



# SAIPA

## Members Brand Guideline



# Contents

<b>1</b>	<b>The Brand</b> .....	02
<b>2</b>	<b>The Logo</b> .....	03
2.1	The Structure of the Horizontal Full Corporate Logo (SAIPA) .....	04
2.2	The Structure of the Vertical Acronym Corporate Logo (SAIPA) .....	05
2.3	Graphic Elements (SAIPA) .....	06
2.4	The Tagline .....	07
2.5	Logo Spacing .....	08
2.6	Logo Exclusion Zone (Full Horizontal Logo) .....	10
2.7	Logo Exclusion Zone (Acronym Logo).....	11
<b>3</b>	<b>SAIPA Corporate Colours Palette</b> .....	12
3.1	Brand Colour Applications to Grey Scale .....	13
<b>4</b>	<b>Typefaces</b> .....	14
4.1	Primary Corporate Typeface (Font) - (Print) ...	14
4.2	Secondary Corporate Typeface - (Digital) .....	15
<b>5</b>	<b>Stationery</b> .....	16
5.1	Business Cards .....	16
5.2	Fax Sheet .....	17
5.3	Memo Sheet .....	18
<b>6</b>	<b>Electronic Stationery</b> .....	19
<b>7</b>	<b>Member Signage</b> .....	20
<b>8</b>	<b>Member Stationery</b> .....	21
<b>9</b>	<b>Paper Formats and Sizes</b> .....	22
<b>10</b>	<b>Glossary</b> .....	23

# The Brand

A brand is more than what it owns. It may be described as the value a company represents, excluding its assets. A brand can also be described as the reputation or the personality of an organization. On the simplest level, the SAIPA brand identity distinguishes itself from its peers.

The SAIPA values are expressed in the visual language that we use in all of our environments and communications. The logo is our face or our badge. It represents our personality and it's not authentic unless it is correct. The SAIPA brand needs to present these values in a consistent visual fashion. This consistency of brand presentation is critical to the organisation's ability to take a 'top of mind' position amongst its diverse constituency. It becomes the responsibility of everyone in the organisation, plus those employed as external consultants, to understand, manage, protect and grow the SAIPA brand. Consistent communications are central to expressing what the SAIPA brand stands for and how the brand is defined. Ultimately, a brand that communicates a consistent message and identity is able to control the market's overall impression of itself.

Consistent Communications:

- create an overall picture of the brand for all (internal and external) stakeholders
- offer a concise map to understanding the key features of the brand
- ensure that key messages have substance
- are able to increase general awareness and positive brand association

This document contains the SAIPA brand 'rules of engagement', including:

- guidelines for official colours, typefaces, the logo and the applications thereof
- official corporate identity templates for electronic use
- official corporate identity templates for print use
- promotional apparel and items

Via this corporate identity (CI) brand guideline, SAIPA aims to manage and regulate the implementation of the various parts of the SAIPA brand, thereby ensuring the consistent and correct portrayal of its corporate image. Do not replicate any part of this document for your use. Digital artwork is available from Ireland/Davenport.

# The Logo

The SAIPA logo is the graphic identifier of the SAIPA brand. It is the symbol that the industry and our peers associate SAIPA with, therefore the visual quality and integrity of the logo must always be maintained.

The logo may never be altered, distorted or adjusted in any way.

The colours, typefaces, strokes, blocks, spacing and measurements must ALWAYS remain consistent and in line with the guidelines presented in this document.



2.1

# The Structure of the Horizontal Full Corporate Logo (SAIPA)

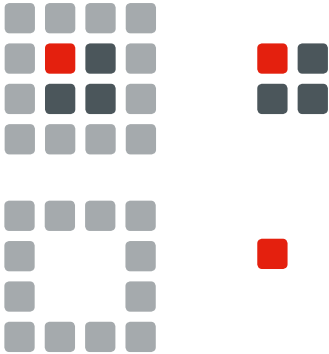


The logo consists of two main elements, one graphic element and the second the text: (all these elements are trademarked).

- 1. The SAIPA blocks.
- 2. The text.

The graphic element may be extended as a design element in various applications with prior approval only. For example a red block could be used as a bullet point.

The logotype is Avenir LT Std, Light.



## 2.2

### The Structure of the Vertical Acronym Corporate Logo (SAIPA)

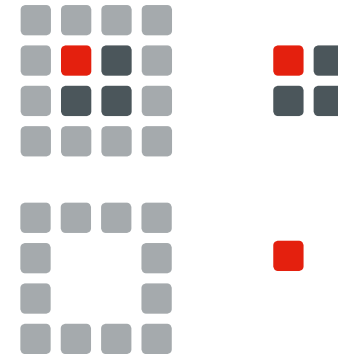


The logo consists of two main elements, one graphic element and the second the text: (all these elements are trademarked).

