The Transnet logo - or brand identifier - consists of a Word Mark, in a unique typeface, and a T-shaped symbol referred to as the Brand Mark. Both are depicted in the specified colours: red and green.

The logo is most powerfully depicted in red and green on white, and must always be presented thus.

The standard logo pictured alongside may be described simply as a colour signature on a white background with the Transnet Word Mark arranged to the upper right of the Brand Mark.
The two principal colours making up the Word Mark and Brand Mark are specified here. These need to be rigorously adhered to in order to ensure logotype consistency, which impacts on brand consistency.
The geometry of the brand identifier, as illustrated, is based upon a horizontal and vertical grid, as well as a secondary grid that runs at a 60° angle. These grids form the backbone of the house style.

The “A” in the logotype is central to the continuance of the angles created by the chevron, resulting in an associative mounted apex above the right hand element of the logo (see intersection of “W” and “V”). This is the most common relationship between the logo and logotype.

The mandatory clear space around the logo is equal to the measure “Y” which is the space between the Brand Mark and the Word Mark.
Brand Architecture refers to and describes the type of relationship that exists between a company’s divisions, products, services and even independent entities. In keeping with the business decision to consolidate all operating divisions, Transnet has chosen what is known as a Monolithic Brand Architecture. This is sometimes called the Branded House approach. Rather than having several divisions, each with its own brand identity, the Transnet Monolithic Brand unifies all divisions under one primary name and symbol, allowing each division an identity expressed through descriptors and a unique colour code. The Corporate Brand Mark and Brand Word (Logo) remain consistent throughout. When there is a need to identify an individual operating division, the name of the operating division appears below the corporate logo.
It is imperative to adhere to the colour palette specifications for each divisional descriptor in order to retain overall brand consistency.
IDENTIFICATION ELEMENTS

03 COLOUR PALETTE

**PRIMARY COLOURS**

- **RED**
  - PANTONE® 485
  - CMYK: 0 95 100 0
  - RGB: 212 46 18

- **GREEN**
  - PANTONE® 376
  - CMYK: 50 0 100 0
  - RGB: 125 186 0

**SECONDARY COLOUR**

- **STONE**
  - PANTONE® 405
  - CMYK: 0 10 33 82
  - RGB: 102 89 77

**DIVISIONAL COLOURS**

- **FREIGHT RAIL**
  - PANTONE® 5767
  - CMYK: 15 0 68 39
  - RGB: 40 148 77

- **ENGINEERING**
  - PANTONE® 7495
  - CMYK: 25 0 80 30
  - RGB: 125 143 41

- **PORTS AUTHORITY**
  - PANTONE® 5415
  - CMYK: 42 8 0 40
  - RGB: 92 120 143

- **PORT TERMINALS**
  - PANTONE® 5493
  - CMYK: 43 0 14 21
  - RGB: 135 173 176

- **PIPLEINES**
  - PANTONE® 104
  - CMYK: 14 0 78 60
  - RGB: 168 150 10

**DEEPER COLOURS**

- **PANTONE® 5177**
  - CMYK: 41 0 82 48
  - RGB: 100 60 56

- **PANTONE® 5405**
  - CMYK: 79 24 39 0
  - RGB: 7 100 60

- **DARK RED**
  - PANTONE® 484
  - CMYK: 90 84 32
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
The construction of each divisional signature is based on the Corporate Brand construction. The height of the lower case divisional descriptor is exactly half the height of the Word Mark.
In order to ensure visibility and legibility of the divisional descriptors, always use white lettering on a coloured background. On a white background, the descriptors’ default colours must be used (See page 30 in “The Brand” book, “B Identification elements” for the divisional colours.) Descriptors may be presented in either a horizontal or stacked layout.
The default or standard configuration for the pay-off line is horizontal.

Note:
i. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g., an envelope), then the pay-off line may be omitted. Refer to the guidelines provided for specific applications.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.
The default or standard configuration for the pay-off line and divisional descriptor is horizontal. The sizing grid shows the relative sizes of the pay-off line and descriptor in relation to the height of the umbrella word mark.

