



Brand Manual



Quantity
Surveyors'
Registration
Council

we regulate for your success

CONTENTS



Overview	3
Brief Background	4
Core Values and Value statements	5
QSRC Logo Development History	7
Logo symbol	8
Brand Icon	9
Visual Identity Logotype	10
Colour Specifications	11
Primary Typeface	12
Photography Style Guide	13
Stationery & Office Signage	14
Print Advertising	23
Eventing Collateral	26
Branded merchandise	27
Vehicle Livery	28
Glossary	29



BRAND



Overview

Corporate identity is a critical component of our efforts to communicate the vision, mission and values of the Quantity Surveyors' Registration Council (QSRC). In order to accurately reflect the QSRC brand, our corporate identity is expressed in a variety of contexts:

1. Visually (e.g., the QSRC logo)
2. Verbally (e.g., vision and mission, and brand essence (i.e. values))
3. Conceptually (e.g., brand positioning and brand communication)

The QSRC Brand Manual is a set of guidelines or rules, which ensure that the integrity, strength and consistency of the QSRC Brand are maintained.

This document will explain and elaborate the standards that all marketing and communication tools used by the Council must adhere to, to reinforce the Council's credibility with their Members, Stakeholders, Employees and the public.

Value

The QSRC Brand is one of the Council's most valuable assets and it is essential that everyone understands the value of the brand and knows how to use it.

Understanding

This Manual operates at two levels:

- To explain why employees, distributors, marketing agencies and all 3rd party suppliers should use the brand to achieve business objectives
- To provide practical instructions on how to use brand elements consistently.

Consistency

A key goal of the QSRC Brand Manual is to reinforce a consistent perception of the Council. It ensures that all parties handling the brand, use its' elements consistently by providing information and tools, and by setting standards for using brand names, logos, typefaces and other design elements in advertisements, publications and merchandise.

The Manual gives the Council control over the way other people use the brand so that its visual appearance is always consistent, across all communication mediums.

The Manual serves as reference material for all those who handle the QSRC brand:

The purpose of this document is to provide clarity and guidelines for the proper expression of the above elements to both internal and external stakeholders.

Internal:

- QSRC Employees

External:

- Advertising/Marketing & Design Agencies
- Signage & Apparel Suppliers
- All 3rd party suppliers handling the QSRC brand for production

Brief Background

Because of the need to nurture and develop the Profession and Practice of Quantity Surveying in Botswana, the Quantity Surveyors of this country joined together to establish the Institute of Botswana Quantity Surveyors (IBQS), in 1996.

IBQS could not accomplish all its objectives as it set out to do because it was just a voluntary association/body which could not force people to join thus making it difficult to enforce some of its objectives, like regulating the profession. Therefore, the Quantity Surveyors through IBQS pushed for the Government of Botswana to pass the Quantity Surveyors' Registration Act which made it possible to regulate the QS profession, and the Act was passed in 2013. The Act called for the establishment of a Council to be known as the Quantity Surveyors' Registration Council. The Quantity Surveyors Registration Council (QSRC) is a professional regulatory body established in terms of the Quantity Surveyors' Registration Act, 2013 to regulate the activities and conduct of Quantity Surveyors in Botswana. The QSRC came into effect in 2013 following the passing of the Quantity Surveyors' Registration Act on the 4th October 2013. The Act was to establish the Quantity Surveyors' Registration Council; to provide for the regulation of the practice of quantity surveying and for the matters incidental thereto.

The Council is made up of 7 members as follows:

- i) One person eligible for registration under the Act, appointed by the Minister
- ii) One person from outside the Quantity Surveying profession, appointed by the Minister
- iii) The Director of the Department of Building and Engineering Services, or his/her appointed representative, who shall be an ex-officio member; and
- iv) Four persons eligible for registration under the Act, elected by the Institute (duly registered and recognized as representing Quantity Surveyors in Botswana) upon notification from the Minister to elect members, of whom at least three (3) shall be from the private sector.

The appointments were Gazetted on 1st June 2014 but effective 1st April 2014 and valid for specified periods. The Council members were inaugurated by the then Minister of Infrastructure Science and Technology (MIST), Honourable Johnie Swartz accompanied by his Permanent Secretary, Deputy Permanent Secretary and other MIST officials on the 10th of July 2014. As a parastatal, QSRC operations are currently funded by quarterly government subventions however systems will be put in place for the Council to be self-sustained as time progresses.

The Council is also expected to promote performance, excellence and professionalism by ensuring that all Quantity Surveyors adhere to laid down rules and regulations, code of conduct, as well as registration and implementation of control measures.

The objectives of QSRC are to:

1. Protect the interests of members of the public in any dealings with QS's
2. Maintain the integrity of the profession of quantity surveying
3. Ensure compliance with set ethics and standards within the QS profession
4. Encourage research and development of the QS profession.
5. To register and regulate QSs in Botswana

C. Core Values and Value statements

Mandate

To register, regulate, monitor, develop and promote the Quantity Surveying profession in Botswana.

Vision

To develop of the Quantity Surveying profession in Botswana to international standards.

Mission

To regulate Botswana's Quantity Surveying profession by prioritising competence, integrity and professional ethics; in accordance with applicable laws, policies, standards and international best practice.

