



CORPORATE
IDENTITY MANUAL



HSRC
Human Sciences
Research Council

BRAND INDEX

OVERVIEW

- Introduction
- Logo
- Branding

LOGO RATIONALE

HSRC LOGO

- Logo construction
- Logo application
- Unacceptable logo application
- Secondary logo application
- Minimum logo size application
- Corporate colours
- Corporate Typefaces

CO-BRANDING

- DST co-branding

CORPORATE STATIONERY

- Letterhead
- Letterhead co-branded/Co-branding
- Compliment slip
- Business card
- A4 and A5 notepad
- Envelope
- Internal memo
- Gusset folder
- Corporate certificate and presentation

CONFERENCE MATERIAL BRANDING

- Conference certificates
- Nametags
- Popup stands
- Exhibition stands
- Scientific posters

CONFERENCE AND PROJECT BRANDING

CORPORATE BRANDING

INTERNAL COMMUNICATION

- Invitations
- E-mail signature
- Executive staff communication
- Social media adverts

DIGITAL BRAND GUIDELINES

- Website
- Social media
- Twitter
- Twitter avatar
- Facebook

ADVERTISING

- External advertising
- Internal advertising

OVERVIEW

INTRODUCTION

This Corporate Identity (CI) manual is aimed at presenting basic guiding principles for the HSRC, together with its stakeholders, in its application of the logo. The objective of the manual is to lay out rules that will create and develop a CI manual for the HSRC, to ensure that all stakeholders who use the logo maintain its proper look and feel, thereby achieving consistency.

In crafting this manual, consideration was taken into account to include some of the latest developments in CI manual design. This plays an important part of ensuring that the manual remains up-to-date. Therefore, this corporate identity manual is not static but it is rather a living mechanism that expresses the personality of the HSRC as an organisation and can be adapted to the dynamic needs for the HSRC.

USAGE OF THE LOGO

A logo is an expression of the institution's values, culture and people. It is like an employee whose main job is to be distinctive and represent the company in the best possible way. What would this employee look like? How would they feel and behave? Is she a leader or the guy next door in support? Is she loud and cheerful or wise and calm?

The aim is to learn as much as possible about the institution's culture, values and the way they do business, and then inject that message into a graphic that best reflects the institution.

The logo is not the end but the beginning of a great brand identity.

Business stationery, signage, vehicle branding and many other communication tools have to be designed so they all send a unified brand message. Identity development makes that happen.

During this stage, all important logo applications are designed and standardised in the brand guidelines book, known simply as the "corporate identity manual."

This book shows how to work with the logo and prescribes standard layout, color, imagery and typography guidelines for common marketing materials. This way the HSRC ensures its identity is protected and guided by the same principles even if the organization switches designers or agencies.

Anytime the logo is used, it should be considered a product that represents our organisation.

Therefore, much caution should be exercised on how the logo is displayed and applied.

Be sure that any product that carries the HSRC logo be it an e-mail signature, a PowerPoint presentation, branding at an expo displays the HSRC image proudly and properly.

Always adhere to guidelines detailed in the following sections to guarantee smooth and successful implementation of the HSRC logo.

The logo must always be reproduced in the exact format in which it is depicted in the rules, and any alterations to the format, colour or any other characteristics of the logo is strictly prohibited.

- Never use anything but the approved and provided logo.
- Never attempt to create your own HSRC logo.
- Never reproduce the logo in non-approved colours.
- Never stretch or alter the logo's proportions.
- Never enlarge or reduce the artwork beyond the next size provided.
- Logo in .ai format is only available on request

LOGO FORMATS

Digital images can usually be divided into two distinct categories. They are either bitmap files or vector graphics.

Bitmap images are exactly what their name says they are: a collection of bits that form an image. The image consists of a matrix of individual dots (or pixels) that all have their own color. When you enlarge a bitmap you reduce the quality of the graphic.

Common bitmap image file extensions include .BMP, .JPG, and .TIFF

Vector graphics are made up of paths, rather than individual pixels. These paths can be used to represent lines and shapes within the image. Most vector image formats can also include colors, gradients, and image effects. Since vector graphics store image data as paths, they can be enlarged without losing quality, which makes them a good choice for logos and other types of drawings.

Common vector image file extensions include .EPS, .AI, and .SVG

BRANDING

Sub-branding is when a main brand creates a subsidiary or secondary brand. Sub-brands are typically created as an opportunity to reach a new audience. Sub-brands can then build and sustain relationships with the new audience. This new brand's attributes are distinct, yet related to the main brand. Sub-brands often have their own brand standards, logo, colour treatment, etc. while some sub-brands reflect the same identity as the parent brand.

Example of a sub-brand at the HSRC



The purpose of HSRC Press is to share in the mandate and strategic planning of its parent body, HSRC, to stimulate public debate, and to serve as a knowledge hub to bridge the gap between research, policy and action, and place African-led research in a prominent position globally.



The HSRC Press logo can only be used as a stand alone brand if used at book launches and book related events. Any given conference or forum that is managed or represents the HSRC will have HSRC branding. The reverse logo can be used for darker backgrounds.

Project specific logos are normally generated for the use of the logo for the duration of the project. This logo only represents the project or conference and does not necessarily represent the institution. This logo should not be used as part of the logo banner or placed next to the institution's logo. It only serves as a graphic to advertise or promote the project or conference.

Example of a project specific logo



The AISA Young Graduates and Scholars (AYGS) conference is a platform that was conceived by the Africa

Institute of South Africa (AISA) in the Human Sciences Research Council (HSRC) and organised annually to enable young scholars, to produce and share research-based knowledge about the development challenges facing Africa as well as to publish and disseminate their research findings.

Please note that all project related logos should get approval from the executive director of Research Advancement and Support, and cannot be used without the approval of the ED. The brand Identity manager should be informed of all logos (project specific or sub-brand) designed or requested.

LOGO RATIONALE

The Human Sciences Research Council (HSRC) was established in 1968 as South Africa's statutory research agency and has grown to become the largest dedicated research institute in the social sciences and humanities on the African continent, doing cutting-edge public research in areas that are crucial to development.

The Council's mandate is to inform the effective formulation and monitoring of government policy; to evaluate policy implementation; to stimulate public debate through the effective dissemination of research-based data and fact-based research results; to foster research collaboration; and to help build research capacity and infrastructure for the human sciences.

The Council conducts large-scale, policy-relevant, social-scientific research for public sector users, non-governmental organisations and international development agencies. Research activities and structures are closely aligned with South Africa's national development priorities.

The focus of the Council has always been aligned to undertaken research which impacts positively on the lives of citizens.



This commitment to the wellbeing and development of citizens has always been incorporated into the Council's logo as indicated above.

The broad spirit of the logo developed in 1981 has been carried through to the 2006 redesigned and updated logo.

The **human figure** is designed as a neutral figure without race, gender or colour.



In 2006 the HSRC logo was **re-designed** and the text was added next to the avatar. The serif font was added to give emphasis to the name of the institution, and the sanserif font was used to give description to the acronym.

HSRC
Human Sciences
Research Council

The colour **Blue** is often associated with the coolness of the sea and sky. Using it in a company logo represents trust, security, order, and cleanliness.

The circular shape around the human figure was designed as the HSRC logo in 1981 by Lynette Hearne. It was described by the then President of the HSRC, Dr Garbers as focusing on the human being. It was based on two ideas.

1. It was a transition from the previous logo designed around the architectural shape of the HSRC building, to the new rounded shape of the, then new HSRC building in Pretoria.

2. It depicted the zooming in and focus into the human figure.

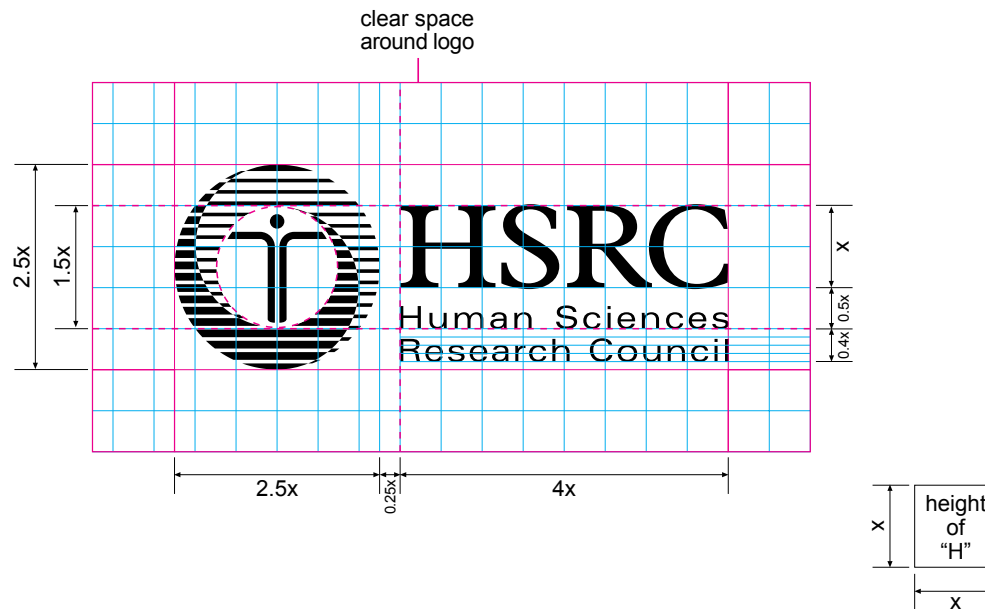
HSRC LOGO

LOGO CONSTRUCTION

The grid that governs the use of our logo application comprises a series of squares based on the height of the letter H in HSRC. As can be seen, every aspect of the grid is in direct relation to this H and it is imperative that when the logo is resized, these proportions are maintained throughout.

