

**B INTERNAL PROJECTS**

**01 INTRODUCTION**

CORE PRINCIPLES

While the operating divisions are vehicles for Transnet to deliver its promise to its various customers, they are interdependent Transnet operating divisions and not independent companies. They are essentially manifestations of the Transnet business, and therefore the divisions are sub-branded in alignment with the Transnet brand.

Transnet's operational capacity and deliver on its brand promise. They are wholly managed by or on behalf of Transnet. Such projects are essentially 'projects' or 'assignments' within either the corporate office or operating divisional office. Since they are not divisions per se, they are not brands or sub-brands requiring branding solutions, yet may, however, be distinguished as follows:

Note that projects such as People Project, Vulindlela, Capital Projects, Business Intelligence and Ubambano, are essentially internal projects intended to enhance

ELEMENTS

**Naming**

All projects are to be known by their primary function or name, e.g. Business Intelligence.

**Transnet Endorsement**

The projects must all reflect the relevant custodial corporate (Transnet) or divisional identity (full logo).

**Colour**

Together with the name, the custodial colour is the primary distinguishing element. Other visual manifestations, such as project logos, mnemonics, graphics and other images, may be used to identity projects.

EXPRESSION

In other words, there are only four primary manifestations of the Transnet brand – Corporate, Divisional, the Foundation and Transnet Property because these are externally or market-facing entities.

No other sub-branding may compromise the over-arching message we want to communicate about Transnet, i.e. "one company, one division" as manifested or delivered through the five Transnet divisions.

PLEASE NOTE: The following Internal Projects "application" guidelines indicated here, are intended as examples only.

Use the appropriate Internal Project application that is relevant to the specific Operating Division.

**B INTERNAL PROJECTS**

**02 IDENTIFICATION**

The combination of these elements is what identifies a particular project:

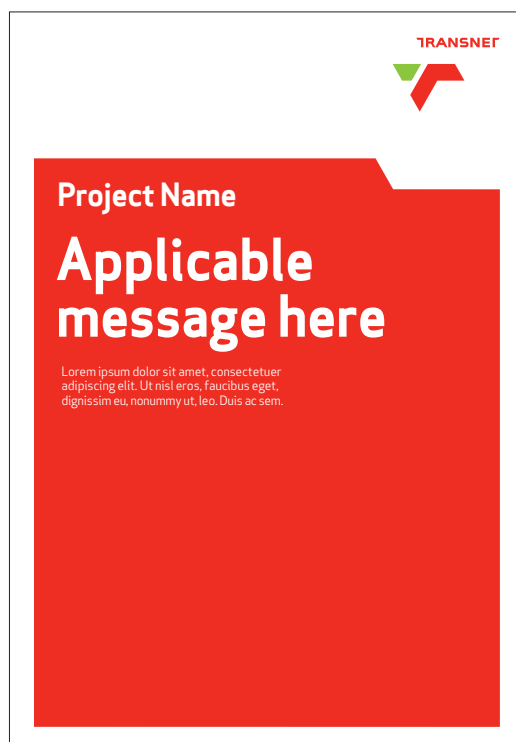
**NAME**

**Business Intelligence  
People Project  
Ubambano  
Vulindlela**

**COLOUR**



**GENERAL LAYOUT**



Corporate font - Apex Bold, used in proportion to the applied signature.

No other font may be used. The font is always used as a title case (upper- and lowercase type).

Use colours that are assigned to either the corporate (in the case of a corporate project) or the divisional brands alone.

In other words, all projects and programmes that are aimed at all Transnet divisions use the Transnet corporate red. Projects that are tailored for a particular division use the unique divisional colour.

All applications must conform to the standard set of Transnet Corporate Identity guidelines.

Reference shape, text, image, and layout grid are as stipulated in the Corporate Identity Guidelines.

**B INTERNAL PROJECTS**

**03 RESTRICTIONS**

The following elements may never be used:

GRAPHIC ELEMENTS



Any created graphic element used as iconography or as background noise/texture is prohibited.

COLOUR



Any colour that has no relevance to either the corporate or the divisional identities may not be used. Only colour as stipulated in "Colour" on the previous page is acceptable.

VISUAL



Any form of slogan or project tag line is prohibited. Supportive copy is used instead of headlines rather than slogans, and these should be changed on a frequent basis so as not to be confused with a slogan that is synonymous with a particular project or programme.

LANGUAGE



**B INTERNAL PROJECTS**

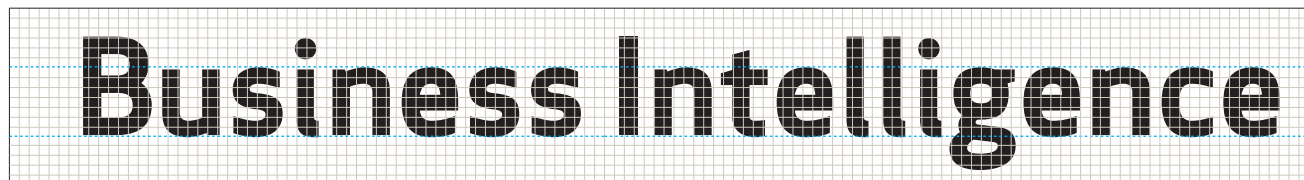
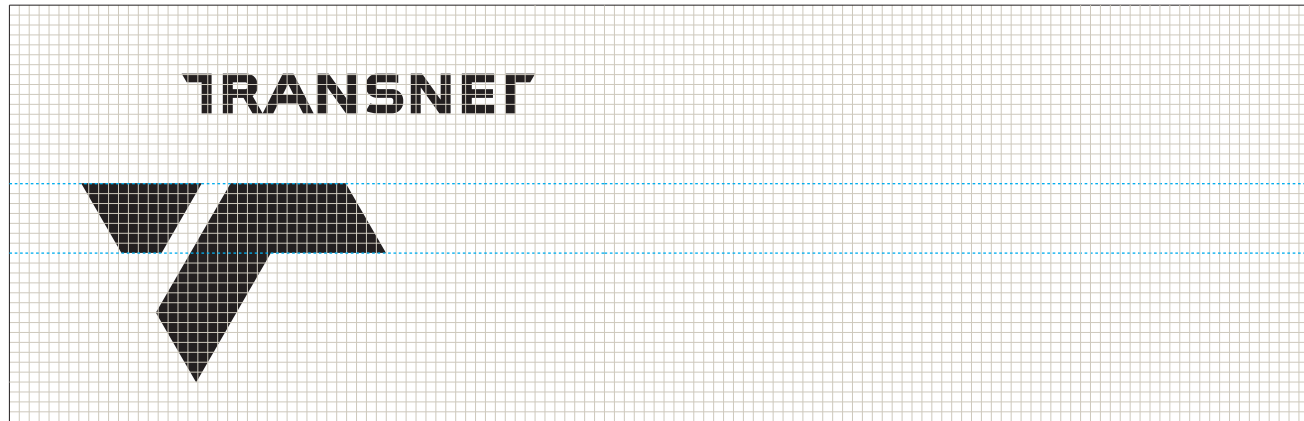
**04 BUSINESS INTELLIGENCE**  
Proportion

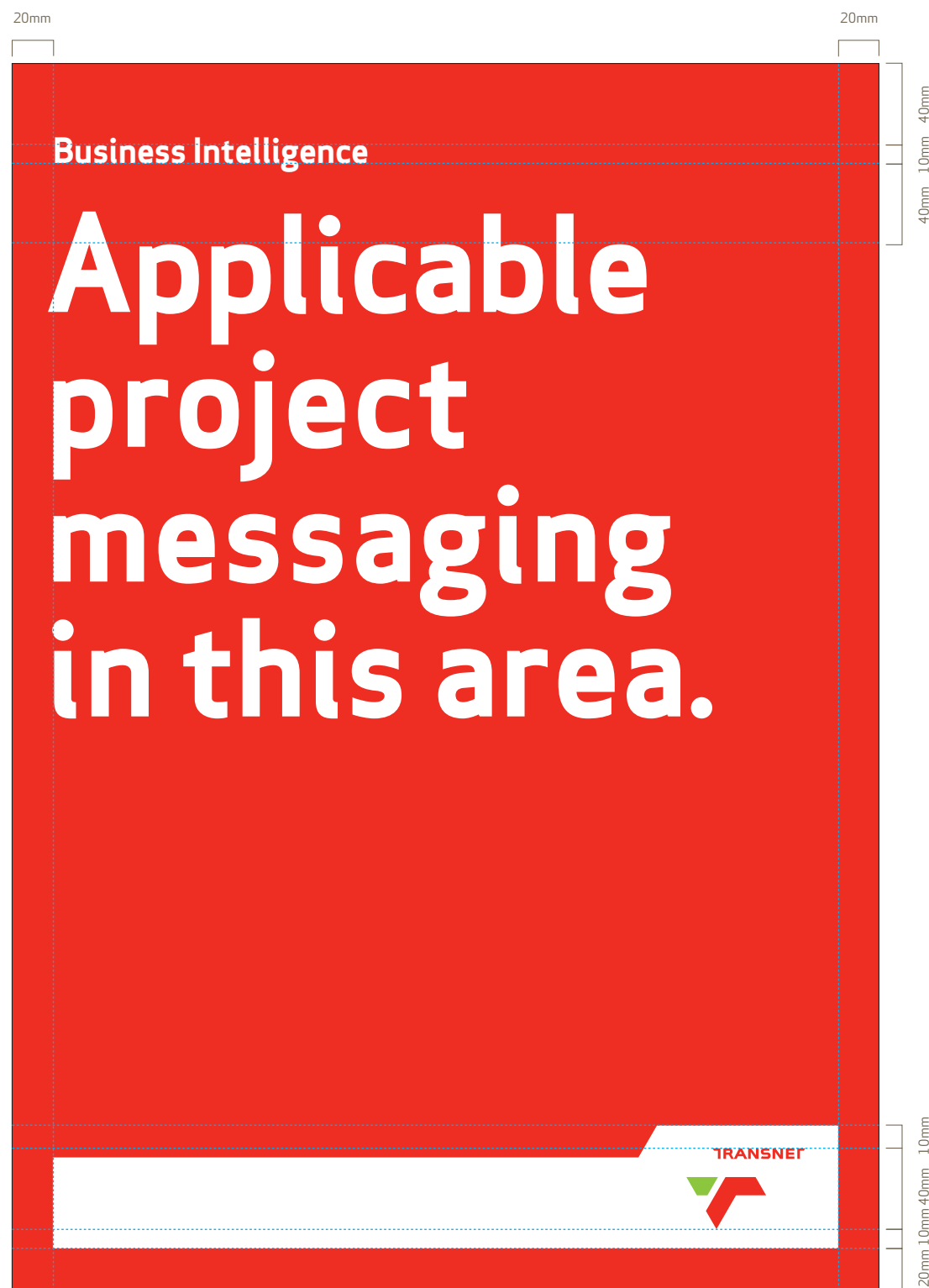
The brand signature and the project name do not necessarily appear together on a layout.

The project descriptor may never appear directly next to, on top of, or underneath the signature so as to avoid confusion with a division.

x There must always be a proportional relationship between the project name and the brand signature.

The measurement of 'X' is not specific, but rather an indication of the proportion relating to the brand signature.





**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE  
A2 Poster**

*SIZE: A2 (594 x 420)*

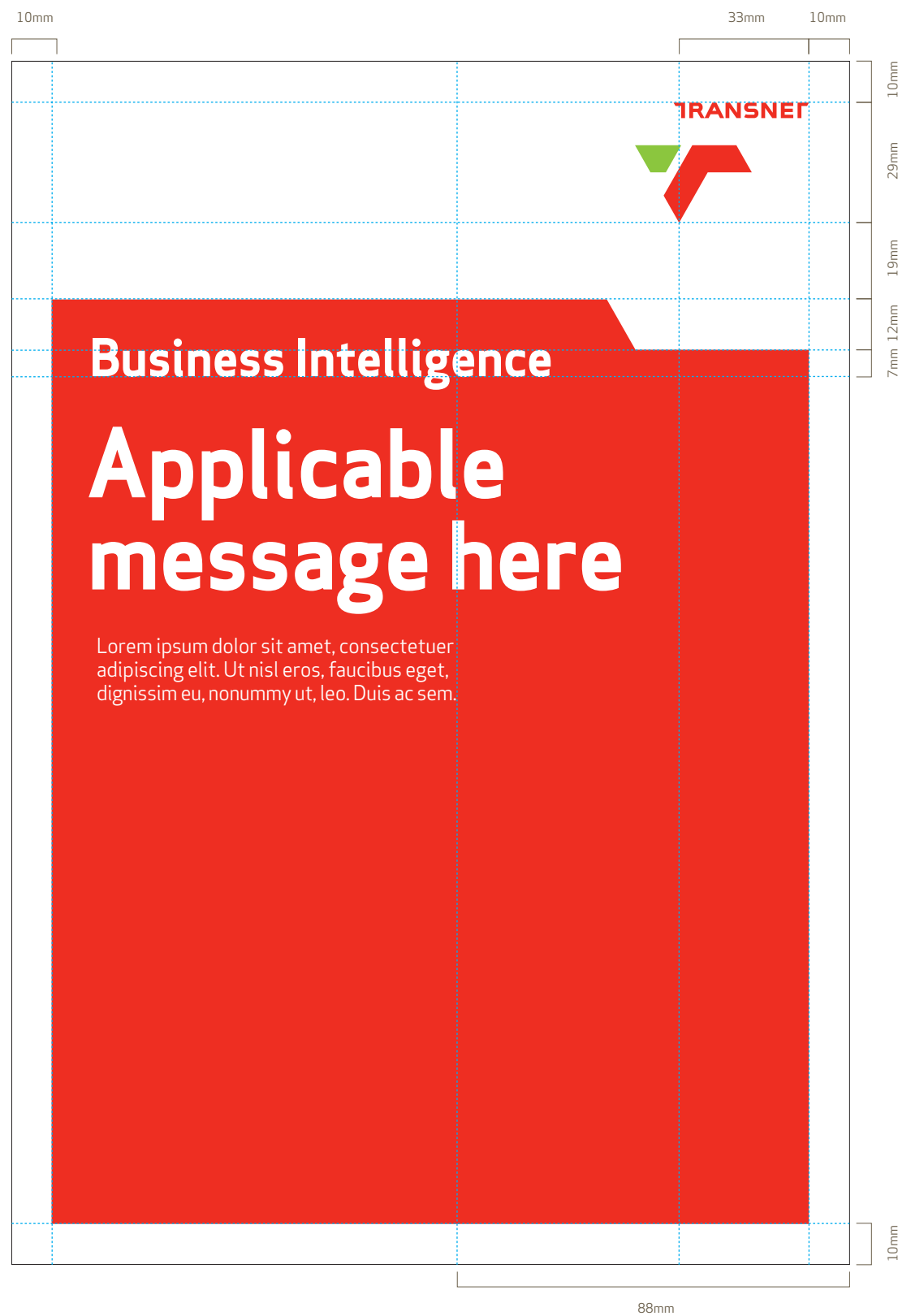
*FONT SPECIFICATIONS:*

**Business Intelligence**  
47pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Copy**  
180pt Apex Sans Bold T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left

*The size of the copy depends on the length of the message.*



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE  
A4 Brochure Cover**

*SIZE: A4 folded (297 x 210)*

**FONT SPECIFICATIONS:**

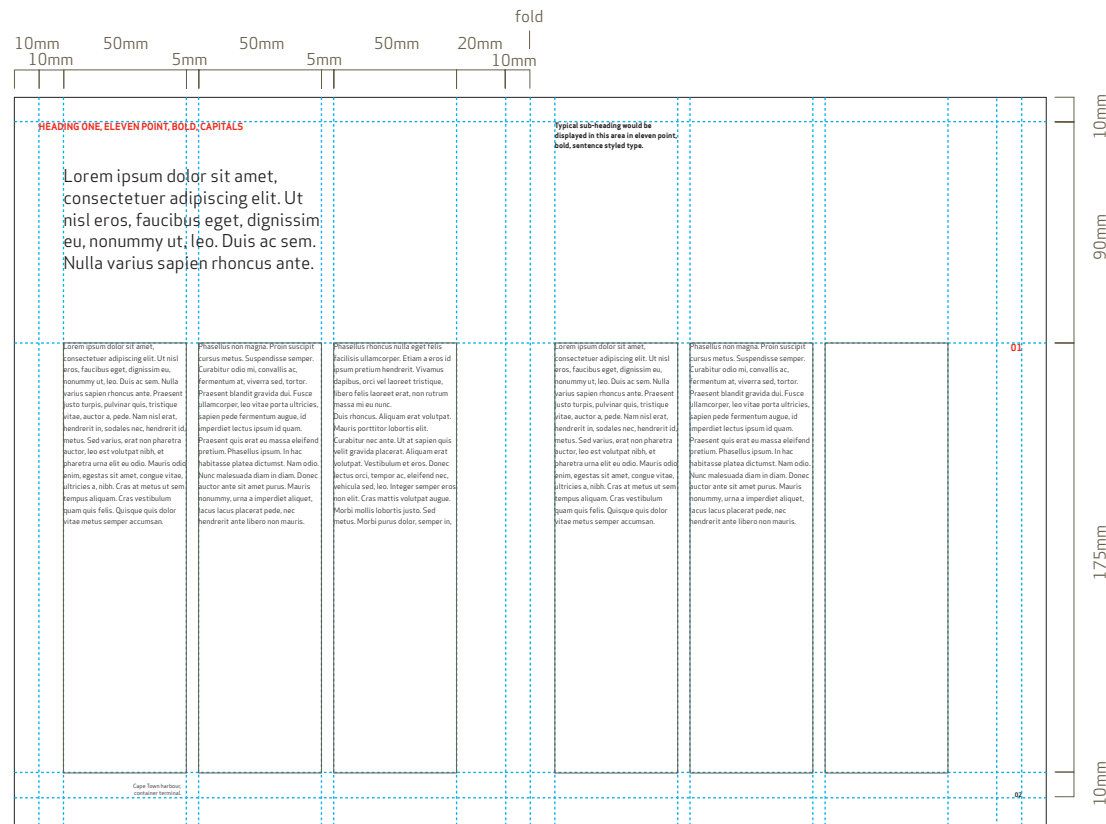
**Business Intelligence**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Heading**  
64.5pt Apex Sans Bold T  
Leading: 0pt  
Kerning: -2pt  
Alignment: Left

*The size of the copy depends on the length of the message.*

**Supportive Text**  
14.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE  
A4 Brochure Spread**

SIZE: A4 folded (297 x 420 flat)

FONT SPECIFICATIONS:

**Heading One**  
11pt Apex Sans Bold T Capitals  
Leading: 2pt  
Alignment: Left

**Sub Heading or Supportive Text**  
20pt Apex Sans Book T  
Leading: 5pt  
Alignment: Left

**Sub Heading**  
11pt Apex Sans Bold T Sentence Case  
Leading: 2pt  
Alignment: Left

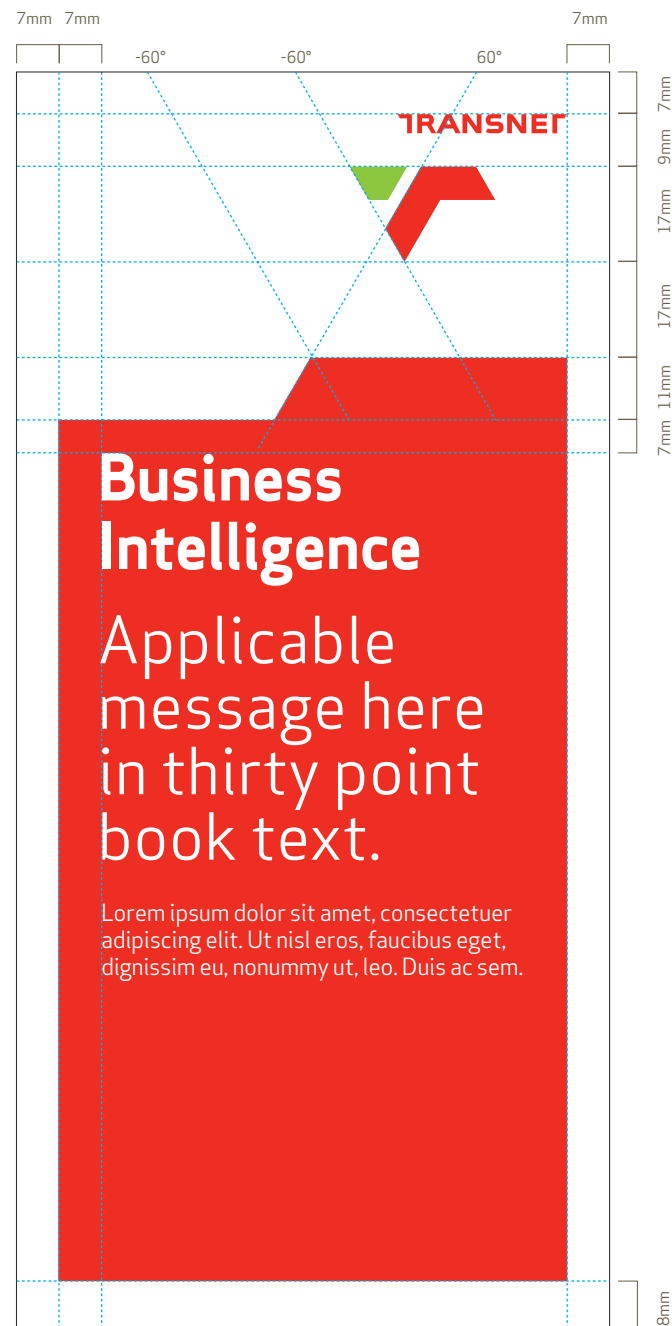
**Body Copy**  
8.5pt Apex Sans Book T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left

**Section Number**  
11pt Apex Sans Bold T  
Alignment: Left

**Main Picture Descriptor**  
6.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Left

**Page Number**  
7pt Apex Sans Bold T  
Kerning: 0pt  
Alignment: Left

Note that this typical layout is applicable for both corporate and divisional brands. Also note the lack of imagery, graphics or holding devices. These layouts are purely typographical.



