

Unique Identifier		Rev	0
Effective date	August 2023		
Review date	August 2026		



# Corporate Identity



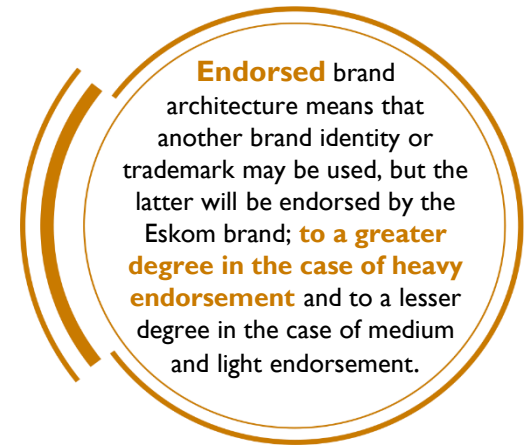
# Guideline

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**Brand architecture** is a framework that defines a hierarchy of brands and the interrelationship with one another. It enables effective delivery of the brand promise and brand values.

### Brand Architecture

- Eskom subscribes to a **monolithic brand architecture strategy**. This means that the organization will always present one uniform, consistent visual interface to all stakeholders and markets, i.e. no logos or identities other than the Eskom brand identity
- In cases where a monolithic brand strategy is not conducive to the achievement of business strategies and objectives, Eskom will consider the application of an **endorsed brand strategy**.
- Eskom's brand architecture requirements will form part of any discussions and negotiations during the establishment of new **subsidiaries**, joint ventures, companies or partnerships.
- Eskom endorsement may be **heavy, medium or light**.
- Guidelines pertaining to the design of heavy, medium or light endorsed brands or trademarks are incorporated in the Corporate Identity Manual and will be adhered to
- The degree of endorsement has been determined in consultation with the Senior Manager: Strategic Marketing & Branding/GRAD
- The development of any brand identity or trademark is to be done in consultation with the Senior Manager: Strategic Marketing & Branding/GRAD



**Heavy endorsed** brands follow the **exact same corporate identity and style specifications as Eskom Holdings SOC Ltd**. They may apply their brand name below the Eskom logo in the form of a **descriptor**. They use the Eskom logo, the **primary colours – blue and gold, and the Eskom style elements**.

In cases where they have their own board of directors and company registration number, the **company name and registration number will be reflected on their stationery and other collateral**.

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### Summary of Eskom’s Corporate Identity Policy

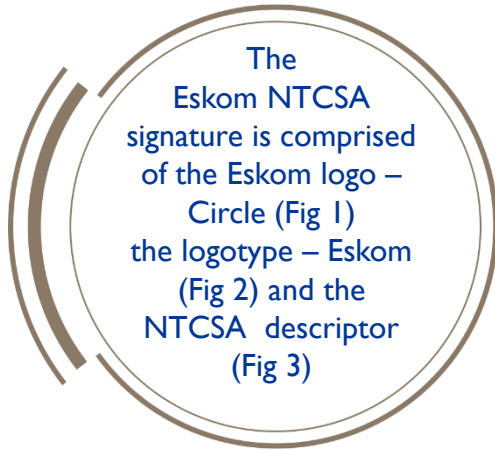
1. **Eskom subscribes a monolithic brand strategy** (one uniform visual image and identity internal and external).
2. **No own logos and identities** are allowed, not even for projects or any internal campaigns.
3. All **departments, business units, divisions and subsidiaries must apply** the corporate identity specifications as contained in the Corporate Identity Manual.
4. The Eskom corporate signature (logo and logotype) **will appear on all written and electronic communiqués** intended for external and/or internal target audiences.
5. Eskom's language policy will influence the use of language on elements containing the Eskom signature (logo and logotype). Only **one language** may be applied to an item at any given time.
6. **Non-compliance** with the requirements of this policy will constitute an offence meriting disciplinary action - all items must be pre-approved so that they adhere to Eskom’s corporate identity specifications.
7. **Compliance with this policy** must be included in all shareholder compacts between Eskom Holdings SOC Ltd and its subsidiaries and suppliers.
8. Eskom's **Group Chief Executive** is the **custodian** of Eskom's brand architecture strategy and corporate identity.
9. All Eskom **corporate identity applications** are to be **approved** of by a fully trained **corporate identity representative/practitioner**, prior to the application being finalised for publishing, printing or manufacturing.