1. The SAIPA blocks.
2. The text.

The graphic element may be extended as a design element in various applications with prior approval only. For example a red block could be used as a bullet point.

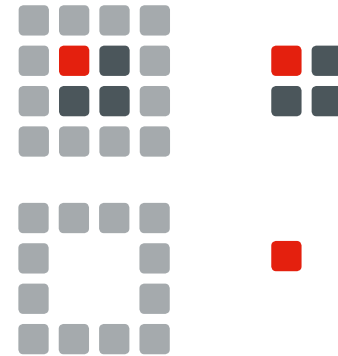
The logotype is Avenir LT Std, Light.



## 2.3

### Graphic Elements (SAIPA)

The graphic element may be extended as a design element in various applications with prior approval only. For example a red block could be used as a bullet point.



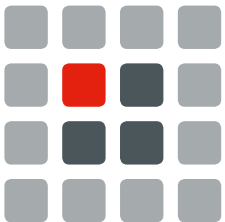
2.4

### The Tagline

The official tagline for SAIPA is **Your Wealth** (it accompanies the logo as shown below).



SAIPA™  
■ YOUR WEALTH



SOUTH AFRICAN INSTITUTE OF  
PROFESSIONAL ACCOUNTANTS™

■ YOUR WEALTH



## 2.5

### Logo Spacing

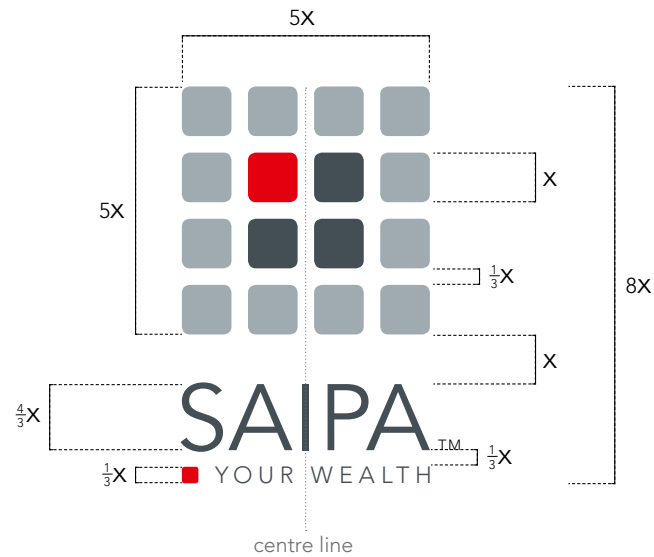


The logo spacing guide is used to ensure that all elements of the logo as well as the negative space which surrounds them remain in proportion.

'x' indicates the spacing of the elements within the logo.

## 2.5

### Logo Spacing (continued)



The logo spacing guide is used to ensure that all elements of the logo as well as the negative space which surrounds them remain in proportion.

'x' indicates the spacing of the elements within the logo.

2.6

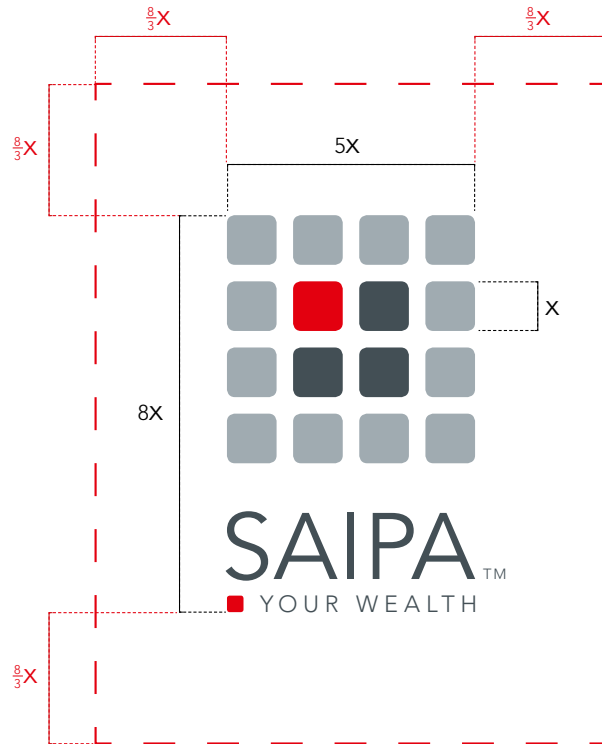
Logo Exclusion Zone (Full Horizontal Logo)



An exclusion zone has been created around the logo. This represents the minimum area surrounding the logo that must remain entirely clear of any other typography or graphic elements. This formula should be applied universally to the logo regardless of the size at which it is reproduced.

