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:

Section 1: Brand Identity 01
Section 2: Visual Toolkit 06
Section 3: Printed Collateral 17
  • Corporate Stationery 18
  • Corporate Literature 32
  • Other Collateral 44
Section 4: Advertising Collateral 47
Section 4: Electronic Collateral 60
Section 6: Promotional Collateral 67
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
- Construction, Clear Space and Minimum Size
- Variations of the Corporate Signature
- Incorrect Usage of the Corporate Signature
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.
**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.
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.
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.
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 09
- Graphic Devices 10
  - Motion Graphics 11
  - Motion Lines 12
  - Negative Shapes 13
- Photographic Styling 14
- Layout Grids 15
- Reproduction Standards 16
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

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

Body text:
Arial Regular, 10pt
Single Line Spacing

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

Interstate Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Interstate Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
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**

- **Electric Green**
  - Pantone 361C
    - C: 80%  M: 0%  Y: 98%  K: 0%
    - R: 52  G: 78
- **Deep Blue**
  - Pantone 2766C
    - C: 100%  M: 100%  Y: 6%  K: 57%
    - R: 26  G: 33  B: 85

**Secondary Colour Palette**

- **Black**
  - Pantone 645C
    - C: 56%  M: 23%  Y: 2%  K: 8%
    - R: 115  G: 154  B: 68
- **Pantone Cool Gray 8C**
  - C: 0%  M: 0%  Y: 100%  K: 0%
  - R: 139  G: 141  B: 142
- **Pantone 382C**
  - C: 34%  M: 0%  Y: 100%  K: 0%
  - R: 190  G: 214  B: 0
- **Pantone Process Cyan**
  - C: 100%  M: 0%  Y: 0%  K: 0%
  - R: 0  G: 159  B: 218
- **Pantone 116C**
  - C: 0%  M: 14%  Y: 100%  K: 0%
  - R: 254  G: 203  B: 0
- **Pantone 611C**
  - C: 7%  M: 0%  Y: 89%  K: 12%
  - R: 213  G: 200  B: 51
- **Pantone 717C**
  - C: 0%  M: 70%  Y: 100%  K: 0%
  - R: 217  G: 94  B: 0
- **Pantone 206C**
  - C: 0%  M: 100%  Y: 48%  K: 0%
  - R: 203  G: 68
- **Pantone 16C**
  - C: 0%  M: 0%  Y: 100%  K: 0%
  - R: 254  G: 203  B: 0
- **Pantone 361C**
  - C: 80%  M: 0%  Y: 98%  K: 0%
  - R: 52  G: 78
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

Deep Blue
Activated Background

Electric Green
Activated Background

Radial Gradient Fill

Pantone 382
C: 34%  M: 0%  Y: 100%  K: 0%

Electric Green
C: 80%  M: 0%  Y: 98%  K: 0%

Secondary Colour Palette

Pantone 206C
Radial Gradient Fill
C: 0%  M: 95%  Y: 20%  K: 0%

Pantone 717C
Radial Gradient Fill
C: 0%  M: 75%  Y: 100%  K: 0%

Pantone 116C
Radial Gradient Fill
C: 0%  M: 0%  Y: 90%  K: 0%

Pantone 611C
Radial Gradient Fill
C: 0%  M: 50%  Y: 100%  K: 0%

Pantone 645C
Radial Gradient Fill
C: 0%  M: 24%  Y: 10%  K: 0%

Pantone 206C
Radial Gradient Fill
C: 0%  M: 95%  Y: 20%  K: 0%

Pantone 717C
Radial Gradient Fill
C: 0%  M: 75%  Y: 100%  K: 0%

Pantone 116C
Radial Gradient Fill
C: 0%  M: 0%  Y: 90%  K: 0%

Pantone 611C
Radial Gradient Fill
C: 0%  M: 50%  Y: 100%  K: 0%

Pantone 645C
Radial Gradient Fill
C: 0%  M: 24%  Y: 10%  K: 0%
Graphic Devices

The curved design elements of the logo may be taken out of the Corporate Signature and used as graphic devices. These elements may be cropped, rotated, scaled and reflected but should not be distorted i.e. do not stretch or alter the shape of the curves of each graphic device when enlarging and cropping.

The elements of the logo may be used as a graphic device in three ways:

Motion Graphics:
This unique graphic device is constructed by duplicating and overlapping the central curve element of the logo on an activated background. Please do not create your own device, only use the motion graphics supplied in electronic format.

Motion Lines:
The outline of the curved elements in the logo is used as a tint or tone over an activated background to create movement and interest.

Negative Shapes:
The negative shape created by the elements of the logo may be used as a tint or tone over an activated background.