Note:

i. The pay-off line must align with the divisional descriptor.

ii. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g. an envelope), then the pay-off line may be omitted.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.

DIVISIONAL LOGO AND PAY-OFF LINE
Vertical Positioning, Colour Specification and Sizing Grid

SIZING GRID FOR VERTICAL VERSION
The default or standard configuration for the pay-off line and divisional descriptor is horizontal. The sizing grid shows the relative sizes of the pay-off line and descriptor in relation to the height of the umbrella word mark.

Note:
1. The pay-off line must align with the divisional descriptor.
2. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g., an envelope), then the pay-off line may be omitted.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.

**Divisional Logo and Pay-off Line**

**Vertical Positioning, Colour Specification and Sizing Grid**

PANTONE® 405
CMYK 0 10 33 82
RGB 102 89 77

---

**Sizing Grid for Vertical Version**

- Transnet logo
- Engineering
- Delivering freight reliably
The default or standard configuration for the pay-off line and divisional descriptor is horizontal. The sizing grid shows the relative sizes of the pay-off line and descriptor in relation to the height of the umbrella word mark.

Note:

i. The pay-off line must align with the divisional descriptor.

ii. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g. an envelope), then the pay-off line may be omitted. Refer to the guidelines provided for specific applications.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.

**DIVISIONAL LOGO AND PAY-OFF LINE**
Vertical Positioning, Colour Specification and Sizing Grid

SIZING GRID FOR VERTICAL VERSION
The default or standard configuration for the pay-off line and divisional descriptor is horizontal. The sizing grid shows the relative sizes of the pay-off line and descriptor in relation to the height of the umbrella word mark.

Note:
1. The pay-off line must align with the divisional descriptor.
2. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g., an envelope), then the pay-off line may be omitted.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.

**DIVISIONAL LOGO AND PAY-OFF LINE**

**Vertical Positioning, Colour Specification and Sizing Grid**

- **PANTONE® 405**
- **CMYK 0 10 33 82**
- **RGB 102 89 77**

**SIZING GRID FOR VERTICAL VERSION**

Port terminals

delivering freight reliably
The default or standard configuration for the pay-off line and divisional descriptor is horizontal. The sizing grid shows the relative sizes of the pay-off line and descriptor in relation to the height of the umbrella word mark.

Note:

i. The pay-off line must align with the divisional descriptor.
ii. Where the horizontal configuration cannot be applied due to the constraints of a given application (e.g., an envelope), then the pay-off line may be omitted.
The vertical or stacked configuration is to be used for corporate print advertisements or pull-up banners only.

**DIVISIONAL LOGO AND PAY-OFF LINE**

**Vertical Positioning, Colour Specification and Sizing Grid**

- **PANTONE® 405**
- CMYK: 0 10 33 82
- RGB: 102 89 77

**SIZING GRID FOR VERTICAL VERSION**

- TRANSNET
- pipelines
- delivering freight reliably
The minimum size in which the Transnet logo can be applied onto print applications will depend on the production process.

The logo may not be printed smaller than 7mm in height if printed as spot colours, and no smaller than 10mm in height if printed as process colours.

If the divisional descriptor or pay-off line is included, the logo may not be printed smaller than 10mm in height as spot colours, or smaller than 13mm in height as process colours.
**LOGO WITHOUT DESCRIPTOR OR PAY-OFF LINE**

Embroidery

![Embroidery Logo](image)

Embroidery, Debossing, Engraving, Foiling

![Embossing, Debossing, Engraving, Foiling Logo](image)

**LOGO WITH DESCRIPTOR AND/OR PAY-OFF LINE**

Embroidery

![Embroidery Logo with Descriptive Text](image)

Embroidery, Debossing, Engraving, Foiling

![Embossing, Debossing, Engraving, Foiling Logo with Descriptive Text](image)

**Embroidery**

For embroidery, the logo may not be reproduced any smaller than 17mm in height without the pay-off line or divisional descriptor. If the divisional descriptor or pay-off line is included, the logo may not be reproduced any smaller than 30mm in height.

