

GUIDELINES FOR BRANDING

22 February 2008

WOSM is currently collating a Branding manual that will have examples of all the branding, rules and guidelines.

Once we have received it, it will be put on CD and distributed.

In the mean time there are a few guidelines already set out:

1. The new stationary must be used from 25 February 2008.
2. When using the electronic letterhead/fax sheet for e-mails protect the document before it is sent, otherwise anybody else can just copy the logo.
3. For the body text within letters and faxes the Verdana font must be used.
4. District/Group letterheads: It is up to the District or Group if they want to use colour letterheads. Districts and Groups can use the Fax sheet template for their letterheads. The District/Group name and address is placed on the left hand side below the colour strip of the Province. The font is Verdana and the size of the group name is 10. The font of the address is Verdana and the font size is 7. Attached is an example. Those that would want to order colour letterheads will have to do so through SAHQ via the Provincial headquarters.
5. Event letterheads: It is up to the Event team if they want to print colour letterheads or use the Provincial letterheads or use the Fax sheet template for their letterheads. The Event name and address is placed on the left hand side below the colour strip of the Province. The font is Verdana and the size of the event name is 10. The font of the address is Verdana and the font size is 7. Attached is an example. Those that would want to order colour letterheads will have to do so through SAHQ via the Provincial headquarters.
6. Logos: If a group/event has a logo which they want to include in the letterhead, it can not be bigger than 2cmx2cm. Please see attached documents for the placement of it on the letterhead.
7. Business cards need to be ordered from SAHQ through the Provincial headquarters.

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