



AFSUG[®]

African SAP User Group

Visual Style Guideline

AFRICAN SAP USER GROUP

**Connect.
Create.
Collaborate.**

Introduction

Not just a rule book.

It is so much more than just a tidy set of do's and don'ts. It's a blueprint, a brand compass and a visual inspiration. It keeps us true to our identity; it's a finger on our pulse and a way to check all our creative work against the thinking that inspired it.

Our visual guide exists to show the world what we're made of, what we value and what to expect from us. And as our company grows, and changes, our brand has to grow with it, so that it may stand tall wherever it is seen or experienced.

This CI quick reference guide is a succinct toolkit that brings together the various building blocks that make up the AFSUG brand.

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OUR LOGO

Our Logo

Introduction

After careful consideration, a clean simple typeface that is both modern, easy to read and timeless was chosen.

The “Africa” icon remains as a legacy from the original brand, and as a heritage to where we have come from and to the users we service.

The modern geometric facets reflect our mission to provide a modern multifaceted networking platform for the exchange of ideas, information and experiences, with customers, partners and the main stakeholder SAP.

The logo symbolizes our future for being vibrant, passionate and engaging yet still remaining true to our core values - **Connect.Create.Collaborate.**

The new design introduces a selection of rich energised colours that represent the variety of different people and user groups we service. The colours bring vibrancy and energy to the brand.



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The corporate brand is made up of two elements: the icon and the logotype. The two elements should never appear separately i.e. the icon shouldn't appear without the logotype and the logotype should never appear without the icon.

Our Logo

Exclusion Zone

A margin of clear space equivalent to 1xG is drawn around the logo to create the invisible boundary of the clear space.

The world of information can sometimes seem cluttered and chaotic. This is why our new logo requires clear space for clarity of thought, meaning and execution.

It allows our brand to breathe in its own space, delivering a clear message of confidence and purpose.



Our Logo

Logo Variations

There are many facets to every brand, which means our logo needs to stand proud in any number of different environments.

It needs to be flexible enough for a broad spectrum of applications across both print and digital platforms.

The following depictions are a set of chosen colours the AFSUG logo may interact with.

See colour palette section for colour specifications.

Always use supplied official artwork and never attempt to reconstruct the logo.

Full Colour on White



Full Colour on Grey



Solid Colour on White



Solid Colour on Grey



Variations of the solid colour logo application are acceptable depending on the intended print method required for example: screen printing or pad printing whereby background colours would be the natural colour of the intended promotional item.

Logo Responsiveness

Any brand logo must be robust enough to tackle the challenges of limited space across a multitude of applications and landscapes.

It is imperative that a logo be responsive and fluid enough to maintain the core visual communication of the brand even in the smallest of spaces.

The following is a guideline of how and when the AFSUG logo must adapt to the application it is intended for.

These restriction more often apply to a branding exercise where space is limited to the actual shape of the promotional item itself like a pen or USB device.

Primary Logo Stack

The primary logo stack must be used in all logo applications without variation unless intended placement or branding position no longer has sufficient space for the logo to be used at it's minimum size.



Minimum Size



Secondary Logo Stack

The secondary logo stack may only be used in applications where the minimum size required for the primary stack (15mm in print or 45px for digital) is not available and the descriptor will no longer be legible.



Variations of the solid colour logo application would apply to the secondary logo stack as well.

Our Logo

Logo Abuse

Our brand is something we all believe in. Whenever applying it, it should be treated with respect and consistency.

The logo has been created in a variety of formats and colour modes. Thus there should be no need to recreate the logo and the composition should **NEVER** be adjusted.

The following are examples of logo abuse. Some are simple configuration oversights, which would easily be overlooked by the untrained eye.

The icon and the logotype should **NEVER** stand alone (They should always appear together and in the specified configurations).



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The scale relationship between the logotype and the icon must **NEVER** be altered.



The colour of either the logotype or the icon should **NEVER** be altered nor the typeface of the logotype substituted for an alternative typeface.