**Embossing, Debossing, Engraving, Foiling**

The logo may not be reproduced any smaller than 10mm in height without the pay-off line or divisional descriptor. If the divisional descriptor or pay-off line is included, the logo may not be reproduced any smaller than 20mm in height.
The exact specifications of the colours associated with the corporate and divisional brands, including the pay-off line, are detailed on this page.

Note: For the colour application of interior paint, use the specified Plascon® Wall & All colour references. Accent colours for the five Divisions are also provided.

For other generic paint applications use the following specifications:

- **General walls**
  - Plascon® Incan Treasure Y1-D2-3
  - Plascon® Maison Blanche Y1-E2-1
  - Nuroof Acrylic Roof Paint

- **Doors and Door Frames**
  - Plascon® Parmesan Sauce Y5-C2-2

- **Roof**
  - Plascon® Smokey Grey TRP SB

**Primary Logo Colours**

- **Transnet**

**Divisional Logo Colours**

- **Freight Rail**
  - Plascon® Eco Terra Y5-C1-2
  - Accent colour: Plascon® Fragrant Days Y6-C2-2

- **Engineering**
  - Plascon® Grass Knoll Y5-C1-1
  - Accent colour: Plascon® River Reeds Y6-C2-3

- **National Ports Authority**
  - Plascon® Electric Shock B4-D1-3
  - Accent colour: Plascon® Diamond Girl B4-D2-3

- **Port Terminals**
  - Plascon® Azurbeen B1-C1-4
  - Accent colour: Plascon® Lazy Afternoon B1-C2-2

- ** Pipelines**
  - Plascon® Tangy Glow Y5-B1-3
  - Accent colour: Plascon® Parmesan Sauce Y5-C2-2

**Pay-Off Line Colour**

- Delivering freight reliably

- Plascon® Electric Shock B4-D1-3
  - Accent colour: Plascon® Diamond Girl B4-D2-3

**Identification Elements**
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET LIMITED

PANTONE® 485 COATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET LIMITED

PANTONE® 485 UNCOATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

CMYK 0 95 100 0
<table>
<thead>
<tr>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
<th>PANTONE® 485 COATED</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
<tr>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
<td>PANTONE® 485 COATED</td>
</tr>
</tbody>
</table>

**COLOUR REFERENCE SWATCHES - TRANSNET LIMITED**
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

**COLOUR REFERENCE SWATCHES - TRANSNET LIMITED**

CMYK 50 0 100 0
IDENTIFICATION ELEMENTS

08 COLOUR PALETTE

Reference Swatches

COLOUR REFERENCE SWATCHES - TRANSNET LIMITED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

Reference Swatches

PANTONE 405 COATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET LIMITED

PANTONE 405 UNCOATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
## Colour Reference Swatches - Transnet Limited

<table>
<thead>
<tr>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
<th>PANTONE® 405 Coated</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET FREIGHT RAIL

PANTONE® 5767 COATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
COLOUR REFERENCE SWATCHES - TRANSNET FREIGHT RAIL

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED

PANTONE® 5767 COATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

PANTONE 7495 COATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET ENGINEERING

CMYK 25 0 80 30
COLOUR REFERENCE SWATCHES - TRANSNET ENGINEERING
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
**COLOUR REFERENCE SWATCHES - TRANSNET NATIONAL PORTS AUTHORITY**

| Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated | Pantone 5415 Coated |
|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
|                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.

COLOUR REFERENCE SWATCHES - TRANSNET PORT TERMINALS

PANTONE® 5493 UNCOATED
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
## COLOUR REFERENCE SWATCHES - TRANSNET PORT TERMINALS

<table>
<thead>
<tr>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
<th>PANTONE® 5493 COATED</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**COLOUR PALETTE**

Reference Swatches
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
The exact specifications of the colours associated with the corporate and divisional brands are referenced on this page.
## COLOUR REFERENCE SWATCHES - TRANSNET PIPELINES

| PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED | PANTONE 104 COATED |
|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |
|                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |                   |

**Reference Swatches**

PANTONE® 104 COATED
The Transnet brand manifests its visual identity through many different formats of the printed word. Typography is an essential element of corporate identity and is used to establish and reinforce Transnet's individual character consistently.

