

SAHPRA

South African
Health Products
Regulatory Authority

Corporate
Identity
Guide 2020

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Introduction

These guidelines contain the reference material and rules you will need to successfully and consistently implement and maintain the SAHPRA master-brand across a broad range of applications.

The corporate image of the SAHPRA is determined by a number of different factors, both planned and deliberate as well as incidental and spontaneous.

These include all verbal, written and visual communications with the target markets, (stakeholder groups such as suppliers, clients and the public).

A corporate identity programme concerns itself with the visual representation or 'silent communication' of the organisation and has a profound influence on how target audiences view that organisation. Consistent implementation is the most vital aspect of the programme. If a corporate identity is projected haphazardly, without cohesion, and with uncontrolled variations – it will actually harm the organisation's image, no matter how well conceived the programme is, or how good the organisation is in its operations.

The image of any organisation is continually influenced and ultimately determined by a number of elements, which are tangible and intangible, planned, and incidental.

The concept 'image' is both the way the organisation is perceived and experienced, and the way the organisation strives to be perceived.

The identity of the organisation encapsulates who the organisation is. The corporate mark (i.e. the corporate logo) is the visual representation of both the image and the identity. An organisation's corporate identity is the ongoing result of all the applications of the corporate mark. In other words, it is that aspect of an organisation which, through visual communication, influences and ultimately determines its image.

There is much debate surrounding the point at which corporate identity becomes valuable. While it can be shown that in some organisations the winning strategy and infrastructure came first and were followed by a strong corporate identity, there are other instances where products and services would not have enjoyed much success were it not for the association of the well-established identity (for example Microsoft's Mouse).

What is not debated is the fact that a well-established identity is extremely valuable during all the stages of an organisation's life cycle. At SAHPRA we have adopted a single, modern and dynamic corporate mark, which imparts the position and strength of the organisation as a whole.

Just as SAHPRA protects its personnel, investments, equipment and other resources, our dynamic new corporate identity must be nurtured as a corporate asset. By ensuring that our corporate identity conforms stringently to the parameters laid out in this manual, no matter the application, you will be making an immediate and valuable contribution to the positive presentation of SAHPRA as a whole, and to the growth of its favourable and dynamic image in the future.

This manual is designed to:

- Identify the components of the corporate identity
- Provide application parameters and
- Provide guidance to management and operating personnel responsible for the implementation of the corporate mark.

In so doing it is designed to ensure:

- Consistent usage of all SAHPRA communication elements and mediums
- Synergy between all communication elements and mediums
- The portraying of a strong, focused and streamlined visual message
- Cost-effective use of communication elements and
- Improved monitoring and control of the reproduction of all SAHPRA communication elements and the logo.

There will be cases requiring the application of our corporate identity, which are not described in this manual. Close attention to the relationships between the various elements, as detailed here, should ensure satisfactory, consistent results. Any uncertainties should be referred to the Communications Manager.

We trust that all concerned will make every effort to meet these requirements and enable us to obtain the maximum benefit from this programme.

Logo

The SAHPRA logo is Blue and Teal that are reminiscent of the medical industry, which SAHPRA regulates. The logo, comprises two elements, namely: the acronym, and the name in full.

These elements signify the following:

The acronym (A): This is the shortened name of the organisation and is depicted in upper case.

The full name or descriptor (B): This is the official name of the organisation.

The Acronym

Font: Helvetica Bold, SA Teal, HPRA Blue.

The Descriptor

Font: DIN Bold, Blue.

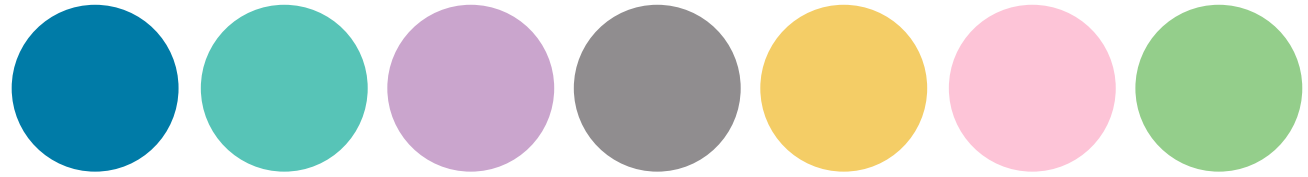


Corporate Colours

All colours must be used as specified for the logo. In design applications, the colours can be used in a tint value between 12% – 90%. The colours should ideally be produced as 'CMYK or process colours'. Whenever the corporate colours are reproduced using methods other than litho-printing (eg. signage and vehicle identification) they must be visually matched as closely as possible to the Pantone values.

Primary colours

Secondary colours



Blue

Teal

Purple

Grey

Gold

Pastel Pink

Pastel Green

CMYK Colour Break-down

90/18/7/29	63/0/35/0	22/39/0/0	10/10/10/46	0/16/70/8	0/30/2/0	46/0/60/0
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RGB Colour Break-down

0/119/160	82/194/182	195/161/203	123/122/123	237/197/97	249/193/212	143/204/139
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Pantone (Coated) Colour Break-down

308C	3248C	529C	Cool Grey 9 C	134C	1895C	359EC
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Marathon (Embroidery) Colour Break-down

1108	1104	1075	1215	1008	1437	1111
------	------	------	------	------	------	------

Hex (HTML) Colour Break-down

00587	6DCDB8	CAA2DD	75787B	FDD26E	F5B6CD	92D592
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Logo Usage

The SAHPRA logo can be used in Full Colour, Black, White or Blue on a white or clear background.

For marketing collateral targeted to specific stakeholders, the logo can be placed on any one of the secondary colours but only in solid black or white.

The SAHPRA logo cannot be stretched/rotated or distorted in any way. The full colour logo cannot be used on any other solid colour backgrounds (besides the secondary colours) or any image/photograph.



Logo Spacing

White spacing around the SAHPRA logo is as much a part of the logo as the lettering itself. The area around the logo is referred to as the 'clear area' and no text, images or photographs should be placed in this area, as these will detract from the corporate mark and its prominence on the collateral.

The spacing is defined by the height of the acronym (X) squared.

Logo sizing with descriptor

Minimum logo size 10mm x 25mm

Logo sizing without descriptor

Minimum logo size 5mm x 13mm



Logo Placement Proportions

The ratio between the width of a document/page and the width of the SAHPRA logo should be about 5 to 1 in most instances. Where only the logo is used by itself on a document/page the size of the logo can be increased but the clear area around the logo must be maintained.

Application example 1

On an A4 page (210 mm X 297 mm) the logo size will be 60 mm wide. In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the page with an even spacing in relation to its size. The print safe area should be taken into account as not all office printers have the same print safe area and will reduce this spacing.

Copy Font: Helvetica Regular 9pt, 13pt leading, 85% black.