**OUR COLOUR
PALETTE**

Our Colour Palette

Primary Colour Palette



Pantone 431 C

CMYK: 45 . 25 . 16 . 59
RGB: 73 . 89 . 101
HEX: #495965



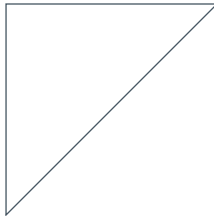
Pantone 5503 C

CMYK: 39 . 2 . 14 . 10
RGB: 139 . 192 . 138
HEX: #8BC0C6



Pantone 431 C - 40%

CMYK: 18 . 10 . 6 . 24
RGB: 182 . 188 . 194
HEX: #B6BCC2



White

CMYK: 0 . 0 . 0 . 0
RGB: 255 . 255 . 255
HEX: #FFFFFF



Pantone 431 C - 10%

CMYK: 5 . 3 . 2 . 6
RGB: 237 . 238 . 240
HEX: #EDEEFO

Our Colour Palette

Secondary Colour Palette



Pantone 7433 C

CMYK: 8 . 90 . 16 . 24
RGB: 117 . 46 . 106
HEX: #B12E6A



Pantone 390 C

CMYK: 27 . 0 . 100 . 3
RGB: 191 . 210 . 43
HEX: #BFD22B



Pantone 3005 C

CMYK: 100 . 31 . 0 . 0
RGB: 0 . 136 . 206
HEX: #0088CE



Pantone 7408 C

CMYK: 0 . 29 . 100 . 0
RGB: 253 . 186 . 18
HEX: #FD8A12



Pantone 2012 C

CMYK: 0 . 45 . 100 . 0
RGB: 249 . 157 . 28
HEX: #F99D1C



OUR TYPOGRAPHY

Print Typeface

Mont is a contemporary sans serif font that is easy to use and read, while conveying a sense of sophistication. Its font family is also large, allowing for greater creative variety.

Mont Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mont Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mont Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mont Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Mont

Light

Regular

Bold

Heavy

Digital Typeface

Primary Typeface:

Montserrat - a free font available to download from Google fonts - which has similar characteristics to Mont, should be used as an alternative for website application.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Montserrat

Regular, **Semi-Bold**, **Black**

Secondary Typeface:

Calibri should be used for digital platforms such as Letterheads, internal communications, PowerPoint, email and EDMs.

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Calibri

Regular, **Bold**



OUR STRAPLINE

Our Strapline

Staying True

Our strapline has remained with us since the beginning as we believe these values are still an integral part of who we are and what want to achieve.

Our goal of creating a vibrant platform the brings together idea's, creative solutions and shares accumulated knowledge in order to improve and enhance the experience of every single user.

The Strapline's typeface is Mont Heavy and comes in two variations depending on available space and legibility. The primary stack is always the preferred unless available height in the intended application is limited.

Primary Stack

**Connect.
Create.
Collaborate.**

Minimum Size

Connect. ↑ 10mm
Create. ↓ 30px
Collaborate. ↓

Secondary Stack

Connect.Create.Collaborate.

Minimum Size

Connect.Create.Collaborate. ↓ 3mm or 8px ↑



**OUR BRAND
DEVICE**

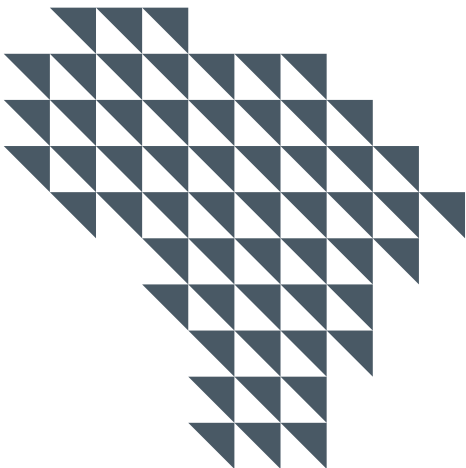
Creativity is Key

Here is where the fun starts. Our brand device is a geometric pattern echo of our icon. There is a core device which is to be used as a starting point and the rest is up to you.

Randomness is encouraged in order to create varied colourful expressions of the brand adding to the dynamic of a layout and creating interest.

The goal is to create something new every time.

