



Corporate Identity Guidelines Summary

The Road Accident Fund Brand

Introduction

Our corporate identity is a powerful tool which distinguishes our brand in the market and communicates our positioning – to deliver real results. Our brand character is empowered, compassionate, reassuring, effective, professional and supportive. It is essential that our visual identity and its design principles be communicated consistently, so that our positioning is clear and we are perceived as one unified organisation.

This guide explains the correct application of our corporate identity for all electronic and printed corporate collateral design representing our brand. These guidelines should be respected and strictly adhered to at all times. All documents represented in this guide are available in digital format.

This manual encompasses standards for the following design principals:

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Section 2:	Visual Toolkit	06
Section 3:	Printed Collateral	17
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Brand Identity

The Basics

It is essential that our logo or Corporate Signature is consistently applied across all printed and electronic materials representing our brand. This section explains the basic principles that ensure the correct application of our brand identity. These guidelines should be respected and strictly adhered to at all times.

This section covers the following principles:

The Primary Logo or Corporate Signature	02
Construction, Clear Space and Minimum Size	03
Variations of the Corporate Signature	04
Incorrect Usage of the Corporate Signature	05

Section 01

Brand Identity

01

The Primary Logo or Corporate Signature

The primary logo or Corporate Signature (right) appears on a Deep Blue activated background (see page 9). The Corporate Signature may also appear on a white background (below) as well as in one and two colour variations (see page 4), but the primary Corporate Signature is the preferred application.

The Corporate Signature consists of two elements: the logo and the logotype. The logotype is a design element that is an integral part of the Corporate Signature and may not be replaced with another font – it may not be separated from the logo.

The Corporate Signature may not be distorted, rotated, stretched or used as a ghosted image behind text. Its configuration and proportions cannot be altered (refer to page 5). Only use the official artwork supplied on disk.



Primary Corporate Signature



Brand Identity

01

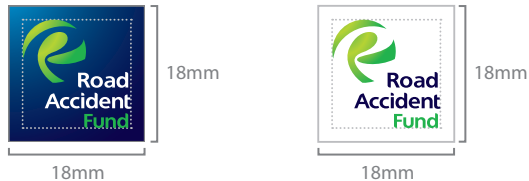
Construction, Clear Space and Minimum Size

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

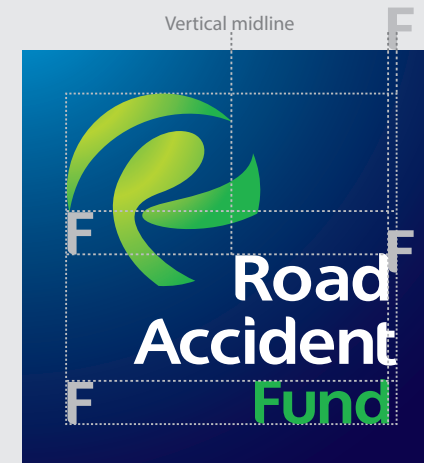
A minimum area of clear space should surround the Corporate Signature. This area is equal to the height of the "F" in Fund and is equally spaced all around the Corporate Signature.

To ensure legibility, the Corporate Signature may not be applied smaller than 18mm wide and 18mm tall, as shown below.

Minimum Size: 18mm x 18mm



Construction Grid
Based on "F" measurement



Area of Isolation
F = Mandatory clear space



Brand Identity

01

Variations of the Corporate Signature

Wherever possible please make use of the Full Colour Primary Corporate Signature (below). When it is not possible to use the Primary Signature, the Corporate Signature may also appear on a white background. One colour, two colour and black and white applications are shown on the right. You may only use the official artwork supplied in digital format.



Full Colour Primary Corporate
Signature (preferred)



Full Colour Corporate
Signature on White

Two Colour Application



Brand Identity

01

Incorrect Usage of the Corporate Signature

1. Do not ghost the Corporate Signature.
2. Corporate Signatures may only appear in the primary corporate colours or black and white.
3. Do not distort the Corporate Signature.
4. Do not rotate the Corporate Signature.
5. Do not replace the logotype font.
6. Do not alter configuration or proportions.
7. The full colour and two colour Corporate Signature may only appear on a Deep Blue or white background colour (exception: it may appear on a yellow activated background in PowerPoint presentations only)
8. Always respect the clear space area around the Corporate Signature.
9. The logotype may not be separated from the logo i.e it may not appear in isolation.



Visual Toolkit

Introduction

Our visual toolkit or visual language is a set of design elements that work together to identify us, even when our brandmark is not visible. These elements include typeface selections, colour palettes, graphic devices, layout grids and photographic styling. The visual toolkit reinforces our brand and brings it to life.

This section covers the following:

Corporate Typeface	07
Corporate Colour Palette	08
Activated Backgrounds	08

Section 02

Corporate Typeface

Interstate is the corporate font. Any version of this family may be used.

For all electronic applications such as MS Word, PowerPoint or web-based collateral, Arial replaces Interstate.

Font for Electronic Applications

Arial Regular and Bold

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

Font specifications for all MS Word documents, are listed below. Please see the PowerPoint font specifications on pages 61 and 62.

Title:
Arial Regular, 14pt
Single Line Spacing

Body text:
Arial Regular, 10pt
Single Line Spacing

Sub-headings:
Arial Regular, 12pt
Single Line Spacing

Page numbers and footnotes:
Arial Regular, 8pt
Single Line Spacing

Corporate Font

a BbCc123

Interstate Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Visual Toolkit

02

Corporate Colour Palette

The primary colour palette consists of the colours used in the Corporate Signature i.e. Deep Blue and Electric Green. The secondary colour palette complements the primary palette and assists in the differentiation of information across our design collateral. You may use tints and tones of the primary and secondary colour palettes.

The specified colour breakdowns and codes must be strictly adhered to when preparing documents for production. If a colour has not been specified, e.g. vinyls or fabrics, please match as closely as possible to the Pantone swatches.

Primary Colour Palette



Pantone 361C
C: 80% R: 52
M: 0% G: 178
Y: 98% B: 51
K: 0%



Pantone 2766C
C: 100% R: 26
M: 100% G: 33
Y: 6% B: 85
K: 57%

Activated Backgrounds

An activated background is a CMYK background area with a gradient fill. These backgrounds are a vital element of our visual language as they add visual interest and depth to a flat area of colour. The primary and secondary colour palettes are applied in combination with lighter or darker tones using a radial gradient fill.

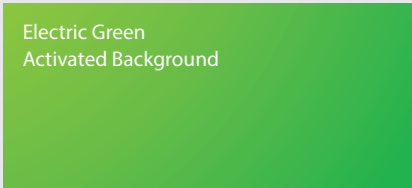
NB: Please ensure that you use the exact CMYK breakdowns for each radial fill as specified on this page. The secondary colour gradients create the visual appearance of each Pantone colour but do not have the same CMYK breakdowns.

