PUBLIC INVESTMENT CORPORATION®

Est. 1911

CORPORATE IDENTITY MANUAL

Committed to serving our clients

PIC SECRETARY BIRD

Inspired by its presence in the National Coat of Arms, the PIC has adopted a highly stylised icon of the Secretary Bird as our logo.

On the Coat of Arms, the Secretary Bird represents vigilance, as well as the rise and pride of modern South Africa. As committed investors in the future of South Africa, we admire and aim to uphold this symbol in all of our dealings.

Unique to Africa, the Secretary Bird is widely recognised as a symbol of freedom, strength and courage, values that exemplify the PIC, our mission and our investment philosophy.

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Our corporate brand is a visual expression of our combined skills, intelligence and business acumen.

The objective of this identity system is to provide the guidelines necessary for the consistent use of our brand identity, in order that our audiences recognise our corporate ambition through its expression.

We wish to enhance our position as central to the positive South African Story and continue to generate goodwill as a public servant. These guidelines will assist with the implementation and maintenance of our new identity.

By following the guidelines carefully, you will be able to maintain and control the application of the Public Investment Corporation (SOC) Limited brand, thus contributing to its well being.

SECTION 1

OUR BRAND

1.1 INTRODUCTION

Established in 1911, the Public Investment Corporation (SOC) Limited is one of the largest investment managers in Africa today, managing assets all over the African continent.

The PIC, a registered financial services provider, is wholly owned by the South African Government, with the Minister of Finance as shareholder representative.

We invest funds on behalf of public sector entities, based on investment mandates set by each of these clients and approved by the Financial Services Board (FSB).

Our goal is to not only meet, but exceed our clients' expectations and our shareholder's investment objectives through thorough research, careful risk analysis and stringent compliance practices.

Our vision is to be the custodian of a better tomorrow for our clients and stakeholders on the continent and globally.

1.2 OUR SLOGAN

"Committed to serving our clients" is the motto we live by. We strive to meet and exceed our clients' investment objectives and commitments to stakeholders.

We accept that our clients and other stakeholders expect results, therefore we are committed to do everything possible to achieve the required deliverables.

We are committed to serving our customers by defining and communicating expectations; advocating an attitude of "doing it right the first time!"; keeping to our commitments and promises; learning from experience and not being afraid to concede fault; striving for continuous improvement; encouraging and fostering innovation and creativity and promoting, as well as encouraging and celebrating our success.

SECTION 1

1.3 BRAND PLATFORM

1911-1951

In 1911, the Public Debt Commissioners was established with a mandate to manage trust funds placed in the care of the government.

Initially, the Public Debt Commissioner's clients were the South African Railways and Harbours but by 1924, they included the funds of provincial administrators.

By 1951, the total assets managed by the entity totalled £106.4 million.

1952-1961

South Africa became a Republic with the rand as its currency.

By the end of 1961, assets under management totalled R1.6 billion.

1962-1984

The PIC, then Public Investment Commissioners, changed its Primary focus from debt management to the investment of funds on behalf of the public sector.

In 1965, South Africa's economic growth was at its highest ever at 8.9%.

1985-1999

The PIC announced the formation of the Isibaya Fund in 1995.

With massive, burgeoning political and social changes underway, South Africa's economic growth was at its lowest at 2.1%.

2000-2004

Parliament passes the Public Investment Corporation (SOC) Limited Act [No. 23] of 2004 to provide for the establishment of the Public Investment Corporation (SOC) Limited and cessation of the Public Investment Commissioners.

Economic growth averaged 3.6% for the period.

2005-2010

On 1 April 2005, following the promulgation of the Public Investment Corporation (SOC) Limited Act, 2004, the PIC was transformed into the leading asset manager it is today.

Due in part to the global financial crisis, South Africa's economic growth receded to 1.8% in 2009.

The PIC played a crucial role in developing the necessary airport infrastructure to accommodate the massive influx of tourists to the 2010 world soccer tournament.

2011

The PIC celebrated 100 years of existence, ending the financial year with assets of over R1 trillion under management and a number of important infrastructural and investment projects that improve the lives of millions of South Africans.

OUR POSITIONING NOW

Cutting edge expertise, service and products, refined by more than a century's experience in the business of asset management, from a modern company that has evolved with the times to cater for it's clients diverse needs in a mutually enabling environment of cooperative culture.
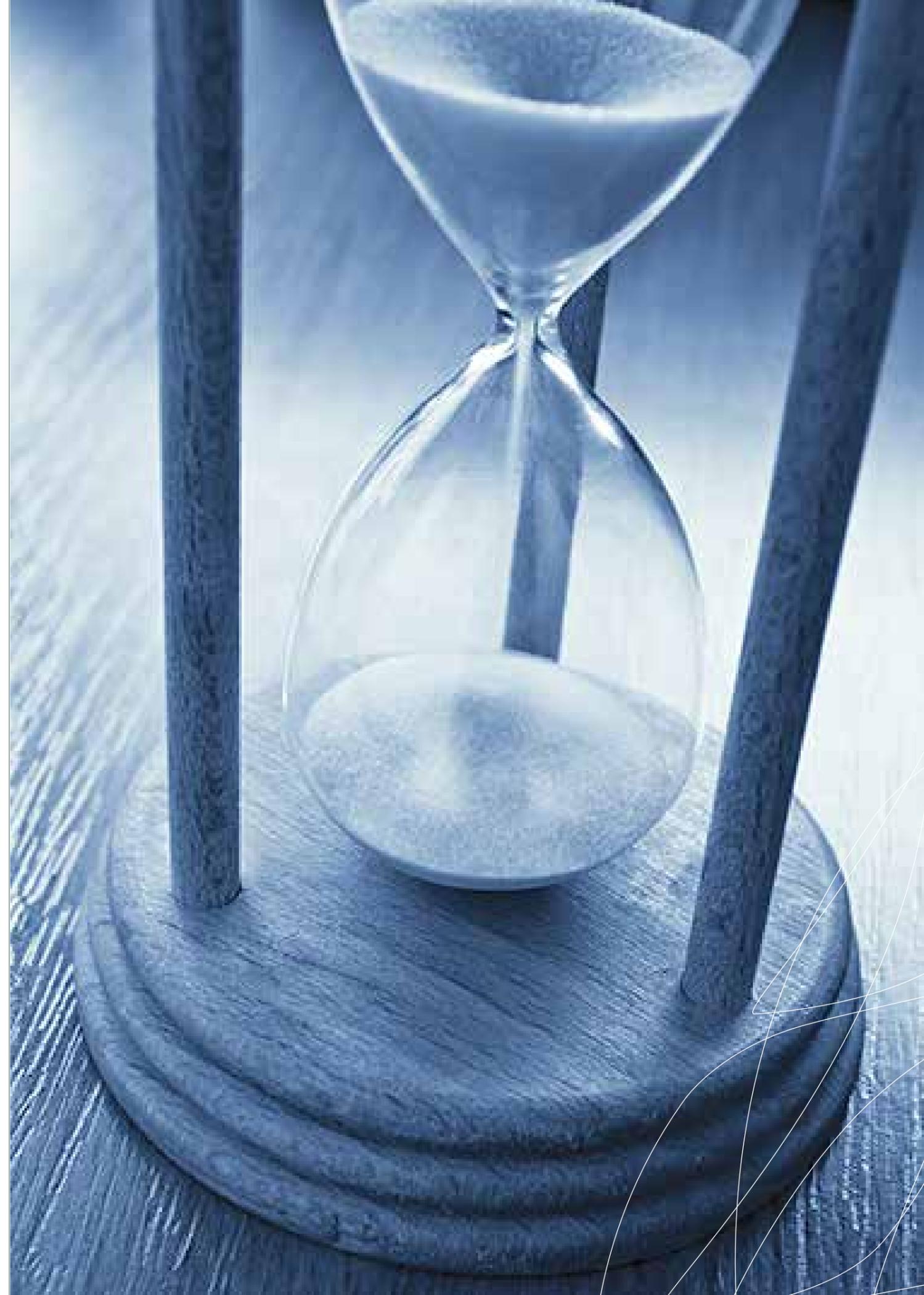
SECTION 2

2.1 LOGO SIGNATURE ICON

Inspired by its presence in the National Coat of Arms, the PIC has adopted a highly stylised icon of the Secretary Bird as our logo.

The PIC image is defined by the ceremonial icon of the elegant Secretary Bird in our logo, representing the inspiration which is drawn from the National Coat of Arms. The bird is shown here in all four stages of fLight, representing the necessary process of life required to complete all revolutions. The spreading of its wings stands for both pride and control within today's changing world and marketplace.

On the National Coat of Arms, the Secretary Bird represents vigilance, as well as the rise and pride of South Africa as it has been established in modern day society. As committed investors in the future of South Africa we admire this symbol and aim to uphold it in all our practices and dealings.

The Secretary Bird has traditionally been admired in Africa for its striking appearance and ability to deal with danger.

Unique to Africa, the Secretary Bird is widely recognised as a symbol of strength, courage and freedom. These are the true values and core goals that exemplify the PIC, our mission and our investment philosophy.

The PIC logo icon has been specifically designed and constructed, and therefore should not be copied or altered in any way.

2.2 LOGO CONSTRUCTION

A logo is a combination of a word mark and/or a Symbol as a unique graphical signature that is used by a brand for identification, and public recognition. The logo itself embodies the values of the brand and builds equity through recognition.

The logo icon consists of a highly stylised icon of the Secretary Bird and the full Public Investment Corporation (SOC) Limited logotype, as well as the by-line "Est. 1911", which appears below the logotype.

The specifications are based on a standard logo of 170 mm high and 55 mm wide. Any reduction or enlargement of the logo must therefore be in proportion to the standard size. It is important that the proportions of the logo are not distorted. The correct construction method of the logo is aided by the use of a square grid.

The grid is created using an x-height measurement (E), which is determined by the height of the wording "Public Investment", therefore E = x-height. The logo is further constructed using a grid, where the x-height is used to create columns and rows (see below). This grid will help you construct the PIC logo with accuracy. The x-height is used to determine all other measurements and distances.

E

6 x

¼ x

12½ x

¾

¾

E = x-height

¼ x-height

1/3 x-height, 1mm thick

Thick line is the length of the word "Public Investment" and is 3mm thick.

Bottom point of logo icon lines up with bottom line "Est. 1911"

PUBLIC INVESTMENT
CORPORATION ®

Est. 1911

7 x
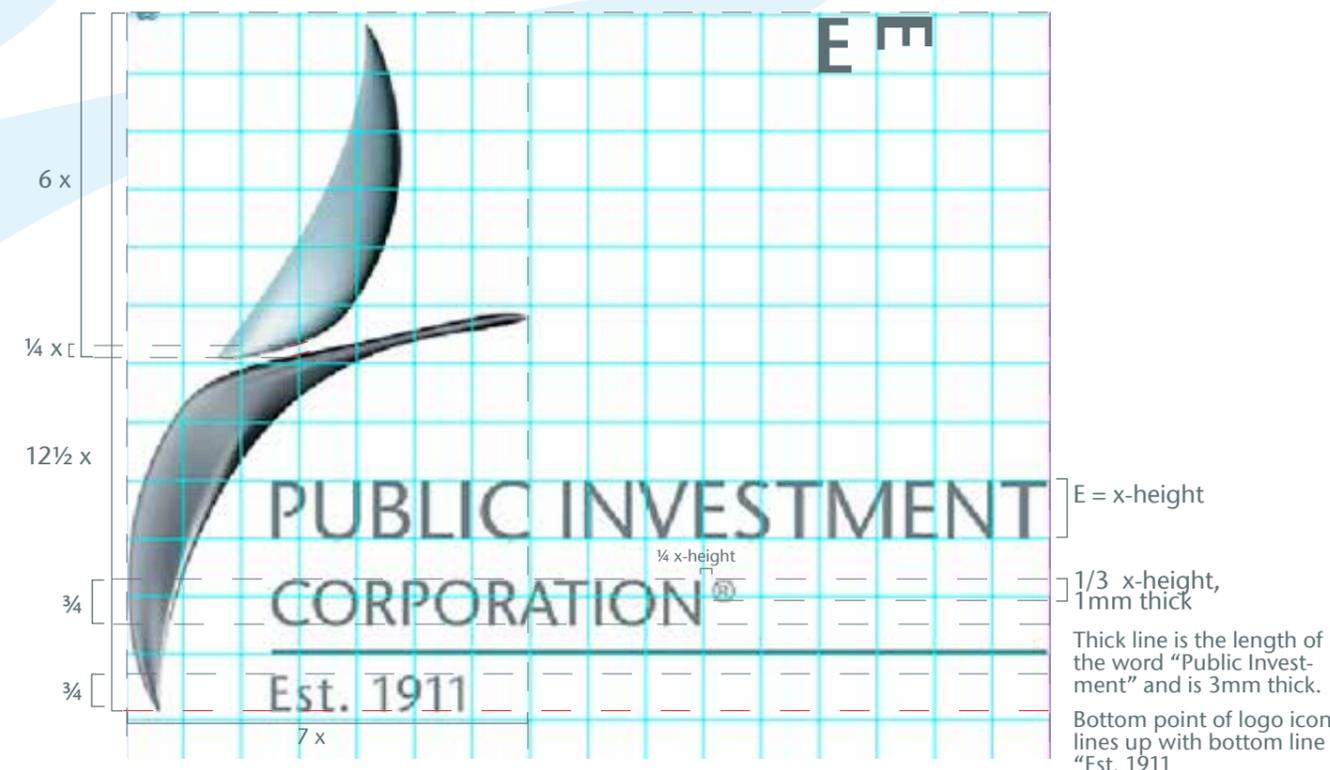
2.3 LOGO SIGNATURE WITH DESCRIPTOR

Aesthetically, a logo may contain features that are apparent in the rest of the brand identity such as shapes, colours and typography.

This is the preferred use of the PIC logo. The logo icon must always appear with the logotype and descriptor. Use the basic logo grid when constructing this logo. Any reduction or enlargement of the logo must be in proportion to the standard size.

The logo icon must always be in the exact shading, using the PIC Primary and Secondary colour palette, as specified in 2.6.

The corporate typeface "Stone Sans" must be used for the logo-type descriptor. The words "Public Investment Corporation (SOC) Limited" and the by-line "Est. 1911" must be typed in Stone Sans Medium.

The spacing or kerning between the letters in the words "Public Investment" must be 10pts. The spacing or kerning between the letters in the word "Corporation" and the by-line "Est. 1911" are 0/auto.

2.4 LOGO SIGNATURE ELEMENTS - LOGO ICONS

Signature graphic elements must be considered as part of the brand identity because they carry distinctive qualities that represent the brand, and these qualities can be used throughout various touch points and marketing collateral to help build brand recognition.

The logo bird icon can be used as an outlined drawing or applied in a solid one colour. This pattern should be between 0,5pt and 3pt thick. The icon pattern should be used in white space areas of the layout and may only overlap imagery. It may NOT overlap the logo and text. These elements can

be used throughout all applications and media, but the message and format should be considered.

These outlines can be used as design elements for printed and electronic applications. They can be applied to the bottom right corner of the artwork or page.

*For more information and colour options please see Section 5.*

Logo bird icon

Logotype / descriptor

2.5 LOGO SIGNATURE ELEMENTS - BIRDS IN FLIGHT

The PIC image is defined by the ceremonial icon of the elegant Secretary Bird in our logo, representing the inspiration which is drawn from the National Coat of Arms. The bird is shown here in all four stages of fLight, representing the necessary process of life required to complete all revolutions. The spreading of its wings stands for both pride and control within today's changing world and marketplace.

On the Coat of Arms, the Secretary Bird represents vigilance, as well as the rise and pride of South Africa as it has been established in modern day society. As commit-

ted investors in the future of South Africa we admire this symbol and aim to uphold it in all our practices and dealings

The Secretary Bird has traditionally been admired in Africa for its striking appearance and ability to deal with danger. Unique to Africa, the Secretary Bird is widely recognised as a symbol of strength, courage and freedom. These are the true values and core goals that exemplify the PIC, our mission and our investment philosophy.

2.6 CLEAR SPACE AND MINIMUM SIZE

A clear space or area of isolation has been devised to ensure prominence and protection of the identity. This area should always be clear of any text, imagery or other brand elements.

To ensure maximum legibility and high reproduction standards, the logo and logotype may not be reduced smaller than 18.5mm height and 25,5mm width. For print applications, the logo must not be smaller than 20mm and for electronic applications it may not be smaller than 70 pixels. "Est. 1911" must be legible.
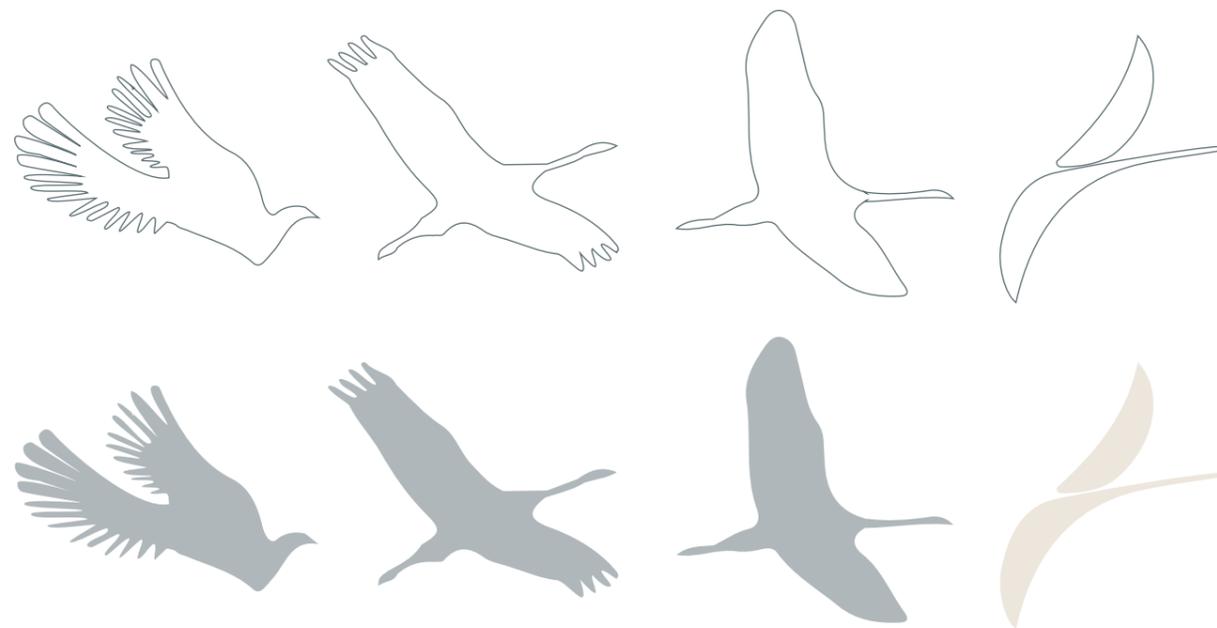
Solid logo bird icon   Outlined logo bird icon

Exclusion zone / Clear space

E = x-height

18,5mm

25,5 mm   Print = 20mm   Electronic = 70 pixels
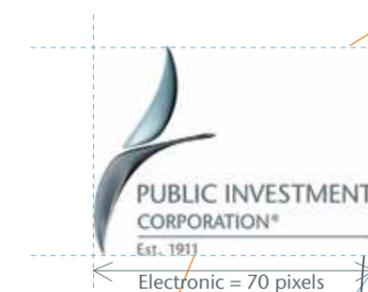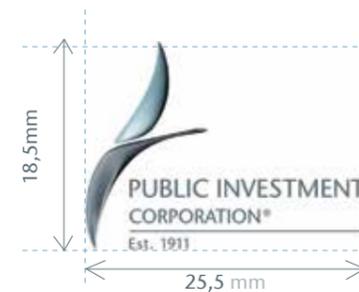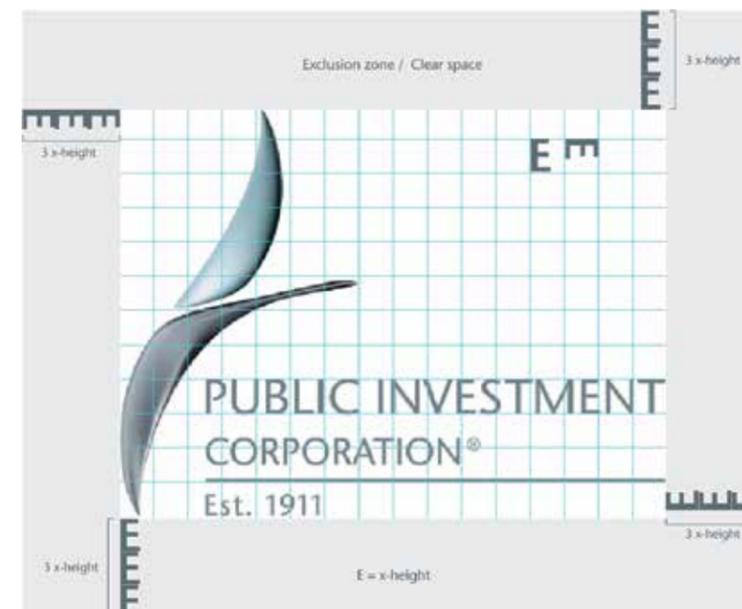
2.7 LOGO COLOURS

The preferred use of the PIC logo is the full colour shaded logo. The logo icon is supplied as a vector (EPS), which was created in Adobe Illustrator (AI) in the master artwork library. The PIC icon consists of two parts which create the Bird logo. These parts are intricately shaded in the PIC corporate colours. The logo gradient shading may never be altered.

The top half of the icon is shaded with a colour gradient that starts from Light (at the bottom) to Dark (at the top). There is a hint of white at the bottom that fades into the PIC Secondary Pale Blue (Pantone 290 C), into the PIC Primary Light Blue (Pantone 5425 C), into the PIC Blue (Pantone 550 C), into the Secondary Dark Grey

(Pantone 433 C) and finally into the Primary 100% Black.

The bottom half of the logo icon has very intricate shades of Greys which varies from white into the PIC Secondary Sand (Pantone 7527 C) into the PIC Secondary Light Grey (Pantone 429 C), into the Primary Dark Blue Grey (Pantone 431 C) into the PIC Secondary Dark Grey (Pantone 433 C), and finally into the Primary 100% Black.

The logotype and descriptor are written in the PIC corporate Primary colour, Dark Blue Grey (Pantone 431 C).

Full colour shading / gradients

PUBLIC INVESTMENT CORPORATION®
Est. 1911

Dark Blue Grey
Pantone 431 C
C60 M40 Y39 K25
R100 G137 B159

2.8 LOGO APPLICATIONS

The PIC logo is primarily placed on a white background. PIC logos must be reproduced in the PIC corporate colours *(see Section 3)*. The preferred logo usage is the 3D full colour logo on a white background. When the identity appears on a white background the logotype becomes the PIC Dark Grey colour. When the identity appears on a Dark background the logotype becomes white.

When the logo has to be reproduced in two colours, i.e. packaging or corporate clothing that only allow for a two-colour application. The PIC corporate colours must be

used *(see identity matrix on next page)*.

If the logo has to be used in a single colour, the PIC corporate colours are permitted i.e. corporate clothing / embroidery *(see identity matrix)*.

When the logo is reversed out it must be simplified and applied as a one colour application. *The preferred usage is for the logo to be reversed out in white on one of the PIC corporate colours (see identity matrix on next page).*

Full colour

Two colour

One colour

Full colour reversed out

Two colour reversed out

One colour (white) reversed out

One colour (Grey) reversed out

One colour (Silver) reversed out

SECTION 2

2.9.1 IDENTITY USAGE MATRIX - PRIMARY COLOURS

The identity usage matrix serves as a guide to show how the logo can be reproduced. The full colour logo on a white background is the preferred usage but, if necessary, the logo can be reproduced as follows.

2.9.2 IDENTITY USAGE MATRIX - SECONDARY COLOURS

The identity usage matrix serves as a guide to show how the logo can be reproduced. The full colour logo on a white background is the preferred usage but, if necessary, the logo can be reproduced as follows.

	B/W	B/W 3D	1 colour/spot	2 colour/spot	3 colour s	full colour/cmyk
White						
PIC Cream Pantone 7499 40% tint						
PIC Blue Pantone 5425 C						
PIC Dark Grey Pantone 431 C						
Black Pantone Black C						

	B/W	B/W 3D	1 colour/spot	2 colour/spot	3 colour s	full colour/cmyk
Dark Blue Pantone 5405 C						
Light Grey Pantone 429 C						
Blue Pantone 550 C						
Pale Blue Pantone 290 C						
Dark Sand Pantone 7501 C						

2.10 LOGO DONT'S

As the most important element of the PIC brand, the logo should never be altered or changed in any way. This allows the brand to project one holistic brand message.

- The PIC logo may not be elongated or distorted in any way. Do not change the spacing of any of the elements in relation to each other.

- The design and proportion of the logo may not be altered in any way. Do not change the way the logo type is stacked. Do not rotate or change the angle of the icon.

- The logo should never be placed over an image, gradient, vector, pattern or any element that would conflict with it. No effects may be applied to the logo i.e. drop shadow, bevel and emboss, inner or outer glow etc.

- Do not change the colour of the logo type. Please refer to Identity usage matrix when applying the logo to coloured backgrounds. The logo type must be readable at all times.

To avoid errors, please request PIC logo from the Master artwork library.

2.11 TAGLINE AND APPLICATION

The tagline is another very important component of the PIC brand and should be treated with the same attention and respect as the PIC logo itself.

The tag line must always appear in sentence case in the PIC Primary corporate typeface, Stone Sans medium. Where applicable the PIC tagline **"Committed to serving our clients"**, should be applied below the PIC logo in the PIC corporate colour, Dark Blue Grey. Here the tagline should be the same width as the PIC logo and should line-up in a justified alignment. There should be an exclusion space of 1 x-height (E) between the PIC logo and the tagline. There should always be an x-height exclusion zone, surrounding the tagline that is 1 x-height (E) on all sides.

For vertical layouts the tagline can also appear at the bottom of the page in one of the PIC Secondary corporate colours.

SECTION 3

COLOUR PALETTE
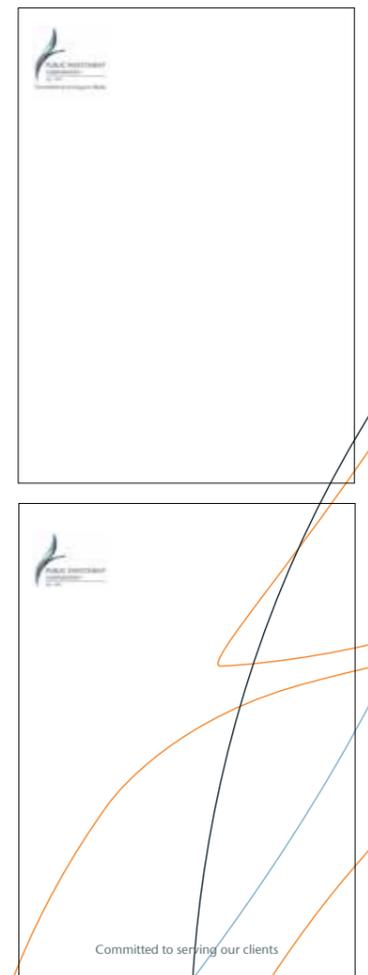
3.1 OVERVIEW

Colour plays an important role in identifying our company, its products and services. The consistent and accurate use of these colours is a major factor in keeping our brand recognizable and memorable.

Colour palette is key in creating a consistency across all mediums — web, print, video etc. Colour can make or break a brand due to its strong ability to evoke emotion. Colour combinations have been created as Colour Schemes for specific Brand messaging.

Please ensure that these colours are never altered.

3.2 PRIMARY PALETTE

The PIC brand consists of four main Pantone colours and should always be reproduced according to the Pantone matching system.

These colours must be used across all applications and media, including print and web to ensure complete consistency.

The three main Primary PIC colours are Light Blue, Dark Blue Grey and Black. Use the Cream colour very sparingly.

Pantones are used for high end print applications, including stationery and high end brochure covers etc.

CMYK colour values are used for print, signage, vinyl applications and promotional material.

RGB colour values are used for all online and digital applications.

PRIMARY COLOUR PALETTE

LIGHT BLUE	DARK BLUE GREY	BLACK	CREAM
PANTONE 5425 C	PANTONE 431 C	PANTONE BLACK C	PANTONE 7499 C 40%
C55 M27 Y21 K4	C60 M40 Y39 K25	C0 M0 Y0 K0	C7 M9 Y38 K0
R100 G137 B159	R76 G92 B97	R0 G0 B0	R232 G215 B151
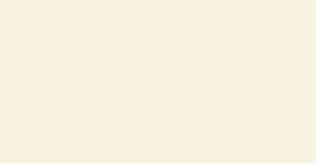
3.3 SECONDARY PALETTE

The Secondary colour palette is available to compliment the Primary palette. There are 10 PIC Corporate Secondary colours.

*The Orange tones are to be used very sparingly. Only as an accent, for example, in line drawings.

Please ensure that these colours are never altered in any way.

Pantones are used for high end print applications, including stationery and high end brochure covers etc.
CMYK colour values are used for print, signage, vinyl applications and promotional material.

RGB colour values are used for all online and digital applications.

SECONDARY COLOUR PALETTE

SAND	DARK SAND	LIGHT ORANGE	ORANGE	DARK ORANGE
PANTONE 7527 C	PANTONE 7501 C	PANTONE 1375 C	PANTONE 151 C	PANTONE 172 C
C3 M4 Y14 K8	C6 M10 Y26 K7	C0 M47 Y94 K0	C0 M64 Y100 K0	C0 M82 Y94 K2
R218 G215 B203	R219 G206 B172	R255 G160 B47	R239 G120 B19	R231 G73 B34

LIGHT GREY	Pale BLUE	BLUE	DARK BLUE	DARK GREY
PANTONE 429 C	PANTONE 290 C	PANTONE 550 C	PANTONE 5405 C	PANTONE 433 C
C21 M11 Y9 K23	C23 M0 Y1 K0	C55 M19 Y13 K1	C79 M46 Y27 K11	C94 M72 Y53 K66
R165 G172 B175	R194 G222 B234	R98 G155 B186	R49 G93 B125	R4 G25 B36

3.4 COLOUR CLAUSE - COLOUR AND PRINT VARIABLES

All Pantones and all conversions of these Pantones to CMYK and RGB must be done according to the CI manual and must be matched exactly. No colour variables are permitted.

