



F A S S E T

Make the future count

CORPORATE IDENTITY MANUAL



CONTENTS

Positioning	3
The Logo	7
The Fasset Angle	14
Critical Proportions	17
Images, Fonts and Colours	20
Stationery	28
Digital	37
Promotional	44
Outdoor	55
Mastheads	59
Stakeholder Guidelines	64

POSITIONING



POSITIONING

BRAND POSITIONING STATEMENT

"Fasset promises to provide the most effective skills development interventions through active engagement and pragmatic leadership relevant to the needs of the Finance and Accounting Services Sector."

POSITIONING**BRAND VALUES**

Professionalism and Accountability

We are a high performance professional team; we strive for excellence through hard work and by taking responsibility and accountability within an accepted and agreed code of conduct.

Ethics

We work with integrity and honesty and respect internal and external stakeholders at all times.

Making a Difference

We have a difference to the lives of all our stakeholders by identifying their needs and exceeding expectations.

Valuing all People

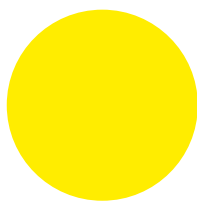
We strive to create a motivating and supportive culture by understanding, respecting, developing and valuing each other.

Innovation

We continuously innovate and improve to add value to all our stakeholders.

POSITIONING**LOGO RATIONALE**

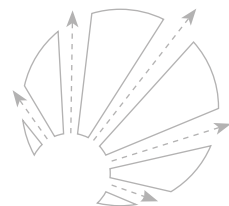
The Fasset logo is an abstract depiction of a rising sun. This represents the vision of hope and opportunity in the dawning of a new day.



The sun is rendered in yellow portraying energy, efficiency and the source of opportunity.



The sky represents the sector and the environment in which Fasset operates. The dark blue colour of the sky depicts professionalism, discipline and respect.



The sun rays break through the sky so as to portray the opportunity that Fasset presents it's stakeholders and that it's impact will transcend far into the future. The sun rays are not coloured as they are inspired by the transparency and vision of all who are associated with Fasset.

THE LOGO

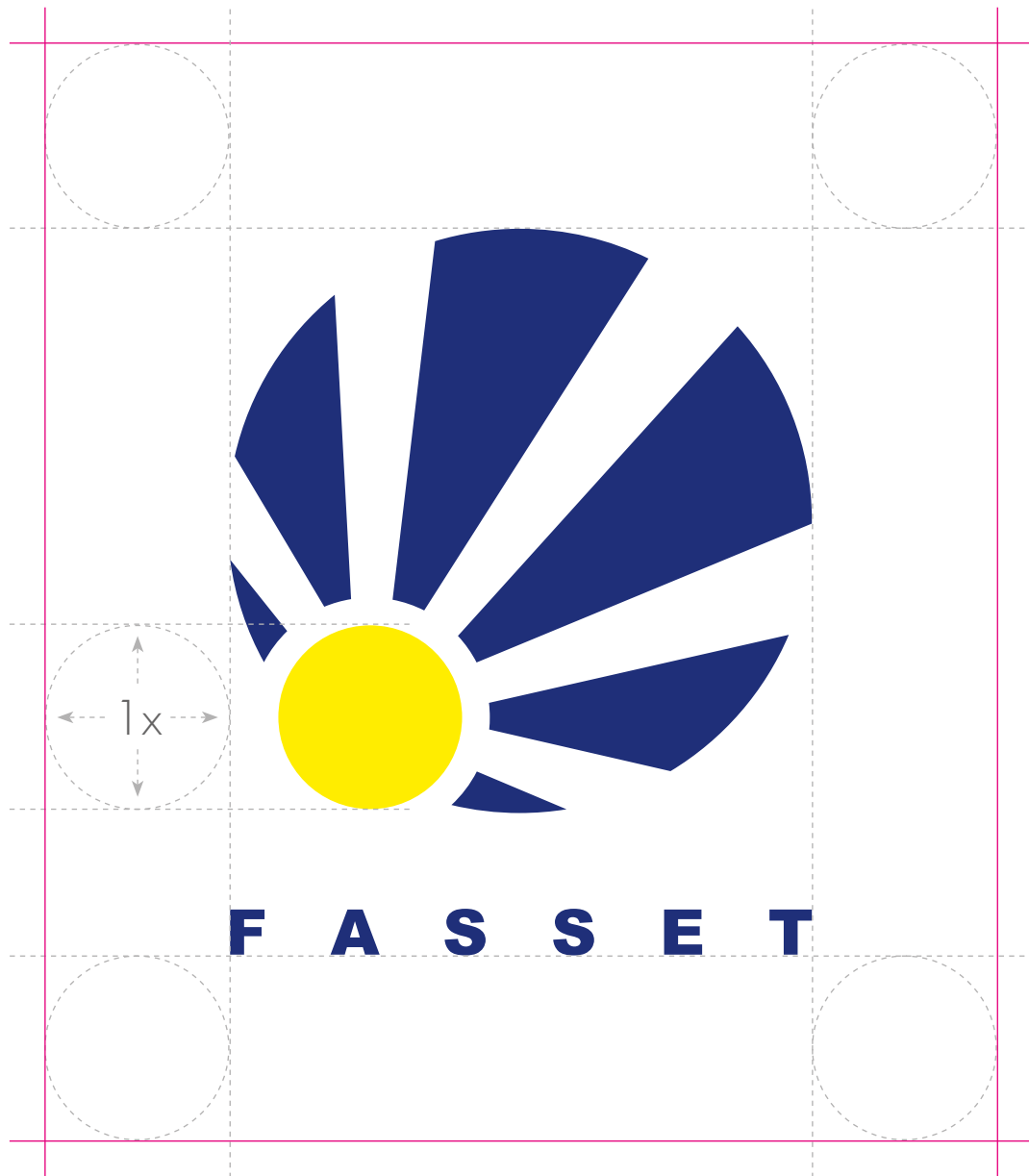


THE LOGO**CONSTRUCTION**

Typeface: Arial Black

The Fasset logo must never be altered in configuration or proportion, since variations in the authorised version will affect the registered trademark status of the logo. The logo is a single, cohesive designed element. Any variation from the authorised configuration will weaken its visual effectiveness.

The proportion of the logo is 5 (height) x 4 (width). The typeface used for the Fasset lettering is Arial Black. The logo can be used in any size within the constraints of this Corporate Identity Manual but must never be smaller than 15mm x 12mm so as to avoid lack of overall legibility of the logo.

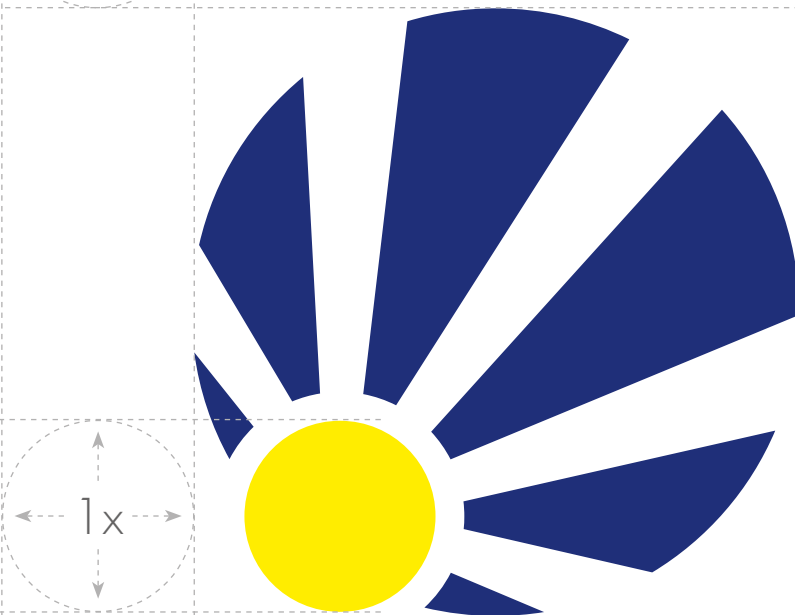
THE LOGO**AREA OF ISOLATION**

An Area of Isolation is the the area around the logo which cannot contain any graphics, images or text whatsoever. The Area of Isolation is precisely a 100% solid colour of the colour behind the logo. In Fasset's case the background will only be a solid white or solid blue.

The Area of Isolation is measured by 1x which is equivalent to the width and height of the size of the Fasset sun. The Area of Isolation can be no less than 1x on either side of the logo, top or bottom. The magenta lines indicate the Area of Isolation.

THE LOGO

AREA OF ISOLATION WITH STRAPLINE

**F A S S E T***Make the future count*

The bottom of the Strapline is placed precisely the distance of 1x from the bottom of the Fasset logotype. The width of the Strapline extends past either side of the logo no further than 1x on each side. Font of the strapline is Futura Book Oblique with the kerning set at 80+. The magenta lines indicate the Area of Isolation.

THE LOGO

BACKGROUNDS

LOGO IN FULL COLOUR

In full colour, the logo may only be placed on a background that is solid white or the Fasset Blue.



LOGO IN GREYSCALE

When using the logo in greyscale, the Fasset Yellow is to be interpreted as the Fasset Silver.



LOGO IN BLACK AND WHITE

Although extremely rare, certain printing and reproduction techniques may be limited in terms of producing tints of a solid colour. In this instance, the logo is to be one solid colour throughout only in black.



Make the future count



THE LOGO

HORIZONTAL

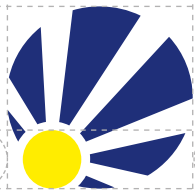
LOGO ON WHITE

**F A S S E T***Make the future count*

LOGO ON BLUE

**F A S S E T***Make the future count*

AREA OF ISOLATION

**F A S S E T***Make the future count**Make the future count*

THE LOGO

UNACCEPTABLE USES

The logo may never be reduced vertically or horizontally outside of its intended proportion. The strapline cannot be moved or adjusted in any manner in relation to the logo. No outlines of any kind should be used on any element of the logo. No gradients, 3d effects or any graphic manipulation of whatever kind may be used on any element of the logo. The logo may be embossed via traditional printing methods, but not through graphic manipulation. No other colours other than those prescribed may be used in the logo. The logo may only be used upright and must never be rotated. No drop shadow of any kind may be used on any element of the logo. No circle, triangle, square or any other shape may be used around the logo to draw it out from a background in accordance with the Area of Isolation. This type of treatment conflicts with the design and shape of the logo. The logo may not be used in any colour combination or any background other than what is prescribed. No graphic elements of any kind, whether text, photographic or vector may be used in the background of the logo. No other colour (whether corporate or not), may be used in the background of the logo. It can only ever be used on a solid white or Fasset Blue background.

