

# CORPORATE IDENTITY MANUAL



PEOPLE • INTEGRITY • EXCELLENCE





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# INTRODUCTION

Brands are developed to graphically express an organisation's purpose and business strategy. To elevate a brand to a level of greater market acceptance, strict controls around brand execution are needed. This Corporate Identity Manual is designed to manage brand application across a broad range of platforms in such a way that the organisation has one voice that it creates and one meaning in the mind of its target audience.

## Brand Identity

The outward expression of a brand which includes its name, trademark, communications and visual appearance, is considered to be a brand's identity.

Brand identity reflects how the brand custodian wants the client to perceive the brand and by extension the branded company, organisation, product or service. The brand custodian seeks to bridge the gap between the brand image (a client's mental picture of a brand) and the brand identity.

The recognition and perception of a brand is greatly influenced by its visual presentation and is achieved by consistently using particular visual elements to create distinction. These elements include specific fonts, colours and graphic elements. At the core of every brand identity is a brand mark.

## Brand Management

A strong, well managed brand will create recognition, differentiation, competitive preference, corporate value and respect. It manages extrinsic and intrinsic qualities through a collection of tangible and intangible brand contact points. A healthy brand contains a collection of elements, images and associations which together build a strong market identity.

Within these brand guidelines are specific verbal and visual strategies. The following definitions and messages provide a reference frame for all 2D and 3D brand application. The visual elements provide tools – colours, fonts and layout templates – that you can apply. Together, these guidelines will help to plan your communications and ensure that your creative work strengthens the ILISO brand.

# ILISO WORD MARK

## Expression of ILISO in text form other than a logo

ILISO, when abridged in text form, shall be manifested in upper case (capital letters) only e.g. ILISO.

## Rules

- ILISO will always be upper case.
- ILISO will never be used in bold (apart from the exception below), italics, or bold italics.
- ILISO will never have an individual letter in a colour other than that of the main body copy.

## Exceptions

- The ILISO wordmark will only be in lower case when referring to the website e.g. [www.iliso.com](http://www.iliso.com) and email addresses e.g. [clintk@iliso.com](mailto:clintk@iliso.com)
- The ILISO wordmark can only be used in bold when referring to the website e.g. **www.iliso.com**

## Correct visual representation

# ILISO

## Incorrect usages

~~To ensure visibility and legibility, the iliso logo with the positioning statement...~~

~~To ensure visibility and legibility, the iliso logo with the positioning statement...~~

~~To ensure visibility and legibility, the iliso logo with the positioning statement...~~

To ensure visibility and legibility, the **ILISO** logo with the positioning statement...



# ILISO LOGO

## LOGO

A logo is a collection of elements such as colour, design, picture, symbol and typeface that cannot be expressed in words.

The ILISO logo consists of three variations each comprising of key components

### Logo 1 (3D Globe)

- ① Symbol
- ② Word mark

### Logo 2 (3D Globe)

- ① Symbol
- ② Word mark
- ③ Positioning Statement

### Logo 3 (2D Globe)

- ① Symbol
- ② Word mark



## LOGO WITH PAY-OFF LINE STRUCTURE

The pay-off line should be proportionate to the logo mark and is to be consistent in all its applications. It should also maintain the correct distance from the logo.



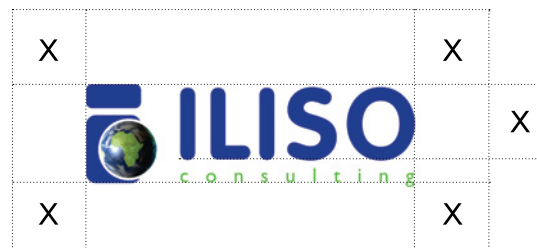
## EXCLUSION ZONE

The ILISO logo is most effective when surrounded by an exclusion zone ensuring greater legibility, improved recognition and limited brand confusion in co-branding applications. A minimum area of unobstructed clear space, based on the height of the last letter "O" in the logotype, must surround the logo in all situations (see example below).

### Exclusion zone with pay-off line



### Exclusion zone without pay-off line



X = height of **O**

# LOGO COLOUR VARIATIONS

## ILISO FULL COLOUR LOGO

Branded colour plays an important role in brand building. It is therefore important that the corporate signature is always manifested consistently across all brand contact points. Through accurate reproduction of colour, an organisation can claim ownership in the mind of its target audience, differentiating itself from its competitors.

### Rules

- Option 1 - Primary signature 3D with pay-off line  
To be applied in all circumstances.
- Option 2 - Secondary signature 3D without pay-off line  
To be applied in special circumstances.
- Option 3 - Secondary signature 2D without pay-off line  
To be applied in special circumstances where the use of the 3D globe is not possible and for 3-colour embroidery.
- Option 4 - Secondary signature 2D without pay-off line  
Single colour black for use in faxes where black is the only colour.
- Option 5.1 - Secondary signature 2D without pay-off line  
Colour reversal options in special circumstances where the use of the 3D globe is not possible and for 3-colour embroidery on solid colour.
- Option 5.2 - Single colour secondary signature  
Single colour reversal options on solid colour and for 1-colour embroidery on solid colour.
- Primary Colour Usage  
Only specified green and blue can be used as official corporate colours (see corporate colour guidelines).
- Pantone colours are applied as primary use followed by Process (CMYK) colours.
- RGB or Screen colours are used in electronic platforms like email, web, projected presentations and television.

### Option 1 - Primary signature

Single colour logo on white - 3D Globe



### Option 2 - Secondary signature 3D

Logo on white - print



### Option 3 - Secondary signature 2D

Logo on white - print, heat transfer, silk screening, pad printing and 3-colour embroidery



### Option 4 - Secondary signature 2D

Logo on white - print, heat transfer, silk screening, pad printing and 1-colour embroidery (only black available)



### Option 5.1 - Secondary signature 2D

Logo on solid colour - print, heat transfer, silk screening, pad printing and 3-colour embroidery



### Option 5.2 - Single-colour secondary signature

Logo on solid colour - print, heat transfer, silk screening, pad printing and 1-colour embroidery





# LOGO SIZE VARIATIONS

## LOGO SIZE RULES

- The width of the logo is determined by the size of the print area. It should never be smaller than one fourth of the smallest side of the printed area (A4 page: smallest side = 210mm. Logo size:  $210 \div 4 = 52.5\text{mm}$ ).
  - To ensure simplicity all sizes are rounded to the nearest whole number ( $52.5\text{mm} = 53\text{mm}$ ).
- NB:** Heights indicated for reference purposes only and are rounded to first decimal

### Minimum sizes

To ensure visibility and legibility, the ILISO logo with the positioning statement should never be presented in a size smaller than 34mm wide. When the height of the logo drops below 8mm the positioning statement is no longer suitable for embroidery. In these circumstances, the ILISO logo should be used without the positioning statement. The minimum width of the logo is always determined by the size of the print area.

