



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

# CONTENTS PAGE

## Sections

|                       |         |
|-----------------------|---------|
| Logo                  | Page 3  |
| Colour Pallete        | Page 17 |
| Typographic Treatment | Page 20 |
| ATL Comms Templates   | Page 22 |

# LOGO ROLLOUT FOR FULL BRAND ARCHITECTURE

Cargo, Technical, Voyager,  
Corporate

## SAA Masterbrand Logo - Star Alliance

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.

Primary Logo Lockup



Secondary Logo Lockup



## SAA Masterbrand Logo

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.

### Primary Logo



### Secondary Logo



### Stacked Logo



## SAA Masterbrand Logo Usage

### Primary Logo



### Primary Logo Lockup



### Stacked Logo



### Secondary Logo



### Secondary Logo Lockup



### SAA Master brand Logo

- The SAA Logo (Primary or Secondary) is used on literature, signage and print applications and is always accompanied by the Star Alliance co-branding black band.

### SAA Master brand Logo - Star Alliance

- The SAA Logo Lock-up (Primary or Secondary) is used in advertising applications. (Ensure that there is no duplication and that the Star Alliance branding band is not used.)

### SAA Stacked Logo

- The SAA Stacked Logo is used on signage, digital and promotional merchandise applications where maximum impact and size is required. Applications include pylons, pull-up banners, digital/website banners and instances where the item being branded is very small and legibility is an issue – for example on a USB stick. It is always applied with the Star Alliance black band or block in signage, print and digital applications, depending on the layout and media.

## SAA Masterbrand Logo - Special Application

- The tail device can be applied without the SAA wordmark on special applications.
- These applications include:  
Powerpoint template footers,  
Social Media pages and the  
Sawubona magazine cover.



## SAA Voyager Logo - Star Alliance

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Voyager Logo

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Voyager Logo Usage

### SAA Voyager Logo

- The SAA Voyager Logo is used on literature, signage and print applications and is always accompanied by the Star Alliance co-branding black band.

### SAA Voyager Lockup

- The SAA Voyager Logo Lockup is used in all above the line applications (Ensure that there is no duplication and that the Star Alliance branding band is not used.)

### SAA Voyager Logo



**SOUTH AFRICAN AIRWAYS**  
**VOYAGER**

### SAA Voyager Lockup



**SOUTH AFRICAN AIRWAYS**  
**VOYAGER**

---

STAR ALLIANCE 

## SAA Technical Logo - Star Alliance

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Technical Logo

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Technical Logo Usage

### SAA Technical Logo

- The SAA Technical Logo the primary logo application and is used on all communications and signage.

### SAA Technical Lockup

- The SAA Technical Lockup is applied to selective applications when needed.

### SAA Technical Logo



**SOUTH AFRICAN AIRWAYS  
TECHNICAL**

### SAA Technical Lockup



**SOUTH AFRICAN AIRWAYS  
TECHNICAL**

---

STAR ALLIANCE 

## SAA Cargo Logo - Star Alliance

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Cargo Logo

- The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist with the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.
- The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



## SAA Cargo Logo Usage

### SAA Cargo Logo

- The SAA Cargo Logo is used on literature, signage and print applications and is always accompanied by the Star Alliance co-branding black band.

### SAA Cargo Lockup

- The SAA Cargo Logo Lockup is used in advertising applications (Ensure that there is no duplication and that the Star Alliance branding band is not used.)

### SAA Cargo Logo



**SOUTH AFRICAN AIRWAYS**  
**CARGO**

### SAA Cargo Lockup



**SOUTH AFRICAN AIRWAYS**  
**CARGO**

---

STAR ALLIANCE 

# COLOUR PALLET FINALISATION

# SAA Logo Colour Palette

- Please be aware that RGB colour values may not display accurately due to monitor calibration and may look different across various monitors. Varnishing over colours has a darkening effect and is not advised.