Examples of each graphic device are demonstrated on the pages that follow.
Motion Graphics
Motion graphics are fresh, approachable and contemporary and may be applied in any of the activated background colours.

Motion graphics are constructed by duplicating and overlaying the central curve element of the logo on an activated background. Please do not create your own motion graphics, only use the artwork supplied in electronic format.

Motion graphics may be reflected, cropped and scaled at the designer's discretion. Do not distort or alter the shape of the curves of the motion graphics when enlarging and cropping.

Examples of Motion Graphics
Motion Lines

Motion lines are formed when one or more of the outlines of the curved elements in the logo are applied as a tint or tone over an activated background. This device may be applied on any of the activated background colours.

Motion lines may be cropped and scaled at the designers discretion but may not be distorted or stretched disproportionately. Only use the artwork supplied in electronic format.

Construction of Motion Lines
Negative Shapes

The negative shape created by the elements of the logo may be used as a graphic device, as a tint or tone over an activated background. Negative shapes may be applied on any of the activated background colours.

Negative shapes may be cropped and scaled at the designers discretion but may not be distorted or stretched disproportionately. Only use the artwork supplied in electronic format.
Photographic Style

Photographic styling is a method used to differentiate our brand, and as such, images should reflect our brand personality which is ethical, caring, committed, honest and approachable.

Our visual language portrays real people in real life, and the concept of a journey. When briefing a photographer or making selections from an image library, please consider the following:

- Images should have a sense of optimism
- Images should be real, reassuring and authentic i.e. models should be relaxed, confident and natural (not posed).
- Imagery should be photographed outdoors in natural sunlight and not artificially lit in a studio
- Wherever possible, there should be an abundance of blue sky
- Wherever possible, the sun should be visible in the background as a guardian element that shines down on the subject matter
- Images should be shot straight on i.e do not choose extreme or dramatic camera angles that may make the viewer uneasy
- A combination of extreme close-ups, medium field-depth and distant images is essential to create variety.

The examples shown on the right are images that are available for use. These images clearly demonstrate the style guide above.

Real people, real life... the journey...
**Layout Grid**

A layout grid is an organising system for managing content. It is mainly intended for print advertising but can also be used as a guide for positioning the Corporate Signature and text on brochure covers and other collateral. This grid is a flexible system designed to adapt across multiple applications. It is not intended to limit the designer.

**Construction of a Layout Grid**

**Step 1:** Divide the page horizontally and vertically into equal parts. The number of equal divisions is at the discretion of the designer.

**Step 2:** Determine the size of the Corporate Signature: approximately 22% of the page height for landscape grids and approximately 16% of the page height for portrait grids. This sizing is only a guide and may be adjusted as required at the designer’s discretion.

**Step 3:** Use the “F” measure (i.e., the height of the “F” in “Fund” in the Corporate Signature) to add a border around the edge of the page: one “F” measure on the top, left and right edges of the page and two “F” measures on the bottom of the page.

**Step 4:** The Corporate Signature should preferably be positioned in the bottom right corner of the grid as shown. This positioning is mandatory for advertising and is at the discretion of the designer for all other applications.

**Portrait Grid**

- **Height of Corporate Signature:** ±16% of the page height
- **Border:** 1 x F on top and sides
  2 x F on bottom

**Landscape Grid**

- **Height of Corporate Signature:** ±22% of the page height
- **Border:** 1 x F on top and sides
  2 x F on bottom
Reproduction Standards

General Guidelines
It is crucial that all materials representing the Road Accident Fund are of a high quality and production standard in order to uphold the integrity of the brand. The corporate identity guidelines, corporate colours and typography should always be strictly adhered to.

Production Specifications

Clothing and Promotional Items
Clothing and promotional items 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).

Embroidery Thread Specifications
Embroidery thread is produced by the manufacturer Madeira (www.madeira.com).

The thread specifications for the primary colour palette are as follows:
• Deep Blue: Classic no 30, 1249
• Electric Green: Isacord 5513

Outdoor Applications
All outdoor applications such as billboards, decals or signage should be durable, weatherproof and UV resistant. Production standards and assembly should be faultless. Please ensure that all substrates match the correct Pantone colour specifications on page 8.

Recommended Paper Stock

Stationery
Stationery is printed in full colour (CMYK) on Heaven 42, 150gsm. Please refer to the correct Pantone codes on page 8.

Business Cards
Business cards are printed in full colour (CMYK) on Heaven, 400gsm. Please refer to the correct Pantone codes on page 8.

