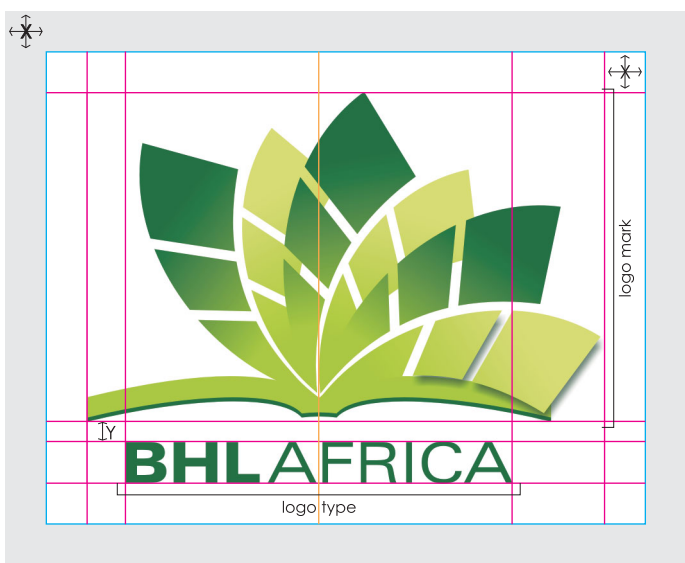


BHL Africa

Primary logo & identity guidelines

Primary logo



Blue indicates Clear Space. The blue area must be kept free of other elements. Grey indicates Safe Zone. Magenta indicates type and element alignment and boundaries. Orange indicates the logo's centerline.

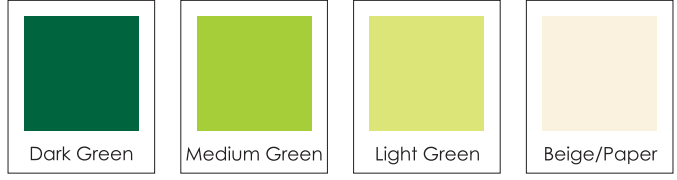
The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.) 'Y' is equal to half of 'X'.

Minimum logo height: 20 mm



Colour specifications

Main colour scheme



Dark Green RGB: 1/79/45; CMYK: 100/50/100/10; Pantone 349 C
Medium Green RGB: 150/214/54; CMYK: 40/0/100/0; Pantone 382 C
Light Green RGB: 210/235/123; CMYK: 16/0/68/0; Pantone 379 C
Dropshadow RGB: 0/0/0; CMYK: 0/0/0/100; Pantone 3435 C

Optional background colour:
Beige/Paper RGB: 250/241/215; CMYK: 1/4/12/0; Pantone 7500 C

Fonts used in logotype

Zurich Black Extended BT
1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Zurich Extended BT
 1234567890 !@£\$%^&*()-=+
 ABCDEFGHIJKLMN OPQRSTUVWXYZ

Secondary font/Print media font

Century Gothic
 1234567890 !@£\$%^&*()-=+ ABCDEFGHIJKLMN OPQRSTUVWXYZ

Inhouse and digital media font

Arial
 1234567890 !@£\$%^&*()-=+ ABCDEFGHIJKLMN OPQRSTUVWXYZ

Don't abuse your logo



Don't change element position* Don't stretch or distort Don't change element size Don't change fonts or colours

Background colours



Logo variations



Full colour



Greyscale



Outline



Reverse outline

Alternative logo version



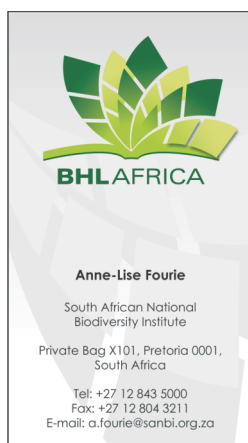
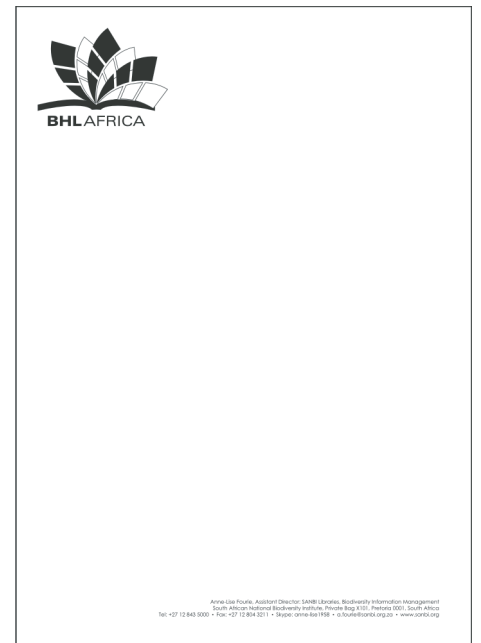
* Element position may only be changed as per the example above when printable surface is less than 20 mm. The logo mark's minimum height in this application is 16 mm. The distance between logo type and mark is Y.