The icon is always displayed to the left of the logotype and at the proportions demonstrated on the grid. The words Human Sciences Research Council is always with the logo and is spelt out in full. The words are always carried over two lines as shown and are aligned left and left with the HSRC letters.

One of the most common misconceptions regarding corporate logos is that the icon and logotype can be used interchangeably. The HSRC logo is a complete unit, comprising the visual and textual elements. These cannot and should never be separated or used in isolation from each other (unless used as a design element). Whenever our logo appears, it must appear in full.



It's not just what you can see that makes our logo effective. The spaces around the various logo elements and the entire logo itself play a vital part in ensuring its communication effectiveness. The clear space shown here represents the preferred proportional distance between the logo and any other design or

graphic elements. By ensuring that you maintain these spacing requirements, you increase the recognition of our logo and maintain its integrity as our corporate signature.

LOGO APPLICATION

The fact that our logo comprises a single colour (blue) makes its application relatively easy. Ideally, the HSRC logo is most effective when used in the blue colour (discussed later) against a white background.

The secondary application is to add the HSRC department names next to the HSRC logo to introduce the various departments within the HSRC as indicated on page 8.

Full colour logo

The full colour logo should be used wherever possible. The full colour logo can only be placed on a white background or a background that does not interfere with or absorb the logo colours.

One colour logo - white/black and white

The one colour logo can be used on solid colour backgrounds or photographs that are contrasting in colour, making the logo easily visible. In all of these applications, the logo should only be in white. The black and white logo should only be used when colour use is limited due to the application. For example, this logo may be used on a fax cover sheet or a black and white document with white background.

Full colour logo



Black and white logo



Logo on colour background



In certain instances, the corporate logo is used on surfaces other than paper and this requires a specific treatment of the logo, either in the form of foiling or engraving. In such situations, specific controls need to be applied as follows:

Foiling

The logo can be foiled in silver or gold. This can be used for formal documents, invitations or other special events, or to brand corporate materials such as leather for corporate gifts.

Embossing

Only the black and white logo should be used for this purpose.

Engraving and etching

When engraving or etching the HSRC logo on to glass or a light coloured surface such as aluminium or wood; the black and white logo should be used.

Vinyl

For internal department branding, the full colour secondary logo can be used.

Lightbox and extruded logos

For outside branding, please make sure that the colour logo is used with pantone reference on page 11.





UNACCEPTABLE LOGO APPLICATION

Stretching the logo:

Do not stretch or distort the logo. If you need to resize the logo, make sure that the correct proportions are maintained.



Squashing logo:

As with stretching the logo, be careful not to squash the logo. It is unacceptable to squash the logo to make it fit into tight spaces.



One colour:

The one colour logo should only appear in black, white or blue print. Foiling in silver or gold. No other colour variations are acceptable.



Keyline logo:

Changing the icon to the correct colour and reversing the text to suit esthetics of a design should not be done.



On photographs:

The logo may not be placed on photos that make the logo difficult to see. Discretion must be used. When in doubt, rather use a different background.



SECONDARY LOGO APPLICATION

Every department is marked next to the HSRC logo as a secondary logo. This gives an unique identity for every department without creating a new logo.

These secondary logos are for identification of the department and should never replace the Primary logo on any documentation. By no means are departments allowed to create their own logo to replace the secondary logo.



IED
Inclusive Economic
Development



HSC
Human and Social
Capabilities



DCES
Democracy, Capable and
Ethical State



CeSTII
Centre for Science, Technology
& Innovation Indicators



AISA
Africa Institute of
South Africa



IC
Impact Centre

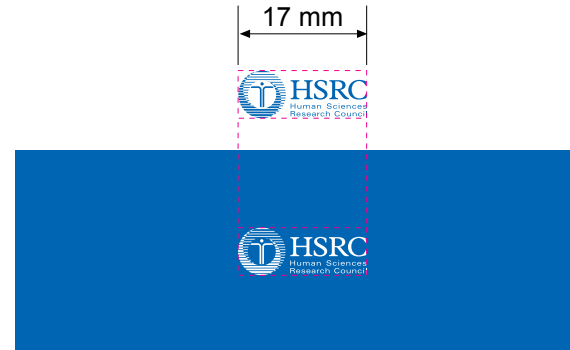
Primary logo



MINIMUM LOGO SIZE APPLICATION

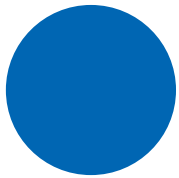
Controls

Since our logo is an external representation of our HSRC brand, it is imperative that it be highly visible on every item of communication that we generate. In order to ensure legibility, the HSRC logo may never be used at a size smaller than 17 mm in width. Anything smaller than this severely limits the legibility of the text “Human Sciences Research Council” and causes the lines of the logo icon to fill in, creating the incorrect appearance of a solid circle at the base of this icon.

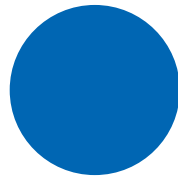


CORPORATE COLOURS

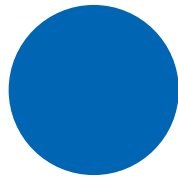
Primary colour



PANTONE **286**

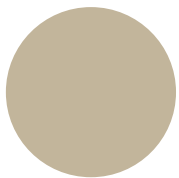


C100 | M60 | Y0 | K0

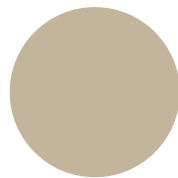


R0 | G66 | B135

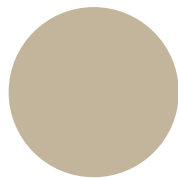
Secondary colour



PANTONE **453**



C25 | M25 | Y40 | K0



R194 | G181 | B155

The secondary colour is complementary to our official colour, but is not a recognisable identifier for the HSRC. The colour should be used sparingly.

PRINT

The logo size should always stay the same

- Refer to CMYK colors for printing.
- A conversion of the logo from one format to another is not recommended as this deteriorates the quality of the image.

Recommended printing formats

- Tagged Image File Format (TIFF).
- Portable Document Format (PDF).
- Adobe Illustrator Format (Ai).
- Any Vector and Raster Based Storage Formats.

FOR WEB

The full colour tonal version should be used in all online applications. Only in case where it will be extremely difficult to use the full colour logo, can the reverse logo be used.

- The 3 Colour process is used (RGB).
- For Web, PNG format is recommended.
- JPeg and GIF formats may be used.
- Pictures must be kept below 1mb in size.

FOR TELEVISION

The full colour tonal version should be used

- The 3 Colour process is used (RGB).
- For Web, high resolution PNG is recommended.
- High resolution JPeg and GIF (150/300) may be used.
- Pictures must be kept below 1mb in size

CORPORATE TYPEFACES

While our logo, when applied consistently across all our communications, gives us an instantly recognisable identity in the marketplace, this identity can be severely diluted through the use of irregular or inappropriate typefaces.

Typography is an integral part of the overall tone and appearance of our communications and our brand and the right use of typefaces can reinforce our organisation's personality.

The wrong typeface, on the other hand, not only makes documents difficult to read, but it can also create negative perceptions of our brand and break down the unified front we are trying to present.

The correct use of fonts, on the other hand, helps to build our brand by complementing our other corporate identity elements and projecting the correct, consistent image.

Logo typefaces

Since our logo already exists in its entirety, it should never be necessary to retype any aspect of it. The typefaces used in our logo is Plantin. This typeface is reserved exclusively for use in our logo and should preferably not be used as the font for other textual aspects such as body copy or headlines. Univers Extended is used for the descriptor and could be used for heading.

Body copy typeface

If at all possible, do not use the logo typeface, Plantin, as the font for the body copy of your document. Doing so has the potential to detract from the impact of the logo itself. Instead, the other fonts shown on this page are strongly recommended as body copy typefaces. When working on a PC, use Arial and Arial Bold for the bodycopy.

DESIGN FONT

PLANTIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

PRIMARY FONT

UNIVERS LIGHT 45
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

UNIVERS 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

UNIVERS OBLIQUE 55

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

UNIVERS BOLD 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

CO-BRANDING

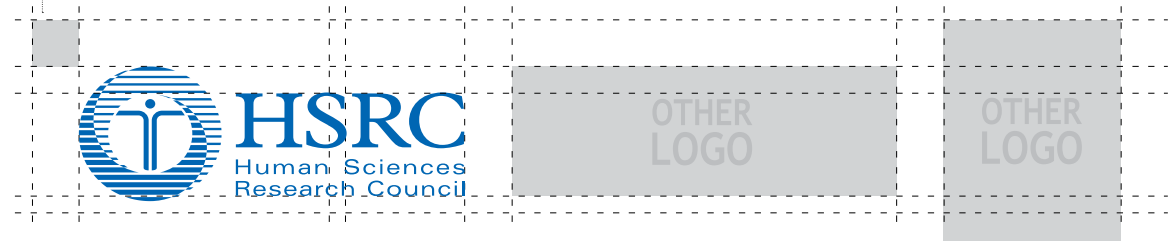
LEVEL 1-BRANDING PARTNERS

Where research is conducted and partly funded by the HSRC together with external organisations contributing in terms of research, the HSRC logo will be 3/4 the size of the other contributing organisations.



