



SUBSIDIARY OF BBKSIC

# CORPORATE GUIDELINES MANUAL





# Brand Architecture

## LOGO CONSTRUCTION



# Brand Architecture

LOGO CONSTRUCTION

The Icon & Holding Shape







# **Brand Architecture**

## COMPANY STRUCTURE

# Brand Architecture

Holding Company > Subsidiary > Products



HOLDING COMPANY



BRAND (SUBSIDIARY)

Eco-logs

Eco-logs

PRODUCT

Eco-lites

Eco-lites

PRODUCT



# **Brand Architecture**

## SUBSIDIARY APPLICATIONS



# Brand Architecture

## Subsidiary Applications

Examples of these logo usages can be viewed on several elements included in this document.



APPLICATION A

SUBSIDIARY OF BBKSIC

Logo application including the copyline "SUBSIDIARY OF BBKSIC".



APPLICATION B

Logo application excluding the copyline "SUBSIDIARY OF BBKSIC". This logo application should always be accompanied with either of the Holding Company Devices below.

A subsidiary of



**STRATEGIC  
INVESTMENT  
COMPANY**

A product of



**STRATEGIC  
INVESTMENT  
COMPANY**

# Brand Architecture

## Subsidiary Device

Applications can be viewed on several elements included in this document.



← Full Colour Version



← Black & White Version



# **Brand Architecture**

## LOGO CONTROLS & APPLICATIONS

# Brand Architecture

LOGO CONTROLS & APPLICATIONS  
Usage of the identity on Backgrounds



Primary usage  
on a White Background



PANTONE 299C



PANTONE 166C



PANTONE 7417C



PANTONE 364C

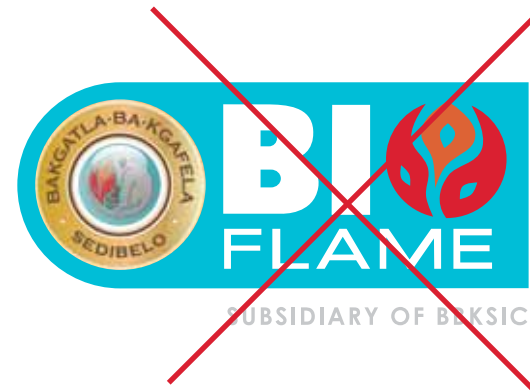
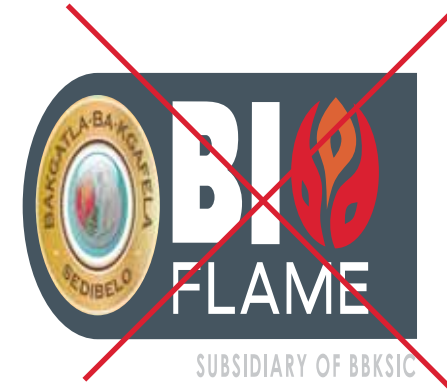
Secondary usage  
on Colour Backgrounds



Black & White usage for internal  
administration on a White Background

# Brand Architecture

LOGO CONTROLS & APPLICATIONS  
Prohibited usage of the Identity





# **Brand Architecture**

## SUPPORT GRAPHIC DEVICES

# Brand Architecture

## SUPPORT GRAPHIC DEVICES

The Vector Flame Device

The Flame can be applied as a Support Graphic Device on Marketing & Corporate Material. Applications can be viewed on several elements included in this document.