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**  
DL Leaflet Cover

*SIZE: DL (99 x 210mm)*

*FONT SPECIFICATIONS:*

**Business Intelligence**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

*In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.*

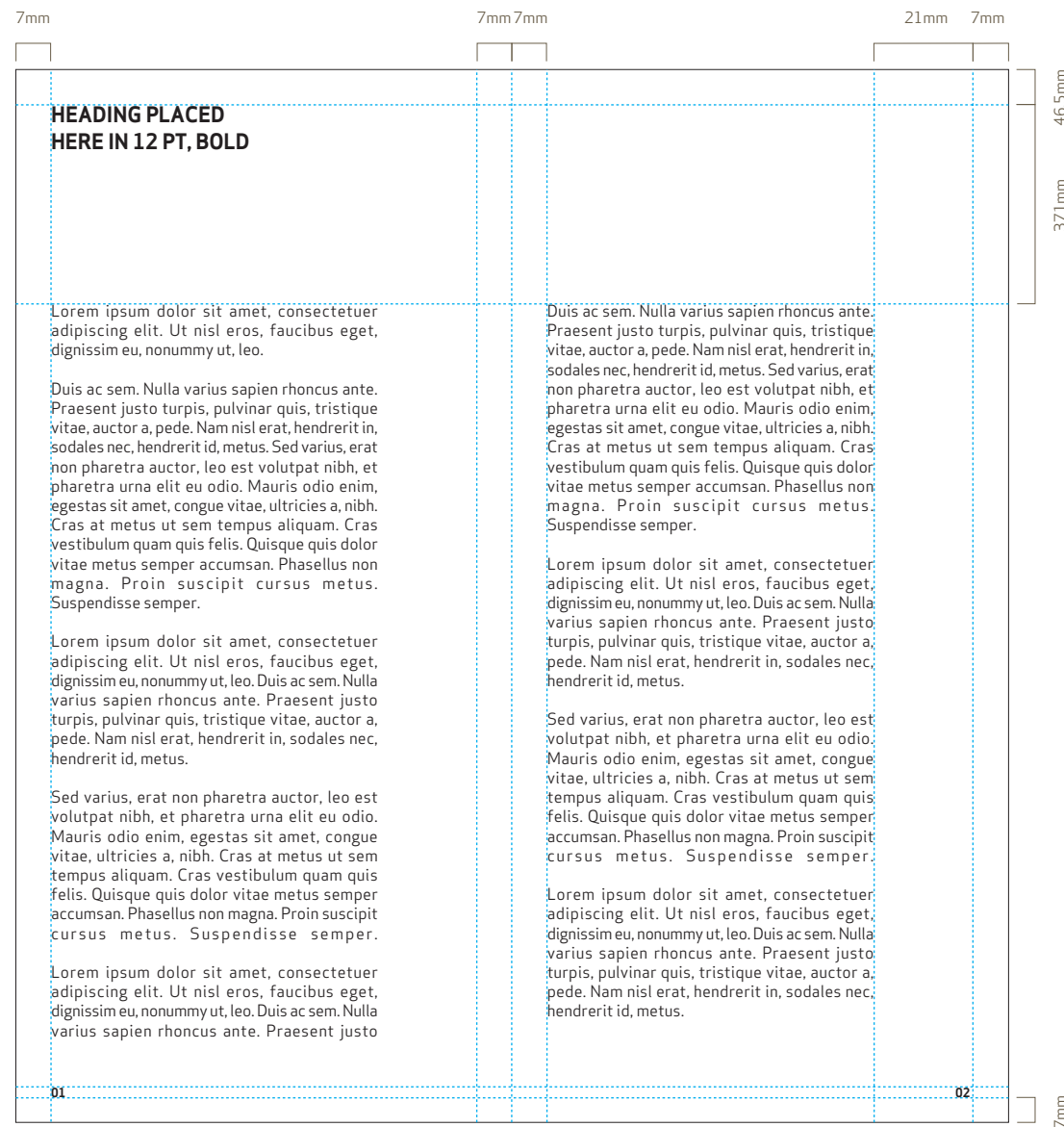
**Sub Heading**  
30pt Apex Sans Book T  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Supportive Text**  
12pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**  
DL Leaflet Inside Spread



SIZE: A5 (148 x 210mm)

FONT SPECIFICATIONS:

**Heading**  
12pt Apex Sans Bold T  
Leading: 3.6pt  
Kerning: 0pt  
Alignment: Left

**Body Copy**  
9pt Apex Sans Book T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Justified

**Picture Descriptor**  
9pt Apex Sans Bold T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Justified

**Page Number**  
7pt Apex Sans Bold T  
Kerning: 0pt  
Alignment: Right



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**  
A4 Document Cover

Note:  
The copy (text) on the back cover is supportive of the project intentions – but may not be a slogan.

SIZE: A4 folded (210x 297mm)

**FONT SPECIFICATIONS:**

**Business Intelligence**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

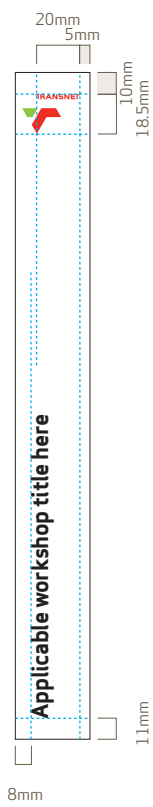
The name of the project is in proportion to the brand signature and precedes the messaging.

**Supporting Text**  
30pt Apex Sans Bold T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

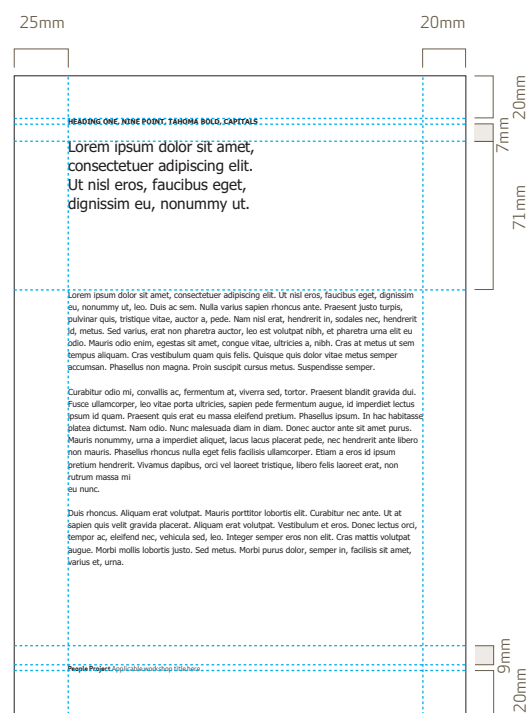
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**

- A4 Lever Arch Training Manual Cover
- A4 Lever Arch Training Manual Spine
- A4 Lever Arch Training Manual Inside

SIZE: Cover - 250 x 310mm  
 Spine - 35 x 310mm  
 Inside - A4 (297 x 210mm)

FONT SPECIFICATIONS:

Cover:

Workshop Title  
 80pt Apex Sans Bold T  
 Leading: 2.5pt  
 Kerning: -2pt  
 Alignment: Left

Spine:

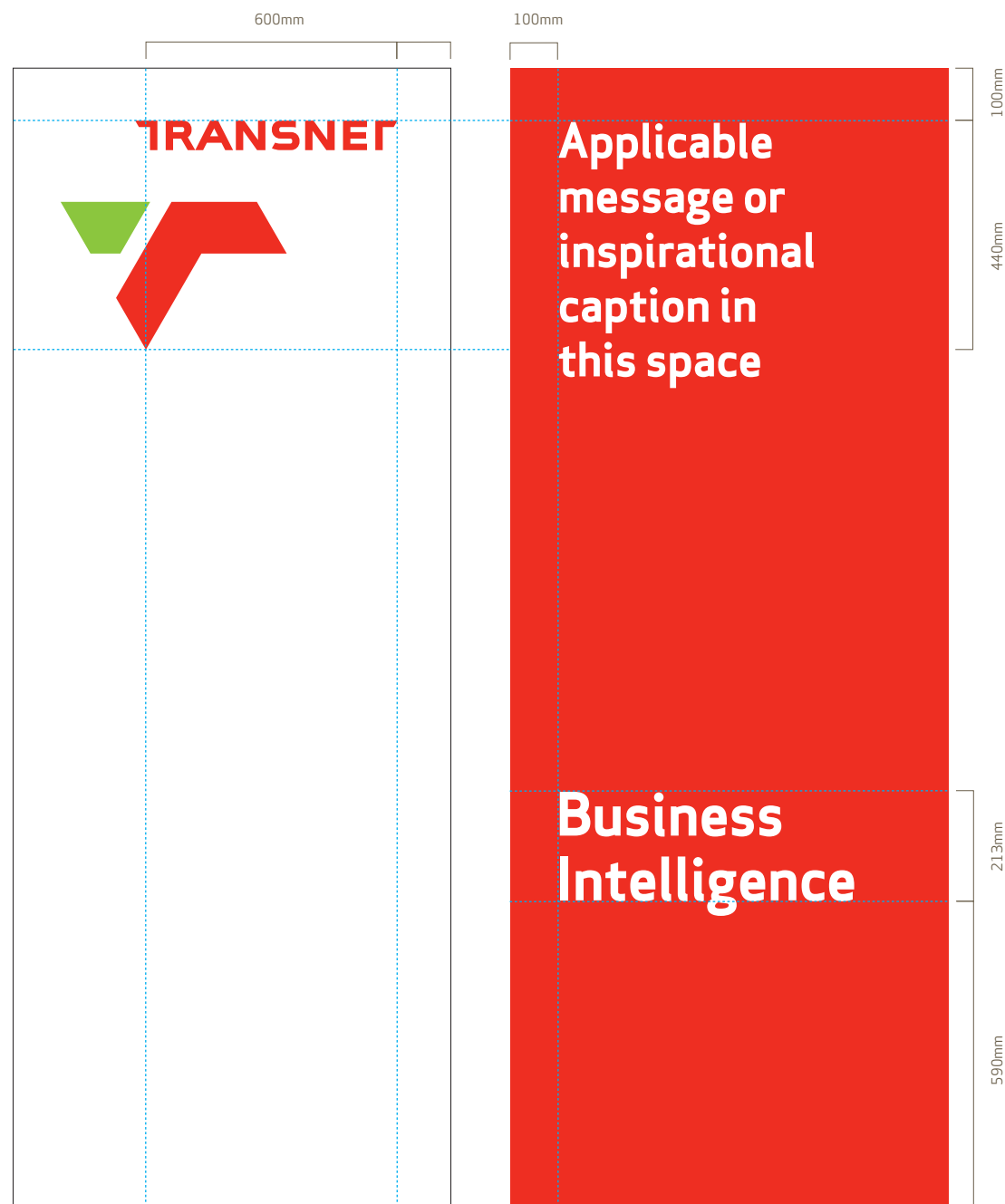
Workshop Title  
 30pt Apex Sans Bold T  
 Leading: 3pt  
 Kerning: -2pt  
 Alignment: Left

Inside Page:

Heading  
 9pt Tahoma Bold  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

Introduction  
 20pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

Body Copy  
 11pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left



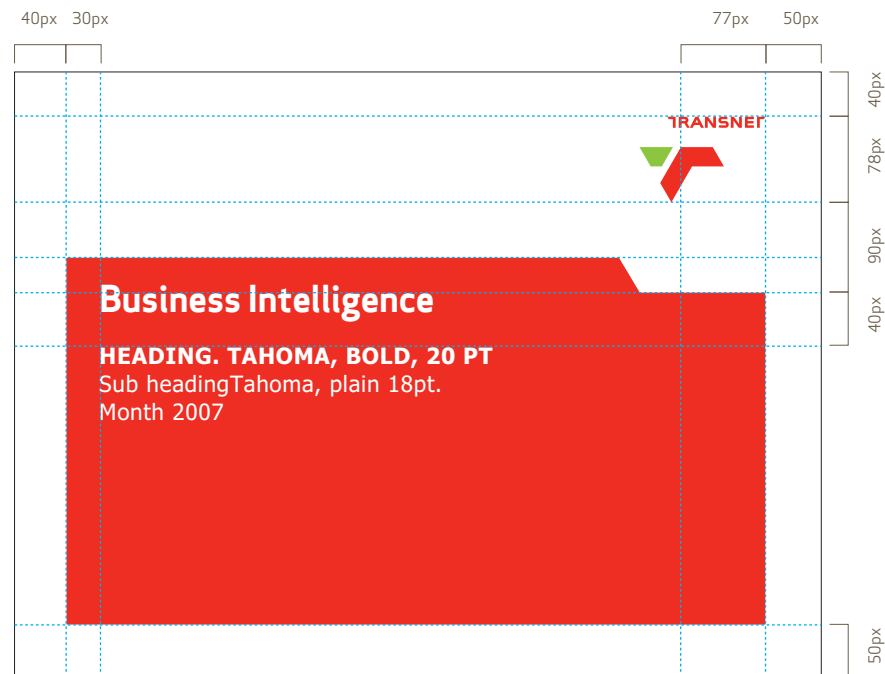
**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**  
Event Banners

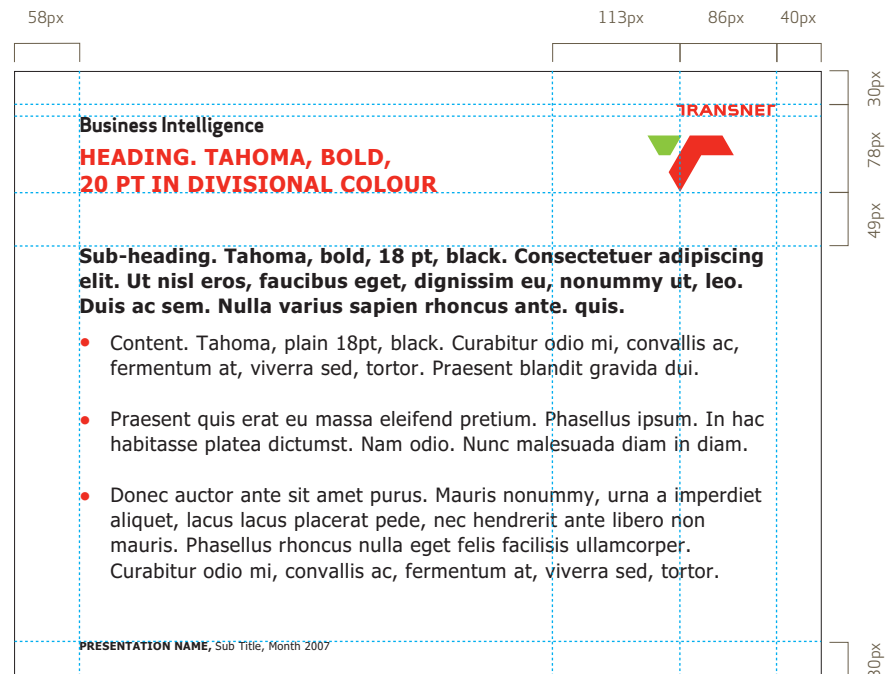
Event banners allow for a series of project descriptors. The descriptors may not allude to tag lines, slogans or mottos.

SIZE: 2200 x 845mm

POWERPOINT PRESENTATION COVER TEMPLATE



POWERPOINT PRESENTATION PAGE TEMPLATE



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE**  
PowerPoint Template - Cover Slide

Unlike the Corporate PowerPoint template, this template does not have a visual on the opening slide.

The editable text is similar to the standard template, with the exception that this text is white on a red holding shape, while the standard corporate template has black text on white.

Due to the internal nature of projects and programmes, the corporate tag line is omitted from these presentations.

