



# AIRPORTS COMPANY SOUTH AFRICA

## Corporate Identity Manual & Template Directory



# Part A

Brand System

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# A1 Introduction

## A1.1 PURPOSE

This section provides the user with essential guidelines as to the correct implementation of the Airports Company South Africa brand system.

This document is a clear visual reference on the brand components and visual style as well as a collection of tools and guidelines to ensure an acceptable level of consistency that help us create and maintain elements of the Airports Company South Africa brand.

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

All applications are available as source files.

## A1.2 BRAND DEFINITION

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

A brand identity is a 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.

## A1.3 ABOUT THE BRAND

Airports Company South Africa SOC Ltd (the Company) owns and manages a network of nine airports in South Africa, including the three main international gateways of O.R. Tambo International, Cape Town International and King Shaka International Airports. In 2017, the nine airports facilitated nearly 41 million passengers.



Part A - Brand System



A1 Introduction

A1.4  
LOGO TYPES

We use our logo in 4 different ways.

The Corporate and Airport logos are treated both with and without an overlay depending on the application.

Corporate Logo



Corporate Logo Overlay



Airport Logo



Airport Logo Overlay



**Part A - Brand System**

# A2 Corporate Logo

A2.1  
CORPORATE LOGO



**AIRPORTS COMPANY**  
SOUTH AFRICA


Part A - Brand System


A2 Corporate Logo

A2.2  
COLOUR



AIRPORTS COMPANY  
SOUTH AFRICA

Colour	Airports Company South Africa Teal
	CMYK (Process Colour) C83 M36 Y21 K06
	RGB (Monitor Colour) R12 G126 B165
	HEXADECIMAL (HTML Colour) #0c7ea5

Colour	Airports Company South Africa Orange
	CMYK (Process Colour) C02 M60 Y99 K0
	RGB (Monitor Colour) R236 G125 B7
	HEXADECIMAL (HTML Colour) #ec7d07

Colours

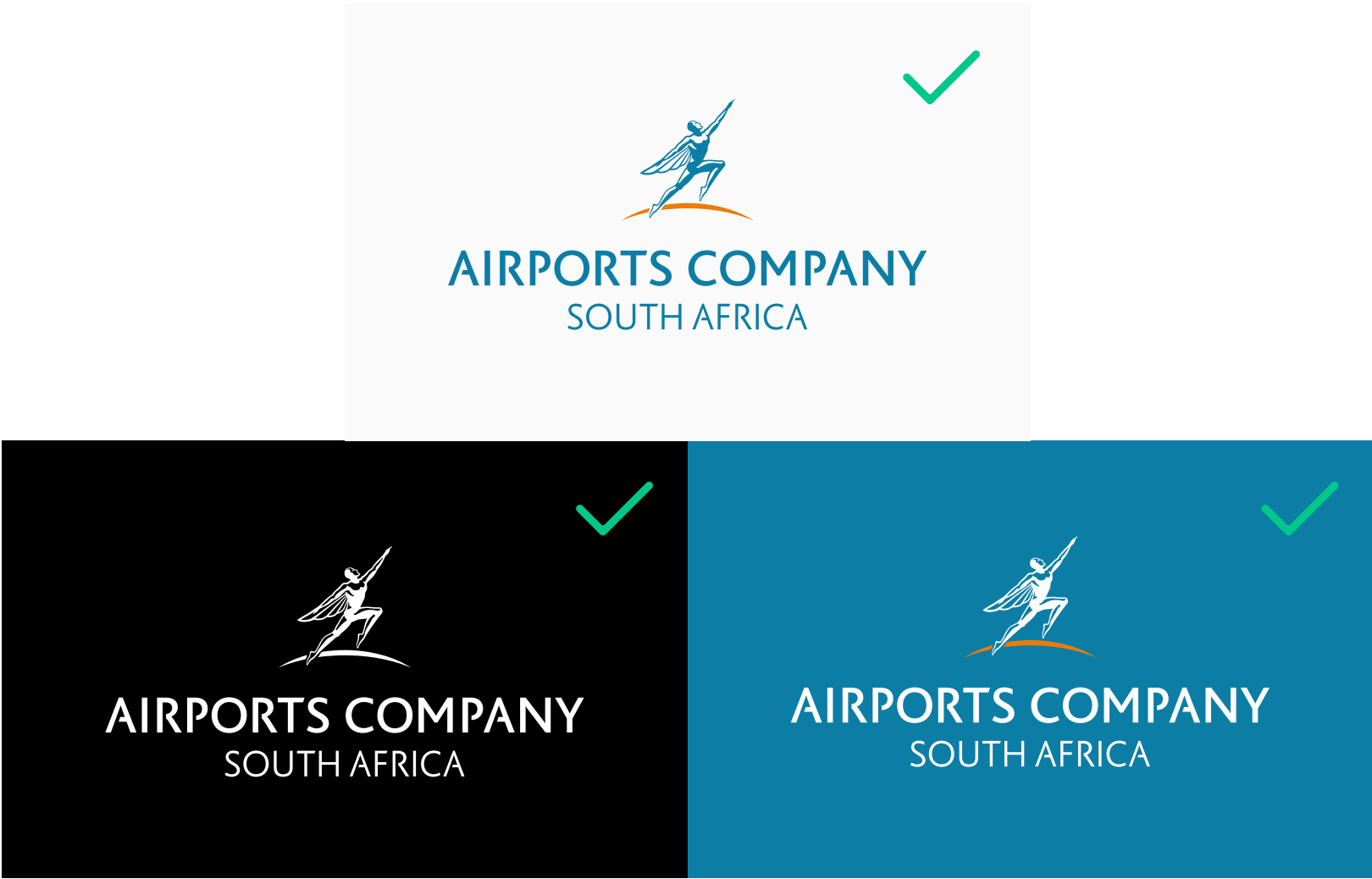
The brand colors consist of two carefully selected colors, designed to stand out across the competitive set.

Part A - Brand System



# A2 Corporate Logo

A2.3  
DO'S



Colours Variations

It is acceptable to 'whiteout' the logo for application in certain instances.

The logo can be treated and applied according to these examples.

For instance the logo can be applied in this way on frosted glass for signage.

Colour



Part A - Brand System



# A2 Corporate Logo

## A2.4 DON'TS



Don't warp or change the proportions of the logo



Don't modify or change the arrangement of the logo



Don't use Orange as a background colour



Don't modify the colours of the logo



Don't change the transparency of the logo



Don't apply the logo over photography

Part A - Brand System



# A2 Corporate Logo

A2.5  
SIZE & SPACING



Clear Space

A minimum area of space must always surround the logos.

This area of isolation allows the identity to stand out by ensuring that other visual elements are kept clear from the mark.

The logo should be no smaller than 20mm on application.



# A2 Corporate Logo

## A2.6 GUIDELINES

### Application Sizing

You must adhere to specific guides and margins for each application.

The logo should be 1/4 wide of the total useable area for portrait documents and 1/6 wide for landscape documents as shown.

For non-standard document the corporate logo should be no smaller than 20mm high but not be larger than 1/4 of the total width of the usable area

The Corporate logo should always be aligned in the top right of each document.

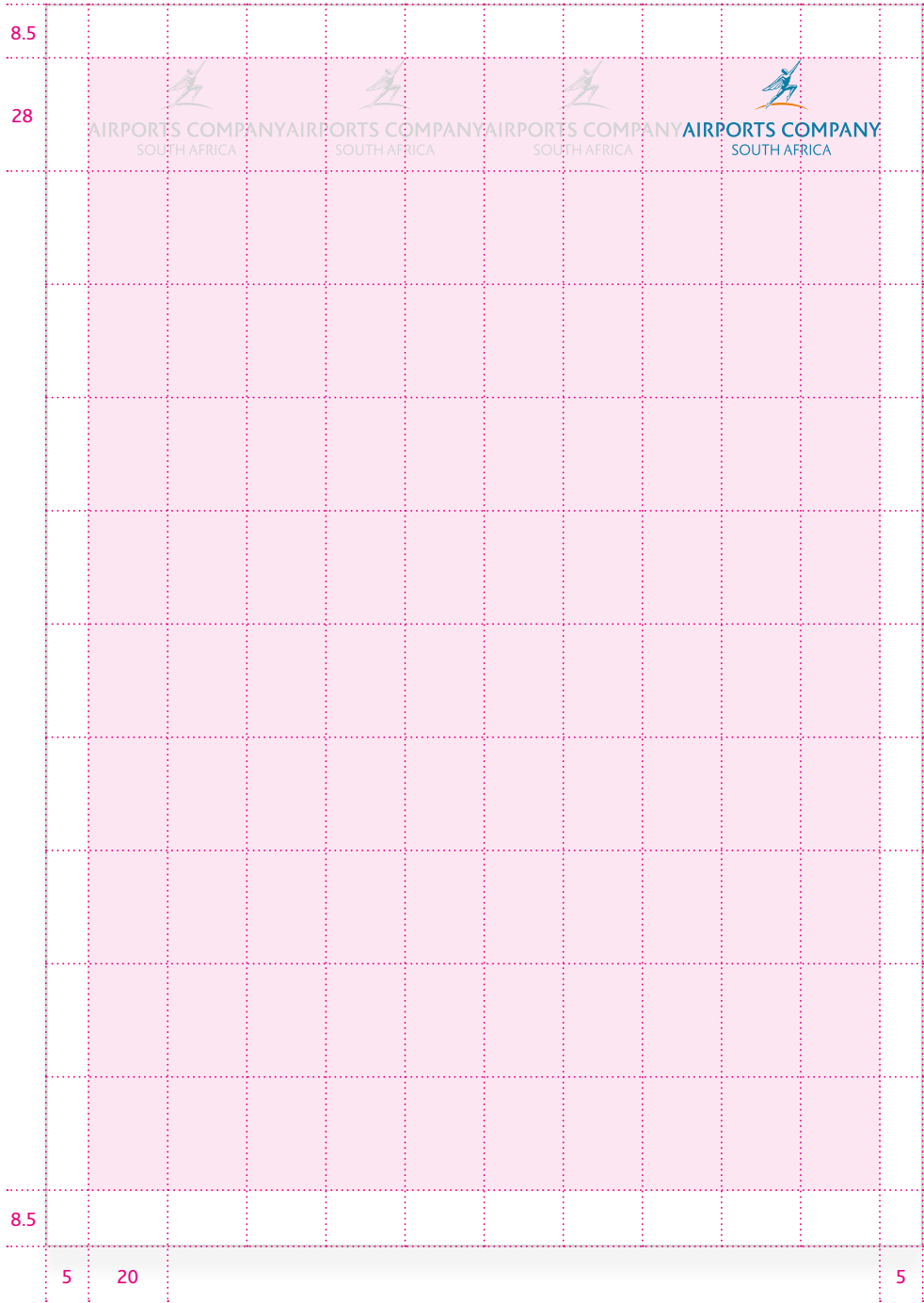
In this example we look at guidelines for logo application on an A4 document.

### Guidelines

Margins 8.5mm x 5mm  
10x10 Grid  
Usable Area: 200mm x 280mm

Logo size: 45mm width

210mm x 297mm A4



# A3 Corporate Logo Overlay

## A3.1 CORPORATE LOGO OVERLAY









Part A - Brand System

# A3 Corporate Logo Overlay

A3.2  
COLOUR



Colour	Airports Company South Africa Teal	Colour	Airports Company South Africa Orange	Gradients	
	CMYK (Process Colour) C83 M36 Y21 K06		CMYK (Process Colour) C02 M60 Y99 K0		Gradient Swatch 0°
	RGB (Monitor Colour) R12 G126 B165		RGB (Monitor Colour) R236 G125 B7		Gradient Swatch 52°
	HEXADECIMAL (HTML Colour) #0c7ea5		HEXADECIMAL (HTML Colour) #ec7d07		



# A3 Corporate Logo Overlay

## A3.3 DO'S AND DON'TS



Keep the logo in its correct proportions and colours



Don't warp or change the proportions of the logo



Don't modify the colours of the logo

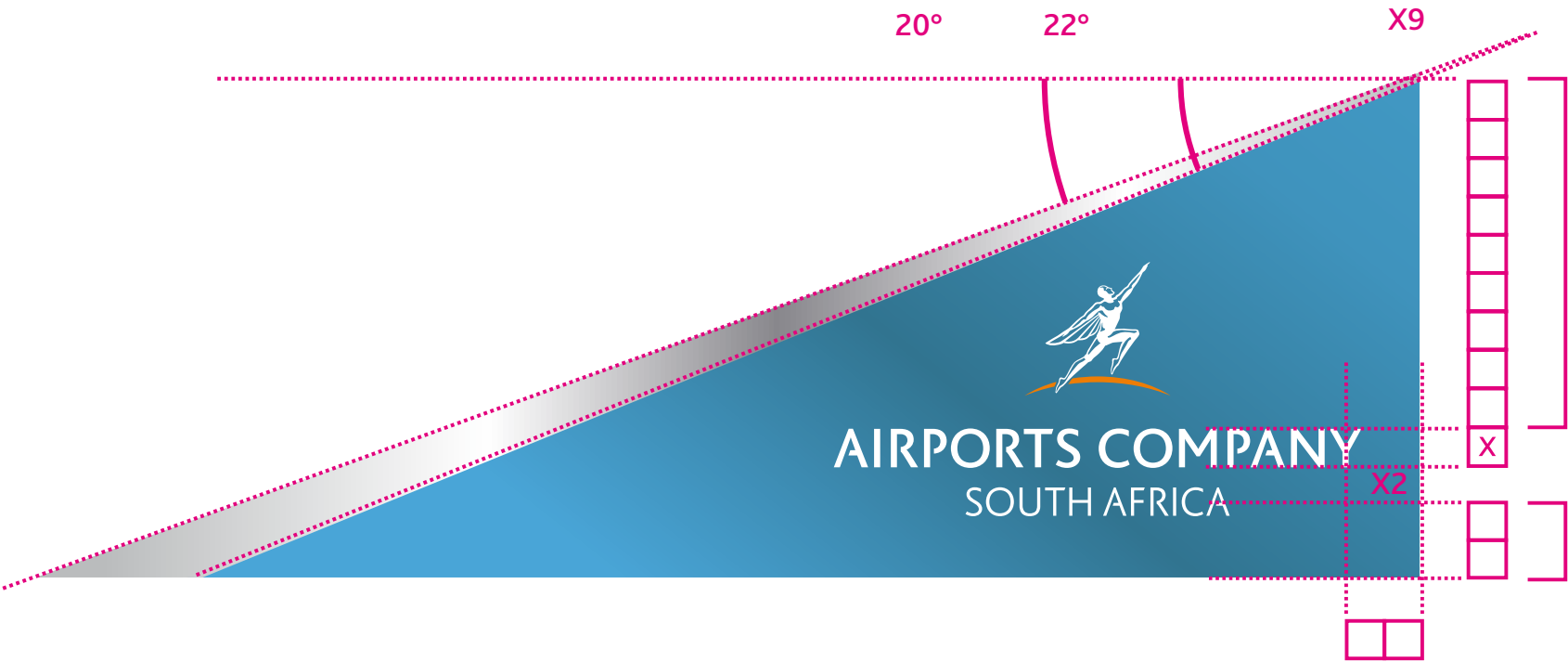


Don't change the transparency of the logo

Part A - Brand System

# A3 Corporate Logo Overlay

A3.4  
SIZE AND SPACING



Part A - Brand System

# A3 Corporate Logo Overlay

## A3.5 GUIDELINES

### Application Sizing

The Corporate Logo Overlay should always be positioned on the bottom right and to the edge of the document.

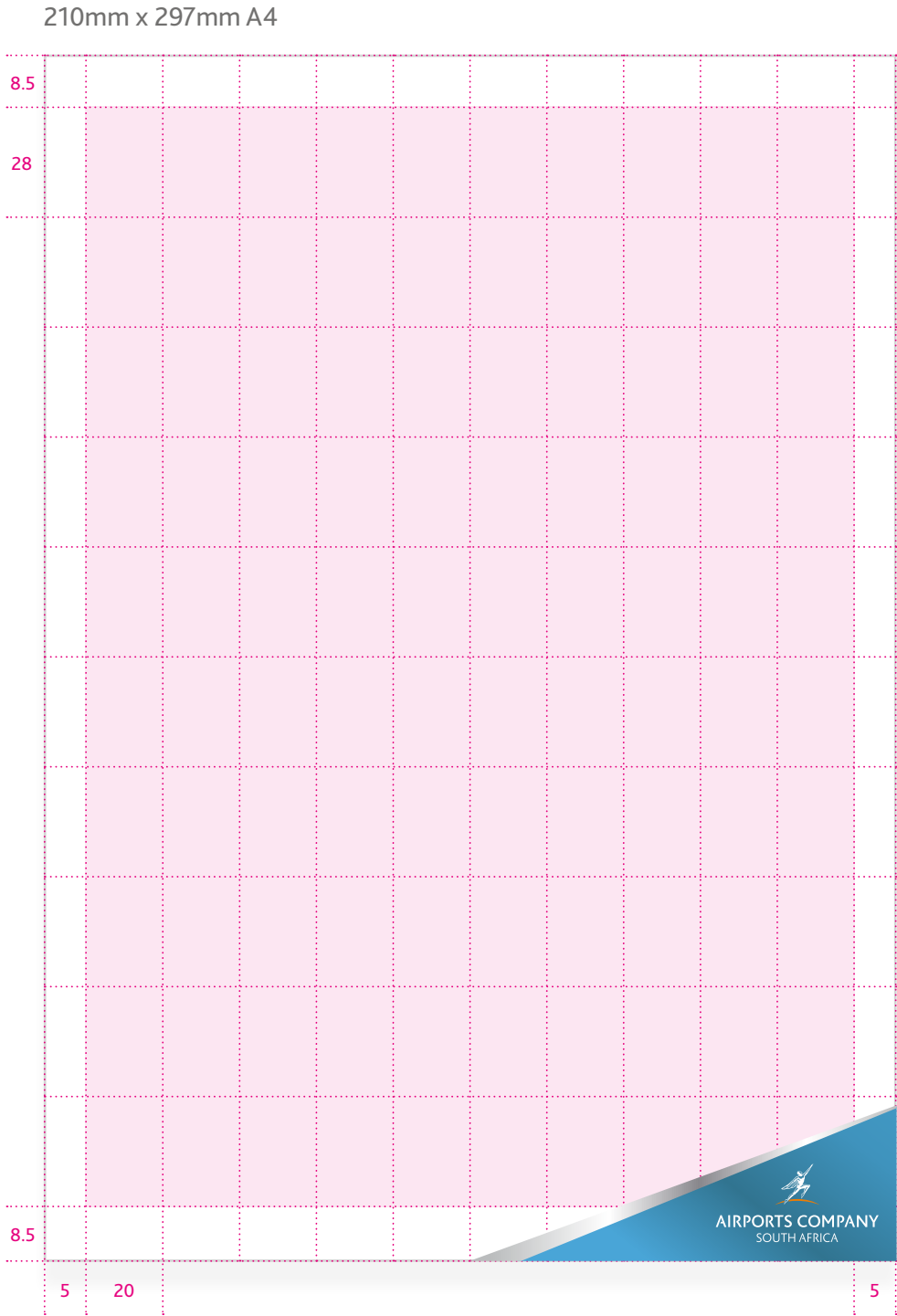
The width should be between 40%-50% of the document width depending on the size of the document.

In this example we look at guidelines for logo application on an A4 document.

### Guidelines

Margins 8.5mm x 5mm  
10x10 Grid  
Usable Area: 200mm x 280mm

Logo size: 105mm width



Part A - Brand System



# A4 Airport Logos

## A4.1 AIRPORT LOGOS

Each Airport has its own logo to be applied to airport specific communications.

The logos consist of the brand icon, airport name and company name and follow the same structure as the corporate logo.





Part A - Brand System

A4 Airport Logos

A4.2  
SIZE & COLOUR



Colour	Airports Company South Africa Teal
	CMYK (Process Colour) C83 M36 Y21 K06
	RGB (Monitor Colour) R12 G126 B165
	HEXADECIMAL (HTML Colour) #0c7ea5

Colour	Airports Company South Africa Orange
	CMYK (Process Colour) C02 M60 Y99 K0
	RGB (Monitor Colour) R236 G125 B7
	HEXADECIMAL (HTML Colour) #ec7d07

Part A - Brand System



A4 Airport Logos

A4.3  
DO'S & DON'TS



Don't warp or change the proportions of the logo



Don't modify or change the arrangement of the logo



Don't use Orange as a background colour



Don't modify the colours of the logo



Don't change the transparency of the logo



Don't apply the logo over photography

Part A - Brand System



# A4 Airport Logos

## A4.4 GUIDELINES

### Application Sizing

You must adhere to specific guidelines and margins for each application.

The logo should be 1/4 wide of the total useable area for portrait documents and 1/6 wide for landscape documents as shown.

For non-standard document the airport logo should be no smaller than 20mm heigh but not be larger than 1/4 of the total width of the usable area

The Airport logo should always be aligned in the top right of each document.

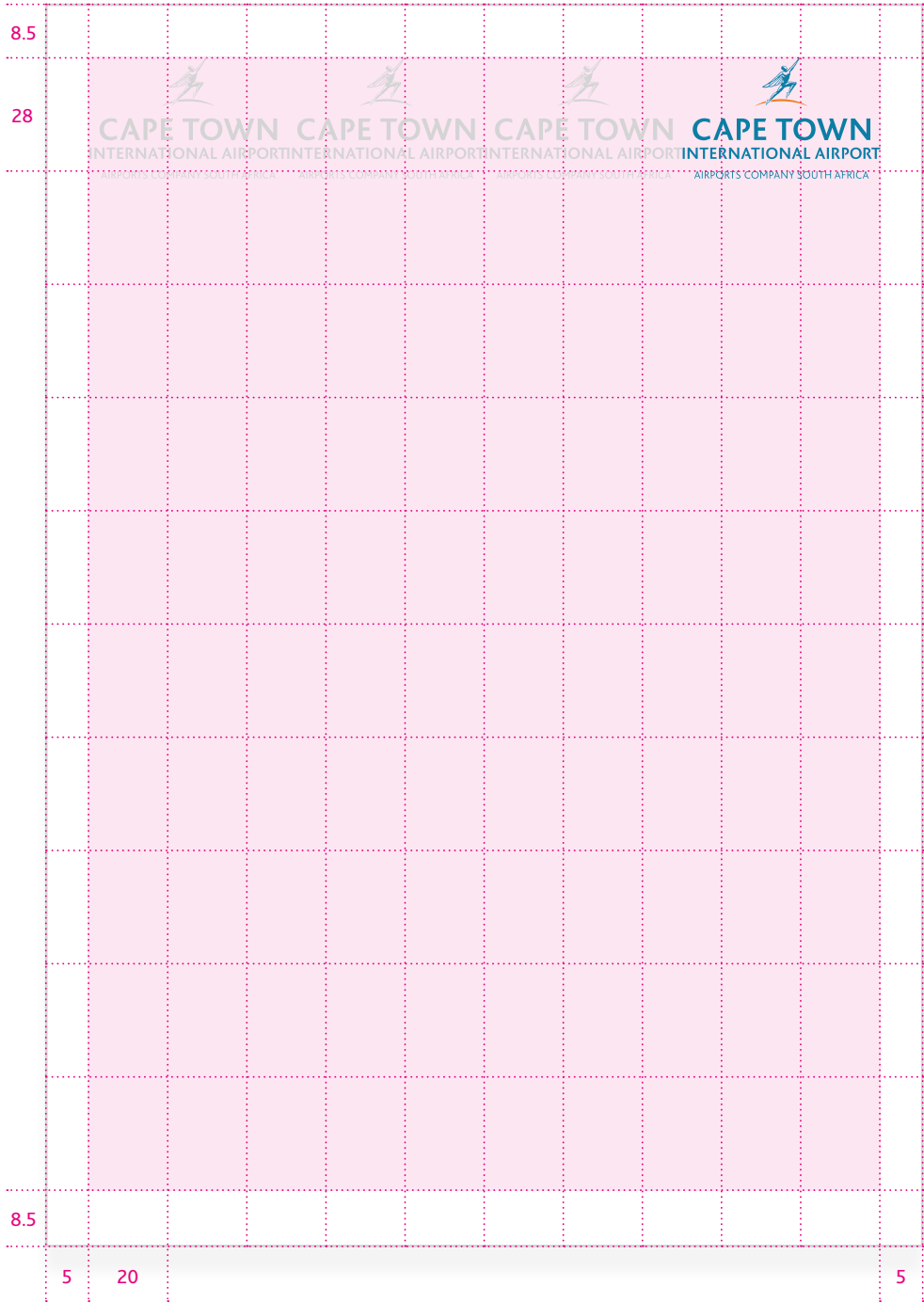
In this example we look at guidelines for logo application on an A4 document.

### Guidelines

Margins 8.5mm x 5mm  
10x10 Grid  
Usable Area: 200mm x 280mm

Logo size: 45mm width

210mm x 297mm A4

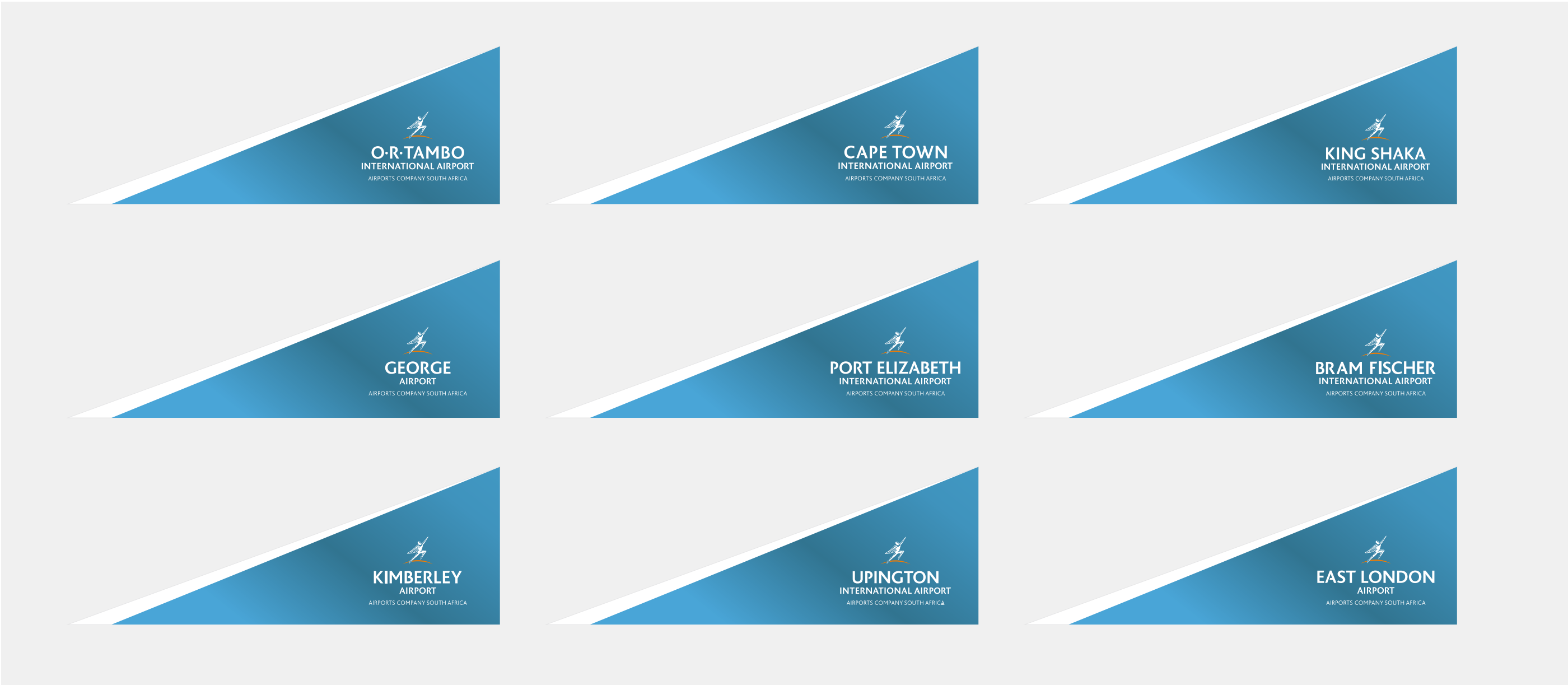




Part A - Brand System

A5 Airport Logo Overlay

A5.1  
AIRPORT LOGO OVERLAY



Part A - Brand System


# A5 Airport Logo Overlay


A5.2  
SIZE & COLOUR

Application

Airport Logo Overlays should adhere to the same sizing, positioning and colours application as the corporate lock up logo.