LEVEL 2-BRANDING PARTNERS

All parties agree to equal media and marketing opportunities, each responsible for their own, but acknowledging the work/contribution of the other – this can be either funding or research conducted. This is essentially a collaboration between two or more organisations.



LEVEL 3-BRANDING PARTNERS

When research is conducted by the HSRC but funded by an external organisation. In these circumstances, the HSRC is subject to the communication guidelines of the funder. Where possible, the HSRC logo should be used in full colour on a white background.

When this is not possible, the one colour logo may be used.

DSI CO-BRANDING

All DSI funded/partner projects, the national Coat of Arms must always take the first preference in the group.

Co-branding guidelines should be strictly adhered to in all communications products, publications and interactions, including annual reports, banners, statements, messages and presentations.

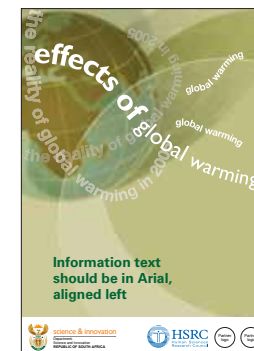
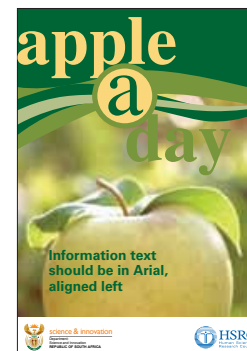
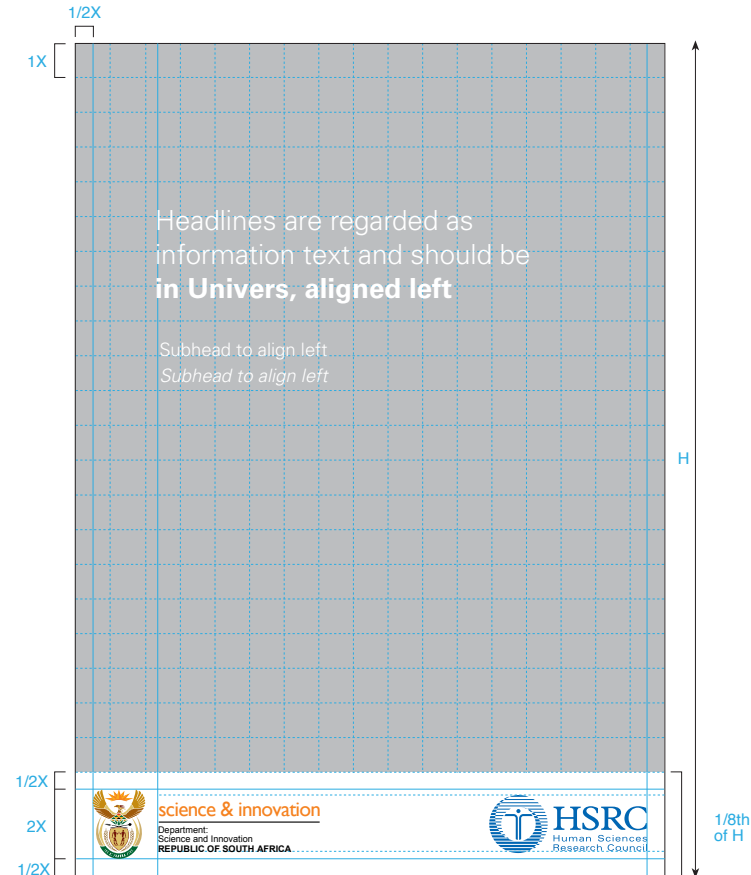
Logos should always be on a white strip or background in order of funding contribution from left. If the DSI is the main sponsor, its logo should be on the left, with the other logo or coat of arms of the entity, provincial government, local government and/or any other sponsor following in order of their contribution. If another organisation is the lead sponsor, the DSI logo should be on the right-hand side, or below the logo of the main sponsor. All logos should be equal in size.

On A4 brochures and covers, the branding strip placement must be 1/8th of your design height and the national Coat of Arms must always be on the left-hand side followed by the HSRC logo. All other institutional brand to follow the HSRC brand; if any.

Note: The Coat of Arms may be in any one of the approved colours (see Government branding guidelines - <https://www.gcis.gov.za/content/resource-centre/guidelines/corp-id> for single colour applications), or full colour. Headline, subhead, body copy and information text should align left, in line with the the text on the righthand side of the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis. Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

For DST co-branded conference material see page 39.



For DST funded/partner events, a step and repeat wall banner and/or step and repeat pop-up banner must be used.

The logos should always be used in equal size on branding material.



CORPORATE STATIONERY

The corporate stationery of the HSRC includes all printed writing materials such as letterheads, business cards and compliment slips. Since these elements are primarily used for correspondence outside of the organisation, it is imperative that these stationery items follow the standard guidelines and carry a uniform look and feel to ensure that our brand identity is never compromised or distilled in any way.

It is also vital that all stationery items facilitate clear and uncluttered communication by providing a simple, sharp and immediately identifiable format. We want the recipient of any of our documentation to immediately recognise it as emanating from our organisation and be able to read it easily and quickly. For this reason, we need to pay particular attention to the layout and typeface of each of our stationery items.

Letterheads, internal documents and business cards do not have to be co-branded.

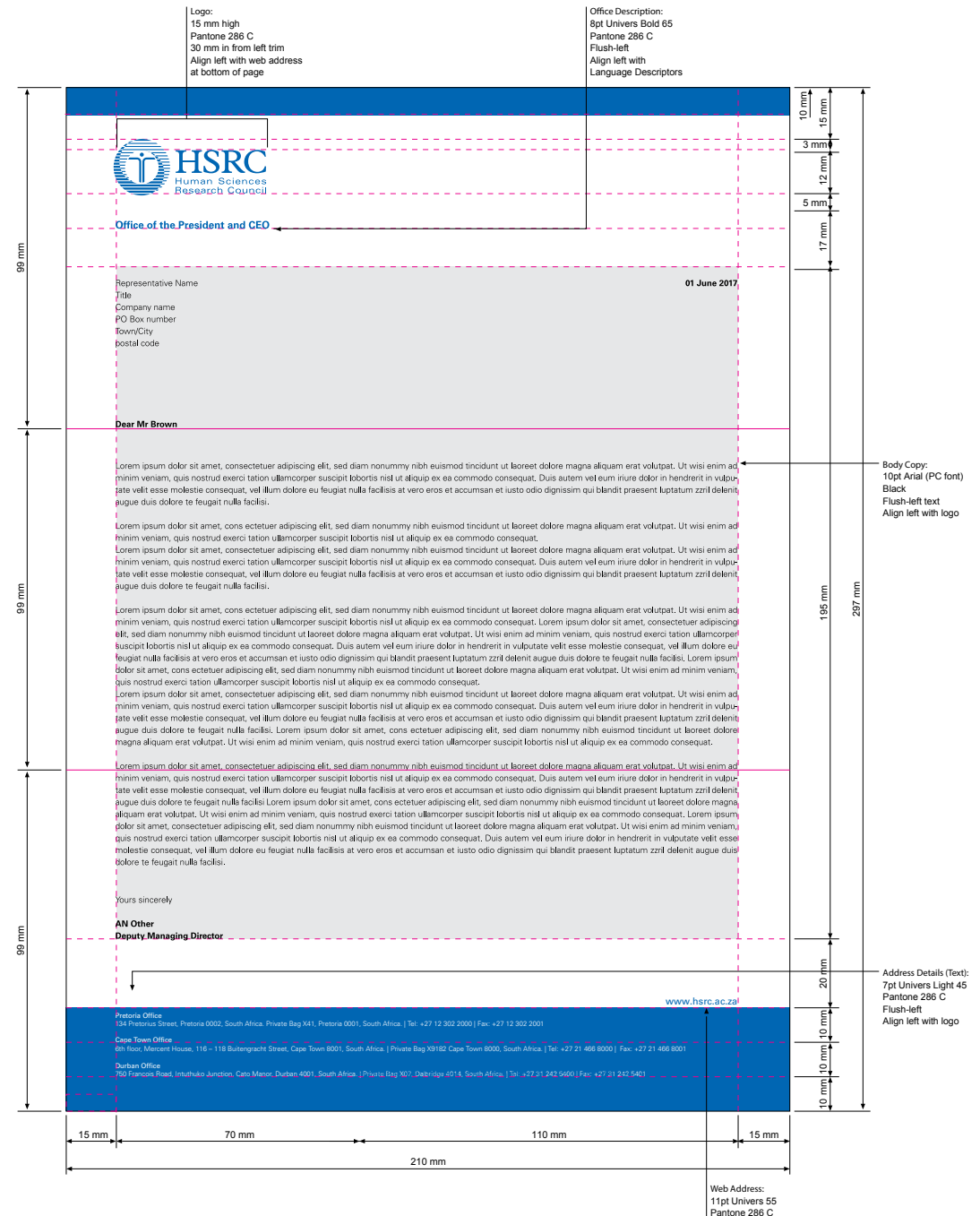


LETTERHEAD

The grids clearly set out the design specifications for the letterheads and indicate the correct placement of our logo and contact details. Specific measurements have been developed to determine the position of the various corporate elements on each page. These measurements serves as a basis for all HSRC corporate communication material, including stationery and other marketing documentation.

