



CI Manual



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INTRODUCTION TO BRAND MAP

INTRODUCTION

This brand map is a guide for the integrated marketing and communications efforts of the organisation going forward.

As part of the institutional body of knowledge of GEP, it outlines the key strategic and design components of the brand's architecture.

As a potential contributor to the GEP brand, we hand you this document in the spirit of partnership and collaboration. Our aim is of course to develop a consistent and uniform branding effort. But more so, we aim you through the potential of you contributing to our mandate and our passion - the upliftment of our contributing to our mandate and our passion - the upliftment of our country and social justice for all.

GEP BRAND MAP

Core identity

Providing financial support, non-financial support and co-ordinate stakeholders to benefit SMMEs.

Revelance

A knowledge driven brand:

-Innovative

Unlocking value, new insights with new partners.

-Efficient

Cost-effective processes and access to finance business know-how and growth markets.

-Impactful

In terms of development, implementation ROI, speed of set-up, turn around time etc

Values

Delivery

Equitable partnership and participation

Determination

Co-operative government

Institutional consolidation

Flexibility

African

People centricity

Transparency

Accountability

Solutions for Africa by Africa

Emotional Challenge

Inherent

Feels solid, confident, reassured, empowered, professional and welcomed.

Knowledge Assets = Delivery

Reputation Asset = African Value System

Brand Personality

Efficient, Progressive, Dynamic, Trustworthy, Determined and Passionate about Gauteng.

Differentiation

Value proposition

GEP delivers support and financial access to the economic value derived from unlocking the uncovered South African opportunity.

Competitive advantage

GEP as key roleplayer in delivering SMME growth through financial and non-financial support.

Brand as a product

Economic and investment driver via training and intervention.

Product attributes: Trusted source

Brand as an organisation

Smart team-member of innovative public and/or private sector partnerships

Brand as a person

Caregiver: Service-orientated, trustworthy and passionate.

Creator: Progressive, Dynamic, Determined.

Brand as a symbol

Elevation of business and economy

Resonance with stakeholders

Value

What the brand stands for and believes in. Motivation, Ownership, Ubuntu, Diversity. Ethical

leadership, Dependability

Brand Aesthetics

Logo and Descriptor

Logo and Positioning

Overall Colour Code

Colour Specifications

Typefaces

Typographic Hierarchy

BRAND AESTHETICS

Logo and Descriptor

PRIMARY ELEMENTS



1. Dominant GEP Wordmark

Plays on stature and influence and is designed for easy recognition and recall.

2. Descriptor

Compliments the wordmark font and gives a font and gives full description.

3. Rising Swoosh

It emphasises growth and gives solid meaning to GEP's intention to support SMME's

4. Arrow

Gives a sense of movement and continuity/ Realisation of dreams/ Going for and reaching the horizon which is endless/ continuous commitment.

BRAND AESTHETICS

Logo and Descriptor

PRIMARY ELEMENTS

Spaces rules/ Logo boundaries

The logo should not be crowded by other elements in page layout.

See the section on applications later in this manual.



BRAND AESTHETICS

Logo and Descriptor

PRIMARY ELEMENTS

1



2



3



4



5



6



7



1. Dominant GEP Wordmark

Used in conjunction with other logos against white under the following circumstances:

Sponsorships & Co-branding

Endorser branding context with parent brand (Gauteng Provincial Government Coat of Arms and the Department of Finance and Economic Affairs)
Co-endorser context with sister brands (DEFA agencies)

2. Black & White version

The black and white version is created for single print work, specifically in newspaper formats.

3. The single colour version

Is used for etching or embossing work.

4. Smallest reproduction

Smallest width = 10mm

5. Reversed logo

The logo is negative/knockout. Used on dark backgrounds.

6. Watermark

15% of is used.

7. Etching

Used when branding onto surfaces like metal and glass.

BRAND AESTHETICS

Logo and Positioning Statement



PRIMARY ELEMENTS



Using the logo with the pay-off line

The pay-off line is always used at the same width as the logo itself.

The pay-off line is also horizontally or vertically aligned to the logo in applications.