QSRC Values

Professionalism - We are dedicated to quality, timeliness and excellence in our service and live up to the commitments we set. We perform our tasks and deliver our outputs to the best of our ability with a focus on continuously improving quality, productivity and professional development in line with international professional standards.

Integrity – We are honest and adhere to ethical principles.

Transparency and accountability – We are clear and open while exercising our mandate. We recognize our obligation to bear the consequences of our actions and decisions.

Equality and Fairness – We perform our functions and duties in ways that are just, unbiased and non-discriminatory.

Stakeholder sensitivity/Customer Focus – We identify key stakeholders locally and globally and address their interests.

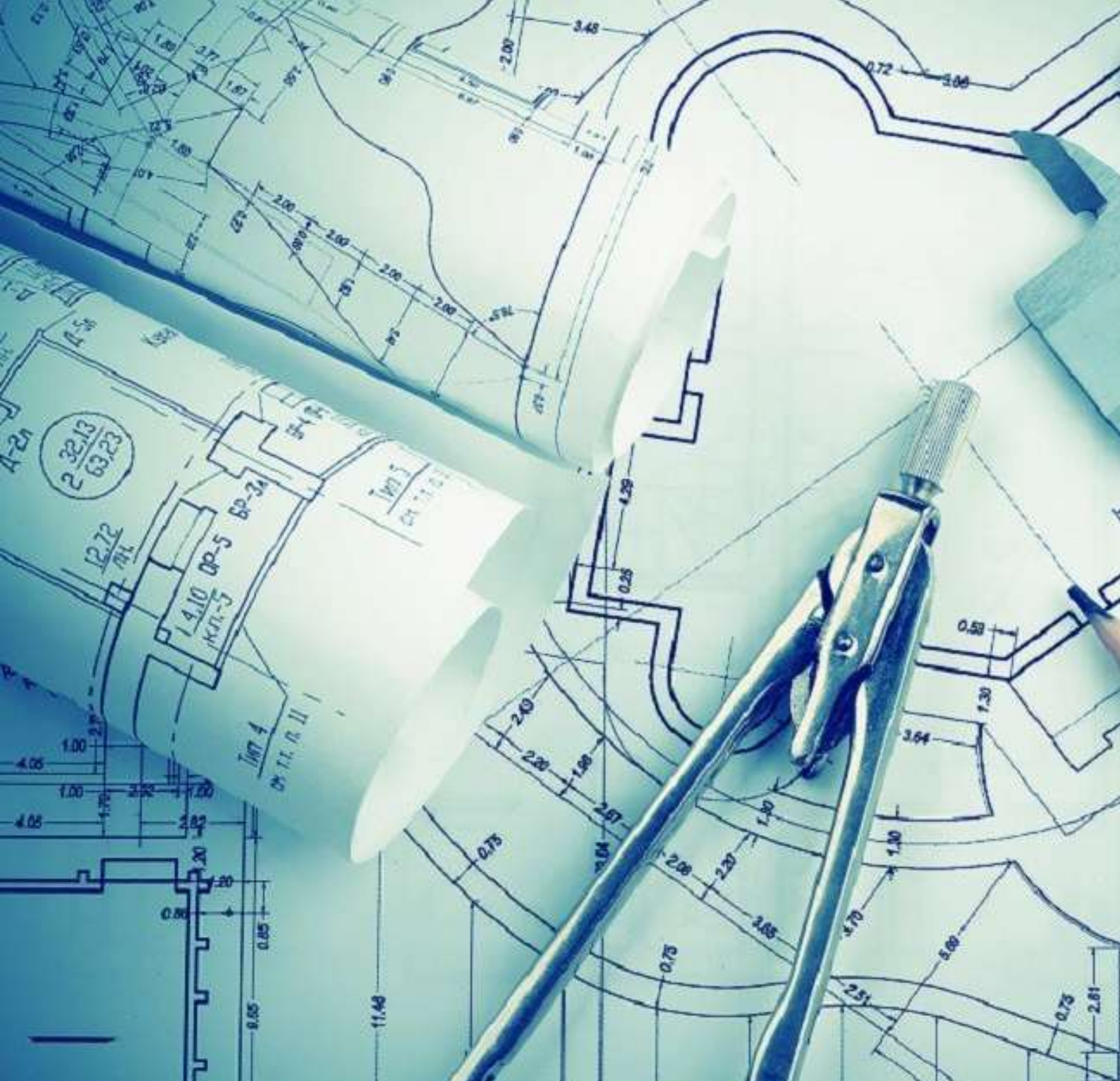
Teamwork - We embrace togetherness, promote and support a diverse, yet unified, team. We believe in partnerships and collaboration while maintaining individual accountability. We combine resources, competences, skills and work as a team in pursuit of our Vision.

D. Brand Etiquette

A brand is more than a name, or a logo, or corporate colour; it is the collective impression that an organization's products or services leave on the public. It is the essence of an organization, that x factor that separates it from the others.

It is seen as one of the most valuable assets to an organization. It is the face of the organization; an identifiable logo, tagline, color and general perception the public has from interacting with the Brand. Because it represents the soul of the organization, it is important to uphold it's integrity; the strength of the Brand through consistency.

"A person has a soul. A product/service has a brand."



A brand looks consistent when we have a clear view of its build up, it's proportions, colours and typefaces. This section really deals with all the Do's and Dont's when handling the QSRC Brand elements.