Core Device:



Examples





**CONTENT
CREATION**

Prime Locations

In order to create consistency across any channel it is imperative that brand elements are always placed in the same place. The proportions to each elements may vary slightly depending on the specifications of the layout been implemented but there are a few rules that must always be observed.

The Logo

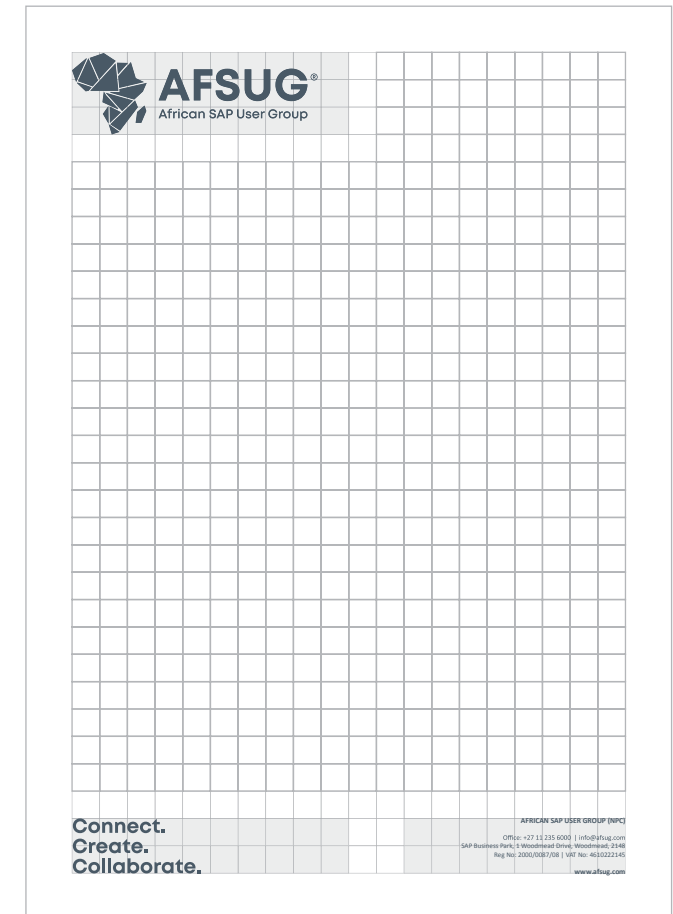
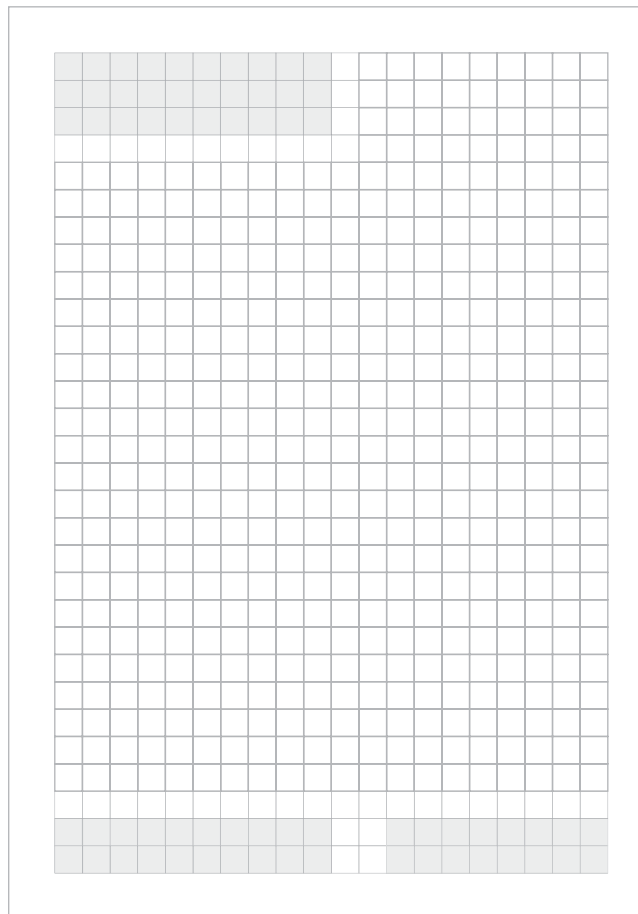
The logo must always be placed top left corner of the layout except when dealing with long vertical layouts then centre position is acceptable.