3.5 ADVERTISING AGENCY SIGN OFF AND PRINTING PROCESS

All artwork, colours and images must first be approved by PIC Communications Department. The advertising agency must ask for all proofs to be signed off.

The signing off of proofs and quality control of print work is an important advertising agency function and responsibility since mistakes can creep in due to the transfer of the large files involved and other technical problems in the printing processes.

The advertising agency prefers to fulfil the function of production for this reason and since this ensures a high quality end- product and ensures the client against errors resulting in costly reprinting.

The advertising agency cannot accept any responsibility for print work that has not been project-managed by their own production team and signed-off by their designers since they have no control over the required necessary procedures:

1. Client performs sign off of the advertising agency design proof before final print- ready artwork prepared.
2. Printing factory prepares and submits a colour proof for sign off before printing final material.
3. Printer's proof is checked against specifications, for colour changes, layout, company specifications and other anomalies or amendments.
4. Should any amendments be required at this stage (before final printing) - the advertising agency effects the needed changes to design work.
5. Steps 2 to 4 are repeated as many times as required.
6. Only when the proof is 100% perfect, it will be signed off.
7. The print factory can now go ahead with bulk printing.
8. With critical and complex print work, the advertising agency staff will perform printing press proofing as the job is set up on the printing press.
9. Final print material is delivered and then checked against the specification and also judged against the relevant industry standards.

Should clients elect to outsource any print work, then the responsibility of the advertising agency ends at point 1 above and steps 2 - 9 should be performed by the client with all communication with the print factory to be handled by the client. However, if agreed beforehand the advertising agency will assist in this process on a time/cost basis.

4.1 OVERVIEW

The Primary typeface is used in all marketing communication and headline copy. The Secondary typeface is used as body copy.

The Primary and Secondary PIC typeface is Stone Sans. Only the San Serif version of Stone may be used on printed or electronic media.

No other font may be used.

In PC programs like Microsoft Word, where Stone Sans is not available the typeface Arial has been selected to replace Stone Sans.

No other font may be used.

4.2 PROFESSIONAL (CORPORATE AND PROMOTIONAL)

The Primary PIC typeface is Stone Sans. Only the San Serif version of the Stone font family may be used on printed media. Stone Sans must be used on all printed stationery and materials.

No other fonts may be used.

For all online and digital applications, the Secondary font family Arial must be used. For PC programs like Microsoft Word, where Stone Sans is not available, the typeface Arial has been selected to replace Stone Sans.

No other fonts may be used.

Stone sans

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Stone sans
Semi bold

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Stone sans
Semi bold italic

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Stone sans bold

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Arial regular

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Arial italic

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

Arial bold

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:";'\+-( )

SECTION 4

4.3 OFFICE

The Primary PIC font is Stone Sans and the Secondary PIC typeface is Arial.

No other font may be used.

For all online and digital applications, the Secondary font family Arial must be used. Stone Sans is not a web safe typeface, so the universally preferred typeface Arial must be used.

For general office use, in PC programs like Microsoft Word, where Stone Sans is not available the typeface Arial has been selected to replace Stone Sans. For electronic media the typeface Arial is used, as it is an universal typeface and all computers come with this standard typeface. Therefore making it easier to use and share electronic media.

Arial regular

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:”;’\+-( )

Arial italic

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:”;’\+-( )

Arial bold

aAbBcC123?@%

DEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
4567890 ?!,.:”;’\+-( )

BRAND ELEMENTS

5.1 OVERVIEW

Signature graphic elements must be considered as part of the brand identity because they carry distinctive qualities that represent the brand, and these qualities can be used throughout various touch points and marketing collateral to help build brand recognition.

5.2 LOGO ICON REPETITION

The repetition of the outlines of the logo bird icon form the main PIC brand elements. These elements can be used throughout all applications and media, but the message and format should be considered.

The repetition of the outlined bird logo icon can only be repeated a maximum of three times. The repetition of the outlined bird logo icon can be done in a combination of no more than three of the PIC corporate colours. Two Primary corporate colours should be used with one Secondary corporate colour. The logo bird icon can be used in a flexible manner, enlarging or reducing the size according to use and application.

Solid logo bird icons can also be used with the outlined logo bird icons. A combination of two solid icons (in two different Primary corporate colours) with one outlined icon (in a Secondary corporate colour) can be used.

Solid and outlined logo bird icon repetition   Outlined logo bird icon repetition

5.3 COLOUR OPTIONS

When selecting colour combinations for PIC bird outlines and solid logo icon repetitions; the preferred colour combination for outlined PIC logo icons is one PIC Primary corporate colour, and two PIC Secondary corporate colours. The Secondary colours i.e. Orange, can be used as a "spot colour", to bring some brightness to a design or highLight a certain area of text or imagery.

When utilising the solid logo icons the background colour should be a Primary colour and the solid and outlined logo icons are Secondary colours.

See examples of suggested colour options for both outlined and solid logo bird icons repetitions below.
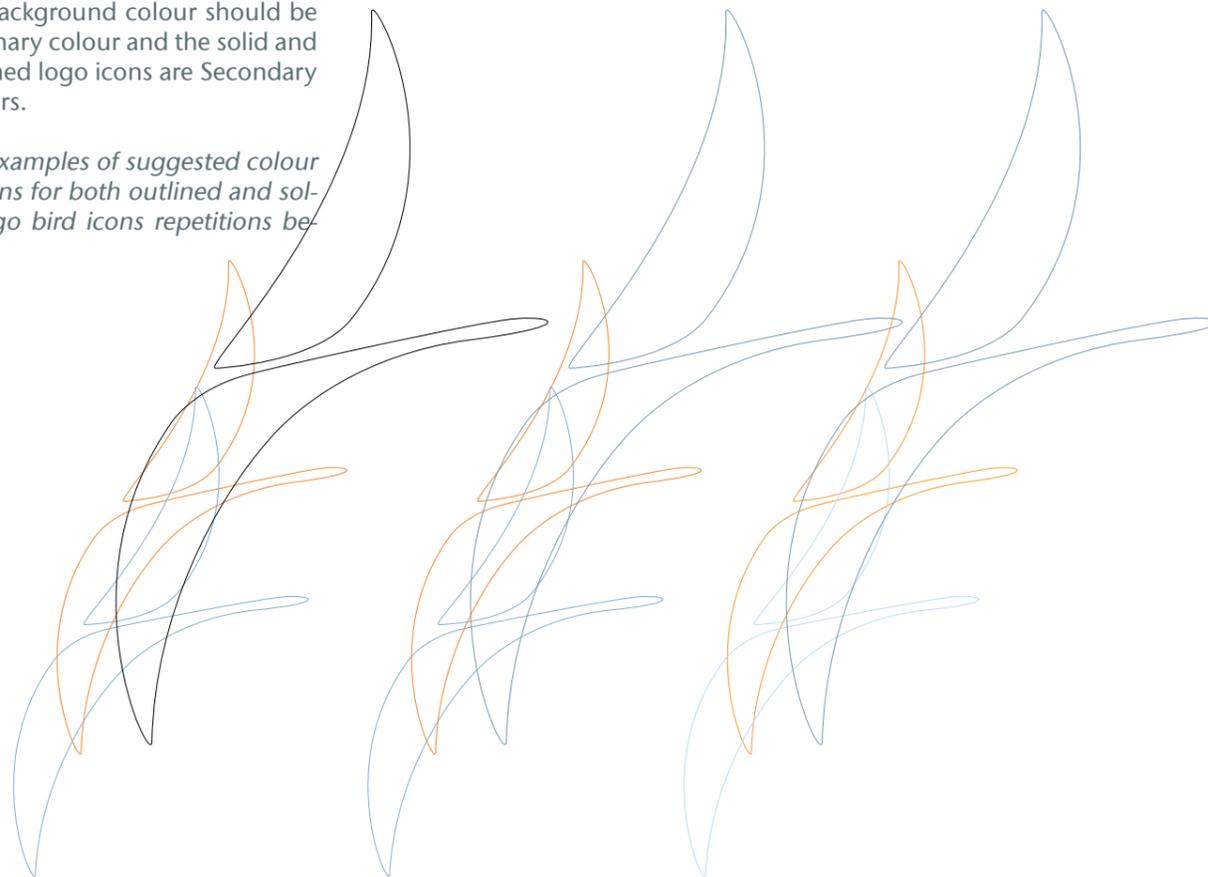
Outlined logo bird icon repetition
- colour option 1

Black (P) - Pantone Black C
Dark Orange (S) - Pantone 172 C
Blue (S) - Pantone 550 C

Outlined logo bird icon repetition
- colour option 2

Light Blue (P) - Pantone 5425 C
Orange (S) - Pantone 151 C
Light Grey (S) - Pantone 429 C

Outlined logo bird icon repetition
- colour option 3

Light Blue (P) - Pantone 5425 C
Light Orange (S) - Pantone 1375 C
Pale Blue (S) - Pantone 290 C

Solid and outlined logo bird icon
- colour option 1

Light Blue (P) - Pantone 5425 C
Dark Orange (S) - Pantone 172 C

Solid and outlined logo bird icon
- colour option 2

Dark Blue Grey (P) - 431 C
Orange (S) - Pantone 151 C

Solid and outlined logo bird icon
- colour option 3

Black (P) - Pantone Black C
Light Orange (S) - Pantone 1375 C

6.1 OVERVIEW

The correct usage of a brand name is paramount. It allows for one consistent brand message to be communicated through all corporate media and documents.

Our name is the foundation of our brand. Once in the market, the brand name will greatly determine the brand's position in the minds of consumers. Far more than just a series of letters, a successful brand name can help the product or services survive for a long time.

6.2 CORRECT USAGE

When referring to the Public Investment Corporation (SOC) Limited in text the name is always spelled using title case. The first letters of the words must always be in a capital letters and the rest of the word must be in lower case.

For ease of use, the name can be abbreviated to PIC (All caps)if it will be used more than once in any section of writing or article.

Public Investment Corporation (SOC) Limited

Our corporate brand is a visual expression of our combined skills, intelligence and business acumen. The objective of this identity system is to provide the guidelines necessary for the consistent use of our brand identity, in order that our audiences recognise our corporate ambition through its expression.

We wish to enhance our position as central to the positive South African story and continue to generate good will as a public servant.

These guidelines will assist with the implementation and maintenance of our new identity. By following the guidelines carefully, you will be able to maintain and control the application of the Public Investment Corporation (SOC) Limited brand, thus contributing to its wellbeing.

SECTION 7

BRAND PROPOSITION

7.1 FROM THE PEOPLE'S PERSPECTIVE

Due to the fact that the PIC has an extensive list of services and products, the brand's DNA should be focused to improve consistency and alignment of all the PIC communications.

As a truly South African organisation and entity, the PIC strongly believes in nation building and development of South Africans, as well as actively improving the quality of the lives of South Africans from every walk of life.

While delivering healthy returns for our clients is a top priority, the PIC also contributes to the broader socio-economic development of South Africa by making significant infrastructural investments in previously disadvantaged and underdeveloped communities.

7.2 BRAND VALUE

Brands are a promise. They tell consumers what quality to expect from a product or service and show off its personality. Firms invest a lot on the image of their brands to foster sales and loyalty. But measuring their value is hard. It is very important to create favourable consumers' and public perceptions.

The PIC believes that its values constitute the building blocks of the manner in which it conducts its business. We believe in the highest standards and are committed to equal opportunities, transparency and accountability.

Our mission and vision comes together to create our brand value. A notion that we feel very strongly about. Our brand value is an expression of our brand's 'personality' in a way that is clear, relevant and compelling.

8.1 STYLE AND TONE

Tone of voice is paramount in representing the PIC brand personality in a consistent manner. All the PIC imagery must deliver a consistent tone of voice in order to build a believable brand personality that consumers feel they can trust. This tone of voice must be carried out in all collateral by giving each application a similar "look and feel".

The PIC imagery plays a big part in creating a consistent "look and feel". Although consistency in tone of voice is crucial, it also is important to know when to vary the style within the PIC's established tone of voice.

This must be done in order to effectively target different markets. Imagery should be primarily used in full colour. Secondary images can be Black and white imagery, which can be converted to Greytone scale using Adobe Photoshop.

8.2 STAFF PHOTOGRAPHY

Personnel must always be photographed using a white backdrop and sharp focus. For individual photographs, personnel but be photographed from the shoulders upwards (head shots).

These portraits must be taken using good Lighting to avoid Dark shadows and dull photographs. Photography is a very important element of the PIC brand and staff photography has to help project positive brand values. Staff should look friendly and approachable, in order to project this positivity.

8.3 SIGNATURE IMAGERY

Photography is used in all communications and should reflect the corporate values, as well as the PIC mission and vision.

The PIC photographic imagery is bold, strong and dynamic. These images are shot at interesting point of views and are used to create visually dynamic layouts. Photographic images should always be used to support the logo. Photographic imagery must never overpower the logo or brand image. Where possible images should be used inside the PIC bird logo icon lines. The solid and outlined bird logo icons can be added to create a dynamic layout.

Photographic imagery can either be general, promoting or showcasing the brand as a whole or it can be specific to each PIC sector applications.

8.4 IMAGERY APPLICATIONS

The solid and outlined bird logo icons must always compliment the image and must not overlap the image completely.

Please see suggested examples of square, vertical and horizontal imagery applications.

8.5 FULL COLOUR

Full colour imagery should reflect the modern, vibrant and dynamic nature of the PIC brand.

Full colour imagery must still remain professional and corporate, and only the highest resolution imagery should be used in all communication.

8.6 BLACK AND WHITE

Black and White photography can be used to contrast full colour imagery or to compliment one colour applications and media such as, newspaper advertisements and newsletters.

SECTION 8

8.7 DON'TS

- Do not alter the image colouring to make the image seem artificial. All images must be believable.

- Do not posturize imagery or make it seem as though it is a drawing or a vector.

- Do not select images that are too Dark.

- Do not invert imagery colour so that the image resembles a photograph negative.

- Do not de-saturate any imagery.

- Do not stretch imagery vertically or horizontally.

- Do not fade or Lighten imagery.

- Do not create purely Black and white images with extreme contrast. Grey-tone scale must be used.

SECTION 9

PAGE GRIDS AND LAYOUTS
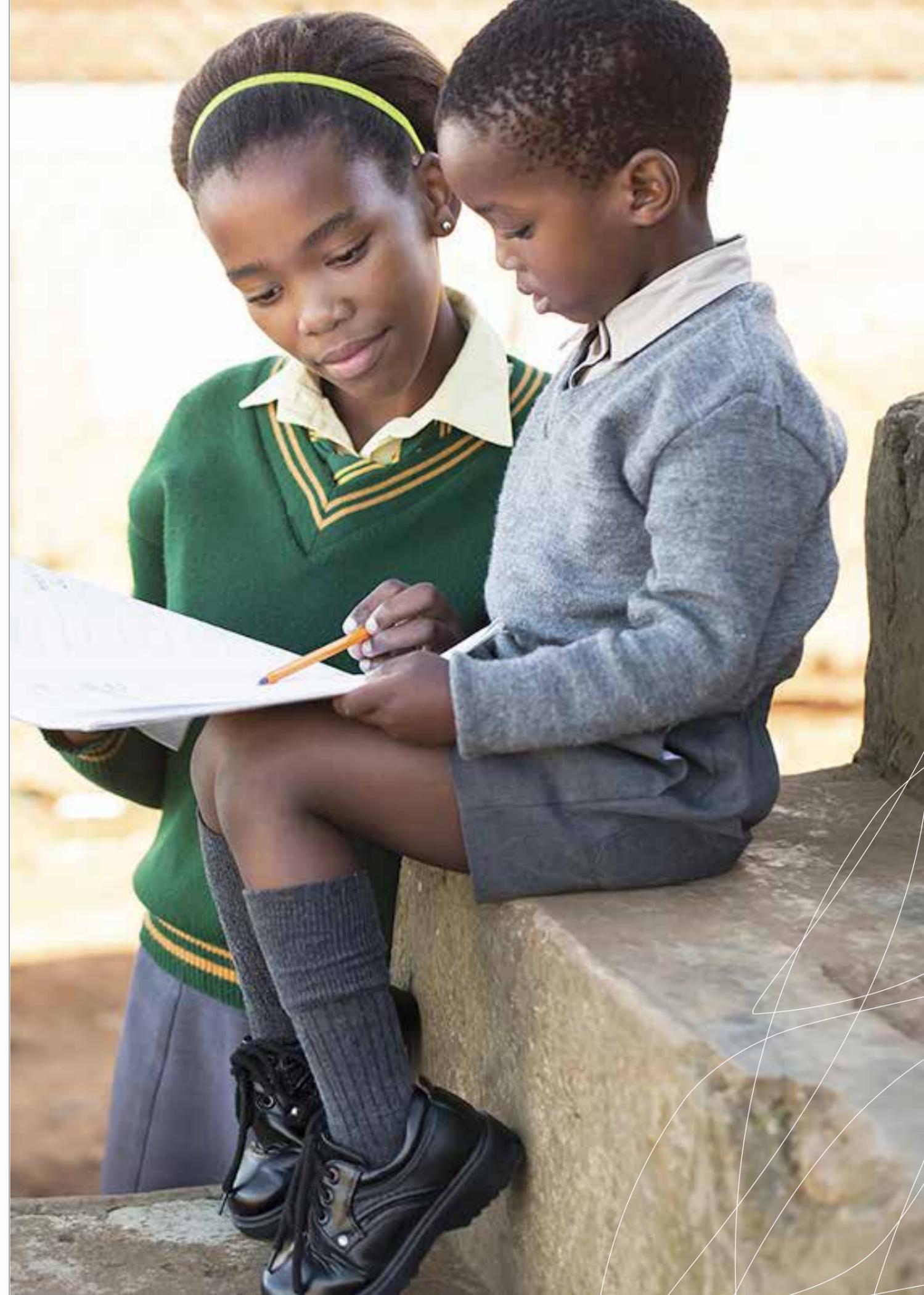
9.1 INTRODUCTION

A visual language is a system of communication that uses visual elements. An image that dramatises and communicates an idea presupposes the use of a visual language. The elements in an image represent concepts in a spatial context.

For a consumer to buy into a brand, they must first be made aware of it. Brand attitude cannot be formed. A brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands which the consumer is unaware of.

The higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention and the higher the relative purchase of the brand.

Brand awareness should also be an important goal of marketing com-

munications efforts, as it is widely acknowledged that without brand awareness occurring, brand attitude and brand image cannot be formed.

Brand name awareness is one of major brand assets, which add value to the product or service and/or its customers. Investments in brand equity and in particular brand awareness can lead to sustainable competitive advantages and long term value. Brand awareness can add value by:

- Placing the brand in the consumer's mind;
- Acting as a barrier to entry to new disestablished brands;
- Reassuring the customer of the organisation's commitment and product quality; and
- Providing leverage in the distribution channels.

9.2 GRID OVERVIEW

Grid-based designs create solid visual and structural balance in print and electronic media. Sophisticated layout structures offer more flexibility and enhance the brand's visual experience.

A grid is used to help standardise the brand elements and create a message that does not alter the brand image in any way.

The grid system is also used in order to maintain the integrity of the logo when used in conjunction with the branding elements. This ensures a consistent look and feel throughout all communication.
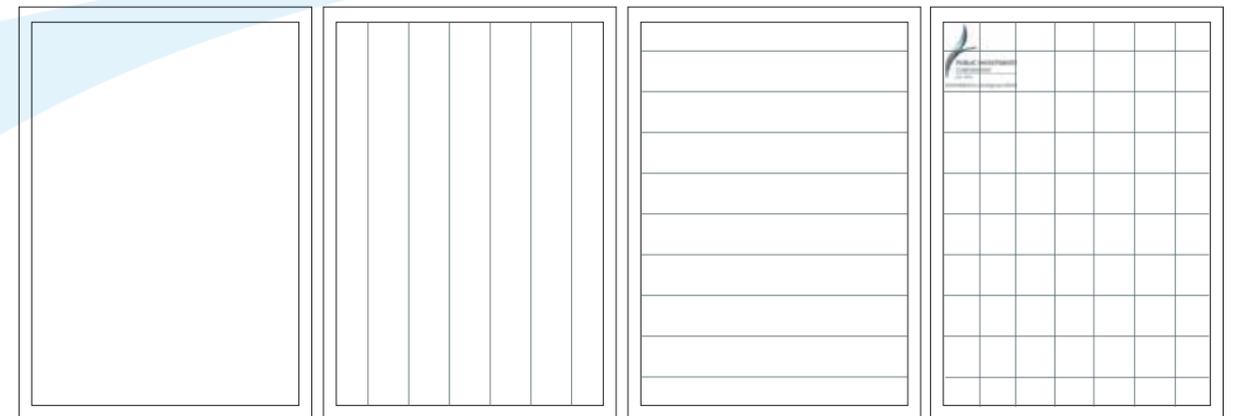
Document Margins
As a guide, the document margins must be set at 10mm on all sides.

Vertical grid
On an A4 application, a seven column grid with no gutter must be used as the vertical grid.

Horizontal grid
On an A4 application, a ten row grid with no gutter must be used as the horizontal grid.

Full grid
On an A4 application, use the grid to layout the application. For example the letterhead. The logo and tagline appear in the top right hand corner and take up three vertical blocks.

SECTION 9

9.3 LAYOUT
INTRODUCTION

When working with the PIC iden-
tity, the overall layout of all the
elements need to be taken into
account in order to present a con-
sistent brand image.

The layout conveys the idea of
clear and concise messaging,
which is strengthened by the use
of white space. This serves to fo-
cus the attention on the correct el-
ements and present a vibrant and
modern brand image.

SECTION 10: TONE OF VOICE

10.1 TONE OF VOICE

Tone of voice of copy can have a powerful effect on how you are perceived by clients, investors and colleagues. Before any copy is written, it is vital to establish a tone of voice so that you can truly engage with your audience.

The tone of voice used when communicating with our clients forms the basis of both our brand reflection and the image we want to present to our market and our customers. A professional approach is key since it will set the tone for the experience the customer will receive from the PIC.

In order to project one holistic brand message, all communication has to be considered on a case-by-case basis. Taking the target audience and communication channel into consideration, it will ensure that all communications have the PIC "look and feel".

While we want to always emphasise the positive with our stakeholders, the tone of marketing materials and correspondence should never embellish or exaggerate our products or services. Marketing staff should always strive to be accommodating to the requirements of customers but shouldn't overextend the reach of the company.

SECTION 11: ARTWORK LIBRARY

11.1 LOGO MASTER ARTWORK

All artwork elements; PIC logo, PIC logo with tagline and PIC brand elements (bird outline drawings) will be available from the PIC Communications Department. All elements are distributed from one department in order to ensure consistency in all PIC communication.

Please request the Master artwork library when designing or creating any PIC print and electronic branding as well as outdoor media and signage.

These artwork elements will be available in several formats for ease of use i.e. vector (EPS, AI), Jpeg, Pdf, Tiff and Png.

STATIONERY

12.1 INTRODUCTION

The PIC brand is represented in everyday use through the guidelines set forth in this section. These guidelines are based on the PIC grid system, ensuring a distinct brand image while retaining flexibility throughout the application range. The PIC Corporate Identity, typography and colours are all intended to support our brand, while presenting essential information to our customers.

PIC brand templates are provided for stationery such as, letterheads, faxes, memos, complimentary slips, delivery notes, meeting minutes and employee contracts. These templates must be obtained from the PIC communications department and must be used to ensure consistency across all media.

For all printed stationery the PIC Corporate typeface family, Stone Sans Serif must be used and for all electronic stationery, the Arial typeface family must be used.

12.2 BUSINESS CARD

Our business cards are often the first contact a customer will have with our company. The business card size is 90 x 50mm. The 3 spot colour PIC logo should always appear in the top left hand corner on the front of the business card.

Option 1- On the front, a solid and outlined PIC logo bird icons appears cropped in the centre. The name and designation should be centred.

On the back, the PIC bird outlines are used in a creative way. The contact details are left aligned and the address is right aligned.

Option 2- The background is a solid PIC colour - Dark Grey Blue (Pantone 431 C). PIC bird outlines are used in a creative way.

On the back of the business card, the contact details should be left aligned and the address should be right aligned.

Option 1

Option 2

SECTION 12

STATIONERY

BUSINESS CARD OPTION 1

PUBLIC INVESTMENT
CORPORATION®
Est. 1911

Name and Surname
Designation

Stone Sans Semi, 12pts.
Dark Orange (Pantone 172 C)

Stone Sans Medium, 10pts.
PIC Dark Grey Blue (Pantone 431 C)

Business Card - front

Stone Sans Regular, 8pts.
PIC Dark Grey Blue (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

Cell: 083 465 5799
Tel: +27 12 742 3400
Fax: +27 12 346 3276
Email: info@pic.gov.za
Website: www.pic.gov.za

Block C, Riverwalk Office
Park, 41 Matroosberg Road,
Ashlea Gardens, Extension 6,
Menlo Park, Pretoria
Private Bag X187, Pretoria
0001, South Africa

Stone Sans Regular, 8pts.
PIC Dark Grey Blue (Pantone 431 C)
Right aligned
Kerning 0
Leading 0

Committed to serving our clients

Stone Sans Regular, 12pts.
PIC Dark Orange (Pantone 172 C)
Centred
Kerning 0
Leading 0

Business Card - back

BUSINESS CARD OPTION 2

PUBLIC INVESTMENT
CORPORATION®
Est. 1911

Name and Surname
Designation

Stone Sans Semi, 12pts.
Dark Orange (Pantone 172 C)

Stone Sans Medium, 10pts.
PIC Dark Grey Blue (Pantone 431 C)

Business Card - front

Cell: 083 465 5799
Tel: +27 12 742 3400
Fax: +27 12 346 3276
Email: info@pic.gov.za
Website: www.pic.gov.za
Block C, Riverwalk Office Park, 41 Matroosberg Road, Ashlea
Gardens, Extension 6, Menlo Park, Pretoria
Private Bag X187, Pretoria 0001, South Africa

Stone Sans Regular, 8pts.
White
Centred
Kerning 0
Leading 0

Committed to serving our clients

Stone Sans Regular, 12pts.
PIC Dark Orange (Pantone 172 C)
Centred
Kerning 0
Leading 0

Business Card - back

12.3 LETTERHEAD - PRINT

The Stationery guidelines are used to ensure consistency across all media. Use the basic PIC grid for consistency. The PIC logo must appear on the top left corner of both the printed and the electronic letterheads. The PIC logo should not exceed the minimum size of 10mm for print.

Stone San Regular, 8pt
PIC colour, Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

25mm

20mm 16,5mm 22mm

25mm

23mm

30mm

Line-up

15mm

Headings, Arial Regular, 14pts., Left aligned, Kerning 0
Sub headings, Arial Regular, 12pts., Left aligned, Kerning 0

HEADING
Sub heading

Insert text here

Typed letter
Arial Regular, 10pts.
Left aligned
Kerning 0

Stone San Regular, 8pt
PIC Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

20mm

25mm

12.4 LETTERHEAD - MS WORD

The Stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of both the printed and the electronic letterheads. The PIC logo should not exceed the minimum size of 18,5mm high and 25,5mm wide.

For headlines, the size is Arial regular, 14 pts. and sub headings are Arial regular, 12 pts. The copy must be Arial regular, 10 pts. in size.

Arial Regular, 8pt
PIC colour, Dark Blue Grey (R100 G137 B159) Left aligned
Kerning 0
Leading 0

25mm

20mm 16,5mm 22mm

25mm

23mm

30mm

Line-up

15mm

HEADING
Sub heading

Insert text here

Arial Regular, 8pt
PIC Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

20mm

25mm
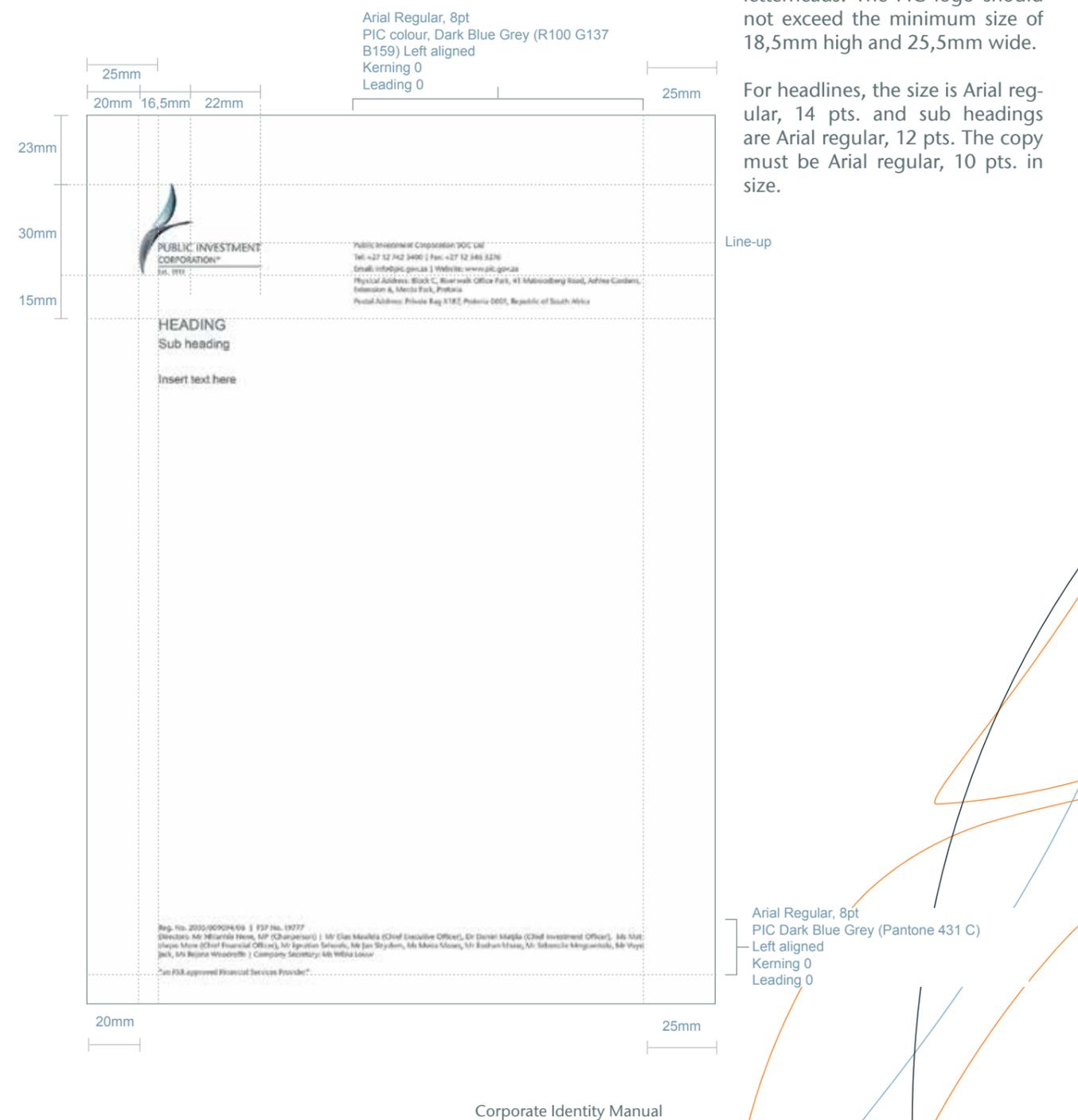
12.5 MEMORANDUM - COVER

The Stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of both the printed and the electronic memos. The PIC logo should not exceed the minimum size. The tag line should appear at the bottom of the memo cover in the PIC Secondary colour, Dark Orange (Pantone 172 C).

