



BRAND GUIDELINES

**Isgcawu
Somnotho
Holdings**

(PTY) LTD

01

INTRODUCTION

Building Tomorrow's Legacy Today

Isgcawu Somnotho Holdings represents the pinnacle of South African construction excellence. Founded by Ronald Radebe, a civil engineer with extensive Transnet experience, ISH combines technical expertise with an unwavering commitment to quality and transformation.

Excellence

World-class construction standards delivered with precision and pride on every project.

Transformation

100% Black Owned, 51% Women Owned, 76% Youth Owned. B-BBEE Level 1 certified.

Growth

Vision to achieve R100M turnover while maintaining the highest quality standards.

Level 1

B-BBEE STATUS

100%

BLACK OWNED

51%

WOMEN OWNED

76%

YOUTH OWNED

02

LOGO

The Crown Mark

The ISH crown symbolises leadership in construction. The central tower represents building excellence, while the wings suggest growth and expansion. The diagonal line divides foundation from aspiration—where we are and where we're going.



Primary logo on light background — Gold accent with Black structure

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LOGO CONCEPT

Symbol Anatomy

Every element of the ISH crown mark carries meaning, creating a visual narrative of leadership, growth, and the journey from solid foundations to soaring achievement.



The Diagonal Divide

The 45° diagonal separating gold from black is the heart of the logo's story. **Black represents foundation**—roots and proven track record. **Gold represents aspiration**—vision and excellence. The diagonal is the journey itself: continuous upward progress.



The Central Spire

Represents a building rising skyward—the core of ISH's construction identity. The apex reaches toward ambition; the base anchors in reality.

The Protective Wings

Flanking elements suggest growth, expansion, and protective embrace. They mirror the arms of a crown—leadership over the construction landscape.

The Crown Silhouette

The overall form evokes royalty and authority. ISH doesn't just build—it leads. The crown signifies excellence and market dominance.

The Foundation Platform

The solid base represents ISH's grounding in engineering fundamentals, safety protocols, and ethical business practices.

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LOGO VARIATIONS

Colour Applications

The logo adapts to various backgrounds while maintaining brand integrity. The diagonal split creates visual interest and symbolises the journey from foundation to success.



LIGHT BACKGROUND



DARK BACKGROUND



NAVY BACKGROUND



GOLD BACKGROUND

05

COLOUR PALETTE

Brand Colours

Our palette reflects strength and aspiration. Gold represents excellence and achievement, while black conveys professionalism and reliability.



ISH Gold (Primary)

#D4A853

RGB 212, 168, 83



ISH Black

#1A1A1A

RGB 26, 26, 26



ISH Navy

#0D2137

RGB 13, 33, 55



ISH Forest

#1B5E20

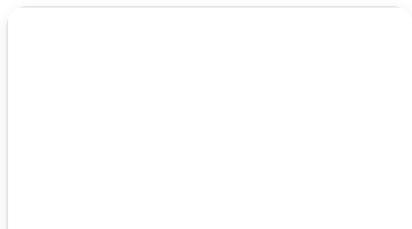
RGB 27, 94, 32



ISH Silver

#A8A8A8

RGB 168, 168, 168



White

#FFFFFF

RGB 255, 255, 255

06

TYPOGRAPHY

Type System

Our typography combines the elegance of Playfair Display with the clarity of Source Sans 3, creating a sophisticated yet accessible voice.

DISPLAY / HEADLINES

Playfair Display

Used for headlines, titles, and key statements. The serif letterforms convey heritage and trustworthiness—appropriate for a company building lasting structures.

Aa Aa Aa Aa

REGULAR MEDIUM SEMIBOLD BOLD

BODY / INTERFACE

Source Sans 3

Used for body text, navigation, and interface elements. Clean, modern, and highly legible at all sizes. Provides excellent readability for technical documents.

Aa Aa Aa Aa

LIGHT REGULAR SEMIBOLD BOLD

Type Scale

A consistent type scale ensures visual hierarchy and readability across all communications.

| | | |
|------------|------------------------|------|
| Display | Building Legacy | 32pt |
| H1 | Building Legacy | 24pt |
| H2 | Building Legacy | 18pt |
| H3 | Building Legacy | 14pt |
| Body Large | Building Legacy | 12pt |
| Body | Building Legacy | 11pt |
| Small | Building Legacy | 9pt |
| Label | BUILDING LEGACY | 8pt |



DO

Use Playfair Display SemiBold (600) for headlines with tight letter-spacing (-0.02em).



DON'T

Never use Playfair Regular for headlines—it appears too light at display sizes.



DO

Add letter-spacing (+0.1em) to ALL CAPS text for improved readability.



DON'T

Never substitute brand fonts with Arial, Roboto, or system defaults.

Brand in Action



Isgcawu Somnotho
HOLDINGS (PTY) LTD



Isgcawu Somnotho
HOLDINGS (PTY) LTD

#10



The complete stationery suite demonstrates brand consistency across all professional touchpoints: letterhead, business cards, envelopes, and presentation folders—all unified by the crown mark and gold accent.

LETTERHEAD

A4 / 210x297mm

BUSINESS CARD

90x55mm

ENVELOPE

DL / 220x110mm

PRESENTATION FOLDER

A4 with pocket

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CONTACT

Get in Touch

COMPANY

Isgcawu Somnotho Holdings (Pty) Ltd

FOUNDER

Ronald Radebe, Civil Engineer

PHONE

079 603 7780

EMAIL

info@isgcawusomnotho.co.za

ADDRESS

1 Ranonkel Street, Kuruman, 8460

CERTIFICATION

B-BBEE Level 1

100% Black Owned

51% Women Owned

76% Youth Owned