Note

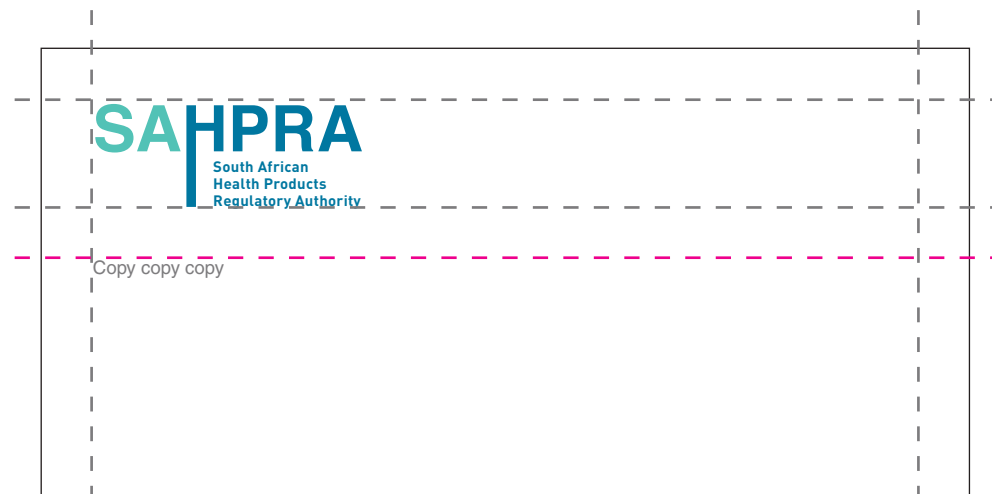
Pink line denotes where copy should start.

Application example 2

On an A0 page (1 188mm X 840mm) the logo size will be maximum of 290mm wide. In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the page with an even spacing in relation to its size. The print safe area should be taken into account as not all office printers have the same print safe area and will reduce this spacing.

Heading Font: Helvetica Bold 72pt, 88pt leading, Blue.

Copy Font: Helvetica Regular 9pt, 13pt leading, 85% black.



Corporate Fonts

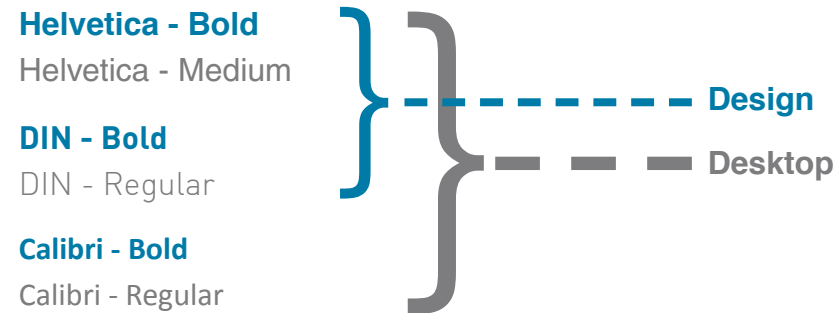
In order to ensure that all communications to the public remain consistent, the following fonts are specified for desktop use and design use. **It is important that only these fonts be used in order to portray a consistent corporate image.**

Desktop fonts

Fonts for electronic use are for anything that SAHPRA creates in-house. Examples are the text in emails, letterheads, PowerPoint presentations and any social media posts (social media site permitting).

Design fonts

The design fonts need to be used when designing collateral that will be presented to stakeholders. Examples are brochures, billboards, flyers and business cards.



The “H” Device

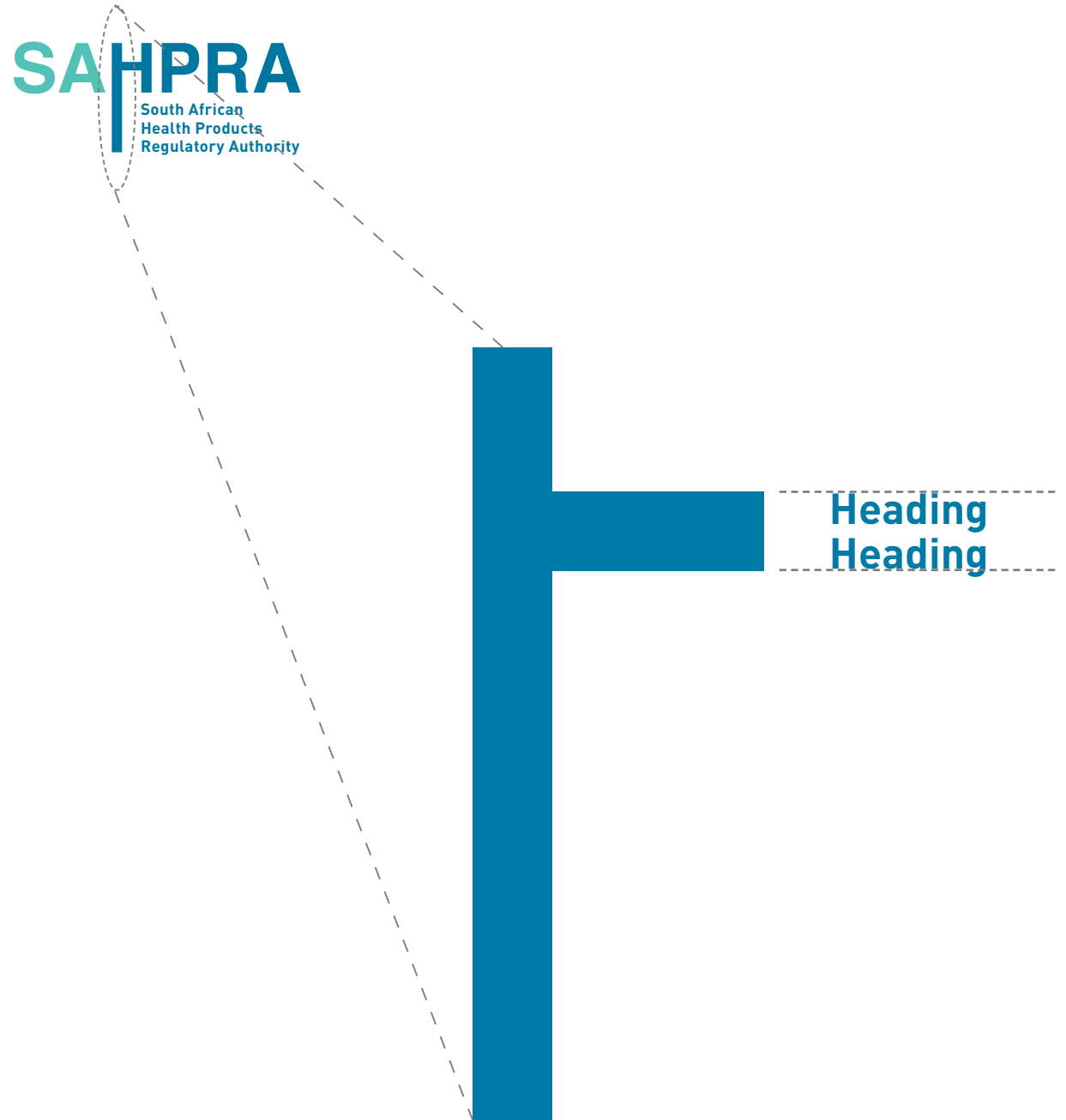
The “H” device is used as a design element to enhance the look of corporate marketing collateral or create a defining edge for designs and presentations. The “H” device should not appear on any internal communications or stationery items.

The device is derived from the stylised “H” in the logo and should therefore be placed to the right of the page/design.

Proportionally the vertical and horizontal bars are of equal width. The device should not overpower the design and the bar thickness should not be larger than double the height of the largest heading on the page/design.

Colour

The “H” device should be Blue, however, to accompany branding for special events, such as Breast Cancer Awareness month, the secondary colours may be utilised.



Image/Photography Usage

NO images or photographs may be used without first acquiring the rights to do so.

