

CORPORATE STYLE GUIDE 2014



The South African Qualifications Authority was established in 1995 through an Act of Parliament and is proud to be the result of the very first piece of legislation in the field of education and training to have been passed in the New South Africa! This statutory body - based in our nation's capital, Pretoria - is the custodian of the South African National Qualifications Framework.

In 2008 the SAQA Act was replaced by the NQF Act - further strengthening the role of SAQA, while introducing some exciting innovations to the original design of the SAQA Act.

The look and feel of the SAQA brand

Brand positioning

The look and feel of the SAQA brand conveys the sincere and resolute nature of the organisation. It inspires confidence in the quality of qualifications and the national qualifications system to all stakeholders in the education system and provides the seal of approval for the public. The connotation is complete assurance in the standard of approved qualifications.

Creative approach

In the words of Leonardo da Vinci, "Simplicity is the ultimate sophistication". The clean blue and grey used with a predominantly white background echoes this sentiment. The images represent the people of South Africa whom SAQA strives to serve.

Creative execution

The creative is executed in 3 concepts:
The watermark,
The swish; and
The infinity.

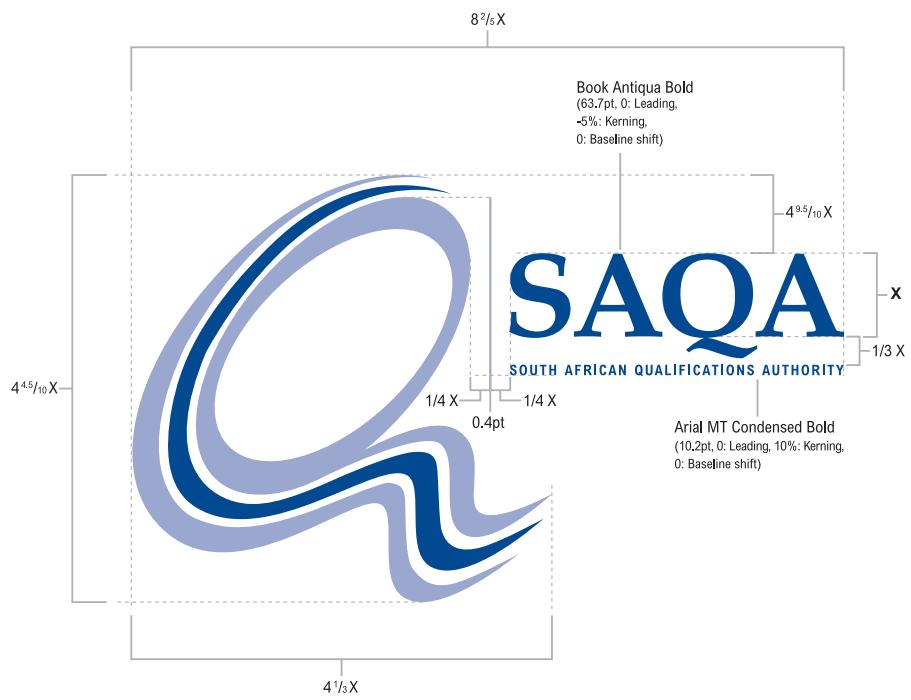
LOGO PORTRAIT - with measurements



LOGO PORTRAIT



LOGO LANDSCAPE - with measurements



LOGO LANDSCAPE



LOGO



LOGO

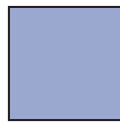


PRIMARY COLOURS

For Printing:



Pant. 280



35% Pant.280



C 100
M 72
Y 0
K 18



C 35
M 25
Y 0
K 6



Pant.877



C 0
M 0
Y 0
K 35

For Web:



R 0
G 35
B 105



R 166
G 178
B 202

Please note that tints of all the above colours may be used.

NB: The above Pantone reference is not a sample as it is printed in CMYK. For a Pantone match please use a current Pantone Spot Colour Reference book.

Similarly the Web reference is a basic reference for RGB figures only.

The CMYK is correct as printed and can be used as a match. More swatches can be found on the last two pages of this document.

— | | —

FONTS

SAQA

Book Antiqua Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Strapline

Arial MT Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy

Arial MT Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headers

Arial MT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS

For emphasis, headers, sub-headers, etc. the following may be used

Arial MT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS

For emphasis, headers, sub-headers, etc. the following may be used

Arial MT Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Arial MT Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FONTS

For emphasis, headers, sub-headers, etc. the following may be used

Arial MT Extra Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial MT Condensed Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial MT Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial MT Black Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ONE COLOUR

Black



ONE COLOUR - PANTONE

Pantone 280



REVERSED LOGO

One Colour - Black



LOGO CLEARANCE

When the logo is placed onto a layout, make sure that there is at least Y clearance space available around the entire logo. Y = the top of the 'SAQA' acronym to the bottom of the strapline.



MINIMUM SIZE

The minimum size that the (portrait) logo can appear with a strapline is 40mm in height and (landscape) is 34mm in height. Without the strapline, the (portrait) logo is 20mm in height and (landscape) is 17mm in height.



