

COUNCIL MEETING – NOVEMBER 2005

---

Appendix F Proposed SANEF Identity Guide

**Artwork**

The SANEF logo and templates are available on CD ROM upon request. The CD includes specifications for CMYK, PANTONE, PANTONE BLUE, RGB, BLACK AND WHITE, VINYL and FOILING.

There are files in a variety of formats to cover most popular applications for both Macintosh and PC platforms.

An accurate line art version of the logo is supplied to assist digital and photomechanical reproduction, in the event that a digital version of the logo is not immediately available.

**SANEF Identity Guidelines**

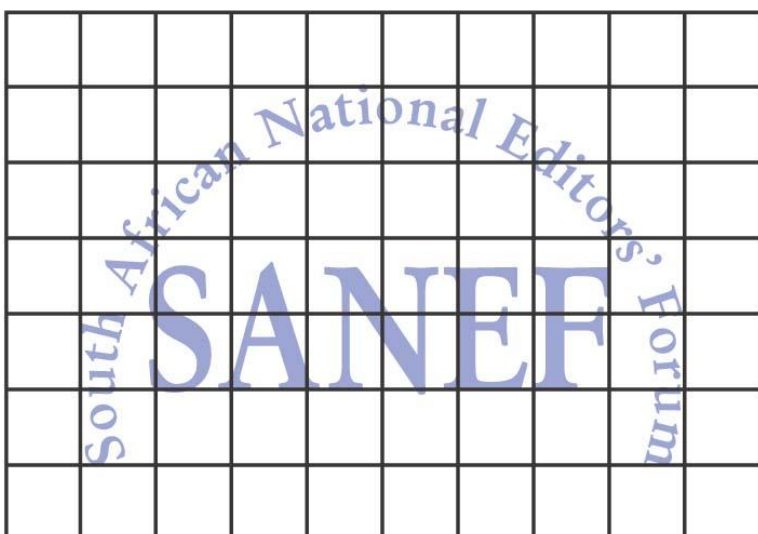
The basic components of visual identity are a name and a mark (or symbol). The typographical designs of an organisation’s name and the symbol together are known as the Logo.

An organisation’s name is its most important identification and is always linked directly with the organisation’s products and services. In SANEF, a number of logos are in use. The purpose and motivation of compiling this Identity Guide was to standardise the SANEF Logo – until such time that the organisation wishes to recreate its logo.

SANEF’s name should speak for itself and its distinctive logo should be a symbol for the Forum.

The SANEF logo must always be reproduced from original, digital artwork and must not be altered, redrawn or distorted in any way.

This 10mm **GRID** should be used for large reproduction of the SANEF logo when digital and photomechanical methods are not practical.



Graphically, the logo is crafted around the abbreviation “SANEF”.

The logo is divided into two elements, namely:

The arched text “South African National Editors’ Forum” making up 2/3 of a circle

The abbreviation “SANEF” over which the organisation’s full name arches

### SANEF Logo Colours

The SANEF logo may be printed in full colour, greyscale and black and white. No other colour combination is permissible. The CMYK (four colour) and Pantone (five colour) SANEF logos are the preferred versions for use.

		Colour Codes (Colour Palettes)
CMYK	CMYK stands for Cyan (C), Magenta (M), Yellow (Y) and Black (K). They are the international standard ink colours used for four colour process ink printing- i.e.: magazines, newspapers, brochures, invitations etc.	100C 79M 0Y 0K
PANTONE	To be used where five colour printing (black is counted as a colour) is available or preferred. Pantone inks are an internationally recognized colour inking system assuring consistency of the SANEF logo. This system is ideal for flags, t-shirts, caps, silkscreen banners etc. Note that most magazines and newspapers will not run five colours.	Pantone Blue 072C
RGB / www	For use in IT applications where the output, or printer type, only recognizes RGB (red, green, blue) modes.	#004 FA3 R0 G79 B163
GREYSCALE	The single SANEF logo is suitable for use on inter-office communication such as faxes, memos and in newspaper advertisements where no colour is available. It is recommended for small sizes. On black and dark backgrounds the SANEF logo should be solid white. The tint of black that is used is 100% Black.	100K
VINYL	In cases where signage is required, this version of digital artwork has been supplied on the SANEF Identity CD ROM. It is a vector graphic, allowing for accurate digital vinyl cutting, and has approved vinyl colours attached.	
FOIL	This is a pure black and white logo version, and should only be used where the print requires a gold or silver foil process (e.g. 2006 diary)	

