



Primary elements
guidelines



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The brand message and tone of voice

In order to be instantly recognisable, in an age of information overload, it is essential that the application and implementation of a corporate identity remains constant at all times.

This manual provides the fundamental structure for the consistent application of the Entelect brand. Please follow these guidelines carefully in all forms of communication and application to ensure that we remain consistent in our look and presentation.

The tone of voice used on any touch point such as advertising, web, brochures and even the telephone answering message should convey confidence, warmth, trust, honesty, approachability, passion, innovation, excellence and reliability.

As excellence is a cornerstone of our brand we must always be cognisant of only releasing designs and photography which are of a very high standard. Branding of high quality will elevate our brand and ensure a feeling of prestige.

Entelect is a confident brand. We have an incredible track record and we employ the smartest minds in our industry.

Our positioning 'everything is possible' is an extension of our confidence stating that Entelect offers clients infinite possibilities in completing any project or requirement. There are no limits to what Entelect can achieve.

confidence
warmth honesty
trust innovation
approachability
excellence
reliability

The signature - symbol, wordmark and positioning statement

The Entelect signature consists of the 3d 'e' symbol, the Entelect wordmark and the 'everything is possible' positioning statement.

The precise and unchanging visual relationship between the wordmark, positioning and symbol forms the basis for the Entelect branding programme.

Visually balancing these three elements creates an organised, manageable and aesthetic identity.

Wherever possible, the Entelect signature should be placed on the left side of an element be it a website, poster or advert.

An exception to this rule would occur on elements which demand longevity. Here the positioning statement should be excluded. An example of this would include signage which would be up on the building for an extended period of time.

- a The positioning statement aligns to the left of the 'n' in Entelect along the same alignment as the italic wordmark and ends in line with the 't'.
- b The positioning statement is not aligned flush with the right side of the wordmark as this would be visually jarring.



Signature



Relationship between the wordmark and the positioning statement

The meaning of our symbol

Our symbol's meaning is centred around creating value. We take raw materials and shape them into pieces of workable and functional forms of greater value than before.

Whether it is delivering on our client's needs or moulding a young mind to be a brilliant programmer, we strive to always add immense value.

- a The raw material is a combination of Entelect's elements, which include: people, solutions, intellectual property, processes, systems and services.
- b Our value lies in using our "entelect" (ie. the light of our minds, our creativity, attention to detail, pursuit of excellence) which moulds and sculpts these raw materials into a workable, functional and artistic shape which adds immeasurable intangible and practical economic value.
- c Our objective is to spark change, create and leave a lasting improvement in our employees and our clients lives.



Primary typeface

Myriad Pro is the corporate font of Entelect and should be used wherever possible. Myriad Pro is a clean, professional and highly legible font, making it the perfect companion for the Entelect brand.

Document typography guideline

Myriad Pro Light should be used for body copy on a white background. Myriad Pro should be used if the copy is appearing on an image or on a colour background to avoid the ink bleeding into the copy.

Myriad Pro can be used for subheadings and for accents and Myriad Pro Bold should be used for page headings or for where a bold statement is needed.

PRIMARY ELEMENTS

Myriad Pro Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , ; (: * ! ?)

Myriad Pro

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , ; (: * ! ?)

Myriad Pro Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 0 1 2 3 4 5 6 7 8 9 . , ; (: * ! ?)

Headline text in Myriad Pro Bold

Subheading should be in Myriad Pro

Body copy in Myriad Pro Light. Ermentum sit amet, viverra sed, pede. Quisque pulvinar nunc eu lectus. Maecenas lacus tellus, convallis ac, accumsan id, elementum convallis, turpis. Morbi justo enim, auctor id, pellentesque non, tempor vel, lectus. Nulla facilisi. Cras tempus. Quisque dui est, placerat eget, elementum eget, vulputate nec, tellus. Pellentesque justo. Nullam porta lobortis orci. Duis a libero eu quam vestibulum vehicula.

Electronic typeface

Due to the fact that not everyone has Myriad Pro installed on their systems, a standard font needs to be utilised for electronic applications.

The preferred font is Arial which should be used on all letterheads, websites, electronic campaigns and as the standard font for email.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.:;,;(:!*!?)
The quick brown fox jumps over the lazy dog.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz0123456789.:;,;(:!*!?)
The quick brown fox jumps over the lazy dog.