Preferably photographs and images shot or created by professional should be used rather than photographs taken by staff or non-professionals as the images need to reinforce the professional nature of the organisation.

NO images that depict pornography, abuse of any kind (human or animal), staff in compromising situations or illegal activities may **EVER** be used in corporate marketing collateral. If images of illegal activities in the health products industry need to be used to illustrate what may not happen, permission needs to be obtained from any people or places pictured and the SAHPRA legal team should be consulted before publishing.



A4 Letterhead

In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the page with an even spacing in relation to its size. The print safe area should be taken into account as not all office printers have the same print safe area and will reduce this spacing.

Address details

Maintaining the same clear as for the SAHPRA logo, placement of the address will always be on the top right of the page right justified.

Address Font: Helvetica Regular 10pt, 12pt leading, 85% black.

Copy Font: Calibri, 10pt, 1.5 line spacing, black.

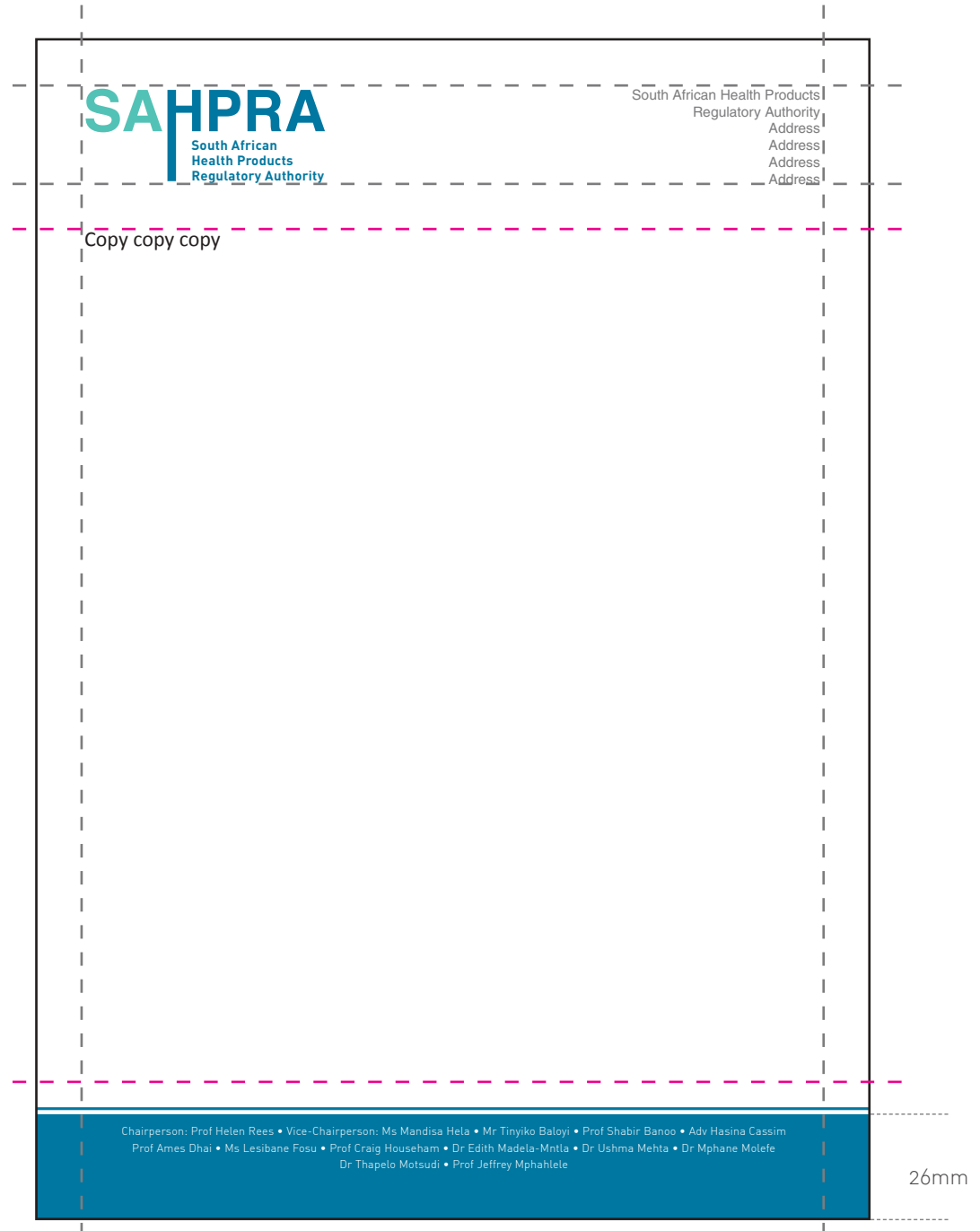
Footer

The footer is 21mm in height, Blue and contains the names of the Directors.

Font: DIN Bold, 10.5pt, white.

Note

Pink line denotes where copy should start and end.



Business Cards

The business cards are portrait measuring 50mm x 90mm.

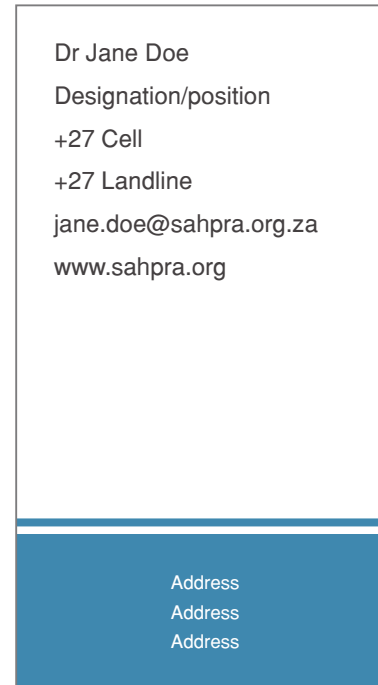
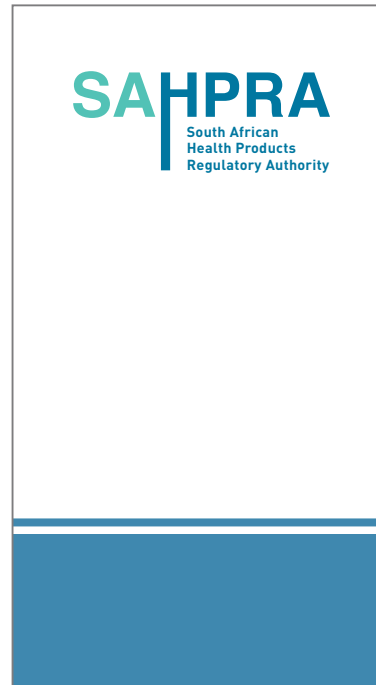
The front of the business card will house the SAHPRA logo and Blue footer.

The rear of the card will house the card holders contact information and the physical address.

Fonts

Contact Information Font: Helvetica Regular 9pt, 16pt leading, 85% black.

Physical Address Font: Helvetica Regular 7pt, 11pt leading, white.



Footer height: 20mm
Line width and spacing: 1mm

Envelopes

On a standard DL envelope (110mm x 220mm) the logo size will be 46 mm wide.

