



## Communications Style Guide

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## Introduction

This CI guide has been produced for the Gauteng Growth and Development Agency's (GGDA) communications.

It is critical to ensure that we are consistent and professional when presenting our identity and brand image to the world. These guidelines provide the correct tools to ensure that we always present ourselves in a way that best communicates who we are and what we stand for.

Throughout this document we have set out rules when utilising the GGDA brand. Please adhere to these rules as they not only create the necessary impression of who we are and what we look like, but also helps us to be consistent in the way we are recognised.

It is through our commitment to quality and consistency that we will earn the understanding and trust of all GGDA stakeholders.

## Policy

The corporate identity, as set out in the corporate identity manual, will be applied to all GGDA communications and publications, including the website, to promote recognition of the logo and branding in a unified and co-ordinated manner. The GGDA Marcoms Department is the custodian of the corporate identity and is empowered to ensure the application of the logo and name in accordance with the corporate identity regulations.

Any deviations from the standard corporate identity will be subject to a vetting procedure by the GGDA Marcoms Department.

The Innovation Hub, Automotive Supplier Park, Automotive Industry Development Centre, Newtown, Constitution Hill and Gauteng IDZ are subsidiaries of the GGDA.

In addition to the subsidiaries, the GGDA also manages the following Corporate Social Investment project: Smart Young Mindz.

GGDA may at any point include or exclude projects based on its own operational requirements and strategic direction. Project Marcoms teams must ensure that the GGDA brand not only appears on collateral produced at a subsidiary and project level, but that in all collateral and stationery, the project is clearly explained in writing as a GGDA project.

## Policy

1. All items carrying the GGDA brand mark or logo shall be submitted for approval to the GGDA Marcoms Department before final production of such material. All design material/collateral bearing the logo are subject to this policy.
2. Items sponsored by external sources shall be submitted for approval to the GGDA Marcoms Department before final production. Sponsors should be informed about the GGDA Style Guide prior to developing materials and about the submission process.
3. The GGDA Marcoms Department must approve all printed media for internal and external use, all print advertisements, advertorial and editorial copy, including the logo and text references to the GGDA.
4. The GGDA Marcoms Department must approve all electronic media on the website and intranet, as well as all multimedia and presentations, including videos, CDs, etc.
5. The GGDA logo may not be used with other company logos unless approved by the GGDA Marcoms Department.
6. The GGDA Marcoms Department may at anytime conduct audits of all its communication media.
7. Business cards
  - 7.1 Official personalised GGDA business cards are printed for:
    - (a) Members of the Board of Directors (on request)
    - (b) Staff members of the GGDA
    - (c) Members of special projects\*
  - 7.2 Consultants working on behalf of GGDA may not acquire GGDA or subsidiary business cards.
  - 7.3 Personalised business cards are printed on request which should be submitted to the GGDA Marcoms Department.
  - 7.4 Business cards will not be printed for new appointees who have not yet taken up their duties.

## Policy

8. E-mail - Official GGDA e-mail addresses shall not be formatted in any way, i.e. changes to the font colour, type or size should be avoided. This prevents inconvenience to the recipient and saves on bandwidth. The standardised format for e-mail signatures is as follows:

### **GGDA SIGNATURES**

Name

Position

Division (if applicable)

Tel +27 (0)11 123 4567 Fax +27 (0)11 123 4568

Website: [www.ggda.co.za](http://www.ggda.co.za)

GGDA Brand Mark (image) Gauteng swirl (image)

### **GGDA PROJECT SIGNATURES**

Name

Position

Tel +27 (0)11 123 4567 Fax +27 (0)11 123 4568

Website: [www.project.co.za](http://www.project.co.za)

Project logo (image) GGDA Brand Mark (image)

A project of the Gauteng Growth and Development Agency

### **SUBSIDIARY SIGNATURES**

Name

Position

Tel +27 (0)11 123 4567 Fax +27 (0)11 123 4568

Website: [www.subsidiary.co.za](http://www.subsidiary.co.za)

Subsidiary logo (image) GGDA Brand Mark (image)

A subsidiary of the Gauteng Growth and Development Agency

## Vision

Our brand mark is an extension of our vision.

Our vision is to be the premier catalyst of innovative and sustainable growth and socio-economic development within the Southern African Region.

1. Brand Mark

## Brand Mark

The GGDA brand mark is our most important asset and should always be used in a specific, defined way.

It comprises four elements:

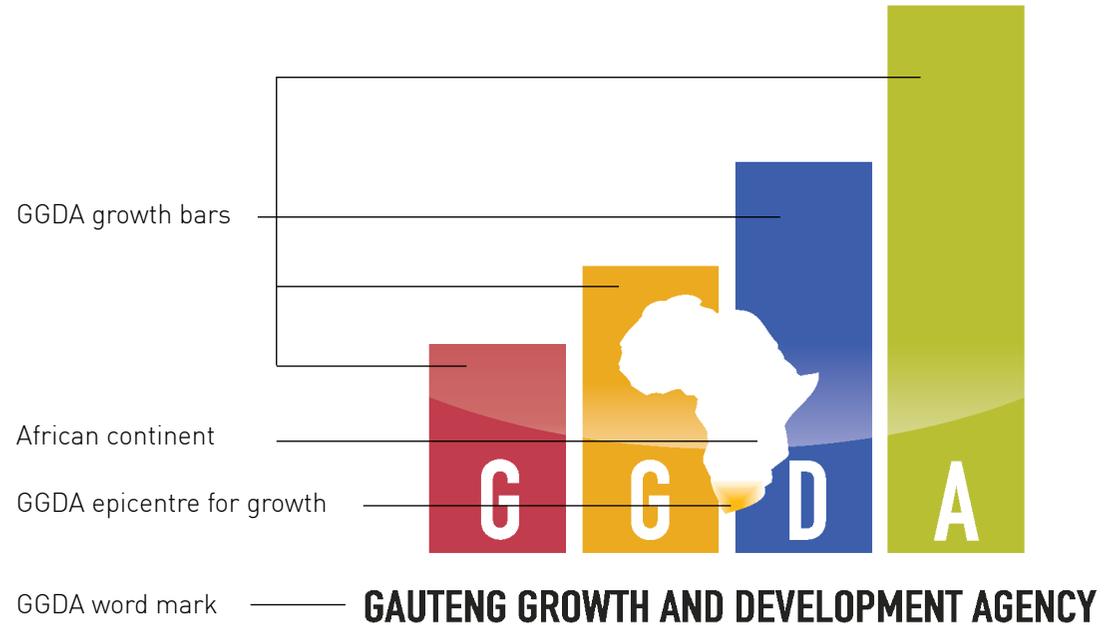
- 1) the GGDA word mark
- 2) the GGDA growth bars
- 3) the African continent
- 4) the GGDA epicentre for growth

These elements co-exist with each other and is never separated from one another. They must never be redrawn or altered in any way.

The GGDA brand mark must always be applied correctly and consistently across all applications.

When writing GGDA in a sentence, it must be written in full [Gauteng Growth and Development Agency (GGDA)] and abbreviated the first time and then abbreviated (GGDA) thereafter. It is always written in upper and lower case. Never use all capitals or all lowercase letters.

The brandmark is never altered and should only ever be used from the GGDA Logo Masterfile available from the GGDA Marcoms Department.



# Brand Mark Grid

The GGDA brand mark has been uniquely designed and the letters and elements carefully spaced for maximum legibility and impact. The grid indicates the size and positioning of the elements to one another.

These elements co-exist with each other and is never separated from one another. They must never be redrawn or altered in any way.

The GGDA brand mark must always be applied correctly and consistently across all applications.



## Clear Space Area

For prominence and legibility, the GGDA brand mark is surrounded by an area of clear space. No element should pass into this space.

This distance is measured as the x-width of a GGDA growth bar.



## Word Mark

In exceptional instances, the GGDA word mark may be used solo, as a secondary endorsement of the brand.

The GGDA word mark may only appear in colour

The GGDA word mark may appear on a white or a black substrate.

Please note clear space area

The GGDA word mark is never altered and should only ever be used from the GGDA Logo Masterfile available from the GGDA Marcoms Department.



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## Brand Mark and Supporting Logo

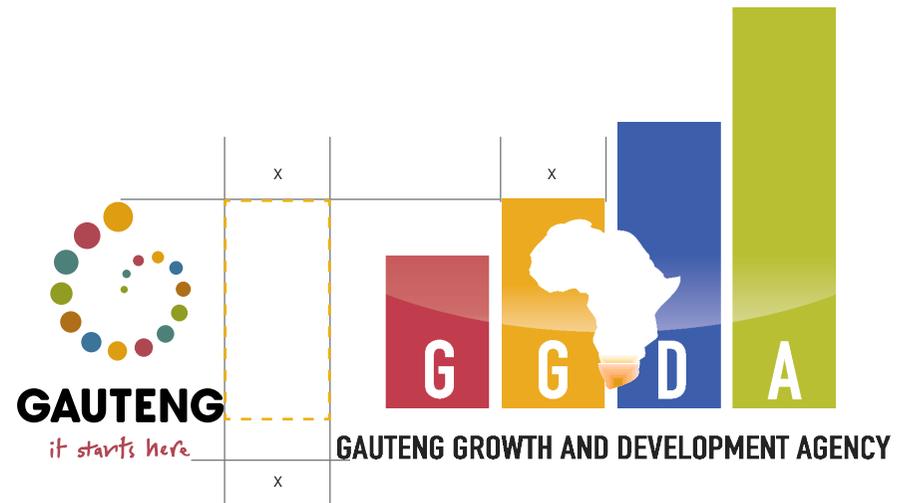
The supporting logo for the GGDA brand mark is the Gauteng Swirl.