INCORRECT LOGO APPLICATIONS

SAQAs identity relies on consistency across all applications and **should never be misused**. Shown below are some examples of **what not to do**:

The weighting between the wordmark and the symbol should not be changed.



The typefaces must never be altered.



The strapline must not be altered.



No special effects are to be added to the logo.



The specified corporate colours must be adhered to at all times.



The position of the statement and the symbol should be kept to those shown in the logo formats section.



The symbol should never be skewed, rotated or modified in any way.



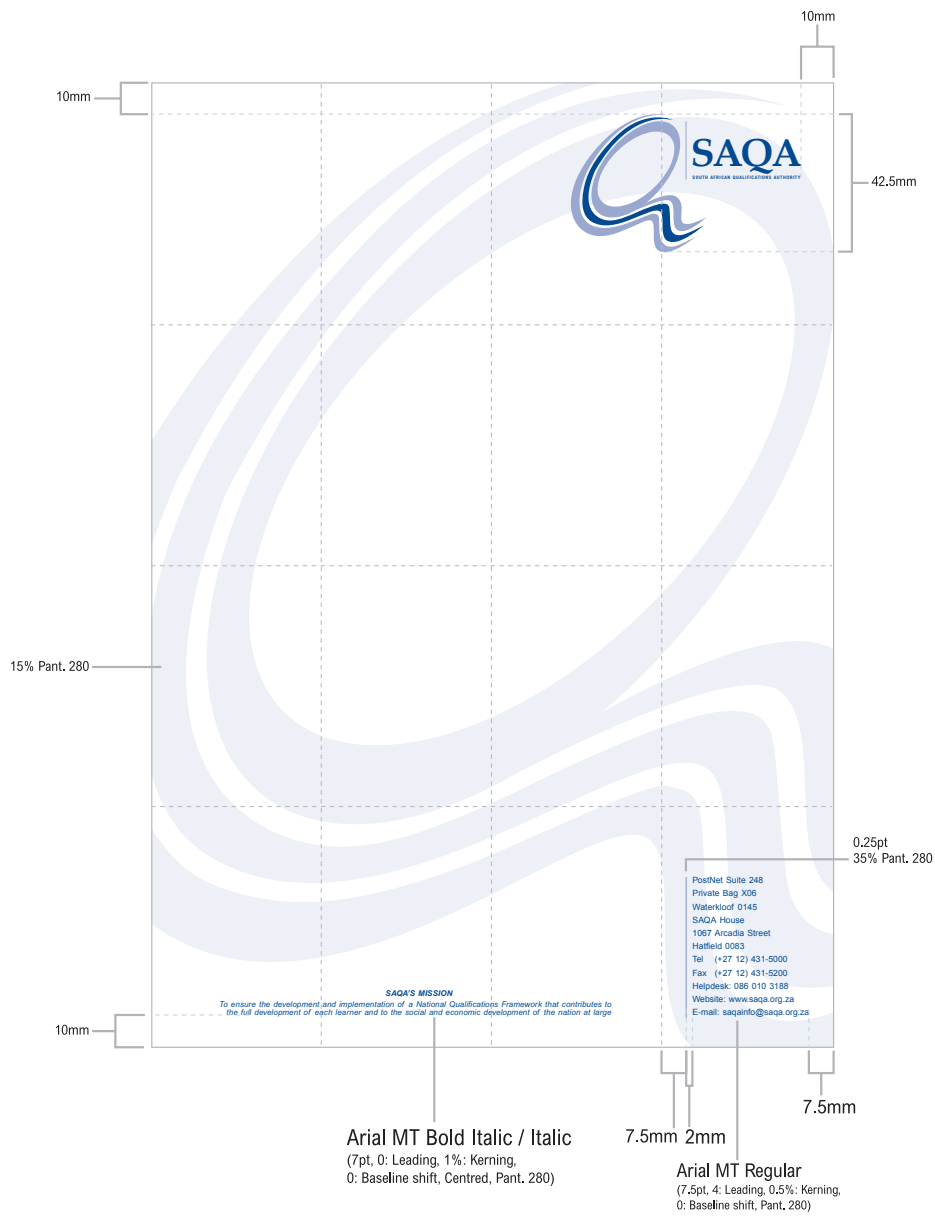
Apart from the ghosted icon, the logo is never to be placed on a busy or overpowering background.