All details must be printed or typed in the Primary PIC colour, Dark Blue Grey (Pantone 431 C / R100 G137 B159). For all details the typeface is Arial regular.

12.6 DIGITAL MEMO

The Stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of both the printed and the electronic letterheads. The PIC logo should not exceed the minimum size of 18,5mm high and 25,5mm wide.

All details must be typed in the Primary PIC colour, Dark Blue Grey (R100 G137 B159). All text must be typed in Arial Regular.

For Headlines, the size is 14pts. and copy must be 11pts. in size. All text must be left aligned.

Stone San Regular, 8pt
PIC colour, Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

25mm   27,5mm   36mm   25mm

PUBLIC INVESTMENT
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Est. 1911

Headlines, Arial Regular, 14pts., Left aligned — "FIRST NAME AND SURNAME OF RECIPIENT"
Sub heading, Arial Regular, 12pts., Left aligned — "TITLE OF RECIPIENT"

Copy, Arial Regular, 10pts., Left aligned — "SUBJECT OF MEMO"

COMPILED BY: "INITIAL & SURNAME"
EXT NO.: "Insert Number Here"

Stone San Regular, 12pts.
PIC Dark Orange (Pantone 172 C)
Centred
Kerning 0
Leading 0

Committed to serving our clients

25mm   25mm

25mm
20mm 16,5mm 22mm   25mm

23mm

30mm

15mm

PUBLIC INVESTMENT
CORPORATION®
Est. 1911

MEMORANDUM

"Date Month Year"

PURPOSE
"Insert text here"
"Insert text here"

BACKGROUND
"Insert text here"
"Insert text here"

DISCUSSION
"Insert text here"
"Insert text here"

FINANCIAL IMPLICATIONS
"Insert text here"
"Insert text here"

RECOMMENDATIONS
"Insert text here"
"Insert text here"

Sub heading, Arial Regular, 12pts., Left aligned
PIC colour, Dark Blue Grey (R100 G137 B159)
Copy, Arial Regular, 10pts., Left aligned
PIC colour, Dark Blue Grey (R100 G137 B159)

20mm   25mm

## 12.7 FAX

The Stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner. The PIC logo should not exceed the minimum size.

All details must be typed in the Primary PIC colour, Dark Blue Grey (R100 G137 B159).
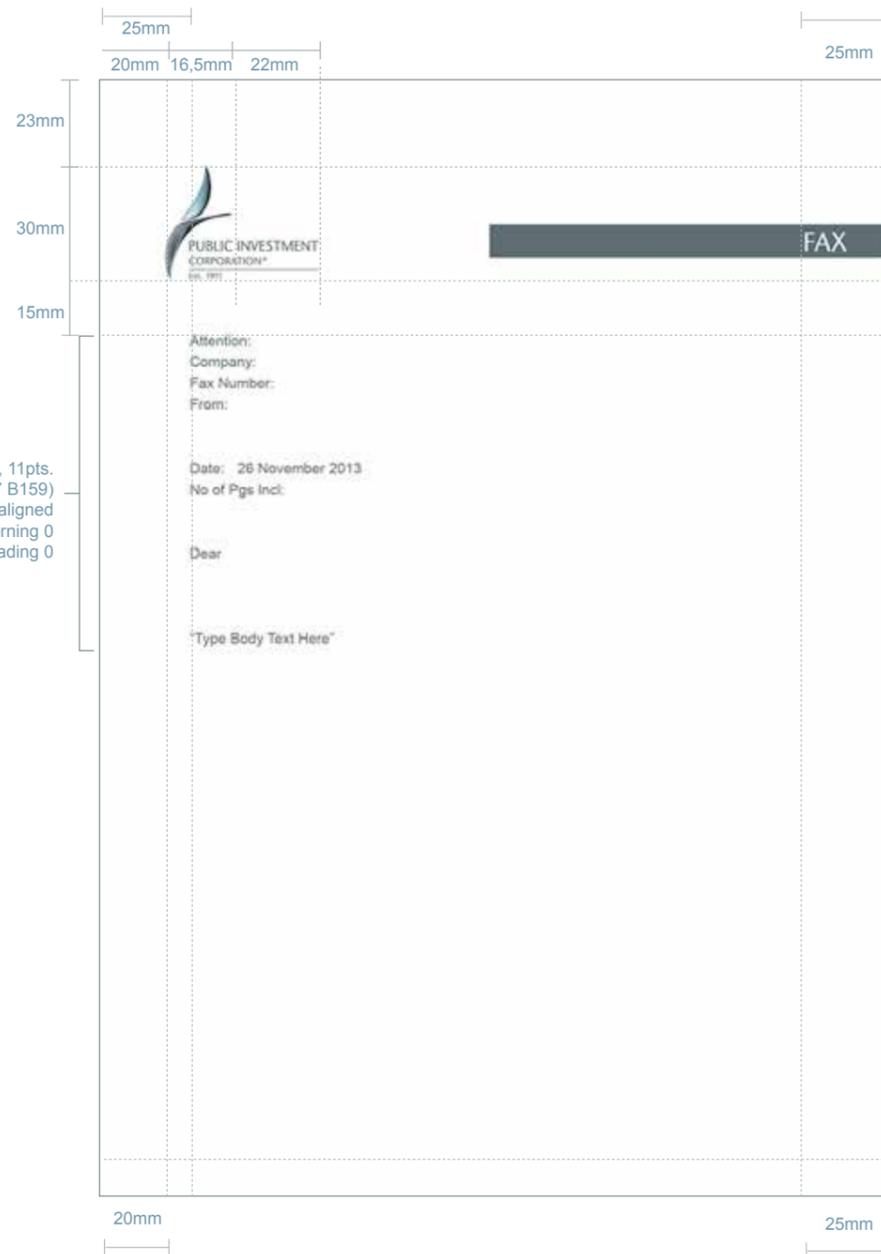
12.8 PRESS RELEASE

The Stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of the press release. The PIC logo should not exceed the minimum size of 18,5mm high and 25,5mm wide.

All copy must be typed in the Primary PIC colour, Dark Blue Grey (R100 G137 B159).

25mm
20mm 16,5mm 22mm
25mm
23mm
30mm
15mm

PUBLIC INVESTMENT
CORPORATION®
est. 1911

FAX

Copy, Arial Regular, 11pts.
PIC Dark Blue Grey (R100 G137 B159)
Left aligned
Kerning 0
Leading 0

Attention:
Company:
Fax Number:
From:

Date: 26 November 2013
No of Pgs Incl:

Dear

"Type Body Text Here"

20mm
25mm

25mm
20mm 16,5mm 22mm
25mm
23mm
30mm
15mm

PUBLIC INVESTMENT
CORPORATION®
est. 1911

PRESS RELEASE

Sub heading, Arial Regular, 12pts., Left aligned
PIC colour, Dark Blue Grey (R100 G137 B159)

PIC COMMEMORATES ITS CENTENARY

The 2nd of May 2011, marked an important turning point in the history of the Public Investment Corporation (PIC). That day marked its pinnacle of success by reaching a centenary.

On 25 November 2011, the PIC proudly celebrated 100 years of our existence and of serving the people of South Africa and our clients through our philosophy of responsible investment.

Since our inception in 1911, the PIC has worked hard to establish itself as a sound public entity and an example for other public and private sector asset managers in the South African market. This event has provided us with an excellent opportunity to review our enormous progress in parallel to South Africa's own exponential social and political development over the last 100 years.

It has also given us another reason to reiterate our commitment to exceeding our clients' investment objectives, with the ultimate objective of effectively supporting South Africa's economic development by prudently investing in projects that address the country's environmental, social and governmental needs.

Uniquely, this centenary also coincides with the PIC successfully surpassing the R1 trillion-mark in terms of assets under our management. This achievement has further cemented our position as the largest asset manager in Africa and one of the best in the world.

We would like to extend our heartfelt gratitude to our clients, shareholders, partners and co-investors in their ongoing support as we celebrate this achievement, while at the same time aiming to exceed it too, in our near future.

Copy, Arial Regular, 10pts., Left aligned
PIC colour, Dark Blue Grey (R100 G137 B159)

20mm
25mm

12.9 COMPLIMENTARY SLIP

The stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner. The PIC logo should not exceed the minimum size of 20mm for printed complimentary slips.

Option 1- All details must be typed in the Primary PIC colour, Dark Blue Grey (Pantone 431 C) on a white background. For address and contact details, the typeface is Stone San Regular and must be 8pts. in size. All text must be left aligned.

Option 2- The bird line drawings are used in a creative way in the right-hand side of the complimentary slip, in the PIC Secondary colour Dark Orange (Pantone 172 C).

All details must be typed in white, on a solid Dark Blue Grey (Pantone 431 C) background. For address and contact details the typeface is Stone San Regular, and must be 8pts. in size. All text must be centred .

The size is a DL (99 x 210mm).
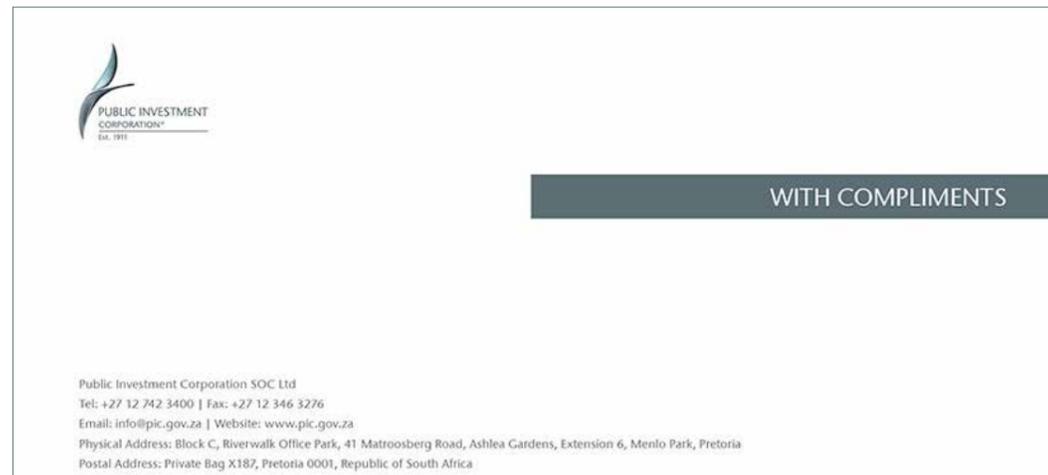
Option 1 - DL comp slip (210 x 99mm)

Option 2 - DL comp slip (210 x 99mm)

12.10 CONTINUATION SHEET

The stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of the continuation sheet. The PIC logo should not exceed the minimum size of 18,5mm high and 25,5mm wide.

The copy must be typed in the Primary PIC colour, Dark Blue Grey (R100 G137 B159). All text must be typed in Arial Regular, and must be 8pts. in size. All text must be left aligned.
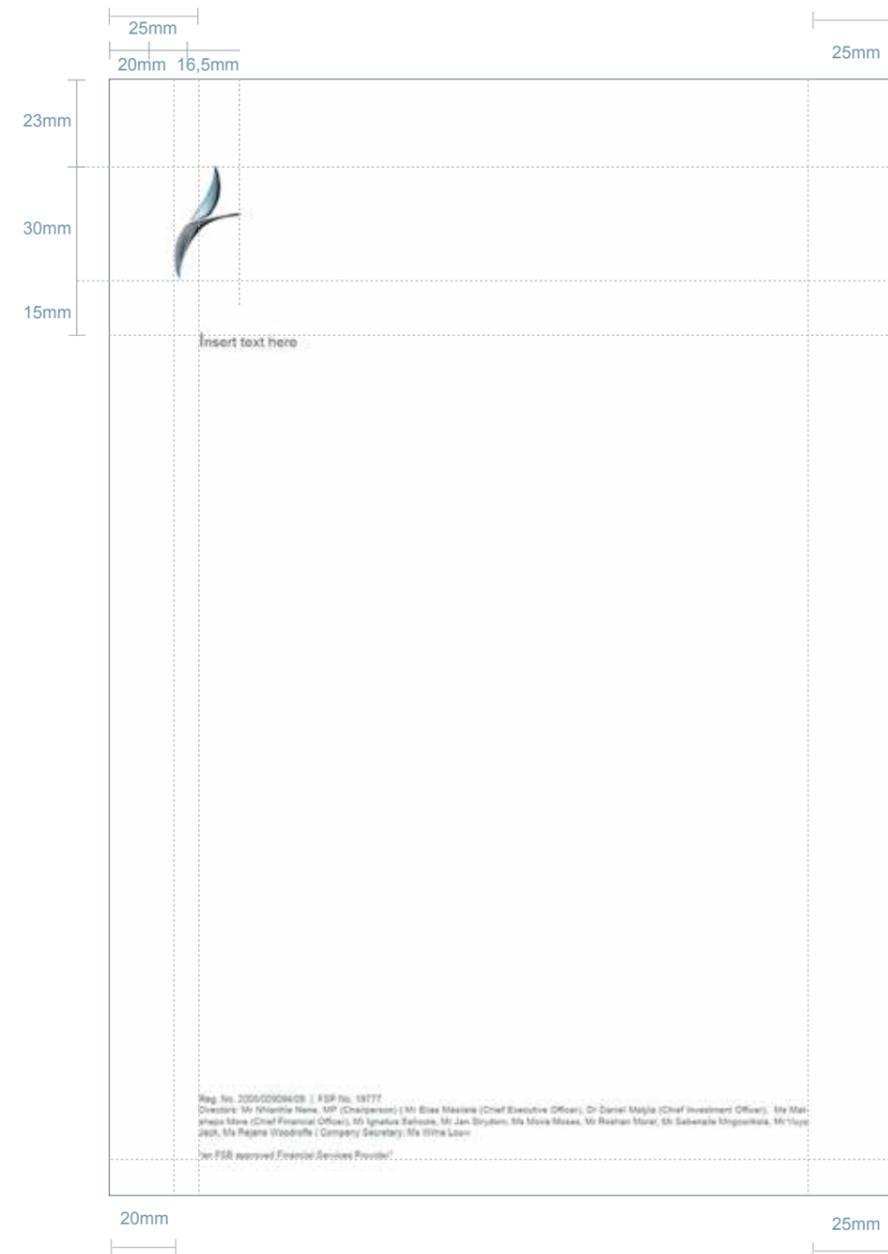
Insert text here

Arial Regular, 8pt
PIC Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

12.11 DELIVERY NOTE

The stationery guidelines are used to ensure consistency across all media. The PIC logo must appear on the top left corner of the press release. Than PIC logo should not exceed the minimum size of 18,5mm high and 25,5mm wide.

The copy must be typed in the Primary PIC colour, Dark Blue Grey (R100 G137 B159).

12.12 DL ENVELOPE

The stationery guidelines are used to ensure consistency across all media. The logo must be positioned in the top left corner and must not be smaller than the minimum printing size (20mm).

All details must be typed in the Primary PIC colour, Dark Blue Grey (Pantone 431 C). For address and contact details, the typeface is Stone San Regular and must be 8pts. in size. All contact details must be centred and placed on the flap of the envelope.

25mm

20mm 16,5mm 22mm

25mm

23mm

30mm

15mm

PUBLIC INVESTMENT CORPORATION®

HAND DELIVERY

DELIVER TO:
COMPANY DETAILS:

Copy, Arial Regular, 11pts.
PIC Dark Blue Grey (R100 G137 B159)
Left aligned
Kerning 0
Leading 0

FOR ATTENTION:
CONTACT NO.:
RECEIVED BY:
SIGNATURE:
DATE:

DELIVERY FROM:
SENT BY:
DEPARTMENT:
CONTACT NO:
SIGNATURE:
DATE:
SPECIAL INSTRUCTIONS:

Stone San Regular, 8pt
PIC Dark Blue Grey (Pantone 431 C)
Left aligned
Kerning 0
Leading 0

20mm

25mm

Stone Sans Regular, 8pts.
PIC Dark Blue Grey (R100 G137 B159)
Centred
Kerning 0
Leading 0

www.pic.gov.za
Tel + 27 12 369 3300
Postal Address: Private Bag X187, Pretoria 0001, Republic of South Africa

8mm 14mm 16mm

7,5mm

14mm

7,5mm

PUBLIC INVESTMENT CORPORATION®

12.13 A4 ENVELOPE

The stationery guidelines are used to ensure consistency across all media. The logo must be positioned in the top left corner and must not be smaller than the minimum printing size (20mm).

All details must be typed in the Primary PIC colour, Dark Blue Grey (Pantone 431 C). For address and contact details, the typeface is Stone San Regular and must be 8pts. in size. All contact details must be centred and placed on the flap of the envelope.
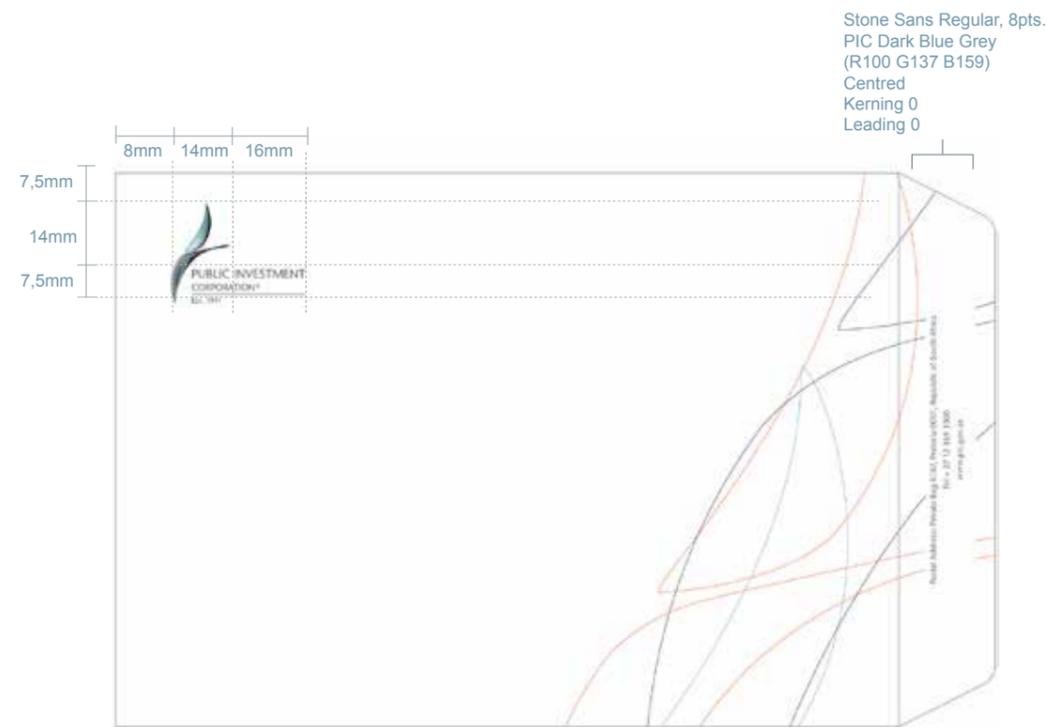
12.14 A3 ENVELOPE

The stationery guidelines are used to ensure consistency across all media. The logo must be positioned in the top left corner and must not be smaller than the minimum printing size (20mm).

All details must be typed in the Primary PIC colour, Dark Blue Grey (Pantone 431 C). For address and contact details, the typeface is Stone San Regular and must be 8pts. in size. All contact details must be centred and placed on the flap of the envelope.

Stone Sans Regular, 8pts.
PIC Dark Blue Grey
(R100 G137 B159)
Centred
Kerning 0
Leading 0

Stone Sans Regular, 8pts.
PIC Dark Blue Grey
(R100 G137 B159)
Centred
Kerning 0
Leading 0

25mm   48mm

25mm   48mm

10mm

37mm

PUBLIC INVESTMENT
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10mm

37mm

300 mm

300 mm

440 mm

440 mm

220 mm

95 mm

120 mm

120 mm

Die Cut slots for business cards

95 mm

150 mm

150 mm   70 mm
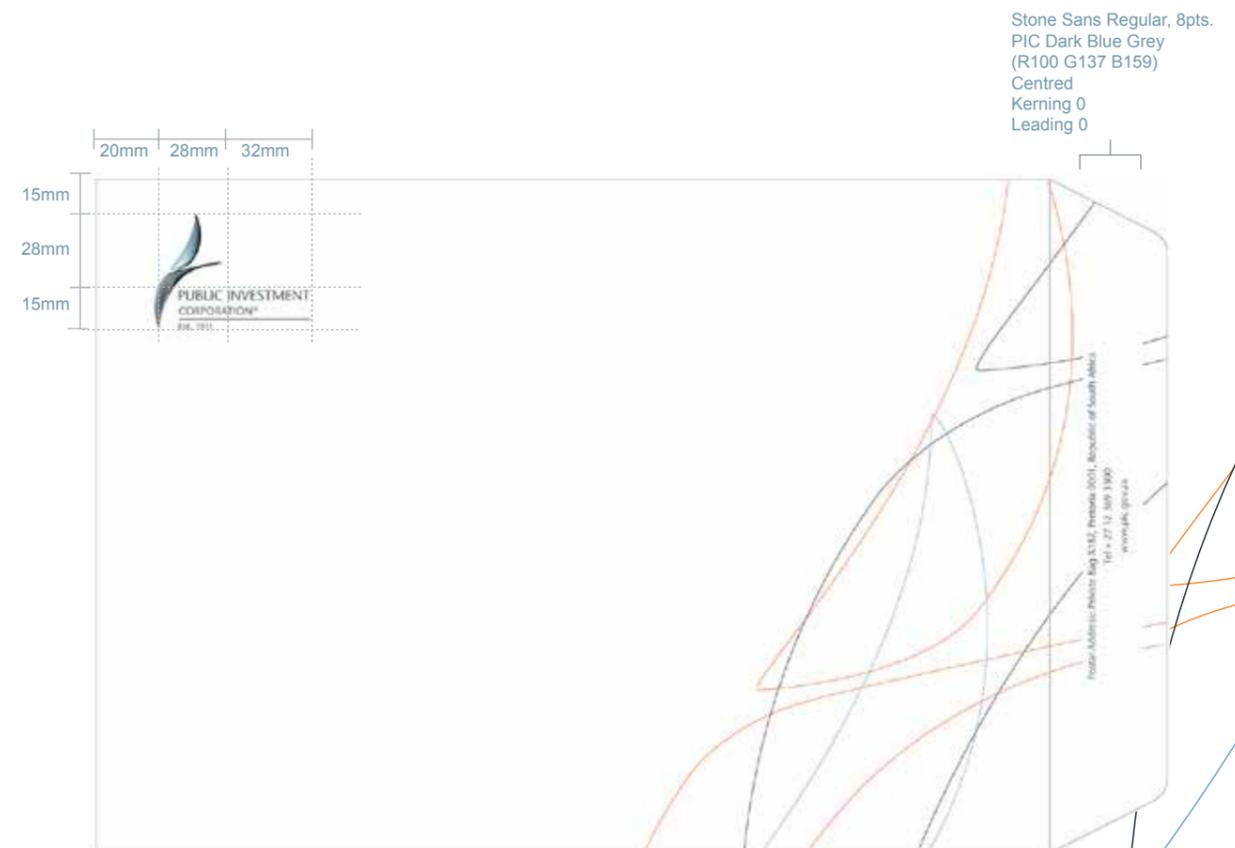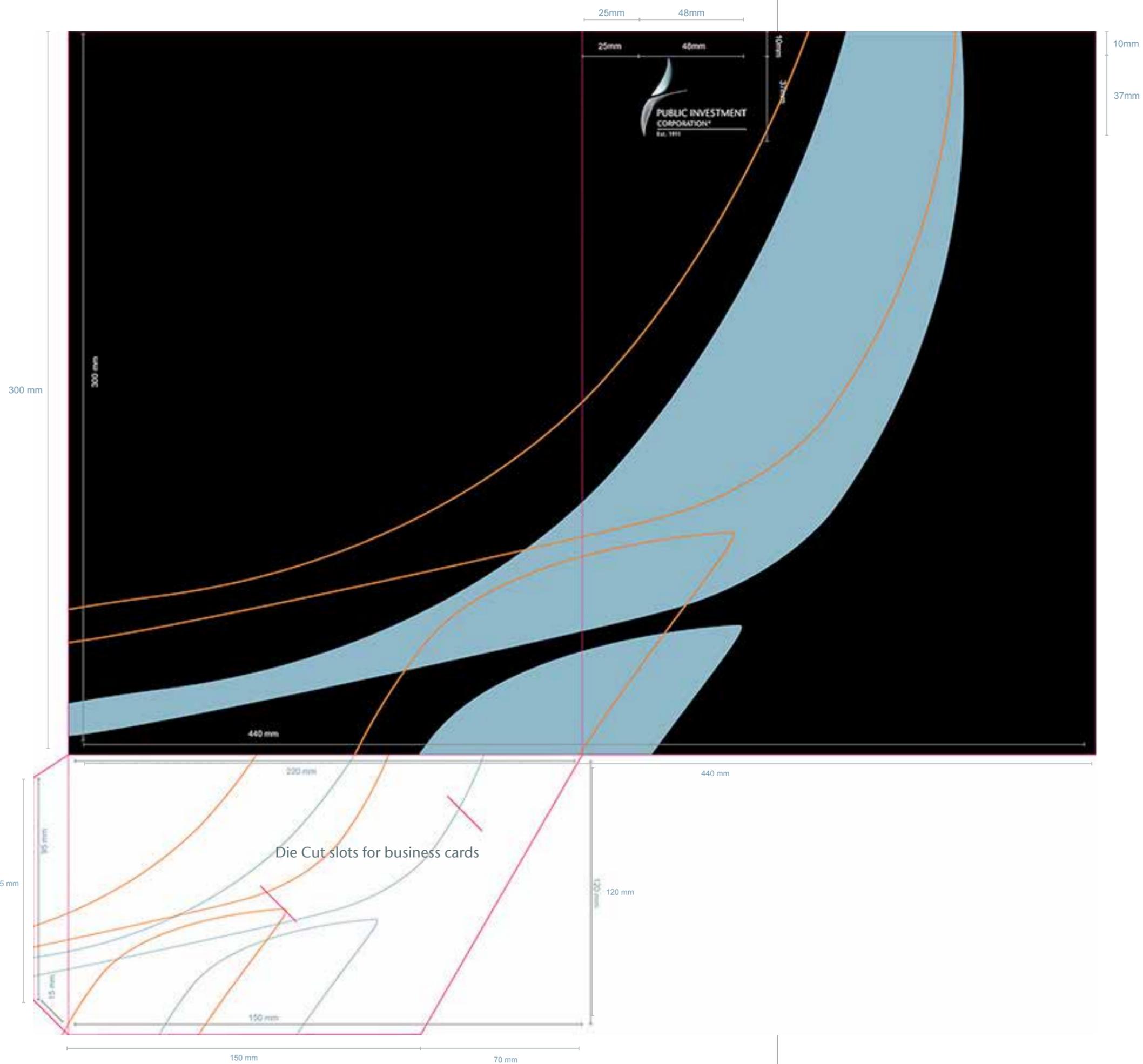
STATIONERY

12.15.1 A4 FOLDER - COVER

The stationery guidelines are used to ensure consistency across all media. The logo must be positioned in the top left corner and must not be smaller than the minimum printing size (20mm).

All details must be typed in white. For address and contact details, the typeface is Stone San Regular and must be 8pts in size.

STATIONERY

12.15.2 A4 FOLDER - INNER

The stationery guidelines are used to ensure consistency across all media.

The PIC solid and outlined icons must be used in a creative way to create visual interest on the inside of the folder.
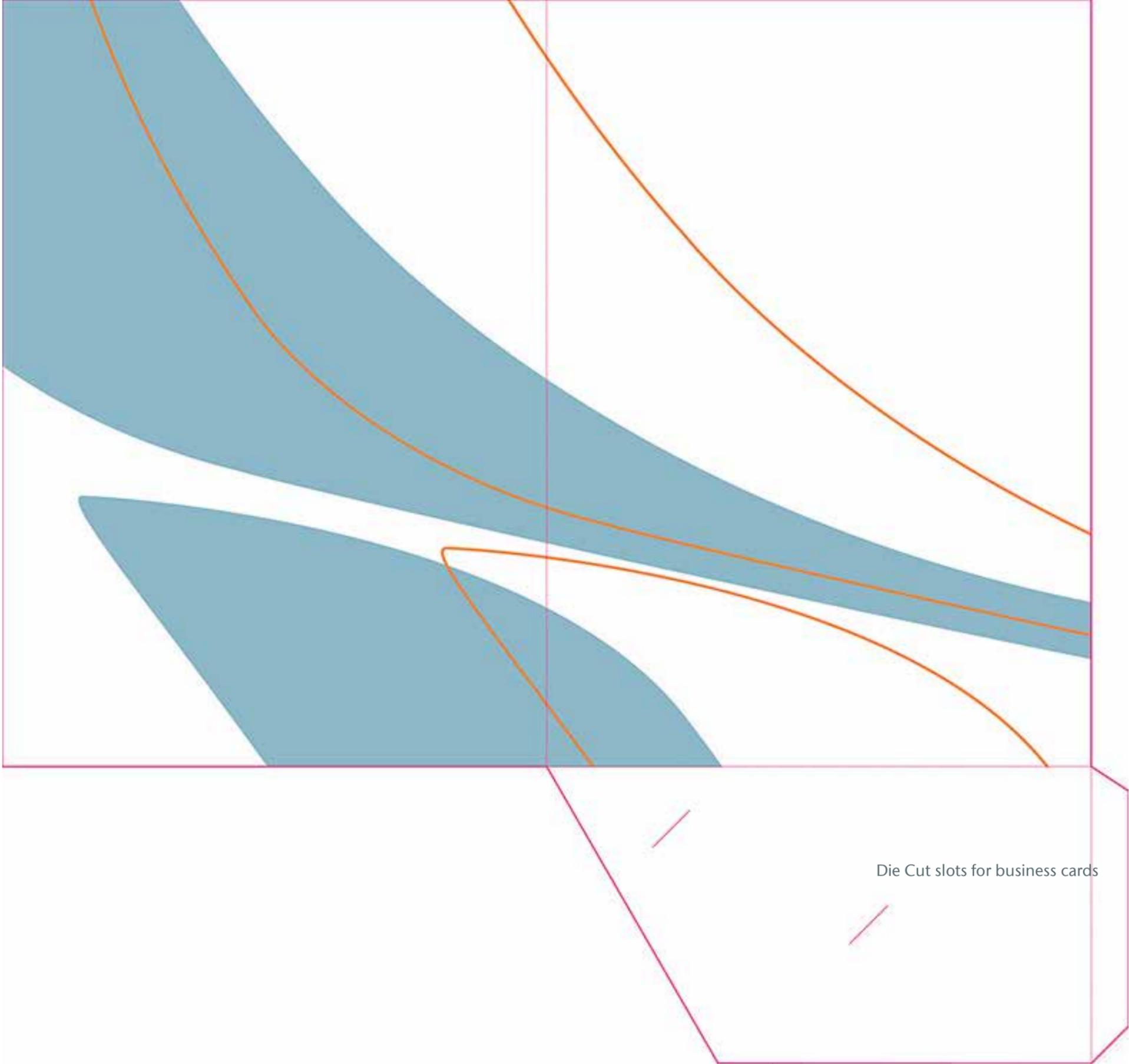
Die Cut slots for business cards

12.16.1 BINDER COVER

The PIC logo appears at the top left corner. The PIC logo should not exceed the printed minimum size, of 10mm. The tag line should appear centred at the bottom of the binder cover in the PIC Secondary colour, Dark Orange (Pantone 172 C) on a solid white strip.

