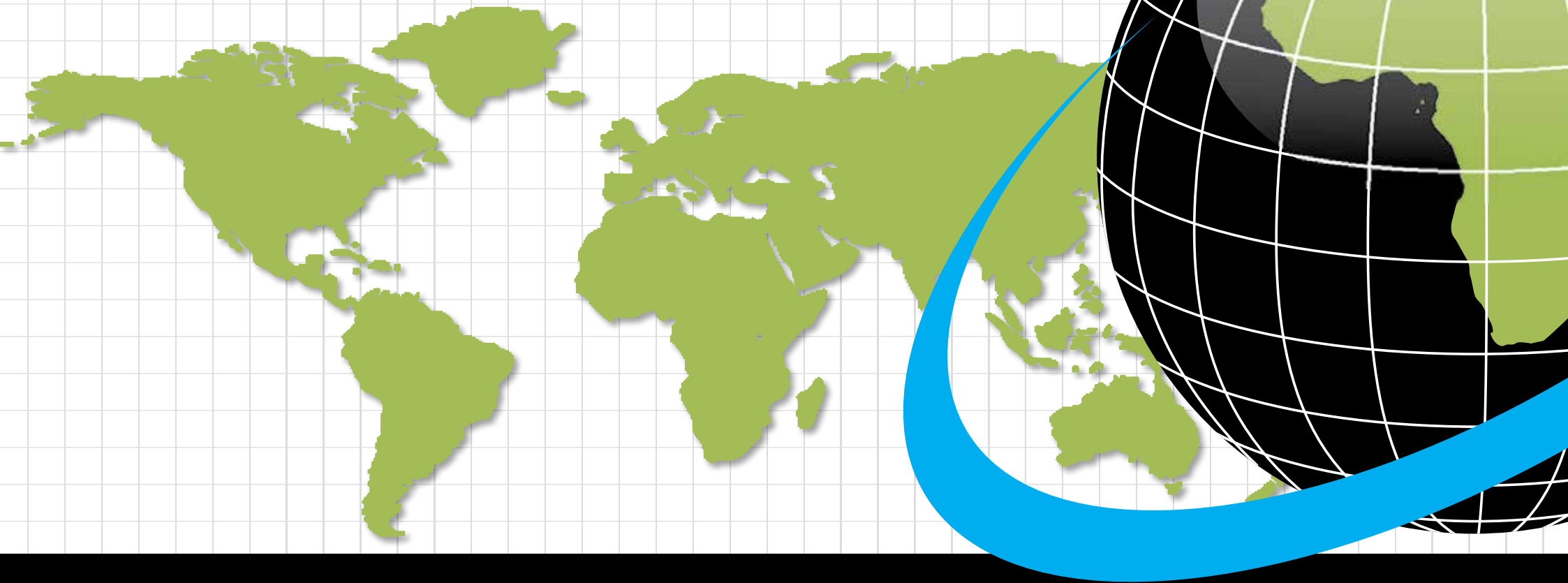


# Corporate Identity Guidelines

CONNECTING AFRICA FOR BUSINESS

2015





# Corporate Identity Guidelines



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# Introduction

Our corporate identity is the face and personality presented to the global community. It's as important as the products and services you provide. Your identity is the total effect of your logos, products, brand names, trademarks, advertising, brochures, and presentations—everything that represents you.

Because the brand cannot be compromised, we've created this guide to provide all the pertinent specifications you need to maintain its integrity. The guidelines set in this document are not meant to inhibit, but to improve the creative process. By following these guidelines, the materials you create will represent your company cohesively to the outside world.



# Co-branding and Signage Architecture

## CONFIGURATION AND PROPORTION

The corporate signature has two formats: portrait and landscape. Either of these formats may be applied depending on their usage.

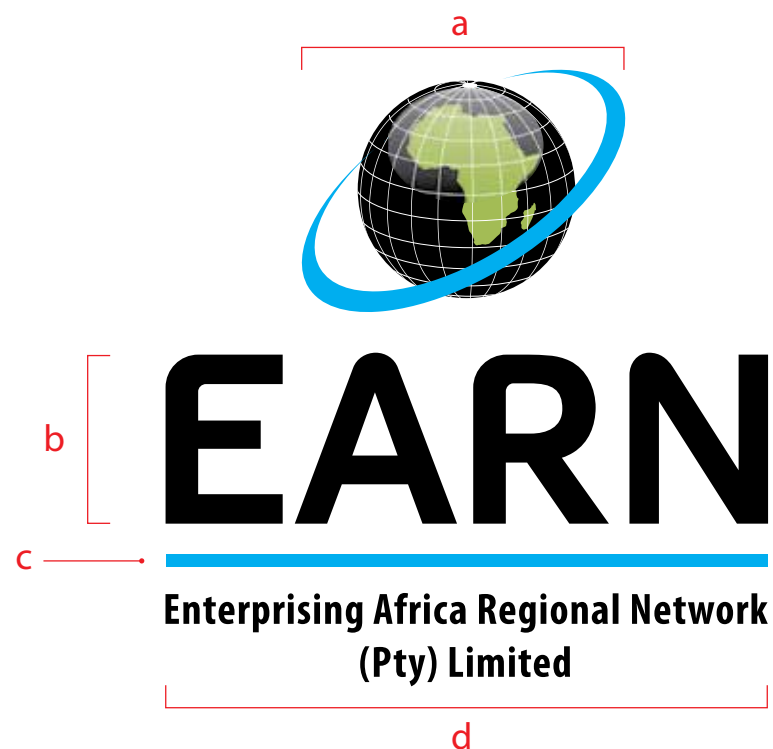
The corporate signature consists of four elements: the logotype

- (a) the logo emblem, the globe
- (b) the brand descriptor or acronym
- (c) the line
- (d) logo name in full

descriptor are design elements that are integral to the corporate signature, and may never be replaced with any other fonts.

The corporate signature may not be distorted, rotated, stretched or used as a ghosted image behind text. Its configuration and proportions may never be altered.