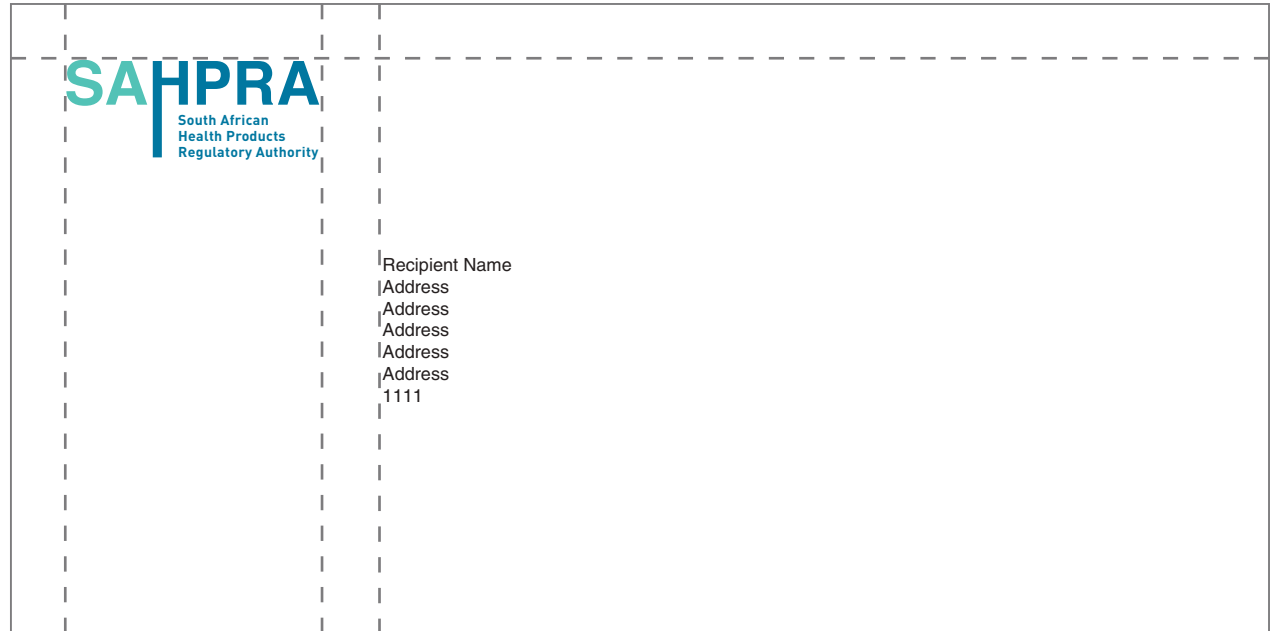
In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the envelope with an even spacing in relation to its size.

Address details

Maintaining the clear area of the SAHPRA logo, placement of the address will always be to the right of the logo, left justified.

Address Font: Calibri 9pt, 1.5 line spacing, black.

Return address on reverse of envelope is centred and font is the same as Recipient Address.



Envelopes

On a standard B4 envelope (250mm x 353mm) the logo size will be 55mm wide.

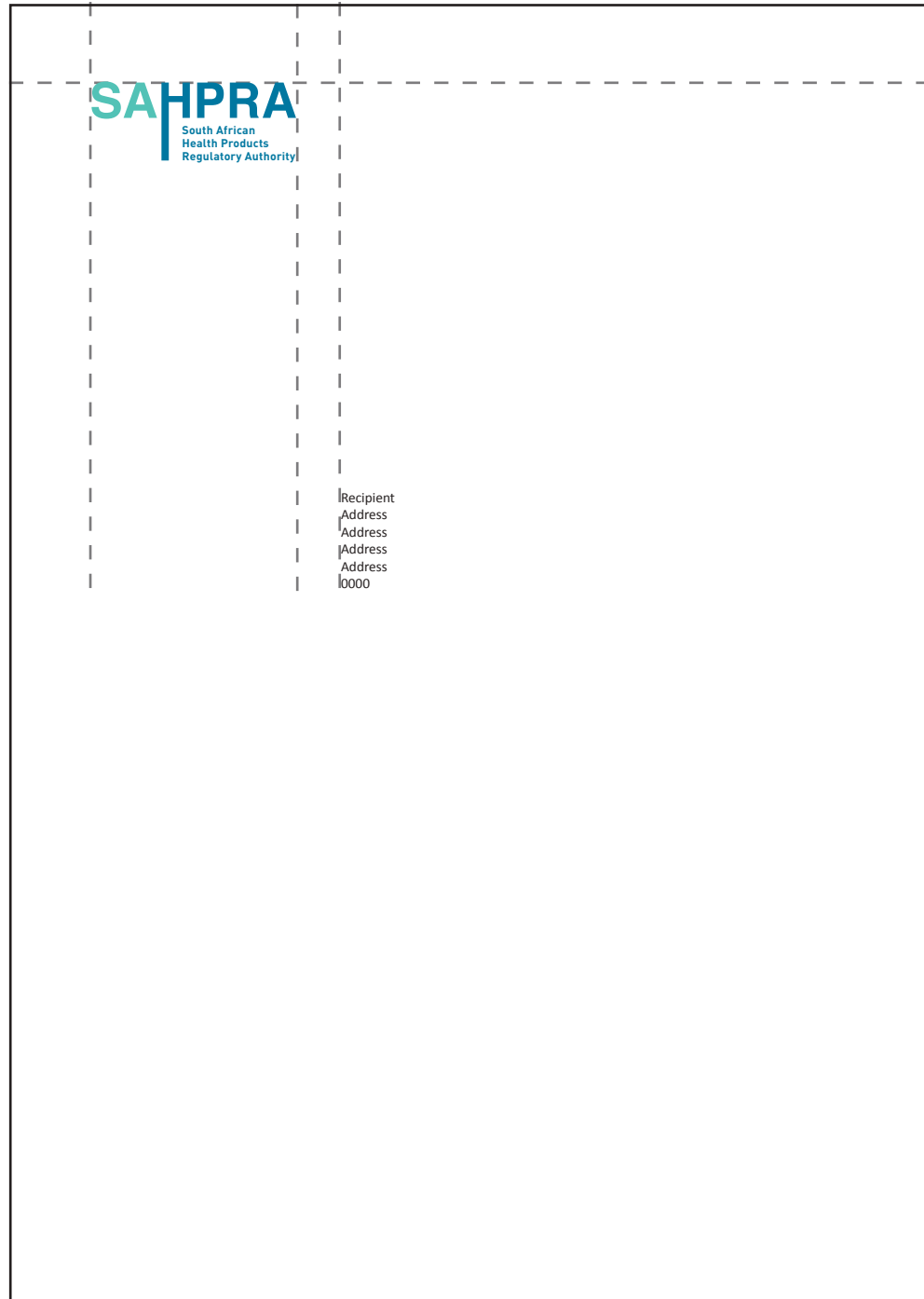
Doubling the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the envelope with an even spacing in relation to its size.

Address details

Maintaining the clear area of the SAHPRA logo, placement of the address will always be to the right of the logo, left justified.

Address Font: Calibri 9pt, 1.5 line spacing, black.

Return address on reverse of envelope is centred and font is the same as Recipient Address.