Flame Device applied on white



Flame Device applied on PANTONE 299C



Flame Device applied on PANTONE 7417C



Flame Device applied on PANTONE 364C



Flame Device applied on PANTONE 166C



# **Brand Architecture**

## CORPORATE COLOUR PALETTE



# Brand Architecture

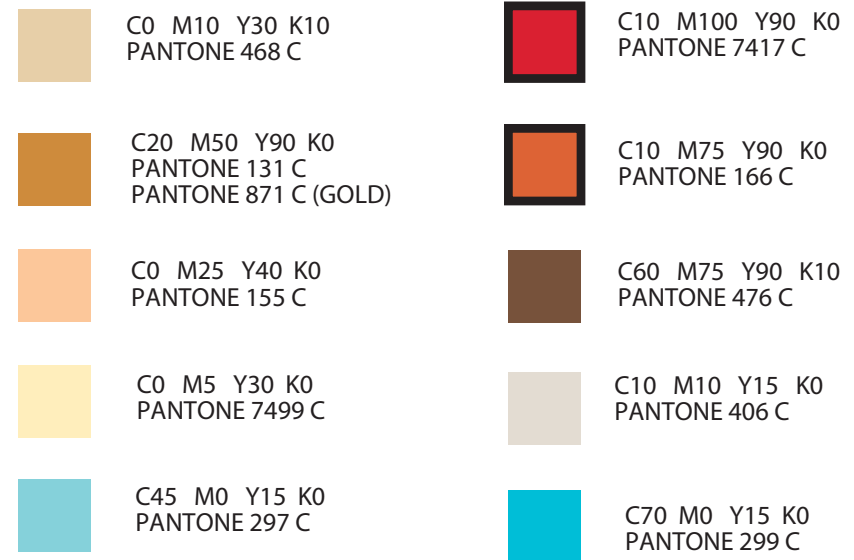
CORPORATE COLOUR PALETTE



SUBSIDIARY OF BBKSIC



Primary Colour Palette



Secondary Colour Palette



# Brand Architecture

## PHOTOGRAPHIC STYLE

# Brand Architecture

## PHOTOGRAPHIC STYLE

The Photographic Style is Lifestyle & Retail Driven.  
It has a warm & relaxed Look & feel.





# Brand Architecture

## TYPOGRAPHY

Primary Font Suitcase

← →  
**Myraid Pro Bold**  
← →  
Myraid Pro Bold - Headline Usage

**Abc**

← →  
Myraid Pro Plain  
← →  
Myraid Pro Plain - Sub Headline Usage

Abc

Secondary Font Suitcase

← →  
Arial Plain  
← →  
Arial Plain - Body Copy Usage on all Marketing  
& Corporate Literature Documents  
← →

abcdefghijklmn

opqrstuvwxyz

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

1234567890

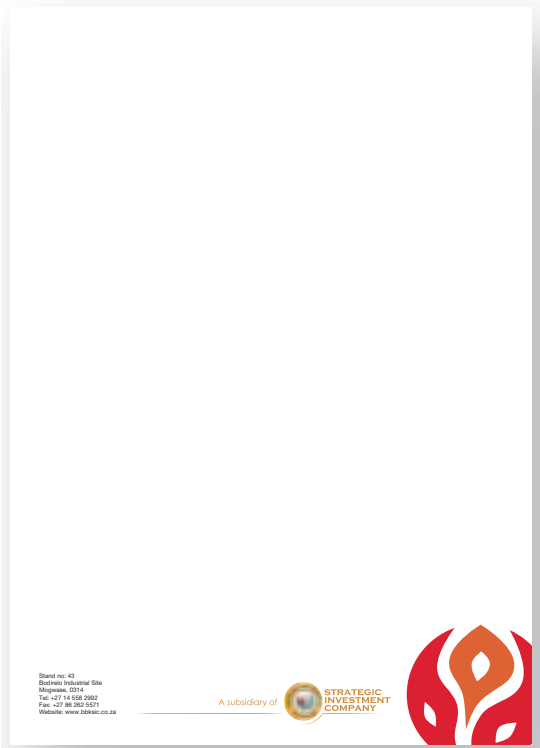


# **Brand Architecture**

## COLLATERAL - CORPORATE STATIONERY

# Brand Architecture

A4 - Corporate letterhead & Continuation sheet



# Brand Architecture

DL Compliment Slip

210mm

99mm



*With Compliments*

Stand no: 43  
Bodirelo Industrial Site  
Mogwase, 0314  
Tel: +27 14 558 2992  
Fax: +27 86 262 5571  
Website: [www.bbksic.co.za](http://www.bbksic.co.za)