### Maximum size

Certain applications will require a larger size of logo, e.g. signage. The current logo has only been created for application on A4 items and smaller, larger sizes may require different letter spacing. In these instances guidance should be requested from the brand team.

### Size for A4 items

To ensure consistency across similarly sized items a width size of 53 mm should be used. This width is also used across all envelope formats.

### Exception

If format or production constraints cannot accommodate the above, such as web, silkscreen or embroidery, the logo may be presented at a slightly larger size but never smaller.

To ensure consistency across all paper sizes, please follow these suggestions:

- A5-sized items: 37mm logo in width (portrait or landscape)
  - A4-sized items: 53mm logo in width (portrait or landscape)
  - A3-sized items: 74mm logo in width (portrait or landscape)
  - A2-sized items: 105mm logo in width (portrait or landscape)
  - A1-sized items: 149mm logo in width (portrait or landscape)
  - DL-sized items: 53mm (portrait) and 37mm (landscape)
  - DL-envelopes: 53mm (landscape)
- (DL sizes have variants because of their narrow format)

## Minimum size

Logo with positioning statement



Minimum Size 34mm

Logo without positioning statement



Minimum Size 24mm

# LOGO SIZES

## PAPER SIZES

### A4 size



### A3 size



### A2 size



### A1 size





# LOGO INCORRECT USAGES

Correct and consistent use of the ILISO logo is an essential part of brand building. Each element has been carefully designed and positioned in specific proportions for maximum effect.

- Do not alter or redraw the logo in any way, use only approved electronic artwork.
- Do not place the logo on any background that detracts from the quality of the line work or effect its visual integrity.
- Do not distort the logo either vertically or horizontally.
- Do not enlarge any of the components of the logo including the symbol, logotype or positioning statement in relation to each other.
- Do not change the colour of any of the components of the logo other than that which is indicated in this document.

Do not reposition the elements of the logo.



Do not use the symbol without the word mark.



Do not decrease or increase the length of the blue "I" holding the globe.



Do not alter or reset the logotype.



Do not stretch in both horizontal or vertical directions.



Do not change the colour of the logo.



Do not place the logo within a graphic shape or box.



Do not separate the symbol and the word mark.



Do not place a white keyline around the logo for legibility.



Do not place other logos, graphics or text within the minimum clear space, except for organisations.



Do not place the logo on a background that is visually distracting or that impedes legibility.



Do not use the logo with a shadow.



Do not rotate the logo.



Do not place the logo into a white box. (especially if it breaks the exclusion zone rules)



# TYPOGRAPHY

## ORGANISATIONAL TYPEFACE

Typography is more than being just legible and aesthetically pleasing. Among other things, effective typography manages to achieve two important objectives:

- a) to create an appropriate atmosphere and enable users to develop trust toward the organisation and
- b) to make sure audiences grasp the main messaging. Since written text is the most efficient instrument to communicate with audiences, the power of typography shouldn't be underestimated.

### Rules

- The word ILISO must always be written in capital letters when typed out in documentation (e.g. ILISO House).

### Primary typefaces

The Century Gothic typeface is to be used with the ILISO brand identity. These fonts are available in a wide variety of styles and weights, and were selected for their legibility, versatility and compatibility.

**Electronic** uses include but are not limited to:

- Motion graphics
- Corporate Videos

### Headlines

Use Century Gothic Bold

### Body copy

Use Century Gothic Regular

### Type accents or highlights

Use Century Gothic Italic

Century Gothic Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890

Century Gothic Italic

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890*

Century Gothic Bold

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890**

Century Gothic Bold Italic

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890***

### Secondary Typeface

The secondary typeface is for circumstances where the Primary typefaces are unavailable for use or where the Primary typefaces do not offer adequate alternatives. This is particularly evident for web usage and for computers using Microsoft products or operating systems that do not have the Primary typefaces pre-loaded.

**Electronic** uses include but are not limited to:

- Microsoft Word letterhead and templates
- Powerpoint templates
- Website

### Headlines

Use Arial Bold

### Body copy

Use Arial Regular

### Type accents or highlights

Use Arial Italic

Arial Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890

Arial Italic

*abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890*

Arial Bold

**abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890**

Arial Bold Italic

***abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNQRSTU  
VWXYZ1234567890***



# ILISO COLOUR PALETTE

The selected colour palette represent ILISO's expertise, achievements and unrelenting dedication to success. Consistent use of these colours on both printed and on-screen applications will help in building a distinctive brand identity.

Specifications are provided for printing with PANTONE®\* inks (spot-colour printing) on coated and uncoated paper stock. CMYK equivalents for four colour process printing and RGB equivalents for web and on-screen presentation. For non-traditional reproduction methods such as embroidery and silkscreen, make a visual match to the PANTONE®\* coated specifications.

## Primary Colour Palette

The primary colour palette is indicated for the main logo and for use in large branded surfaces. The primary palette is to dominate in all instances of brand expression.

## Secondary Colour Palette

The secondary colour palette is indicated for areas where divisional or topical differentiation is needed and must never exceed the primary colour green in its application. The secondary colour palette supersedes the tertiary colour palette.

These colours can be used to emphasise content with the notion to compliment the primary colour palette. Secondary colours are also used to provide visual interest to brand expression and break colour monotony.

The colours shown on this page are not intended to match PANTONE® colour standards.

Their relevant CMYK and RGB breakdowns are the standards set by Adobe® InDesign CC. These values should be used for reference only.

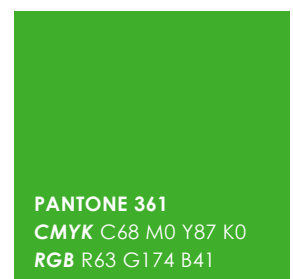
Local printers/suppliers should advise on colour matching and conduct the appropriate tests prior to print production (regardless if litho or digital). They may have their own preferred breakdowns to achieve the best possible colour match with the specified PANTONE® swatches if not printing with PANTONE® colours.

\* PANTONE®, Inc.'s check-standard trademark for colour reproduction materials.

## Primary Colour Palette



## Secondary Colour Palette



# VISUAL STYLE GUIDE

## RATIONALE

The ILISO visual style has evolved to express the dynamic nature of its business. The use of converging curves symbolises the bringing together of human capital and ideas. The convergence occurs at the tip of Africa and expands to spread across the rest of the world expressing ILISO's mission to expand into African and global markets.