**Red**  
  
**Pantone 1797C**  
**C2 M97 Y85 K7**  
**R217 G38 B50**

**Yellow**  
  
**Pantone 123C**  
**C0 M35 Y100 K0**  
**R252 G175 B23**

**Green**  
  
**Pantone 348C**  
**C100 M0 Y100 K22**  
**R0 G138 B67**

**Black**  
  
**Pantone Black**  
**C100 M60 Y0 K100**  
**R35 G31 B32**

**Blue**  
  
**Pantone 662C**  
**C100 M87 Y0 K25**  
**R22 G54 B131**

**White**  
  
**Pantone White**  
**C0 M0 Y0 K0**  
**R255 G255 B255**

## SAA Visual Language Colour Palette

### Primary Colours

- The tail device predominantly has these two versions of blues.

#### Dark Blue

**Pantone 289C**  
**C100 M76 Y12 K70**  
**R12 G35 B64**

#### Light Blue

**Pantone 293C**  
**C100 M69 Y0 K4**  
**R0 G61 B165**

### Secondary Colour

- The colour yellow is used as an accent colour on the layout.

#### Yellow

**Pantone 123C**  
**C0 M35 Y100 K0**  
**R252 G175 B23**

# **TYPOGRAPHIC TREATMENT**

## Primary Typeface

- The headline and body copy need to follow the typography principles shown on this page.
- Headline: Roboto Black, All Uppercase.
- Body copy: Roboto Regular, Sentence case.
- Call to action: Roboto Black, Sentence case.

# HEADLINE HERE OVER MAX THREE LINES.

Body copy goes here exped explit maxim as dem  
quid qui beat officid molut acessimin, tesequodis  
endissit. Qui sita quiae molupta tescimi, sitio  
dolorum fugitas inulles equibus.

**Fly return from Johannesburg  
to Guangzhou for R18,000\***

# COMMUNICATIONS TEMPLATES

## Tail Device Crops

- The tail device will be flexed across a variety of dynamic crops across all page formats.



Crop 1



Crop 2



Crop 3



Crop 4



Crop 5

Crop 1 Page Formats

- Example of the 1st crop in various formats.



100mm x 210mm



210mm x 297mm



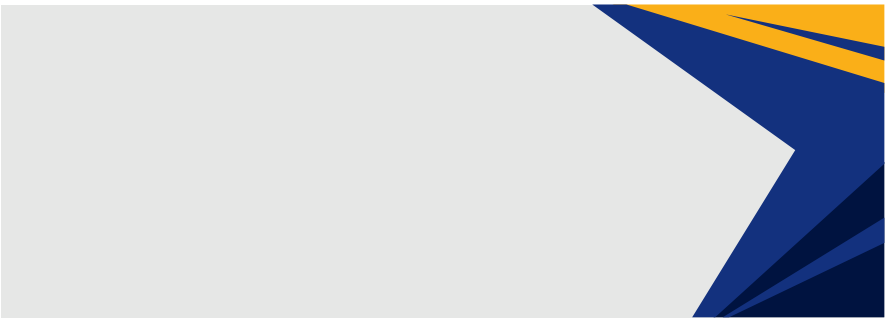
210mm x 210mm



420mm x 297mm



630mm x 297mm



840mm x 297mm

Crop 2 Page Formats

- Example of the 2nd crop in various formats.



100mm x 210mm

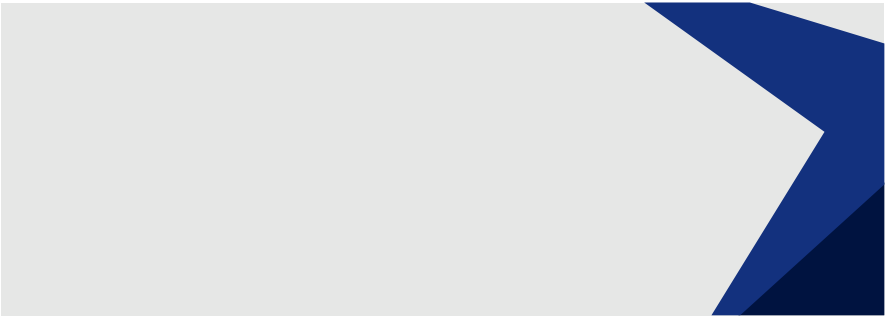
210mm x 297mm

210mm x 210mm

420mm x 297mm



630mm x 297mm



840mm x 297mm

Crop 3 Page Formats

- Example of the 3rd crop in various formats.



