

B INTERNAL PROJECTS

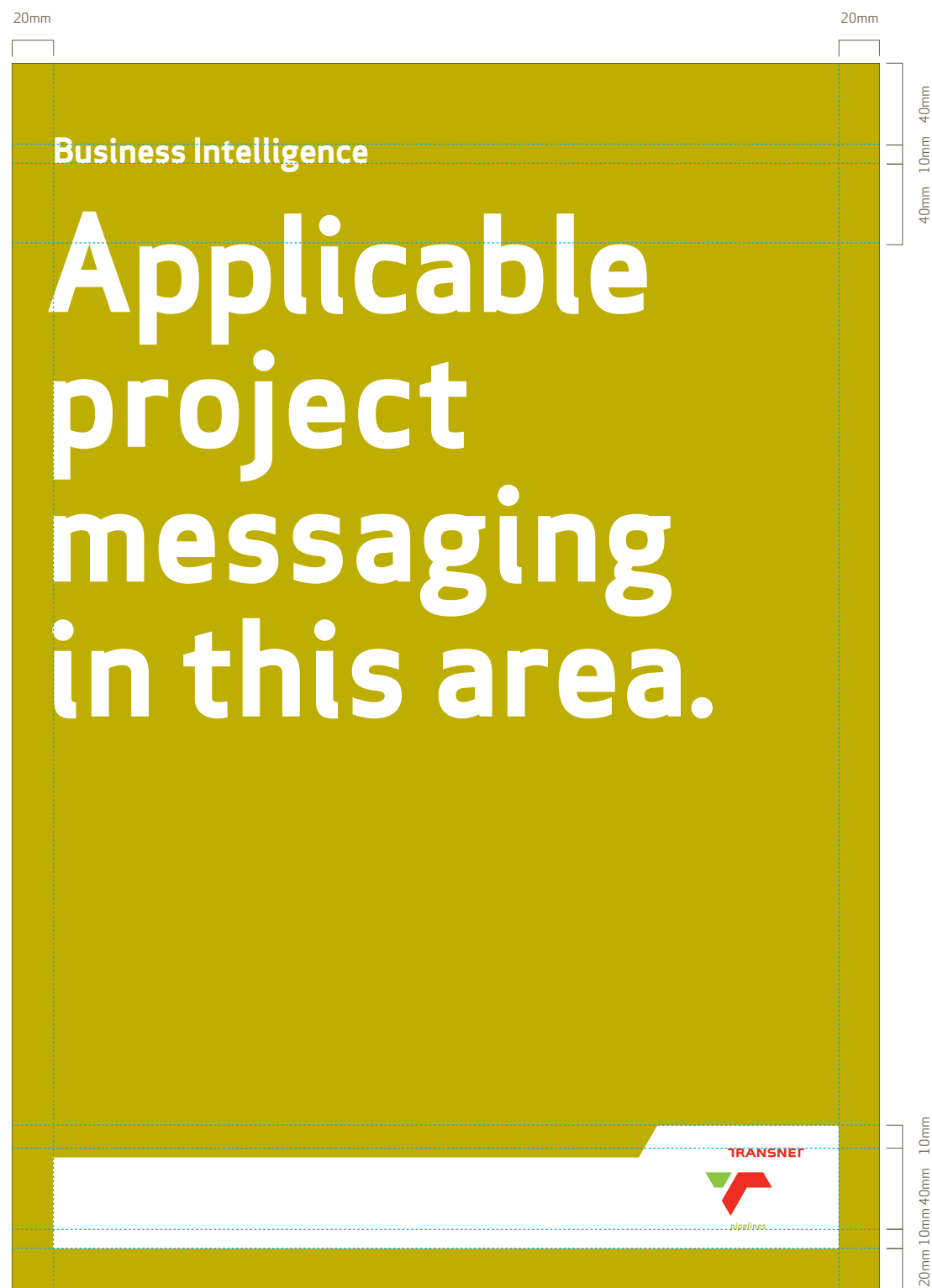
01 BUSINESS INTELLIGENCE
Proportion

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

**01 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

**01 BUSINESS INTELLIGENCE
A4 Brochure Cover**

SIZE: A4 folded (297 x 210)

FONT SPECIFICATIONS:

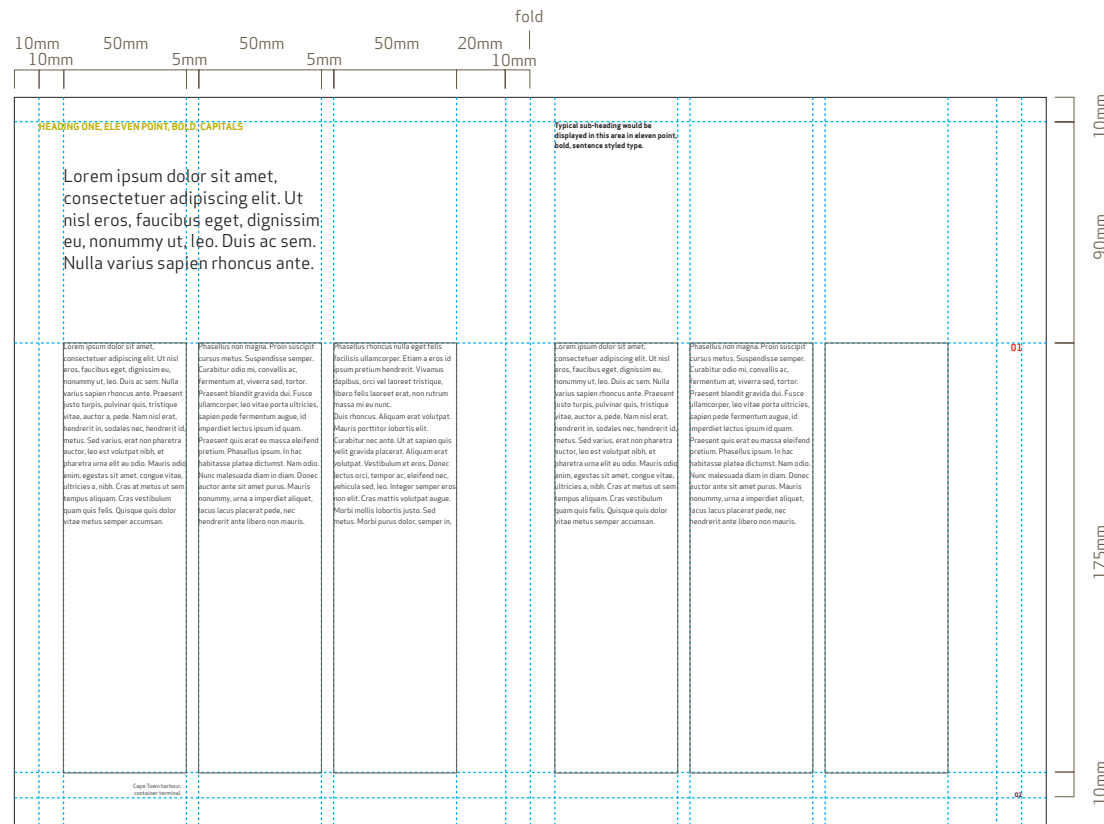
Business Intelligence
35.5pt Apex Sans Bold T
Kerning: -2pt
Alignment: Left

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

**01 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

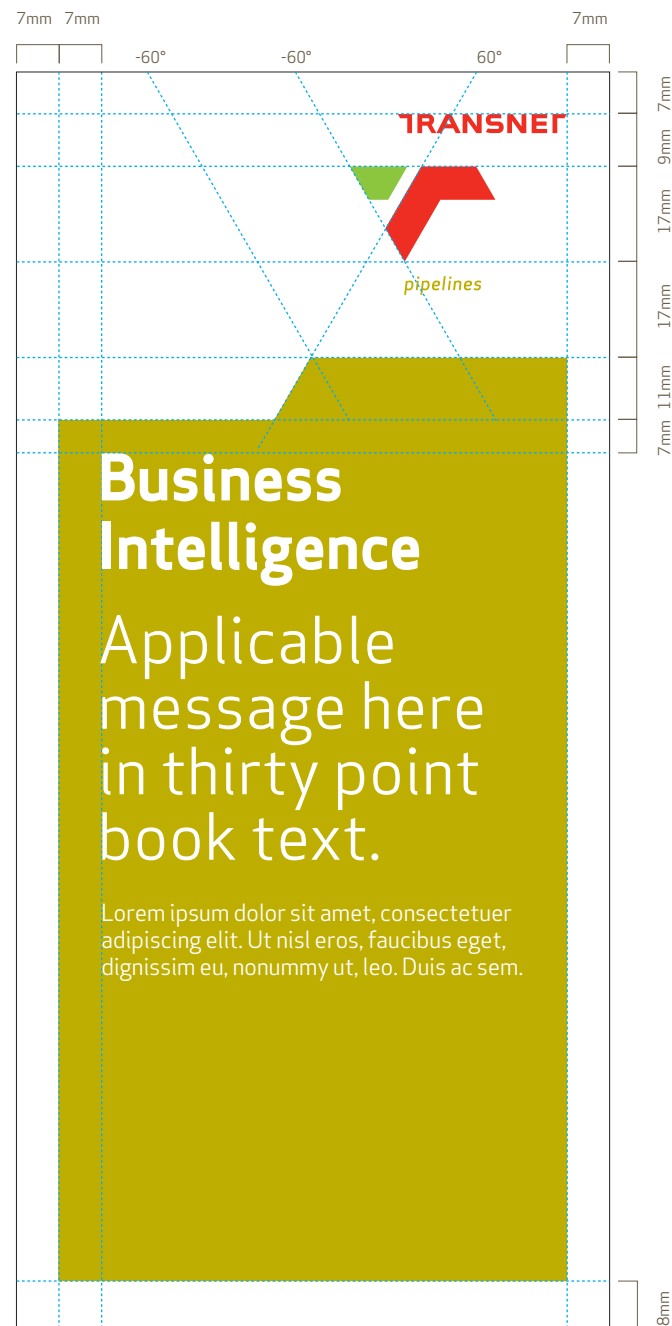
Body Copy
8.5pt Apex Sans Book T
Leading: 5pt
Kerning: 0pt
Alignment: Left

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

01 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.

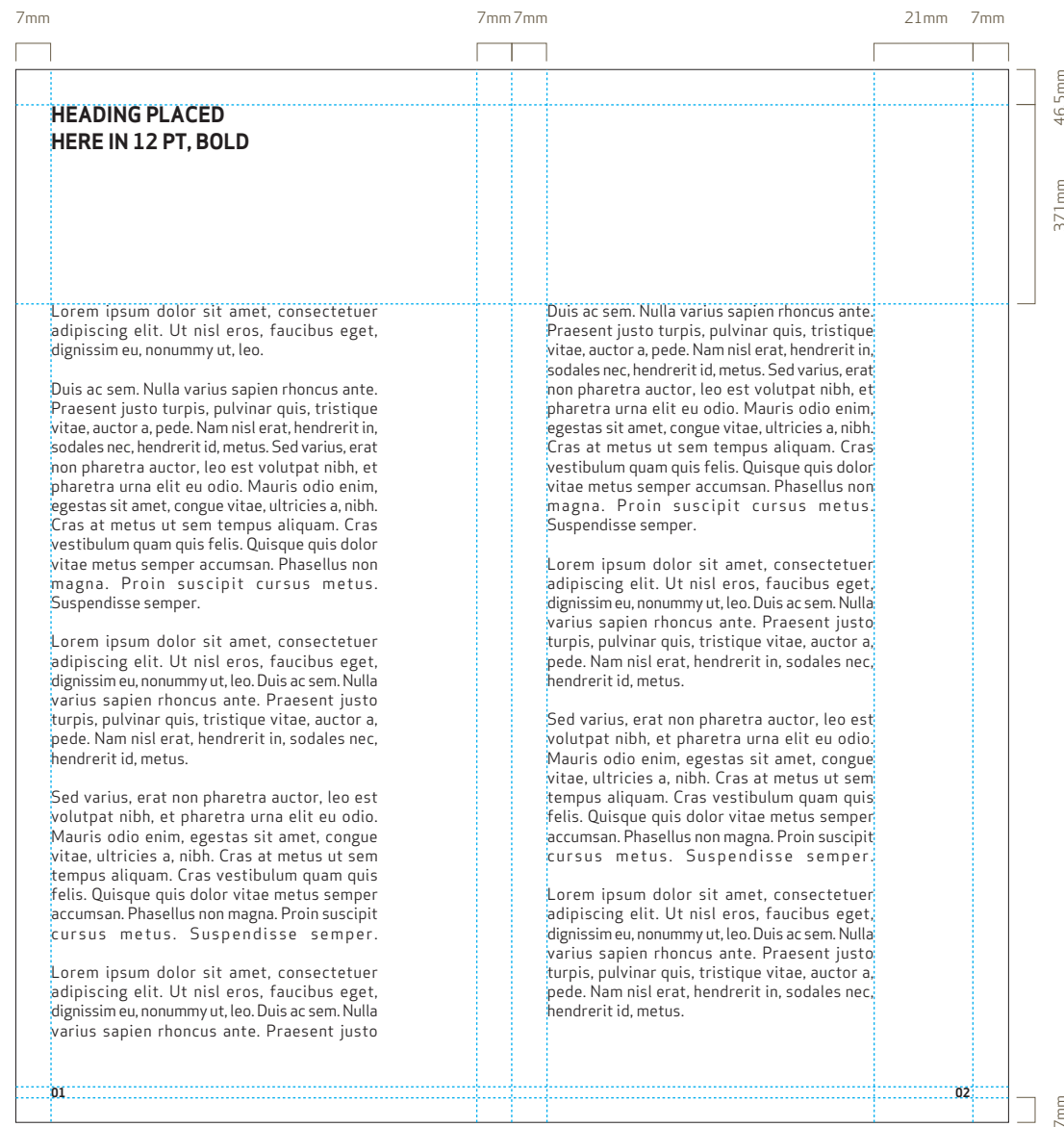
In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.

