

Version  
2023

# CORPORATE IDENTITY MANUAL



# OVERVIEW

The Services Sector Education and Training Authority (Services SETA). The name Services SETA represents the industry or sector in which this SETA operates.

Historically, South Africa has suffered from massive inequality. As a result, most people lack the skills or qualifications to participate in the economy. To conquer inequality and empower the people of South Africa, the government set up 21 Sector Education and Training Authorities (SETAs) as part of the post-school education and training system (PSET). The SETAs aim to improve the skills of the youth, enabling them to become employable, self-employed or start businesses.

The SETAs were established and registered in March 2020 under the Skills Development Act of 1998. As per the act, the SETAs actively disburse the training levies employers pay.

The South African Revenue Services (SARS) assumes the crucial role of collecting these levies and allocating them to the relevant SETAs, serving as a vital link in the chain of skills development. Driven by a relentless pursuit of excellence, the SETAs are tasked with identifying the precise skills required for each sector and establishing dynamic skills development programmes that guarantee a robust talent pool. By carefully striking a favourable balance between the demand and

supply of skills, the SETAs pave the way for a thriving workforce that meets the ever-evolving needs of our industries. These authorities set up learning programmes to develop the skills their various sectors need. The Services SETA, for example, focuses on the services industry.

To achieve this, SETAs must develop programmes and qualifications that meet employers needs and encourage lifelong learning.

Some of the key activities of the SETA, as mandated by the Skills Development Act and delegated by the Quality Council of Trades and Occupations (QCTO) are:

1. Establish learning programmes;
2. Develop occupational qualifications as the QCTO's Development Quality Partner;
3. Provide accreditation for skills development providers;
4. Act as an Assessment Quality Partner by accrediting assessment centres and developing assessment tools;
5. Disbursing mandatory and discretionary grants for training in the services sector linked qualifications and skills identified for transformation and as national priorities;
6. Monitor the quality and implementation of learning programmes; and
7. Issue certificates of completion for competent learners

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# SECTION 1 THE BRAND

## 01

# SERVICES SETA THE BRAND

### Brand Name

The brand's full name is **Services Sector Education and Training Authority**.  
Shortened brand name: **Services SETA**

Services SETA's brand name should not be shortened to SSETA. A well-known acronym for Sector Education and Training Authority is SETA. "Services" describes the sector of the SETA.

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The brand supports the organisation's vision, mission and values.

### VISION

A flourishing services sector that creates economic growth and inclusive opportunities for all South Africans.

### MISSION

Facilitation of quality skills development for employment and entrepreneurship in the services sector, for national economic growth.

### VALUES

1. Responsiveness
2. Accountability  
– Integrity
3. Professionalism  
– Innovation

# THE BRAND

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## Services SETA'S Brand Reputational Goals

Our reputational goals are caring, credible, and competent. Our interactions with stakeholders must help us gain a reputation for being caring, credible and competent. Services SETA's brand must help it communicate and demonstrate these goals.

## The Services SETA'S Brand Heart

Services SETA is more than just its logo; its physical mark – we see the brand as an emotional mark, more specifically, as an experience that gets strengthened or weakened with every interaction.

Our brand is what people think, feel, and say about us.

Our brand goals are aligned with the reason for our existence as outlined in the National Development Plan (NDP). The NDP aims to end poverty and reduce inequality by 2030.

In the plan, South Africa can achieve these goals by tapping into its people's energy, building an inclusive economy, enhancing state capacity, and promoting leadership and partnerships.

From the NDP ideals, the National Skills Development Plan (2030) aims to ensure that South Africa has adequate, appropriate and high-quality skills that contribute to economic growth.

## Brand Purpose

Our brand aims to create a better future and prosperity for South Africans. The brand purpose means that the organisation must ensure the quality and relevance of its programmes to change the lives of beneficiaries and ensure industry sustainability. Services SETA's brand should inspire hope for the future and positive energy. A certificate of completion is a life-changing event for beneficiaries.

Being part of transforming people's lives for the better is responsible citizenship and increases brand awareness for employers/companies.

# THE BRAND

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## Brand Essence:

At Services Seta, our brand essence is based on the values of sincerity and competence, which are reflected in our positive and down-to-earth approach. We strive to deliver successful outcomes through our passion for technology and commitment to excellence. Our positive and respectful tone of voice and engaging creative artwork further reinforce our brand essence and build strong connections with our audience.

## Brand Promise:

At Services Seta, our brand promise is to deliver reliable and successful client outcomes through our sincere and competent approach. We are passionate about technology and committed to excellence, ensuring our clients receive the best possible service. Our positive and respectful tone of voice and engaging creative artwork further reinforce our promise to build strong and lasting relationships with our clients.

## SECTION 2

# OUR STAKEHOLDERS

## 02

# OUR STAKEHOLDERS

The Services SETA is part of the South African government. It provides services for all South Africans and is accountable to all South Africans. Below is an outline of key stakeholder groups:

The primary stakeholder of the Services SETA is the employer. Our mission is to understand the needs of the services sector, develop qualifications and offer grants for training to ensure that the sector has the skills it needs today and in the future.

### Internal Stakeholders:

- **Employees:** Staff of the Services SETA (this can be further broken down to customer-facing and backend staff)
- **Leadership:** Services SETA Accounting Authority (Board) and Executive management and management
- **Labour:** Recognised unions at the Services SETA
- **Management**

### External Stakeholders:

- **Shareholder:** The Minister of Higher Education, Science and Innovation, DG and SETA Management Team (Department of Higher Education and Training)
- **Authorities:** Portfolio Committee in Higher Education and Training, National Skills Authority (NSA)
- **Skills development partners:** employers, SDPs, TVET Colleges, CETs, Universities, DHET, QCTO, SAQA, learners on Services SETA learning programmes
- **Industries:** the six chambers (business associations, professional bodies, employers)
- **Government:** other government entities especially those with a primary mandate related to the Services SETA's secondary mandate e.g. (small business development and entrepreneurship, people with disabilities, rural development)
- **Suppliers**
- **Beneficiaries:** employed and unemployed learners
- **General public**
- **Media**

## SECTION 3

# VOICE AND MESSAGING

## 03

# OUR VOICE AND MESSAGING

Services SETA's messaging framework comprises one overarching message: Services SETA develops and unlocks the potential of the services industries.

Voice and messaging work together to shape our brand expression:

1. Our brand voice guides how we speak to our audience; and
  2. Our messaging guides what we say to our audience.
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# 12 TONE AND PERSONA

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## Tone

Our tone is not what we say but how we say it. Services SETA’s positive, conversational tone is our brand’s attitude—it provides an emotional context for our messaging.

### Key pointers that guide us

- Sincere and genuine;
- Confident and knowledgeable;
- Approachable and friendly;
- Positive and upbeat; and
- Respectful and professional.

## Persona

A persona is an internal, creative and strategic tool used to create a distinct “character.” It guides our voice and inspires to deliver the Services SETA brand.

- Sincere: down-to-earth; honest, wholesome, and cheerful;
- Competent: reliable, intelligent, and successful;
- Voice: sincere and upbeat, clear, simple, and confident;
- Tone: happy, energetic, confident, and respectful (generally);
- We communicate clearly;

- Our communication is designed to be direct and easy to understand;
- We are transparent and honest;
- We strive to ensure our communication is effective and unambiguous;
- We travel the road less travelled. This allows us to find unique solutions that meet our stakeholders’ needs; and
- We genuinely strive for service excellence and explore every avenue to ensure success.

To get into the mindset of the Services SETA persona, follow these tips.



1. Think of an insightful coach, who pushes you to be your best and has an actionable plan to help you get there;
2. Think of a supportive mentor, who is understanding, accessible and invested in your growth and development; and
3. Think of the thoughtful peer, who highlights everyone’s contributions and celebrates shared success.

# 13 MESSAGING AND VOICE

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## Brand Messaging

As part of our efforts to humanise the Services SETA brand, we define its voice, personality, and tone to ensure everyone working on or with our brand communicates like the Services SETA and connects with our stakeholders. When our stakeholders interact with us, they should feel connected and trust us. We strive to ensure that our brand reflects an attitude of compassion, understanding, and accessibility.

## Overarching Message

- We develop and unlock the potential of the services industries;
- We bridge the gap between the world of education and the world of work; and
- We provide access to resources, support, and advice that empower individuals to achieve their goals and reach their full potential.

## Brand Voice

Our voice is our point of view. It is how we present ourselves, and guides how we communicate our personality and our values. This is how we speak to our partners, employees, and customers around the country, many of whom do not speak the same language. Because of this, it is essential to communicate clearly and inclusively.



1. Be specific;
2. Be straightforward and pragmatic;
3. Be consistent;
4. Use active voice;
5. Empower and excite about what could be possible;
6. Keep sentences short and concise, yet still effective;
7. Consider that messaging will need to be translated;
8. Ensure your writing is accessible to everyone; and
9. If you need to use a technical term, briefly define it so everyone can understand what it refers to.

## SECTION 4 OUR LOGO

## VISUAL FOUNDATION

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### The Hand that Gives

Our brand's visual representation is clearly identifiable through the logo, colours and typeface. The symbolism of hands is found in many cultures around the world. The symbol gained various meanings as it travelled; for example, raising your hand in Hebrew means calling upon the Almighty God, Shaddai.

The hand has also been used in the priestly greeting to signal peace or halt a situation. Due to the lack of a universal Unicode for the hand, it is open to many colloquial interpretations. In addition, some proverbs speak of the hand, such as "a bird in the hand is worth two in the bush" and "the hand that rocks the cradle". As for the logo, the most prevalent image is "THE HAND THAT GIVES". In African cultures, the right hand is used for both giving and receiving. The concept of "the hand that gives" conveys a deep and meaningful message of generosity, kindness, and unity.

It is an important symbol of the interconnectedness of all people, highlighting the interconnectedness between those who give and those who receive. Furthermore, this powerful image serves as a reminder of the importance of reaching out to those in need. It also serves as a reminder of the potential of every individual to make a positive difference in the world. The gesture symbolises caring, warmth, strength, nurturing, and selflessness. Additionally, it represents mutual respect between the giver and the receiver.

## LOGO INTRODUCTION

Our logo is our unique mark and differentiates us from other SETA's. Correct usage ensures protection. When presented consistently, our logo ensures that we are always recognised.

### Our Logo

Our logo represents a visual shortcut to identifying our brand. Our logo comprises a combination of symbols, shapes, and stylised text. Our logo is designed to evoke organisation's brand story.

As the epicentre of our logo, the brand name "Services SETA" is centred in the middle of two hands. Pictorially, the brand name is the most memorable part of the logo because it is the hero between the two hands. The primary colour of the brand is orange. Orange is energetic, memorable, and versatile on a white or black background. The logo's circular nature is synonymous with the universal symbol of equality and strength in unity. An undertone between the two hands suggests that the hand below is emanates from the hand above.

This suggests that the student's hand receives skills development and support from the Services SETA hand. Unlike manufacturing, companies in the service industry do not produce goods or tangible products. Instead, they deliver essential services to their customers. Intangible products may include advice, customer service, or guidance. Because most services or ideas are implemented and offered using the hand, it is an excellent symbol to represent a service, as intangible services cannot be represented by physical objects as products can.

## LOGO CONSTRUCTION & CLEAR SPACE

### Unit of Measure

Consistency is vital when it comes to representing the brand. There are some simple, user-friendly rules for the Services SETA logo to ensure that our brand is always presented consistently.

### Clear Space

The minimum clear space area around the logo is 1/2 unit of measure.



The minimum space surrounding the Services SETA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other typographic, graphic, photographic element, text or headline may be placed\*

The space is allowed to be larger, but never smaller

Please do not redraw or recreate any of the Services SETA Logo. Always use our official artwork as supplied. If you are unsure about the logo usage, please talk to the brand custodian

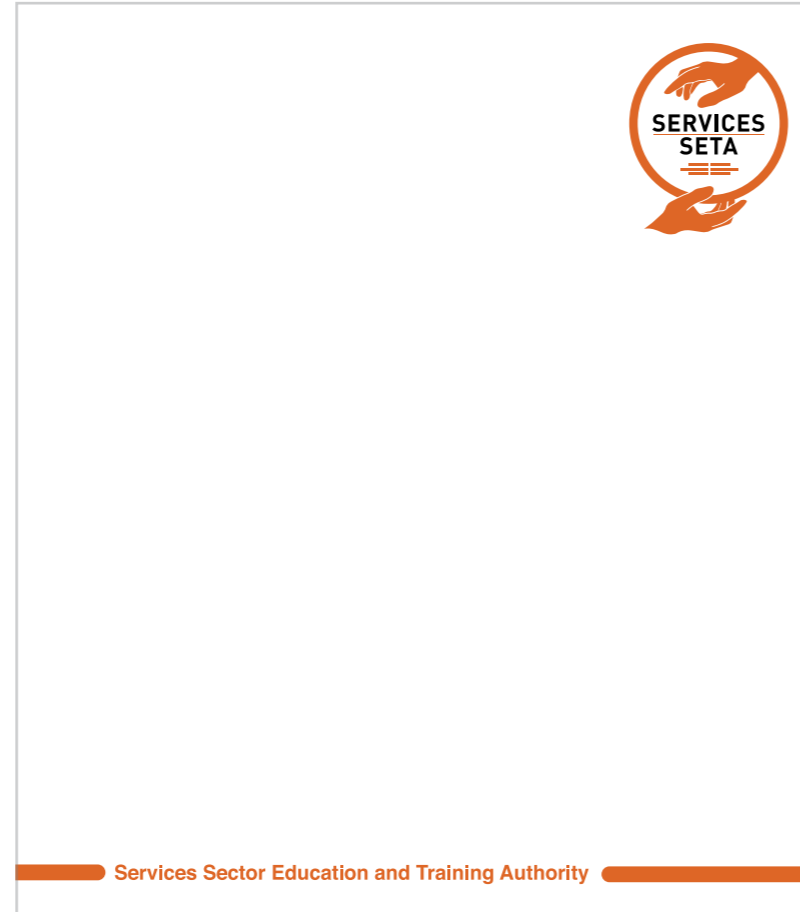
## CORPORATE LOGO

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The Services SETA full logo must be used in all strategic and official business materials. The primary logo consists of an icon called a pictorial mark or brand mark. A full logotype uses the brand mark and the full logo name below it.

### How to use the logo

The primary logo is used for official business purposes, such as on the letterhead, annual reports, and official business documents.



## WORDMARK LOGO

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This secondary logo is perfect for use on promotional merchandise that may not accommodate the primary logo. However, it is versatile enough to also complement the main branding.

**SERVICES SETA**

## SECONDARY LOGO



The secondary logo is the shorter version without the full name beneath it. This logo is used for public-facing activities and brand promotion.

### Logo Holder

When your design swallows the logo's visibility in its usual version, the logo holder can emphasise it.

Our circular pattern can be applied with an opacity of 50% to the third part of the logo holder.



Building the logo holder with the logo as your compass

## PROMO LOGO

### Tagline

The Services SETA Tagline is made up of two elements:

- Services SETA Logo; and
- DEVELOP & GROW in stylised uppercase letters.

### How to use the logo

This logo should be used on all public-facing promotion materials.



#### Top Tips

1. The stylised DEVELOP & GROW text must always be paired with the Logo; and
2. It can be used only in the defined positions shown on the right.



DEVELOP & GROW

Colour



DEVELOP & GROW

Black

## LOGO APPLICATION

### Black and White

To maintain the integrity of the Services SETA Identity it may be represented in black or white and reflected out of any solid colour background. Application of a black version on white, which would also apply to one colour application, can be used.

When using single-colour applications, neutral colours from the palette must be used.



## LOGO APPLICATION

### Full Colour Application

The full colour logo application is preferred.

### One Colour Application

The one logo colour application is applied when the logo doesn't appear on a white background. It also appears on promotional collateral.



## LOGO APPLICATION

### Logo on Photographic Backgrounds

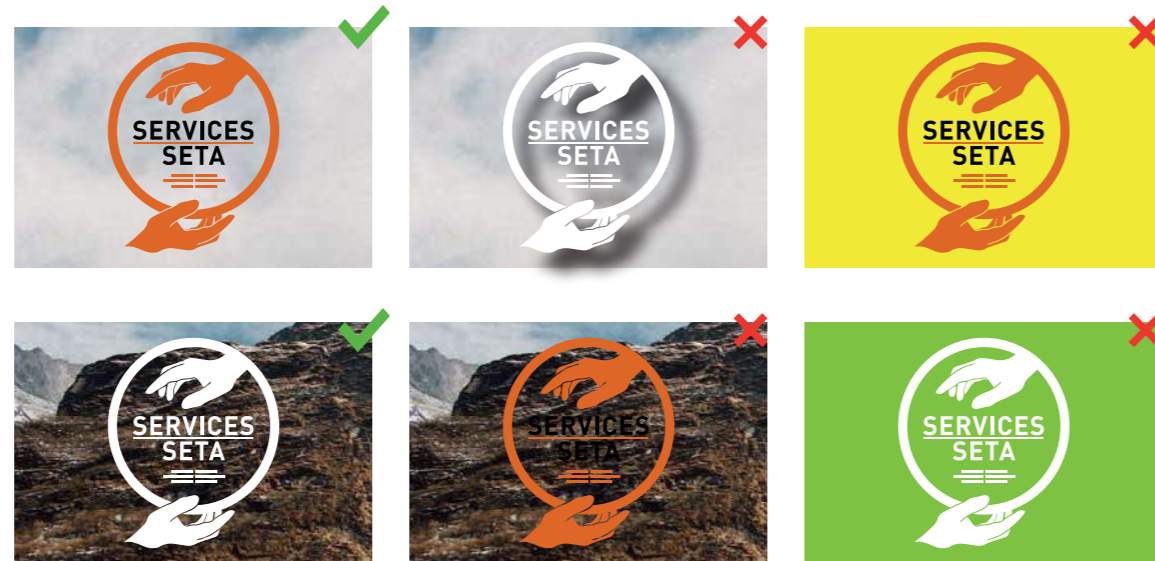
On photographic applications, the logotype must be legible. The single-colour logo may only be applied to a single-colour background.

No effects or transparency may be applied to the logo.

In instances where the legibility of the logotype is compromised, the background image will be edited or altered.

### Logo on Foreign Backgrounds

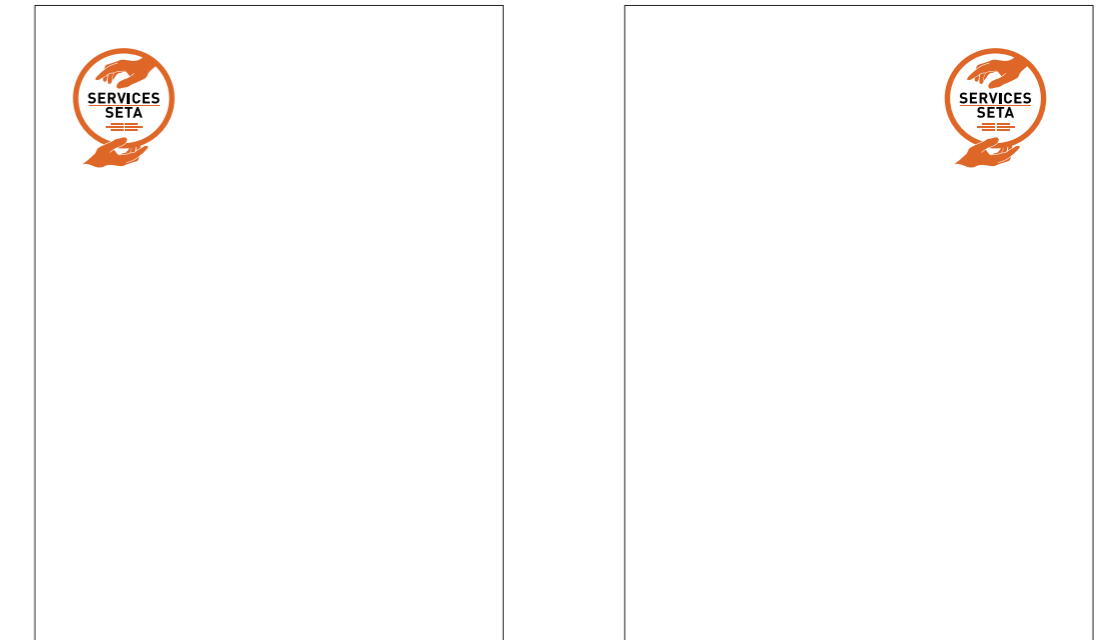
The logo should never be applied on foreign colours that don't fall within the Corporate Identity. The logo should only be applied to the following colours; **Black, White or Orange Background.**



## LOGO PLACEMENT

The Services SETA logo must always be placed to the right or left top of the artwork.

When used on official documents, the Services SETA logo should be on the right, preferably at the top of the document.



# LOGO WATERMARK

## Watermark

The Services SETA logo may only be used as a watermark for security purposes, e.g., money, passports, identity documents and official certificates. It may never be in full colour, only 50% or less, black.



### Top Tips

Do not use the watermark as a background or design element.

# INCORRECT USE OF THE LOGO

As with any set of guidelines, some elements that are open to interpretation. The Services SETA brand always needs to maintain its integrity and consistency throughout. Here are some things that should never be done to the logo.



Don't scale elements

Don't add shadows

Don't alter the orientation

Don't alter the colours

Don't reduce the opacity

Don't stretch or skew the logo in any way

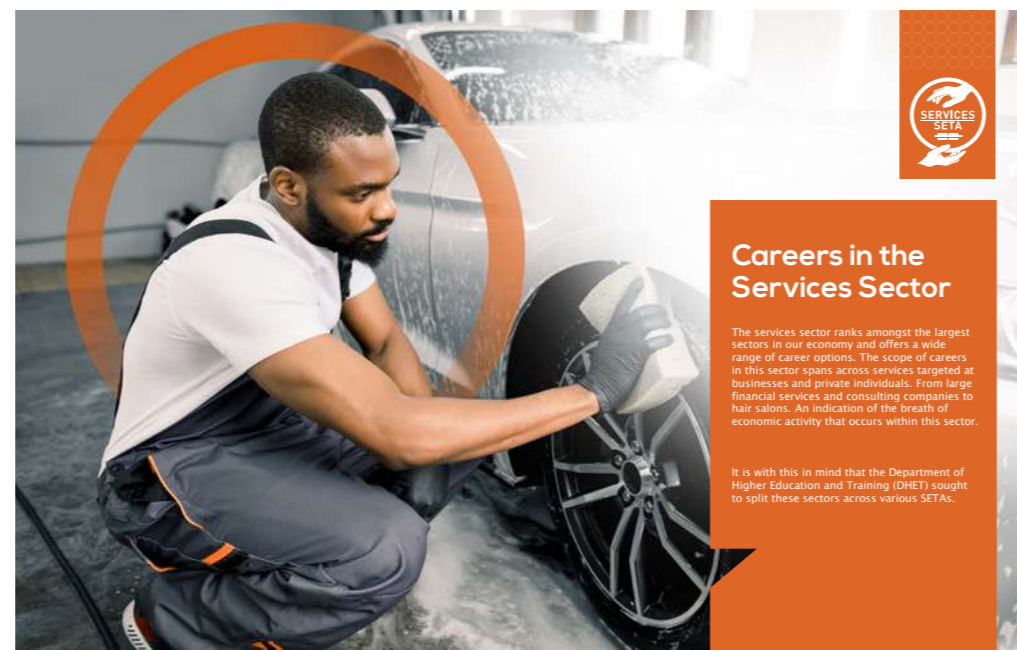
Don't add any effects

# LOGO LOCK-UP

## Examples of how to apply the lock-up



Application at the top left



Application at the top right

# SECTION 5 TYPOGRAPHY

# TYPOGRAPHY INTRODUCTION

Typography is the means by which our written ideas are given visual form. It is an invisible art that, done well, produces a graceful order to your pages that allow ideas to flow freely from one section to the next. The intelligent use of typography will support information hierarchy and the disciplined use of typographic standards will ensure legibility and visual consistency across our brand.