The construction grid shown on the right is used as a quick reference guide to ensure that all the elements are accurately positioned, but should not be used to generate artwork. You may only use the official artwork supplied in digital format.



# Co-branding and Signage Architecture

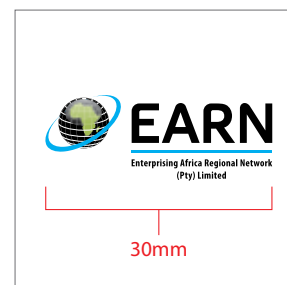
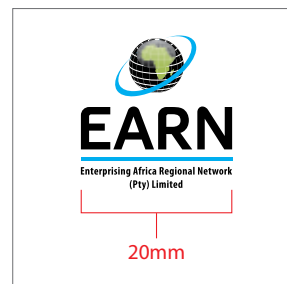
## MINIMUM SIZE

To ensure legibility, the corporate signature may not be applied smaller than 20mm for the portrait and 30mm for the landscape, as shown on the right.

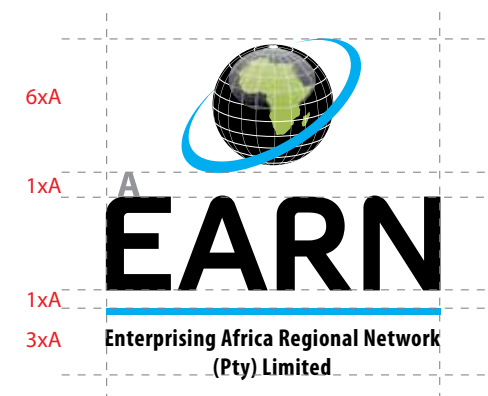
## CLEAR SPACE AND GRID

To maximise the impact and clarity of the endorsed EARN logo, a clear space has been created around the logo. No design elements or text are to appear in this clear space. An area equal to 2xA (blocks) are to be kept clear on all sides of the logo. Note that the clear space will change proportionately to the size of the logo. The endorsed EARN logo should never be sized less than 20mm in width.

Minimum Size



Clear Space



# Colour Scheme

## TYPOGRAPHY

Globe		
Map	=	Green
World Globe	=	Black
Sphere	=	Blue
EARN		
Font	=	Oblik Bold
Colour	=	Black
Line		
Colour	=	Blue
Enterprising Africa Regional Network		
Font	=	Myrid Bold Condensed
Colour	=	Pantone



The logo features a globe with a blue orbital ring, the word "EARN" in a bold black font with a blue underline, and the full name "Enterprising Africa Regional Network (Pty) Limited" below it. Three color swatches are provided: blue, green, and black, each with its corresponding RGB, Hex, CMYK, and Pantone values.

	RGB 0 175 239 Hex #00AFEf CMYK 100 0 0 0 Pantone 306C
	RGB 162 187 85 Hex #a2bb55 CMYK 41 11 85 10 Pantone 382U
	RGB 0 0 0 Hex 0 0 0 CMYK 0 0 0 0 Pantone Black

# Logo Usage

## CORRECT USAGE

Examples of correct usage of the corporate signature are shown on the right.

Only the examples shown are to be used.



Complete logo



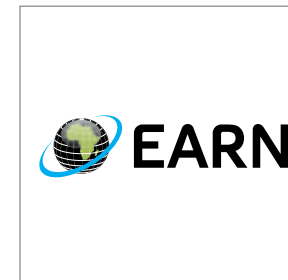
Complete logo with globe on the side



One colour logo



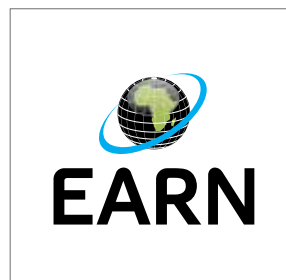
Globe and acronym without the full copy at the bottom



Globe on the side and acronym only



Logo reversed on black background



Globe and acronym



Globe and acronym horizontal



Logo on light grey background

# Incorrect Logo Usage

## INCORRECT USAGE

Examples of incorrect usage of the corporate signature are shown on the right:

1. The corporate signature may not be ghosted.
2. The corporate signature font must not be changed.
3. The corporate signature may not appear on any background other than white, the corporate colours, and tints thereof.
4. Always respect the area of isolation around the corporate signature.
5. The corporate signature may not be placed in a strong colour
6. The corporate signature may not be distorted.



# Typography

## CORPORATE FONT USAGE

The Myriad family of type has been selected for use on all corporate communications. Do not substitute this family of type with any other fonts except for electronic applications (see specifications below).

## PRIMARY FONT

The primary font intended for headlines and points of emphasis, is Myriad and Myriad Pro (Roman, Semi-Bold, Bold and Black).

## SECONDARY FONT

For secondary font usage on all copy and text, any member of the Myriad or Myriad Pro family may be utilised (Light, Roman, Semi-Bold, Bold, Black, or Italic). The condensed versions should be avoided (except for graphs or applications where space is limited).

## FONT FOR ELECTRONIC APPLICATIONS

In all MS Word documents, email and web-based collateral, Arial or Calibri replaces Myriad

primary  
font

Myriad and Myriad Pro - Light, Roman, Semi-Bold, Bold and Black

Headlings and Highlights  
 Headlings and Highlights  
**Headlings and Highlights**  
**Headlings and Highlights**

secondary font

Myriad and Myriad Pro - Roman, Semi-Bold, Bold and Black

The entire Myriad family is the secondary font for all text and copy applications.

The entire Myriad family is the secondary font for all text and copy applications.