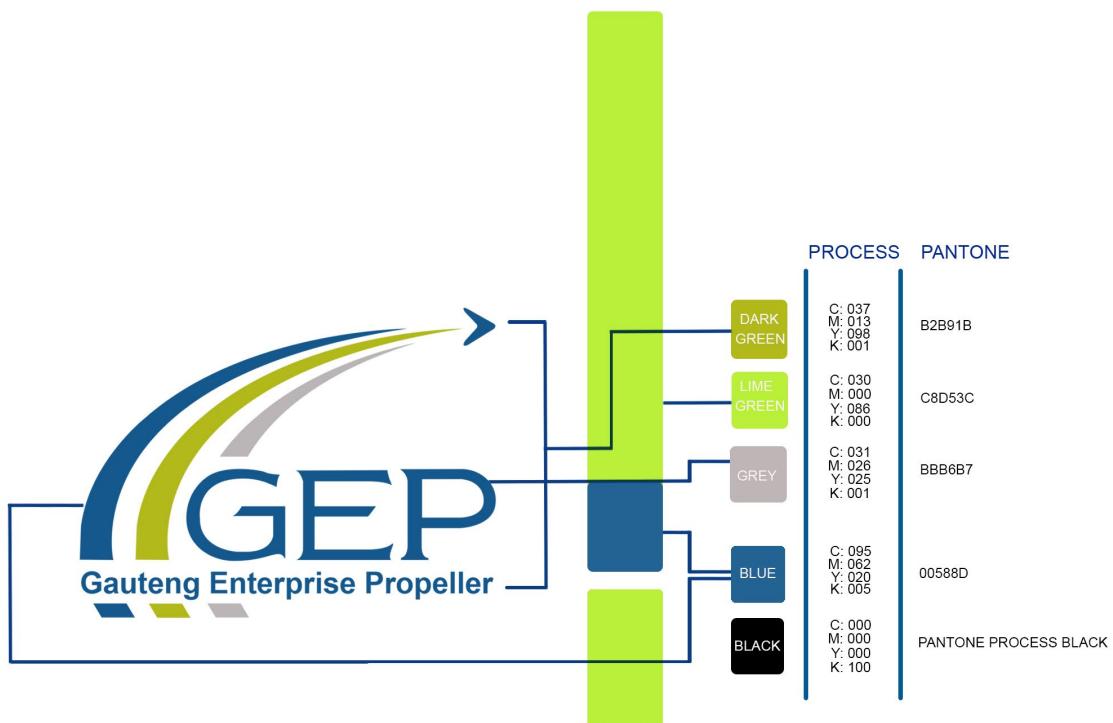
The 'G' is used as a measuring tool to give precise measurement between the logo and the pay-off line.

1. Horizontally - two 'G's to the left
2. Vertically - one 'G' downwards

OVERALL COLOUR CODE

Colour specifications

PRIMARY ELEMENTS



TYPEFACES

PRIMARY ELEMENTS

Apart from the GEP logo, Foundry Form Sans is used in our identity. This font and the fonts illustrated style options form the basis of our identity's visibility and written expression. This range of font weights, gives us the capability to create clear and easily appreciated communication across all media.

See the applications section on how to apply them.

PRIMARY TYPEFACE

GAUTENG ENTERPRISE PROPELLER
FOUNDRY FORM SANS BOOK SC

Used for headings
titles, descriptors &
signage

Arial

Trebuchet MS

Used for the slogan

Moulding Entrepreneurs

SECONDARY TYPEFACE

GAUTENG ENTERPRISE PROPELLER
ARIAL REGULAR

Used for disclaimers on
stationery, e-mail sign-off
details and other electronic
elements such as
PowerPoint.