Primary Colour Palette



Radial Gradient Fill

Pantone	Process Cyan	Deep Blue
C: 100%		C: 100%
M: 0%		M: 100%
Y: 0%		Y: 6%
K: 0%		K: 57%



Radial Gradient Fill

Pantone	382	Electric Green
C: 34%		C: 80%
M: 0%		M: 0%
Y: 100%		Y: 98%
K: 0%		K: 0%

Printed Collateral

Introduction

In order to convey a consistent and uniform brand image, all printed collateral should adhere to the brand identity guidelines and visual toolkit discussed in sections 1 and 2.

This section covers the following:

Corporate Stationery

• Letterhead	10
• Continuation Sheet	11
• Fax Cover Sheet	12
• Memorandum	13
• Compliment Slip	14
• Business Cards	15
• DL Envelopes	16
• C4 Envelopes	17
• Corporate Folder	18

Section 03

Printed Collateral

03

Corporate Stationery: Letterhead

Size: A4 (297mm x 210mm)

Letterheads are printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top right corner. It aligns with the letterhead details on a 12mm border line on the right of the page. Details are right-aligned and are set in Interstate as specified below.

Please ensure you use the correct corporate colour breakdowns.
You may only use the official artwork supplied in digital format.

Address details:

Electric Green text: Interstate Bold, 8pt
Deep Blue text: Interstate Regular, 8pt
Leading: 13pt
Letterspacing: 0% em

Boards details:

Electric Green text: Interstate Bold, 6pt
Deep Blue text: Interstate Regular, 6pt
Leading: 8 pt
Letterspacing: 0% em

Web address:

Interstate Regular, 8pt
Leading: 13pt
Letterspacing: 0% em



Printed Collateral

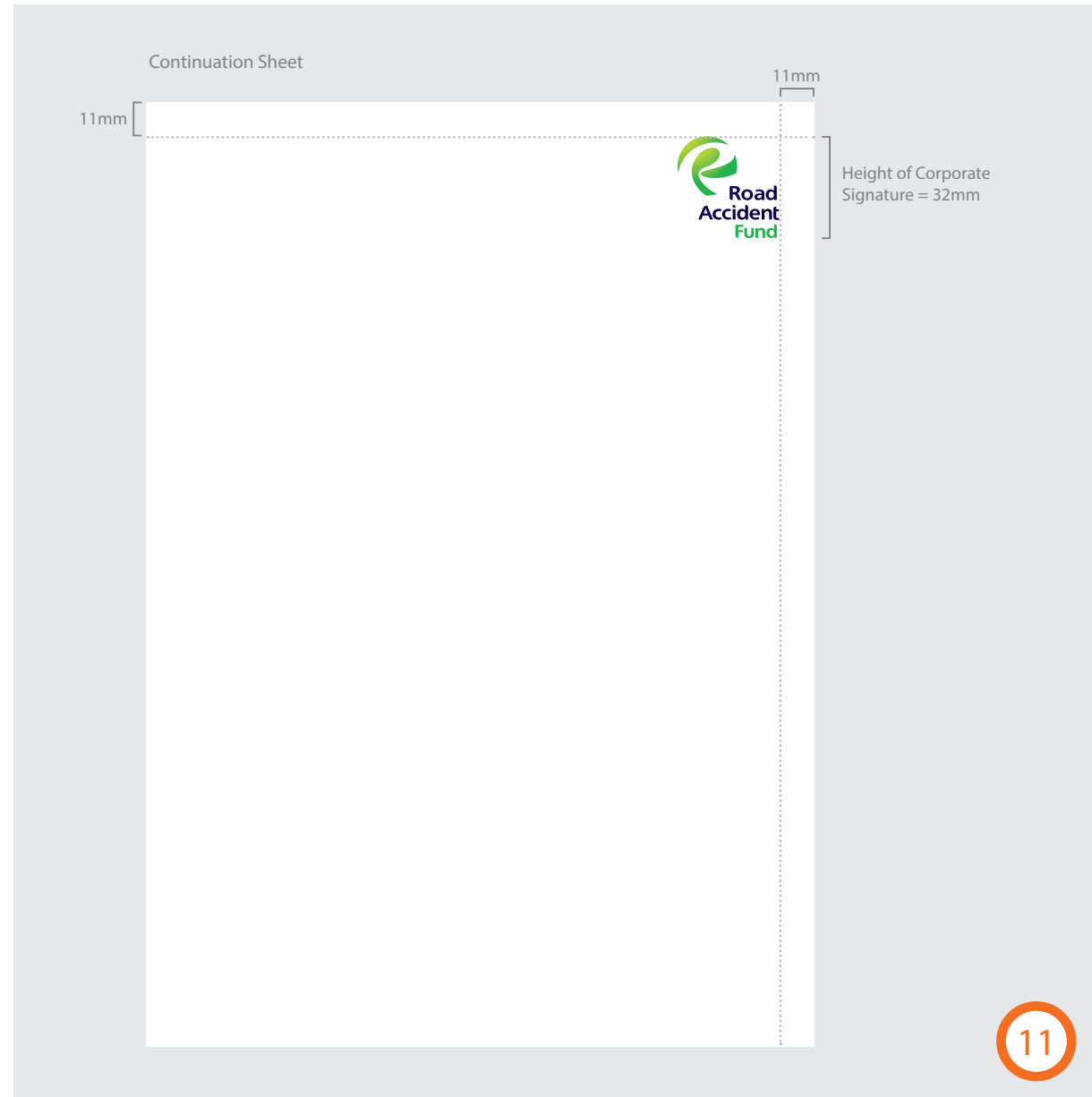
03

Corporate Stationery: Continuation Sheet

Size: A4 (297mm x 210mm)

The continuation sheet is printed in full colour (CMYK) on Heaven 42, 150gsm. The Corporate Signature is positioned in the top right corner. It aligns with a 12mm border line on the right of the page.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.



Printed Collateral

03

Corporate Stationery: Fax Cover Sheet

Size: A4 (297mm x 210mm)

Fax cover sheets are printed on Bond.

The Corporate Signature is positioned in the top right corner. It aligns with the address details on a 12mm border line on the right of the page. Address details are right-aligned and fax information is left-aligned. All text is set in Interstate as specified below.

You may only use the official artwork supplied in digital format.