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

Brochures, Reports and Promotional Materials
Brochures, reports and promotional materials are printed in full colour (CMYK) on:
Option 1: Heaven 42 - covers: 400gsm, pages: 150gsm
Option 2: Magno Matt Satin - covers: 300gsm, pages: 170gsm
( Grammages may be selected at the designer’s discretion)

It is recommended that covers are matt-laminated for durability and to prevent ink cracking on the folds. A matt machine varnish should be applied throughout brochures.
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
- Continuation Sheet
- Fax Cover Sheet
- Memorandum
- Compliment Slip
- Business Cards
- DL Envelopes
- C4 Envelopes
- Corporate Folder

Corporate Literature
- DL, A5 and A4 Brochures

Other Printed Collateral
- CD Case
- Access Card
- Note pad

18
19
20
21
22
23
24
25
26
27
28
29
30
31
44
45
46
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
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.
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

To, From, Subject and Date:
Interstate Bold, 8pt
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

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

Height of Corporate Signature = 32mm
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

To, From, Subject and Date:
Interstate Bold, 8pt
Leading: 13pt
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

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

Height of Corporate Signature = 32mm

15mm

11mm
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
Corporate Stationery: Business Card

Size: 50mm tall x 85mm wide

There are two types of business cards: management business cards and standard business cards. The fronts of the cards are identical. The standard card has a blank backing. The management card has an Electric Green graphic on its reverse. The management for executives only, has 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
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
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
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
Corporate Stationery: Standard C4 Envelope

Size: 325mm tall × 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
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
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
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 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 Literature: DL Brochure Cover

Size: DL (210mm x 99mm)

The layout grid for the covers of DL brochures is shown on the right. It is based on the standard visual toolkit grid on page 15 but it has an activated Deep Blue "branding panel". The Corporate Signature positioned on the right side of this colour panel which also contains the web address.

The background may contain a motion graphic in one of the secondary colours or photography may replace the motion graphic as long as it complies with the photographic guidelines on page 14.

Text is left-aligned and set in Interstate as specified below. Application examples are shown on the page that follows.

- **Brochure title:**
  - Interstate Bold, 35pt
  - Leading: 33pt
  - Letterspacing: 0% em

- **Sub-heading or description:**
  - Interstate Regular, 16pt
  - Leading: 16pt
  - Letterspacing: 0% em

- **Web address:**
  - Interstate Bold, 8pt
  - Leading: 13pt
  - Letterspacing: 0% em

- **Corporate Signature:**
  - Height = 32mm

- **Border:**
  - 1 x F on top and sides
  - 2 x F on bottom

- **Branding Panel has an Activated Deep Blue background**

- **Corporate Signature aligns with the top of the first dividing line from bottom of the page**

- **Height of Corporate Signature = 32mm**
Corporate Literature: DL Brochure Cover

Examples of the application of the DL brochure cover grid (discussed on the previous page) are shown on the right.

DL brochures covers are printed in full colour (CMYK) on Magno Matt Satin 300gsm. They may also be printed on Heaven 42, 400gsm.

The Corporate Signature aligns with the top of the first dividing line from bottom of the page on the right side of the branding panel. Text is left-aligned and 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.

Brochure title:
Interstate Bold, 35pt
Leading: 33pt
Letterspacing: 0% em

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

Sub-heading or description:
Interstate Regular, 16pt
Leading: 16pt
Letterspacing: 0% em

Examples of DL Brochure Covers
Corporate Literature: DL Brochure Spread Grid

The standard grid for the inside spreads of A5 retail brochures is shown on the right. It is based on the standard visual toolkit grid on page 15. Inside pages are printed in full colour (CMYK) on Magno Matt Satin 170gsm or Heaven 42, 150gsm.

Please ensure that all photography complies with the photographic guidelines on page 14.

Text is left-aligned and set in Interstate as specified below. An example of application is shown on the page that follows.

Section title:
Interstate Bold, 60pt
Leading: 60pt
Letterspacing: 0% em

Sub-heading:
Interstate Bold, 18pt
Leading: 18pt
Letterspacing: 0% em

Body text:
Interstate Light, 9pt
Leading: 13pt
Letterspacing: 0% em

Pull quote or highlight:
Interstate Light Italic, 12pt
Leading: 16pt
Letterspacing: 0% em

Page number:
Interstate Bold, 10pt
Letterspacing: 0% em

F = height of “F” in Corporate Signature on cover

5mm 10mm 10mm
10mm 12mm
5mm 10mm

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

Corporate Literature: DL Brochure Spread

An example of the application of the DL brochure grid to an inside spread (discussed on the previous page) is shown on the right.

This template is merely an example of how the equal grid can be used to organise copy on a brochure page. The layout of copy inside a brochure is at the discretion of the designer, as long as he/she adheres to the branding guidelines. Text is left-aligned and 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.