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

01 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

01 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

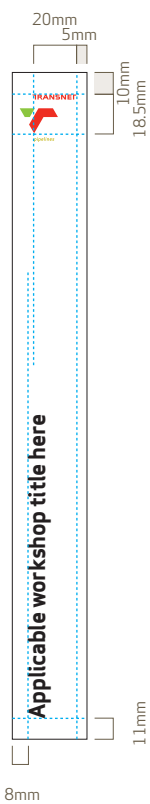
The name of the project is in proportion to the brand signature and precedes the messaging.

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

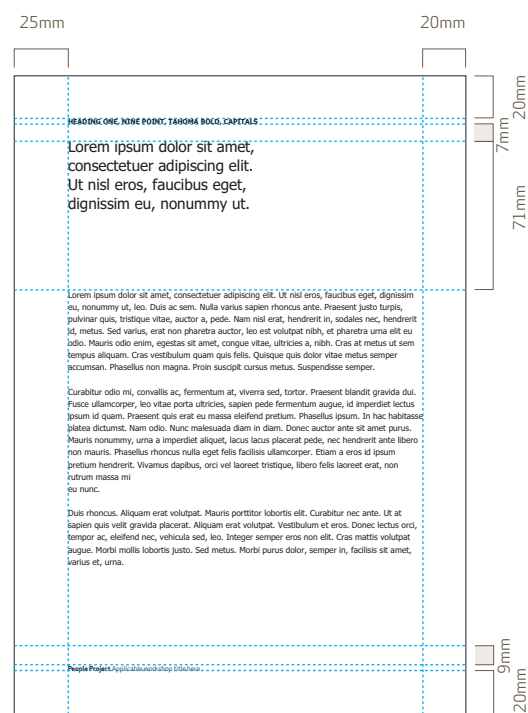
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



B INTERNAL PROJECTS

01 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:

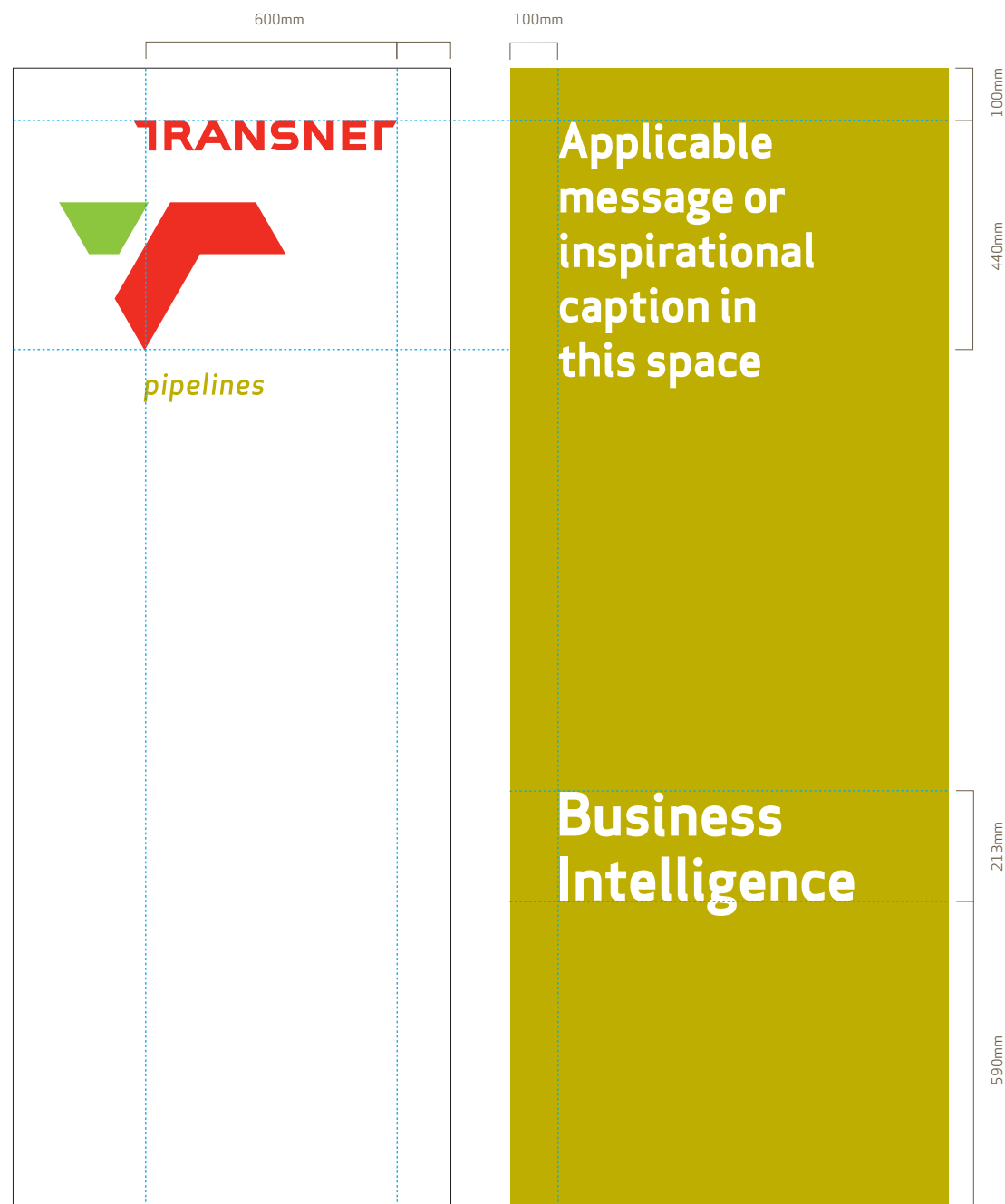
Workshop Title
 30pt Apex Sans Bold T
 Leading: 3pt
 Kerning: -2pt
 Alignment: Left

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



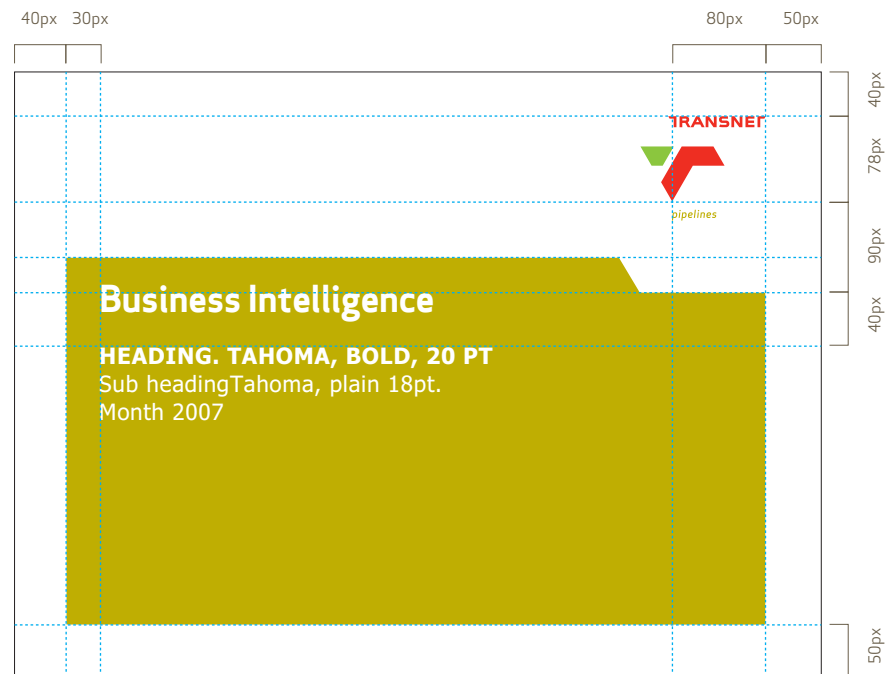
B INTERNAL PROJECTS

01 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

01 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

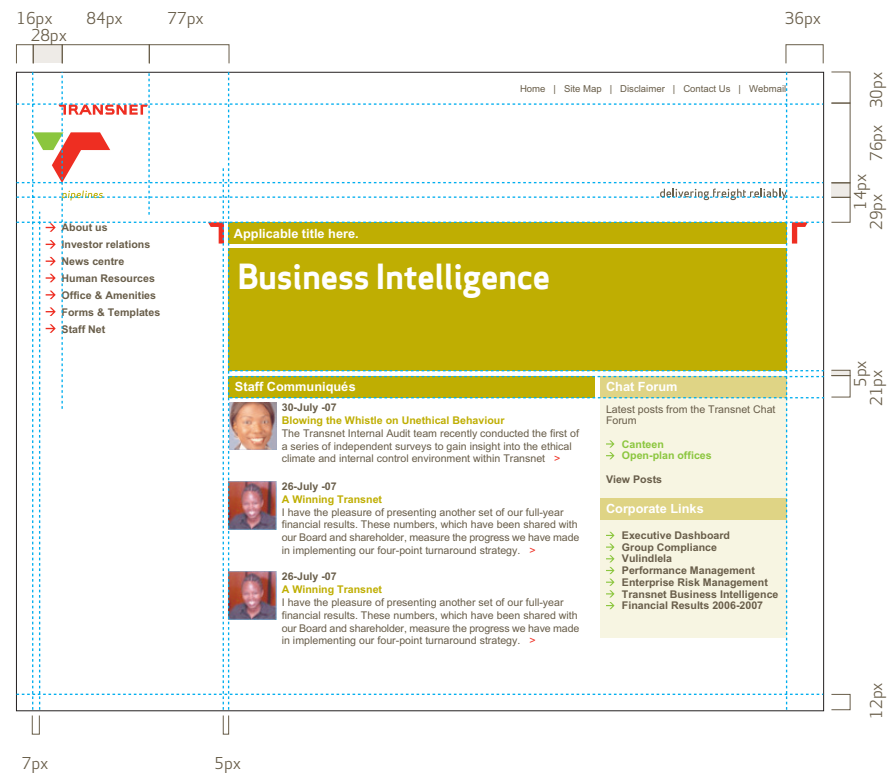
Page Template:

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

01 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

**01 BUSINESS INTELLIGENCE
A3 Tabloid Newsletters**

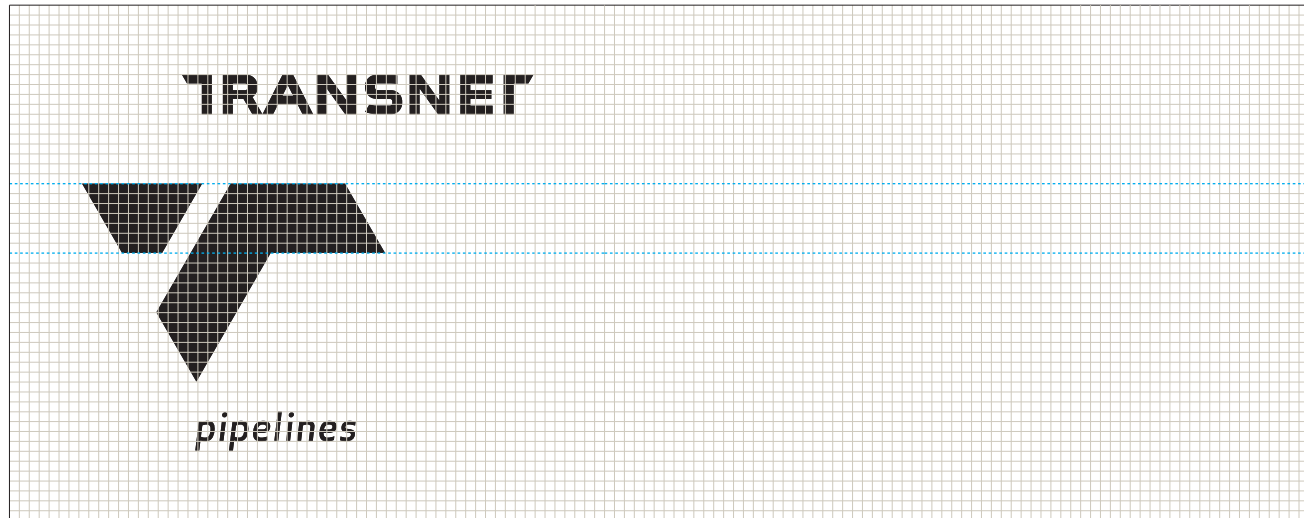
SIZE: A3 (297 x 420mm)