When appearing next to the GGDA brand mark, the size of the Gauteng Swirl is very specific and should be adhered to.

The x-width of a GGDA growth bar is the minimum distance between both logos taking into account the clear space area of the GGDA brand mark.

The Gauteng swirl could appear to the right or left of the GGDA brand mark depending on design and application.

Both logos should always co-exist with each other and should always appear together unless otherwise stipulated as in certain circumstances - see branding.



## Colour - CMYK Process Colour

The GGDA brand mark is made up of 5 colours and is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand.

The CMYK process colour breakdowns are used commonly in four colour litho printing.

When reproducing on various substrates (paper, glass, metal, etc.), where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



## Colour - Spot Colour

The GGDA brand mark is made up of 5 colours and is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand.

Spot colour usage is used in branding whereby the printing process doesn't allow for CMYK dot screen breakdown. It is seen commonly in embroidery or on the printing on glass, etc.

When reproducing on various substrates (paper, glass, metal, etc.), where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



## Colour - RGB Colour

The GGDA brand mark is made up of 5 colours and is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand.

The RGB colour breakdowns are for use in electronic formats like AV presentations, billboard animations, flash, etc.

When reproducing on various substrates (paper, glass, metal, etc.), where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



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## Colour - BW Colour

The GGDA brand mark is made up of 5 colours and is available for CMYK, RGB, BW and spot colour versions.

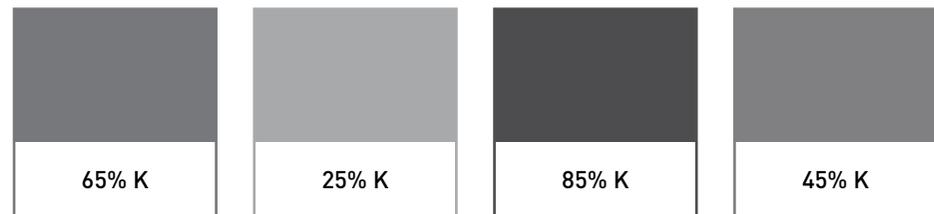
Depending on use, one must choose most appropriate for the application at hand.

There are instances when colour cannot be used. Eg. BW ad or a 1 spot logo for branding purposes. We then have a BW version for use in certain circumstances.

When reproducing on various substrates (paper, glass, metal, etc.), where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



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## Backgrounds - Light

It is recommended that the GGDA brand mark be produced for use on light substrates.

All renditions of the GGDA brand mark on a background colour, graphic or picture must be sent to the GGDA Marcoms department for approvals.



## Backgrounds - Dark Colour

It is recommended that the GGDA brand mark be produced for use on light substrates. However there are instances when the logo needs to be on a dark substrate and for this reason we have nuanced the GGDA brand mark.

All renditions of the GGDA brand mark on a background colour or picture must be sent to the GGDA Marcoms department for approvals.



## Backgrounds - Dark BW

It is recommended that the GGDA brand mark be produced for use on light substrates. However there are instances when the logo needs to be on a dark substrate.

There are instances when colour cannot be used. Eg. BW ad or a 1 spot logo for branding purposes on a dark substrate. We then have a BW version for use in certain circumstances.

All renditions of the GGDA brand mark on a background colour or picture must be sent to the GGDA Marcoms department for approvals.



## GGDA and Supporting Logo Colour - CMYK Process Colour

The GGDA brand mark is made up of 5 colours and the Gauteng swirl is made up of 7 colours (a further 2). It is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand. The CMYK process colour breakdowns are used commonly in four colour litho printing.

When reproducing on various substrates (paper, glass, metal, etc. where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



## GGDA and Supporting Logo Colour - Spot Colour

The GGDA brand mark is made up of 5 colours and the Gauteng swirl is made up of 7 colours (a further 2). It is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand. Spot colour is used extensively in branding and is seen commonly in embroidery or on the printing on glass, etc.

Please note that for practical reasons, it is not suitable to print in 7 spot colours.

When reproducing on various substrates (paper, glass, metal, etc. where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.

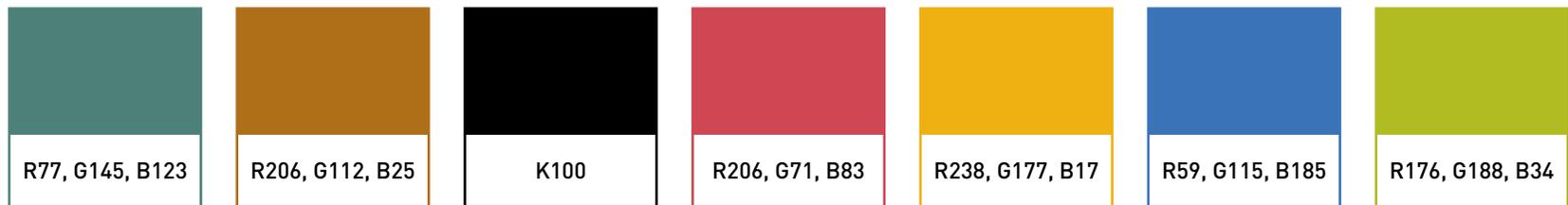


## GGDA and Supporting Logo Colour - RGB colour

The GGDA brand mark is made up of 5 colours and the Gauteng swirl is made up of 7 colours (a further 2). It is available for CMYK, RGB, BW and spot colour versions.

Depending on use, one must choose most appropriate for the application at hand. The RGB colour breakdowns are for use in electronic formats like AV presentations, billboard animations, flash, etc.

When reproducing on various substrates (paper, glass, metal, etc. where the background substrate colour influences the end result, please ensure that choice of substrate is always closest to white and matching be done to Pantone coated swatches.



## GGDA and Supporting Logo Backgrounds - Dark

The GGDA brand mark is made up of 5 colours and the Gauteng swirl is made up of 7 colours (a further 2). It is available for CMYK, RGB, BW and spot colour versions.

It is recommended that the GGDA brand mark be produced for use on light substrates. However there are instances when the logo needs to be on a dark substrate and for this reason we have nuanced the GGDA brand mark and supporting logo.

All renditions of the GGDA brand mark and supporting logo on a background colour or picture must be sent to the GGDA Marcoms department for approvals.



## Minimum Size

There is no maximum size for the GGDA brand mark but there is a minimum size for reproduction purposes. This distance is measured from the beginning of the "G" to the end of the "Y" and must not be smaller than 25 mm.



25 mm

## Embroidery

Embroidery doesn't support gradations in print, neither does it support really fine type as in the GGDA brand mark

The GGDA word mark may be used for this specific application.

For practicality, the use of the GGDA word mark may be used solo i.e without the Gauteng swirl.

Embroidery cotton should be chosen closest to our Pantone colours specified in this document.



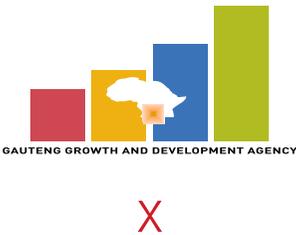
GAUTENG GROWTH AND DEVELOPMENT AGENCY



GAUTENG GROWTH AND DEVELOPMENT AGENCY

# Do's and Don'ts

The GGDA brandmark is one image and as such, it's elements may not be re-arranged, stretched, distorted, printed out of proportion or used separately.