The Strapline

The strapline must always be placed bottom left hand corner of the layout and never exceed the height of the logo.

Contact Information

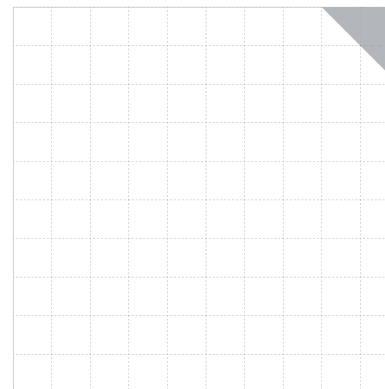
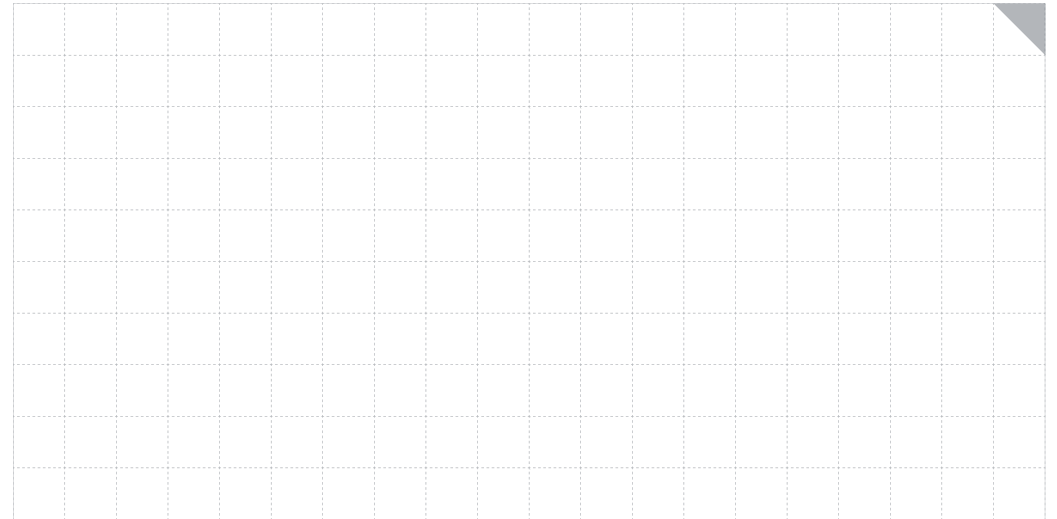
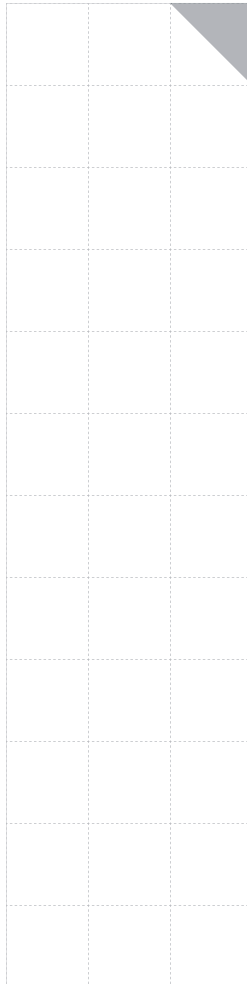
Any text based information whether that is full contact details or just the website address must be placed bottom right corner of the layout and never exceed the height of the strapline.



Prime Locations continued...

In addition to the core brand features the use of a single brand device triangle placed in the top right hand corner of the layout may be observed.

This execution is limited to holding pages, section breaks and digital social media posts where the individual element is already in an environment that clearly displays the other brand elements and therefore there is no need for repetition.