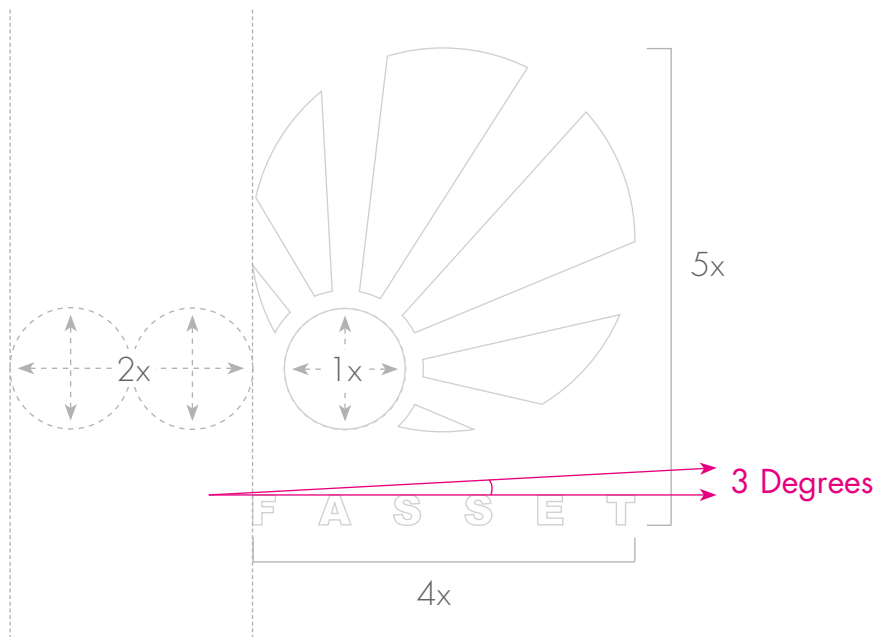


THE FASSET ANGLE



THE FASSET ANGLE

RATIONALE



The powerful upward **Fasset Angle** is an augmentation of “making your mark” where the former splash transforms into a unified design element inspired by the angular shapes of the logo. The 3 degree angle is derived from the numbers “1” to “5”, each representing a Fasset Brand value:

(1) One:	Size of the Sun	Fasset is leading
(1) Two:	Margin width	Fasset is engaged
(3) Three:	Fasset Angle	Fasset is pragmatic
(4) Four:	Logo Width	Fasset is relevant
(5) Five:	Logo Height	Fasset is active

This abstract yet powerful vector creates brand reinforcement and a synergy between the logo and the application of the slant. Because the **Fasset Angle** is inspired by the distinctive angular shapes of the logo, it creates a distinctive graphic element for Fasset which is easily recognisable, adaptable and eye-catching.

The **Fasset Angle** shows positive growth and a dynamic vertical angle that adds dimension to graphic elements; it is functional and interchangeable in that it is equally effective no matter where it is used. It also provides the space needed to showcase the logo and strapline “make the future count” with no interference from other design elements. The angled vector is in contrast to traditional square, circular and rectangular demonstrating adaptability and innovation as well as evoking a sense of novelty when applied.

It is essential that the **Fasset Angle** be used at the correct 3 degree angle in all applications as this will provide continuity and strengthen the effect.

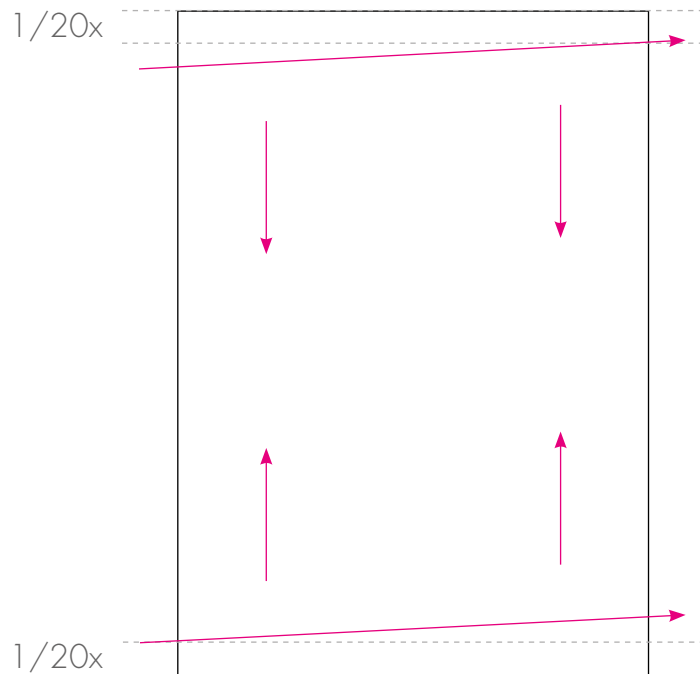
THE FASSET ANGLE

APPLICATIONS

PORTRAIT APPLICATION OF THE FASSET ANGLE

When applying the **Fasset Angle** to a portrait layout, the point where the angle intersects the edge of the page on the right for the top and on the left for the bottom can never be less than **1/20** of the height of the page from the top or bottom edge. It can be moved into any other position on the page within this restriction as long as the angle remains 3 degrees.

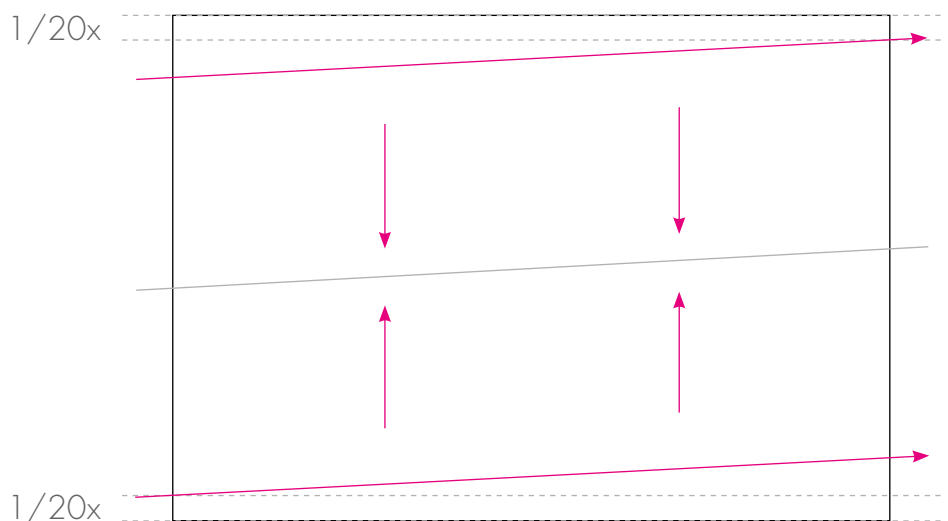
Note that if the logo is placed within the area between the angle and the top or bottom edge, the **1/20** proportion is overruled to accommodate the logo. Please refer to the following section titled "Critical Proportions".



LANDSCAPE APPLICATION OF THE FASSET ANGLE

When applying the **Fasset Angle** to a landscape layout, the point where the angle intersects the edge of the page (on the right for the top and on the left for the bottom) can never be less than **1/20** of the height of the page from the top or bottom edge. It can be moved into any other position on the page within this restriction as long as the angle remains 3 degrees.

Note that if the logo is placed within the area between the angle and the top or bottom edge, the **1/20** proportion is overruled to accommodate the logo. Please refer to the following section titled "Critical Proportions".