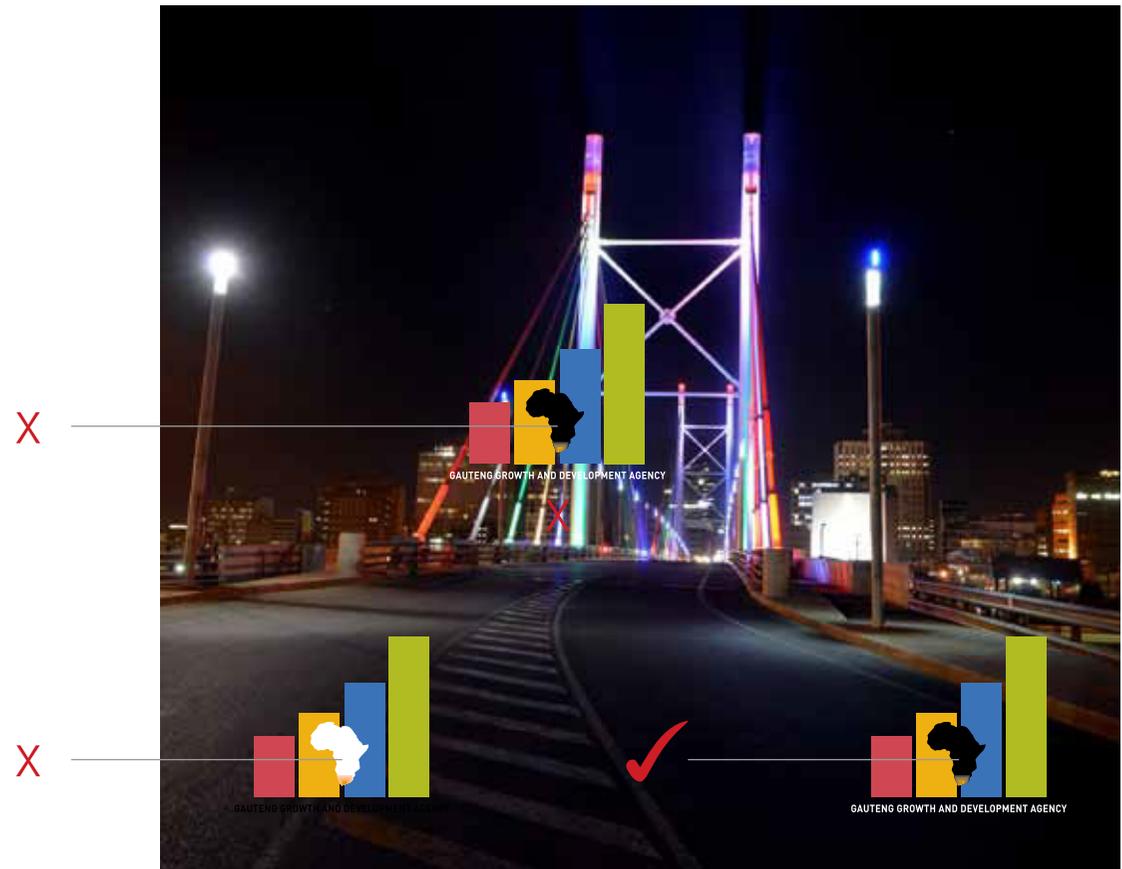


## Do's and Don'ts

Consider the background and correct GGDA landmark usage.

The GGDA landmark may not appear on a busy background and its wordmark must always be visible.

The African map is never "see-through."  
It should either be black or white.



## Typography - Primary Font

Our primary typeface is DIN Regular which was chosen for its elegant, clean lines and unobtrusive geometry.

It is contemporary and approachable

DIN Regular

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

---

**The quick brown fox jumped over the lazy dog.**

## Typography - Secondary Font

Our secondary typeface is DIN Light and DIN Bold which together with DIN Regular form the DIN family of fonts for use on all communications material.

DIN Light

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

---

DIN Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

## Typography - Supporting Fonts

Within the office environment, it is preferred to use the Arial family as the supporting fonts which is a universal system typeface found on most PCs and Macs. Arial can be used for primary content in application software such as Powerpoint® and Microsoft® Word® etc. Please note that the *italic* versions of Arial are also acceptable.

Arial Regular

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890

---

Arial Bold

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
1234567890**

## Typography - Style

The GGDA typographic style is clean and uncluttered. It's appearance shows professionalism and a friendliness for engagement. The typography should be sized to allow plenty of white space within the design and should be highly legible.

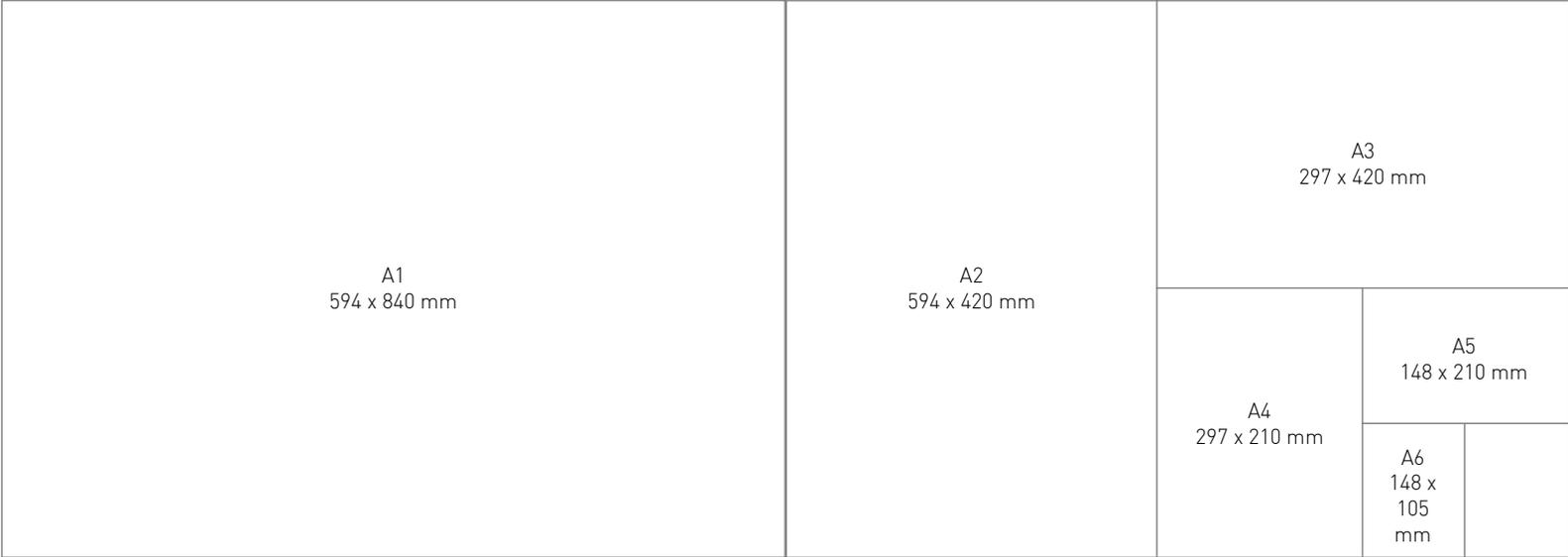
All text should always be set in upper and lower case and should always be left aligned, unless it is positioned under photography.



## 2. Stationery

# Paper Sizes

The standard in use in South Africa is the DIN A system of paper sizes which, with the exception of continuous computer forms, should be used for all stationery. This system lays down the exact dimensions of the standard paper sizes.



## Business Card

The GGDA brand mark and the Gauteng swirl do not appear together on one side of the business card. The size in relation to one another, however still remains the same. Please note that the GGDA business card is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 2 sides, front and back
- 3) Size: 85 x 47 mm
- 4) Stock: 300 gsm Magno Matt
- 5) Finish: Matt laminate both sides
- 6) Quantity: as per your requirements

All contact numbers should be designated for international communication.

This design document is never recreated.  
For print purposes, a vector version is available on request, from the GGDA Marcoms department.

**Abe Delta**  
Executive: Monitoring, Evaluation  
and Organisational Performance

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Tel. +27 (0) 11 085 2415  
Fax. +27 (0) 11 085 2416  
Mobile. +27 (0) 82 452 0694  
Email. abed@ggda.co.za



GAUTENG GROWTH AND DEVELOPMENT AGENCY

**Gauteng Growth and Development Agency**

124 Main Street, Marshalltown  
Johannesburg, 2001  
PO Box 10420, Johannesburg, 2000

Tel. +27 (0) 11 085 2400  
Website. [www.ggda.co.za](http://www.ggda.co.za)



GAUTENG  
*it starts here*

## Business Card - Braille

To make information accessible to visually impaired users, a small number of business cards containing Braille will be produced. This is available to all GGDA executives. Braille Services\* can be contacted for the application and production of Braille onto business cards. They require juxtaposition onto A4 sheets.

The GGDA brand mark and the Gauteng swirl do not appear together on one side of the business card. The size in relation to one another, however still remains the same. Please note that the GGDA business card is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 2 sides, front and back
- 3) Size: 85 x 47 mm
- 4) Stock: 300 gsm Magno Matt
- 5) Finish: Matt laminate both sides
- 6) Quantity: as per your requirements

All contact numbers should be designated for international communication.

This design document is never recreated.  
For print purposes, a vector version is available on request, from the GGDA Marcoms department.

\* Reputable government printers - Braille Services (011) 839 1793



## Letterhead

Please note that the GGDA letterhead is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 297 x 210 mm
- 4) Stock: 100 gsm Siena Weave “brite white”

Alternative paper when Siena Weave is not available:

Stephen smart white 115 gsm.

- 5) Quantity: as per your requirements

All contact numbers should be designated for international communication.

This design document is never recreated.  
For print purposes, a vector version is available on request, from the GGDA Marcoms department.

An electronic version is also available from the GGDA Marcoms department.