Section applies to:

- a) Internal;
 - Primary: QSRC Communications Department
 - Secondary: All QSRC Staff
- b) External;
 - Advertising/Marketing & Design Agencies
 - Signage & Apparel Suppliers
 - All 3rd party suppliers handling the QSRC Brand for production

QSRC Logo Development History

22nd April 2015 - the Council decided to call for a logo design proposal from IBQS members to create a logo that will reflect the QS identity in line with the QSRC mandate, as the Quantity Surveyors themselves would have a clearer understanding of the QS function than a Graphic Designer.

The proposal submission period ran for 2 weeks and only two (2) submissions were received from the IBQS members on the 7th of May 2015.

8th July 2015 - the Council compared the two submissions and decided to adopt the submission from Mr. Arumugam S Sasitharan (Sasi) who was also a Council member at the time. The original design from Sasi was as follows;



Due to the time it would take for full development of the logo from the design sketches received and the urgency for the QSRC to have a letterhead for communication; the council decided to use an interim temporary logo as a simplified format from a graphic designer. The interim logo is as shown below;



18th August 2015 - it was agreed by the Council that a graphic designer must be appointed to redevelop the Logo as submitted by Sasi. The Council decided to use "Purple" as the main colour as this was traditionally used for QS identity together with "Grey" in lieu of the proposed colour of Blue and Black by the graphic designer.

The appointed graphic designer developed many different proposals from the original sketch design and in April 2016, the Council adopted the QSRC logo as follows;



The logo represents the following as interpreted by the original designer;

1. Logo includes and represents ALL letters of "QSRC"
2. The Ruler mark in the letter "R" represents a "Scale Ruler" which is a traditional primer tool of a Quantity Surveyor used for measuring
3. The mark in the end tail of the "R" leg represent a "Pen" which is used for writing and indicates the Registration aspect
4. The name "Quantity Surveyors' Registration Council" is added to the logo to give a full description of the Council as well as the first letters that represent the short name "QSRC"
5. The colour "Purple" represents the traditional QS colour used on the construction site name boards and "grey" as adopted by the Council.

Logo symbol

Our logo symbol is distinctive and instantly recognisable and comprises the following custom elements:

- 1 - The Stylised letter Icon
- 2 - Arial Type face

* All applications of the logo symbol is subject to approval by the QSRC.



Brand Icon

The sanctity of the QSRC icon should be protected at all costs. All things considered, its handling must always be done by the QSRC Communications Department. In the event that one has to use it for an emergency QSRC Document, the following must be observed.

This is our Icon



Never

~~Quantity
Surveyors'
Registration
Council~~



~~Quantity
Surveyors'
Registration
Council~~



~~Quantity
Surveyors'
Registration
Council~~

~~Quantity
Surveyors'
Registration
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Visual Identity Logotype

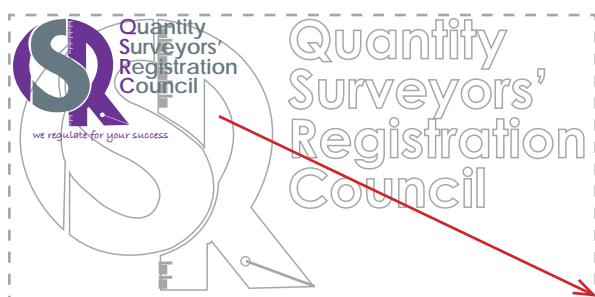
Our logotype is unique. It should never be redrawn or substituted with the typeface that inspired it. Our logotype is never translated. The minimum area of isolation protects our logotype from visual clutter. No graphics or textured background elements may trespass within this area to maintain the integrity of our logotype including the full legal name of the Council (QSRC).

In cases where the logotype needs to be reproduced on a smaller scale and the legibility of the the full legal name of the Council is jeopardised, it must be removed.

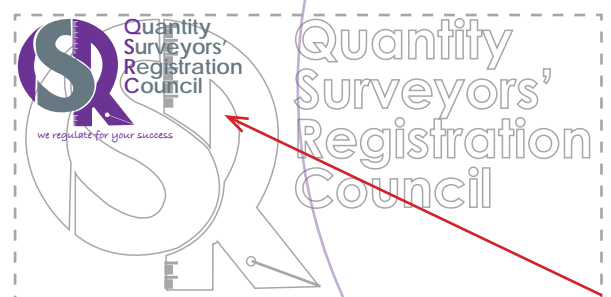
The minimum size for the logotype without the full legal name of the Council is 35mm wide.



* The Minimum logotype is 35mm wide



To enlarge - Drag the logo outwards from the bottom right corner whilst holding down the SHIFT button



To reduce - Drag the logo inwards from the bottom right corner whilst holding down the SHIFT button

Note: It is important that you remember to hold the SHIFT key to maintain the proper logo dimensions while enlarging and reducing. Failure to do this will result in distortion of the logo even if it is scaled from the bottom right corner

Colour Specifications:

Spot:

Where cost is not prohibitive it is preferred that the PANTONE MATCHING SYSTEM® spot colour alternatives are used. PANTONE® is the global standard colour matching system. PANTONE® spot colour inks offer consistency, saturation and luminosity not achievable with CMYK process inks.

CMYK Print: The CMYK (Process colour) specifications are to be used for processes where spot colour is restricted, for example, magazines.

CMYK Newsprint: The CMYK (Process colour) specifications MUST be used for newsprint applications.