The solid PIC bird elements and the PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary corporate colours only. The background is gradient from the PIC Secondary corporate colour, Dark Grey (Pantone 433 C) to the PIC Secondary Pale Blue colour (Pantone 290 C).

The title must be printed in the PIC Secondary corporate colour, Dark Orange (Pantone 172 C). The title is 30pts, in Stone San Regular typeface. The subtitle is 18pts, Stone San Regular typeface, in white.
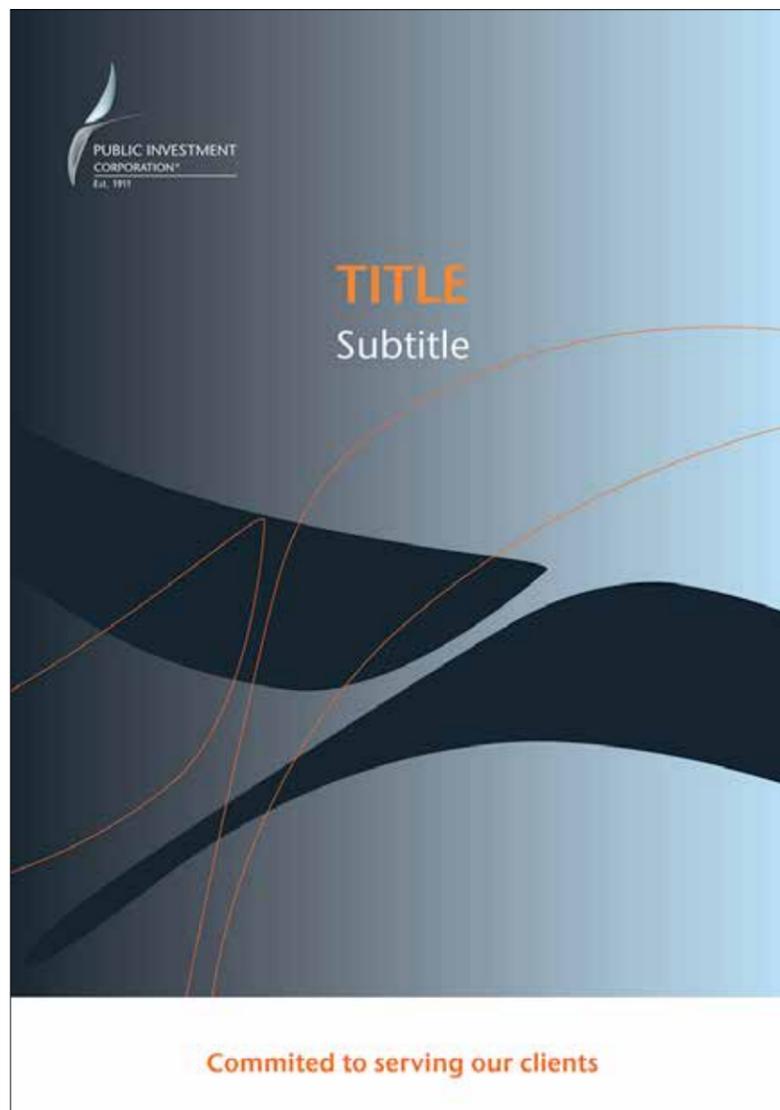
12.16.2 BINDER BACK PAGE

The solid PIC bird elements and the PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary corporate colours only. The background is gradient from the PIC Secondary corporate colour, Dark Grey (Pantone 433 C) to the PIC Secondary Pale Blue colour (Pantone 290 C).

The contact details are left aligned and are printed in the PIC Dark Grey (Pantone 433 C). The tag line should appear at the bottom left corner of the binder back cover. The PIC tagline is printed in the PIC Secondary colour Dark Orange (Pantone 172 C) on a solid white strip. The PIC logo appears in the bottom right hand corner.

SECTION 13

POWERPOINT AND CERTIFICATES

13.1 INTRODUCTION

The PIC brand must be utilised throughout electronic media, including PowerPoint Presentations. Please request templates for the cover slide, divider slide and text slide. The templates should always be used in order to create a unified and cohesive PowerPoint presentation.

For PowerPoint only use Arial Regular. Main titles are 30pts., headings are 24pt Bold, body text should be no smaller than 12pt and should be no bigger than 18pt. If there is only a few words on a page, one can go as large as 10pt.

Don't use uppercase or italics. Use bold very sparingly, only for main titles.

13.2 POWERPOINT COVER SLIDE

The PIC logo should appear in the top left corner of the cover slide. The PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary Corporate colours only. The background consists of a radial gradient, which varies from white to PIC Light Blue (R100 G137 B159) to PIC Blue (C55 M19 Y13 K1) to PIC Dark Grey Blue (R100 G137 B159). The tagline appears centred at the bottom of the slide in PIC Dark Orange (R231 G73 B34).

For PowerPoint, only use Arial Regular. Presentation titles are 30pts., subtitles are 24pt Bold. Don't use uppercase or italics. Only use bold for the main title.

13.3 POWERPOINT DIVIDER SLIDE

The PIC logo should appear in the top left corner of the section divider slide. The PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary Corporate colours only. The background consists of a radial gradient, which varies from white to PIC Light Blue (R100 G137 B159) to PIC Blue (C55 M19 Y13 K1) to PIC Dark Grey Blue (R100 G137 B159). The tagline appears centred at the bottom of the slide in PIC Dark Orange (R231 G73 B34).

Section titles are typed in Arial Regular, 30pts. in size. Don't use uppercase or italics. Only use bold for the section title.

13.4 POWERPOINT TEXT SLIDE

The PIC logo should appear in the top left corner of the text slide. Use the PIC Primary and Secondary Corporate colours only. The background must be white. The PIC bird line drawings are positioned in the bottom right corner.

For PowerPoint only, use Arial Regular. Headings are 30pts., subheadings are 24pts., body text should be no smaller than 12pt and should be no bigger than 18pt. If there is only a few words on a page, one can go as large as 10pt.

Don't use uppercase or italics. Only use bold for the main titles.

Section Title

Committed to serving our clients

Heading

Subheading

Text

13.5 CERTIFICATE - OPTION 1

The PIC logo appears at the top left corner. The PIC logo should not exceed the printed minimum size, 10mm. The tag line should appear centred at the bottom of the certificate in the PIC Secondary colour, Dark Orange (Pantone 172 C).

The solid PIC bird elements and the PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary Corporate colours only. The background is solid using the PIC Secondary Corporate colour, Dark Grey (Pantone 433 C).

The recipient's name and surname must be printed in the PIC Secondary Corporate colour, Dark Orange (Pantone 172 C). The recipient's name and surname is 30pts., in Stone San Regular typeface. The designation is 18pts., Stone San Regular typeface. The award is 30pts. in Stone Sans Semi typeface. These two categories are typed in the PIC Primary Corporate colour, Sand (Pantone 7527 C).

There is a line placed in the bottom centre of the certificate for the Head of the relevant department to sign.

13.6 CERTIFICATE - OPTION 2

The PIC logo appears centred at the top of the certificate. The PIC logo should not exceed the printed minimum size, 10mm. The tag line should appear centred at the bottom of the certificate in the PIC Secondary colour, Dark Orange (Pantone 172 C).

The PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary Corporate colours only. The background is solid using the PIC Secondary Corporate colour, Dark Grey (Pantone 433 C).

The recipient's name and surname must be printed in the PIC Secondary Corporate colour, Dark Orange (Pantone 172 C). The recipient's name and surname is 30pts., in Stone San Regular typeface. The designation is 18pts., Stone San Regular typeface. The award is 30pts. in Stone Sans Semi typeface. These details are typed in the PIC Secondary Corporate colour, Blue (Pantone 550 C).

There is a line placed in the bottom centre of the certificate for the Head of the relevant department to sign.
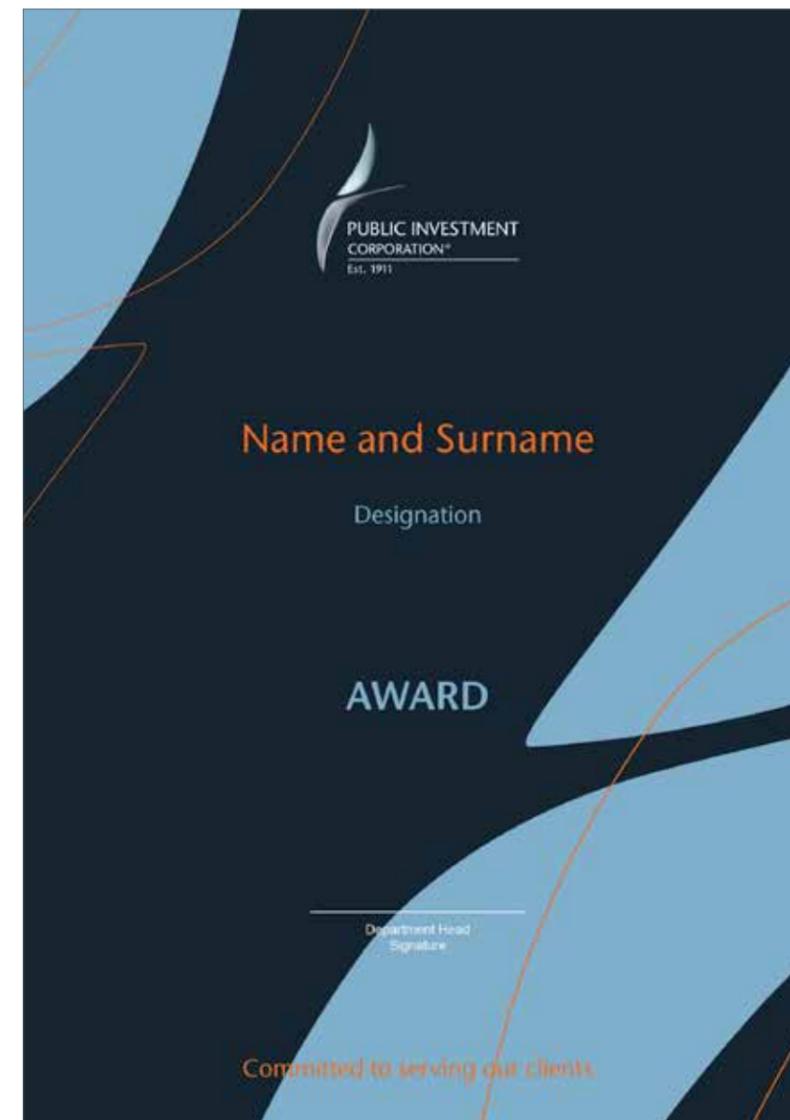
SECTION 13

13.7 CERTIFICATE - OPTION 3

The PIC logo appears at the top left corner. The PIC logo should not exceed the printed minimum size, 10mm. The tag line should appear centred at the bottom of the certificate in the PIC Secondary colour, Dark Orange (Pantone 172 C).

The background is in a solid PIC Secondary Corporate colour, Blue (Pantone 550 C), and there is a line (0,5pt) below the logo and above the tag line in PIC Dark Grey Blue (Pantone 431 C).

The recipient's name and surname must be printed in the PIC Secondary Corporate colour, Dark Orange (Pantone 172 C). The recipient's name and surname is 30pts., in Stone San Regular typeface. The designation is 18pts., Stone San Regular typeface. The award is 30pts. in Stone Sans Semi typeface. These details are typed in the PIC Secondary Corporate colour, Pale Blue (Pantone 290 C).

There is a line placed in the bottom centre of the certificate for the Head of the relevant department to sign.

PUBLIC INVESTMENT
CORPORATION®
Est. 1911

Name and Surname

Designation

AWARD

Department Head
Signature

Committed to serving our clients
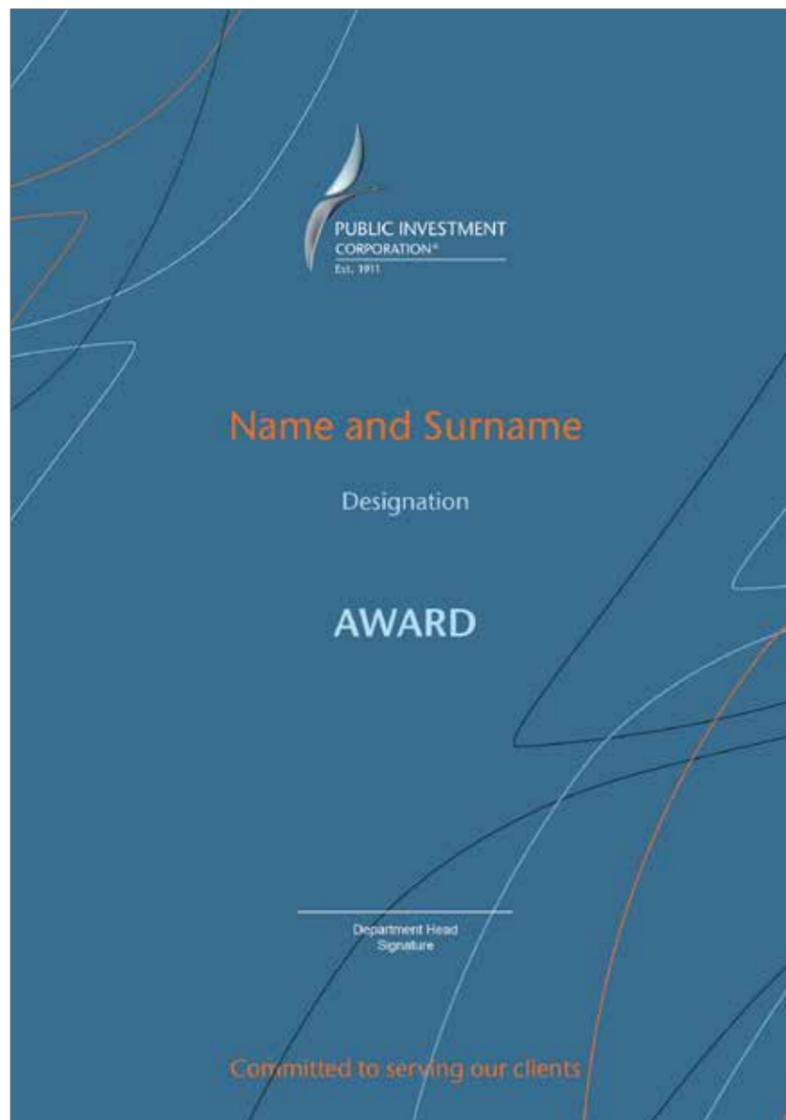
SECTION 14

14.1 INTRODUCTION

The PIC logo and branding must be utilised throughout all print and electronic media, including all tender documents and integrated annual reports.

For tender documents and integrated annual reports, all headings must be typed in Stone Sans Regular and body copy must be typed in Arial Regular. All text must be left aligned and justified.

TENDERS & INTEGRATED ANNUAL REPORTS

14.2 TENDER COVER

The PIC logo should appear in the top right or left hand corner of the tender cover. Use the PIC Primary and Secondary Corporate colours only. There should always be a margin of 10mm around all edges of the layout.

The PIC solid bird elements and the PIC bird line drawings are used in a creative way to create a dynamic layout. The background is solid, using the PIC Secondary Corporate colour, Dark Grey (Pantone 433 C). The tagline appears centred at the bottom of the slide in PIC Dark Orange (Pantone 172 C).

All tender titles must be printed in the Primary PIC colours, Dark Blue Grey (Pantone 431 C) or Dark Orange (Pantone 172 C). The tender title is 30pts., in Stone San Regular typeface. The department is 18pts., Stone San Regular typeface.

PUBLIC INVESTMENT CORPORATION
Est. 1911

TENDER
Title

Department

Commited to serving our clients

14.3 CONTENT PAGE

A three column grid should be used for all content layout pages. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create an interesting layout. These lines must be placed in the bottom right corner and can only be reproduced in the PIC Corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Orange (Pantone 172 C). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (Pantone 431 C).
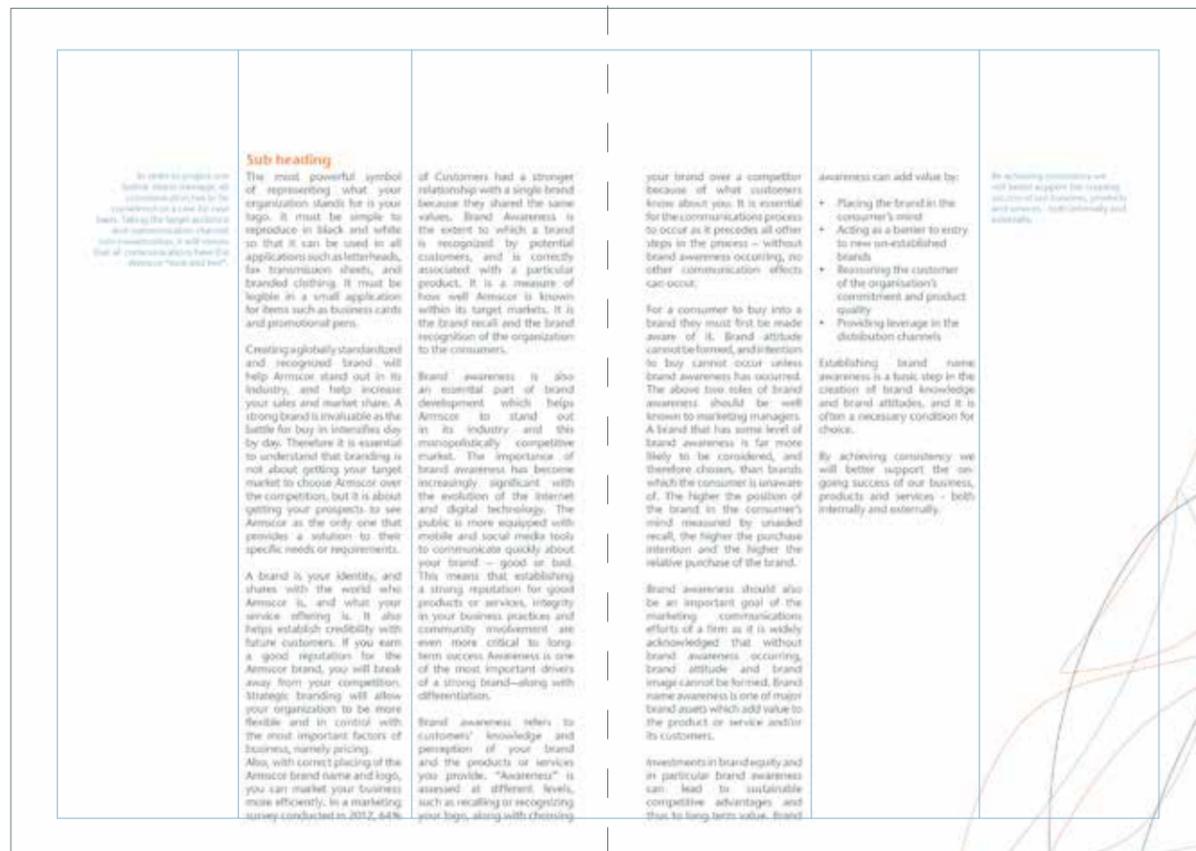
14.4 DIVIDER PAGE

Use the PIC Primary and Secondary Corporate colours only. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create a dynamic layout. The solid background is the PIC Primary Corporate colour (Pantone 433 C). The tagline appears centred at the bottom of the slide in PIC Dark Orange (Pantone 172 C).
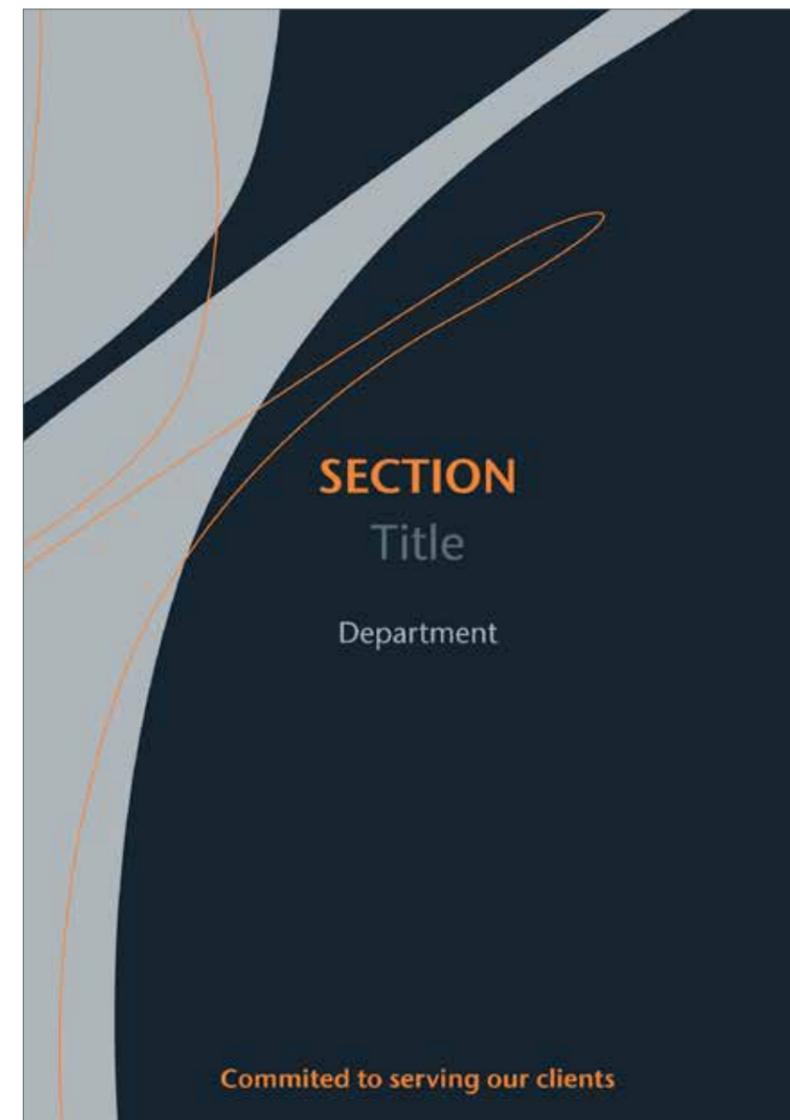
All section titles must be printed in the Primary PIC colours, Dark Blue Grey (Pantone 431 C) or Dark Orange (Pantone 172 C). The section no is 30pts., in Stone San Regular typeface. The section title is in 24pts. in Stone San Regular typeface. The department is 18pts., Stone San Regular typeface.

14.5 PORTFOLIO PAGE

A three column grid should be used for all portfolio showcase layout pages. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create an interesting layout. These lines must be placed in the bottom right corner and can only be reproduced in the PIC Corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Blue Grey (Pantone 431 C). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (Pantone 431 C).
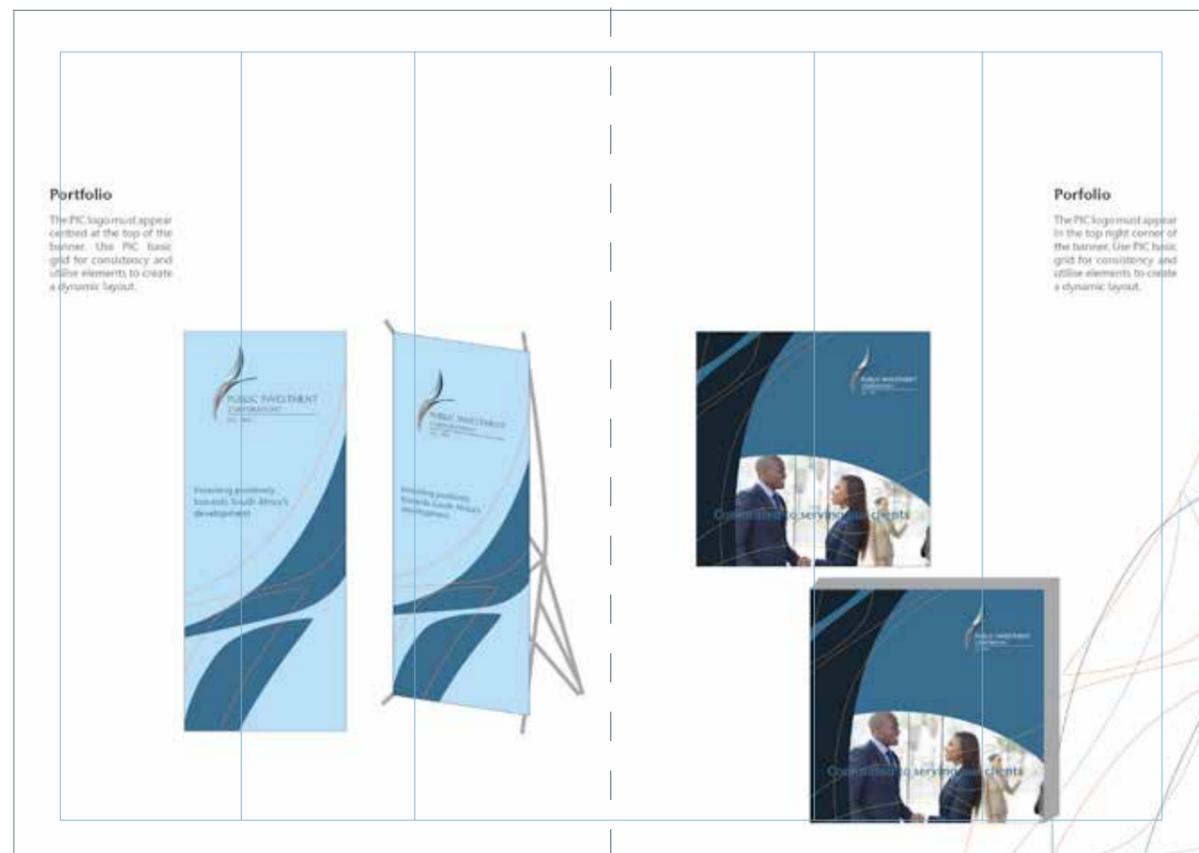
14.6 INTEGRATED ANNUAL REPORT COVER

The PIC logo can appear at the top left or right hand corner. The PIC logo should not exceed the printed minimum size of 10mm. The tag line should appear centred at the bottom of the certificate in the PIC Secondary colour, Dark Orange (Pantone 172 C).

The PIC bird line drawings are used in a creative way to create a dynamic layout. Use the PIC Primary and Secondary Corporate colours only. The background is a solid secondary colour, PIC Pale Blue (Pantone 290 C). PIC solid Bird elements and bird line drawings are used to create a dynamic layout. A combination of any two PIC Primary colours, with one PIC Secondary colour can be used.

All integrated annual report titles must be printed in the Primary PIC colour, Dark Orange (Pantone 172 C) in 30pts., in Stone San Regular typeface. The date is 18pts., Stone San Regular typeface.