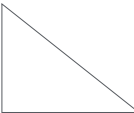



Colour	Airports Company South Africa Teal
	CMYK (Process Colour) C83 M36 Y21 K06
	RGB (Monitor Colour) R12 G126 B165
	HEXADECIMAL (HTML Colour) #0c7ea5

Colour	Airports Company South Africa Orange
	CMYK (Process Colour) C02 M60 Y99 K0
	RGB (Monitor Colour) R236 G125 B7
	HEXADECIMAL (HTML Colour) #ec7d07

# Secondary

---

	White
	Gradient Swatch
	52°

Part A - Brand System

# A5 Airport Logo Overlay

## A5.3 GUIDELINES

### Application Sizing

The Airport Logo Overlay should always be positioned on the bottom right and to the edge of the document.

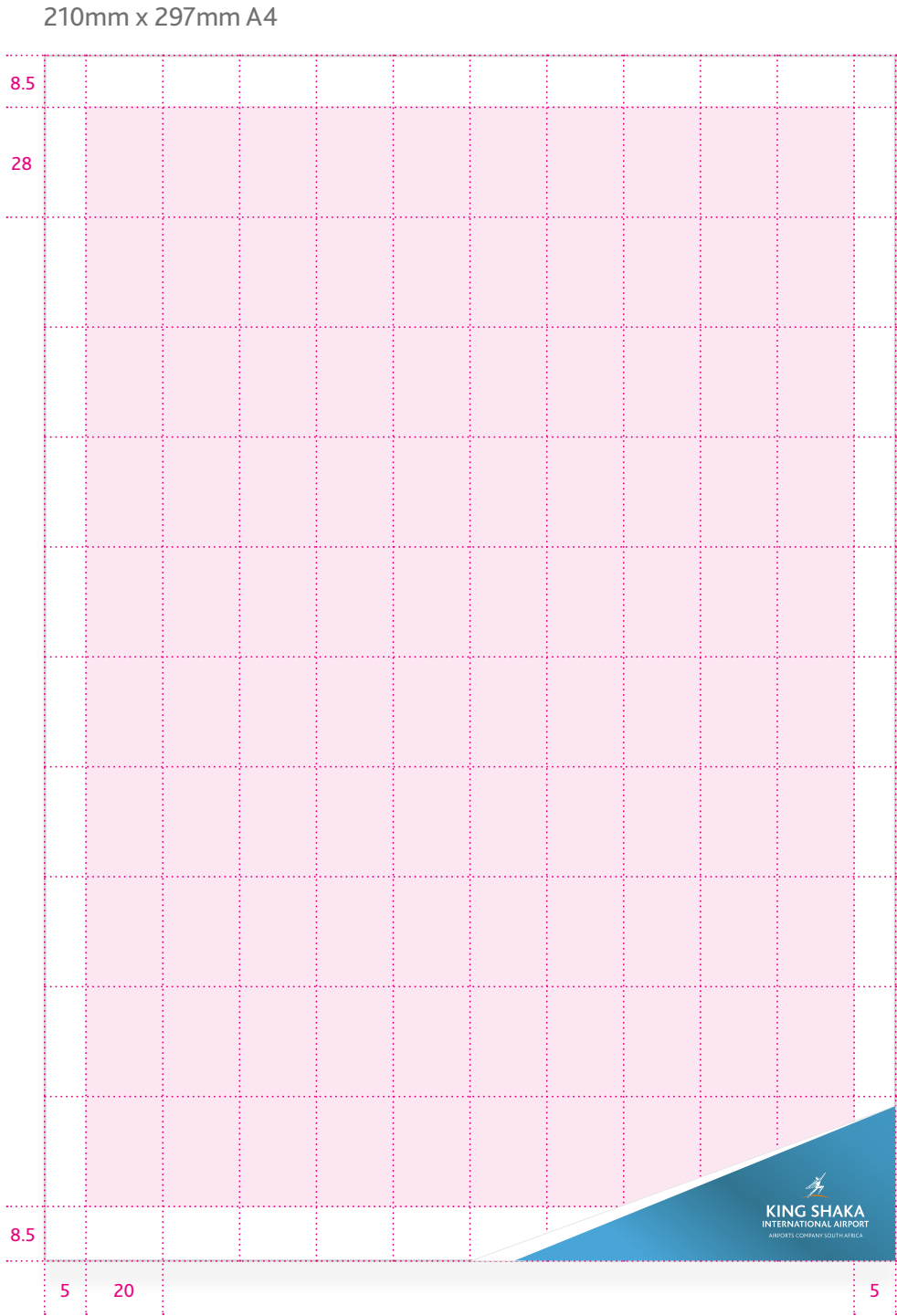
The width should be between 40%-50% of the document width depending on the size of the document.

In this example we look at guidelines for logo application on an A4 document.

### Guidelines

Margins 8.5mm x 5mm  
10x10 Grid  
Usable Area: 200mm x 280mm

Logo size: 105mm width

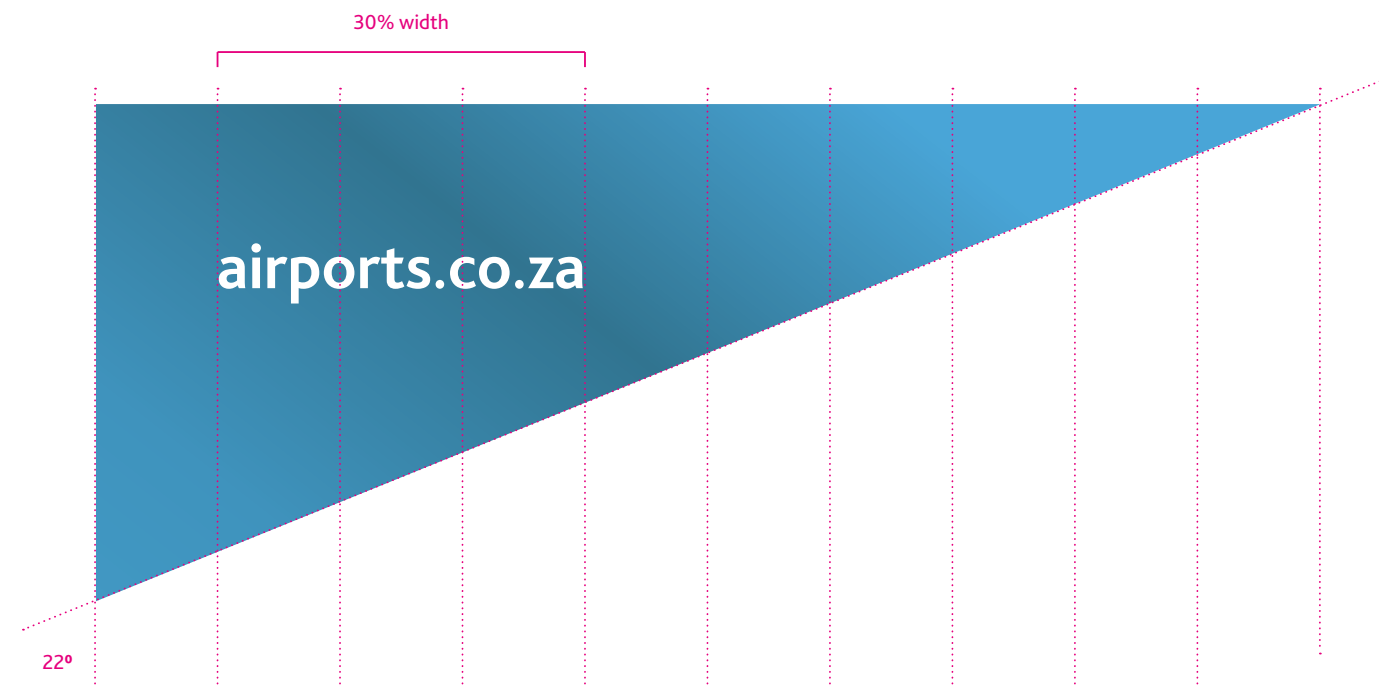


# A6 Corner Overlay

## A6.1 CORNER OVERLAY

### Application

It is common to use the corner overlay on printed and digital material to display the companies online information.





Part A - Brand System

# A6 Corner Overlay

A6.2  
COLOUR



Colour	Airports Company South Africa Teal	Gradients
	CMYK (Process Colour) C83 M36 Y21 K06  RGB (Monitor Colour) R12 G126 B165  HEXADECIMAL (HTML Colour) #0c7ea5	 <div>Gradient Swatch  52°</div>

Part A - Brand System



# A6 Corner Overlay

## A6.3 GUIDELINES

### Application Sizing

The corner overlay should be always positioned on the top left and to the edge of the document.

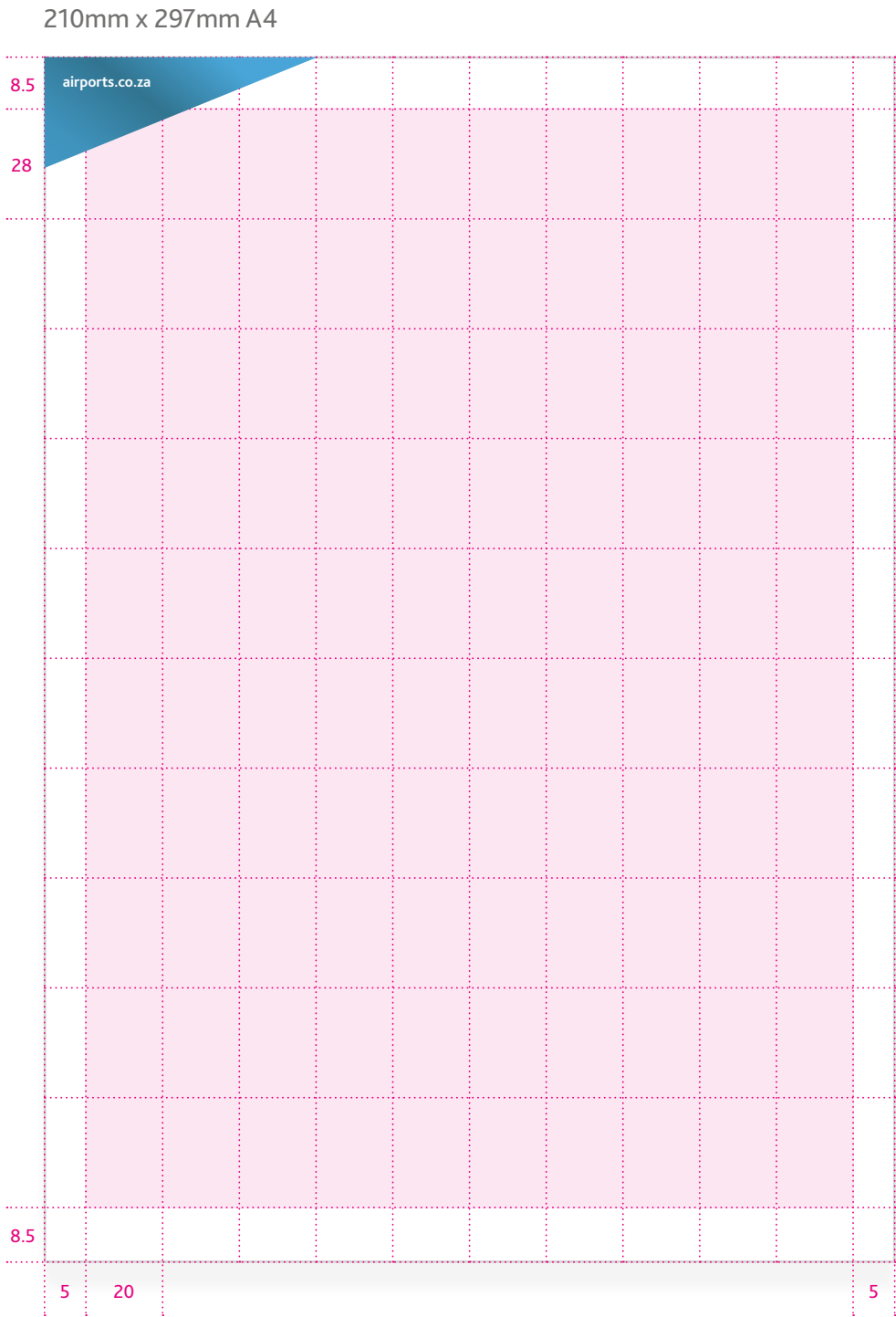
The width should be 30% of the document width.

In this example we look at guidelines for logo application on an A4 document.

### Guidelines

Margins 8.5mm x 5mm  
10x10 Grid  
Usable Area: 200mm x 280mm

Logo size: 65mm width



## Part A - Brand System

# A7 Co-Branding

### A7.1 CO-BRANDING

#### Application

In some instances the corporate and airport logos will be used with a co-brand or partner logo.

The Corporate or Airport logo should be on the right at all times.



Part A - Brand System

A7 Co-Branding

A7.2  
SIZE & SPACING

The partner logo should be of equal height to the Airports Company South Africa Logos.





Part A - Brand System



A7 Co-Branding

A7.3  
GUIDELINES

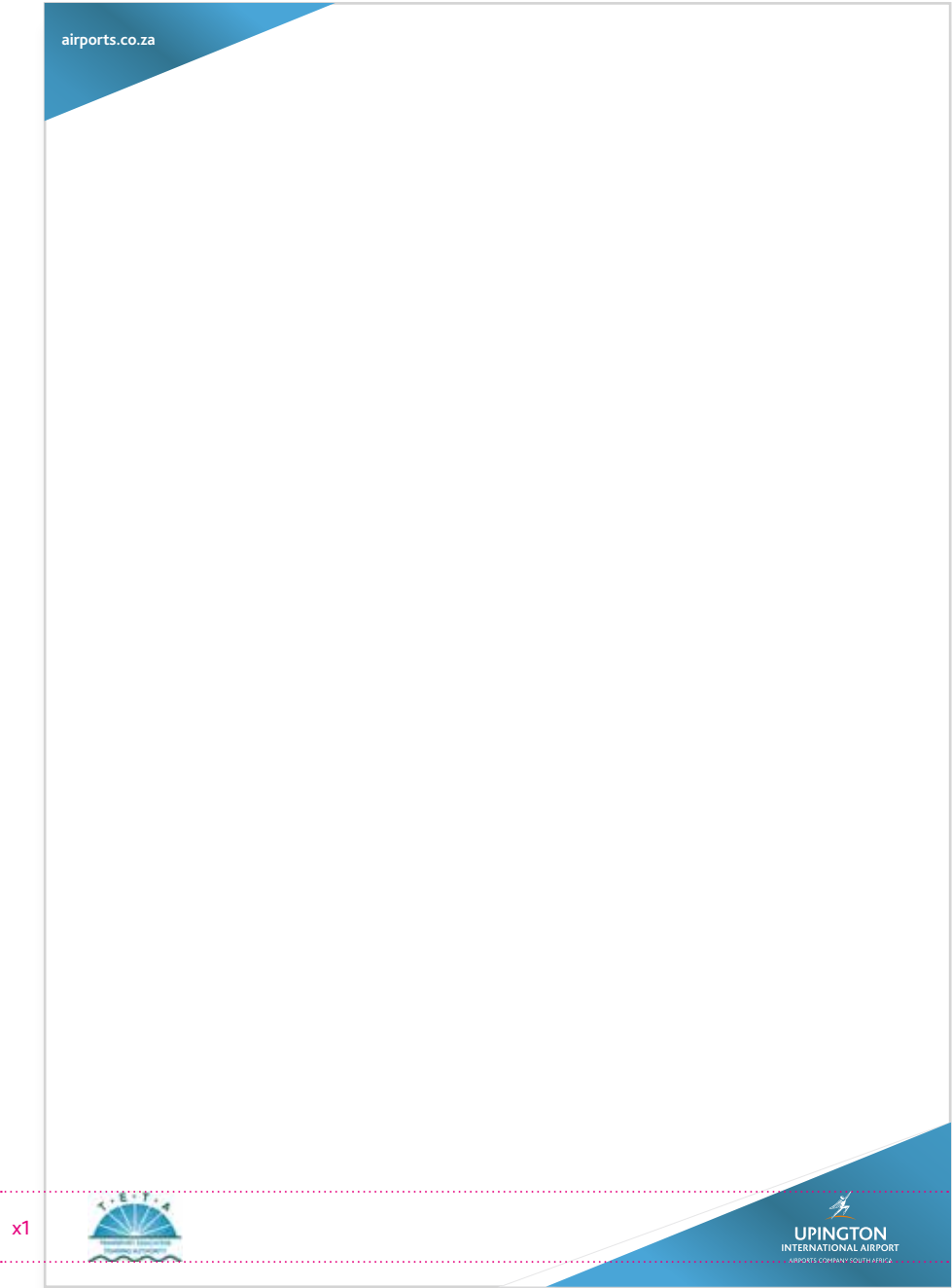
210mm x 297mm A4

Application

You must adhere to specific guidelines and margins for each application.

The corporate logo co-branding lock up should be positioned as shown. The co-brand should be placed on the left and the Airports Company South African branding should appear on the right.

The co-brand logo should be of equal height to the Airports Company South Africa Logo.





Part A - Brand System


# General Guidelines

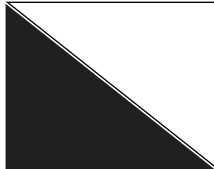
A8



A8.1  
BRAND COLOURS

Colour	Airports Company South Africa Teal
	CMYK (Process Colour) C83 M36 Y21 K06  RGB (Monitor Colour) R12 G126 B165  HEXADECIMAL (HTML Colour) #0c7ea5

Colour	Airports Company South Africa Orange
	CMYK (Process Colour) C02 M60 Y99 K0  RGB (Monitor Colour) R236 G125 B7  HEXADECIMAL (HTML Colour) #ec7d07

Colour	Airports Company South Africa Silver
	CMYK (Process Colour) C0 M0 Y0 K40  RGB (Monitor Colour) R167 G169 B172  HEXADECIMAL (HTML Colour) #a7a9ac

Colour	Black & White
	CMYK (Process Colour) C0 M0 Y0 K100 & C0 M0 Y0 K0  RGB (Monitor Colour) R0 G0 B0 & R255 G255 B255  HEXADECIMAL (HTML Colour) #000000 & #ffffff

Gradients & Accents	
	Gradient Swatch  0°
	Gradient Swatch  52°

## Part A - Brand System

# A8 General Guidelines

## A8.2 TYPOGRAPHY

### Typeface

Airports Company South Africa use the Bliss typeface to clearly and effectively communicate their brand and commercial messages across a broad range of mediums.

Bliss

Bliss Font Family -  
variation of weights

Part A - Brand System

# A8 General Guidelines

## A8.2 TYPOGRAPHY

Typeface

Airports Company South Africa use the full spectrum of weights for the typeface to effectively communicate the text.

Bliss Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Light Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Regular  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Medium Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Extra Bold  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Extra Bold Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Heavy  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Bliss Heavy Italic  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*/?

Part A - Brand System

A8 General Guidelines

A8.2  
TYPOGRAPHY

Type Hierarchy

The typeface is used in a set hierarchy to communicate each message.

Please refer to specific templates for correct size, weight and type attributes.

MAIN HEADLINE  
IN BLISS HEAVY

Level 1

SUB HEADLINE  
IN BLISS BOLD

Level 2

Body copy in Bliss regular

Level 3

Part A - Brand System

A8 General Guidelines

A8.3  
ICONOGRAPHY



Icons

Please refer to the directory for icons. Appropriate icons should be used for the subject matter.



# A8 General Guidelines

## A8.4 PHOTOGRAPHY

### Photo Library

The Airports Company South Africa brand has an active library of photographs for use across all brand applications.

Photography is categorised within the directory and photos should be selected that are appropriate for the subject matter.



Airport Entrance



Airport Interior



Airports Company South Africa Staff



Landscape



Lifestyle



Runway

# B. Application, Guidelines & Templates



# Part B

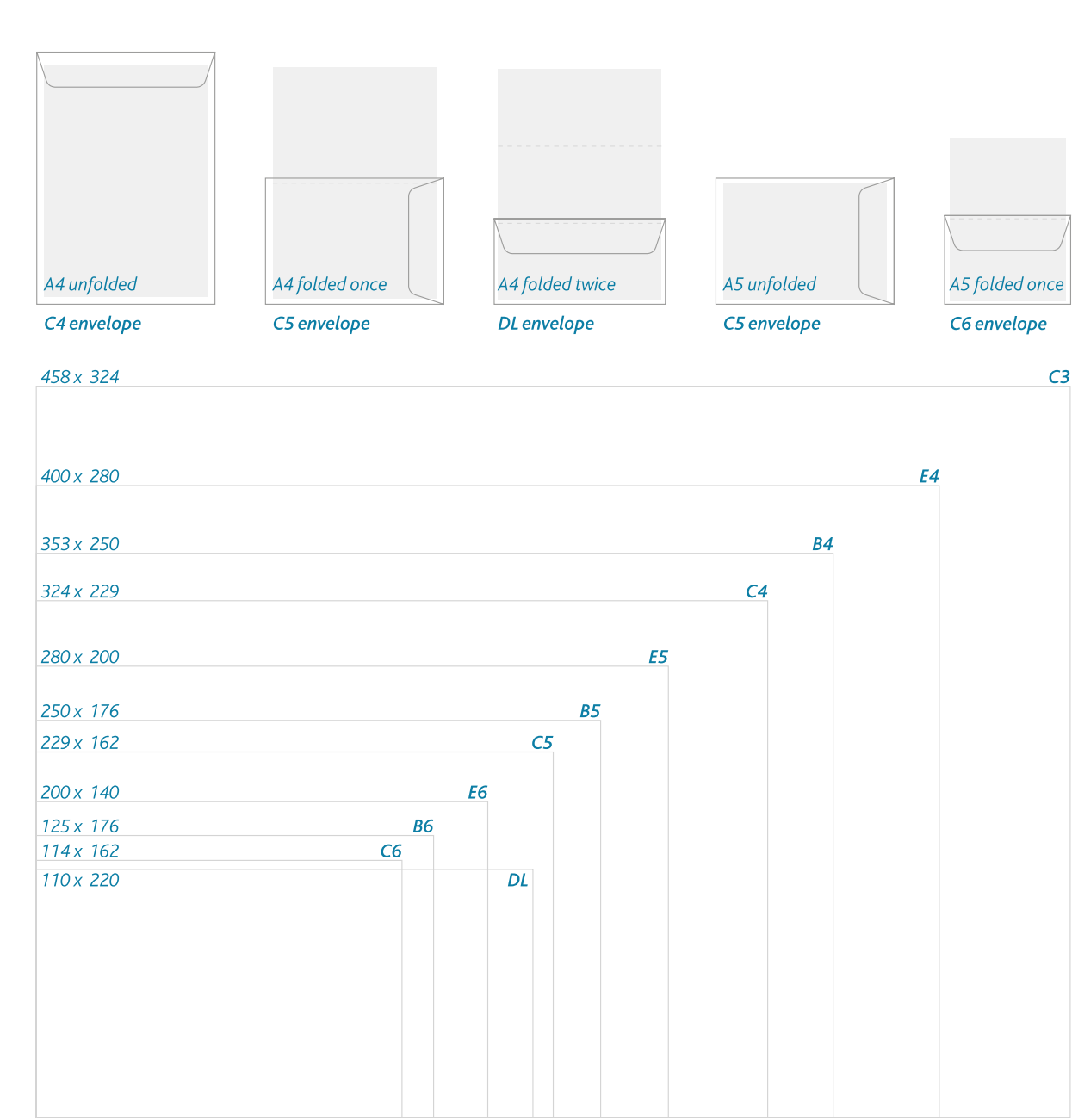
## Application, Guidelines & Templates

<b>Introduction</b>	<b>B1</b>	<b>Digital</b>	<b>B4</b>	<b>Vehicle Branding</b>	<b>B6</b>
Paper Size & Formats	1.1	Emails	4.1	Vehicle Branding	6.1
<b>Corporate Communications</b>	<b>B2</b>	Save The Date	4.2	<b>Outdoor/Environmental Branding</b>	<b>B7</b>
Business Cards	2.1	Reminder	4.3	Silent Airport Posters	7.1
Compliment Slips	2.2	Invitations	4.4	Stage Banner	7.2
Letterheads	2.3	New Announcements	4.5	Media Banner	7.3
Envelopes	2.4	New Appointments	4.6	Pull-up Banner	7.4
Notepads	2.5	Online Banners	4.7	Hanging Banner	7.5
Pens	2.6	Thank You Card	4.8	Teardrop Flags	7.6
Corporate Folders	2.7	Newsletters	4.9	Gazebo Artwork	7.7
<b>Print</b>	<b>B3</b>	Corporate Affairs Templates	4.10	Bunting Flags	7.8
Brand Advert	3.1	Social Media Templates	4.11	Table Cloths	7.9
Lifestyle Advert	3.2	Email Signatures	4.12	<b>Merchandise</b>	<b>B8</b>
A5 Advert	3.3	Website	4.13	T-shirts & Caps	8.1
Certificates	3.4	Internal Screensavers	4.14	Golf-shirts	8.2
		<b>Gifting</b>	<b>B5</b>	Lanyard	8.3
		Wine Bag Template	5.1	<b>Glossary of Terms</b>	
		Gift Bags	5.2		
		Stickers	5.3		
		Tissue Paper	5.4		
		Wine Labels	5.5		
		Cycling Kit	5.6		
		Running Kit	5.7		
		Mousepad	5.8		