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

Cover Template:

**Business Intelligence**  
24pt ApexSans Bold T  
25 pixels high  
Kerning: 0pt  
Alignment: Left

**Heading**  
20pt Tahoma Bold  
17 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Plain  
15 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

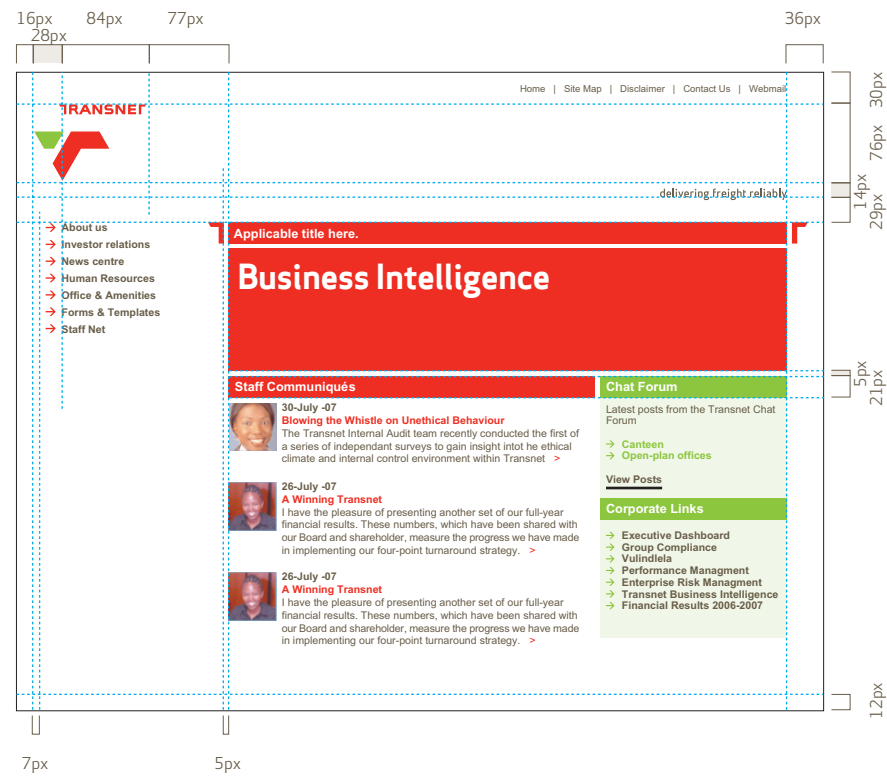
Page Template:

**Heading**  
20pt Tahoma Bold  
16 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Bold  
15 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

**Body Copy**  
18pt Tahoma Plain  
14 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

WEBSITE SECONDARY LEVEL TEMPLATE



**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE Web Pages**

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

**Heading**  
 13pt Arial Bold  
 15 pixels high  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Sub Heading**  
 10pt Arial Bold  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Menus**  
 10pt Arial Bold  
 10 pixels high  
 Leading: 6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Arial Plain  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**B INTERNAL PROJECTS**

**04 BUSINESS INTELLIGENCE  
A3 Tabloid Newsletters**

SIZE: A3 (297 x 420mm)

FONT SPECIFICATIONS:

**Headings**  
Apex Sans Bold T  
Leading: Variable  
Kerning: Opt  
Alignment: Left

**Sub Headings**  
Apex Sans Bold T  
Leading: Variable  
Kerning: Opt  
Alignment: Left

**Body Copy**  
10pt Apex Sans Book T  
Leading: 4pt  
Kerning: Opt  
Alignment: Justified



**B INTERNAL PROJECTS**

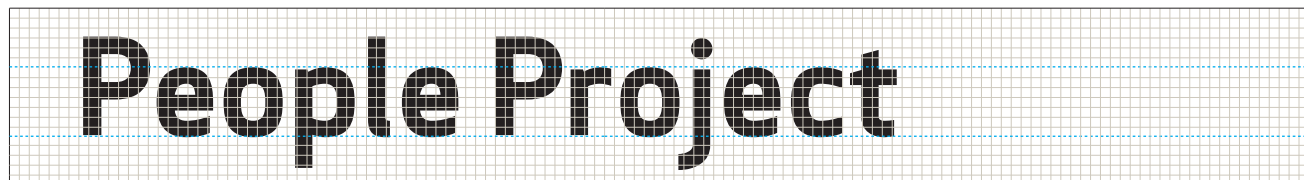
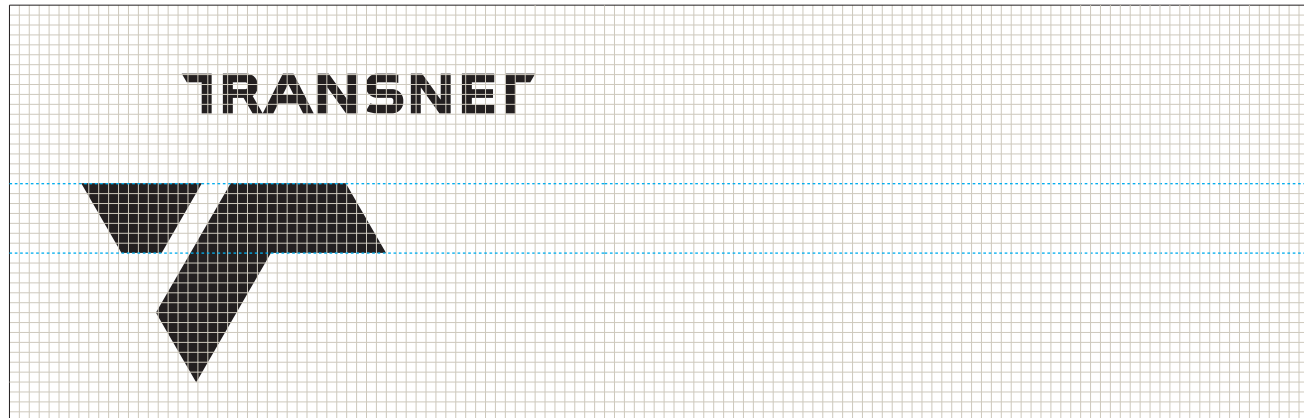
**05 PEOPLE PROJECT Proportion**

The brand signature and the project name do not necessarily appear together on a layout.

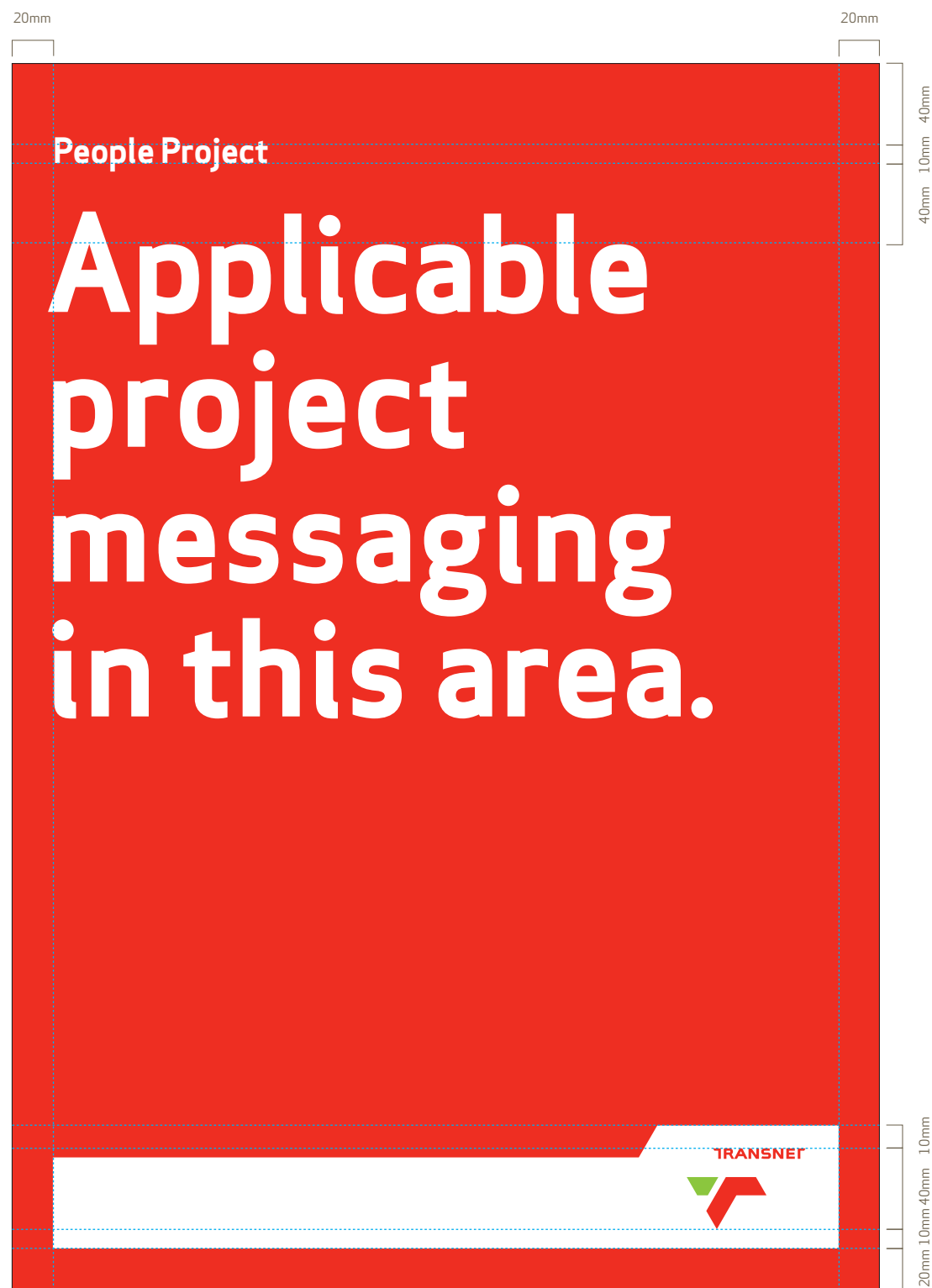
The project descriptor may never appear directly next to, on top of, or underneath the signature so as to avoid confusion with a division.

x There must always be a proportional relationship between the project name and the brand signature.

The measurement of 'X' is not specific, but rather an indication of the proportion relating to the brand signature.







**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
A2 Poster**

*SIZE: A2 (594 x 420)*

*FONT SPECIFICATIONS:*

*People Project  
47pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left*

*The name of the project is in proportion to the brand signature and precedes the messaging.*

*Copy  
180pt Apex Sans Bold T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left*

*The size of the copy depends on the length of the message.*



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
A4 Brochure Cover**

*SIZE: A4 folded (297 x 210)*

**FONT SPECIFICATIONS:**

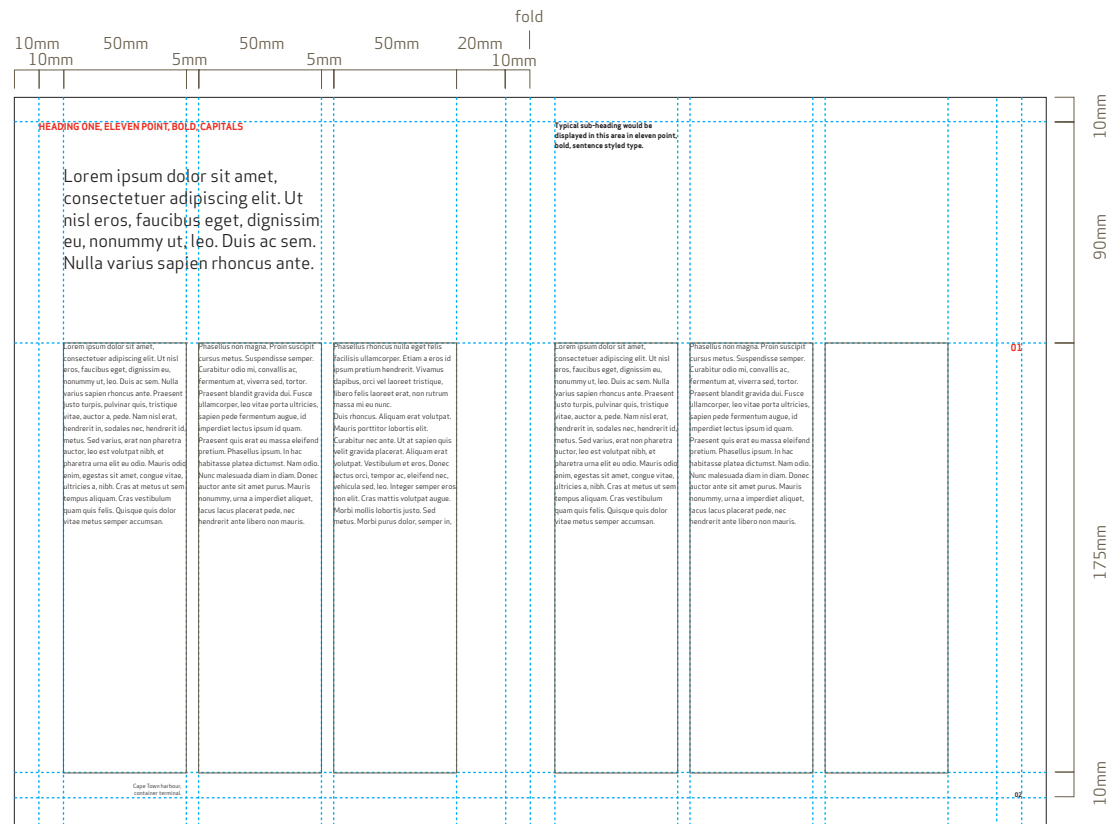
**People Project**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Heading**  
64.5pt Apex Sans Bold T  
Leading: 0pt  
Kerning: -2pt  
Alignment: Left

*The size of the copy depends on the length of the message.*

**Supportive Text**  
14.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
A4 Brochure Spread**

SIZE: A4 folded (297 x 420 flat)

**FONT SPECIFICATIONS:**

**Heading One**  
11pt Apex Sans Bold T Capitals  
Leading: 2pt  
Alignment: Left

**Sub Heading or Supportive Text**  
20pt Apex Sans Book T  
Leading: 5pt  
Alignment: Left

**Sub Heading**  
11pt Apex Sans Bold T Sentence Case  
Leading: 2pt  
Alignment: Left

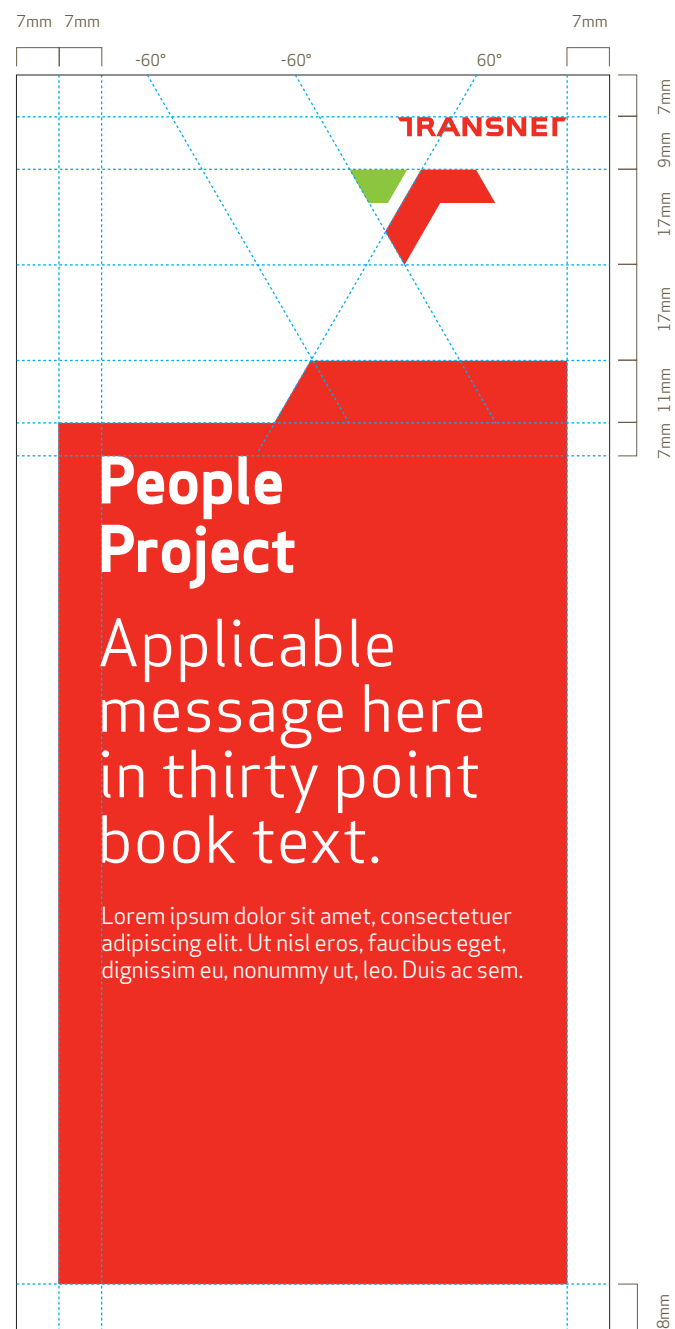
**Body Copy**  
8.5pt Apex Sans Book T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left

**Section Number**  
11pt Apex Sans Bold T  
Alignment: Left

**Main Picture Descriptor**  
6.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Left

**Page Number**  
7pt Apex Sans Bold T  
Kerning: 0pt  
Alignment: Left

Note that this typical layout is applicable for both corporate and divisional brands. Also note the lack of imagery, graphics or holding devices. These layouts are purely typographical.



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
DL Leaflet Cover**

*SIZE: DL (99 x 210mm)*

*FONT SPECIFICATIONS:*

**People Project**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

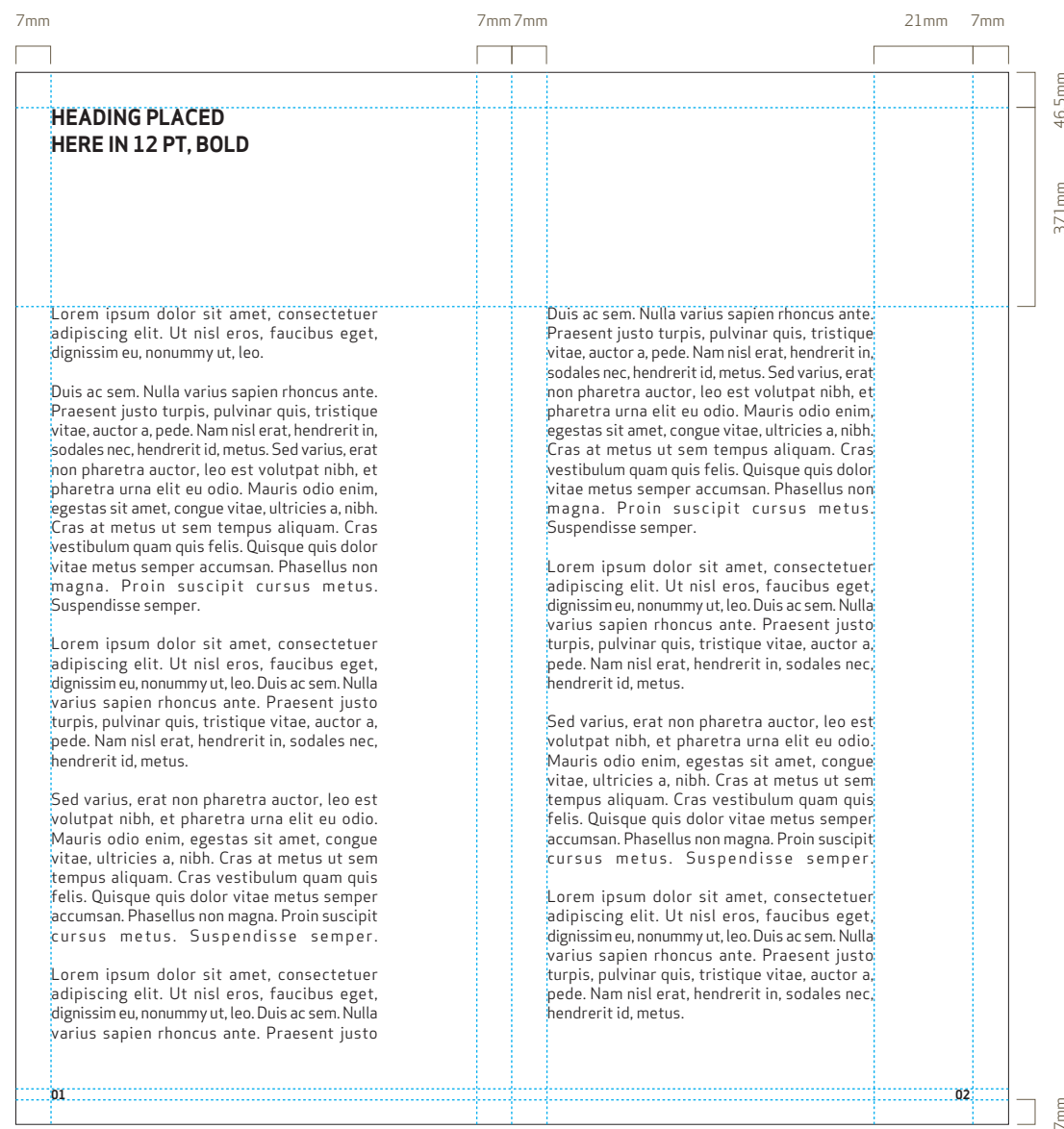
*In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.*