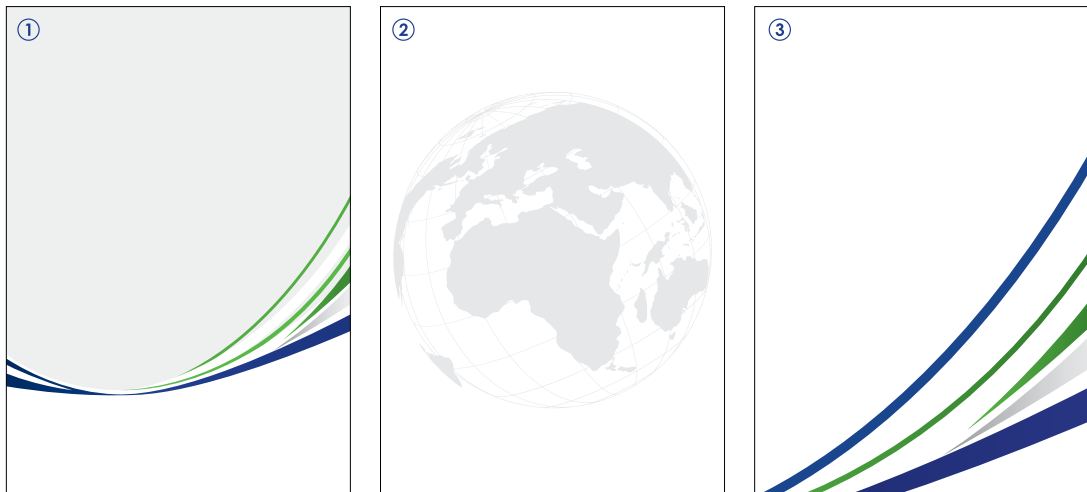
### Graphic style interpretation

Components of the graphic style are inspired by elements of the corporate signature. The graphic style is to be used on any application. ILISO has developed different graphic style devices in order to promote its visual identity on different mediums. These graphic style devices has been supplied in various interpretations for various needs and applications.

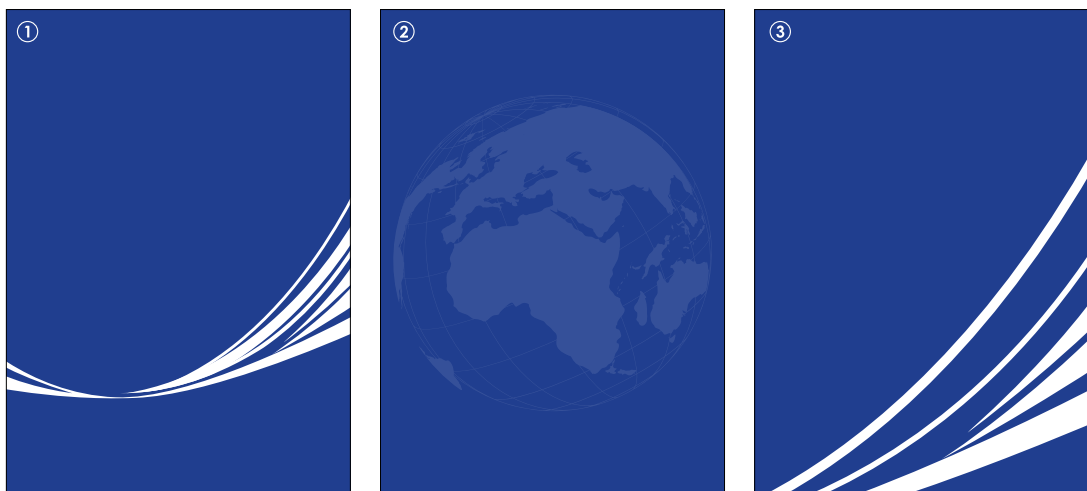
The ILISO visual style consists of three visual elements, used in various interpretations:

- ① Primary Curves – use on most advertising items as the main visual style, often used with the 'globe'.
- ② Globe – use on its own or with the other visual elements. Use on white background preferred, reversed variations may be used on solid colours. When used as a watermark the transparency value is 10%.
- ③ Secondary Curves – used when a simplified version of the primary curves is necessary. Use on white background preferred, reversed variations may be used on solid colours.

### Standard visual styles



### Reversed visual styles







# ILISO CO BRANDING

## PROFESSIONAL BODY ACCREDITATION

ILISO Consulting is a member of:



\*by virtue of our membership with CESA, is a member of FIDIC



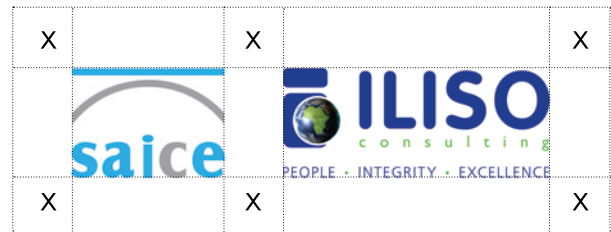
## ILISO CO BRANDING

Logo co branding on white ONLY

Logo 1 - Logo without pay-off line



Logo 2 - Logo with pay-off line



X = height of

In instances where ILISO and a professional body collaborate and co branding is required, the following application examples apply:

### Rules

- Logo 1 - Logo without pay-off line.
- Logo 2 - Logo with pay-off line (refer to correct usage, page 3).
- Primary Colour Usage:  
Only specified blue and green can be used as official corporate colours (see corporate colour guidelines).
- Pantone colours are applied as primary use followed by Process (CMYK) colours.
- RGB or Screen colours are used in electronic platforms such as e-mail, web, projected presentations and television.

### Exceptions

- One colour application can be used when single colour work is executed.
- This can either be solid black or greyscale.