## Letterhead Continuation Sheet

Please note that the GGDA letterhead continuation sheet is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 297 x 210 mm
- 4) Stock: 100 gsm Siena Weave "brite white"

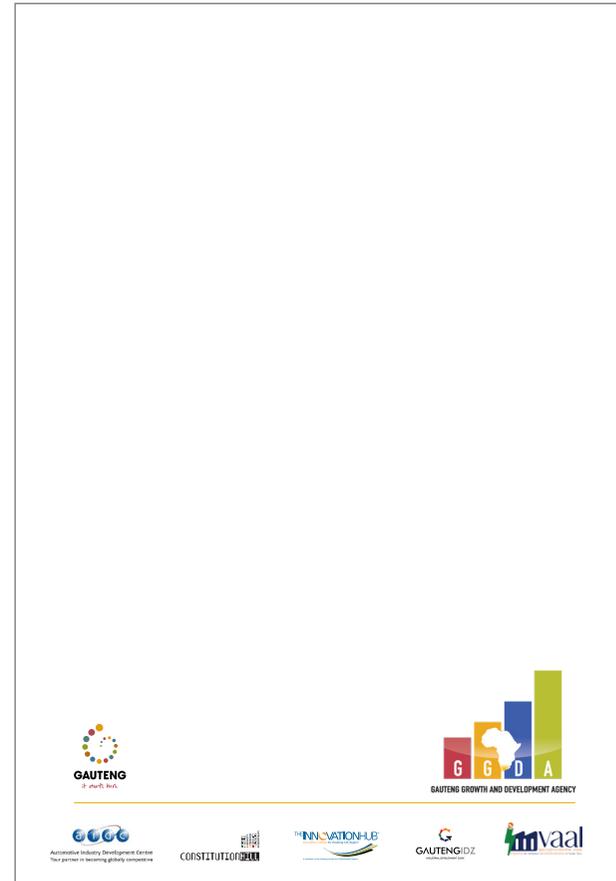
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.

- 5) Quantity: as per your requirements

No details except logos to appear on this document.

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.

An electronic version is also available from the  
GGDA Marcoms department.



## Letterhead - Subsidiary

Please note that the GGDA Subsidiary letterhead is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 297 x 210 mm
- 4) Stock: 100 gsm Siena Weave “brite white”  
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

All contact numbers should be designated for international communication.

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.

An electronic version is also available from the  
GGDA Marcoms department.



## Letterhead Continuation Sheet - Subsidiary

Please note that the GGDA letterhead continuation sheet is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 297 x 210 mm
- 4) Stock: 100 gsm Siena Weave "brite white"

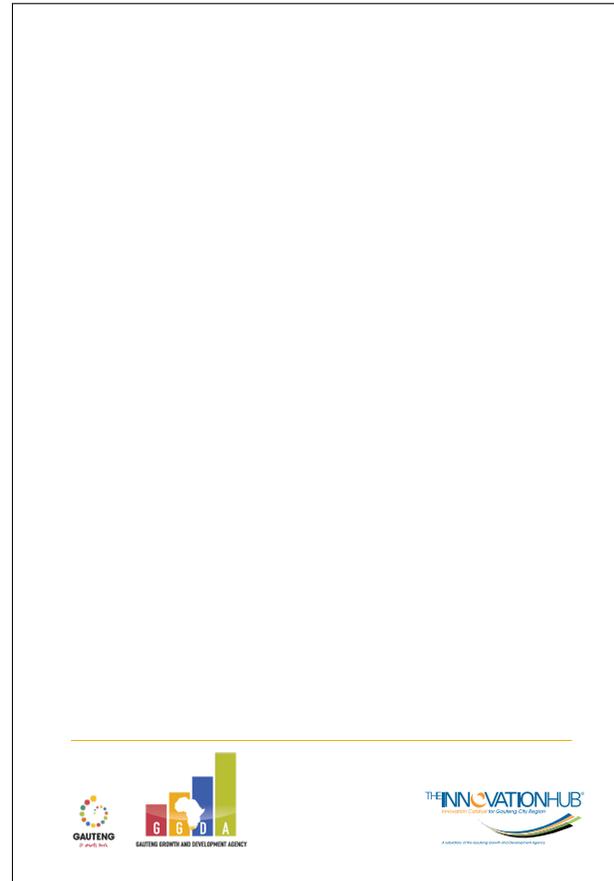
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.

- 5) Quantity: as per your requirements

No details except logos to appear on this document.

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.

An electronic version is also available from the  
GGDA Marcoms department.



## Complimentary Slip

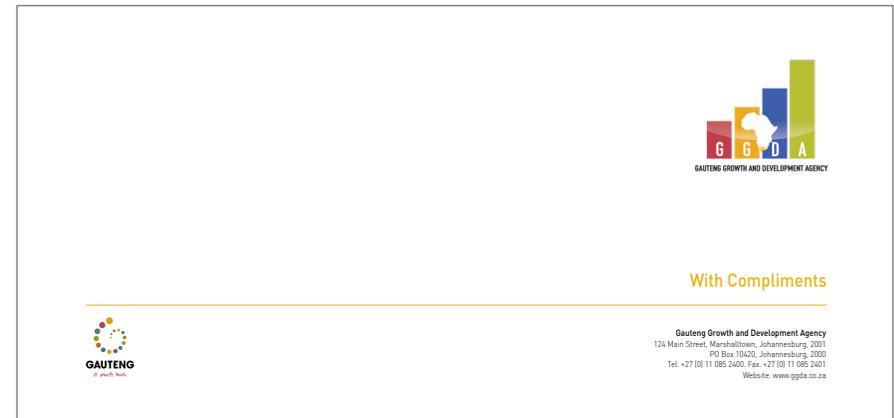
Please note that the GGDA complimentary slip is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Size: 210 x 99 mm
- 4) Stock: 100 gsm Siena Weave “brite white”  
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

Less formal than the letterhead, it is not necessary to include the subsidiary logos, directors’ names and the company registration number.

All contact numbers should be designated for international communication.

This design document is never recreated.  
For print purposes, a vector version is available on request, from the GGDA Marcoms department.



# Memo (Memorandum)

Please note that the memo is not printed but exists as an electronic word document template.

Subject in 12pt Arial Bold

All content in Arial 10pt Regular

This design document is never recreated.

Available from the GGDA Marcoms department.



*Private and Confidential*

**MEMORANDUM TO GROUP CEO OF THE GAUTENG GROWTH AND DEVELOPMENT AGENCY**

**SUBJECT:** \_\_\_\_\_

**1. DEPARTMENT SUBMITTING MEMORANDUM**  
Marketing and Communications.

**2. PURPOSE**

**3. MOTIVATION**

**4. RECOMMENDATION**

**Submitted by:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Designation:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Supported by:** \_\_\_\_\_

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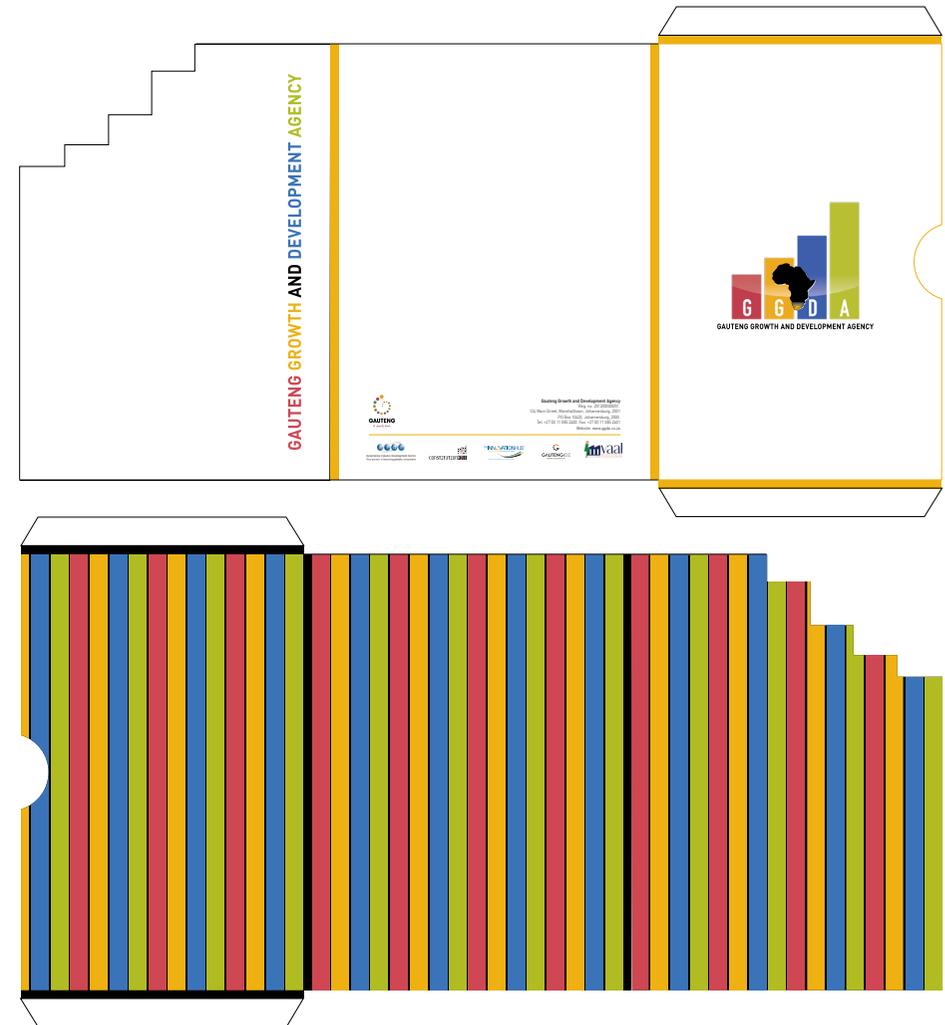
## Folder

Please note that the GGDA folder can be designed differently. This is an example for illustration purposes and is specified for print as follows:

- 1) Printed in four process colours
- 2) Printed full colour both sides
- 3) Flat size: 652 x 358 mm
- 4) Finished size: 220 x 307 mm
- 5) Stock: 300 gsm Magno Matt
- 6) Matt laminated outer side only
- 7) 6 mm gusset, diecut and glue 2 sides
- 8) Quantity: as per your requirements

It is not necessary to include directors' names and the company registration number.