**Sub Heading**  
30pt Apex Sans Book T  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Supportive Text**  
12pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
DL Leaflet Inside Spread**



SIZE: A5 (148 x 210mm)

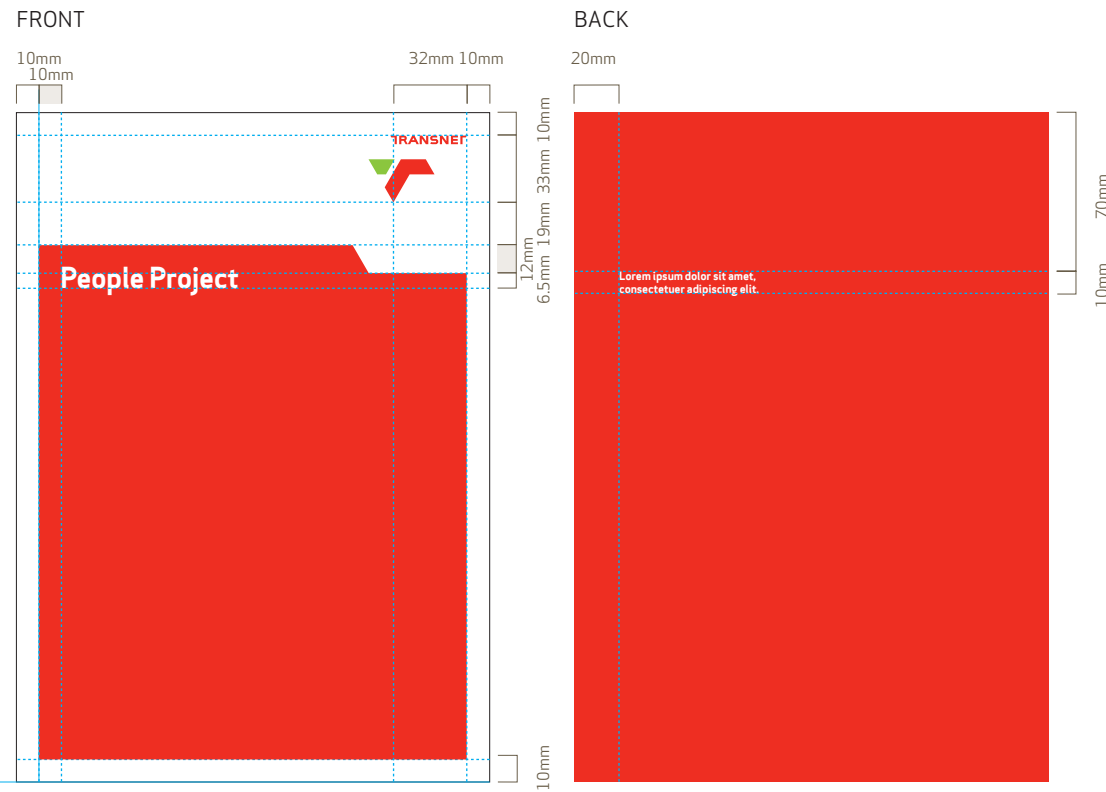
FONT SPECIFICATIONS:

**Heading**  
12pt Apex Sans Bold T  
Leading: 3.6pt  
Kerning: 0pt  
Alignment: Left

**Body Copy**  
9pt Apex Sans Book T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Justified

**Picture Descriptor**  
9pt Apex Sans Bold T  
Leading: 2pt  
Kerning: 0pt  
Alignment: Justified

**Page Number**  
7pt Apex Sans Bold T  
Kerning: 0pt  
Alignment: Right



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
A4 Document Cover**

Note:  
The copy (text) on the back cover is supportive of the project intentions – but may not be a slogan.

SIZE: A4 folded (210x 297mm)

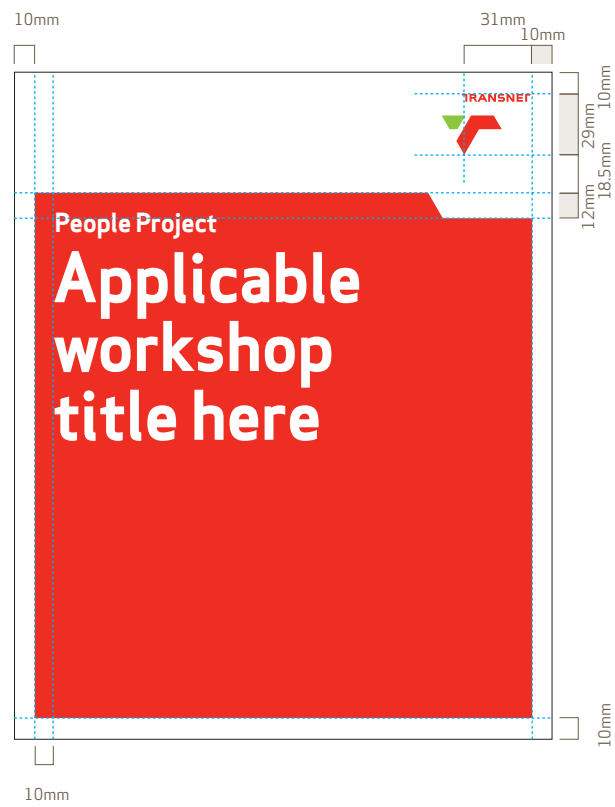
FONT SPECIFICATIONS:

**People Project**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

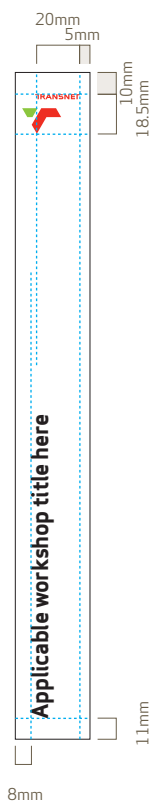
The name of the project is in proportion to the brand signature and precedes the messaging.

**Supporting Text**  
30pt Apex Sans Bold T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

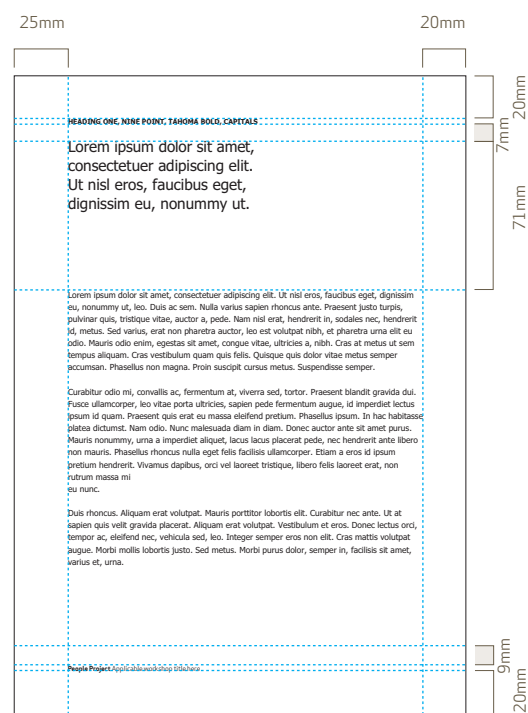
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT**

- A4 Lever Arch Training Manual Cover
- A4 Lever Arch Training Manual Spine
- A4 Lever Arch Training Manual Inside

SIZE: Cover - 250 x 310mm  
 Spine - 35 x 310mm  
 Inside - A4 (297 x 210mm)

FONT SPECIFICATIONS:

Cover:

Workshop Title  
 80pt Apex Sans Bold T  
 Leading: 2.5pt  
 Kerning: -2pt  
 Alignment: Left

Spine:

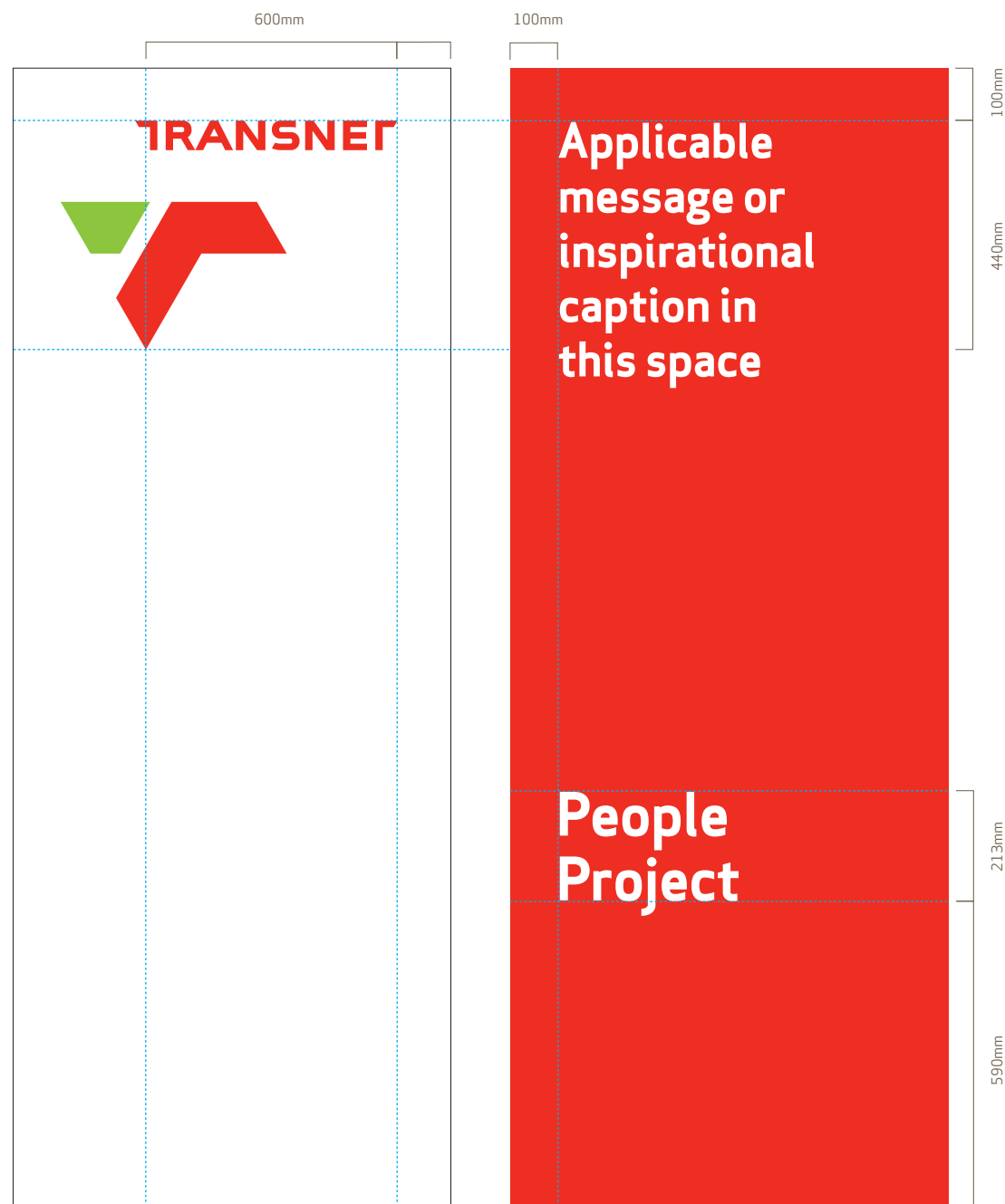
Workshop Title  
 30pt Apex Sans Bold T  
 Leading: 3pt  
 Kerning: -2pt  
 Alignment: Left

Inside Page:

Heading  
 9pt Tahoma Bold  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

Introduction  
 20pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

Body Copy  
 11pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left



**B INTERNAL PROJECTS**

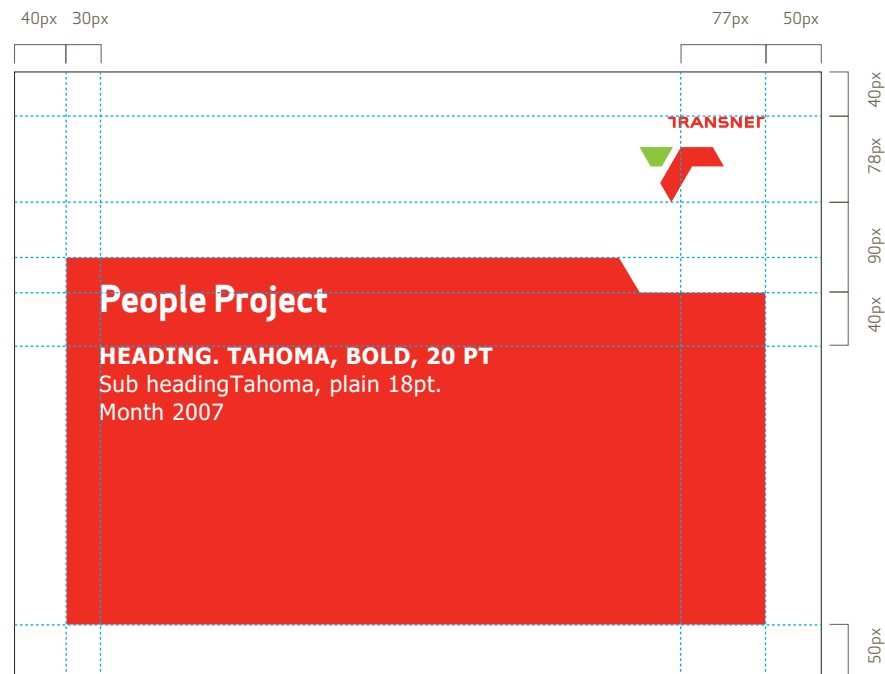
**05 PEOPLE PROJECT**  
Event Banners

Event banners allow for a series of project descriptors. The descriptors may not allude to tag lines, slogans or mottos.

SIZE: 2200 x 845mm



POWERPOINT PRESENTATION COVER TEMPLATE



POWERPOINT PRESENTATION PAGE TEMPLATE



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT**  
PowerPoint Template - Cover Slide

Unlike the Corporate PowerPoint template, this template does not have a visual on the opening slide.

The editable text is similar to the standard template, with the exception that this text is white on a red holding shape, while the standard corporate template has black text on white.

Due to the internal nature of projects and programmes, the corporate tag line is omitted from these presentations.

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

Cover Template:

**People Project**  
24pt ApexSans Bold T  
25 pixels high  
Kerning: 0pt  
Alignment: Left

**Heading**  
20pt Tahoma Bold  
17 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Plain  
15 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

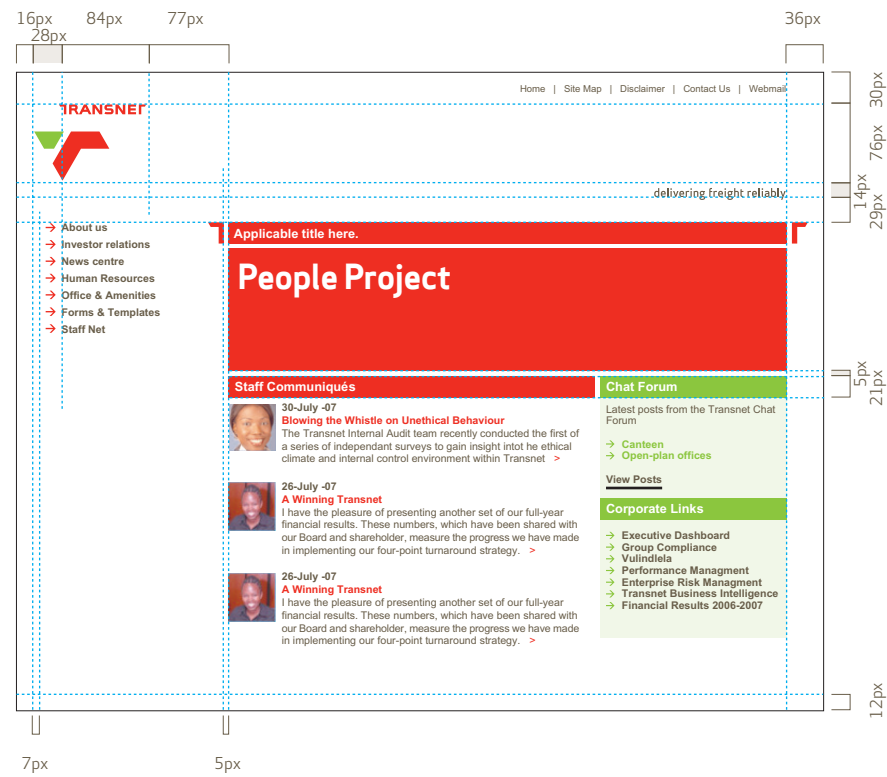
Page Template:

**Heading**  
20pt Tahoma Bold  
16 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Bold  
15 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

**Body Copy**  
18pt Tahoma Plain  
14 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

WEBSITE SECONDARY LEVEL TEMPLATE



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT Web Pages**

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

**Heading**  
 13pt Arial Bold  
 15 pixels high  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Sub Heading**  
 10pt Arial Bold  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Menus**  
 10pt Arial Bold  
 10 pixels high  
 Leading: 6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Arial Plain  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left



**B INTERNAL PROJECTS**

**05 PEOPLE PROJECT  
A3 Tabloid Newsletters**

SIZE: A3 (297 x 420mm)

FONT SPECIFICATIONS:

**Headings**  
Apex Sans Bold T  
Leading: Variable  
Kerning: Opt  
Alignment: Left

**Sub Headings**  
Apex Sans Bold T  
Leading: Variable  
Kerning: Opt  
Alignment: Left

**Body Copy**  
10pt Apex Sans Book T  
Leading: 4pt  
Kerning: Opt  
Alignment: Justified

**B INTERNAL PROJECTS**

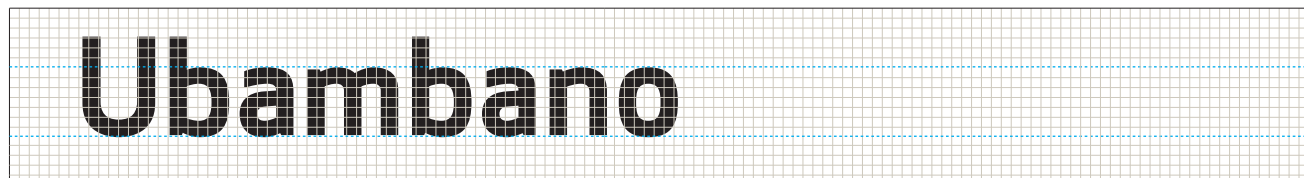
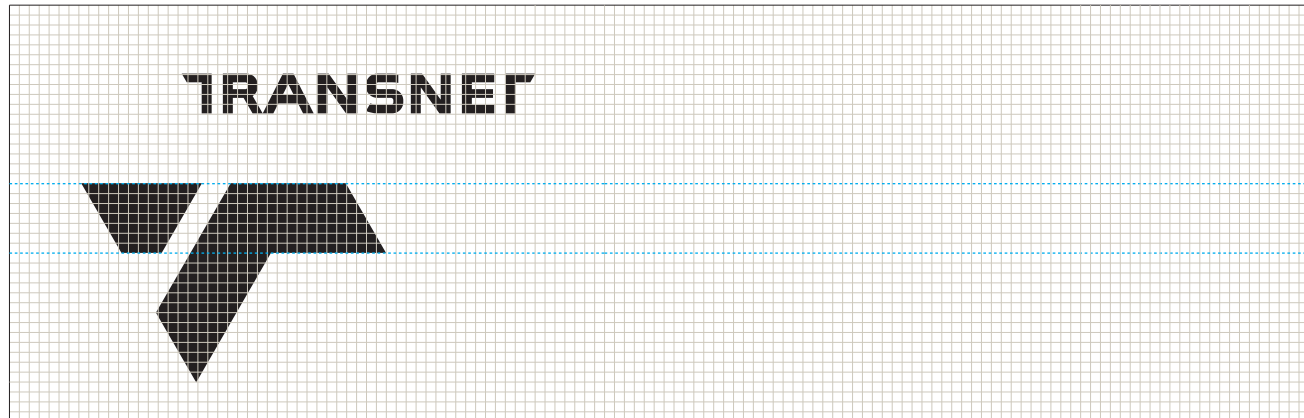
**06 UBAMBANO**  
Proportion