# ILISO STATIONERY



# LETTERHEAD

## Front



### Contact Details

9pt Century Gothic  
Regular/Bold  
10pt Leading

### Directors

8pt Century Gothic  
Regular/Bold  
9pt Leading

### Printing Specs

Paper size: A4  
210mm (w) x 297mm (h)

Paper stock:  
113gsm Hi-Q Titan Matt  
White

\* Contact details will be  
amended for each office

# LETTERHEAD

## Back

**HEAD OFFICE CENTURION**  
 ILISO House,  
 203 Witch-Hazel Avenue,  
 Highveld Techno Park, Centurion 0157  
 P.O. Box 68735, Highveld, 0169  
 T (+27) 12 685 0900 F (+27) 12 665 1886

**BLOEMFONTEIN**  
 Kholsan Office Park,  
 78 Victoria Road,  
 Willows, Bloemfontein, 9301  
 Suite 127, Private Bag X01, Brandhof, 9324  
 T (+27) 51 412 7600 F (+27) 51 444 6196

**CAPE TOWN**  
 Unit 1, Knowledge Park 3,  
 Cnr Century Boulevard & Heron Crescent,  
 Century City, Cape Town, 7441  
 P.O. Box 305, Century City, 7446  
 T (+27) 21 525 1800 F (+27) 21 552 5627

**DURBAN**  
 ILISO Building  
 Derby Downs Office Park,  
 11 Derby Place, Westville, Durban, 3630  
 P.O. Box 686, Gillitts, 3603  
 T (+27) 31 266 2600 F (+27) 31 266 2616

**EAST LONDON**  
 Office Suite 18A, Beacon Park,  
 89 Beaconhurst Drive,  
 Beacon Bay, East London, 5241  
 P.O. Box 15750, Beacon Bay, 5205  
 T (+27) 43 748 3933 F (+27) 43 748 3936

**PORT ELIZABETH**  
 ILISO House,  
 102 Park Drive,  
 St. Georges Park Central, Port Elizabeth, 6001  
 P.O. Box 5888, Walmer, Port Elizabeth, 6065  
 T (+27) 41 582 3056 F (+27) 41 582 3057

**GEORGE**  
 1087 Whites Road,  
 Wilderness Heights, George, 6529  
 P.O. Box 9886, George, 6530  
 T (+27) 44 877 0522 F (+27) 86 547 7907

**UGANDA**  
 Plot 1346,  
 Block 220,  
 Banda, Kampala, Uganda  
 P.O. Box 21291, Kampala, Uganda  
 T (+256) 200 902 640

**ZAMBIA**  
 Unit 8, Plot 25271,  
 Thabo Mbeki Road,  
 Mass Media,  
 Lusaka, Zambia  
 Post Net Box 27, Private Bag E891, Manda Hill, Lusaka, Zambia  
 T (+26) 21 125 8821 F (+26) 21 125 8821

**ILISO**  
 CONSULTING

### Contact Details

9pt Century Gothic  
 Regular/Bold  
 10pt Leading

### Printing Specs

Paper size: A4  
 210mm (w) x 297mm (h)  
 Paper stock:  
 113gsm Hi-Q Titan Matt  
 White

# BUSINESS CARD

## Front



### Name and Surname

9pt Century Gothic Bold

### Qualification

7pt Century Gothic Regular

8pt Leading

### Designation

8pt Century Gothic

### Contact Details

7pt Century Gothic

Regular/Bold

8pt Leading

### Printing Specs

Paper size:

90mm (w) x 50mm (h)

Paper stock:

300gsm Hi-Q Titan Gloss

White

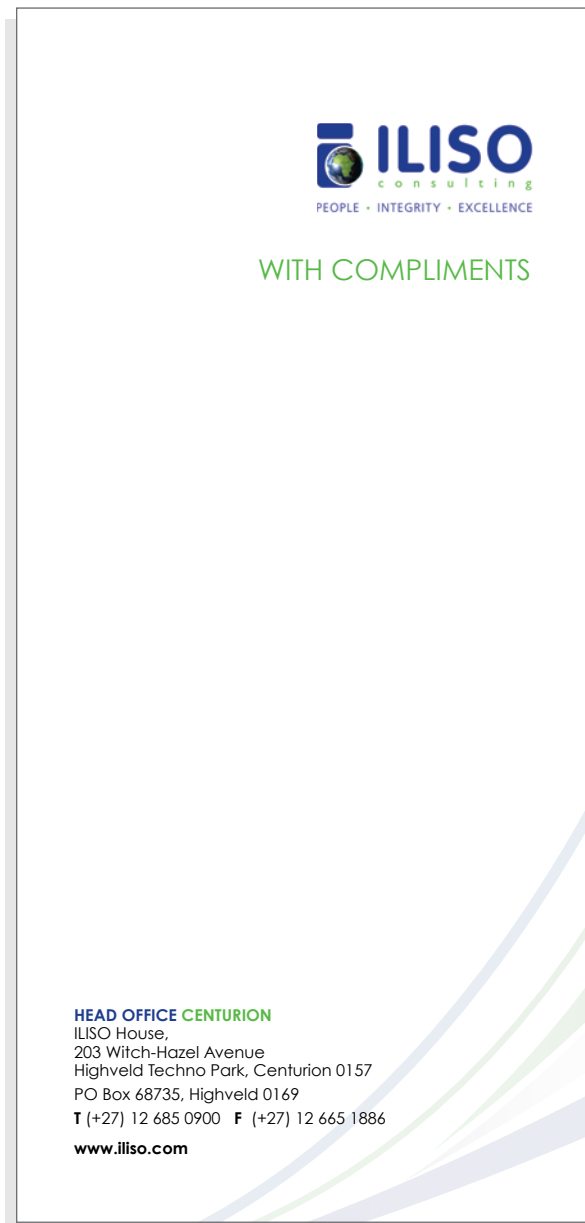
\* Contact details will be

amended for each office

## Back



# COMPLIMENTARY SLIP



#### Contact Details

8pt Century Gothic  
Regular/Bold  
9pt Leading

#### WITH COMPLIMENTS

14pt Century Gothic Regular

#### Printing Specs

Paper size: DL  
99mm (w) x 210mm (h)

Paper stock:  
113gsm Hi-Q Titan Matt  
White

\* Contact details will be  
amended for each office



# FOLDER

## Front & back



## Inside



### Contact Details

10pt Century Gothic  
Regular/Bold  
12pt Leading

### Printing Specs

Cover:  
215mm (w) x 303mm (h)  
Flat sheet:  
450mm (w) x 410mm (h)  
Paper stock:  
300gsm Hi-Q Titan Gloss  
White