The primary alphanumeric typeface, APEX, including its font variations as shown, have been selected to express Transnet's corporate identity typographically.

Usage: All corporate brand applications, printed material, collateral, publications, etc.
For more general applications, the secondary alphanumeric typeface TAHOMA, is used, including its font variation herewith.

Usage: All corporate internal and external communications such as PC communications, letters, faxes, memos, notes, etc.

Note:

i. The standardised and minimum font point size for letters, faxes, memos, etc. is 11 pt.

ii. The maximum font point size for all documents is 14 pt. An exception may be made, for example, with regard to documents for visually impaired people. In such cases, use 16 pt font size.

iii. For charts and graphs, the minimum font point size is 10 pt.

iv. For footnotes, the recommended font point size is 10 pt.
In the interest of corporate brand conformity and consistency, there are certain prohibitions with regard to the application of the logo which need to be heeded.

### DO'S AND DON'TS

#### Applying the Logo

- The logo should not be overlapped by or blended with other visual objects or text.
- No borders may be drawn around the logo.
- The logo should be displayed as a whole; not partially, as a section or detail thereof.
- The compositional area of the logo may not be interfered with, defaced or creatively adapted in any form.
- The logo may not be used as a drop shadow, slanted or skewed.
- The logo may not incorporate a realistic drop shadow, such as the Photoshop drop shadow effect.
- Copying from inferior reproductions is discouraged to avoid poor quality images that may compromise the integrity of the logo.
- No rotation or skewing may be made to the logo.
- The colours within the logo may not be swapped around or replaced.
- Only specified colours may be used as a single colour application.
- The positioning of the logo in relation to the logotype may not be changed.
- The unique font type may not be changed.
In the interest of corporate brand conformity and consistency, there are certain prohibitions with regard to the application of the logo and its relationship to the descriptor or pay-off line, which need to be heeded.

1. **Do's and Don'ts: Applying the Logo**

- **Do's**
  - The divisional descriptor may only be applied in the colour assigned to the division.
  - The size of the divisional descriptor in relation to the logo may not be altered.
  - The colour of the pay-off line may not be changed.

- **Don'ts**
  - The position of the divisional descriptor may not be moved to a non-specified position.
  - The font of the divisional descriptor may not be changed.
  - The position of the pay-off line may not be moved to a non-specified position.
  - The size of the pay-off line in relation to the logo may not be altered.
  - The font of the pay-off line may not be changed.
In order to assist with visual recognition, a graphic device that can either house colour, illustration, or photography, is employed with text permissible inside or outside the graphic device.

**TEXT OUTSIDE THE GRAPHIC DEVICE**

TRANSEN

Text displayed in this allocated area

**TEXT INSIDE THE GRAPHIC DEVICE**

TRANSEN

Text displayed in this allocated area

Text displayed in this allocated area
Aspects and permutations of the Brand Mark may be used creatively as a graphic device. The building blocks or parts of the Brand Mark may be pivoted and stacked to create a graphic device that resonates and amplifies the character of the Brand Mark or umbrella logo.
Photographic subject matter is divided into four distinct types. Whether choosing photographs from a stock library or when briefing for a shoot, the subject matter should always reflect one of these areas specifically.

A Transnet Image Library is currently available Online or on CD.
NOMENCLATURE

Language and legal usage of brand names and descriptors.

We have adopted both a naming convention and use of terms and expressions as part of the brand identity. Transnet is an “integrated bulk freight transportation and logistics company”. The two simple statements that express this new structure are “One company, One Vision.”

As pointed out in the description of the Monolithic Brand Architecture, all Transnet divisions are secondary to the Transnet Brand Name and Brand Mark. In other words, all divisions are strongly endorsed by the overarching Transnet Brand Name and Brand Mark. This ensures that the various port, rail and pipeline operations are positioned as “delivery vehicles or channels” of the integrated whole.

Transnet is the sum of all its divisions.