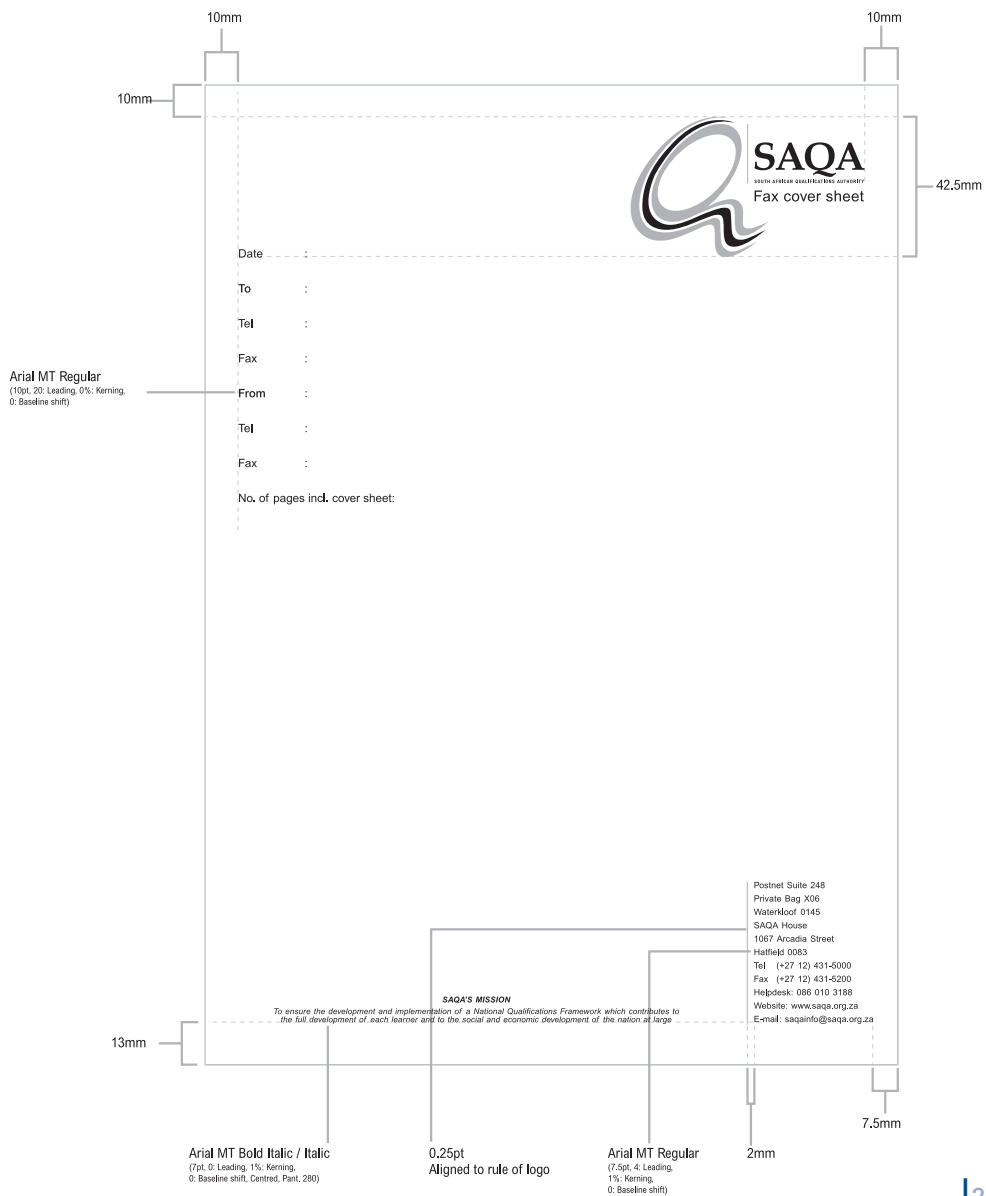


The watermark 'Q' appears subtly on the different documents creating continuity with the logo. The use of the letter Q highlights the fact that SAQA is all about QUALIFICATIONS. The flow of the 'Q' artistically captures a serenity that is iconic of our smoothly run operation.

LETTERHEAD (A4 297mm x 210mm)



FAX COVERSHEET (A4 297mm x 210mm)