### DIE Cut

Business Card Slot

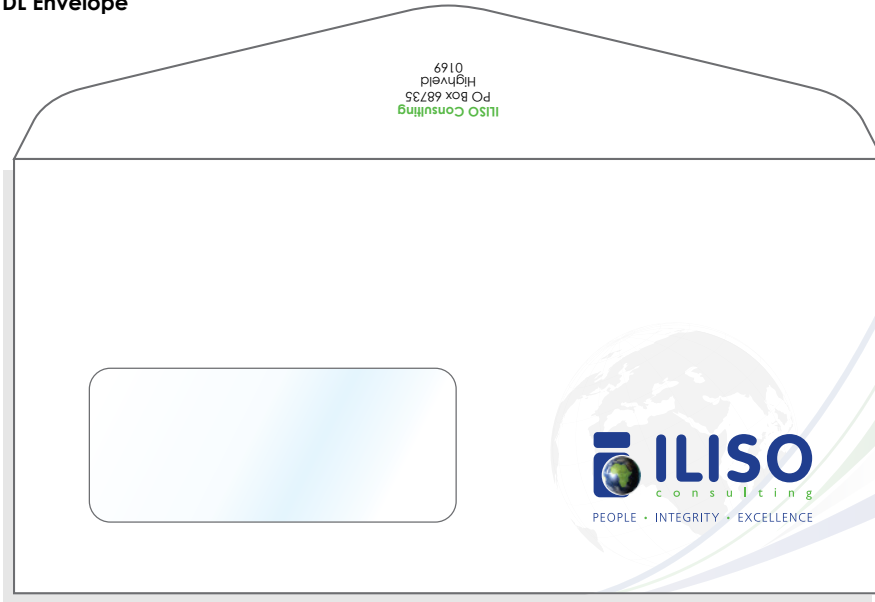
### Gusset

4.7mm thick

\* Contact details will be amended for each office

# ENVELOPE

## DL Envelope



### Contact Details

9pt Century Gothic  
Regular/Bold  
10pt Leading

### Printing Specs

Paper size: DL  
210mm (w) x 99mm (h)

Paper stock:  
Bond 80gsm

## C5 Envelope



### Contact Details

9pt Century Gothic  
Regular/Bold  
10pt Leading

### Printing Specs

Paper size: A5  
229mm (w) x 162mm (h)

Paper stock:  
Bond 80gsm







ILISO  
ELECTRONIC  
MEDIA



# MICROSOFT POWERPOINT

Opening Slide



Content Slide

## HEADING

### Subheading

- Main bullet points
  - Sub-bullet points



#### OPENING SLIDE

##### Heading

40pt Century Gothic Bold

##### Subheading

28pt Century Gothic Bold

6pt Leading

#### CONTENT SLIDES

##### Heading

36pt Century Gothic Bold

##### Subheading

28pt Century Gothic Regular

##### Body Copy

24pt Century Gothic Regular

6pt Leading

Should the font Century Gothic not be available, please use Arial.

Page Setup should be set to the default

"On-screen Show"

# ELECTRONIC FAX

**HEAD OFFICE CENTURION**  
ILISO House,  
203 Witch-Hazel Avenue  
Highveld Techno Park, Centurion 0157  
PO Box 68735, Highveld 0169  
T (+27) 12 685 0900 F (+27) 12 665 1886  
[www.iliso.com](http://www.iliso.com)



## FAX TRANSMISSION

To: \_\_\_\_\_ Attention: \_\_\_\_\_

Fax: \_\_\_\_\_ Tel: \_\_\_\_\_

Date: \_\_\_\_\_ Time: \_\_\_\_\_

No. of pages (incl. this page) \_\_\_\_\_



**DIRECTORS:** Fuzile Felix Fongoqa (Executive Chairman), Loyiso Dotwana (Deputy Chairman), Moira Thagale\*, Thembu Jacobs\*, Clint Koopman (CEO), Eldred Boonzaier, Hans Hartung, Seniel Pillay, Colin Ramman, Prof. Martin van Veelen, Tony White  
ILISO Consulting (Pty) Ltd - Reg. No.: 2000/015708/07 | VAT No.: 4760191033 | ISO 9001: 2008 CERTIFIED | (\*non-executive)

### Fax Transmission

14pt Century Gothic Regular

### Body Copy

9pt Century Gothic Regular

### Stroke

0.5pt

### Contact Details

9pt Century Gothic

Regular/Bold

10pt Leading

### Directors

8pt Century Gothic

Regular/Bold

9pt Leading

### Printing Specs

Paper size: A4

210mm (w) x 297mm (h)

Paper stock:

113gsm Hi-Q Titan Matt

White

\* Contact details will be amended for each office

# MEMORANDUM

**HEAD OFFICE CENTURION**  
ILISO House,  
203 Witch-Hazel Avenue  
Highveld Techno Park, Centurion 0157  
PO Box 68735, Highveld 0169  
T (+27) 12 685 0900 F (+27) 12 665 1886  
[www.iliso.com](http://www.iliso.com)



## MEMORANDUM

To:  
CC:  
From:  
Date:  
Subject:



**DIRECTORS:** Fuzile Felix Fongqqa (Executive Chairman), Layiso Dotwana (Deputy Chairman), Moira Thagale\*, Thembi Jacobs\*,  
Clint Koopman (CEO), Eddred Boonzaaier, Hans Hartung, Seniel Pillay, Colin Raman, Prof. Martin van Veelen, Tony White  
ILISO Consulting (Pty) Ltd - Reg. No.: 2000/015708/07 | VAT No.: 4760191033 | ISO 9001:2008 CERTIFIED | (\*non-executive)

### MEMORANDUM

14pt Century Gothic Regular

### Subheadings

9pt Century Gothic Regular  
15pt Leading

### Contact Details

9pt Century Gothic  
Regular/Bold  
10pt Leading

### Directors

8pt Century Gothic  
Regular/Bold  
9pt Leading

### Printing Specs

Paper size: A4  
210mm (w) x 297mm (h)

Paper stock:  
113gsm Hi-Q Titan Matt  
White

\* Contact details will be  
amended for each office

# MS WORD TEMPLATE



Follow-on Page



# EMAIL SIGNATURE

## Email Header



| Environmental Management | Industrial and Mining | Infrastructure | Management Services | Structures | Transportation |

Dear Mr A.N Other,

This is my email message.

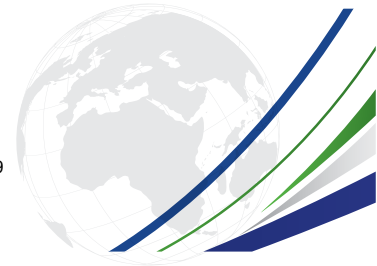
## Email Footer

**Clint Koopman** Pr Eng, Pr.CPM  
BSc Eng (Civil),  
MSAICE, MSABTACO  
CHIEF EXECUTIVE

ILISO House, 203 Witch-Hazel Avenue, Highveld Techno Park, Centurion 0157 | PO Box 68735, Highveld 0169  
C (+27) 82 451 5291 | T (+27) 12 685 0900 | F (+27) 12 665 1886 | E [clintk@iliso.com](mailto:clintk@iliso.com)

[www.iliso.com](http://www.iliso.com)

Level 2 BBBEE contributor | 80% Black Owned and Managed | 9001:2008 ISO Certified