## Our Fonts

Typography plays a vital role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Services SETA communications. We have selected Helvetica and Lucida Grande, which help inject energy and enthusiasm into the Services SETA communications, as the primary and secondary corporate typefaces.

## TYPEFACE

### Primary Typeface

Helvetica is our primary typeface. Its timeless design is based on structure and utility. Helvetica Font is a sans-serif typeface family, thanks to its geometric shapes, it is remarkably stable and balances out any detailed serif.

Nexa Regular  
*Nexa Italic*  
**Nexa Bold**  
*Nexa Bold Italic*  
**Nexa Black**

Nexa Light

Due to legibility  
this font should  
never be used.

### Secondary Typeface

Lucida Grande is our secondary typeface. Lucida Grande is a humanist sans serif font with a large x-height, clear letter-forms, and space-saving economy. Its easy reading qualities make it legible for printing and screen displays even down to small sizes.

Lucida Grande Regular  
*Lucida Grande Italic*  
**Lucida Grande Bold**  
*Lucida Grande Bold Italic*  
**Lucida Grande Black**

### Stationery Font

Arial should be used only where our primary typeface can't be used due to technical compatibility considerations, e.g., MS-based documents and non-web-based applications.

Arial Regular  
*Arial Italic*  
**Arial Bold**  
*Arial Bold Italic*  
**Arial Black**



### Top Tips

Always use the correct typeface to ensure visual consistency. Do not use any other typeface even if it looks the same.

# TYPOGRAPHIC HIERARCHY

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## Hierarchy

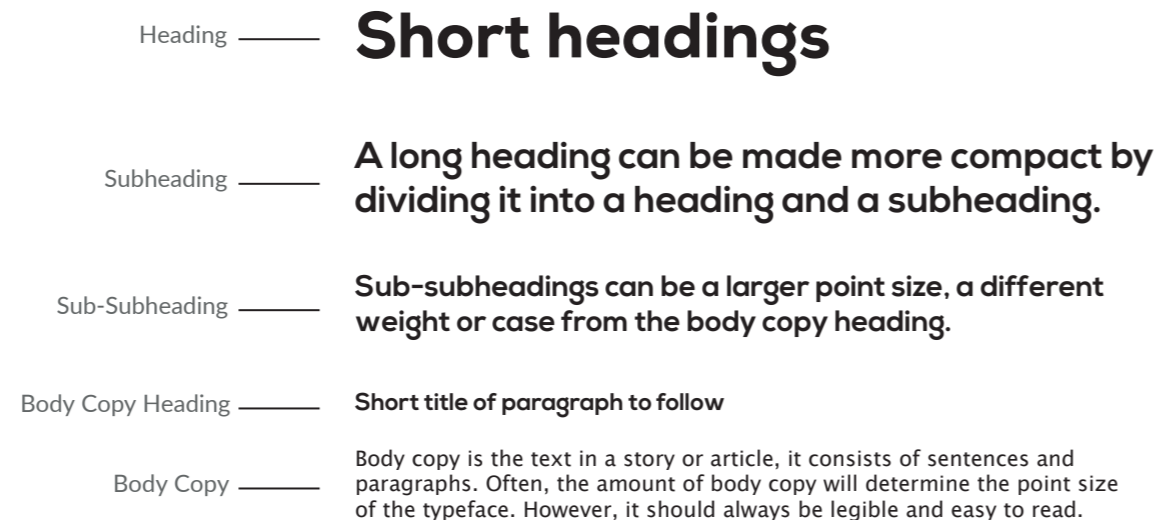
Communicating is not just about the words you use; it's also about how those words look and interact with each other visually. Typographic hierarchy is important to ensure that our communications are readable and understandable.

These guidelines will ensure clear messaging and a visually consistent brand look. Care must be taken with typography to produce visibly comfortable text.

Different weights and point sizes may be combined to create visually interesting communication as well as a hierarchy of information using the primary typeface, Helvetica.

Five different levels have been introduced to the text: Heading, Subheading, Sub-subheading, Body copy heading and Body copy.

For the body copy, Lucida Grande should be used.



# LAYOUT

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## Measure

Typefaces vary in their alphabet length. The alphabet length is determined by the width of the lower-case a through z, measured in points. This measurement varies depending upon the type-style, and point size used. Therefore, varying the font and/or point size will affect the optimum column width.

Factors to consider when determining the width of a column of text are:

- **Typeface:** The width of the individual characters and the overall typeface design affect the word count per line.
- **Point size:** The size of the type affects how many words fit in a line.

## Alignment

The type must be aligned depending on the direction of the alphabet used in a territory e.g., English reads left to right; therefore, the type must be aligned left. Arabic reads right to left, therefore, the type must be aligned right. Text aligned to the left or right margin should end in a ragged edge.

## Column Widths

The measure of a text column is its width or line length. Optimum line lengths are as follows:

- Minimum is 26 characters;
- Optimum is 38 characters; and
- Maximum is 68 characters.

## Keep 'Best Practice' in Mind when Creating Brochureware:

- Make the information easy to find. Rather than paragraph after paragraph of copy that gets intimidating, break your information into bite-sized chunks, with clear headings.
- Consider the information journey. A brochure, like most communication, needs a beginning, middle and an end. Guide the reader through a logical thought process.
- Short and to the point. A brochure is not the place to put in every piece of information just because you have more room. People need to find the information they need as quickly as possible.

# TYPE BASICS

## Flush Left

Flush left creates strong alignments for the eye to follow, aiding readability and organisation. It is our standard for all typography across Services SETA because it is functional, modern, timeless and the most effective in information design and legibility.

✓  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque id. Vivamus mi quam, vehicula a quam vel, tristique aliquam lorem. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent aliquam sollicitudin orci, quis interdum urna vehicula eget. Pellentesque non nisi orci. Cras vel congue felis, at viverra erat.

✗  
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# TYPE BASICS

## Leading

Choosing the appropriate leading or line spacing is very important to the reading quality and efficiency of the typography. It should never be too open or too tight, making reading difficult and unpleasant for the reader.

✓  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque.

✗  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque montes, nascetur ridiculus mus.

✓  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque id. Vivamus mi quam, vehicula a quam vel, tristique aliquam lorem. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent aliquam sollicitudin orci, quis interdum urna vehicula eget. Pellentesque non nisi orci. Cras vel congue felis, at viverra erat.

✗  
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# TYPE BASICS

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## Punctuation

The use of spacing and certain typographical devices is important to understanding and correct reading. The typographical details of correct punctuation aid in interpreting, and dividing the text into sentences and clauses; it is critical to disambiguate the meaning of sentences.

I'M	✓	I'M	✗
“Quotes”	✓	“Quotes”	✗
All other services that fall outside the scope of the above-mentioned sectors...			
All other services that fall outside the scope of the above-mentioned sectors...			

# TYPE BASICS

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## Rags, Orphans, and Widows

The use of spacing and certain typographical devices is important to understanding and correct reading. The typographical details of correct punctuation aid in interpreting and dividing text into sentences and clauses and are critical to disambiguating the meaning of sentences.

✓	✗
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque id. Vivamus mi quam, vehicula a quam vel, tristique aliquam lorem. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent aliquam sollicitudin orci, quis interdum urna vehicula eget. Pellentesque non nisi orci.	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris interdum aliquet turpis, non volutpat ligula pellentesque id. Vivamus mi quam, vehicula a quam vel, tristique aliquam lorem. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Praesent aliquam sollicitudin orci, quis interdum urna vehicula eget. Pellentesque non nisi orci.

## STYLE

### UPPER AND SENTENCE CASE IN HEADLINES USING A STROKE LINE IS OPTIONAL.

It is mostly used on adverts, posters or covers.

When using a stroke line with typography, the headline may be set in upper case and there should be no full stop.

The subheading below the stroke must be set in sentence case (Option A). Also note that type must be applied consistently within a sentence e.g., do not use upper case to emphasise one word within a sentence.

(Option A)

**STRENGTH THROUGH  
TEAM WORK**

**Together, we can drive progress  
towards change.**

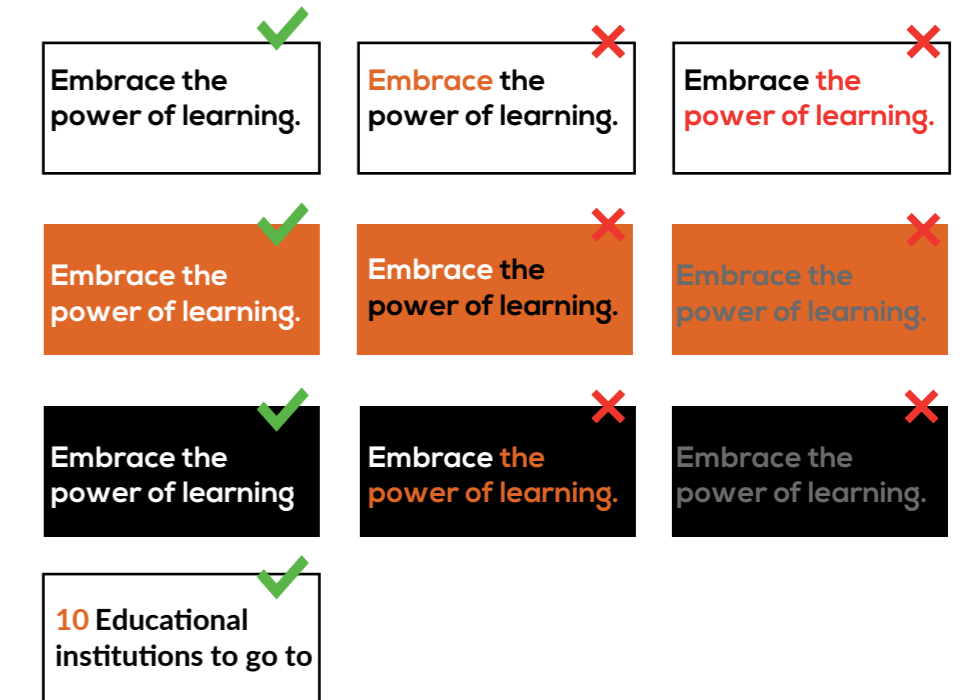
## MESSAGING ON FLAT COLOUR APPLICATION

The correct use of colour should assist the text's readability and legibility, clearly conveying the message. When the background colour is white, you may use black or blue. When the background is solid blue or black, the text must be white. No other colours are acceptable.

Always use the correct specified colour to ensure visual consistency. No approximation or changes from these specifications are acceptable. When placing text, make sure it is legible and not obscured in any way.

### Exception to the Rule:

Orange typography can only be used when highlighting numbers. In all other cases, the copy must only be one colour.



# MESSAGING ON PHOTOGRAPHIC APPLICATIONS

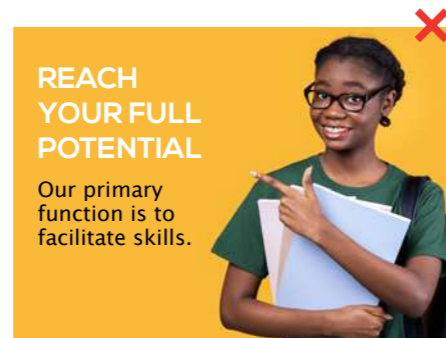
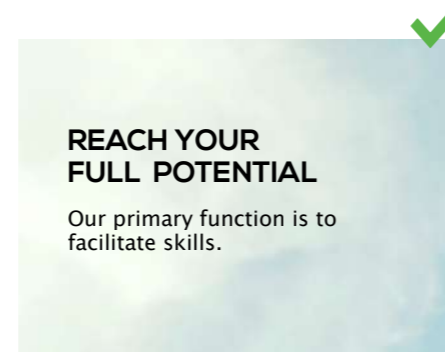
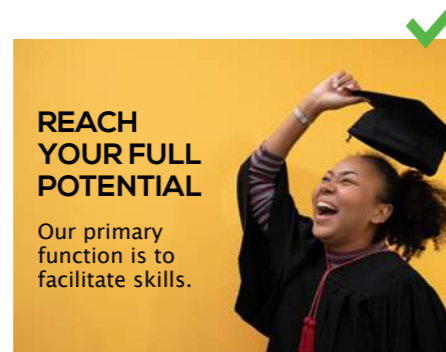
The correct use of colour should assist the readability and legibility of text enabling the message to be conveyed with clarity.

Legibility must be taken into consideration when text is placed over a background colour or a visual. If the visual is dark, the text must be white.

If the visual is light, the text must be black.

Always use the correct specified colour to ensure visual consistency. No approximation or changes from these specifications are acceptable.

When placing text on a background colour or over a visual, make sure it is legible and not obscured in any way.



# ACCESSIBLE TEXT

## Paring Accent Colours for Typography

Wondering which colour to use for your typography? Accent colours bring flexibility and musicality to the expression of our brand—primarily as flood colours in planes layouts and illustrations.

TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE
TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE
TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE
TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE
TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE
TEXT SAMPLE	TEXT SAMPLE	TEXT SAMPLE

## SECTION 6

# COLOUR

## 06

# COLOUR INTRODUCTION

Colour is used to evoke emotion and express personality. It also stimulates brand association and accelerates differentiation. Ensuring optimum reproduction of our brand, colour is integral to building the Services SETA brand.

---

### The Colour System

Colour plays a vital role in the Services SETA corporate identity. The colours below are recommended for various media. A palette of primary colours has been developed, which comprises the “One Voice” colour scheme. Consistent use of these colours will contribute to the cohesive and harmonious look of the Services SETA corporate identity across all relevant media. Check with your designer or printer when using the corporate colours to ensure they are always consistent.

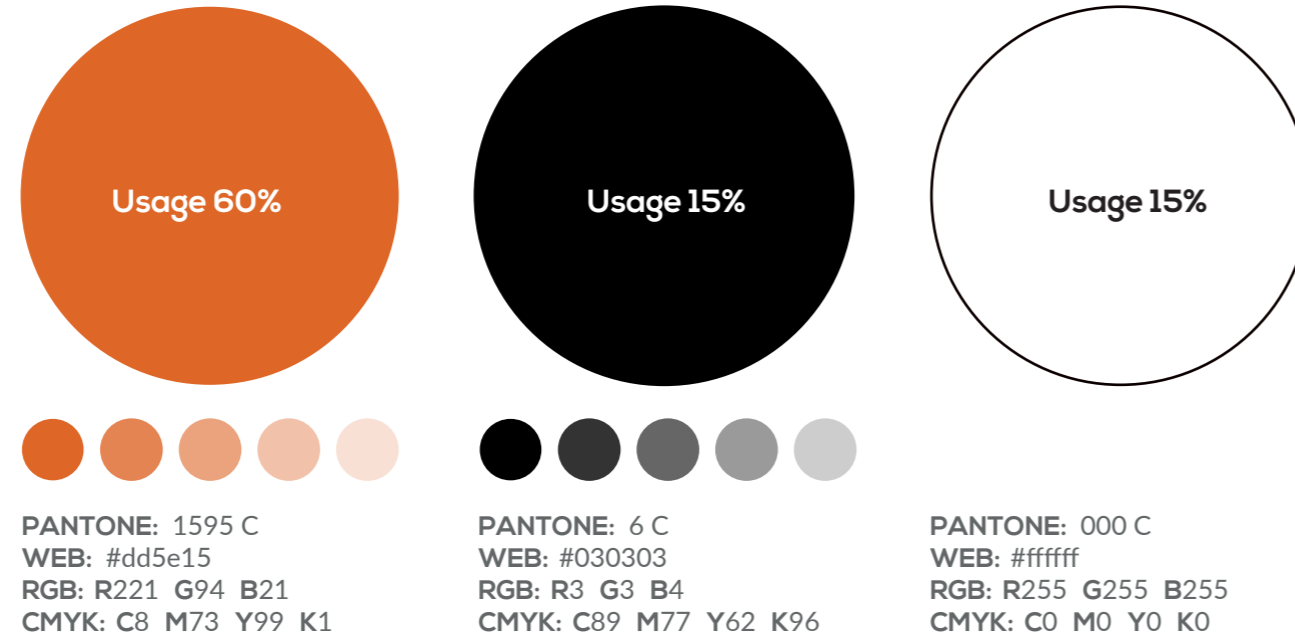
---

## PRIMARY COLOURS

Consistent colour application is vital to building our brand. To ensure this, it is important to use the correct colour specifications for the medium in which the communication will appear.

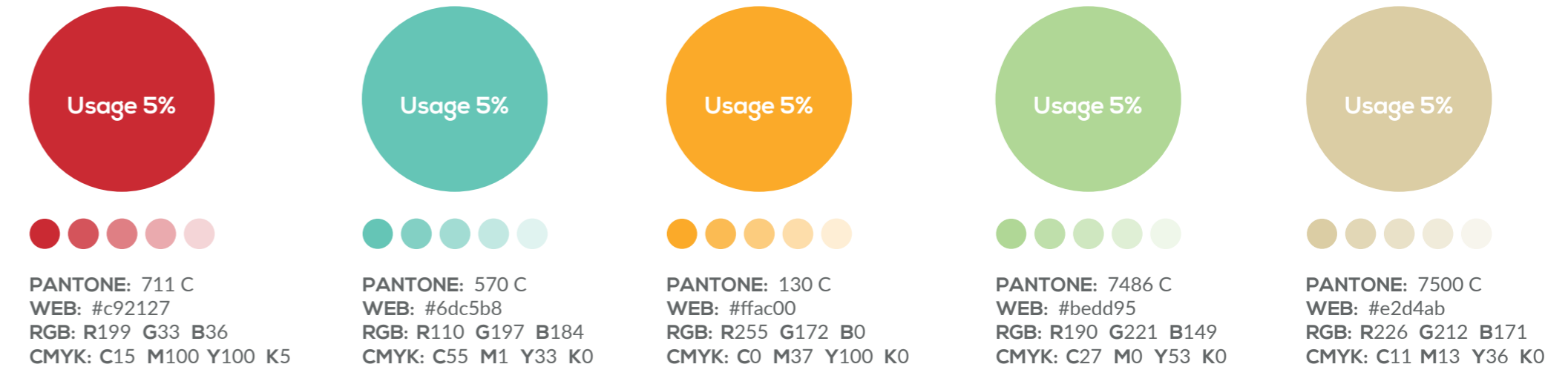
### Our Colour

Discipline in using colour is necessary for our communications to be clear and readable. Our use of colour must enhance communication, and add hierarchy and pace.



## SECONDARY COLOURS

For reproducing, please refer to the chart for the colour specifications for Services SETA. Final printed colours can vary considerably depending on paper stock, the amount of ink applied, and the printing process used. Depending on the application and a system of how to use hues colour to identify one product line from another, each of the following colours can be used to complement or accentuate the Services SETA brand. The colour palette is divided into primary and secondary palettes. Apply colour by choosing from the bright, pure hues of the primary palette and pairing it with a neutral grey or secondary colour that supports the message.



# COLOUR FAMILIES

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The colour palette has been organised into four distinct 4-colour families, each containing the Services SETA orange. When creating colour groups for your particular usage and application, you may combine any of the colours within these families. When fewer colours are required, you may further subdivide any of the 4-colour families into 1, 2 or 3-colour families. See the possible combinations below.

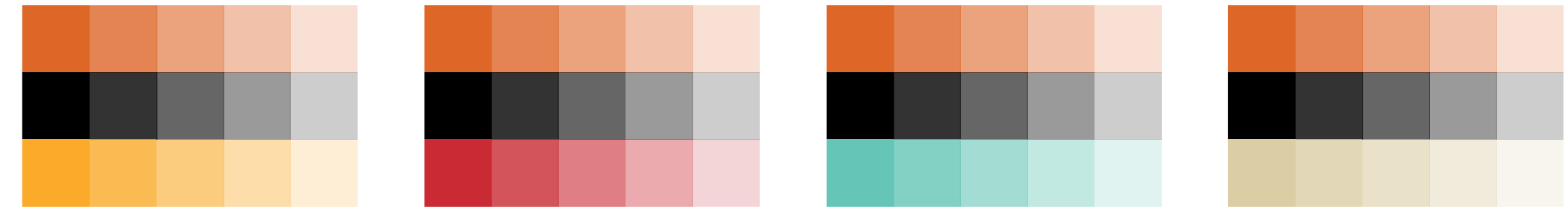
## 4-Colour



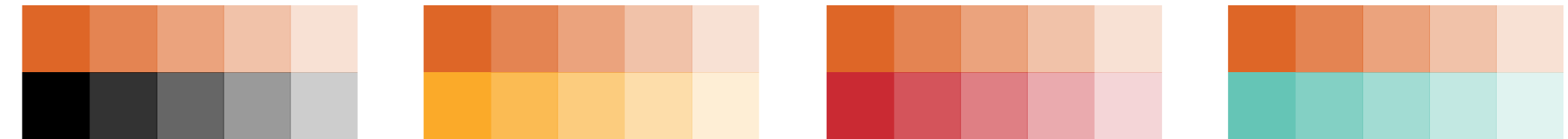
# COLOUR FAMILIES

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## 3-Colour



## 2-Colour



SECTION 7  
**GRID**

**07**

**GRID  
INTRODUCTION**

A structure grid system has been developed for communication to create consistency while still allowing for various layout options. This means that each layout will look distinctly Services SETA but will still allow for flexibility and interest depending on the content. There are endless possibilities for a creative layout within a structured grid system.

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# GRID TERMINOLOGY

## 1. Modular Grid

A modular grid has consistent horizontal divisions from top to bottom and vertical divisions from left to right. These modules govern the placement of all the elements in the layout.

## 2. Margin

A margin is the area from the edge of the page trim to the boundary of the layout area of the page. Margin sizes are variable.

## 3. Column

A column is a vertical division of a page or text. The width and number of columns is variable.

## 4. Row

A row is a horizontal division of a page or text. The height and number of rows is variable.

## 5. Gutter

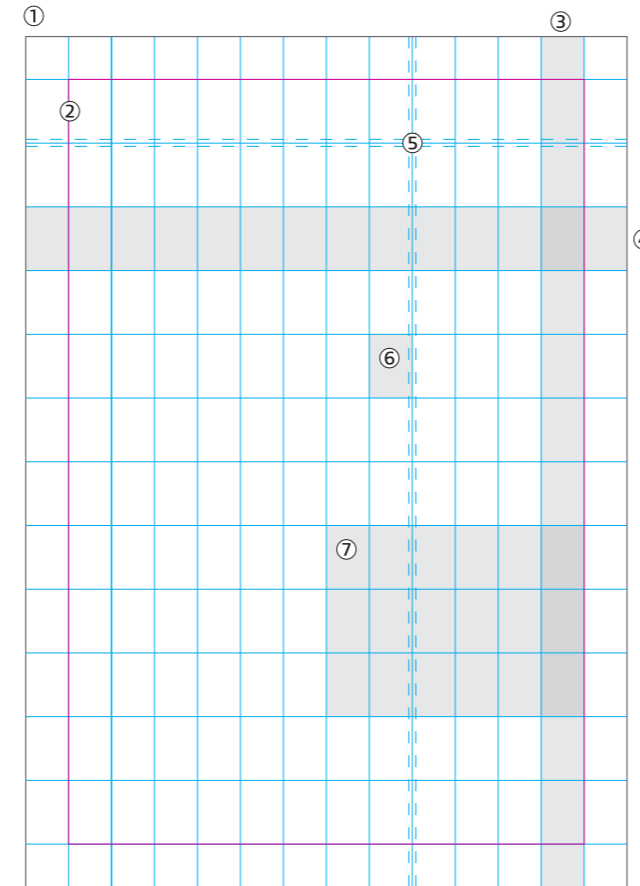
This is the space between columns and rows. It is used to create space between different types of content in a piece of communication (i.e., the space between columns of text).