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

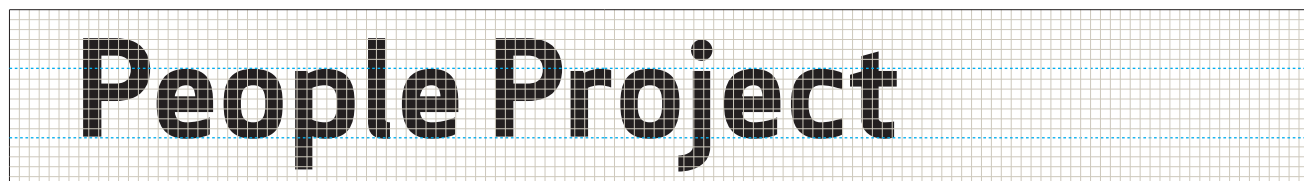
02 PEOPLE PROJECT Proportion

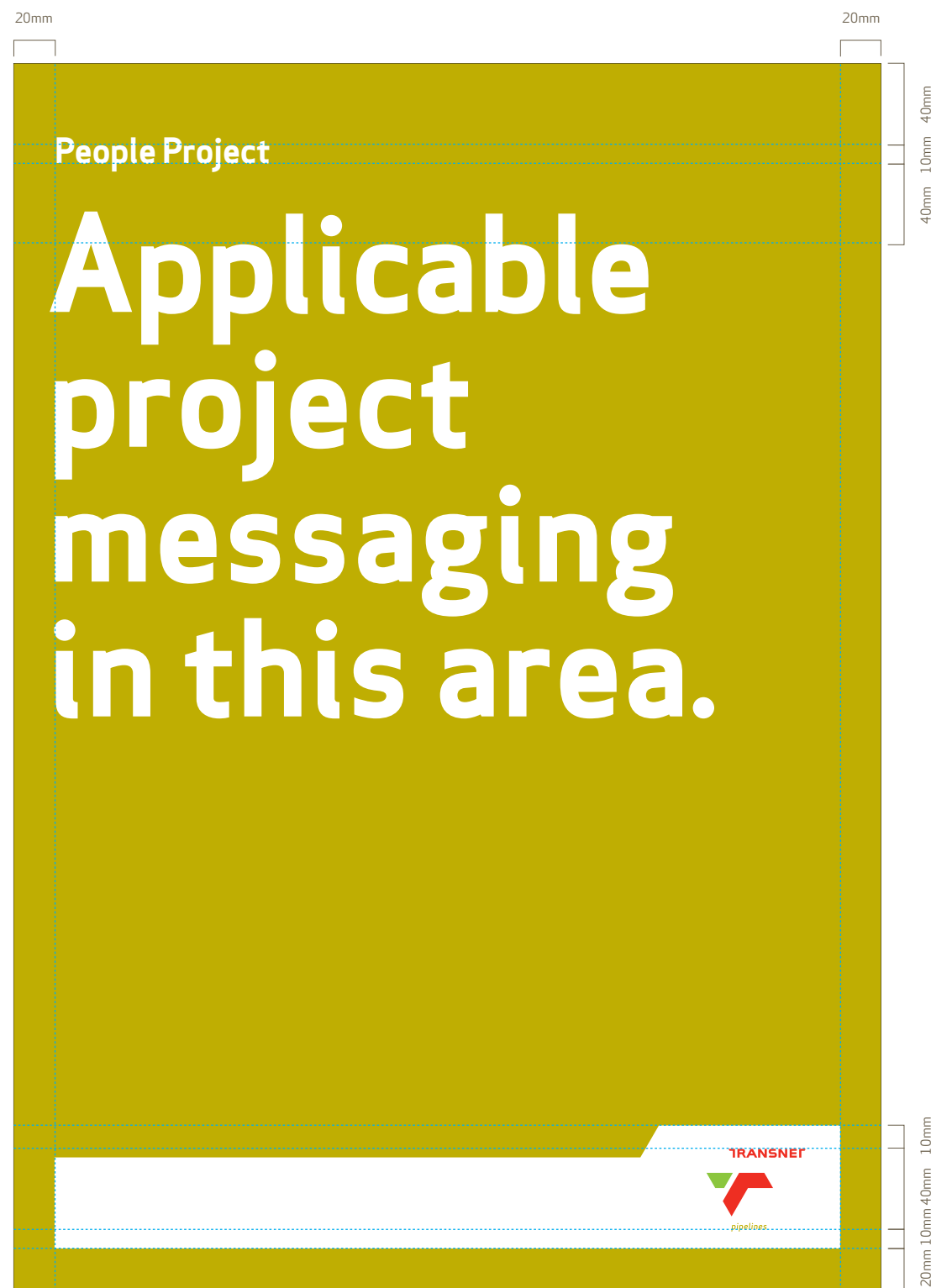
The brand signature and the project name do not necessarily appear together on a layout.

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





B INTERNAL PROJECTS

**02 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

**02 PEOPLE PROJECT
A4 Brochure Cover**

SIZE: A4 folded (297 x 210)

FONT SPECIFICATIONS:

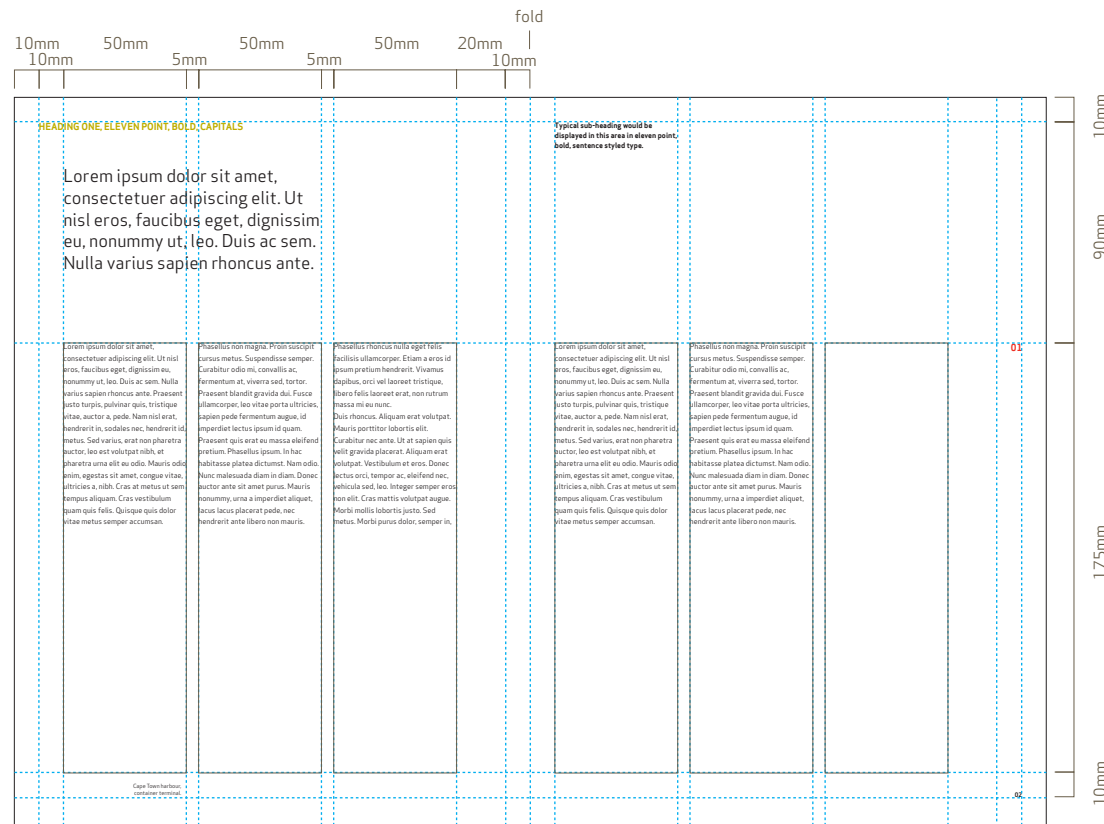
People Project
35.5pt Apex Sans Bold T
Kerning: -2pt
Alignment: Left

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

**02 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

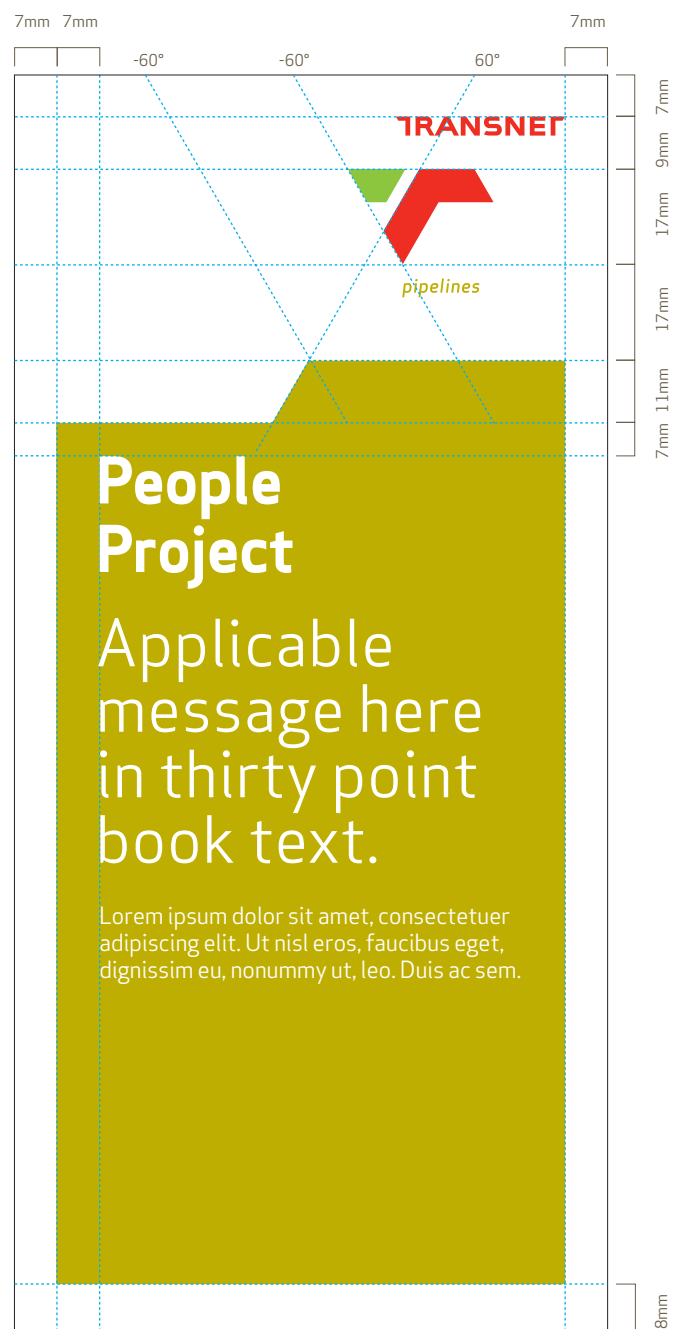
Body Copy
8.5pt Apex Sans Book T
Leading: 5pt
Kerning: 0pt
Alignment: Left

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

**02 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.

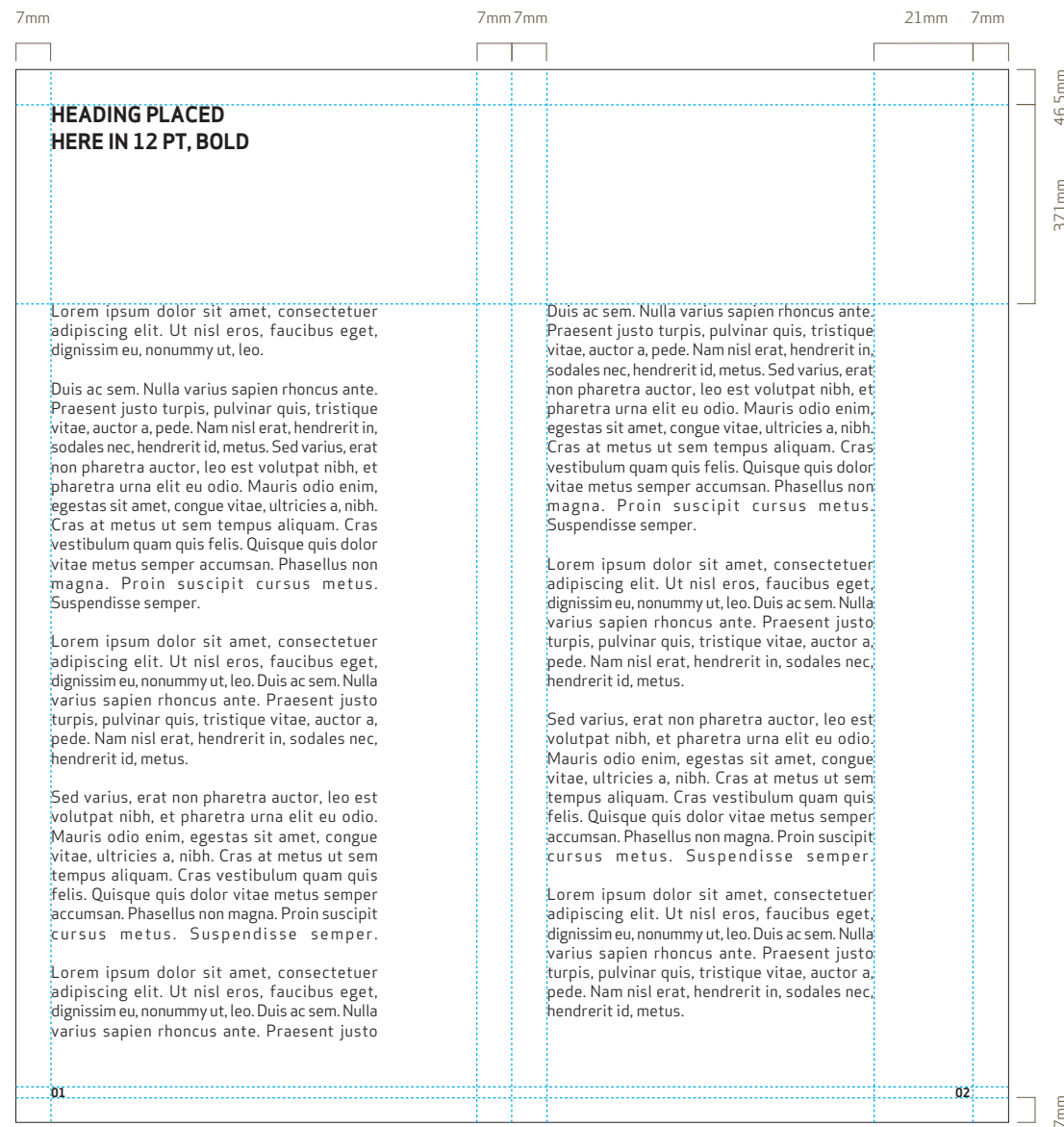
In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.