All HSRC letterheads must carry the HSRC logo in the top left-hand corner. All letterheads must include the address details of our head offices at the bottom of the page.

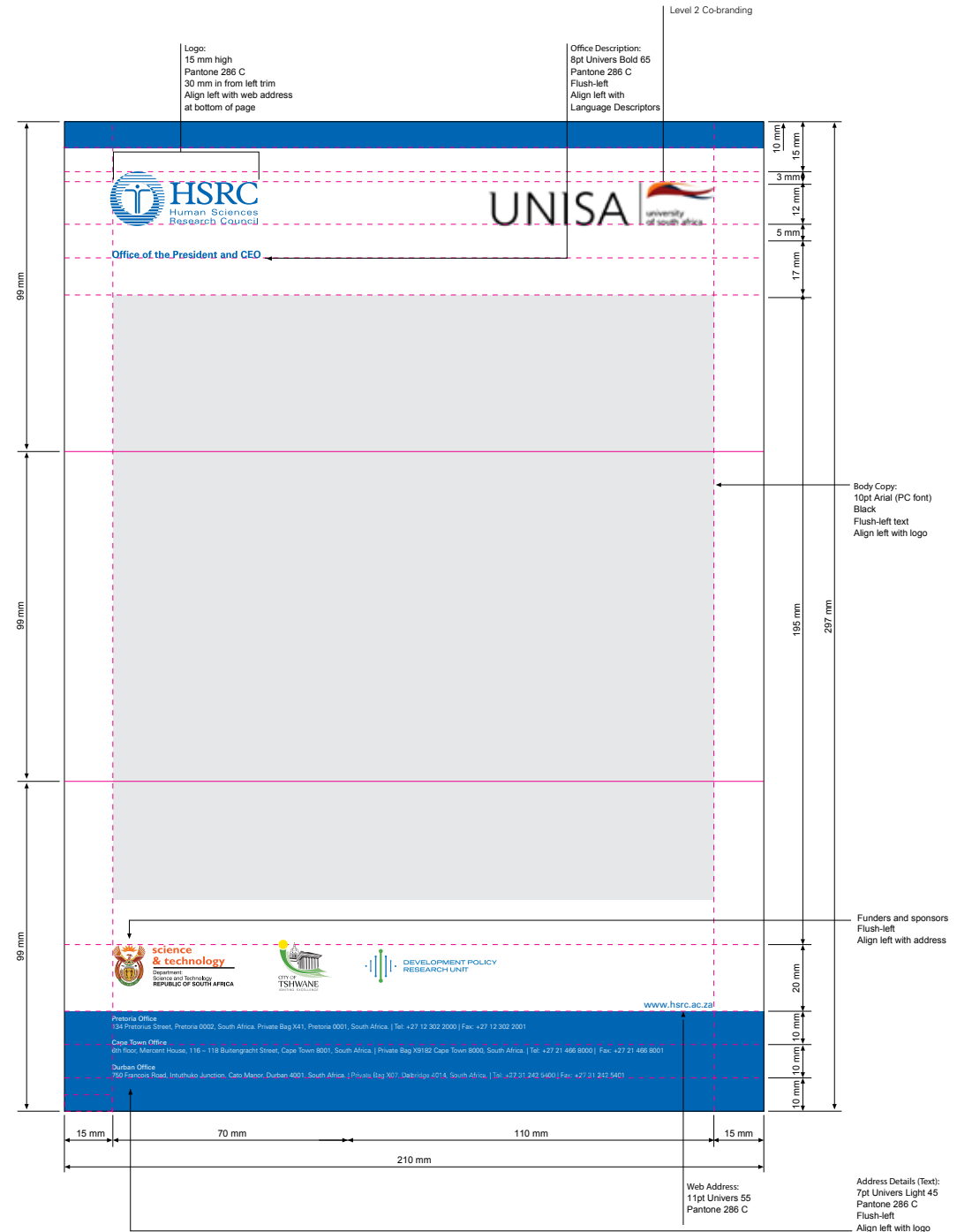
The paper stock for our letterheads is Zeta-wove brilliant white 100 gsm.



LETTERHEAD CO-BRANDED

Projects and research funded by the Department of Science and Innovation and managed by the HSRC should adhere to the GCIS Corporate Identity guidelines.

<https://www.gcis.gov.za/content/resource-centre/guidelines/corp-id> (pg 60-63)



COMPLIMENT SLIP

The compliment slip resembles the top and bottom of the letterhead without the space for text in between these two elements.

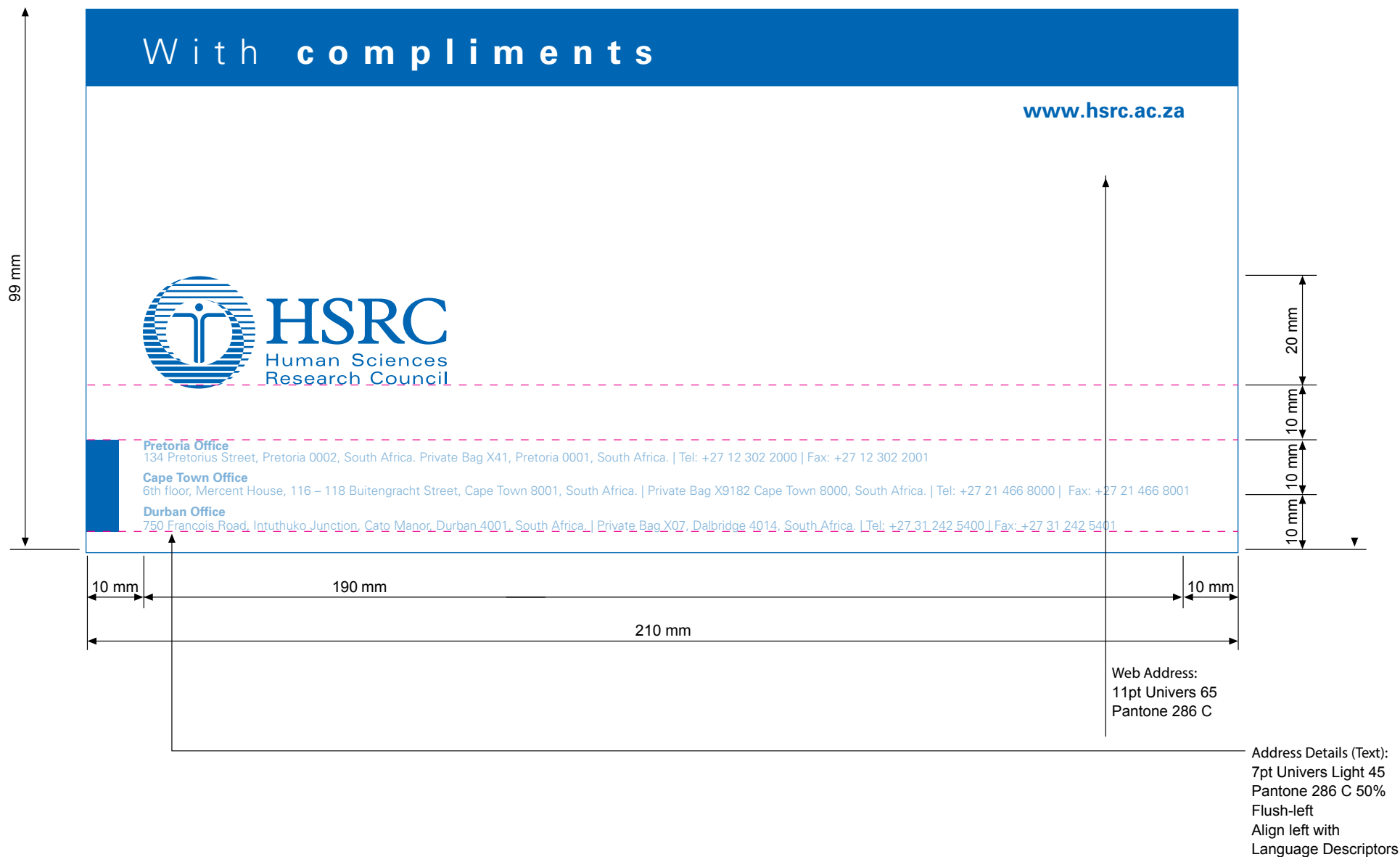
The grids on the next page clearly set out the design specifications for the compliment slip and indicate the correct placement of our logo and contact details. Specific measurements have been developed to determine the position of the various corporate elements on each page. These measurements serve as a basis for all HSRC corporate communication material, including stationery and other marketing documentation.

All HSRC compliment slips must carry the HSRC logo indicated on layout grid structure.

The office of the CEO and office of the DCEO has their own complimentary slip. All other departments use the generic complip.

The paper stock for our compliment slips is Zeta-wove brilliant white 100 gsm..





BUSINESS CARD

Your business card speaks for you in your absence and is an important reminder to those who receive it of the business of the HSRC. As such, it is imperative that our business cards follow the same design specifications and convey the correct image of our organisation.