Applications

LETTERHEAD:

Heading Text

Calibri Bold - 9pts

Body Copy

Calibri Regular - 9pts

Author of Letter

Calibri Bold - 11pts

Designation

Calibri Regular Italic - 9pts

Footer Company & Website

Calibri Bold - 7pts

Footer Details

Calibri Regular - 6.5pts

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African SAP User Group

TO: Lorem ipsum dolor sit amet

Company Name
sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat

DATE:
Month 00, 0000

Dear Mr John Snow

Kind Regards

Author of Letter
Designation

**Connect.
Create.
Collaborate.**

AFRICAN SAP USER GROUP (NPC)
Office: +27 11 235 6000 | info@afug.com
SAP Business Park, 1 Woodmead Drive, Woodmead, 2148
Reg No: 2000/08708 | VAT No: 463022145
www.afug.com

AFSUG
African SAP User Group

TO: Lorem ipsum dolor sit amet

Company Name
sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat

DATE:
Month 00, 0000

Dear Mr John Snow

Kind Regards

Author of Letter
Designation

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Applications

PULL UP BANNERS:

Presentation Title

Mont Bold - 101pts

Body Copy

Mont Light - 56pts

Website

Mont Bold - 35pts



Applications

POWERPOINT:

Presentation Title
Calibri Bold - 24pts

Section Slide Title
Calibri Bold - 36pts

Section Slide Copy
Calibri Regular - 12pts

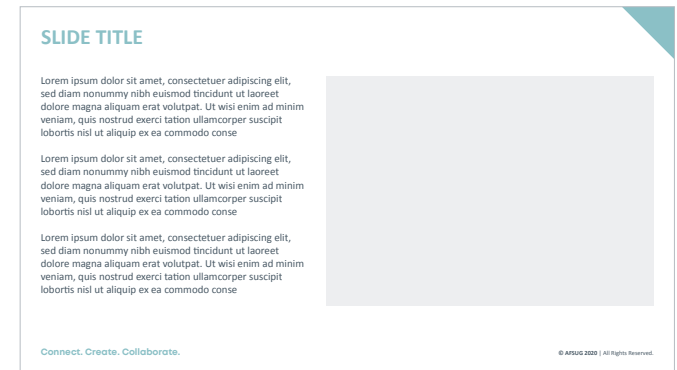
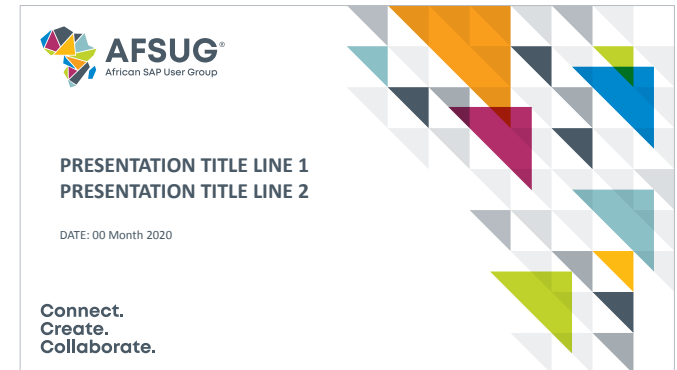
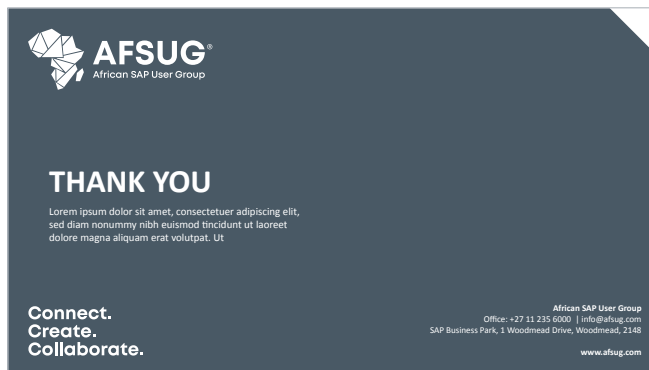
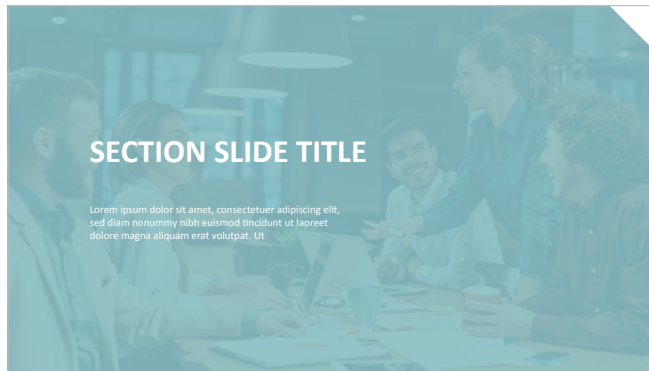
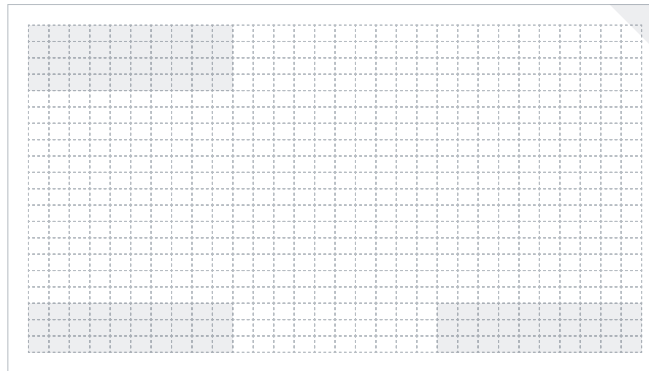
Slide Title
Calibri Bold - 24pts