Part B - Application, Guidelines & Templates

B1 Introduction

B1.1  
PAPER SIZE & FORMATS

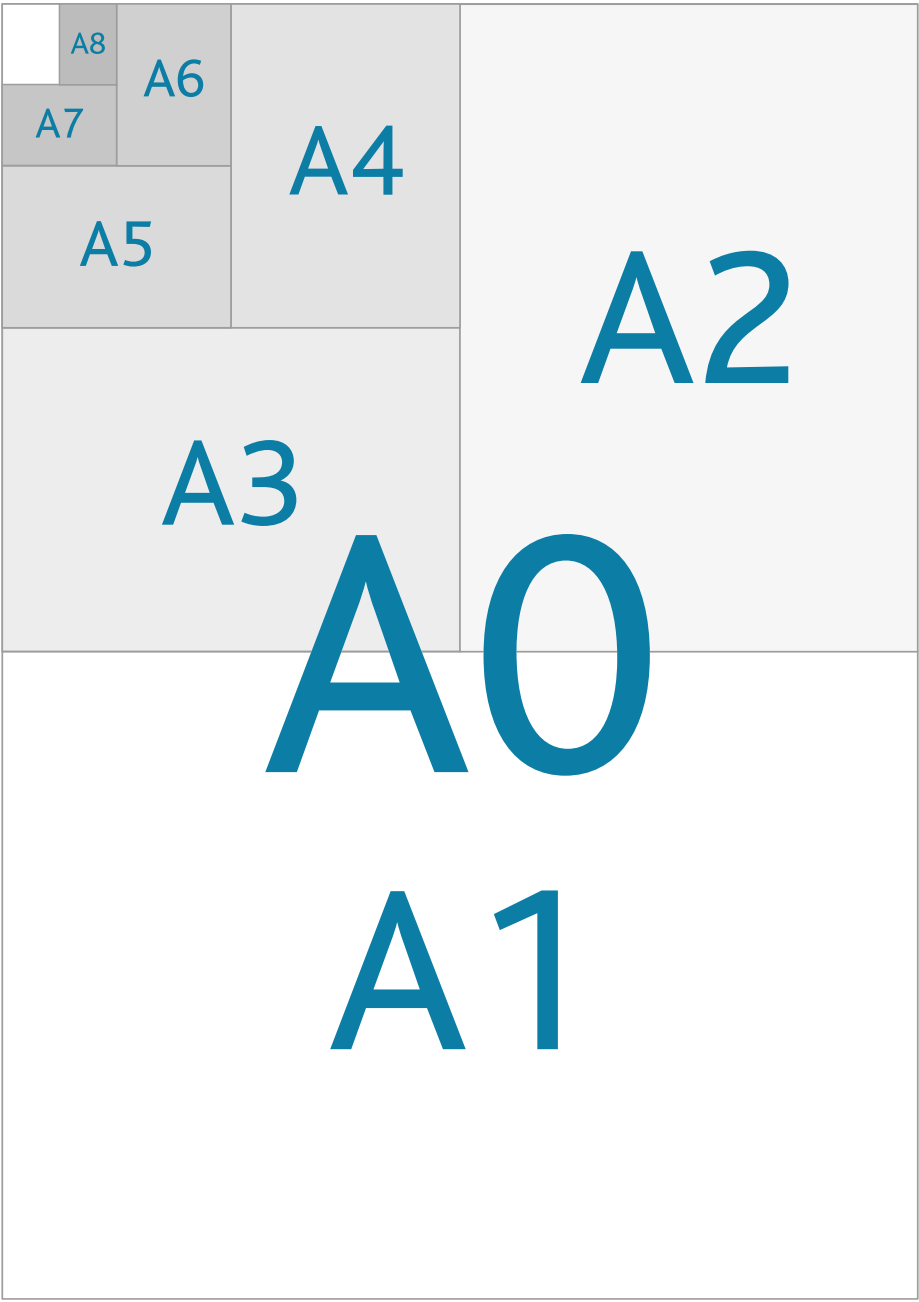


PAPER SIZES

Format	Size (mm)
A8	52 x 74
A7	105 x 74
A6	148 x 105
A5	148 x 210
A4	297 x 210
A3	420 x 297
A2	594 x 420
A1	840 x 594
A0	1189 x 841

ENVELOPE SIZES

Format	Size (mm)
C3	458 x 324
E4	400 x 280
B4	353 x 250
C4	324 x 229
E5	280 x 200
B5	250 x 176
C5	229 x 162
E6	200 x 140
B6	125 x 176
C6	114 x 162
DL	110 x 220



# Corporate Communications

Part B - Application, Guidelines & Templates

# B2 Corporate Communications

## B2.1 BUSINESS CARDS

### CORPORATE 1

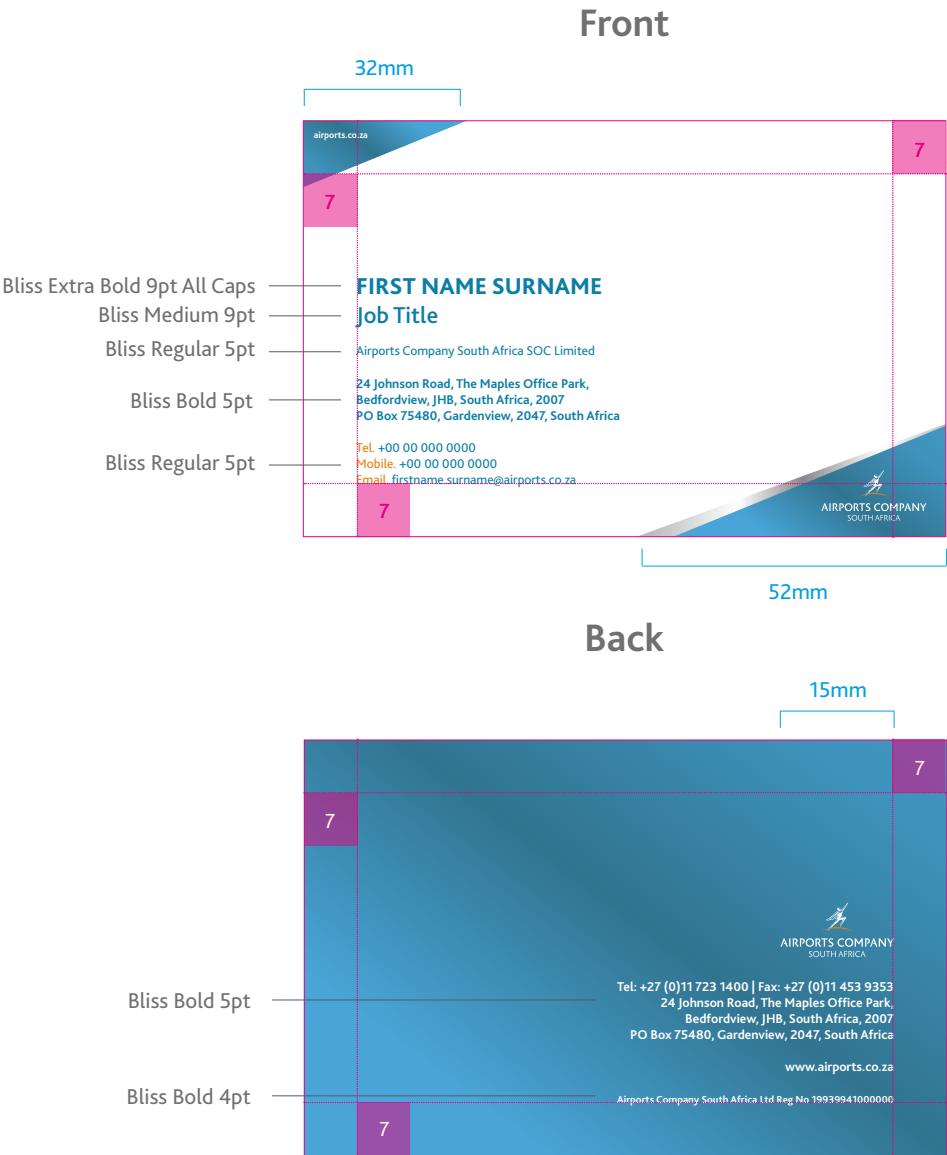
#### Details

The business card is the first point of contact.

It is a mechanism of impression. It should carry the impact and the essence of the brand identity.

Artwork Size: 85mm x 55mm  
Bleed: 3mm (where applicable)  
Safe Zone: 71mm x 41mm  
Margin: 7mm

Area: Double sided



Part B - Application, Guidelines & Templates



# B2 Corporate Communications

## B2.1 BUSINESS CARDS

### CORPORATE 2

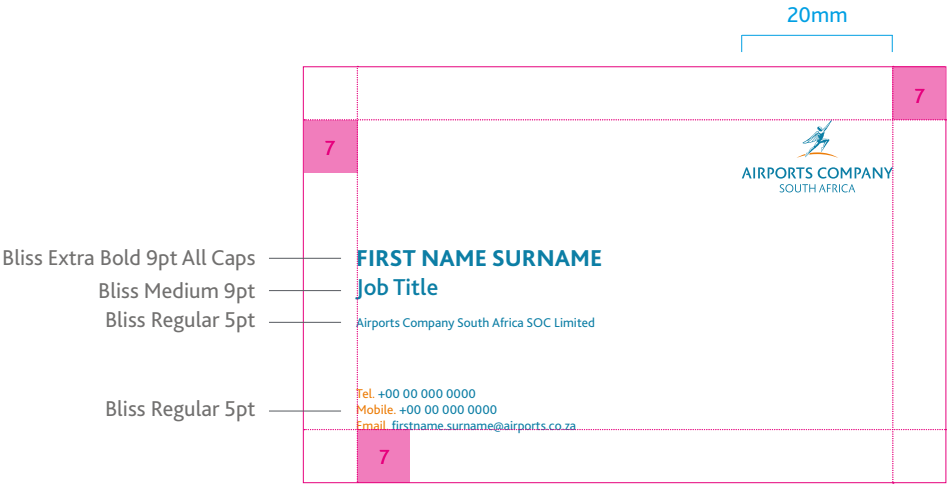
#### Details

The business card is the first point of contact.

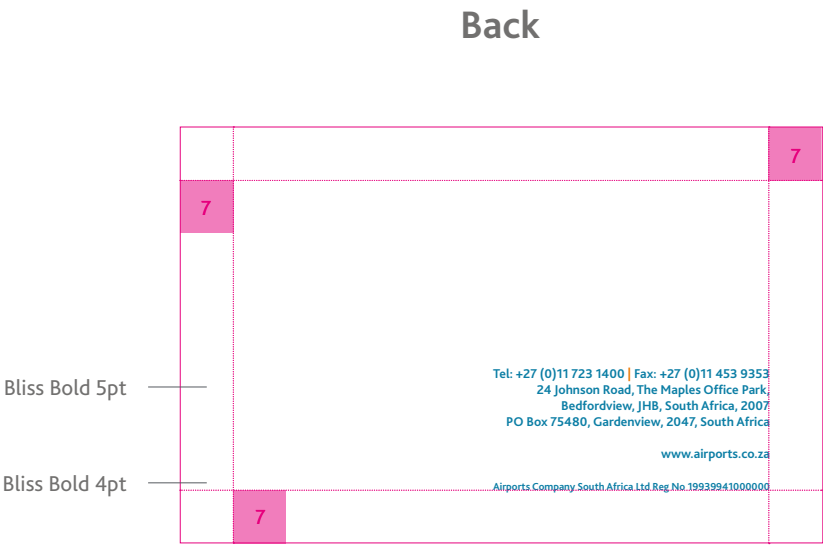
It is a mechanism of impression. It should carry the impact and the essence of the brand identity.

Artwork Size: 85mm x 55mm  
Bleed: 3mm (where applicable)  
Safe Zone: 71mm x 41mm  
Margin: 7mm

Area: Double sided



Front



Back



Back

Part B - Application, Guidelines & Templates



B2 Corporate Communications

B2.1 BUSINESS CARDS

AIRPORT 1

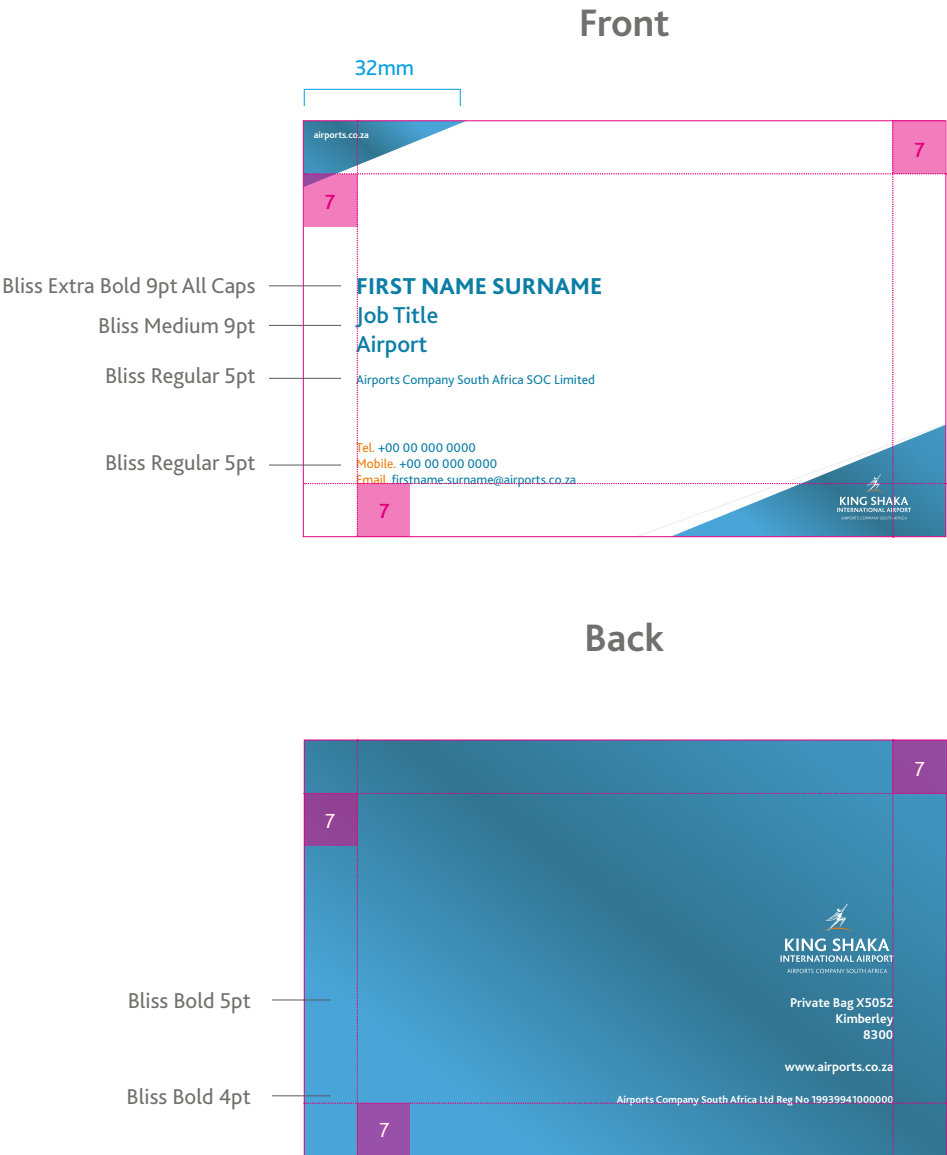
Details

The business card is the first point of contact.

It is a mechanism of impression. It should carry the impact and the essence of the brand identity.

- Artwork Size: 85mm x 55mm
- Bleed: 3mm (where applicable)
- Safe Zone: 71mm x 41mm
- Margin: 7mm

Area: Double sided



Part B - Application, Guidelines & Templates



# B2 Corporate Communications

## B2.1 BUSINESS CARDS

### AIRPORT 2

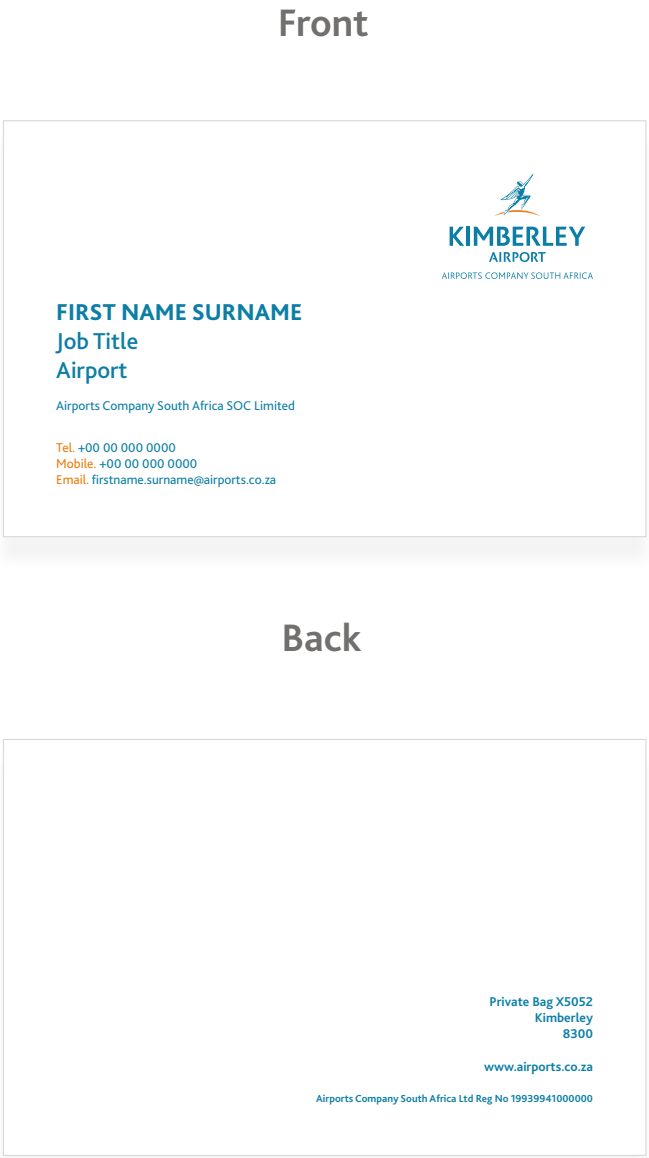
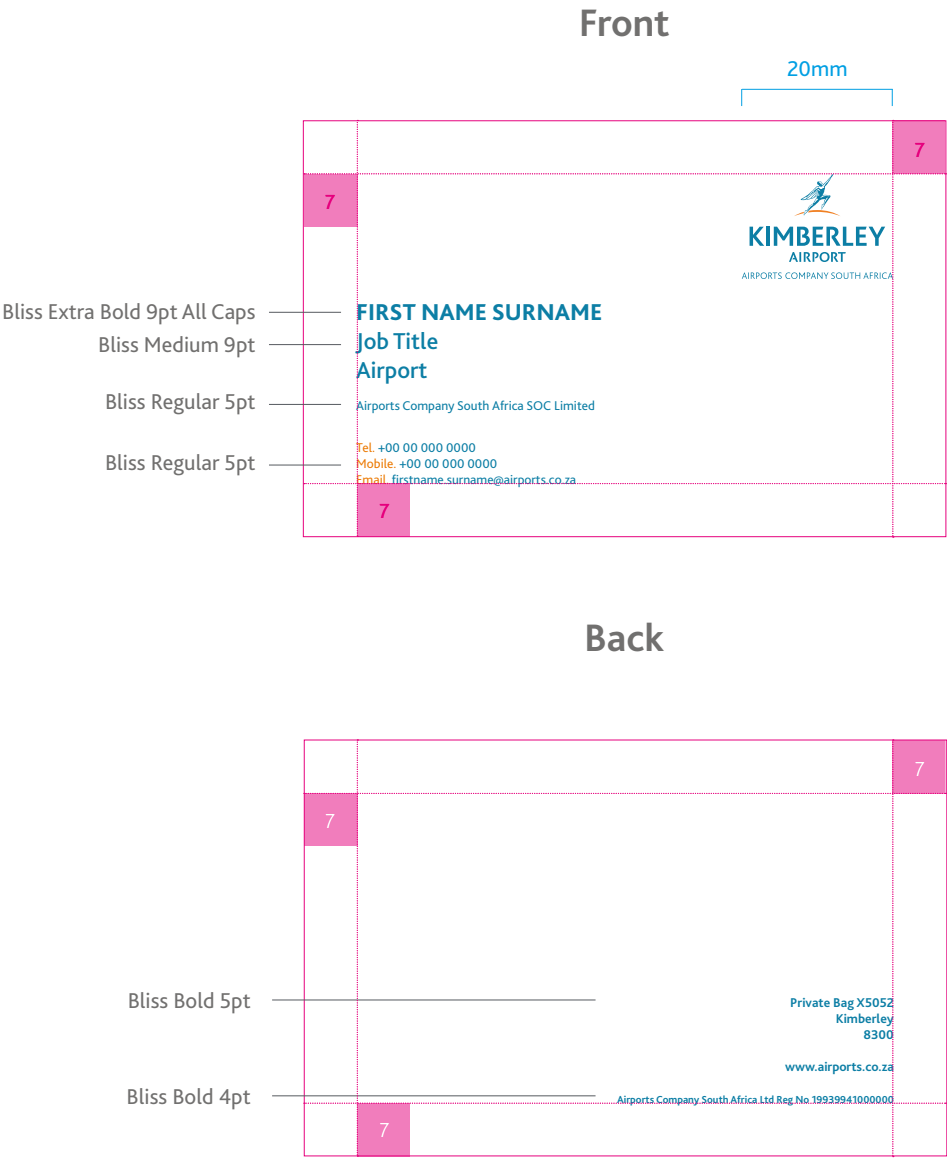
Details

The business card is the first point of contact.

It is a mechanism of impression. It should carry the impact and the essence of the brand identity.

- Artwork Size: 85mm x 55mm
- Bleed: 3mm (where applicable)
- Safe Zone: 71mm x 41mm
- Margin: 7mm

Area: Double sided



Part B - Application, Guidelines & Templates

B2 Corporate Communications

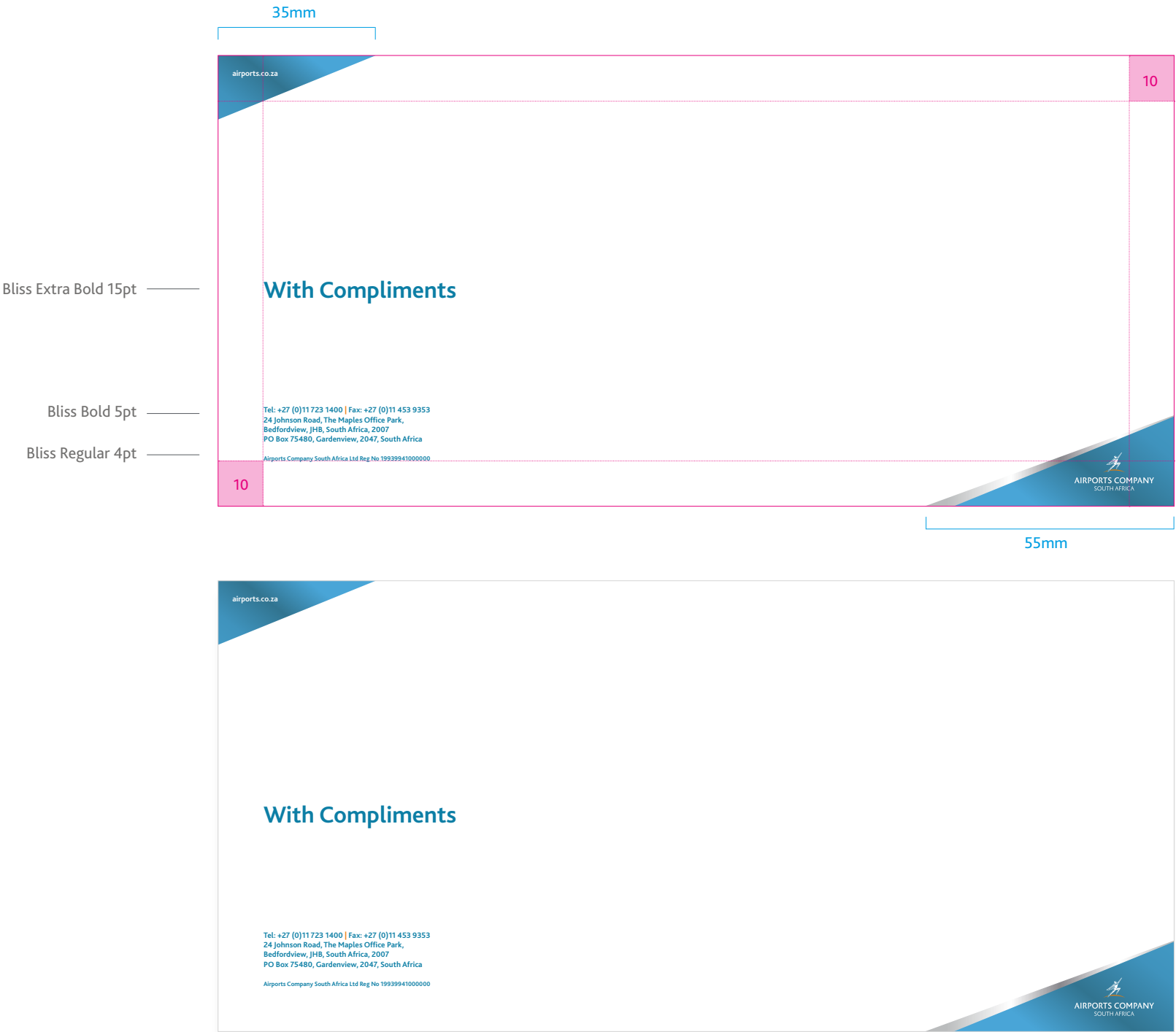
B2.2  
COMPLIMENT SLIPS

CORPORATE 1

Details

Artwork Size: 210mm x 99mm  
Bleed: 3mm (where applicable)  
Safe Zone: 190mm x 79mm  
Margin: 10mm

Area: Single Sided





# B2 Corporate Communications

## B2.2 COMPLIMENT SLIPS

## CORPORATE 2

## Details

Artwork Size: 210mm x 99mm

Bleed: 3mm (where applicable)

Safe Zone: 190mm x 79mm

Margin: 10mm

Area: Single Sided

Bliss Extra Bold 15pt

Bliss Bold 5pt

Bliss Regular 4pt

## With Compliments

Tel: +27 (0)11 723 1400 | Fax: +27 (0)11 453 9353  
24 Johnson Road, The Maples Office Park,  
Bedfordview, JHB, South Africa, 2007  
PO Box 75480, Gardenview, 2047, South Africa  
Airports Company South Africa Ltd Reg No 19939941000000

35mm

10



**AIRPORTS COMPANY**  
SOUTH AFRICA

Bliss Bold 6pt



**AIRPORTS COMPANY**  
SOUTH AFRICA

## With Compliments

Tel: +27 (0)11 723 1400 | Fax: +27 (0)11 453 9353  
24 Johnson Road, The Maples Office Park,  
Bedfordview, JHB, South Africa, 2007  
PO Box 75480, Gardenview, 2047, South Africa

Airports Company South Africa Ltd Reg No 19939941000000

Airports Company South Africa Ltd Reg No 19939941000001

[www.airports.co.za](http://www.airports.co.za)