SECTION 14

TENDERS & INTEGRATED ANNUAL REPORTS
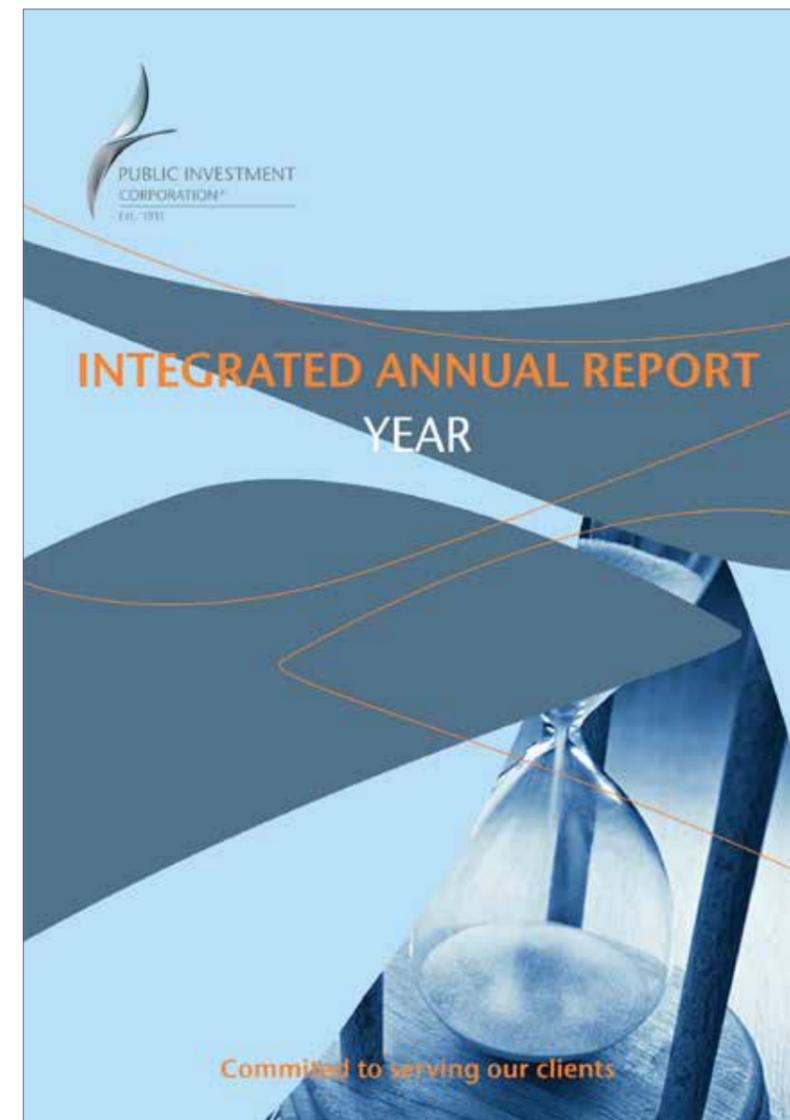
14.7 CONTENT PAGE

A three column grid should be used for all content layout pages. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create a interesting layout. These line drawings must be placed in the bottom right corner and can only be reproduced in the PIC Corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Orange (Pantone 172 C). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (Pantone 431 C).
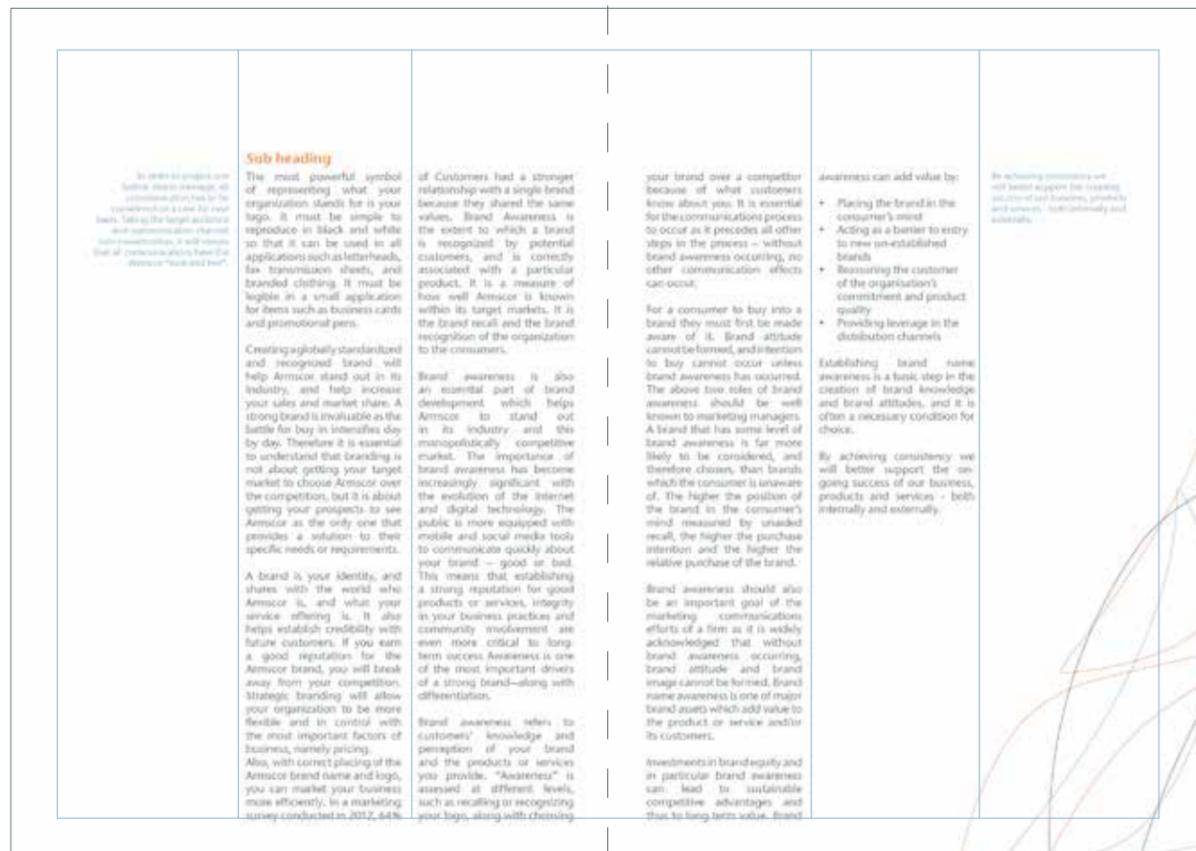
14.8 DIVIDER PAGE

The left hand page consists of a dynamic combination of a solid background, with a solid PIC bird element and a bird line drawing. Only PIC corporate colours can be used. The Section number appear left aligned at the top left of the page and the introduction always appears in the left column. The heading is typed in Stone Sans Regular, 15pts., in PIC Dark Grey Blue (Pantone 431 C).

The section heading appears in the top right corner of the right hand page, in the Secondary Dark Orange (Pantone 172 C). The heading is typed in Stone Sans Regular, 15pts. The body copy is 11pts. They must be typed in the PIC Dark Blue Grey (Pantone 431 C). They appear in a column on the right of the page.

SECTION 14

14.9 PORTFOLIO PAGE

A three column grid should be used for all content layout pages. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create a interesting layout. These lines must be placed in the bottom right corner and can only be reproduced in the PIC Corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Orange (Pantone 172 C). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (Pantone 431 C).

SECTION 15

MARKETING MATERIAL

15.1 INTRODUCTION

The PIC brand must be utilised throughout all print and electronic media, including all marketing collateral.

The basic grid must always be used throughout all branding applications, which includes a 10mm margin on all sides of the layout. The logo must appear at the top of the marketing material cover. The PIC brand elements i.e. solid bird pattern and bird line drawing should all be incorporated to create dynamic layouts. Signature images must be used and must represent the different PIC sectors.

All text must be left aligned and justified.

15.2 COVERS

The PIC logo should appear in the top left corner of the marketing material cover i.e. brochure, magazine, newsletter etc. Use the PIC Primary and Secondary Corporate colours only. There should always be a margin of 10mm around all edges of the layout. The tag line should appear centred at the bottom of the certificate in the PIC Secondary colour, Dark Orange (Pantone 172 C) or Pale Blue (Pantone 290 C).

The PIC bird line drawings are used in a creative way to create a dynamic layout. A signature image can be used as the background.

All titles must be 30pts., in the PIC Dark Orange (Pantone 172 C), in Stone San Regular typeface. The subtitle is 24pts., Stone San Regular typeface.

PUBLIC INVESTMENT CORPORATION
Est. 1911

TITLE
Subtitle

Commited to serving our clients
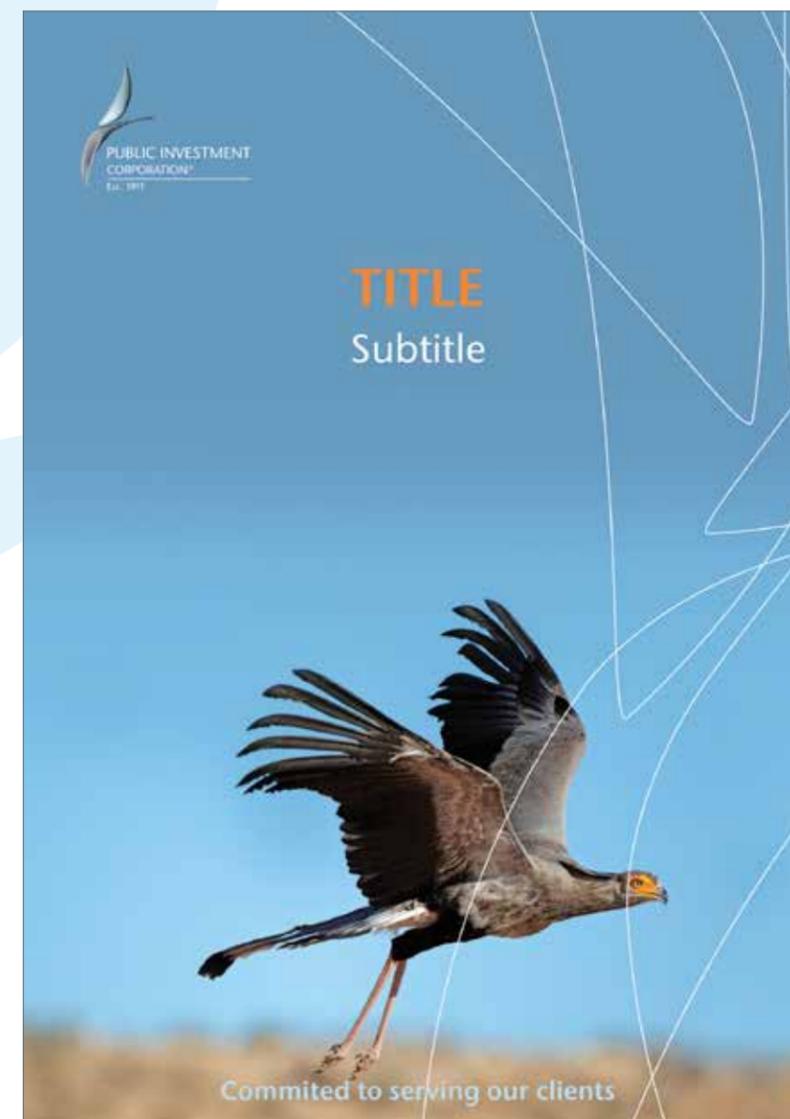
15.3 SPREADS

A three column grid should be used for all content layout spreads. There should always be a margin of 10mm around all edges of the layout.

The PIC bird line drawings are used in a creative way to create an interesting layout. These lines must be placed in the bottom right corner and the top left hand corner of the spread. They can only be reproduced in the PIC Corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Orange (Pantone 172 C). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (Pantone 431 C).
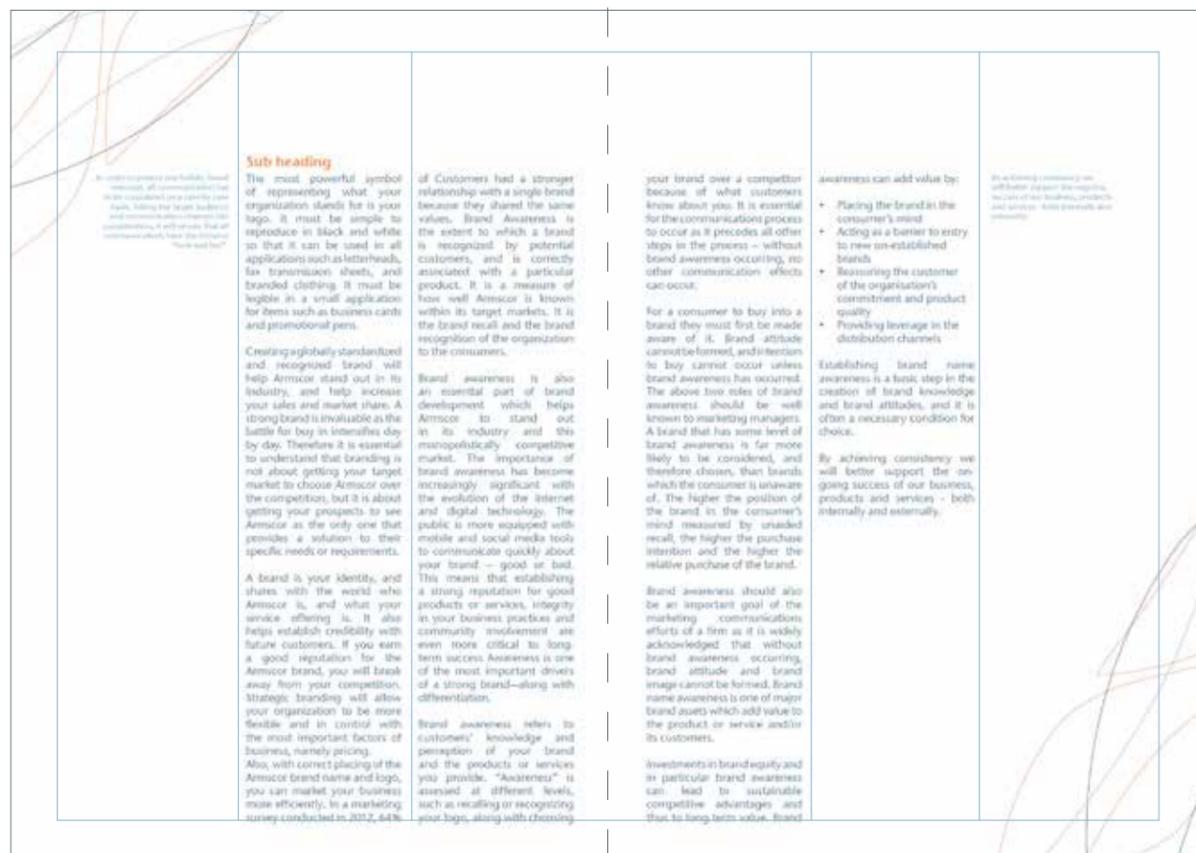
15.4 PRINT ADVERT LAYOUT

Use the PIC Primary and Secondary Corporate colours only. There should always be a margin of 10mm around all edges of the layout.

Two thirds of the layout consists of signature images, the PIC solid bird elements and the PIC bird line drawings. They are used in a creative way to create a dynamic layout. The background consists of a solid PIC Corporate colour. Any combination of two Primary PIC colours with one PIC Secondary colour can be used. There is a white strip at the bottom. The logo is placed on this strip in the bottom right hand corner and the tagline is placed in the bottom left hand corner.

If copy is placed on a solid coloured background, it must be reversed out in white. The heading must be 24pts. in Stone San Regular typeface. The body copy must be 11pts. in Arial regular.
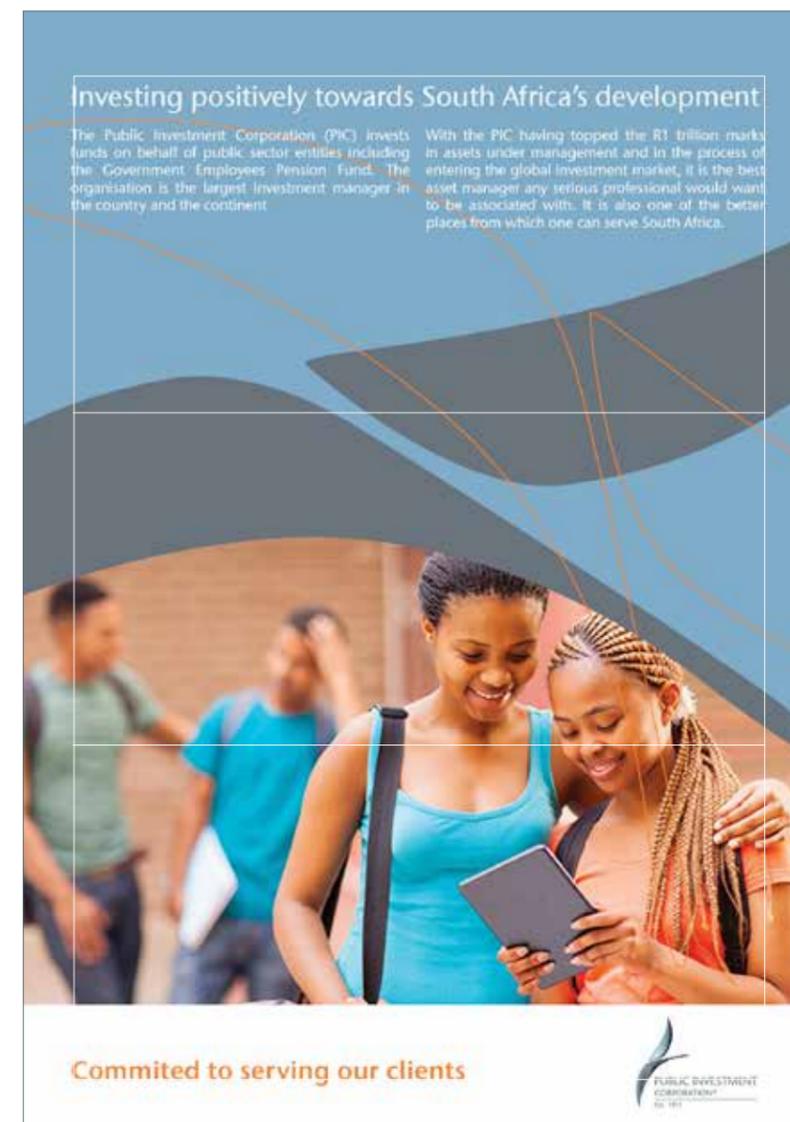
SECTION 15

15.5 NEWSPAPER ADVERT LAYOUT

A two column grid should be used for all newspaper advertisements. There should always be a margin of 10mm around all edges of the layout.

Two thirds of the layout consists of signature images, the PIC solid bird elements and the PIC bird line drawings. They are used in a creative way to create a dynamic layout. The background consists of a solid Grey colour. Any combination of two Primary PIC colours with one PIC Secondary colour can be used.

Headings are typed in Stone San Semi, 14pts. in size. Body copy is typed in Arial Regular, in 11pts. All text must be reversed out in white.

Investing positively towards South Africa's development

The Public Investment Corporation (PIC) invests funds on behalf of public sector entities including the Government Employees Pension Fund. The organisation is the largest investment manager in the country and the continent

With the PIC having topped the R1 trillion marks in assets under management and in the process of entering the global investment market, it is the best asset manager any serious professional would want to be associated with. It is also one of the better places from which one can serve South Africa.

Commited to serving our clients

SECTION 16

BANNERS

16.1 INTRODUCTION

Banners come in all shapes and sizes. The format is key when designing banners, and each layout must work within the PIC brand but can be sLightly different in the way the elements are incorporated and utilised.

The basic grid must always be used throughout all branding applications. The logo must appear at the top of the banner, either in the top right corner or centred at the top of the banner. The PIC corporate colours must be used. Signature images must be used throughout, and must represent the PIC sectors.

CMYK colour values should be used to produce full colour banners and reduce costs.

16.2 PULL-UP BANNER

The PIC logo must appear centred at the top of the pull-up banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of soLid and outlined PIC bird icons to create a dynamic layout. Use a combination of two Corporate Primary colours and one Secondary colour. The tagline must appear centred at the bottom of the banner in the PIC logo in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2). For division specific banners, approved signature images can be used, and must represent that specific PIC sector/division.

Generic pull-up banner - Dark option

Generic pull-up banner - Light option
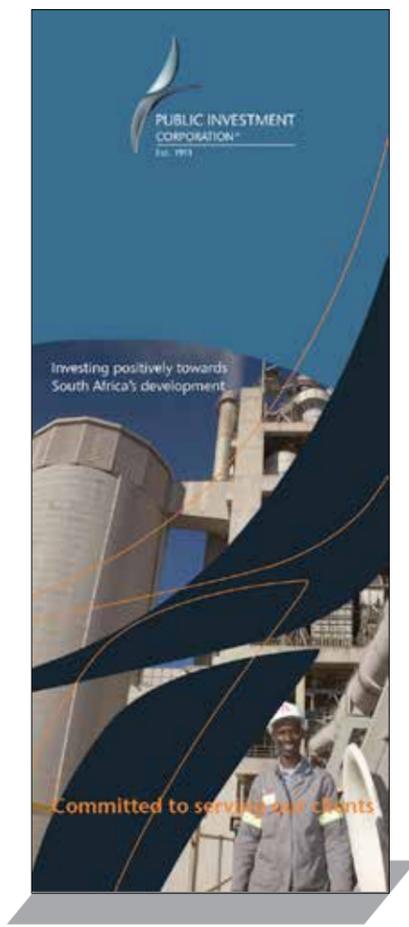
Sector division pull-up banner

SECTION 16

16.3 HORIZONTAL BANNER

The PIC logo must appear in the top left hand corner of the horizontal banner. Use PIC basic grid for consistency and utilise the PIC corporate colours.

For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two Corporate Primary colours and one Secondary colour. The tagline must appear in the bottom left hand corner below the PIC logo in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, approved signature images can be used, and must represent that specific PIC sector/division.
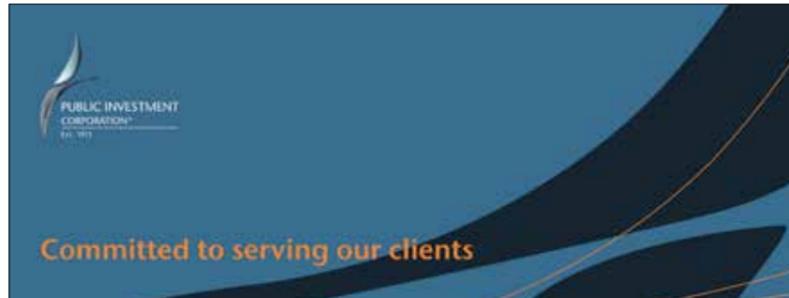
Generic horizontal banner - Dark option

Generic horizontal banner - Light option
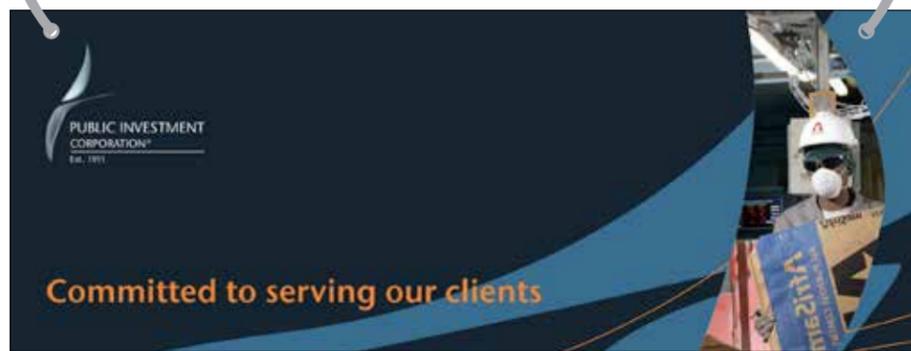
Sector division horizontal banner

16.4 POP-UP BANNER

The PIC logo must appear in the top left hand corner of the pop-up banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic, banner use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear in the bottom left hand corner below the PIC logo in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, approved signature images can be used, and must represent that specific PIC sector/division.

Generic pop-up banner - Dark option

Generic pop-up banner - Light option
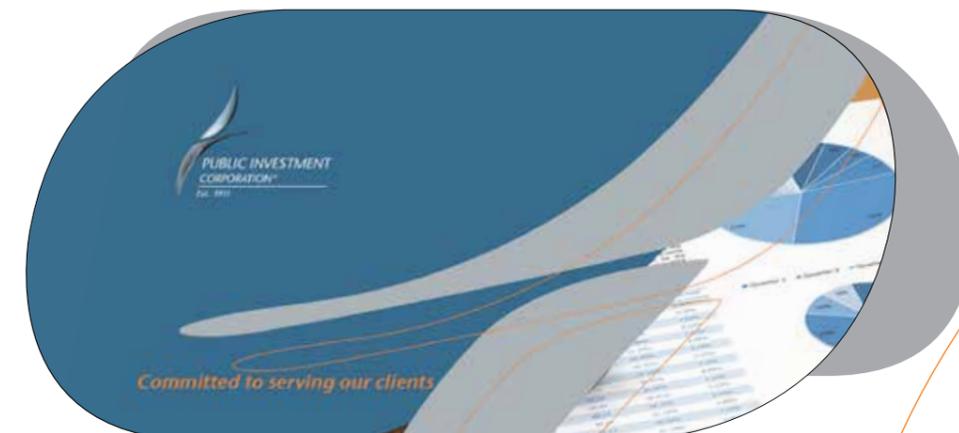
Sector division pop-up banner

16.5 TELESCOPIC BANNER

The PIC logo must appear centred at the top of the telescopic banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear vertically centred in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, signature images can be used, and must represent that specific PIC sector/division.

Generic telescopic banner - Dark option

Generic telescopic banner - Light option

Sector division telescopic banner

Generic bannerwall - Dark option
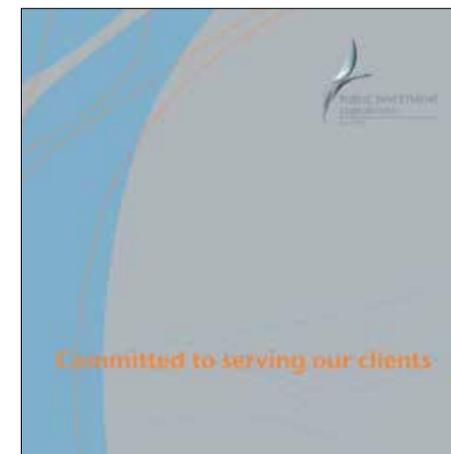
Generic bannerwall - Light option

Sector division bannerwall

16.6 BANNERWALL

The PIC logo must appear in the top right hand corner of the bannerwall. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear centred under the PIC logo in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, signature images can be used, and must represent that specific PIC sector/division. If the slogan is placed over an image, ensure it is legible at all times. In this example the slogan wording has been changed to white.

16.7 X-BANNER

The PIC logo must appear centred at the top of the pull-up banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear centred at the bottom of the banner in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, approved signature images can be used, and must represent that specific PIC sector/division.

16.8 A-FRAME BANNER

The PIC logo must appear in the top left hand corner of the horizontal banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear in the bottom left hand corner below the PIC logo in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2).

For division specific banners, approved signature images can be used, and must represent that specific PIC sector/division.

Generic telescopic banner - Dark option   Generic telescopic banner - Light option   Sector division telescopic banner

Generic A-frame banner - Dark option   Generic A-frame banner - Light option
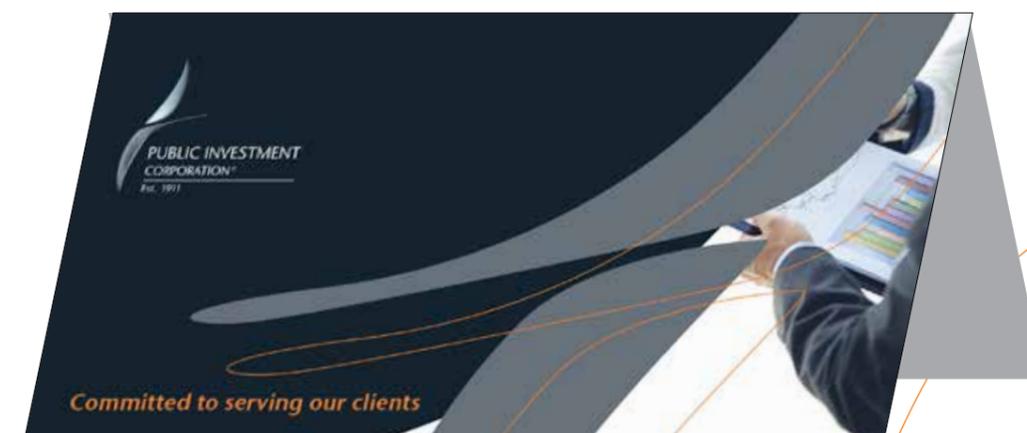
Sector division A-frame banner

SECTION 16

16.9 TEARDROP BANNER

The PIC logo must appear centred at the top of the telescopic banner. Use PIC basic grid for consistency and utilise the PIC corporate colours. For a generic banner, use a combination of solid and outlined PIC bird icons to create a dynamic layout. Use a combination of two corporate Primary colours and one Secondary colour. The tagline must appear vertically in PIC Corporate Secondary Dark Orange (C0 M82 Y94 K2), and must be legible at all times.

See below three examples of colour combinations.

