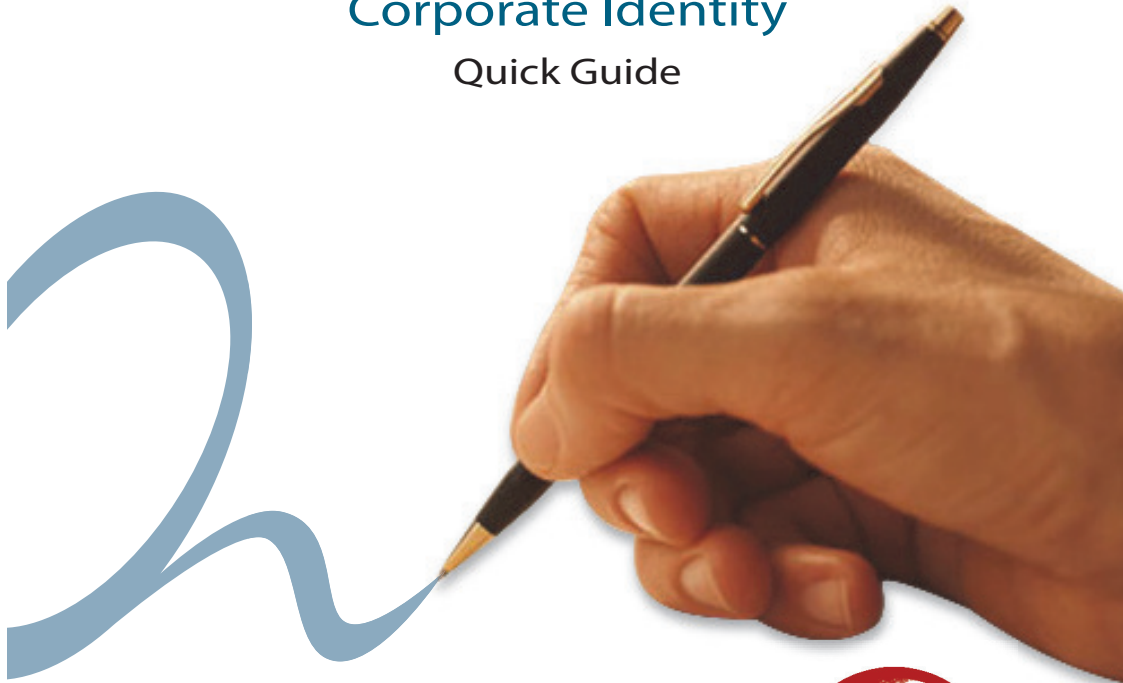




## Corporate Identity Quick Guide



An initiative of: SAQA, Umalusi, CHE and QCTO





## The NQF personality

Just as individuals have distinctive personalities, so too do organisations. This corporate personality becomes real and tangible when there is a collective ownership. This means that everyone in the organisation, on every level, believes in its philosophy, supports its goals and works together to achieve the best possible outcome.

A corporate identity is more than merely a logo or letterhead; it's how you conduct business and how you live the corporate culture every day. The NQF prides itself on the excellence it brings to our nation's education. Our identity is synonymous with quality, accessibility and progress. Through an ongoing process the NQF aims to communicate and educate South African society on its importance and focus on creating more awareness.

This Corporate Identity Guide is convenient for easy reference to the elements that comprise the NQF's corporate identity. Here you will find everything you need to know about how the NQF presents itself to internal and external stakeholders. The objective of the guide is to allow staff members to familiarise themselves with the National Qualifications Framework's visual identity and how this expresses the values and ambitions of the NQF.

A corporate identity belongs to everyone in the organisation – live it and make it your own.

[ authenticity   quality   education ]

## Logo Composition

Full Colour



Reversed



## Corporate Colours




Blue evokes authority, dignity, security and faithfulness

It is one of the most popular colours among logos and can be seen extensively in education, government and medical logos.

### CMYK / PROCESS


	C	100
	M	43
	Y	25
	K	24

 70% Tint

 50% Tint


### RGB


	R	0
	G	97
	B	130

 70% Tint

 50% Tint

### SPOT

	Pantone 7470
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	Pantone Process Black Black 100%
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## Corporate Font

Lucida Grande

The quick brown fox jumps over the lazy dog	9 pt
The quick brown fox jumps over the lazy dog	10 pt
The quick brown fox jumps over the lazy dog	12 pt
The quick brown fox jumps over the	15 pt
The quick brown fox jumps	20 pt

## Electronic Typeface

Arial

The quick brown fox jumps over the lazy dog	9 pt
The quick brown fox jumps over the lazy dog	10 pt
The quick brown fox jumps over the lazy dog	12 pt
The quick brown fox jumps over the lazy	15 pt
The quick brown fox jumps over	20 pt

# Stationery

Powerpoint templates

Heading for Title Slide  
Sub-heading

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Heading content fits here comfortably

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# Stationery

## Letterhead



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