*The entire Myriad family is the secondary font for all text and copy applications.*

electronic  
applications  
only

Arial Regular, Bold and Italic

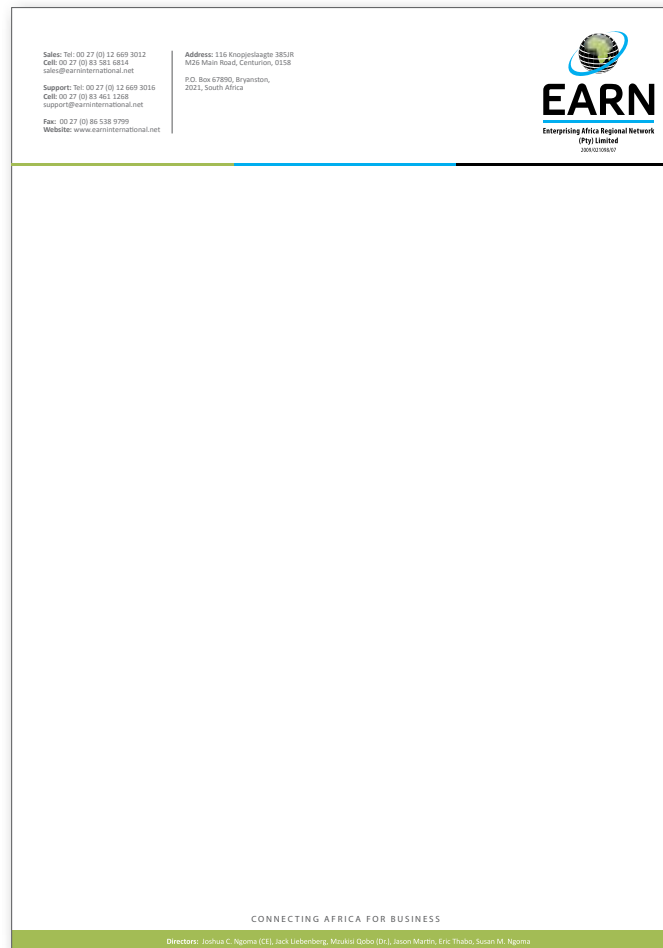
In all MS Word documents, PowerPoint proposals, email messages and web-based collateral, **Arial replaces Myriad**

# Corporate Stationery - Letterheads

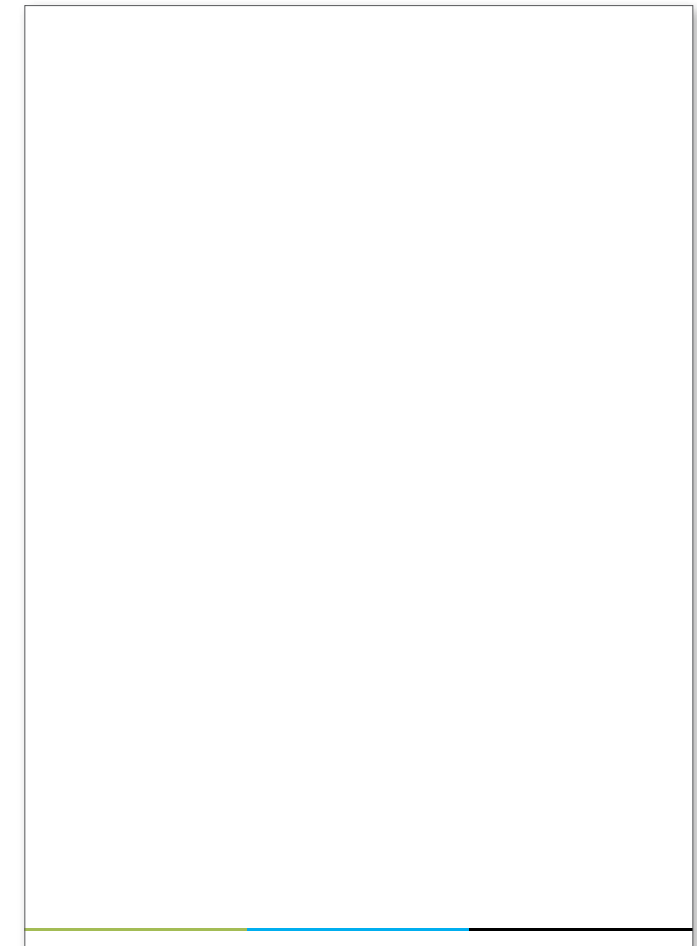
## CORPORATE LETTERHEAD AND CONTINUATION (297mm x 210mm)

Corporate letterheads and continuation pages are printed in corporate CMYK colours.

Only use the official electronic artwork supplied.



Corporate letterhead



Corporate continuation

# Corporate Stationery - Business Card & Compliments Slip

## BUSINESS CARDS (85mm x 55mm)

Corporate business cards are printed in corporate CMYK process colours only.

Only use the official electronic artwork supplied.

## COMPLIMENTS SLIP (210mm x 99mm)

Corporate business cards are printed in corporate CMYK process colours only.

Only use the official electronic artwork supplied.



Corporate business card



Corporate compliments slip

# Corporate Email Signature

## EMAIL SIGNATURE

Templates for the email signatures, if well developed become your sales tool. There are a few basic rules to keep in mind.

- Ensure images are RGB
- Reduce image size without compromising quality

## FONT

Calibri regular and bold

Only use the official electronic artwork supplied.

11pt Calibri [ Kind regards  
**Joe Bloggs** 14pt Calibri  
DIRECTOR (The Eye)  
 Cell: 00 27 (0) 83 411 1268  
 Tel: 0027 (0) 12 669 3016  
 Fax: 00 27 (0) 86 538 9799  
 creative@earninternational.net



10pt Calibri [ Sales: Tel: 00 27 (0) 12 669 3012 | Cell: 00 27 (0) 83 581 6814 | sales@earninternational.net  
 Support: Tel: 00 27 (0) 12 669 3016 | Cell: 00 27 (0) 83 461 1268 | support@earninternational.net  
 Address: 116 Knopjeslaagte 385JR, M26 Main Road, Centurion, 0158  
 Google Coordinates: -25.875147, 28.026919  
 Map: <http://www.evernote.com/l/AZd7va7Flo5GH5FORDTDWuSCDaLg9b239F4/>  
 Hours of Business: 8:30 am - 5:30 pm (Monday to Friday)