CD SLEEVE



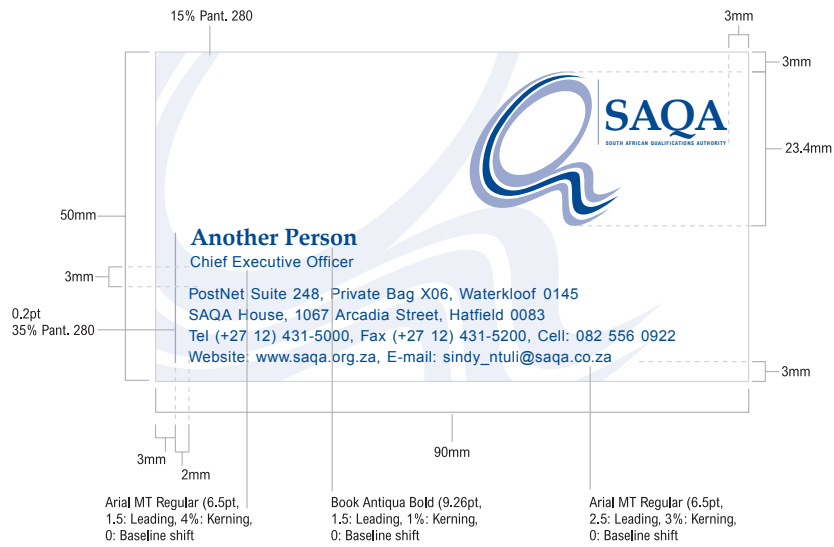


CD LABEL

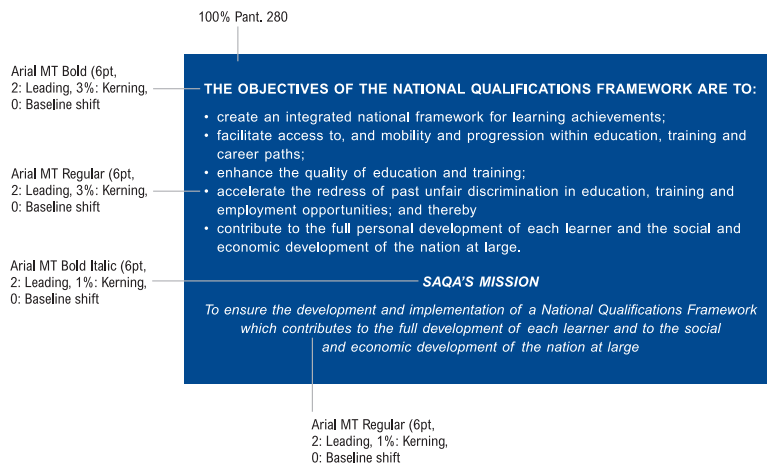


BUSINESS CARD

Front:



Back:





BUSINESS CARD

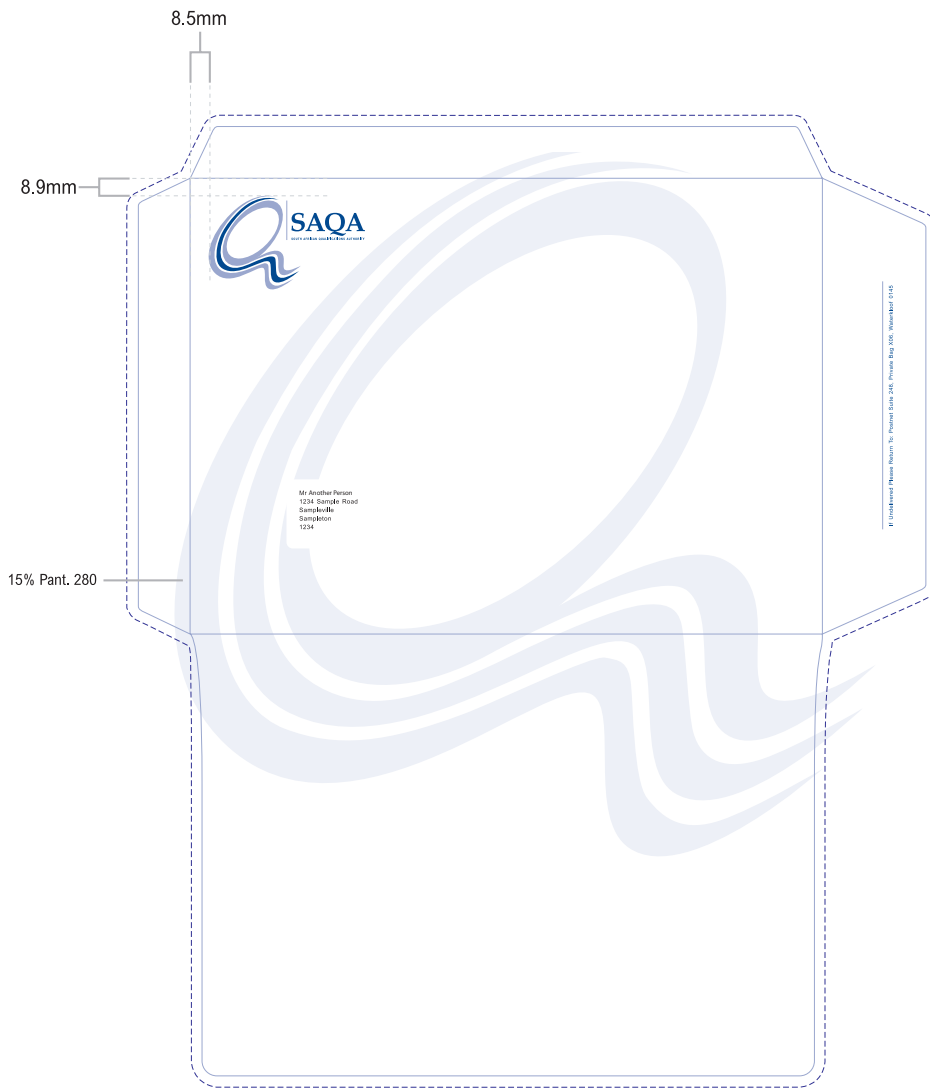
Front:



Back:

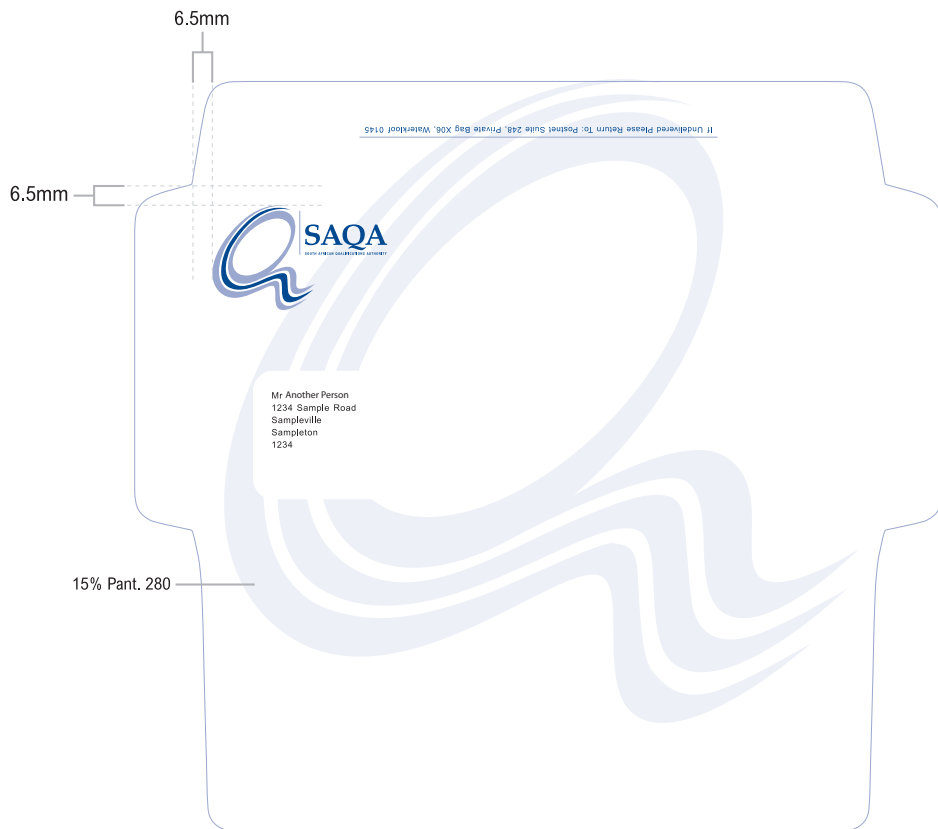


ENVELOPE (C4)