### The following corporate identity requirements are applicable for a heavy endorsed brand

- Application of the Eskom heavy endorsed signature (logo) on all communication, marketing, or promotional collaterals.
- Application of Eskom’s primary colours, i.e. the Eskom blue (Pantone 287C) and Eskom gold (Pantone 8004 C).
- Application of the Eskom font Gill Sans (Regular) or Arial (Normal)
- Application of at least one of the Eskom style elements.

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## Eskom NTCSA signature (logo)



**The logo, logotype and descriptor may not be used separately from each other, i.e. only the logo or only the logotype or only the descriptor. They must always be used together as one unit.**

The relationship between the logo and the logotype must always be exactly as indicated (Fig 1).

The Eskom NTCSA signature may only be used as illustrated, i.e. in the horizontal format, and may not be used in a stacked (e.g. logo above the logotype) format.

### Construction of the Eskom NTCSA heavy endorsed signature (logo)



**The Eskom NTCSA signature (logo) design is precise and intricate and may only be reproduced from official electronic artwork.**

The logo type is unique to Eskom. Do not attempt to replace it with a seemingly similar typeface.



Contact Eskom NTCSA's communication department for the Eskom NTCSA signature's artwork, as well as for the artwork for the Eskom style elements

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## Isolation area

To ensure that the Eskom NTCSA signature always stands proud and prominent, two isolation area rules apply.

### General application (Fig 1)

Irrespective of where the Eskom NTCSA signature is positioned, there should always be a minimum clear area around the Eskom NTCSA signature. **This minimum area is equal to half of the width of the logo (circle).**



Fig 1: General application



Example with the web address

### Next to co-branding identities (Fig 2)

In cases where the Eskom NTCSA signature is used together with other logos, i.e. a co-sponsor logo, the isolation area increases to at least the **full width of the logo (circle).**



Fig 2: Next to co-branding identities



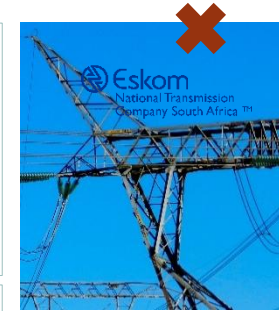
Co-branded example with the government logo

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### Colour application of the Eskom NTCSA signature

The Eskom NTCSA signature may only appear in the Eskom blue or in white or in black as illustrated below.

When the Eskom NTCSA signature is reproduced on, or reversed out of halftone, full colour, illustrations, graphic elements or photographic backgrounds, **maximum contrast must always be ensured.**



Minimum isolation space rule is not adhered to, resulting in the background image cutting through the logo and the contrast between colours is poor



Sufficient isolation space surrounds the logo, the visual in the background does not cut across or detract from the logo and the colour contrast is good.

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## Colour palette

### Eskom's two primary colours are:

Eskom blue (Pantone 287 C)  
 Eskom metallic gold (Pantone 8004 C)

### Eskom's secondary accent colours are:

Green (Pantone 361 C)  
 Terra cotta (Pantone 174 C)  
 Ochre (Pantone 1385 C)  
 Turquoise (Pantone 7475 C)

### Eskom's primary colours

Spot colour

#### Eskom blue



#### Eskom metallic gold



Process colour (CMYK)



RGB colour values  
 (for electronic application)

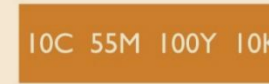
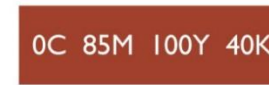


The primary colours must appear on all communication and marketing tools.

The ratio of the Eskom blue should always be at least 60% or more to the 40% or less of the Eskom gold.

The secondary colour palette only serves as accent colours and should never overshadow or overpower the corporate primary colours. Only 40% or less of colours applied to a design may be in the secondary accent colours.