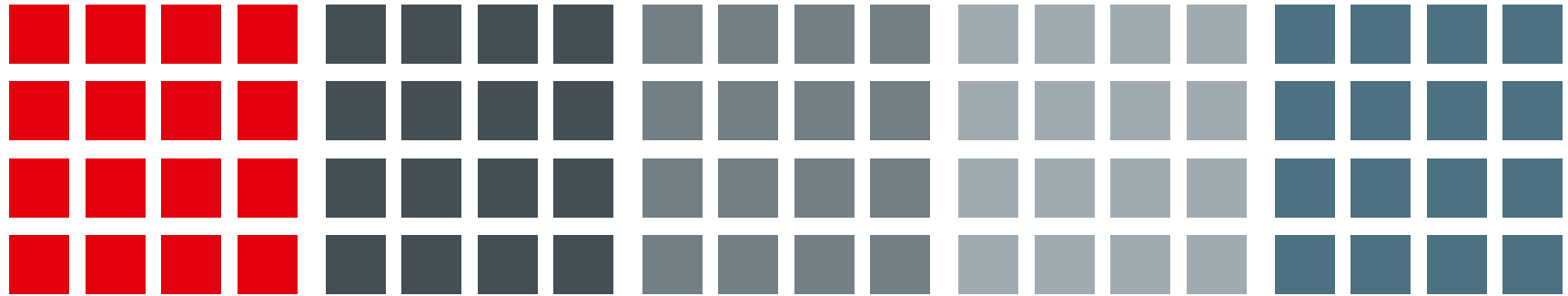
## 2.7

### Logo Exclusion Zone (Acronym Logo)



An exclusion zone has been created around the logo. This represents the minimum area surrounding the logo that must remain entirely clear of any other typography or graphic elements. This formula should be applied universally to the logo regardless of the size at which it is reproduced.

### SAIPA Corporate Colours Palette



SAIPA Red

SAIPA Grey

Tint 75 %  
SAIPA Grey

Tint 50 %  
SAIPA Grey

SAIPA Blue

Process: C0 M100 Y100 K0  
Pantone: 485 C  
RGB: R226 G0 B26  
Hex: # cc071e

Process: C25 M0 Y0 K80  
Pantone: 432 C  
RGB: R67 G80 B88  
Hex: # 435058

Process: C25 M0 Y0 K80  
Pantone: 431 C  
RGB: R67 G80 B88  
Hex: # 717f87

Process: C25 M0 Y0 K80  
Pantone: 430 C  
RGB: R67 G80 B88  
Hex: # afabb2

Process: C45 M0 Y0 K60  
Special Mixed Ink

The corporate colour palette is to be used as a colour guide when producing any materials for marketing purposes.

3.1

Brand Colour Applications to Grey Scale



When converting the logo to grey scale:  
The SAIPA red is converted to 100% black.  
The grey tints are converted to black tint percentages.

## Typefaces

### Primary Corporate Typeface (Font) - (Print)

Avenir 35 Light  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(&!';:)

*Avenir 35 Light Oblique*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(&!';:)*

Avenir 65 Medium  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(&!';:)

*Avenir 65 Medium Oblique*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(&!';:)*

Avenir 85 Heavy  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(&!';:)

*Avenir 85 Heavy Oblique*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(&!';:)*

Avenir 95 Black  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890(&!';:)

*Avenir 95 Black Oblique*  
*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890(&!';:)*

The Official SAIPA typeface is Avenir, from weight Light to Bold inclusive (including Italics). It should ALWAYS be applied for all professionally produced items i.e. designed and printed outputs.

Do not attempt to substitute any other typeface which may appear to be similar to Avenir.

The exception applies to:

1. Website where Arial font may be used.
2. Where Avenir is not the default font, then Arial must be used as the substitute font.

## 4.2

### Secondary Corporate Typeface - (Digital)

Due to certain digital constraints it is necessary to implement a secondary typeface specific to digital communication.

#### Arial Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890(&?!';:)

#### *Arial Italic*

*abcdefghijklmnopqrstuvwxy*  
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*  
*1234567890(&?!';:)*

#### **Arial Bold**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**OP**QRSTUVWXYZ**  
**1234567890(&?!';:)**

#### ***Arial Bold Italic***

***abcdefghijklmnopqrstuvwxy***  
***ABCDEFGHIJKLMN**OP**QRSTUVWXYZ***  
***1234567890(&?!';:)***

Do not attempt to substitute any other typeface which may appear to be similar to Arial. This typeface was chosen specifically as a substitute for Avenir for digital use only.