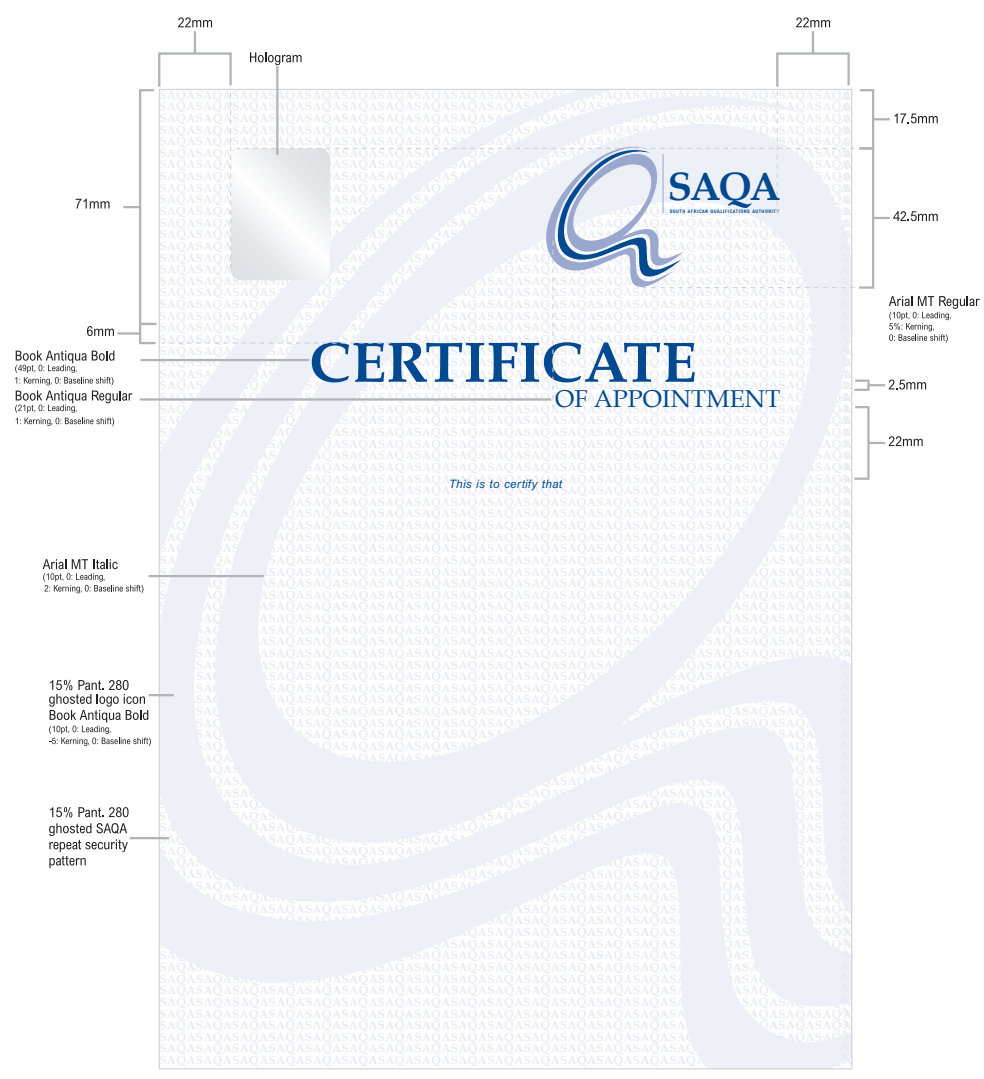




ENVELOPE (DL)



CERTIFICATE (A4 297mm x 210mm)



Book Antiqua Bold
(49pt, 0: Leading,
1: Kerning, 0: Baseline shift)

Book Antiqua Regular
(71pt, 0: Leading,
1: Kerning, 0: Baseline shift)

Arial MT Italic
(10pt, 0: Leading,
2: Kerning, 0: Baseline shift)

**15% Pant. 280
ghosted logo icon
Book Antiqua Bold**
(10pt, 0: Leading,
-5: Kerning, 0: Baseline shift)

**15% Pant. 280
ghosted SAQA
repeat security
pattern**

Arial MT Regular
(16pt, 0: Leading,
5%: Kerning,
0: Baseline shift)



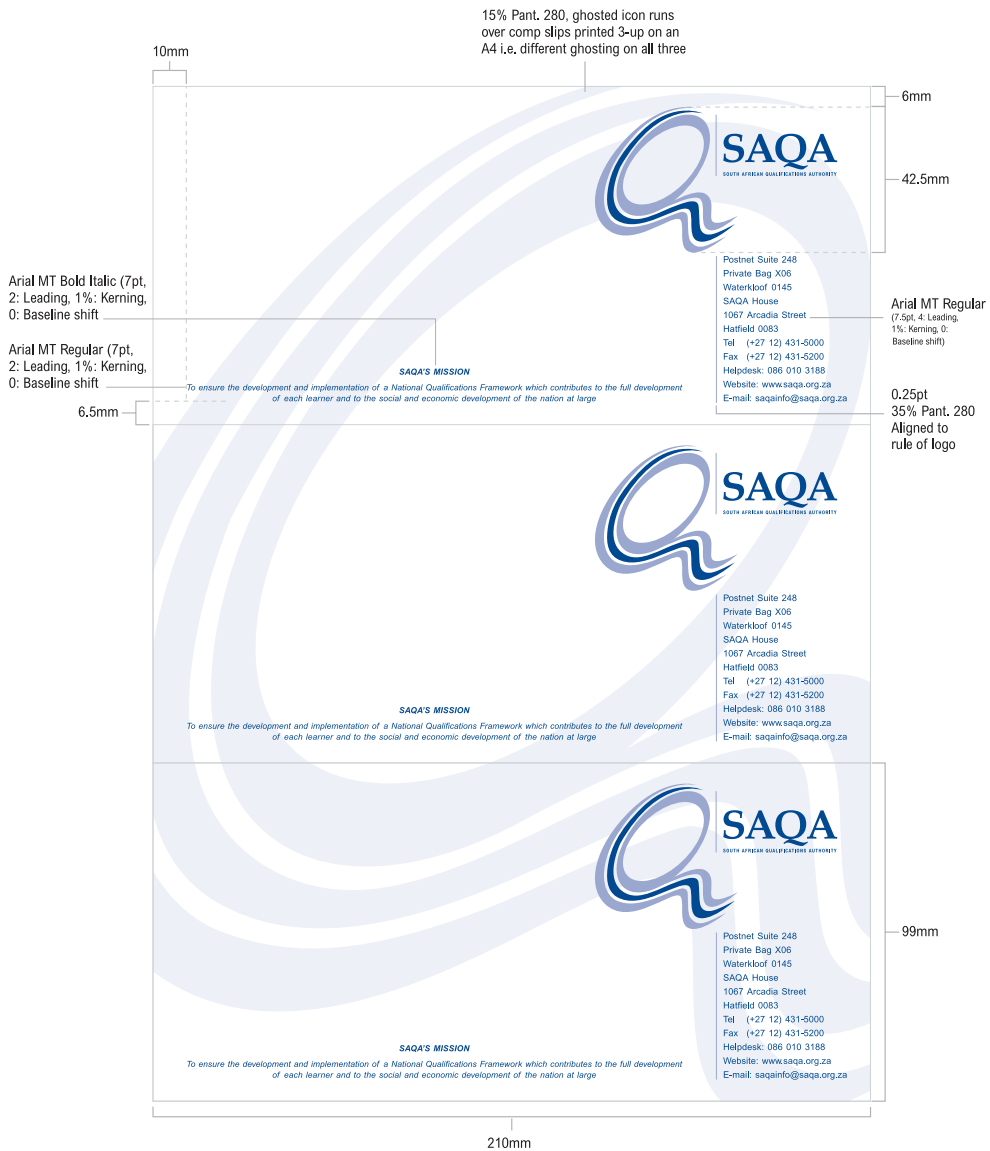
CERTIFICATE (A4 297mm x 210mm)