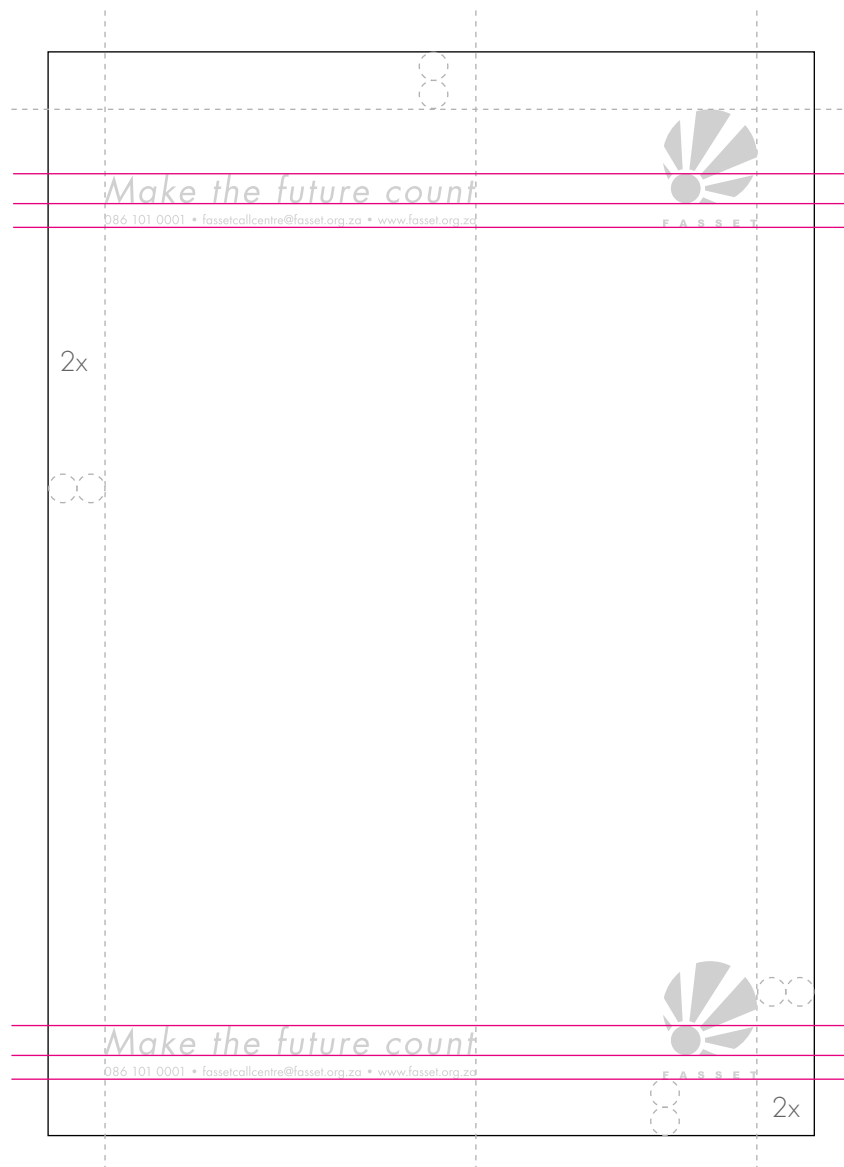


CRITICAL PROPORTIONS



CRITICAL PROPORTIONS

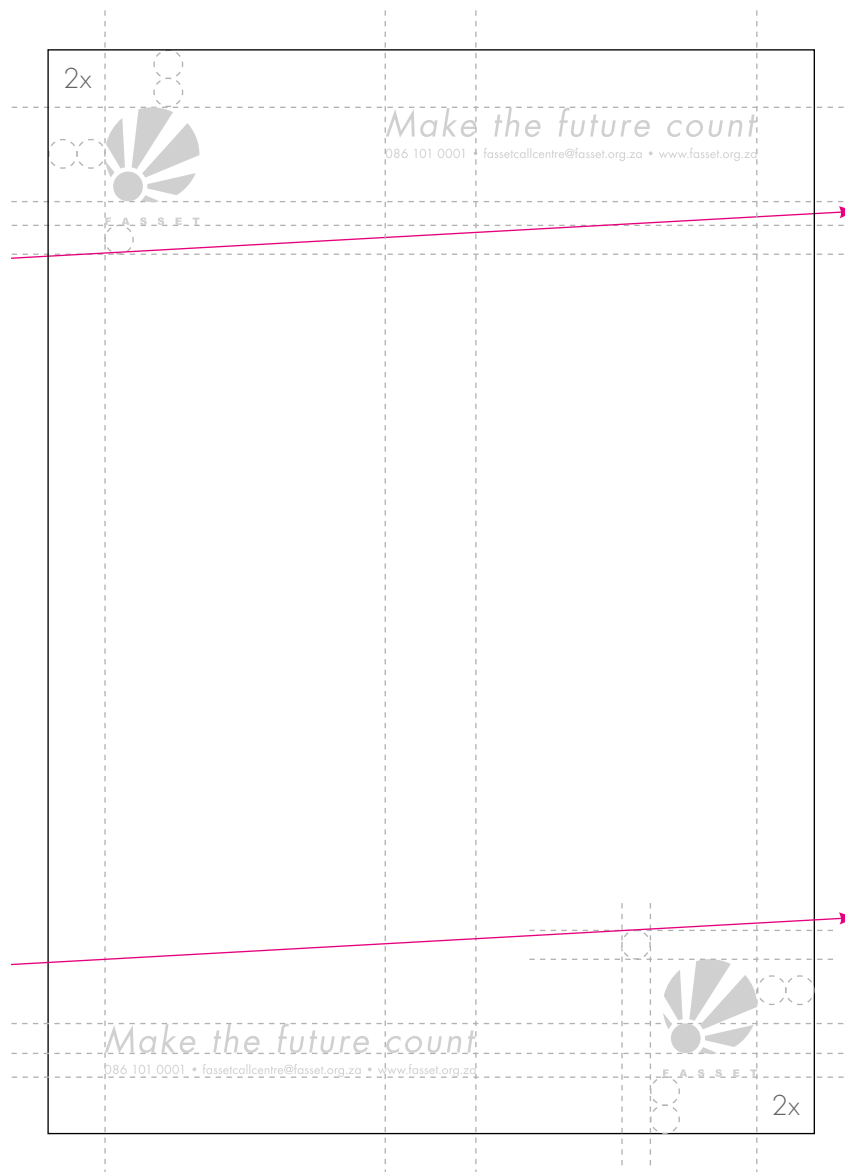
LOGO POSITIONING WITH SEPERATED STRAPLINE



In certain applications, the strapline will be separated from the logo. This is particularly important in marketing collateral such as advertisements, posters and brochures. The size of the "Make the future count" is defined by the height of the "M" being equivalent to the height of the Fasset sun in the logo. The strapline is then placed in the bottom left of the page and aligned to the bottom of the Fasset sun. In these types of applications, Fasset's contact details will have to be added. The contact details are aligned to the bottom of the logotype in the bottom left corner of the page and the width is equivalent to the width of the strapline. This system can be applied to the top or bottom of the page and is also applicable to landscape applications.

CRITICAL PROPORTIONS

LOGO POSITIONING WITH SEPARATED STRAPLINE



When applying the **Fasset Angle** to this system, the distance from the strapline or logo is equal to the height of the Fasset sun in the logo. On the bottom of the page, the height of the Fasset sun is measured from the top of the "M" in the strapline. At the top of the page it is measured from the bottom of the logotype. This system can be applied to the top or bottom of the page and is also applicable to landscape applications.

IMAGES, FONTS AND COLOURS



IMAGES



The use of images depicting people is restricted to officially commissioned Fasset photographs of learners and staff. Images are always to be used in full colour. In the event of photostock images, the style is restricted to images of single subjects and must display any other brand whatsoever. Other brands may be graphically manipulated for removal. Wide shots (without a close-up of a subject), landscapes, vector images, illustrations and cityscapes are excluded. The use of any photograph is ultimately at the discretion of the Brand Manager and subject to his/her approval.

CORPORATE FONTS

HEADLINE DESIGN FONT

The Corbel family is the primary choice of font for all Fasset headlines, bold variations, headings and sub-headings.

Corbel Bold	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789	Corbel Bold Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>
Corbel Regular	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789	Corbel Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>

BODY COPY DESIGN FONTS

The Futura family is the primary choice of font for all Fasset copy and should always be in black or an acceptable tint of Black. The Condensed range of Futura fonts is not permitted as it deviates too far from standard Futura.

Futura Light	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789	Futura Book	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789
Futura Light Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>	Futura Medium Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>

INTERNAL AND ALTERNATIVE FONTS

In the rare event of a lack of font availability, Arial may be used as a substitute with the permission of Fasset's Brand Manager. This is also the only font to be used for all internal stationery, letters, minutes, agendas, memorandums and communication.

Arial	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789	Arial Bold	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789
Arial Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>	Arial Bold Italic	<i>The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ PQRSTUVWXYZ 0123456789</i>

CORPORATE FONT STYLES

HEADLINE DESIGN FONT

The Corbel family is the primary choice of font for all Fasset headlines, bold variations, headings and sub-headings.

Corbel Regular	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Optional, but never justified
	Columns:	Always single column

Corbel Bold	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Optional, but never justified
	Columns:	Always single column

<i>Corbel Italic</i>	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Optional, but never justified
	Columns:	Always single column

<i>Corbel Bold Italic</i>	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Optional, but never justified
	Columns:	Always single column

The quick brown
fox jumps over the
lazy dog

CORPORATE FONT STYLES

BODY COPY DESIGN FONTS

The Futura family is the primary choice of font for all Fasset copy and should always be in black or an acceptable tint of Black. The Condensed range of Futura fonts is not permitted as it deviates too far from standard Futura.

Futura Light	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Always left aligned with no hyphenation. Only single columns wider than 2/3 of the page width may be justified
	Columns:	Always double columns except where single column is 2/3 or less than the width of the page
<i>Futura Light Italic</i>	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Always left aligned with no hyphenation. Only single columns wider than 2/3 of the page width may be justified
	Columns:	Always double columns except where single column is 2/3 or less than the width of the page
Futura Book	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Always left aligned with no hyphenation. Only single columns wider than 2/3 of the page width may be justified
	Columns:	Always double columns except where single column is 2/3 or less than the width of the page
<i>Futura Medium Italic</i>	Leading:	120% - 150%/no less than 1.2 spacing and no greater than 1.5 spacing
	Kerning:	0
	Alignment:	Always left aligned with no hyphenation. Only single columns wider than 2/3 of the page width may be justified
	Columns:	Always double columns except where single column is 2/3 or less than the width of the page

The quick brown fox
jumps over the lazy dog

CORPORATE FONT STYLES

INTERNAL COMMUNICATION

In the rare event of a lack of font availability, Arial may be used as a substitute with the permission of Fasset's Brand Manager. This is also the only font to be used for all internal stationery, letters, minutes, agendas, memorandums and communication.

Body Copy

Font: Arial Regular
Colour: 100% Black
Leading: 150%/1.5 spacing
Size: 10-12 points

Sample:

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Main Heading

Font: Arial Bold
Colour: 100% Fasset Blue or 100% Black
Leading: 150%/1.5 spacing
Size: 20 points

Sample:

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

Heading 2

Font: Arial Bold
Colour: 100% Fasset Blue or 100% Black
Leading: 150%/1.5 spacing
Size: 16 points

Sample:

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

The quick brown fox jumps over the lazy dog.

CORPORATE FONT STYLES

INTERNAL COMMUNICATION

Heading 3

Font: Arial Bold
Colour: 100% Fasset Blue or 100% Black
Leading: 150%/1.5 spacing
Size: 13 points

Sample:

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Body Bold

Font: Arial Bold
Colour: 100% Black
Leading: 150%/1.5 spacing
Size: 10-12 points

Sample:

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

Body Italic

Font: Arial Italic
Colour: 100% Black
Leading: 150%/1.5 spacing
Size: 10-12 points

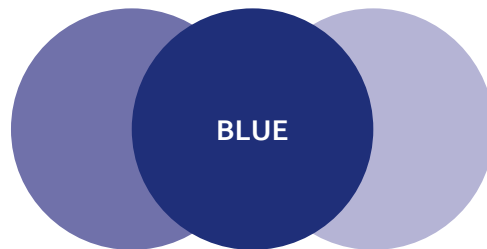
Sample:

The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.
The quick brown fox jumps over the lazy dog.

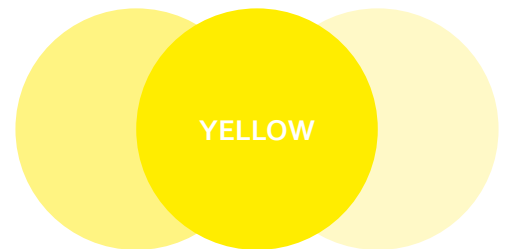
CORPORATE COLOURS

PRIMARY COLOURS

Blue is the preferred primary colour. Yellow should only be used in the application of the logo.



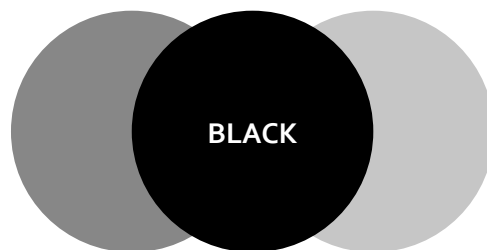
PROCESS: C100 M87 Y0 K20
PANTONE: 2758 U
RGB: R17 G39 B114



PROCESS: C0 M0 Y100 K0
PANTONE: PROCESS YELLOW
RGB: R255 G240 B0

SECONDARY COLOURS

The Secondary Colours, particularly Silver, maybe used extensively but only in conjunction with the Primary Colours. Black is the preferred colour for body copy.



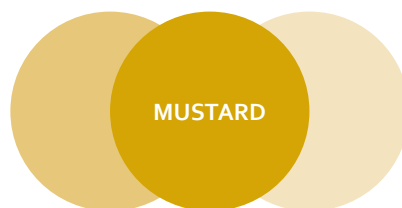
PROCESS: C0 M0 Y0 K100
PANTONE: PROCESS BLACK
RGB: R0 G0 B0



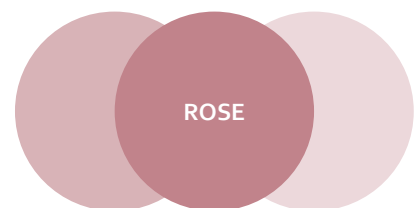
PROCESS: C0 M0 Y0 K25
PANTONE: 25% PROCESS BLACK
RGB: R186 G188 B191

ACCENT COLOURS

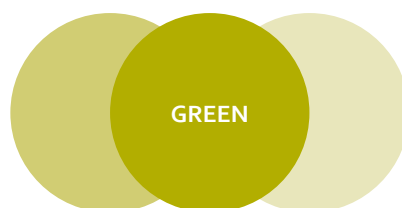
Accent Colours are to be used minimally. They must only be used in conjunction with the Primary Colours. Never more than two may be used. The Accent Colours can be employed in applications that warrant a higher level of colour application.