RGB: The RGB (monitor colour) equivalents are only for electronic use, for example, in television and audio-visual presentations.

Hexadecimal: The hexadecimal (HTML colour) equivalents must be used for websites.

Colour Palette

Consistent colour application is vital to building the QSRC brand. In order to ensure this, it is important to use the correct colour specifications for the medium in which the communication will appear.



Spot Pantone 158 CVC
 CMYK (Print) C=72 M=96 Y=0 K=0
 CMYK (Newspaper) C=72 M=96 Y=0 K=0
 RGB (Monitor colour) 105R 45G 18B



Spot Pantone 158 CVC
 CMYK (Print) C=63 M=45 Y=40 K=9
 CMYK (Newspaper) C=63 M=45 Y=40 K=9
 RGB (Monitor colour) 105R 45G 18B

Colour Signature Application

If the background is within our control, the preferred background colours are white, QSRC Purple and Black..

On a white background the preferred signature is the full colour version, if the application is single colour, black is preferred colour. eg. fax and memo cover sheets.

Our single colour signature and logo may not be reproduced in any colour and shade of hue other than Black and White.



Primary Typeface

Our primary typeface is Gill Sans Light; used predominantly for print applications, for example, advertisements, brochureware and posters.

Six versions of the Gill Sans typeface have been chosen for use different weights and point sizes may be combined to create visually interesting communication from Gill Sans Bold and Thin for posters and billboards to Gill Sans Light for the small print on stationery.

Primary Typeface

Gill Sans Thin 10pt

Because of the need to nurture and develop the Profession and Practice of Quantity Surveying in Botswana, the Quantity Surveyors of this country joined together to establish the Institute of Botswana Quantity Surveyors (IBQS), which was established in 1996.

Gill Sans Regular 10pt

Because of the need to nurture and develop the Profession and Practice of Quantity Surveying in Botswana, the Quantity Surveyors of this country joined together to establish the Institute of Botswana Quantity Surveyors (IBQS), in 1996.

Gill Sans Thin 11pt

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Gill Sans Thin 12pt

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Gill Sans Regular 12pt

Because of the need to nurture and develop the Profession and Practice of Quantity Surveying in Botswana, the Quantity Surveyors of this country joined together to establish the Institute of Botswana Quantity Surveyors (IBQS), in 1996.

* Always use the correct typeface to ensure visual consistency.
Do not use any other typeface even if it looks the same.

Photography Style Guide

This section talks to the type of images that we want to represent the QSRC brand outlook. It speaks to the tone, the depth, message, and authenticity of visuals used to represent the QSRC brand.

All imagery needs to be in-line with the brand pillars and look like it comes from an association that is efficient, grounded, Botswana and progressive.



Good

- Interesting composition
- Draws you into the moment



Bad

- Ordinary and expected
- Not inspiring

Stationery & Office Signage

This section explains how the aforementioned brand elements and guidelines should be applied when producing stationery and various signage options for in and around the office.

A4 Letterhead Layout Construction

1 - Primary horizontal signature with brand promise and line device

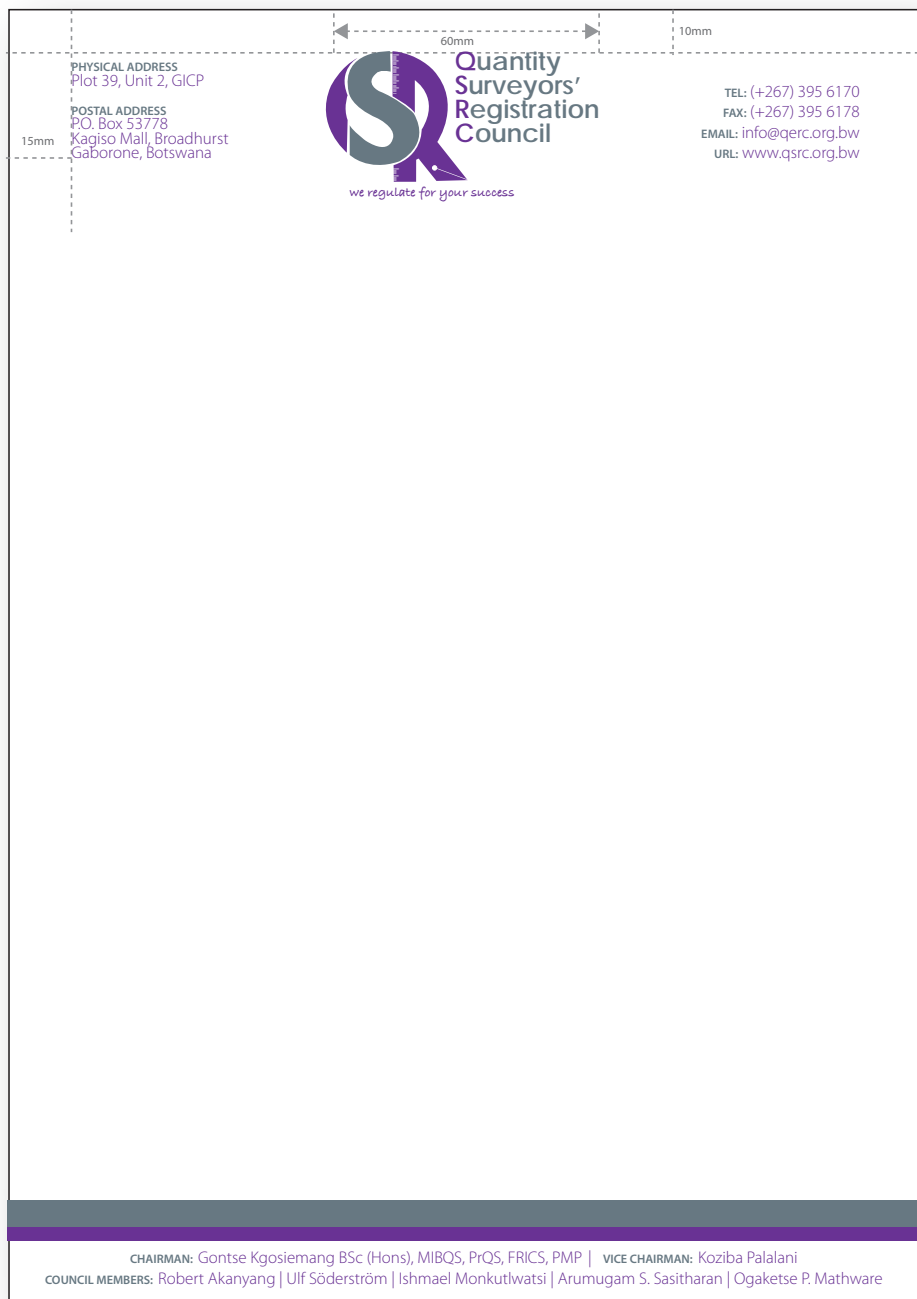
Use the correct colour specifications for print.