Public Investment Corporation

ONLINE SPECIFICATIONS
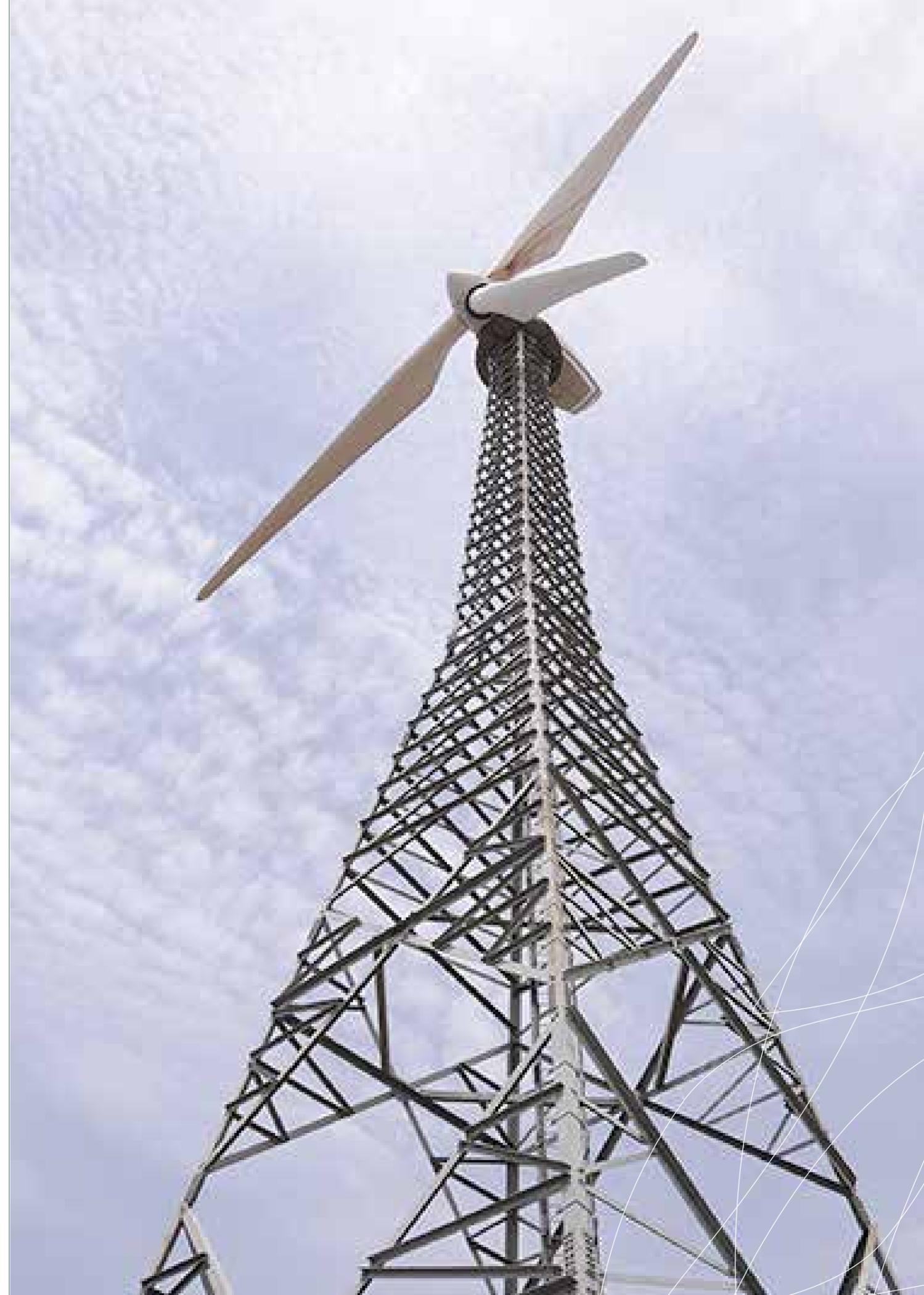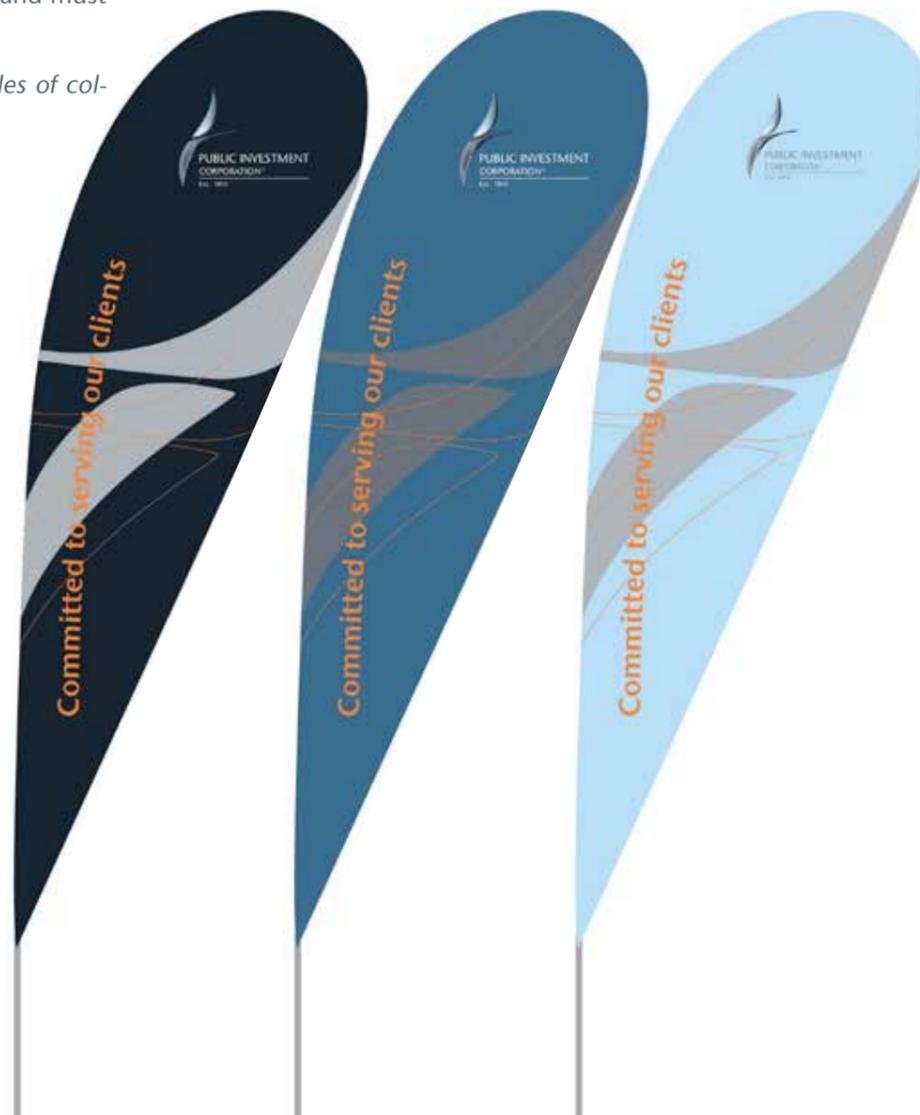
17.1 INTRODUCTION

In today's world of internet popularity and globalisation, a website is a dynamic tool to help acquire and service clients. It enables one to make information easily available about the company as well as the products and services they offer.

RGB colour values should be used when designing for web and online platforms.

17.2 WEBSITE HOMEPAGE

The PIC logo must appear at the top left corner of the website. Use the PIC basic grid for consistency and utilise the PIC corporate Primary and Secondary colours in RGB colour values. The homepage must be striking and captivating. The tagline must appear prominently in white, as it is placed over the main header image. All images that flash on the website must be approved signature images. For best practise, use 1200px wide for the PIC website as, this accommodates all screen sizes. Stone Sans, the PIC Primary typeface is not a web-safe font. The PIC Secondary corporate font family, Arial, must be used. For headings use 16pts. typeface size and for text copy use 12pts. size.
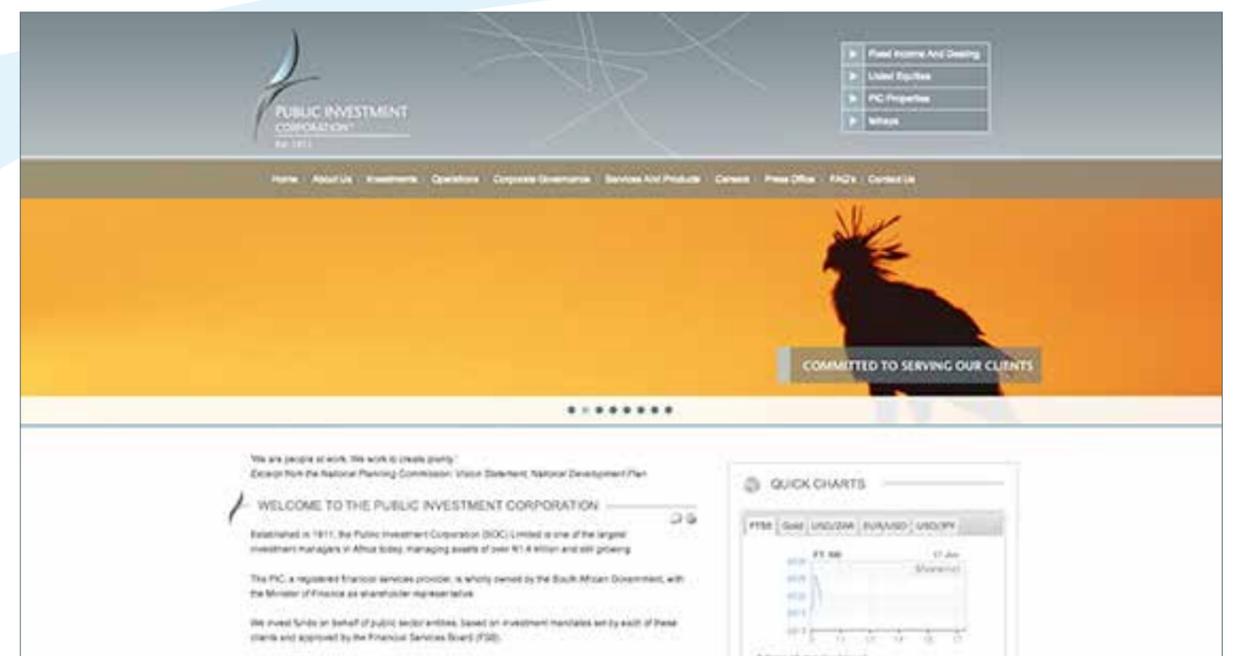
SECTION 17

17.3 WEBSITE SECONDARY PAGE

The PIC logo must appear in the top left hand corner of the horizontal banner. Use the PIC basic grid for consistency and utilise the PIC corporate colours. The PIC bird outlined drawings can be used to create a dynamic layout.

All images that flash on the website must be approved signature images. Line drawings and vector icons can be incorporated to create visual interest.
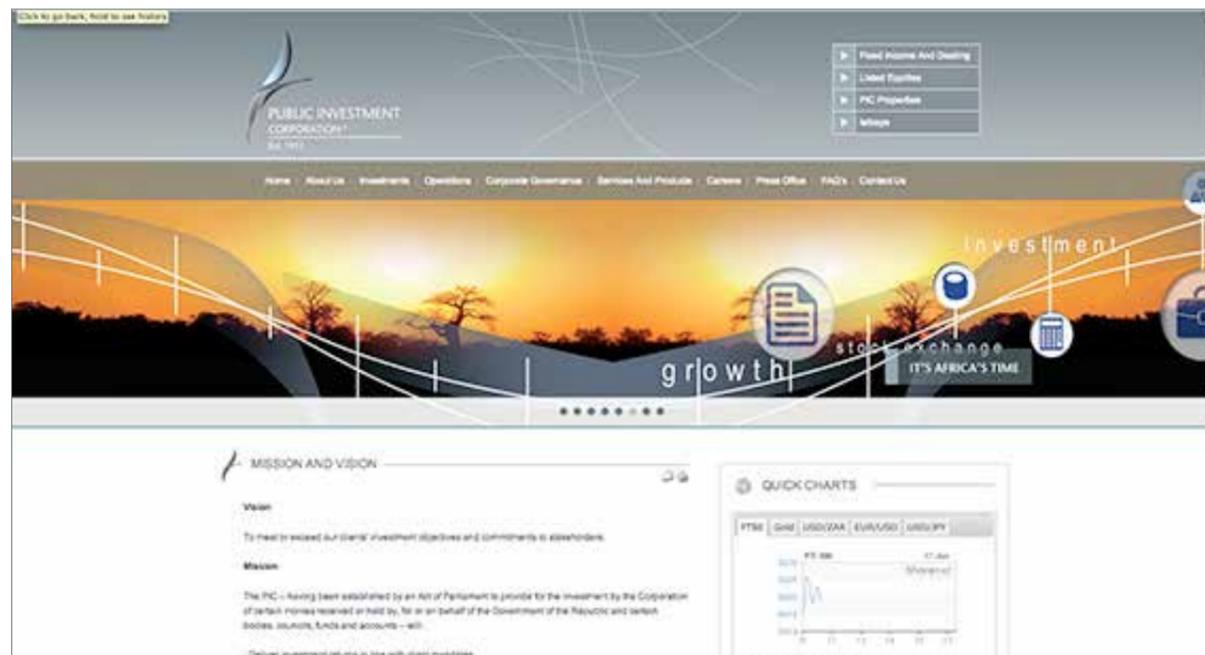
17.4 INTERNAL EMAIL

The PIC logo must appear in the top left hand corner of the Intranet header. The title of the email topic must appear centred in Arial regular, 30pts., in PIC corporate Dark Orange (R231 G73 B34). The PIC bird outlines can be used to create visual interest. RGB colour values must be used for all online applications. The text must be reversed out in white over the PIC Primary Dark Blue Grey corporate colour (R76 G92 B97) or a gradient background from the PIC Primary Dark Blue Grey (R76 G92 B97) to the Secondary Light Blue (174R 217G 246B).

The PIC logo must appear in the top left hand corner of the Intranet footer as well. The words Public Investment Corporation (SOC) Limited and the slogan "Committed to serving our clients" must appear in Arial Regular, 12pts. The PIC bird outlines can be used to create visual interest.

The email must be typed out in Black in Arial Regular, 11pts. For email headings, use Arial Regular, 14-16pts., in Title Case. Do not use upper-case or italics and use bold very sparingly.

Option 1
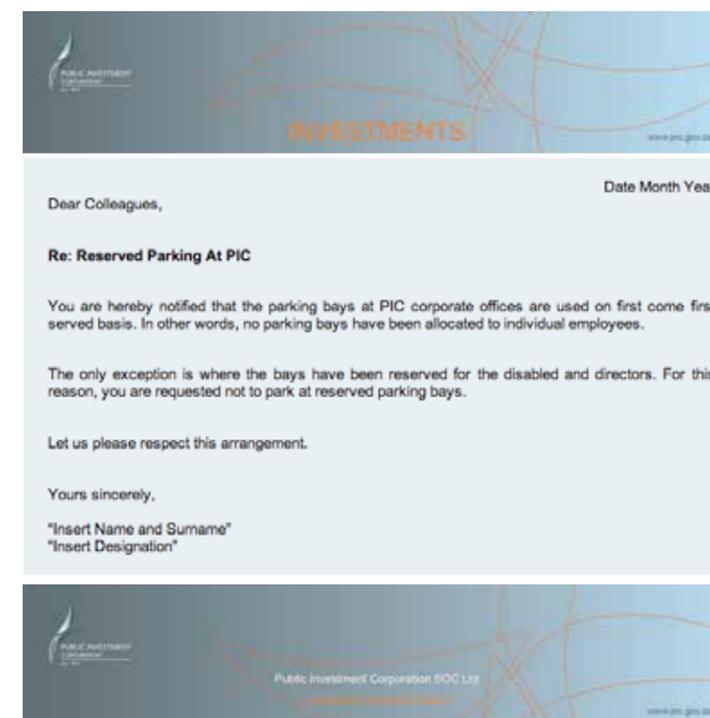
Option 1

SECTION 17

ONLINE SPECIFICATIONS

17.5 INTRANET AND EXTRANET

Intranet is the generic term for a collection of private computer networks within an organisation. An intranet uses network technologies as a tool to facilitate communication between people or work groups to improve the data sharing capability and overall knowledge base of an organisation's employees. An organisation's intranet typically includes Internet access but is firewalled so that its computers cannot be reached directly from the outside.

The same online specifications apply as the PIC website (refer to Section 17.2).

An extranet is an intranet that is partially accessible to authorised outsiders. The PIC server will reside behind a firewall. The firewall helps to control access between the intranet and Internet, permitting access to the intranet only to people who are suitably authorised. The level of access can be set to different levels for individuals or groups of outside users. The access can be based on a user-name and password or an IP address (a unique set of numbers such as 209.33.27.100 that defines the computer that the user is on).

17.6 GENERAL AND INDIVIDUAL EMAIL SIGNATURE

The PIC logo must appear in the top left hand corner of email signatures. The PIC bird outlines can be used on the right to create visual interest. For optimum use, email signatures should be no larger than 12pixels wide and 700KB in size.

RGB colour values must be used for all online applications.

Two gradient colour options are shown below, the PIC Secondary Pale Blue (R194 G222 B234) background the PIC Secondary Dark Grey (R4 G25 B36).

The slogan "Committed to serving our clients" must appear in the bottom left corner of the email signature, Arial Regular 10pts, in in Dark Orange lines (R231 G73 B34). All contact details should be typed in Arial Regular, 9pts. in white or PIC Secondary Dark Grey.

General email signature

Individual email signature

18.1 GUIDELINES

Advertising is first and foremost informative, but creativity makes advertising more effective. The ultimate goal of advertising is a "Call to Action". All PIC advertising has to have a clear and concise message.

The basic grid must always be used throughout all advertising applications. The logo must appear at the top left or bottom right of advertising applications. The slogan should appear on all advertising applications, keeping in mind the specified guidelines. The PIC corporate colours must be incorporated. Approved signature images must be used.

Pantones or CMYK colour values must be used for all print applications.

18.2 LANDSCAPE AND VERTICAL APPLICATIONS

For a vertical applications, use a grid that consists of 7 columns and 10 rows. The PIC logo must appear in the bottom right corner in two horizontal blocks. The slogan must appear in the bottom right corner of the application. A 10mm margin should be used. The text should take up one to two quarters of the page. The slogan must appear left-aligned in the bottom left corner of the application.

For horizontal PIC applications, use a grid that consists of 10 columns and 7 rows. The PIC logo must appear in the bottom right hand corner. The slogan must appear left-aligned in the bottom left corner of the application. A 10mm margin should be used. The text should take up three quarters of the spread.
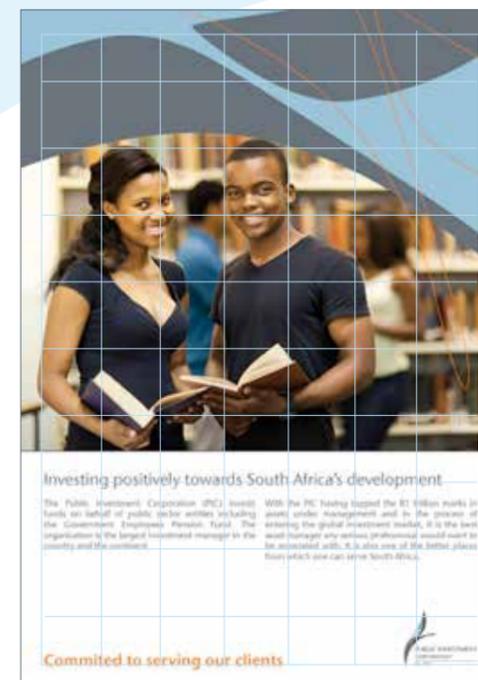
18.3 POSTERS

Use the PIC grid for consistency and utilise elements to create a dynamic layout. All posters should have a clear message, which is indicated by the main heading. The relevant web address or email address should always appear on the poster. The images must be relevant to the poster's message.

The PIC corporate typeface Stone Sans must be used. For headings, the typeface size can go up to 48pts. Sub-headings should be 20pts. and text copy should be between 13 and 18pts. The text copy size must be no smaller than 13pts. and must be legible from a short distance.

18.4 FLYERS

The PIC logo must appear in the bottom right hand corner of the flyer on a white strip. The slogan must appear in line with the logo in the bottom right corner. The PIC bird outlines and solid shapes can be used to create visual interest. The text and outlines must be reversed out in white if placed over an image or solid background.

The title of the flyer must appear centred in Stone Sans, 30pts. Sub-headings are 20pts. in Stone Sans and text copy should be no smaller than 8pts. for legibility.

All relevant contact details must appear on the poster.

18.5 BILLBOARDS

The PIC logo must appear in the top left hand corner of the billboard. The PIC slogan must appear in Secondary Orange (C0 M64 Y100 K0), centred in the centre of the billboard. The PIC Bird outlines can be used on the right of the billboard to create visual interest. The text must be reversed out in white over the PIC Primary Dark Grey corporate colour (C60 M40 Y39 K25).

The words Public Investment Corporation (SOC) Limited and the slogan "Committed to serving our clients" must appear in white in the centre of the billboard.

18.6 ELECTRONIC ADVERTS

Electronic banner adverts must adhere to the online specifications (refer to Section 17). When designing for web please make sure that the design is in RGB and that the pixel specifications are correct. The banner advert must have a similar look and feel to the website.

The PIC logo must appear in the top left corner, and the slogan must appear left-aligned in the bottom left corner or centred at the bottom of the electronic banner. PIC corporate colours must be used, and approved signature images can also be utilised. PIC bird outline drawings and solid shapes can be incorporated, using the two PIC Primary colour and one PIC Secondary colour combination. A vertical and horizontal electronic banner format can be used where necessary.

Please request exact pixel dimensions when designing an electronic banner.

Horizontal electronic banner ad

Vertical electronic banner ad

SECTION 18

18.7 FOOTER FORMAT

Use PIC basic grid for consistency. The PIC logo must appear in the bottom right hand corner of the footer advertisement. The PIC bird outlines can be used on the right of the footer advertisement to create visual interest. The background of the footer advertisement is the PIC Primary Dark Grey corporate colour (C60 M40 Y39 K25).

The words Public Investment Corporation (SOC) Limited and the contact details must appear in Secondary Corporate Pale Blue or white, and should be left aligned in the bottom left corner. Signature images can be added to create an eye catching design.

Committed to serving our clients

Public Investment Corporation SOC Limited

Tel: +27 12 742 3400 | Fax: +27 12 346 3276 | Email: info@pic.gov.za | www.pic.gov.za

SECTION 19

SIGNAGE AND OUTDOOR BRANDING

19.1 GUIDELINES

Proper use of the signage and usage guidelines will communicate to both internal and external customers the importance of a good wayfinding system information about our facilities and also support an overall brand building approach across the entire organisation that is consistent with the PIC brand.

The signage guidelines will help you implement the PIC brand expression on Signage and Outdoor Branding. The guidelines explain the types of approved signage and proper message selection based on brand architecture. These guidelines will aid the selection of sign types, sizing and placement of signs. Signage should also deliver a brand message that provides visitors and staff with both a sense of arrival and a sense of place.

As a public and highly visible application of the PIC brand, signage provides an important opportunity to consistently demonstrate our brand message throughout our network of locations. Attention to detail, including design, Lighting of the signage area, materials usage, visibility, legibility, manufacture and installation are all important factors to take into consideration when designing PIC signage.

19.2 EXTERIOR DIRECTIONAL SIGNAGE

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Exterior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts. for legibility.

SECTION 19

19.3 INTERIOR RECEPTION

A warm welcome can only be ensured with consistency throughout all signage elements. Always use original master artwork and never distort the logo. The individual extruded PIC logo must be mounted onto a background wall.

Interior reception signage can either be in full colour perspex, cast in iron metal or applied as a vinyl sticker print. The PIC birds in fLight be used to create visual interest (Option 1). Solid birds or outlined birds can be used in a creative way, in order to make the reception area warm and inviting (Option 2).
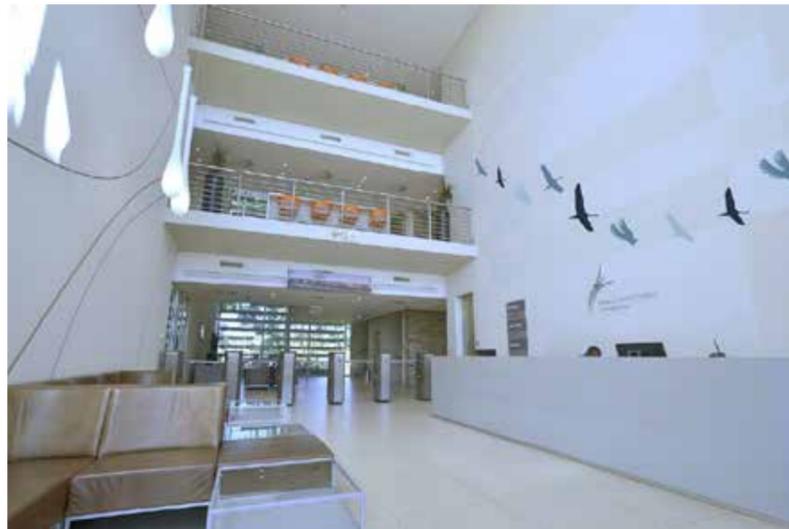
Option 1
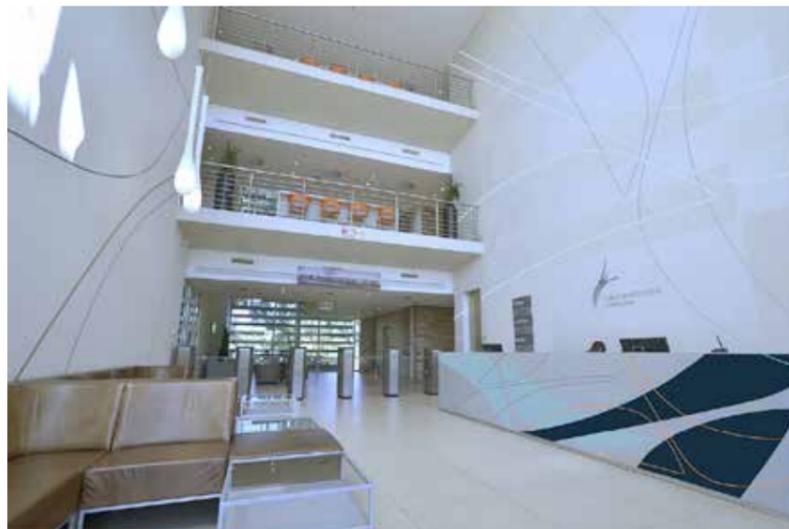
Option 2

19.4 INTERIOR LOCATION SIGNAGE

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Interior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts. for legibility.

Meeting Room

Meeting Room

Public Investment Corporation

Corporate Identity Manual
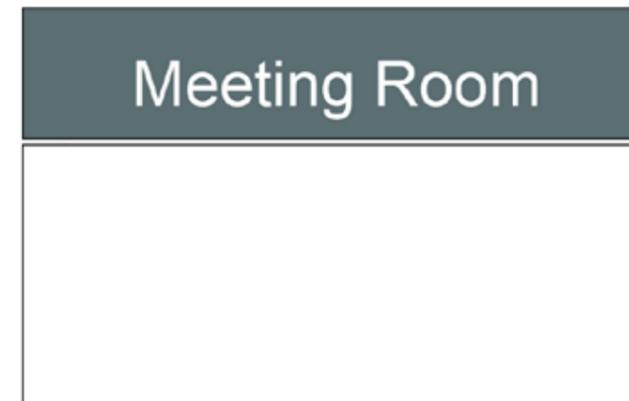
SECTION 19

19.5 ENTRANCE WAY FINDING

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Exterior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts. for legibility.
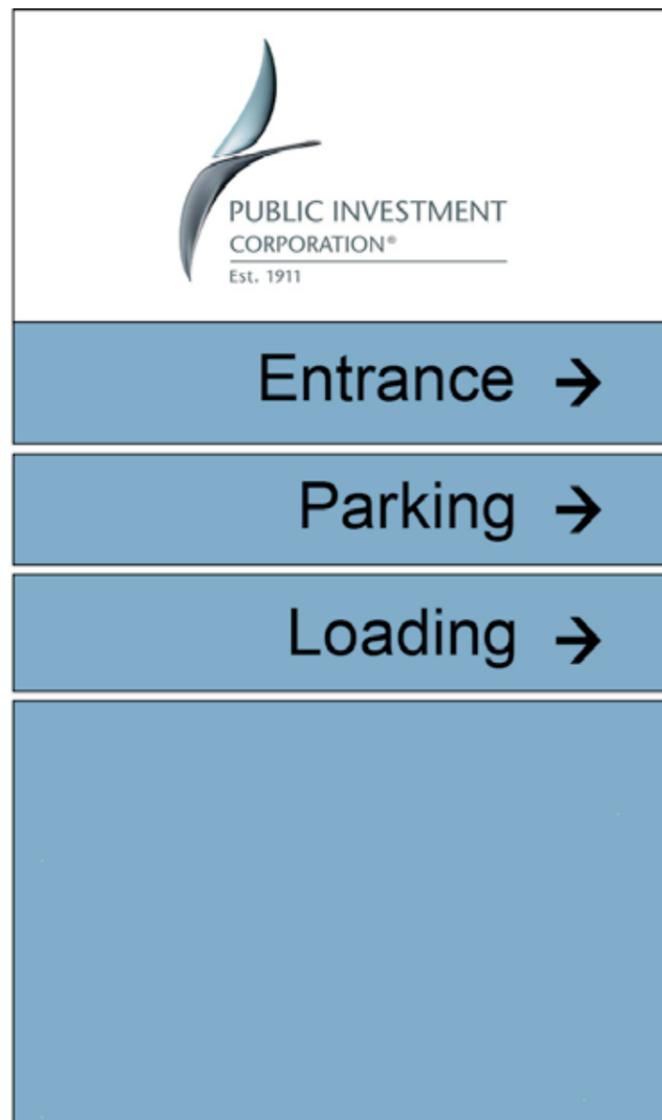
19.6 VISITOR PARKING

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Exterior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts. for legibility.

SECTION 19

SIGNAGE AND OUTDOOR BRANDING
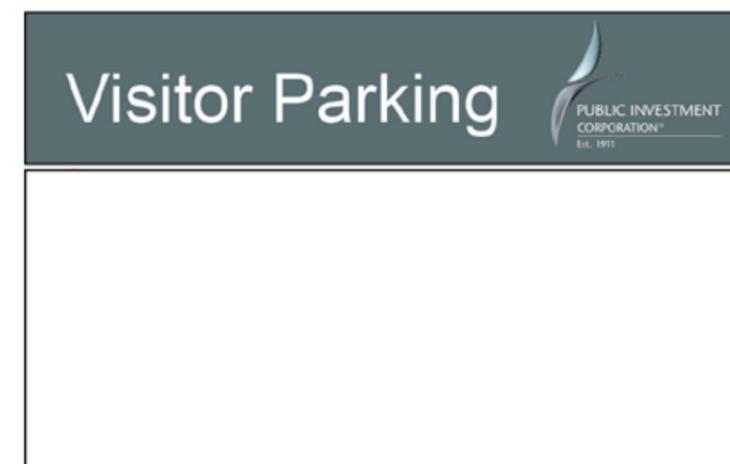
19.7 RECEPTION WAY FINDING

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Interior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts. for legibility.
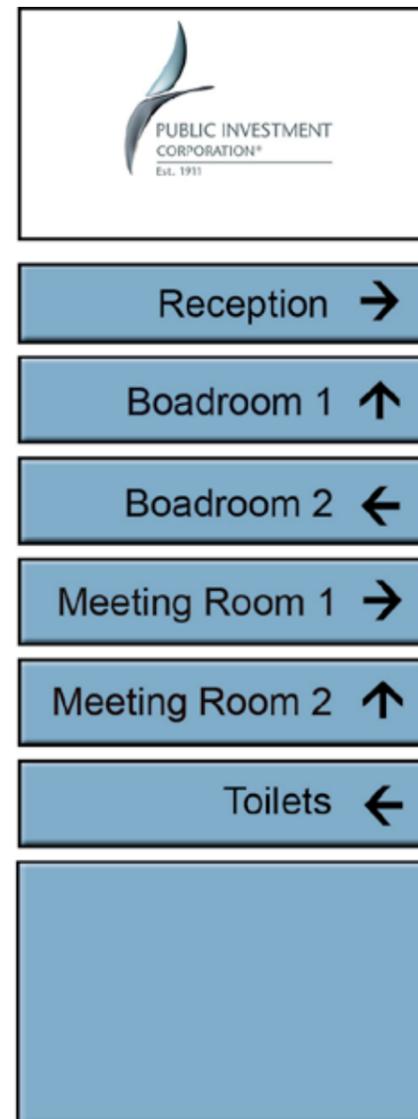
19.8 ROAD SIDE

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. Exterior directional signs are pylon signs that can be double or single sided dependent on requirements. Additional panels can be added to include additional information or for height purposes. The signage must be visible from the road side.

SECTION 19

19.9 MAIN BUILDING

Always use original master art-work and never redraw or distort the logo. The main building sig-nage must be eye catching and visually interesting.

The PIC logo should not exceed the size of 2m wide and should not be smaller than 1m so that it can be visible from the roadside. The logo past be cast in iron and bolted to the side of the main building that is facing the road.