Slide Copy
Calibri Regular - 12pts

Closing Slide Title
Calibri Bold - 36pts

Closing Copy
Calibri Regular - 12pts

Closing Contact Copy
Calibri Regular - 10pts



Applications

ELECTRONIC DIRECT MARKETING:

Heading Level 1

Calibri Bold - 24px

Heading Level 2

Calibri Bold - 18px

Heading Level 3


Calibri Bold - 14px

Body Copy

Calibri Regular - 14px

Footer Copy

Calibri Bold & Regular - 12px



BANNER 700x200px

Heading Level 2 - Bold 18px (Teal)
HEADING LEVEL 1 - BOLD 24px (Teal)

Heading Level 3 - Bold 14px (Colour Grey)




Body Copy - Regular 14px (Colour Grey) - Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.


Regards,

Name Surname
 Title Description - Bold (Teal)
 name.surname@afsug.com

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 SAP Business Park, 1 Woodmead Drive, Woodmead, 2148
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BANNER 700x200px

Heading Level 2 - Bold 18px (White)
HEADING LEVEL 1 - BOLD 24px (White)

Heading Level 3 - Bold 14px (Grey)


Heading Level 2 - Bold 18px (Colour)


Body Copy - Regular 14px (Colour Grey) - Consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Heading Level 3	Heading Level 3	Heading Level 3	Heading Level 3
Heading Level 3	Heading Level 3	Heading Level 3	Heading Level 3
Heading Level 3	Heading Level 3	Heading Level 3	Heading Level 3

<p>Heading Level 2</p> <p>nisl ut aliquip ex ea commodo consequat.</p> <p style="background-color: #0070C0; color: white; padding: 2px;">Heading Level 3</p>	<p>Heading Level 2</p> <p>nisl ut aliquip ex ea commodo consequat.</p> <p style="background-color: #0070C0; color: white; padding: 2px;">Heading Level 3</p>	<p>Heading Level 2</p> <p>nisl ut aliquip ex ea commodo consequat.</p> <p style="background-color: #0070C0; color: white; padding: 2px;">Heading Level 3</p>
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Heading Level 2 - Bold 18px (Grey)



<p>Tracey Keene Senior Events Manager</p> <p>M +27 82 839 4520 T +27 11 235 6000 keene@afsug.com</p>	<p>Genevieve Myburgh Senior Events Manager</p> <p>M +27 76 523 0300 T +27 11 235 6000 genevieve.myburgh@afsug.com</p>	<p>Follow us on</p> <p>  </p>
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Access to Resources

If you require any further assistance or access to brand element open files please contact:

Amanda Gibbs

General Manager

amanda.gibbs@afsug.com

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