# B2 Corporate Communications

## B2.3 LETTERHEAD 1

### Details

Artwork Size: 210mm x 297mm

Safe Zone: 190mm x 277mm

Margin: 10mm

Area: Single Sided



Part B - Application, Guidelines & Templates

# B2 Corporate Communications

## B2.3 LETTERHEAD 2

Details

Artwork Size: 210mm x 297mm  
Safe Zone: 190mm x 277mm  
Margin: 10mm

Area: Single Sided



Part B - Application, Guidelines & Templates

B2 Corporate Communications

B2.4  
ENVELOPES

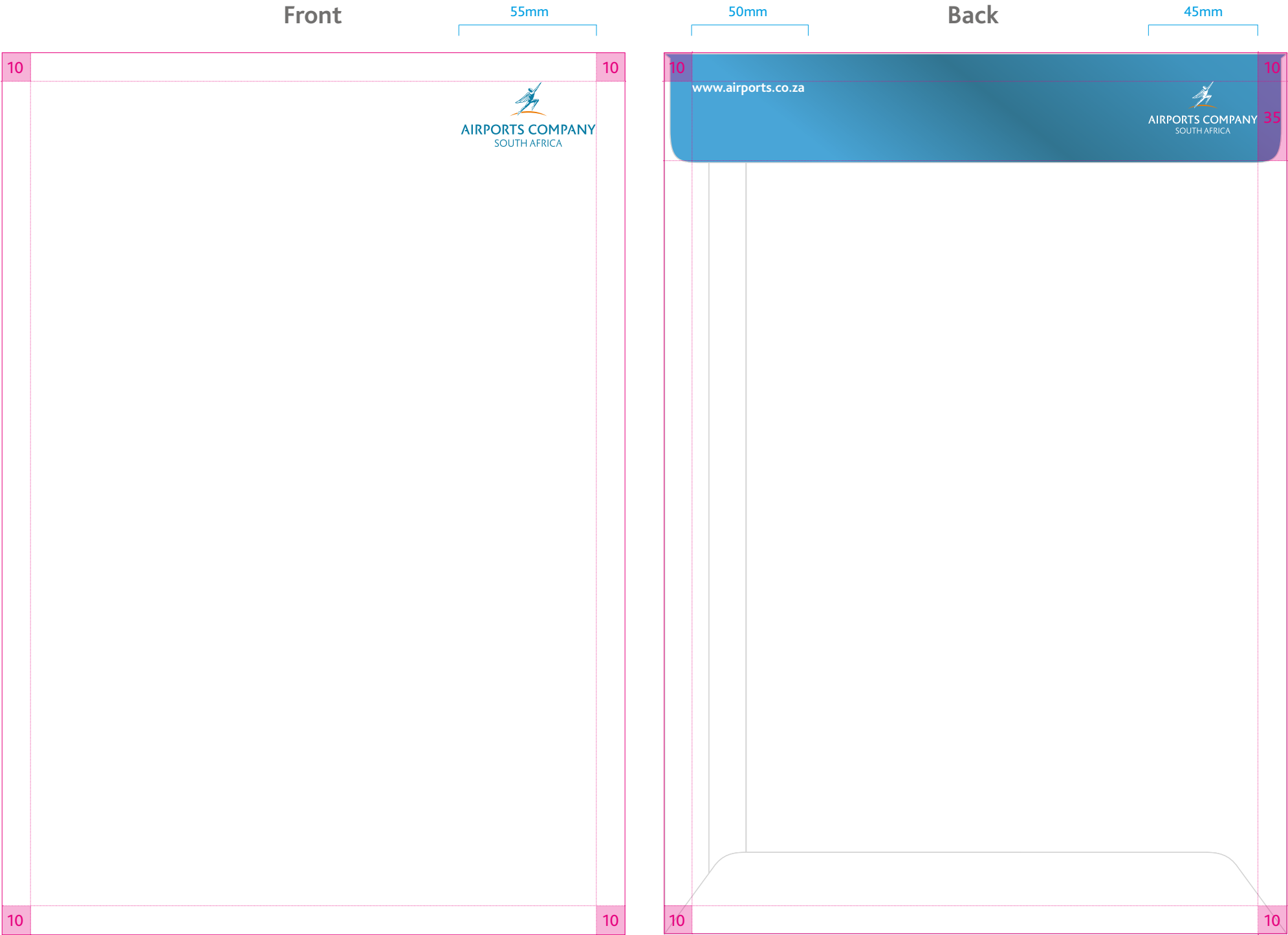
Details

Artwork Size: 235mm x 330mm

Safe Zone: 215mm x 310mm

Margin: 10mm

Area: Double Sided



Part B - Application, Guidelines & Templates

# B2 Corporate Communications

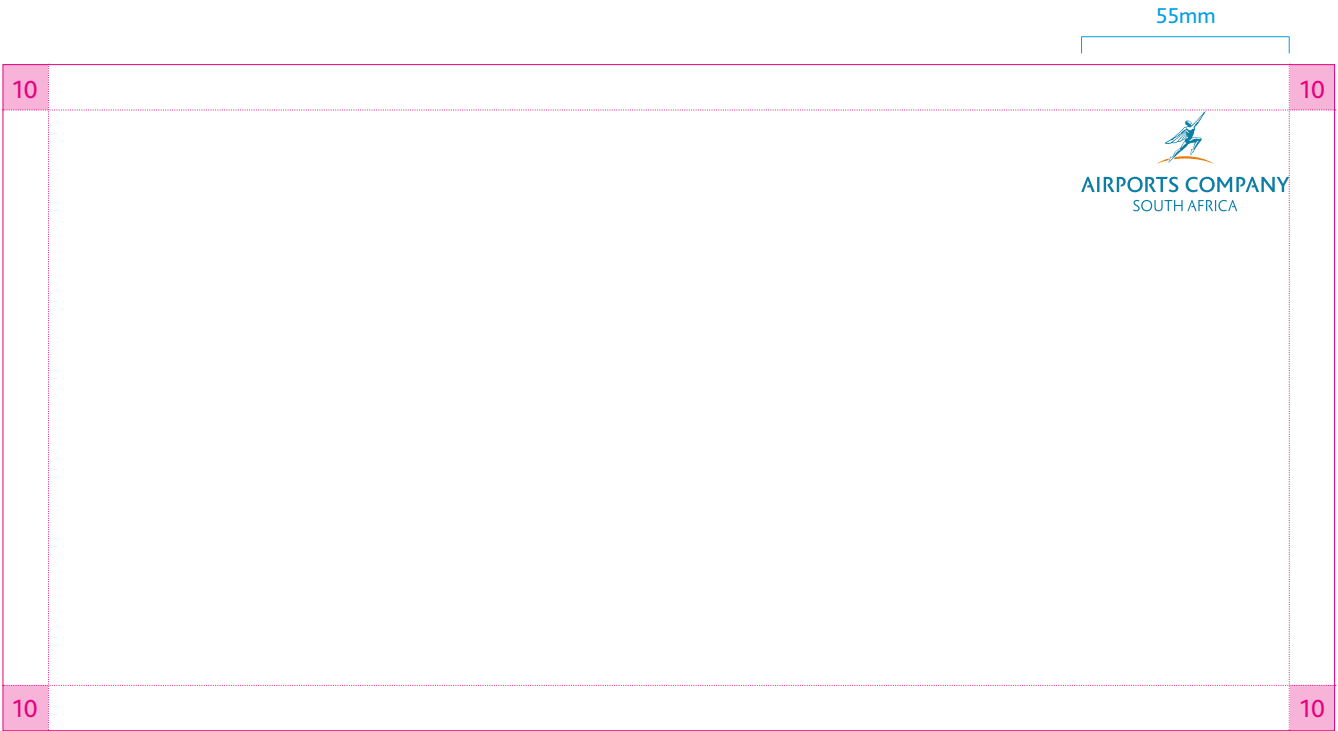
## B2.4 ENVELOPES

Details

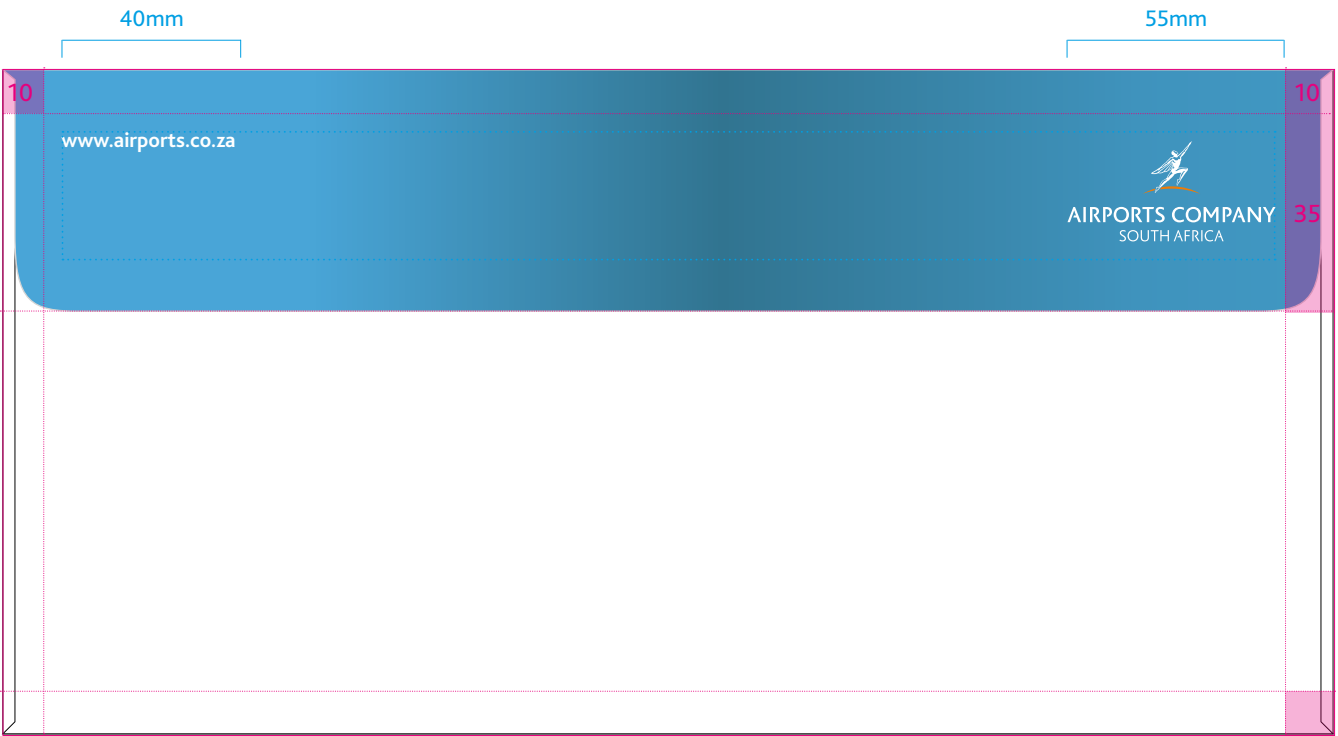
Artwork Size: 220mm x 110mm  
Safe Zone: 200mm x 90mm

Area: Double Sided

Front



Back



Part B - Application, Guidelines & Templates

B2 Corporate Communications

B2.5  
NOTEPADS

Details

Artwork Size:  
148mm x 210mm  
Bleed: 3mm  
Margin: 10mm

Area: Single Sided

Corporate  
logo should be  
positioned top right.



Part B - Application, Guidelines & Templates

# B2 Corporate Communications

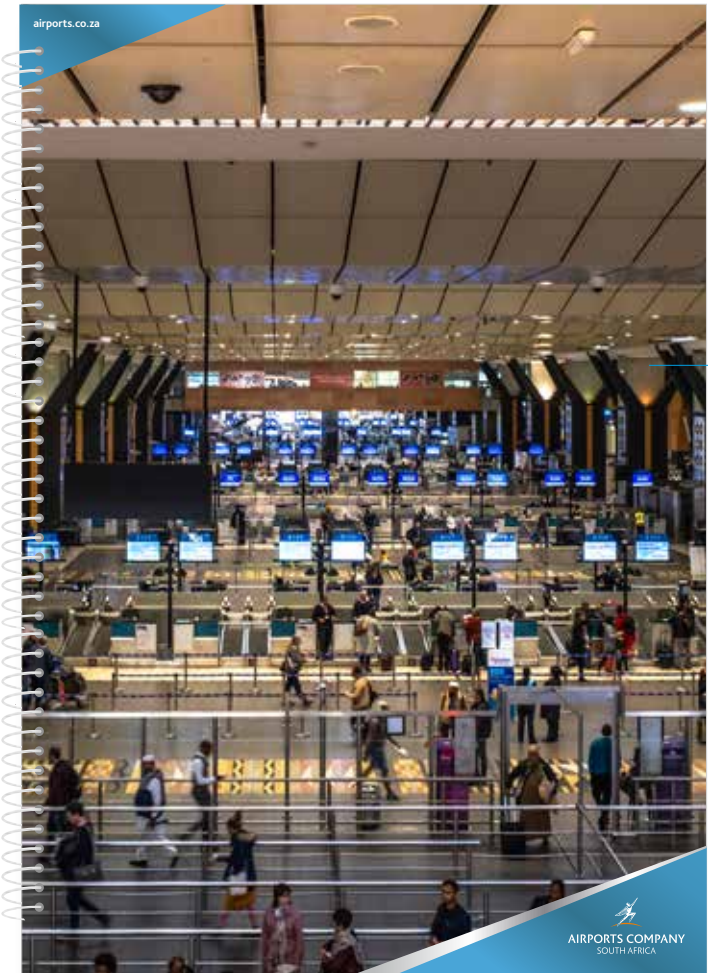
## B2.5 NOTEPADS

Details

Artwork Size:  
148mm x 210mm  
Bleed: 3mm  
Margin: 10mm

Use of approvaed  
Library Photo is  
acceptable

Area: Single Sided



Use of approvaed Library  
Photo is acceptable

Part B - Application, Guidelines & Templates

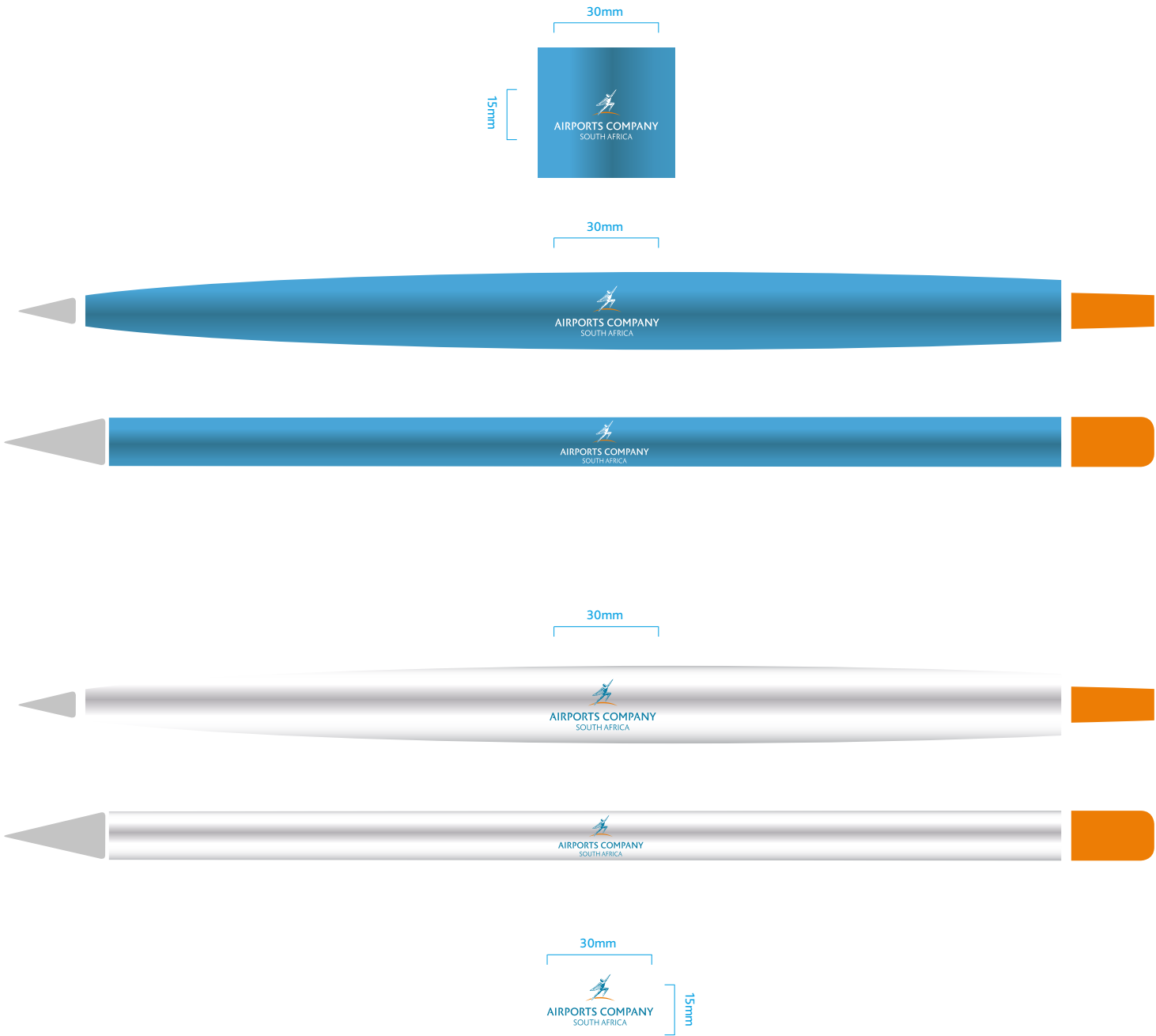
# B2 Corporate Communications

## B2.6 PENS

Details

Artwork Size: 140mm Length  
Wrap around

Area: Single Sided





Part B - Application, Guidelines & Templates

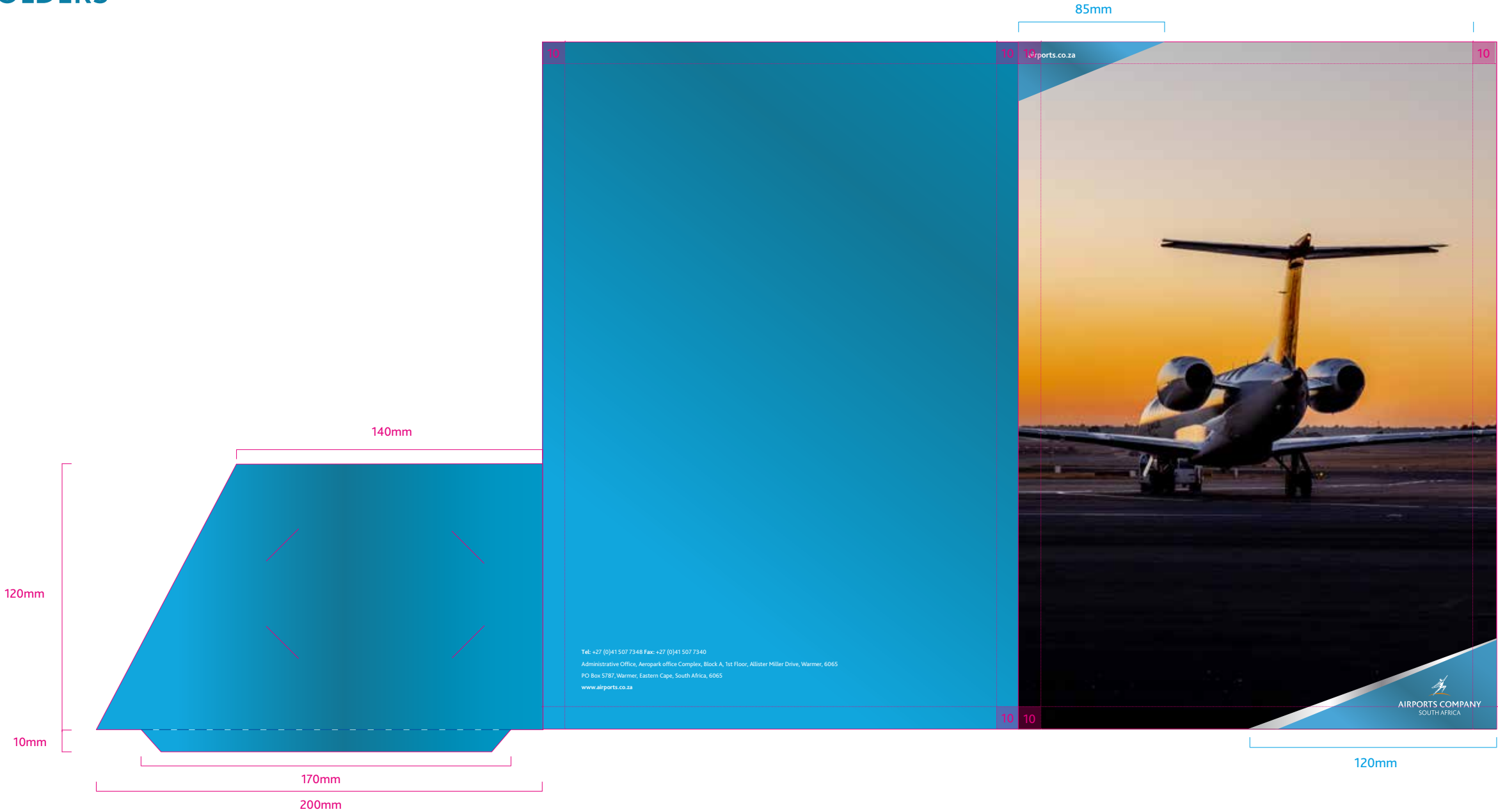
B2 Corporate Communications

B2.7  
CORPORATE FOLDERS

Details

Flat size:  
430mm x 310mm

Closed size:  
215mm x 310mm



# Print

Part B - Application, Guidelines & Templates

B3 Print

B3.1  
BRAND AD

This example shows the fundamental structure of the brand ad.

A strong photographic visual is used to compliment the text.

The bottom 30% of the artwork uses Teal/Multiply.

Details

Artwork size:  
188mm x 270mm

Bleed: 3mm  
Margin: 10mm

Heading  
Bliss Extrabold 25pt

Text  
Bliss Regular 10pt





Part B - Application, Guidelines & Templates

B3 Print

B3.2  
LIFESTYLE ADVERT

This example shows the fundamental structure of the lifestyle advert.

A strong photographic visual is used to compliment the text.

The bottom 30% of the artwork uses Teal/Multiply.

Details

Artwork size:  
188mm x 270mm

Bleed: 3mm  
Margin: 10mm

Heading  
Bliss Extrabold 25pt

Text  
Bliss Regular 10pt



Part B - Application, Guidelines & Templates

B3 Print

B3.3  
A5 ADVERT

This example shows the fundamental structure of the A5 advert.

A strong photographic visual is used to compliment the text.

The bottom 50% of the artwork uses Teal/Multiply.

Details

Artwork size:  
148mm x 210mm

Bleed: 3mm  
Margin: 10mm

Heading  
Bliss Extrabold 22pt

Subheading  
Bliss Bold 18pt

Text  
Bliss Regular 8pt



Part B - Application, Guidelines & Templates

B3 Print

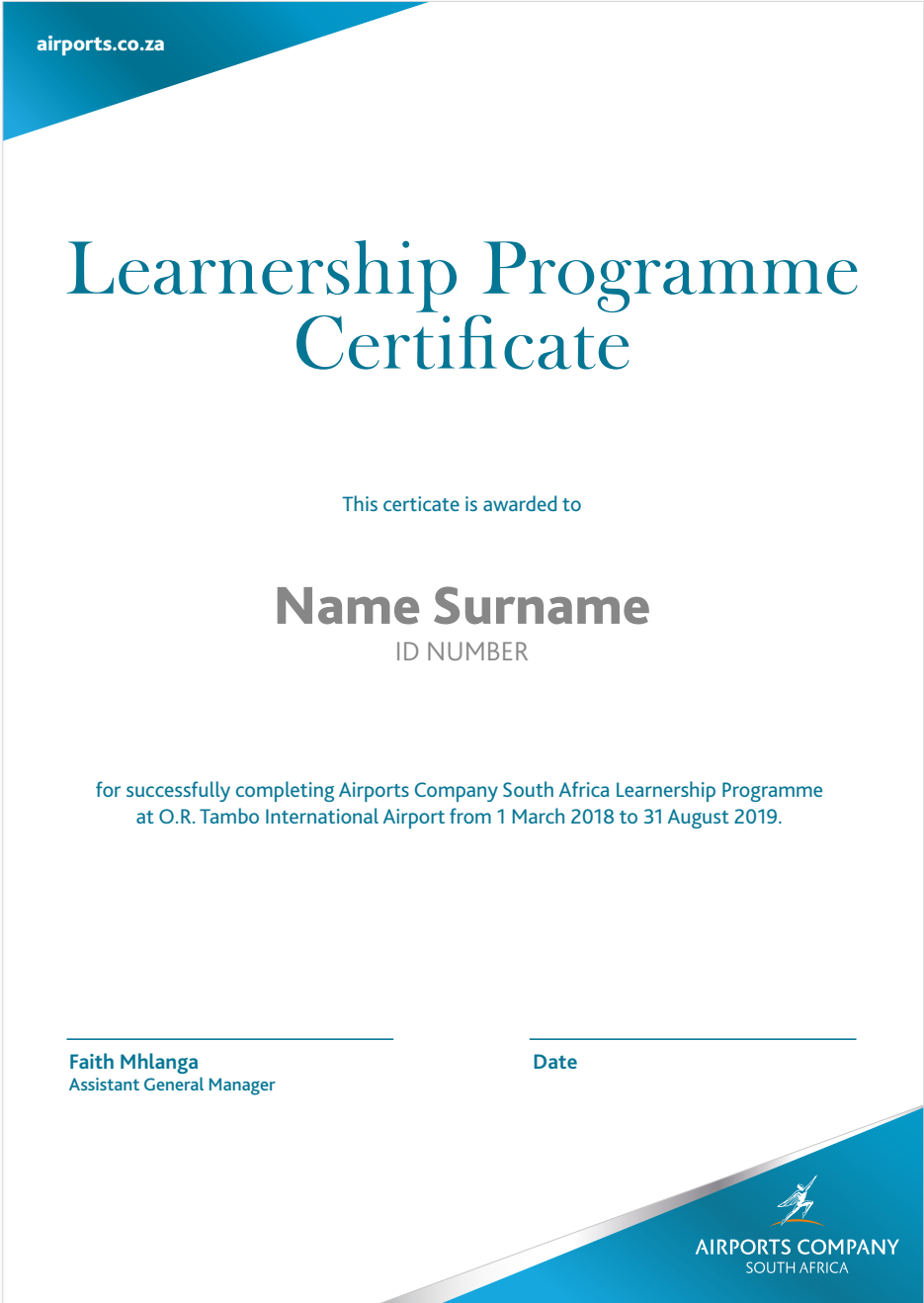
B3.4  
CERTIFICATES

This example shows the fundamental structure of the Corporate and Airport certificates.

Details

Artwork size:  
210mm x 297mm

Bleed: 3mm  
Margin: 10mm





# Digital

## Part B - Application, Guidelines & Templates

# B4 Digital

## B4.1 EMAILS

### Details

Size: 600px wide

Header Size:  
600px x 250px

Heading  
Bliss Heavy 44pt

Sub Heading  
Bliss Medium 23pt

Body Text  
Bliss Regular 12pt/16pt

Teal Multiply overlay  
library image.

No restriction on artwork  
height.