Colour palette

Our primary colour is blue with green being the secondary colour. These colours appear proudly in the Entelect 3d symbol.

The preferred background colour to be used wherever possible is white as the Entelect signature works best on a plain white background. This also creates consistency where the signature is always displayed on a uniform background colour.

As a guideline, any designed element should try to achieve a generous amount of clear white space in order to give the layout a sense of elegance and importance. It is important to try not to pack in too much information on any item to avoid a cluttered and busy feel.

Tints of these colours can be used if required. Please ensure that the correct colour is used when using tints. Ie. 50% blue should be 50C, 35M, 0Y and 20K.

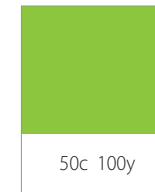
Screen-based colour is harder to control than print as most screens are calibrated differently. Room conditions can also create varying colour changes to screen-based colour. The colours we have created have been based on several screen colour calibrations and are the best screen-based colour renditions for all machines.

Primary colour



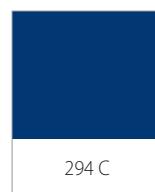
100c 70m 40k

Secondary colours

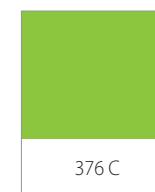


50c 100y

CMYK



294 C



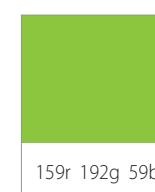
376 C

PANTONE

Print-based



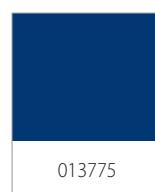
0r 55g 117b



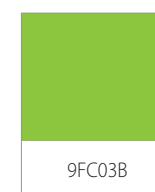
159r 192g 59b

Screen-based

RGB



013775



9FC03B

HEX

Identity signature - preferred

There are three variations for applying the Entelect brand and the following pages show these signature configurations. They are precise yet flexible enough to meet most spatial application circumstances. Wherever possible, the Entelect signature should be placed on the left side of an element be it a website, poster or advert.

The standard signature and the one that should be used the most is shown on this page. The relationship between the symbol and the wordmark is calculated by measuring the height of the 'e' symbol giving a ratio of 'x'. The width of the wordmark in this configuration should always be 2x. The distance between the wordmark and the symbol should be a quarter of 'x'.

Clear space rule / clearance

To retain the integrity of our signature we have constructed a clear space rule. This zone is in place to prevent people from putting any elements too close to the logo. It will give a certain amount of space around the mark and help retain an elegant and legible look. The clear space rule is a quarter x around the signature at all times.

Minimum size

This makes sure that the mark that is used has been produced for best clarity at that size. Minimum size for the preferred signature is 18mm width.

There will be opportunities where the symbol could be used apart from the wordmark and positioning in dynamic and interesting ways. Please see page 9 for guidelines around this.



Clear space rule:



Minimum size:



Identity signature - alternate stacked

The alternate stacked signature can be used in instances where there is limited width on an application. An example of this would be when appearing on a portrait DL brochure. Unlike the horizontal versions, the stacked signature should be placed in the centre of an element.

The relationship between the symbol and the wordmark is calculated by measuring the height of the 'e' symbol giving a ratio of 'x'. The width of the wordmark in this configuration should always be 2x.

Clear space rule / clearance

To retain the integrity of our signature we have constructed a clear space rule. This zone is in place to prevent people from putting any elements too close to the logo. It will give a certain amount of space around the mark and help retain an elegant and legible look. The clear space rule is a quarter 'x' around the signature at all times.

Minimum size

This makes sure that the mark that is used has been produced for best clarity at that size. Minimum size for the preferred signature is 12.5mm width.

There will be opportunities where the symbol could be used apart from the wordmark and positioning in dynamic and interesting ways. Please see page 9 for guidelines around this.



Clear space rule:



Minimum size:



13.5 mm

Identity signature - alternate horizontal

Wherever possible, the Entelect signature should be placed on the left side of an element be it a website, poster or advert.

The relationship between the symbol and the wordmark is calculated by measuring the height of the 'e' symbol giving a ratio of 'x'. The width of the wordmark in this configuration should always be 3x.

The distance between the wordmark and the symbol should be a third of 'x'.