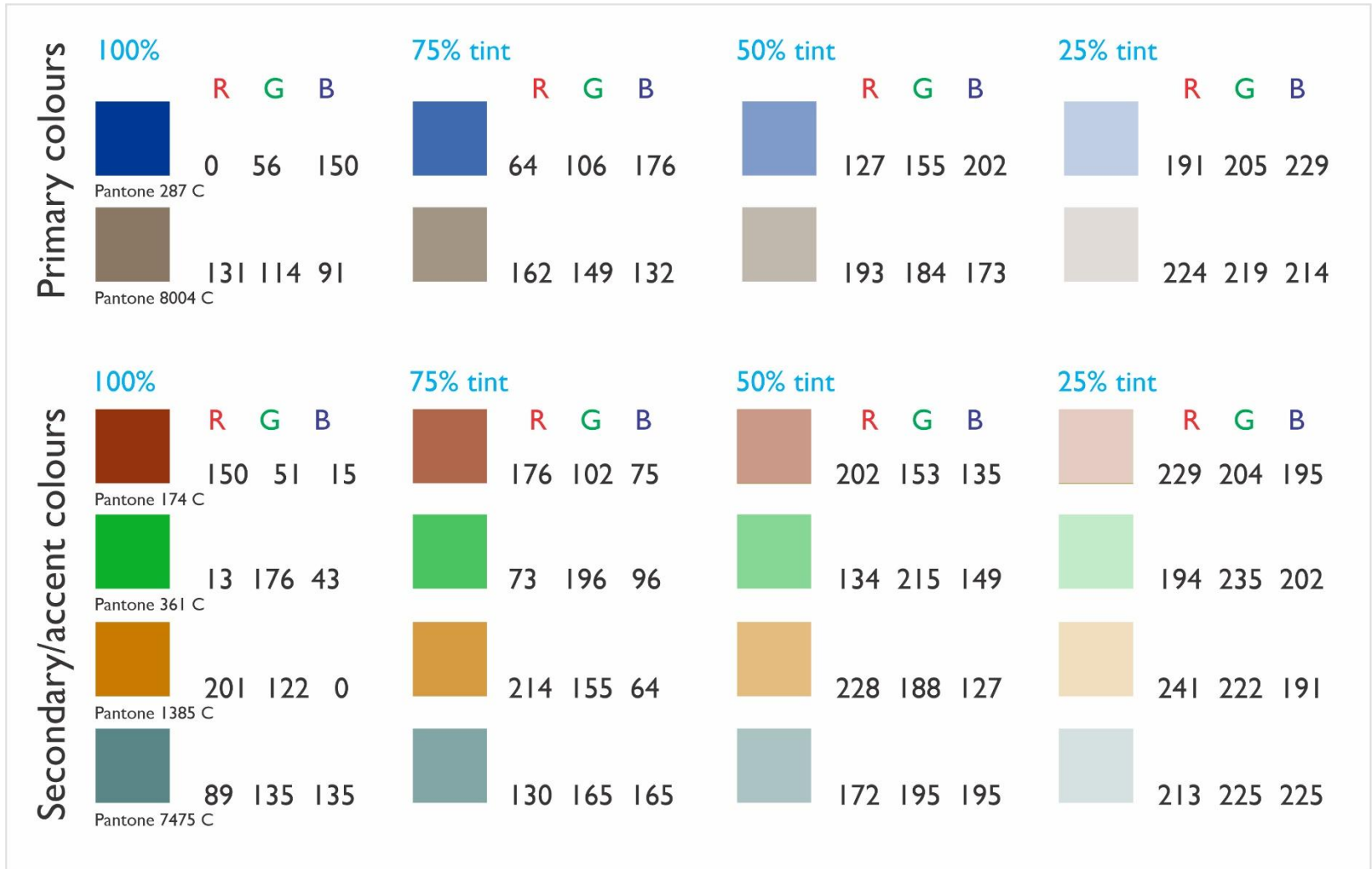
### Eskom's secondary accent colours



The ochre secondary colour, Pantone 1385 C, has been allocated to NTCSA. The use of this allocated colour should take preference over the use of the other accent colours.

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## RGB values of Eskom's primary and secondary colours



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## Corporate typeface

### Eskom’s primary typeface is Gill Sans.

Six variations of Gill Sans may be used for posters, brochures, etc. They are: regular (Eskom’s preferred option), light, light italic, regular italic, bold and extra bold.