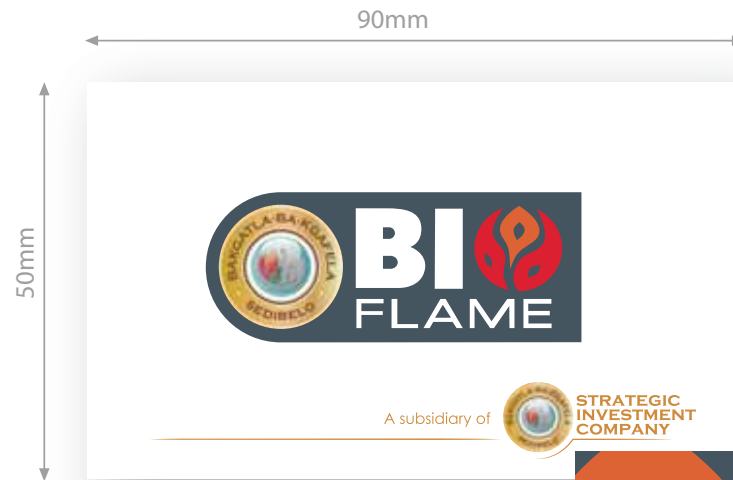
A subsidiary of  STRATEGIC INVESTMENT COMPANY





# Brand Architecture

Corporate Business Card - Front & Back





**MOSALLA SHALE**  
**Chief Executive Officer**

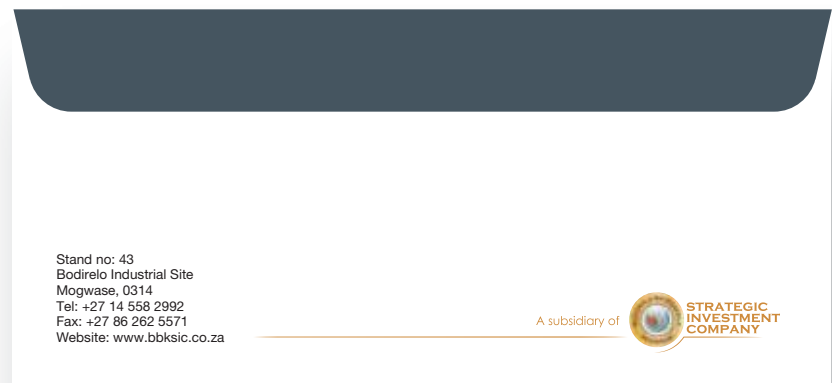
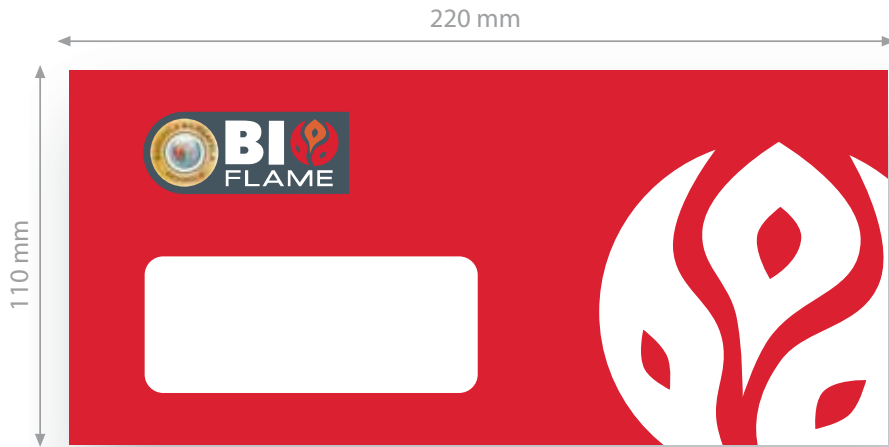
Stand no: 43 | Bodirelo Industrial Site | Mogwase, 0314  
Tel: +27 14 558 2992  
Fax: +27 86 262 5571  
Cell: +27 82 333 6327  
E-Mail: [mosalla.shale@bbksic.co.za](mailto:mosalla.shale@bbksic.co.za)  
Website: [www.bbksic.co.za](http://www.bbksic.co.za)