The reason for retaining separate divisional names is to make it easier for customers and stakeholders to distinguish the various delivery channels. For the sake of absolute clarity, the divisional names are descriptors of the service. Also, the fact that they are literal descriptors is another reason why it would have been impractical to trademark them as independent logos or brand names.

BRAND RULES

The name of the legal entity is Transnet Limited. However, because the name “Transnet” possesses inherent equity and resonates strongly with stakeholders, it is used as the primary brand name.

To ensure clarity of communication, **acronyms cannot be used**. To call the National Ports Authority the NPA would confuse it with the National Prosecuting Authority, also known as the NPA.

To protect the inherent equity and strengthen the alignment between the corporate brand and the operational divisions, all the brand names must ALWAYS be used, i.e. Transnet + Division. From a legal perspective, the divisional names are only defensible trademarks when used as a unit.

When creating a document that includes several mentions of a division, use the full divisional name at the outset and state immediately after it, in brackets, the only acceptable abbreviation in this context. e.g. Transnet Freight Rail (Freight Rail).

Thereafter in the document, you may refer to Transnet Freight Rail as “Freight Rail”, but only if you have stated your intention to use this abbreviation by use of parenthesis.

Note: The only acceptable use of acronyms is in “legal documents”, never in “branded collateral”.

The abbreviation convention is only acceptable in a legal context where it is clearly stated within the document or contract that the abbreviation refers specifically to an operating division.
B IDENTIFICATION ELEMENTS
14 TECHNICAL SPECIFICATIONS
Paper Stock - Executive

TRANSNET CORPORATE AND DIVISIONAL EXECUTIVE STATIONERY

Primary: Environment Wove

Specifications:
• FSC certification (for environmentally safe paper)
• Made using pulp from recycled paper and sugar cane
• Made from ECF (Elementally Chlorine Free) pulp and recycled water.

For production:
• All letterheads and complimentary slips require 118 GSM paper.
• Business cards require 324 GSM paper.

Secondary: Conqueror Wove

Only in the event of paper shortages may Conqueror Wove be used instead of Environment Wove. If neither are available, use Conqueror Smooth CX22.

Specifications:
• FSC certification (for environmentally safe paper)
• Made using pulp from renewable forests
• Made from ECF (Elementally Chlorine Free) pulp Stoneywood Mill in Aberdeen, Scotland carries ISO certification
• The Mill has an investment in CHP (combined heat and power)
• Makes use of water from the Don river and recycles the water back into the river after use, making use of strict water purification methods.

For production:
• Letterheads and complimentary slips require 120 GSM paper.
• Business cards require 320 GSM paper.
TRANSNET COMPANY STATIONERY

Use Mondi Status Bond and Haddonia Ivory Board, Ultra White Smooth for all Transnet company stationery.

Operations managers must use Mondi Status Bond for letterheads and complimentary slips, and Haddonia Ivory Board, Ultra White Smooth for business cards.