All contact numbers should be designated for international communication.

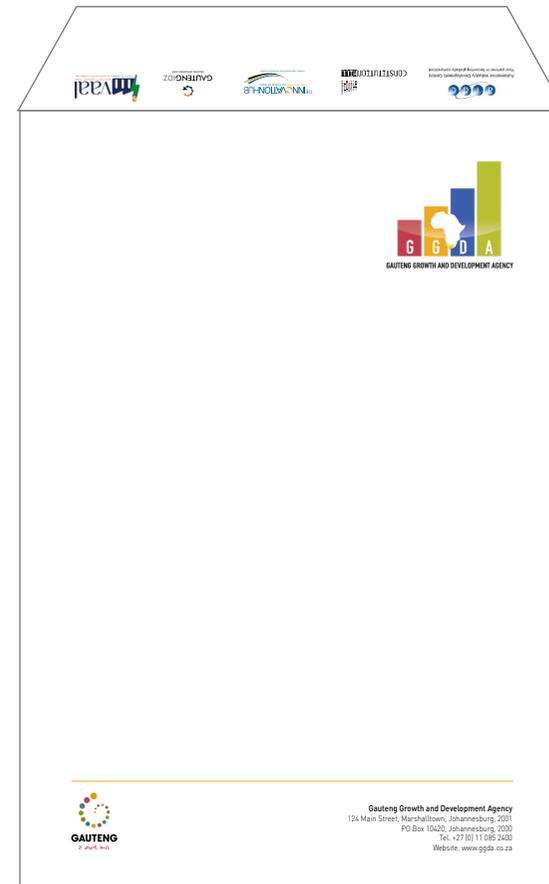


## Envelope - A4

Please note that the GGDA envelope is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Finished size: 230 x 325 mm
- 4) Stock: 100 gsm Siena Weave "brite white"  
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.

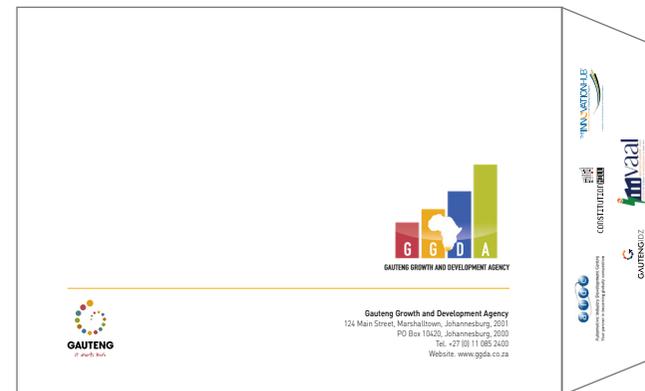


## Envelope - A5

Please note that the GGDA envelope is specified for print as follows:

- 1) Printed in four process colours
- 2) Print on 1 side only
- 3) Finished size: 230 x 162 mm
- 4) Stock: 100 gsm Siena Weave "brite white"  
Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.



## Envelope - DL

Please note that the GGDA envelope is specified for print as follows:

- 1) Printed in four process colours
  - 2) Print on 1 side only
  - 3) Finished Size: 110 x 220 mm
  - 4) Stock: 100 gsm Siena Weave "brite white"
- Alternative paper when Siena Weave is not available:  
Stephen smart white 115 gsm.
- 5) Quantity: as per your requirements

This design document is never recreated.  
For print purposes, a vector version is available on request,  
from the GGDA Marcoms department.



### 3. Electronic

## E-mail Signatures

The GGDA e-mail signature template is very specific and is created by the GGDA IT department. For universal access and limited font conflicts, the supporting family font “Arial” is used and the format is as follows:

### GGDA SIGNATURES

Name  
Position  
Division (if applicable)  
Tel +27 (0)11 123 4567 Mobile +27 (0)11 123 4568  
Website: [www.ggda.co.za](http://www.ggda.co.za)  
GGDA Brand Mark (image) Gauteng swirl (image)

### GGDA PROJECT SIGNATURES

Name  
Position  
Tel +27 (0)11 123 4567 Mobile +27 (0)11 123 4568  
Website: [www.project.co.za](http://www.project.co.za)  
Project logo (image) GGDA Brand Mark (image)  
A project of the Gauteng Growth and Development Agency

### SUBSIDIARY SIGNATURES

Name  
Position  
Tel +27 (0)11 123 4567 Mobile +27 (0)11 123 4568  
Website: [www.subsidiary.co.za](http://www.subsidiary.co.za)  
Subsidiary logo (image) GGDA Brand Mark (image)  
A subsidiary of the Gauteng Growth and Development Agency

### Sindi Moloto

Acting Head: Strategic Promotions  
Division: Strategic Marketing and Promotions

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### Gauteng Growth and Development Agency

Tel. +27 (0) 11 085 2400 Mobile. +27 (0) 83 386 8236  
Website. [www.ggda.co.za](http://www.ggda.co.za)

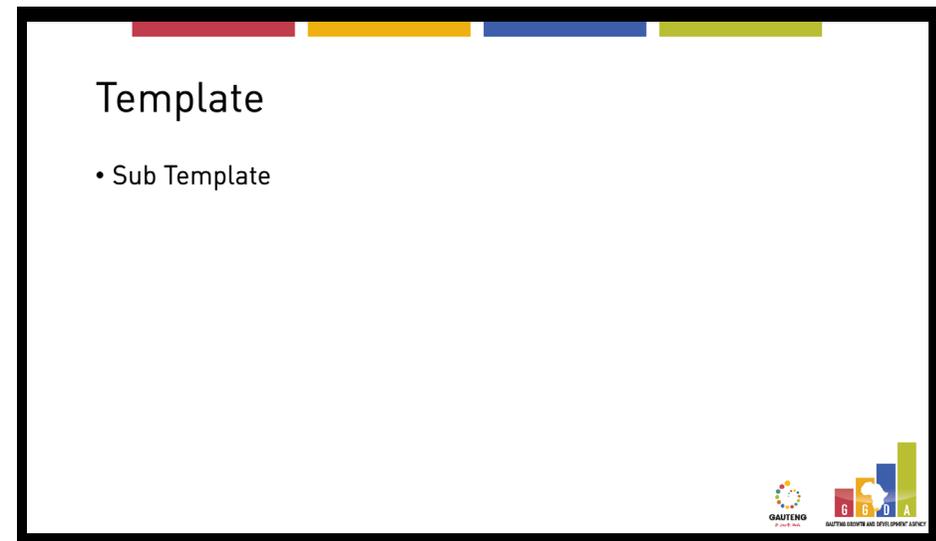


Please consider the environment before printing this e-mail.

## Powerpoint Template

The GGDA powerpoint template consists of a presentation title slide and a template slide.  
The masterslide should never be altered.  
The template is available on request from the GGDA Marcoms department.

For universal access and limited font conflicts, the supporting family font "Arial" is used.



## Electronic Invite

We have created a grid for all print media.