Section title:
Interstate Bold, 60pt
Leading: 53pt
Letterspacing: 0% em

Sub-heading:
Interstate Bold, 18pt
Leading: 16pt
Letterspacing: 0% em

Body text:
Interstate Light, 9pt
Leading: 13pt
Letterspacing: 0% em

Pull quote or highlight:
Interstate Light Italic, 12pt
Leading: 16pt
Letterspacing: 0% em

Page number:
Interstate Bold, 10pt
Letterspacing: 0% em

Introduction to the claims process


Protecting your family


**Corporate Literature: A5 Retail Brochure Cover Grid**

Size: A5 (210mm x 148mm)

The layout grid for the covers of A5 retail brochures is shown on the right. It is identical to the standard visual toolkit grid on page 15 except that it has an activated Deep Blue “branding panel”. The Corporate Signature is positioned on the right side of this panel which also contains the web address.

The background usually contains a motion graphic in one of the secondary colours. Photography may replace the motion graphic as long as it complies with the photographic guidelines on page 14.

Text is left-aligned and set in Interstate as specified below. Application examples are shown on the page that follows.

**Brochure title:**
Interstate Bold, 60pt
Leading: 53pt
Letterspacing: 0% em

**Sub-heading or description:**
Interstate Regular, 19pt
Leading: 19pt
Letterspacing: 0% em

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

---

F = height of “F” in Corporate Signature
Examples of A5 Retail Brochure Covers

Corporate Literature: A5 Retail Brochure Cover

Examples of the application of the A5 brochure cover grid (discussed on the previous page) are shown on the right.

A5 retail brochure covers are printed in full colour (CMYK) on Magno Matt Satin 300gsm. They may also be printed on Heaven 42, 300gsm.

The Corporate Signature aligns with the top of the first dividing line from bottom of the page on the right side of the branding panel. Text is left-aligned and 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.

Brochure title:
Interstate Bold, 60pt
Leading: 53pt
Letterspacing: 0% em

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

Sub-heading or description:
Interstate Regular, 19pt
Leading: 19pt
Letterspacing: 0% em
**Corporate Literature: A5 Retail Brochure Spread Grid**

The standard grid for the inside spreads of A5 retail brochures is shown on the right. It is based on the standard visual toolkit grid on page 15. Inside pages are printed in full colour (CMYK) on Magno Matt Satin 170gsm or Heaven 42, 150gsm.

Please ensure that all photography complies with the photographic guidelines on page 14.

Text is left-aligned and set in Interstate as specified below. An example of application is shown on the page that follows.

<table>
<thead>
<tr>
<th>Section title:</th>
<th>Interstate Bold, 60pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading:</td>
<td>53pt</td>
</tr>
<tr>
<td>Letterspacing:</td>
<td>0% em</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sub-heading:</th>
<th>Interstate Bold, 18pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading:</td>
<td>18pt</td>
</tr>
<tr>
<td>Letterspacing:</td>
<td>0% em</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Body text:</th>
<th>Interstate Light, 9pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading:</td>
<td>13pt</td>
</tr>
<tr>
<td>Letterspacing:</td>
<td>0% em</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pull quote or highlight:</th>
<th>Interstate Light Italic, 12pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leading:</td>
<td>16pt</td>
</tr>
<tr>
<td>Letterspacing:</td>
<td>0% em</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Page number:</th>
<th>Interstate Bold, 10pt</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letterspacing:</td>
<td>0% em</td>
</tr>
</tbody>
</table>

The journey begins...

---

**Introduction to the claims process**


---

**Border**

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

---

\( F = \text{height of "F" in Corporate Signature on cover} \)
Corporate Literature: A5 Retail Brochure Spread

An example of the application of the A5 brochure grid to an inside spread (discussed on the previous page) is shown on the right.

This template is merely an example of how the equal grid can be used to organise copy on a brochure page. The layout of copy inside a brochure is at the discretion of the designer, as long as he/she adheres to the branding guidelines. Text is left-aligned and 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.

Section title:
Interstate Bold, 60pt
Leading: 53pt
Letterspacing: 0% em

Sub-heading:
Interstate Bold, 18pt
Leading: 18pt
Letterspacing: 0% em

Body text:
Interstate Light, 9pt
Leading: 13pt
Letterspacing: 0% em

Pull quote or highlight:
Interstate Light Italic, 12pt
Leading: 16pt
Letterspacing: 0% em

Page number:
Interstate Bold, 10pt
Letterspacing: 0% em

Corporate Literature: A4 Brochure Cover Grid

Size: A4 (297mm x 210mm)

The standard grid for the cover of an A4 retail brochures is shown on the right. It is based on the standard visual toolkit grid on page 15.