5

# Stationery

5.1

## Business Cards

### Option 1



### Option 2



# Fax Sheet

Full Logo

Member's  
LOGO

FAX

Company:  
Attention:  
CC:  
From:  
Date:  
Subject:  
Message:

 SOUTH AFRICAN INSTITUTE OF  
PROFESSIONAL ACCOUNTANTS™  
■ YOUR WEALTH

SOUTH AFRICAN INSTITUTE OF PROFESSIONAL ACCOUNTANTS, SAIPA House, Howick Close, Waterfall Park, Vorna Valley, Midrand, 1686  
PO Box 2407, Halfway House, 1685, South Africa • (T) 08611 SAIPA (72472)/087 150 1590 • (F) +27 (0)11 805 0105 • info@saipa.co.za • www.saipa.co.za

06/956/NPO

Acronym Logo

Member's  
LOGO

FAX

Company:  
Attention:  
CC:  
From:  
Date:  
Subject:  
Message:

 SAIPA™  
■ YOUR WEALTH

SOUTH AFRICAN INSTITUTE OF PROFESSIONAL ACCOUNTANTS, SAIPA House, Howick Close, Waterfall Park, Vorna Valley, Midrand, 1686  
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06/956/NPO

5.3


# Memo Sheet





Full Logo

Member's  
**LOGO**

MEMO

Company:  
Attention:  
CC:  
From:  
Date:  
Subject:  
Message:

 SOUTH AFRICAN INSTITUTE OF  
PROFESSIONAL ACCOUNTANTS™  
■ YOUR WEALTH

SOUTH AFRICAN INSTITUTE OF PROFESSIONAL ACCOUNTANTS, SAIPA House, Howick Close, Waterfall Park, Vorna Valley, Midrand, 1686  
PO Box 2107, Halfway House, 1685, South Africa • T11 08611 SAIPA 172472/087 150 1590 • F1 +27 (0)11 805 0105 • info@saipa.co.za • www.saipa.co.za

Acronym Logo

Member's  
**LOGO**

MEMO

Company:  
Attention:  
CC:  
From:  
Date:  
Subject:  
Message:

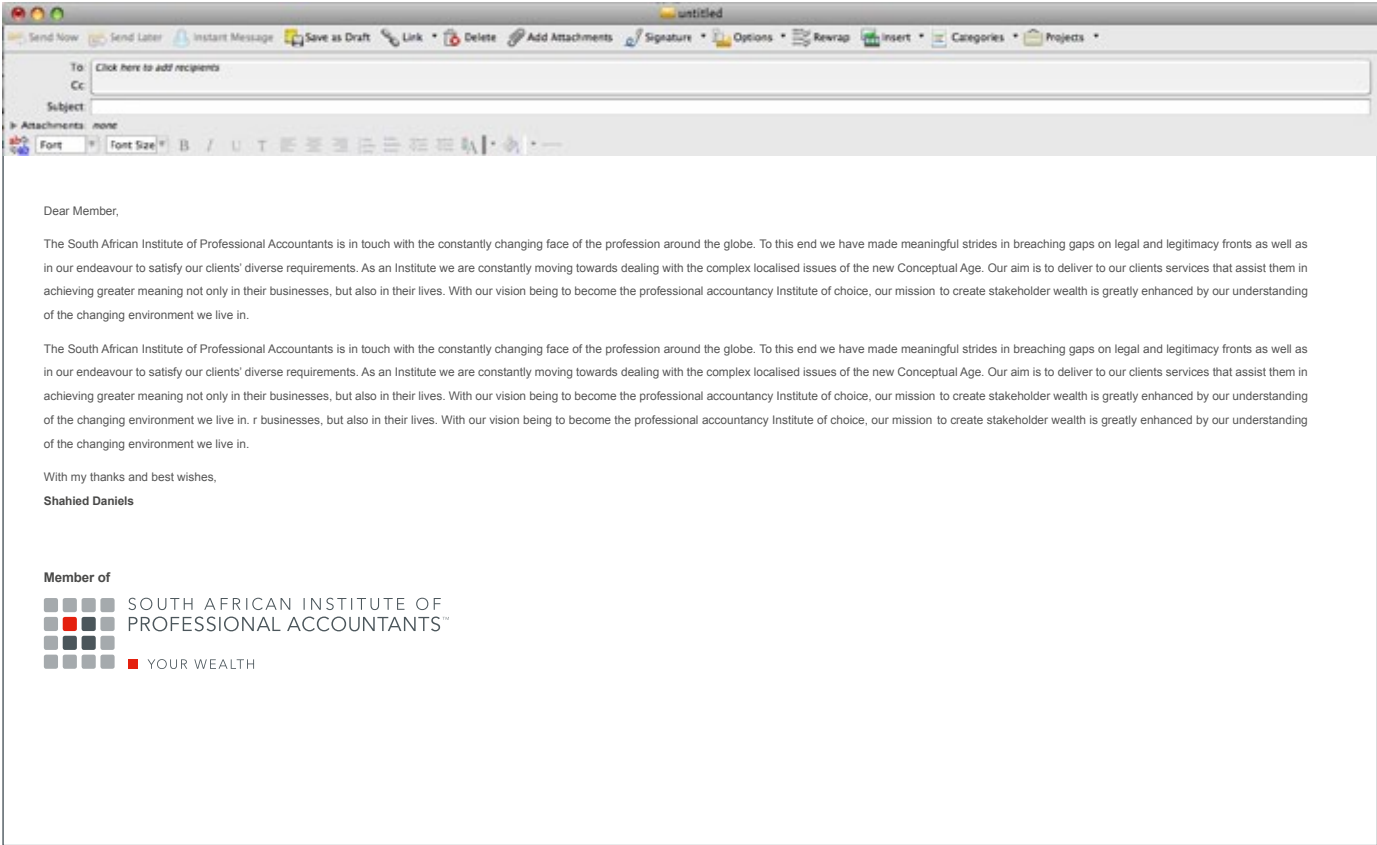
 SAIPA™  
■ YOUR WEALTH

SOUTH AFRICAN INSTITUTE OF PROFESSIONAL ACCOUNTANTS, SAIPA House, Howick Close, Waterfall Park, Vorna Valley, Midrand, 1686  
PO Box 2107, Halfway House, 1685, South Africa • T11 08611 SAIPA 172472/087 150 1590 • F1 +27 (0)11 805 0105 • info@saipa.co.za • www.saipa.co.za

# Electronic Stationery

## Email Signatures



## Member Signage

### Member Signage Board

#### Layout

#### SAIPA Logo

The SAIPA logo must only appear in the bottom left hand or right hand corner (see examples). All guidelines that refer to the use of the logo (stated in the logo section of this document) must be strictly adhered to. This refers specifically to the exclusion zone area, colour breakdown and the logo proportions.

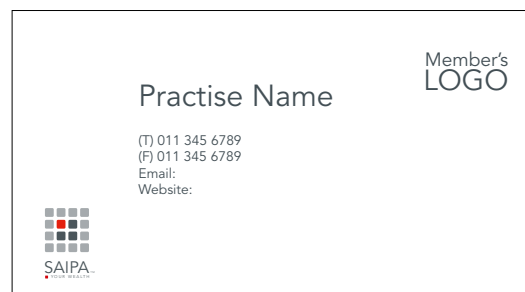
#### Type

The typeface used must be Avenir as stated in the brand guidelines typography section.

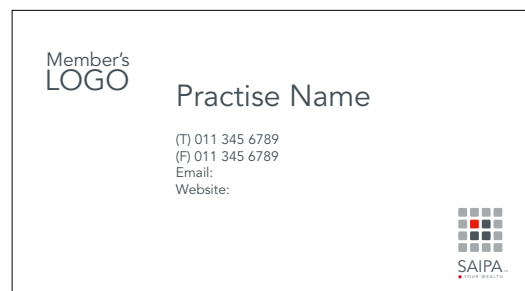
#### Material

SAIPA recommends that all signage be printed on aluminium.

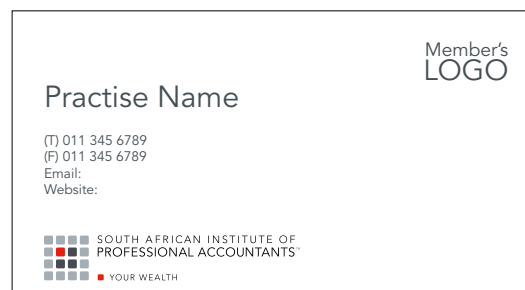
#### Option 1



#### Option 2



#### Option 3



## Member Stationery

### Letterhead Options

#### SAIPA Logo

The SAIPA logo must only appear as per the examples shown on the right. All guidelines which refer to the use of the logo (stated in the logo section of this document) must be strictly adhered to. This refers specifically to the exclusion zone area, colour breakdown and the logo proportions.

#### Member Practice Name and Details

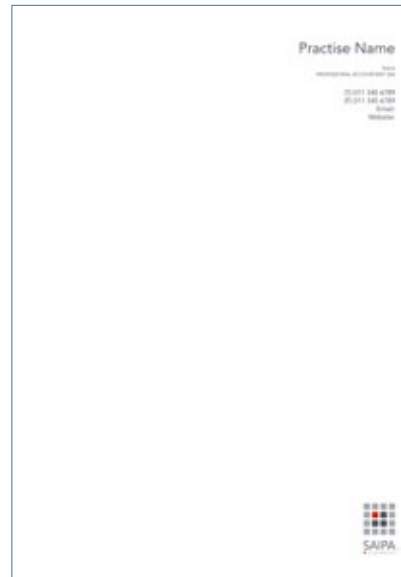
The member details and practice name must appear in the top right hand corner. It may only be used in black and must strictly adhere to the type guidelines presented in this document.

