

Introduction



Alexander Forbes

CORPORATE IDENTITY

Corporate identity is the single most powerful visual communication that a business has. It must be carefully developed and accurately managed in order to achieve maximum impact. It reflects company philosophy and stature within its market. It is a single minded message conveying the corporate character of Alexander Forbes that stakeholders, publics and staff alike identify and associate with.

With this in mind the ability to control all the manifestations of identity is extremely important. This temporary standards control document is the first communication transferring such knowledge to its custodians; It will help to ensure that the new corporate logo for Alexander Forbes is never diluted but rather protected by all responsible for it.

This manual does not cover all aspects of identity application and is for production purposes only. A comprehensive corporate identity manual will be issued and distributed in due course.

All type specifications in this manual applies to documents created in Freehand only. Sizing and proportions do change if created in other PC or Mac programmes.

Contents

The following corporate identity guidelines are supplemented with the following enclosures:

- Full colour samples
- Black and white proofs
- A PC disk (comprising logos and basic stationery)
- Signage material specifications
- Signage engineering drawing

INTRODUCTION

IDENTIFICATION ELEMENTS

- 1.1 Logo
- 1.2 Logo: With Descriptor
- 1.3 Logo: Full Colour
- 1.4 Logo: One Colour
- 1.5 Logo: Application on a Background
- 1.6 Logo: Incorrect Application

STATIONERY ELEMENTS

- 2.1 Letterhead: Portrait
- 2.2 Letterhead: Portrait Pre-printing
- 2.3 Letterhead: Landscape
- 2.4 Letterhead: Landscape Pre-printing
- 2.5 Continuation Sheet: Portrait
- 2.6 Continuation Sheet: Landscape
- 2.7 Compliment Slip: Portrait Type 1
- 2.8 Compliment Slip: Portrait Type 2
- 2.9 Compliment Slip: Landscape
- 2.10 Business Card
- 2.11 Envelopes

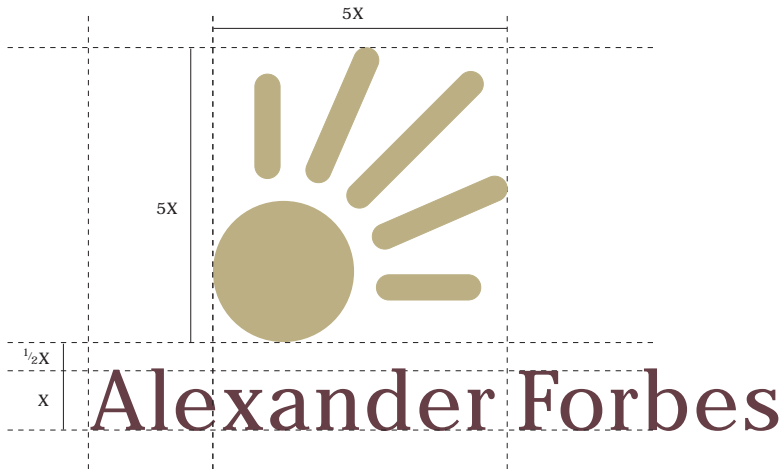
SIGNAGE

- 3.1 Introduction

REPRODUCTION STANDARDS

- 4.1 Paper Samples
- 4.2 Pantone Swatches

1.1 Logo



The Alexander Forbes Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type.

The Logo Symbol is a powerful image evoking the culture of personal service - the hand, and the strength of global resourcing - the sun. It has a particular relationship with the Alexander Forbes name.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper and lower case letters. The typeface is Cosmos Light and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Taupe and Maroon. It is a fresh and appealing blend of colours chosen for their strong combination - modern classic.

The Colours have been selected according to international standards as shown below and are easily implemented.

- Logo Symbol: 100% Taupe see 1.3 for specifications.
- Logo Type: 100% Maroon see 1.3 for specifications.

This logo format is the only stationary format to be used. Other logo formats will become available in due course.

1.2 Logo: With Descriptor



The relationship between the elements of the Masterbrand and Primary Descriptor in terms of size, position and proportion are strictly defined. These controls are demonstrated below and may not be altered.

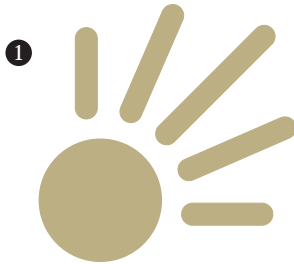
- 1 The Primary Descriptor and the rule do not always appear and are not part of the Masterbrand. It must however be set according to these standards:

- Typeface: Cosmos Light uppercase
- Colour: Maroon
- Kerning of letters: 13% em
- Horizontal Scaling: 100%
- Alignment: Centre to the Masterbrand logo type Alexander Forbes
- Rule Width: 0.1mm (when applied to stationery). Must be justified with the Masterbrand logo type Alexander Forbes
- Rule Colour: Taupe

Please note: Other descriptions such as Risk Services, Reinsurance and Technology must be treated in the same manner as this example.

