The NQF personality

Just as individuals have distinctive personalities, so too do organisations. This corporate personality becomes real and tangible when there is a collective ownership. This means that everyone in the organisation, on every level, believes in its philosophy, supports its goals and works together to achieve the best possible outcome.

A corporate identity is more than merely a logo or letterhead; it’s how you conduct business and how you live the corporate culture every day. The NQF prides itself on the excellence it brings to our nation’s education. Our identity is synonymous with quality, accessibility and progress. Through an ongoing process the NQF aims to communicate and educate South African society on it’s importance and focus on creating more awareness.

This Corporate Identity Guide is convenient for easy reference to the elements that comprise the NQF’s corporate identity. Here you will find everything you need to know about how the NQF presents itself to internal and external stakeholders. The objective of the guide is to allow staff members to familiarise themselves with the National Qualifications Framework’s visual identity and how this expresses the values and ambitions of the NQF.

A corporate identity belongs to everyone in the organisation – live it and make it your own.
Logo Composition
Full Colour

NATIONAL QUALIFICATIONS FRAMEWORK

Reversed

NATIONAL QUALIFICATIONS FRAMEWORK
Blue evokes authority, dignity, security and faithfulness. It is one of the most popular colours among logos and can be seen extensively in education, government and medical logos.

**CMYK / PROCESS**

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70% Tint

50% Tint

**RGB**

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70% Tint

50% Tint

**SPOT**

Pantone 7470

Pantone Process Black

Black 100%
Corporate Font
Lucida Grande

The quick brown fox jumps over the lazy dog
9 pt
The quick brown fox jumps over the lazy dog
10 pt
The quick brown fox jumps over the lazy dog
12 pt
The quick brown fox jumps over the
15 pt
The quick brown fox jumps
20 pt

Electronic Typeface
Arial

The quick brown fox jumps over the lazy dog
9 pt
The quick brown fox jumps over the lazy dog
10 pt
The quick brown fox jumps over the lazy dog
12 pt
The quick brown fox jumps over the lazy
15 pt
The quick brown fox jumps over
20 pt