2 - Margins

Margins are 15 mm from the left and right, 10 mm from the top

3 - Address and contact details

The address and contact details are set in typeface, Avenir 10pt.



The logo must always be placed in the centre of all official documents.

Allow for a minimum of 15mm on the top and right margins. This applies to all official documents; letterhead, memo, envelopes etc.

* Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.

90 x 50 mm Business Card Layout Construction

Use the correct colour specifications for print.

Margins are 3/4 of the unit of measure on the front of the business card, and 1/2 on the back.

Margins may be adjusted if necessary.

All copy is set in the primary typeface, Avenir 7point.

Care must be taken with typography to produce visibly comfortable text.



* Business Cards should be printed on a card stock not less than 200gsm

* Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.

Folder Sample



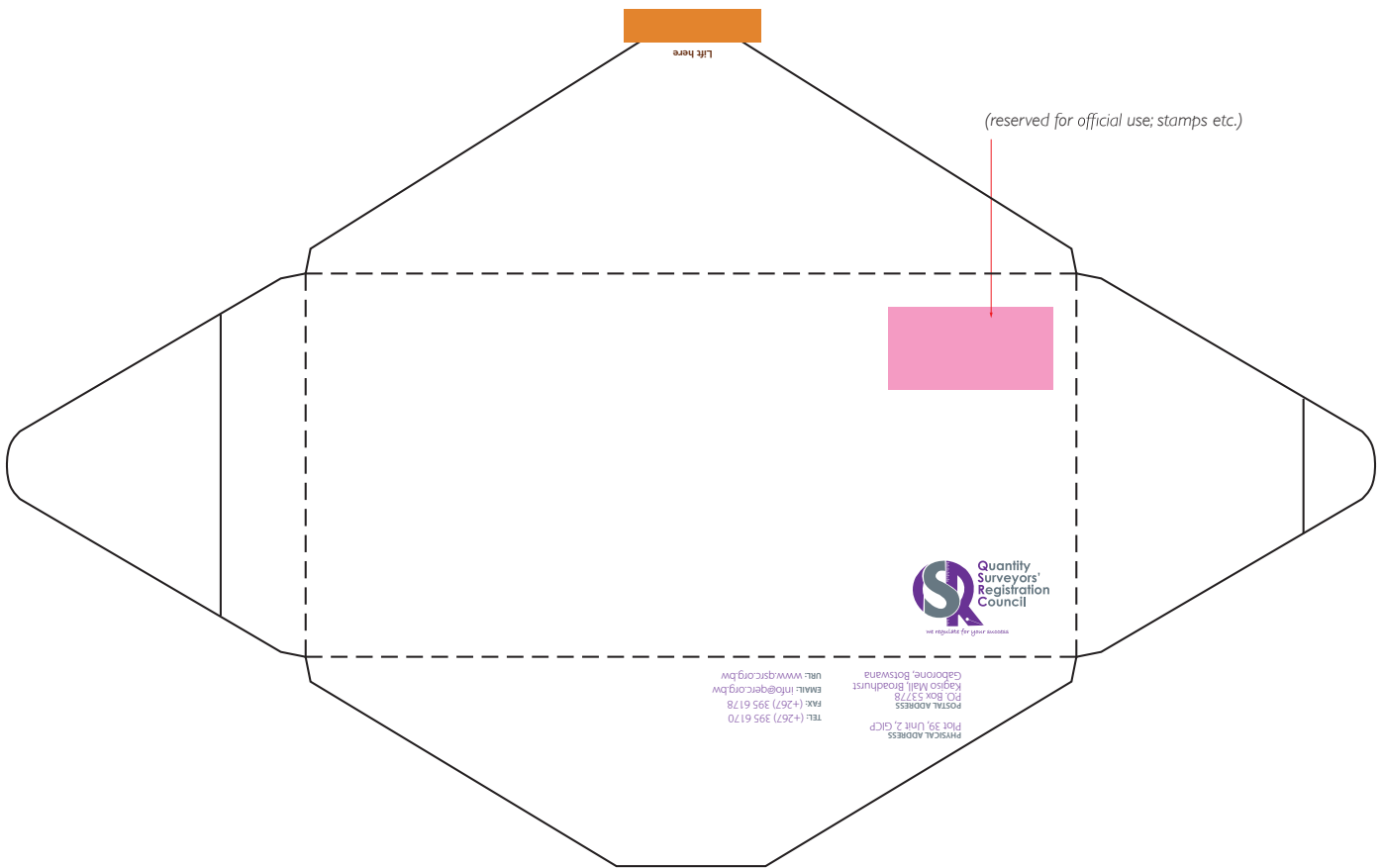
* Business Cards should be printed on a card stock not less than 300gsm

* Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.

Envelope Branding

In the event that the envelopes are to be printed in-house, the same logo usage principles still apply i.e. Brand Icon (logo) is to be placed on the top right corner.

DL Envelope – this rule changes and the logo is placed on the bottom right corner as the top is reserved for official use.





PHYSICAL ADDRESS
Plot 39, Unit 2, GICP

POSTAL ADDRESS
P.O. Box 53778
Kagiso Mall, Broadhurst
Gaborone, Botswana

TEL: (+267) 395 6170

FAX: (+267) 395 6178

EMAIL: dntini@qsrc.org.bw

URL: www.qsrc.org.bw

WITH COMPLIMENTS

** Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.*

Fax & Memo Cover Samples:



Fax Cover Sheet

To:	From:
Fax:	Date:
Phone:	# of Pages:
Re:	CC

Urgent
 For Review
 Please CommentP
 lease ReplyP
 lease Reply ToF

Comment:

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Memo Sheet

To:	From:
Fax:	Date:
Phone:	# of Pages: f P
Re:	CC

Urgent
 or ReviewP
 lease Comment
 Please ReplyPI
 ease Reply To

Right Memo Here:

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* Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.

Email Signatures

* Only officially supplied email signatures can be used.

The correct placement of the signature is at the bottom left footer of the email



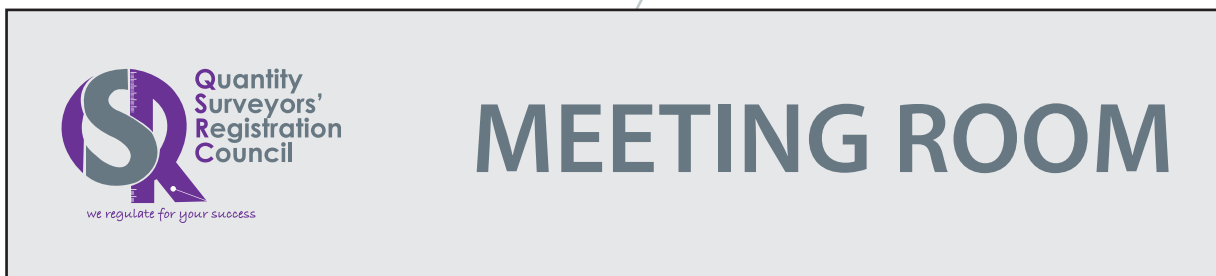
* Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.



TITLE HERE
SUBTITLE HERE



Name Tags & Office Door Signage Sample:



** Please refer to the visual identity section and various style guides for signature, colour, photography, typography and layout principles and device controls.*

Print Advertising

The design and messaging must be appropriate for the campaign; it could consist of illustration, photography or be purely copy driven. The style chosen for the campaign will determine the design in the creative estate.

All the examples use a clear typographical hierarchy that allows the message to be read quickly, from headline through to body copy. Care must be taken with typography to produce visibly comfortable text. The message should always be legible and easy to read.

The Headline goes here

The Subhead goes here

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PHYSICAL ADDRESS
Plot 39, Unit 2, GICP