Facsimile title:
Interstate Regular, 12pt
Leading: 30pt
Letterspacing: 0% em

Web address:
Interstate Regular, 8pt
Leading: 13pt
Letterspacing: 0% em

To, From, Subject and Date:
Interstate Bold, 8pt
Leading: 30pt
Letterspacing: 0% em

Boards details:
Interstate Regular and Bold, 6pt
Leading: 8 pt
Letterspacing: 0% em

Address details:
Interstate Regular and Bold, 8pt
Leading: 13pt
Letterspacing: 0% em

Fax Cover Sheet

11mm

11mm

Height of Corporate Signature = 32mm

Facsimile

To

From

Subject

Date **Pages**

Road Accident Fund

Head Office 38 Ida Street Menlo Park 0081
Private Bag X2003 Menlyn 0063 T +2712 429 5000 F +2712 429 5500
www.raf.co.za

Board: Mr Veli Mahlangu (Chairperson), Mr Todani Moyo, Prof Caspar J.B Greeff, Dr Aslam K.A. Dasoo
Mr Sifiso A. Mabili, Mr Jacob R.D. Modise (Chief Executive Officer)

15mm

Printed Collateral

03

Corporate Stationery: Memorandum

Size: A4 (297mm x 210mm)

Memorandums are printed in black on Bond.

The Corporate Signature is positioned in the top right corner. It aligns with the address details on a 12mm border line on the right of the page. Address details are right-aligned and memorandum information is left-aligned. All text is set in Interstate as specified below.

You may only use the official artwork supplied in digital format.

Memorandum title:

Interstate Regular, 12pt

Leading: 30pt

Letterspacing: 0% em

Web address:

Interstate Regular, 8pt

Leading: 13pt

Letterspacing: 0% em

To, From, Subject and Date:

Interstate Bold, 8pt

Leading: 30pt

Letterspacing: 0% em

Boards details:

Interstate Regular and Bold, 6pt

Leading: 8 pt

Letterspacing: 0% em

Address details:

Interstate Regular and Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Memorandum

11mm

11mm



Height of Corporate
Signature = 32mm

Memorandum

To

From

Subject

Date Pages

15mm

Head Office 38 Ida Street Menlo Park 0081
Private Bag X2003 Menlyn 0063 T +2712 429 5000 F +2712 429 5500
www.rafc.co.za

Board: Mr Veli Mahlangu (Chairperson), Mr Todani Moyo, Prof Caspar J.B. Greeff, Dr Aslam K.A. Dasoo
Mr Sifiso A. Mubi, Mr Jacob R.D. Modise (Chief Executive Officer)

Printed Collateral

03

Corporate Stationery: Compliment Slip

Size: 99mm tall x 210mm wide

Compliment slips are printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top right corner. It aligns with the address details on a 12mm border line on the right of the page. Text is set in Interstate as specified below.

Please ensure you use the correct corporate colour breakdowns.
You may only use the official artwork supplied in digital format.

With compliments:

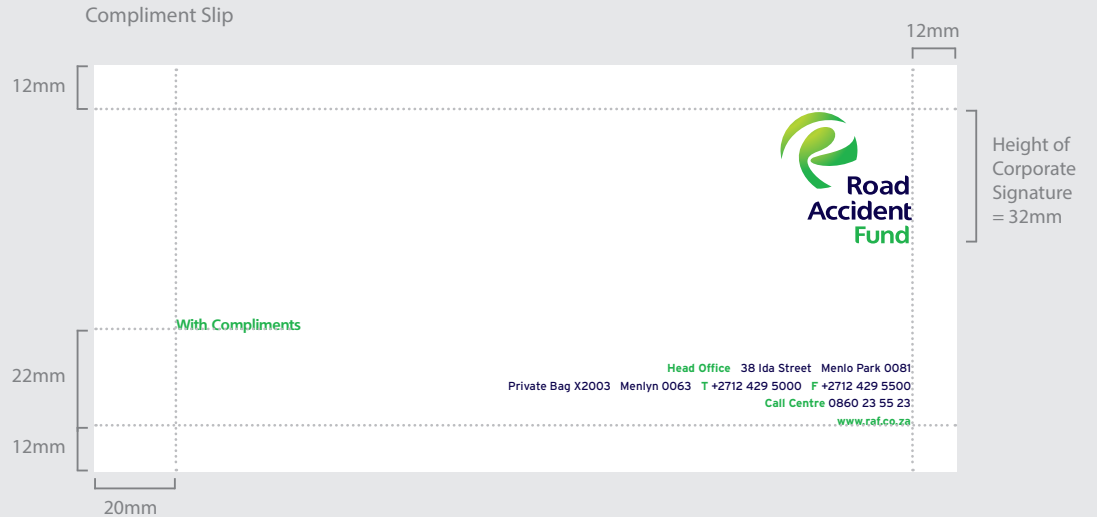
Interstate Bold, 10pt
Left-aligned
Leading: 12pt
Letterspacing: 0% em

Address details:

Electric Green text: Interstate Bold, 8pt
Deep Blue text: Interstate Regular, 8pt
Right-aligned
Leading: 13pt
Letterspacing: 0% em

Web address:

Interstate Regular, 8pt
Right-aligned
Leading: 13pt
Letterspacing: 0% em



Printed Collateral

03

Corporate Stationery: Business Card

Size: 50mm tall x 85mm wide

The business card has a blank backing and a Deep Blue motion graphic on its reverse. Business cards are printed in full colour (CMYK) on Heaven 42, 400gsm.

The Corporate Signature is positioned in the top right corner. Text is set in Interstate as specified below.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Name:
Interstate Bold, 7.5pt
Left-aligned
Leading: 9pt
Letterspacing: 0% em

Title:
Interstate Bold, 6.5pt
Left-aligned
Leading: 9pt
Letterspacing: 0% em

Address details:
Interstate Regular and Bold, 5.5pt
Left-aligned
Leading: 8 pt
Letterspacing: 0% em

Web and email address:
Interstate Bold, 5.5pt
Left-aligned
Leading: 8 pt
Letterspacing: 0% em



Back of Business Card (Deep Blue Motion Graphic)



Back of Business Card

Printed Collateral

03

Corporate Stationery: Standard DL Envelope

Size: 110mm tall x 220mm wide

The standard DL envelope is white on the inside and outside. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top left corner. The logotype aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns.
You may only use the official artwork supplied in digital format.

Address details:

Interstate Regular and Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Web and email address:

Interstate Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Standard DL Envelope



Printed Collateral

03

Corporate Stationery: Secure DL Envelope

Size: 110mm tall x 220mm wide

The secure DL envelope is identical to the standard DL envelope except that it has a Deep Blue flood-coat printed on the inside ensuring that confidential information cannot be seen from the outside. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top left corner. The logotype aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Address details:

Interstate Regular and Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Web and email address:

Interstate Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Secure DL Envelope



Printed Collateral

03

Corporate Stationery: Executive DL Envelope

Size: 110mm tall x 220mm wide

The Executive DL envelope has a Blue Activated background. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top left corner. The logotype aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Address details:

Interstate Regular and Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Web and email address:

Interstate Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Executive DL Envelope



Printed Collateral

03

Corporate Stationery: Standard C4 Envelope

Size: 325mm tall x 228mm wide

The standard C4 envelope is white on the inside and outside. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