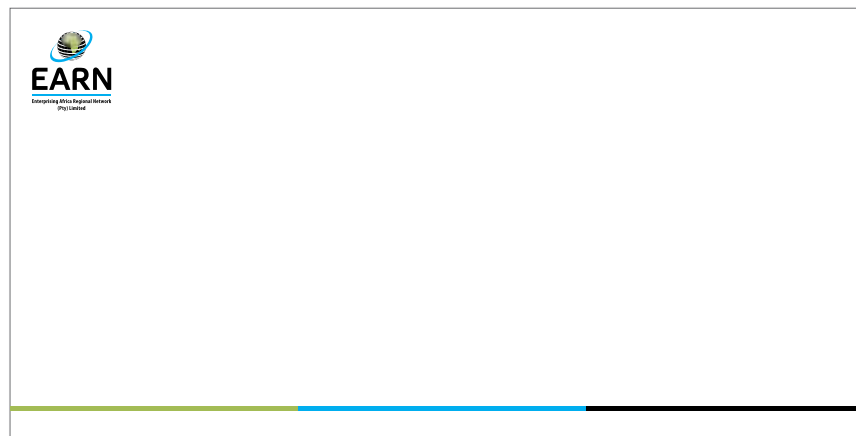
7pt Calibri [ Any unauthorised use or interception of this email, or the review, retransmission, dissemination or other use of, or taking of any action in reliance upon the contents of this email, by persons or entities other than the intended recipient, is prohibited. We do not accept any responsibility for the contents of this email, or any opinions expressed in this email or its attachments. If you are not the named addressee, please notify us immediately by reply email, and delete this email and any attached files. Due to the nature of this email, we cannot ensure, and accepts no liability for the integrity of this email and any attachments, nor that they are free of any virus. EARN and it's affiliates accept no liability for any loss or damage, whether direct or indirect or consequential, however caused, whether by negligence or otherwise, which may result directly or indirectly from this communication or any attached files.

## Corporate Stationery - DL Envelope

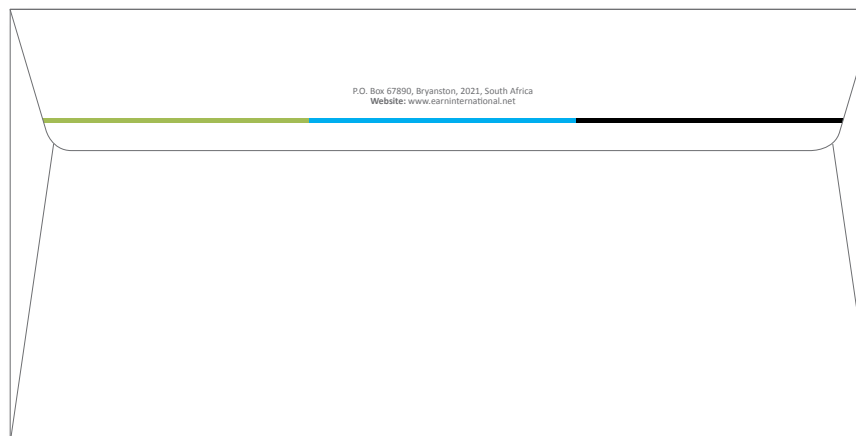
### **DL ENVELOPE (110mm x 220mm)**

Corporate envelopes are printed in corporate CMYK colours only.

Only use the official electronic artwork supplied.



DL envelope front



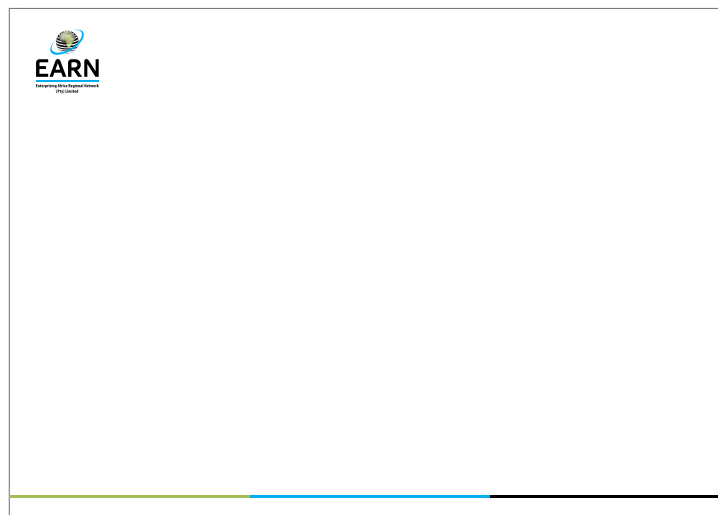
DL envelope back

## Corporate Stationery - C4 Envelope

### **C4 ENVELOPE (229mm x 324mm)**

Corporate envelopes are printed in corporate CMYK colours only.

Only use the official electronic artwork supplied.



C4 envelope front



C4 envelope back


# Corporate Stationery - Facsimile

## FACSIMILE (297mm x 210mm)

The fax template is set up in MS Word in black only. Information is to be inserted in Arial using the template supplied on disk.

Do not create your own template - only use the official electronic artwork supplied.

**FACSIMILE**

  
**EARN**  
Enterprising Africa Regional Network  
(Pty) Limited

To: _____	Date: _____
Company: _____	Subject: _____
Fax Number: _____	_____
From: _____	Number of pages (incl. this one): _____

Sales: Tel: 00 27 (0) 12 669 3012 | Call: 00 27 (0) 83 581 8814 | sales@earninternational.net | Support: Tel: 00 27 (0) 12 669 3016 | Call: 00 27 (0) 83 461 1268 | support@earninternational.net  
 Fax: 00 27 (0) 86 538 9799 | Website: www.earninternational.net | Address: 116 Knoppslaagte 365JR, MDR Main Road, Centurion, 0158 | P.O. Box 67960, Bryanston, 2021, South Africa

Corporate memorandum

# Electronic Communication

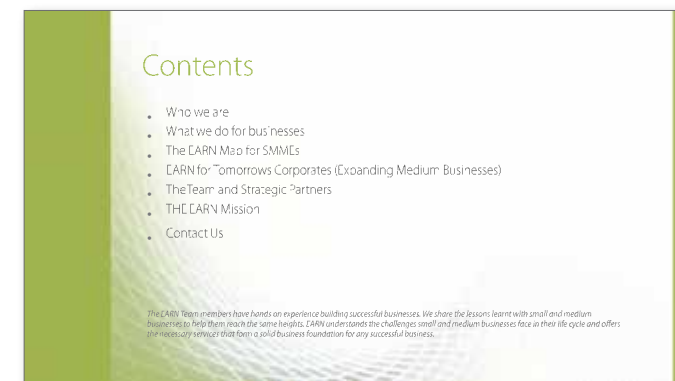
## POWERPOINT TEMPLATES

Examples of corporate and divisional PowerPoint templates are shown on the right. Information is to be inserted in Arial using the template supplied on disk.