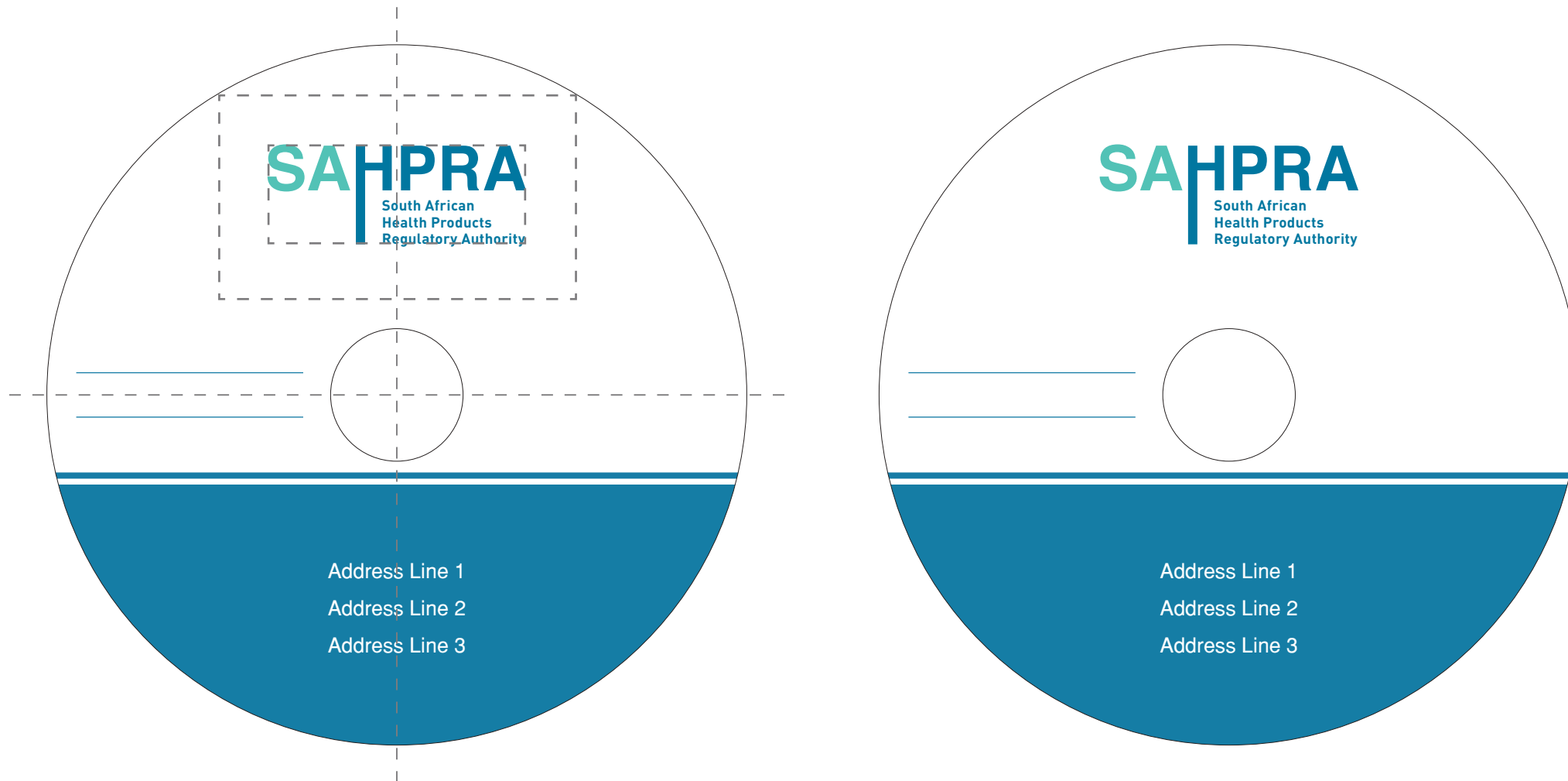


Standard CD/DVD Label

In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be at the top centre of the disc.

Address and URL in white on Blue field also centred.

Address and URL font: DIN regular, 9pt, white.



Forms

In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be on the top left of the page with an even spacing in relation to its size. The print safe area should be taken into account as not all office printers have the same print safe area and will reduce this spacing.

Fonts

Address Font: Helvetica Medium, 10pt, 12 leading, 85% black.

Heading 1 Font: DIN Bold, 14pt, Blue.

Heading 2 Font: DIN Bold, 11pt, Blue.

Copy Font: DIN Regular, 9pt, 11pt leading, 85% black.

Footer Font: DIN Bold, 10.5pt, white.



South African Health Products
Regulatory Authority
Address
Address
Address
Address

60mm

Heading 1

Name

Surname

ID number

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Bust quament imus. Ulpa dolenda ndanduciet optur reroratum, ut adi aut quunt quis aliciam ex et res doluptatio et, voluptae es dio mos magnatem aut delenihit imusdae velit verchil et faccupate dipsae veremod itatet harchilla quis si ommolo estibus, teseque eos dolenem ut de cus con remquassequi sent apere ped unt maxim etur mos eateolor am dis mos rehenda acea natem rem rernam estrumquos utem nam laboreic torem facessitatur aliquis soluptas ius. Ehenia sunt aute in rerepel litiasp iendicte vel ipsaper spident acea velit excea quia is neserum quia non rem qui il endella borepe officium re sit remoluptate vento te es eaque nis mi, omni volorem connimus volestr umquiderit aut min ne od qui ipsaecti coribus anditis venist magnimus, volore rat.

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Heading 2

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www.sahpra.org

20mm

Folders

Presentation folders are sized to hold A4 documents, contracts or presentations.

Fonts

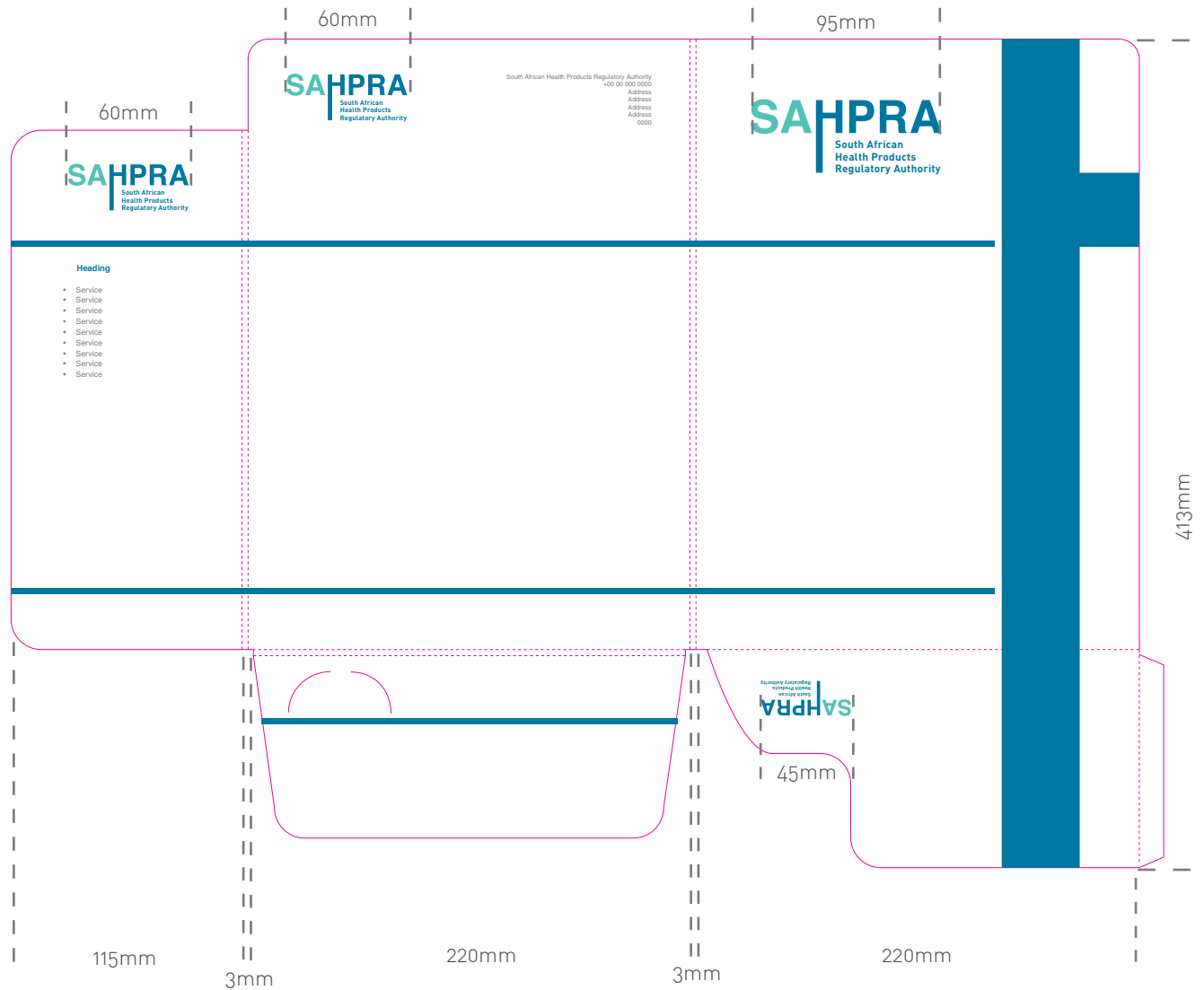
Heading Font: Helvetica Bold, 12pt leading, Blue.