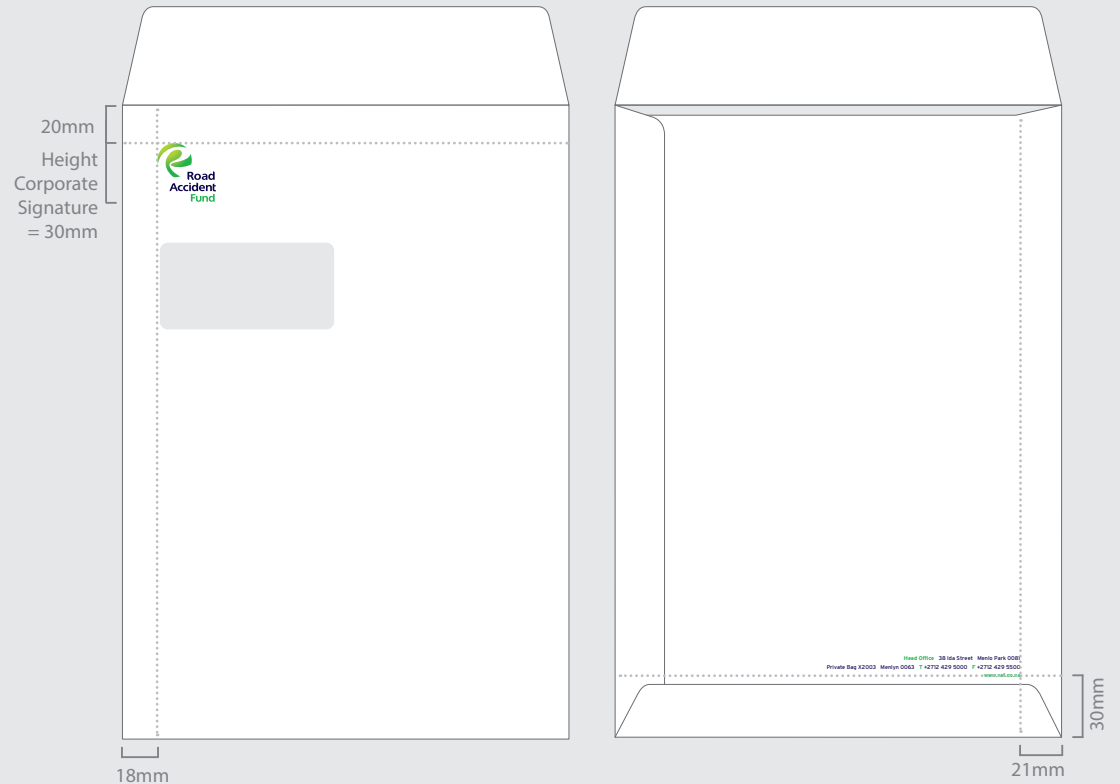
The Corporate Signature is positioned in the top left corner and aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns.
You may only use the official artwork supplied in digital format.

Address details:
Interstate Regular and Bold, 8pt
Leading: 3 pt
Letterspacing: 0% em

Web and email address:
Interstate Bold, 8pt
Leading: 13pt
Letterspacing: 0% em

Standard C4 Envelope



Printed Collateral

03

Corporate Stationery: Secure C4 Envelope

Size: 325mm tall x 228mm wide

The secure C4 envelope is identical to the standard C4 envelope except that it has a Deep Blue flood-coat printed on the inside ensuring that confidential information cannot be seen from the outside. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top left corner and aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns.
You may only use the official artwork supplied in digital format.

Address details:

Interstate Regular and Bold, 8pt

Leading: 13 pt

Letterspacing: 0% em

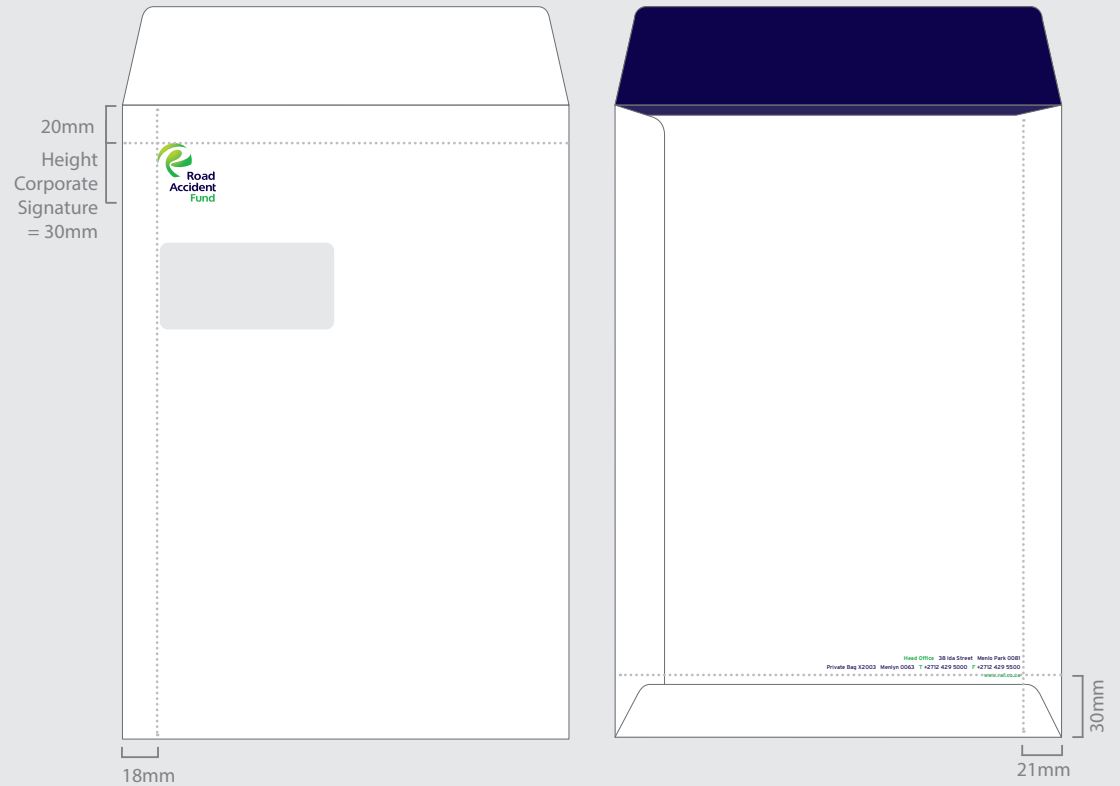
Web and email address:

Interstate Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Secure C4 Envelope



Printed Collateral

03

Executive C4 Envelope

Size: 325mm tall x 228mm wide

The Executive C4 envelope has a Blue Activated background. It is printed in full colour (CMYK) on Heaven 42, 150gsm.

