



UMSEBE

EMBRACING INNOVATIVE FINANCIAL INTEGRATION

UMSEBE CORPORATE IDENTITY MANUAL

LOGO ELEMENTS EXPLAINED



The Sun

The stylised or abstract rising sun is the most prominent element and focal point of the logo. It heralds a new dawn for the Integrated Financial Management Information System (IFMIS) and symbolises transparency clarity and enlightenment, suggesting knowledge, wisdom, and insight. It implies that this brand brings light to complex issues arising from the previous system or operations.



Stick People

The stick people in different colours represent the various stakeholders converging harmoniously and embracing the new system. They convey a sense of teamwork, inclusivity, diversity and a great working experience, and finally that the brand values relationships and collaboration.



Logo name
& Slogan

The logo name UMSEBE (The Sun ray) sits below the parent name of the system IFMIS, which is encased around the blue circle. UMSEBE is synonymous with growth, abundance, and prosperity, indicating that the brand fosters development and success. The brand is dynamic, lively, and full of life. Finally, the slogan '*Embracing Innovative Financial Integration*' is a ululating phrase and an encapsulation of the ultimate purpose of the logo.

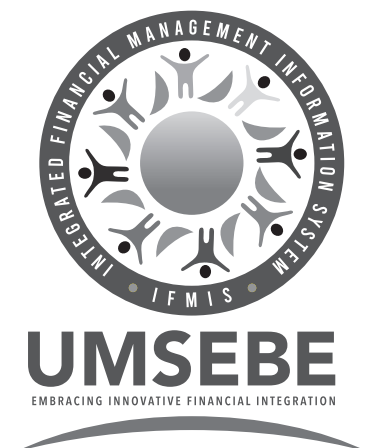
LOGO VERSIONS



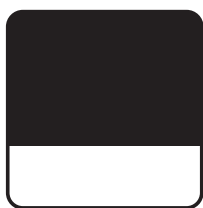
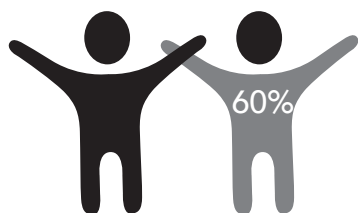
This version is to be used when only the primary colour is available.



The solid black logo can be used where black is the only available colour interchangeably with the last version with different tints of black. The solid logo can also be used where it is needed for foiling in silver or gold.



LOGO CORPORATE COLOURS



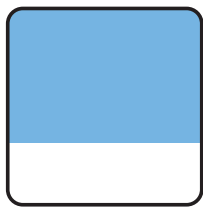
PANTONE BLACK

Process:

Cyan	C = 0
Magenta	M = 0
Yellow	Y = 0
Black	K = 100

RGB:

Red	R = 29
Green	G = 29
Blue	B = 27



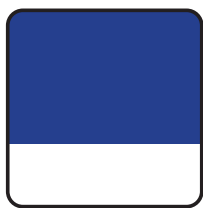
PANTONE 283 C

Process:

Cyan	C = 51
Magenta	M = 16
Yellow	Y = 0
Black	K = 0

RGB:

Red	R = 183
Green	G = 185
Blue	B = 229



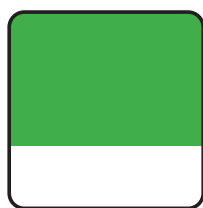
PANTONE 7687 C

Process:

Cyan	C = 100
Magenta	M = 90
Yellow	Y = 10
Black	K = 0

RGB:

Red	R = 39
Green	G = 53
Blue	B = 131



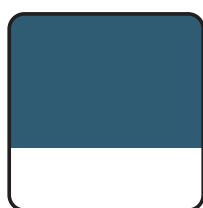
PANTONE 362 C

Process:

Cyan	C = 75
Magenta	M = 5
Yellow	Y = 100
Black	K = 0

RGB:

Red	R = 64
Green	G = 165
Blue	B = 53



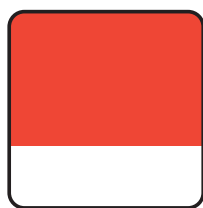
PANTONE 7699 C

Process:

Cyan	C = 81
Magenta	M = 48
Yellow	Y = 33
Black	K = 18

RGB:

Red	R = 51
Green	G = 100
Blue	B = 127



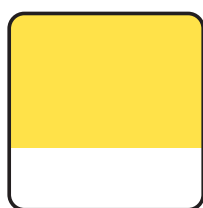
PANTONE 179 C

Process:

Cyan	C = 0
Magenta	M = 88
Yellow	Y = 85
Black	K = 0

RGB:

Red	R = 231
Green	G = 57
Blue	B = 43



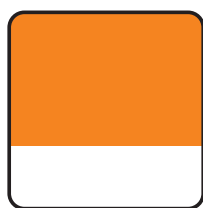
PANTONE 106

Process:

Cyan	C = 2
Magenta	M = 11
Yellow	Y = 99
Black	K = 0

RGB:

Red	R = 255
Green	G = 219
Blue	B = 0



PANTONE 716 C

Process:

Cyan	C = 0
Magenta	M = 59
Yellow	Y = 100
Black	K = 0

RGB:

Red	R = 240
Green	G = 128
Blue	B = 0

LOGO CORPORATE FONTS

The logo is composed of two families (types) of fonts.

1. The woodmark **UMSEBE** and the slogan '*Embracing Innovative Financial Integration*' come from the **Avenir Family** of fonts.
2. The name of the institution **INTEGRATED FINANCIAL MANAGEMENT INFORMATION SYSTEM** is derived from **Bebas Family**

Avenir has been chosen as the primary font that will be used across all branding and communication materials. There are many different weights of this font but a few have been profiled below.

Avenir FONT

Avenir Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Oblique (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

BEBAS Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789



UMSEBE

EMBRACING INNOVATIVE FINANCIAL INTEGRATION



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INTEGRATED FINANCIAL MANAGEMENT INFORMATION SYSTEM
PROJECT MANAGEMENT UNIT
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MBABANE H100
ESWATINI