For production:
- Letterheads and complimentary slips require 120 GSM – Mondi paper.
- Business cards require 280 GSM paper – Haddonia Ivory Board.
<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brand architecture</td>
<td>The organising structure of the relationships of entities that go into making up the brand.</td>
</tr>
<tr>
<td>Brand management</td>
<td>The management of intangible and tangible aspects of a brand.</td>
</tr>
<tr>
<td>Branding signatures</td>
<td>The composition and placement of the brands’ logo and symbols on various elements of communication.</td>
</tr>
<tr>
<td>Body copy</td>
<td>The main body of any printed material that is indistinct from the introduction, index, illustrations and headings.</td>
</tr>
<tr>
<td>CMYK</td>
<td>Cyan, Magenta, Yellow and Black ink used in four colour process printing to achieve full colour images or graphics.</td>
</tr>
<tr>
<td>Column width</td>
<td>The unit measurement by which space is sold in print media.</td>
</tr>
<tr>
<td>Copyright</td>
<td>The exclusive right, granted by law for a certain term of years, to make and dispose of copies of, and otherwise to control, a literary, musical, dramatic or artistic work.</td>
</tr>
<tr>
<td>Corporate identity</td>
<td>The term given to a set of logos that represent a brand in its entirety.</td>
</tr>
<tr>
<td>Co-branding</td>
<td>The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.</td>
</tr>
<tr>
<td>Control grid</td>
<td>The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.</td>
</tr>
<tr>
<td>Deboss</td>
<td>To decorate with a moulding or carving so that the background protrudes from the foreground shapes.</td>
</tr>
<tr>
<td>Dome</td>
<td>To cover with or encapsulate with a design.</td>
</tr>
<tr>
<td>Emboss</td>
<td>To decorate with a moulding or carving so that the foreground protrudes from the surrounding background.</td>
</tr>
<tr>
<td>Foil</td>
<td>A branding process that involves a thin layer of polished metal or metallic ink placed onto an item or page to lend it luminance.</td>
</tr>
<tr>
<td>Font</td>
<td>A full set of type for printing or screening where all the characters are of the same design and size.</td>
</tr>
<tr>
<td>Headline</td>
<td>A caption printed at the top of a page or article in any printed material, usually in large letters and often summarizing the content that follows it.</td>
</tr>
<tr>
<td>Holding shape</td>
<td>A shape, usually an extension of a symbol or part thereof, used in graphic layout to contain a picture or a section of type.</td>
</tr>
<tr>
<td>Identity guide</td>
<td>Summary document used to provide a basic visual reference on the correct use of an identity.</td>
</tr>
<tr>
<td>Layout</td>
<td>The way component parts or individual elements are arranged in a design, stationery or literature.</td>
</tr>
<tr>
<td>Litho</td>
<td>A printing process in which the image to be printed is rendered on a flat surface – e.g. on sheet zinc or aluminium – and treated to retain ink whilst the nonimage areas are treated to repel ink.</td>
</tr>
<tr>
<td>Logo</td>
<td>A design, usually comprised of a graphic symbol and wordmark that is utilised by an organisation on its letterheads, advertising and environmental signs as an emblem by which the organisation can be easily recognised.</td>
</tr>
<tr>
<td>Media applications</td>
<td>Specifications for application of the national Coat of arms in various media platforms.</td>
</tr>
<tr>
<td>Monolithic brand</td>
<td>Singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.</td>
</tr>
</tbody>
</table>
Merchandise – Goods, products, stock or commodities.

Naming structure – Guidelines specifying the display and placement of the brand name or sub-brand name relation to the mother brand/logo/symbol.

Pay-off line – A short distinctive phrase used to identify a company, organisation or its goals.

Pantone – International standards for colour specification and referencing.

Pictogram – A pictorial symbol that replaces a word, facility or action. The subject must be singular in meaning and simple in form. Usually associated with signage systems and designed in matching suites, where the shape and spatial design in similar cases.

Point – Unit of measurement of the size of typography.

RGB – The values of the colours of Red, Green, Blue used to make colours on screen i.e web, television etc.

Sandblast – To blast air or steam carrying sand, at high velocity to etch glass, stone or metal surfaces.

Scale – A term used for changing the size or weighting of elements, either graphic or text, in a balanced way within the layout.

Sub-brand – A product or service within a portfolio of brands with a distinct identity from the mother brand.

Stock – Specification of paper in terms of its weight in grammage (gsm) and type (bond or laid).

Symbol – The graphic component of a logo that can be made up of one or several icons, each with significant meaning used to communicate the values of the brand.

Trademark – The name, symbol, figure, letter, work or mark adopted and used by a manufacturer or merchant in order to designate the goods he or she manufactures or sells and to distinguish them from those manufactured or sold by others including, but not limited to, any mark entitled to registration under the provisions of a statute is a trademark.

Typography – The arrangement of printed characters on the page.

UV varnish – Creating a transparent glossy surface in a selected area.

Vinyl – A plastic material made from vinyl polymer.

Visual identity – A term used to describe a complete visual look, it includes the style of typography, relationships between typography and photography and the palette that is maintained through all printed material relating to the brand.

Visual standards manual – comprehensive instruction on the correct use of the graphic elements which make up a visual identity.

Word Mark – Any letters, words or descriptors constructing a logo.

X-Height – The height of a type character.