The Corporate Signature is positioned in the top left corner and aligns with the left edge of the window. Text is right-aligned and set in Interstate on the back of the envelope as specified below.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Address details:

Interstate Regular and Bold, 8pt

Leading: 13 pt

Letterspacing: 0% em

Web and email address:

Interstate Bold, 8pt

Leading: 13pt

Letterspacing: 0% em

Secure C4 Envelope



Printed Collateral

03

Corporate Folder Cover

Size: 325mm tall x 228mm wide

Folders are printed in full colour (CMYK) on Magno Matt Satin 300gsm. It is recommended that folders are matt-laminated for durability and to prevent ink cracking on the folds.

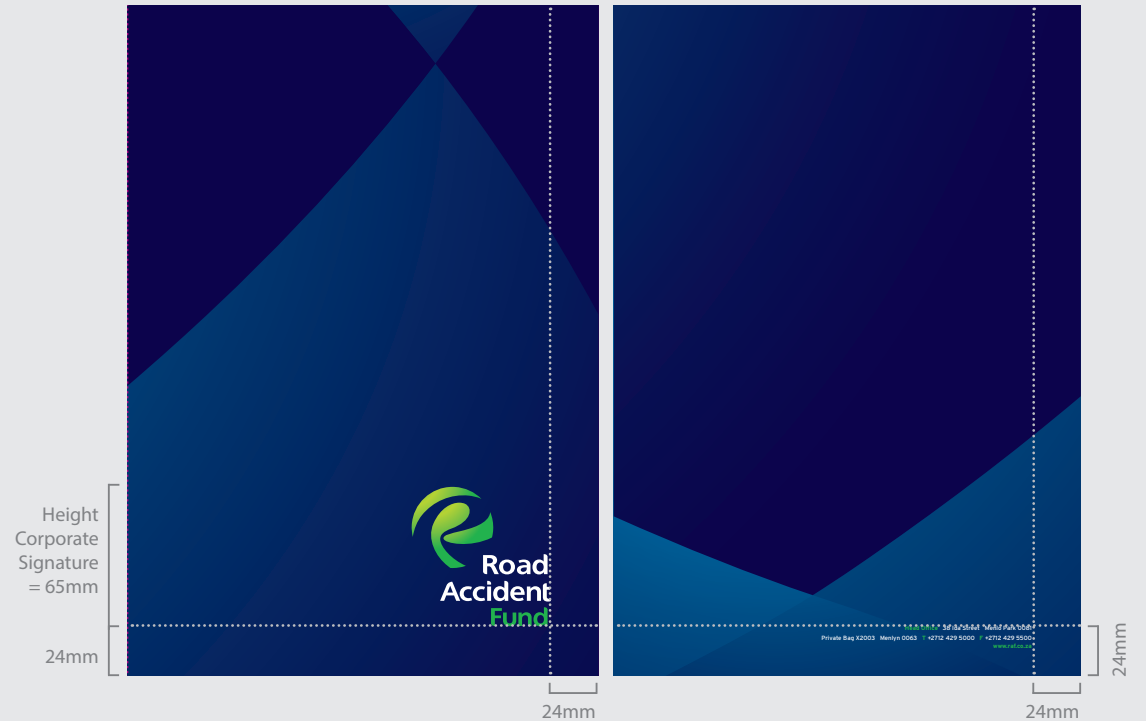
The Corporate Signature is positioned in the bottom right corner. Text is right-aligned and set in Interstate on the back of the folder as specified below.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Address details:
Interstate Regular and Bold, 8pt
Leading: 13 pt
Letterspacing: 0% em

Web and email address:
Interstate Bold, 8pt
Leading: 13pt
Letterspacing: 0% em

Corporate Folder Front and Back Cover



Printed Collateral

03

Corporate Folder Inside

The inside of the corporate folder is has an Electric Green motion graphic. The folder has a 5mm gusset along the centre and on the pocket. The pocket is scored and glued on the right and bottom.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Corporate Folder Inside



Electronic Collateral

Introduction

It is essential that all electronic communications are consistent with our brand image. All artwork is available in digital format and should not be recreated. Please ensure that the correct RGB colour specifications are adhered to for all electronic applications (see page 8). Please note that for all electronic applications such as MS Word, PowerPoint or web-based collateral, Arial replaces Interstate.

This section covers the following:

PowerPoint Templates	25
Screensaver	27
Email Signature	28
Management Directives and Communications	29
Website	30

Section 05

Electronic Collateral

05

PowerPoint Templates: Title and Divider Slide

Size: Screen Format (540 pixels x 720 pixels)

PowerPoint presentations consist of: a title slide, section divider, graph slide and text slides. Text is set in Arial as specified below. Please ensure that the correct RGB colour specifications are adhered to (see page 8 for RGB colour breakdowns).

The layout grid is the standard visual toolkit grid on page 15 with the exception of the positioning of the Corporate Signature.

The yellow motion graphic is an exception to the Corporate Signature guidelines. In all other applications the Corporate Signature may only appear on Deep Blue or white.

You may only use the official templates supplied in digital format.

Title:
Arial Regular, 24pt
Single Line Spacing

Date or descriptor:
Arial Regular, 15pt
Single Line Spacing

Section title
(or Introduction, Summary or Quote)
Arial Regular, 22pt
Single Line Spacing

Page number:
Arial Regular, 8pt
Single Line Spacing

Title Slide



F = height of "F"
in Corporate
Signature on
Title Slide

Border
1 x F on top and sides
2 x F on bottom

Divider Slide



Border
(Same as Title Slide)
1 x F on top and sides
2 x F on bottom

Electronic Collateral

05

PowerPoint Templates: Content Slides

Size: Screen Format (540 pixels x 720 pixels)

Examples of content slides i.e. a graph slide and text slide are shown on the right. Text is set in Arial as specified below. Please ensure that the correct RGB colour specifications are adhered to (see page 8 for RGB colour breakdowns).

The layout grid and border must match the title slide. Graphs are made up of a combination of primary and secondary corporate colours.

You may only use the official templates supplied in digital format.

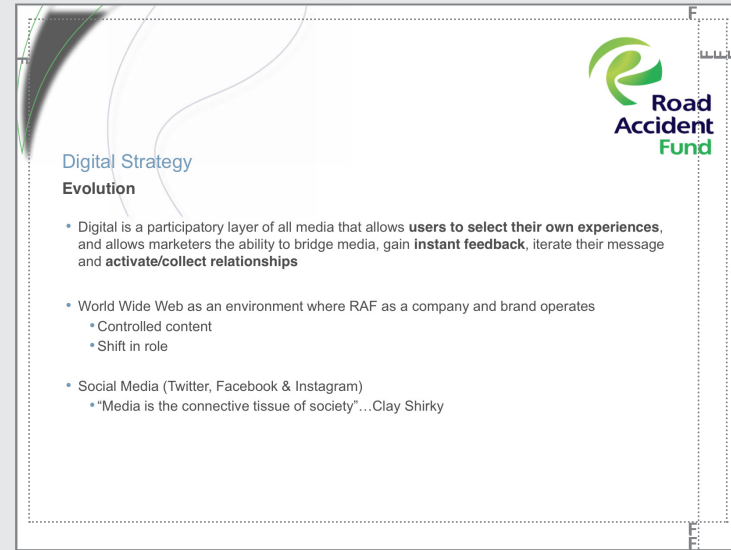
Slide heading:
Arial Regular, 24pt
Single Line Spacing

Graph / chart title:
Arial Regular, 14pt
Single Line Spacing

Slide sub-heading:
Arial Regular, 16pt
Single Line Spacing

Page number:
Arial Regular, 8pt
Single Line Spacing

Content
Slide



F = height of "F"
in Corporate
Signature on
Title Slide

Border
1 x F on top and sides
2 x F on bottom

Electronic Collateral

05

Screensaver

Size: Screen Format (540 pixels x 720 pixels)

The screensaver is a continuous loop wherein the Corporate Signature enlarges and reduces on an Activated Deep Blue background.

