

# **GEP CORPRATE IDENTITY STANDARDS**

**PREPARED FOR GEP STAFF  
BY: MARKETING AND COMMUNICATIONS UNIT  
JANUARY 10, 2017**



Moulding Entrepreneurs



# WHAT IS A CORPORATE IDENTITY (CI) ?

- CI refers to the set of standards that govern the way in which GEP presents itself in all forms of marketing and communication material.
- A CI is the manner which an organisation or business presents itself to the public.

# CORPORATE IDENTITY ENTAILS

The CI standards are applicable, but not limited to, the following:

- Company Name, Fleet, Logo, slogan, any printed material,, forms, internal and external publications
- Advertising material in magazines, newspapers, internet page and billboards
- PowerPoint presentations and all correspondence- written and electronic

# ELEMENTS OF CORPORATE IDENTITY

- **Trade Mark/ Name :** Logo and Positioning statement (GPG logo included)

**Positioning statement :** *Moulding Entrepreneurship*

- **Overall Colour Code :** Dark Green, Lime Green, Gray and Blue

# ELEMENTS OF CORPORATE IDENTITY AND USAGE

- **Font Type :** - Arial Plain, Bold, Italic or Bold should be used  
- Trebuchet Sans should be used for slogans (e.g. Moulding Entrepreneurs)  
Use Arial for PowerPoint presentations
- **Font Size :** Arial 12 on Emails, Letters, Memorandums and other official correspondence (Sub Headings), font 11 for body copy and Spacing is 1.5 .

# ELEMENTS OF CORPORATE IDENTITY AND USAGE

- **Headline** : Use Arial Bold
- **Sub-Heading** : Use Arial
- **Body** : Use Arial

Arial applies to PowerPoint presentation.

# MEMORANDA /PROPOSAL SAMPLE

## HEADLINE/ADDRESS

### INTERNAL MEMORANDUM

TO : Leah Manenzhe  
Acting Chief Executive Officer

FROM : Labane Maluleke  
Chief Operating Officer

DATE : January 10, 2018

SUBJECT : Review of the Organisational Strategy

## BODY

- Purpose
- Background
- Rational ( relevancy to strategy objectives, operational plan and policy)
- Financial Implications
- Legal Implications
- Recommendations
- Signatures

**Note well: Arial Bold for Headings or Sub Headings, font 12 and 1.5 space**

# END

Thank you in advance for your cooperation



For more information contact:

Marketing and Communications Unit

Ext : 2061 /2080/ 2094

Emails: [tdube@gep.co.za](mailto:tdube@gep.co.za) / [tphetla@gep.co.za](mailto:tphetla@gep.co.za)

Office : 7<sup>th</sup> Floor