Services Offered Font: Helvetica Medium, 11pt, 15pt leading, 85% black.

Address Font: Helvetica Medium, 9pt, 11pt leading, 85% black.

Note

Solid pink lines denote die-cut and dotted lines denote folds.



Certificates

In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo will always be in the centre of the page with an even spacing in relation to its size. The print safe area should be taken into account as not all office printers have the same print safe area and will reduce this spacing.

Font

Certificate Heading Font: DIN bold, 36pt Blue.

Copy Font: DIN bold, 20pt Blue.

The image shows a certificate template with a blue and green border. The SAHPRA logo is at the top center, with a 52mm width dimension line above it. The text 'Certificate of Compliance' is in large blue font. Below it is 'Awarded to' followed by a horizontal line. Then 'for compliance to' followed by another horizontal line. At the bottom left is 'Date' with a horizontal line. At the bottom right is 'Signed' with a horizontal line and a yellow starburst seal.

52mm

SAHPRA
South African
Health Products
Regulatory Authority

Certificate of Compliance

Awarded to

for compliance to

Signed

Date

10mm

Internal Staff Communications

For internal staff communications the Header (A) and Footer (B) will be inserted into the preferred document format.

The SAHPRA logo should be placed in the top right hand corner of the header.

Fonts

Heading Font: Helvetica Bold 12pt, 14.4pt leading, Blue.

Edition and Date Font: Helvetica Bold 9pt, 10pt leading, 85% black.

Copy Font: Calibri 9pt, 1.5 line spacing, black.

Disclaimer Font: Helvetica Bold 10.5pt, Teal.

DNR, Submit and Copyright Font: Helvetica Bold 10pt, 85% black.

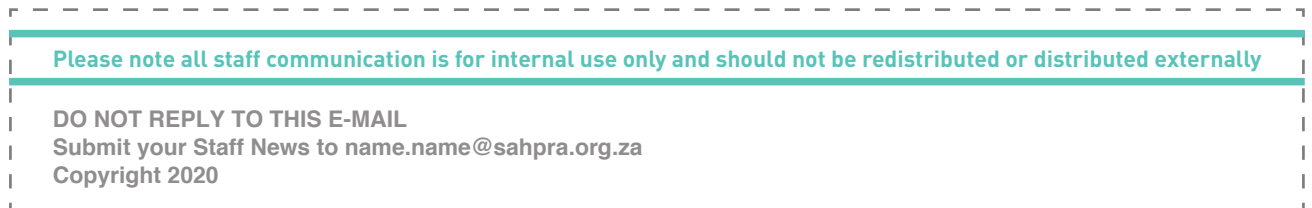
Note

Screen sizes and mobile devices differ and can affect the recipients view and legibility of the information presented in internal staff communications.

A



B



CEO Communication

For CEO communications the Header (A) and Footer (B) will be inserted into the preferred document format.

The SAHPRA logo should be placed in the top right hand corner of the header.

Fonts

Heading Font: Helvetica Bold 14pt, 14.4pt leading, Blue.

CEO and Date Font: Helvetica Bold 11pt, 13pt leading, 85% black.

Copy Font: Calibri 9pt, 1.5 line spacing, black.

Disclaimer Font: Helvetica Bold 9pt, Teal.

URL and page Font: Helvetica Bold 8pt, white.

Note

Screen sizes and mobile devices differ and can affect the recipients view and legibility of the information presented in CEO communications.

A



Diagram A illustrates the header layout for a CEO communication. It features a dashed rectangular border. On the left side, the SAHPRA logo is displayed, consisting of the acronym 'SAHPRA' in large blue letters, with 'South African Health Products Regulatory Authority' written in smaller blue text below it. On the right side, the full name 'South African Health Products Regulatory Authority' is listed, followed by four lines of 'Address' text. A horizontal teal line spans the width of the header area. Below this line, the text 'CEO Message' is positioned on the left and 'Jan 2020' is on the right. In the center of the header area, the word 'Heading' is written in a large, bold, blue font.

B



Diagram B illustrates the footer layout for a CEO communication. It features a dashed rectangular border. At the top, a teal horizontal bar contains the text 'Please note all staff communication is for internal use only and should not be redistributed or distributed externally'. Below this bar, the text 'CEO Message' is positioned on the left and 'Page 1 of 2' is on the right.

E-mail Signatures

E-mail signatures will feature the SAHPRA logo on the right and the following information to the left:

Title, name and surname

Designation or position

Office and reception contact number

E-mail address

The footer will contain the organisation web URL.

Fonts

Contact Information Font: Helvetica Regular 9pt, 16pt leading, 75% Black.

URL Font: Helvetica Medium, 12pt, White.

Note

Screen sizes and mobile devices differ and can affect the recipients view and legibility of the information presented in the e-mail signature.

<p>Dr Jane Doe Designation/Position +00 00 000 0000 jane.doe@sahpra.org.za</p>	
<p>www.sahpra.org</p>	

PowerPoint Template

Logo (including clear area) should never be larger than one quarter of the overall slide area and should be placed in the upper left corner.

On follow on slides, the logo is placed in the lower right corner at approximately one fifth of the slide/screen width.

PowerPoint presentation slides should be clean and avoid clutter and over stimulation of the audience.

Colour usage should be kept to the SAHPRA primary and secondary colour pallets. Images used should be of a professional quality and only used to compliment the presentation, not just fill space.

Fonts

Presentation Heading Font: Calibri Bold, 14pt, black.

Slide Heading Font: Calibri Bold, 12pt, black.

Copy Font: Calibri Regular, 10pt, black.