SAQA
SOUTH AFRICAN QUALIFICATIONS AUTHORITY

CERTIFICATE
OF APPOINTMENT

This is to certify that

COMPLIMENTARY SLIPS (DL 99mm x 210mm)





The SWIRL achieves a clean, professional look - fitting with the serious, academic nature of our business - and seems to “underline” and add importance to the contents of the document. The upward stroke of the SWIRL brings to mind a path leading to success which is the key motivator for the people working towards the qualifications which we standardise.

FAX COVERSHEET (A4 297mm x 210mm)

10mm

10mm

55 mm

10mm

46mm

FACSIMILE COVER SHEET

Date: _____

To: _____

Tel: _____

Fax: _____

From: _____

Tel: _____

Fax: _____

No. of pages incl. cover sheet: _____

SAQA
SOUTH AFRICAN QUALIFICATIONS AUTHORITY

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Private Bag X06
Waterskloof 0145
SAQA House
1067 Arcadia Street
Hatfield 0083
Tel (+27 12) 431-5000
Fax (+27 12) 431-5200
Helpdesk: 086 010 3188
Website: www.saqa.org.za
E-mail: saqainfo@saqa.org.za

Arial MT Regular
(10pt, 20: Leading,
0%: Kerning, 0: Baseline shift)

Arial MT Regular
(8 pt, 4: Leading,
1%: Kerning,
0: Baseline shift)

13mm

SAQA'S MISSION
To ensure the development and implementation of a National Qualifications Framework that contributed to the full development of each learner and to the social and economic development of the nation at large.

Arial MT Bold Italic / Italic
(7pt, 0: Leading, 1%: Kerning,
0: Baseline shift, Centred, Par1, 280)

POWERPOINT - Contents Slide

Arial MT Bold
(32pt, 0: Leading,
0%: Kerning,
0: Baseline shift
22pt: Bullet)

Heading



Text Box

Arial MT Regular
(28pt, 0: Leading,
0%: Kerning,
0: Baseline shift
18pt: Bullet)



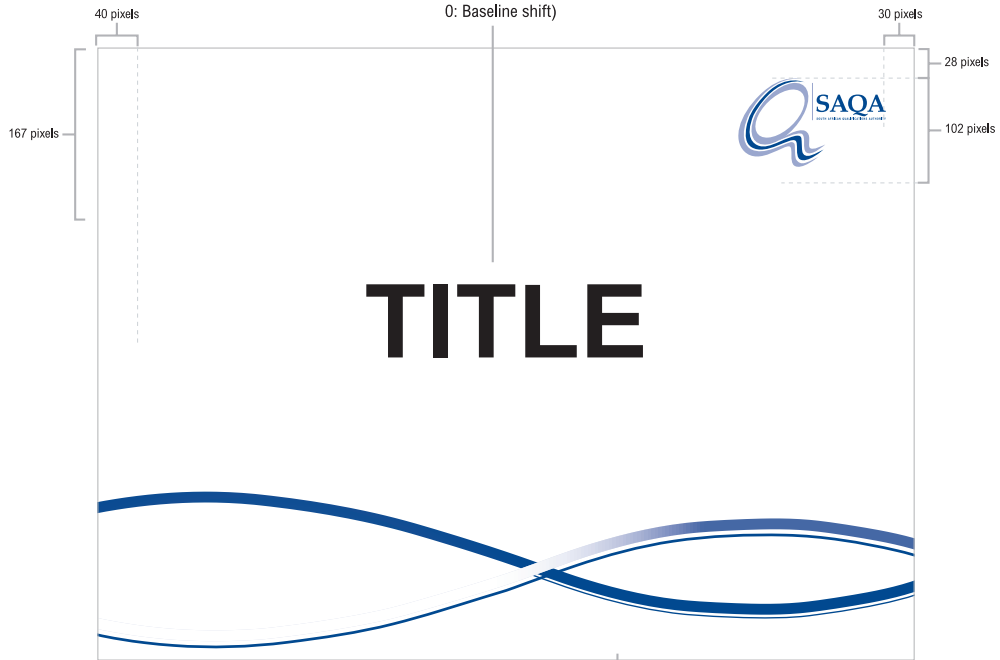


The infinite possibilities which are available to those who continue to improve their lives through the acquisition of knowledge and qualifications come to mind in this elegant design. This familiar symbol conveys that there is no limit to what SAQA can achieve.