1

1.3 Logo: Full Colour



2 Alexander Forbes



20% cyan
20% magenta
50% yellow



100% magenta
70% yellow
70% black

Process Colour (CMYK)



4525 U



505 U

Pantone Uncoated



4525 C



505 C

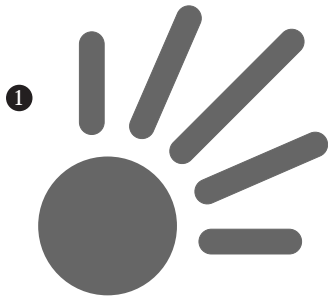
Pantone Coated

The two corporate colours are Taupe and Maroon. It is a fresh and appealing blend of colours chosen for their strong combination - modern classic. The colours have been selected according to international standards as shown below and are easily implemented.

- 1 The Logo Symbol is 100% Taupe matching Pantone System code 4525U and 4525C. CMYK process colour breakdown is 20% cyan, 20% magenta, 50% yellow.
- 2 The Logo Type is 100% Maroon matching Pantone System code 505U and 505C. CMYK process colour breakdown is 100% magenta, 70% yellow, 70% black.

NB: Use uncoated pantones on uncoated paperstock, and coated pantone equivalents on coated paperstock.

1.4 Logo: One Colour



² Alexander Forbes

The two corporate colours must be used in all full colour applications. There will be occasions when one colour only is permitted. On a white print surface such as this example the single print colour must be black. The breakdown is shown below:

- 1 The Logo Symbol is 60% screen of the black
- 2 The Logo Type is 100% black.

Please note: Do not attempt to use either of the corporate colours as a single colour option.

1.5 Logo: Application on a Background

Colour treatments with acceptable backgrounds are shown as follows:

- 1 Solid Maroon background: logo symbol in 100% Taupe and logo type reversed out in white.
- 2 20% screen of the Taupe background: logo symbol in 100% taupe and logo type in 100% maroon.
- 3 Black background: logo symbol in 20% screen of the black and logo type reversed out in white.
- 4 All other backgrounds: the corporate logo must appear in full colour on a white block

Scale as per No.4

Take "X" as the height of the "A" of the Master logo



1.6 Logo: Incorrect Applications

The corporate logo has adequate flexibility for use on all types of applications. However, there are particular and specific parameters and adaptations such as those shown (left) are not permitted.

- 1 Do not place the logo type on 2 lines
- 2 Do not invert the logo symbol.
- 3 Do not alter the logo symbol.
- 4 Do not alter the logo type style.
- 5 Never present the logo symbol in 2 colours.
- 6 Do not change the positional relationship between the logo symbol and logo type.
- 7 Do not change the size relationship between the logo symbol and logo type.
- 8 Never change the proportions of the logo vertically or horizontally or alter the appearance in any way.



Alexander
Forbes



Alexander Forbes



Alexander Forbes



Alexander Forbes



Alexander Forbes



Alexander
Forbes



Alexander Forbes



Alexander Forbes

2.1 Letterheads: Portrait

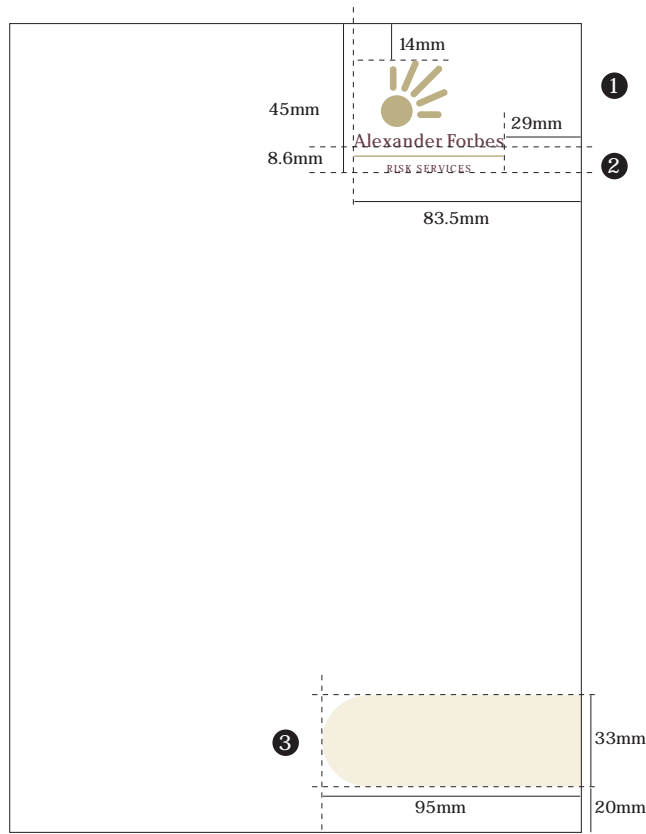


Shown here is an example of a typical completed letterhead.

- **Corporate Identity:** Pantone 4525U and 505U with the base panel in a 20% screen of Pantone 4525U, positioned bottom right.
- **Body Copy:** All body copy in black. The letter shown has been typeset in Garamond, 12pt.
- **Font:** Use Cosmos Light upper and lowercase for the address, directors details and registration details. Use Cosmos Medium upper and lowercase for the secondary descriptor and the word "Directors".
- **Paperstock:** Environment Wove Ultra Bright White 90gsm.

