Corporate Identity Guidelines

The National Research Foundation (NRF) is an agency of the Department of Science and Technology (DSI) and as such it is important to remember all NRF branding, with the exception of stationery such as letterheads, compliment slips and business cards (see section on Stationery), must be accompanied by the DSI logo. The logo requirements for the DSI, therefore, have been included in this manual.

UPDATED 2023

The NRF Primary Logo and logotype

The NRF consists of three main business units, namely:

- Research, Innovation and Impact Support and Advancement (RIISA)
- South African Agency for Science and Technology Advancement (SAASTA)
- National Research Facilities

The National Facilities of the NRF are clustered around three main areas – Astronomy; Biodiversity/Conservation and Nuclear Sciences.

Astronomy

- South African Astronomical Observatory (SAAO)
- South African Radio Astronomy Observatory (SARAO)

Biodiversity/Conservation

- South African Institute for Aquatic Biodiversity (SAIAB)
- South African Environmental Observation Network (SAEON)

Nuclear Sciences

- iThemba Laboratory for Accelerator Based Sciences (iThemba LABS)

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LOGOS

THE NRF Primary Logo and Logotype
Implementing the new NRF corporate identity is dependent on consistently using the logotype family in the correct prescribed fashion, including consistent use of corporate colours and fonts or typefaces.

Press and production ready artwork of the NRF Primary logo is available in various digital formats and can be downloaded from the NRF website or the NRF intranet. Never alter or change the shape of any component of the logo.

If any additional information is required you can contact NRF Corporate Communications.

Clear space
A minimal clearspace should always be maintained around the NRF logo to avoid cluttered or confusing layouts that could detract from your brand image, and to give it some "breathing space" and ensure maximum visibility.

The clear area should never be less than illustrated in the graphic on the left.

Logo size
There is no minimum or maximum recommended logo size, provided that the logo is easily legible to the intended audience and the minimum clear space around the logo is maintained. Do not use the logo smaller than the minimum recommended size, or at any size that compromises legibility. Never stretch, distort, condense or scale the logos disproportionately.

DSI Logo Size
The grid has been carefully devised to assist in establishing the clear space area around the national coat of arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national coat of arms must always be 2XC. The spacing between the national coat of arms and the descriptor to the right must be 2XC.

The primary descriptor (functional name of department, e.g., science & technology) is 15/8XC high. The secondary descriptor (word 'Department') is 11/8XC high.

The tertiary descriptor (full name of department, e.g., Science and Technology) is also 11/8XC high. The Republic of South Africa is 11/8XC high.

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TYPEFACE

NRF Typeface

Helvetica Condensed Bold or Helvetica Neue Condensed Bold is used as the primary font and Helvetica Condensed or Helvetica Neue Condensed as the secondary font.

The full range of Helvetica and Helvetica Neue Condensed fonts including Helvetica Condensed Light and Helvetica Condensed Black as well as their italics/oblique versions can be used in body text in communication materials and advertising. Depending on the design requirements, a mix of the Helvetica typeface weights and styles is permissible.

The typeface in the logos should never be replaced or reset and logotypes of all the units and facilities should be used as supplied since it might have been kerned or adjusted for optimal legibility.

Never alter or attempt to recreate any element of our brand mark.

All the different logos are supplied as ready to use Freehand and Freehand eps files with the fonts/typefaces converted to paths to become objects.

The fonts are supplied to be used on stationery and in brochures, annual reports and newsletters etc.

Where Helvetica Condensed or Helvetica Neue Condensed is not available it can be substituted with the Arial versions to obtain a similar look.

Any use of non-standard typefaces must be approved by the marketing management. All forms of communication must conform to these typeface specifications.

Helvetica Condensed Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Condensed Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Helvetica Condensed Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

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TYPEFACE

science & innovation
Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA

Gill Sans Light Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

Gill Sans Regular
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

Gill Sans Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

DSI Typeface
The only corporate typeface that should be used on all of DSI material should be Gill Sans.

Please adhere to the usage of this typeface at all times to give the DSI brand a sense of consistency and uniformity.

Gill Sans Bold
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

Gill Sans Light
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

Gill Sans Bold Italic
ABCDEFGHIJKLMNOPPQRSTUVWXYZ
abcdefghijklmnoppqrstuvwxyz
1234567890&$!@?:;,.

science & innovation
Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA

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NRF National Research Foundation

COLOUR PALETTE

An organisation's brand colours set it apart and consistent, appropriate use of these colours are essential in conveying an image of quality and to help reinforce the brand.