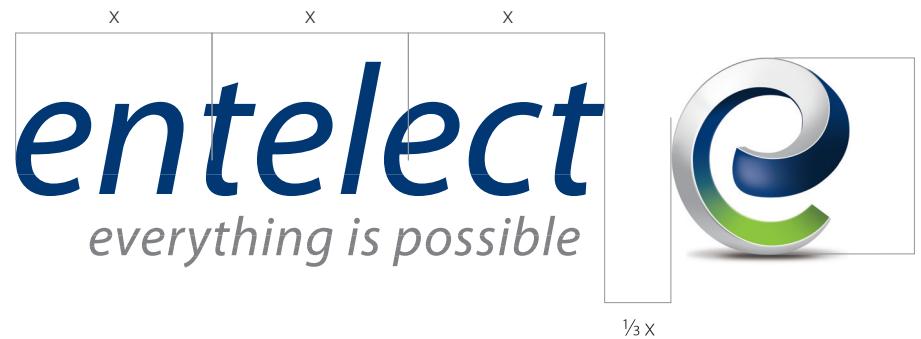
Clear space rule / clearance

To retain the integrity of our signature we have constructed a clear space rule. This zone is in place to prevent people from putting any elements too close to the logo. It will give a certain amount of space around the mark and help retain an elegant and legible look. The clear space rule is one third x around the identity at all times.

Minimum size

This makes sure that the mark that is used has been produced for best clarity at that size. Minimum size for the preferred signature is 18mm width.

There will be opportunities where the symbol could be used apart from the wordmark and positioning in dynamic and interesting ways. Please see page 9 for guidelines around this.



Clear space rule:



Minimum size:



20 mm

Vector one colour logo

These logos are reserved for difficult applications when the identity is required to be reproduced on a surface area that falls outside the tolerances of the 3d identity.

These applications include embroidery, silk screening onto pens or creating window vinyl etc.

The relationship between the symbol and the positioning statement is identical to the 3d version and the same clear space rules will apply.

a Preferred signature.

b Alternate signatures.



Exception to the rule - dropping the positioning statement

The Entelect signature consists of the 3d 'e' symbol, the Entelect wordmark and the 'everything is possible' positioning statement. These signatures should be used on the majority of applications.

An exception to this rule would occur on elements which demand longevity and/or where impractical due to over-cluttering. Here the positioning statement should be excluded. An example of this would include signage which would be up on the building for an extended period of time.

The adjacent logos should never be used on general applications such as stationery, email, printed material etc.

a Preferred signature.

b Alternate signatures.

a



b



Dynamic cropping of the symbol

In certain instances the symbol can be used in a dynamic way by increasing its size dramatically and cropping off the symbol off the edge of the application, be it a corporate folder, business card, poster, web page background etc. This allows us to achieve a high visual range.

This works best when used as shown on this page with the large symbol cropped at the bottom left side of the element.

The wordmark and positioning statement does not have to be applied with the dynamic symbol, but when they do appear together the positioning statement should align to the right of the wordmark as displayed on page 2.

Note that the mark is never flipped, tilted or any other way distorted from how it appears when in the full signature.



Watermark

The symbol can be used as a watermark in the background of an application.

Examples of such an execution would be as a background for a PowerPoint body content page or on a web page.



What not to do

In our overcommunicated society the only way to ensure that people recognise us is to ensure that our identity is always displayed consistently. Shown here are some examples of what not to do.

- a Correct application.
- b The relationship between the symbol, wordmark and the positioning statement should not be changed.
- c The wordmark or positioning statement typeface colours must not be altered.
- d The wordmark or positioning statement typeface or message should never be changed.
- e The symbol colours should never change from the blue and green colours.
- f The symbol must never be flipped.
- g Because the symbol gets lost in similar colours that exist in the symbol, the signature should never appear on the primary blue colour (100c, 70m, 0y, 40k).
- h Neither should it appear on the secondary green colour (50c, 0m, 100y, 0k).
- i It should never appear on a pattern.
- j It should never be stretched which can happen when placed badly in Microsoft Word etc.



Imagery

Our business revolves around software, improving business IT structures, streamlining business processes and aiding in online communications. And while this is centred around technology and computers, our focus should be about 'end benefit'. It should be centred around people and delivered in a dynamic, modern, fresh and unposed approach.