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

**02 PEOPLE PROJECT
DL Leaflet Inside Spread**



SIZE: A5 (148 x 210mm)

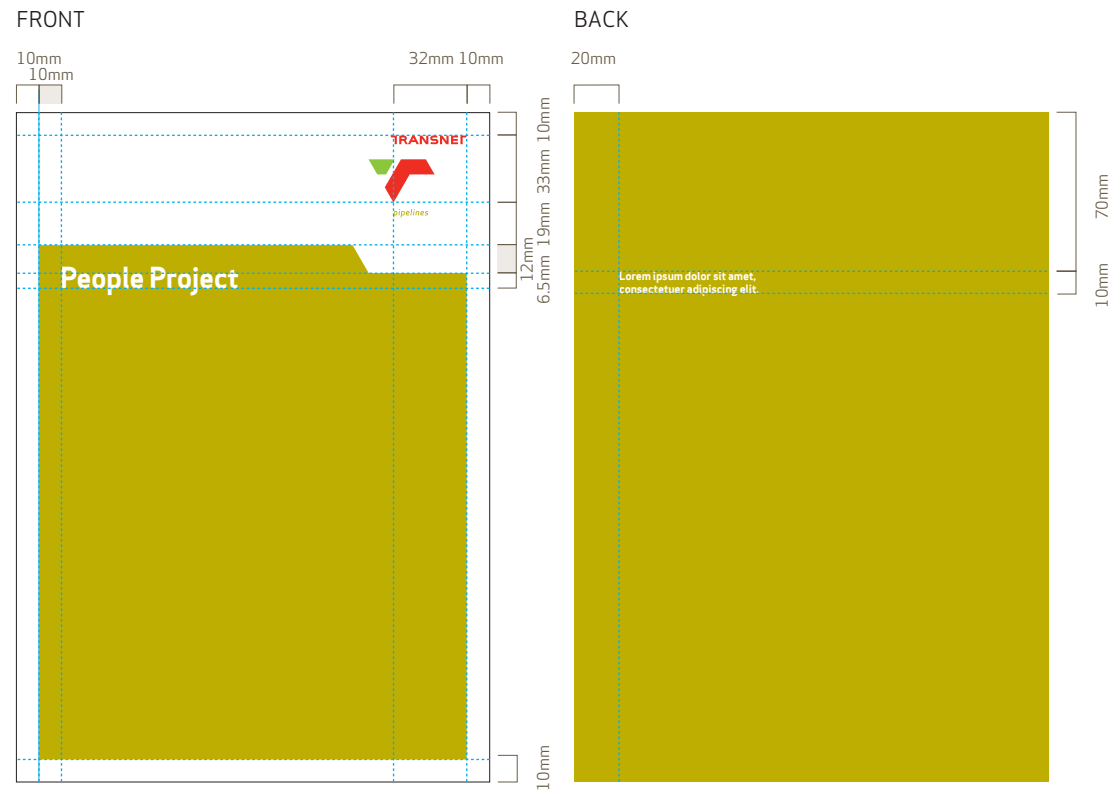
FONT SPECIFICATIONS:

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

**02 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

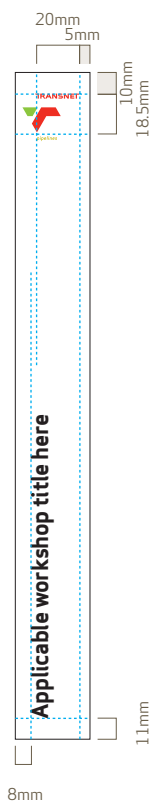
The name of the project is in proportion to the brand signature and precedes the messaging.

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

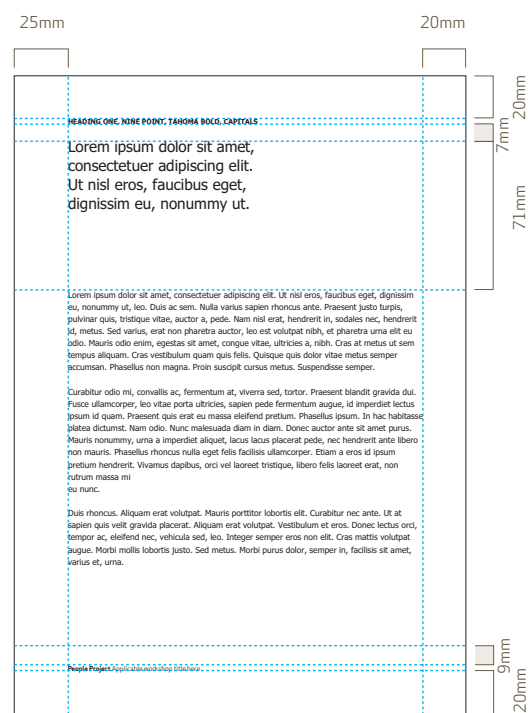
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



B INTERNAL PROJECTS

02 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:

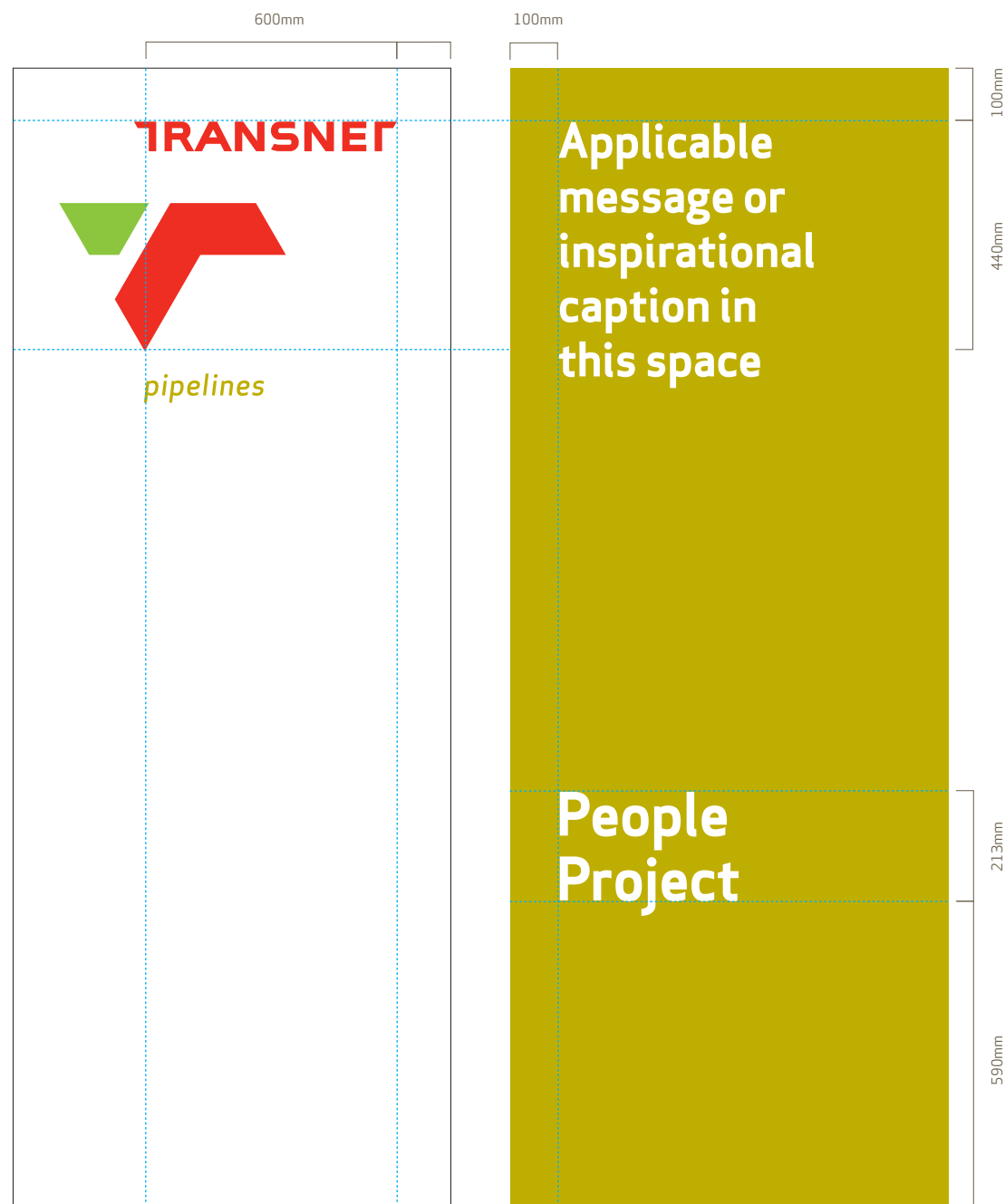
Workshop Title
 30pt Apex Sans Bold T
 Leading: 3pt
 Kerning: -2pt
 Alignment: Left

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

02 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

**02 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

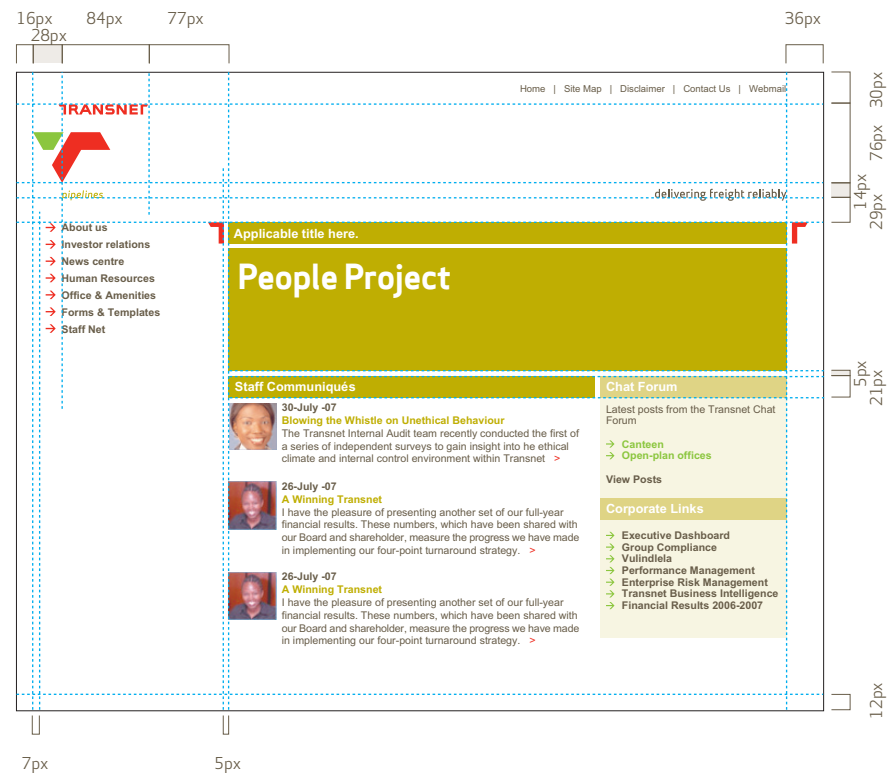
Page Template:

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

02 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

**02 PEOPLE PROJECT
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

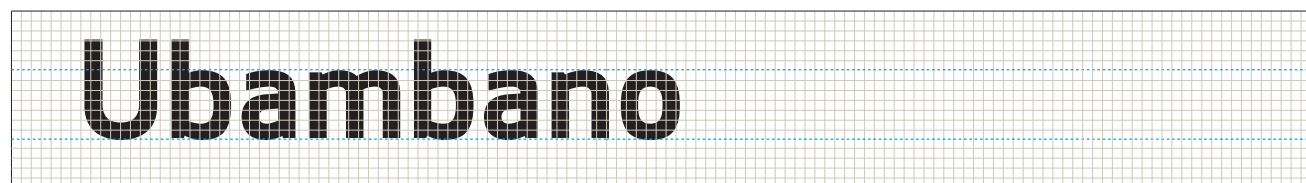
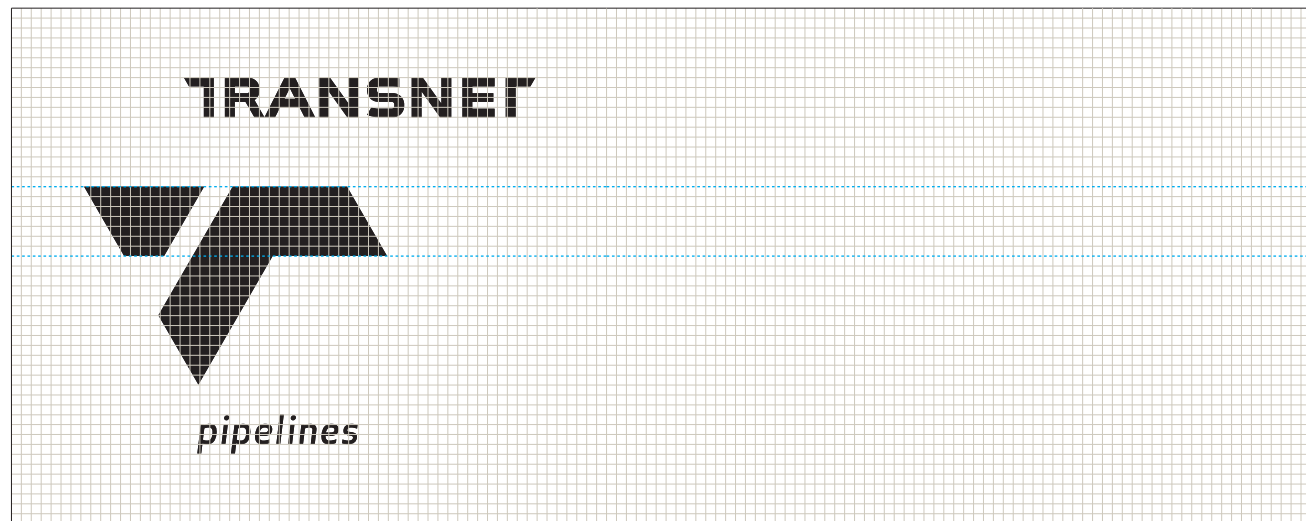
03 UBAMBANO
Proportion