Note

Screens and projectors differ in size and brightness and can affect the presentation on display. Because of the different types of presentations required and the varied amount of information that has to be relayed, care must be taken to ensure consistency of the text size and legibility in each presentation.

Intro Slide

SAHPRA
South African
Health Products
Regulatory Authority

Heading text

Follow on Slides

Slide Heading

- Bullet 1
- Bullet 2
- Bullet 3
- Bullet 4
- Bullet 5
- Bullet 6
- Bullet 7
- Bullet 8

Image placement if required

SAHPRA
South African
Health Products
Regulatory Authority

Follow on Slides

Slide Heading

Ximporiam, sitiandem quiati nonserior aut es quod excepuadam, officius ides quiam, quo explam, sum quam re voluptatis dipsaec epdaqum fuga.

Ximporiam, sitiandem quiati nonserior aut es quod excepuadam, officius ides quiam, quo explam, sum quam re voluptatis dipsaec epdaqum fuga. Ipiet, unt apicid et volessunte sent veritatetus deliqui dolecto quo estrum eos modit lis exeribus aut facias es

Image placement if required

SAHPRA
South African
Health Products
Regulatory Authority

Social Media Sizing and Rules

Each social media platform has its own sizing requirements and some have round or square format profile pictures.

Logos should be sized to fit comfortably without touching the borders when centred. Screen sizes and mobile devices differ and can affect the recipients view and legibility of the information presented on screen. Always edit information or create posts on desktop to avoid unintentional errors caused by the limitations present on mobile platforms. Sizing below is correct as at 2019 but subject to change due to changes by the various platforms.

All social media posts should be unbiased and **NO** political, racists or gender slurs should ever be posted on the SAHPRA official platforms.

Fonts

Each platform has its own standard font set.

Facebook

Facebook profile picture size: 180px X 180px
Facebook cover photo size: 851px X 315px
Facebook link image size: 1 200px X 628px
Facebook image post size: 1 200px X 900px
Facebook highlighted image size: 1 200px X 717px
Facebook event image size: 1 920px X 1080px
Facebook video size: 1 280px X 720px
Maximum Facebook video length: 240 minutes
Facebook ad size: 1 280px X 628px
Facebook video ad size: 1 280px X 720px
Facebook Story ad size: 1 080px X 1920px

Instagram

Instagram profile picture size: 180px X 180px
Instagram photo sizes: 1 080px X 1 080px (square), 1 080px X 566px (landscape), 1 080px X 1 350px (portrait)
Instagram Stories size: 1 080px X 1 920px
Minimum Instagram video sizes: 600px X 600px (square), 600px X 315px (landscape), 600px X 750px (portrait)
Maximum Instagram video length: 60 seconds
Minimum Instagram image ad size: 500px wide

Twitter

Twitter profile picture size: 150px X 150px
Twitter header size: 1 500px X 500px
Twitter post image size: 1 024px X 512px
Twitter card image size: 1 200px X 628px
Twitter video size: 720px X 720px (square), 1 280px X 720px (landscape), 720px X 1 280px (portrait)
Maximum Twitter video length: 140 seconds
Twitter ad size (image): 1 200px X 675px
Twitter ad size (video): 720px X 720px (square), 1 280px X 720px (landscape), 720px X 1 280px (portrait)

LinkedIn

Company pages

LinkedIn company logo size: 300px X 300px
LinkedIn cover photo size: 1 536px X 768px
LinkedIn dynamic ads size: 100px X 100px (company logo)
LinkedIn sponsored content image size: 1 200px X 628px

Personal pages

LinkedIn profile picture size: 400px X 400px
LinkedIn background photo size: 1 584px X 396px
LinkedIn post image size: 1 200px X 1 200px (desktop) 1 200px X 628px (mobile)
LinkedIn link post size: 1 200px X 628px
LinkedIn video size: 256px X 144px (minimum) to 4 096px X 2 304px (maximum)
Maximum LinkedIn video length: 10 minutes



Pull-up Banners

There are three variations of pullup banners:

- A – Branding
- B – Departmental
- C – Informational

In keeping with the minimum clear area around the SAHPRA logo, placement of the logo will always be on the top of the banner with an even spacing in relation to its size.

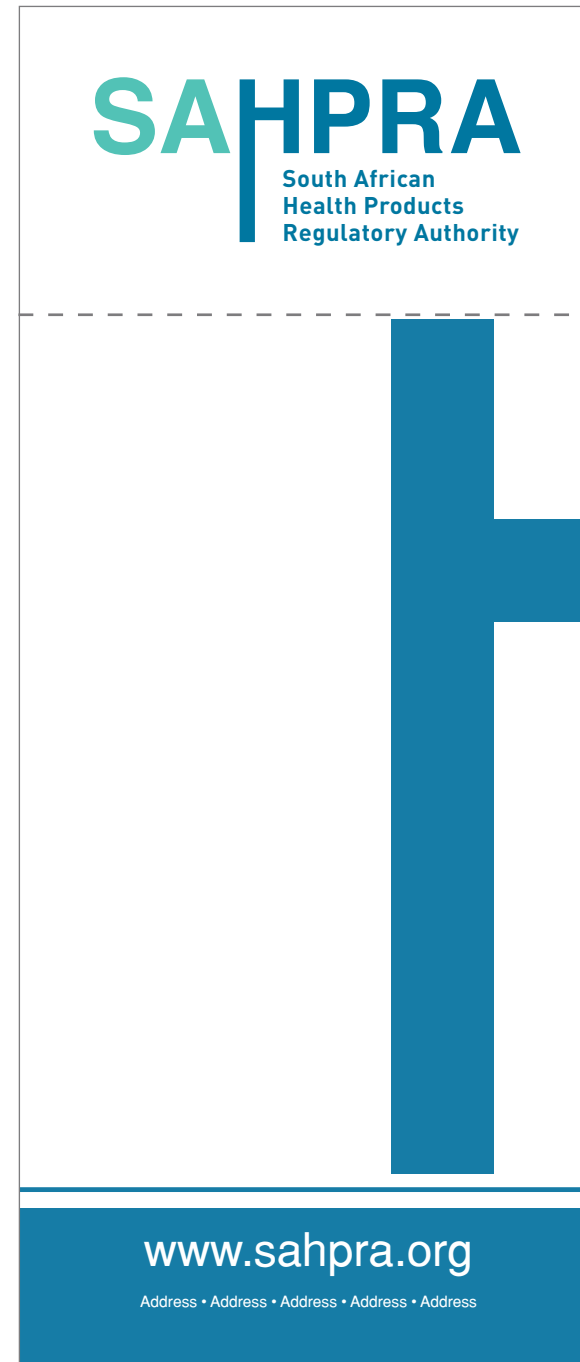
Branding banners (A) will consist of the logo and “H” device

Departmental and Informational banners (B and C) consist of the logo, “H” device and departmental name or service offered. A single image may be added to visually convey the service offering.

Heading Font: Helvetica Regular 190pt, 280pt leading, 85% black.

Copy Font for Department/Information banners (B and C): Helvetica Regular 64pt, 96pt leading, 85% black.

450mm from top of banner



Header: Logo

Slogan or Heading 165pt
Copy 64pt

Footer height: 235mm
Line width: 7mm

Footer: Web URL and physical address in white.