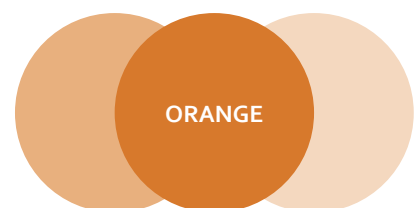
PROCESS: C20 M35 Y100 K0
PANTONE: 1245 U
RGB: R196 G146 B23



PROCESS: C10 M50 Y25 K20
PANTONE: 1955 U
RGB: R166 G101 B112



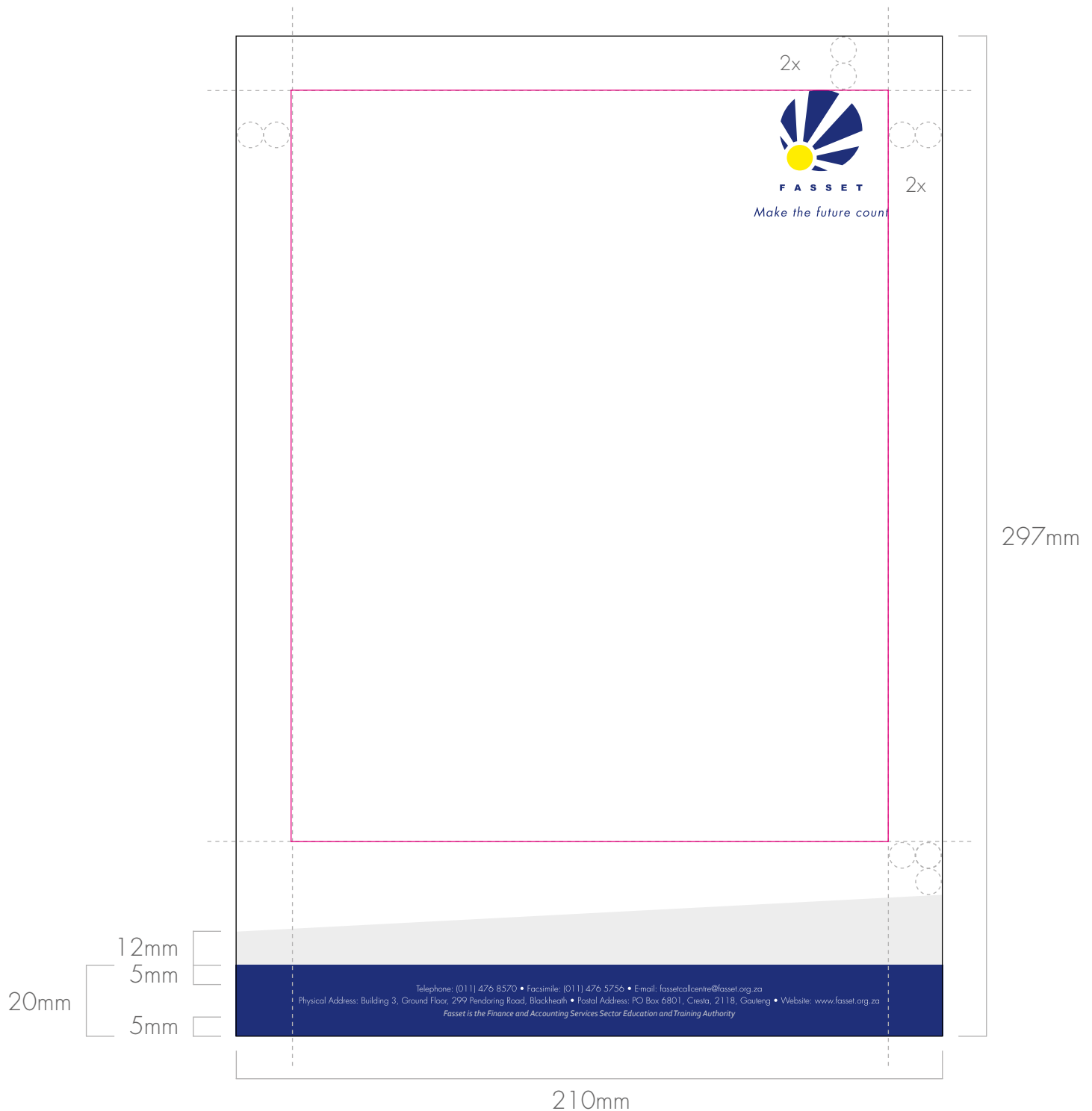
PROCESS: C15 M0 Y100 K30
PANTONE: 384 U
RGB: R150 G155 B0



PROCESS: C15 M60 Y90 K0
PANTONE: 159 U
RGB: R200 G103 B40

STATIONERY

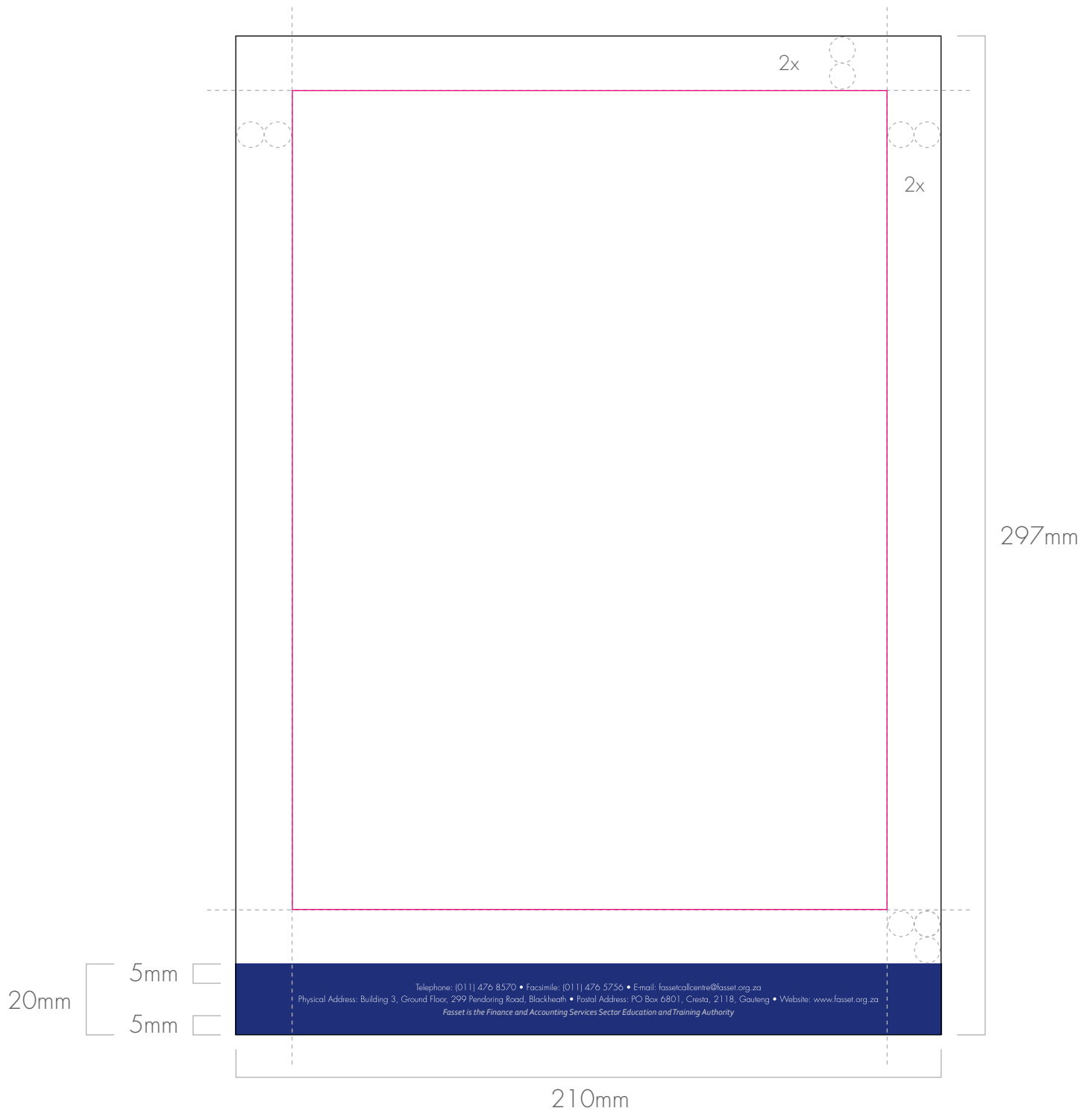


STATIONERY**LETTERHEAD**

Letterhead Size:
 Width: 210mm
 Height: 297mm

Contact Information:
 Size: 7 points on 10 points leading
 Font: Futura, Book

Fasset Name Description:
 Size: 7 points on 8,4 points leading
 Font: Corbel, Italics

STATIONERY**DIGITAL LETTERHEAD, CONTINUATION PAGE**

STATIONERY**COMPLIMENTARY SLIP**

Compliment Slip Size:
 Width: 210mm
 Height: 99mm

Contact Information:
 Size: 7 points on 10 points leading
 Font: Futura, Book

Fasset Name Description:
 Size: 7 points on 8,4 points leading
 Font: Corbel, Italics

STATIONERY**FAX COVER SHEET**


The image shows a fax cover sheet template with a pink border. At the top left, the word "Facsimile" is written in a large, bold, italicized font. Below it, contact information for Fasset is provided: Telephone: (011) 476 8570, Facsimile: (011) 476 5756, Email: fassetcallcentre@fasset.org.za, Physical Address: Building 3, Ground Floor, 299 Pendoring Road, Blackheath, Postal Address: PO Box 6801, Cresta, 2118, Gauteng, Website: www.fasset.org.za, and a statement: "Fasset is the Finance and Accounting Services Sector Education and Training Authority". To the right of this text is the Fasset logo, which consists of a stylized sunburst or fan shape above the word "FASSET" in bold capital letters, and the tagline "Make the future count" below it. The logo is accompanied by a "2x" magnification symbol. Below the contact information and logo, there are fields for "Attention:", "Date:", "Pages (incl. this one):", "Fax:", and "Re:". To the right of these fields are fields for "Company:", "From:", "Tel:", "CC:", and a "2x" magnification symbol. Below these fields are three radio buttons with the labels "Urgent", "For Review", and "Please Comment". Below the radio buttons is a large rectangular area for the message, with a "Message:" label at the top left. The message area is filled with horizontal dotted lines. To the right of the message area, the height "297mm" is indicated. At the bottom left, the width "210mm" is indicated. At the bottom right, the height "12mm" is indicated. The entire form is set against a background of dashed lines.

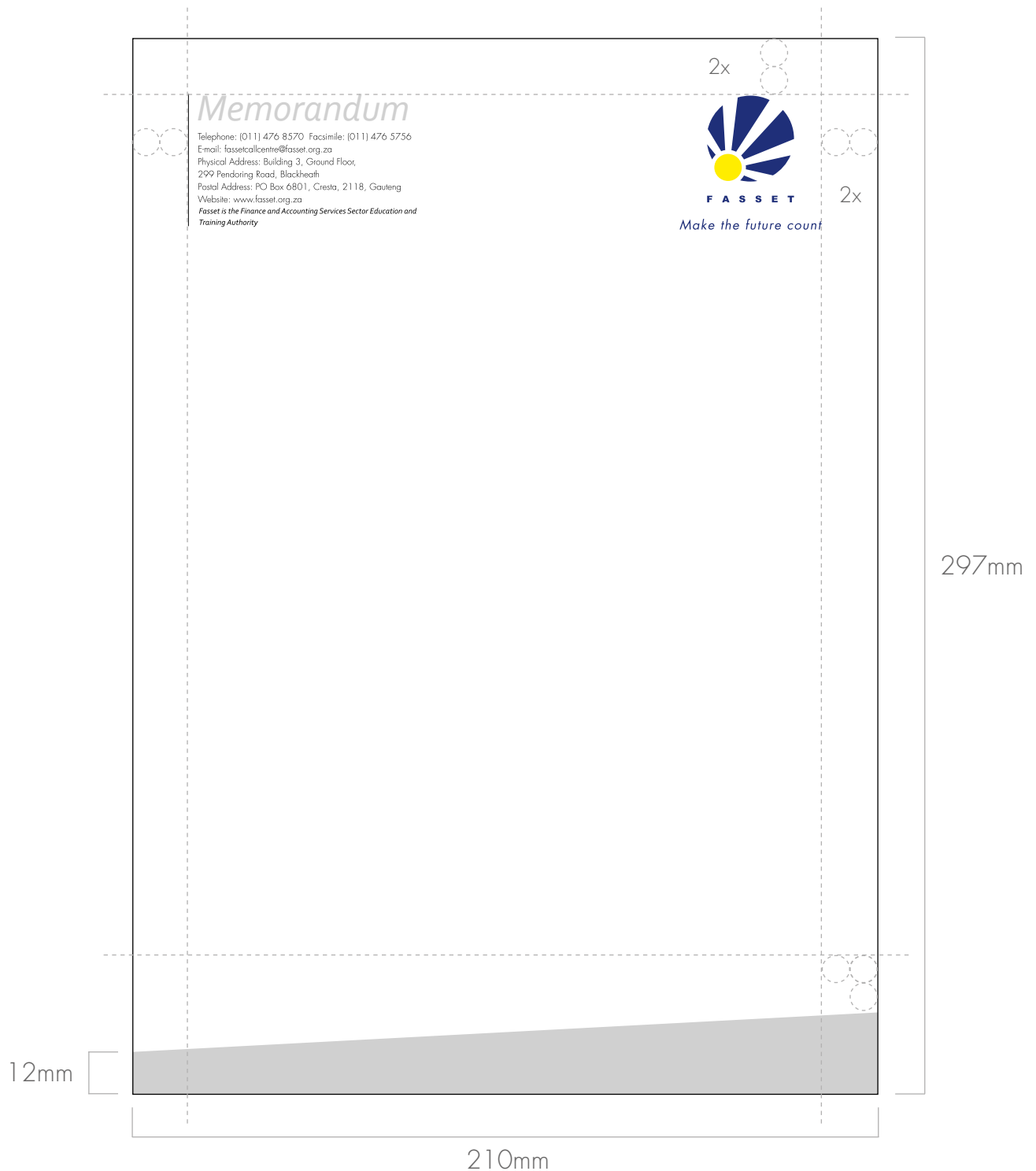
Fax Cover Sheet Size:
Width: 210mm
Height: 297mm