Please ensure that the correct RGB colour specifications are adhered to (see page 8 for RGB colour breakdowns).

You may only use the official artwork supplied in digital format.

Screen Saver



Electronic Collateral

05

Email Signature

Size: Screen Format (540 pixels x 720 pixels)

The Corporate Signature and address details are positioned at the bottom of the email and are left-aligned with the email content. Contact details align with the bottom of the Corporate Signature.

All text is inserted in the PC typeface Arial, as specified below.

Please ensure that the correct RGB colour specifications are adhered to (see page 8 for RGB colour breakdowns).

You may only use the official artwork supplied in digital format.

Email content:
Arial Regular, 10pt

Sender's name:
Arial Bold, 10pt

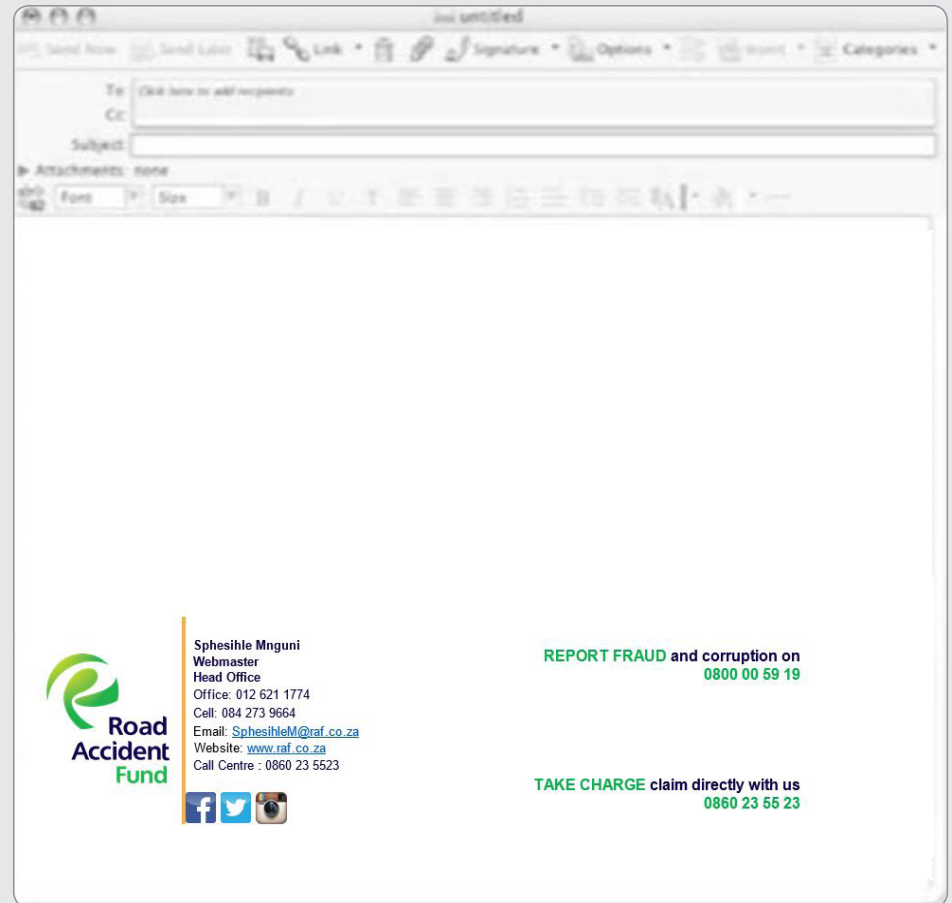
Sender's job description:
Arial Regular, 9pt

Contact details:
Arial Regular and Bold, 8pt

Web address:
Arial Bold, 8pt

Disclaimer:
Arial Regular, 6pt

Email Signature



Electronic Collateral

05

Management Directives and Communications

Size: Screen Format (540 pixels x 720 pixels)

The Corporate Signature is positioned in the top right corner. Text is set in Arial as specified below. Please ensure that the correct RGB colour specifications are adhered to (see page 8 for RGB colour breakdowns).

The layout grid and border must match the title slide. Graphs are made up of a combination of primary and secondary corporate colours.

You may only use the official templates supplied in digital format.

Directive title:
Arial Regular, 11pt
Leading: 30pt
Letterspacing: 0% em

To, From, Subject and Date:
Arial Bold, 11pt
Leading: 30pt
Letterspacing: 0% em

Address details:
Interstate Regular and Bold, 8pt
Leading: 13pt
Letterspacing: 0% em

Web address:
Interstate Regular, 8pt
Leading: 13pt
Letterspacing: 0% em

Content :
Arial Regular, 10pt
Leading: 8 pt
Letterspacing: 0% em

Boards details:
Interstate Regular and Bold, 6pt
Leading: 8 pt
Letterspacing: 0% em

Management Directive and Communications

MANAGEMENT DIRECTIVES AND COMMUNICATIONS



From

Subject

Date

Recipient	Exec.	GM	SM	M	Non-M	All
Purpose						
Message Content						
Required Outcome						
Required Actions						
Further Communication Required						
Due Date						

Centurion 420 Witch-hazel Avenue Eco Glades 2 Centurion
Private Bag X178 Centurion 0046 T +2712 621 1879 F +2712 621 1640
www.raf.co.za

Dr NM Bhengu (Chairperson), Mr D Coovadia (Vice Chairperson), Mr LED Hlatwayo, Ms KLN Linda, Mr TP Masobe,
Ms R Mokoena, Mr AM Pandor, Adv DS Qocha, Mr DK Smith, Ms A Steyn, Mr Tenza (Director-General's Representative)

Promotional Collateral

Introduction

Promotional collateral (such as banners, clothing and give-aways) is branded using the basic brand identity guidelines explained in the first section of this guide. Promotional items may be embroidered, silkscreened, embossed or laser engraved. Always ensure that promotional items are of a high quality in keeping with our brand image (refer to the reproduction guidelines on page 16).