Part B - Application, Guidelines & Templates

B4 Digital

B4.2  
SAVE THE DATE

Details

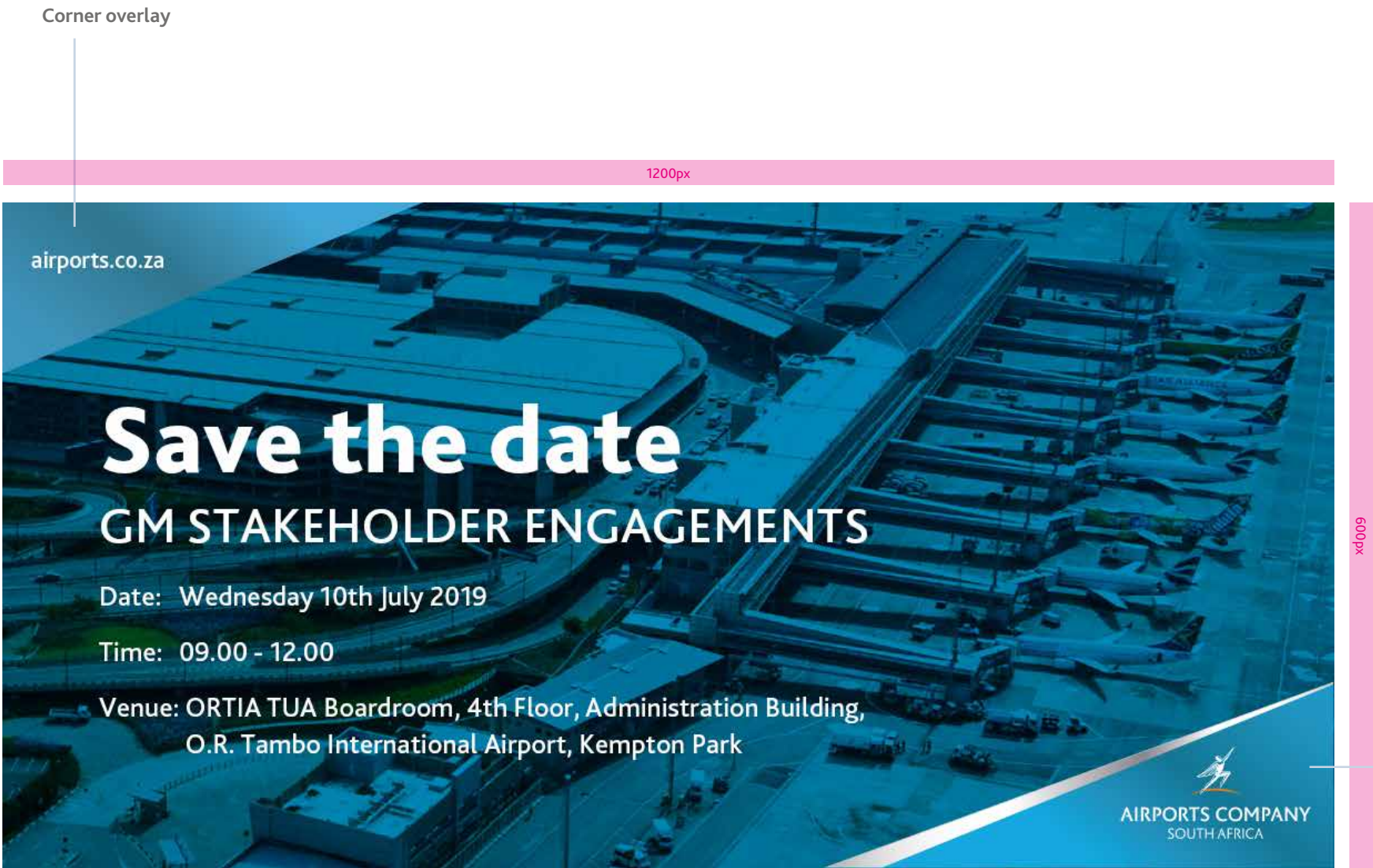
Size: 1200px x 600px

Heading  
Bliss Heavy 21pt

Sub Heading  
Bliss Medium 11pt

Body Text  
Bliss Medium 6pt/9pt

Teal Multiply overlay  
library image.



Part B - Application, Guidelines & Templates

B4 Digital

B4.3  
REMINDER

Details

Size: 1200px x 600px

Teal Multiply overlay  
library image.

Heading  
Bliss Heavy 21pt

Sub Heading  
Bliss Medium 11pt

Body Text  
Bliss Medium 6pt/9pt





Part B - Application, Guidelines & Templates

B4 Digital

B4.4 INVITATION

Details

Size: 600px wide

Header Size:  
600px x 500px

Heading  
Bliss Heavy 44pt

Sub Heading  
Bliss Medium 23pt

Body Text  
Bliss Regular 12pt/16pt

Library approved image.

No restriction on artwork height.


Corner overlay

600px

500px

8

airports.co.za



# Ground Transport Indaba


**Dear Stakeholders,**

*Together, taking ground transport to the next level.*

Airports Company South Africa (ACSA) invites you to an information sharing day where we will engage on issues that have an impact on the transport sector.

**Date** : 30 October 2019  
**Time** : 09H00 - 16H00  
**Venue** : Premier Hotel O.R. Tambo, 73 Gladiator Street, Rhodesfield, Kempton Park  
**RSVP** : Lerato.Sekwele@airports.co.za by no later than Friday, 25 October 2019.

For more information, please email Mpho Maluleka at Mpho.Maluleka@airports.co.za.



O.R. TAMBO  
INTERNATIONAL AIRPORT  
AIRPORTS COMPANY SOUTH AFRICA

Body Copy

Airport Overlay

Part B - Application, Guidelines & Templates



B4 Digital

B4.4 INVITATION

Details

Size: 600px wide

Heading  
Bliss Heavy 44pt

Sub Heading  
Bliss Medium 23pt

Body Text  
Bliss Regular 12pt/16pt

Library approved image.

Teal multiply layer.

No restriction on artwork height.

Corner overlay

600px

airports.co.za

8

**You are invited**  
**PRIDE IN ACTION TRAINING SESSIONS**

Airports Company South Africa strives to empower the airport community to deliver world-class service to all customers, driven by our Airport Key Behavioural Standards. Empower yourself and book your seat now.

Date: 00 - 00 Month 2019  
Time: 00h00 - 00h00  
Venue: Ebukhosini Conference Centre  
RSVP: Prideinaction.ksia@airports.co.za or call 032 436 6324

Kindly note that all seats are to be pre-booked, and only one of the four available dates may be selected for attendance.

A rewards and recognition programme is aligned with and integrated into the Pride in Action Training.

Please contact our passenger services department for further information and bookings at Prideinaction.ksia@airports.co.za or alternatively call 032 436 6324.

**KING SHAKA**  
INTERNATIONAL AIRPORT  
AIRPORTS COMPANY SOUTH AFRICA

Body Copy

Airport Overlay

Part B - Application, Guidelines & Templates

B4 Digital

B4.5  
NEW ANNOUNCEMENTS

To welcome new employees to Airports Company South Africa

Details

Size: 600px wide

Header Size:  
600px x 250px

Heading  
Bliss Heavy 44pt

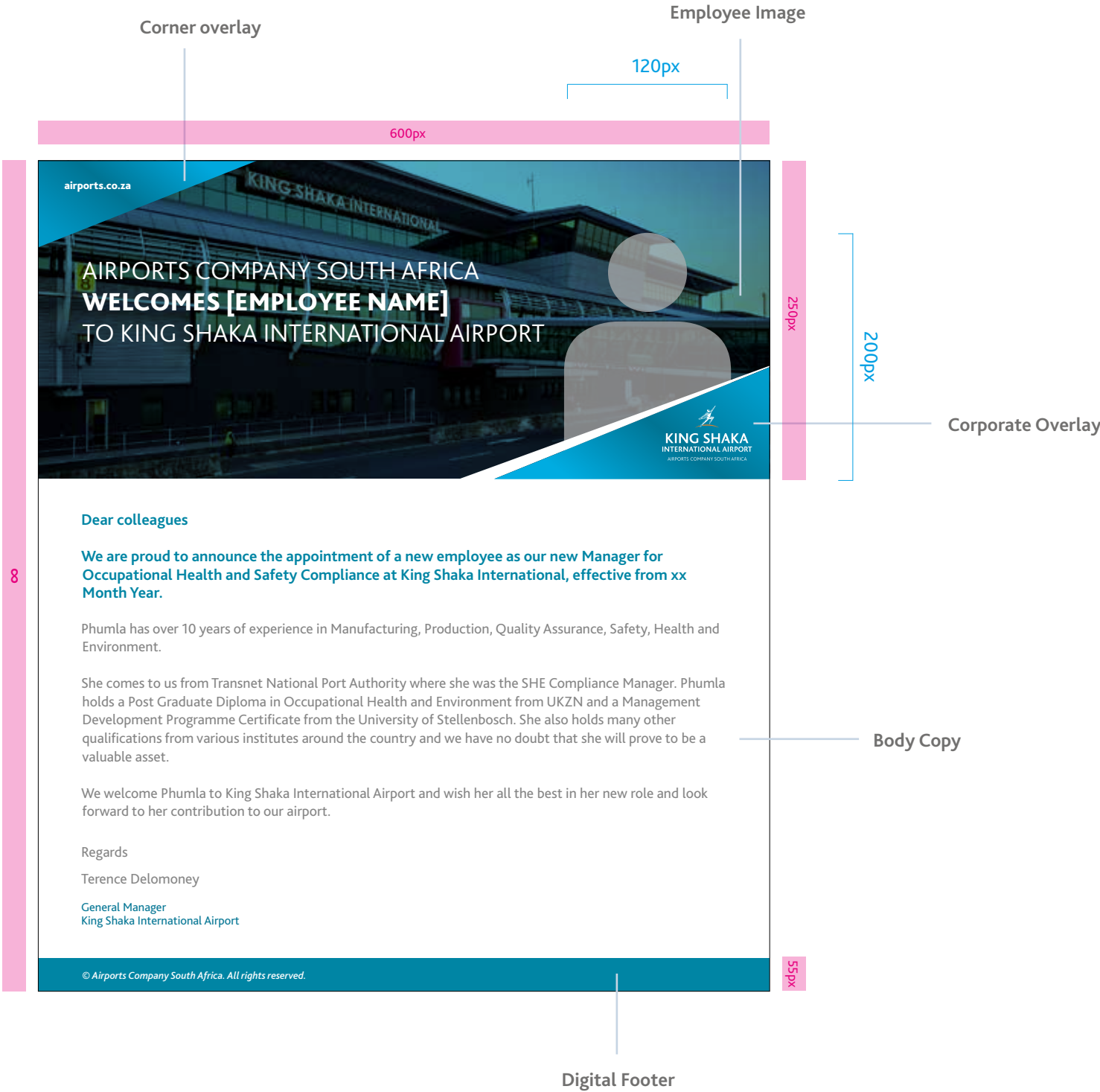
Sub Heading  
Bliss Medium 23pt

Body Text  
Bliss Regular 12pt/16pt

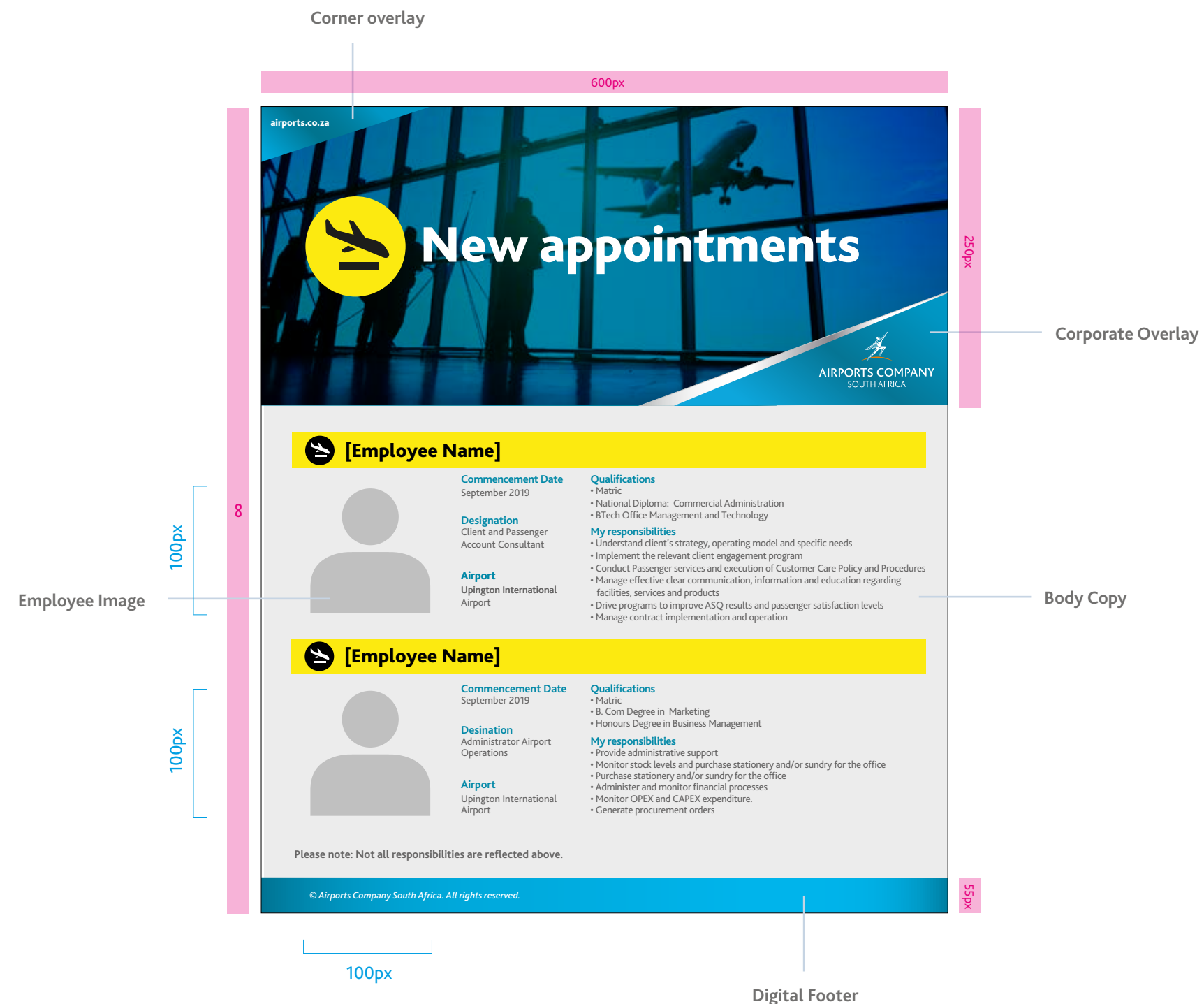
Teal Multiply overlay library image.

Employee image should be 200px max  
and placed top right on the header, above  
the corporate overlay.

No restriction on artwork height /  
content dependent.



# B4 Digital





Part B - Application, Guidelines & Templates

B4 Digital

B4.7  
ONLINE BANNERS

This shows the fundamental format for online banners for Airports Company South Africa.

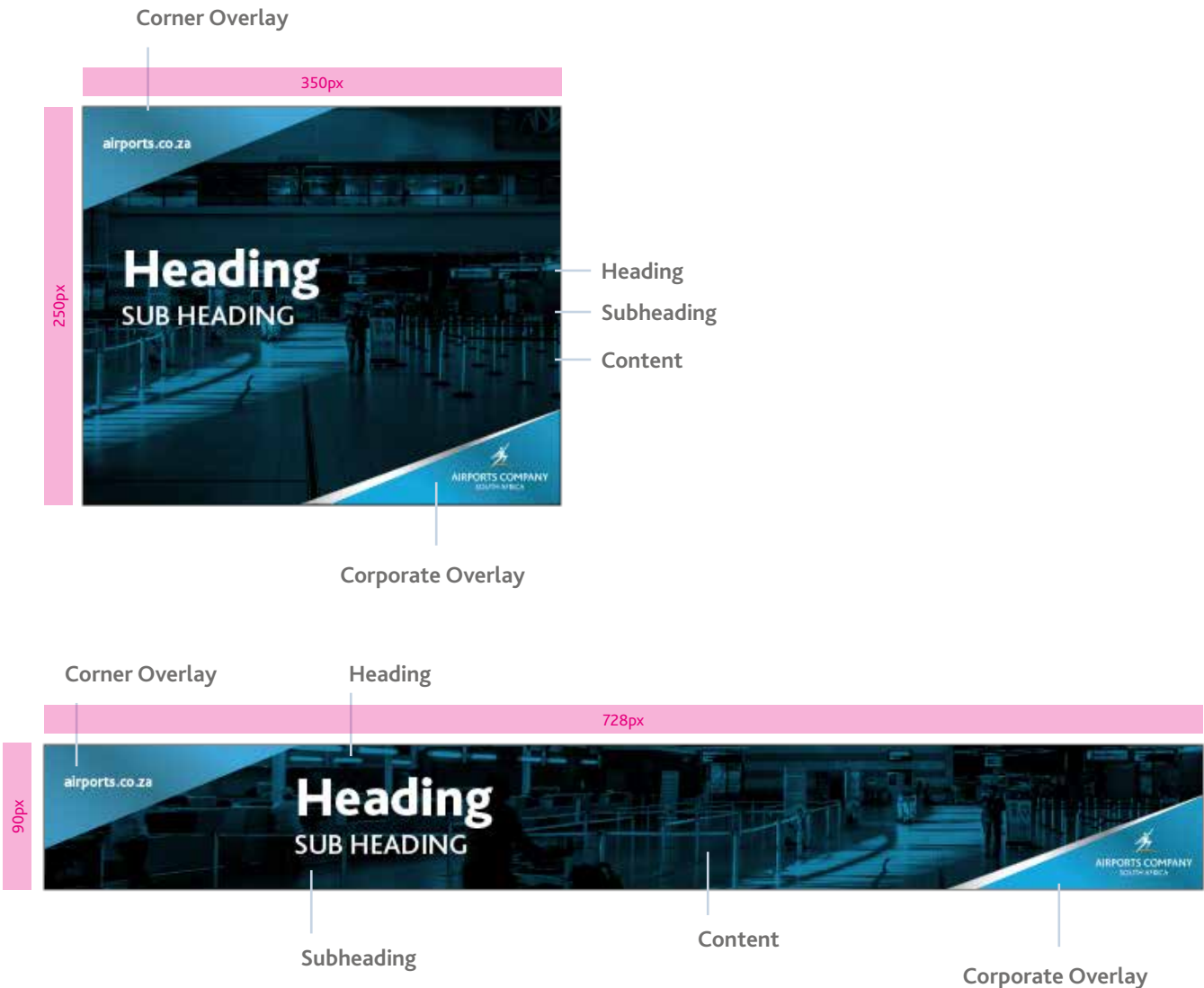
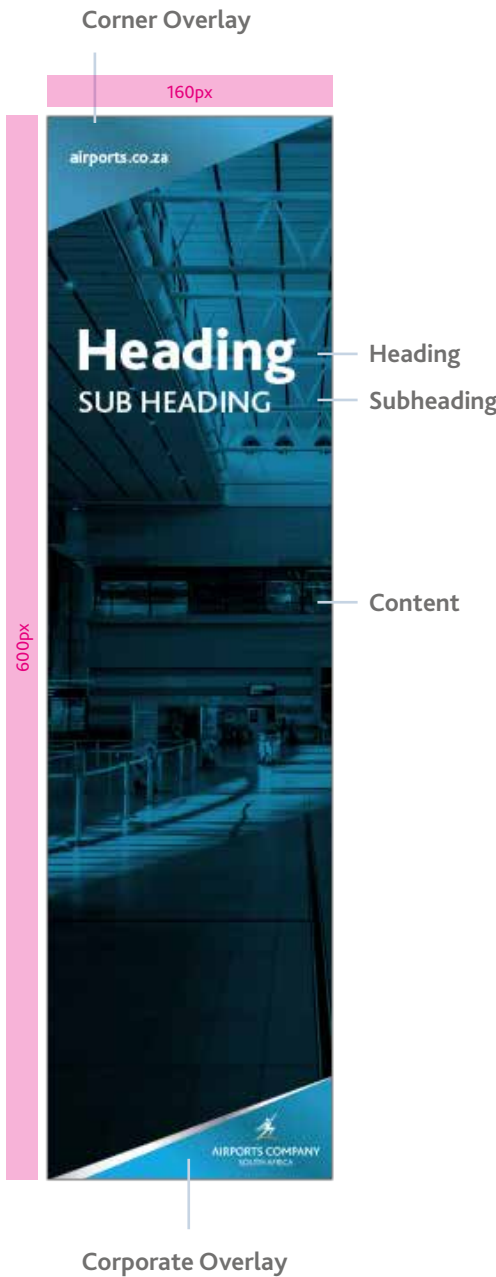
Sizes

Skyscraper: 160px x 600px

MPU: 350px x 250px

Leaderboard: 728px x 90px

Photo library approved image with Teal multiply overlay.



Part B - Application, Guidelines & Templates

B4 Digital

B4.8  
THANK YOU CARD

Standard template for  
thank you notices.

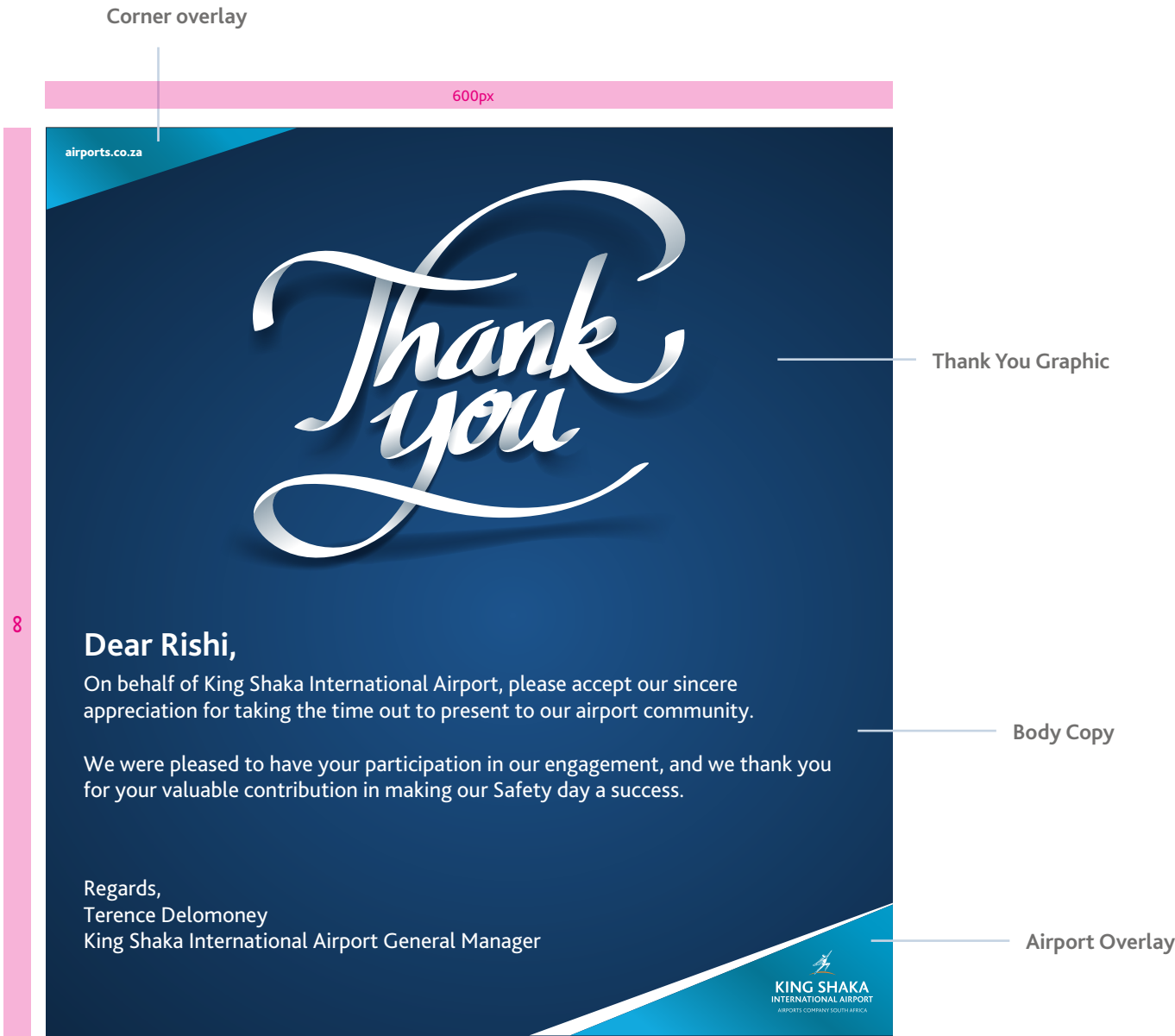
Details

Size: 600px wide

Body Text

Bliss Regular 12pt/16pt

No restriction on artwork  
height.





Part B - Application, Guidelines & Templates

B4 Digital

B4.9  
NEWSLETTERS

Newsletter template - message from the Group Executive.

Details

Size: 600px wide

Header Size:  
600px x 250px

Heading  
Bliss Heavy 44pt

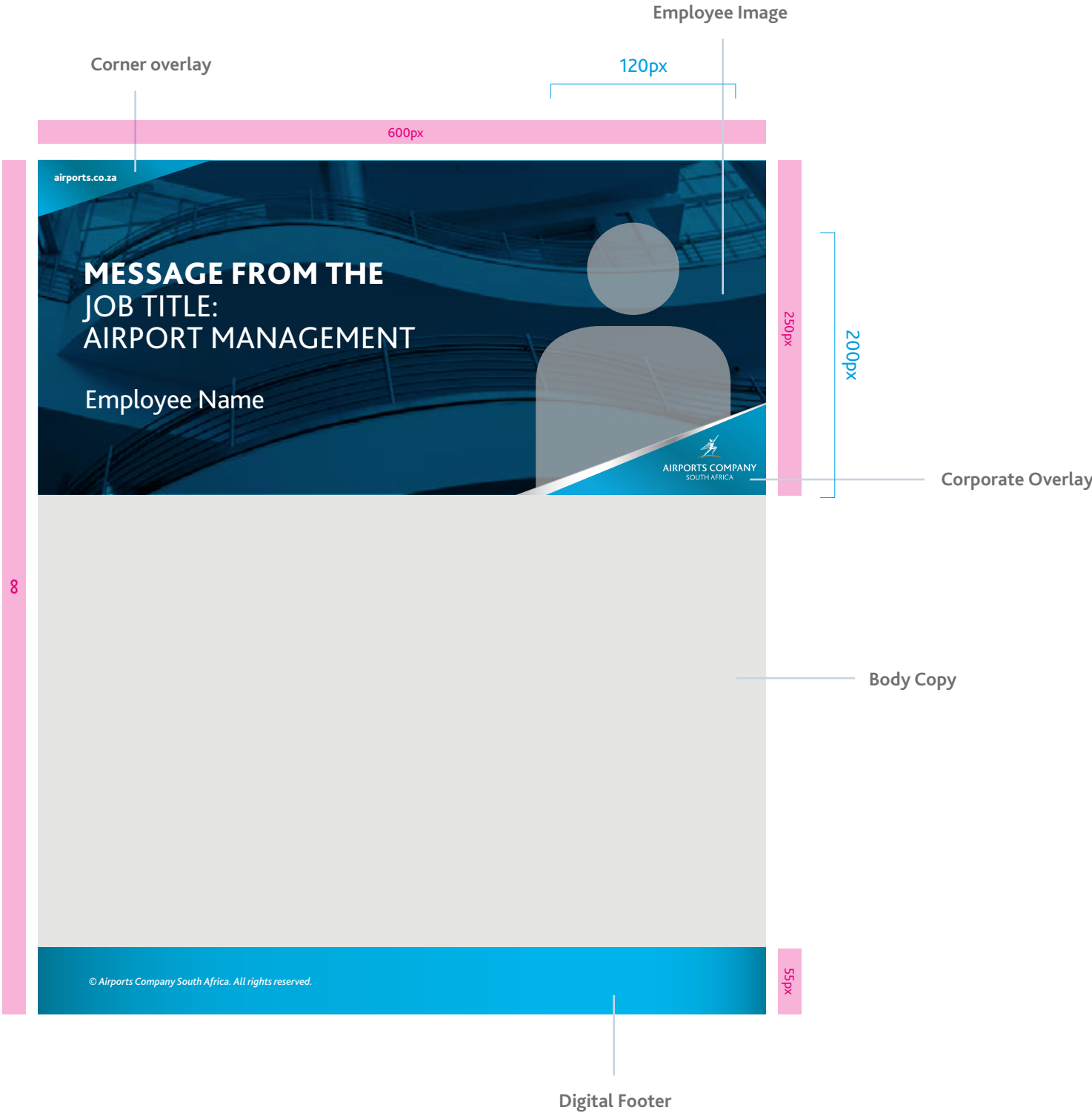
Sub Heading  
Bliss Medium 23pt

Body Text  
Bliss Regular 12pt/16pt

Photo library approved image with Teal multiply overlay.

Employee image should be 200px max and placed top right on the header, above the corporate overlay.

No restriction on artwork height / content dependent.