Contact Information:
Size: 7 points on 10 points leading
Font: Futura, Book

Fasset Name Description:
Size: 7 points on 8,4 points leading
Font: Corbel, Italics

STATIONERY

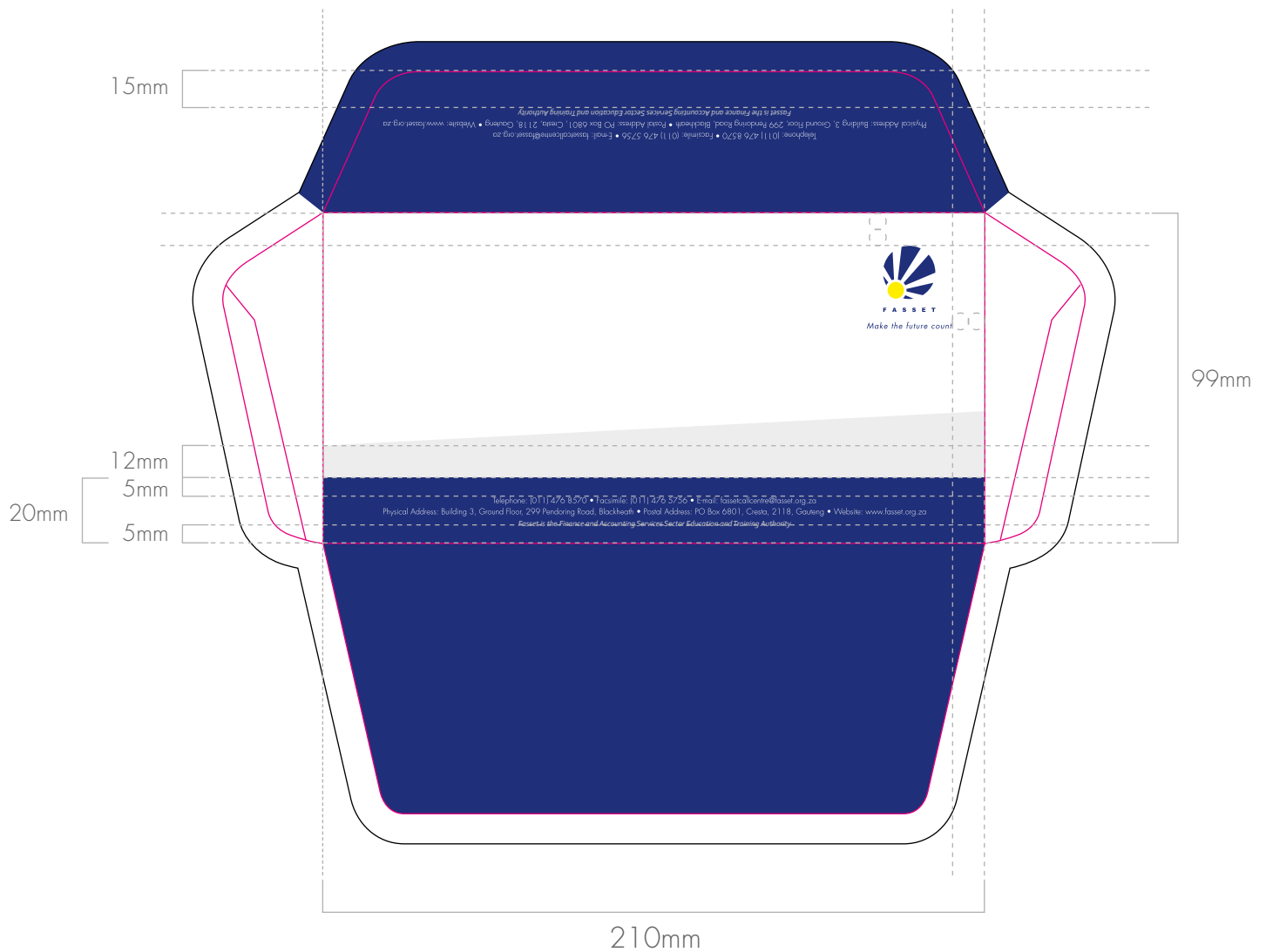
MEMORANDUM



Memorandum Size:
Width: 210mm
Height: 297mm

Contact Information:
Size: 7 points on 10 points leading
Font: Futura, Book

Fasset Name Description:
Size: 7 points on 8,4 points leading
Font: Corbel, Italics

STATIONERY**DL ENVELOPE**

DL Envelope Size:
 Width: 210mm
 Height: 99mm

Contact Information:
 Size: 7 points on 10 points leading
 Font: Futura, Book

Fasset Name Description:
 Size: 7 points on 8,4 points leading
 Font: Corbel, Italics

STATIONERY**BUSINESS CARD****Business Card Size:**

Width: 50mm

Height: 90mm

Name Information:

Size: 10 points on 12 points leading

Font: Corbel, Bold Italic

Title Information:

Size: 7 points on 8,4 points leading

Font: Corbel, Regular

Contact Information:

Size: 6 points on 8 points leading

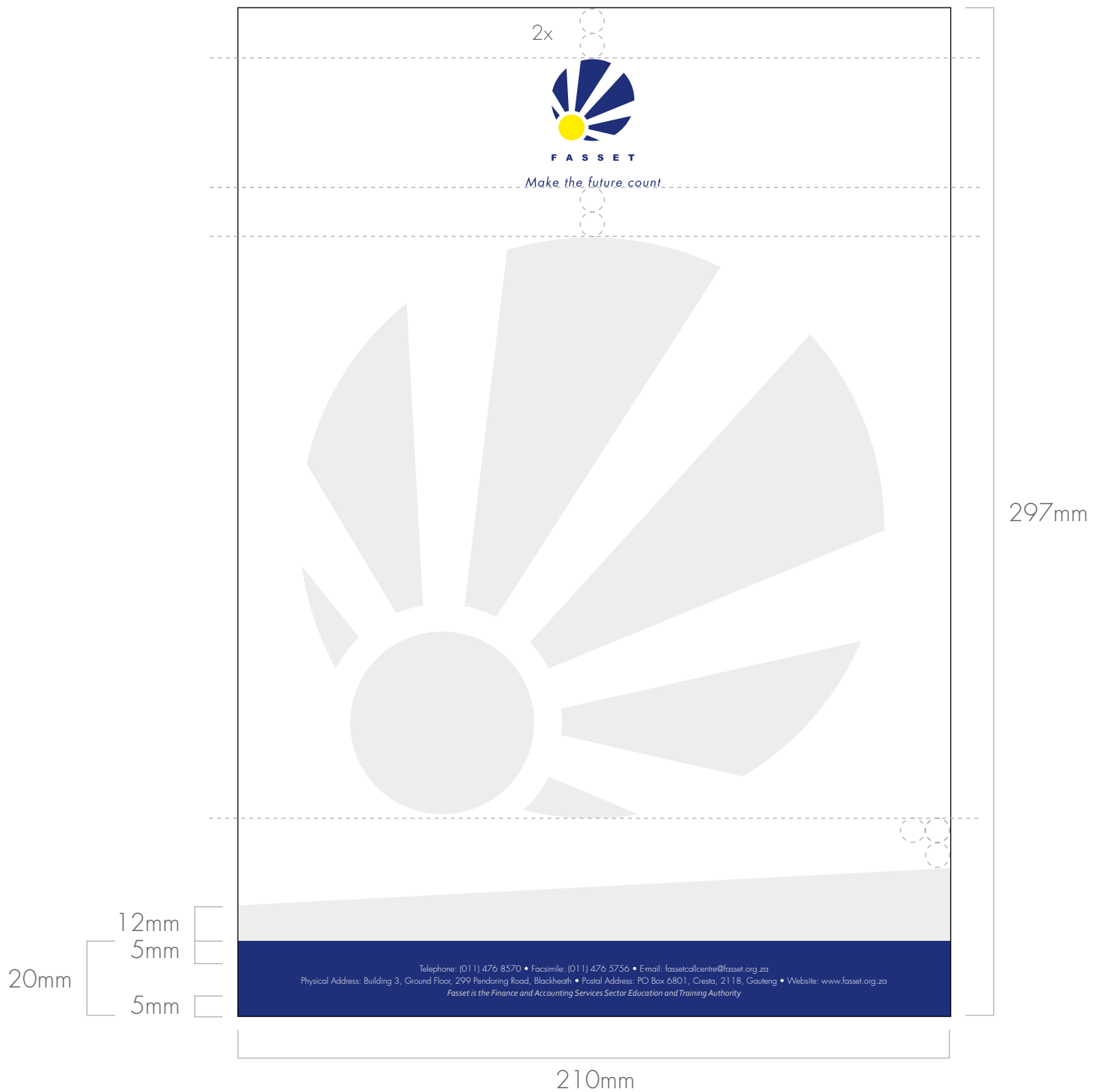
Font: Futura, Book, Light

Fasset Name Description:

Size: 6 points on 7 points leading

Font: Futura, Light

The $1/6$ proportion defines the size of the logo on business cards. The distance from the top edge of the logo to the bottom of the logo type (excluding the strapline) must be equal to $1/6$ of the height of the business card. The logo should also be placed in the centre of the business card.

STATIONERY**LEARNERSHIP CERTIFICATE**

Certificate Size:
Width: 210mm
Height: 297mm

Contact Information:
Size: 7 points on 10 points leading
Font: Futura, Book

Fasset Name Description:
Size: 7 points on 8,4 points leading
Font: Corbel, Italics



DIGITAL

DIGITAL

EMAIL SIGNATURE

Kind Regards,

Marelda Moodley
Marketing and Communications Manager

Building 3, Ground Floor, 299 Pendoring Road, Blackheath
PO Box 6801, Cresta, 2118
Phone: (011) 476 8570
Fax: (011) 476 5756
Call Centre: 086 101 0001
Website: www.fasset.org.za
Email: marelda.moodley@fasset.org.za



Fasset cannot exercise control over all e-mails issued under this name. Should the recipient of the message above consider it to contain anything of a contractual or contentious nature, a separate written and authorised confirmation thereof should be requested.