#### Type

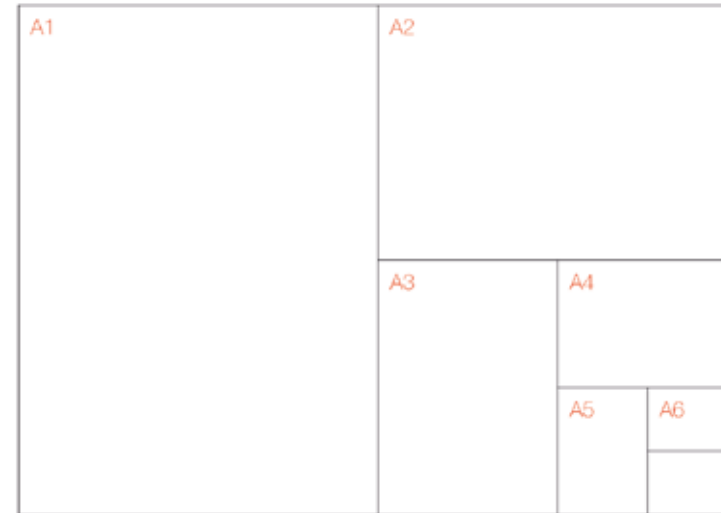
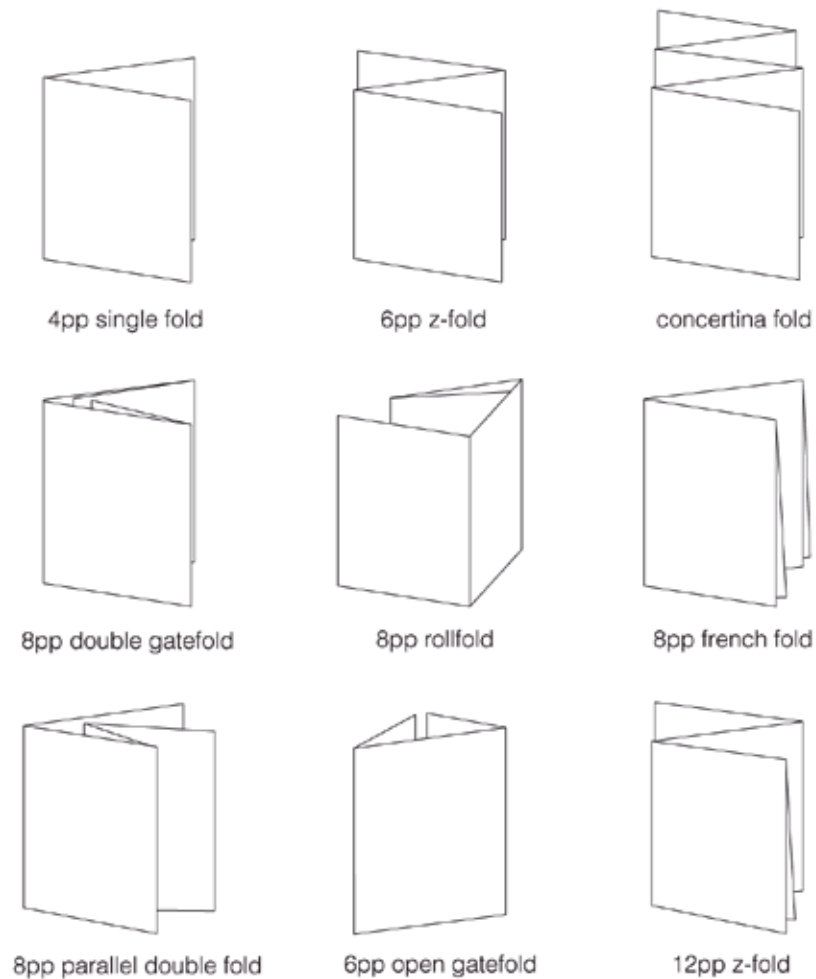
The typeface used must be Avenir as stated in the brand guidelines typography section.

#### Paper

The letterhead may only be printed on white paper.



# Paper Formats and Sizes



A1 to A6 – trimmed paper sizes in the ISO international paper size range

Page Size	Corresponding Envelope
A1 = 840 x 594	
A2 = 594 x 420	
A3 = 420 x 297	C3 = 458 x 324
A4 = 297 x 210	C4 = 324 x 229
A5 = 210 x 148	C5 = 229 x 162
A6 = 148 x 105	C6 = 162 x 114
DL = 210 x 99	DL = 110 x 220

## Glossary

**B/S:** Printing on both sides.

**B/W:** Black and White.

**Bitmap:** A digital image plotted as a map of bits or pixels.

**Bleed:** Area that extends (bleeds off) beyond the edge of the page to be trimmed in order to accommodate an inaccuracy in trimming.

**Brand Promise:** a short statement that expresses the promise a brand makes to its customers, thereby building value or equity. A brand promise is either a summary of the brand's values or an expression of the brand essence and therefore aids in differentiating the brand from its competitors.