Do not create your own template - only use the official electronic artwork supplied.



Corporate title slide



Corporate contents slide



Level 1 text



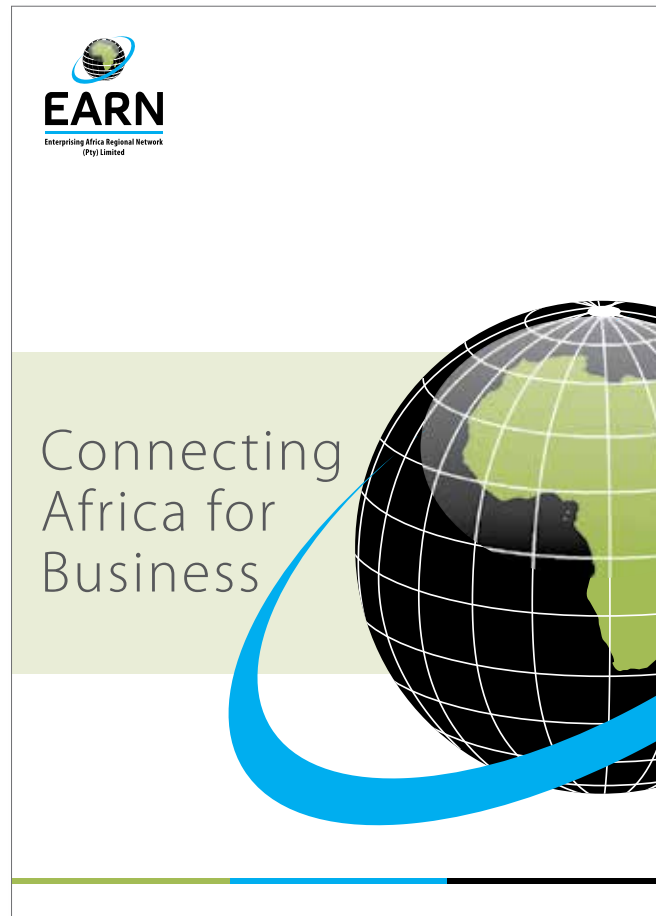
Last level

# Presentation Folder Cover

## **CORPORATE FOLDER (307mm x 220mm)**

The corporate folder cover is printed in the corporate colours for EARN. It can be printed in CMYK or spot colours.