Arial (Bold, Regular)

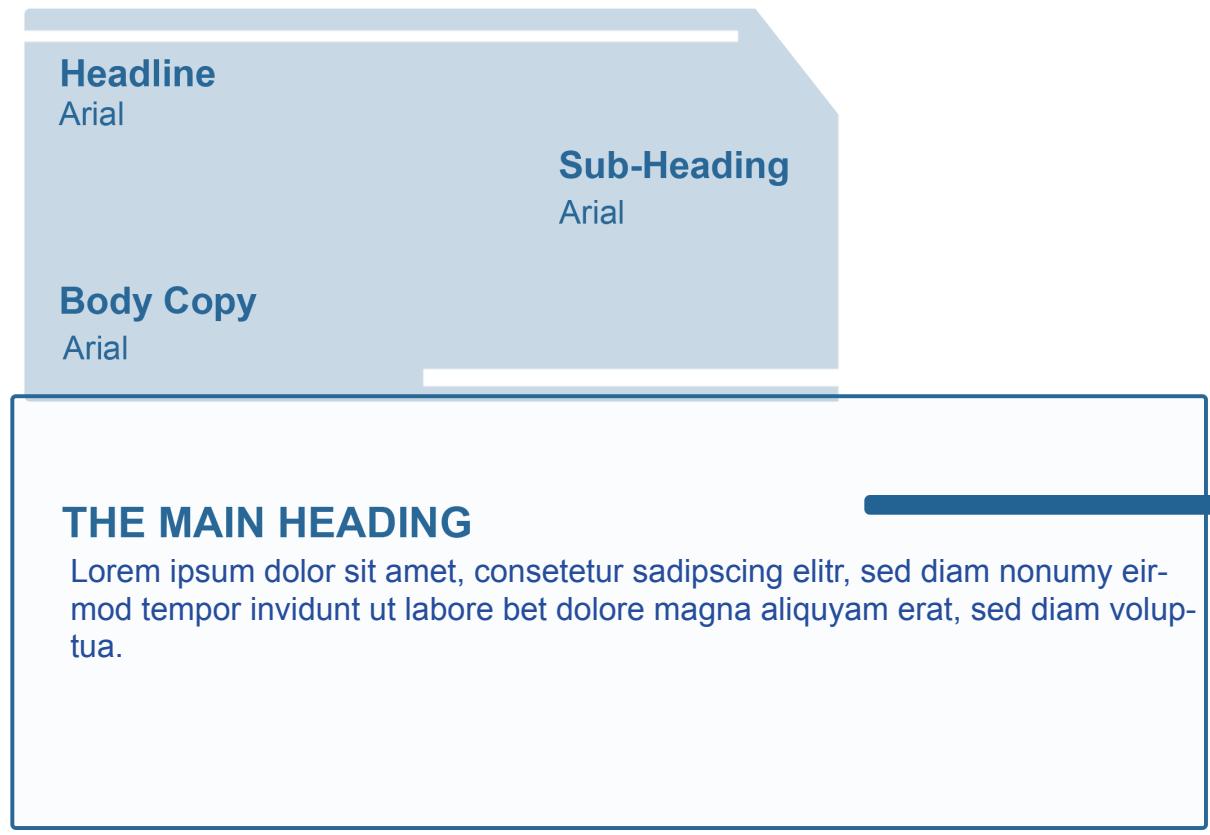
TYPOGRAPHIC HIERARCHY

PRIMARY ELEMENTS

When we use typography we need to be clear in the way we structure and emphasise items.

Readability is of the utmost importance. These headings and text styles are recommended for their clarity and flexibility.

Typography style should always be ranged left and right, type should always be legible. When placing type on a white background Pantone 541C is used for headings and body copy. The typeface should be in white whenever the background is pantone 541C (GEP Blue) for legibility.



Corporate Stationery

Letterhead
Business card
DL envelope
Folder

Literature

Posters

Signage

Aluminium/ Glass-door Signage
Wooden/ Glass-door Signage
Lightbox signage

Advertising Guidelines

Portrait layout

Promotional Collateral

Banners
Flags

Electronic

Powerpoint Guidelines
E-mail Sign-off

CORPORATE STATIONERY

APPLICATIONS

Letterhead (297mm x 210mm)

Typography

Bold text of letter: Arial 10pt on 14pt leading. Subsequent company information: (SEE ILLUSTRATION)

Paper

Bond white, 90gsm.