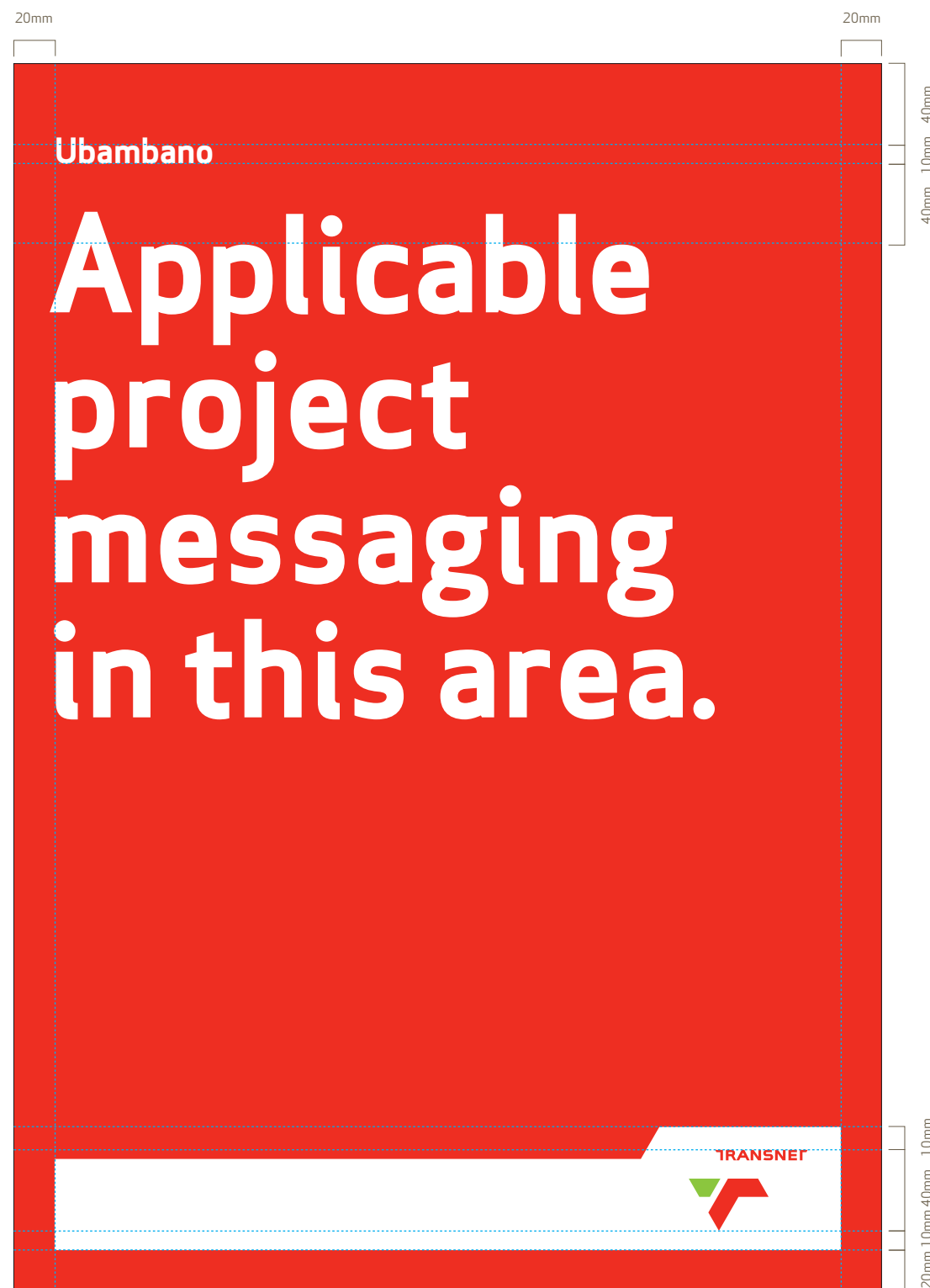
The brand signature and the project name do not necessarily appear together on a layout.

The project descriptor may never appear directly next to, on top of, or underneath the signature so as to avoid confusion with a division.

x There must always be a proportional relationship between the project name and the brand signature.

The measurement of 'X' is not specific, but rather an indication of the proportion relating to the brand signature.





**B INTERNAL PROJECTS**

**06 UBAMBANO A2 Poster**

*SIZE: A2 (594 x 420)*

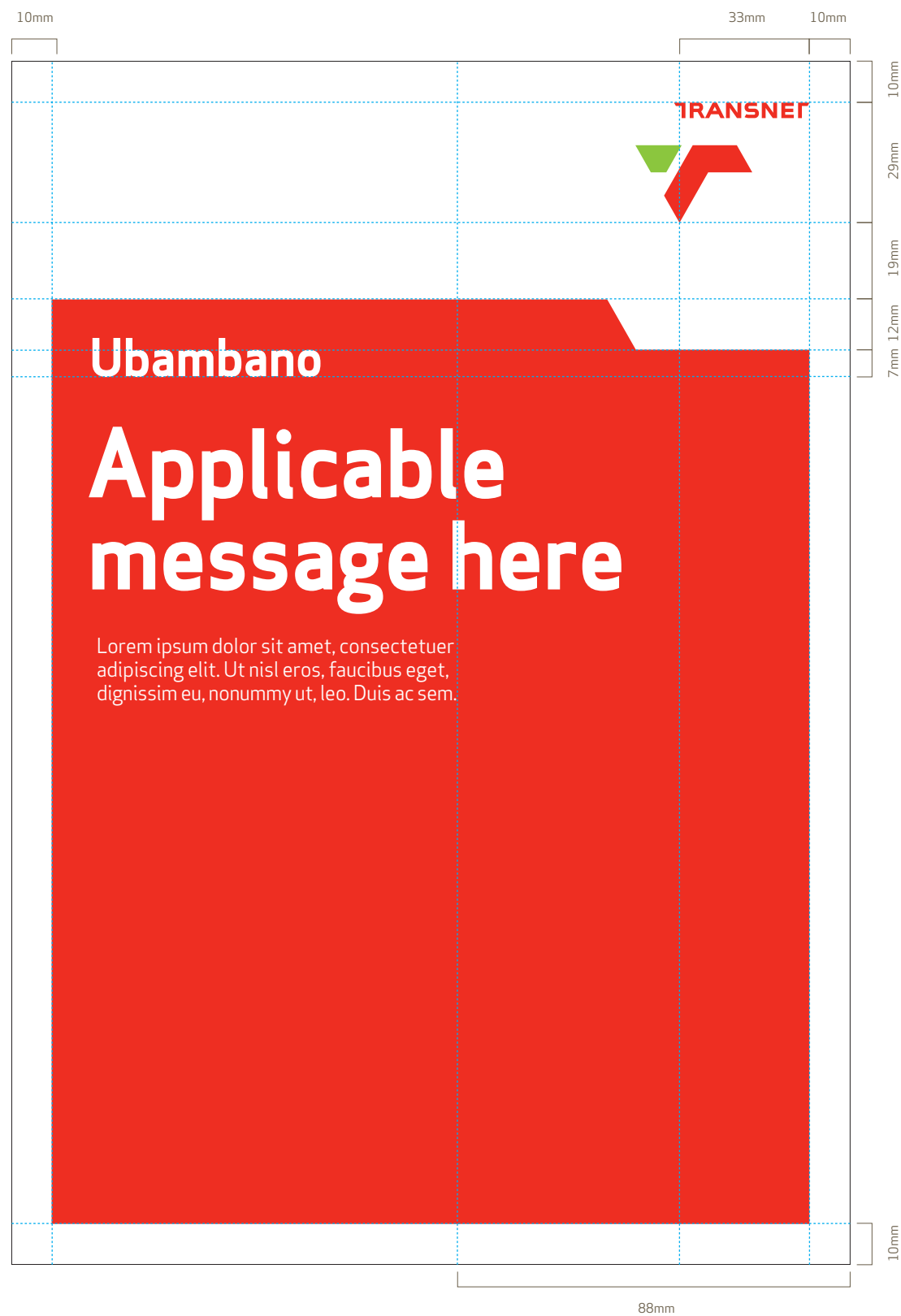
*FONT SPECIFICATIONS:*

**Ubambano**  
47pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Copy**  
180pt Apex Sans Bold T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left

*The size of the copy depends on the length of the message.*



**B INTERNAL PROJECTS**

**06 UBAMBANO A4 Brochure Cover**

*SIZE: A4 folded (297 x 210)*

**FONT SPECIFICATIONS:**

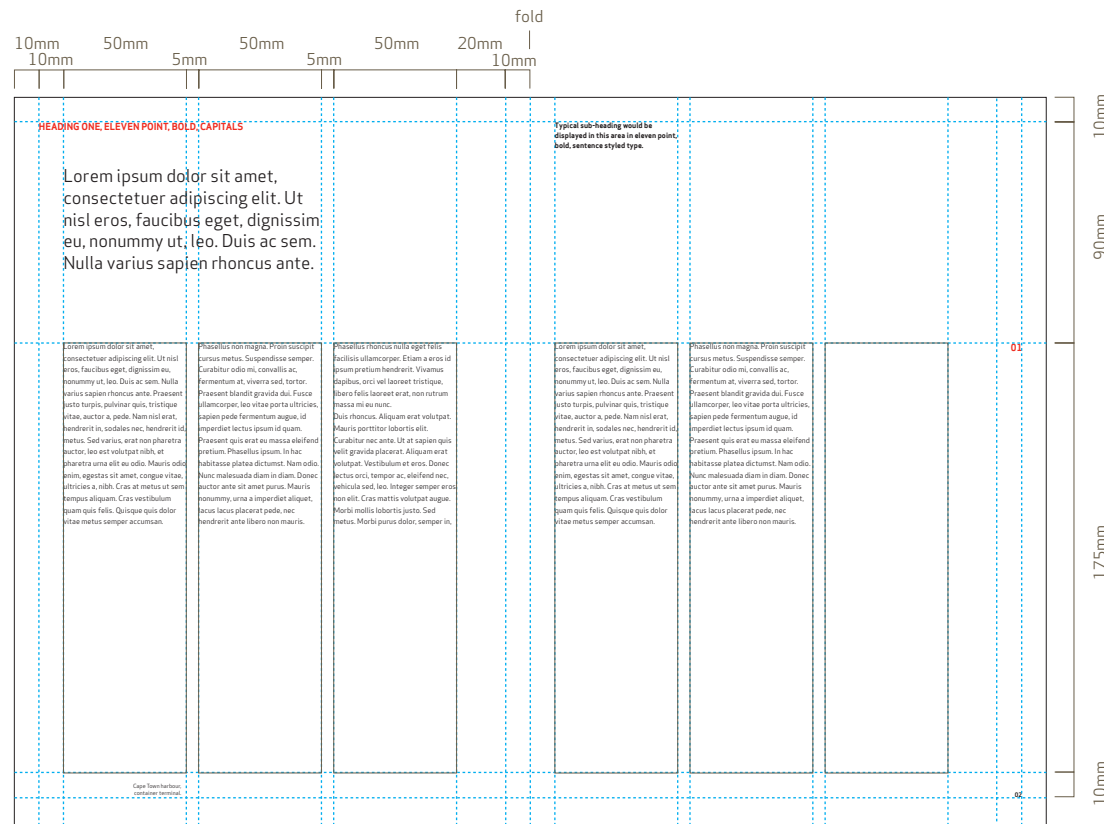
**Ubambano**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Heading**  
64.5pt Apex Sans Bold T  
Leading: 0pt  
Kerning: -2pt  
Alignment: Left

*The size of the copy depends on the length of the message.*

**Supportive Text**  
14.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**06 UBAMBANO A4 Brochure Spread**

SIZE: A4 folded (297 x 420 flat)

**FONT SPECIFICATIONS:**

**Heading One**  
 11pt Apex Sans Bold T Capitals  
 Leading: 2pt  
 Alignment: Left

**Sub Heading or Supportive Text**  
 20pt Apex Sans Book T  
 Leading: 5pt  
 Alignment: Left

**Sub Heading**  
 11pt Apex Sans Bold T Sentence Case  
 Leading: 2pt  
 Alignment: Left

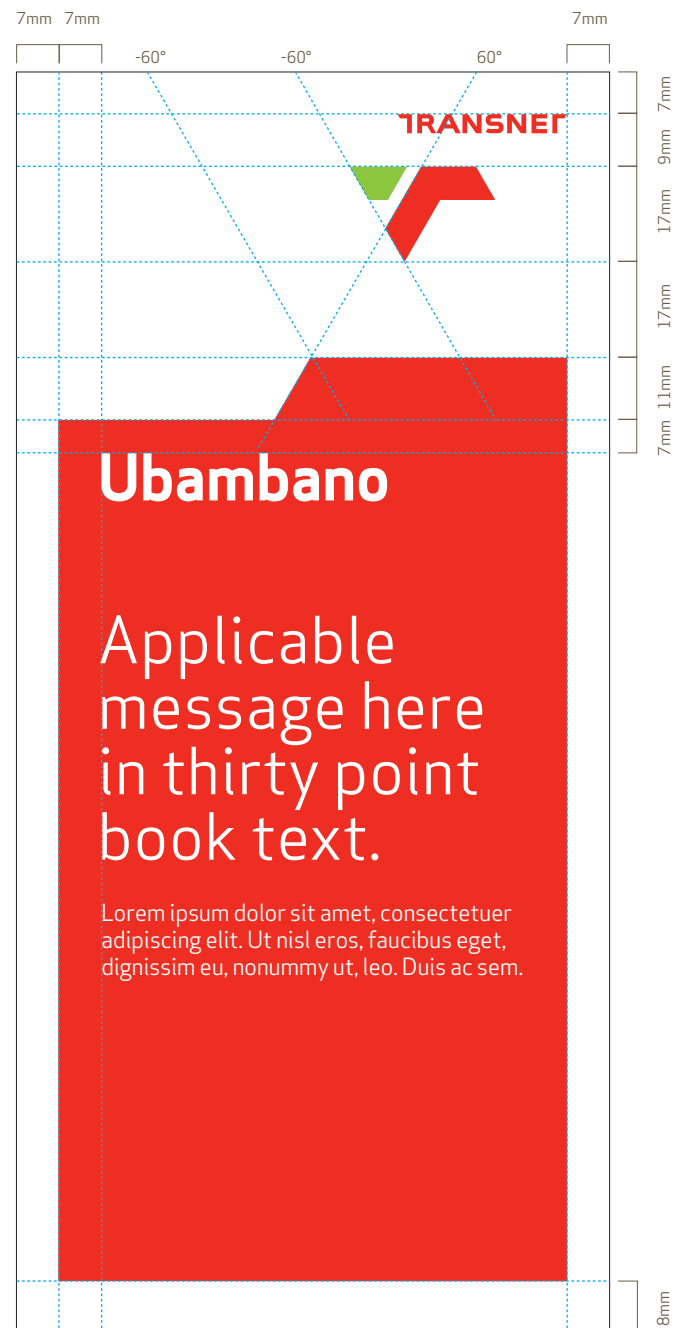
**Body Copy**  
 8.5pt Apex Sans Book T  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Section Number**  
 11pt Apex Sans Bold T  
 Alignment: Left

**Main Picture Descriptor**  
 6.5pt Apex Sans Book T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Page Number**  
 7pt Apex Sans Bold T  
 Kerning: 0pt  
 Alignment: Left

Note that this typical layout is applicable for both corporate and divisional brands. Also note the lack of imagery, graphics or holding devices. These layouts are purely typographical.



**B INTERNAL PROJECTS**

**06 UBAMBANO DL Leaflet Cover**

*SIZE: DL (99 x 210mm)*

*FONT SPECIFICATIONS:*

**Ubambano**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

*In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.*

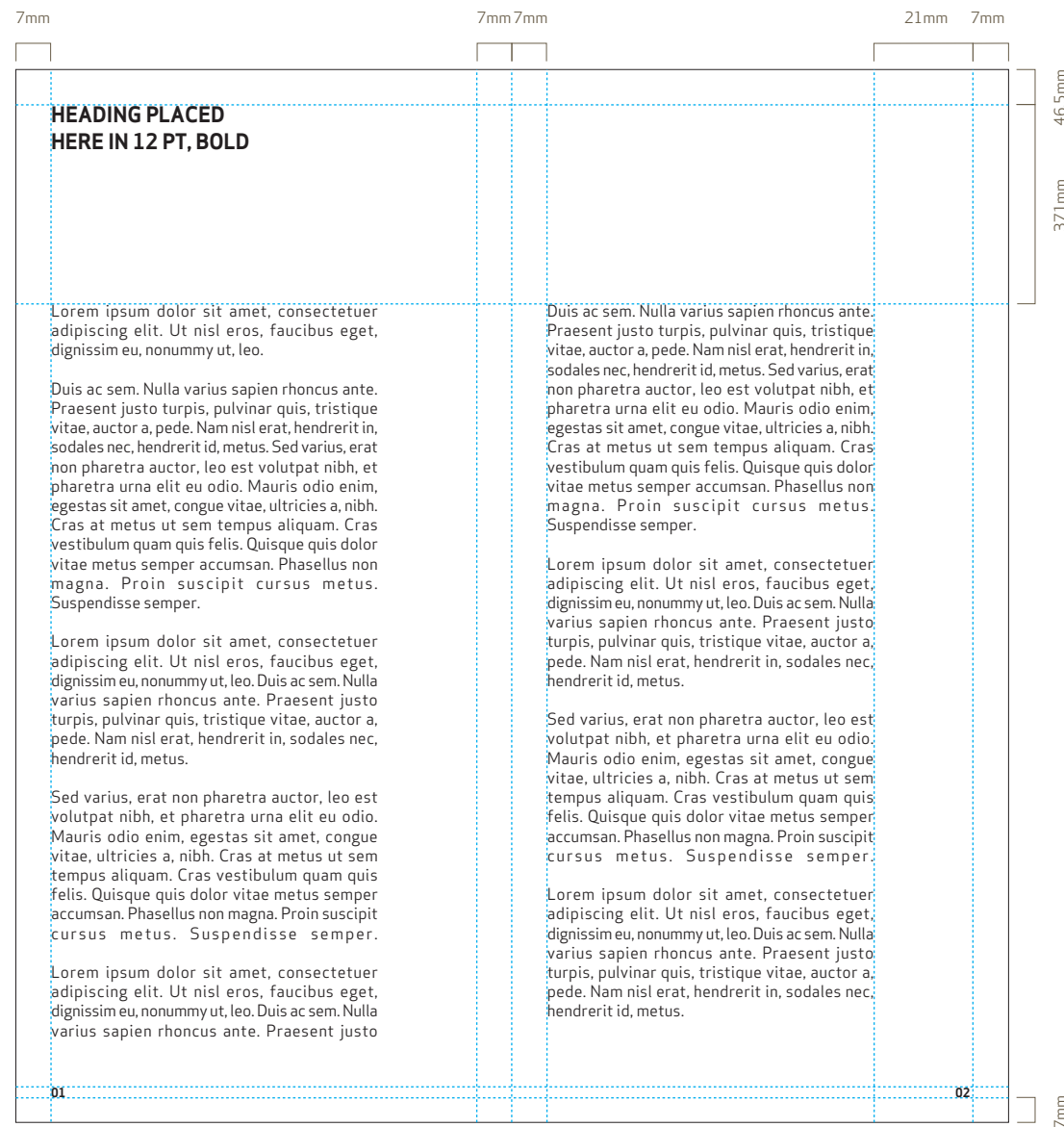
**Sub Heading**  
30pt Apex Sans Book T  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Supportive Text**  
12pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**06 UBAMBANO DL Leaflet Inside Spread**