Part B - Application, Guidelines & Templates



B4 Digital

B4.9 NEWSLETTERS

Newsletter template - Newsflash.

Details

Size: 600px wide

Header Size: 600px x 250px

Heading Bliss Heavy 44pt

Sub Heading Bliss Medium 23pt

Body Text Bliss Regular 12pt/16pt

Photo library approved image with Teal multiply overlay.

No restriction on artwork height.



## Part B - Application, Guidelines & Templates

# B4 Digital

### B4.10 CORPORATE AFFAIRS TEMPLATES

Corporate Announcement  
newsletter.

#### Details

Size: 600px wide

**Header Size:**  
600px x 250px

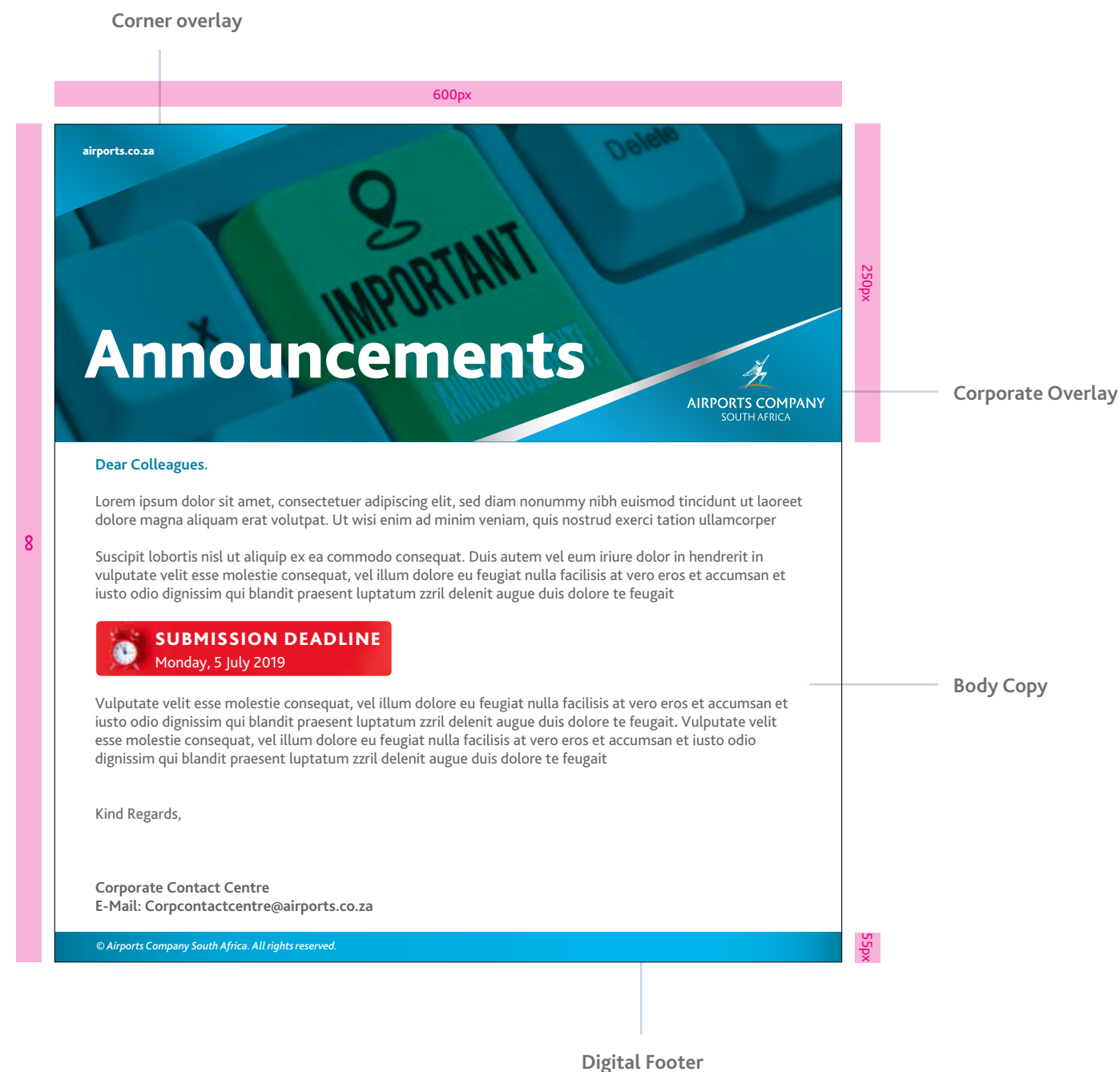
**Heading**  
Bliss Heavy 44pt

**Sub Heading**  
Bliss Medium 23pt

**Body Text**  
Bliss Regular 12pt/16pt

Photo library approved image  
with Teal multiply overlay.

No restriction on artwork  
height.





Part B - Application, Guidelines & Templates

B4 Digital



B4.11  
SOCIAL MEDIA TEMPLATES  
TWITTER

Details

Standard size for

Twitter  
1024px x 512px

Use of library approved  
image to convey post  
message.

Use of 'post it' tag as  
shown in the examples is  
permitted.

Images should be placed  
centrally at all times.



Part B - Application, Guidelines & Templates

B4 Digital

B4.11  
SOCIAL MEDIA TEMPLATES  
FACEBOOK

Details

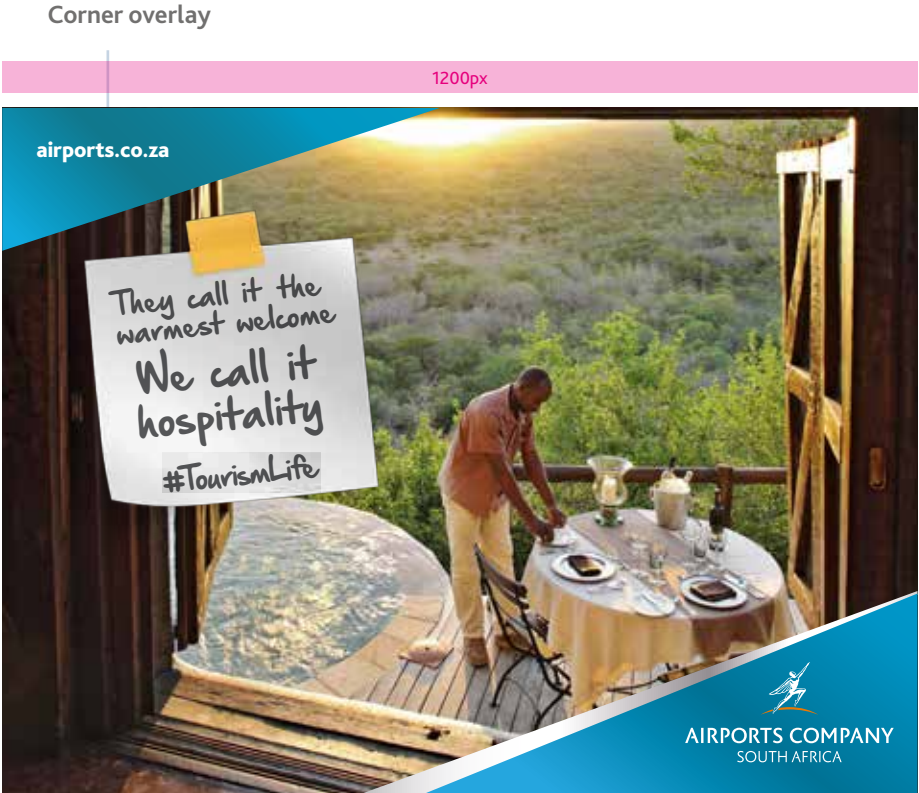
Standard size for

Facebook  
1200px x 900px

Use of library approved  
image to convey post  
message.

Use of 'post it' tag as  
shown in the examples is  
permitted.

Images should be placed  
centrally at all times.





Part B - Application, Guidelines & Templates

B4 Digital

B4.11  
SOCIAL MEDIA TEMPLATES  
INSTAGRAM

Details

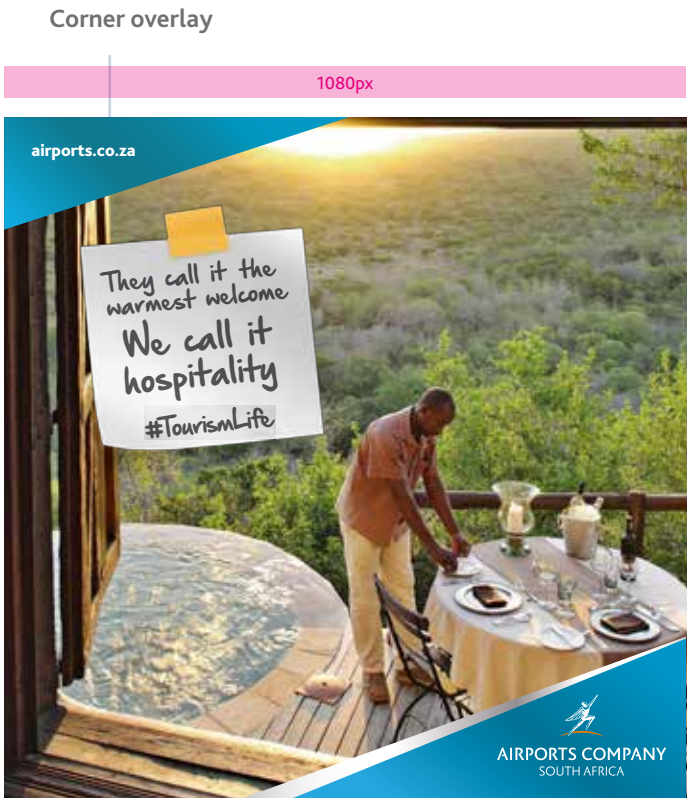
Standard size for

Instagram  
1080px x 1080px

Use of library approved  
image to convey post  
message.

Use of 'post it' tag as  
shown in the examples is  
permitted.

Images should be placed  
centrally at all times.



Part B - Application, Guidelines & Templates



B4 Digital

B4.12  
EMAIL SIGNATURES

Details

Standard sizes for mail signatures.

Max width 600px

Desktop


FIRST NAME SURNAME  
Job Title

Airports Company South Africa SOC Limited

Tel. +00 00 000 0000

Mobile. +00 00 000 0000

Email. [firstname.surname@airports.co.za](mailto:firstname.surname@airports.co.za)



AIRPORTS COMPANY  
SOUTH AFRICA

24 Johnson Road, The Maples Office Park,  
Bedfordview, JHB, South Africa, 2007  
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[www.airports.co.za](http://www.airports.co.za)

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Mobile

FIRST NAME SURNAME  
Job Title

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Part B - Application, Guidelines & Templates



B4 Digital

B4.12  
EMAIL SIGNATURES

Details

Standard sizes for mail signatures.

Max width 600px

Desktop



Mobile

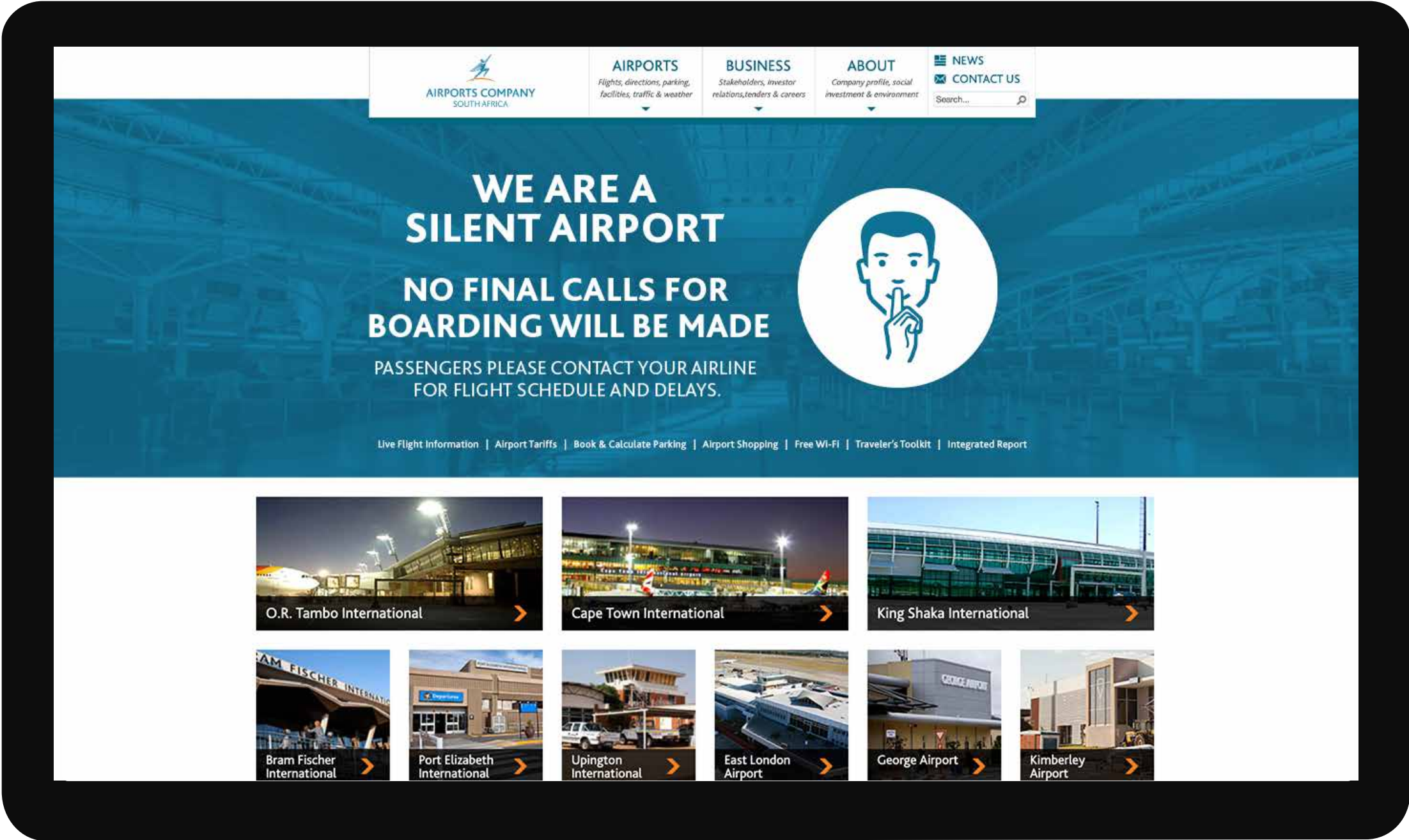




# B4 Digital

## B4.13 WEBSITE

Concept for website with updated branding.





# B4 Digital

## B4.14 INTERNAL SCREENSAVERS

Fundamental guidelines for internal screensavers.

### Details

Standard screen sizes /  
Minimum size 1024px x  
768px

Use of library approved  
image to convey post  
message.

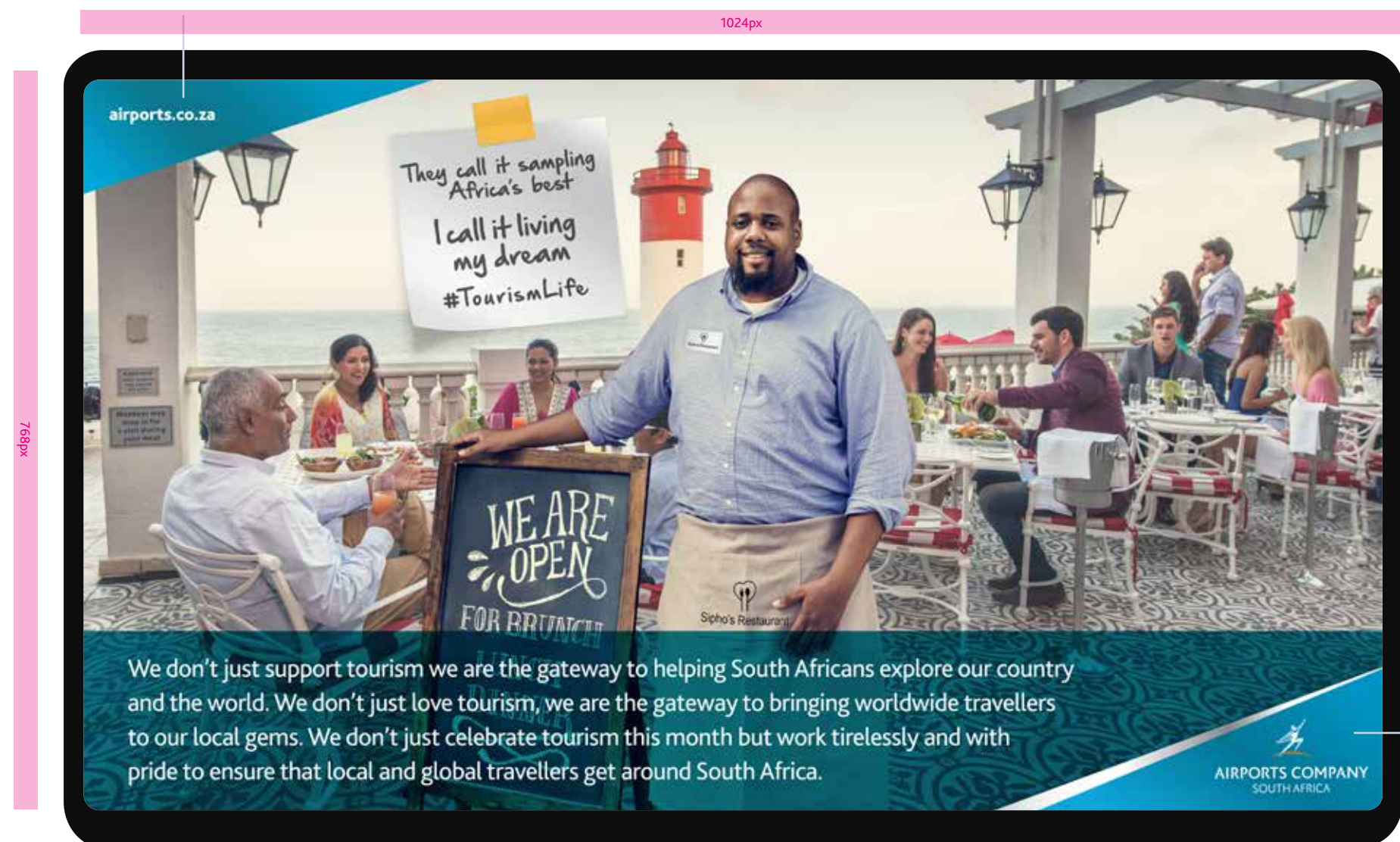
Use of 'post it' tag as shown  
in the examples is permitted.

Images should be placed  
centrally at all times.

Teal multiple over image.



Corner overlay



Corporate  
Overlay

# Gifting

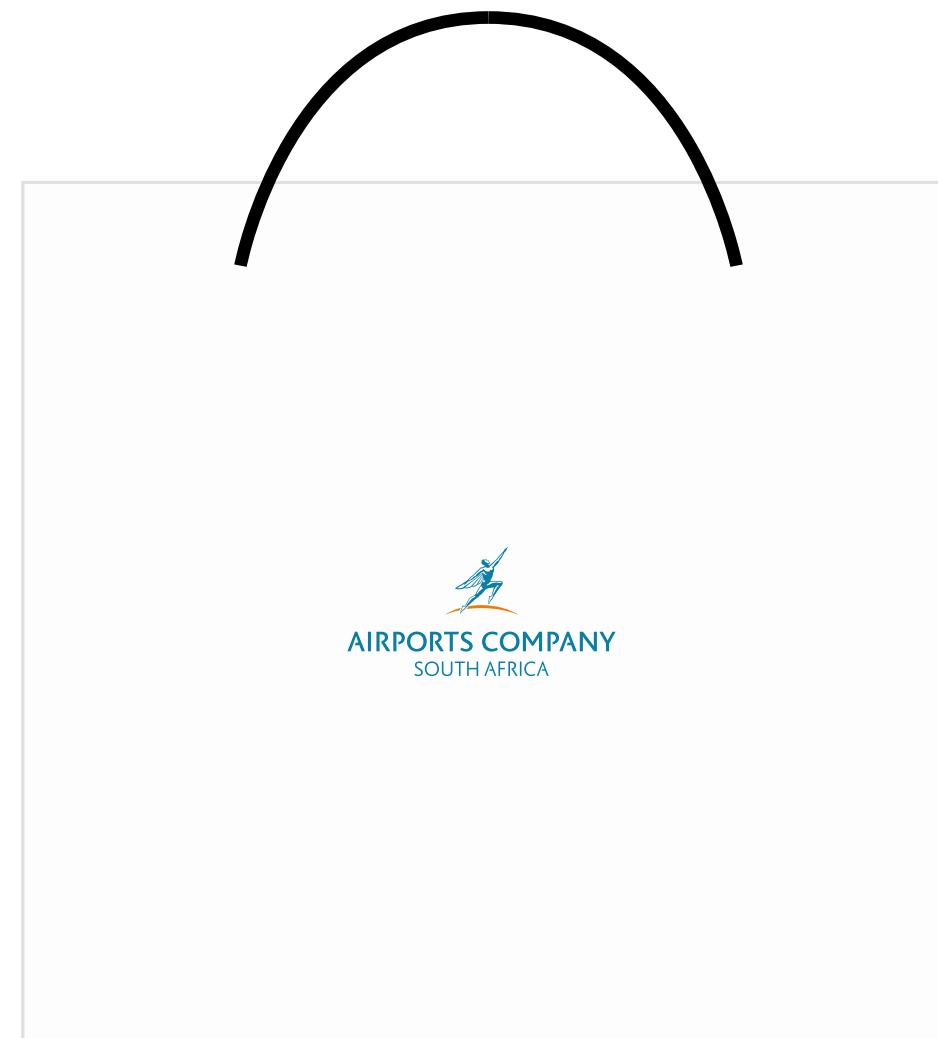
# B5 Gifting

## B5.1 WINE BAG



# B5 Gifting

## B5.2 GIFT BAG





Part B - Application, Guidelines & Templates

B5 Gifting

B5.3  
STICKERS

Details

Artwork Size: 40mm x 40mm

Bleed: 3mm

Area: Single Sided

Use of library approved image.



Part B - Application, Guidelines & Templates

B5 Gifting

B5.4  
TISSUE PAPER

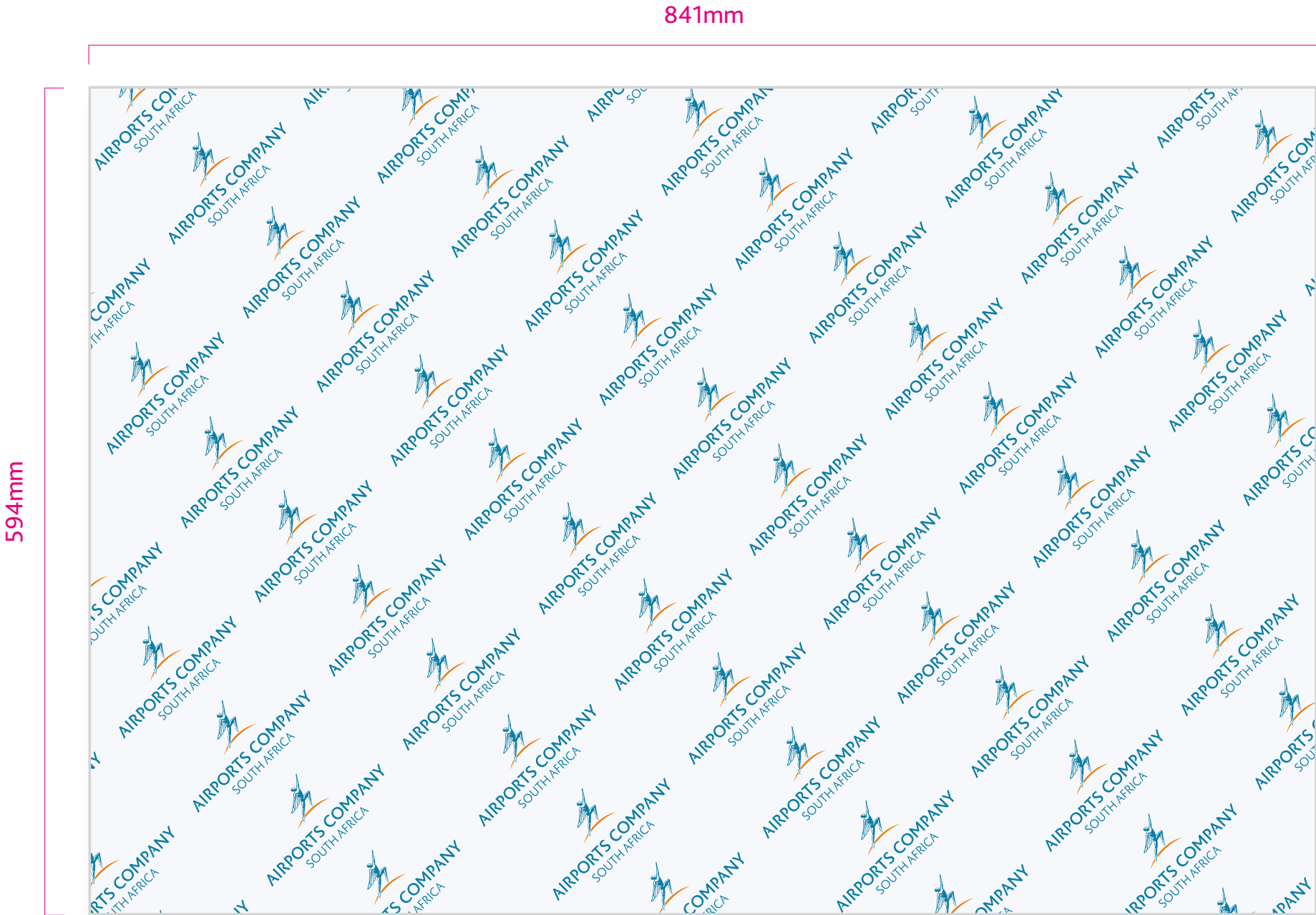
Details

Artwork Size:

A1  
594mm x 841mm

Bleed: 3mm

Area: Single Sided



Part B - Application, Guidelines & Templates



B5 Gifting

B5.5  
WINE LABELS

Details

Artwork Size: 90mm x 70mm

Bleed: 3mm

Area: Single Sided





# B5 Gifting

## B5.6 CYCLING KIT



# B5 Gifting

## B5.7 RUNNING KIT



Part B - Application, Guidelines & Templates

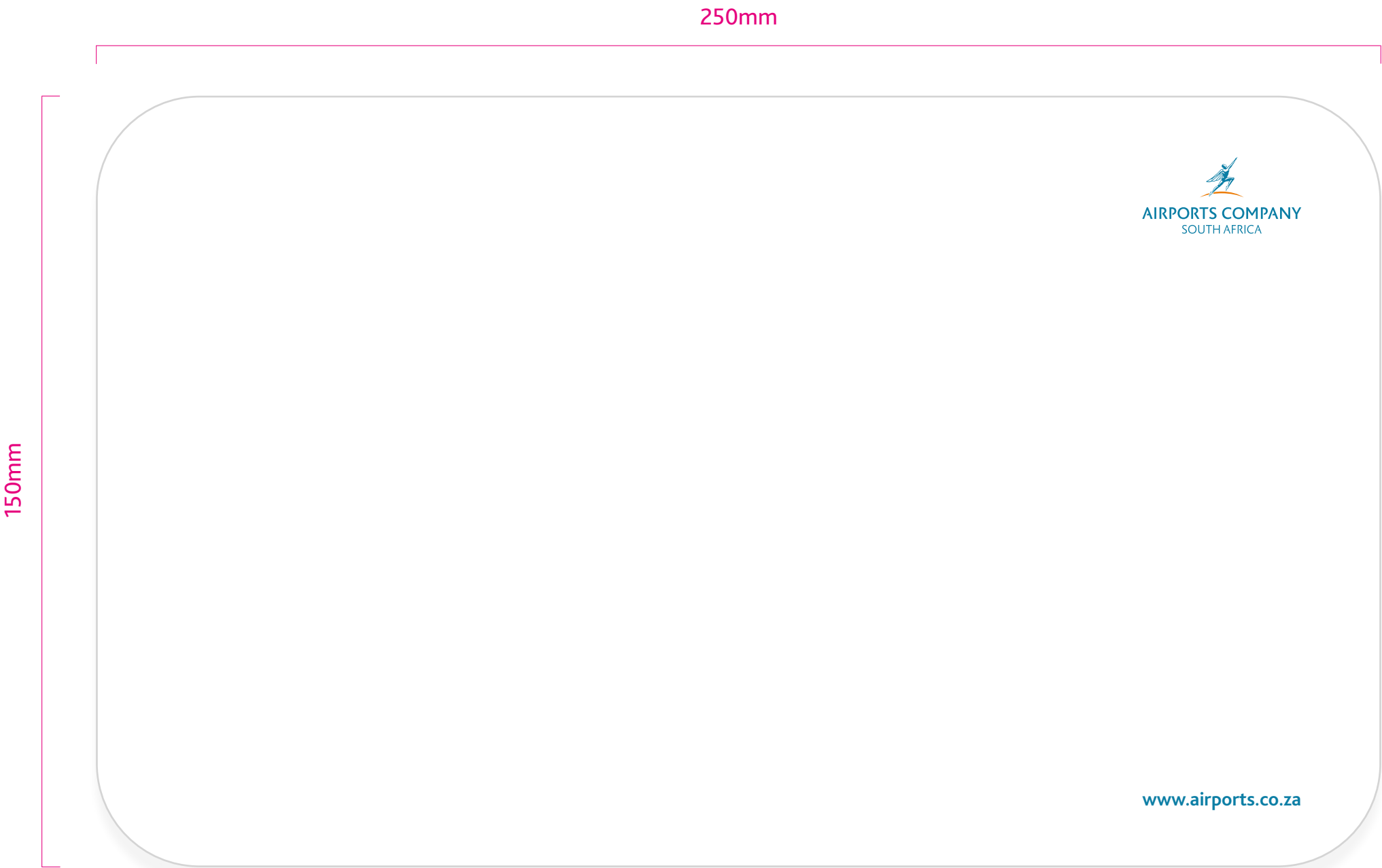
B5 Gifting

B5.8  
MOUSEPAD

Details

Artwork Size:  
250mm x 150mm

Area: Single Sided



Part B - Application, Guidelines & Templates

B5 Gifting

B5.8  
MOUSEPAD

Details

Artwork Size:  
250mm x 150mm

Area: Single Sided

Photo library  
approved image with  
Teal multiply overlay.