If there is photography or a coloured motion graphic, the Corporate Signature should be centred on the right of an activated Deep Blue “branding panel”. If the background is Deep Blue or white this is not necessary. Photography must comply with the photographic guidelines on page 14.

The headline size and position is at the discretion of the designer but it is mandatory that the font be Interstate.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.
Corporate Literature: A4 Brochure Cover

Size: A4 (297mm x 210mm)

Examples of the application of the A4 brochure cover grid (discussed on the previous page) are shown on the right. These are merely examples of how the grid can be used to organise a brochure cover. The layout of a brochure is at the discretion of the designer, as long as he/she adheres to the branding guidelines.

If there is photography or a coloured motion graphic, the Corporate Signature should be centred on on the bottom corner of an activated Deep Blue “branding panel”. If the background is Deep Blue or white this is not necessary. Photography must comply with the photographic guidelines on page 14.

The headline size and position is at the discretion of the designer but it is mandatory that the font be Interstate.

A4 brochure covers are printed in full colour (CMYK) on Magno Matt Satin 300gsm. They may also be printed on Heaven 42, 300gsm.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.
Corporate Literature: A4 Brochure Spread Grid

The standard grid for the inside spreads of A4 brochures is shown on the right. It is based on the standard visual toolkit grid on page 15. Inside pages are printed in full colour (CMYK) on Magno Matt Satin 170gsm or Heaven 42, 150gsm.

Please ensure that all photography complies with the photographic guidelines on page 14.

Text is left-aligned and set in Interstate as specified below. An example of application is shown on the page that follows.

Section title:
Interstate Black, 60pt
Leading: 60pt
Letterspacing: 0% em

Sub-heading:
Interstate Bold, 16pt
Leading: 20pt
Letterspacing: 0% em

Introductory text:
Interstate Light, 14pt
Leading: 20pt
Letterspacing: 0% em

Body text:
Interstate Light, 10pt
Leading: 16pt
Letterspacing: 0% em

Pull quote:
Interstate Light Italic, 20pt
Leading: 24pt
Letterspacing: 0% em

Page number:
Interstate Bold, 16pt
Letterspacing: 0% em

F = height of “F” in Corporate Signature on cover
Corporate Literature: A4 Brochure Spread

An example of the application of the A4 brochure grid to an inside spread (discussed on the previous page) is shown on the right.

This template is merely an example of how the grid can be used to organise copy on a brochure page. The layout of copy inside a brochure is at the discretion of the designer, as long as he/she adheres to the branding guidelines. Text is left-aligned and 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.

Section title:
Interstate Black, 60pt
Leading: 60pt
Letterspacing: 0% em

Sub-heading:
Interstate Bold, 16pt
Leading: 20pt
Letterspacing: 0% em

Introductory text:
Interstate Light, 14pt
Leading: 20pt
Letterspacing: 0% em

Body text:
Interstate Light, 10pt
Leading: 16pt
Letterspacing: 0% em

Pull quote:
Interstate Light Italic, 20pt
Leading: 24pt
Letterspacing: 0% em

Page number:
Interstate Bold, 16pt
Letterspacing: 0% em
Other Collateral: CD Case

Size: 125mm x 125mm

The CD case is printed in full colour (CMYK) on Magno Matt Satin 300gsm. It should preferably be matt-laminated for durability and to prevent ink cracking on the folds.

The CD case makes use of a negative shape graphic device (see page 13). The Corporate Signature is positioned in the bottom right corner as per the standard grid. Text is right-aligned and set in Interstate on the inside as specified below.

The inside of the CD Case has an Electric Green motion graphic. It has a 3mm gusset along the centre. The disk pocket is scored and glued on the top and bottom.

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, 7pt
Leading: 12 pt
Letterspacing: 0% em

Web and email address:
Interstate Bold, 7pt
Leading: 12pt
Letterspacing: 0% em
Other Collateral: Access Card

Size: 85mm x 55mm

Access cards are printed in full colour (CMYK).

There are two variations of access cards. Text is left-aligned and 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.

Descriptions and address details:
Interstate Regular, 6pt
Leading: 11 pt
Letterspacing: 0% em

Employee details:
Interstate Bold, 8pt
Leading: 11pt
Letterspacing: 0% em
Other Collateral: A4 Notepad

Size: 297mm x 210mm

The generic notepad has corporate branding based on the equal grid and visual toolkit guidelines. The cover is top opening and is glued onto the backing board on the reverse. It is printed in full colour (CMYK) on Magno Matt Satin, 200gsm) with a matt aqueous varnish. The note pages are printed on Heaven 42, 150gsm).

The Corporate Signature is positioned as indicated. The inside cover has an Electric Green activated background.

Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.
Introduction
Advertising grids are based on the layout grid explained in the visual toolkit section. They are important to maintain a consistent brand image when communicating externally. It is thus essential that the advertising templates and grids are respected and adhered to. All advertising templates are available in digital format and need not be recreated.

This section covers the following:
- Half Page Copy Driven Advertisement 47
- Half Page Copy Intensive Advertisement 49
- Half Page Image Driven Advertisement 51
- Full Page Copy Driven Advertisement 53
- Full Page Image Driven Advertisement 55
- Billboard Advertising 58
Half Page Copy Driven Grid

Size: A5 (210mm x 148mm)

The layout grid for a copy driven half page advertisement without body copy is shown on the right. It is based on the standard visual toolkit grid on page 15 and is printed full colour (CMYK).

Text is left-aligned and set in Interstate as specified below. Application examples are shown on the page that follows.

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

Headline:
Interstate Black, 74pt
Leading: 69pt
Letterspacing: 0% em

Call us:
Interstate Regular, 28pt
Leading: 23pt
Letterspacing: 0% em

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

Call centre number:
Interstate Regular Condensed, 26pt
Leading: 23pt
Letterspacing: 0% em

Height of Corporate Signature = 42mm

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

Real Life Changes

Call us: 0860 23 55 23

Height of “F” in Corporate Signature
**Half Page Copy Driven Advertisement**

Size: A5 (210mm x 148mm)

An example of the copy driven half page advertisement without body copy, as discussed on the previous page, is shown on the right.

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

**Headline:**
Interstate Black, 74pt
Leading: 69pt
Letterspacing: 0% em

**Call centre number:**
Interstate Regular Condensed, 26pt
Leading: 23pt
Letterspacing: 0% em

**Call us:**
Interstate Regular, 28pt
Leading: 23pt
Letterspacing: 0% em

**Web address:**
Interstate Bold, 8pt
Leading: 13pt
Letterspacing: 0% em
Half Page Copy Intensive Grid

Size: A5 (210mm x 148mm)

The layout grid for a copy intensive half page advertisement is shown on the right. It is based on the standard visual toolkit grid on page 15 and is printed full colour (CMYK).

Text is left-aligned and set in Interstate as specified below. Examples are shown on the page that follows.

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

**Headline:**
- Interstate Black, 54pt
- Leading: 69pt
- Letterspacing: 0% em

**Call us:**
- Interstate Regular, 28pt
- Leading: 23pt
- Letterspacing: 0% em

**Call centre number:**
- Interstate Regular Condensed, 26pt
- Leading: 23pt
- Letterspacing: 0% em

**Body text:**
- Interstate Bold, 9pt
- Leading: 16pt
- Letterspacing: 0% em

**Web address:**
- Interstate Bold, 8pt
- Leading: 13pt
- Letterspacing: 0% em

---

**Real Life Changes**

**Call us:** 0860 23 55 23

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth.
Half Page Copy Intensive Advertisement

Size: A5 (210mm x 148mm)

An example of the copy intensive half page advertisement discussed on the previous page, is shown on the right.

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

Headline:
Interstate Black, 54pt
Leading: 69pt
Letterspacing: 0% em

Call us:
Interstate Regular, 28pt
Leading: 23pt
Letterspacing: 0% em

Call centre number:
Interstate Regular Condensed, 26pt
Leading: 23pt
Letterspacing: 0% em

Body text:
Interstate Bold, 9pt
Leading: 16pt
Letterspacing: 0% em

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

Height of Corporate Signature = 42mm

Call us: 0860 23 55 23
www.raf.co.za
Half Page Image Driven Grid

Size: A5 (210mm x 148mm)

The layout grid for an image driven half page advertisement is shown on the right. It is based on the standard visual toolkit grid on page 15 with the exception of an activated Deep Blue “branding panel”. It is printed full colour (CMYK). The Corporate Signature is positioned on the right side of this panel which also contains the web address on the left-hand side.

All photography must comply with the photographic guidelines on page 14. Text is left-aligned and set in interstate as specified below. Examples are shown on the page that follows.

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

Headline:
- Interstate Black, 54pt
- Leading: 69pt
- Letterspacing: 0% em

Call us:
- Interstate Regular, 28pt
- Leading: 23pt
- Letterspacing: 0% em

Web address:
- Interstate Bold, 8pt
- Leading: 13pt
- Letterspacing: 0% em
Half Page Image Driven Advertisement

Size: A5 (210mm x 148mm)
An example of the image driven half page advertisement discussed on the previous page, is shown on the right.
Please ensure you use the correct corporate colour breakdowns. You may only use the official artwork supplied in digital format.