## 6. Module

A module is an individual unit of space within a grid. Any number of modules can be combined to create fields.

## 7. Field

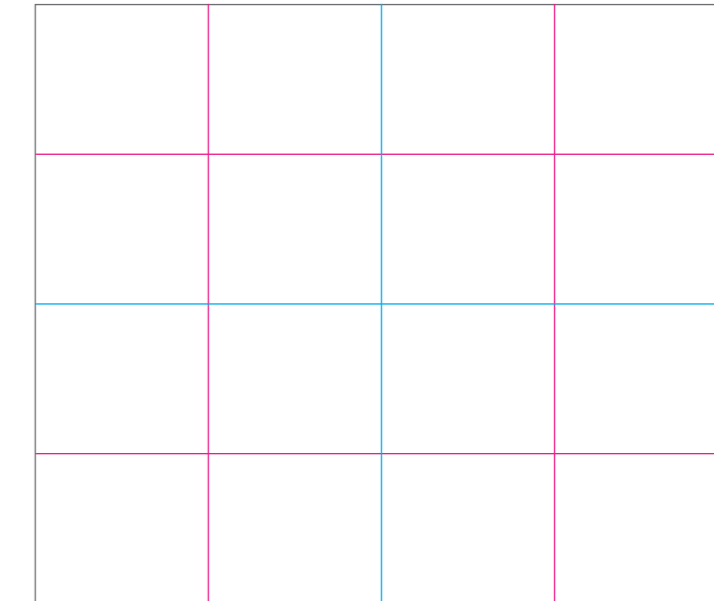
A field is an area of any amount of modules occupied by either type or image. Endless variations are possible.



# STANDARD GRID MARGIN

## Divisions of Two

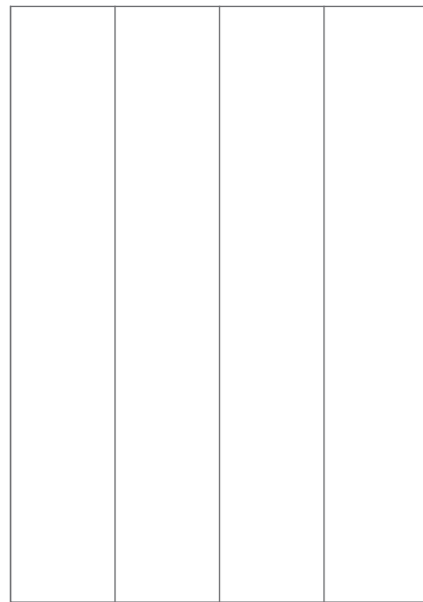
At the core of the 2x Grid concept is the idea of divisions of two. Dividing your space into 2, 4, 8, 16, 32, or 64 columns gives you the basis of the system to help you make decisions and organise your content.



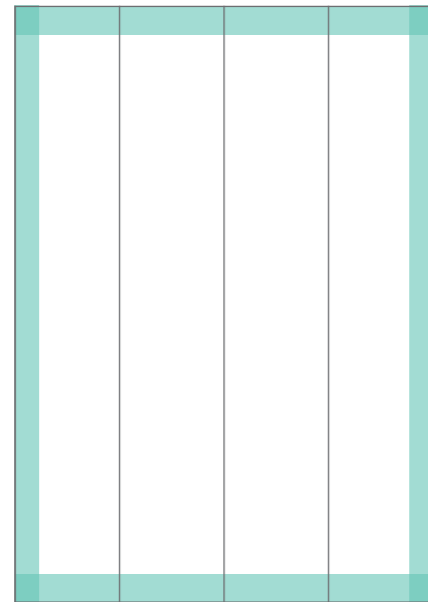
## CONSTRUCTING THE 2X GRID

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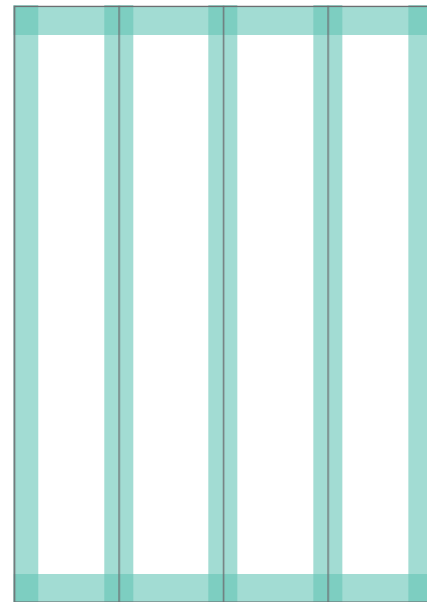
Each application of the grid can require a different grid structure. When constructing the grid, keep in mind these different types of grids and choose which one best serves your needs.



No margin or gutter



Margin with no gutter



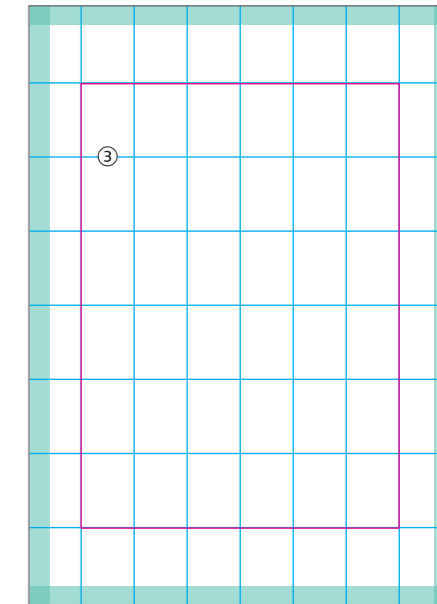
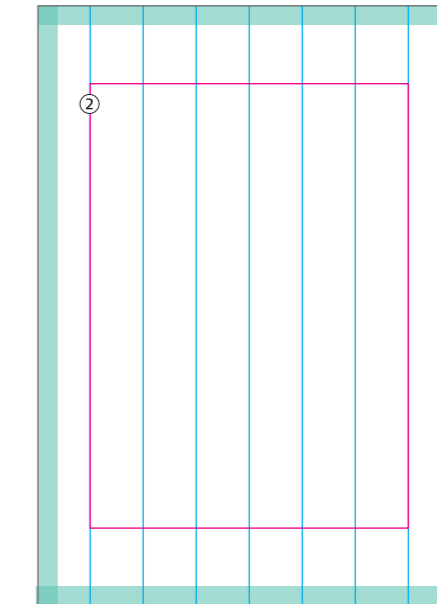
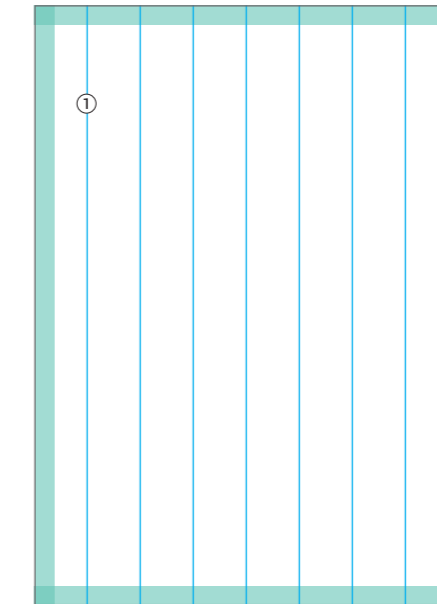
Margin and gutter

## GRID CONSTRUCTION

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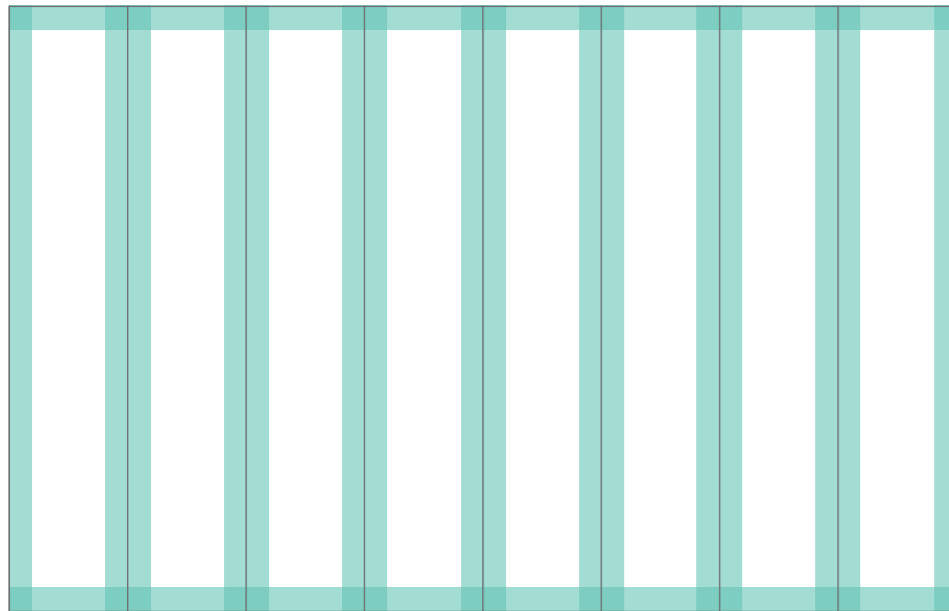
### Construction Example - 8x8 Grid

1. Divide the shortest side of the layout by 8.
2. This will result in the border width. (The page border is 1/14th)  
The border frames the content area.
3. Divide the height of the content area by 12, this will result in an eight-by-eight modular grid.

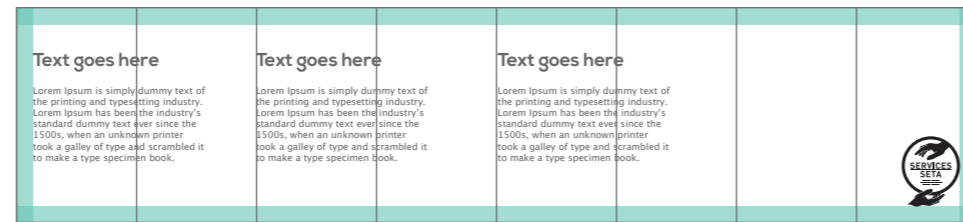


# GUTTERS

Add gutters to columns and rows when additional space is needed to separate content. When using gutters, always align the type to the gutters rather than the canvas divisions. Columns and rows must always remain equal.



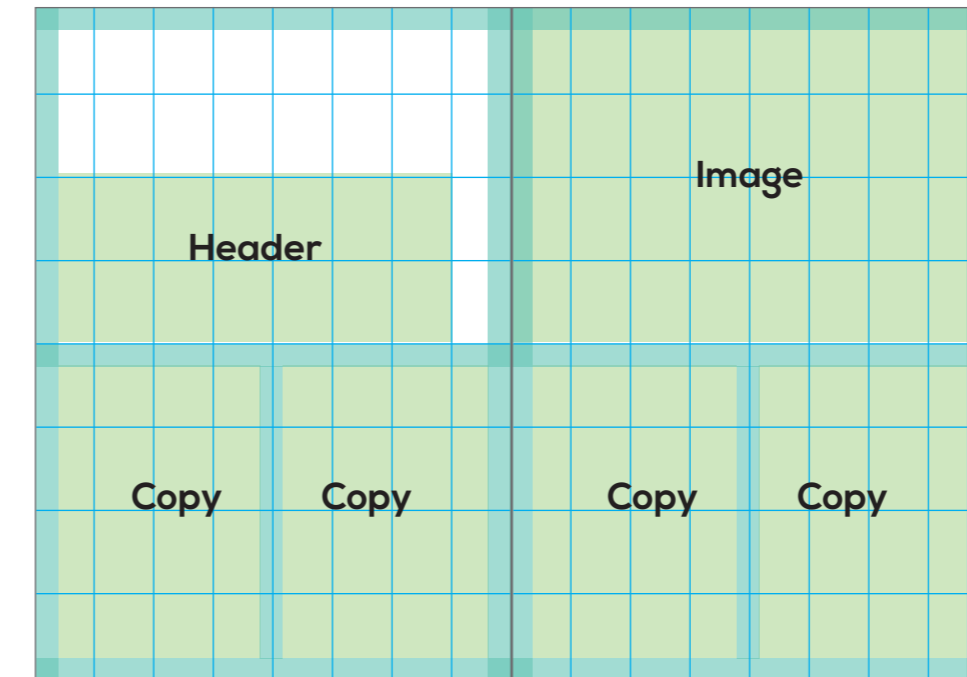
With gutters



Without gutters

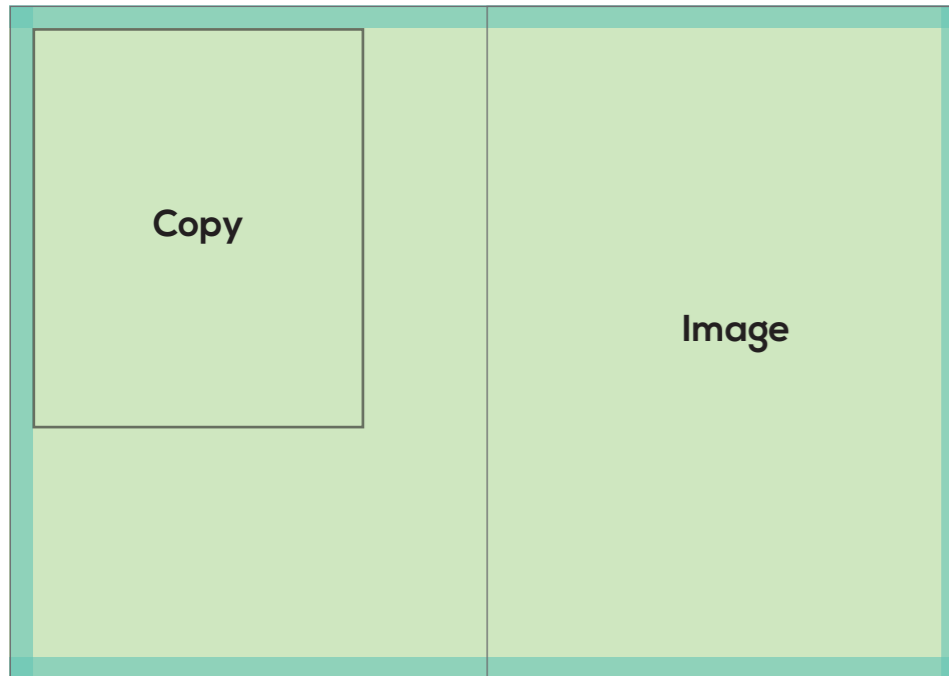
# GRID SYSTEM EXAMPLE

## Example - 16x16 Grid



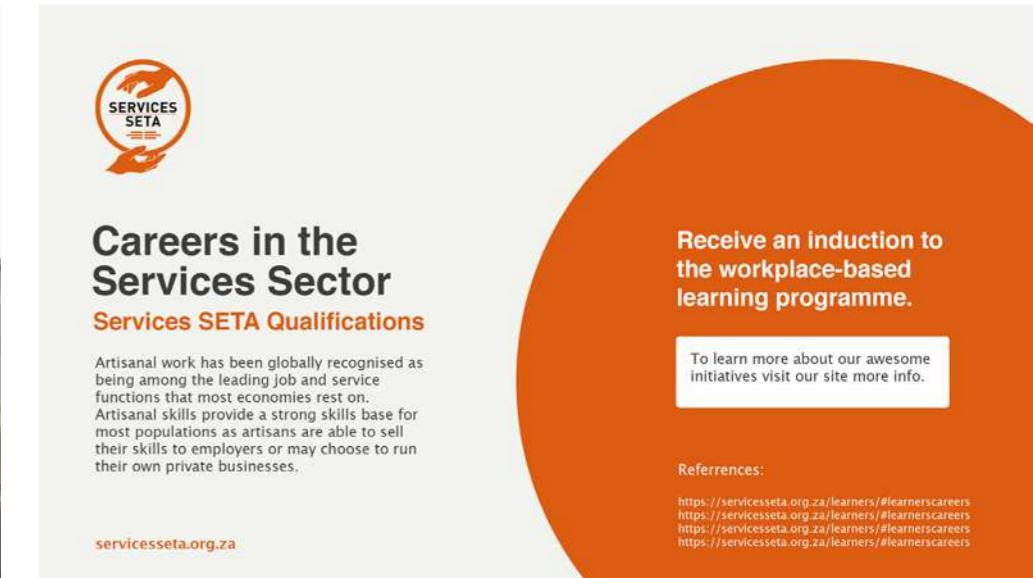
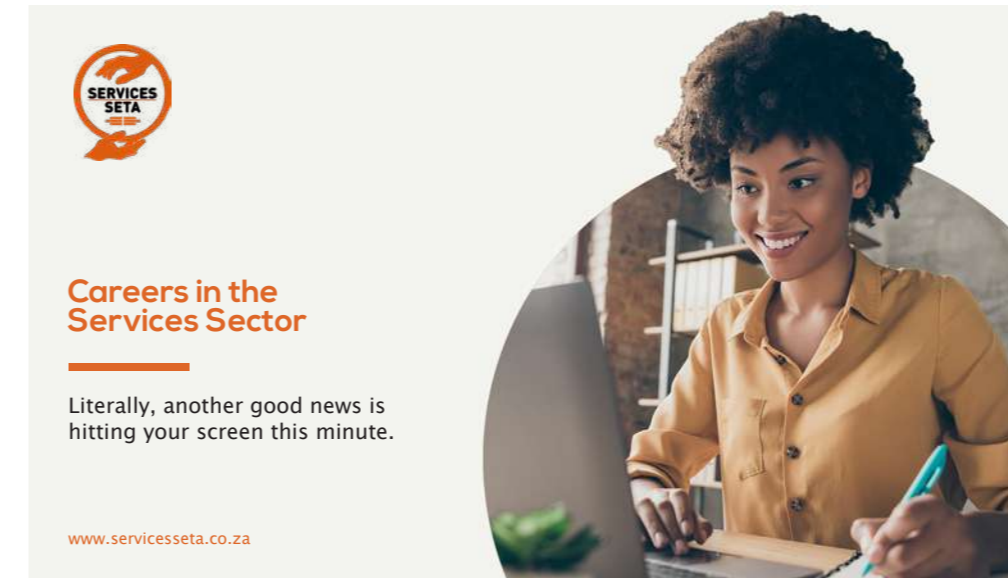
# GRID SYSTEM EXAMPLE

## Example - 2x2 Grid



# GRID SYSTEM EXAMPLE

## Layout Examples



## GRID SYSTEM EXAMPLE

### Layout Examples



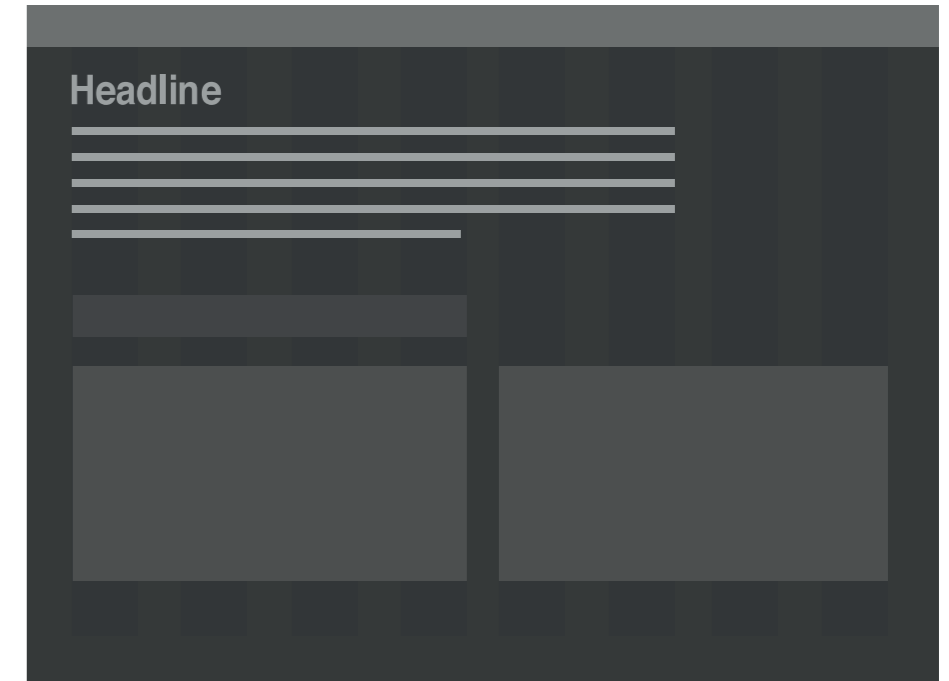
## WEBSITE GRID GUIDELINES

It's fundamental to everything we design. The 2x Grid is the geometric foundation of all the visual elements of Services SETA, from typography to columns, boxes, icons, and illustrations. It provides structure and guidance for all creative decision-making.

### 2x Grid Fundamentals

The core concept of the 2x Grid is to divide or multiply by two, forming a visual rhythm. Fluid grids are built by division, whereas fixed grids are constructed with multiplication. On breakpoint boundaries, these sizes match. Margins and padding are applied consistently in both cases.