To ensure predictable print reproduction and legibility of the NRF logo across various printing formats, both CMYK (Four process colour) and the internationally recognised Pantone® colour system specifications are supplied.

Whenever corporate colours are reproduced using methods other than printing they need to be visually matched as closely as possible to these specified colours.

Because most corporate communication materials and brochures are produced in full colour (Process colours) it is recommended that the logos be used preferably in full process colours (CMYK).

If stationery is printed using spot colours the Pantone specifications should be used if CMYK cannot be used. We strongly recommend printing stationery items in CMYK Process colours for maximum consistency across the full range of NRF communications.

The Pantone matching system colours can be matched in sRGB and HTML. sRGB is calibrated RGB optimized for the vast majority of computer monitors, operating systems and browsers and is the default colour space for the World Wide Web. This allows colour to be reproduced and displayed in a single, unified method that provides for viewing consistency from monitor to monitor without modification. When working in your software, create the colour by entering the values supplied into the space provided for either RGB or HTML code.

Please note that colours will behave differently on different office printers, monitors and projectors. Always use the values provided here to ensure consistent internal colour reproduction within acceptable variances.

NRF COLOUR PALETTE

■ BLACK
PANTONE: 100% Process Black
CMYK: C: 0; M: 0; Y: 0; K: 100
RGB: R: 0; G: 0; B: 0
HTML: 000

■ RED
PANTONE: 185
CMYK: C: 0; M: 100; Y: 90; K: 0
RGB: R: 224; G: 0; B: 52
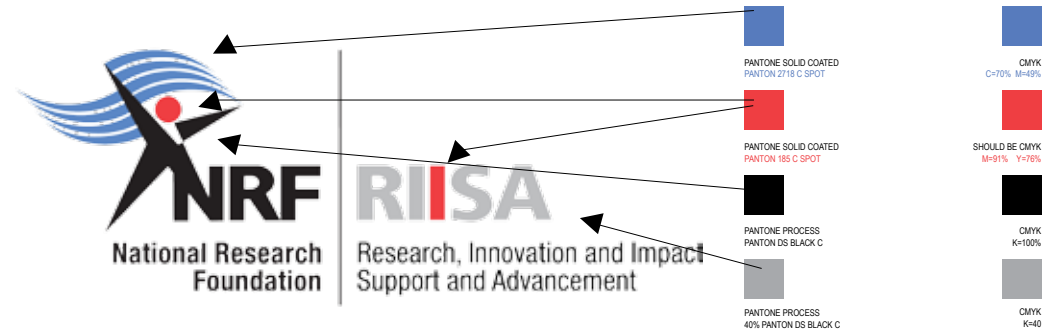HTML: F23E47

■ BLUE
PANTONE: 2718
CMYK: C: 70; M: 49; Y: 0; K: 0
RGB: R: 90; G: 133; B: 215
HTML: 587BBD

■ GREY
PANTONE: 40% tint of Black
CMYK: 40% tint of Black
RGB: R: 167; G: 169; B: 172
HTML: 999999

One Colour
The preferred version of the NRF logo will be the full colour version. In the event of limited colour printing the following use of the NRF logo is permissible.

PANTONE SOLID COATED
PANTON 2718 C SPOT

CMYK
C=70% M=49%

PANTONE SOLID COATED
PANTON 185 C SPOT

SHOULD BE CMYK
M=91% Y=76%

PANTONE PROCESS
PANTON DS BLACK C

CMYK
K=100%

PANTONE PROCESS
40% PANTON DS BLACK C

CMYK
K=40

- Black on a white or light coloured background and
- White on a black or dark coloured background.

The full colour logo should be used with great sensitivity on coloured or photographic backgrounds, always assuring that the background colour or image does justice to the logo and the image that the organisation would like to portray. If there is not enough contrast for the logo to be clearly visible, it should not be applied in this fashion. Any use of the logo in such a fashion should be cleared with the Brand Communications Manager/Custodian.

The preferred version of the NRF Facility and Unit logos will be the full colour versions. In the event of limited colour printing the following use of the NRF Secondary logo is permissible.

- Black and grey on a white or light coloured background and
- White and grey on a black or dark coloured background.
Please note that the Facility or Unit name will remain in a 40% tint of black.

DSI COLOUR PALETTE

The colour palette comprises the colours below. Please be advised to use the correct colour breakdowns set out alongside.