SAHPRA
South African
Health Products
Regulatory Authority

A



www.sahpra.org

Address • Address • Address • Address • Address

SAHPRA
South African
Health Products
Regulatory Authority

B

“Heading”

Nem aut ius sam enimagn imolorepuda sant, atusdaest, cuptas doloria estrum quiberro commimolorum quatur aborro dolutempel mo videlenim ut voluptatae. Is excea simus quo des doloritis molo odis ut aut ditationsed eum quae pro dolupta taectem eossitam remolor porunt dolupta tintis esed quis asint velique porum quas enis eum il ist atetur rererspist eos nient adis acea dollaccullor re volupta essinvel magnis doluptatatus dolorpo rpo



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SAHPRA
South African
Health Products
Regulatory Authority

C

“Heading”

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www.sahpra.org

Address • Address • Address • Address • Address

Marketing Posters

Logo sizes

The SAHPRA logo should adjust to the size of the poster and maximum size should not be larger than 1/3rd of the width of the artwork.

Footer

The footer houses the URL and physical address.

Fonts

A2

Footer Font: DIN Bold, 60pt, white.

A0

Heading 1 Font: Helvetica Bold, 72pt, Blue.

Heading 2 Font: Helvetica Bold, 60pt, Blue.

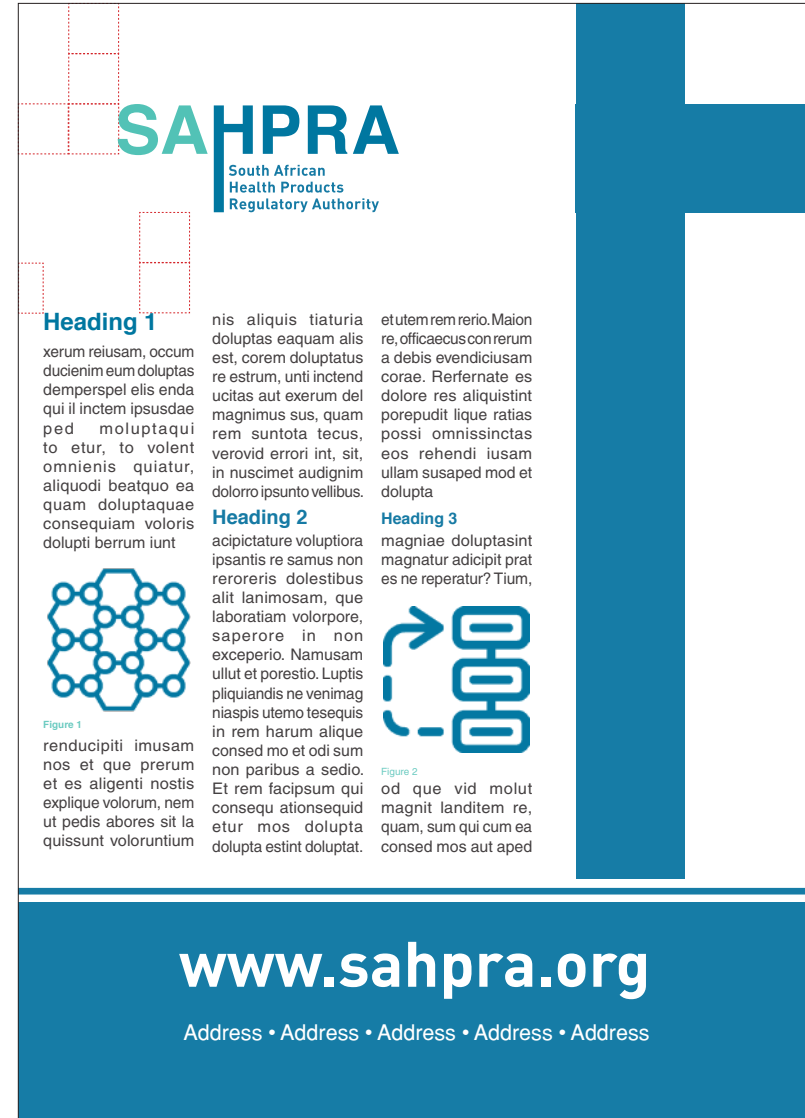
Heading 3 Font: Helvetica Bold, 48pt, Blue.

Copy Font: Helvetica Regular, 48pt, 85% black.

Footer: DIN Bold, 190pt, white.



A2



A0

Brochures

Logo sizes

The SAHPRA logo should adjust to the size of the poster and maximum size should not be larger than 1/5th of the width of the artwork.

Footer

The footer houses the URL and physical address.

Fonts

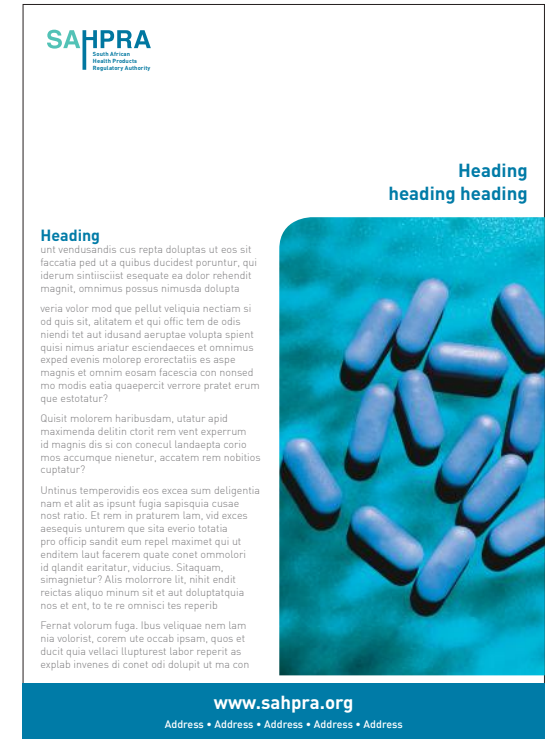
Heading Font: Helvetica Bold. 14pt, Blue.

Footer Font: DIN Bold, 14pt, white.

Copy Font: DIN Regular, 9pt, 11pt leading, 85% black.



DL Z-fold



A5

Banners

Typically wall banners are 3m x 3m but larger or smaller sizes can be used. Banners for specific events or exhibitions can use the secondary colour palette as part of the design.

Media banner

SAHPRA logo tiled in a checkered pattern using the clear area as junctions.

Logo size 300mm.



Exhibition banner



Clothing

On white clothing the SAHPRA logo should be embroidered in colour or screen printed. On colour or patterned materials the logo should be embroidered in white.

Note

Material colours should be closely matched to the primary or secondary colour palettes.

Sizing

The logo size should never be smaller than 75mm in width for embroidery.



Promotional Items

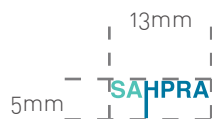
Pens, lanyards, keyrings and USB drives can be branded with the SAHPRA logo, the clear area can be reduced but the logo may not touch the edges. Use Pantone colour breakdowns to match colours.

Logo sizing with descriptor

Minimum logo size 10mm x 25mm

Logo sizing without descriptor

Minimum logo size 5mm x 13mm



20mm lanyard



Signage and Outdoor Branding

Signage

In keeping with the minimum clear area required around the SAHPRA logo, placement of the logo is centred on signage. Additional logos or wording need to be placed outside the logo clear area. Use Pantone colour breakdowns to match colours.



Vehicle branding

Vehicle branding can include the “H” device if space allows.
For full vehicle wraps the design needs to be reviewed by the
Communications Manager before production begins. Use
Pantone colour breakdowns to match colours.