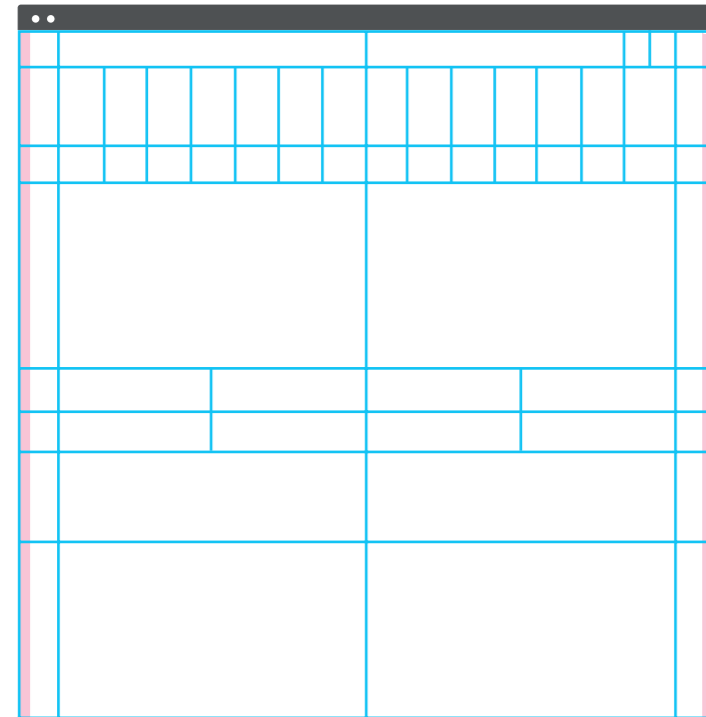
- Columns and rows
- Margins
- Padding
- Gutters
- Breakpoints



# WEBSITE GRID GUIDELINES

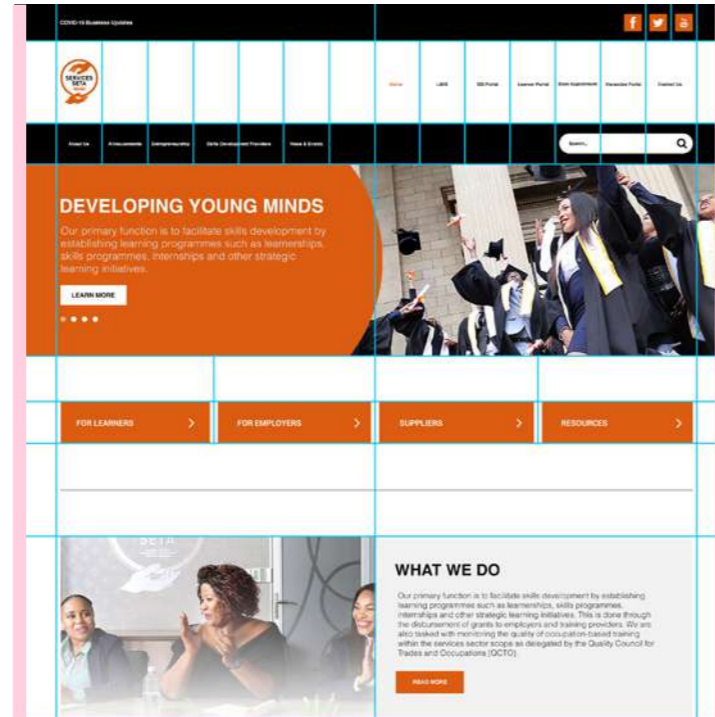
## Columns and Rows

Columns and rows create key lines that are essential for visual rhythm, especially for typography. Construct columns by dividing a space into a fluid grid or tiling fixed boxes in multiples.



## Margins

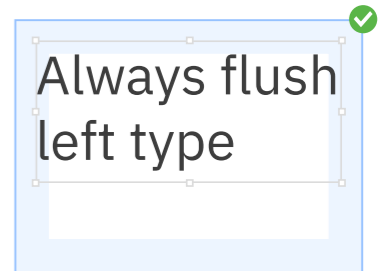
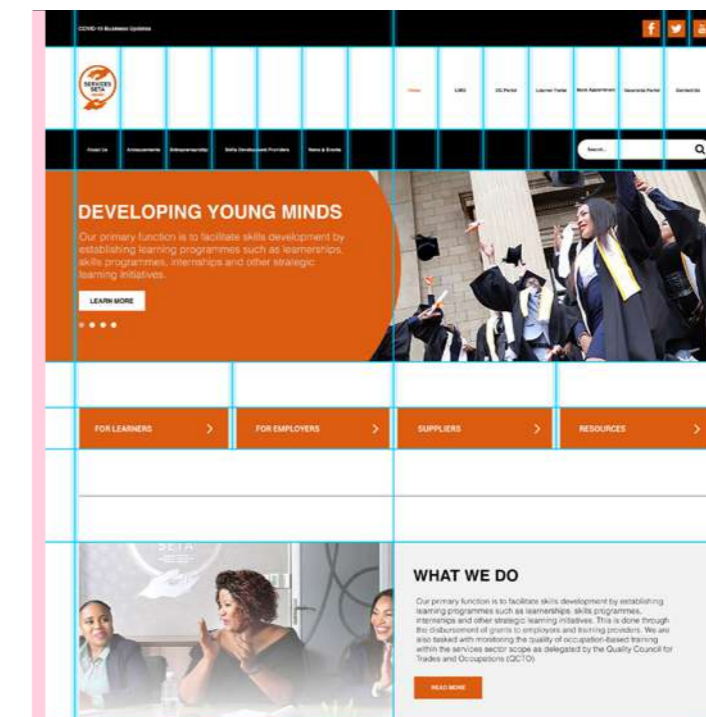
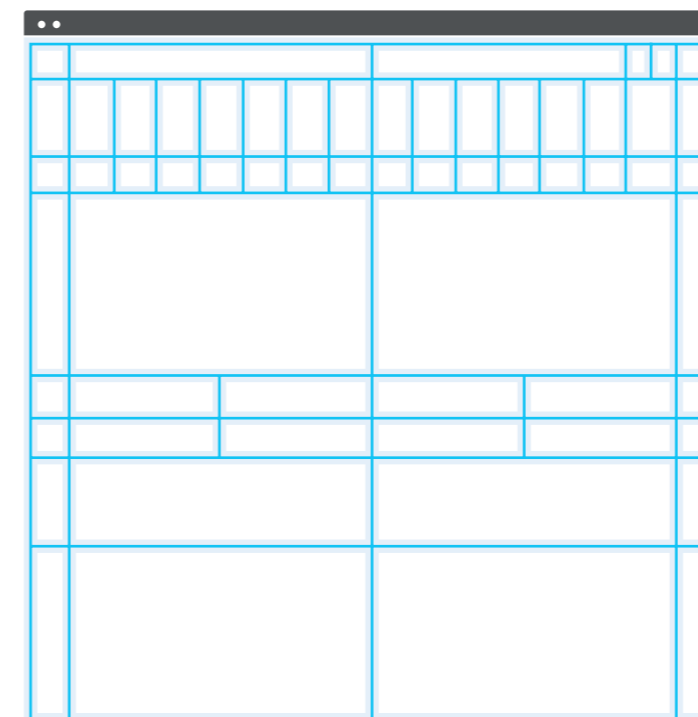
The margins at the outer edge of the grid are always a fixed size within a breakpoint, even when columns are fluid.



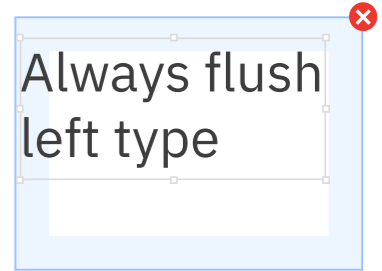
# WEBSITE GRID GUIDELINES

## Padding

Padding is always a fixed multiple of mini units: 16 pixels at all standard breakpoints. Always align the type to the edge of the box padding. Note: Some design tools add padding to text boxes by default; check and remove text box padding if necessary.



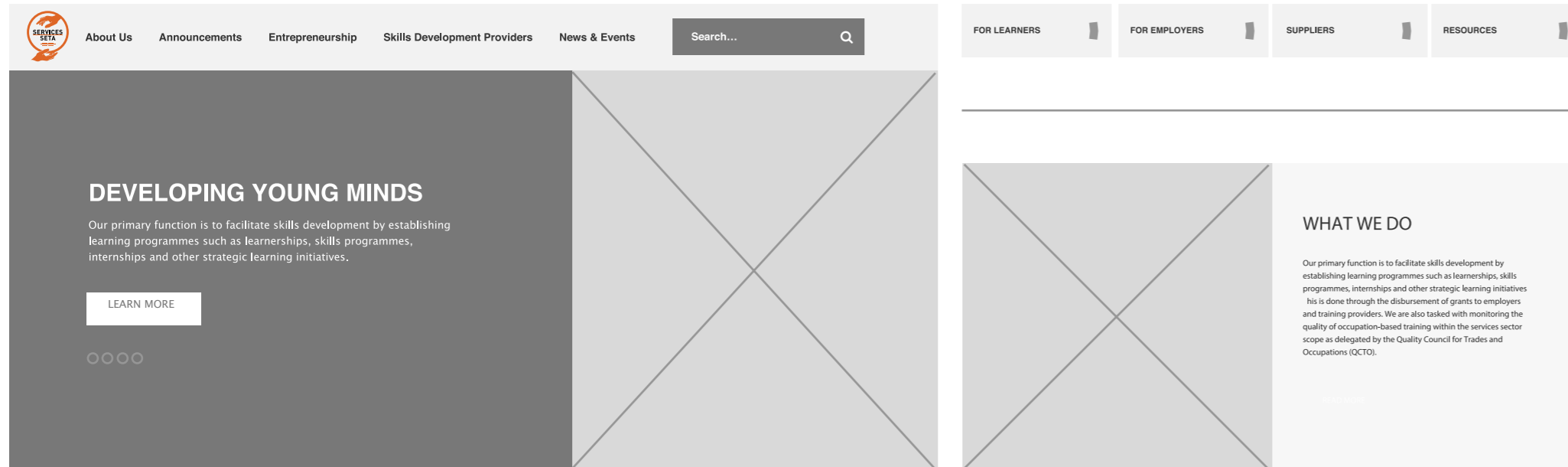
Always place type against the padding.



Never place type against the padding.

# WIREFRAME EXAMPLE

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## SECTION 8 IMAGERY

# IMAGERY INTRODUCTION

Besides colour, visual shapes and imagery are the first things that register in a person's mind. That's why a distinctive visual tone that reflects the brand's core purpose in the hearts and minds of its viewers is a powerful asset used by all prominent brands. Like the tone of our language, our visual tone must leave the viewer feeling that Services SETA is inspired, confident and approachable. If the viewer is left feeling these emotions, then the visual tone of our imagery is correct.

## OVERARCHING PRINCIPLES

### Photographic Imagery

A picture is worth a thousand words. Photography is a powerful branding tool. Despite the viewers' language, it has the power to captivate, raise awareness, spark a thought and ultimately, if our content is effective enough, trigger a response. A unique photographic visual tone allows us to convey our messages in a uniquely Services SETA way.

### Graphic Imagery

Graphic imagery is used when you need to convey information or symbolise an object, action or an idea (infographics, charts and icons). Graphic imagery can also be used to convey an emotive message or to illustrate text contained within literature (illustration).

## PHOTOGRAPHIC IMAGERY

Keeping our visual tone of inspired, confident and approachable in mind, our photographic images must be bold and engaging in order to bring this tone to life.

### In General

- To capture genuine emotion, images must look captured not composed (real, not staged, posed or fictional).
- Images of people must feel optimistic, aspirational and purposeful. Their depiction may not be dark, sombre and depressing. Our images must be alive and dynamic.
- Avoid images that look like stock shots. Steer clear of visual clichés and over-exaggerated emotional states.

### People

When taking photographs of our people, the images should capture the following:

- How we use innovative solutions and talented people to create opportunity.

- Images must reflect the diversity.
- We need to be an empathetic and transparent brand to inspire confidence within communities, and with the companies and stakeholders we deal with.

### Composition

- Use depth of field, perspective and interesting angles to draw the viewer into the moment being captured.
- Clear/sharp focus on the subject matter.
- When selecting/shooting images for an application, consider the following:
  - Is the medium(s) in which the photograph may appear landscape or portrait in orientation, or both?
  - The various typographic and graphic components that will co-exist with the image e.g., ensure there is enough space and visual contrast for a headline to be placed.

### Logo

The correct Services SETA logo must appear on all equipment and apparel.

### Flipping images

Be aware when flipping images that logos, words and information are not reflected or mirrored.

### Intellectual property

Ensure when images are being taken that no confidential information is being jeopardised.

## PHOTOGRAPHIC IMAGERY



## PHOTOGRAPHIC IMAGERY

### Portraiture

Professionals are to Services SETA what athletes are to Nike. We champion professionals. Portraiture allows us to isolate individual Services SETA's, clients and teams to capture their character and focus on the unique personalities and perspectives they provide. Our approach is democratic. This demonstration is another statement of our emphasis on forward thinkers.



# PHOTOGRAPHIC IMAGERY

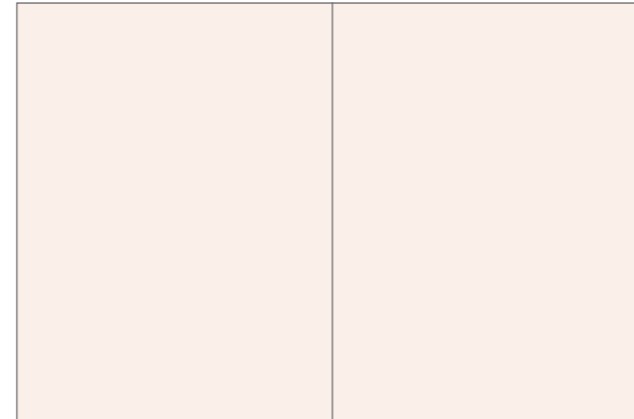
## Composition

Image composition is the intentional arrangement of individual subjects within a scene to form the final image. There are two key aspects of composition that you should consider for every image.

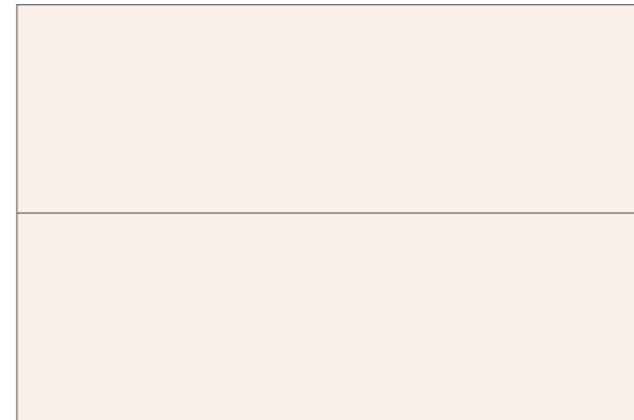
## Framing

The 2x Grid can be a useful guide when thinking about composing imagery and positioning subjects. Images should leverage divisions of two. Either horizontal or vertical, these divisions create zones for subjects, allowing for carefully considered compositions that feel kinetic, like moments in time.

Vertical



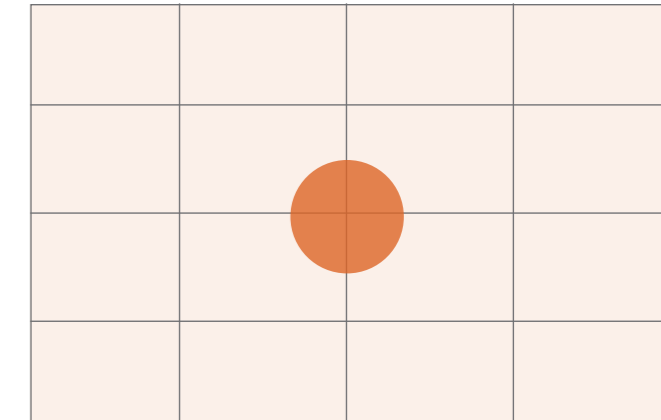
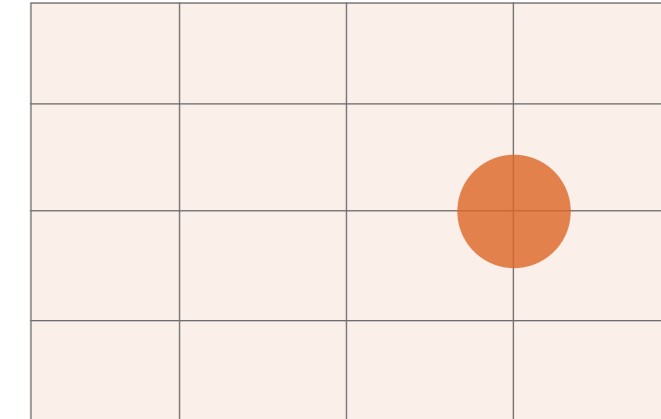
Horizontal



# PHOTOGRAPHIC IMAGERY

## Focal Points

Use the 2x Grid to establish clear focal points. It may seem prescriptive, but when seen together, this approach acts as connective tissue between Services SETA images. The same approach is used to create delightful film experiences.



# PHOTOGRAPHIC IMAGERY

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## Lighting

Whenever possible, use natural light or techniques that simulate natural light. The sincere portrayal of the subject is paramount. We cannot manufacture a better reality than reality itself. This approach avoids artificial lighting and can produce more natural and authentic images. It is often used to create a professional and engaging visual representation of a company's brand or culture.



# PHOTOGRAPHIC IMAGERY

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## Colour

Photographs should at the very least hint at our corporate colours, which should be present in the image. If the image lacks our colours, it can be changed to add them. Foreign colours should never be the dominating ones.



# VIDEOGRAPHY GUIDE INTRODUCTION

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Brand guidelines are essentially an instruction manual on how to represent our brand correctly when you're creating animated videos, corporate videos, training videos, and promotional videos.

From our brand colours to tone of voice, our brand guidelines serve as a reference for people to consult before developing collateral or communicating on behalf of the business.

Typically, they outline the visual and written rules, but they should also establish a brand identity and show what makes our organisation unique.

Video brand guidelines follow the same principle as the central brand guidelines.

Our video brand guidelines are a road map for video, outlining how they should look, sound and feel. Anyone who reads our video brand guidelines should come away with a firm understanding of how video fits into our overall branding.

## Create a Strong Brand Experience and Identity

Video is a powerful and popular form of content for marketing, and even internal communications. It is an immersive medium that can represent our brand in a whole new way.

However, if our video content is not consistent or representative of our brand, it can weaken our identity and even impact the brand experience for our audience.

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# TECHNICAL VIDEO SPECIFICATIONS

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## Aspect Ratio

### 16:9 Ratio

Aspect ratio is important for the viewing experience because the more a video fills the screen, the more immersive an experience it provides. Most modern screens are set in a 16 by 9 ratio—therefore, video should be produced in a 16:9 ratio.

### Exception

- If archival footage, which was often shot in a 4:3 ration, can be scaled to fill a 16:9 frame, this should be done.
- Exceptions to the 16:9 rule can be made on a case-by-case basis.

## Video Quality

### Resolution

- Video produced for YouTube should be recorded at a minimum of and exported at 1080p HD quality.
- Only when necessary (for slow-motion shots, cropping, etc.) should video be 720p.
- No footage below 720p should be used unless it is archival footage.

## Framerate

- Framerate's effect on a video is more subtle. Historically, 24fps became the "movie" standard, while home video used 30 fps and up. Today, with the advent of YouTube, Vimeo and similar internet video sites, 24 fps has become the more visually pleasing option in the United States.
- Different framerates can be used for different purposes, especially in creating "slow-motion" video. Therefore, skilled cinematographers should use their professional discretion to decide what framerate to record.

## Bitrate

When possible, all footage should be recorded in the highest possible bitrate available. This will allow for better colour, detail and video quality in the final product.

## Colour Correction/Grading

- Colour correction and grading should only be attempted by a professional with experience.
- **IF VIDEO IS NOT** going to receive professional colour treatment, it should be filmed in "standard" colour mode, allowing for the most natural in-camera colour and saturation.

- **IF VIDEO IS** going to receive colour correction/grading, it should be filmed in a "flat" colour profile or LUT. Some cameras have this setting built in and comes in different names (S-Log, C-Log, Cine, etc.)—
- Videographers should discuss with the editors and project managers which setting makes the most sense per project.
- Final videos should be graded to natural colours—not over or under saturated or too heavily influenced in one colour direction.

# TECHNICAL VIDEO SPECIFICATIONS

## Audio

### Background Noise

- Avoid locations with background noise whenever possible.
- Wireless lavalier mics should be set to frequencies that avoid frequency noise.

### Microphone Placement

- Shotgun microphones should not be visible.
- Lavalier mics may be visible but cords/cables should be hidden.

### Sound Effects

- If sound effects are used, the sound should be clean and professional.
- Sound effects should only be used for subtle effect. (e.g., A dim whoosh, low bass for emphasis, etc.)
- No funny noises or laugh tracks.

### Quality

- Avoid distortion/clipping.
- If audio includes incidental background noise, remove noise whenever possible, without introducing noise-reduction artefacts.
- Speech should be limited to a maximum of -3dB.
- Compression may be used to normalise audio levels, without artefacts or distortion.

### Technical Specs for Final Export

- Container: MP4 or MOV
- Audio Codec: AAC-LC
- Sample rate: 48khz
- Video Codec: H.264
- Frame rate: 24fps

### File Naming and Delivery

#### File Naming

All files should be named in an intelligent manner with dates and no spaces.

#### Raw Files

- Use the following format for naming raw files: YYYYMMDD-word-word-word-###
- Use hyphens instead of spaces.
- Limit file names to 2-3 words when possible.
- File names should be descriptive of the content. If an interview, include the interviewee's name as part of the title. (e.g., 20231028-interview-Lerato-Moloi-023)
- Date should correspond to the FILMING date, not the deadline/release date.

### Delivery

All raw footage and final edited video must be delivered to Services SETA on a Mac/Windows-friendly medium.

- USB formatted to exFAT
- CD/DVD Master Formatted
- FTP
- Dropbox
- WeTransfer

# VIDEO BRANDING GUIDELINES

## Logo Usage

- Only use the latest high-res logos the Services SETA's Office of Communications provides.
- The logo should not be included in the lower thirds.



# VIDEO BRANDING GUIDELINES

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## Font

NEXA is Services SETA's primary typeface for video use only, as shown below. Only the weights shown in this manual may be used.

Nexa Regular  
Nexa *Italic*  
Nexa **Bold**  
Nexa **Bold Italic**  
Nexa **Black**

## Colour

### Brand Palette

This restricted palette helps to frame visual communication to consistency and control. It will be used as a priority for the various types of communication. It is therefore important to respect the references shown opposite.

Usage 60%	Usage 60%	Usage 60%
#dd5e15	#030303	#dd5e15

### Secondary Palette

This palette includes tones of the same depth as the brand colours in order to maintain sufficient contrast. These colours can be used to highlight information or separate categories, topics, or chapters. Each one exists in 2 shades.

Usage 5%	Usage 5%	Usage 5%	Usage 5%	Usage 5%
#c92127	#6dc5b8	#ffac00	#bedd95	#e2d4ab

# VIDEO BRANDING GUIDELINES

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## Opening and Closing Modules

videos must present the Services SETA logotype at the introduction and the ending. Therefore, all videos must start with the animated logotype.



# VIDEOGRAPHY GUIDE

## Lower Third Identification

Lower thirds are used to denote the name and credentials of the speaker on the screen. Services SETA has created a branded lower third that is consistent with our brand standards.

- The lower third text should always be contained within the title safe area;
- The lower third should appear the first time the speaker is seen in the video;
- The lower third should be up long enough to be read—roughly two seconds per line; and
- The lower third should contain the following on separate lines:
  - Person’s full name
  - Job Title
  - The company they work for
- The person’s name should be bolded, and their job title and company name should be in regular-weight font.



# VIDEOGRAPHY GUIDE

## Lower Third Examples



# VIDEOGRAPHY GUIDE

## Brand Transitions



# VIDEOGRAPHY GUIDE

## Graphic Overlays

Whether it's connecting to the overall visual look of your concept, or highlighting a feature, action or object specification, graphic overlays are an excellent way to add information and style to your video. However, to keep them from cluttering your video, there are some rules.

- Graphic overlays should only be used if necessary to help tell the story. They should not be used as a meaningless design element;
- Graphic overlays should always be either orange or white; and
- Graphic overlays should be supplemental to the message and not overtake the video visually.



# VIDEOGRAPHY GUIDE

## Logo Bug

A bug is a branded graphical element that is displayed on the screen for the entirety of a video. The main objective of a bug is to brand a video to help the viewer quickly identify the source of the video. It is especially useful in situations where a branded intro/outro is not used or has the potential to be removed in future use cases.

- A bug should only be used if absolutely necessary when other branding measures (intro/outro, lower thirds) are absent or could be removed in future use cases;
- Ideally, a bug should help brand recognition, not be solely responsible for it. It should be used in conjunction with other branded graphical elements whenever possible; and
- The bug should be positioned away from the main focus of the video and styled in a way that does not draw too much attention to itself.