The PIC birds came be used to cre-ate visual interest. Solid birds or outlined birds can be used.
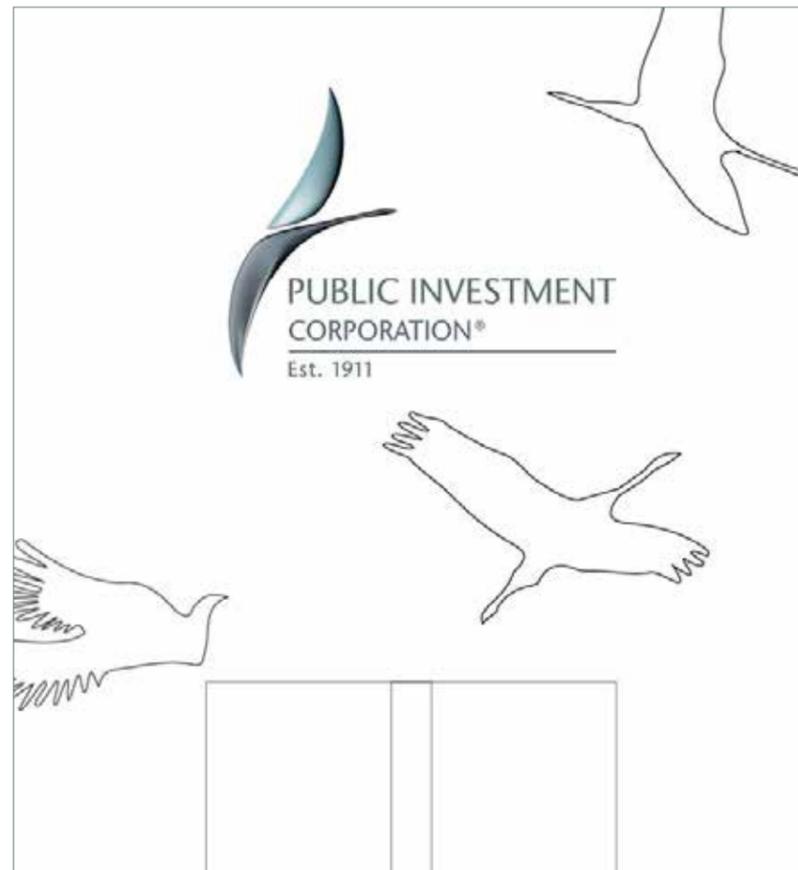
19.10 ENTRANCE DOORS

Always use original master art-work and never redraw or distort the logo. The entrance way sig-nage must be eye catching and visually interesting. The PIC birds came be used to create visual in-terest. Solid birds or outlined birds can be used.
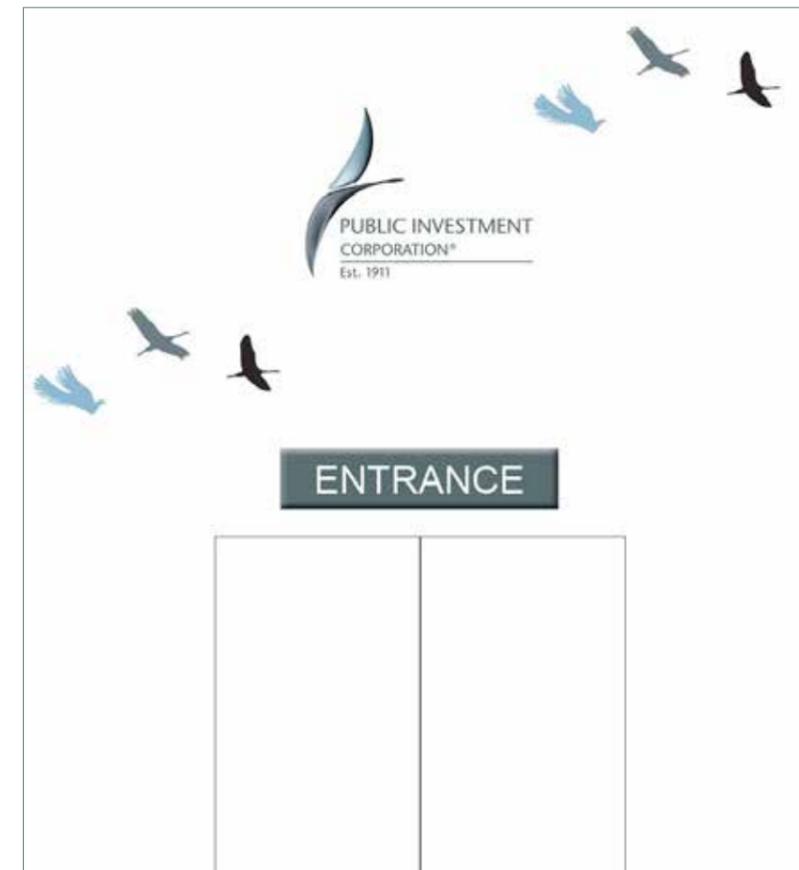
SECTION 19

19.11 BOARDROOM DOORS

For wooden boardroom doors, brand a clear perspex sign with the boardroom number and PIC bird elements. This sign can then be nailed onto the wooden door.

If the boardroom is glass, the signage can be frosted onto the glass or a vinyl sticker print can be stuck to the door.

Always use original master artwork and never redraw or distort the logo. To create catching and visually interesting room signage, the PIC birds came be used. Solid birds or outlined birds can be used.

Vinyl sticker signage
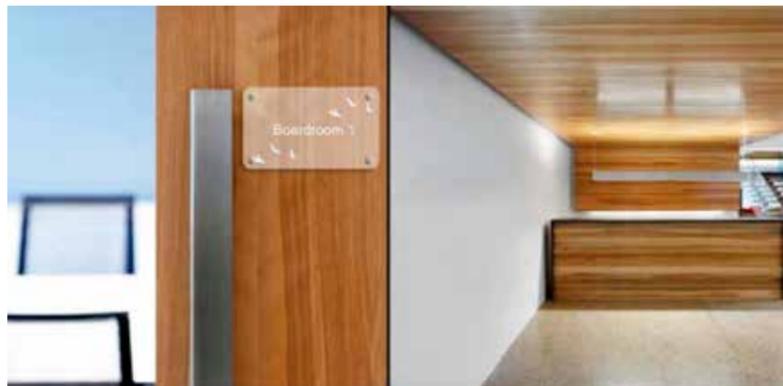
Perspex signage

Frosted glass signage

19.12 EXHIBITION STAND & COUNTER

The stand features the full colour PIC brand identity and visual language elements to create a dynamic layout. Signature images must be used to represent the relevant PIC divisions.

Option 1 - When using the podium in front of the stand, the podium is branded with PIC Master Identity and visual elements.

Option 2 - When the podium is placed away from the stand, the podium is branded with the PIC logo, slogan and brand elements.

Specifications
3x3 5 panel
3375mm x 2250mm
Each Panel 675mm
4x4 6 Panel
4050mm x 2250mm
Each Panel 675mm
Branded PIC podium can be place in front of exhibition stand.

Option 1

Option 2

SECTION 19

19.13 WHITE COROLLA VINYL DECAL

PIC vehicle branding must adhere to all rules and regulations of the PIC brand. The logo exclusion zone must be taken into consideration, and visual elements can be used to create dynamic vehicle branding. The vehicle branding can be a magnetic decal or a vinyl print application.

The vinyl application features the visual elements and the full colour PIC identity applied in a dynamic way.

19.14 WHITE COROLLA MAGNETIC DECAL

PIC vehicle branding must adhere to all rules and regulation of the PIC brand. The logo exclusion zone must be taken into consideration, and visual elements can be used to create dynamic vehicle branding. The vehicle branding can be a magnetic decal or a vinyl decal application. The magnetic decal features the visual language and the full colour 3D PIC brand identity silk-screened.
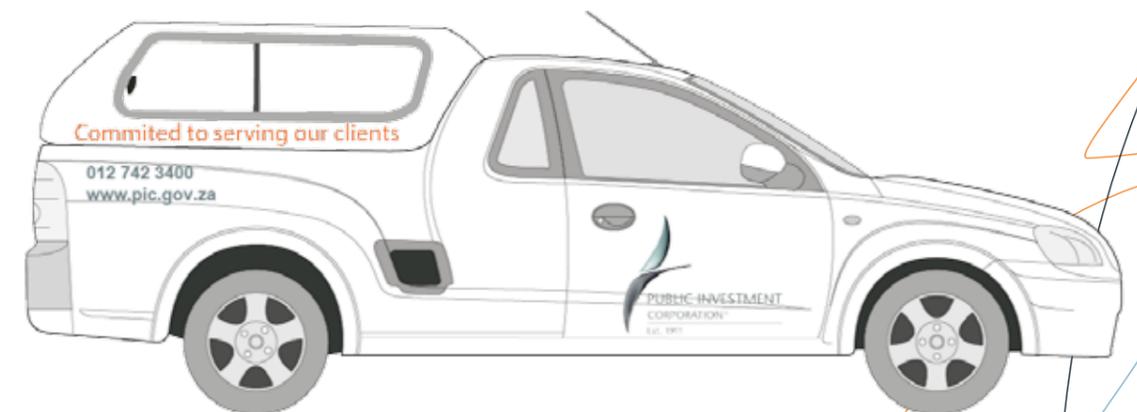
SECTION 20

20.1 GUIDELINES

When designing the PIC electronic newsletter, one must keep a tight focused approach. The topic of information must be clear and concise. The electronic newsletter must be brief, and to the point. The layout must be clean and simple so that it is easy to read online.

RGB colour values must be used when creating all online applications.

ELECTRONIC NEWSLETTER

20.2 BANNER HEADER AND FOOTER

The PIC electronic newsletter header/footer is similar to the PIC electronic tail-ends/footers. The logo can appear on the top left or right hand corner. The heading "Online Newsletter" appears on the bottom right hand side of the header. This heading can also be content-specific according to the topic of the information of that volume of the electronic newsletter.

The slogan must always appear on the footer in the PIC colour Secondary corporate colour, Dark Orange (R231 G73 B34).

PIC signature images or content-specific images can be used on both the header and footer. The PIC bird solid and outlined elements can be added on the right or left of both the header and footer.

Electronic newsletter header

Electronic newsletter footer

SECTION 20

20.3 ARTICLE COVER

The cover page of the newsletter must adhere to all PIC guidelines. The PIC logo must appear at the top left hand corner. The PIC bird outline drawings and solid shapes can be incorporated with a relevant image to create a dynamic layout. The slogan must appear centred at the bottom, in PIC Secondary Corporate Dark Orange (R231 G73 B34).

20.4 ARTICLE LAYOUT

The newsletter layout must be clean and bold. The PIC bird line drawings are used in a creative way to create an interesting layout. They can only be reproduced in the PIC corporate Primary or Secondary colours.

Headings are typed in Arial Regular 14pts in size, in PIC Dark Orange (R231 G73 B34). Body copy is typed in Arial Regular, in 11pts and must be in PIC Dark Blue Grey (R76 G92 B97).

PROMOTIONAL ITEMS

21.1 VISUAL LANGUAGE

The PIC brand is represented in everyday use through the guidelines set forth in this promotional items section. Promotional items are daily reminders of the PIC brand, and therefore have to be handled with care and attention to detail.

Preferably the full PIC logo should appear on every item produced. The logo can be applied in full colour, using a dome sticker or a full colour print. If this is not possible (such as embroidery, engraving, embossing, and one colour prints) the logo can be applied in one colour. For one colour applications, please refer to Section 2.8, Colour Applications and 2.9 Identity Usage Matrix. The logo can also be reversed out in white.

PIC has a visual language that is made up of certain elements that are derived from the PIC bird icon shape. This language can be used to enhance a design where need be.

For promotional items, always use CMYK colour values as this will create cost-effective brand items.

21.2 CAPS AND BEANIE

Position the logo as prominently on the cap as possible in all applications. Where possible, the full colour logo should be applied as a silk screen print.

If not possible, (as in the case of embroidery), one or two-colour applications are allowed, with consistency of the brand principles as priority. The basic colours are silver, PIC Primary Light Blue and PIC Dark Grey Blue and these can be used to accommodate one/two-colour applications.

Full colour silk-screen print application

Two-colour embroidery application

One-colour silver embroidery application

Beanie One-colour embroidery application

SECTION 21

21.3 USB STICKS

The PIC brand is represented in everyday use through the guidelines set forth in this promotional items section. Promotional items are daily reminders of the PIC brand, and therefore have to be handled with care and attention to detail.

The full PIC logo must always appear on every item produced. The logo can be applied in full colour, using a dome sticker or a full colour print, or applied in one colour engraving.

USB - dome sticker application

USB - engraved

21.4 LANYARD

For lanyards and branded ribbons, the PIC logo and slogan can be applied in a horizontal applications (next to one another). Keep the specified minimum size of 40mm for the PIC logo icon in mind. The by-line may not be smaller than 7pts, for legibility purposes.

The full logo and Dark Orange slogan can be silkscreened onto the lanyard. If the lanyard is a Dark colour then the logo and slogan can be reversed out in white. The logo and slogan can also be embroidered.

21.5 CORPORATE GIFTS AND BRANDED RIBBON

For gifts and branded ribbons the PIC logo and slogan can be applied horizontally (next to one another). Keep the specified minimum size of 40mm for the PIC logo icon in mind. The by-line may not be smaller than 7pts, for legibility purposes.

The full colour logo and Dark Orange slogan can be silkscreened onto the ribbon. If the ribbon is a Dark colour, then the logo and slogan can be reversed out in white. The logo and slogan can also be embroidered in PIC Corporate Orange.

21.6 UMBRELLA

The full colour PIC logo appears on one of the umbrella panels. The logo should be centred.

The PIC umbrellas may only be reproduced in the PIC Primary and Secondary colour, no other colours may be used.

The PIC solid and outlined bird icons can be used in a creative way to create visual interest and make a statement.

To the left are examples of a standard PIC corporate umbrella, and then Dark and a Light colour variations. The second two umbrellas are more creative and less corporate.

Standard PIC corporate umbrella

Umbrella - Dark Option

Umbrella - Light Option

SECTION 21

21.7 PENS

For pens, the PIC logo and slogan can be applied horizontally. Keep the specified minimum size of 40mm for the PIC logo icon. The by-line may not be smaller than 7pts.

The PIC logo and slogan can be foiled onto the pen. This will create a high-end look. The PIC logo and slogan can also be engraved or chemically etched onto the pen. For a cost effective option, the PIC logo and slogan can be applied as a vinyl sticker to the pen.

The PIC bird line drawings can also be added near the base of the pen to create visual appeal.

21.8 BUSINESS CARD HOLDER

A silver metal business card box with the PIC identity chemically etched in the bottom left hand corner of the cover.

Option 1 - Two-colour foiling
Option 2 - Engraved
Option 3 - Full colour vinyl print

SECTION 21

21.9 CORPORATE BAG

The carry bag features the PIC identity in one colour on the front in the bottom right of the bag flap.

The PIC bird icon can also be emblazoned on the hand cover on the carry strap. Both identity and PIC bird icon are made out of moulded raised plastic. Either the Primary corporate Light Blue or Dark Blue Grey can be used.

21.10 CONFERENCE BAG

This canvas conference bag features the PIC identity embroidered in Grey/silver thread on the front of the bag. The identity must be sized to fit on the bottom left hand side of the panel that is available.

21.11 SATCHEL BAG

The satchel bag features the full colour PIC identity on the front of the bag. The identity must be centred and sized to fit on the bottom centre of the panel at the bottom of the bag. The PIC bird icon can also be emblazoned on the side of the satchel near its base.

Please ensure that the thread used is white/silver or matches the PIC Primary corporate Pantone colours:

Dark Blue Grey (top wing and logotype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

21.12 COOLER BAG

The cooler bag features the full colour 3D PIC identity on the corporate Cream background. Silk-screened onto the plaque of the Black cooler bag. The PIC bird icon is also silk-screened onto either white zipper tags or foiled onto Black zipper tags.

21.13 CAR SHADES

Option 1- The full colour 3D PIC identity and visual language is silk-screened onto a foldable sunshade. The sunshade is silver in colour. The PIC bird icon is silk-screened in silver onto a Black pouch, which holds the sunshade when folded up.

Option 2- The full colour 3D PIC identity and visual language is silk-screened onto a foldable sunshade. The sunshade background is the PIC Secondary Dark Blue Grey (C60 M40 Y39 K25) colour. The PIC bird solid icon and outlined icon are silk-screened onto the sunshade when folded up.

Option 1 - Light option

Option 2 - Dark option

21.14 FLAG

Option 1 - The corporate flag features the full colour PIC logo on the gradient on the PIC Secondary Pale Blue colour (C23 M0 Y1 K0). The sizes of the flags may vary. This artwork is to show the identity proportionate to the item. Also the PIC bird logo icons and outlined bird icon may be used on the flag to create visual interest.

Option 2 - The corporate flag features the two colour PIC logo on the gradient (Dark Grey: Pantone 433 C to Dark Blue: Pantone 5405) corporate background printed centred onto flag cloth. The sizes of the flags may vary. This artwork is to show the identity proportionate to the item. Also the PIC bird logo icons and outlined bird icon may be used on the flag to create visual interest.

Option 1 - Light option

Option 2 - Dark option

PROMOTIONAL ITEMS

21.15 LEATHER FOLDER

A corporate leather folder features the PIC identity either chemically etched on the metal clasp or embossed into the leather cover. The PIC bird icon in line work can also be introduced (debossed into the leather) if a plain leather folder is used.
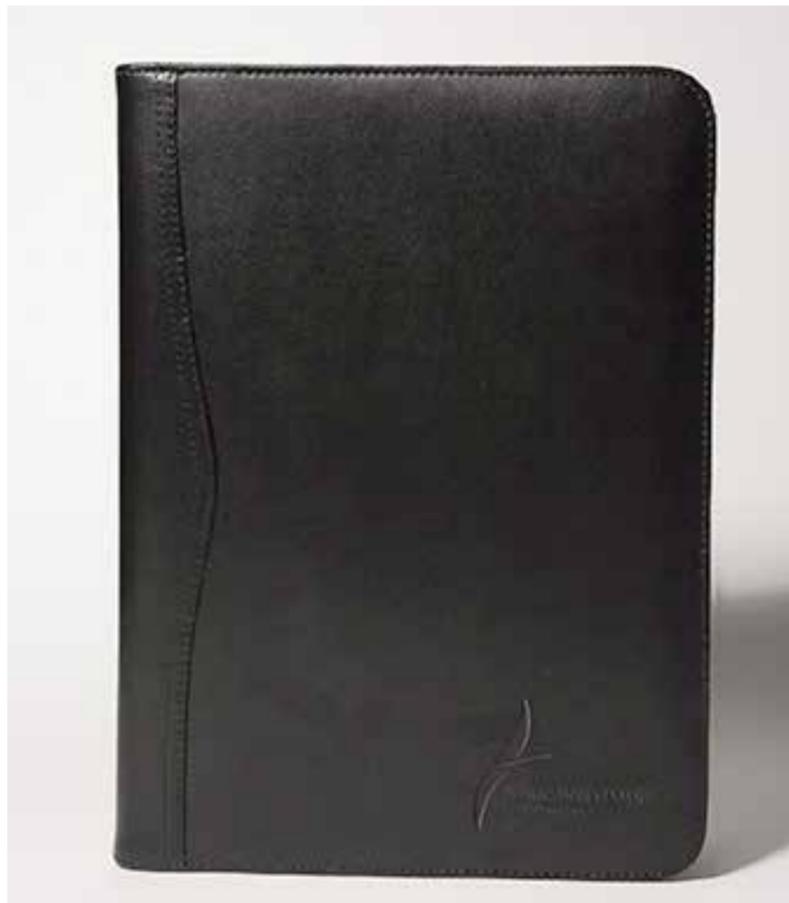
21.16 GOLF SHIRTS AND T-SHIRTS

The use of the PIC brand on T-shirts should adhere to the overall guidelines. The logo should be clearly visible, with applications depending on the material and intended purpose. The logo should appear on the front of the shirt, on the right hand side.

The logo on the golf shirt should be embroidered in one-colour/two-colour applications. Please see Section 2.9 for logo reverse applications.

For T-shirts the PIC solid bird and outlined logo icons can be used in a creative way.

Please see below two colour options.

SECTION 21

21.17 RUNNING SHIRT

The running shirt features the two spot colour PIC identity silk-screened on the bottom right hand side of a white running shirt. The PIC bird icon is silk-screened and centred on both sleeves near to the hem. Please ensure the PIC Primary corporate Pantone colours are used.

Dark Blue Grey (top wing and log-otype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

21.18 RUNNING VEST

The vest features the two spot colour PIC identity embroidered on the top centre of a white running vest.

Please ensure that the thread used matches the PIC Primary corporate Pantone colours.

Dark Blue Grey (top wing and log-otype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

SECTION 21

21.19 SWEATER WITH BUTTONS

The sweater features the two spot colour PIC identity embroidered on the top left hand side of a Cream coloured sweater. Please ensure that the thread used matches the PIC Primary corporate Pantone colours.

Dark Blue Grey (top wing and logotype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

21.20 WINDBREAKER

The wind breaker features the two spot colour PIC identity embroidered on the top left hand side of a off-white or Grey wind breaker. The full colour PIC identity is also embroidered on the back of the sweater, below the collar. Please ensure that the thread used matches the PIC Primary corporate Pantone colours.

Dark Blue Grey (top wing and logotype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

PROMOTIONAL ITEMS

21.21 V-NECK SWEATER

The V-neck sweater features the two spot colour PIC identity embroidered on the top left hand side of a Black V-neck sweater. Please ensure that the thread used is white.

21.22 ZIPPER SWEATER

The zipper sweater features the two spot colour PIC identity embroidered on the top left hand side of a Black zipper sweater. Please ensure that the thread used matches the PIC Primary corporate Pantone colours.

Blue Grey (bottom wing and logotype): Pantone 431 C.

SECTION 21

21.23 TIES

The PIC corporate tie 1 features the visual language in silver thread on neutral colour ties.

The PIC corporate ties 2 and 3 feature the PIC bird icon stepped and repeated to form a pattern.

The third tie includes the pattern shown on tie 2 as well as the two spot colour PIC Logo.

21.24 LABELS

Position the logo as prominently on the label as possible towards the left. Where possible, the full colour logo should be applied as a silk screen print.

If not possible, one or two-colour applications are allowed, with consistency of the brand principles as priority. The basic colours are PIC Primary Light Blue and PIC Dark Grey Blue as well as Dark Grey and Light Grey. These can be used to accommodate one or two-colour applications. The PIC bird logo icon can be applied to the right of the design with an opacity.

1

2

3

NAME SURNAME

NAME SURNAME

NAME SURNAME

NAME SURNAME
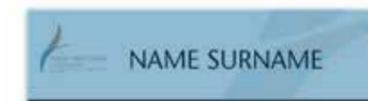
21.25 SCARVES

Scarf 1
The men's scarf features the two spot colour PIC identity embroidered at the bottom right hand side of a Black scarf.

Scarf 2
The men's scarf features the one spot colour PIC identity embroidered at the bottom right hand side of a Black scarf.

Scarf 3
The women's scarf features the one spot colour PIC identity embroidered at the bottom right hand side of a Grey scarf.

Scarf 4
The women's scarf features the two spot colour PIC identity embroidered at the bottom right hand side of a Grey scarf.

Please ensure that the thread used matches the PIC Primary corporate Pantone colours.

Dark Blue Grey (top wing and logotype): Pantone 431 C.

Light Blue (bottom wing): Pantone 5425 C.

21.26 ATM CARDS

The ATM cards features the full colour 3D PIC identity on the top left hand side of the card. The visual language is used in various designs, printed in metallic inks to enhance the visual appeal of the cards.

Scarf 1

Scarf 2

Scarf 3

Scarf 4

SECTION 21

21.27 WALLETS

The PIC identity is debossed on the bottom right of the wallet.

21.28 CUFF LINKS

Silver cuff links with the PIC identity chemically etched in the middle of each one.

SECTION 21

21.29 KEY RINGS

Silver metal key ring with the PIC identity chemically etched in the middle.

21.30 WATCHES

The watch features the PIC bird icon foiled at the top of the watch face, sLightly to the left so that it circles the middle point of the watch.

21.31 DESK CLOCK

The desk clock features the PIC bird icon foiled at the top of the clock face. The PIC logotype is chemically etched at the base of the clock.

21.32 CROCKERY

The plates feature the two spot colour PIC bird icon foiled at the top of the plate proportionate to the plate rim size. These plates also feature the visual language either foiled or silk-screened in the PIC Orange Pantone 151 C.

21.33 CUTLERY

The cutlery features either the full PIC bird icon or the PIC bird icon in line work as visual language, chemically etched at the very base of the handle.

21.34 WATER BOTTLES

Option 1 - The water bottle label features the full colour PIC 3D logo on the gradient (Dark Grey: Pantone 433 C to Dark Blue: Pantone 5405) corporate background printed on the label. Also the PIC bird logo icons and outlined bird icon may be used to create visual interest.

Option 2 - The water bottle label features the full colour PIC 3D logo placed in centred on the front of the water bottle.

Option 1   Option 2

21.35 CONFERENCE PAD

The conference pad features the visual language and the full colour 3D PIC identity printed on a gradient of two Pantone PIC colours, Dark Grey: Pantone 433 C and Dark Blue: Pantone 5405 C.

The pad consists of 50 sheets of 100gsm paper. They are bound on the left side and the cover open to the left.
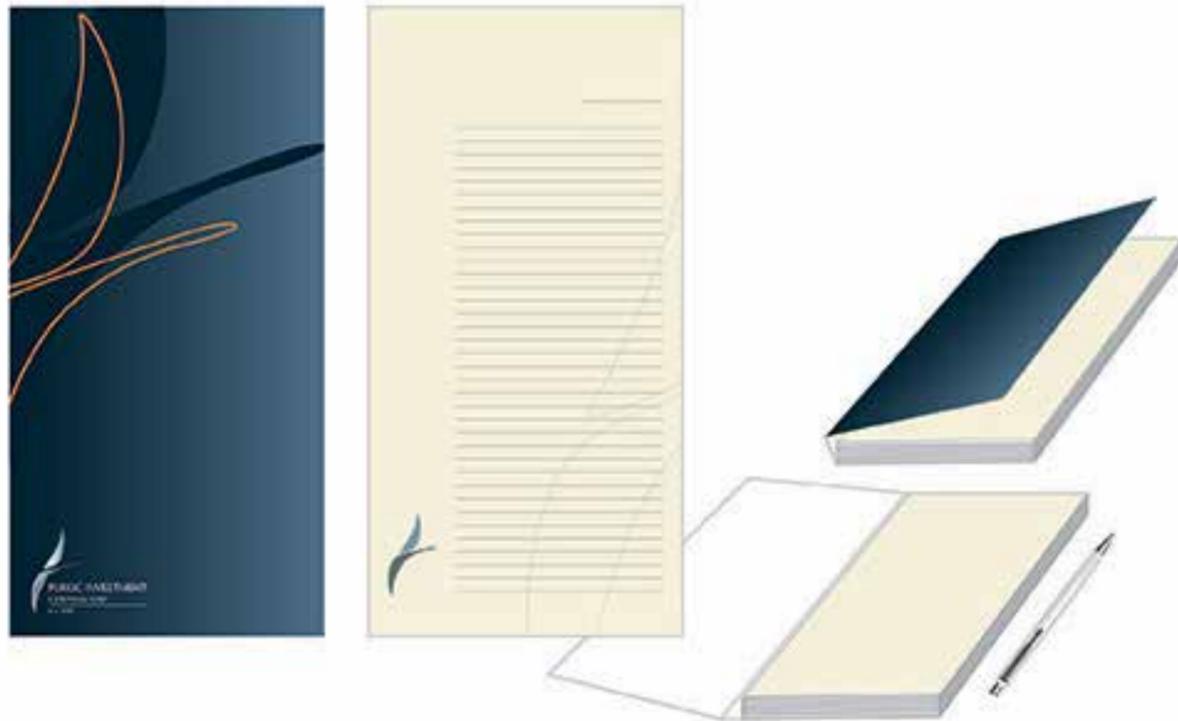
21.36 DESK CALENDAR

The desk calendar features the full colour 3D PIC identity on the top left of a narrow format with the year embossed. The visual language is to enhance the visual appeal. The PIC solid bird and outlined logo icons can be used in a creative way to create visual interest and appeal.

*Please see below examples of two colour options.*

Cover

Option 2

Option 3

21.37 WALL CALENDAR

The calendar features the full colour 3D PIC identity on the top left of the Secondary PIC Blue corporate colour (C55 M19 Y13 K1). The calendar also features the outlined version of the PIC bird icon in a visually appealing manner. The year appears twice; once to the right of the logo in the PIC Primary Dark Grey corporate colour (C60 M40 Y39 K25) and then again in a larger format in a very low opacity.
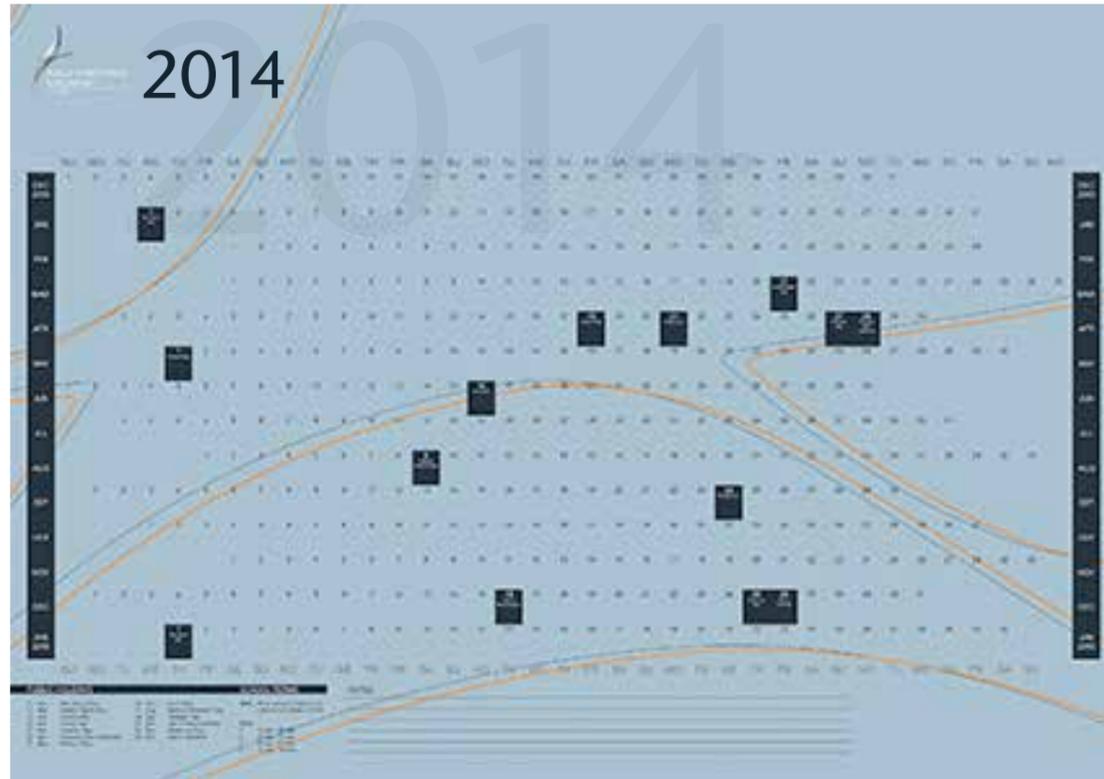
21.38 EXPO BOX

The PIC logo appears in the top right hand corner of the box. The PIC bird outlines can be used on the left of the box to create visual interest. The text must be reversed out in white over the PIC Primary Dark Grey corporate colour (C60 M40 Y39 K25) and PIC Secondary Dark Blue (C79 M46 Y27 K11).