150mm

250mm



# Vehicle Branding

Part B - Application, Guidelines & Templates

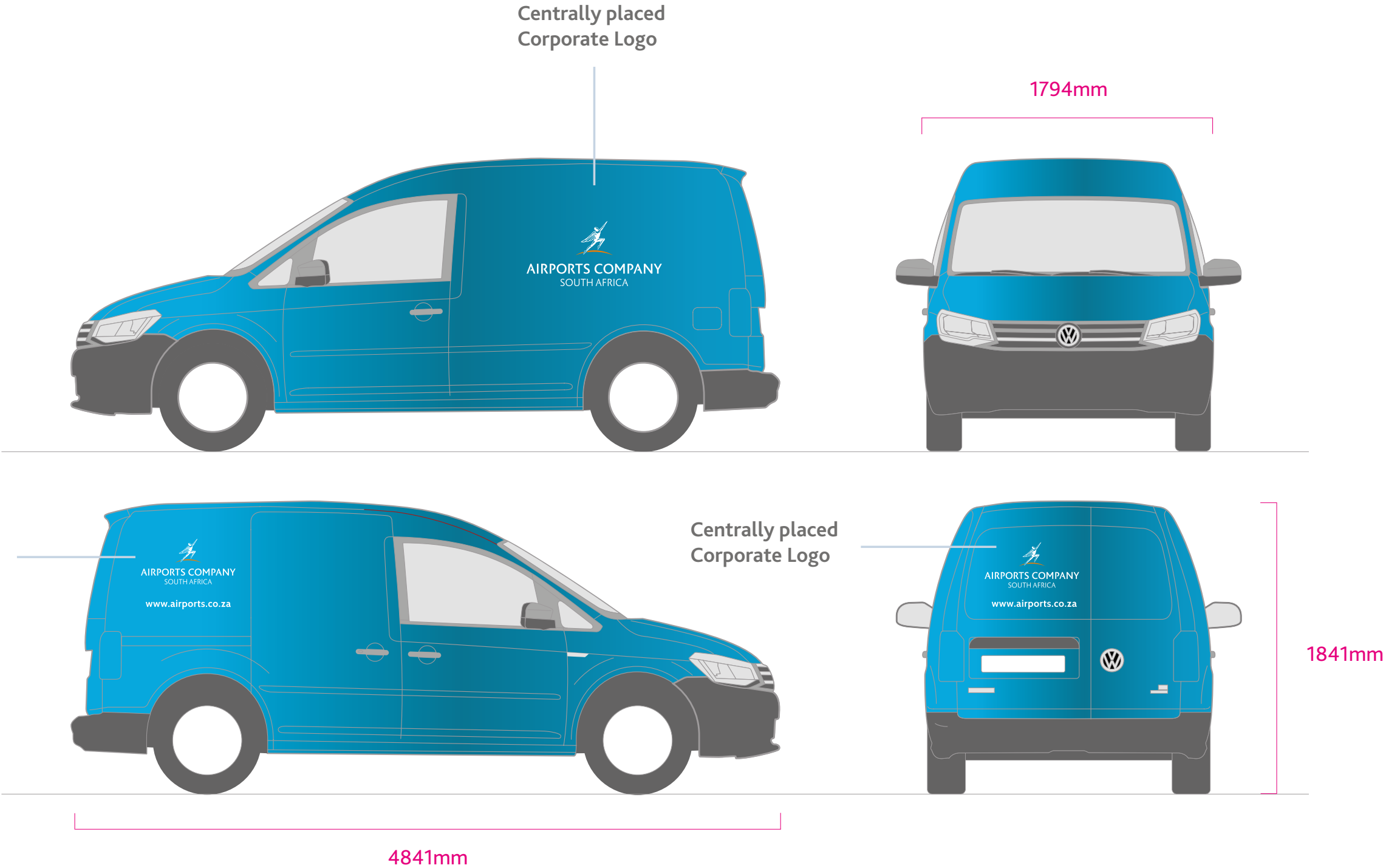
B6 Vehicle Branding

B6.1  
VEHICLE BRANDING

Details

Positions and size portions will differ from different vehicles.

Be sure to apply the logo correctly.





Part B - Application, Guidelines & Templates

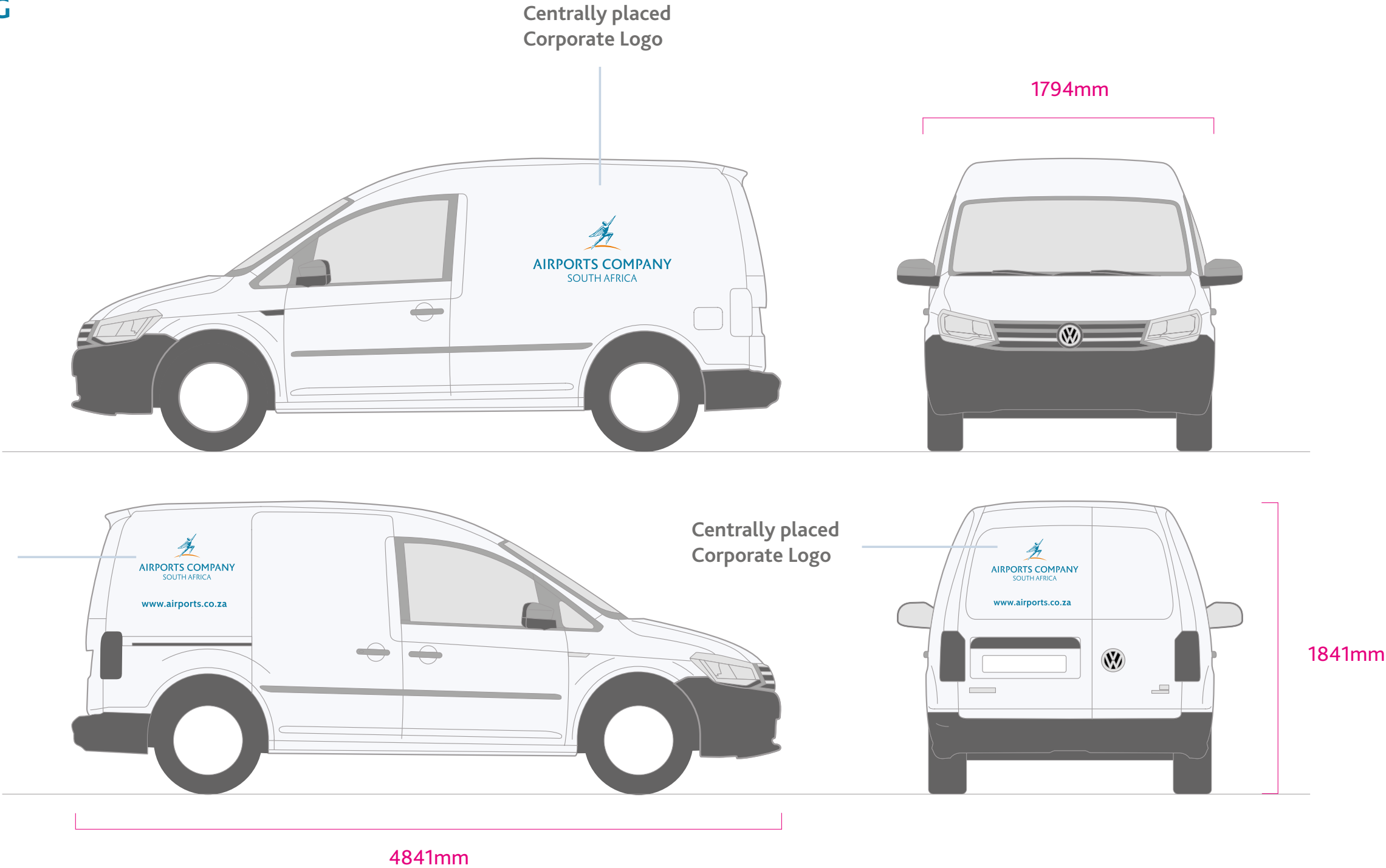
B6 Vehicle Branding

B6.1  
VEHICLE BRANDING

Details

Positions and size portions will differ from different vehicles.

Be sure to apply the logo correctly.





# Outdoor / Environmental Branding

Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

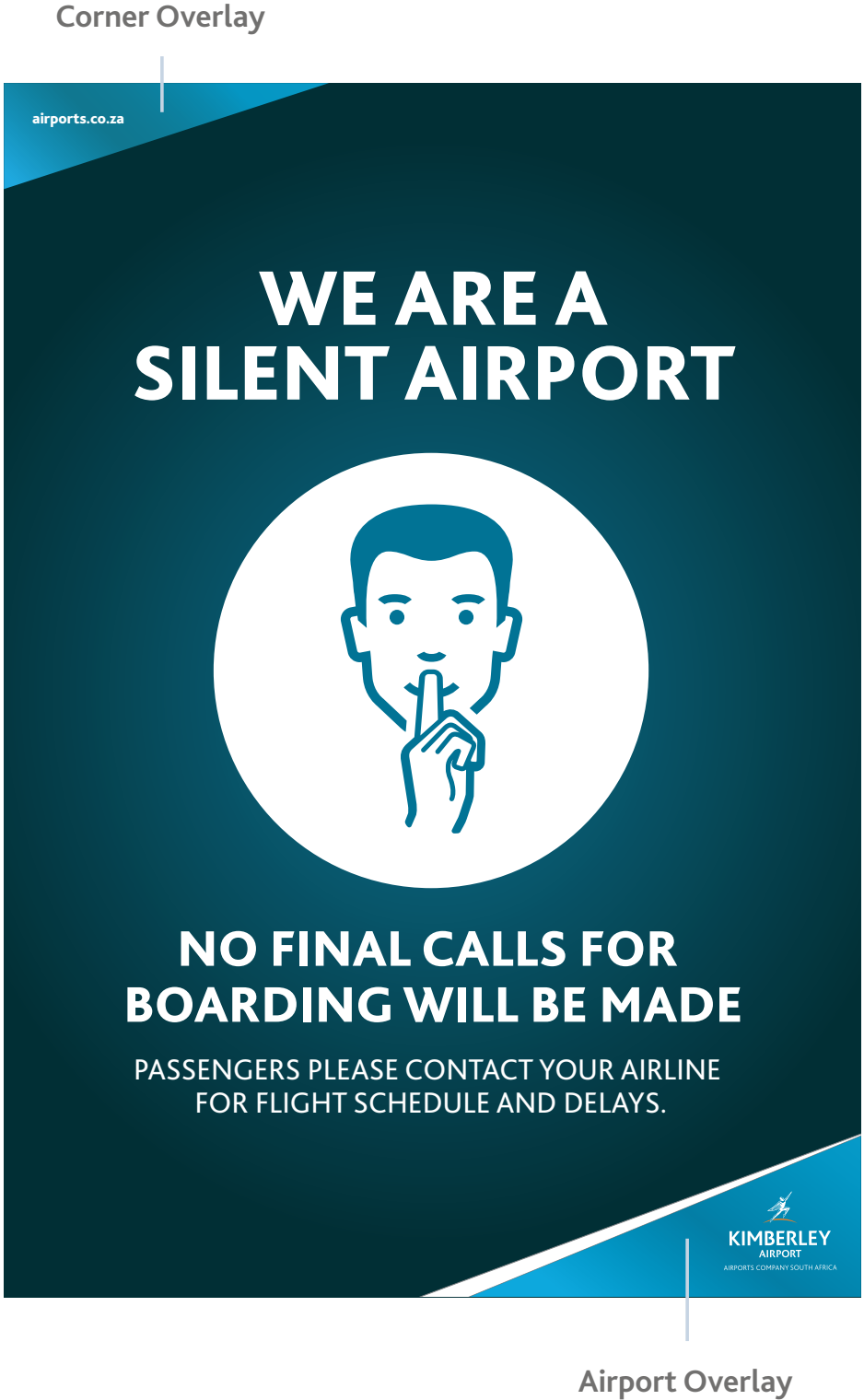
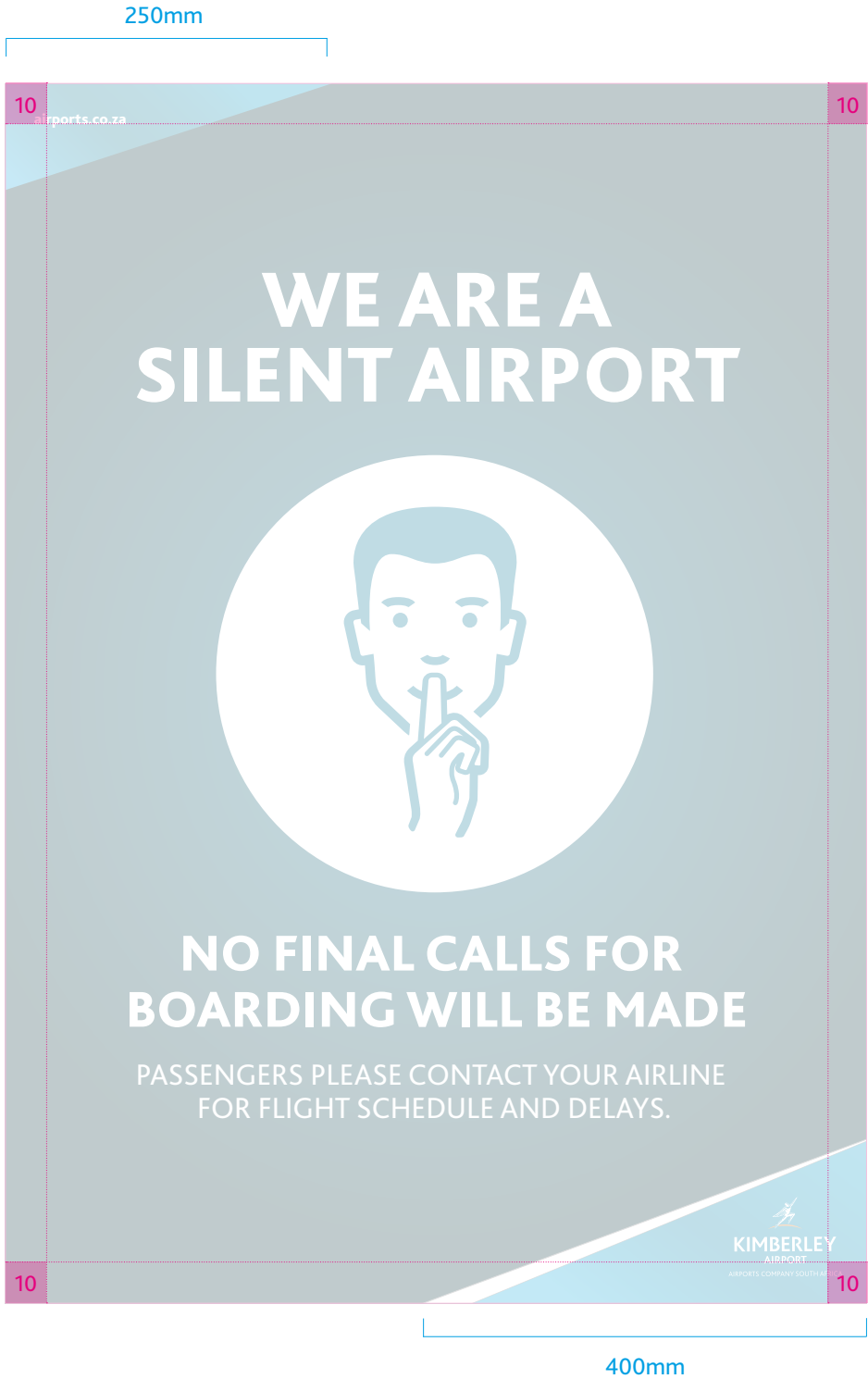
B7.1  
SILENT AIRPORT POSTERS

This example shows the fundamental structure of the Silent Airport Posters

Details

Artwork size:  
A0  
841mm x 1189mm

Bleed: 3mm  
Margin: 10mm



# B7 Outdoor/Environmental Branding

## B7.2 STAGE BANNER

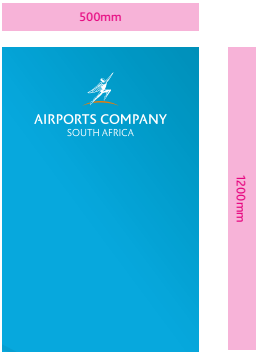
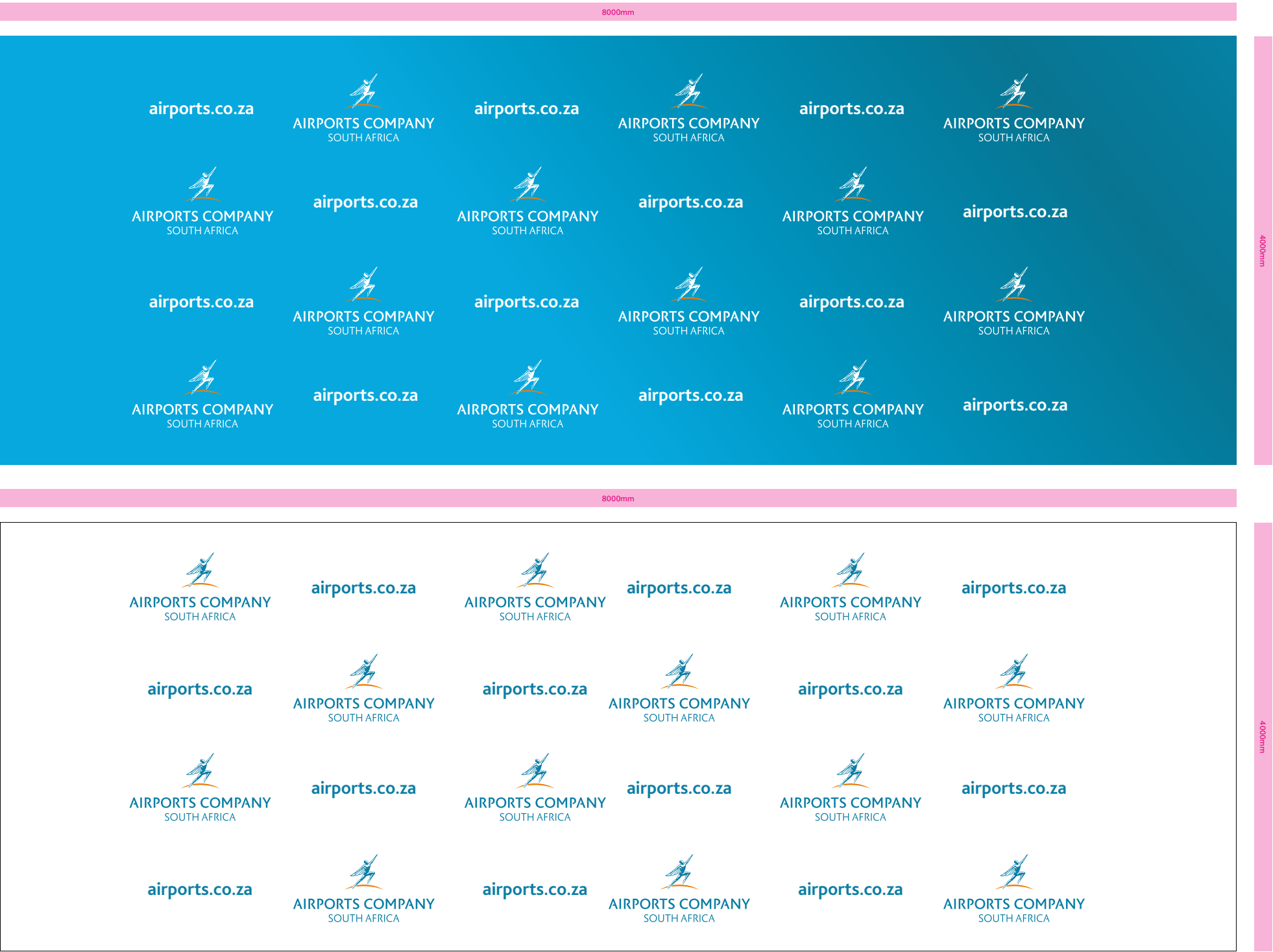
Details

Artwork Size:

Stage Banner  
8000mm x 3000mm

Podium  
500mm x 1200mm

Area: Single Sided



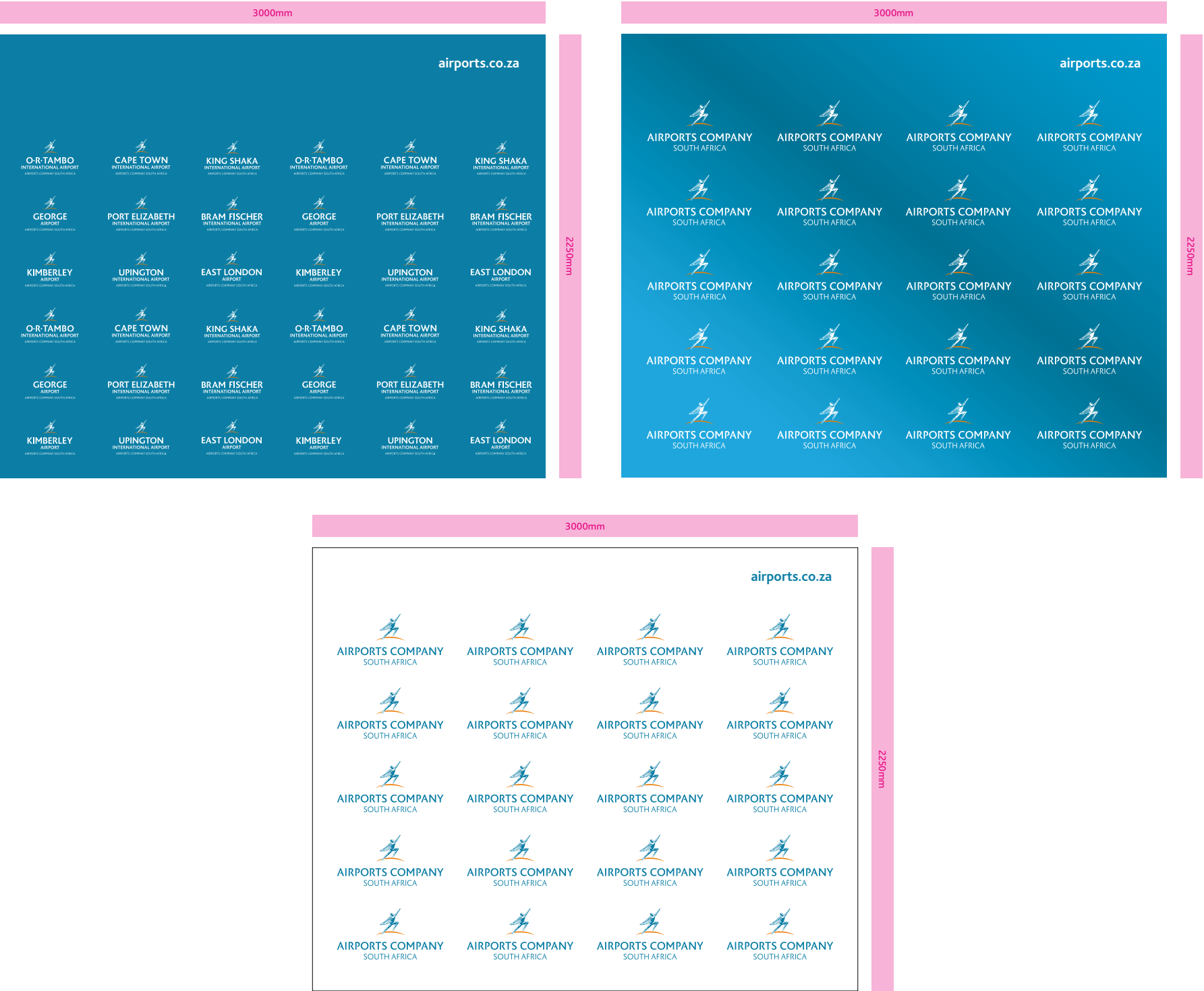
# B7 Outdoor/Environmental Branding

## B7.3 MEDIA BANNER

### Details

Artwork Size:  
3000mm x 2250mm

Area: Single Sided



Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

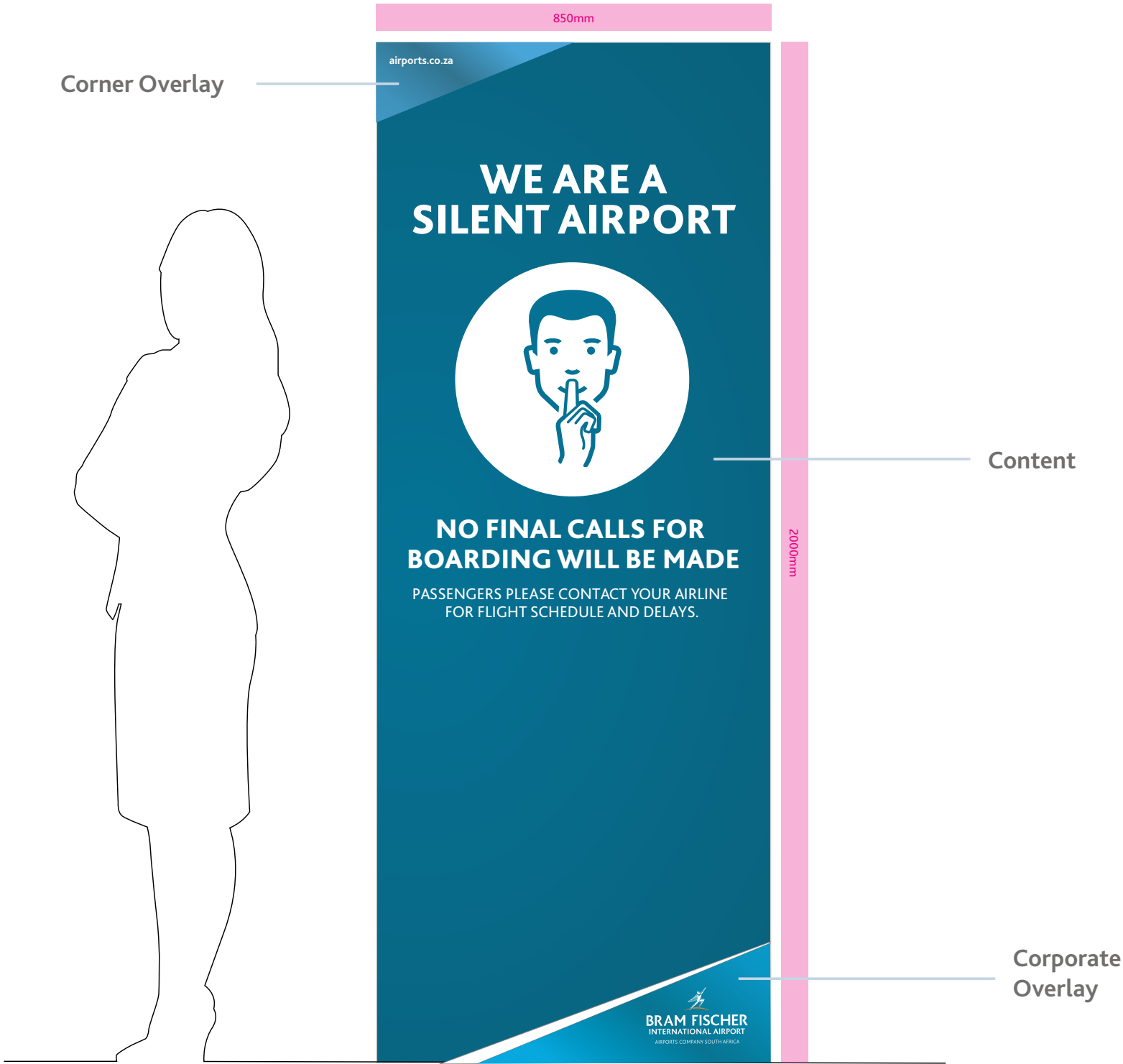
B7.4  
PULL-UP BANNER (BRANDED)

Details

Artwork Size:  
850mm x 2000mm

Bleed: 10mm

Area: Single Sided



Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

B7.5  
HANGING BANNER

Details

Artwork Size:  
85mm x 55mm

Bleed: 3mm

Area: Single Sided





Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

B7.6  
FLAGS

Details

Artwork Size:  
700mm x 4000mm

Bleed: 3mm

Area: Double Sided

Centrally placed  
Corporate Logo

Repeat logo  
(centrally aligned)



# B7 Outdoor/Environmental Branding

## B7.7 GAZEBO

### Details

Corporate Logo placed centrally.



Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

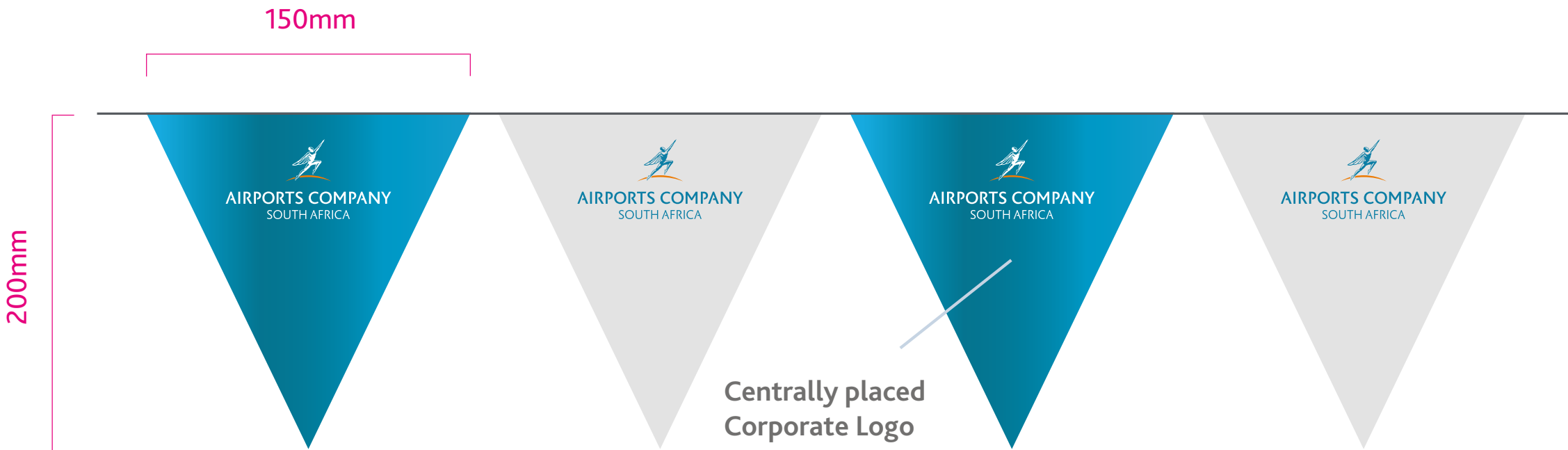
B7.8  
BUNTING FLAGS

Details

Artwork Size:  
150mm x 200mm

Bleed: 3mm

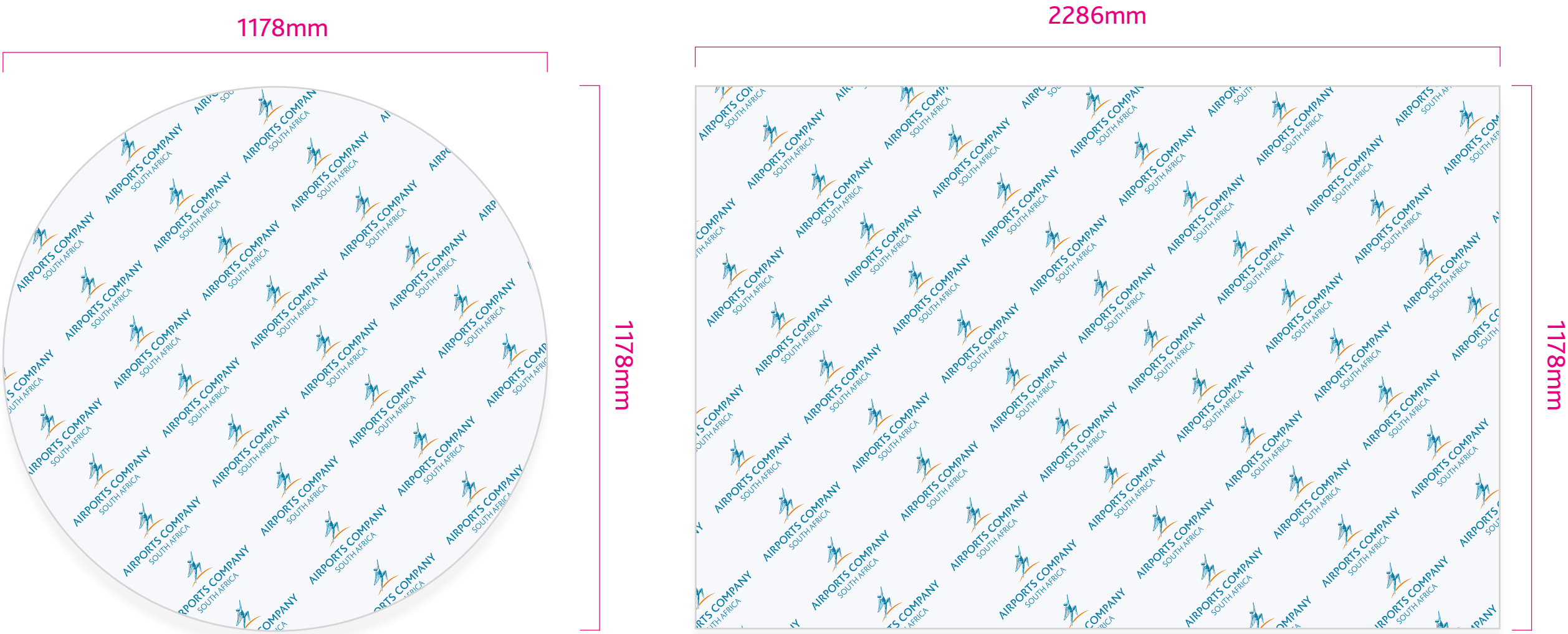
Area: Single Sided



Part B - Application, Guidelines & Templates

B7 Outdoor/Environmental Branding

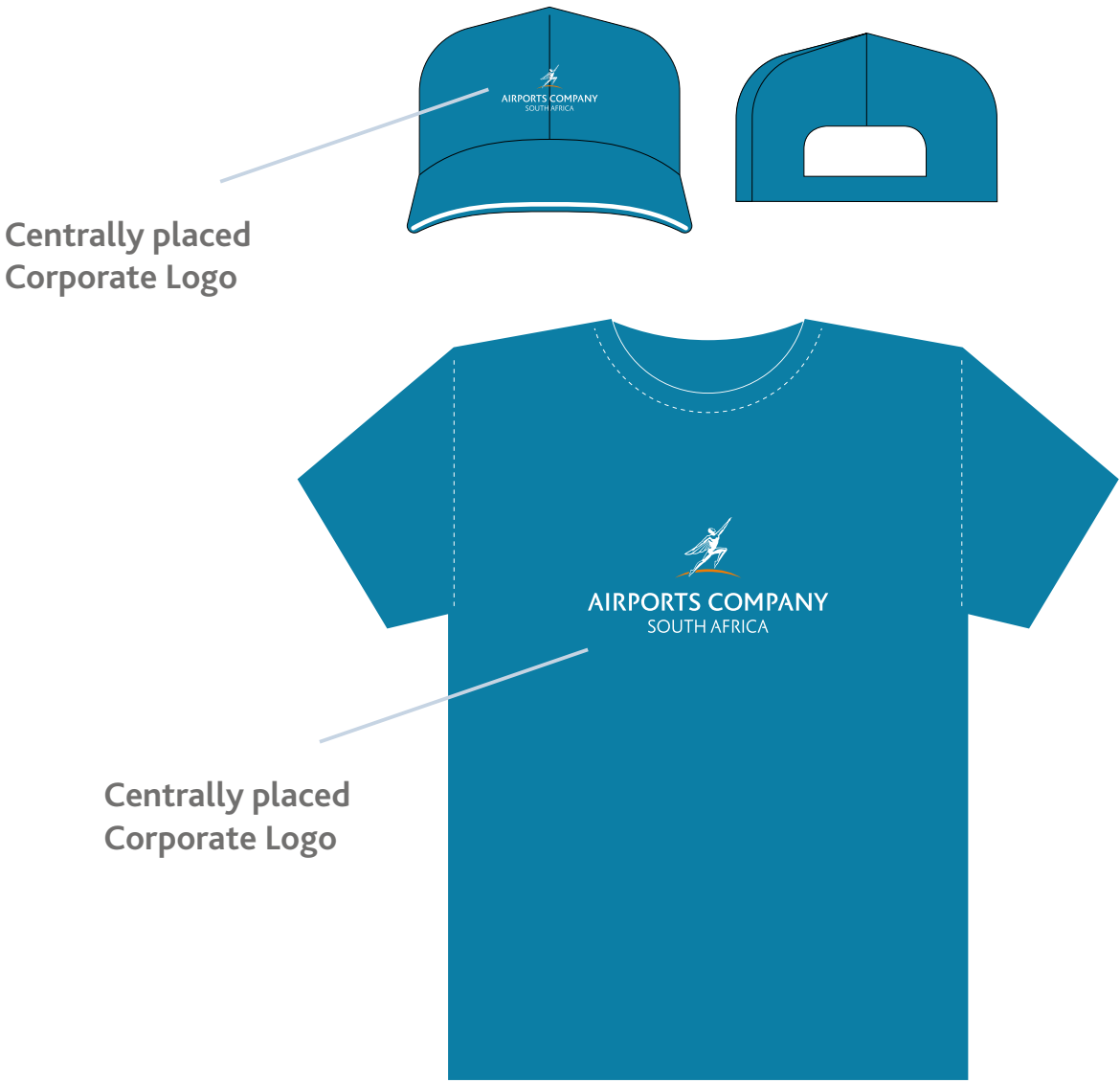
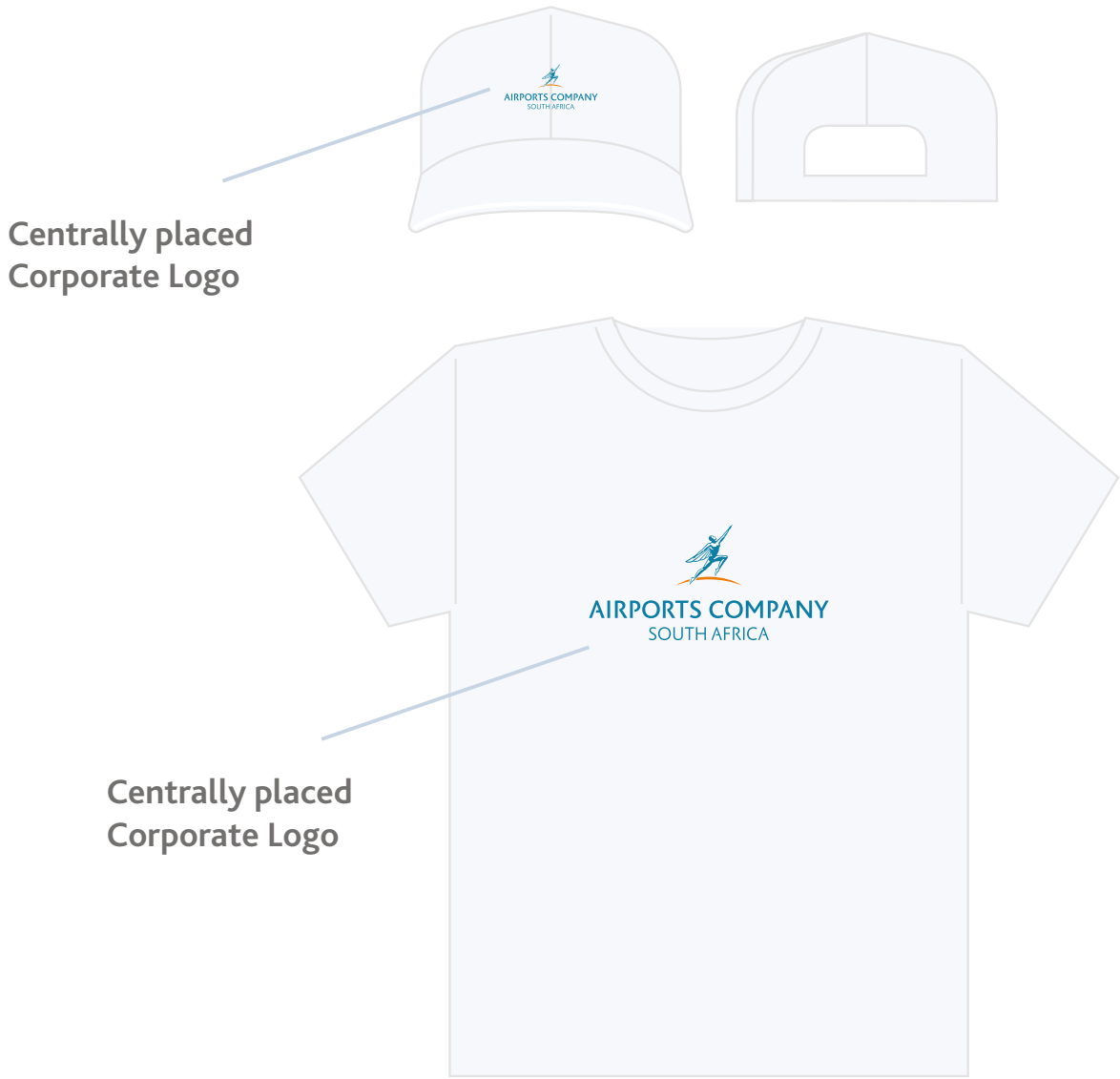
B7.9  
TABLE CLOTHS



# Merchandise

# B8 Merchandise

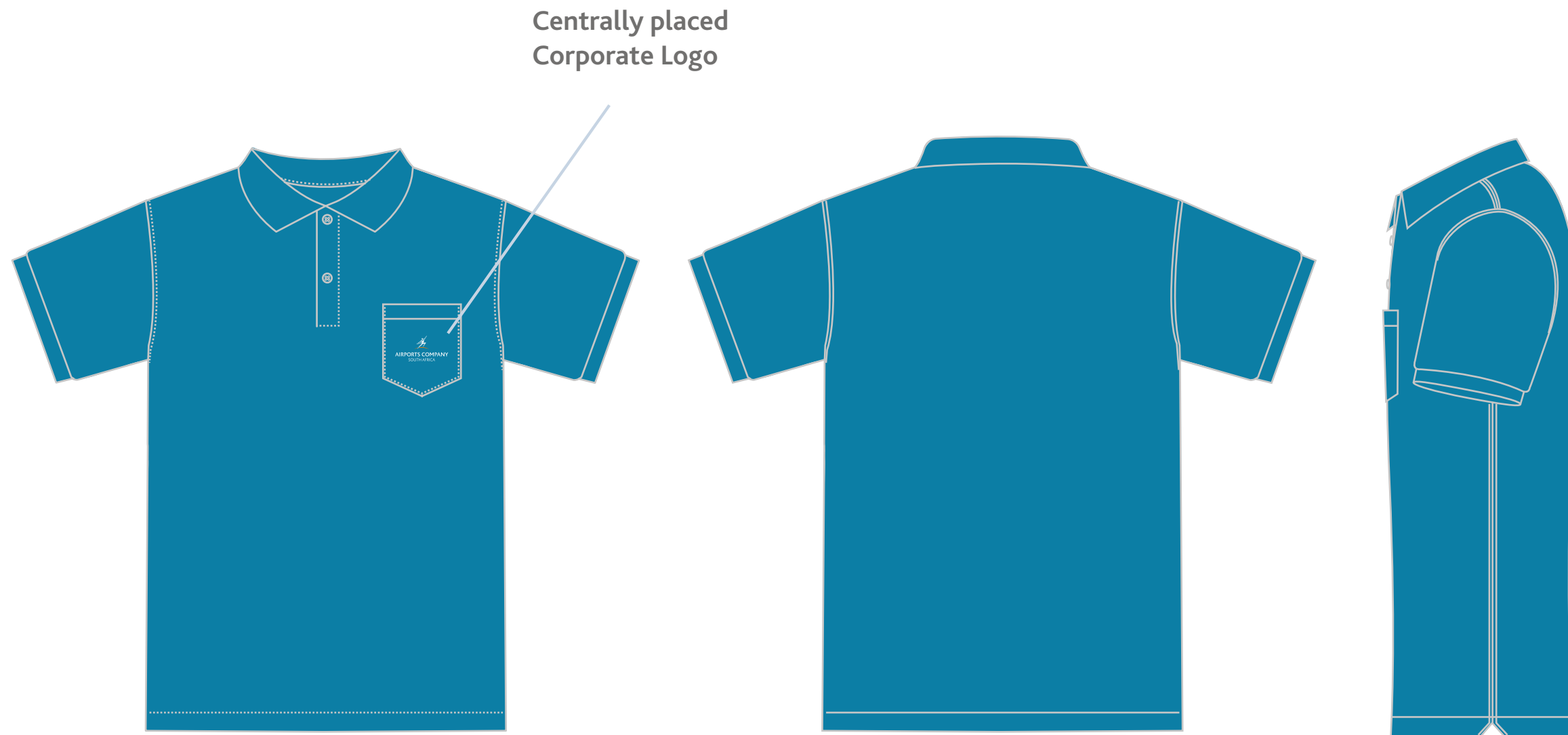
## B8.1 T-SHIRTS & CAPS





## B8 Merchandise

### B8.2 GOLF SHIRT



# B8 Merchandise

## B8.2 GOLF SHIRT



# B8 Merchandise

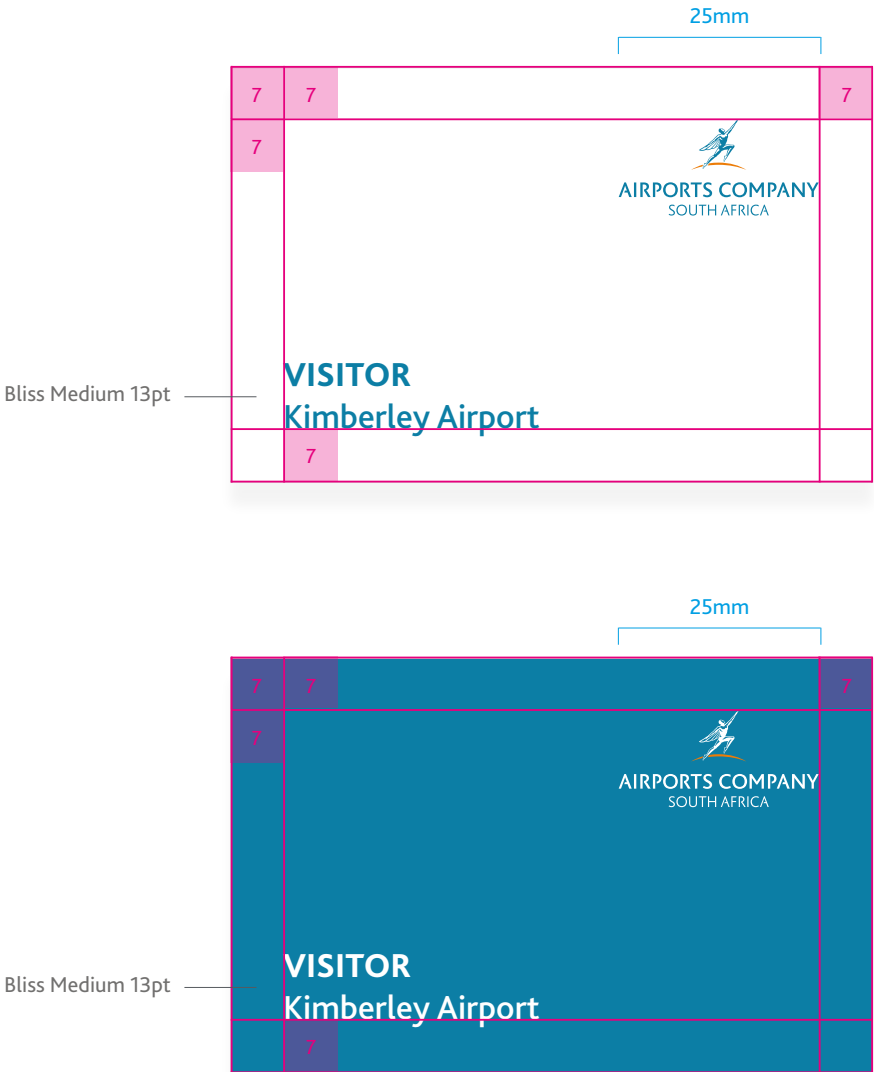
## B8.3 LANYARD

### Details

Artwork Size: 85mm x 55mm

Bleed: 3mm

Area: Single Sided



# Glossary of Terms

**Brand Architecture**

The organising structure of the relationships of entities that go into making up the brand.

**Brand Management**

The management of intangible and tangible aspects of a brand.

**Brand Icon**

Graphic symbol, usually referred to as the logo, representative of a company service or values.

**Brand Mark**

The combination of the brand icon and the wordmark.

**Branding Signatures**

The composition and placement of the brand icon (logo), logotype, descriptor, and tagline on various elements of communication.

**Body Copy/Text**

The main body of any printed material that is indistinct from the introduction, index, illustrations and headings.

**CMYK**

Cyan, magenta, yellow and black ink used in four colour process printing to achieve full colour images or graphics.

**Column Width**

The unit measurement by which space is sold in print media.

**Copyright**

The exclusive right, granted by law for a certain term of years, to make and dispose of copies of, and otherwise to control, a literary, musical, dramatic or artistic work.

**Corporate Identity**

The term given to a set of logos that represent a brand in its entirety.

**Co-branding**

The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.

**Control Grid**

The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.

**Font**

A full set of type for printing or screening where all the characters are of the same design and size.

**Headline**

A caption printed at the top of a page or article in any printed material, usually in large letters and often summarising the content that follows it.

**Holding Shape**

A shape, usually an extension of a symbol or part thereof, used in graphic layout to contain a picture or a section of type.

**Identity Guideline**

Summary document used to provide a basic visual reference on the correct use of an identity.

**Layout**

The way component parts or individual elements are arranged in a design, stationery or literature.

**Litho**

A printing process in which the image to be printed is rendered on a flat surface, eg. as on sheet zinc or aluminium, and treated to retain ink whilst the nonimage areas are treated to repel ink.

**Media Applications**

Specifications for application of the Brandark in various media platforms.

**Symbol**

The graphic component of a logo that can be made up of one or several icons, each with significant meaning used to communicate the values of the brand.

**Trademark**

The name, symbol, figure, letter, work or mark adopted and used by a manufacturer or merchant in order to designate the goods he or she manufactures or sells and to distinguish them from those manufactured or sold by others including, but not limited to, any mark entitled to registration under the provisions of a statute is a trademark.

**Typeface**

A particular style of printed character - such as Ropa, used on all literature. Also referred to as a font.

**Typography**

The arrangement of printed characters on the page.

**UV Varnish**

Creating a transparent glossy surface in a selected area.

**Visual Identity**

A term used to describe a complete visual look, it includes the style of typography, relationships of typography and photography and palette that is maintained through all printed material relating to the brand.

**Visual Standards Manual**

Comprehensive instruction on the correct use of the graphic elements which make up a visual identity.

**Wordmark**

Any letters, words or descriptors constructing a logo.

**X-Height**

The height of a type character that excludes ascenders or descenders.

**Merchandise**

Goods, products, stock or commodities.

**Naming Structure**

Guidelines specifying the display and placement of the brand name or sub-brand name in relation to the mother brand or logo/symbol.

**Pantone**

International standards for colour specification and referencing.

**Pictogram**

A pictorial symbol that replaces a word, facility or action. The subject must be singular in meaning and simple in form.

**Point**

Unit of measurement of the size of typography.

**RGB**

The values of the colours of Red, Green, Blue used to make colours on screen i.e web, television etc.

**Sans Serif**

In typography, a sans serif typeface is one that does not have the small features called "serifs" at the end of strokes. The term comes from the French word sans, meaning "without".

**Scale**

A term used for changing the size or weighting of elements, either graphic or text, in a balanced way within the layout.

**Tagline**

A short distinctive phrase used to identify a company, organisation or its goals.