**Brand Signature:** The device used to identify a brand, comprised of the logo and logotype.

**Crop:** To eliminate or "cut off" unwanted portions of an image.

**Crop Marks/Tick Marks:** Marks which indicate to the printer where to trim the printed sheet.

**Decal:** Self-adhesive material used for signage.

**Descender:** The lower-case letter stem or that falls below the baseline, as in p or g.

**Die-Cutting:** The cutting of paper or cardboard by pressure or by a block with thin steel blades made up on a form (called a die), so that part of the sheet is excised, usually to a shape which can not be trimmed by a guillotine.

**Digital:** The term for the electronic technology that has taken over print and image manipulation systems since the 1980s. At the root of all the computer systems is the concept of sorting information digitally, as a mass of binary data.

**Dot Gain:** The increase in ink density caused by over-inking on a printing press to compensate for the absorbency of uncoated paper. On newsprint, dot gain may cause as much as 30% increase in density, therefore a black tint of 70% or higher will appear solid.

**Dots Per Inch (DPI):** The number of pixels per area or resolution of an image file. The resolution may be reduced (resampled) but not increased and if the image is enlarged beyond its correct output size, the pixels

increase in size and become visible (pixellation occurs). Dot matrix printers have a low dpi, hence the visibility of the dots and the crudeness of the resulting characters and graphics. Inkjet delivers higher resolution, and laser higher still. High-end systems for quality reproduction, as in book printing, are in excess of 2000dpi. The resolution seen on a personal computer screen is equivalent to 72dpi.

**EPS (file extension .eps):** Encapsulated PostScript. An extension of the PostScript graphics file format developed by Adobe Systems. EPS is used for PostScript graphics files that are to be incorporated into other documents. An EPS file includes pragmas (special PostScript comments) giving information such as the bounding box, page number and fonts used. On some computers, EPS files include a low resolution version of the PostScript image. On the Macintosh this is in PICT format, while on the IBM PC it is in TIFF or Microsoft Windows metafile format.

**F/C:** Full colour. See Four-colour process.

**Family:** In type, a term given to a range of typeface

designs that are all variations on one central design. Principal variations are roman, italic, bold, light, condensed and extended/expanded.

**Fine Paper:** A general term referring to uncoated grades of paper used for stationery and book printing. Fine papers are of a far higher grade than bond paper used for desktop printing and photocopying.

**Finish:** The surface properties of paper - coatings, embossed patterns, calendaring, etc.

**Finished Art:** The process applied to approved design layouts to make the work repro-ready, i.e.: replacement of lo-res images with hi-res, deepetching and retouching of images, setting up of trapping, colour separations, etc.

**Font:** Piece of software used to display and print the complete set of all the characters (upper- and lower-case letters, numbers, punctuation marks, etc.) of one size of one typeface. e.g. 10pt Helvetica regular. Various formats of font encoding are available (Postscript Type 1, TrueType, Multiple Master, Openface

etc.), and generally each font has a bitmap component for screen display and a vector component for interpretation by a printer. Fonts are also encoded differently for Apple Macintosh and IBM PC.

**Four-Colour Process:** Method of reproducing full-colour images (trannies, pictures, etc) by separating the colour image into its 3 primary colours – Magenta (pink), Yellow and Cyan (blue)– plus Black. This results in 4 printing plates– one for each colour, which when printed one over the other produce the effects of all the colours of the original image.

**Format:** A set of parameters for composition in any medium (digital or analogue). Formatting specifications or criteria include style, size, data type, compatibility, etc.

**GSM:** Grams per square metre. *See Grammage*

**Grammage:** The weight of a paper stock measured in grams per square metre (gsm).

**Grey Scale:** A black and white pixel image file made up of a series of 256



## Glossary (continued)

values from white through gradations of grey to black.

**JPEG (file extension .jpg):** Joint Photographic Experts Group. The standard compression algorithm of a generic cross-platform (Mac/PC) pixel image file format developed by the Joint Photographic Experts Group. Typically used on internet websites and to store and transfer image files without demanding excessive communication bandwidth or file storage space.

**Justified Type:** The alignment or ranging of type on both left and right sides; see also ranged left and ranged right.

**Kerning:** The spacing of letters closer than is standard, usually in order to create the optical effect of consistency of space between characters by allowing part of one letter to 'kern' into the white space of another.

**L.C.:** Lower-case, or small letters of a typeface.

**Layout:** The preliminary plan of the basic elements of a design.

**Leading:** (Pronounced "ledging"). The vertical space between lines. Prior

to photocomposition, this was achieved by physically inserting a strip of metal called a lead into the page make-up in order to create more white space between the lines of type. Also called linespacing.

**Lines Per Inch (#):** The number of halftone dots in an inch or the screen ruling of a printed image.

**Lithography (Litho Printing):** Printing process that works on the principle of having an image on metal (or, originally, stone), parts of which will take ink, and parts of which (those not intended to print) reject ink; the surface to be printed is placed against this lithographic image. Water can be used to create the process of the attraction and repelling of ink. In offset lithography, the image is first offset on to another surface (the 'blanket') from where it is transferred onto the surface to be printed.