Available templates

The following templates are available:
 Letterheads
 Business card (customised on request)
 PowerPoint presentations

Additional templates can be requested from the Brand Manager (bhlafrica@sanbi.org.za).

Letterhead and business card



The letterheads are available as Word documents as

- a full colour letterhead
- a greyscale letterhead
- an outline only letterhead for fax purposes

The letterheads and business cards contain sample contact information, which should be replaced with your own.

Business cards will be supplied as print ready PDF files by the Brand Manager (bhlafrica@sanbi.org.za).

PowerPoint presentation templates

The PowerPoint templates are available in two colour schemes, neutral (below left) and beige (below right):



E-mail signatures

The BHL Africa logo should be inserted below your signature at a 300 pixel width, left aligned (see example below).
Text should be Arial, 10 pt, black and e-mail background colour should be white.

Anne-Lise Fourie

Assistant Director: SANBI Libraries, Biodiversity Information Management

South African National Biodiversity Institute
Private Bag X101
Pretoria 0001
South Africa

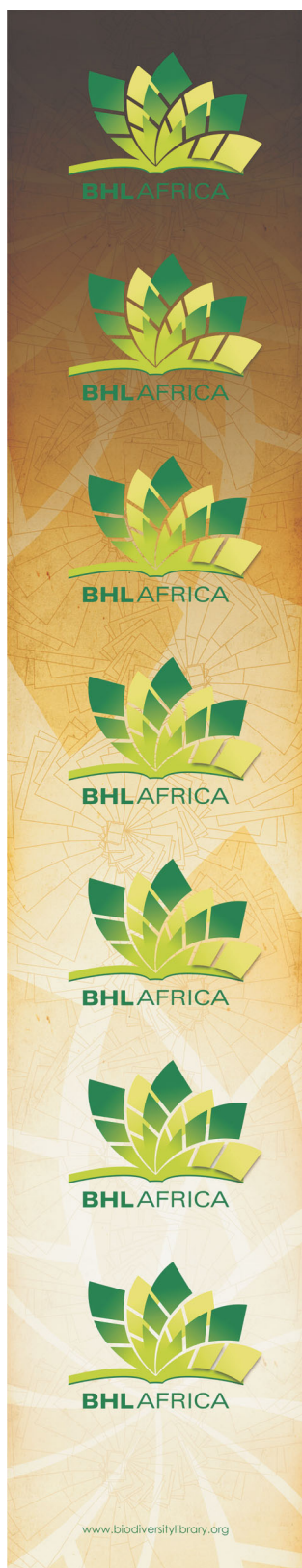
Tel: +27 12 843 5000
Fax: +27 12 804 3211
Skype: anne-lise1958



BHL Africa Launch materials

The following materials were developed for the launch of BHL Africa, and are available as print ready PDF files from the Brand Manager (bhlafrika@sanbi.org.za).

- 650 x 4000 mm double sided telescopic banner
- 850 x 2000 mm pull-up banner
- A4 50 sheet notepad
- Button badge
- A4 folder
- Lanyard



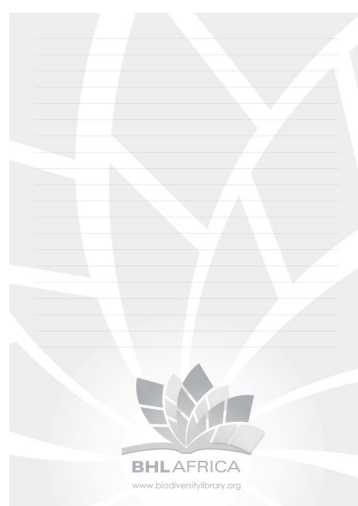
Telescopic banner



A4 folder



Notepad (cover and inside pages)



Pull-up banner



Button badge



Lanyard