Please consider the environment before printing this email and/or any related attachments.

Title of Presentation to go here

Subtitle of Presentation

Make the future count

086 101 0001 • fassetcallcentre@fasset.org.za • www.fasset.org.za



Adia Omnim

Title of Presentation to go here
Subtitle of Presentation

Omnim quo ma adia dolorio

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Make the future count

DIGITAL

POWERPOINT TEMPLATE



DIGITAL**POWERPOINT SKILLS PLANNING TEMPLATE**

DIGITAL**Lifelong Learning Mailers**

Mailer Size:
Width: 800px

Heading Information:
Font: Corbel, Bold

Body Copy:
Size: 11 points on
16 points leading
Font: Arial

In the case with Digital Mailers, there is no restriction concerning the height of the mailers as the information of each individual mailer may vary.

The Lifelong Learning Mailers must at all times contain the "FREE Learning Event for Fasset Members" line.

55px
25px



800px

55px
25px



800px

Make the future count



DIGITAL**GENERIC MAILERS**

Mailer Size:
Width: 800px

Heading:
Font: Corbel, Bold Italic

Body Copy:
Font: Arial

In the case with Digital Mailers, there is no restriction concerning the height of the mailers as the information of each individual mailer may vary.





PROMOTIONAL

PROMOTIONAL

PORTRAIT ADVERTISEMENTS



This is where the Headline goes

Work-ready graduates, interns, learnerships and upskilling your existing staff. Sign on an intern today for a world class learnership. We'll even pay you to do it.

Voluptat ecastem eicia iur autatem fuga. Itas doluptatia nit eruntur susdae doluptatquam veliquatum vitatur sam rerum reptus nectus, volorep erferum aliae maximusa pro et hiciant ataspeliquid eum explatur remodi sus unt res quo mod quatect inhiit ea sum faccus et elluplatem. Et volo consequas eos ped untas estios eiunt eium atum facit molupibus moloria con rehenih iliquo venis quo dolo que plaborume

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LANDSCAPE ADVERTISEMENTS

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This is where a Headline goes



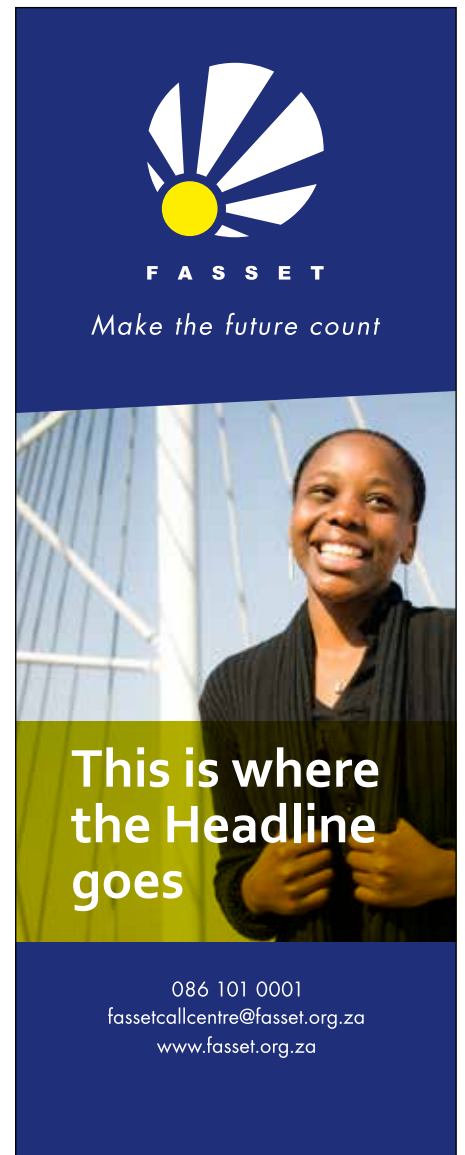
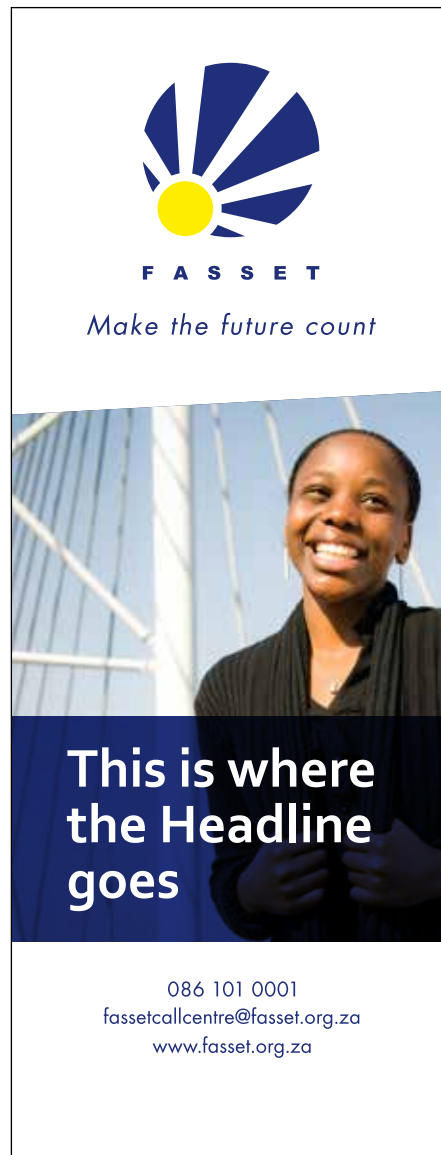
Work-ready graduates, interns, learnerships and upskilling your existing staff. Sign on an intern today for a world class learnership. We'll even pay you to do it.

Voluptat ecaeitem eicia iur autatem fuga. Itas doluptatia nit eruntur susdae doluptatquam veliquatum vitatur sam rerum reptus nectus, volorep erferum aliae maximusa pro et hiciant ataspelliquid eum explatur remodi sus unt res quo mod quatect inihit ea sum foccus et elluptatem. Et volo consequas eos ped untas estios eiunt eium atium facit moluptibus moloria con rehenih iliquo venis quo dolo que plaborume et abo. Nam de que estis et fugiae. Nequatinus re nobitas acero doloat iberit evelignisto cume eseniet resti sit audit et officitiae dolupti nis est dignim aped magnat dipiet adipsam dolorei utum rehendis dolupta nit omnihit perum niet, culparum derit liquodigni quiaerum as autem.

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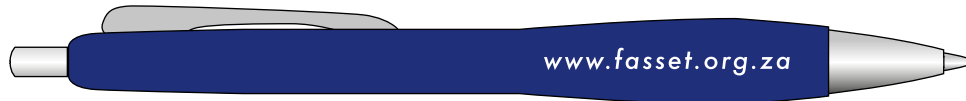
PROMOTIONAL**PULL-UP BANNERS**