### Here is what the bug should consist of:

- White or black Services SETA Logo, depending on the background;
- Aspect ratio of 144x174 for HD videos;
- Opacity that allows the logo to be clearly seen but not distracting; and
- A drop shadow when appropriate



# VIDEOGRAPHY GUIDE

## Captions and Subtitles

With captions and subtitles, we can reach hundreds of additional audiences with minimal production changes.

Subtitles should stay below the lower fifth of the video frame to keep them from obstructing critical information.

Subtitles should be set to Nexa bold, while the type should be white with a drop shadow of black at 135 degrees to ensure legibility on all backgrounds.

On YouTube or other large websites with built-in caption functions, subtitles/captions should be added to the video in the video upload tool. This way, a single video can support multiple languages and audiences.

### Captioning Specifications:

**Font:** Nexa bold

**Font size:** 48, -50 Vertical position.

**Fill colour:** White.

**Drop Shadow:** 135 degrees, 3-pixel distance, 6-pixel size, and 12-pixel blur



## VOICE-OVER & MUSIC

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### Voice-over

Not every video requires a voice-over. However, if there's a lot of content to cover, a voice-over (or narration) can be the most efficient option. Any voice-over speaking on behalf of the Services SETA brand should be well-spoken, confident, and professional.

Do not use character voices, overly dramatic readings, or children. If a voice-over must be translated to run in another target market, select someone who is fluent in the local language and uses a local accent.

### Music

The music you use in Services SETA's videos should fit the content of what you're presenting. For example, a high-energy promotional video should use equally energetic music, whether hip-hop, electronic or orchestral.

When selecting music for a longer-form video, such as an interview or case study, choose something more subdued to allow the audience to concentrate on the presented information.

Do not use music tracks with lyrics. Lyrics are distracting and often conflict with the message of the video. Do not use music that conflicts with the spirit of the Services SETA brand. Choosing overly regional, outdated or goofy music erodes the Services SETA brand's innovative, global and professional nature.

There are many excellent stock music catalogues available online.

## VIDEO DELIVERY

---

After finalisation and approval, all video working files should be provided to Services SETA. These files must include working video files (Adobe Premiere, After Effects, etc.), all graphic and stock video assets, fonts, and any plug-ins used.

### For Services SETA Team Members:

- Final MP4 file;
- Video script Word Document or Excel (for voice-over and any on-screen text); and
- A zipped file of all the "other assets" (not for you to check but to validate that a source zip is sent).

### For Agencies:

Confirm items below before deliverables are sent to Services SETA:

- **All Final video assets should be delivered in three sizes:**
  - Pro Res — Full Resolution — .MOV file
  - High Res — HD 1080 — .MP4 file
  - Web Res — HD 720 — .MP4 file
- **Video script Word Document** (for voice-over and any on-screen text)
- **Source File Zip** (inclusive of, but not limited to...)
- **Program Files**
  - Adobe Premiere
  - Adobe After Effects
  - Adobe Photoshop
  - Adobe Illustrator
  - Adobe Audition

### Source File Zip (cont.)

- Fonts
- On Screen Text SRT files
- Script used for Voiceover
- Images
- Any related video files
- Special effects files
- Audio tracks/voice-over tracks
- Music tracks
- Any other source assets/files within the composition used to create the final deliverable.

### Additional Information

- Please supply any logos and/or overlaid animation sequences separately as either Matte with Fills or sequences with Alpha Channels, or working files (.aep, .ai);
- Licensing files for any stock images or video;
- Split audio files as separate elements i.e., separate voice, separate SFX tracks, separate product SFX track, separate music, and separate singing vocals if possible/applicable;
- Please provide any Source Music files that were used in the edit i.e., without fades; and
- Licensing files for any stock music.

## GRAPHIC IMAGERY

Graphic imagery is another way that brands can create an instantaneous and distinctive visual impression. Services SETA's imagery adopts a strong and modern style that complements what it stands for as a brand. This is the only style that may be used for Services SETA. Clever use of graphs, icons and illustrations helps with the understanding of the messaging.

### Graphic imagery consists of 3 distinct categories:

- Infographics;
- Charts; and
- Illustrations.

### There are two approaches to these 3 categories:

- Simple; and
- Complex

#### Simple

In general, the Simple approach should be used when there isn't a lot of information to convey. This approach incorporates a reduced colour palette as well as less detail in order to communicate in a clear and direct manner. It is used when creating corporate communications and communication documents that need to be sophisticated in nature.

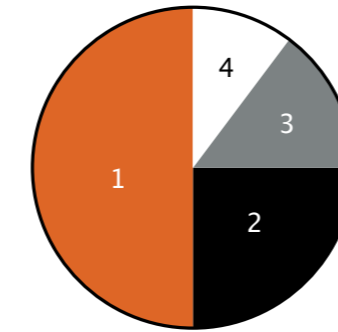
#### Complex

In general, the Complex approach should be used when there is more information to convey. This approach incorporates an expanded colour palette as well as more detail in order to create a content-rich and vibrant experience

## INFOGRAPHICS - SIMPLE

Simple infographics are used when the idea, object or action is single-minded. In general, it is best to try and create one image per idea, object, or action. It is particularly well suited for iconic symbols like safety icons.

### Colour



### Colour Palette

Simple infographics use the primary colour palette. No other colours should be used.



### Colour palette

Simple infographics can be applied in either full colour (colours 1,2,3 and 4), one colour (colour 1) or black and white (colours 1 and 2). Colours 1 and 2 should be the predominant colours with colours 3 and 4 serving as accents only.

### Iconography Application Examples



# INFOGRAPHICS - COMPLEX

Complex infographics are used when a large amount of information needs to be conveyed visually and engagingly. There is no limit with regards to the type of information, but good examples include complex statistics and information that needs to follow a process.

Multiple infographics



Consists of multiple infographics Complex

Infographics consist of various elements that must work together harmoniously to convey complex information. It is, therefore, important to apply your colours, tints, shades and shapes consistently. Do not make the components in your infographic too dissimilar.

Colour



Colour palette

Complex infographics use the primary, secondary, and tertiary colour palettes. Tints and shades of these colours may also be used. This all gives you enough flexibility to create sufficient differentiation between types of information and data and makes your infographic as rich and engaging as possible.

Colour applied



Colour usage

When applying colour to Complex infographics, please ensure that the primary colour palette is the predominant palette being used. The secondary and tertiary palettes must be used to supplement the design, not dominate it.

# ILLUSTRATIONS

Intricate graphics are utilised for communicating with a younger audience. The illustrations don't only help to tell the story that is being communicated, but also create a tone and energy that is specifically Services SETA.

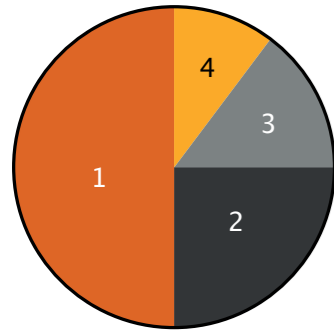


# DATA VISUALISATION

Charts are typically divided into categories based on their goals, aesthetics, or visual features. Since charts can be versatile and used in different ways, details and features of these categories are explained and contextualised here. Use these best practices as you create data visualisations.

## Charts - Simple

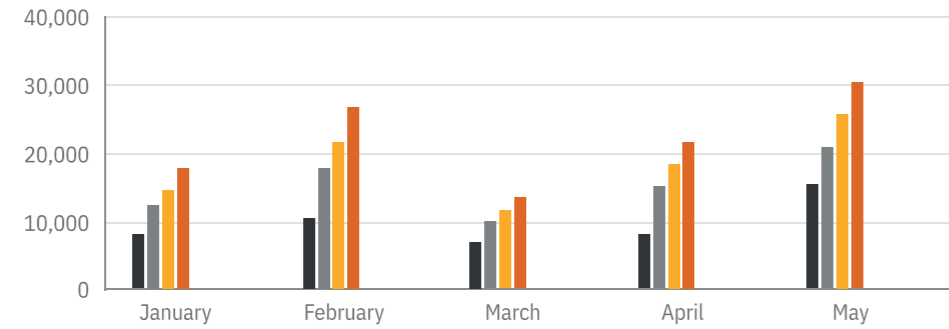
Colour



Colour

Simple charts use the primary palette. No other colours should be used when applying this approach.

Colour applied



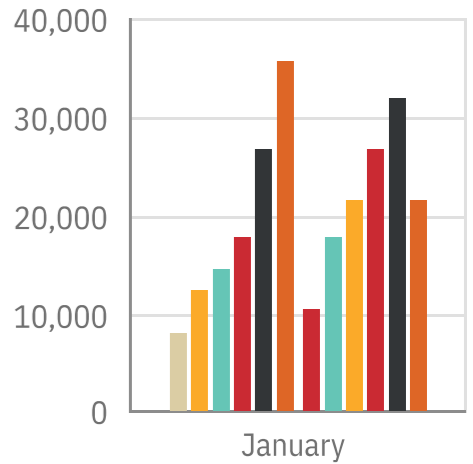
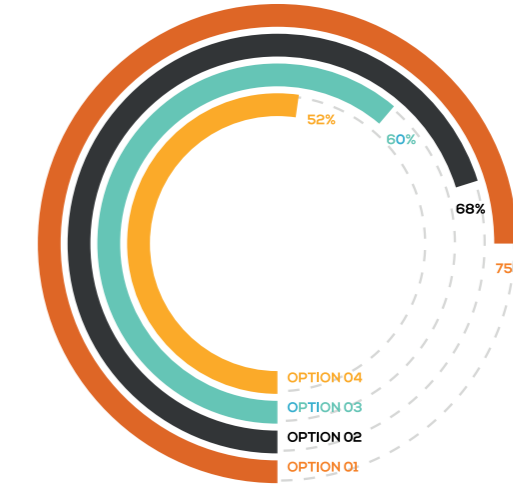
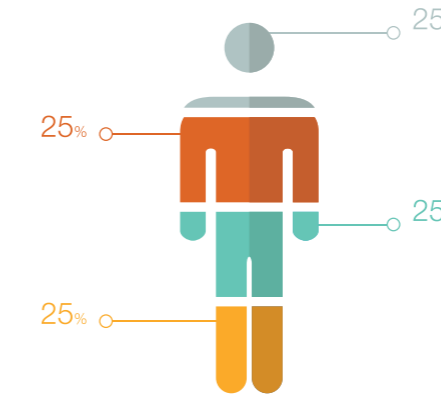
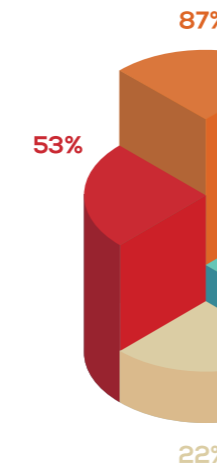
Colour Usage

In charts, colour serves a highly functional purpose as the primary and secondary palettes are used to differentiate between various types of data.



# CHARTS - COMPLEX

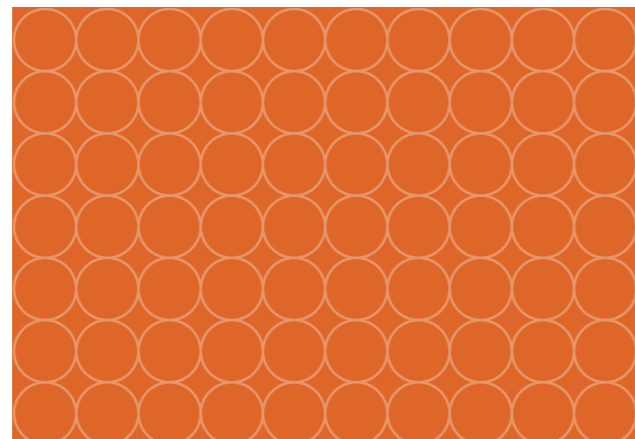
Complex charts are used when the information that needs to be conveyed consists of many variables. Complex charts incorporate an expanded colour palette, and vary in shape, size, and type.



## PATTERN & TEXTURES

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Pattern and texture branding elements can add character, distinction and an extra element of style and consistency to our brand!  
Keep in mind... our patterns and/or textures should encompass the message that you are sending out about our business.



## SECTION 9 BRAND ARCHITECTURE

# BRAND ARCHITECTURE INTRODUCTION

## Architecture

Brand Architecture structures communicate the relationships between an organisation's large and smaller divisions. In this way, it links up joint ventures, alliances, and company products to maximise brand value.

## Successful Brand Architecture

- Clarifies the nature of an organisation;
- Helps customers navigate through the business;
- Accelerates the communication of strategy;
- Maximises impact;
- Creates clarity; and
- Provides a framework for decision-making.

Our architecture defines the guiding principles for all internal and external applications of our brand identity and communicates the role of each entity carrying the Services SETA Brand. It defines Services SETA as the primary brand in the Group, with all entities within its portfolio serving the central purpose of building core Services SETA Brand equity.

# ARCHITECTURE APPLICATION

## Master Brand

The Services SETA full primary logo must be used in all strategic and official business materials. The primary logo consists of an icon called a pictorial mark or brand mark. A full logotype uses the brand mark and the full logo name below it. The primary logo is used for official business purposes, such as on letterhead, annual reports, and official business documents.



Services Sector Education and Training Authority

## Secondary Master Brand

The secondary logo is the shorter version without the full name beneath it. This logo is used for public-facing activities and brand promotion.



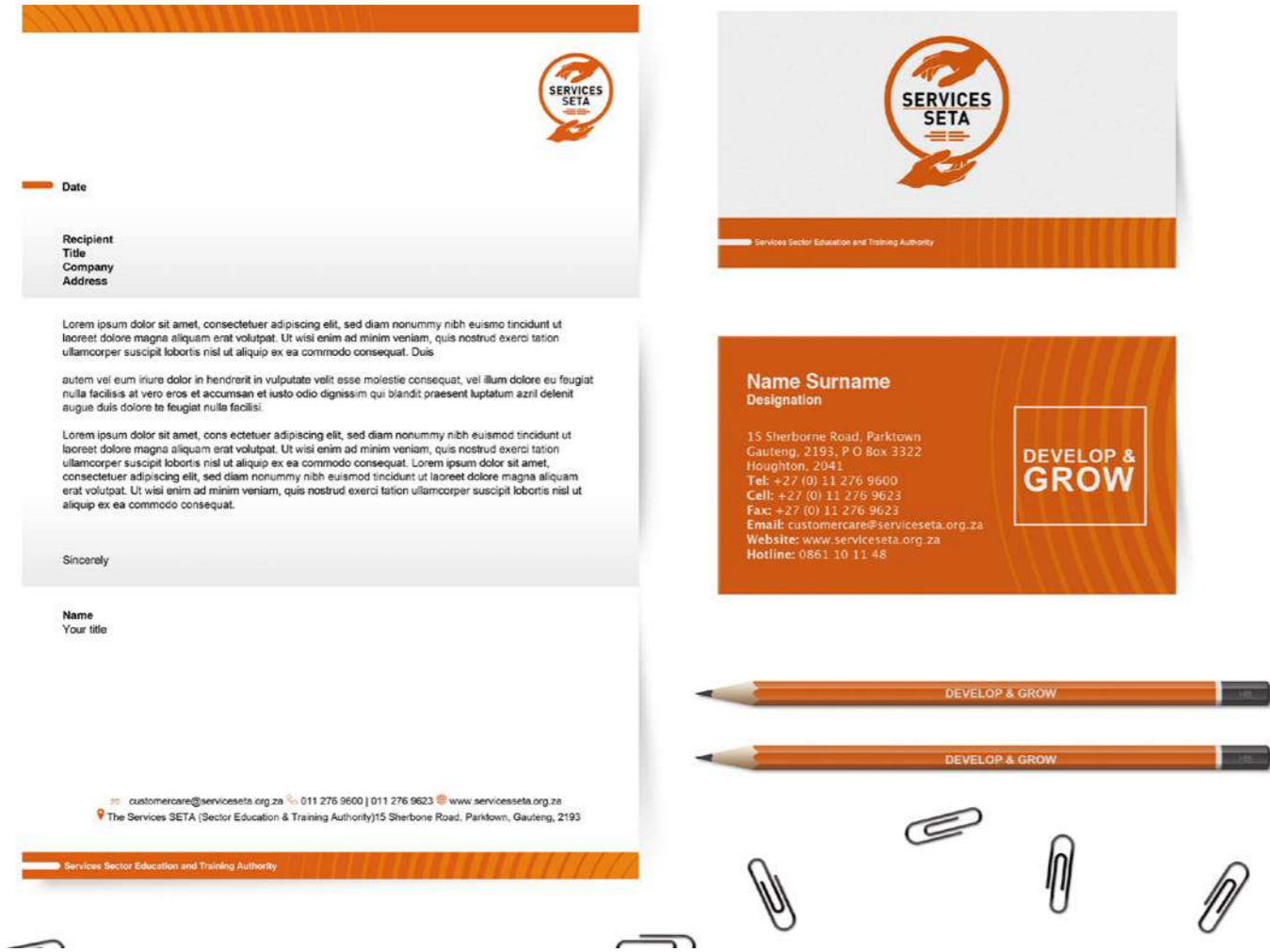
SERVICES SETA

# BRAND APPLICATION

## Master Brand

The Services SETA's full primary logo must be used across all strategic and official business.

- 1 – Full logotype; and
- 2 – Secondary Logo.



# BRAND APPLICATION

## Master Letterhead for External use

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front and back sides of the letterheads.

### Usage:

The letterhead will be used for all official communications from Services SETA.

### Parameter:

A4 – 210 x 297 mm

### Logo:

On letterheads, your logo size should be 39.88mm high.

Position your logo in the top right-hand corner of your letterhead.

### Address:

Position your address, fax, and website address in the 5mm left from the Logo.

### Font Typeface: Arial Regular.

Position your address, fax, and website address in the 10mm left from the bottom

### Font Colour: Black

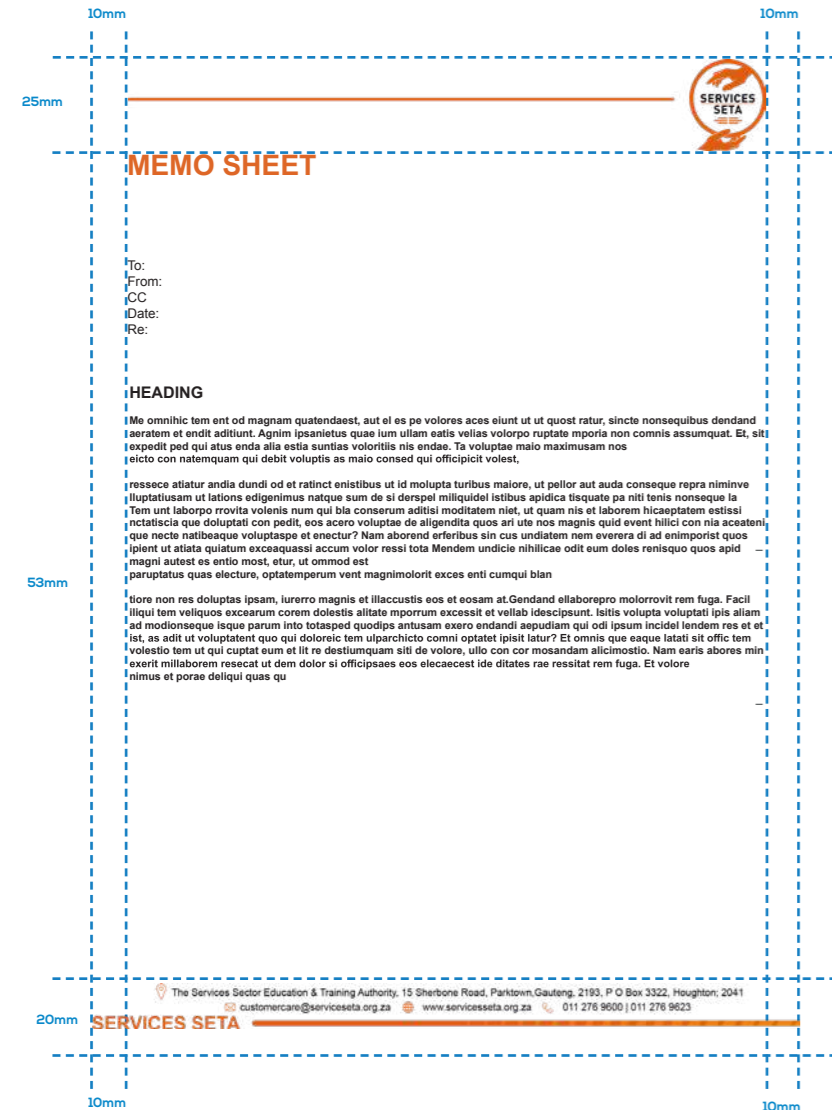
### Stock colour: White

### Printing: Single-sided

### Colours: Logo



# BRAND APPLICATION



## Memo Sheet for Internal use

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front and back side of the letterheads.

### Usage:

The letterhead will be used for all official communication from Services SETA.

### Parameter:

A4 – 210 x 297 mm

### Logo:

On letterheads, your logo size should be 39.88mm high. Position your logo in the top right-hand corner of your letterhead.

### Font Typeface:

Arial Regular. Position your address, fax, and website address in the 5mm left from the

### Font Colour:

Black

### Stock colour:

White

### Printing:

Single-sided

### Colours:

Logo

# BRAND APPLICATION

## Memo Sheet

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front of the Memo sheet.

### Usage:

The Memo sheet will be used for all official communication from Services SETA.

### Parameter:

A4 – 210 x 297 mm

### Logo:

On letterheads, your logo size should be 39.88mm high. Position your logo in the top right-hand corner of your letterhead.

### Address:

Position your address, fax, and website address in the 5mm left from the Logo.

### Font Typeface:

Arial Regular. Position your address, fax, and website address in the 5mm left from the

### Font Colour:

Black

### Stock colour:

White

### Printing:

Single-sided

### Colours:

Logo



# BRAND APPLICATION

## EMAIL SIGNATURE



Normal Email Signature



Festival Theme Email Signature

# BRAND APPLICATION

## Media Statement

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front of the Media Statement

### Usage:

The Media Statement will be used for all official communications from Services SETA.

### Parameter:

A4 – 210 x 297 mm

**Logo:** On the Media Statement, your logo size should be 27.18mm high. Position your logo in the top right-hand corner of your Media Statement.

**ADDRESS, TELEPHONE, FAX, AND WEBSITE ADDRESS:**

Font Typeface: Arial Regular. Position your address, fax, and website address in the 5mm left from the Logo.