Entelect's values revolve around human emotions - confidence, warmth, trust, honesty, approachability, passion, innovation, excellence and reliability. Our photography should therefore be people-focused and express these values. We should try to show the human benefits and emotions rather than the actual products or devices. For example, if a service advertises streamlining the event management process, show the actual event with people enjoying the presentation; not an empty auditorium or a series of microphones.

As excellence is a cornerstone of our brand we must always be cognisant of only releasing designs and photography which are of a very high standard. Branding of high quality will elevate our brand and ensure a feeling of prestige.

Colour

Wherever possible, all photography should be in colour.

Avoid

Steer away from illustration, dry, lifeless corporate shots and generic computer generated imagery. Do not feather or fade out the edges of the image. This looks very old-fashioned. Keep the images either in the holding device shown on the following page, or in a curved border rectangle as shown on this page.



Print example - A1 master brand poster

Whenever possible, the signature should be placed on a white background. The dynamic image placeholder shown on this page can be used to house an image on any element.

This placeholder works dynamically with the signature and adds an interest to the page where square image blocks would appear standard and boring.

Use bold, large headings to create a unique typographical style which will stand out. All fonts should be a combination of the three Myriad Pro typefaces - please see the typography section for more information regarding fonts.

Please see the following page for information regarding the divisional footer device.

Things to remember are:

- a) not to be scared of using space to help form the structure to a page
- b) use our corporate fonts at all times, consistency is key
- c) layouts are always clean and bold
- d) do not feather or fade out the edges of the image, an example is shown below



Myriad Pro Bold, 150/155 pt

Myriad Pro, 32/33 pt

Myriad Pro Light, 27/28 pt

Divisional footer

160mm

Print example - A1 divisional poster

- a Divisional footer device

[Software](#) | [Online](#) | [Placements](#) | [Training](#)

The correct division should always be highlighted in green with the other divisions in blue. With this being a software poster, the word software would be highlighted in green.
Font size guideline for this is:

A5:	Myriad Pro - 5.5 pt
A4:	Myriad Pro - 7.5 pt
A3:	Myriad Pro - 10.5 pt
A2:	Myriad Pro - 15 pt
A1:	Myriad Pro - 21 pt

- b The divisional footer appears to the right of the logo and is aligned to the bottom of the wordmark as shown
- c Division - please use the relevant division logo from the master artwork disk

Whenever possible, the signature should be placed on a white background. The dynamic image placeholder shown on this page can be used to house an image on any element.

This placeholder works dynamically with the signature and adds an interest to the page where square image blocks would appear standard and boring.



Signature over image

Whenever possible, the signature should be placed on a white background. However, when the signature is placed upon an image there are some aspects to be considered.

The most appropriate areas for the signature to sit upon are of a solid colour, and preferably of a particularly dark or light shade. All aspects of the mark should always be clearly visible.

If an image has a variety of tones, colours or textures, try moving the image, cropping the image or gently re-touching the image to give a suitable light, dark or low-contrast background for the signature. Avoid background images which have large amounts of blue and green so that the symbol stands out.

The drop-shadow should always appear with the symbol and depending on the background colour, the wordmark or positioning statement can be changed to white.

- a In this scenario the 60% black positioning statement would disappear into the road, so it would work best to change this to white.
- b Here is a good example of gently re-touching the image making it lighter to allow the signature to be highly legible. If the image background was dark then both the wordmark and the positioning statement would change to white.



a



b

Endorsement

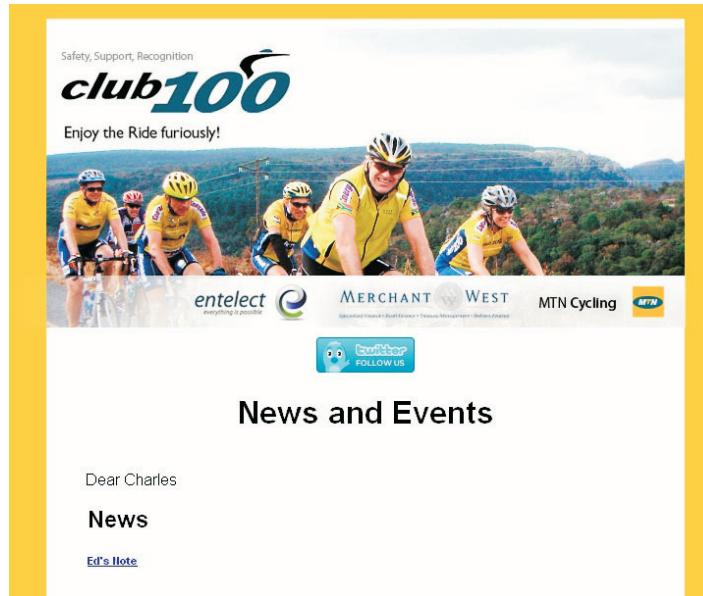
When using the Entelect brand on partner websites as an endorsement there are two routes which can be used. This will depend on how much prominence Entelect should have with the partner brand. Both endorsement routes use the master brand which carries the positioning statement.