This section covers the following:

Generic Pull-Up Banners	33
Promotional Items	
• Tog Bag and Lanyard	34
• Waterbottle and Mug	35
• Balloons, Vuvuzelas and Pins	36
• Mousepads, Clipboards and Pens	37
• Table Cloths	38
• Umbrella	39
Promotional Clothing	
• Neck Tie and T-shirt	40
Vehicle Branding	
• Livery	41
• Licence Disk Holder and Sun Shade	42

Section 06

Promotional Collateral

06

Generic Pull-Up Banners

Generic pull-up banners are intended for promotions and events to create brand awareness. A strong visual presence can be created by alternating branded banners on a Deep Blue Activated background with motion graphics in the secondary colours.

Pull-up banners are printed full colour (CMYK). Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Generic Pull-Up Banners



Promotional Collateral

06

Promotional Items: Tog Bag and Lanyard

Promotional items are branded in full colour, one colour or two colour using the guidelines in section 1. They may be embroidered, silkscreened, embossed or laser engraved.

Products should be of high quality fabric, well-stitched and well-crafted. When choosing fabrics or coloured plastics and leathers, please ensure that they match the corporate colours as closely as possible (see page 8).

For embroidery, please use the Madeira embroidery thread (www.madeira.com):
Deep Blue: Classic no 30, 1249
Electric Green: Isacord 5513

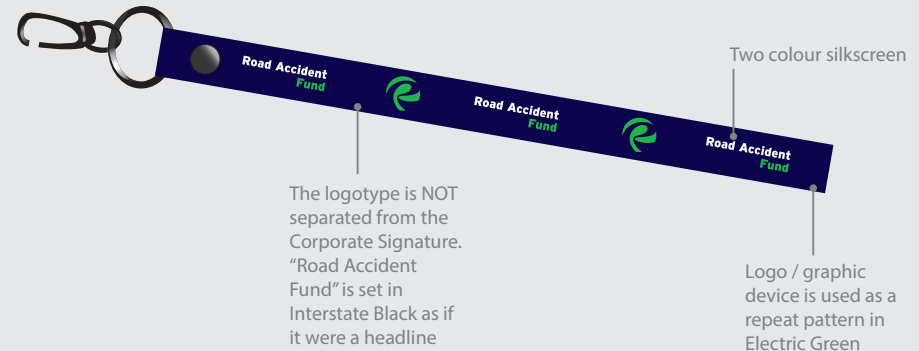
On items such as lanyards, where the full Corporate Signature cannot be applied due to the narrow format and limited size, please do the following:

- Use the graphic device as a repeat pattern
- Do not use the logotype as it may not be used in isolation
- Set the words "Road Accident Fund" in Interstate Bold or Black as if they were regular text.

The tog bag and lanyard, shown on the right, are merely examples and are not intended to be prescriptive.

You may only use the official artwork supplied in digital format.

Lanyard



Tog Bag



Promotional Collateral

06

Promotional Items: Water Bottle and Mug

Water bottles can be silkscreened in one or two colour as shown. Mugs are branded using a full colour glaze and the inside is flood-coated with Electric Green or Deep Blue.

Products should be of a high quality in keeping with our brand. Please ensure plastics and ceramics/glazes match the corporate colours as closely as possible (see page 8).

The items shown on the right are merely examples and are not intended to be prescriptive.

You may only use the official artwork supplied in digital format.

Water Bottle



Two colour silkscreen

One colour silkscreen

Coffee Mug



Full colour glaze

Promotional Collateral

06

Promotional Items: Mousepads, Clipboards and Pens

Promotional items may be silkscreened, embossed or laser engraved in full colour, one or two colour as shown. Products should be of a high quality in keeping with our brand. Please ensure that base materials match the corporate colours as closely as possible (see page 8).

On narrow items such as pens, where the full Corporate Signature cannot be applied, please do not use the logotype in isolation, set the words "Road Accident Fund" in Interstate Bold or Black as if they were regular text.

The items shown on the right are merely examples and are not intended to be prescriptive.

Please ensure you use the correct corporate colour breakdowns for full colour (CMYK) printing. You may only use the official artwork supplied in digital format.

Clipboards



Printed in two colour on a Deep Blue perspex

Pens



The logotype is NOT used in isolation. "Road Accident Fund" is set in Interstate Black

Rectangular and Round Mousepad Options



Printed in full colour (CMYK) and encapsulated. Negative shape graphic device overlays Deep Blue activated background

Promotional Collateral

06

Promotional Items: Table Cloths

Unbranded Deep Blue and Electric Green table cloths are used for corporate functions, cocktail parties and dinners. These cloths have alternating colour stitching around the edges.

Please use the Madeira embroidery thread (www.madeira.com) for the stitching:
 Deep Blue: Classic no 30, 1249
 Electric Green: Isacord 5513

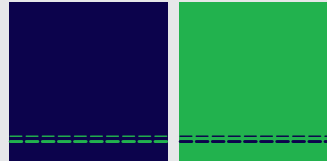
For external functions, requiring a strong brand presence, a Deep Blue table cloth featuring a silkscreened repeat pattern of the primary Corporate Signature is used. The logo is screen printed onto the fabric. Promotional items are branded in full colour, one colour or two colour using the guidelines in section 1. They may be embroidered, silkscreened, embossed or laser engraved.

Table cloths should be of high quality fabric, well-stitched and well-crafted. When choosing fabrics, please ensure that they match the corporate colours as closely as possible (see page 8).

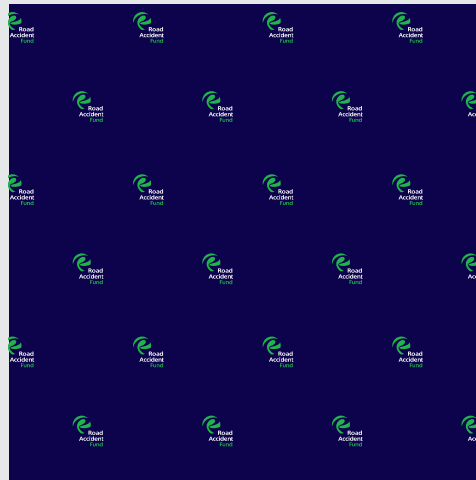
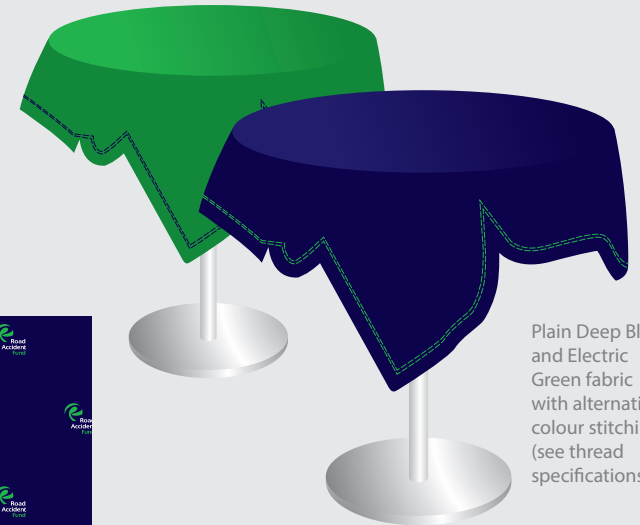
You may only use the official templates supplied in digital format.

