merSETA
MANUFACTURING, ENGINEERING AND RELATED SERVICES SETA

Summarised Corporate Identity Guideline

The purpose of this document is to assist staff on the everyday usage and execution of our corporate identity across all platforms. All parties should avoid using styles and formats not illustrated in this document. For further assistance, please contact the Marketing and Communications Unit.

Logo Usage

Full Colour



Black



Grey



On Black BG











Colours

PRIMARY COLOUR PALETTE

Pantone 581 C	Pantone DE 20-1 C	Pantone DE 24-2 C	Pantone DE 317-2 C	Pantone 000 C	Pantone DE 325-4 C
C=51 M=56 Y=97 K=10	C=0 M=35 Y=100 K=20	C=0 M=35 Y=85 K=20	C=60 M=80 Y=100 K=15	C=0 M=0 Y=0 K=100	C=0 M=0 Y=0 K=60
R=125 G=112 B=8	R=204 G=133 B=0	R=204 G=133 B=31	R=87 G=43 B=0	R=0 G=0 B=0	R=102 G=102 B=102

SECONDARY COLOUR PALETTE

Guide to Sheet Metal Working	Guide to Welding	Guide to being a Boilermaker	Guide to being a Diesel Mechanic	Guide to being a Motor Mechanic	Guide to being an Electrician
Pantone DE 325-4 C	Pantone 297 C	Pantone Reflex Blue C	Pantone 154 C	Pantone DE 317-2 C	Pantone 485 C
C=0 M=0 Y=0 K=60	C=49 M=1 Y=0 K=0	C=100 M=73 Y=0 K=2	C=0 M=46 Y=100 K=34	C=60 M=80 Y=100 K=15	C=0 M=95 Y=100 K=0
R=102 G=102 B=102	R=114 G=205 B=244	R=0 G=84 B=164	R=176 G=110 B=14	R=87 G=43 B=0	R=238 G=49 B=36

Language Usage

- Primary language of communication: English
- Secondary language of communication: Zulu
- Tertiary language of communication: dominant language in a particular region, other than English and Zulu.
- Sign interpreters will be utilized in all major events, including those that are broadcast online.

Fonts

PRIMARY FONT 1 (mer)

Ebrima Bold (max 24 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

Ebrima Regular (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

PRIMARY FONT 2 (SETA)

ZapfHumnst BT Bold (max 24 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

ZapfHumnst BT Roman (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

ZapfHumnst BT Italic (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

SECONDARY FONT

Arial Bold (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

Arial Regular (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

Arial Narrow (12 pt)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!

Typography creates an important visual distinction and allows us to be recognised at a glance.

For most of the external materials/communications, we recommend using Ebrima and ZapfHumnst (Primary Fonts).

For internal generation of presentations, letters, faxes or any other correspondence, our secondary font, "Arial", is to be used.