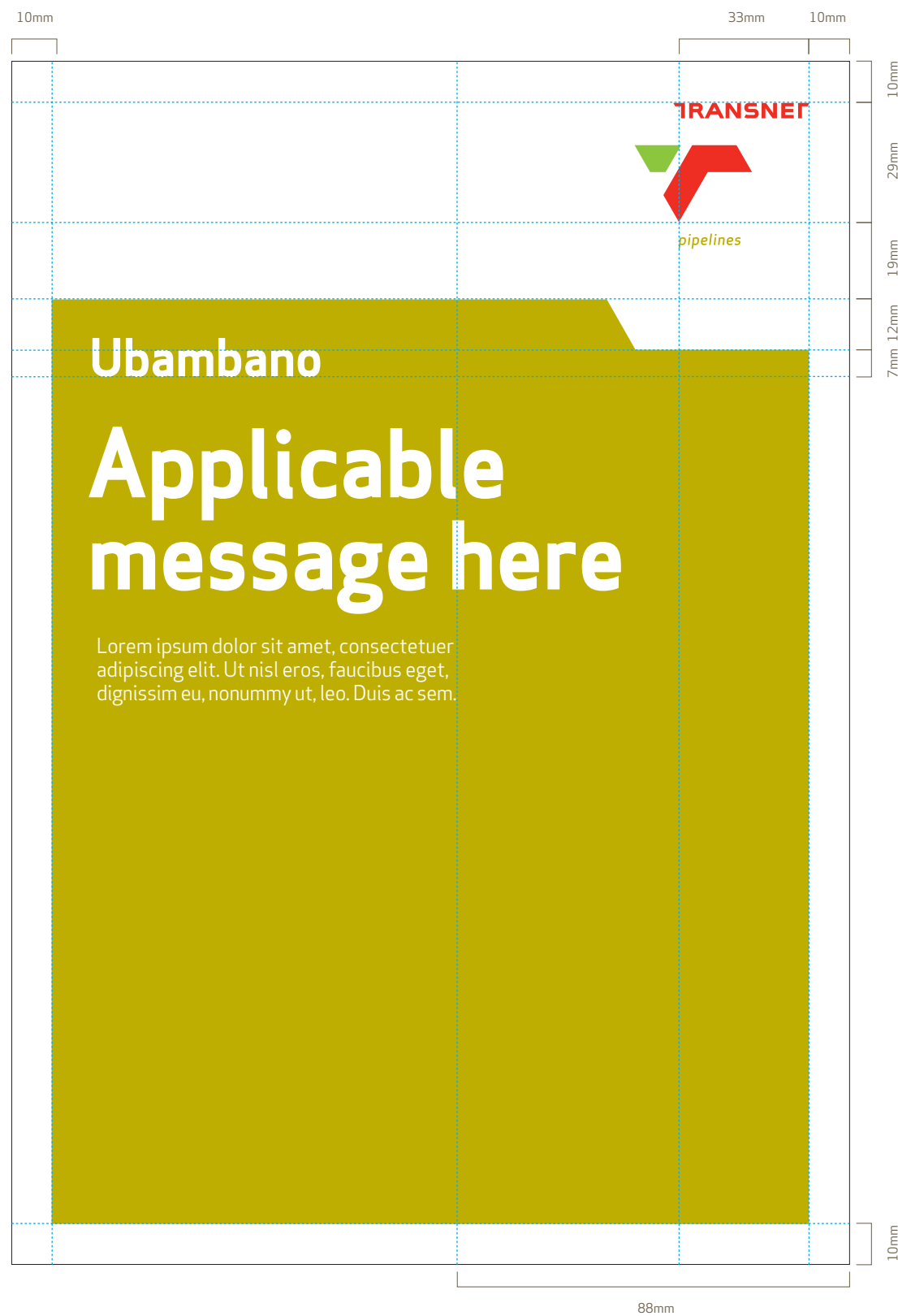
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B INTERNAL PROJECTS

**03 UBAMBANO
A4 Brochure Cover**

SIZE: A4 folded (297 x 210)

FONT SPECIFICATIONS:

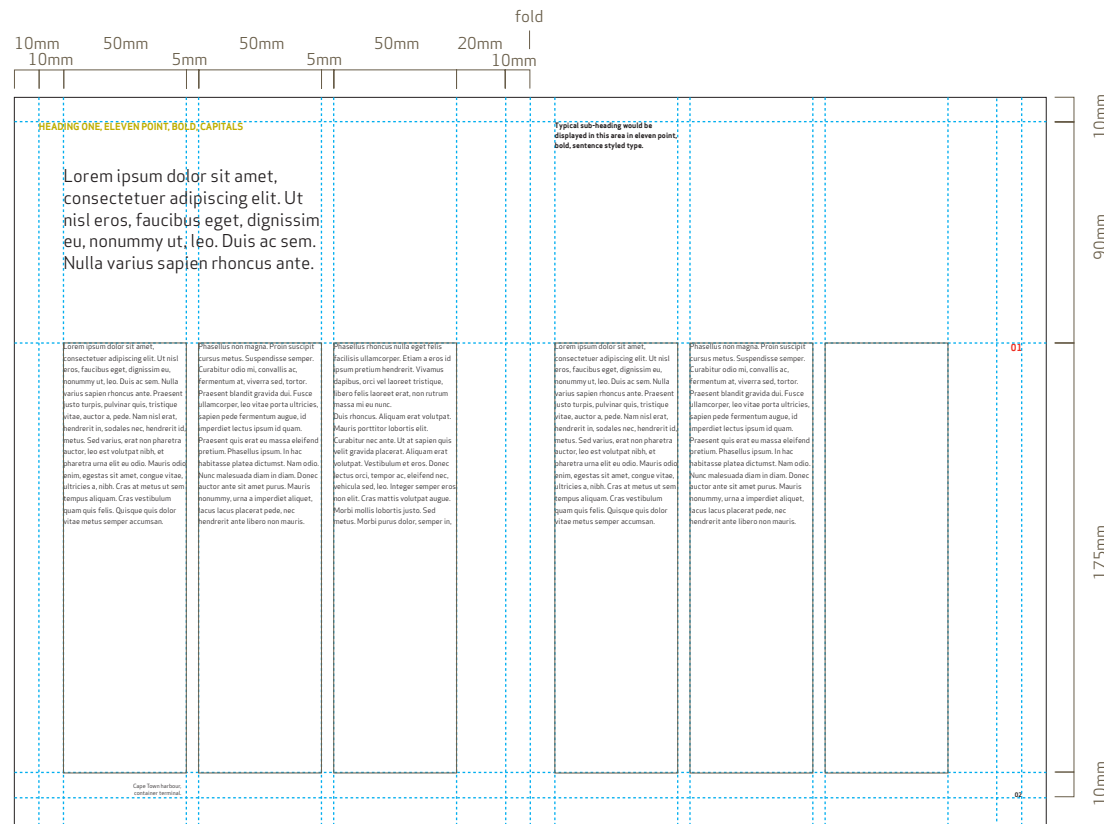
Ubambano
35.5pt Apex Sans Bold T
Kerning: -2pt
Alignment: Left

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

03 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

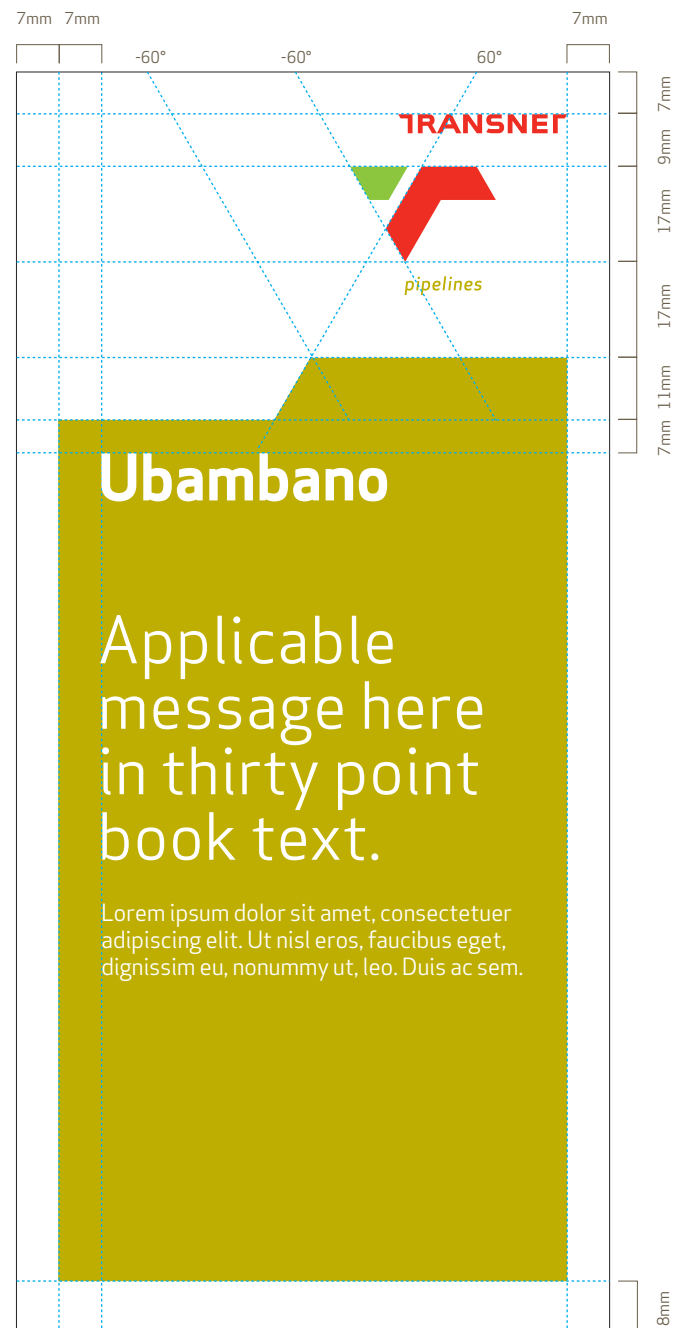
Body Copy
 8.5pt Apex Sans Book T
 Leading: 5pt
 Kerning: 0pt
 Alignment: Left

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

03 UBAMBANO DL Leaflet Cover

SIZE: DL (99 x 210mm)

FONT SPECIFICATIONS:

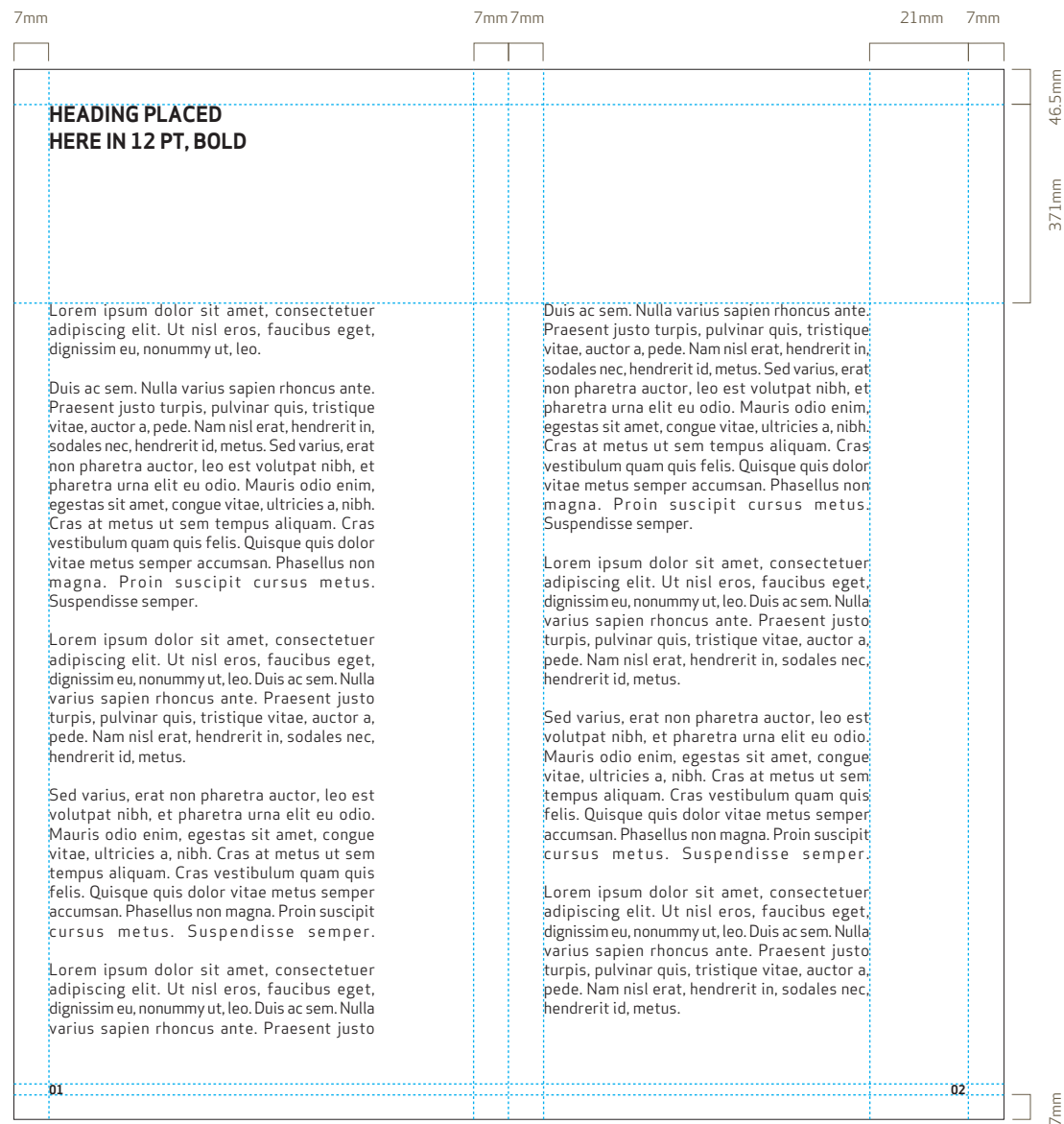
Ubambano
35.5pt Apex Sans Bold T
Kerning: -2pt
Alignment: Left