### Correct Logo Variations and Incorrect Use

The logo is the key element in SANEF’s identity. It has been designed to project SANEF in the industry and must be used consistently and correctly in order to perform effectively in its function.



"1" is a white frame with large logo, while

"2" has the logo bottom right of frame with picture allowed to work for the entire commercial duration.

### **Signage Specifications**

Signs, in aluminium or pull-up banners, are the largest and most visible form of organisation identification and for this reason it is imperative that all signs for SANEF be consistently designed and well executed. While serving mainly as identifying landmarks, signs may provide additional directional or informal messages.

The logo of SANEF is a key feature of every identification sign. Careful note must be made of the required space around the Logo as suggested in the 10mm grid. Only digital or photomechanical enlargement of the logo is permissible. Special large format vector reproduction artwork is available to suppliers on the SANEF Identity CD ROM for this purpose.

In all cases, the supporting typography on signs is Garamond and varying weights and sizes of the Garamond font can be used at the discretion of the designer.

The signage on the SANEF website masthead has been updated accordingly:



### **Stationery Specifications**

The positioning and dimensions of the SANEF logo and stationery typography need to be precisely adhered to as per the examples attached.

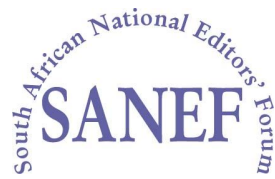
#### **Complimentary slip**

#### **Business card**

#### **MS Power Point Slide (Transparency)**

#### **Sample CD cover**

#### **Letterhead**



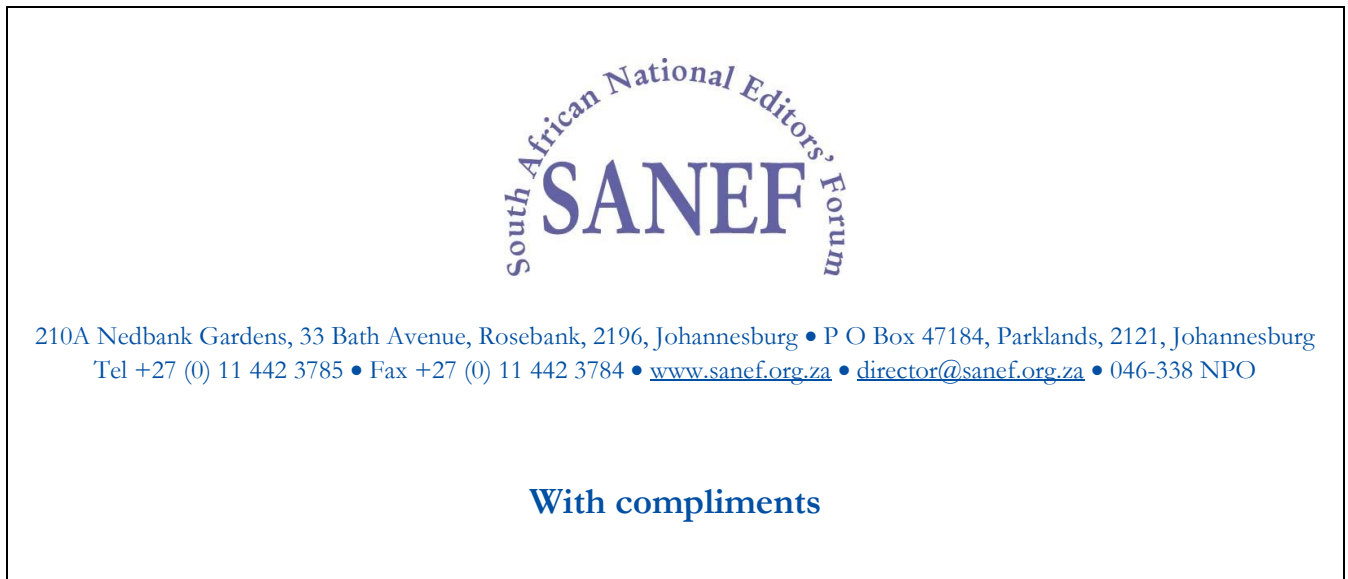
210A Nedbank Gardens, 33 Bath Avenue, Rosebank, 2196, Johannesburg • P O Box 47184, Parklands, 2121, Johannesburg  
Tel +27 (0) 11 442 3785 • Fax +27 (0) 11 442 3784 • [www.sanef.org.za](http://www.sanef.org.za) • [director@sanef.org.za](mailto:director@sanef.org.za) • 046-338 NPO