**Logo:** The emblem or graphic device in a brand signature.

**Logotype:** The uniquely designed typographic characters that communicate the name of the company in the identity.

**Material:** Output of reproduction processes necessary for the printing process. It may include positive/negative films from which printing plates are made, colour proofs for colour control in printing and printers imposition dummies to fully describe the make-up of the job.

**Monolithic Brand Architecture:** A brand constituting or acting as a single, uniform whole.

**O/S/O:** Printing on one side only.

**PANTONE® Matching System (PMS):** The most widely used international standard colourmatching system. A method of specifying a special colour by means of numbered colour samples available in swatch books and selectors. The numbers correspond to ink colours which printers mix from a formula guide.

**Paper Stock:** A type of paper as distinguished by its weight, finish, colour, etc.

**Point:** The basic unit of typographical measurement, approximately 1/72 or 0.0138 of an inch or 0.351mm.

**Point Size:** The size of type or a font in a setting.

Equivalent to body size, the height of body on which metal type was cast.

**Portable Document Format (PDF):** The native file format for Adobe Systems' Acrobat. PDF is the file format for representing documents in a manner that is independent of the original application software, hardware, and operating system used to create those documents. A PDF file can describe documents containing any combination of text, graphics and images in a device and resolution independent format. These documents can be one page or thousands of pages, very simple or extremely complex with a rich use of fonts, graphics, colour and images.

**Press:** The printing machine, so-called because it traditionally works by pressing a piece of paper against the surface carrying the image, whether a relief image type or a rubber blanket carrying an offset lithographic image. For each colour, there is a separate plate that makes a separate impression. A flatbed press carries the image on a flat surface at the base and moves the paper against it, while a rotary press wraps

the image as a plate a round a rotating drum under which is passed the surface to be printed.

**Proof:** A layout for checking purposes, simulating a the produced form of a printed item. Different types of proofs simulate specific details – colour, layout, etc. and no proof will be identical to the finished product.

**RGB (Monitor Colour):** A colour mode, from Red, Green and Blue – the three colours of light that can be mixed to produce a colour image. Colour images are often stored as a sequence of RGB triplets or as separate Red, Green and Blue overlays. These colours correspond to the three 'guns' in a colour cathode ray tube and to the colour receptors in the human eye. Often used as a synonym for colour, as in 'RGB monitor'. Some digital image file formats may be saved in RGB, CMYK or other colour modes, depending on their intended use.

**Ranged Left:** Ranging of type at the left side, leaving the right side ragged.

**Ranged Right:** Ranging of type at the right side, leaving the left side ragged.

## Glossary (continued)

**Registration:** In printing, the alignment of combined colours on a sheet.

**Repro (Reproduction):** Preparation of artwork for print by a reproduction bureau, following completion of finished art. This includes high resolution scanning and output of material (positives or negatives).

**Resolution:** See Dots Per Inch (DPI).

**Reversed Out:** Type which is the unprinted area, standing out of a black or a coloured background.

**TIFF (file extension .tif):** Tagged Image File Format. A graphic file format used for still-image bitmaps, stored in tagged fields. Application programs can use the tags to accept or ignore fields, depending on their capabilities.

**Tint:** A shade of a colour, lighter than the base colour. In printing, a tint is achieved through the use of a halftone screen, where solid dots of the base colour are printed smaller and further apart so that the colour mixes with the white of the paper.

**Trim Area:** The area of a layout falling within the final size to which it will be trimmed once printed.

**Type:** Letters, figures, accents or other characters used in printing. Originally, type was cast in metal which was blocked together in a form and used to transfer ink to paper. Phototype replaced metal type and is now generated from digital fonts on imagesetters which produce films used to expose printing plates. Roman type (as opposed to Arabic, Cyrillic and other forms) includes Roman capitals, small capitals and lower-case letters, and Italic capitals and lower-case letters, with accompanying figures, points and reference marks. Dingbats, symbols and icons may be included in the set of characters of a digital typeface or font.

**Typeface:** A complete set of characters and other symbols comprising a type style or an individual weight of a type family.

**Typography:** The design discipline of expression with type and symbols.

**Varnish:** A clear (or slightly tinted) finish applied to a printed sheet for protection from scuffing and fingerprints or for aesthetic effect. Types of varnish include machine, UV and aqueous varnishes

in matt or gloss. Varnish may be applied as a flood-coat or in selected areas as a spot-varnish.

**Vector Image:** An image data file constructed from (virtual) bezier points that are joined together by lines which the computer reads as mathematical curves. These images may be scaled without affecting their quality. (Software applications using vectors are Macromedia FreeHand and Adobe Illustrator)