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**

**03 UBAMBANO
DL Leaflet Inside Spread**

SIZE: A5 (148 x 210mm)

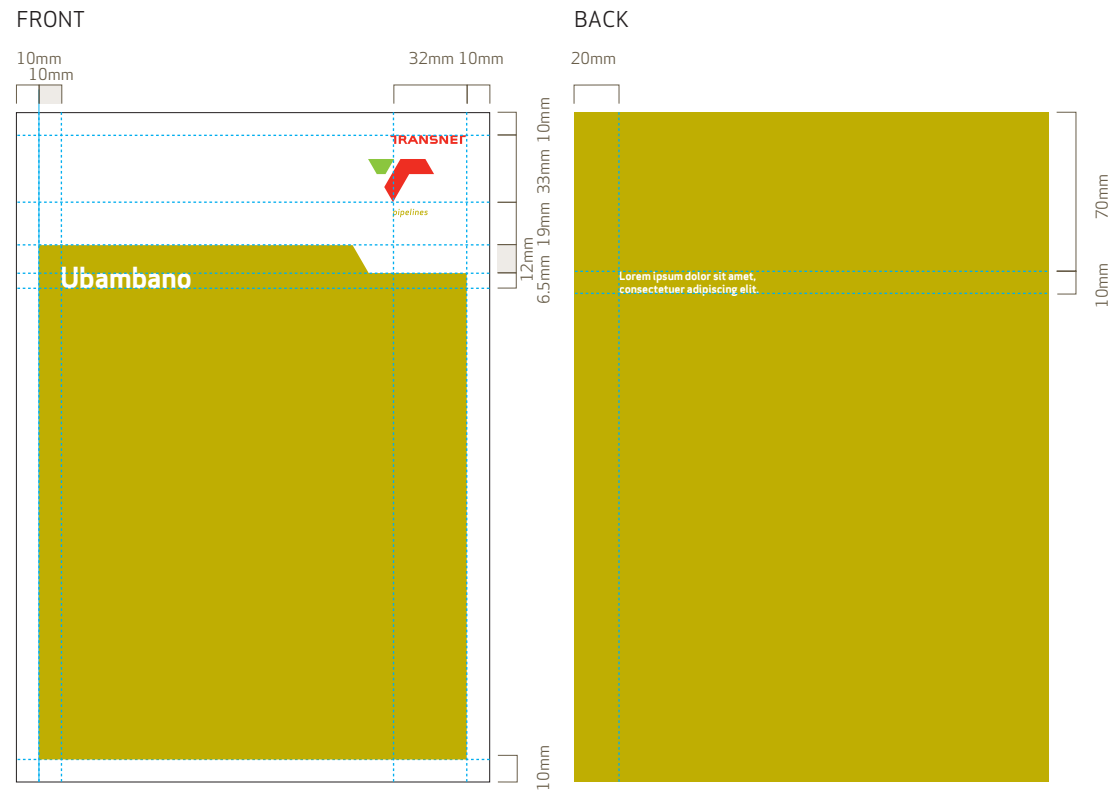
FONT SPECIFICATIONS:

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**

**03 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

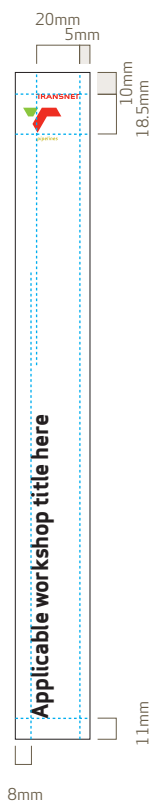
The name of the project is in proportion to the brand signature and precedes the messaging.

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

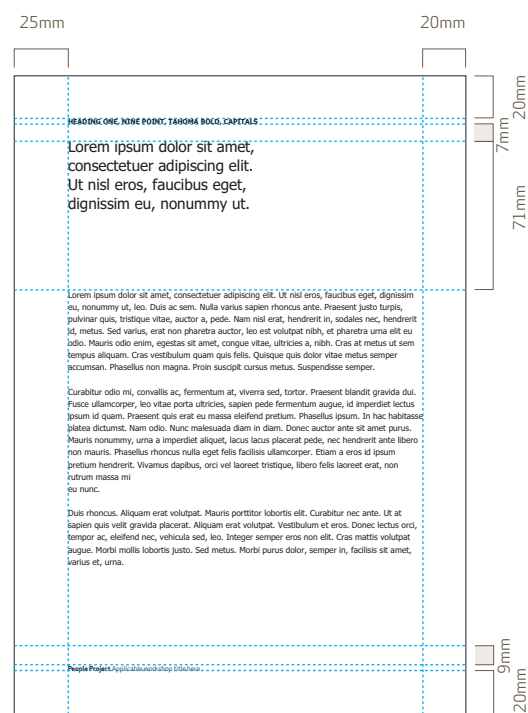
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



B INTERNAL PROJECTS

03 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:

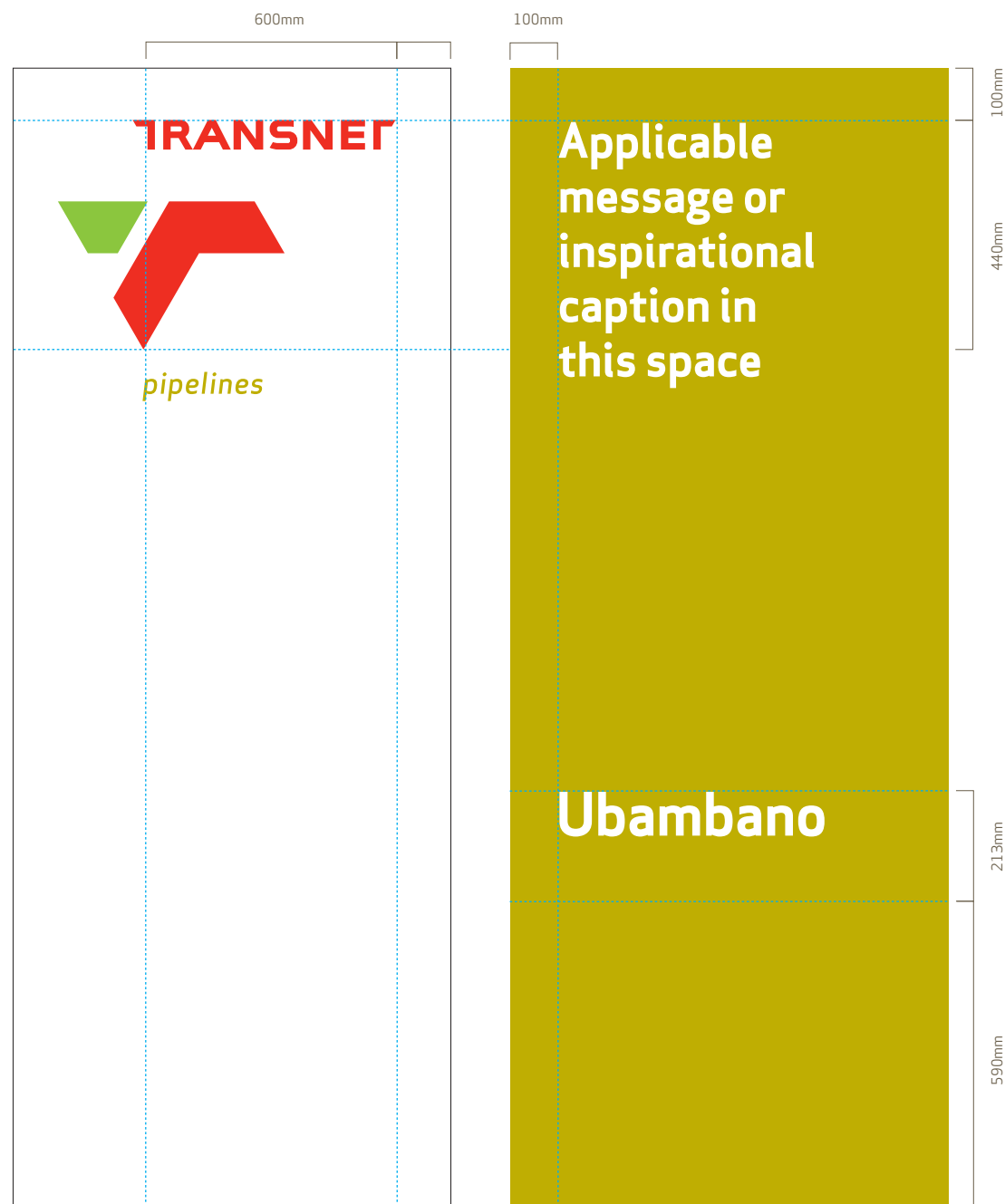
Workshop Title
 30pt Apex Sans Bold T
 Leading: 3pt
 Kerning: -2pt
 Alignment: Left

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



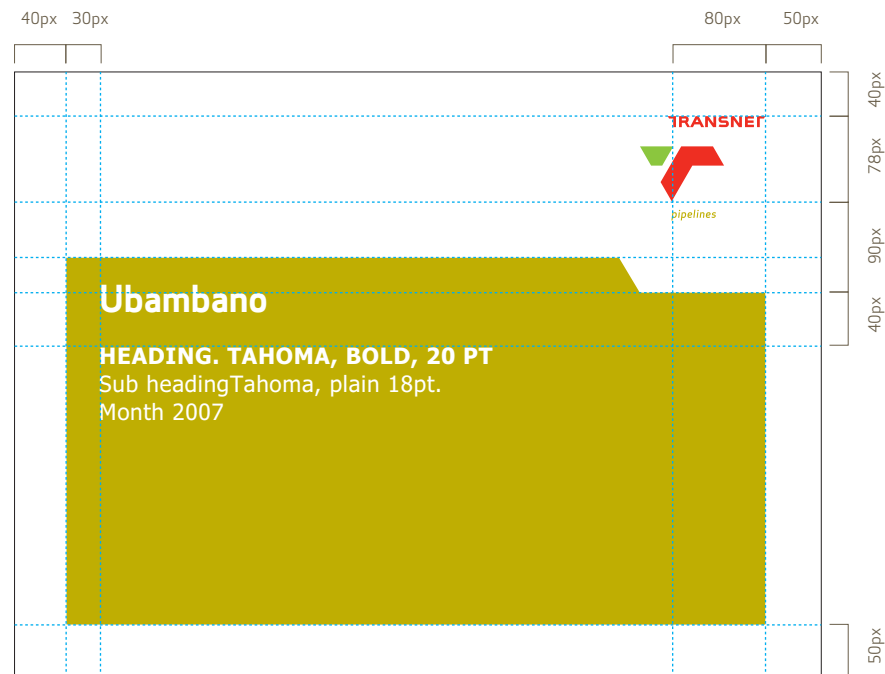
B INTERNAL PROJECTS

03 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

03 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

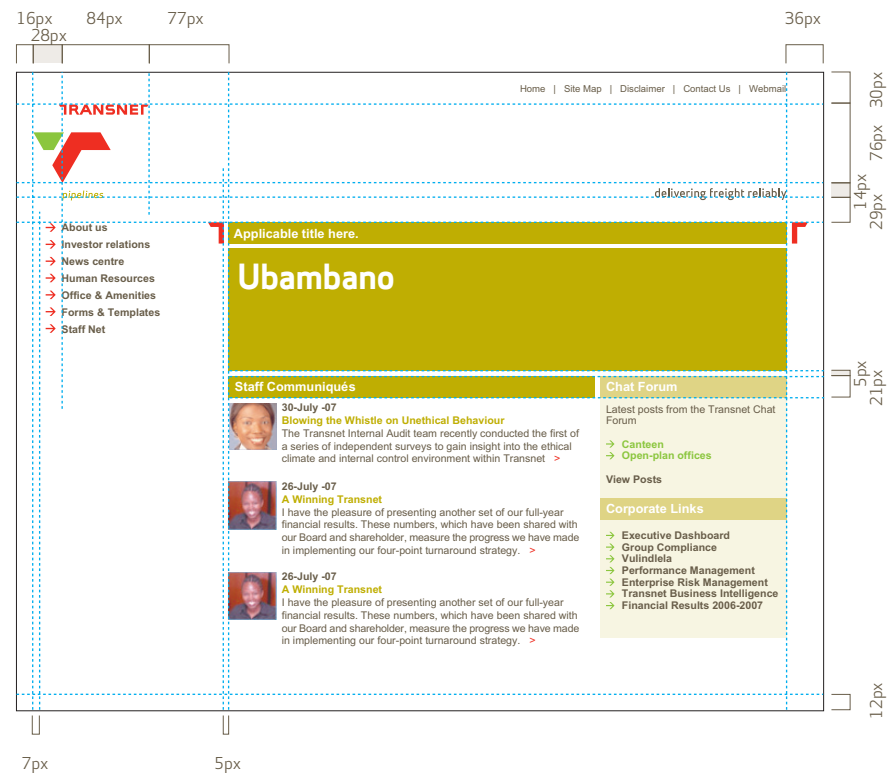
Page Template:

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

03 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

03 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

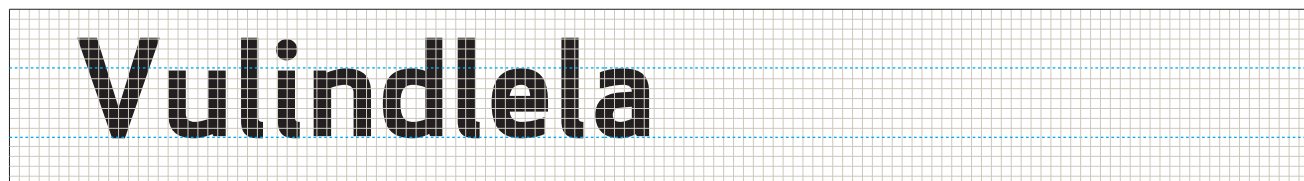
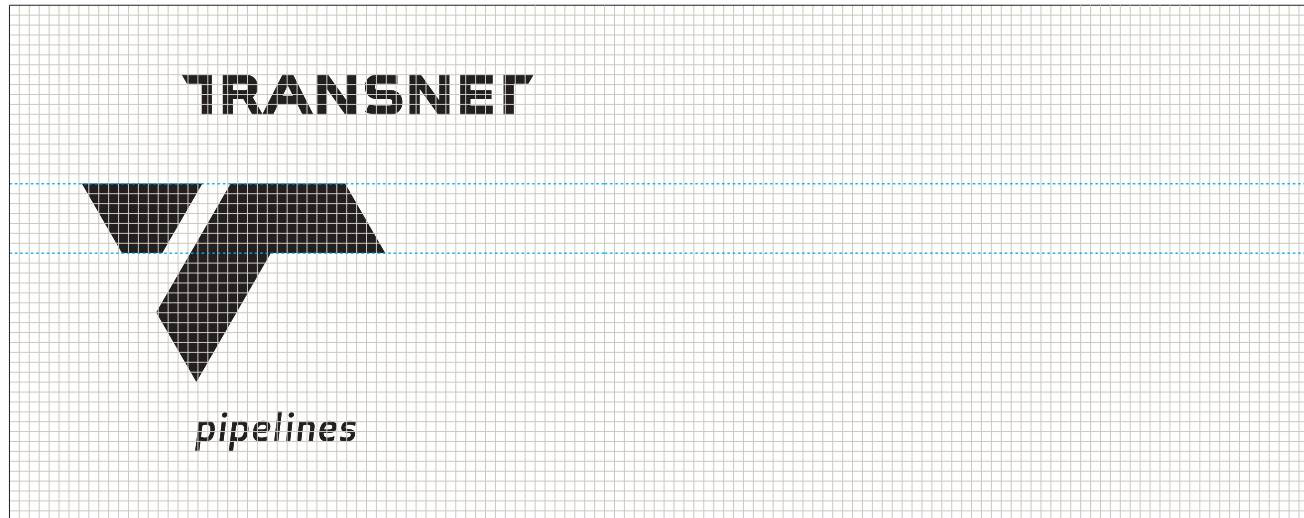
04 VULINDLELA Proportion

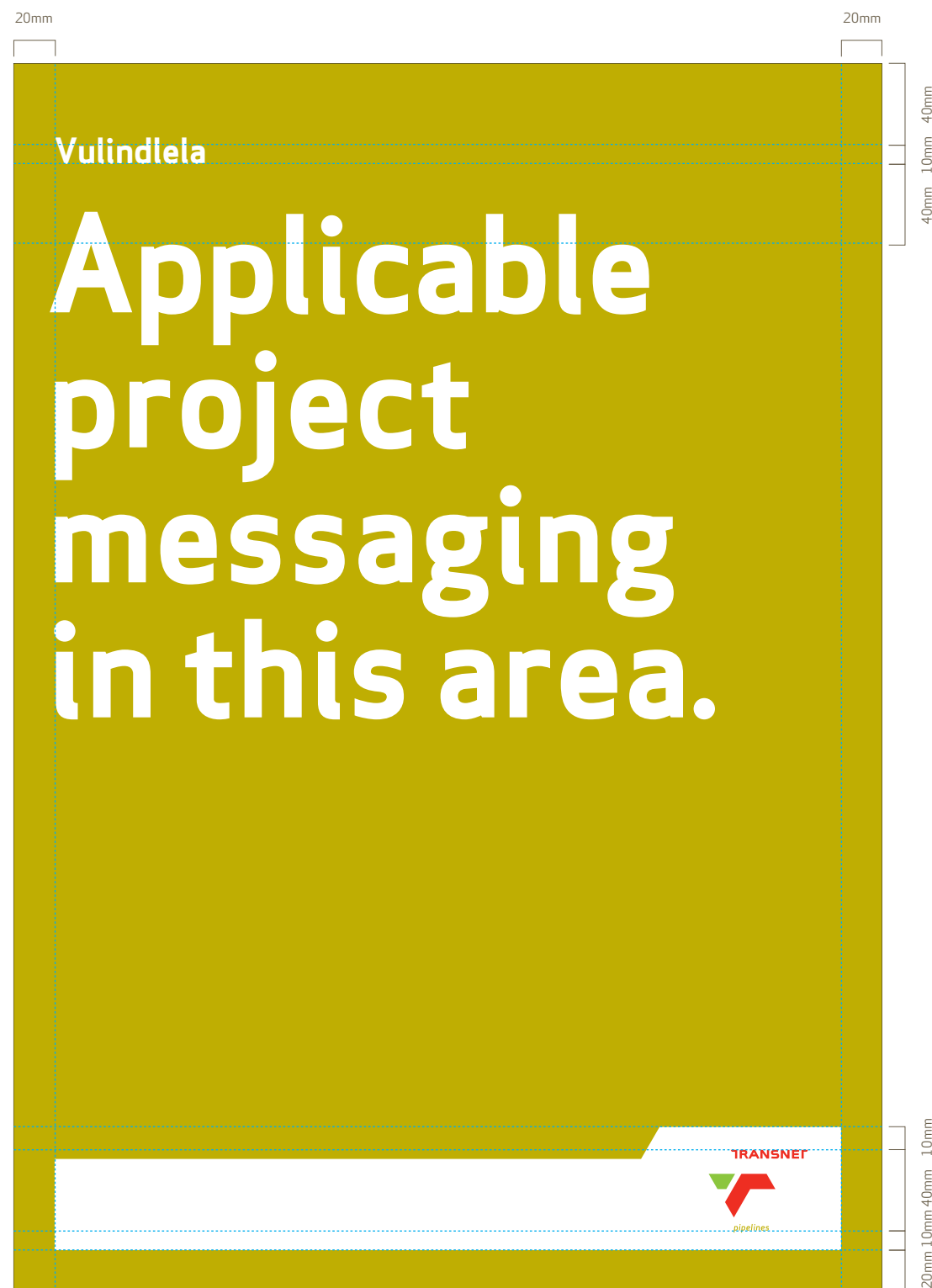
The brand signature and the project name do not necessarily appear together on a layout.

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

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 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

04 VULINDLELA A4 Brochure Cover

SIZE: A4 folded (297 x 210)

FONT SPECIFICATIONS:

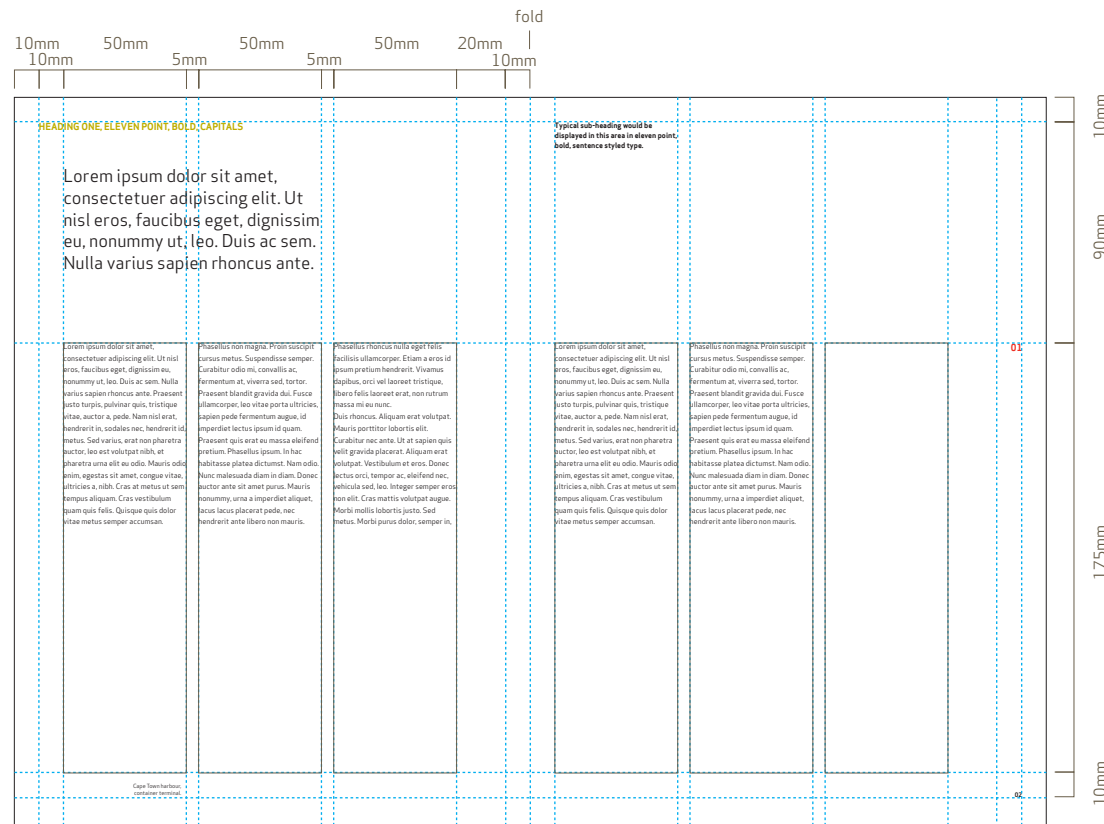
Vulindlela
35.5pt Apex Sans Bold T
Kerning: -2pt
Alignment: Left

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

04 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

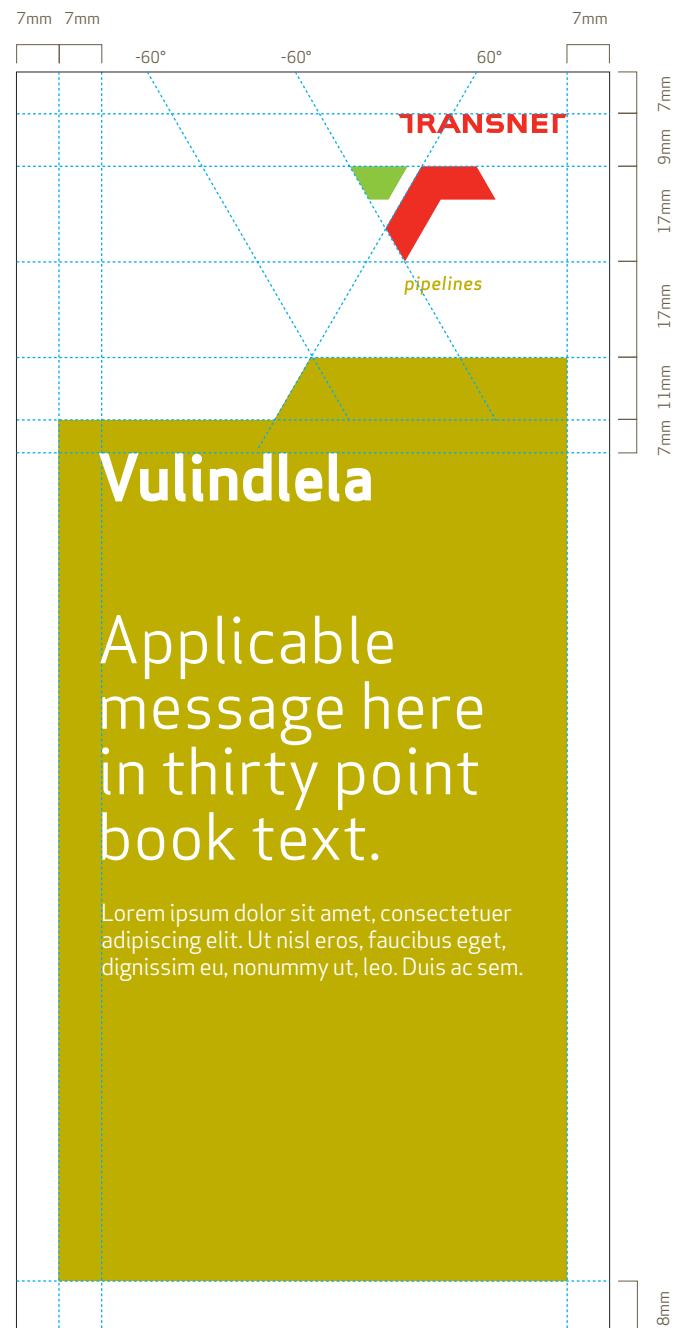
Body Copy
 8.5pt Apex Sans Book T
 Leading: 5pt
 Kerning: 0pt
 Alignment: Left

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

04 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.