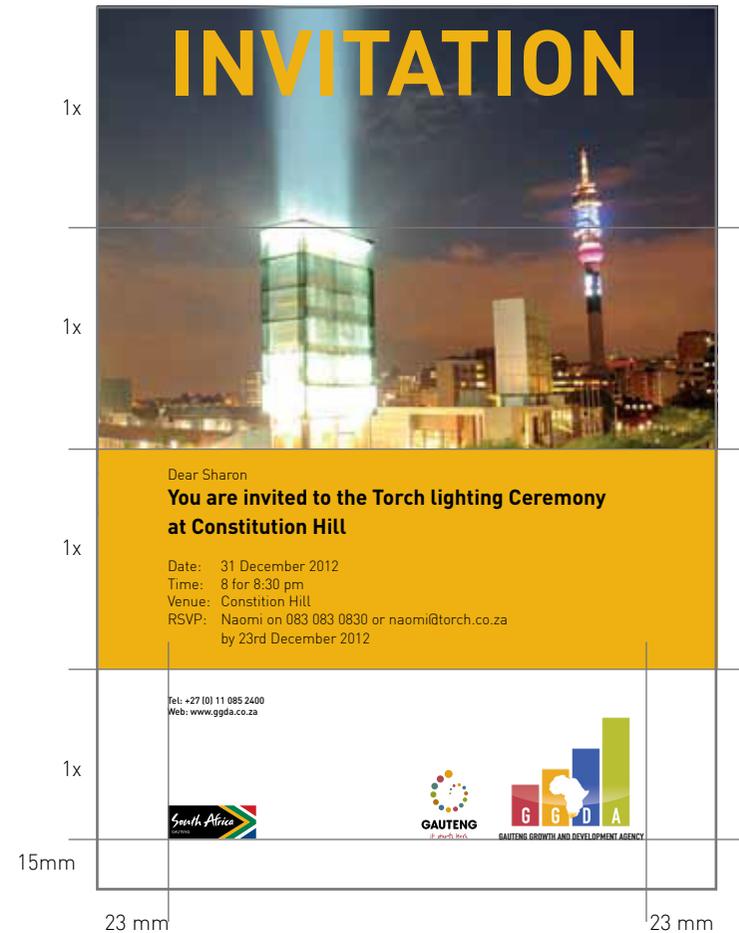
The GGDA electronic invite is depicted by 4 horizontal sections.

Pictures or graphics can take up the first 1/2 of the available space.

The 3rd section is used for content and the last for the logos.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



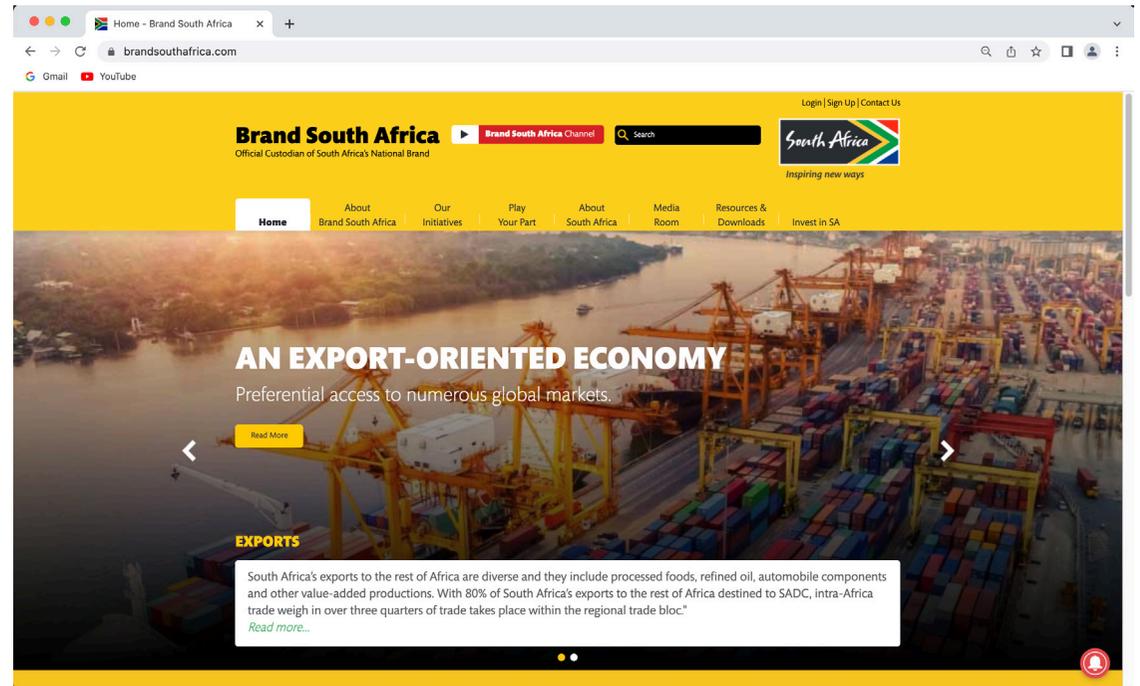


## Internet - Banners

www.ggda.co.za

Website banners should be simple to read and quick to assimilate. The timing on transitions should be quick - if one misses it, one can get the full message on the second loop.

Please note that the GGDA Marcoms department approves all web banners prior to going live.



4. Print

# Print - A4 Advert

We have created a grid for all print media.

Grids are depicted by 3 or 4 horizontal sections.

Pictures or graphics can take up 1/2 or 3/4 of a page depending on content.

Please note that this will apply to posters and similar elements that have the standard, A1-A5 proportions.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the-line-collateral.

124 Main Street, Marshalltown,  
Johannesburg 2001.  
PO Box 10420, Johannesburg, 2000.  
Tel: +27 (0) 11 085 2400  
Fax: +27 (0) 11 085 2401  
Website: www.ggda.co.za



# Print - A4 Advert

We have created a grid for all print media.

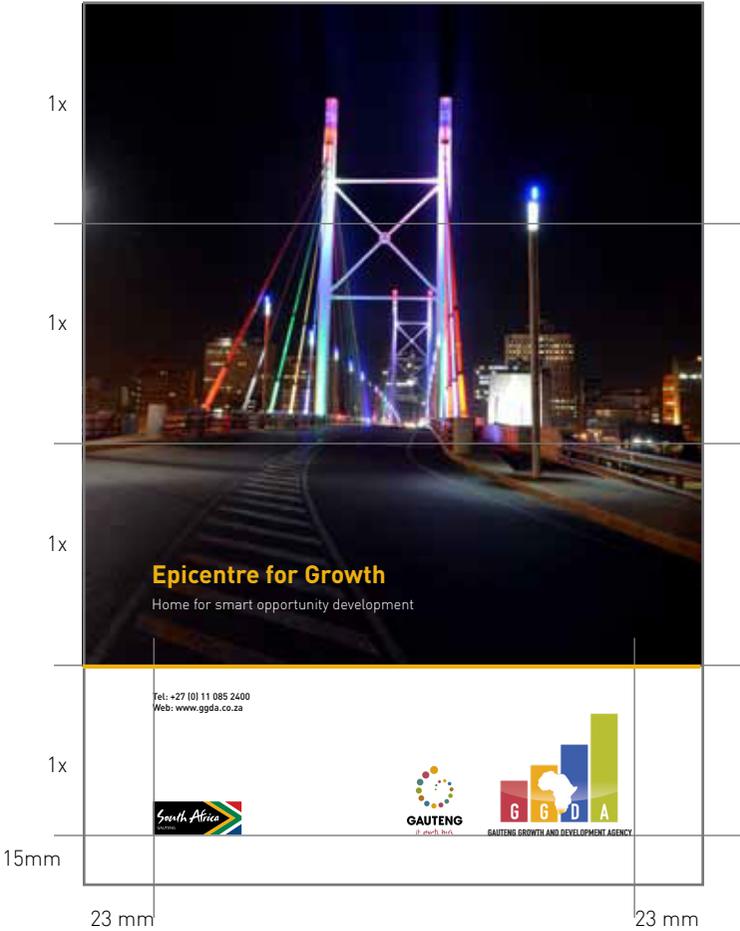
Grids are depicted by 3 or 4 horizontal sections.

Pictures or graphics can take up 1/2 or 3/4 of a page depending on content.

In the advert of not using the gold strip, the gold accent line in 4 pt must be used to separate the content from the GGDA details

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



# Print - DPS Spread

Grids are depicted by 3 or 4 horizontal sections.

Pictures or graphics can take up 1/2 or 3/4 of a page depending on content.

Dominant colour is the GGDA "Gold"

In the advent of not using the gold strip, the gold accent line in 4 pt must be used to separate the picture or graphic from the GGDA and Gauteng swirl logos.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the-line-collateral.



# Print - A4 Ad with Subsidiary or Project Logos

When the subsidiary or project logos are required, the 3 section horizontal grid is used.

In the advent of not using the gold strip, the gold accent line in 4 pt must be used to separate the picture or graphic from the GGDA and Gauteng swirl logos.

Please note that the Gauteng swirl always appears with the GGDA logo and all subsidiary or project logos appear at the bottom.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



# Print - DPS Spread with Subsidiary or Project Logos

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Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the-line-collateral.