Headline:
Interstate Black, 54pt
Leading: 69pt
Letter-spacing: 0% em

Call us:
Interstate Regular, 28pt
Leading: 23pt
Letter-spacing: 0% em

Call centre number:
Interstate Regular Condensed, 26pt
Leading: 23pt
Letter-spacing: 0% em

Web address:
Interstate Bold, 8pt
Leading: 13pt
Letter-spacing: 0% em
Full Page Copy Driven Grid

Size: A4 (297mm x 210mm)

The layout grid for a copy driven full page advertisement is shown on the right. It is based on the standard Visual Toolkit Grid on page 15 and is printed full colour (CMYK).

Text is left-aligned and set in Interstate as specified below. Application examples are shown on the page that follows.

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

Headline:
Interstate Black, 88pt
Leading: 83pt
Letterspacing: 0% em

Call us:
Interstate Regular, 32pt
Leading: 27pt
Letterspacing: 0% em

Call centre number:
Interstate Regular Condensed, 30pt
Leading: 27pt
Letterspacing: 0% em

Body text:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Web address:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Real Life Changes

Call us:
0860 23 55 23

www.raf.co.za

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean.

A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life like this crazy typographer's invention of letters that fly,
Full Page Copy Driven Advertisement

Size: A4 (297mm x 210mm)

An example of the full page copy driven advertisement, as discussed on the previous page, is shown on the right.

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

Examples of Full Page Copy Driven Full Page Advertisements

Real Life Changes

Call us:
0860 23 55 23

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life. One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

Real Life Changes

Call us:
0860 23 55 23

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regelialia. It is a paradisematic country, in which roasted parts of sentences fly into your mouth. Even the all-powerful Pointing has no control about the blind texts it is an almost unorthographic life. One day however a small line of blind text by the name of Lorem Ipsum decided to leave for the far World of Grammar.

Headline:
Interstate Black, 88pt
Leading: 83pt
Letterspacing: 0% em

Call us:
Interstate Regular, 32pt
Leading: 27pt
Letterspacing: 0% em

Web address:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Body text:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Web address:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Call centre number:
Interstate Regular Condensed, 30pt
Leading: 27pt
Letterspacing: 0% em

www.raf.co.za www.raf.co.za
Full Page Image Driven Grid

Size: A4 (297mm x 210mm)

The layout grid for a full page image driven advertisement is shown on the right. It is based on the standard visual toolkit grid on page 15 with the exception of an activated Deep Blue “branding panel”. It is printed full colour (CMYK). The Corporate Signature is positioned on the right side of this panel which also contains the web address on the left-hand side.

All photography must comply with the photographic guidelines on page 14. Text is left-aligned and set in Interstate as specified below. Examples are shown on the page that follows.

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

Headline:
Interstate Black, 88pt
Leading: 83pt
Letterspacing: 0% em

Call centre number:
Interstate Regular Condensed, 30pt
Leading: 27pt
Letterspacing: 0% em

Call us:
Interstate Regular, 32pt
Leading: 27pt
Letterspacing: 0% em

Web address:
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em

Height of “F” in Corporate Signature = 45mm

Branding Panel has an Activated Deep Blue background
Border
1 x F on top and sides
2 x F on bottom
Full Page Image Driven Advertisement

Size: A4 (297mm x 210mm)

An example of the image driven full page advertisement discussed on the previous page, is shown on the right.

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

**Headline:**
Interstate Black, 88pt
Leading: 83pt
Letterspacing: 0% em

**Call us:**
Interstate Regular, 32pt
Leading: 27pt
Letterspacing: 0% em

**Call centre number:**
Interstate Regular Condensed, 30pt
Leading: 27pt
Letterspacing: 0% em

**Web address:**
Interstate Bold, 10pt
Leading: 18pt
Letterspacing: 0% em
Billboard Advertising Grids

Billboards are printed in full colour (CMYK). Billboards consist of a headline and visual. Simplicity and legibility are essential. Layout grids for billboards are shown on the right.

Billboards are based on the standard visual toolkit grid on page 15 with the exception of an activated Deep Blue “branding panel”. The Corporate Signature is positioned on the right side of this panel which also contains the web address on the left-hand side.

If the text is easily legible it may overlap the image, if not, it should be placed in the larger branding panel on the second grid.

All photography must comply with the photographic guidelines on page 14. Text is left-aligned and set in Interstate – font sizes may vary depending on the billboard size. Examples are shown on the page that follows.

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

Headline:
Interstate Black
Letter spacing: 0% em

Sub-heading:
Interstate Bold
Letter spacing: 0% em

Web address:
Interstate Bold
Letter spacing: 0% em

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

Branding Panel has an Activated Deep Blue background. If text is not legible over the image, place it inside the larger branding panel.
Billboard Advertising Grids

Examples of the billboard advertisements discussed on the previous page, are shown on the right.