Imagery relating to the text can also be used for visual impact.

21.39 TABLE CLOTH

The full PIC logo must be used on the front, back and on either side of the table cloth. The table cloth must be printed in full colour (CMYK).

The PIC solid bird and outlined logo icons can be used in a creative way to create visual interest and appeal. The tablecloth must be attractive but still remain corporate.

Please see below examples of two colour options.

Table Cloth - Dark Option
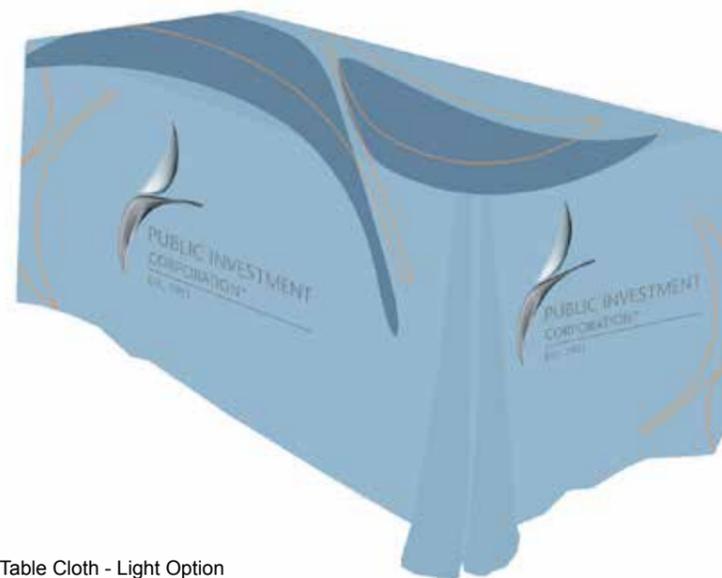

Table Cloth - Light Option

21.40 PROMO TABLE

Option 1 - When the podium is placed away from any other PIC branding materials. The promo table is branded with the PIC logo, slogan and brand elements. A signature image can be added for visual effect.

Option 2 - If the promo table is to be placed in front of a stand or next to other branded material, the podium is branded with visual elements only .

Promo Table - Option 1
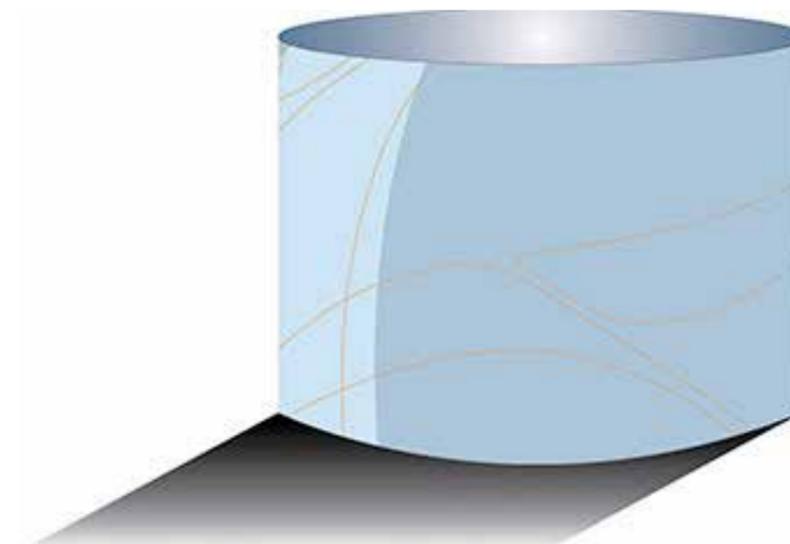
Promo Table - Option 2

SECTION 21

21.41 GAZEBO

The full PIC logo must appear on the front, back and on either side of the gazebo panels. The logo should be centred.

The PIC solid bird and outlined logo icons can be used in a creative way to create visual interest and appeal. The birds in fLight elements can be added to the gazebo design to add another dimension to the design.

Gazebo - Dark Option

Gazebo - Light Option

Public Investment Corporation

SECTION 22

22.1 MAGAZINE COVER

The magazine cover must be striking and captivating, in order to capture the audience. The basic PIC grid and corporate colours must be used.

The logo must appear in the top left corner and the slogan must be centred at the bottom of the cover. For main headings, use Stone Sans 36pts. and Stone Sans 22pts. must be used for sub-headings.

MAGAZINE ARTICLES

22.2 INSIDE SPREAD

The inside spreads must be clean and bold. The PIC bird line drawings are used in a creative way to create an interesting layout. They can only be reproduced in the PIC corporate Primary or Secondary colours.

Headings are typed in Stone San Semi, 14pts. in size, in PIC Dark Orange (C0 M82 Y94 K2). Body copy is typed in Arial Regular, in 11pts. and must be in PIC Dark Blue Grey (C60 M40 Y39 K25).

23.1 OVERVIEW - GRID AND CONTENT

The PIC grid should be used to ensure consistency through out stand panel design. The logo and slogan must always appear on the stand according to the PIC guidelines.

Also follow the PIC grid to position text. Always use a consistent size and style for body text, headings and subtitles. All text must be legible and should not be smaller than 30pt.

Remember you have about "six seconds" to attract potential visitors to your exhibition stand as they walk down the aisles. PIC exhibition stand graphics should be bold, clear and eye catching. PIC exhibition stand graphics should communicate two things - "Who PIC is" and "What PIC does".

Approved signature images should be used throughout all stand panel designs.
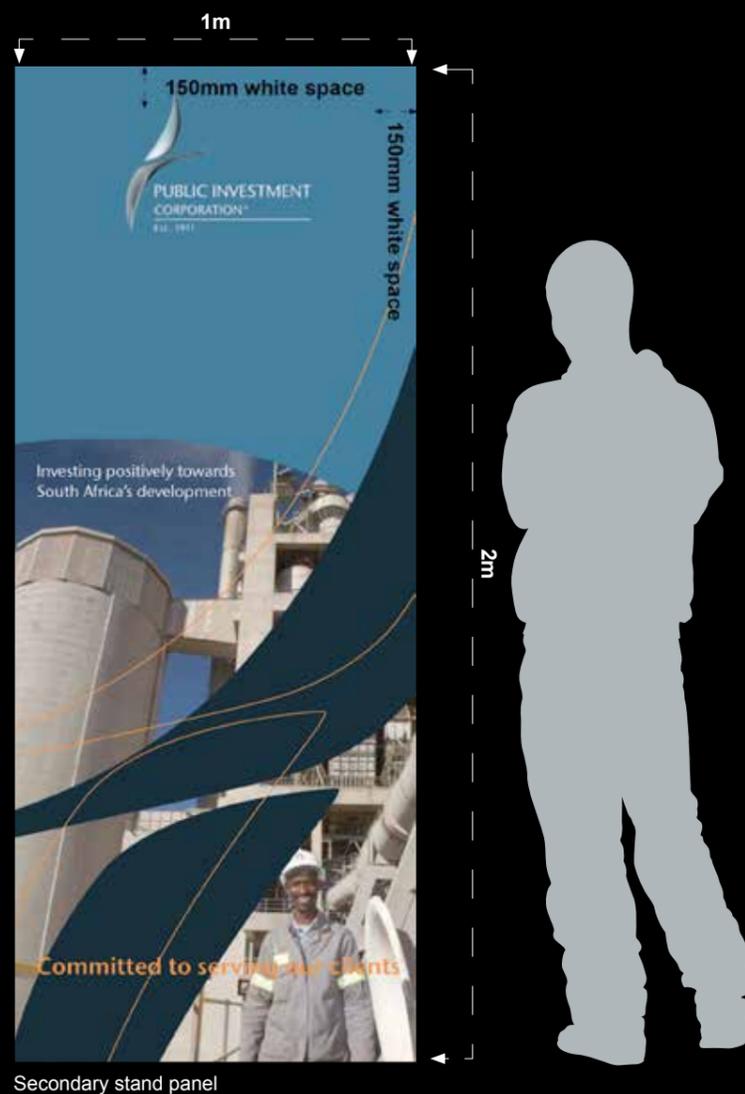
23.2 WALL PANELS

It is essential that PIC exhibition stands appear in a visually consistent manner. Always use the PIC grid to ensure logo and slogan are positioned correctly. Imagery should always reflect the PIC brand. Text sizes should always be legible from distances beyond the stand. Panel printing and construction quality should always adhere to the highest standards in line with the PIC brand.

For best practice, main panel margin area should be 200mm. The Secondary panel margin should be 150mm. The height of the main stand panel should be 2,5m and the width of 3m. The height of the Secondary stand panels should be 2,5m and the width 1m.

1m

150mm white space

150mm white space

PUBLIC INVESTMENT
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Investing positively towards
South Africa's development

2m

Committed to serving our clients

Secondary stand panel

3m

200mm white space

PUBLIC INVESTMENT
CORPORATION®
Est. 1911

200mm white space

2.5m

Committed to serving our clients
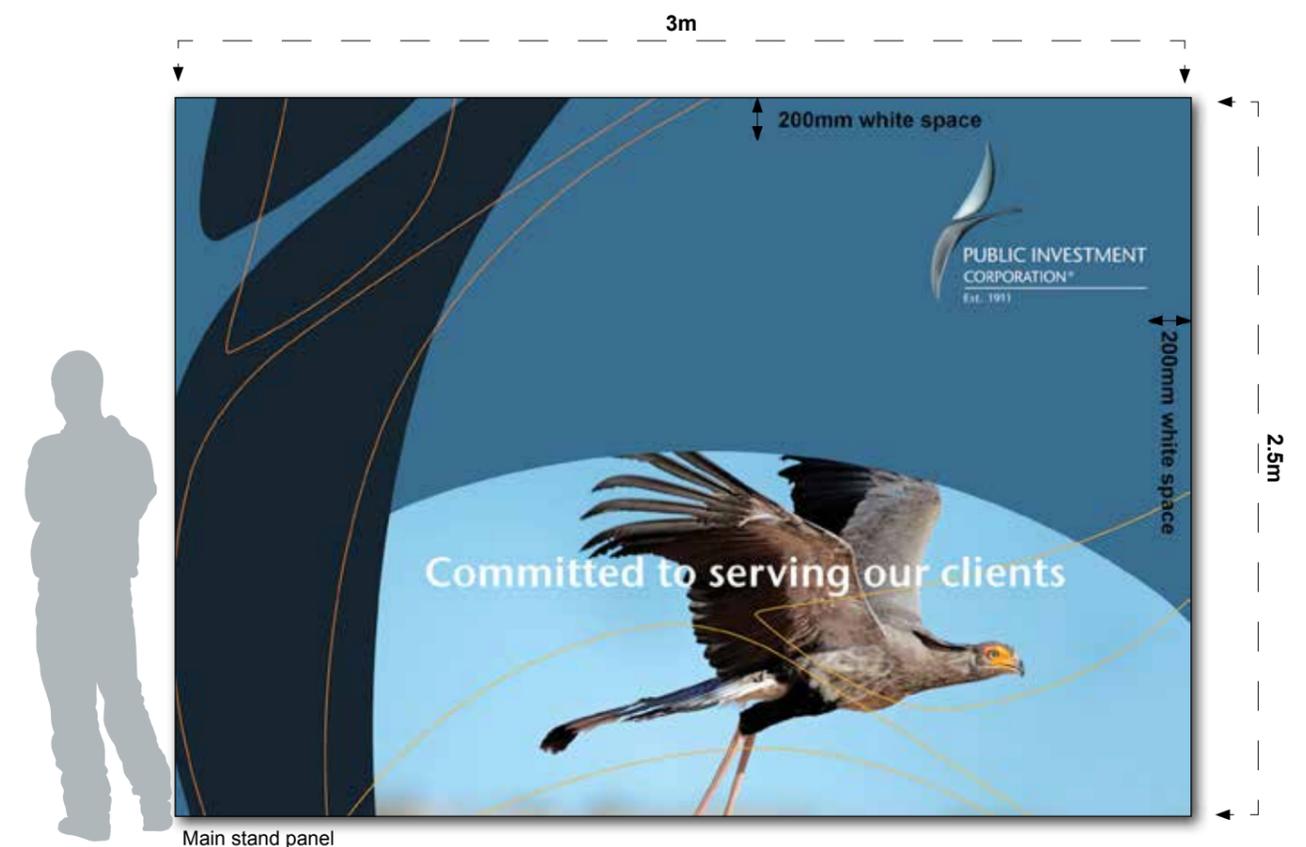
Main stand panel

SECTION 23

23.3 PROJECTION PANELS

It is essential that PIC exhibition stands appear in a visually consistent manner. Always use the PIC grid to ensure logo and slogan are positioned correctly. The projector shines PIC branding onto the projection panel.
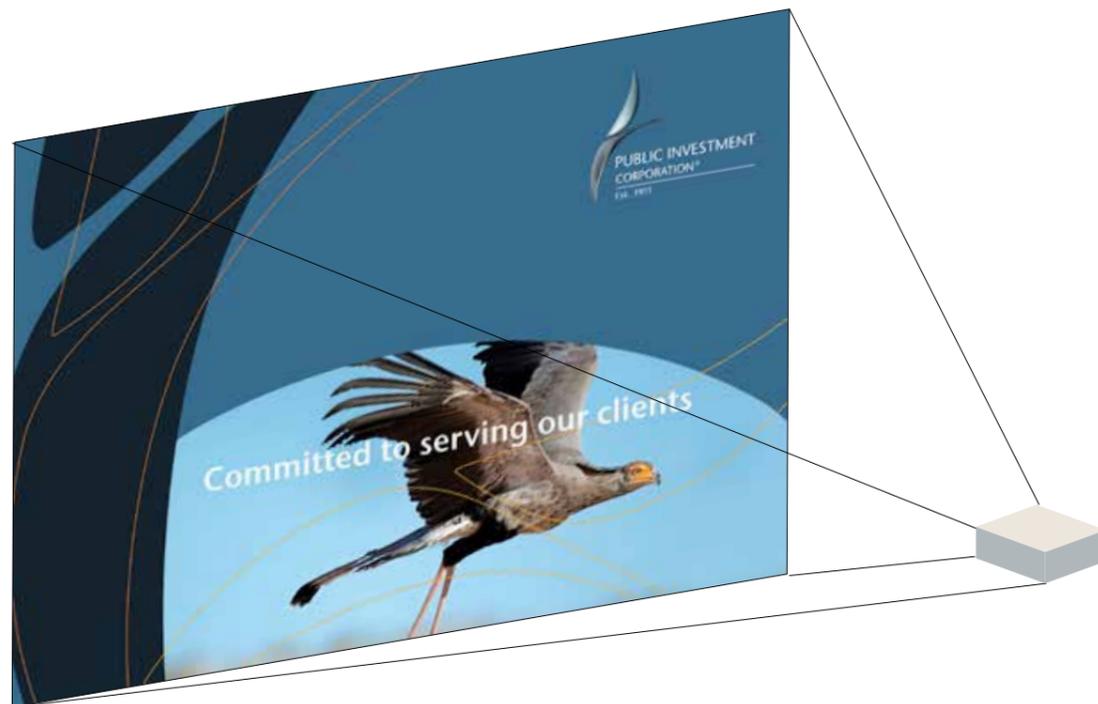
23.4 WALL PANELS WITH HANGING BANNERS

Creativity should guide the design of the stand. Along with the help of the CI document, a visually appealing presentation can be constructed in any space. Wall panels with hanging banners is just one of the visual solutions that can be utilised to showcase the PIC brand. The visuals should always appear as a group, with the hanging elements complimenting the background. From a distance all elements should form a cohesive whole.

The exhibition panels have been combined with separate vertical banners featuring PIC branding. The background wall panels act as a backdrop for the hanging banners. The background panels should consist of the bird solid and outlined logo icons. The banners should hang suspended in front of the background wall panels. Ensure that you do not obscure any elements.

SECTION 24

TRANSITION ANIMATION

24.1 DERIVED PERSONALITY FROM BRAND WORKSHOP

The Animation Transitions guidelines are dependent on the application. The PIC brand is applied to the transitions in line with the overall brand personality. RGB values must be used for on-screen transitions.

The personality and intended use of the audio-visual application should also be taken into account when considering the animation transitions.

The overall look and feel of the audio-visual production, including the Title sequence, voice over and imagery should fit in with the CI guidelines as specified in this document.

The standard PIC animation transition design should be used for the PIC Corporate DVD and other footage to create brand consistency.

On the intro slide, a solid PIC Secondary Dark Blue (R49 G93 B125) shape appears in the left side of the screen. PIC bird line drawings appear in PIC Secondary Dark Orange (R231 G73 B34) and white on the left and bottom of the screen. A thicker PIC bird line appears at the bottom, in PIC Secondary Dark Orange (R231 G73 B34) and the slogan appears above it in the same colour. A solid PIC Secondary Dark Grey (R4 G25 B36) block is placed at the bottom of the slide so the slogan stands out.

On the Secondary slide, the solid Blue shape is coped and placed in the bottom left corner. The bottom area of the slide is faded out so that the "Titles" are legible. The Titles are written in Black and are centred in the middle of the slide, Arial Regular. The title is in 30pts and the position in 20pts.

Committed to serving our clients

John Smith
Managing Director
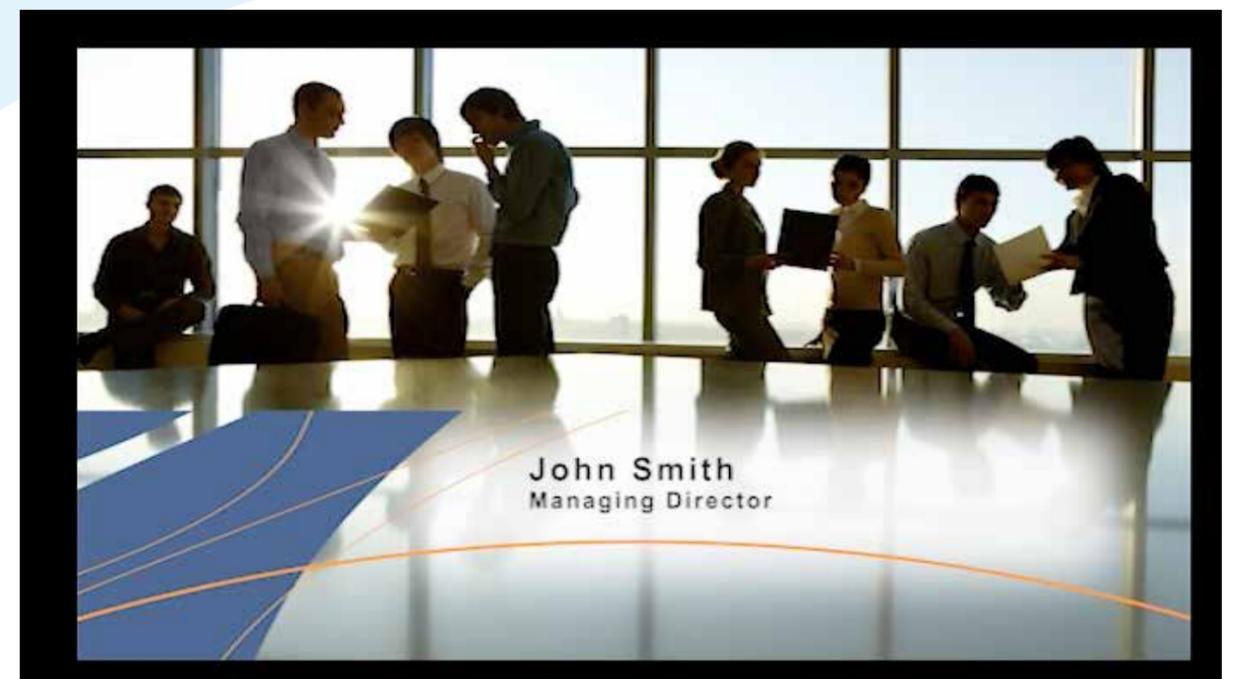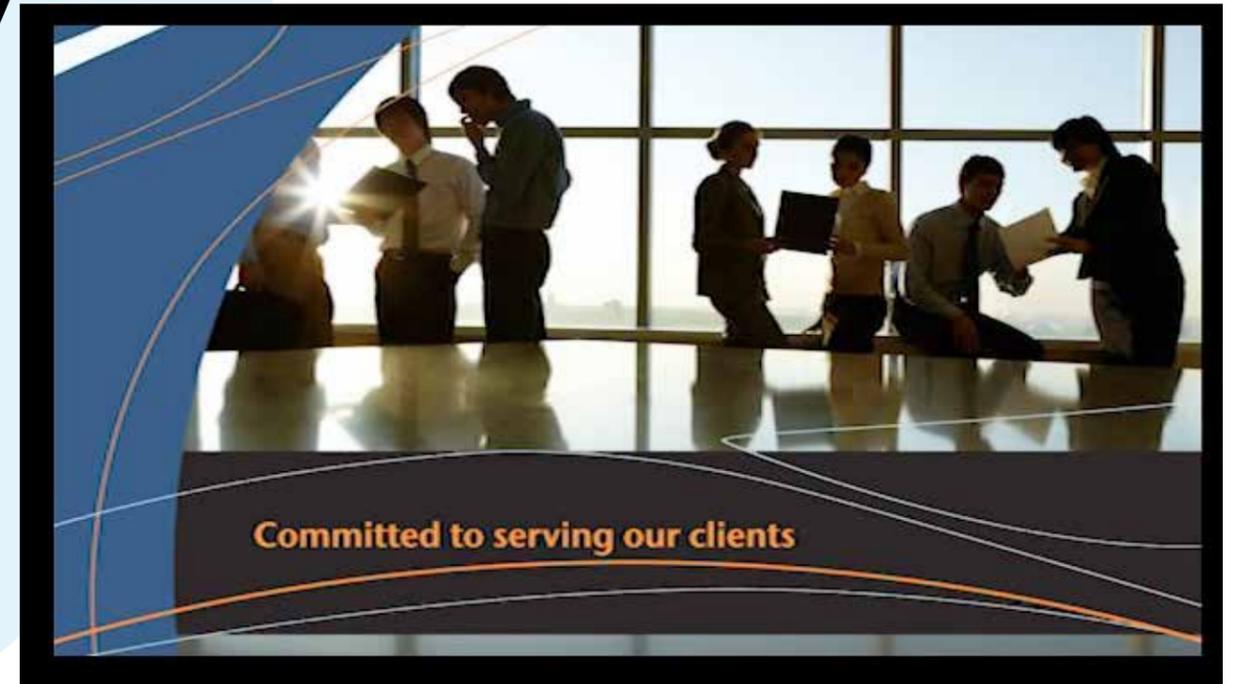
SECTION 25

25.1 GUIDELINES

Co-branding is an important part of the overall brand strategy, as it denotes how the overall brand relates to partners and stakeholders in the market place.

CO-BRANDING GUIDELINES

25.2 CO-BRANDING OF SUB-BRAND AND PROPERTIES

The PIC brand has a relationship with various sub-brands, which should be treated in a consistent manner at all times. The application and proportions of the sub-brands will depend on the relationship between the brands and consistent discretion should be applied when using the PIC brand in conjunction with other brands.

Always keep in mind the exclusion zone around the PIC logo. The same exclusion space should be used around the sub-brand (3 x E). Please refer to Section 2.6 Clear Space and Minimum size. The sub-brand's logo must be centrally aligned to the PIC logo.
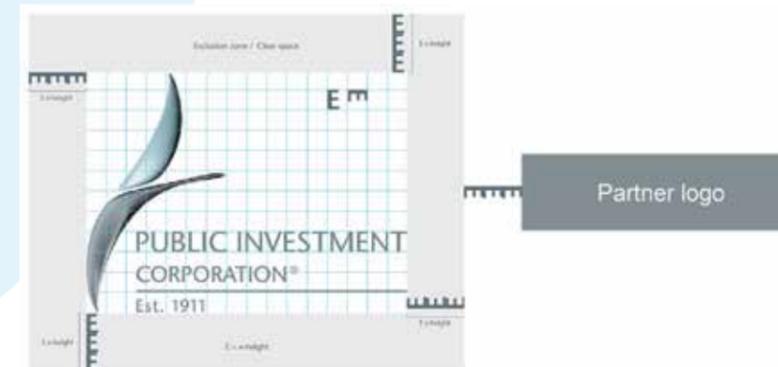
Horizontal application
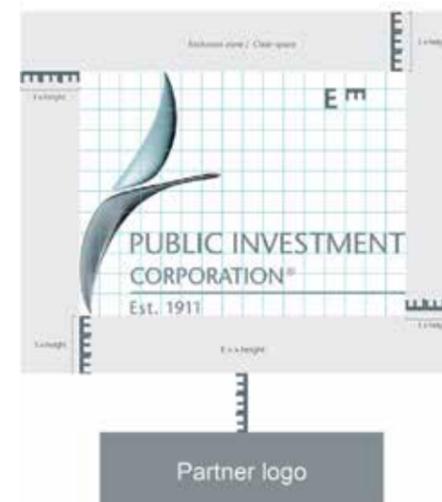
Vertical application

PROPERTY SIGNAGE

26.1 OVERVIEW

Due to the fact that PIC owns several corporate and commercial properties, therefore property signage is very important.

Proper use of the property signage and usage guidelines will communicate to both internal and external customers that PIC does invest in property to aid the economic growth of South Africa. These signs must also support an overall brand building approach across the entire organisation that is consistent with the PIC brand.

26.2 TO LET SIGNS

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. "To Let" signs can be double or single sided, dependant on requirements. Height is dependent on visibility and typeface must be legible.

Arial font family should be used for signage. The typeface size should not be smaller than 400pts for legibility.

The PIC solid bird icons and outlined bird icons can be used to create visual interest.

Option 1

Option 2
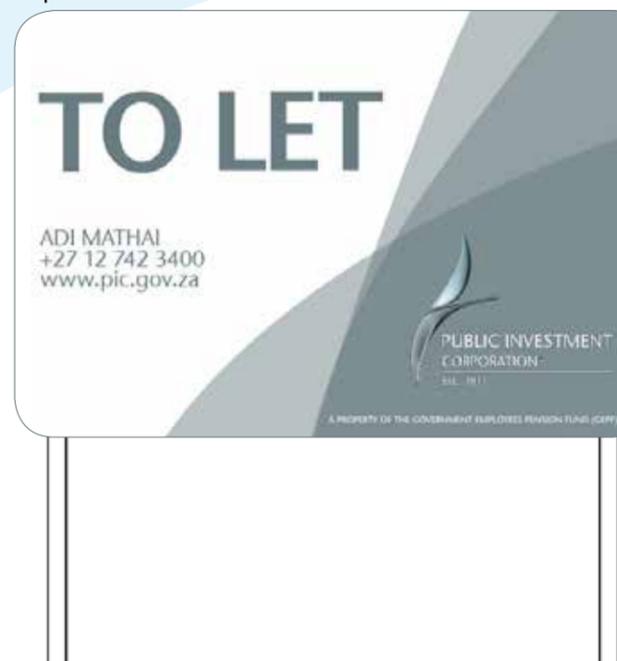
26.3 WINDOW COVERS

Window covers are used on the inside of the windows of building that are "under construction". The window covers are also an extension of the PIC brand and therefore should adhere to all the PIC brand guidelines.

The PIC full colour logo must always appear on the window covers, with the words "To Let" and the PIC website address. The PIC bird logo icons can be added to create visual interest.

Option 1 - Light Option

Option 2 - Dark Option

26.4 THIS PROPERTY BELONGS TO

Option 1 - Light Option

It is essential that the signage system appears in a visually consistent manner. Always use original master artwork and never redraw or distort the logo. "This property belongs to" signs can be double or single sided, depending on requirements. Height is dependant on visibility and typeface must be legible.

The logo should be centred in the centre of the signage board. Arial font family should be used for signage. The typeface size should not be smaller than 400pts for legibility.

Solid and outlined the PIC bird logo icons can be added to create visual interest.

Option 2 - Dark Option

Option 1

26.5 CORREX BOARDS

It is essential that PIC correx boards appear in a visually consistent manner. Always use the PIC grid to ensure logo and slogan are positioned correctly. The projector shines PIC branding onto the projection panel.

The PIC should appear on the left hand side and the PIC bird outlines should appear on the right hand side. The message conveyed must be clear and concise.

Stone Sans must be used for all text and text must be no smaller than 300pts for legibility.

Solid and outlined the PIC bird logo icons can be added to create visual interest.

Correx boards can be in a portrait or landscape format.

Option 2

Option 3

CONTACT DETAILS

Country of incorporation and domicile: South Africa

Nature of business and principal activities: Investment Management

Company registration number: 2005/009094/0**6**

Postal address
Private Bag X187
Pretoria
South Africa
0001

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Directors: Mr Nhlanhla Nene, MP (Chairperson), Mr Elias Masilela (Chief Executive Officer), Dr Daniel Matjila (Chief Investment Officer), Ms Matshepo More (Chief Financial Officer), Mr Trueman Goba, Ms Dudu Hlatshwayo, Ms Sibusisiwe Ngubane, Ms Moira Moses, Mr Roshan Morar, Mr Sebenzile Mngconkola, Mr Vuyo Jack, Ms Rejane Woodroffe.

Company Secretary: Ms Wilna Louw.

For more details, as well as for information on how to contact us and how to access information please visit **www.pic.gov.za.**

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