POWERPOINT - Title Slide

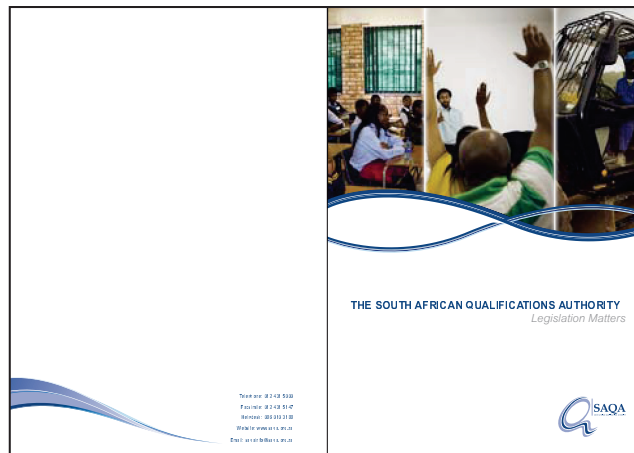
Arial MT Bold
(32pt, 35: Leading,
0%: Kerning,
0: Baseline shift)



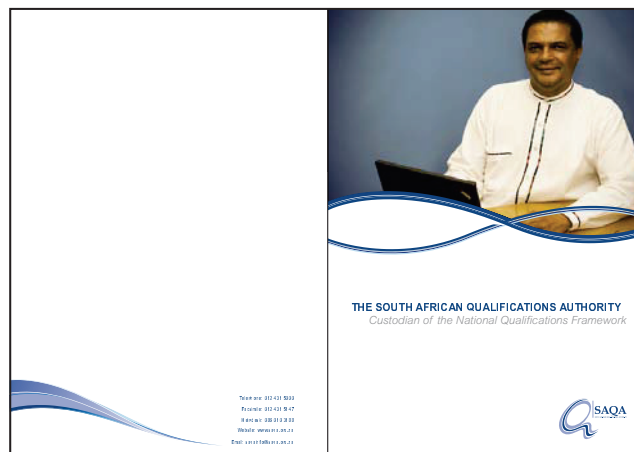
R:242 / G:244 / B:247

BROCHURES - Various

Primary Brochure - Grey and SAQA Blue (CMYK)



Primary Brochure - Silver and SAQA Blue (CMYK)

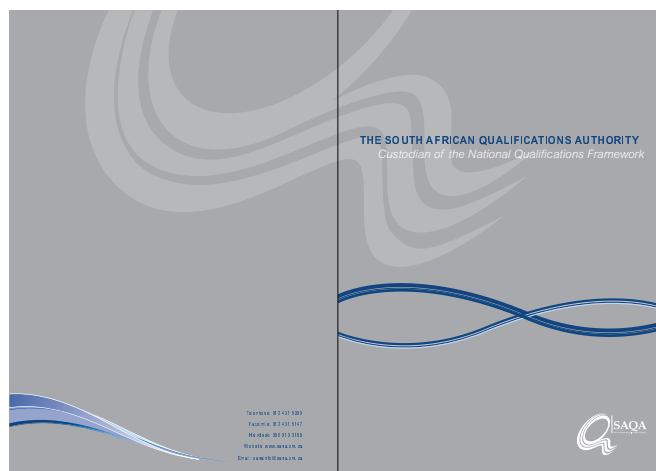


NB: The above is for visual reference only. Accurate spot colours must be referenced from current Pantone Spot Colour Reference book.

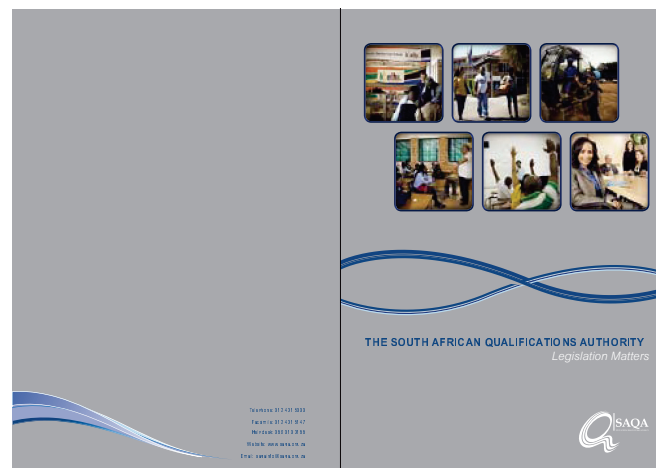


BROCHURES - Various

Secondary Brochure - Grey and SAQA Blue (CMYK)



Secondary Brochure - Grey and SAQA Blue (CMYK)



NB: The above is for visual reference only. Accurate spot colours must be referenced from current Pantone Spot Colour Reference book.

BROCHURES - Various

Exclusive Brochure - Pantone 877 and Pant. 280



Exclusive Brochure - Pantone 877 and Pant. 280



NB: The above is for visual reference only. Accurate spot colours must be referenced from current Pantone Spot Colour Reference book.



INTEGRATED VISUAL CONCEPTS - Various



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COLOUR SWATCH - main solid



COLOUR SWATCH - secondary tints





COLOUR SWATCH - main solid



COLOUR SWATCH - secondary tints



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South African Qualifications Authority

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