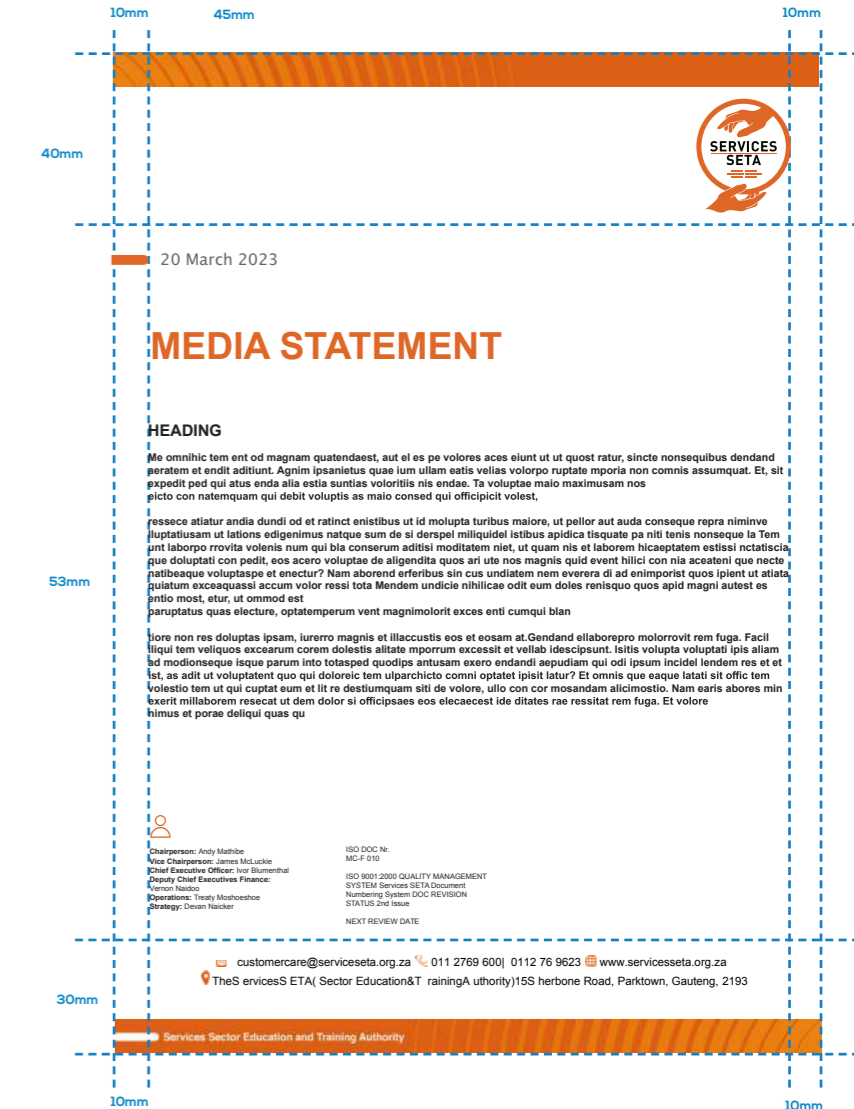
**Size:** 9–point type

**Key:** Size: 210 mm X 297 mm (A4),

**Font Colour:** Black

**Stock colour:** White, Printing: Single–sided, Colours: Logo

**Paper:** Camelot Cartridge 105gsm



# BRAND APPLICATION

## Company Business Cards

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front and backside of the business cards.

### Usage:

The business cards will be used for all official contact and communication of Services SETA.

### ADDRESS, TELEPHONE, FAX AND WEBSITE ADDRESS:

**Font Typeface:** Lucida Grande Position your address, fax, and website address in the 5mm from the bottom.

**Size:** 9–point type

**Key:** Size: 90 x 50 mm

**Font Colour:** white

**Printing:** Double–sided,

**Colours:** Logo

**Paper:** Camelot Cartridge 105gsm

**Print:** CMYK



# BRAND APPLICATION

## Company Folder

### Explanation:

This shows the approved layouts with the primary elements of the SERVICES SETA stationery system for the front and back sides of the Folder.

### Usage:

The Folder will be used for all official contact and communication of Services SETA.



# BRAND APPLICATION

## PowerPoint

### Explanation:

This shows the approved layouts with the primary elements of the Services SETA stationery system for the front and back sides of the PowerPoint presentation.

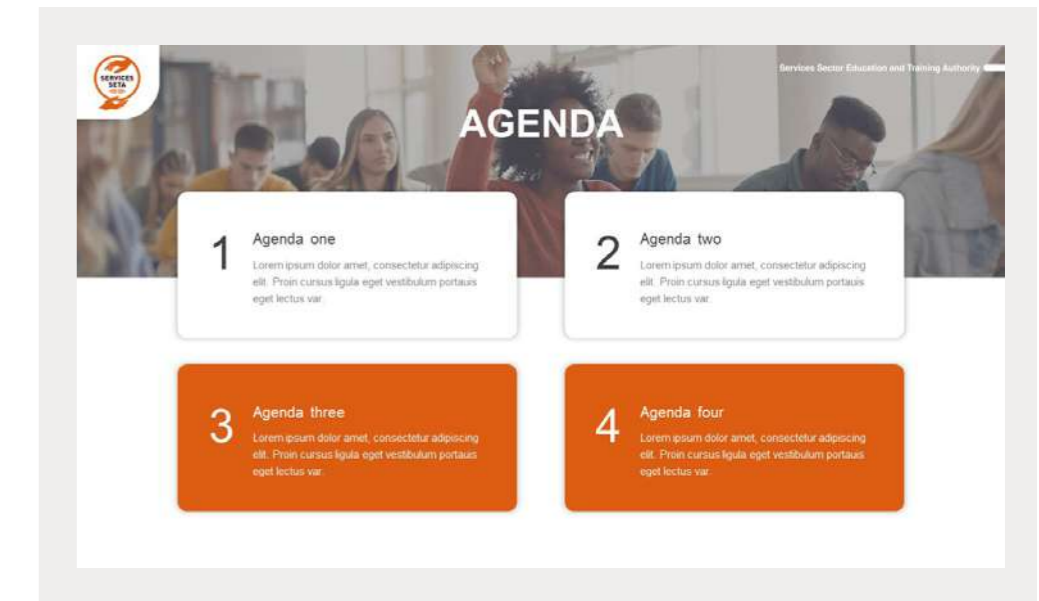
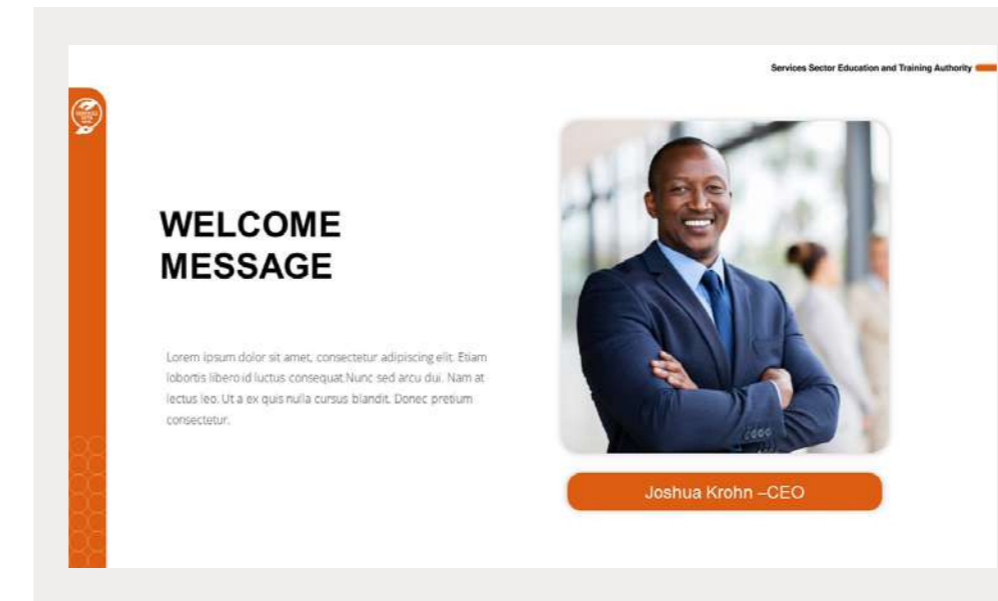
### Usage:

The PowerPoint will be used for all official contact and communication of Services SETA.



# BRAND APPLICATION

## PowerPoint Slide Examples



# BRAND APPLICATION

## PowerPoint Slide Examples

Services Sector Education and Training Authority

### ABOUT OUR COMPANY

**Who we are**  
 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis libero id luctus consequat. Nunc sed arcu duNiam at lectus leo. Ut a ex quis nulla cursus blandit. Donec pretium consectetur libero ac tempus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis libero id luctus consequat. Nunc sed arcu duNiam at lectus leo. Ut a ex quis nulla cursus blandit.

### WHAT KEEPS US MOVING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis libero id luctus consequat. Nunc sed arcu duNiam at lectus leo. Ut a ex quis nulla cursus blandit. Donec pretium consectetur libero ac tempus. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Etiam lobortis libero id luctus consequat. Nunc sed arcu duNiam at lectus leo. Ut a ex quis nulla cursus blandit.

Services Sector Education and Training Authority

### A LITTLE BIT OF HISTORY

Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting.

2020 – Our business in time  
 Lorem ipsum dolor amet, consectetur adipiscing elit. Proin cursus ligula eget vestibulum portaus eget lectus var.

2018 – Our business in time  
 Lorem ipsum dolor amet, consectetur adipiscing elit. Proin cursus ligula eget vestibulum portaus eget lectus var.

# BRAND APPLICATION

## PowerPoint Slide Examples

Services Sector Education and Training Authority

### FINANCIAL SHEET

Description	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Total
Straight to savings	500	420	3000	500	420	3000	50.550
Rent	50	900	2800	50	900	2800	128.000
Utilities	250	800	150	250	800	150	96.560
Gas	3000	550	960	3000	550	960	256.000

Services Sector Education and Training Authority

### DATA CHARTS

Bar chart showing Value 1 (orange bars) and Value 2 (blue line with circles) from 2014 to 2020.

Year	Value 1	Value 2
2014	240,000	~50,000
2015	1,000,000	~100,000
2016	3,800,500	~3,000,000
2017	5,200,000	~4,500,000
2018	4,800,000	~3,500,000
2019	1,250,000	~1,000,000
2020	2,500,000	~2,000,000

# BRAND APPLICATION

## Name Tag

### Explanation:

This shows the approved layouts with the primary elements of the SERVICES SETA Stationery system for the front and back sides of the Name Tag.

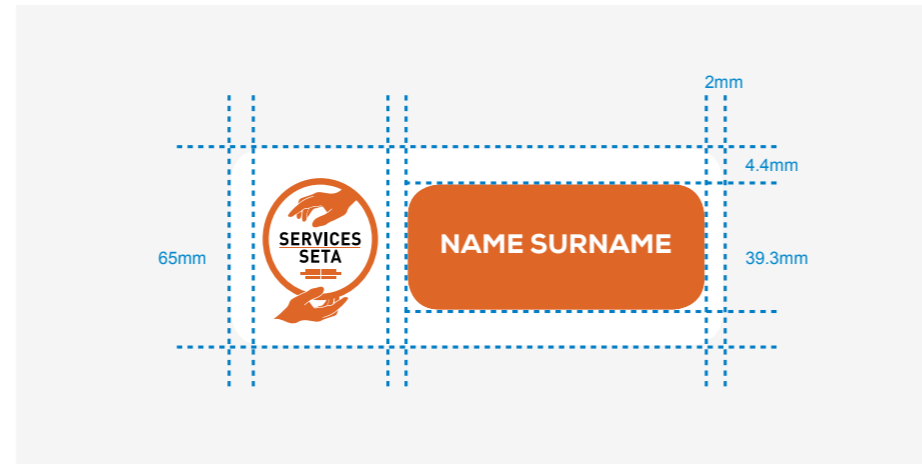
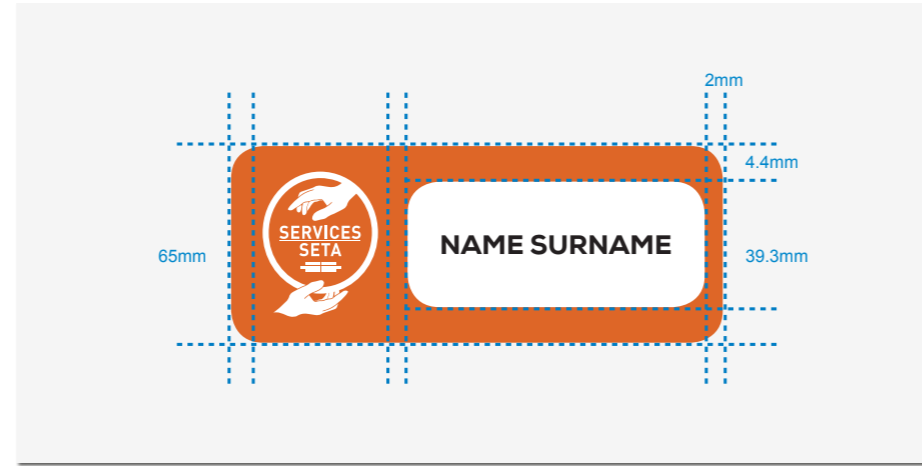
### Usage:

The Name Tag will be used for all official contact and communication of Services SETA.

### Original Size

A4: 65 x 26mm

KEY: Size: 80 x 26 mm



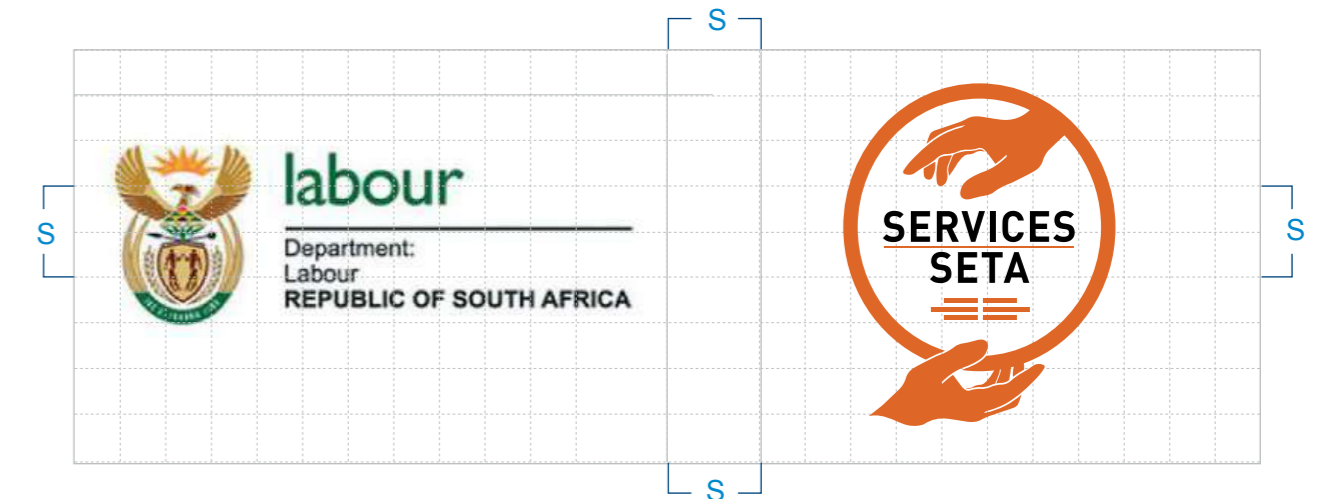
## SECTION 10 CO-BRANDING

# CO-BRANDING INTRODUCTION

Apart from authorised users of the Services SETA logo (i.e. training providers and levy-paying member companies) – who must always position the Services SETA logo at the bottom right of all their promotional material – other third parties may wish to co-brand with the Services SETA to signify a joint venture, a partnership on a specific communications project or initiative, or merely an endorsement by the Services SETA. If the Services SETA is the main sponsor there are two options. In each case, the Services SETA logo should always take a position of priority. It should always be on the right-hand side or above the other organisation. The size of the Services SETA logo and the company co-branding must match.

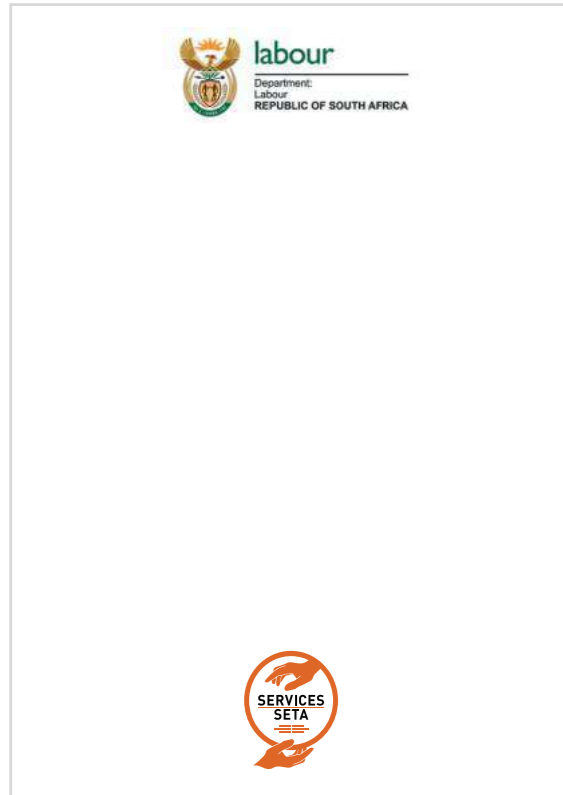
## CO-BRANDING LOGOS

The placement of logos communicates brand dominance. The dominant brand is always on the left or on top, and the subordinate/partner logo is always on the right or bottom. Maintain the proper clear space around each logo.



## CO-BRANDING LOGOS

If the Services SETA is an equal branding partnership with another organisation or company, the Services SETA logo should be displayed directly below the other entity, or at the bottom right of the application. The size of the Services SETA logo and the company co-branding must match.



*Please note: When co-branded, the two logos must not be closer than the SSETA control grid allows. There must also be the correct empty space around the edge of the page.*

## CO-BRANDING LOGOS

When co-branding with multiple partners, if the Services SETA is the main sponsor, it must be in a prominent position at the top of the page to assume priority within the co-branding group. The co-sponsors must also be 2/3rds the size of the Services SETA logo.

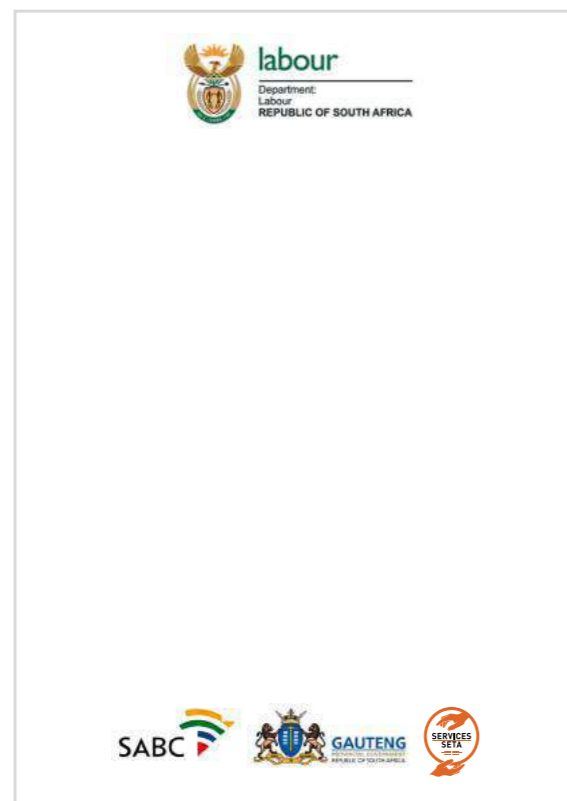
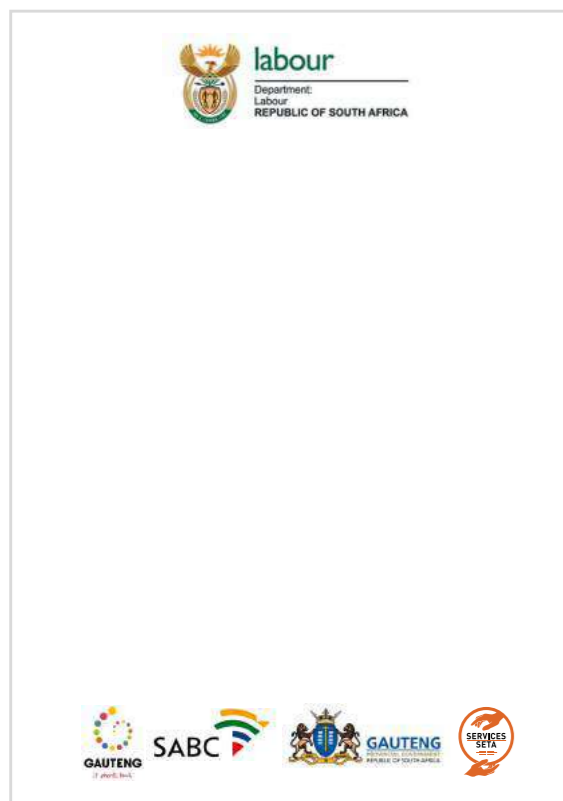


*In all cases and at all times, permission to co-brand with the Services SETA or to acquire endorsement from the Services SETA must be obtained from the SSETA marketing department.*

## CO-BRANDING LOGOS

---

If the branding partner is the lead sponsor, the Services SETA logo should either be displayed directly below the other entity, or at the bottom left of the application. The size of the Services SETA logo should be equal to or no less than 2/3rds of the other party.