Only use the official electronic artwork supplied



Front cover



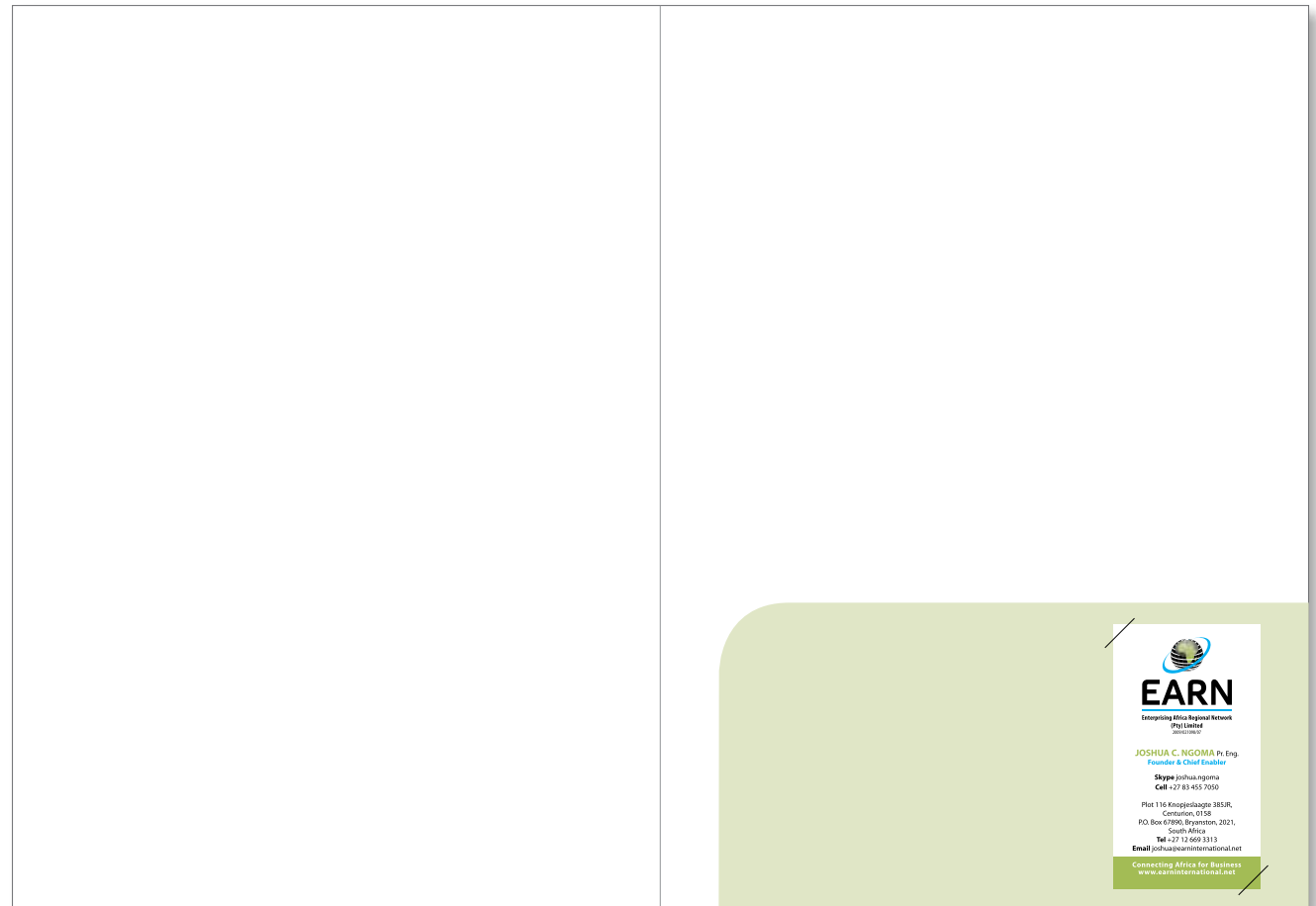
back cover

# Presentation Folder Inside

## **CORPORATE FOLDER (307mm x 220mm)**

The inside of the folder is unprinted. It contains a flap with business card slits.

Only use the official electronic artwork supplied



# Website with Responsive View

## DESKTOP, TABLETS AND CELLPHONE

The website must follow the same conventions as the rest of the brand rules in the various views. When developing the site do not pick colours, rather use the exact values set out in this document. Again ensure images are crisp but reduced to 100dpi or less than 100k per image.

Desktop



Tablets



Cellphones

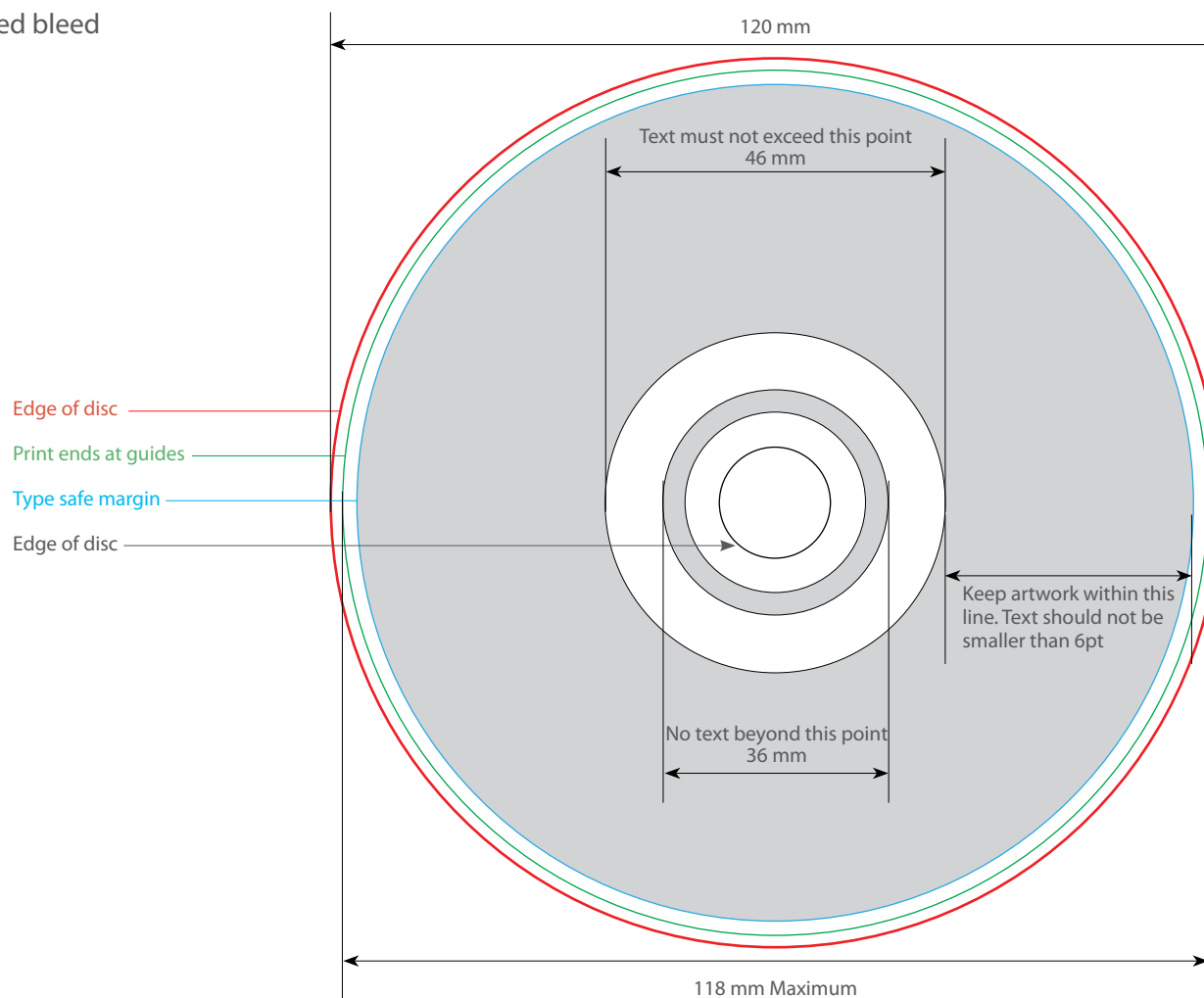


# CD Cliche Architecture

Cliche can be printed on white or silver discs.  
Small print run are generally on white sticker paper.

Only use official artwork supplied.