Unbranded Table Cloths

Stitching detail



Branded Table Cloths



Plain Deep Blue and Electric Green fabric with alternating colour stitching (see thread specifications)

Primary Corporate Signature is silkscreened in two colour on a Deep Blue fabric

Promotional Collateral

06

Promotional Items: Umbrellas

Promotional umbrellas are branded using the guidelines in section 1. They are silkscreened in full colour, one or two colour.

Please ensure that umbrellas of a high quality, durable and UV resistant. When choosing fabrics please ensure that they match the corporate colours as closely as possible (see page 8).

You may only use the official artwork supplied in digital format.

Promotional Umbrellas



Top view



Side view



Primary Corporate Signature is silkscreened in full colour or two colour on a Deep Blue fabric

Promotional Collateral

06

Promotional Clothing: Neck Tie and T-shirt

Promotional clothing is branded using the guidelines in section 1. T-shirts and other clothing may be embroidered in full colour, or silkscreened in one or two colour.

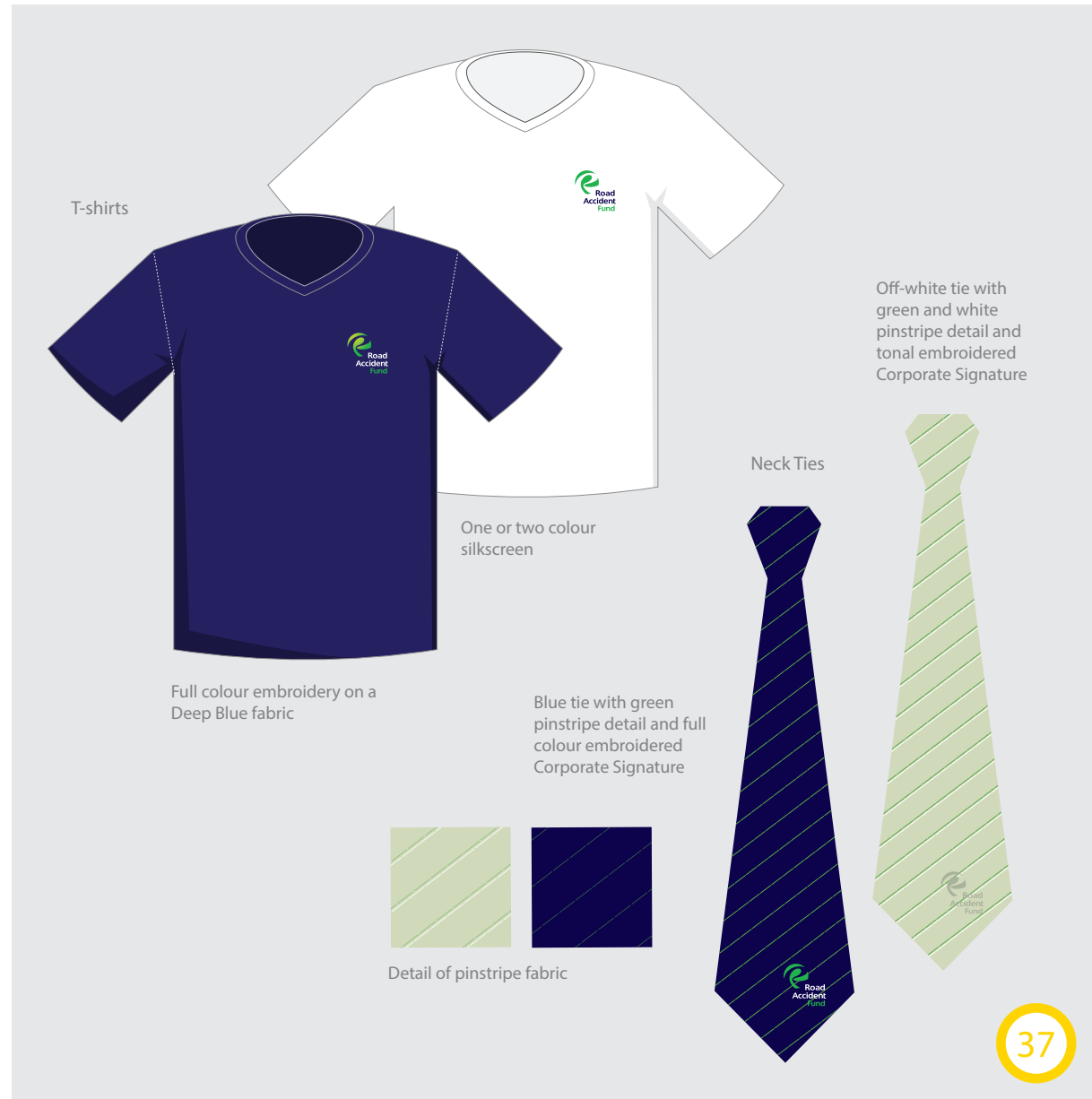
Ties are embroidered in full colour, two colour or one colour. Neck ties that require more subtle branding make use of tints of the primary colours as well as tone-on-tone embroidery.

Please ensure that clothing is of a high quality fabric and well-stitched. When choosing fabrics please ensure that they match the corporate colours as closely as possible (see page 8).

For embroidery, please use the Madeira embroidery thread (www.madeira.com):
Deep Blue: Classic no 30, 1249
Electric Green: Isacord 5513

The items shown on the right are merely examples and are not intended to be prescriptive.

You may only use the official artwork supplied in digital format.



Promotional Collateral

06

Vehicle Branding: Livery

Examples of how the graphic device and visual language can be applied to vehicles are shown on the right. Vehicle branding is applied in full colour to vehicles but may also be applied in one and two colour when using vinyl decals.

Please ensure that you use the the correct corporate colour breakdowns for full colour (CMYK) printing and that vinyls match the corporate colours as closely as possible (see page 8).

You may only use the official artwork supplied in digital format.

Vehicle Branding or Livery



Corporate Signature is
printed in full colour on a



Motion graphic and
Corporate Signature is
applied in full colour



Promotional Collateral

06

Vehicle Branding: Sun shades and Licence Disk Holders

Licence disk holders and sun shades are branded using the guidelines in section 1. They can be printed in full colour or two colour.

Licence disk holders and sun shades should be of high quality, durable and UV resistant.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Licence Disk
Holder



Dashboard
Sun Shade



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