The use of **sentence case** is recommended. (Only the first letter of the first word in a sentence is in upper case.)

**Gill Sans regular**  
(preferred typeface for setting)  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ  
12345678910

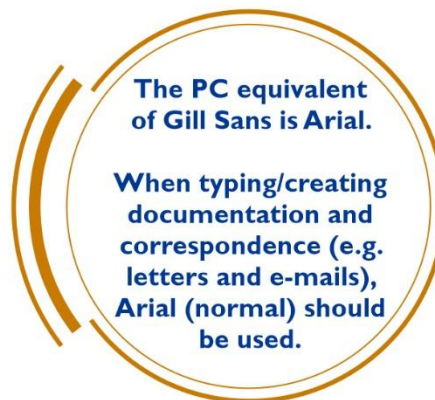
**Gill Sans regular italic**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ  
12345678910

**Gill Sans light**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ  
12345678910

**Gill Sans light italic**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ  
12345678910

**Gill Sans bold**  
abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMNOPQRSTU  
WXYZ  
12345678910

**Gill Sans extra bold**  
abcdefghijklmnopqrstuv  
wxyz  
ABCDEFGHIJKLMNOPQRS  
TUVWXYZ  
12345678910



### Secondary font: Garamond

Six variations of Garamond may be used, namely light, book, bold, and the italic versions of these three options.

Garamond is used mainly to highlight important words, sentences or quotations, i.e. to differentiate certain sections of text.

Garamond should never dominate the use of the primary typeface - Gill Sans and may not be used as a heading, subheading or title.

Garamond *Garamond book italic*  
*Garamond bold italic* **Garamond bold**

### Informal font: Segoe Print

Segoe Print should never dominate the use of the primary typeface - Gill Sans, nor the Secondary font- Garamond and may not be used as a heading, subheading or title.

Segoe Print is **limited** in use, for example:

*Comic books*  
*Children’s education material*

For newsletters:  
*From the editor* *Kind regards*

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## Style

**The style elements create a distinct and highly recognisable corporate style for the company.**

The **style envelope** consists of the

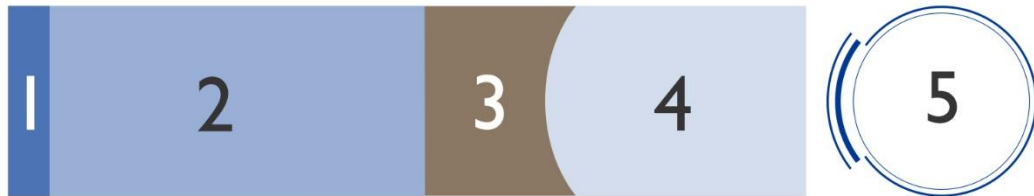
- Accent
- Tag Extension
- Key
- Postform Tag
- Circle Device

Any relevant graphics, photographs, colours, or the select Eskom African patterns may be used within these five elements.



### Style envelope

1 - Accent    2 - Tag Extension    3 - Key    4 - Post-form Tag    5 - Circle Device



#### Note:

**The Key:** Never alter the direction of the Key, i.e. do not rotate or mirror the Key. The width of the Key can vary according to different applications. **The curve of the Key must never be altered (squashed or elongated) and although you are allowed to break the curve of the Key, you should always be able to see the full follow through of the whole curve.**

**Circle device:** Do not rotate or mirror the circle device. The circle device can be cropped, provided at least 75% of the circle device remains visible.

**The circle device, accent bar and tag extension style devices should not be used on their own. They should only be applied in a design, when the Key or the Post-form tag have also been applied.**

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## Stationery: certificates

The Eskom NTCSA heavy endorsed signature is applied to the Departmental and Course certificate designs, and the line of the key style element is applied in NTCSA's allocated colour, Pantone 1385 C.



The Manager's Award set of certificates are printed in the Eskom blue, Pantone 287C, and the Eskom NTCSA heavy endorsed signature is applied at the bottom right of the layout, replacing the Eskom corporate signature.



The "Certificate of Service" and "Certificate of Completed Service" remain corporate branded.