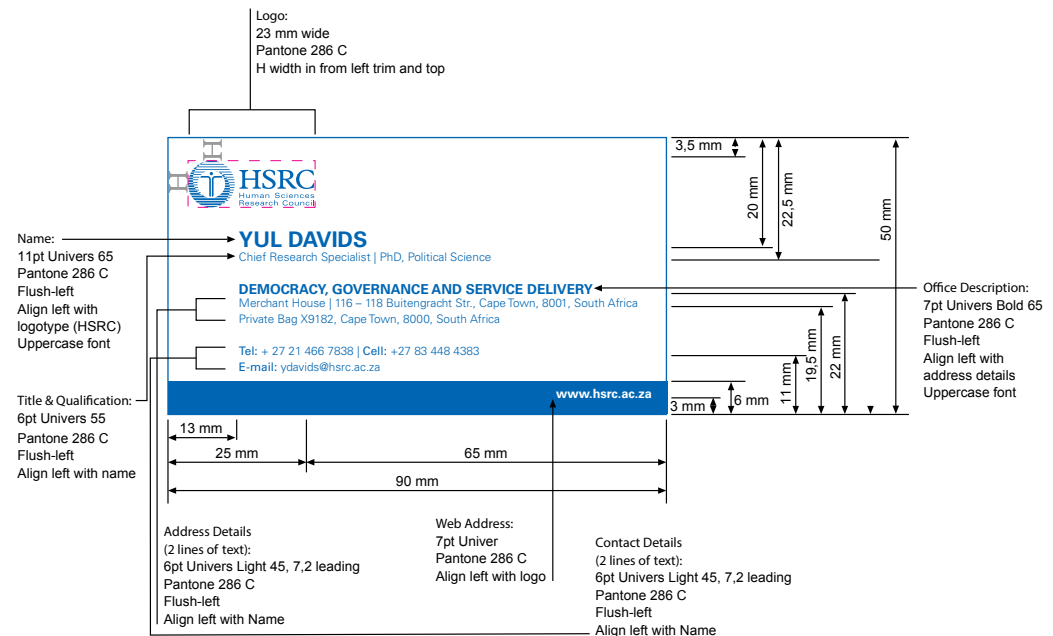
The grids is clearly set out the design specifications for the business cards and indicate the correct placement of our logo and contact details. Specific measurements have been developed to determine the position of the various corporate elements on each page.

The “City Descriptor” has been removed as there is only one address – so no differentiation is necessary.

These measurements serve as a basis for all HSRC corporate communication material, including stationery and other marketing documentation. All HSRC business cards must carry the HSRC logo in the top left-hand corner and must include the address details of one of our offices at the bottom of the card.

The paper stock for our business cards is Zeta-wove brilliant white 300 gsm.

HSRC logo **thermographic** printed on reverse side in Pantone 286, with background printed in Pantone 286 C.



Thermography or thermographic printing is a printing process that causes text or graphics to be slightly raised from the substrate. The resulting visual effect is interesting, making this a technique that is commonly used on wedding invitations, letterheads, business cards, greetings cards, gift wrap, diplomas and packaging. Since it is also a tactile effect thermography can be used to print braille text.

A4 & A5 NOTEPAD

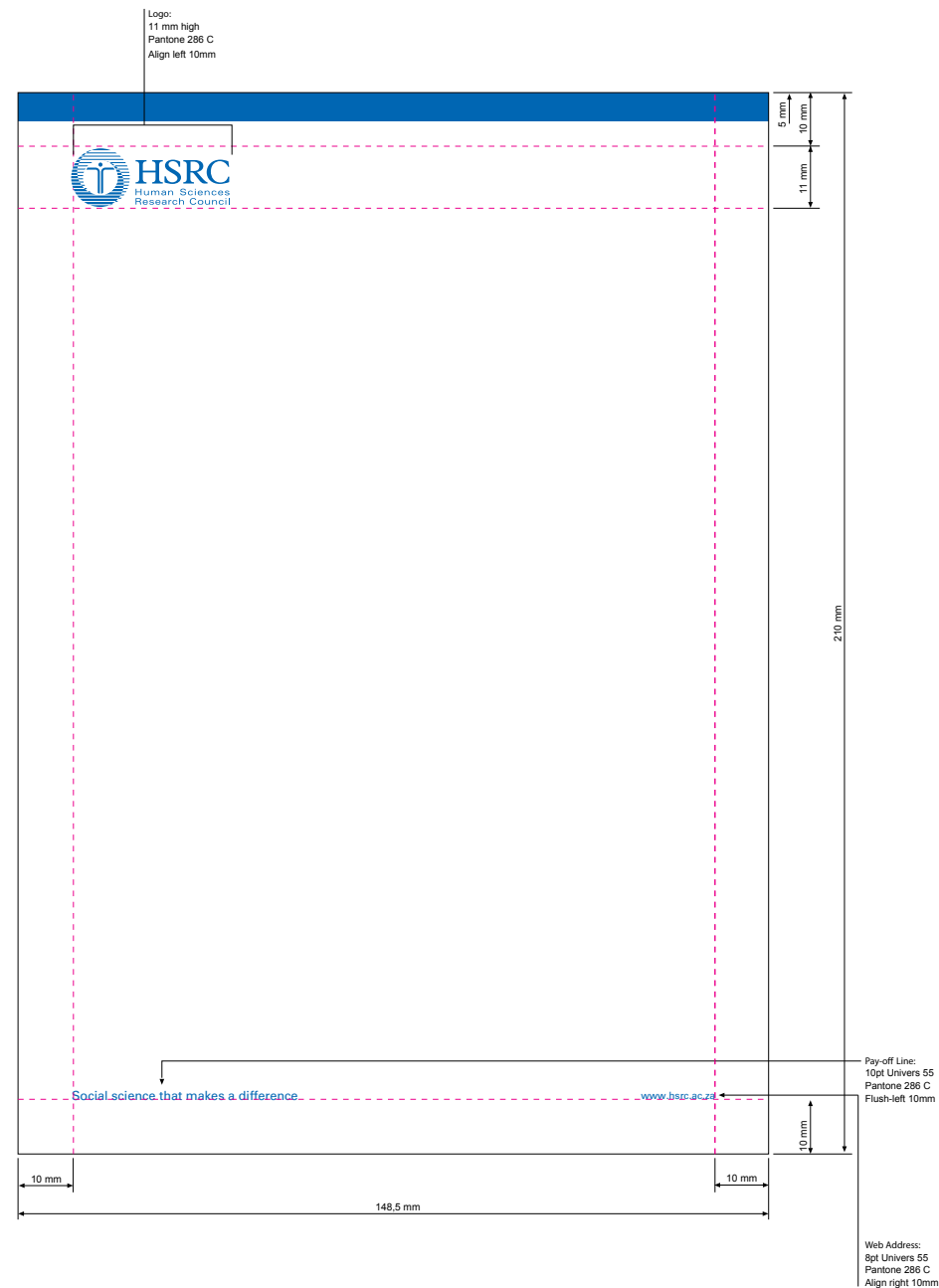
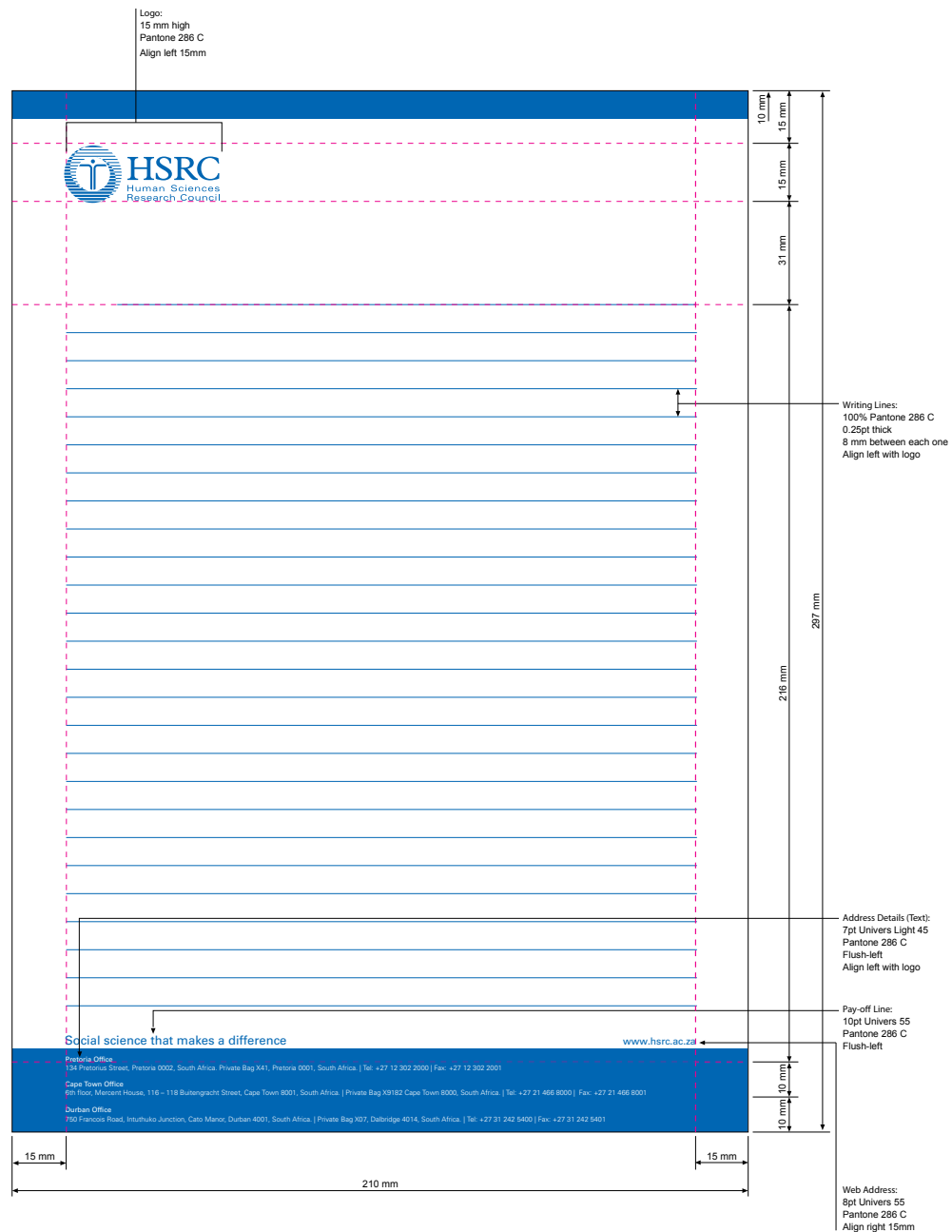
While A4 and A5 notepads form part of the corporate stationery, they are not generally for external use. Notepad design is generic across the organisation and does not incorporate logo differences across business segments or divisions.

