airports Company South Africa is calling for funding proposals from non-profit organisations and public institutions.


Airports Company South Africa seeks to improve the quality of life for all South Africans, particularly the historically disadvantaged communities, by positively impacting their lives. The company's SED programmes are aligned to the objectives of the National Development Plan, and The King IV principle on Corporate Social Responsibility, with a strong focus on sustainability. The business seeks to enhance and invest in the wellbeing of communities within which we operate with emphasis on community upliftment, social cohesion and inclusion in a socially sustainable way.

Focus Areas
Our beneficiaries are wide and varied. Generally we offer financial and non-financial support to programmes that focus on the following:




Education

- Maths, science, engineering and technology
- School support programmes
- Teacher development
- Infrastructure development




Youth Empowerment

- Youth entrepreneurship
- Skills development
- Capacity building




Women Empowerment

- Capacity building
- Skills development
- Income generating programmes
- Entrepreneurship



Persons with Disabilities

- Occupational and emotional support
- Assistive devices
- Capacity building and education



Environment

- Air quality management
- Noise quality management
- Birdlife protection
- Energy conservation

Exclusions from Socio-Economic Development Funding:

- Political organisations
- Any independent candidate standing for political office/public office
- Private individuals, such as for funerals, weddings, and social gatherings
- Religious organisations
- Illicit and terrorism organisations
- Human rights abuser organisations trading as NGOs


Reference	Business unit/Airports
BFIA	Bram Fischer International Airport
CTIA	Cape Town International Airport
ELIA	East London Airport
GIA	George Airport
KIA	Kimberley International Airport
KSIA	King Shaka International Airport
ORTIA	O.R. Tambo International Airport
PEIA	Port Elizabeth International Airport
UIA	Upington International Airport
CORP	Corporate Office

Send us your proposal and include the reference of the airport nearest to your location.

E-mail : SED@airports.co.za
Contact person : Reception
Telephone : 011 723 1400

Closing date : Thursday 31 October 2019

DISCLAIMER: Evaluation and acceptance of funding proposals is entirely at the discretion of Airports Company South Africa.


AIRPORTS COMPANY
SOUTH AFRICA

Primary Identity - Brand Mark

A2

A2.5 Typography - Primary Font

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Bliss Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Light Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Medium Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Extra Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Extra Bold Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Heavy

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Bliss Heavy Italic

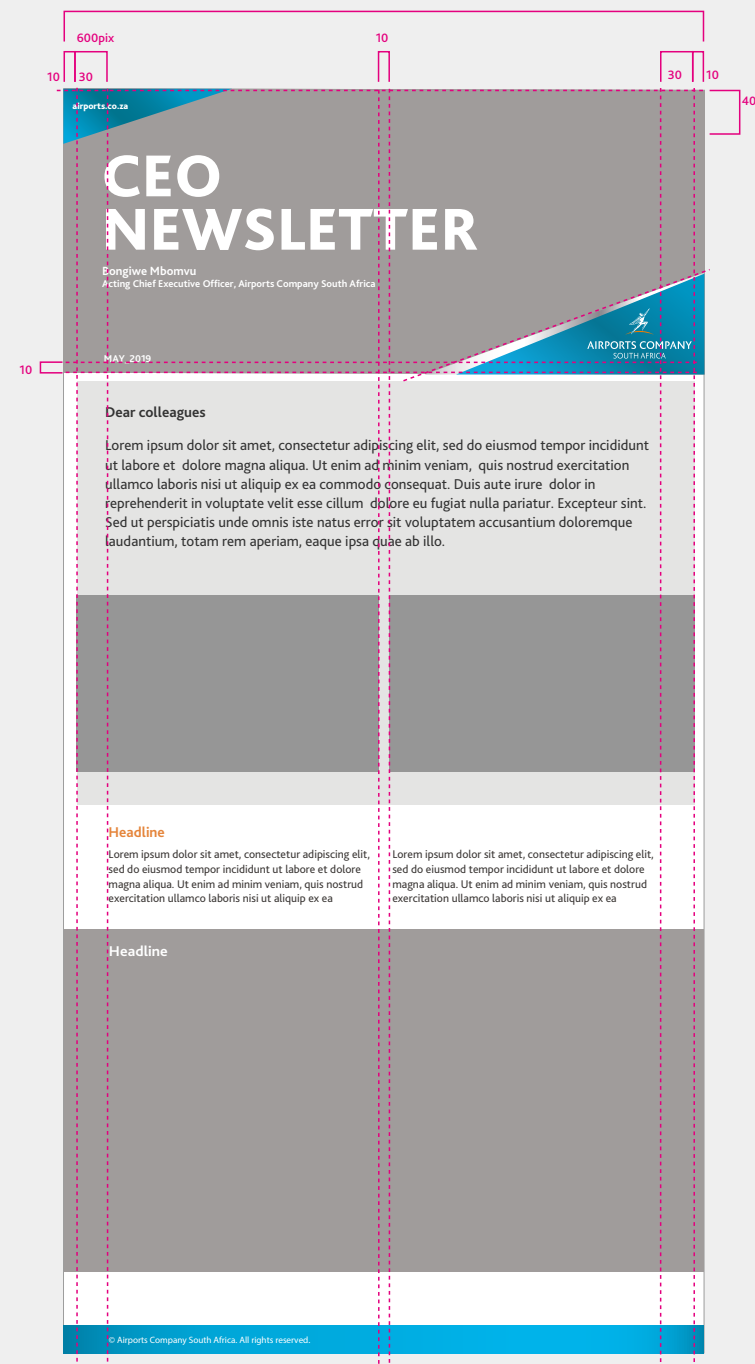
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * / ?

Primary Identity - Brand Mark

A2

A2.14

Layout Grids for Management Newsletters



Primary Identity - Brand Mark

A2

A2.23

Photography - Activities and Stores