## Print - Covers

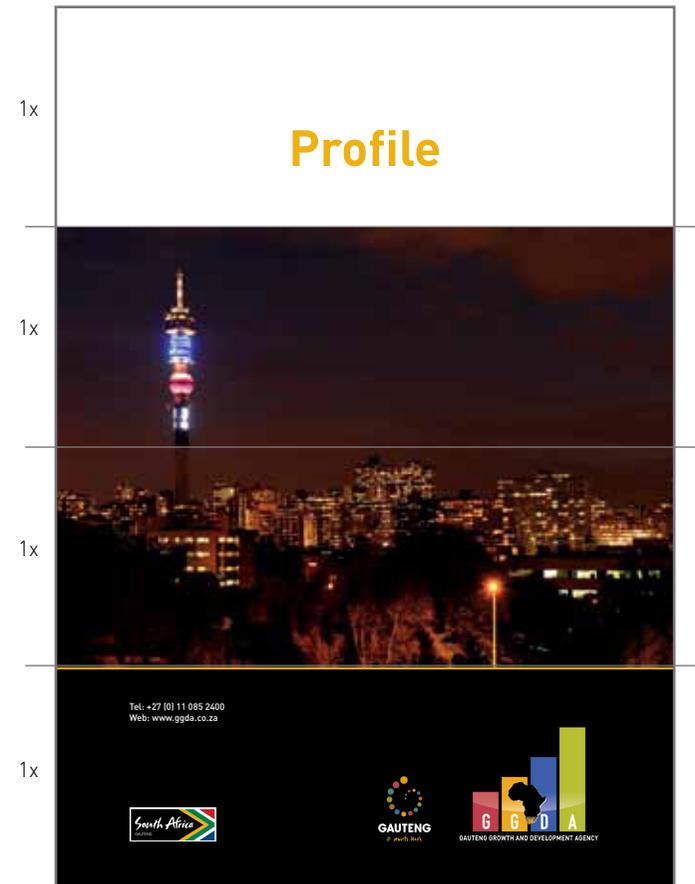
Grids are depicted by 4 horizontal sections.

Pictures or graphics take up 1/2 of a page.  
Accent GGDA "Gold" colour must be used throughout.

In the advent of not using the gold strip, the gold accent line in 2 pt must be used to separate the picture or graphic from the GGDA and Gauteng swirl logos.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



## Print - Covers

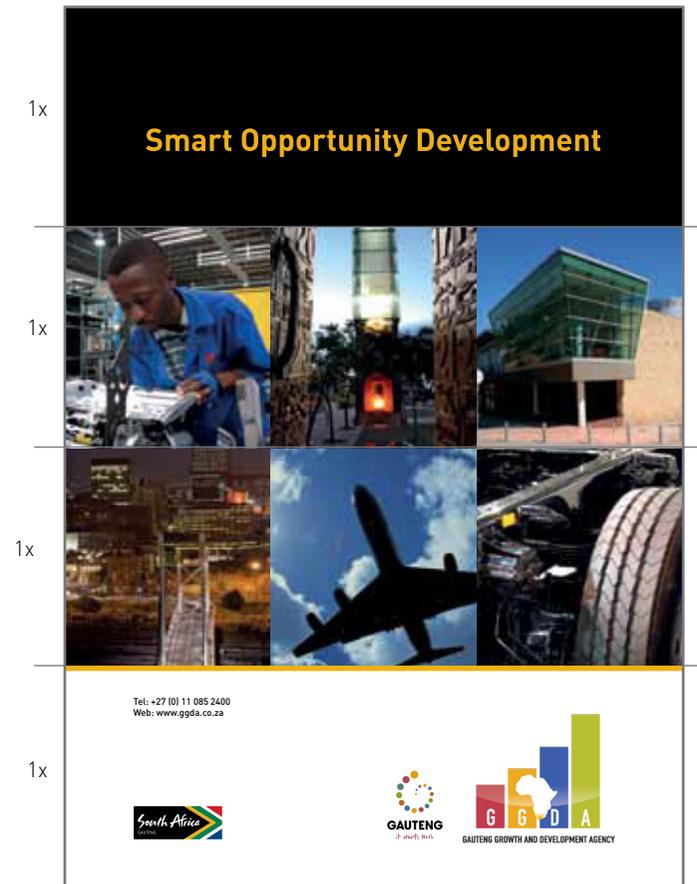
Grids are depicted by 4 horizontal sections.

Pictures or graphics take up 1/2 of a page.  
Multiple pictures can also be used as a collaged effect.  
Accent GGDA "Gold" colour must be used throughout.

In the advent of not using the gold strip, the gold accent line in 2 pt must be used to separate the picture or graphic from the GGDA and Gauteng swirl logos.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



## Print - Covers

Grids are depicted by 4 horizontal sections.

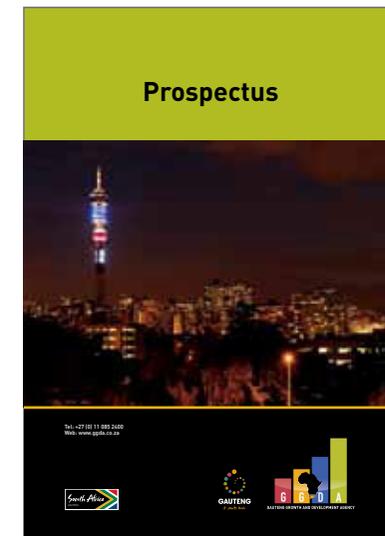
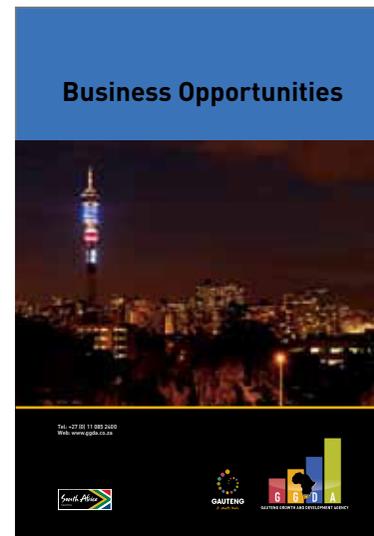
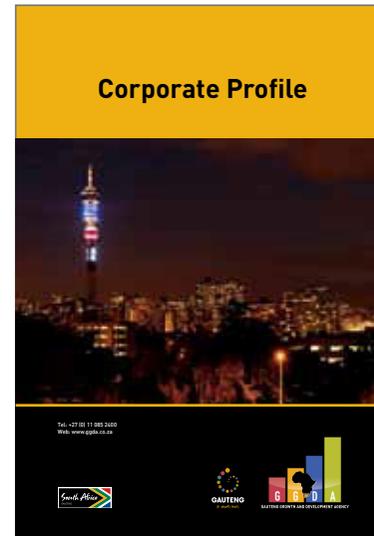
For publication differentiation, the first vertical strip can be changed using other palette colours.

Pictures or graphics take up 1/2 of a page.  
Multiple pictures can also be used as a collaged effect.  
Accent GGDA "Gold" colour must be used throughout.

In the advent of not using the gold strip, the gold accent line in 2 pt must be used to separate the picture or graphic from the GGDA and Gauteng swirl logos.

Please note that the Gauteng swirl always appears with the GGDA logo.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



## 5. Branding

## Branding

For practicality, when branding promo items, the use of the GGDA landmark may be used solo i.e without the Gauteng swirl.

The logo may appear on a white or a black substrate, may be produced in 5 spot colours and depending on the application, appear in a single colour.

In certain instances where the available branding space is too small or the space is too long horizontally, the secondary endorsement of the brand, the GGDA word mark may be used.



## Branding - Promo Items

For practicality, when branding promo items, the use of the GGDA brandmark may be used solo i.e without the supporting logos.

The logo may appear on a white or a black substrate, may be produced in 5 spot colours and depending on the application, appear in a single colour.



## Branding - Promo Items

For practicality, when branding promo items, the use of the GGDA brandmark may be used solo i.e without the supporting logos.

The logo may appear on a white or a black substrate, may be produced in 5 spot colours and depending on the application, appear in a single colour.



## Branding - Promo Items

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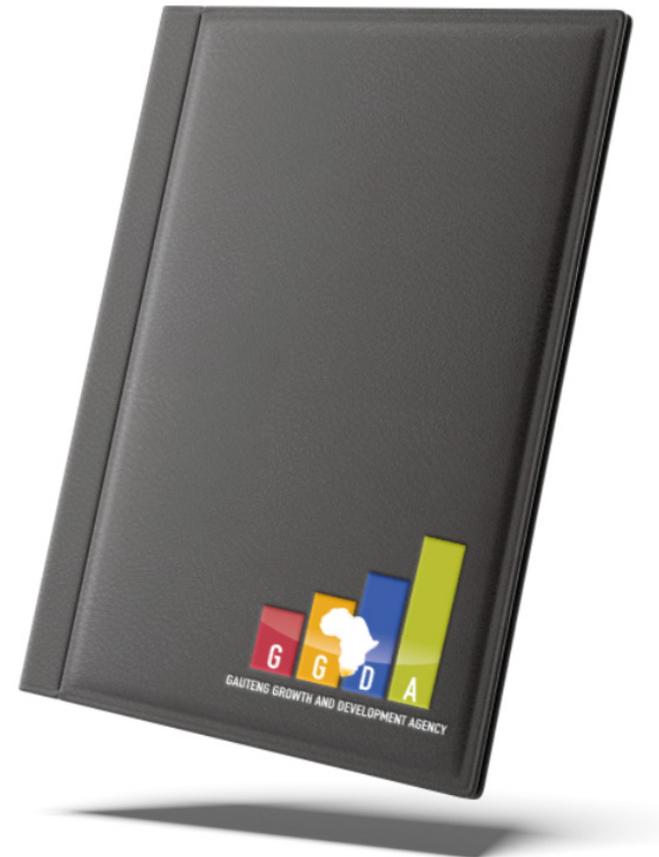
In extreme cases where the minimum size of the GGDA brandmark cannot be used, the GGDA wordmark is used in the brand colours.