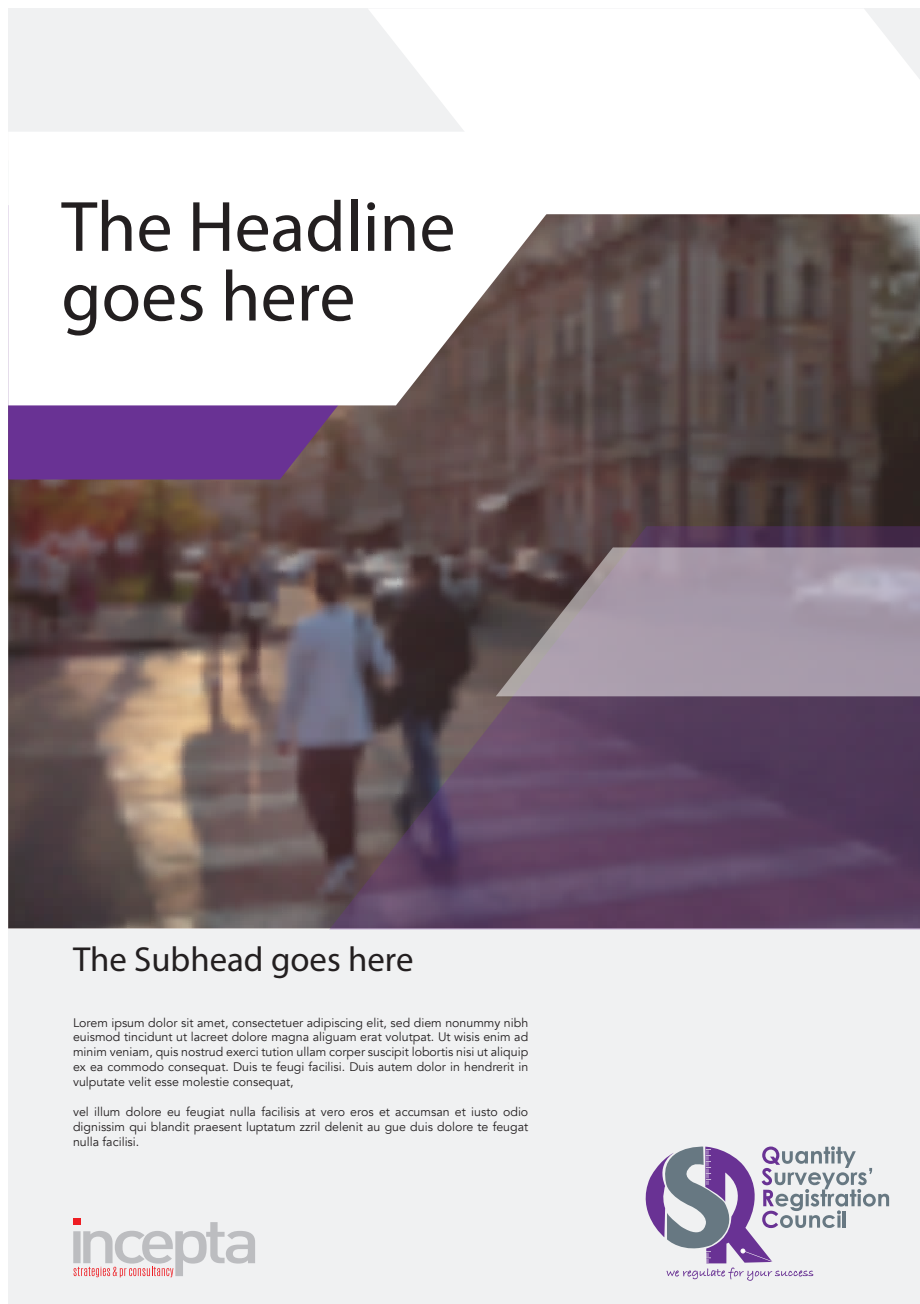
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P.O. Box 53778
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TEL: (+267) 395 6170
FAX: (+267) 395 6178
EMAIL: dntn@qsrg.org.bw
URL: www.qsrg.org.bw



Co-Branding Ad Construction

When co-branding with other organisations, the QSRC brand signature must appear more dominant than the co-brand logos in order to maintain prominence.



The Headline goes here

The Subhead goes here

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incepta
strategies & pr consultancy

Quantity Surveyors' Registration Council
we regulate for your success

Newsprint Advertising

The design and messaging must be appropriate for the campaign; it could consist of illustration, photography or be purely copy driven. The style chosen for the campaign will determine the design in the creative estate.

All the examples use a clear typographical hierarchy that allows the message to be read quickly, from headline through to body copy. Care must be taken with typography to produce visibly comfortable text. The message should always be legible and easy to read.