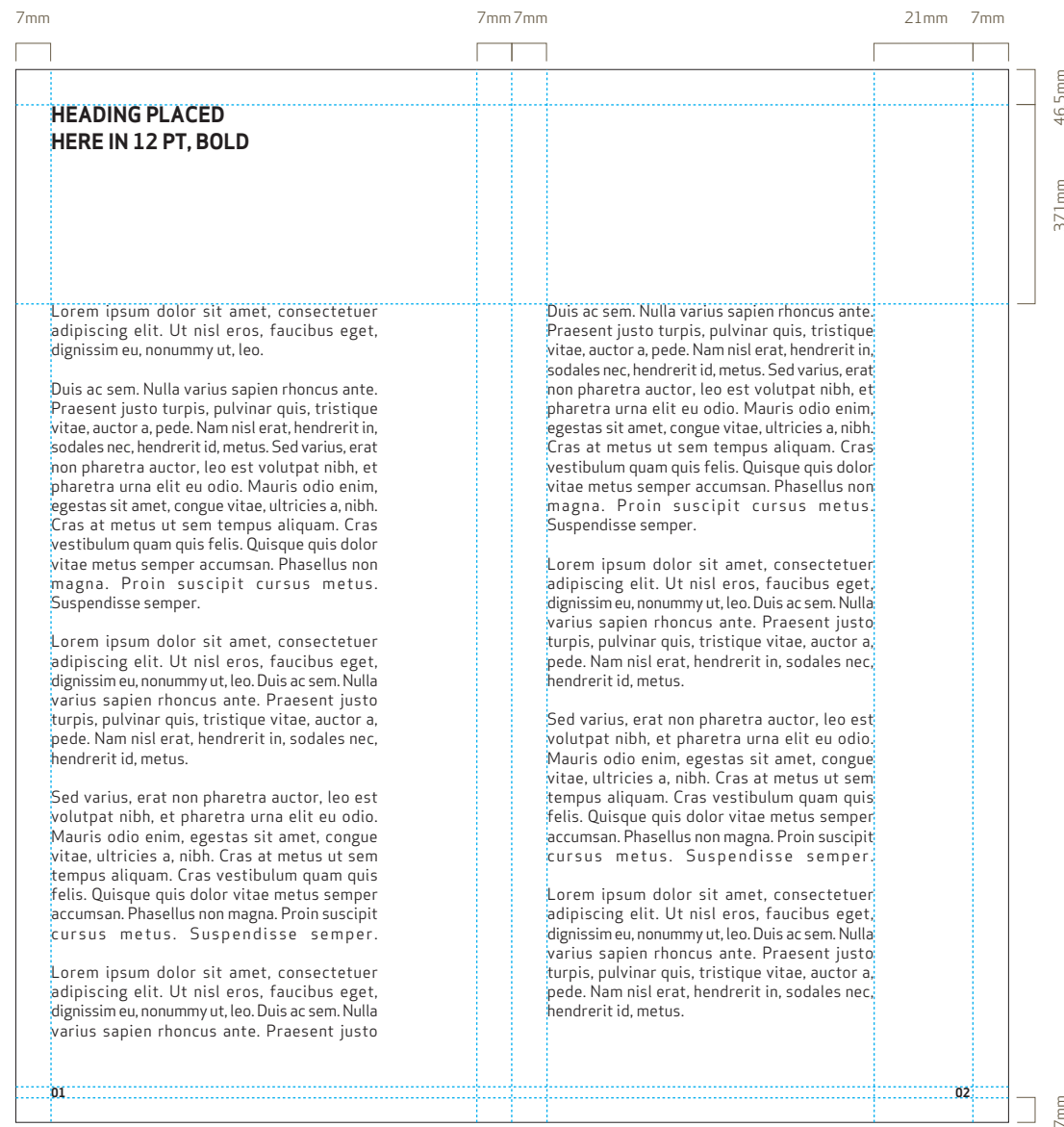
In this instance, where the format does not allow the left-side tab panel to accommodate the size of the heading, use the right-hand tab panel instead, as indicated.

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

04 VULINDLELA DL Leaflet Inside Spread



SIZE: A5 (148 x 210mm)

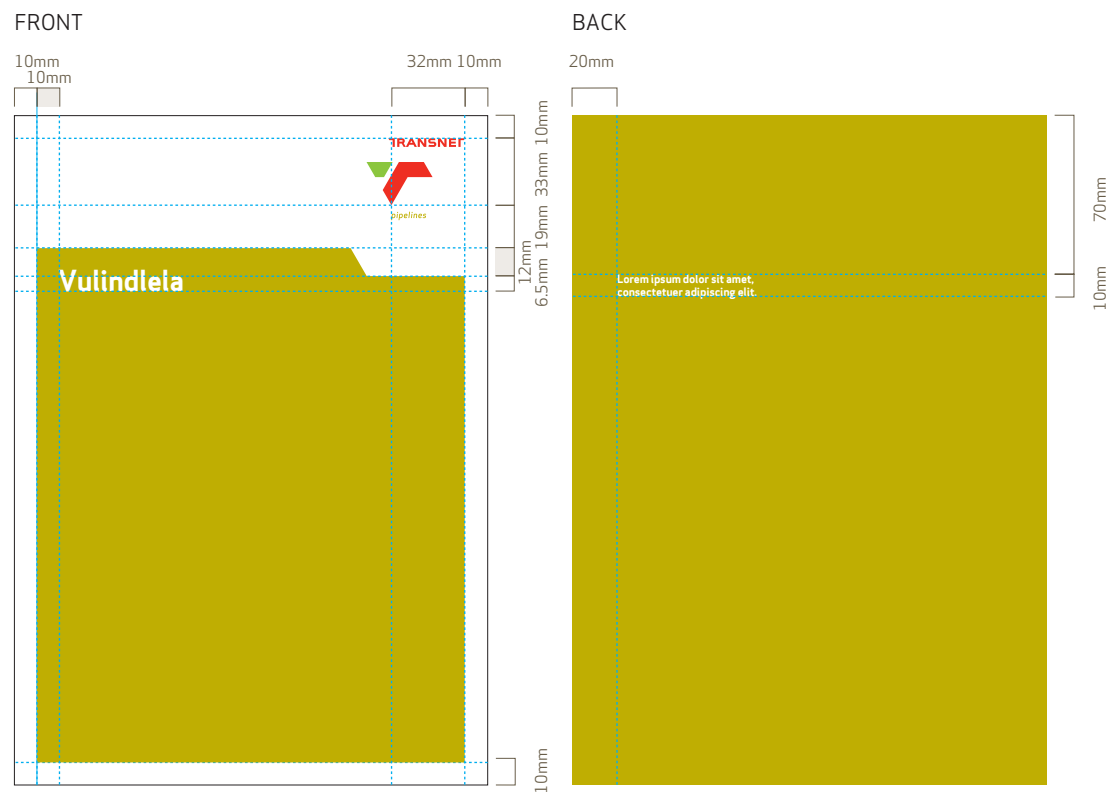
FONT SPECIFICATIONS:

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

04 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

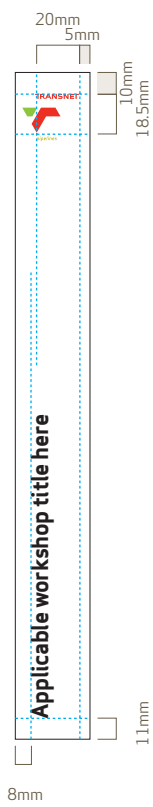
The name of the project is in proportion to the brand signature and precedes the messaging.

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

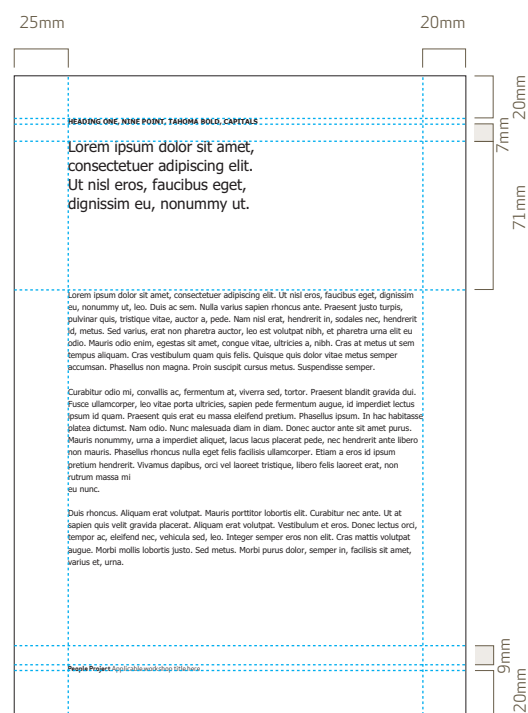
TRAINING MANUAL COVER



TRAINING MANUAL SPINE



TRAINING MANUAL INSIDE



B INTERNAL PROJECTS

04 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:

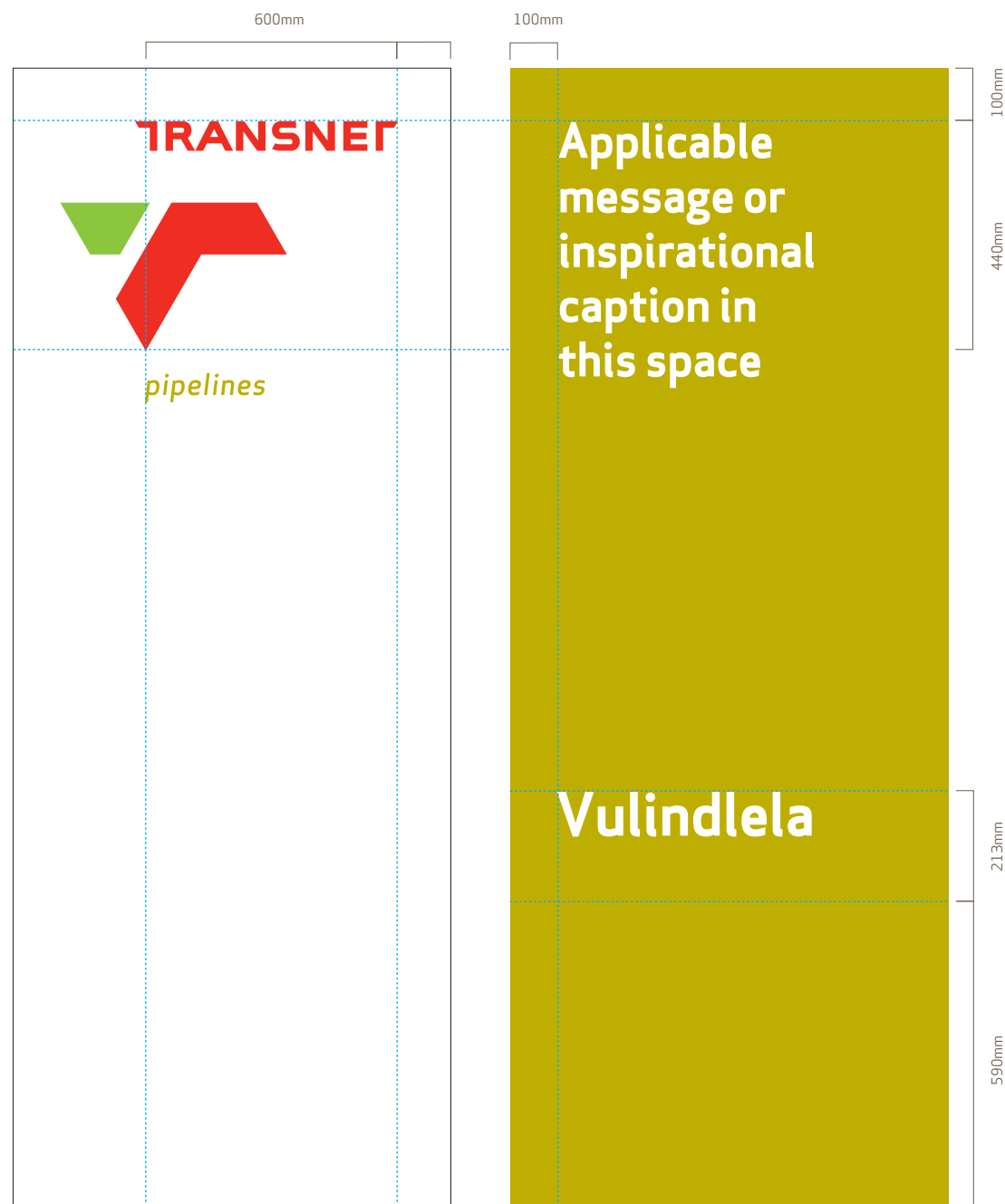
Workshop Title
 30pt Apex Sans Bold T
 Leading: 3pt
 Kerning: -2pt
 Alignment: Left

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

04 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

04 VULINDLELA PowerPoint Template - Cover Slide

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

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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

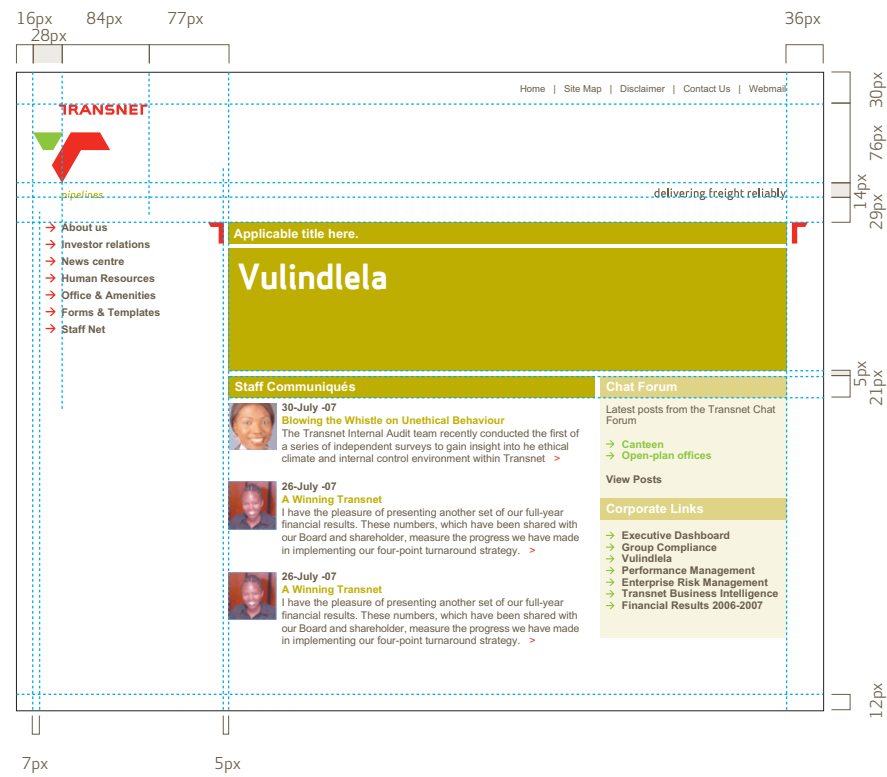
Page Template:

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

04 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

04 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