The HSRC pay-off line has also been introduced by way of personalising the stationery and creating a less formal format than is the case with the externally-focused corporate stationery.

The paper stock used for A4 and A5 notepads is 100 gsm Zeta-wove Brilliant White.

The grid structures show the exact positioning of the various elements for the notepad stationery items.





ENVELOPE

All three approved sizes of envelope are shown together on this page. As can be seen, regardless of the size of the envelope, the logo and full name for the HSRC remains constant and is always placed in the top left-hand corner. All envelope designs follow a landscape format with the company contact information printed on the envelope flap.



C4 envelopes are 325 mm x 230 mm in size and are printed on Zeta-wove brilliant white 90 gsm. The C4 envelope has been designed in a landscape format as per the grid on the following page.

Envelopes are kept clean and uncluttered and do not carry any of the graphic design elements

DL envelopes are 220 mm x 110 mm in size and are printed on Zeta-wove brilliant white 90 gsm. The DL envelope has been designed in a landscape format as per the grid on the following page. Envelopes are kept clean and uncluttered and do not carry any of the graphic design elements..



INTERNAL MEMO

The **electronic memo** follows much the same design grid as the letterhead with the addition of a designated area for addressee and addressor details.

The electronic memo must be used for all electronic communication transmitted by anyone employed by the HSRC.

The **A4 internal memo** must be used for all internal communications within the HSRC. The internal memo is designed using the same grid as the letterhead. Unlike the external memo, however, there are no fields allocated to addressee or addressor details.

The stationery carries the header: Internal Memo, and the user is free to populate the subject area with the content to be communicated as well as details of the people to whom the memo is directed.



Office of the President and CEO

INTERNAL MEMO

To:
Company:
From:
No. of pages:
Date:
Subject:

www.hsrc.ac.za

Pretoria Office
134 Pretorius Street, Pretoria 0002, South Africa | Private Bag 941, Pretoria 0001, South Africa | Tel: +27 12 302 2000 | Fax: +27 12 302 2001

Cape Town Office
501-502, Mermaid House, 116 – 118 Buitengracht Street, Cape Town 8001, South Africa | Private Bag 30182 Cape Town 8000, South Africa | Tel: +27 21 466 8000 | Fax: +27 21 466 8001

Durban Office
750 Francisco Road, Intuthuko Junction, Cato Manor, Durban 4001, South Africa | Private Bag 107, Dalbridge 4014, South Africa | Tel: +27 31 242 5400 | Fax: +27 31 242 5401



Office of the President and CEO

INTERNAL MEMO

www.hsrc.ac.za

Pretoria Office
134 Pretorius Street, Pretoria 0002, South Africa | Private Bag 941, Pretoria 0001, South Africa | Tel: +27 12 302 2000 | Fax: +27 12 302 2001

Cape Town Office
501-502, Mermaid House, 116 – 118 Buitengracht Street, Cape Town 8001, South Africa | Private Bag 30182 Cape Town 8000, South Africa | Tel: +27 21 466 8000 | Fax: +27 21 466 8001

Durban Office
750 Francisco Road, Intuthuko Junction, Cato Manor, Durban 4001, South Africa | Private Bag 107, Dalbridge 4014, South Africa | Tel: +27 31 242 5400 | Fax: +27 31 242 5401

GUSSET FOLDER

The generic gusset folder contains all the necessary contact details of the HSRC. The QR code is introduced for easy access to HSRC website. The entire folder is printed in Pantone 286 C



CORPORATE CERTIFICATES AND PRESENTATION

Digital documents and presentation templates form an integral part of the work we do at the HSRC. As such, these documents are a further representation of our organisation and our brand and are required to follow certain design and layout guidelines to ensure consistency of communication at all times.

While we encourage creativity in our organisation, and it is undoubtedly tempting to add your own creative elements to these types of documents, we need to maintain a strong corporate identity, and have therefore developed standard formats that best convey all that the HSRC stands for.

Certificates

All certificates carry the HSRC logo and are uniquely identified by the change of badge or badge colour as indicated on page 30.

For long year service awards the badge colours are separated in metal colours indicated below:

5 years	Satin
10 years	Brass
15 years	Copper
20 years	Steel
25 years	Bronze
30 years	Silver
35 years	Gold





Presentations

The nature of our business means we are often required to make presentations to clients and various stakeholders. These presentations achieve maximum effect if accompanied by visual elements – most often PowerPoint presentations. Obviously, such visual material is once again a reflection of our company and our brand and, as such, the message they deliver and the way in which they deliver it, must be uniform, professional, and comply with our Corporate Identity standards. The template pages that follow demonstrate the grid design structure and visual element presentation. The HSRC logo is always prominently displayed. Where possible, avoid using body text on a solid colour background as the legibility of such text can never be guaranteed within the constraints of the presentation venue. In other words, just because you can read your bullet points on your computer screen, doesn't mean they will be legible when projected on to a wall or screen in a lighter or darker environment. Be sure to use text sparingly and maintain a font size that will be easily legible by all attendees. The recommended font and size for a PowerPoint Presentation in the body copy is Arial at a point size of 26pt. Use visual elements on the text pages sparingly as these can distract viewers and distort the impact of your message.



CONFERENCE MATERIAL AND BRANDING



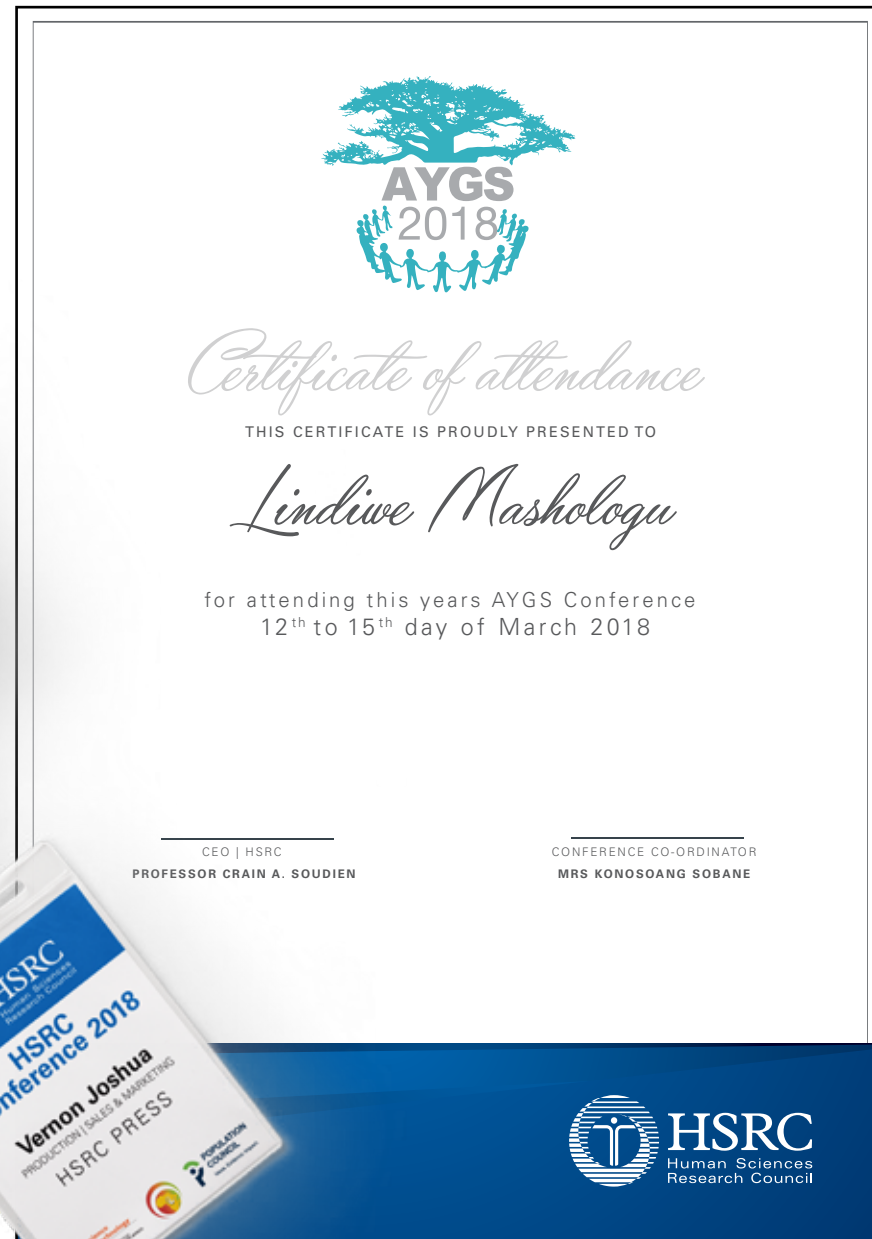
The following Branded material are samples of what the conference material should look like. The look and feel remain generic and the conference logo or look and feel will be adapted to fit inside the parameters set in the following items.