▨ PANTONE: 143C
CMYK: C: 0; M: 37; Y: 100; K: 0
RGB: R: 249; G: 103; B: 28

▨ PANTONE: 152C
CMYK: C: 0; M: 60; Y: 100; K:0
RGB: R: 239; G: 71; B: 24

▨ PANTONE: 1245C
CMYK: C: 0; M: 35; Y: 100; K: 25
RGB: R: 180; G: 110; B: 18

▨ PANTONE: 127C
CMYK: C: 0; M: 11; Y: 63; K: 15
RGB: R: 216; G: 168; B: 81

▨ PANTONE: 146C
CMYK: C: 0; M: 55; Y: 100; K: 41
RGB: R: 135; G: 69; B: 21

▨ PANTONE: 485C
CMYK: C: 2; M: 93; Y: 99; K: 0
RGB: R: 224; G: 31; B: 22
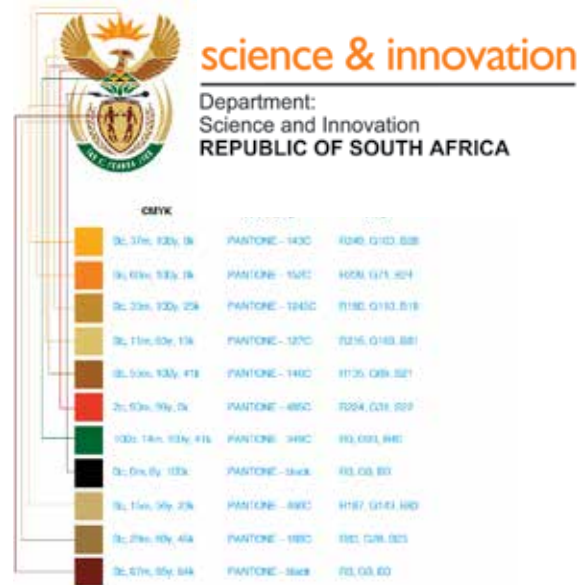
▨ PANTONE: 349C
CMYK: C: 100; M: 14; Y: 100; K: 41
RGB: R: 0; G: 93; B: 40

▨ PANTONE: black
CMYK: C: 0; M: 0; Y: 0; K: 100
RGB: R:0; G: 0; B: 0

▨ PANTONE: 466C
CMYK: C: 0; M: 15; Y: 56; K: 23
RGB: R: 187; G: 143; B: 83

▨ PANTONE: 188C
CMYK: C: 0; M: 29; Y: 69; K: 45
RGB: R: 83; G: 26; B: 23

▨ PANTONE:
CMYK: C: 0; M: 87; Y: 85; K: 64
RGB:

One Colour
One colour solid logos should only be placed on a solid background, preferably white or black. This will apply primarily on signage and corporate gifts. Please avoid placing logos on textured or patterned backgrounds. The reverse version should only be placed on 100% black to 30% black backgrounds, excluding promotional elements where it may also be embossed.

MULTIPLE FACILITY LOGO USE OR CO-BRANDING

There are instances when more than one of the different unit or facility logos are used together on one item of corporate communication material, e.g. posters, brochures, reports etc.

In the event of more than one logo being applied on one document where various facilities are involved in, or collaborating on a specific project, the logos should be used in the manner shown here. Only the first logo will be used in full with the NRF logo and logotype, and only the facility or unit side of the additional logos will then be added as shown.

There is no need to use the line "A Facility of the National Research Foundation" or "A Business Unit of the National Research Foundation" as the NRF logo already forms part of the logo, making it clear that they are part of one organisation.

In the event of co-branding with a third party other than the DSI, designs are to be

referred to the manager of Corporate Communications for advice or approval.

Using the NRF, National Research Facility or Unit Logos with the DSI Logo
The DSI logo must accompany the NRF National Research Facility or Unit Logo.

- The DSI logo should always appear on the left with the NRF, National Research Facility or Unit logo on the right within the white strip allocated for this specific purpose.
- Both the DSI and NRF, National Research Facility or Unit logo should be the same height. The NRF, National Research Facility or Unit logo may not overpower the logo of the DSI.
- The primary colour of the NRF, National Research Facility or Unit must be incorporated into the look and feel of the specific media application. It is allowed to replace the corporate blue of the DSI with the specific primary colour of the NRF, National Research Facility or Unit.

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MULTIPLE FACILITY LOGO USE OR CO-BRANDING

Backdrop

Welcome

PROJECT TITLE

Sports shirt and jacket

General departmental and special projects. These examples are shown to illustrate the usage of the emblem.

DEPARTMENT OF SCIENCE AND TECHNOLOGY

PROJECT TITLE

DL brochure

www.dst.gov.za

DEPARTMENT OF SCIENCE AND TECHNOLOGY

PROJECT TITLE

science & innovation
Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA

National
Research
Foundation
NRF

STATIONERY

NRF Generic A4 Letterhead

The letterhead on the left is shown at reduced size.