## Required bleed

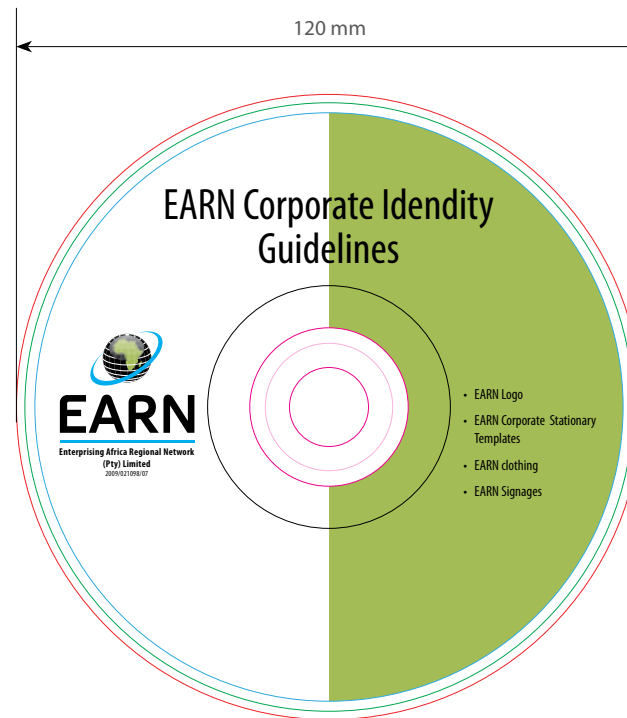


# CD Cliche Printed Label

## CD (120mm)

The inside of the folder is unprinted. It contains a flap with business card slits.

Only use the official electronic artwork supplied

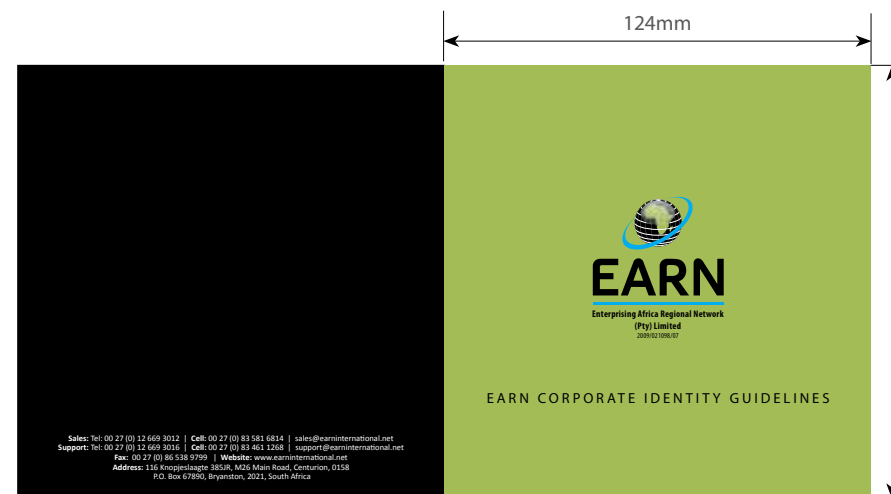


# CD Cliche Sleeve

## CD SLEEVE (124mm x 126mm)

The inside of the folder is unprinted. It contains a flap with business card slits.

Only use the official electronic artwork supplied



Back cover

Front cover



Inside sleeve

# Clothing and Promotional Items

Some general EARN brand identity rules apply to clothing. Corporate clothing may be silk-screened or embroidered in corporate pantone colours. When reversing the logo in white on a black background, follow the set guidelines.

Branding may also be embossed, engraved or etched onto metal, leather or glass.

Ensure that the signatures are easily legible. Always use the official electronic artwork supplied. In most cases on the “globe” and “EARN” must be used so that it is eligible.

Use the logo without the glow on the globe when embroidering.

Branding on corporate golf shirts should be subtle. The use of the EARN green should be the prominent colour in most of all designs.

Only use the official electronic artwork supplied

Men’s golf t-shirt



Women’s golf t-shirt



# Ladies Baseball Cap

Embroidered materials should match the thread to the corporate colours.

EARN is made up of four colours:

- White
- Black
- Blue
- Green

Front view



Back view



Side view



Side view



# Men's Baseball Cap

Embroidered materials should match the thread to the corporate colours.

EARN is made up of four colours:

- White
- Black
- Blue
- Green

Front view



Back view



Side view

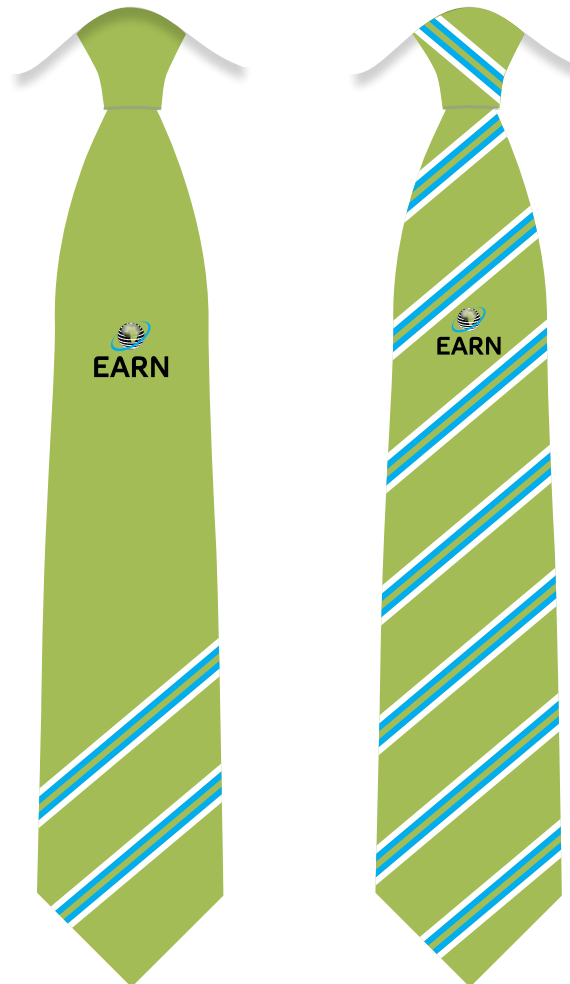


Side view



# Corporate Uniforms

## FORMAL SHIRTS AND TIES



# Corporate Uniforms

## HARD HATS AND OVERALS



## Out-door Signage

Office signage and directional signage must follow the basic principles set out here. Billboards for specific events and functions can be adapted based on the artwork provided.

Different materials can be used but corporate colour must be used.