a Heavily endorsed

The Entelect logo should appear near the top of the element.

b Lightly endorsed

The Entelect logo appears at the bottom left of the application and will reside in a holding graphic as shown. Please consult the following page for more information regarding the holding graphic and the Entelect brand options associated with this.



a



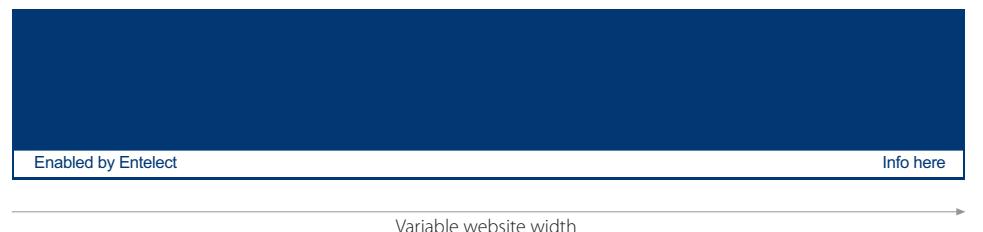
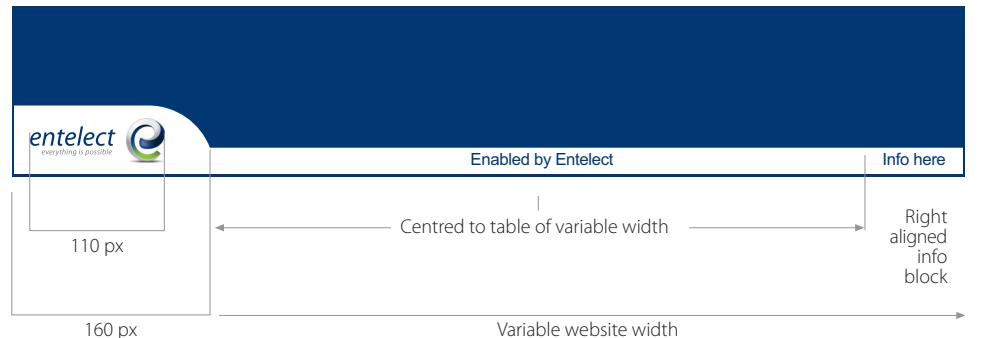
b

Light endorsement options

When using the light endorsement route on partner sites there are three routes which are available. The chosen route will depend on how much prominence the Entelect brand is afforded.

'Enabled by Entelect' appears centered to the page. It is extremely important to ensure that no elements will overlap if the website width is reduced. All type should be Arial, 12 px.

- a Option 1
Where possible, the full Entelect logo should be used.
- b Option 2
Where the partner site prefers their own branding to remain more prominent then the symbol can be used alone.
- c Option 3
In extreme cases where we can only apply the Entelect brand in typography, then this should align to the left side of the page.



Brand architecture

The best branding model for Entelect is a monolithic brand architecture, using simple descriptive naming to give customers information to help them find precisely what they want from the Entelect brand.

- a Master brand
To be used on all business to business applications, endorsement and on retail branding.
- b Divisions
Currently there are 4 divisions in the Entelect brand.

Placements - Recruitment services.

- Software** - Software consulting, resourcing and enterprise solutions.
- Online** - Online sales, marketing and communications solutions.
- Training** - Software professionals training.



Product branding	1
Product naming	2
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Product branding

With retail product branding, the Entelect symbol appears on the left of the product name. The relationship between the symbol and the font size is calculated by measuring the height of the 'e' symbol giving a ratio of 'x'. The height of the product name font should be a third of 'x'.