Moulding Entrepreneurs

Growing Gauteng Together



Moulding Entrepreneurs

Growing Gauteng Together



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Fax: 011 827 2886

SEDEBENG OFFICE
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Veeneniging, 1930
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Fax: 016 910 1216

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Hatfield Gardens, Hatfield
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BOARD Ms. L Leshika (Chairperson), Ms. P Mangou (Deputy Chairperson),
Mr. S Zanakala (Chief Executive Officer), Huruma Bantu (Company Secretariat),
Ms. D Maitlufi, Mr. L Marinowitz, Mr. K Mogotsi, Ms. B Mahluthshana,
Mr. T Rasenyallo, Mr. S Mkhize, Ms. D Mapianzela



Business Card (90mm x 50mm)

Business cards are an important point of contact between our customers and ourselves and are a vital expression of our brand. Logos positioned as specified.

Typography

Employee name: Arial 9pt on 10pt leading.

Job title: Arial 6pt

Personal contact details: Arial 6pt on 6pt leading.

Subsequent company information: Arial 6pt leading.

Paper

Imbercote, 350gsm. Matt finish, Gloss.



Folder A4 (90mm x 50mm)

Logo positioned as specified. The 'G' of the wording GEP is to be aligned with the blue square on the lime-green side-green band.

Paper

Use a high quality bright white paper like Magno Matt.