PROMOTIONAL

WALL BANNERS



PROMOTIONAL**MOUSE PADS**

PROMOTIONAL**PENS**

PROMOTIONAL**MEMORY STICKS**

PROMOTIONAL**T-SHIRTS**

PROMOTIONAL

CAPS



PROMOTIONAL

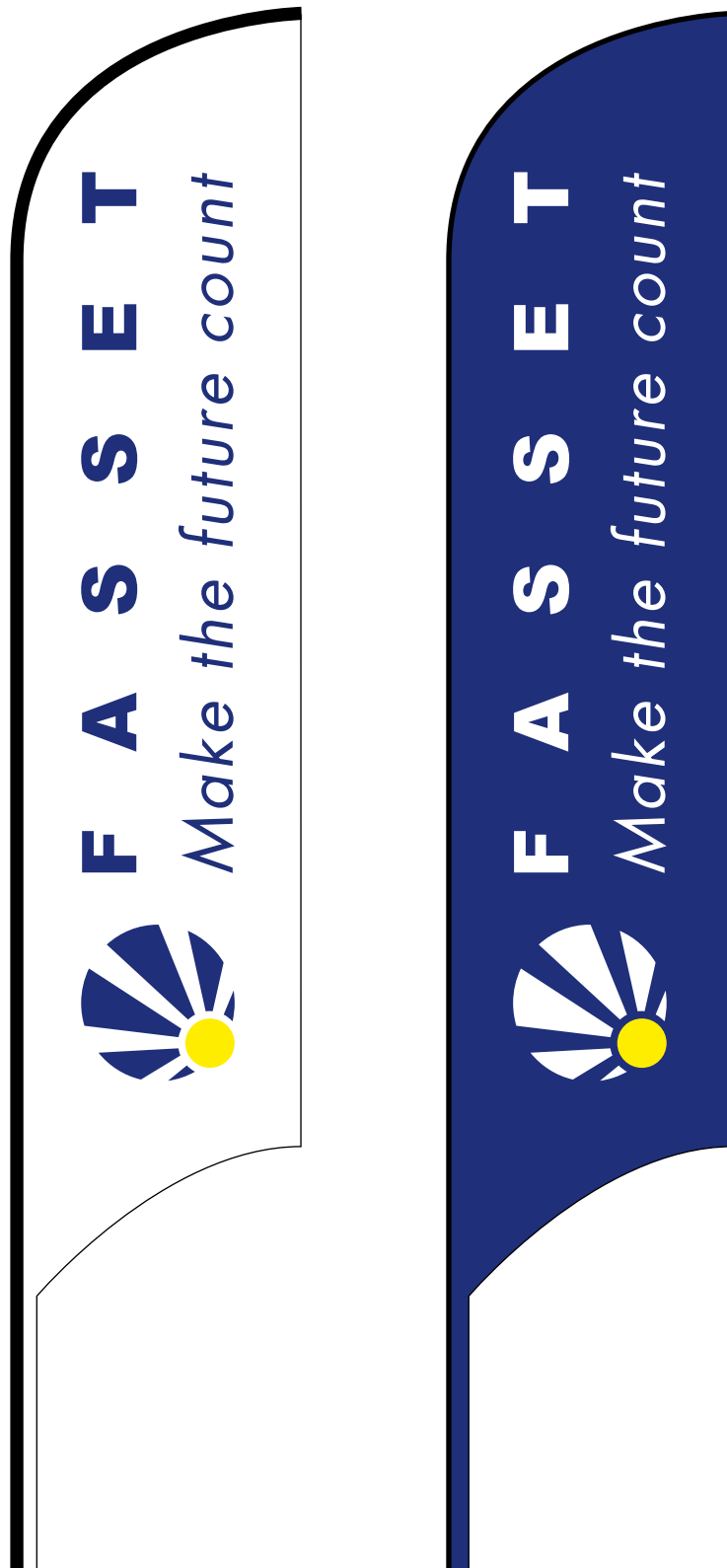
BAGS





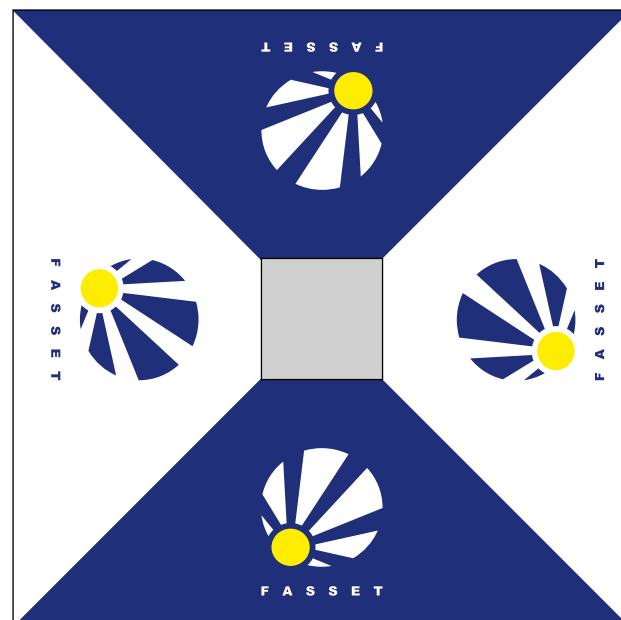
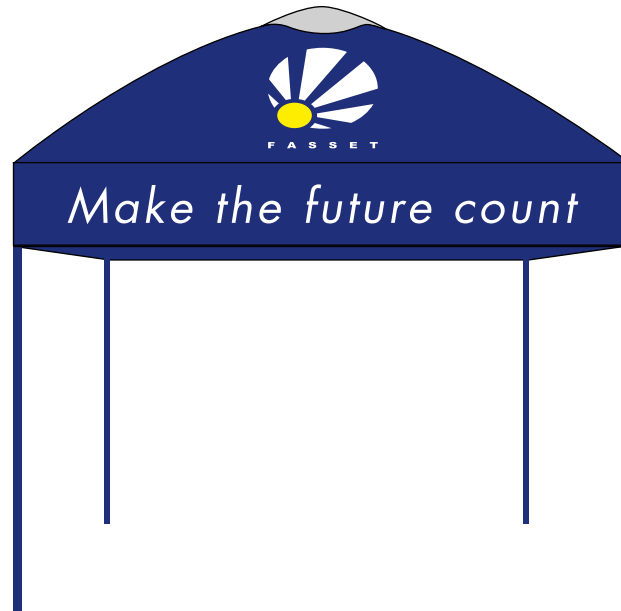
OUTDOOR

OUTDOOR**A-FRAME BANNERS**

OUTDOOR**WING BANNERS**

OUTDOOR

GAZEBO



MASTHEADS



MASTHEADS**FACTS NEWSLETTER**

MASTHEADS

eFacts Newsletter



MASTHEADS

IFacts Newsletter



MASTHEADS

qaFacts Newsletter



STAKEHOLDER GUIDELINES



STAKEHOLDER GUIDELINES

LOGO DIVISIONS

QUALITY ASSURANCE PARTNER



APPROVED PROVIDER



ACCREDITED DELIVERY PROVIDER



ACCREDITED DELIVERY AND ASSESSMENT PROVIDER



ACCREDITED ASSESSMENT PROVIDER



WHOLE FIRM ACCREDITATION



ACCREDITED INTERNSHIP PROVIDER



FUNDED PROGRAMME

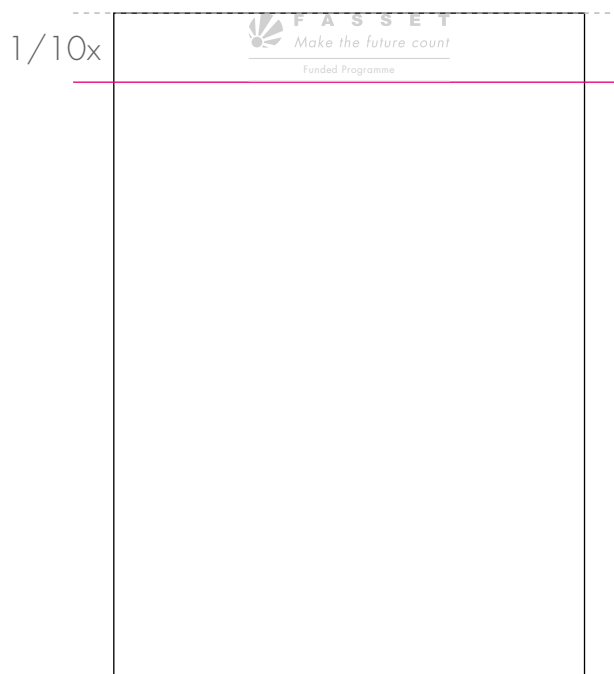


STAKEHOLDER GUIDELINES

LOGO CRITICAL PROPORTIONS

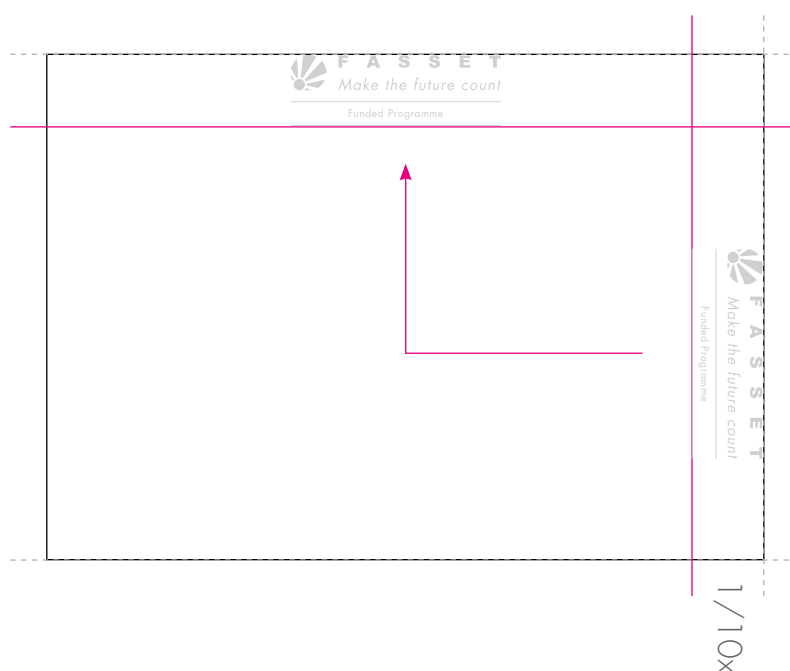
PORTRAIT SIZE OF THE LOGO

The $\frac{1}{10}$ proportion defines the size of the logo on portrait layouts. The distance from the top edge of the logo to the bottom of the second line must be equal to $\frac{1}{10}$ of the height of the page.



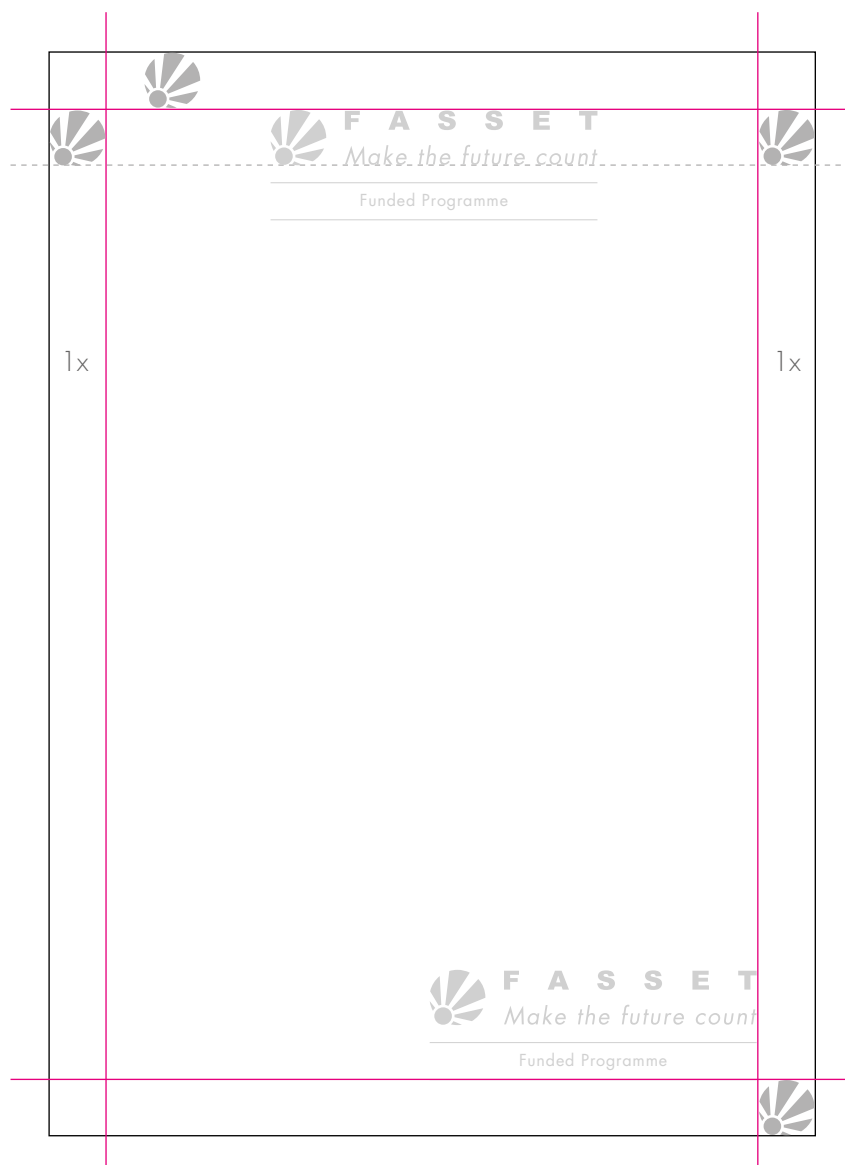
LANDSCAPE SIZE OF THE LOGO

The $\frac{1}{10}$ proportion defines the size of the stakeholder logo on landscape layouts. The distance from the top edge of the logo to the bottom of the second line must be equal to $\frac{1}{10}$ of the width of the page. Although this is calculated with the logo at a 90 degree angle, the logo is always used vertically.