## Promo Items

For practicality, when branding promo items, the use of the GGDA landmark may be used solo i.e without the supporting logos.

The logo may appear on a white or a black substrate, may be produced in 5 spot colours and depending on the application, appear in a single colour.



## 6. Outdoor



## Billboards

The 3 section horizontal grid is required for billboards

One cannot see the GGDA name details on a billboard.  
For this reason, the GGDA “wordmark” is used.

The gold accent line be used to separate the content from the GGDA details.

Please note that the Gauteng swirl always appears with the GGDA logo and all subsidiary or project logos appear at the bottom. It must appear on a white background as all logos do not have black alternative backgrounds.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



## Posters & Streetpoles

Grids are depicted by 4 horizontal sections.

The GGDA word mark takes up 1/2 of the first horizontal section.

Pictures or graphics take up the remaining 1/2 of the first horizontal section and the next section.

Content occupies the 3rd section.

The last section contains the GGDA logo and associated logos. Please note that the Gauteng swirl always appears with the GGDA logo.

Streetpoles use a similar grid with messaging in succession. Each streetpole must carry the GGDA word mark on the top. It is not necessary to carry the GGDA logo on each streetpole but it should appear on the last one.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



# Pullup Banners

A 3 section horizontal grid is required for pullup banners

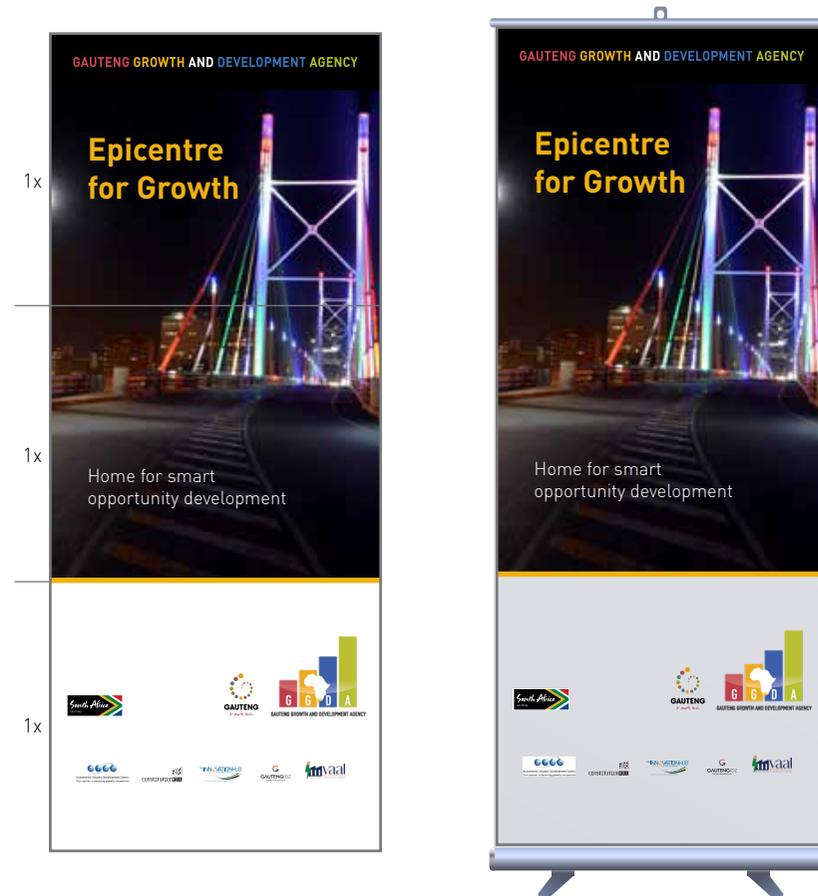
The standard size is 850 mm x 2100 mm

The gold accent line be used to separate the content from the GGDA details.

Please note that the Gauteng swirl always appears with the GGDA logo and all subsidiary or project logos appear at the bottom. It must appear on a white background as all logos do not have black alternatives backgrounds.

All pullup banners have the GGDA word mark on the top.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the line-collateral.



## Media Banner Wall

A 3 section horizontal grid is required for media wall banners with images. Media wall banners with logo and partner logos may be stepped and repeated across the area of the banner wall.

The standard size is 3000mm x 2250mm and may vary accordingly.

The gold accent line be used to separate the content from the GGDA details.

Please note that the Gauteng swirl always appears with the GGDA logo and all subsidiary or project logos appear at the bottom. It must appear on a white background as all logos do not have black alternatives backgrounds.

All media wall banners have the GGDA word mark on the top.

Due to GGDA's alignment with Brand South Africa, the Brand South Africa logo with the Gauteng regional name should appear on all above-the-line-collateral.



## Electronic Signage - Digital Holding Screen

The standard size is 1920 pixels x 1080 pixels  
The word mark is always constant and remains at the top in all electronic LED display signage.  
There should be 2 always be 2 transitions  
The first should have the title and graphic.  
The second will contain the details and GGDA logo with associated logos.

Grids are depicted by 4 horizontal sections.

The GGDA word mark takes up the first horizontal section.

See example on right for the usage on image and content.

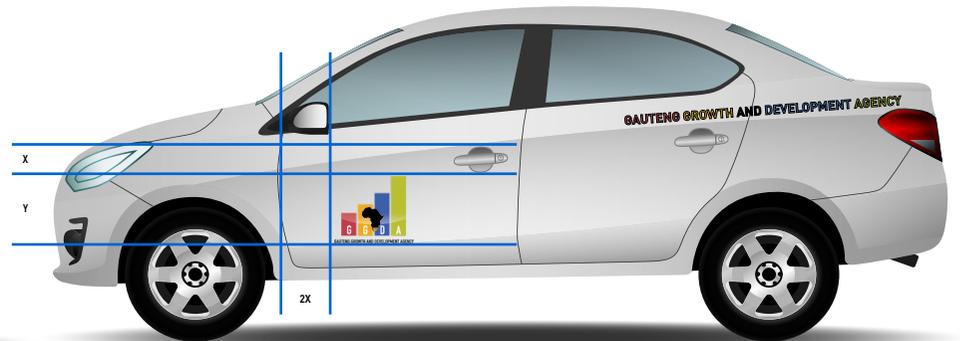
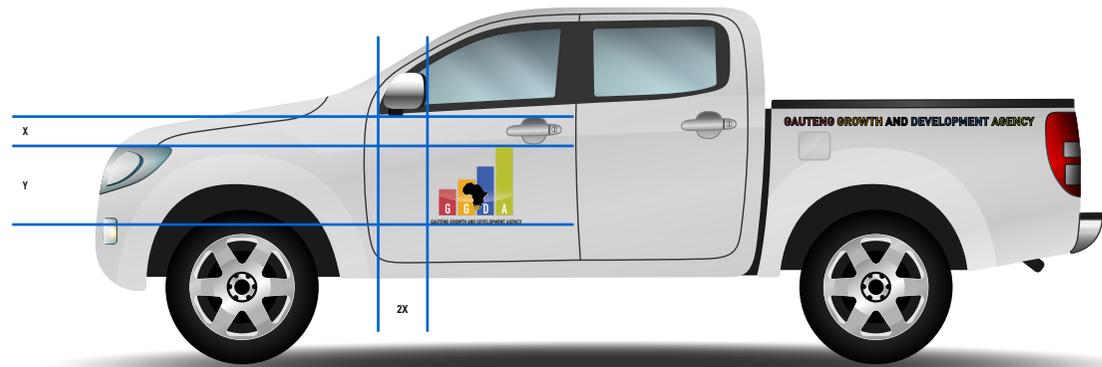
The last section contains the GGDA logo and associated logos. Please note that the Gauteng swirl always appears with the GGDA logo.

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## Vehicle Branding

This is a general reference for decal placement and alignment relationships. All motor vehicle signage is to be produced in high quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the illustrations.



## 7. Construction Artwork

## Construction Site Notice Board

The recommended size for construction site notice boards must be 1250mm x 2450mm. The name of the project must be visibly placed at the top of the board reversed out of the GGDA Primary Blue.

Client names must be placed as descriptors on the left of the board, while the logos must be right aligned to the descriptors. GGDA must appear above the subsidiary logo followed by the development collaborators.

# Construction of Constitution Hill Visitor Centre

CLIENT

**GGDA**



**Constitution Hill**

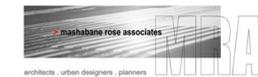
PRINCIPAL AGENTS

**Phunga Consulting Engineers**



PROJECT ARCHITECTS

**Mashabane Rose Associates**



INTERIOR ARCHITECTS

**INK Design Lab**

**INK**

EXHIBITION DESIGNERS

**Office 24-7**

OFFICE  
24/7

QUANTITY SURVEYORS

CIVIL & STRUCTURAL ENGINEERS

MECHANICAL ENGINEERS

ELECTRICAL ENGINEERS

**Phunga Consulting Engineers**



MAIN CONTRACTORS

**Mmakgoge Group**



OCCUPATIONAL HEALTH & SAFETY AGENTS

**Minenviro Consultants**