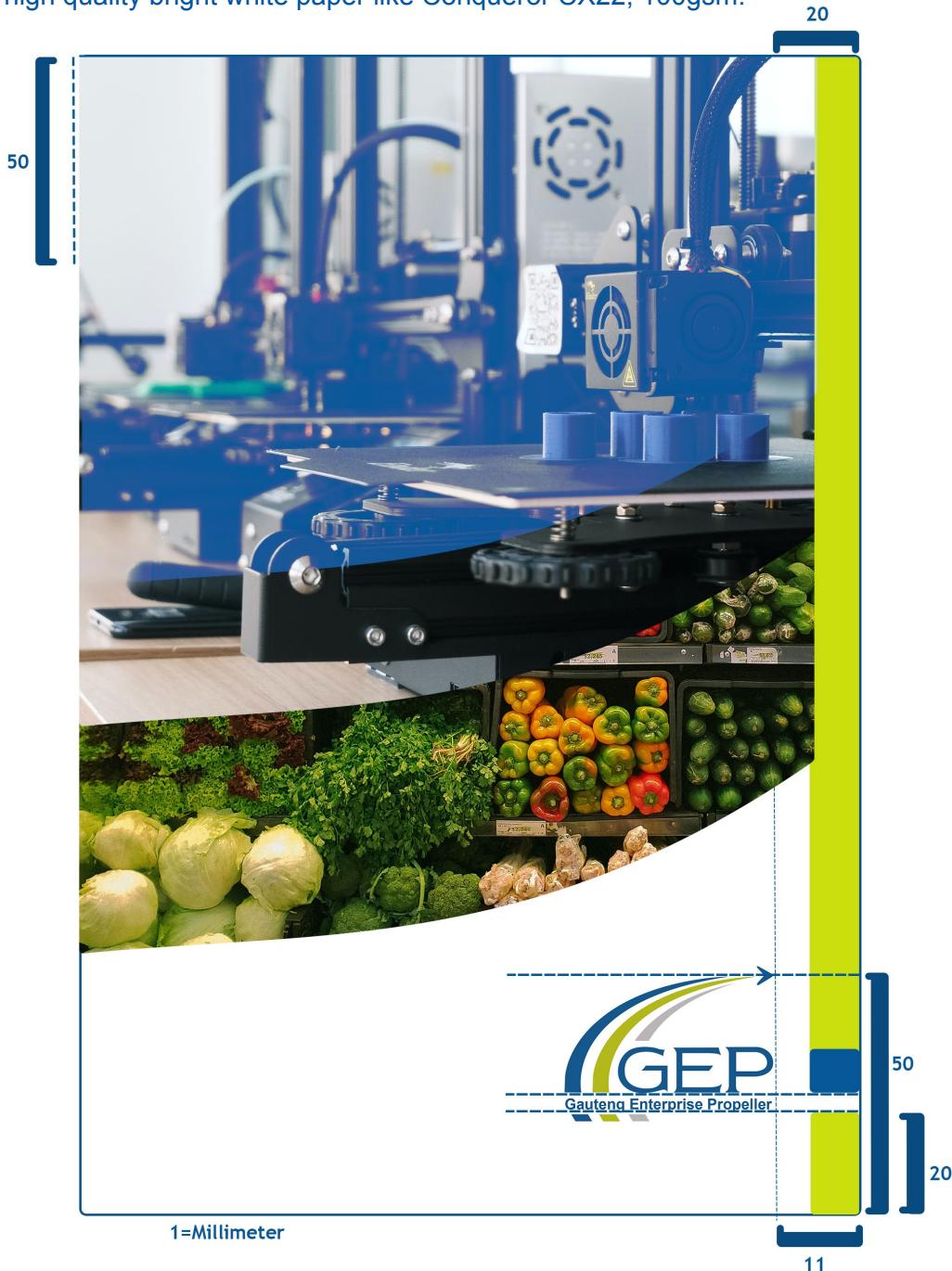
Notepad Leaflet

Logo positioned as specified.

vital expression of our brand. Logos positioned as specified. The 'G' of the wording GEP is to be aligned with the blue square on the lime-green side-band.

Paper

Use high quality bright white paper like Conqueror CX22, 100gsm.



BRAND AESTHETICS

Clothing

APPLICATIONS

For these shirts to have the GEP logo, whether in the front or the back of the shirts. Different strong material used for the different designs. Designed for work or outdoor advertising.

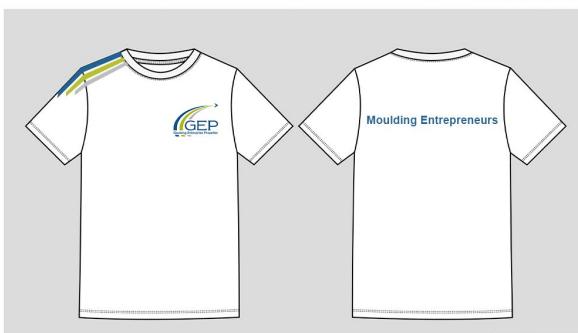
Whenever we exhibit our brand we create an impression. Formal shirts for meetings and workdays and golf shirt and t-shirts for marketing outdoor events and Fridays.



Golf shirt



Formal shirt



T-shirt

Posters A4 (297mm x 210mm) or (420mm x 297mm) or A2 (549mm x 420mm)
Online line posters Instagram: (1080mm x 1080mm), Facebook: (1200mm x 630mm),
LinkedIn: (1128mmx 191mm) , Twitter: (1600mmx 900mm)

Main header should go above the blue band. The lime-green side-band can appear on specific designs. The creative area may be utilized to express a variety of designs styles, as long as grid is adhered to. Depending on the message, which is to conveyed, the image may fill this entire space as long as text is clearly legible. The branding area remains white and only feature our logos. This space is also used house co-branding logos.



ELECTRONIC PowerPoint guidelines 16:9

APPLICATIONS

Our online environment is just as important in terms of displaying our brand in comparison with traditional media. Each email that is sent out, PowerPoint, website or multi-media presentation, must convey our brand as effectively as possible. We have outlined each electronic element for you to see.

All opening slides should follow example 1. The opening slide should contain brand details and a relevant picture. There are 4 templates to choose from.

Option 1

Option 2

Option 3



TABLE OF CONTENTS

- Overview
- HR Analytics
- Digitalization of GEP
- Organizational Design and Development
- Human Capital & Talent Management
- Professionalization of GEP



OVERVIEW

- Corporate Support Administration seeks to improve its environment by offering strategic support to the agency by improving the existing services offered to business, particularly on Human Resources and ICT, through:
 - professional services through human capital and the alignment of resources based on market demands.
 - Documenting Business Processes to enhance service delivery
 - improvements for business and ICT infrastructure, systems and application hosted in house or in the cloud.