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

Headline:
Interstate Black
Letterspacing: 0% em

Sub-heading:
Interstate Bold
Letterspacing: 0% em

Web address:
Interstate Bold
Letterspacing: 0% em
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 61
- Screensaver 62
- Email Signature 63
- Website 65
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
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
Screen Saver

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.
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.

<table>
<thead>
<tr>
<th>Email content:</th>
<th>Contact details:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular, 10pt</td>
<td>Arial Regular and Bold, 8pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sender’s name:</th>
<th>Web address:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Bold, 10pt</td>
<td>Arial Bold, 8pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sender’s job description:</th>
<th>Disclaimer:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Regular, 9pt</td>
<td>Arial Regular, 6pt</td>
</tr>
</tbody>
</table>

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Website

The Corporate Signature is positioned on the top left of a Deep Blue panel with an activated background. This “branding panel” also contains the search tool and remains constant as you click through all the levels of the website. There is an Electric Green navigation bar below the branding panel and a disclaimer panel at the bottom of the page which are also constant as you move through the website.

Text on buttons and navigation is set in Interstate and website content is typeset in 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.

Side Navigation:
Interstate Light, 9pt

Top Navigation:
Interstate Light, 12pt

Headings:
Arial Bold, 24pt

Search:
Interstate Light, 12pt

Body text:
Arial Regular, 10pt
Leading: 14pt

A SMOOTH RIDE WITH
THE ROAD ACCIDENT FUND

WELCOME

The Road Accident Fund provides appropriate cover to all road users within the borders of South Africa for incidents arising from the use of motor vehicles and, in a timely and caring manner, compensate persons injured or their families in the event of fatal accidents, rehabilitate the injured, indemnify the wrongdoers, and actively promote the safe use of the roads.

Home Page or Landing Page

Corporate Signature is placed on a static branding panel that appears through all levels of the website

Navigation panel and home sub-menu is constant through all levels. Drop down menu bars appear on scroll over

Interchangeable images should be refreshed from time to time. They must comply with photographic guideline (see page 14)

Search tool appears through all levels of the website

Site map and contact menu

Website content is placed in this panel and is set in Arial as specified on the left

Disclaimer and legal information bar is constant through all levels of the website

An activated Deep Blue background with a Negative shape overlay accommodates all screen formats
Website

The “branding panel” (which holds the Corporate Signature and search tool), the navigation panel and disclaimer panel all remain constant as you move through the website.

The navigation panel changes colour and drop-down menus appear on scroll over. Each menu item has its own secondary colour for easy navigation.

Text on buttons and navigation is set in Interstate and website content is typset in 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.

CLAIMS PROCEDURE

The claim is lodged on a prescribed statutory claim form (Form 1 is to be used in respect of claims arising prior to 01 August 2008 and RAF1 from 01 August 2008 onwards) which provides basic information on the claimant, the vehicles and parties involved in the collision, the date and place of accident and the amounts claimed. It also contains a medical report by the treating doctor. This claim form is accompanied by an affidavit setting out the full particulars of the accident, statements of witnesses, police reports, hospital and medical records, as well as vouchers and documents in support of amounts claimed.

Once a claim is submitted, the RAF registers it on its claim system and commences with its investigations. The RAF determines whether the claim is valid (i.e., does the evidence prove the wrongdoer’s liability), and decides whether the claim is payable. If applicable, the RAF assesses the extent of the injuries and the rehabilitation required.

The RAF determines the compensation payable and the mode of payment. The claim is then referred to the correct branch of the RAF for settlement.

The claimant is advised of the status of the claim and the reasons for any delays. The claimant is also entitled to make direct representations to the RAF’s Review Board at any stage of the claim process.
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 68
Promotional Items
• Tog Bag and Lanyard 69
• Waterbottle and Mug
• Balloons, Vuvuzelas and Pins
• Mousepads, Clipboards and Pens
• Table Cloths
• Umbrella
Promotional Clothing
• Neck Tie and T-shirt 75
Vehicle Branding
• Livery
• Licence Disk Holder and Sun Shade 77
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.
Promotional Collateral

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 layards, where the 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.
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.
Promotional Collateral

Promotional Items: Vuvuzelas, Balloons and Pins

Vuvuzelas, balloons and pins can be silkscreened in one or two colour as shown. Products should be of a high quality in keeping with our brand. Please ensure that the plastics / base materials match the corporate colours as closely as possible (see page 8).

Wherever possible, use the Corporate Signature in the primary colours.

If variation is required, the secondary colour palette may only be used in conjunction with the white one colour Corporate Signature.

Should you require more emphasis on the logotype on narrow items such as a vuvuzela, 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.

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

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.
Promotional Collateral

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.

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