100mm x 210mm



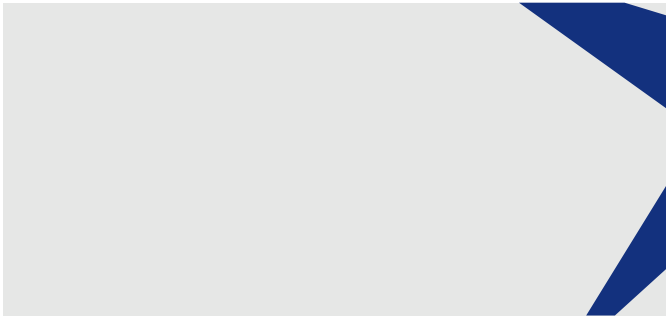
210mm x 297mm



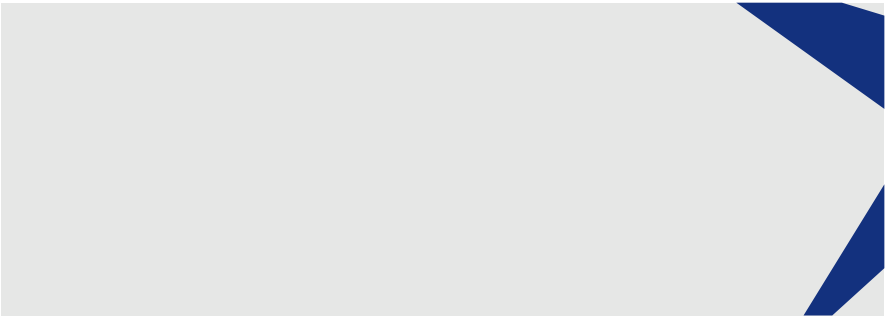
210mm x 210mm



420mm x 297mm



630mm x 297mm



840mm x 297mm

## Crop 4 Page Formats

- Example of the 4th crop in various formats.
- The device can move up and down to accommodate image or text accordingly.



100mm x 210mm



210mm x 297mm



210mm x 210mm



420mm x 297mm



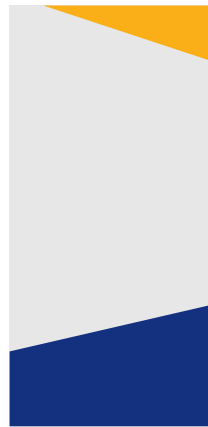
630mm x 297mm



840mm x 297mm

## Crop 5 Page Formats

- Example of the 5th crop in various formats.
- The blue device can move up and down to accommodate image or text accordingly.
- For portrait layouts only the blue and yellow devices are applied. When creating landscape layouts a simplified tail device is used.



100mm x 210mm



210mm x 297mm



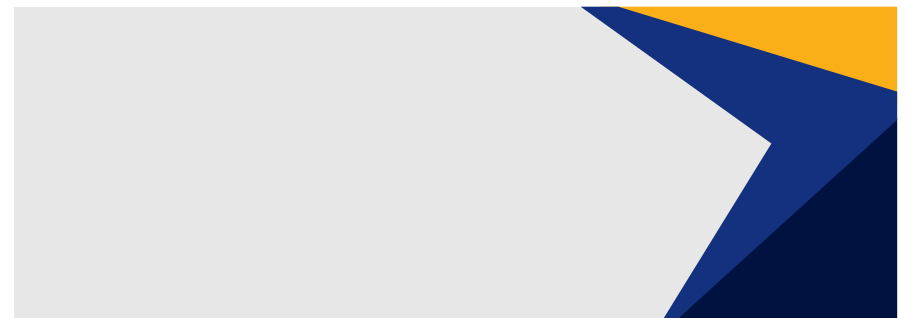
210mm x 210mm



420mm x 297mm



630mm x 297mm



840mm x 297mm

## Tail Device Layout

- The tail device can either be applied on a white background or an image.



## Retail Layout

- Example of the layout in portrait and landscape with a white background.



## Retail Layout

- Example of the layout in portrait and landscape with a dark blue background.



## Retail Layout

- Example of the layout in portrait and landscape with a busy background.