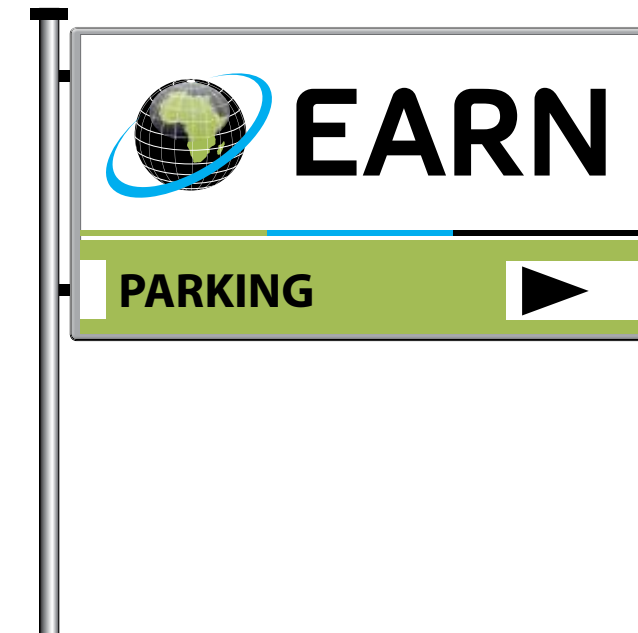


## Directional Signage

Directional signage can be used at events to direct patrons to facilities and services. This allows EARN extra mileage when it comes to promoting the brand.

Directional signs must feature the logo and name. The bottom can feature a slide in section with a different message inserted without re-doing the whole sign.

Only use the official electronic artwork supplied.



## Indoor Signage

### **CORPORATE OFFICE SIGNAGE**

Office signage must follow the basic principles set out and can differ depending on what materials will be used.

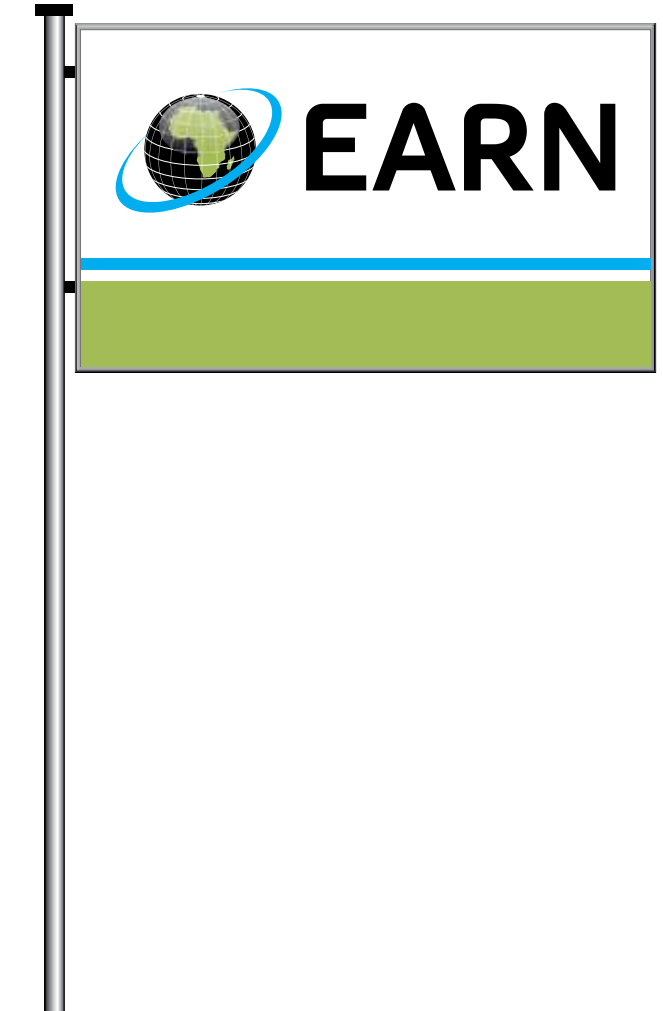
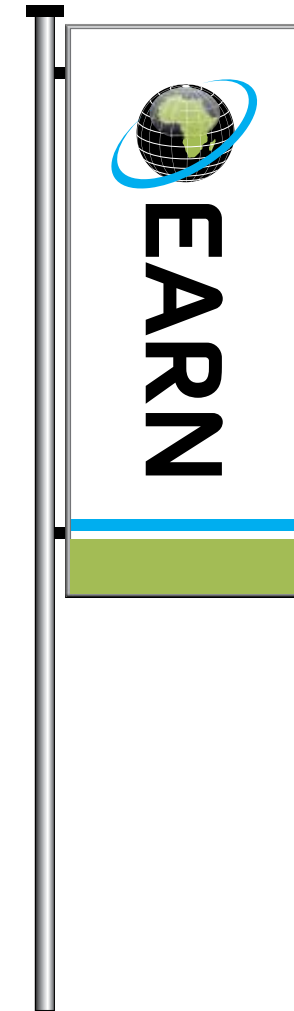
Only use the official electronic artwork supplied.



# Flags



## CORPORATE FLAGS



# Vehicles



## Sudan Vehicles



Pick-up Vehicles



## Delivery Vehicles



# Promotional Items

**PENS, PADS, POWERBANK BATTERY  
CHARGER AND MUGS**



### **Contact Details**

#### **Sales**

Tel: +27 12 669 3012

Cell: +27 83 581 6814

[sales@earninternational.net](mailto:sales@earninternational.net)

[www.earninternational.net](http://www.earninternational.net)

#### **Support**

Tel: +27 12 669 3016

Cell: +27 83 461 1268

[support@earninternational.net](mailto:support@earninternational.net)

Fax: +27 86 538 9799

#### **Address**

116 Knopjeslaagte 385JR,

M26 Main Road,

Centurion, 0158

#### **Google Coordinates**

-25.875147, 28.026919

#### **Hours of Business**

8:30 am - 5:30 pm (Monday to Friday)

**[www.earninternational.net](http://www.earninternational.net)**