Considering the above, it is important to consider new dynamics in the new world of work characterized by digitalization which predate the other forced change that was brought by the COVID 19 pandemic.

This digital transformation calls for change in the mode of service delivery and internal capacity



ELECTRONIC E-mail Sign-off

APPLICATIONS

All text should appear on a white background. Personal information should go above the logo in Arial 12pt font, followed by the pay-off line.
(Follow illustration below).

Matshidiso Podile

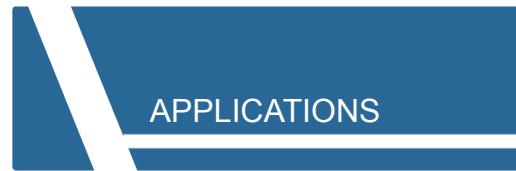
Manager: Marketing and Communication
Marketing and Communication
Direct line: 011 085 2001
Mobile: 076 256 9266



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PROMOTIONAL COLLATERAL OUTDOOR (mini) POP-UP BANNER



Whenever we exhibit our brand we create an impression. Whilst it is important to utilise our logo correctly we must also choose display items that are of the highest possible standard.

Ensure that each of our promotional collaterals carries a clear message about our brand and brings across our bright and fun image too.

The logo is to be placed in the position as illustrated.



PROMOTIONAL COLLATERAL

Banners (Teardrop flags)

APPLICATIONS

Whenever we exhibit our brand we create an impression. Whilst it is important to utilise our logo correctly we must also choose display items that are of the highest possible standard.

Ensure that each of our promotional collateral carries a clear message about our brand and brings across our bright and fun image too.

Teardrop banners are effective for outdoor advertising. The solid aluminium frames is easy to assemble and bend, the material used for the flag is waterproof, UV stable water-proof inks and is produced with tough knitted polyester material.



PROMOTIONAL COLLATERAL

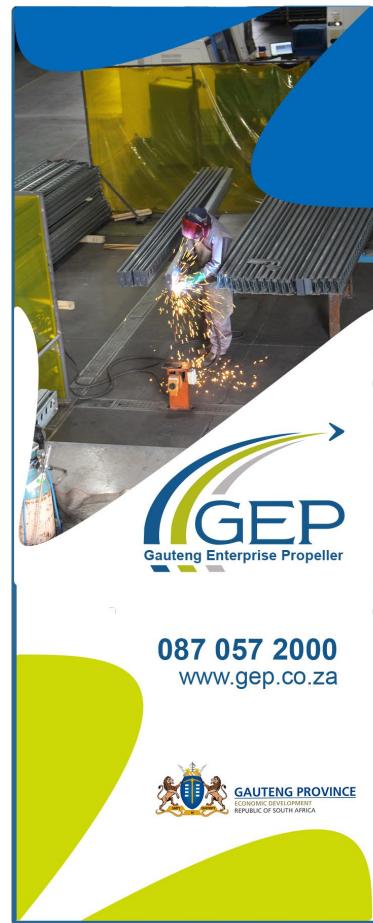
Banners



For these applications ensure that our pay-off line is aligned vertically below the GEP logo.

The GPG logo should be placed on a white background as illustrated.

Always ensure that the materials and workmanship are of the highest quality and that items are kept in good condition.



SIGNAGE

Aluminium/Glass-door signage

APPLICATIONS

The frosted vinyl should cover the glass from the metal base of the door to the middle with a trim of 22mm space around. The pay-off line should be a cut-out, aligned to the width of the logo.

On double doors, 2 GEP logos can be applied with only 1 GPG logo (below the GEP logo on right).

N.B. The position of the logo and the lime-green side-band may vary on certain applications, but please apply according to the illustration.

Lime-green Side-band

The lime-green side-band must always be on the far right position.

Note*- The blue section should align with the "G".

- The clear section should align with the descriptor " Gauteng Enterprise Propeller ".