SIZE: A5 (148 x 210mm)

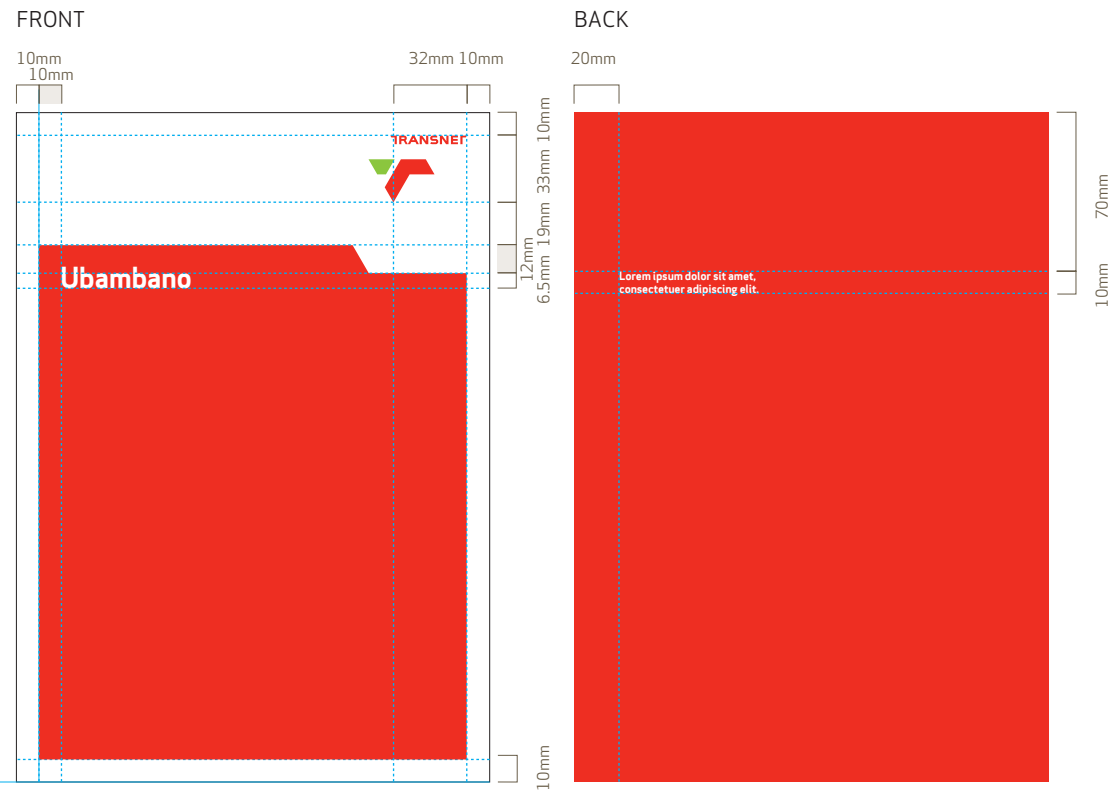
FONT SPECIFICATIONS:

**Heading**  
 12pt Apex Sans Bold T  
 Leading: 3.6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 9pt Apex Sans Book T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Justified

**Picture Descriptor**  
 9pt Apex Sans Bold T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Justified

**Page Number**  
 7pt Apex Sans Bold T  
 Kerning: 0pt  
 Alignment: Right



**B INTERNAL PROJECTS**

**06 UBAMBANO  
A4 Document Cover**

**Note:**  
The copy (text) on the back cover is supportive of the project intentions – but may not be a slogan.

**SIZE:** A4 folded (210x 297mm)

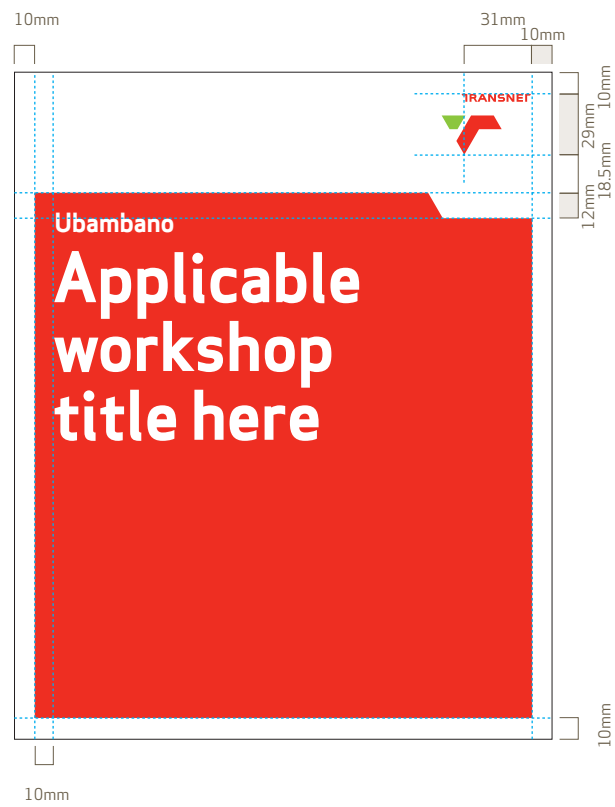
**FONT SPECIFICATIONS:**

**Ubambano**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

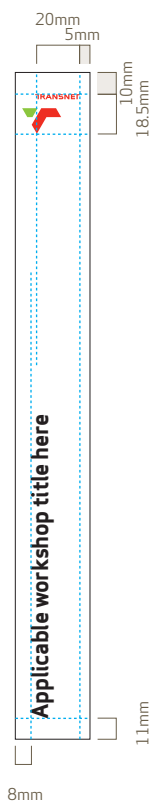
*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Supporting Text**  
30pt Apex Sans Bold T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

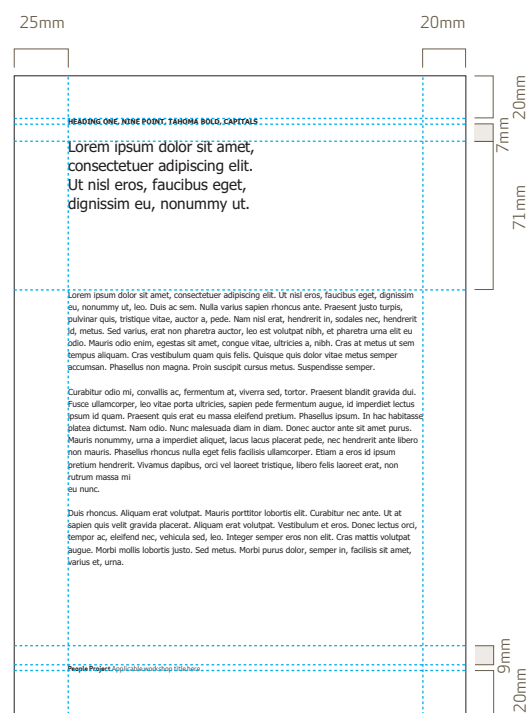
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



**B INTERNAL PROJECTS**

**06 UBAMBANO**

- A4 Lever Arch Training Manual Cover
- A4 Lever Arch Training Manual Spine
- A4 Lever Arch Training Manual Inside

SIZE: Cover - 250 x 310mm  
 Spine - 35 x 310mm  
 Inside - A4 (297 x 210mm)

FONT SPECIFICATIONS:

Cover:

Workshop Title  
 80pt Apex Sans Bold T  
 Leading: 2.5pt  
 Kerning: -2pt  
 Alignment: Left

Spine:

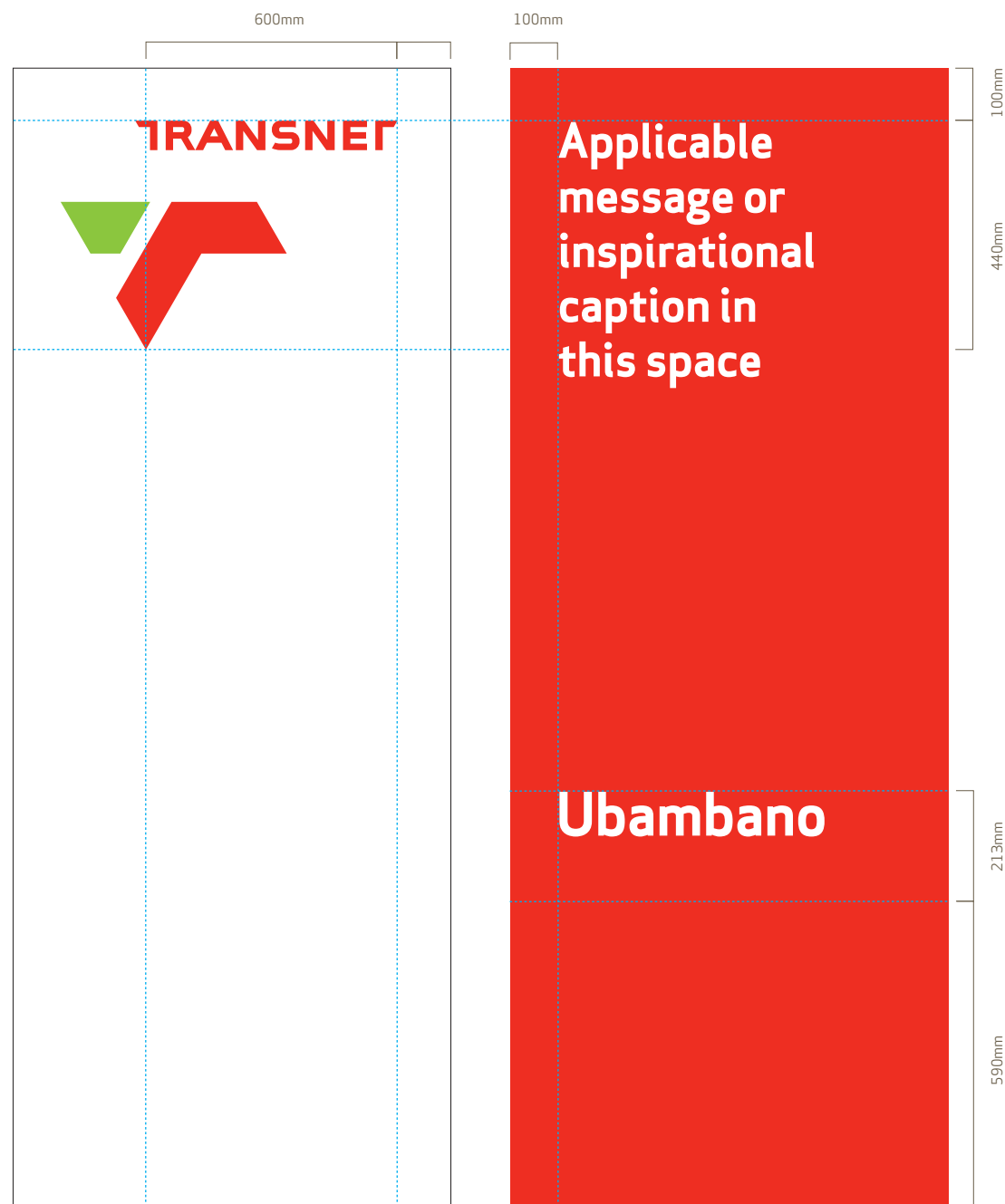
Workshop Title  
 30pt Apex Sans Bold T  
 Leading: 3pt  
 Kerning: -2pt  
 Alignment: Left

Inside Page:

Heading  
 9pt Tahoma Bold  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

Introduction  
 20pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

Body Copy  
 11pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left



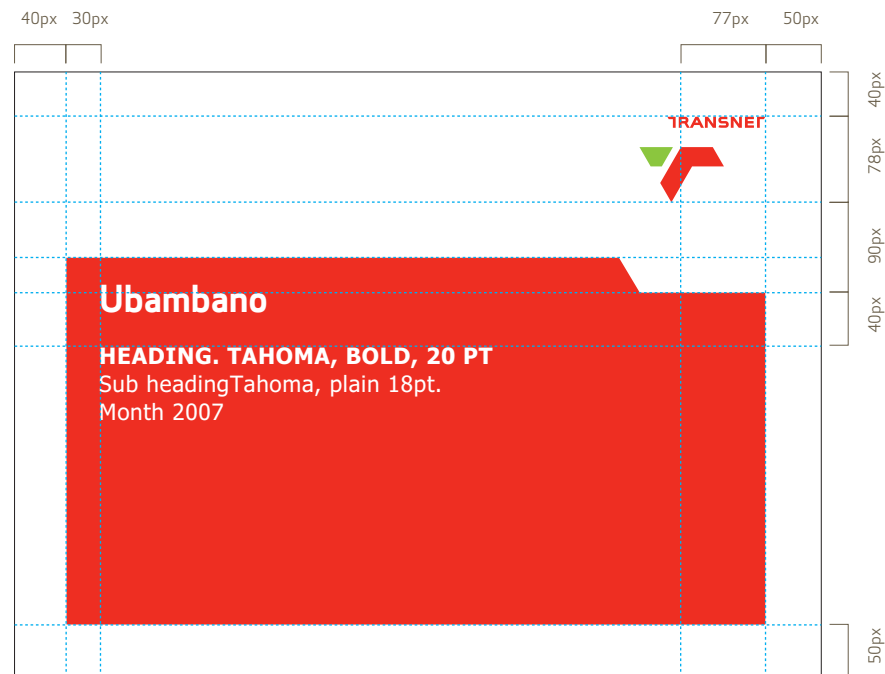
**B INTERNAL PROJECTS**

**06 UBAMBANO**  
Event Banners

Event banners allow for a series of project descriptors. The descriptors may not allude to tag lines, slogans or mottos.

SIZE: 2200 x 845mm

POWERPOINT PRESENTATION COVER TEMPLATE



POWERPOINT PRESENTATION PAGE TEMPLATE



**B INTERNAL PROJECTS**

**06 UBAMBANO PowerPoint Template - Cover Slide**

Unlike the Corporate PowerPoint template, this template does not have a visual on the opening slide.

The editable text is similar to the standard template, with the exception that this text is white on a red holding shape, while the standard corporate template has black text on white.

Due to the internal nature of projects and programmes, the corporate tag line is omitted from these presentations.

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

Cover Template:

**Ubambano**  
24pt ApexSans Bold T  
25 pixels high  
Kerning: 0pt  
Alignment: Left

**Heading**  
20pt Tahoma Bold  
17 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Plain  
15 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

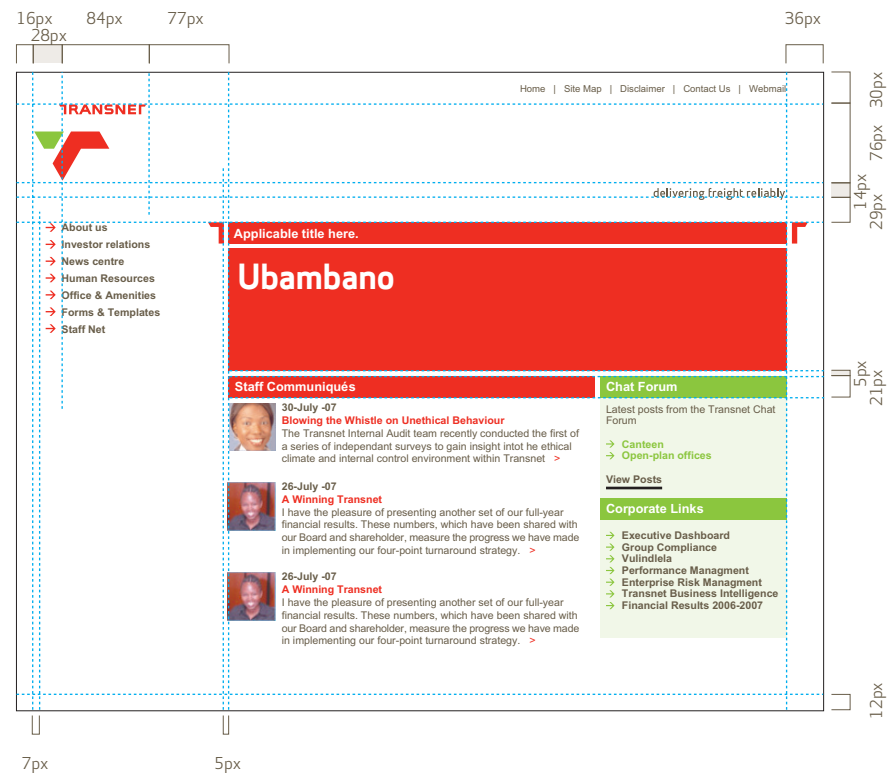
Page Template:

**Heading**  
20pt Tahoma Bold  
16 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Bold  
15 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

**Body Copy**  
18pt Tahoma Plain  
14 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

WEBSITE SECONDARY LEVEL TEMPLATE



**B INTERNAL PROJECTS**

**06 UBAMBANO Web Pages**

SIZE: 780 x 616 pixels

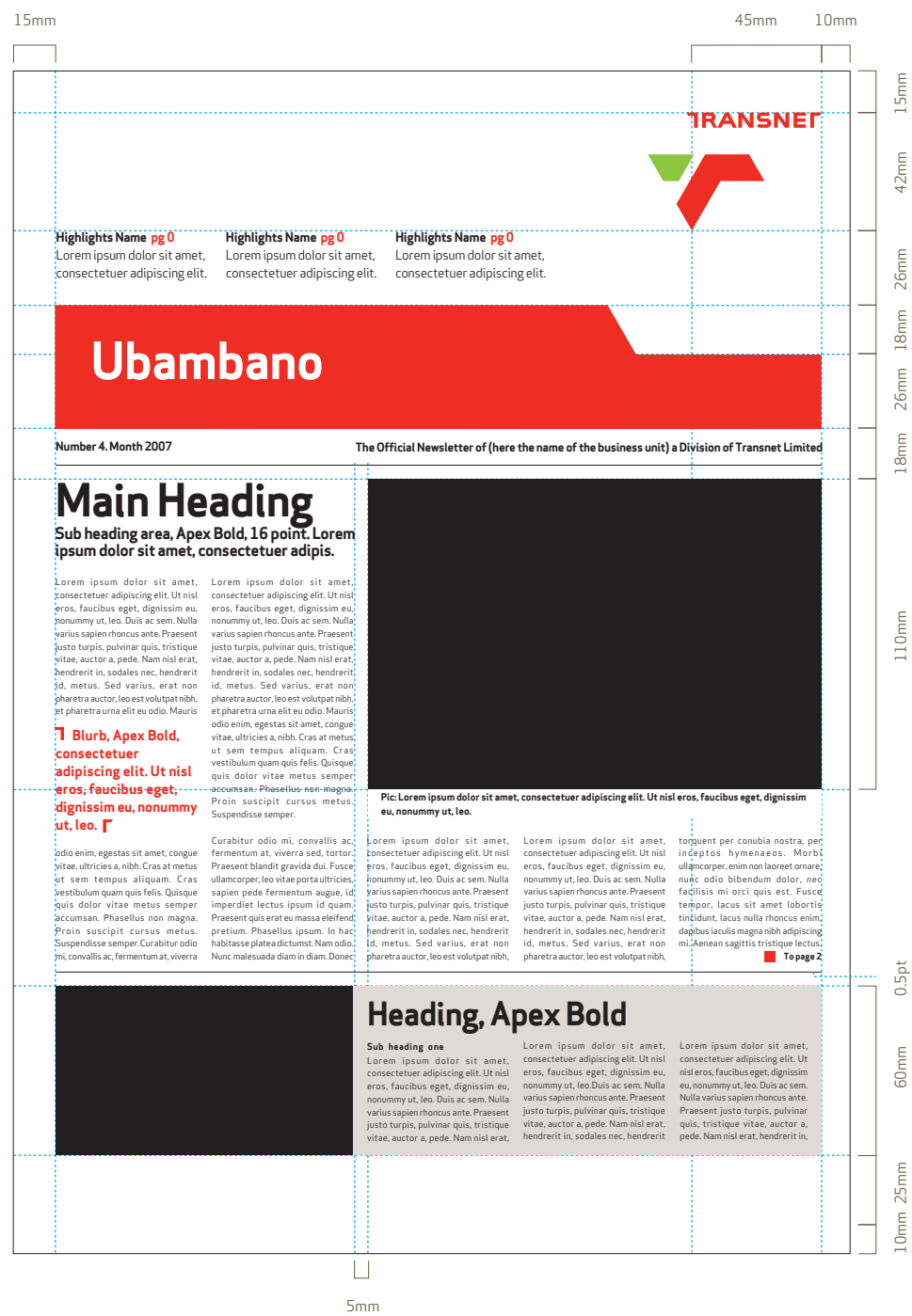
FONT SPECIFICATIONS:

**Heading**  
 13pt Arial Bold  
 15 pixels high  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Sub Heading**  
 10pt Arial Bold  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Menus**  
 10pt Arial Bold  
 10 pixels high  
 Leading: 6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Arial Plain  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left



**B INTERNAL PROJECTS**

**06 UBAMBANO A3 Tabloid Newsletters**

SIZE: A3 (297 x 420mm)

FONT SPECIFICATIONS:

**Headings**  
 Apex Sans Bold T  
 Leading: Variable  
 Kerning: 0pt  
 Alignment: Left

**Sub Headings**  
 Apex Sans Bold T  
 Leading: Variable  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Apex Sans Book T  
 Leading: 4pt  
 Kerning: 0pt  
 Alignment: Justified

**B INTERNAL PROJECTS**

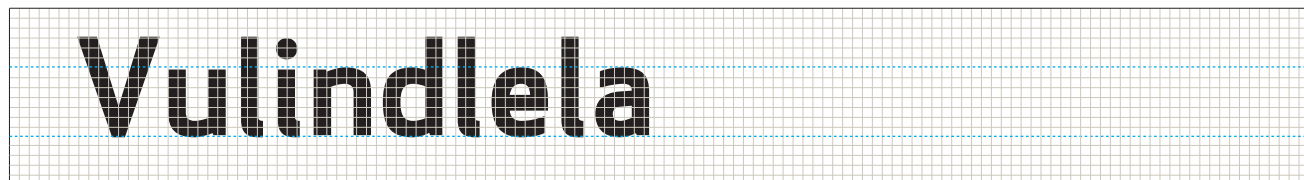
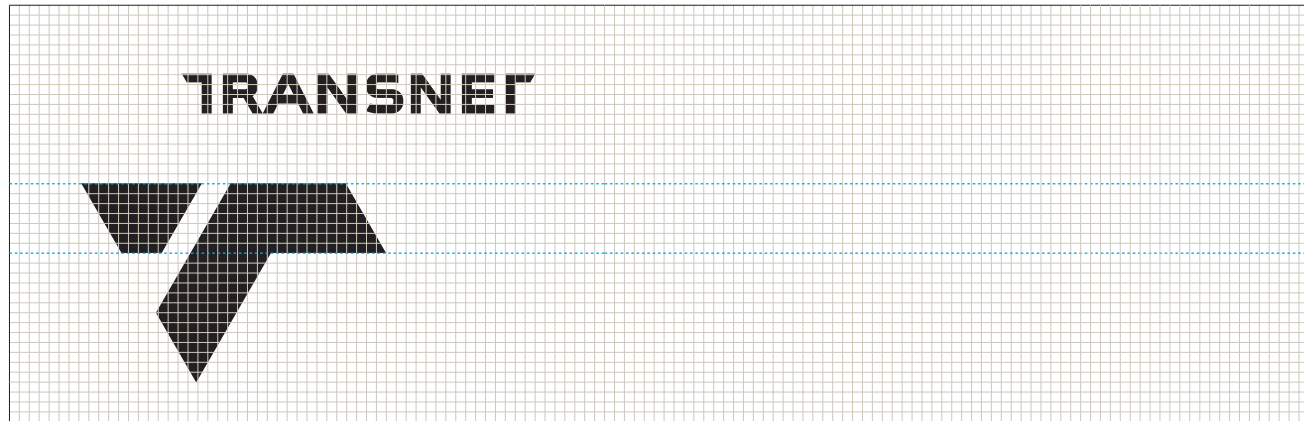
**07 VULINDLELA**  
Proportion

The brand signature and the project name do not necessarily appear together on a layout.

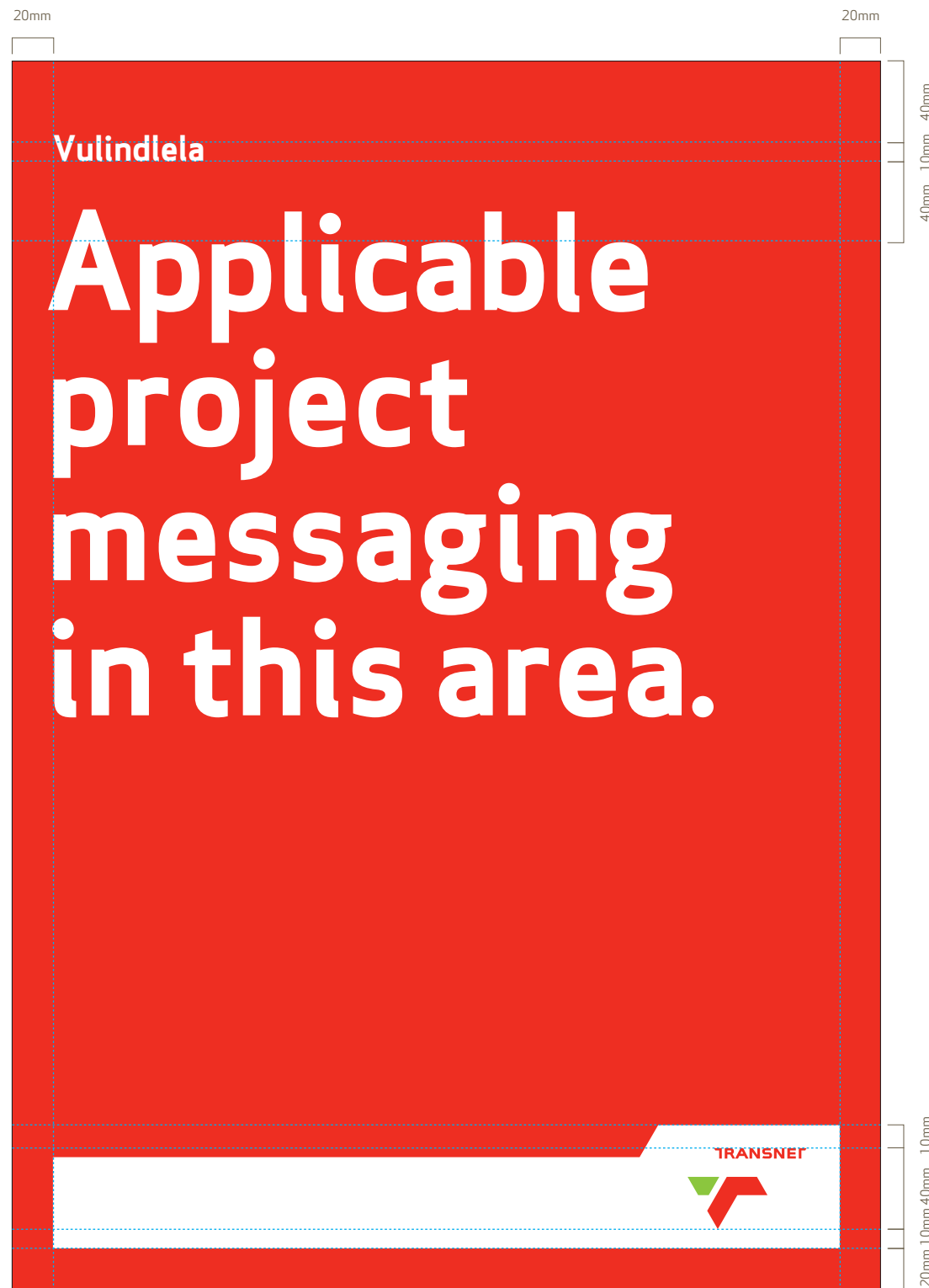
The project descriptor may never appear directly next to, on top of, or underneath the signature so as to avoid confusion with a division.

x There must always be a proportional relationship between the project name and the brand signature.

The measurement of 'X' is not specific, but rather an indication of the proportion relating to the brand signature.







**B INTERNAL PROJECTS**

**07 VULINDLELA A2 Poster**

SIZE: A2 (594 x 420)

FONT SPECIFICATIONS:

**Vulindlela**  
47pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

The name of the project is in proportion to the brand signature and precedes the messaging.

**Copy**  
180pt Apex Sans Bold T  
Leading: 5pt  
Kerning: 0pt  
Alignment: Left

The size of the copy depends on the length of the message.



**B INTERNAL PROJECTS**

**07 VULINDLELA  
A4 Brochure Cover**

*SIZE: A4 folded (297 x 210)*

**FONT SPECIFICATIONS:**

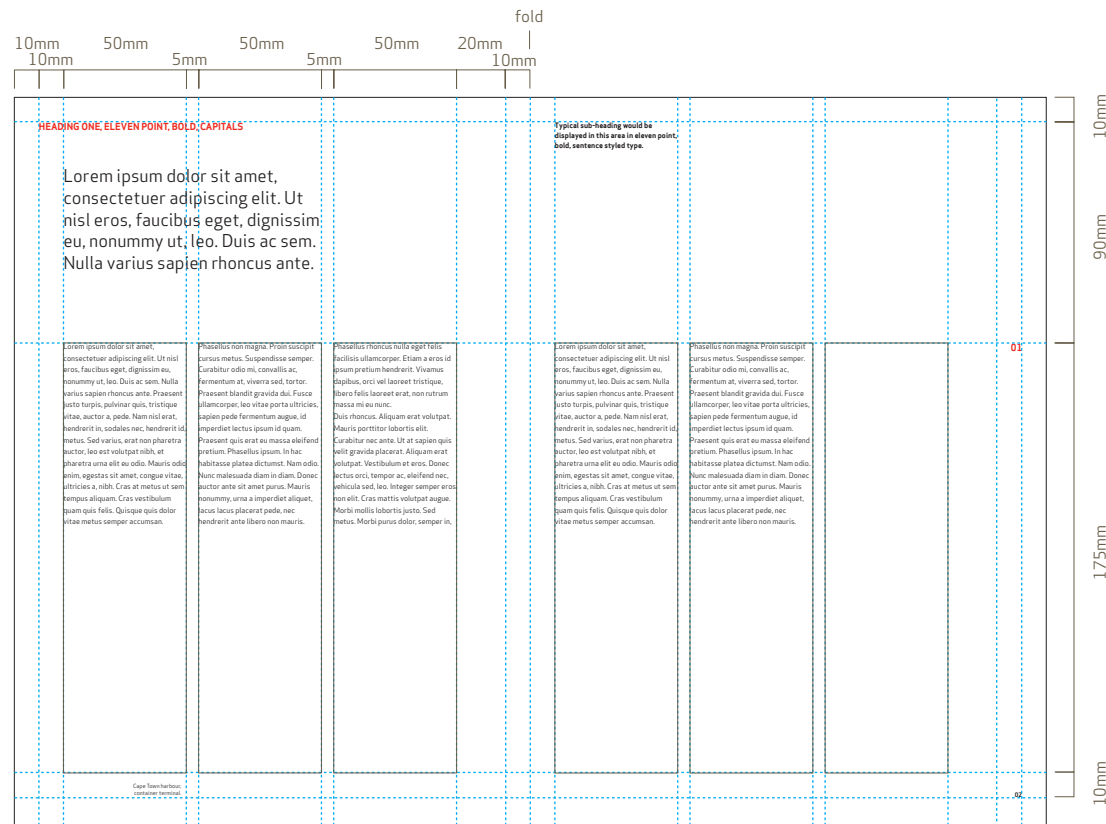
**Vulindlela**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Heading**  
64.5pt Apex Sans Bold T  
Leading: 0pt  
Kerning: -2pt  
Alignment: Left

*The size of the copy depends on the length of the message.*

**Supportive Text**  
14.5pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left



**B INTERNAL PROJECTS**

**07 VULINDLELA A4 Brochure Spread**

SIZE: A4 folded (297 x 420 flat)

**FONT SPECIFICATIONS:**

**Heading One**  
 11pt Apex Sans Bold T Capitals  
 Leading: 2pt  
 Alignment: Left

**Sub Heading or Supportive Text**  
 20pt Apex Sans Book T  
 Leading: 5pt  
 Alignment: Left

**Sub Heading**  
 11pt Apex Sans Bold T Sentence Case  
 Leading: 2pt  
 Alignment: Left

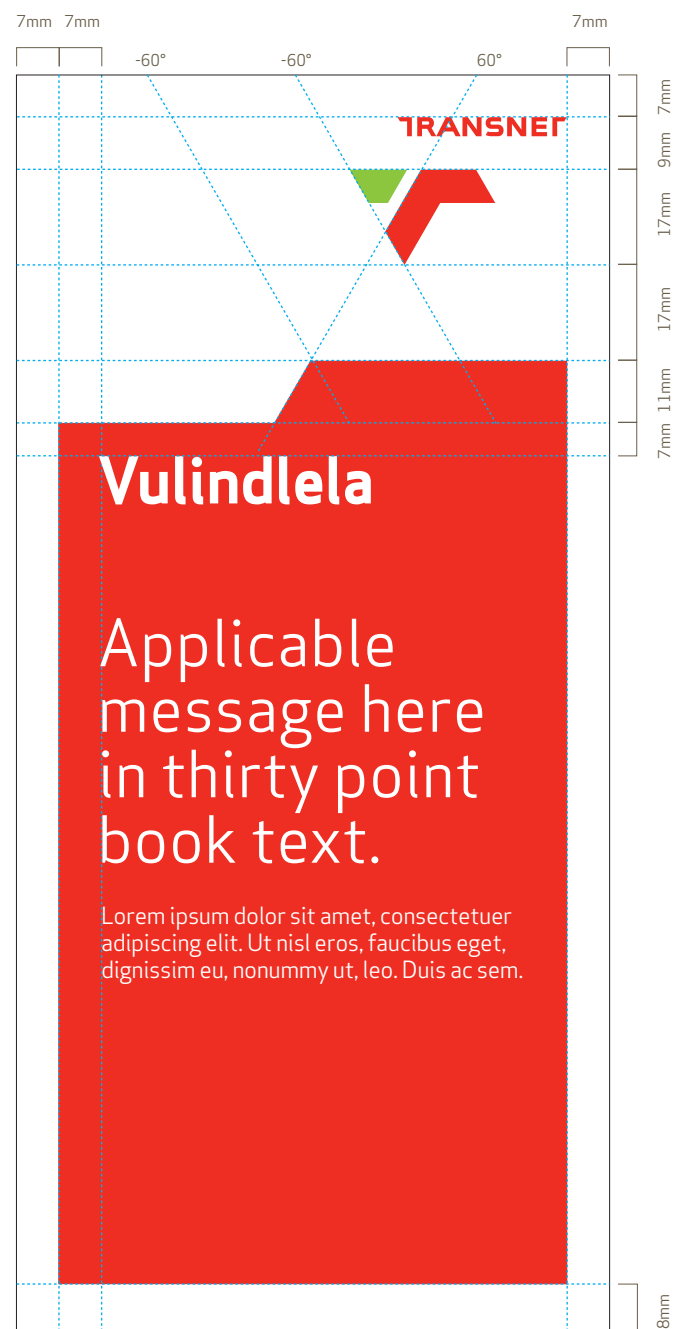
**Body Copy**  
 8.5pt Apex Sans Book T  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Section Number**  
 11pt Apex Sans Bold T  
 Alignment: Left

**Main Picture Descriptor**  
 6.5pt Apex Sans Book T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Page Number**  
 7pt Apex Sans Bold T  
 Kerning: 0pt  
 Alignment: Left

Note that this typical layout is applicable for both corporate and divisional brands. Also note the lack of imagery, graphics or holding devices. These layouts are purely typographical.



**B INTERNAL PROJECTS**

**07 VULINDLELA DL Leaflet Cover**

*SIZE: DL (99 x 210mm)*

*FONT SPECIFICATIONS:*

**Vulindlela**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

*The name of the project is in proportion to the brand signature and precedes the messaging.*

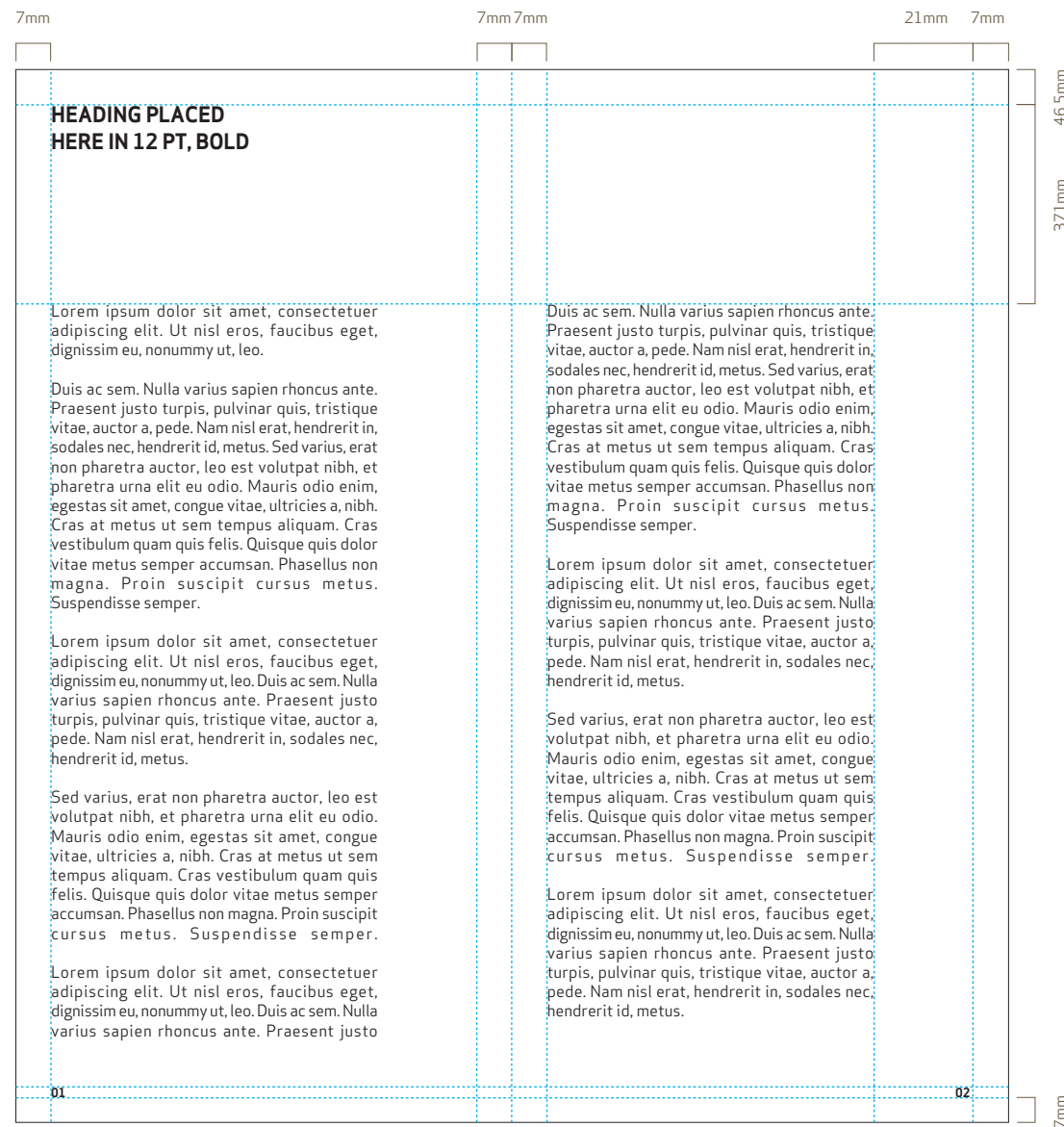
*In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.*