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## Promotional items and clothing

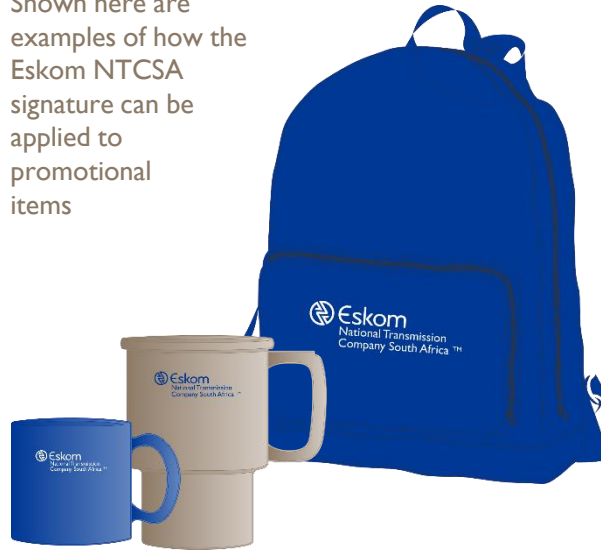
As promotional items are marketing/awareness items, **the Eskom NTCSA signature must therefore be as legible and prominent as possible**. Ensure that whatever method is used to apply the Eskom NTCSA signature to these items results in the highest standard possible.

All “rules” regarding the application of Eskom’s corporate identity elements should be applied to promotional items.

All promotional items where possible, **should reflect Eskom’s primary colours, ie Eskom blue and Eskom gold**. (Not Eskom blue and white)

Where possible Eskom’s style elements should be added to promotional items.

Shown here are examples of how the Eskom NTCSA signature can be applied to promotional items



### T-shirts, golf-shirts and jackets

The Eskom NTCSA signature should be applied on the left-hand top pocket or in the exact pocket position. It may also be applied on a sleeve or be centred across the front. This logo must be clearly visible on all applications and should not be the same colour as the item’s background colour.

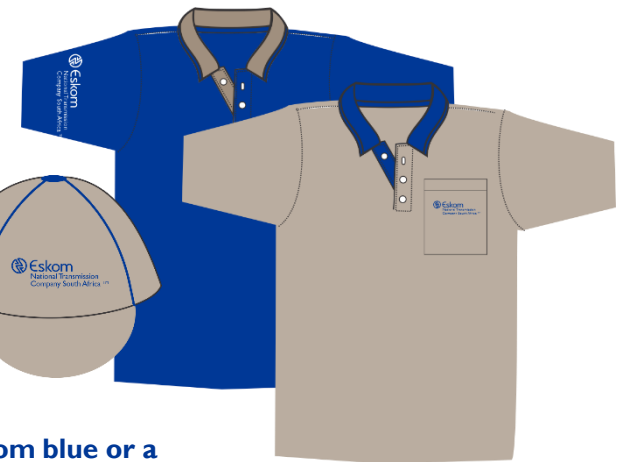
Other information or branding can be positioned on the right side of the item, opposite the Eskom NTCSA signature, but it should never be bigger than the Eskom NTCSA signature. It can also be positioned at the back or on a sleeve.

### Caps

The Eskom NTCSA signature should appear centred on the front of the cap and a strapline may be used on the back of the cap.



**The base colour of all leisure wear should be the Eskom blue or a sand/stone colour, which is similar to the Eskom gold colour**



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## Personal protective equipment

**Hard hats** should be produced in white as the base colour, or as specified by legislation. The Eskom NTCSA signature must be applied in the Eskom blue, Pantone 287C.

(General)



(Safety)



**Protective clothing** must conform to guidelines set out in the Personal Protective Equipment policy for Eskom NTCSA.

The Eskom NTCSA signature must be applied on the left-hand pocket of the protective clothing. Always bear in mind the required area of isolation when placing the Eskom NTCSA signature.

**The Eskom NTCSA must be applied in an Eskom blue or in white.**



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## Personal protective equipment: Hard hats

Note: Additional guidelines from the Eskom CI guideline.

Hard hats should be produced in white as the base colour, or as specified by legislation. The corporate signature must be applied in the Eskom blue, Pantone 287C.