CONFERENCE CERTIFICATES

Only the logo change allowing the certificate to maintain a HSRC Corporate look.

NAMETAGS

The name tag will maintain the HSRC logo on top banner, conference details below the corporate blue band. The sponsors logos will be place in the last quater of the name tag.



POPUP STANDS

The popup stands are uniquely designed to advertise the various programmes within the HSRC.



EXHIBITION STANDS



Scientific Posters



CONFERENCE & PROJECT **BRANDING**



Conference branding



Logos designed for conference specific marketing, will be treated as a graphic for identification of the specific conference or seminar. This logo will never be placed next to the institution logo or as part of the logo panel. (see page 3)

Project branding



Logos designed for projects, will be treated as a graphic for identification of the specific project. It will not replace the institutional brand or secondary logo¹. The project logo will never be placed next to the institution logo or as part of the logo panel. (see page 3)

¹as indicated on page 13

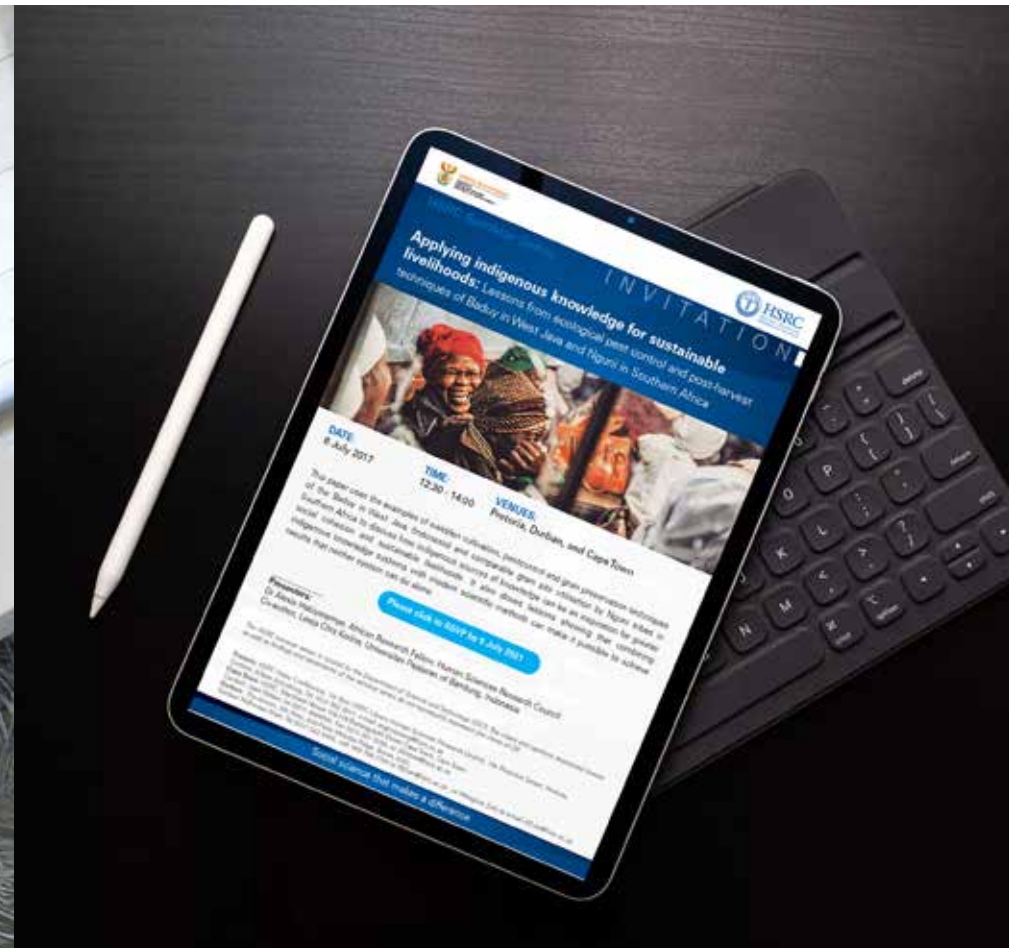
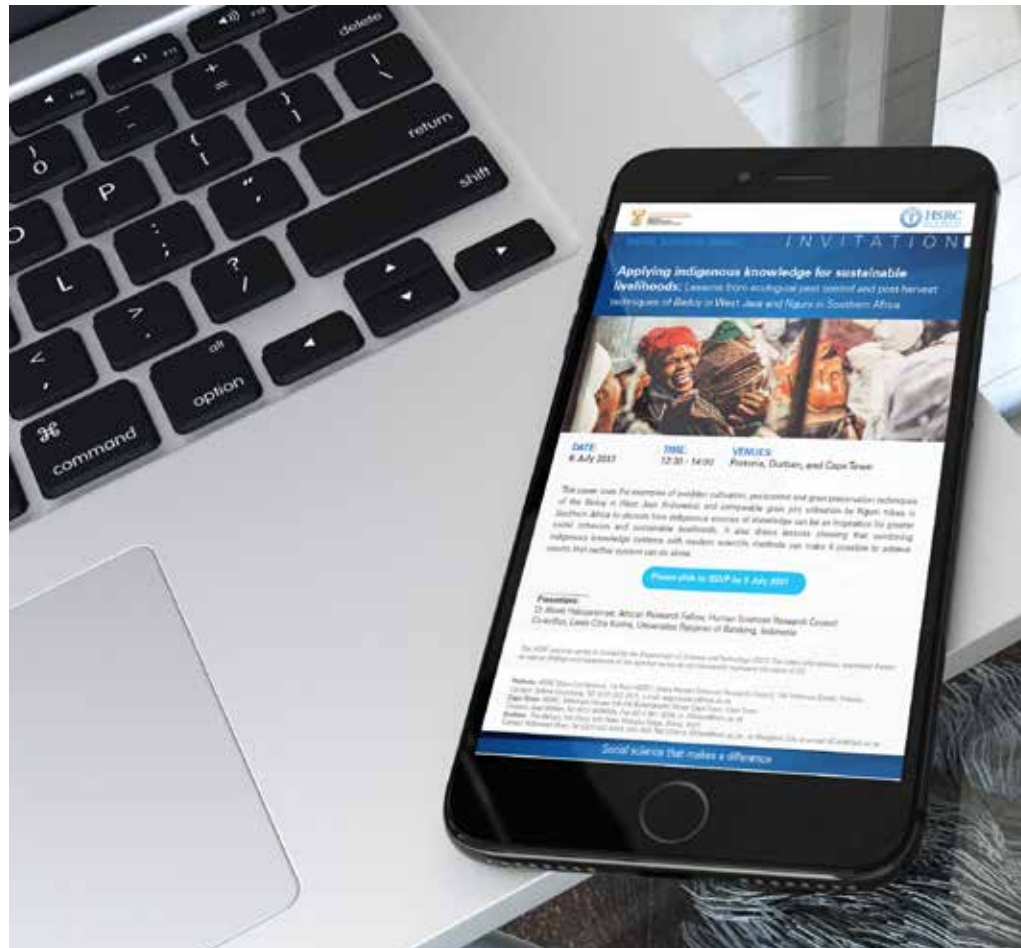
CORPORATE **BRANDING**