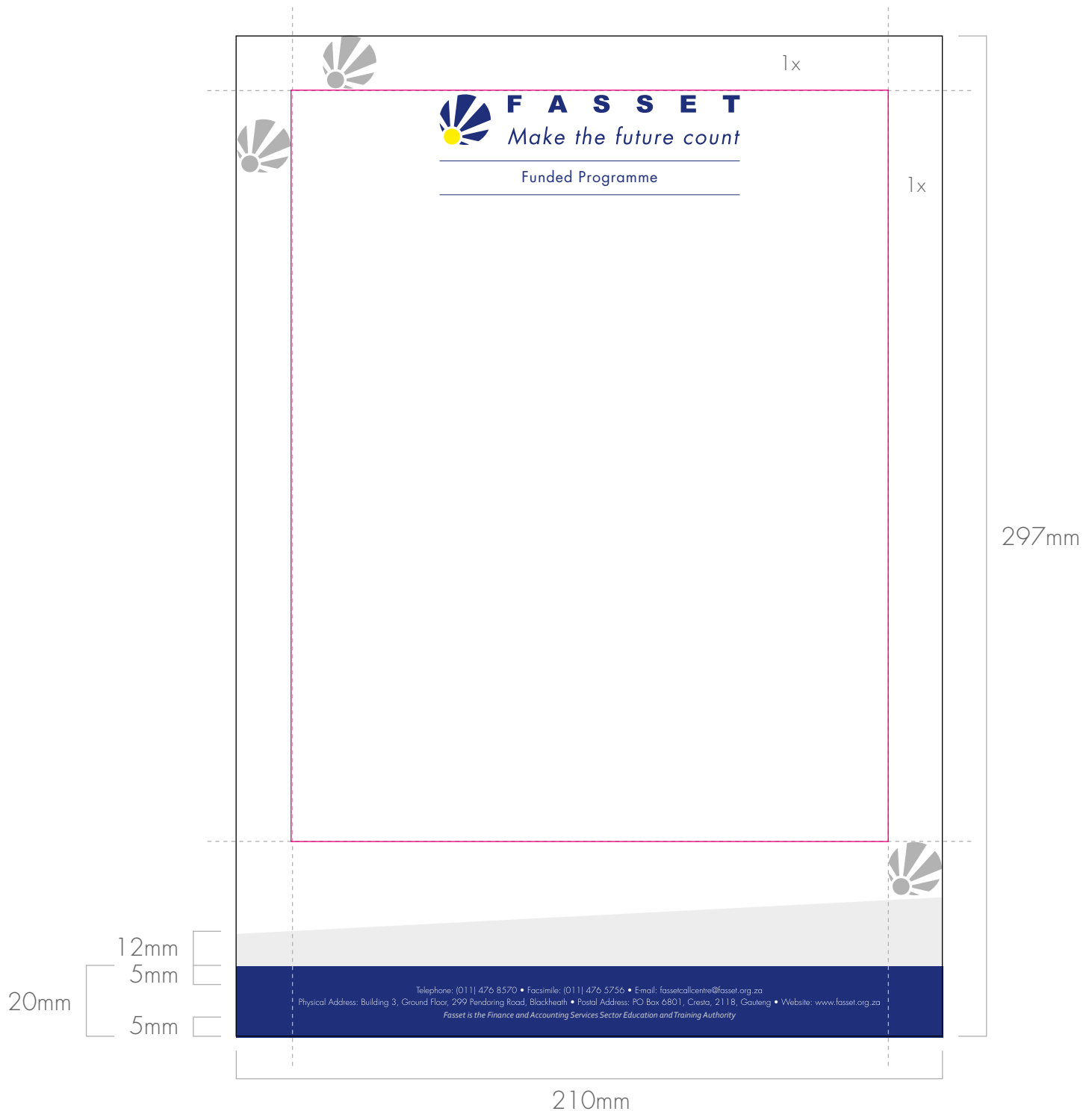


STAKEHOLDER GUIDELINES

LOGO POSITIONING AND MARGINS



The logo can be placed in the top right, top center or bottom right of the page. The distance of the logo from the edge of the page is defined by the diameter of the Fasset icon in the logo. The logo can never be placed closer than the equivalent of one diameter from the any edge of the page. The 1x diameter also defines the type area and the margins for all four sides of the page. The only time this may change is in the event of certain advertisement specifications requiring a type area to be a greater distance from the edges of the page.

STAKEHOLDER GUIDELINES**LETTERHEAD - OPTION 1**

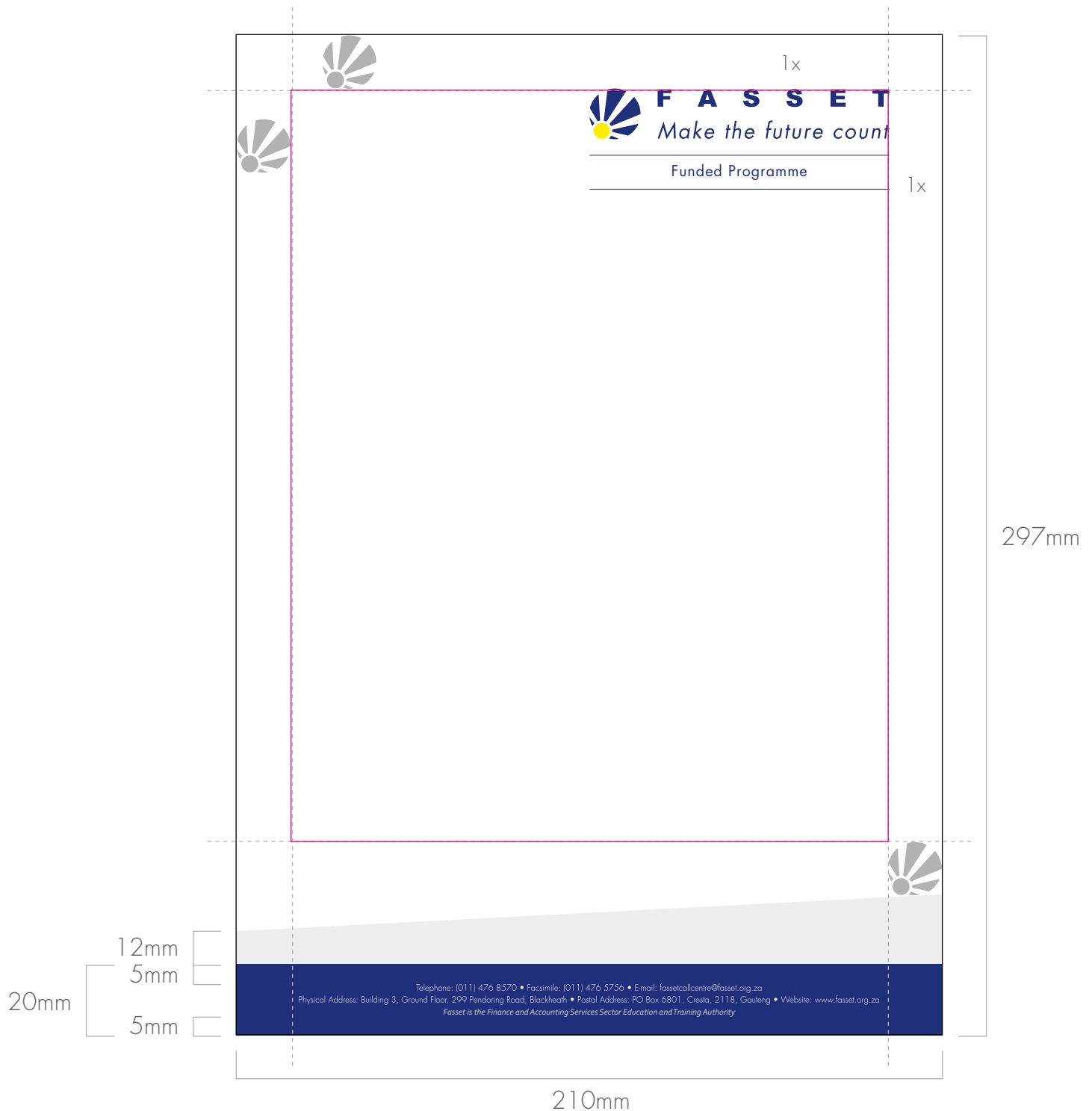
Letterhead Size:
 Width: 210mm
 Height: 297mm

Contact Information:
 Size: 7 points on 10 points leading
 Font: Futura, Book

Fasset Name Description:
 Size: 7 points on 8,4 points leading
 Font: Corbel, Italics

STAKEHOLDER GUIDELINES

LETTERHEAD - OPTION 2



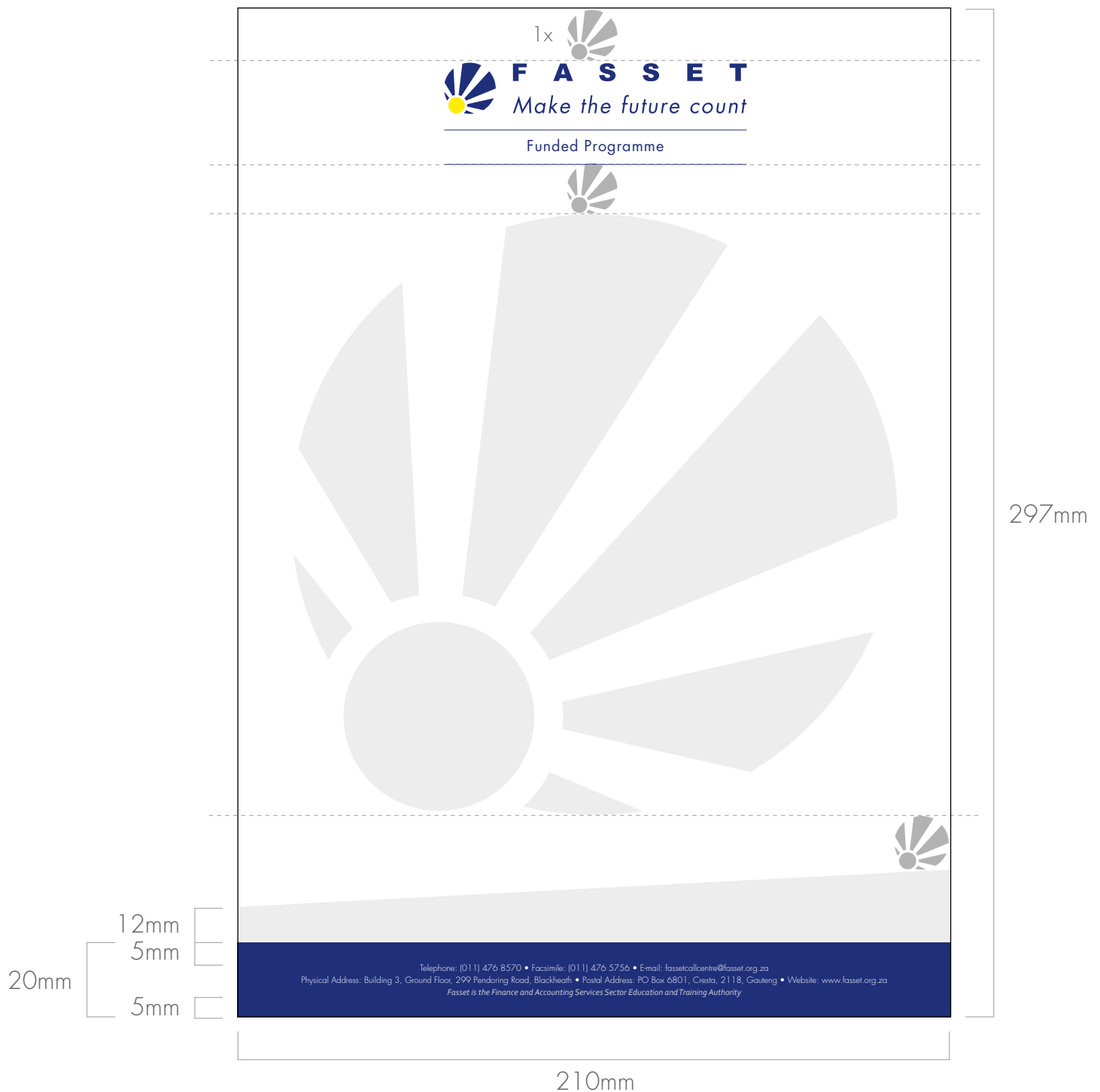
Letterhead Size:
Width: 210mm
Height: 297mm

Contact Information:
Size: 7 points on 10 points leading
Font: Futura, Book

Fasset Name Description:
Size: 7 points on 8,4 points leading
Font: Corbel, Italics

STAKEHOLDER GUIDELINES

LEARNERSHIP CERTIFICATES



Certificate Size:
Width: 210mm
Height: 297mm

Contact Information:
Size: 7 points on 10 points leading
Font: Futura, Book

Fasset Name Description:
Size: 7 points on 8,4 points leading
Font: Corbel, Italics

STAKEHOLDER GUIDELINES**MEMORY STICKS**

STAKEHOLDER GUIDELINES**T-SHIRTS**

STAKEHOLDER GUIDELINES

CAPS



STAKEHOLDER GUIDELINES**BAGS**