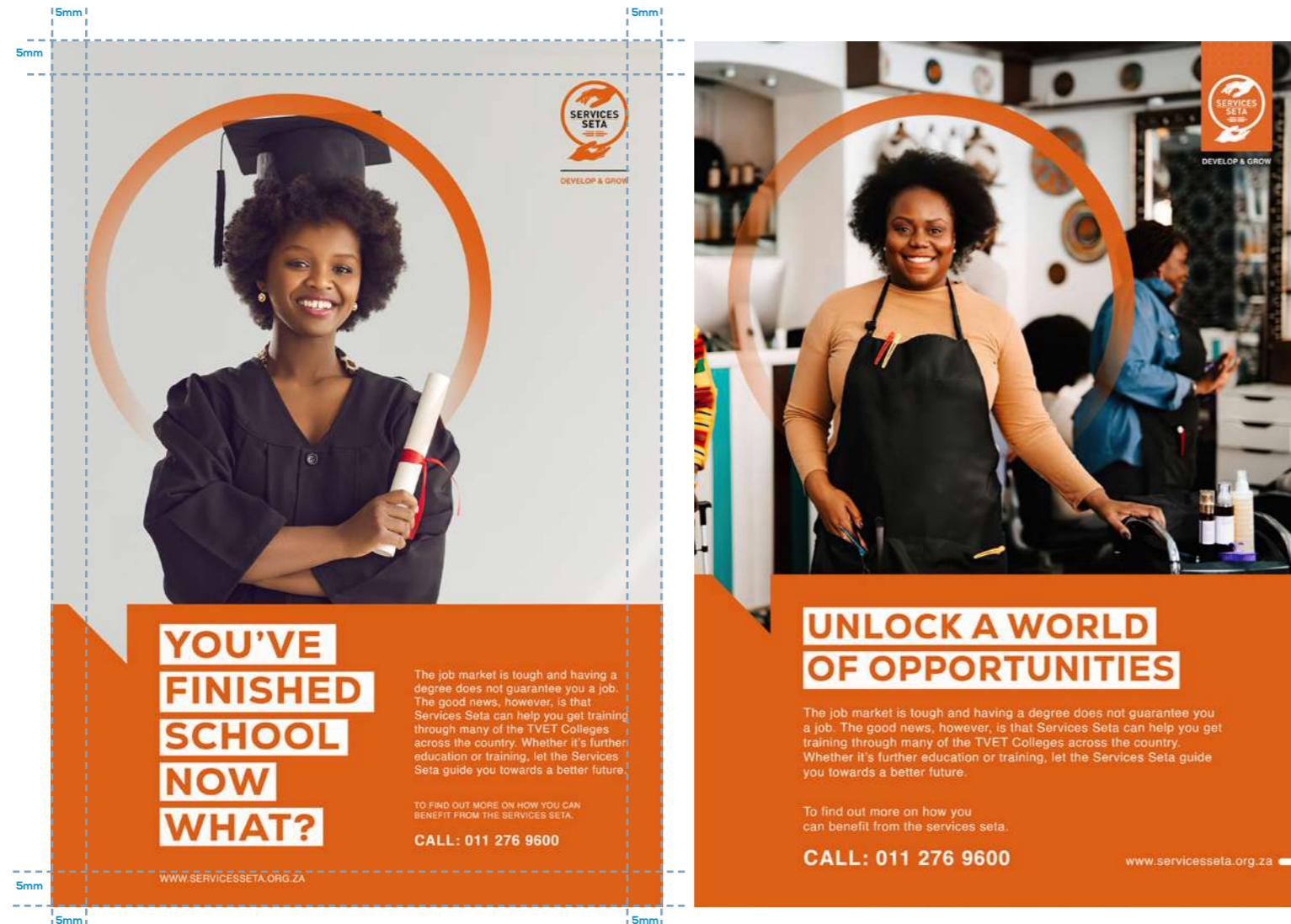
*Please note: When co-branded, the two logos must not be closer than the SSETA control grid allows. There must also be the correct empty space around the edge of the page.*

# SECTION 11 MEDIA PRODUCT

# MEDIA PRODUCT

## Print AD Example

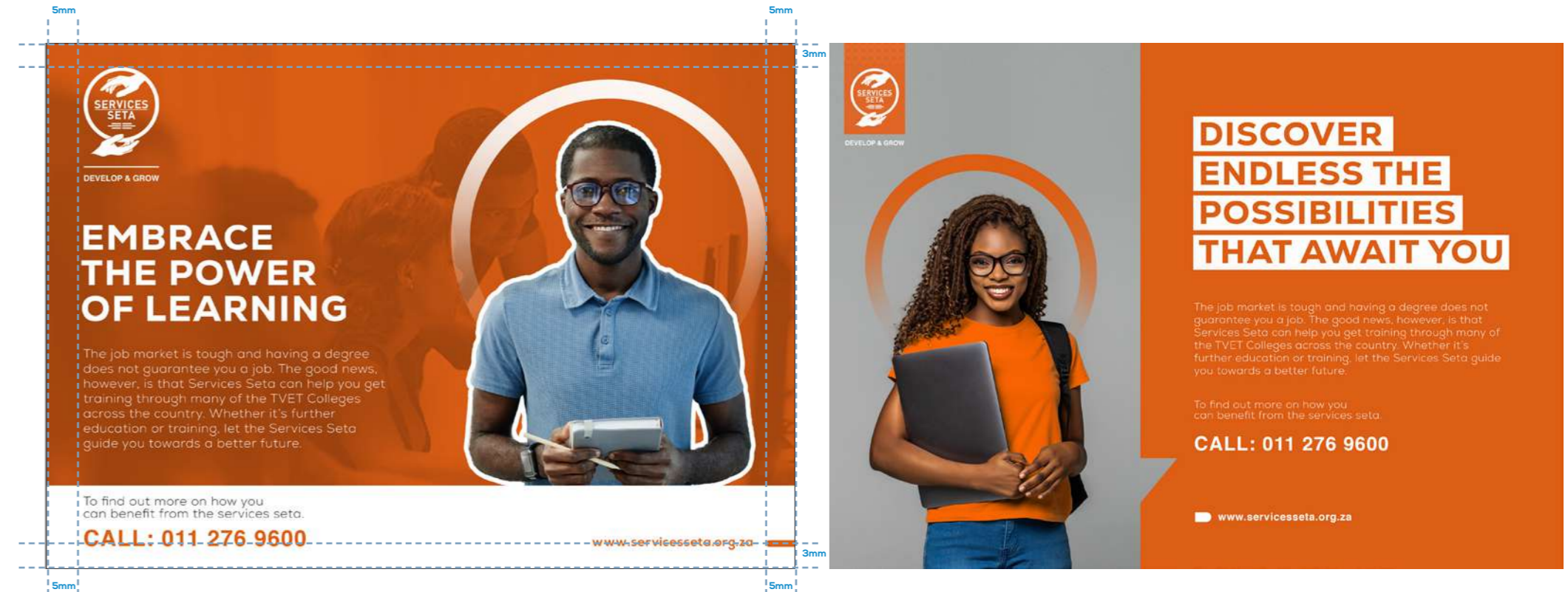
Portrait  
 Size: 210 x 297mm  
 Key: Size: 210 x 297mm Stock  
 Colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Print AD Example

Landscape



# MEDIA PRODUCT

## Strip AD

Key Size: 153 X 73 mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Half Page AD

Size: 27x10cm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Note Pad

Size: 148 x 210mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Career Guide

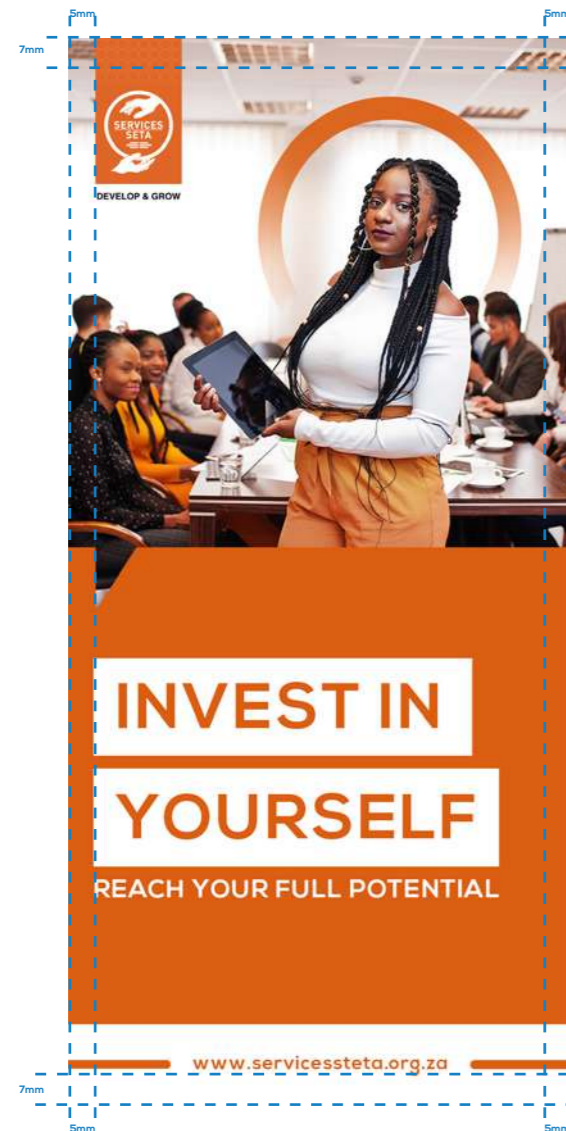
Size: 148 x 210mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## DL Brochure

Size: 210 x 297mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



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### SERVICES SETA: THE GATEWAY TO YOUR DREAM CAREER

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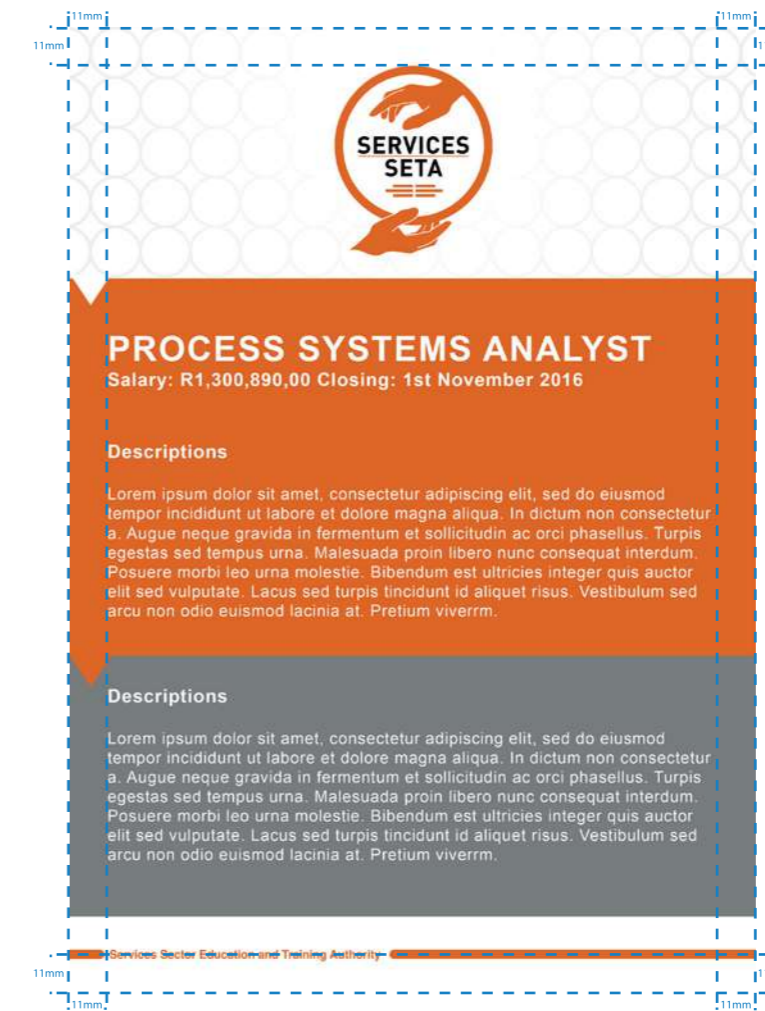


UDANDIS ET, HAUT acerume ip s untio ns e do luptas accullo ribusciunt unt provitint.Cae lam dem vitatur recte corpus molorit modi vel magnis dolut ipsamus rehenimus, coreces eritiaCimagnis et, quam que is cusdant restiis ipsuntis nem volorporrum, torumqu odipis moluptibusam harissu ndaepe vel et, uptionsecae eos doluptat quuam fugiae mod ut vollupt invent.Qui occum restium reresequam estotatur reperempel is dicto con cus expero dentum.

# MEDIA PRODUCT

## Job Documents

Size: 210 x 297mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour and greyscale



## Grayscale



# MEDIA PRODUCT

## Newsletter

Size: 210 x 297mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Pull-Up Banner

Size: 850 x 2200mm  
 Stock colour: White  
 Printing: Single-sided  
 Colours: Full colour



# MEDIA PRODUCT

## Pull-Up Banner



## Hanging Banner



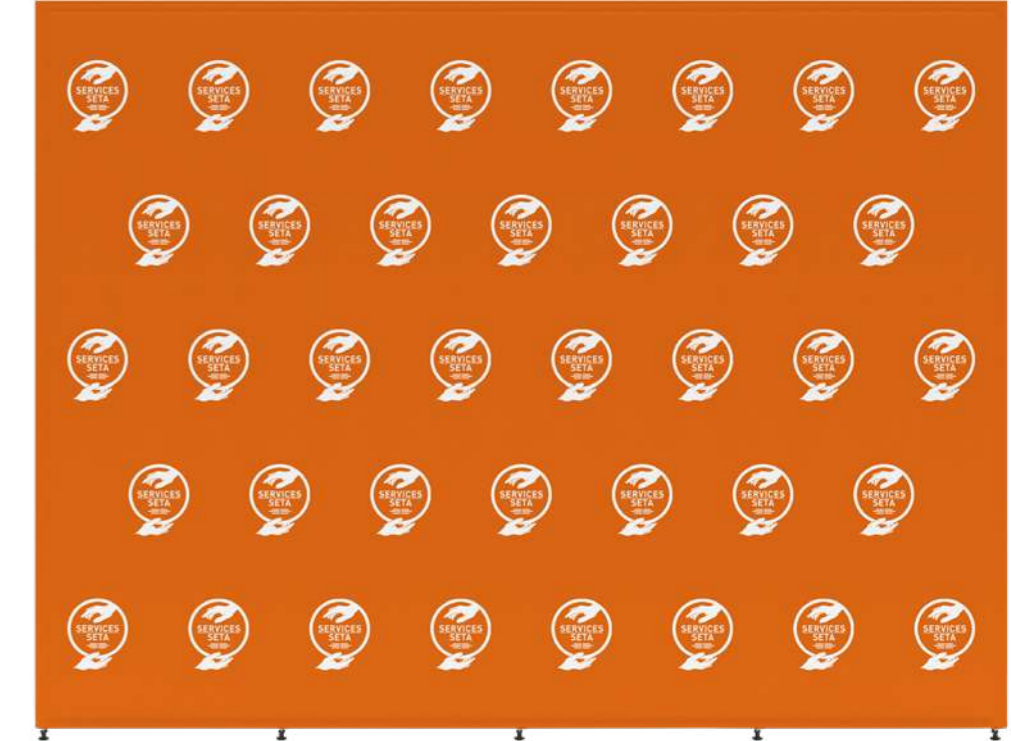
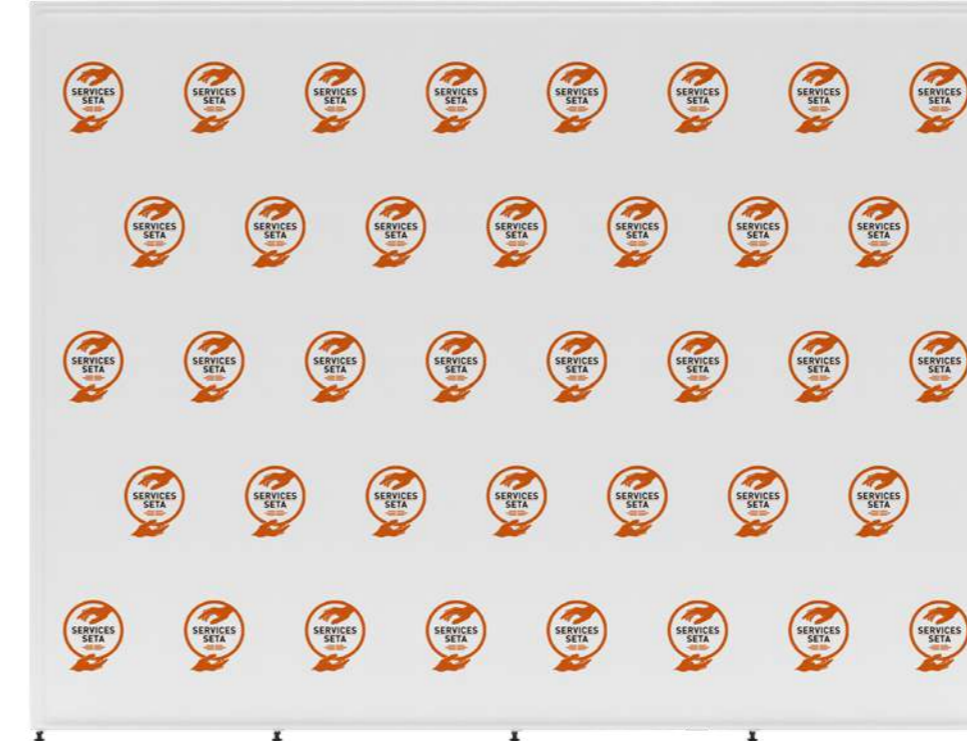
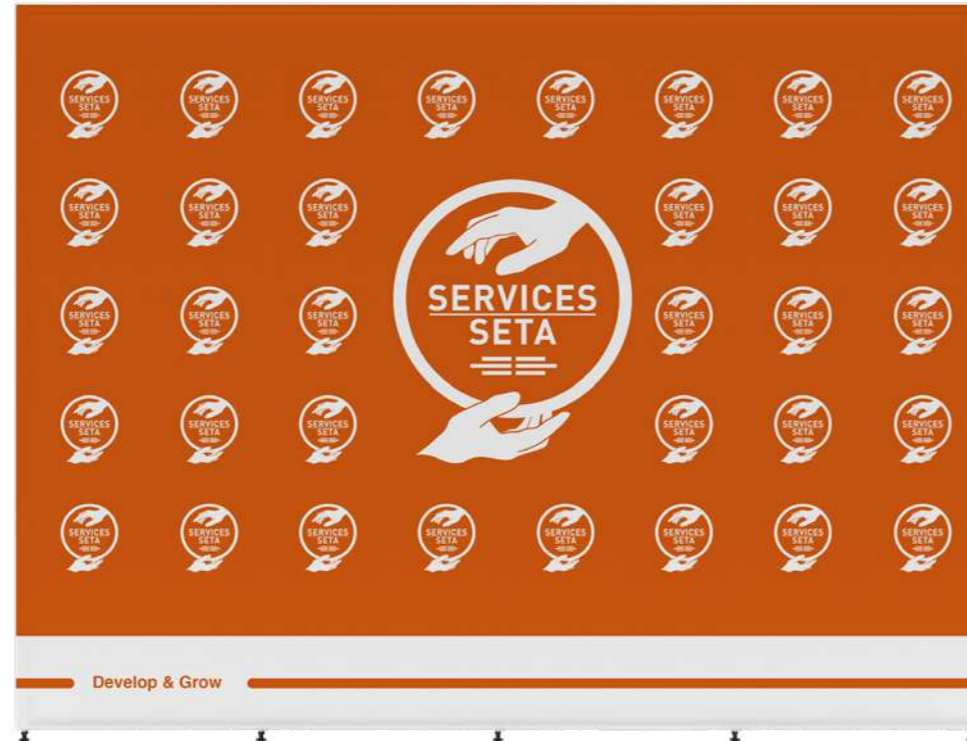
# MEDIA PRODUCT

## Backdrop Banner



# MEDIA PRODUCT

## Backdrop Banner



## SECTION 12

# DIGITAL APPLICATIONS

## 12

## DIGITAL APPLICATIONS

Our team embraces the digital layout guide as a guiding principle to ensure a consistent visual identity in our digital investments. Digital design encompasses an array of distinct fields and skills, and the end goal is to create an immersive user experience on a virtual platform. The digital layout entails designing numerous components, such as email signatures, Teams/Zoom backgrounds, social media banners, mailers, online banners, and intranet banners, among others.

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# DIGITAL APPLICATIONS

## Emailer

The header contains a clear, well-cropped image relating to the main copy line. The header size is a minimum of 270px and a maximum of 320px high.

## Single-column layout



Hi Thabo

This is a reminder for the opening morning of the Standard Operating Procedure Work Shop:

Thursday 29th September 2023, at 10:00

Join us and experience endless possibilities Services SETA has to offer. We look forward to seeing you there.

The Services SETA

[www.servicesseta.org.za](http://www.servicesseta.org.za)

# DIGITAL APPLICATIONS

## Emailer

Emailers with more content must keep the messaging clear and easy to read. The copy should be limited to the main information necessary for the reader.

When deciding on how many columns to use for a multi-column layout, it is preferable to use fewer columns and increase the height of the creative. Column width should be determined by readability.

## Multi-column layout



### Services Seta: South Africa's Premier Training Provider

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.



### Discover endless possibilities that await you

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

### Join South Africa's Skilled Workforce

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# DIGITAL APPLICATIONS

## Homepage Takeover

The screenshot shows a takeover of the news24.com homepage. At the top, a banner reads "Services Seta: The Gateway to Your Dream Career". The Services Seta logo is prominently displayed on the left, with the tagline "DEVELOP & GROW" and the text "Join South Africa's Skilled Workforce" and "Get Ahead with Services Seta: Elevate Your Skills, Elevate Your Career". The main content area features a "BREAKING NEWS LIVE" alert about polygraph tests. A "MOST READ" section highlights a story about Mangaung councillors. A large vertical banner on the right features a woman in a graduation cap and the text "INVEST IN YOUR FUTURE UNLOCK YOUR POTENTIAL" with the Services Seta logo and "DEVELOP & GROW". The footer includes the website URL "servicesseta.org.za".

# DIGITAL APPLICATIONS

## Homepage Takeover

The screenshot shows a takeover of the Mail & Guardian website. The Services Seta logo is placed on the right side of the page. A large advertisement banner features a woman in a graduation cap and the text "INVEST IN YOUR FUTURE UNLOCK YOUR POTENTIAL" with the Services Seta logo and "DEVELOP & GROW". On the left, a vertical banner reads "UPGRADE YOUR SKILL WITH SERVICES SETA". The main content area features a "Business" section with a headline "Tax on soft drinks could benefit obese SA" by Lynley Donnelly. Other articles include "SA wades into global app regulation battle" and "Sars keen on stricter transfer pricing documentation" by Lisa Steyn. The footer includes social media icons and a "CONNECT" section.

# DIGITAL APPLICATIONS

## Banner Campaign Example

**Half-page Ad 300x600**

**Skyscraper 160x600**

**Pop-under 720x300**

**Square pop-up 250x250**

**Medium Rectangle 300x250**

**Leaderboard 728x90**

**Mobile Banner 320x100**

# DIGITAL APPLICATIONS

## Zoom/Teams Background

Services Sector Education and Training Authority

## SECTION 13

# SOCIAL MEDIA

## 13

## SOCIAL MEDIA

Social media sites like Facebook, Twitter, YouTube, LinkedIn, and Instagram are important and influential external communication channels for our community. We encourage their development and use. To assist you in posting content and managing these sites, Services SETA developed guidelines and standards for official Services SETA use of social media. These guidelines and standards refer to external social media where the public can join the conversation, and applies to staff, and groups or partners using social media accounts associated with the Services SETA's departments, programmes, and offices.

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# SOCIAL MEDIA

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## Guidelines

### Copyright

Be aware of copyrighted material. If you are allowed to use or link to material or images, give proper credit to the original source. Do not take images from places like Google/Bing image search, unless they are copyright, royalty-free assets. Keep records of permissions received.

### Visual Assets

If you require visual assets to include with post copy, you may use images from the company's stock photo website account. You may also use online images that are not copyrighted and available for commercial use without attribution, such as those found at Pixabay.com. Please contact the Marketing department if you have any questions.

### Brand

Imagery associated with Services SETA should remain consistent with Services SETA's brand. Social media avatars and logos should use one of Services SETA's logos. Creative Department or Marketing can provide additional guidance with graphics and design, such as adding your event name/title to the logo.

### Naming Convention

All social media account names should be preceded with "Services SETA" to remain consistent with the brand.

### General Tips for Posts

- Pictures and videos generate more attention than text.
- Keep text copy short and precise;
- Check grammar and spelling;
- Use #hashtags where appropriate, but do not overuse a particular hashtag, or use too many;
- Post a variety of relevant, valuable, and engaging content. Examples include articles, links, photos, videos, and event information;
- Be accurate with information and check/verify your sources and references;
- Check spelling and grammar and keep the language clean and proper; and
- Use a weekly or monthly planner and schedule your posts several days in advance.

# SOCIAL MEDIA

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## Guidelines

### The Tone of Voice

- Sincere and genuine;
- Confident and knowledgeable;
- Approachable and friendly;
- Positive and upbeat; and
- Respectful and professional,

### Language

- Use plain language that is easy to understand;
- Focus on the benefits and outcomes of our services;
- Highlight our expertise and success;
- Engage with our audience through questions, polls, and interactive content; and
- Celebrate achievements and milestones with our audience.

Overall, the tone of voice and language should be consistent across all social media platforms and creative artwork to reinforce the Services SETA brand and build strong connections with our audience.

### Ownership of Posts

All messages on all central media platforms are posted in the character voice described above. We DO NOT attach names or initials to posts.

### Reposting and Sharing

Services SETA's logos and/or visual identity cannot be used for personal social media without company permission. We support reposting of Services SETA material on your personal social media account(s). It helps us spread the word about our great services. Employees of Octagon Studio should follow full disclosure rules to protect the company's reputation and privacy.