#### General guidelines:

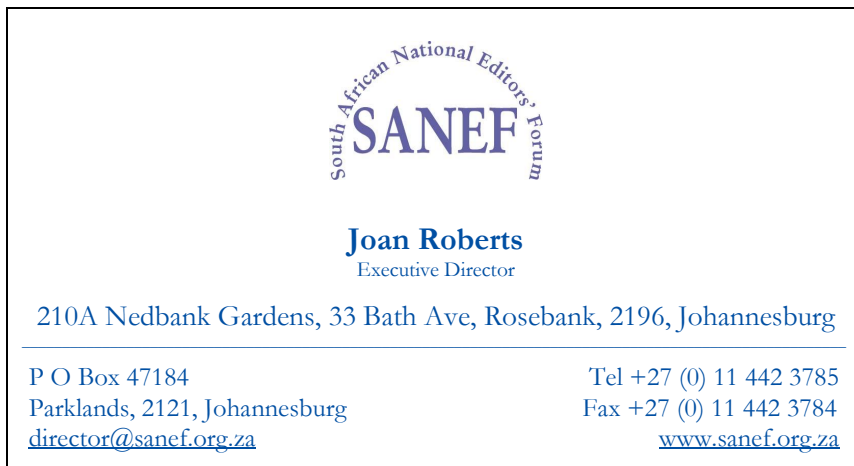
The upper section of a letterhead which includes the logo and the office details, should ideally not take up more than 5cm from the top edge of an A4 page. The text in Garamond below the logo should not be smaller than **10 points** to ensure legibility.

The current SANEF logo with its arched design stretches these guidelines in that the logo becomes very small.

Complimentary slip: NB: Not to scale.



Business card: NB: Not to scale.



MS Powerpoint Slide: **NB: Not to scale.**

---

**Garamond 36 pt**

South African National Editors' Forum  
**SANEF**

---

- 1<sup>st</sup> level Garamond 32 pt
  - 2<sup>nd</sup> level Garamond 28 pt
    - 3<sup>rd</sup> level Garamond 24 pt
      - 4<sup>th</sup> level Garamond 20 pt
        - » 5<sup>th</sup> level Garamond 20 pt

---

Friday 2 September 2005 SANEF 2005/6 Funders

Compact Disc Holder Cover: **NB: Not to scale.**

South African National Editors' Forum  
**SANEF**  
Forum

210A Nedbank Gardens, 33 Bath Ave, Rosebank, 2196, Johannesburg • P O Box 47184, Parklands,  
2121, Johannesburg • Tel +27 (0) 11 442 3785 • Fax +27 (0) 11 442 3784 • [www.sanef.org.za](http://www.sanef.org.za) •  
[director@sanef.org.za](mailto:director@sanef.org.za) • 046-338 NPO

**CD Name, producer, date etc**