Naming guidelines

In the case where there is more than one word in the product name then the two words are joined together with the initial caps remaining in place. The Entelect brand name however always stands alone.

Clear space rule / clearance

To retain the integrity of our signature we have constructed a clear space rule. This zone is in place to prevent people from putting any elements too close to the logo. It will give a certain amount of space around the mark and help retain an elegant and legible look. The clear space rule is a quarter 'x' around the product signature at all times.

Minimum size

This makes sure that the mark that is used has been produced for best clarity at that size. As the width would change depending on the product name, the minimum size for a product name is calculated on the symbol height at a minimum of is 5.5mm height.



Clear space rule:



5.5 mm Entelect Active

Product naming

The most important branding decision you will ever make is what to name your product or service. When your name is an online product however, the choice of name becomes critical. This is because to get to a website you type in a word. There are no window displays, no pictures, no colours, typography or logo or store location letting you know what the product does until you get onto the actual website.

For this reason, proper names, or strong brand names, are always going to be best. Think about the strongest brands and all of these have proper names. Websites such as books.com; jobs.com; auction.com are not the leading sites. Amazon.com; Monster.com and eBay.com are the leaders in their category.

a Generic brand name

When a generic name is used then the Entelect brand name is included with the generic name. In the case where there is more than one word in the product name then the two words are joined together with the initial caps remaining in place. This would be written out as follows: this is our new product Entelect WebManager.

b Strong brand name

In the case where the product name is unique then the Entelect brand name falls away to give more prominence to the product name. Again, in the case where there are two words they become joined together with initial caps. This would be written out as follows: this is our new product ActiveLady.

a



Entelect Active



Entelect WebManager

b



Sportage



ActiveLady

Colour palette

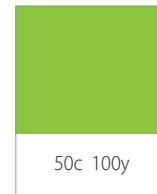
In order to allow for flexibility in choosing retail colours which relate to the target-market, the colours on this page are an example of a good selection of choices. For instance, a product aimed directly at women might take on softer hues - pink or pastel colours.

We should ensure that the colours across the full product range are colours with a pure hue and high intensity.

Intensity is the brightness or dullness of a colour. A pure hue is a high intensity colour. A dulled hue is a colour mixed with its complement and becomes a low intensity colour.

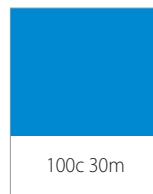


100c 70m 40k



50c 100y

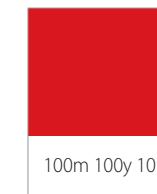
Corporate colours



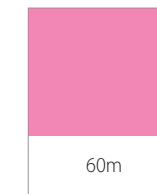
100c 30m



30c 100m



100m 100y 10k

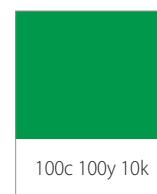


60m

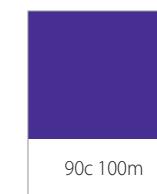
Retail colour examples



100c 10m 40y



100c 100y 10k



90c 100m



50m 100y



As a general rule, choose colours which are of pure hue and high-intensity

Product application example

The product logo should always appear in the top left corner of the page. All general document colours can change to fit in with the product colour.

The Entelect signature should appear in the bottom left corner of the page with the curved product footer device. This footer device is a continuation of the endorsed branding footer device described earlier.

The signature always includes the positioning statement and not any of the divisions.

All fonts used should be a combination of the three Myriad Pro typefaces - please see the typography section for more information regarding fonts.

PRIMARY ELEMENTS - RETAIL BRANDING



Entelect WebManager

Get your Entelect WebManager today

Other features:

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

Nemo enim ipsum voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam

- quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur
- uis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil
- molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla paratur

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. Unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritas et quasi architecto beatae vitae dicta sunt explicabo.

entelect
everything is possible

CLIENT CASE STUDY

Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id dolor in reprehenderit in volvodolor in reprehenderit in.

CLIENT CASE STUDY

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For more information:

- Contact the Product Manager: Entelect Recruitment Management System by phone on +27 (0) 11 994 3300
- Visit www.entelect.co.za to find out more about the entelect group or email charles@entelect.co.za

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