### Imagery


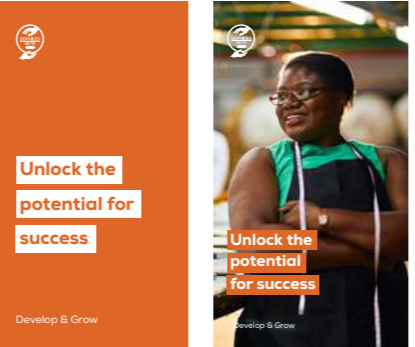
- All avatars or profile images should align with Brand Guidelines; and
- Cover images should be the same across ALL platforms.

# SOCIAL MEDIA

## Visuals Overview

There are two visual sizes for Services SETA's social media channels.

Visual 1:1 has a square format and keeps an aspect ratio of 1 (width) by 1 (height). Visual 9:16 has a vertical format and keeps an aspect ratio of 9 (width) by 16 (height). This table provides a quick overview of the visuals, and on which channels they are used.

PRODUCTS	SIZE	VISUAL ASPECT	SOCIAL MEDIA CHANNELS
Visual 1:1	1080 px (width) 1080 px (height)		<ul style="list-style-type: none"> <li>Facebook</li> <li>Twitter</li> <li>LinkedIn</li> <li>Instagram</li> </ul>
Visual 9:16	1080 px (width) 1920 px (height)		<ul style="list-style-type: none"> <li>Facebook</li> <li>Instagram</li> <li>Tik Tok</li> </ul>

# SOCIAL MEDIA

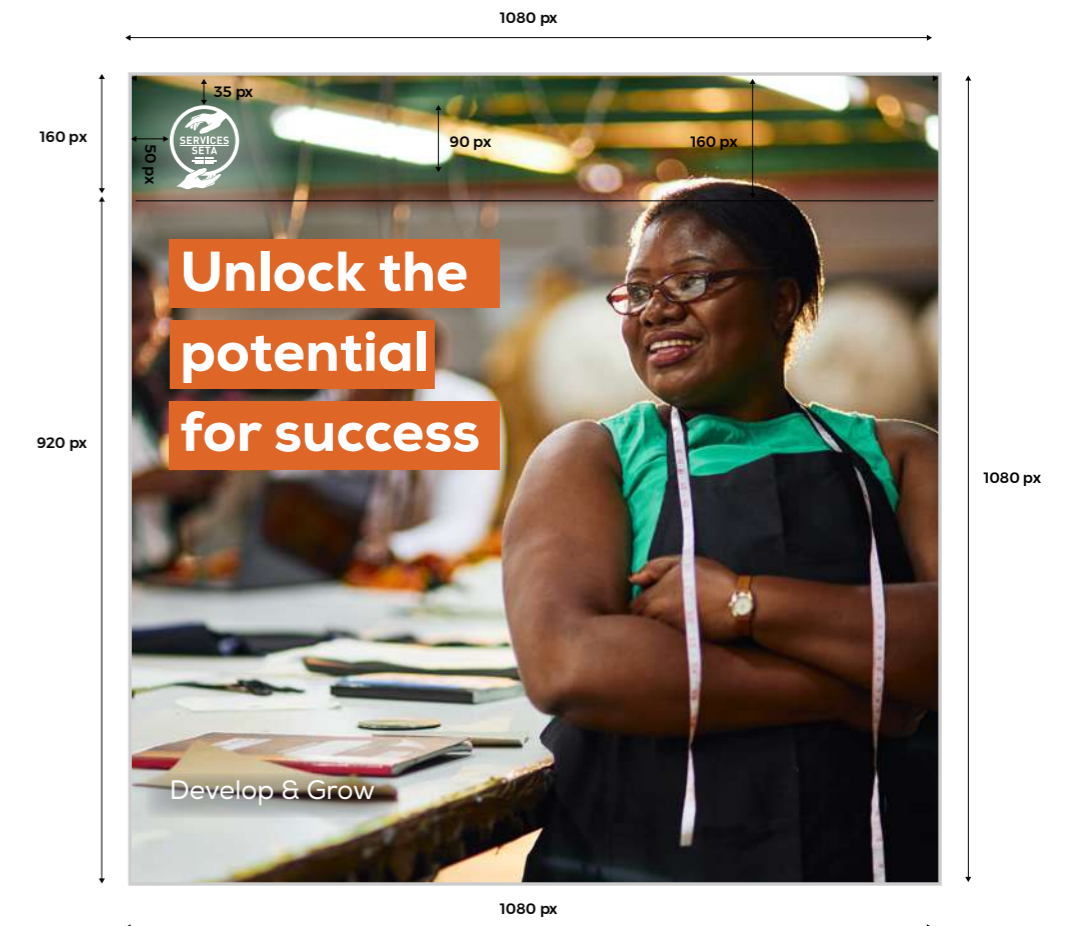
## Visual 1:1

This visual keeps a 1:1 aspect ratio. The recommended size is 1080 px in length and 1080 px in height.

The Services SETA logo size is 90 px in height. A minimum distance between the logo and other elements must be maintained to ensure that the Services SETA logo appears properly and distinctly. The Services SETA logo safe area is 35 px on the upper and 50 px on the right and left sides.

The footer safe area size is 1080 px x 160 px. It is highly recommended to not to put anything in the footer area (1080 px x 160 px) other than the Services SETA logo and background.

The Services SETA logo should go on the lower left corner, respecting the safe area. If the background is an image, the image must have a resolution higher than 72 dpi. Using high-quality, bright, colorful and not blurred images is recommended.



# SOCIAL MEDIA

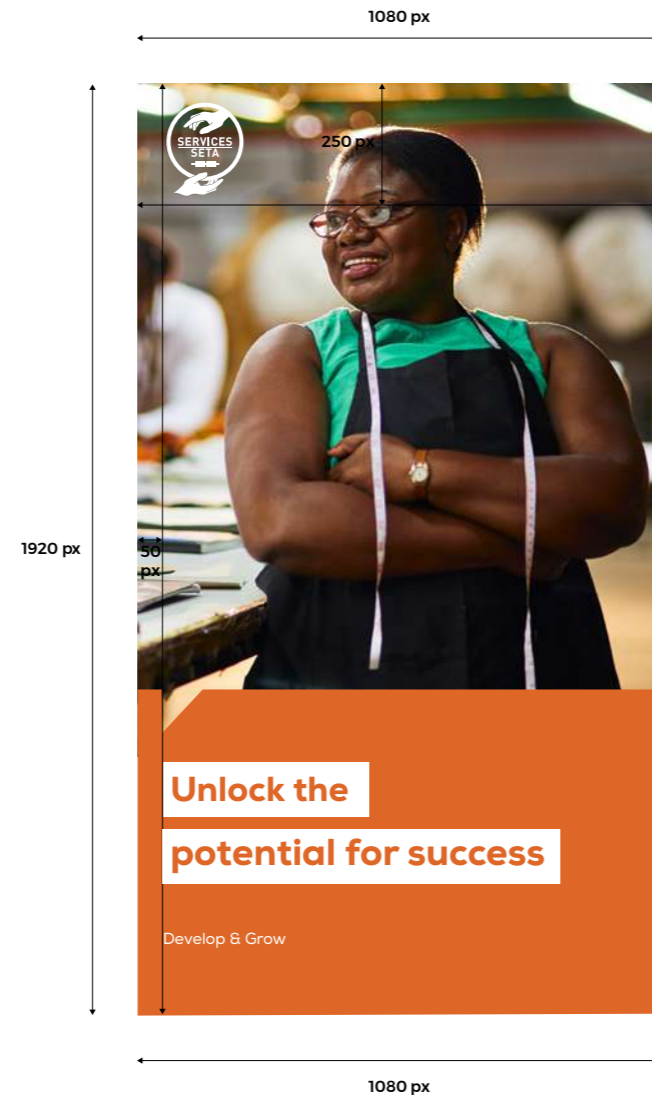
## Visual 9:16

The visual keeps a 9:16 aspect ratio. The recommended size is 1080 px in length for 1920 px in height.

The use of this size is limited to visuals for Instagram, Facebook and LinkedIn stories, Twitter Fleets and TikTok.

The Services SETA watermark should be added to the visual. Please use the official template of the watermark available below.

Please ensure that your text is enclosed in the safe area: 250 px for the upper side and the underside, 50 px.



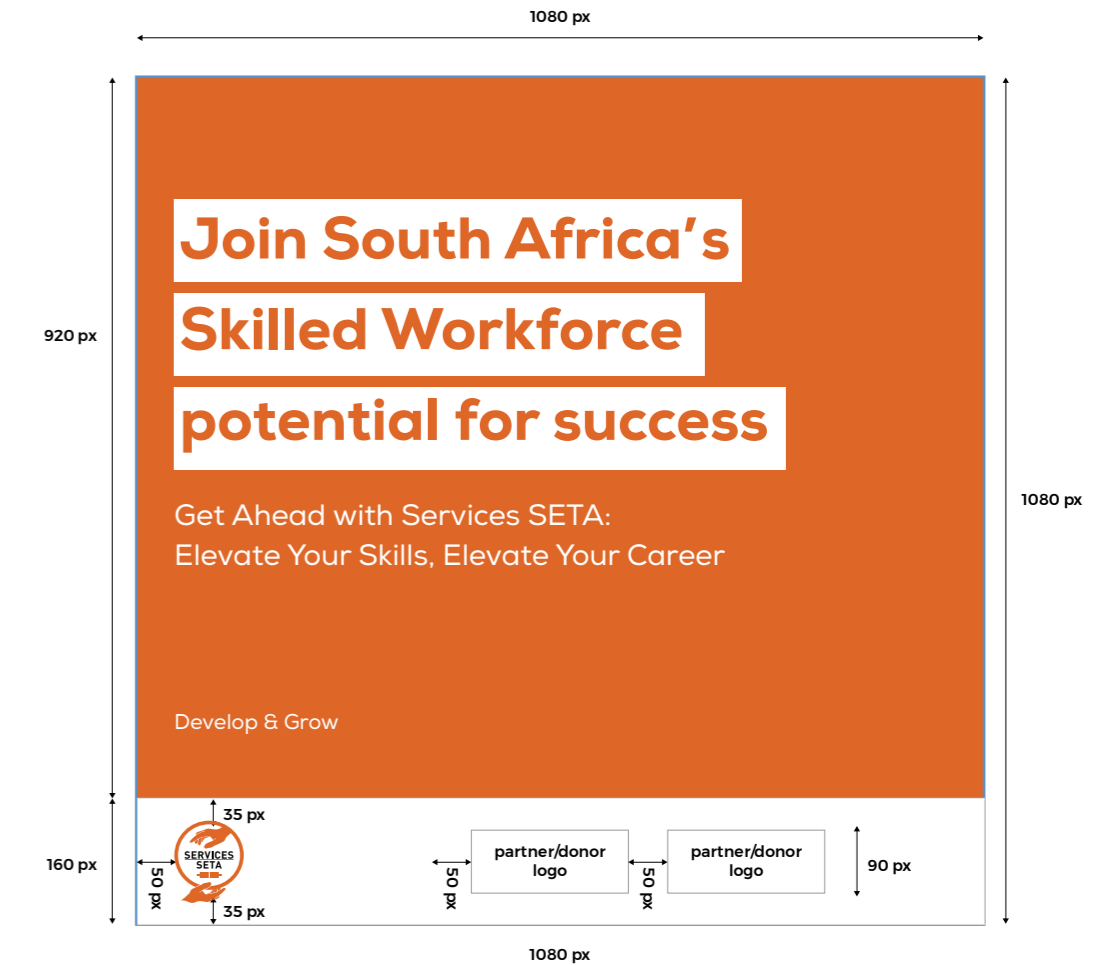
# SOCIAL MEDIA

## Multiple Logos

If other logos must be added, the Services SETA logo should be placed on the lower left, followed by the other logos, which must respect a minimum distance of no less than 40% of the Services SETA's emblem size.

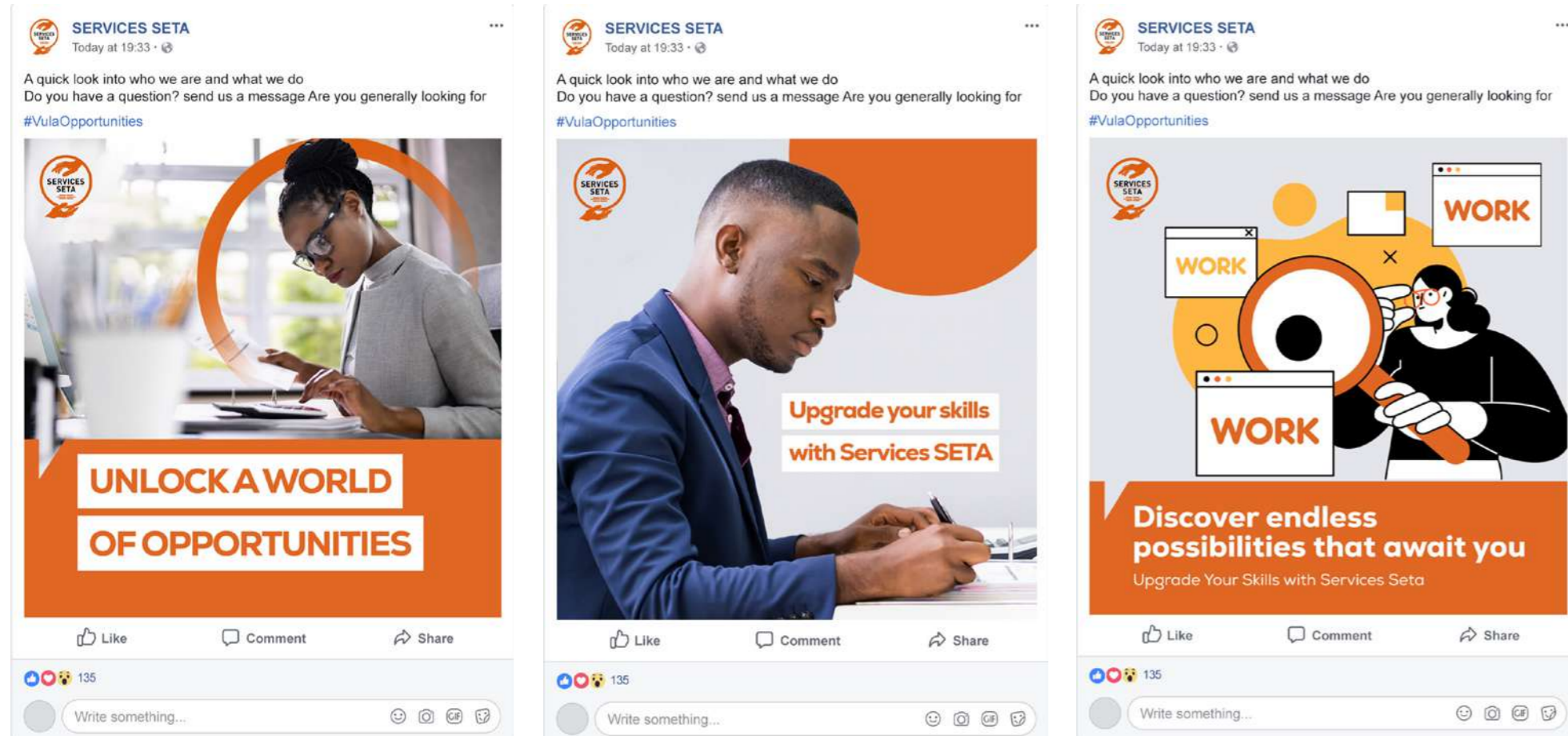
The minimum distance recommended is 50 px. When the Services SETA logo is present, together with other logos, the other logos should have the same size as the Services SETA logo (90 px in height) and appear with the same prominence.

With multiple logos, the use of the white footer is highly recommended.



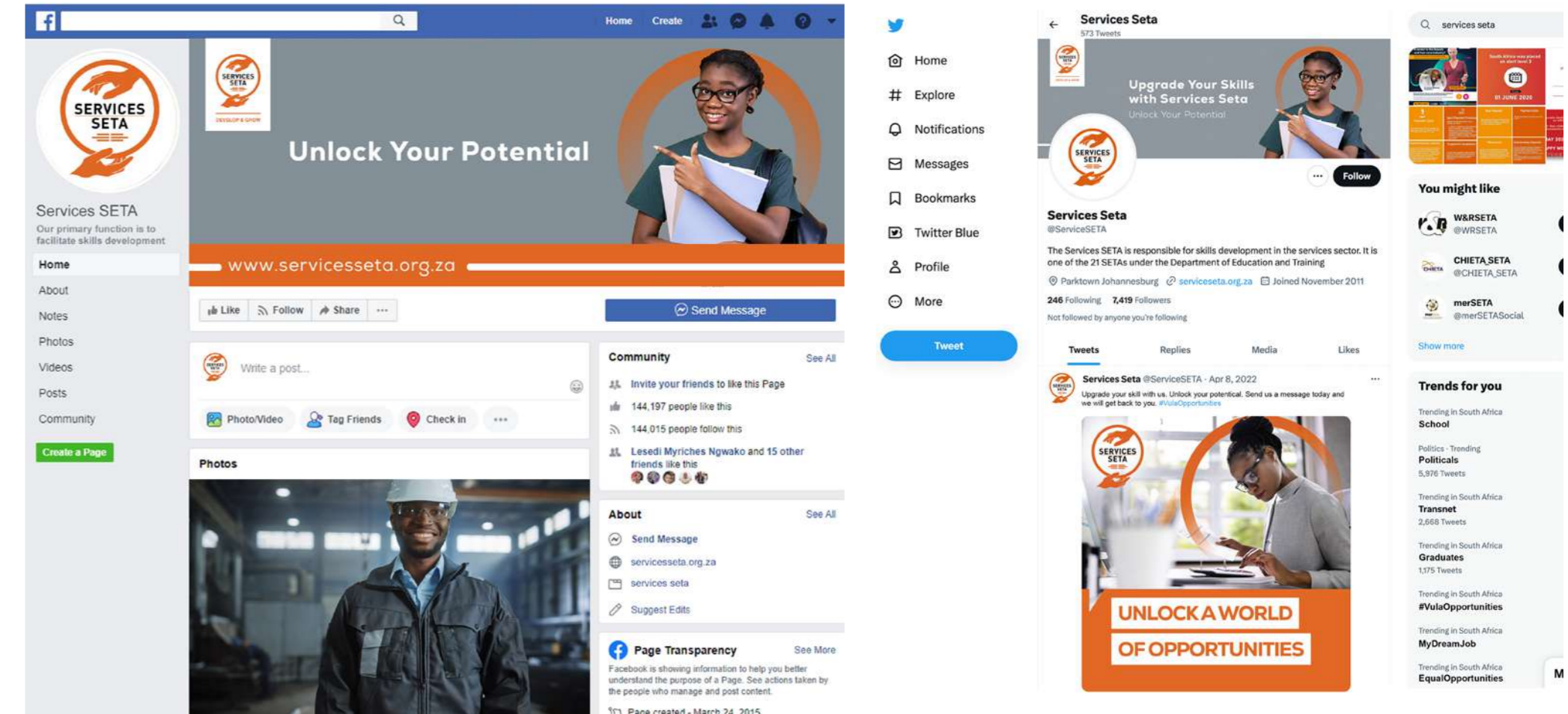
# SOCIAL MEDIA

## Post Examples



# SOCIAL MEDIA

## Header Examples



## SECTION 14

# BRANDED MERCHANDISE

## 14

## BRANDED MERCHANDISE

Branded merchandise is a good way of creating a brand connection with a tangible, useful, meaningful object. These objects serve as reminders of the Services SETA brand.

### Application

Applying our logo to merchandise requires careful consideration given the variety of surfaces and space limitations. It is especially important to follow the colour and clear space guidelines as closely as possible.

The object should be removed if it contains a manufacturer's label or mark. If it cannot be removed, the manufacturer's tag or label may only appear on the interior of an item being branded. Always use approved artwork.

### Appropriate merchandise

When selecting merchandise, try to find unique items that reflect our personality and shared values and be sensitive to all genders, races, and religions.

### Don't:

- Brand merchandise that is not aligned with the company image and attributes.
- Brand merchandise that may be soiled or viewed unfavourably, such as disposable napkins as they end up dirty and in a dustbin. Or merchandise such as welcome mats where the logo gets walked on;
- Brand merchandise that promotes violence or conflict or that may cause injury – guns, lighters, knives, etc.
- Brand merchandise that contains obscene or pornographic content, or promotes gambling;
- Brand merchandise that promotes an unhealthy lifestyle; and
- Alter the logo when branding an item. Items should only be branded with an approved logo.

# BRANDED MERCHANDISE

## Promotional Items



# BRANDED MERCHANDISE



# BRANDED MERCHANDISE

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## Head Wear



## Bags



## BRANDED MERCHANDISE

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### Golf Shirts



## BRANDED MERCHANDISE

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### Golf Shirts



## BRANDED MERCHANDISE

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### Formal Wear



## BRANDED MERCHANDISE

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### Jackets



## Overarching Principle



### Logo Usage

This logo is appropriate for embroidery, mainly because it does not compromise on quality, and it's perfect to be utilised in small places.

### Embroidery

Embroidery decorates fabric or other materials with needle, thread or yarn. A computerised embroidery machine is used to decorate promotional clothing such as T-shirts, golf shirts, caps, hats, towels, and bath robes. Embroidery may also incorporate other materials like metal strips, beads and sequins.

## BRANDED MERCHANDISE - USING SECONDARY LOGO



## SECTION 15

# EVENTS AND EXHIBITIONS

## 15

### EVENTS AND EXHIBITIONS

Events and exhibitions bring us into direct contact with our various audiences. For this reason, they are the perfect place to promote our brand. A considered and consistent presence at these occasions allows us to make a strong impression on both a conscious and subconscious level. We can engage with stakeholders in a rich, well-defined and varied way that is relevant to our brand and the experience. As such, each key touchpoint must add to the distinctly Services SETA experience. The creative theme/concept applied to an event must be relevant and visually on brand – it may not overpower our brand.

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# EVENTS AND EXHIBITIONS

## Outdoor Branding



Gazebo example



Sharkfin banner example



A-frame banner example

## Colour Codes



PANTONE: 000 C  
WEB: #ffffff  
RGB: R255 G255 B255  
CMYK: C0 M0 Y0 K0



PANTONE: 1595 C  
WEB: #dd5e15  
RGB: R221 G94 B21  
CMYK: C8 M73 Y99 K1



PANTONE: 6 C  
WEB: #030303  
RGB: R3 G3 B4  
CMYK: C89 M77 Y62 K96

# EVENTS AND EXHIBITIONS

## Outdoor Branding



Gazebo example



Sharkfin banner example



A-frame banner example

# EVENTS AND EXHIBITIONS

## Exhibition Stands



# EVENTS AND EXHIBITIONS

## Exhibition Stands



# SECTION 16 VEHICLE BRANDING

## VEHICLE BRANDING

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Hatchback & Sedan



## VEHICLE BRANDING

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### Double Cab & Single Cab



## VEHICLE BRANDING

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### Minibus



## VEHICLE BRANDING

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Van



## SECTION 17 SIGNAGE

# SIGNAGE



# SIGNAGE



**THANK YOU**



**FOR MORE INFORMATION**

**Head Office:** 15 Sherborne Rd, Parktown, Johannesburg, 2193  
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**Call:** 011 276 9600