Vinyl codes

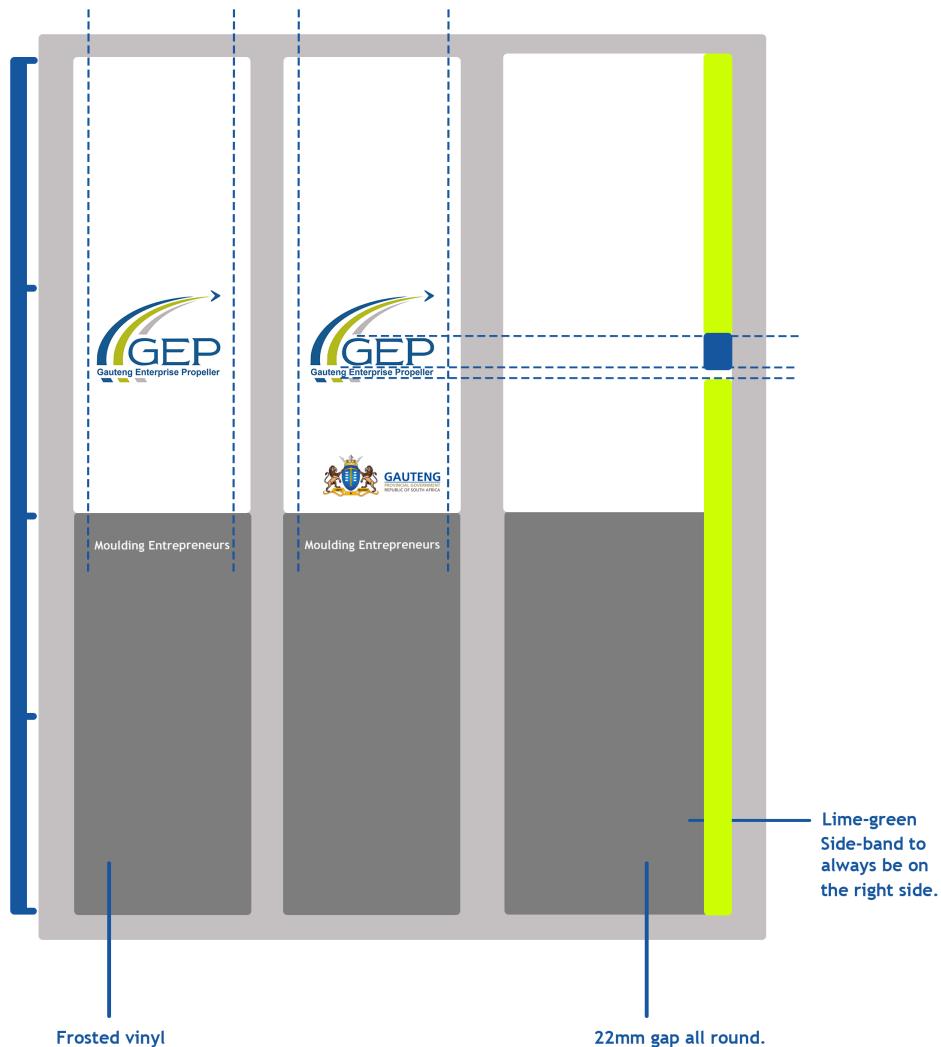
Blue vinyl -215

Grey - 242

Green signage- Side-band -229

Frosted- dusted crystal

- Logo descriptor -227
- Logo arrow tip -227



Logo to be applied to the top glass. (A)

Frosted vinyl to be applied to be bottom glass. (B)

Lime-green side-band to always go on the far right side of the glass of the door the right. (C)

On double doors, two (2) GEP logos can be applied with only 1 GPG logo (below the GEP logo on the right).



FLEET SIGNAGE

Vehicle back & sides

APPLICATIONS

The GPG logo to be placed in the position as illustrated. (Vehicle back)

We are constantly on the move and this means that our brand is too. So when applying our brand to our vehicles, it is extremely important that it is done according to the guidelines.

Vehicles must always have the GEP logo and the lime-green side-band on the front doors.

The logos are to be placed in the position as illustrated. (Vehicle sides)



SIGNAGE

Lightbox Signage

APPLICATIONS