**Sub Heading**  
30pt Apex Sans Book T  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Supportive Text**  
12pt Apex Sans Book T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

**B INTERNAL PROJECTS**

**07 VULINDLELA DL Leaflet Inside Spread**



SIZE: A5 (148 x 210mm)

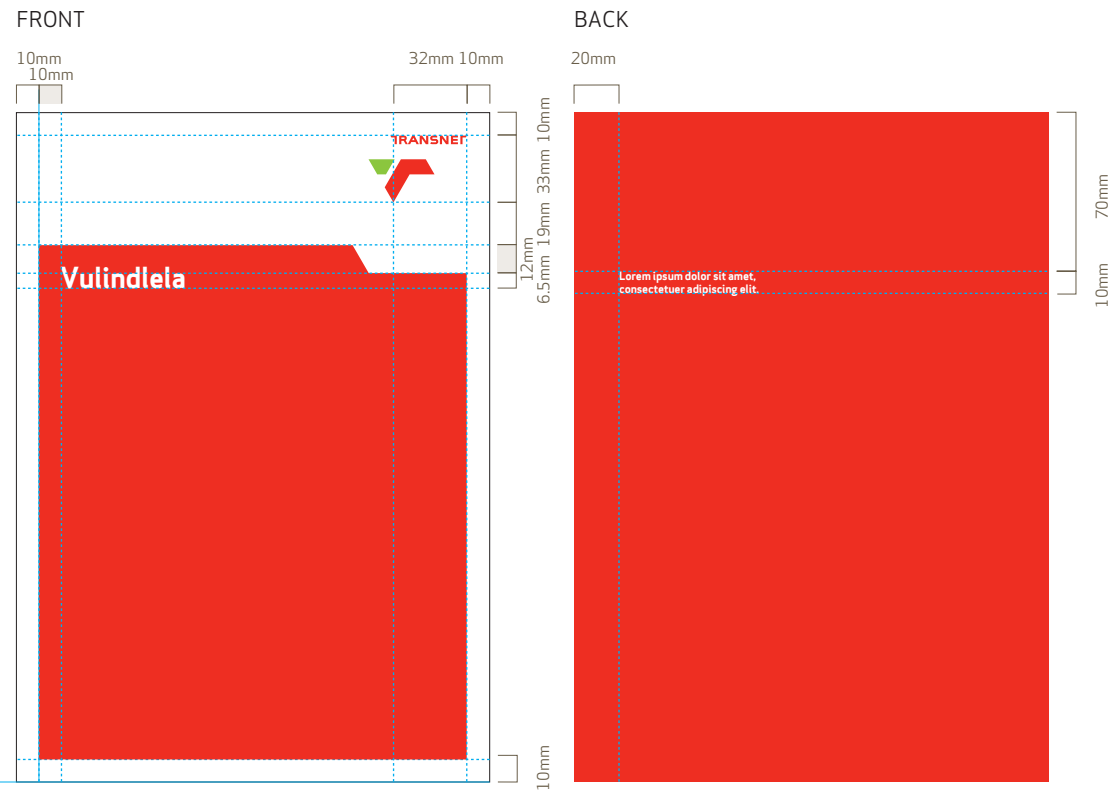
FONT SPECIFICATIONS:

**Heading**  
 12pt Apex Sans Bold T  
 Leading: 3.6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 9pt Apex Sans Book T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Justified

**Picture Descriptor**  
 9pt Apex Sans Bold T  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Justified

**Page Number**  
 7pt Apex Sans Bold T  
 Kerning: 0pt  
 Alignment: Right



**B INTERNAL PROJECTS**

**07 VULINDLELA  
A4 Document Cover**

**Note:**  
The copy (text) on the back cover is supportive of the project intentions – but may not be a slogan.

**SIZE:** A4 folded (210x 297mm)

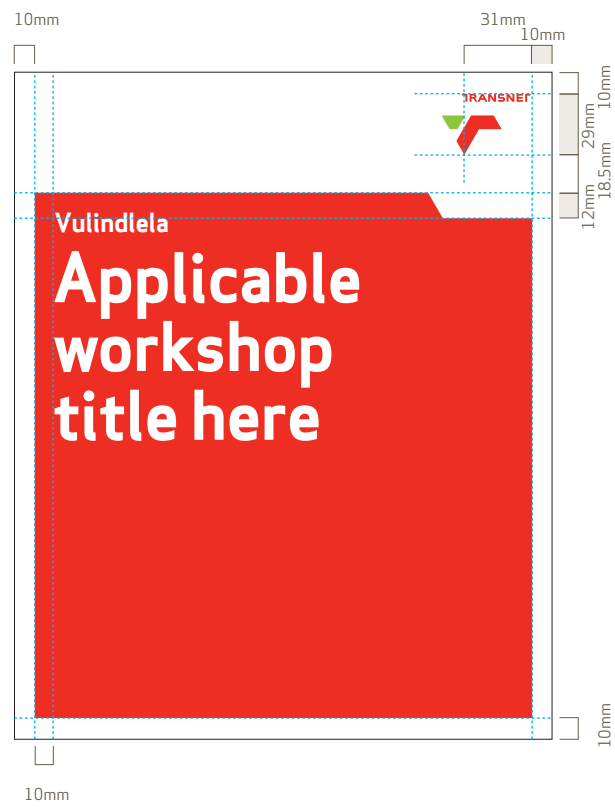
**FONT SPECIFICATIONS:**

**Vulindlela**  
35.5pt Apex Sans Bold T  
Kerning: -2pt  
Alignment: Left

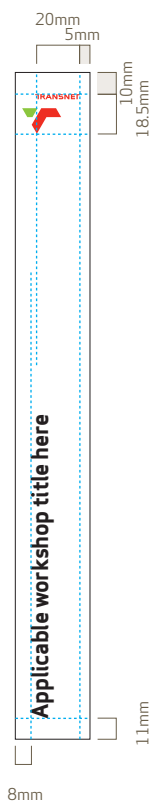
*The name of the project is in proportion to the brand signature and precedes the messaging.*

**Supporting Text**  
30pt Apex Sans Bold T  
Leading: 2pt  
Kerning: -2pt  
Alignment: Left

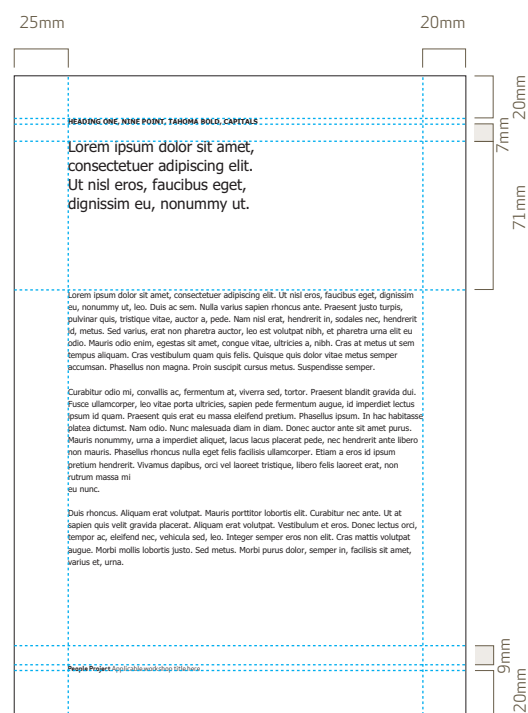
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



**B INTERNAL PROJECTS**

**07 VULINDLELA**

- A4 Lever Arch Training Manual Cover
- A4 Lever Arch Training Manual Spine
- A4 Lever Arch Training Manual Inside

SIZE: Cover - 250 x 310mm  
 Spine - 35 x 310mm  
 Inside - A4 (297 x 210mm)

FONT SPECIFICATIONS:

Cover:

Workshop Title  
 80pt Apex Sans Bold T  
 Leading: 2.5pt  
 Kerning: -2pt  
 Alignment: Left

Spine:

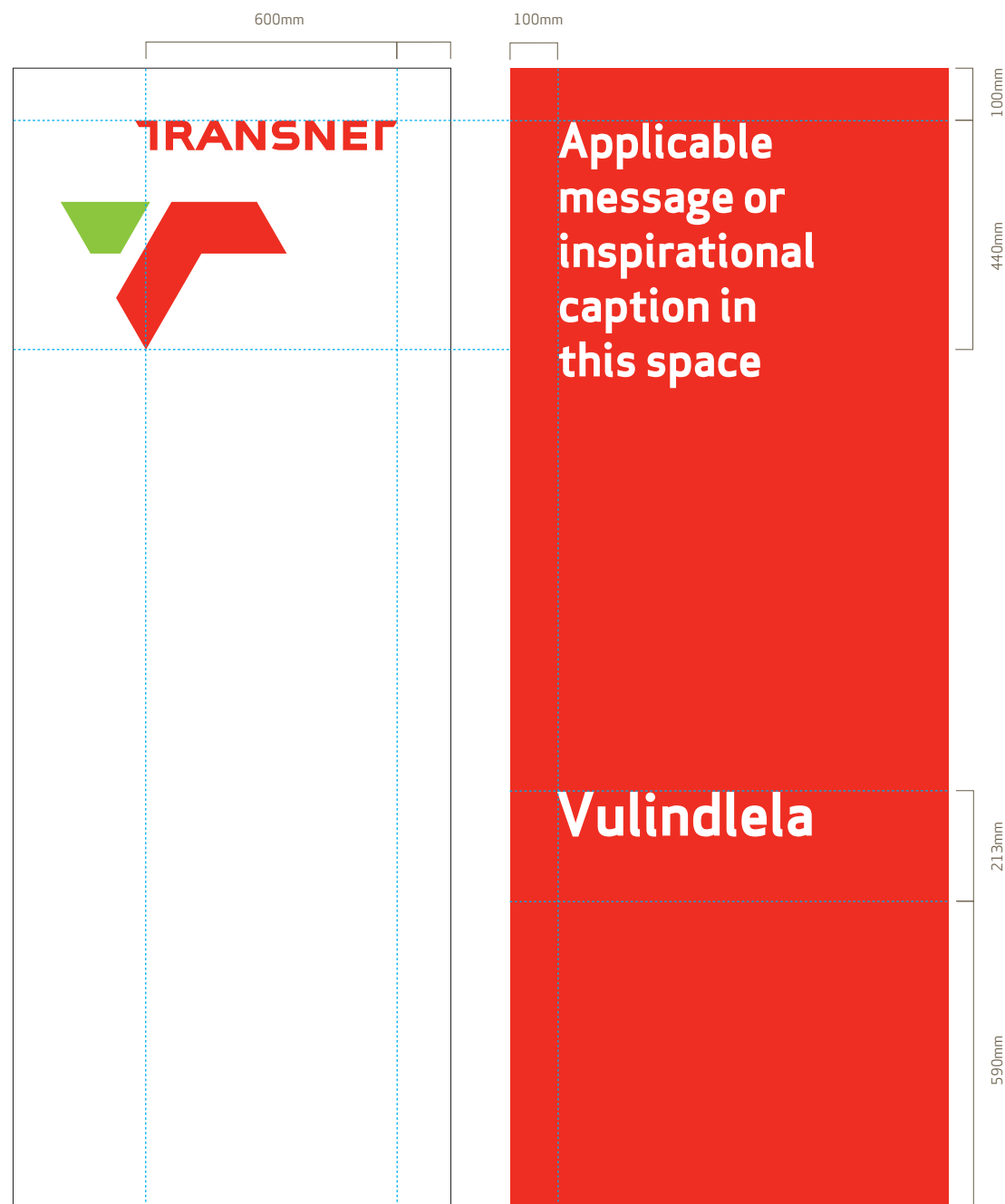
Workshop Title  
 30pt Apex Sans Bold T  
 Leading: 3pt  
 Kerning: -2pt  
 Alignment: Left

Inside Page:

Heading  
 9pt Tahoma Bold  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

Introduction  
 20pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

Body Copy  
 11pt Tahoma Plain  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left



**B INTERNAL PROJECTS**

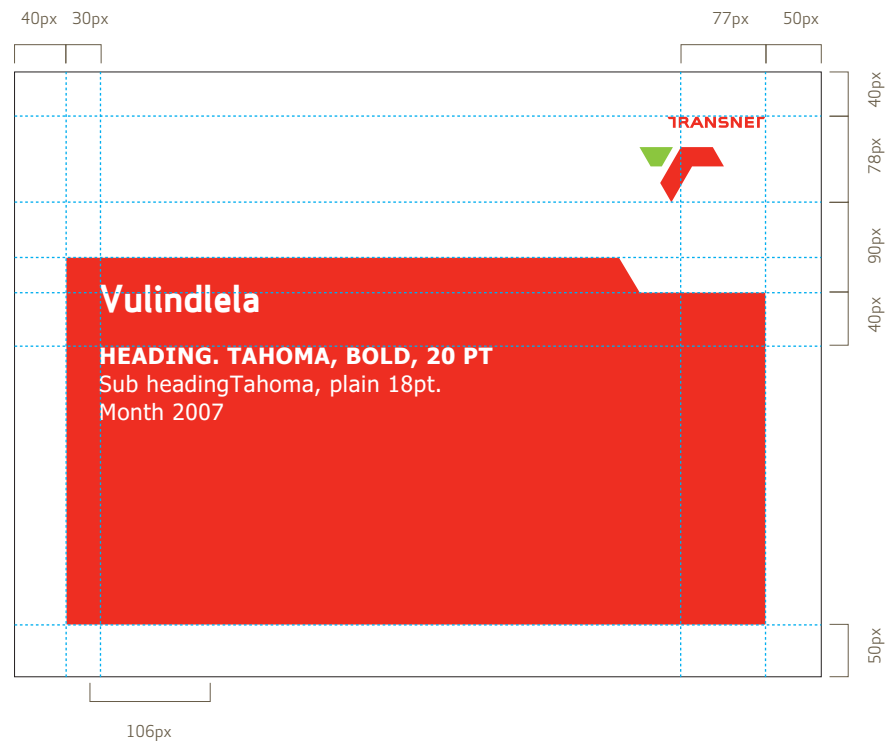
**07 VULINDLELA**  
Event Banners

Event banners allow for a series of project descriptors. The descriptors may not allude to tag lines, slogans or mottos.

SIZE: 2200 x 845mm



POWERPOINT PRESENTATION COVER TEMPLATE



POWERPOINT PRESENTATION PAGE TEMPLATE



**B INTERNAL PROJECTS**

**07 VULINDLELA**  
PowerPoint Template - Cover Slide

Unlike the Corporate PowerPoint template, this template does not have a visual on the opening slide.

The editable text is similar to the standard template, with the exception that this text is white on a red holding shape, while the standard corporate template has black text on white.

Due to the internal nature of projects and programmes, the corporate tag line is omitted from these presentations.

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

Cover Template:

**Vulindlela**  
24pt ApexSans Bold T  
25 pixels high  
Kerning: 0pt  
Alignment: Left

**Heading**  
20pt Tahoma Bold  
17 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Plain  
15 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

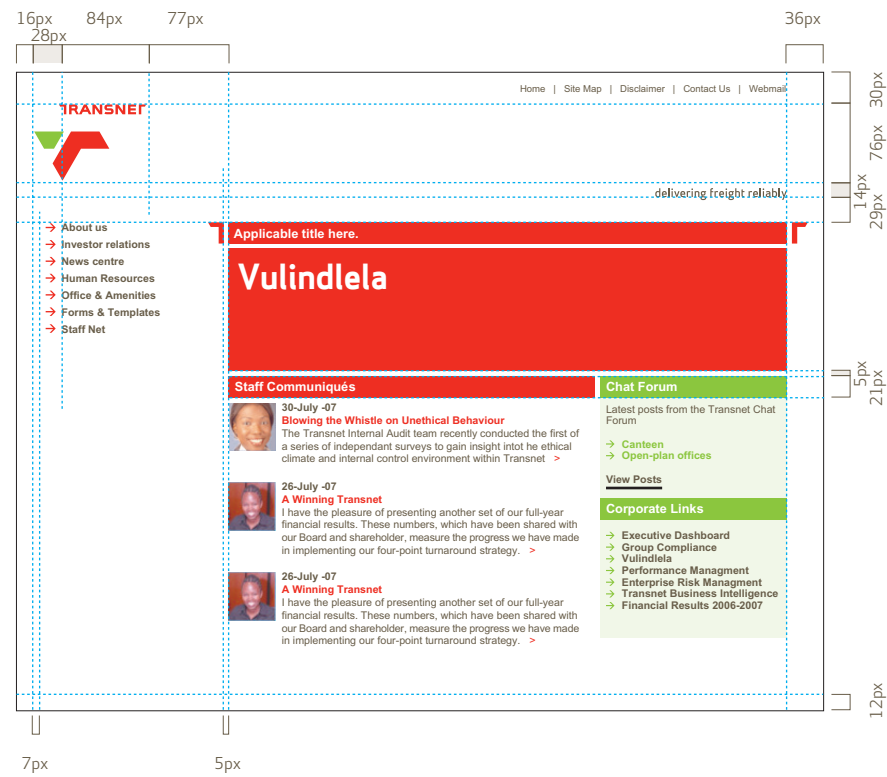
Page Template:

**Heading**  
20pt Tahoma Bold  
16 pixels high  
Leading: 0pt  
Kerning: 0pt  
Alignment: Left

**Sub Heading**  
18pt Tahoma Bold  
15 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

**Body Copy**  
18pt Tahoma Plain  
14 pixels high  
Leading: 2pt  
Kerning: 3pt  
Alignment: Left

WEBSITE SECONDARY LEVEL TEMPLATE



**B INTERNAL PROJECTS**

**07 VULINDLELA Web Pages**

SIZE: 780 x 616 pixels

FONT SPECIFICATIONS:

**Heading**  
 13pt Arial Bold  
 15 pixels high  
 Leading: 5pt  
 Kerning: 0pt  
 Alignment: Left

**Sub Heading**  
 10pt Arial Bold  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left

**Menus**  
 10pt Arial Bold  
 10 pixels high  
 Leading: 6pt  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Arial Plain  
 12 pixels high  
 Leading: 2pt  
 Kerning: 0pt  
 Alignment: Left



**B INTERNAL PROJECTS**

**07 VULINDLELA A3 Tabloid Newsletters**

SIZE: A3 (297 x 420mm)

FONT SPECIFICATIONS:

**Headings**  
 Apex Sans Bold T  
 Leading: Variable  
 Kerning: 0pt  
 Alignment: Left

**Sub Headings**  
 Apex Sans Bold T  
 Leading: Variable  
 Kerning: 0pt  
 Alignment: Left

**Body Copy**  
 10pt Apex Sans Book T  
 Leading: 4pt  
 Kerning: 0pt  
 Alignment: Justified