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# Brand Architecture

DL - Envelope



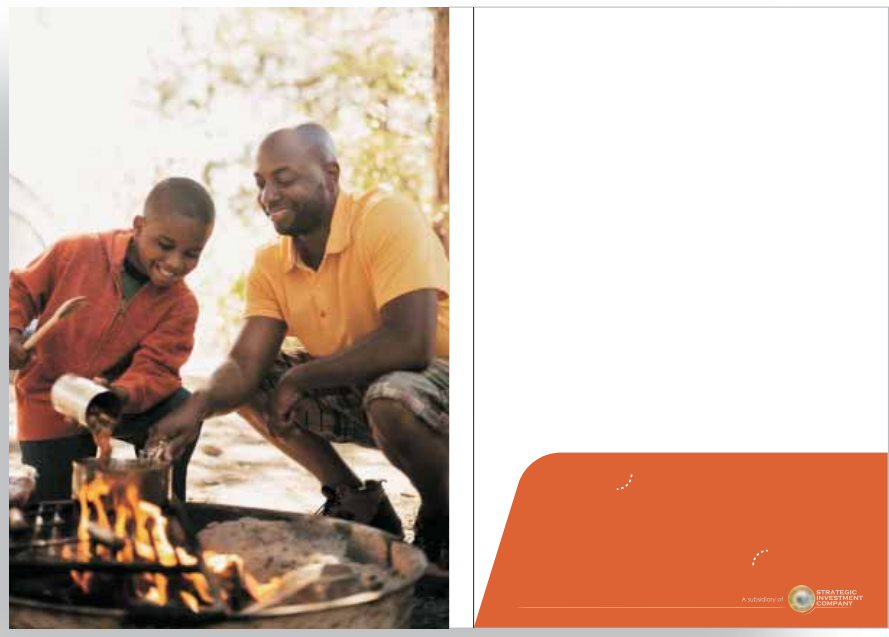
# Brand Architecture

Corporate Folder

Cover



Inside: flap for stationery






# **Brand Architecture**

COLLATERAL - INTERNAL

Stand no: 43  
Bodirelo Industrial Site  
Mogwase, 0314  
Tel: +27 14 558 2992  
Fax: +27 86 262 5571  
Website: www.bbksic.co.za




**BI  
FLAME**

**FACSIMILIE**

ATTENTION \_\_\_\_\_  
COMPANY \_\_\_\_\_  
DATE \_\_\_\_\_  
PAGES \_\_\_\_\_  
SUBJECT \_\_\_\_\_

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If you receive this fax in error,  
please contact the sender.  
**THANK YOU.**