### Name and Surname

9pt Arial Bold

### Qualification

7pt Arial Regular

8pt Leading

### Designation

8pt Arial

### Contact Details

7pt Arial

Regular/Bold

8pt Leading

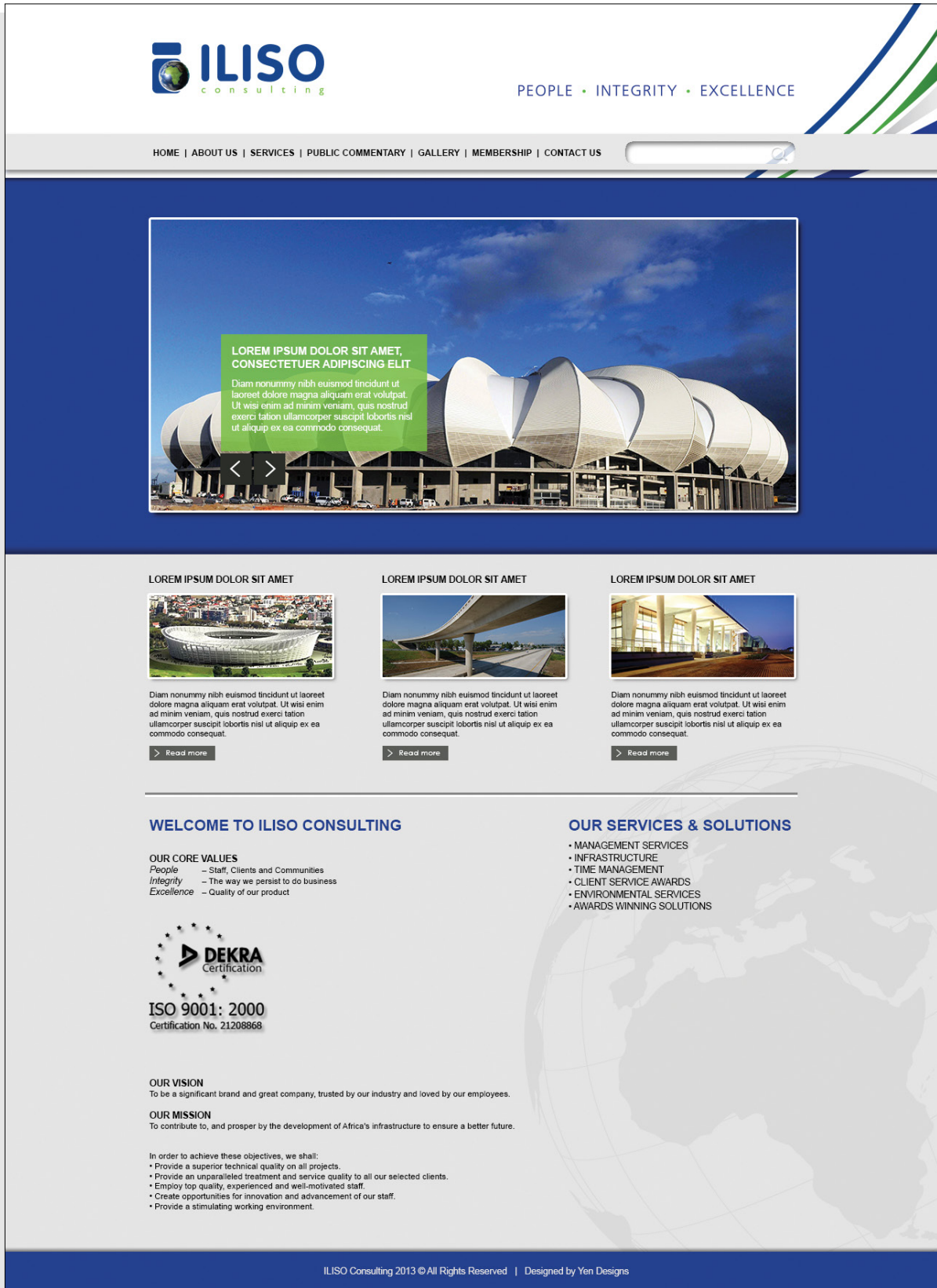
### Small print

6pt Arial

Regular/Bold

\* Contact details will be amended for each office

# WEBSITE



PEOPLE • INTEGRITY • EXCELLENCE

HOME | ABOUT US | SERVICES | PUBLIC COMMENTARY | GALLERY | MEMBERSHIP | CONTACT US



LOREM IPSUM DOLOR SIT AMET



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[Read more](#)

LOREM IPSUM DOLOR SIT AMET



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[Read more](#)

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[Read more](#)

## WELCOME TO ILISO CONSULTING

### OUR CORE VALUES

- People* – Staff, Clients and Communities
- Integrity* – The way we persist to do business
- Excellence* – Quality of our product



ISO 9001: 2000  
Certification No. 21208868

### OUR VISION

To be a significant brand and great company, trusted by our industry and loved by our employees.

### OUR MISSION

To contribute to, and prosper by the development of Africa's infrastructure to ensure a better future.

In order to achieve these objectives, we shall:

- Provide a superior technical quality on all projects.
- Provide an unparalleled treatment and service quality to all our selected clients.
- Employ top quality, experienced and well-motivated staff.
- Create opportunities for innovation and advancement of our staff.
- Provide a stimulating working environment.

## OUR SERVICES & SOLUTIONS

- MANAGEMENT SERVICES
- INFRASTRUCTURE
- TIME MANAGEMENT
- CLIENT SERVICE AWARDS
- ENVIRONMENTAL SERVICES
- AWARDS WINNING SOLUTIONS

# DIGITAL NEWSLETTER



FROM THE DESK OF THE CEO

## NEWSLETTER



### Valor solupti repro berum.

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ILISO House, 203 Witch-Hazel Avenue, Highveld Techno Park, Centurion 0157 | PO Box 68735, Highveld 0169

T (+27) 12 685 0900 | F (+27) 12 665 1886 | E monde@iiso.com

www.iiso.com

ILISO  
PUBLICATION

# A4 BROCHURE

## Front & Back



## Inside

### ABOUT ILISO CONSULTING

ILISO Consulting is an African Consulting Engineering and Project Management firm that specialises in engineering, environmental and project management services.

Established in 1996, ILISO Consulting is widely recognised as one of the most professionally managed consulting engineering firms in Africa today, with a team of directors and senior executives who are experts in their chosen fields. Each member of this formidable team offers a range of combined experience in their areas of speciality. In addition, ILISO Consulting has over 250 highly competent technical and support staff, all working together to deliver sustainable high quality assets that not only meet but also exceed client expectations.