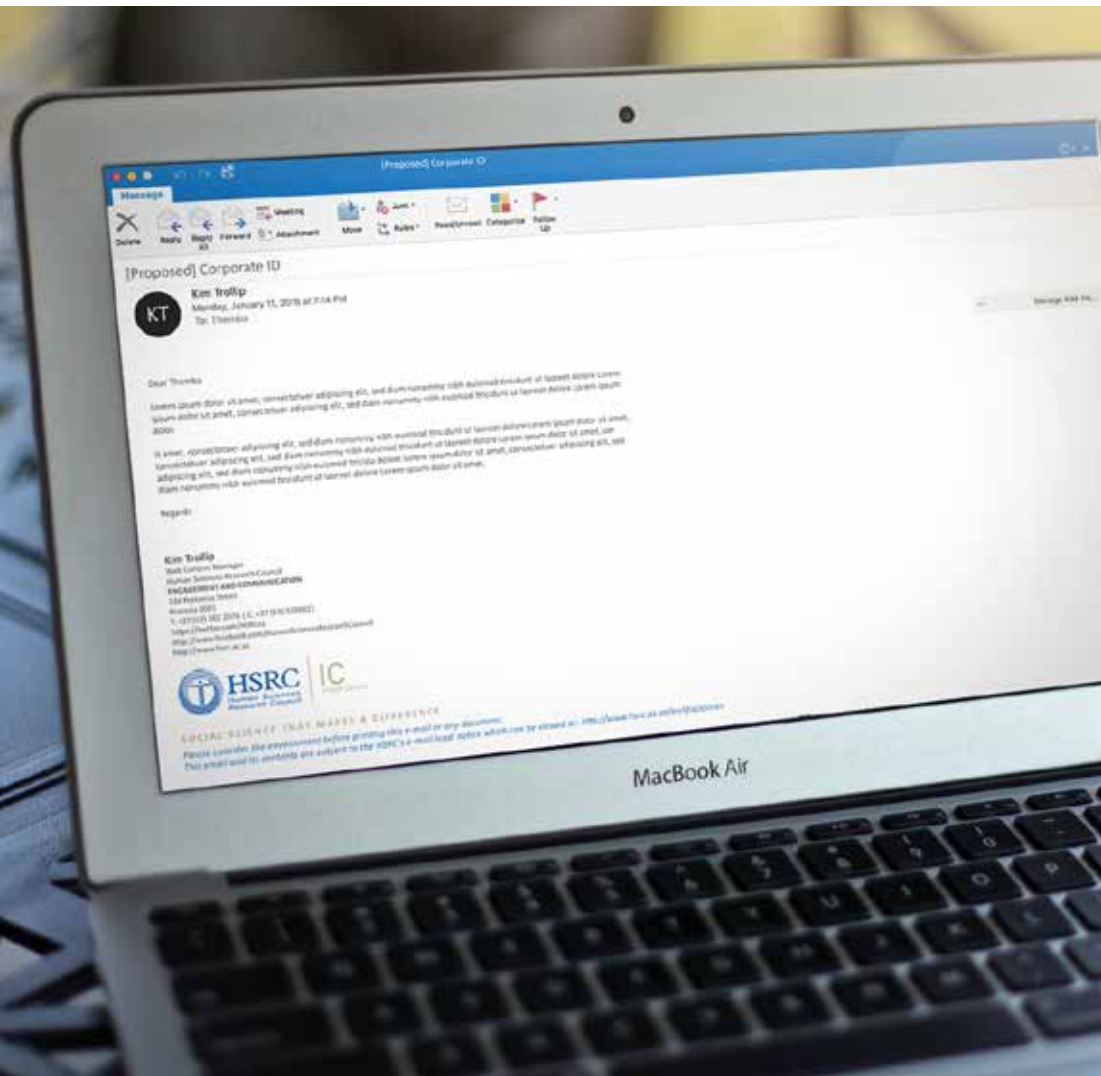


INTERNAL COMMUNICATION

Invitations



E-mail signature



Executive staff communications



Social media adverts



DIGITAL BRAND GUIDELINES

These guidelines have been prepared to assist with the branding of digital touch points for the Human Sciences Research Council (HSRC).

Best practice user-centric and responsive design has been considered throughout to create a contemporary and functional online visual identity.

The correct implementation of these guidelines is essential for the performance of the HSRC's digital assets and overall consistency.

WEBSITE

The HSRC website is the focal point for company-wide information, programmes, outputs and events. It is designed to have a clear brand identity, to be clean and focused, visual and image-rich, inviting and persona-centered. The web team ensures consistency and maximises usability to help communicate with relevant audiences and deliver the relevant information that is key in today's web environment.

The HSRC website underpins organisation-wide efforts to build a strong brand when creating graphics, using logos or composing content. The website is designed to:

- Communicate the HSRC's research capabilities
- Optimise the HSRC's marketing local and international
- Communicate the HSRC's collaborative approach
- Make sure research reaches stakeholders
- Generally raise the brand profile and increase brand exposure



The website features a vast amount of useful content and this necessitates that content is carefully grouped and proper spacing and content design is used. Introductory guides are provided on major subjects and imagery maintains focus and improves engagement with content.

The website provides information in a hierarchical content structure in order to ensure an effective user experience, with important information kept as high as possible while still allowing essential supplementary content to be accessible.

Many users do not scroll down to see the whole page, therefore critical content such as calls to action and the site search are placed at the top and are always visible. Crucial content should be in the top 700 pixels of the page.

The HSRC logo serves as the return link to the homepage on all sub-pages of the website and reinforces the organisation's brand presence.

SOCIAL MEDIA

Social media platforms allow the HSRC to reach new stakeholders, gain valuable feedback from the user community and keep track of emerging trends. They also provide a valuable communication and collaboration platform



between the HSRC and its stakeholders.

Social media must follow a cohesive brand tone and presence. This is essential in maintaining the brand look and feel for the organisation.

The web and social media team provides overall guidance and works with units across the HSRC to develop effective messages for social media outlets, consistent with plans developed by the Communication and Stakeholder Relations unit.

The HSRC has identified several key social media channels on which it has a presence.

These include: Twitter, Facebook, and YouTube. In each instance the platform is used to reiterate the HSRC's brand presence.

TWITTER

Twitter is the most popular and successful of the micro-blogging services available online currently. It allows for posting of 140 Characters at a time and is one of the most important tools in the corporate social media strategy toolkit due to its ability to bring organisations directly in touch with individuals specifically interested in the areas of influence of those organisations.

TWITTER AVATAR

An avatar is another great way of establishing brand presence. The HSRC profile uses a graphic representation of the logo as its avatar.

Twitter background

The Twitter background image can be changed to match the HSRC's specific branding needs and is an excellent way to establish brand presence on Twitter.

The HSRC Twitter profile should follow the latest online guidelines. The online guidelines for cover and profile photo are available here: <https://support.twitter.com/articles/127871-how-to-change-your-profile-picture-or-information>



FACEBOOK

The HSRC Facebook page is like mini-website or online press office, and one, which goes out to visit the public as well. The page is designed to update and contribute to discussions, to provide media uploads (images and video) and to provide a platform for interaction with users (via comments, messaging, etc).

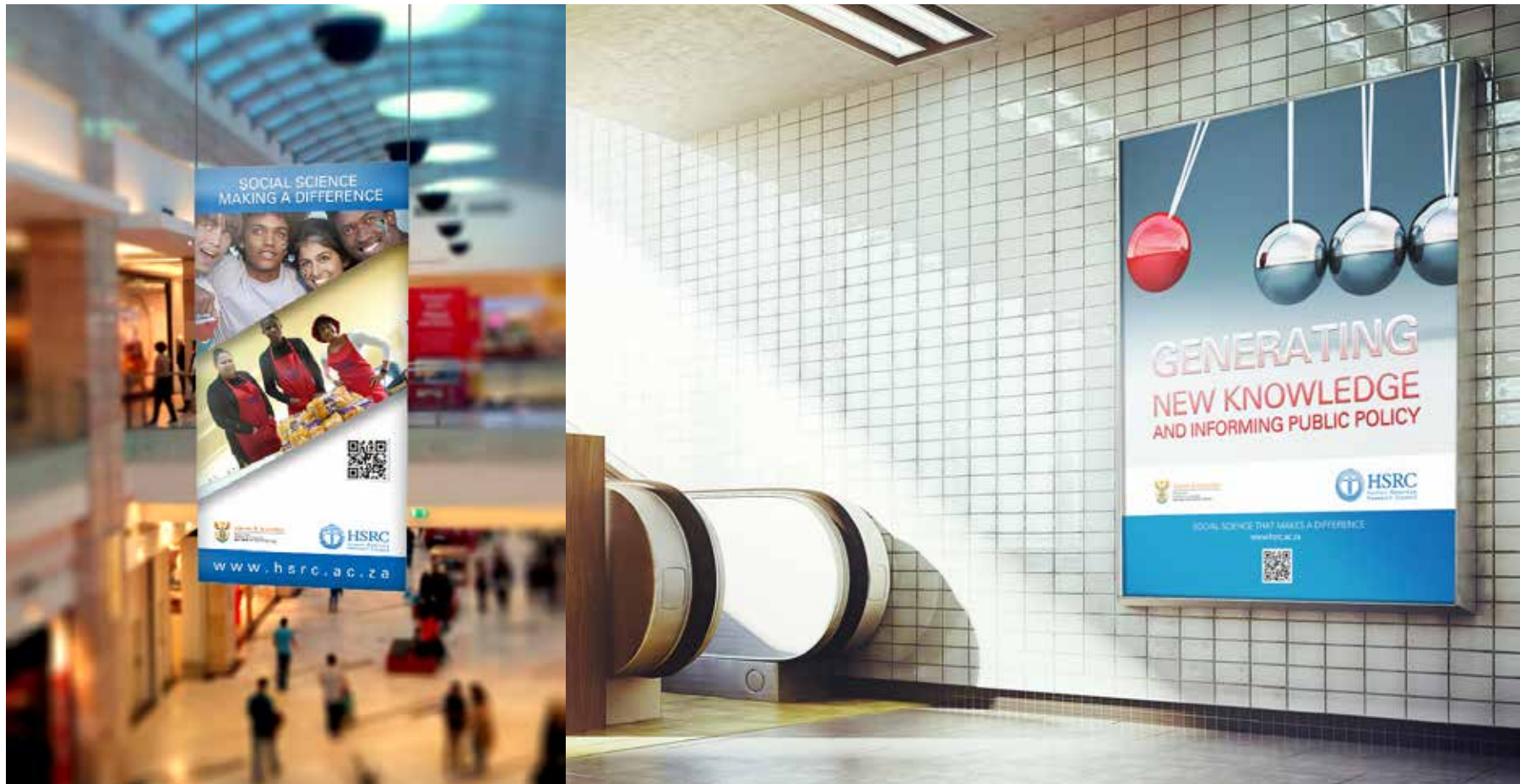
In order to emphasise brand presence, the HSRC's Facebook profile picture is the logo. The background image can be changed to match the HSRC's specific branding needs and is an excellent way to establish brand presence on Facebook.

The HSRC Facebook page should follow the latest Facebook guidelines. Facebook guidelines for cover and profile photo: <https://www.facebook.com/help/125379114252045>



ADVERTISING

External Advertising



Internal Advertising