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INVESTMENT  
COMPANY**



# **Brand Architecture**

## COLLATERAL - ELECTRONIC

# Brand Architecture

Powerpoint Presentation Templates

Master Slide + Contents Page







# **Brand Architecture**

## COLLATERAL - VARIOUS MEDIA

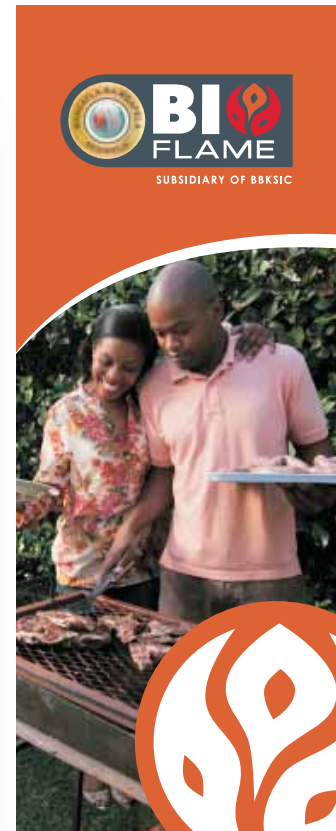
# Brand Architecture

Media Wall



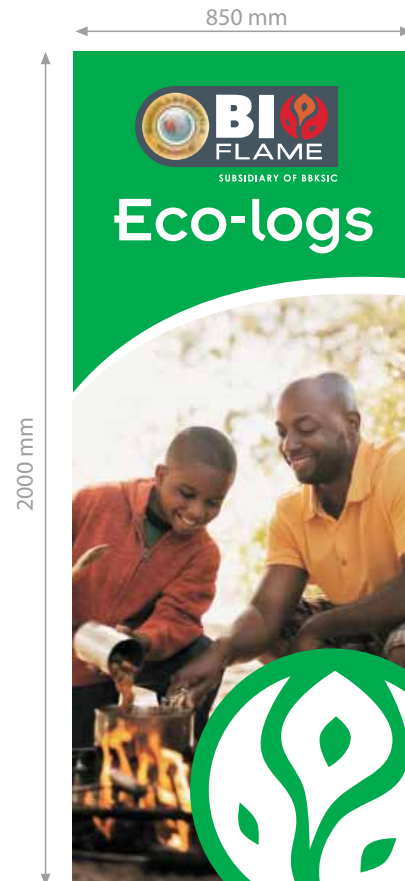
# Brand Architecture

Series of pull-up banners  
Brand - Generic



# Brand Architecture

Series of pull-up banners  
Product banners





# **Brand Architecture**

## COLLATERAL - PROMOTIONAL ITEMS

# Brand Architecture

Branded T-Shirt Front & Back + Cap



# Brand Architecture

Branded T-Shirt Front & Back + Cap  
Eco-lites



# Brand Architecture

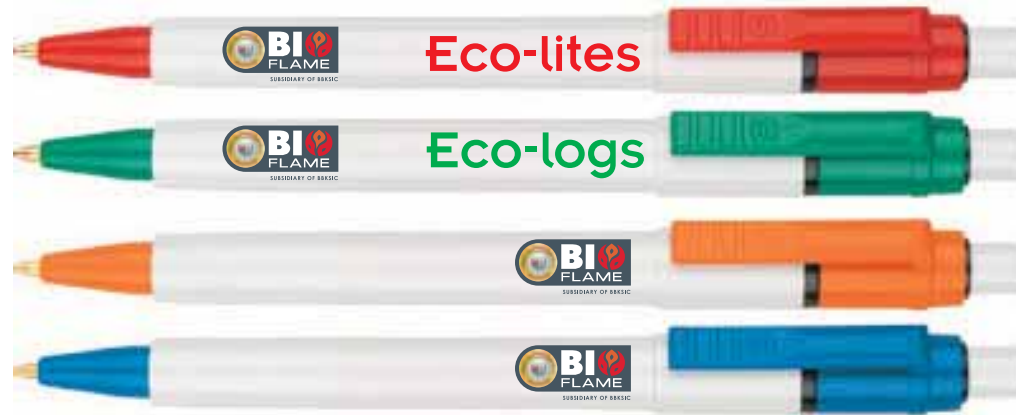
Branded T-Shirt Front & Back + Cap  
Eco-logs





# Brand Architecture

Promotional Items - Ball Point Pens





# **Brand Architecture**

## PACKAGING DESIGN







# Brand Architecture

## OFFICE SIGNAGE

# Brand Architecture

Office Signage - Front Desk Full Colour + Frosting on Mirrors





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