With an enviable portfolio of award-winning contracts, ILISO Consulting is fully established in South Africa (all the major centres), Namibia (Windhoek), Uganda (Kampala) and Zambia (Lusaka), and undertake projects beyond these borders in collaboration with its strategic partners located in the various countries like Botswana, Nigeria, Lesotho and Mauritius making ILISO Consulting a truly African company.

With its strategically located offices and with the practical application of science and engineering principles that include the appropriate use of technology, ILISO Consulting continues to advance on its successes by building value for our clients through the successful planning, implementation and management of landmark and community based projects.

Thanks to a clear vision, a commitment to living its values and above all, its outstanding people, the reputation associated with the ILISO Consulting name is that of integrity, innovation, quality and service excellence.

### ILISO CONSULTING'S SERVICE OFFERINGS

ILISO Consulting is a one stop professional project execution company which undertakes bankable feasibility studies and the implementation and maintenance of engineering projects.

Clients are provided with advice on all aspects of project development from concept to commissioning and have engaged our operators into centres of expertise to ensure that we are at the cutting edge of developments within the various areas of specialisation. At the core of our operators is delivering to the client on our better promise.

We have designed our mix of services to suit the needs of our clients and the realities of their projects. These centres of expertise have been organised into discipline group-based business units to provide specialist services in the fields of Environmental Management, Infrastructure, Management Services, Mining and Industrial, Structures and Transportation.

### ENVIRONMENTAL MANAGEMENT

- Environmental impact assessment and management
- Environmental management systems
- Environmental risk assessment
- Sustainability assessments
- Waste management
- Water resource planning and management



### INFRASTRUCTURE

- Water and wastewater treatment/process engineering
- Bulk water transfer schemes
- Human settlement and urban planning
- Township services
- Rural development



### MANAGEMENT SERVICES

- Construction management
- Feasibility studies
- Government and institutional development and support
- Procurement management
- Project and programme management



### MINING AND INDUSTRIAL

- Electrical and instrumentation
- EPC(M) project execution
- Mechanical and piping
- Mining and geology
- Process and metallurgical



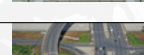
### STRUCTURES (inclusive of Civil, Building and Industrial)

- Bridges and culverts
- Business and industrial parks
- Recreational facilities
- Residential and human settlements
- Stadiums
- Water retaining structures



### TRANSPORTATION

- Planning and design of: public transport; BRT; road improvement schemes and highways
- Integrated transport and development planning
- Transport modelling
- Airport terminals and runways
- Rail stations, tracks and signaling
- Ports and harbours



### Contact Details

10pt Century Gothic  
Regular/Bold  
12pt Leading

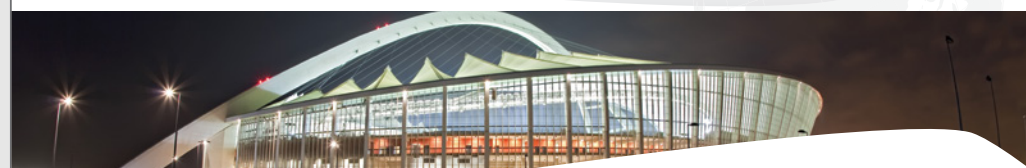
### Printing Specs

Cover & text:  
210mm (w) x 297mm (h)  
Flat sheet:  
420mm (w) x 297mm (h)

### Paper stock:

Cover: 300gsm Hi-Q Titan Gloss  
White

Text: 113gsm Hi-Q Matt  
White





# ILISO BRAND APPLICATION

# NAME TAG & CD LABEL

Name tag



**Name and Surname**

9pt Century Gothic Bold

**Designation**

8pt Century Gothic Regular

9pt Leading

**Printing Specs**

75mm (w) x 40mm (h)