INVITATION FOR EXPRESSION OF INTEREST

QSRC INVITES INTERESTED SERVICE PROVIDERS TO SEND SEALED PROPOSALS FOR THE PROVISION OF MAILING SERVICES AS FOLLOWS

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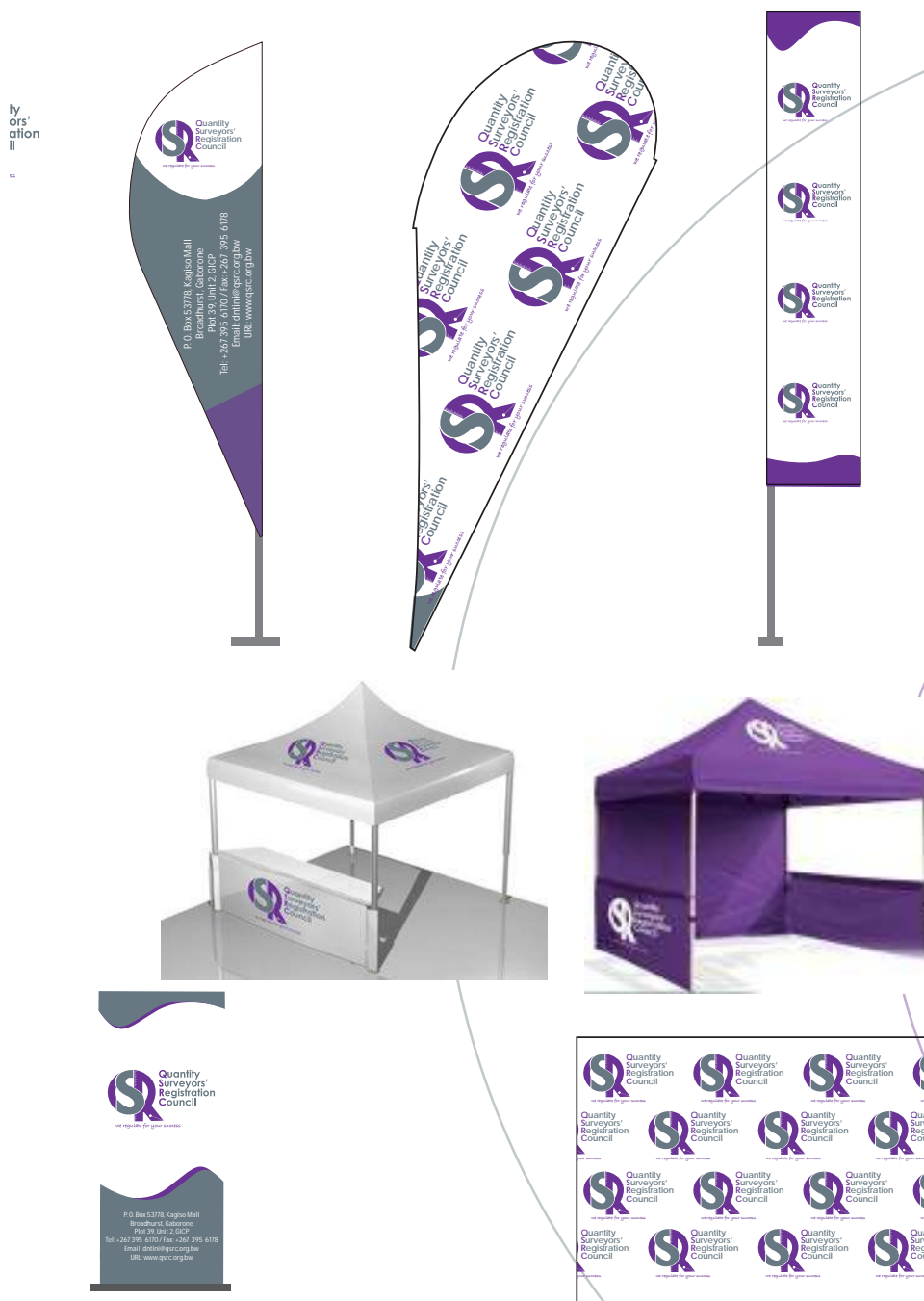
TEL: (+267) 395 6170
FAX: (+267) 395 6178
EMAIL: dt@qsrgc.org.bw
URL: www.qsrgc.org.bw



Eventing Collateral

The design and messaging must be appropriate for the campaign; it could consist of illustration, photography or be purely copy driven. Subtle inclusion of the corporate colours can be used to help differentiate images. Its inclusion should be noticeable but not dominant.

All the examples use a clear typographical hierarchy that allows the message to be read quickly, from headline through to body copy. Care must be taken with typography to produce visibly comfortable text. The message should always be legible and easy to read.



Branded merchandise

Branded merchandise is a good way of creating a brand connection with a tangible, useful, meaningful object. These objects serve as reminders of the QSRC Brand. It is therefore essential to follow these guidelines whether you are branding one item or hundreds and whether they are distributed internally or externally.

Appropriate Merchandise

When selecting merchandise try to find unique items that reflect our attributes of being efficient, Motswana, grounded and innovative as well as showing that we are approachable, trustworthy and smart. All merchandise must be durable, made with quality materials and be sensitive to all genders, race and religions. Keep safety in mind when selecting merchandise e.g. Brand lanyards that have a breakaway feature.



Vehicle Livery



Glossary

Brand - A brand is the tangible and intangible attributes residing within the Brand DNA visualized as a product/service that when managed properly, inspires, and motivates customers to create and deliver value to its shareholders. A brand possesses functional and emotional ties between customers and a product or service.

Brand Manual - A set of internal controls, policies and procedures to provide and ensure a specified consistency of brand experience across your customer base. Brand Guidelines may include a brand vision, identity, guideline manual, history, values, positioning, personality, tips, design style guide and related information.

Brand Consistency - The ability of the brand to remain consistent with its brand standards manual throughout all brand usage.

Brand Equity - The sum of all distinguishing qualities of a brand, that results in personal commitment to and demand for the brand; these differentiating thoughts and feelings make the brand valued and valuable.

Brand Pillars - are important to define the brand. They are the most important principles and attributes that you want communicated through the brand.

CI – Corporate Identity: The brand identity of a company, consisting of its key identifiers, such as its brand name, logo, typography, and colours.

CMYK – the four colour ink system used in most printing systems; Cyan, Magenta, Yellow and Black.

Composition - The way in which the advert or photograph is put together or arranged: the combination of parts or elements that make up the photograph.

Copy – the written material, text, in an advert or publication.

Depth-of-Field – the range of focus in a photograph; the distance between the nearest and farthest objects in a scene that appear acceptably sharp in an image.

Landscape – Page orientation; when it is wider than it is tall.

Pantone - A set of standard colours for printing, each of which is specified by a single number. Each colour is assigned an identifying number.

Perspective - The spatial relationships between objects in the photo, along with their dimensions with respect to the viewpoint (camera lens or the viewer).

Portrait – Page orientation; when it is taller than it is wide

RGB - The RGB color model is an additive color model in which red, green and blue light are added together in various ways to reproduce a broad array of colors.

Visual Identity - A brands visual equity and visual identifiers, such as: Logo, images, color, packaging, etc.

