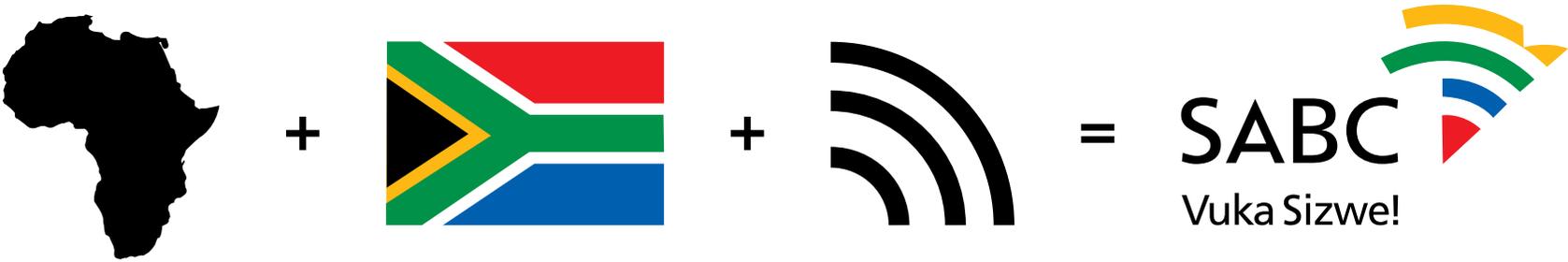




# South African Broadcasting Corporation Visual Identity Standards

# Introduction

Our identity encapsulates the original colours of South Africa's rich heritage and national flag. The design depicts a clean SABC font for legibility, the broadcast signal of radio and television, radiating outward is paired with the shape of the African continent.



# Use of the Guidelines

Welcome to the SABC Visual Identity Guidelines.

The objective of this manual is to provide guidelines necessary for the consistent use of the SABC identity. As first citizens and suppliers, you are invited to embrace the SABC visual identity and its vision.

Please take time to read and understand these guidelines. The design principles have been developed to ensure that the SABC visual identity is consistent across all applications.

The SABC brand is a valued asset and has been registered as trademark.

# Corporate Signature

The SABC logo must be present on all official SABC communications. The size of the logo should be adjusted to optimally fit in the available communication space. As a general rule: the width of the logo on a DIN A5 page should be a maximum of 40mm. Minimum height: 14mm.

The SABC logo must be placed in unoccupied space so that it will be clearly visible. As a minimum, the white space around the logo should have a width equivalent to the S height of the SABC typeface.

- It may only be used as a single unit (letters + icon).
- The typographic logo SABC must always be written in capital letters. It must never be linked to another word with a hyphen. The logo must always be free-standing and unframed.
- The logo must always be placed on a horizontal line. It may not be rotated.
- The permissible colour combinations have been illustrated.
- The S, which is the area of isolation, has been developed to ensure that the logo is always separated from other graphic elements, text, photography in order to ensure maximum visibility and branding effectiveness.



# Colour applications of the corporate signature

The SABC logo should always be applied in full colour on a black and white background. When not on a plain white or black background, it must always be reversed in white. Logotype usage in any other application as illustrated on the following page, only applies for internal use regarding promotional animations and so forth.

1. Full colour logotype on a white background.
2. Full colour logotype on a black background.
3. Black logotype on a white background.
4. White logotype on a black background.

1



2



3



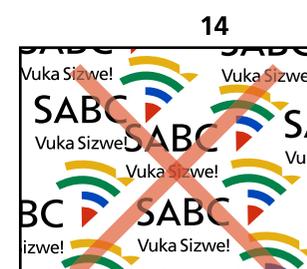
4



# Incorrect applications of the Corporate Signature

Continuity and consistency of the corporate identity require that the SABC corporate signature elements must not be modified in any manner. These examples illustrate the incorrect use of the corporate signature.

1. Do not change the orientation of the SABC corporate signature and never outline any properties.
2. Never change the positioning of any of the SABC logo elements.
3. Do not distort the SABC logo or any of its elements.
4. Never separate the SABC logo elements.
5. Do not distort the SABC logotype or any of its corporate fonts.
6. Never change the colour of any of the SABC logo elements.
7. Do not reproduce the SABC logotype in any other colours than the prescribed corporate colours.
8. Do not combine the symbol of the SABC logotype with other wording, slogans or phrases.
9. The SABC lettering should never be in lowercase.
10. The payoff line should never have two exclamation marks.
11. The logo should never be placed at an angle.
12. Full colour logo should never be used on a multiple colour background.
13. The lettering should never be used in isolation or pulse and payoff line.
14. The logo should never be used in multiples without spacing accordingly.
15. Full colour logo should never appear on a background colour that is part of the corporate colour palette.
16. Do not put a keyline around the logo.
17. Vuka Sizwe should be dropped when the logo is at its minimum size 7.5mm.



# Typography

The SABC type is based on the Frutiger typeface. It bears witness to our self-image - no frills, but by no means ordinary, state-of-the-art but not artificially claiming to be new. The main aim is to make it easily discernible, primarily in small print. Normally we would only use the following formats:

Frutiger 45 Light  
Frutiger 65 Bold

Please use Arial as the secondary typeface for all communications, should be used only when Frutiger is unavailable.

Arial Plain  
Arial Bold

# Frutiger

## Primary Typeface

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## Secondary Typeface

Arial Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

# Corporate Colours

Black is the colour of choice for the SABC.

There are specific details relating to colour specifications that need to be understood in order to make informed decisions on use of colour for the SABC brand.

It is preferable to specify coated spot colours - PANTONE colour / Pantone Matching System (PMS), but all colours have a PROCESS colour - CMYK and RGB colour translations.

Pantone colours (SPOT/SPECIAL) are specially mixed printing inks that ensure purity of colour when printed in isolation on various single or multi-colour spot print jobs.

Within the Pantone colour range, there are coated and uncoated colours, with specific codes (C and U). These are for use on coated and uncoated stocks. These colours may vary and careful consideration must be taken when matching coated and uncoated colour codes for a specific colour. In this instance it is recommended to print coated SPOT colours, on coated and uncoated paper stocks.

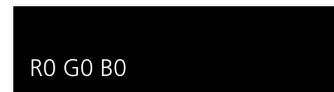
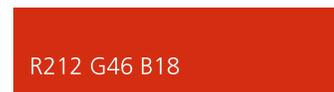
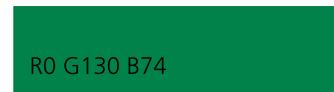
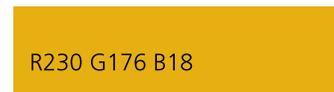
When printing more than 2 or 3 colours, 4 colour process (CMYK - cyan, magenta, yellow and black) printing may be used. For this process, the CMYK colour translations must be used. CMYK print will vary slightly from SPOT colour printing.

## Working with the secondary colour palette

The secondary colour palette, green, comes from our primary colour palette. The two chosen shades of green are intended to be used as an option on collateral, promotional and merchandising elements.



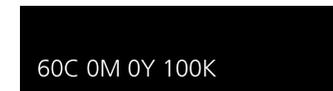
Pantone Colours



RGB Colours



Clothing thread specifications



CMYK Colours



Vinyl specifications

## Secondary Colour Palette