CD / DVD label



**Contact Details**

7pt Century Gothic Regular

8pt Leading

**Stroke**

0.5pt

\* Contact details will be amended for each office

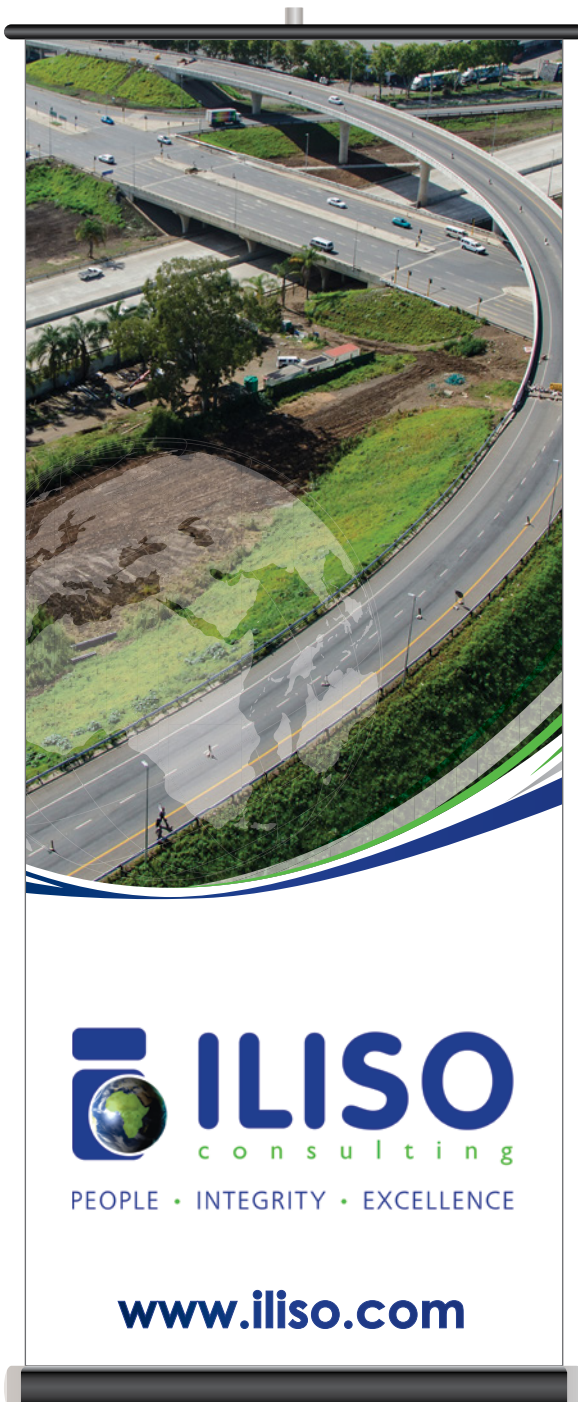




# ILISO SIGNAGE



# PULL-UP BANNERS

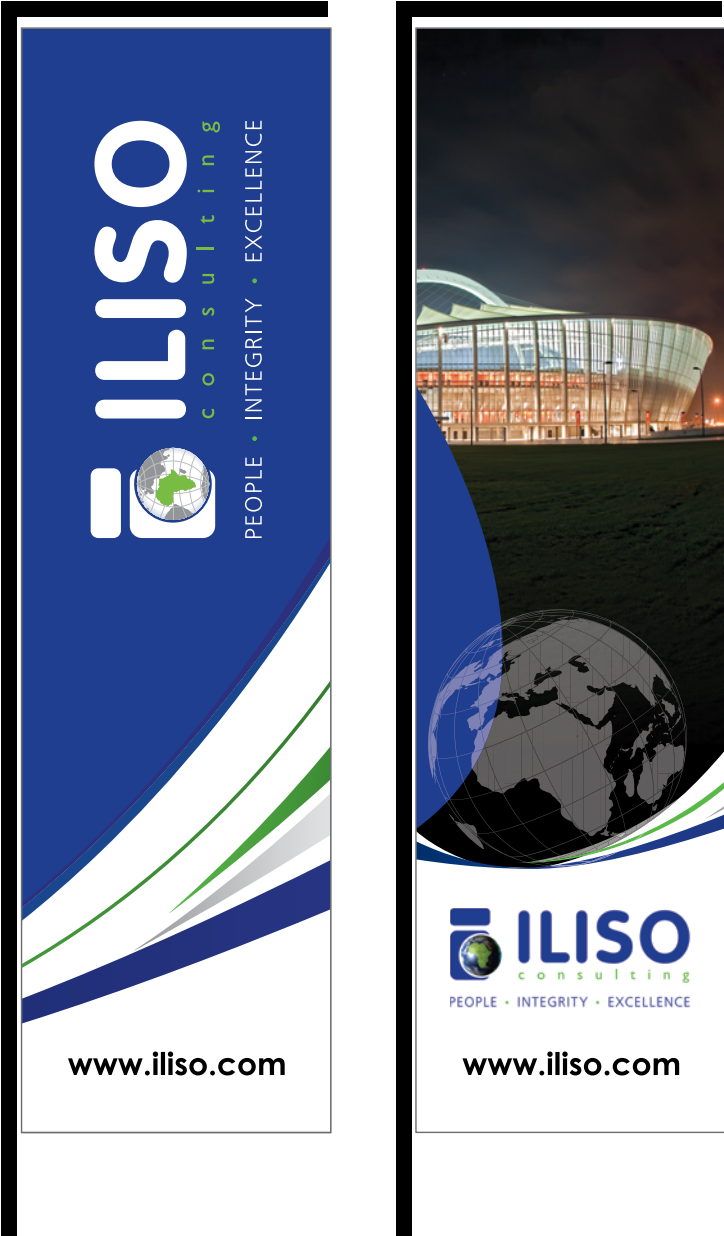


# TEAR DROP & TELESCOPIC BANNERS

3m tear drop flags



3m high telescopic flags





# A-FRAME BANNERS & GAZEBO

2m x 1m A-frame (aluminium frame) banner



2m x 1m pop-up banner



Gazebo



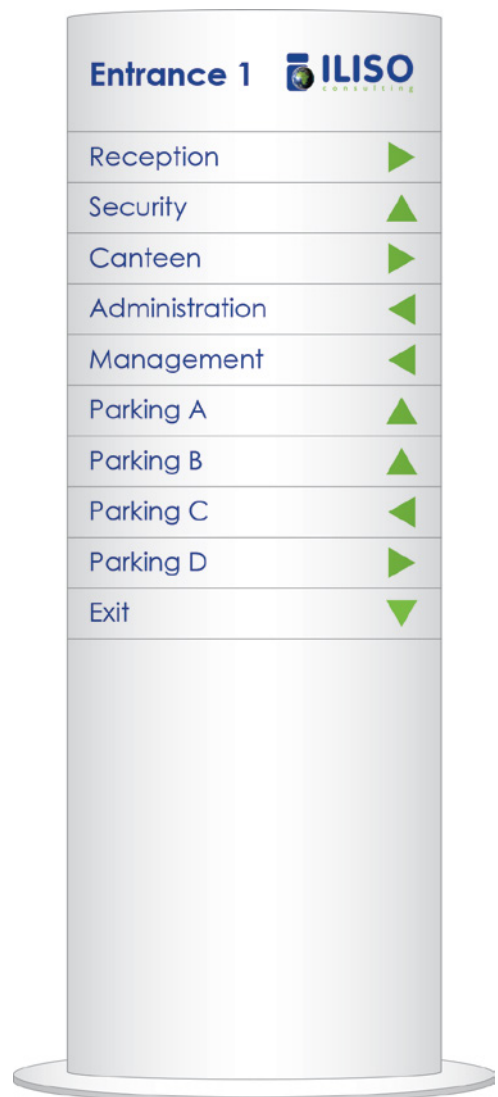
# DIRECTIONAL SIGNAGE



Vertical sign

Building 1	ILISO consulting
Reception	▶
Boardroom	◀
Canteen	◀
Toilets	▲
Parking	▼

Wall mounted sign



Free standing sign

# BILLBOARD





ILISO  
PROMOTIONAL  
PRODUCTS

# T-SHIRTS, GOLF SHIRTS, SHORTS & CAPS



3 Colour Options

1 Colour Options

**Printing specs**  
 Screen printing:  
 Full-colour on white  
 White on green / white on blue  
 Embroidery:  
 3 colours on white or blue  
 1 colour black on white / white on green / white on blue  
 Logo minimum size: 122mm wide x 37.8mm high  
 Stitches total: 4530

**Take note:**  
 Any wording should be in Century Gothic font and placed on either the back or sleeve of the shirt eg. "www.iliso.com".



# FLEECE TOP & FORMAL SHIRTS



3 Colour Options

1 Colour Options

**Printing specs**

Screen printing:

Full-colour on cream

White on green / white on blue

Embroidery:

3 colours on white or blue

1 colour black on white / white on green / white on blue

Logo minimum size: 122mm wide x 37.8mm high

Stitches total: 4530

**Take note:**

Any wording should be in Century Gothic font and placed on either the back or sleeve of the shirt eg. "www.iliso.com".

# VEHICLE LIVERY



## Logo options

Either the Primary signature or the Secondary signature 2d can be used here. The logos may be applied without the positioning statements as well.









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Highveld Techno Park, Centurion 0157  
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[www.iliso.com](http://www.iliso.com)