Letterhead actual size:
A4 = 297 mm x 210 mm.
A – Logo signature: 22 mm high.
B – Blue holding shape at top of letterhead image that has all contact info added to the header.
C – Contact address information is part of the header for uniformity.
D – Folding mark hairline.
E – Web address: Part of the header image
F – The names of the NRF Board Members is at the bottom of the letterhead below a blue line. This is also an image.
G – The font and layout used for ordinary correspondence using the approved NRF letterhead is Arial 11 pt, single-spaced with paragraphing either left justified or justified on both the right and left margins.
H – The e-mail address and telephone/cell phone number of the correspondent

may be included after their name and position on the signature line.
I – DSI and all other funders to be acknowledged in the body of the letter.

NRF National Facilities and Units
All NRF Executives, MDs, Facilities and Business Units have their own letterheads. However, the same layout and sizes as used in the generic letterhead is used for all letterheads. RISA is to use the NRF letterhead.

Please note that the X-height for all the different facility and unit logos always remains the same.

Example of the SARAO letterhead (right) showed at reduced size.
Example of SAASTA letterhead (right) shown at reduced size.

front cover

main slides

PowerPoint Presentation Slides
The NRF maintains PowerPoint templates which feature the correct DSI, NRF, National Research Facility and Unit logos and layout and which are obtainable from the OneNRF Intranet site.

STATIONERY

NRF Compliment Slips

Refer to the actual size layout grid for the compliment slip below.

The compliment slips are shown at actual size.

Compliment slip actual size:

A4 = 99 mm x 210 mm

A – Logo signature: 22 mm high.

B – Blue holding shape at top of letterhead and compliment slip: Construction details included below. Also available as an eps file that includes 3 mm bleed on top and sides.

C – Contact address information: 8 point on 9.4 Helvetica Condensed Light upper and lower case. Aligned left. Black. Track: 10

D – With compliments: 8 point Helvetica Condensed Bold. Black.

E – Web address: 8 point Helvetica Condensed Bold. NRF Corporate blue: 70% cyan 49% magenta

X – The height of the logo (22 mm) to remain the same for all facilities.

NRF Business Cards

Business card actual size: 50 mm x 90 mm.

A – Logo signature: 15 mm high.

B – Same blue holding shape element at top of letterhead and compliment slip rotated 90° and reduced to business card height and blue extended to bleed off the card on the right hand side.

C – Contact address information: 7pt on 7.5 point Helvetica Neue LT Com Condensed Light upper and lower case. Aligned right on left collumn and aligned left on the right column.

Black. Track: 10.

D – Name: 7 on 7.5pt Helvetica Neue LT Com Bold.

E – Qualifications: 7 on 7.5pt Helvetica Neue LT Com Condensed Light.

F – Position: 7 on 7.5pt Helvetica Neue LT Com Medium Condensed.

G – Web address: 7pt Helvetica Neue LT Com Condensed Bold.NRF Corporate blue: 70% cyan 49% magenta.

X – The height of the logo (15 mm) to remain the same for all facilities.

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Multiple Facility Logo Use or Co-branding

Please not the following for multiple facility use or co-branding purposes.

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Monochrome use of the NRF Secondary Logos

Incorrect Use of the NRF Logo Family

The NRF employs a very straightforward approach to applying its corporate identity or logo family. In fact, applying its logo incorrectly is more complicated than adhering to the guidelines contained in this manual.

The examples shown here are some variations of the logo and corporate signature that should never be used. These examples are not the only possible instances of incorrect usage but they offer a sample of what to avoid.

The logo should never be positioned on a dark or coloured background that doesn't allow the logo and the corporate colours to stand out in contrast or that overpowers the corporate colours of the NRF logo.

The logo should also never be stretched or condensed or distorted in any way. It should also never be used in outline or with a white hairline or halo around it.

Using secondary logos or graphics of other institutions in conjunction with the NRF brand is subject to the approval of the NRF Brand Communications Manager.

Freehand files and Freehand eps files are available for printing. You may also ask for GIF, JPG and TIFF files suitable for presentations. Adobe Photoshop PSD files and Illustrator eps files can be requested for creating custom artwork or designs.

Always use approved digital artwork available from the Corporate Communications Office of the NRF.

In the event of uncertainty regarding the correct use of the NRF Corporate Identity, contact the NRF Corporate Communications Manager.

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Incorrect Use of the NRF Logo Family