These details are laser generated and do vary from office to office.

2.2 Letterheads: Portrait Pre-Printing



Alexander Forbes letterheads have been carefully designed for Template driven production. The pre-printed elements as shown here are logo symbol, logo type, a sample Primary Descriptor and Taupe panel. These elements are a common feature throughout all types of letterheads. All setting requirements are specified on the following pages, but are to be typeset and produced locally.

- 1** The Corporate logo (from the base)
 - 45mm from the top of the page.
 - 83.5mm from the right hand side of the page.
- 2** The Primary Descriptor and Rule
 - This element is one example of several descriptors that will be supplied pre-printed
 - Typeface: Cosmos Light uppercase
 - Size: 9.5 pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery)
 - Must be justified with the Masterbrand logo type Alexander Forbes
- 3** The Base panel
 - Bleeds off the right hand side of the page
 - 20mm from the base of the page
 - 95mm wide x 33mm high
 - 20% screen of Pantone 4525U

2.3 Letterhead: Landscape

Shown here is an example of a typical completed letterhead.

- Corporate Identity: Pantone 4525U and 505U with the base panel in a 20% screen of Pantone 4525U, positioned bottom right.
- Body Copy: All body copy in black. The letter shown has been typeset in Garamond, 12pt.
- Font: Use Cosmos Light upper and lowercase for the address, directors details and registration details. Use Cosmos Medium upper and lowercase for the secondary descriptor and the word "Directors".
- Paperstock: Environment Wove Ultra Bright White 90gsm.

Attention : Mr R J Volch
Chief Executive Officer
The BestWorld Group
P O Box W23453
Zurich S235 T142
Switzerland

Tuesday 08 February 1999

Dear Mr Volch


Re : Our discussion 02 February 1999 - 'The Financial Future of Africa'

The basic premises of the African Renaissance campaign are : firstly, that Africa has the capacity to emerge and succeed as a thriving, caring world-class 'new economy' ; secondly, that before the onset of the 21st Century Africa can and will - in fact, it MUST - generate the correct mindset and game plan to achieve this success; thirdly, that you and hundreds of like-minded people throughout Africa, whom we have identified and continue to identify together have a major role to play in the process - (continued in the attached documentation)


The purpose of the think-tank with Dr De Bono was to initiate strategic thinking that would give substance to the vision of the African Renaissance. I trust that the underlying message contained in this documentation will begin to answer your investment questions and concerns - the balance of which we can debate during your forthcoming visit to South Africa.

Yours sincerely

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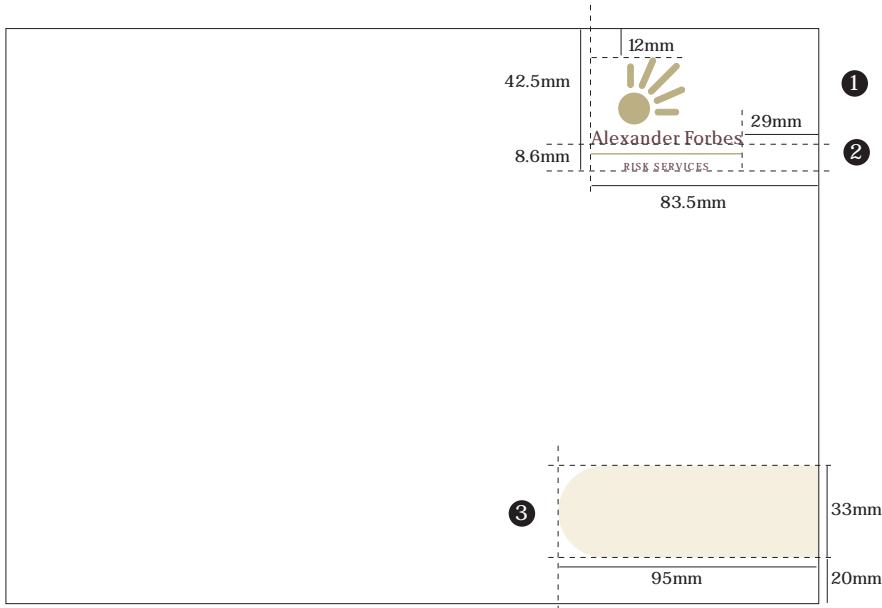


Alexander Forbes (PTY) Ltd Reg No 990284-07

Directors: Theo Bekheers, Sonnet Casseoli, Quentin Hestery, Lorne Levin, Mia Marais, Louisa Mepie, Geoff Todd, David Woodard, Theo Bekheers, Sonnet Casseoli, Quentin Hestery, Lorne Levin, Mia Marais, Louisa Mepie, Geoff Todd, David Woodard, Theo Bekheers, Sonnet Casseoli, Quentin Hestery, Lorne Levin, Mia Marais, Louisa Mepie, Geoff Todd

*These details are
laser generated
and do vary from
office to office.*

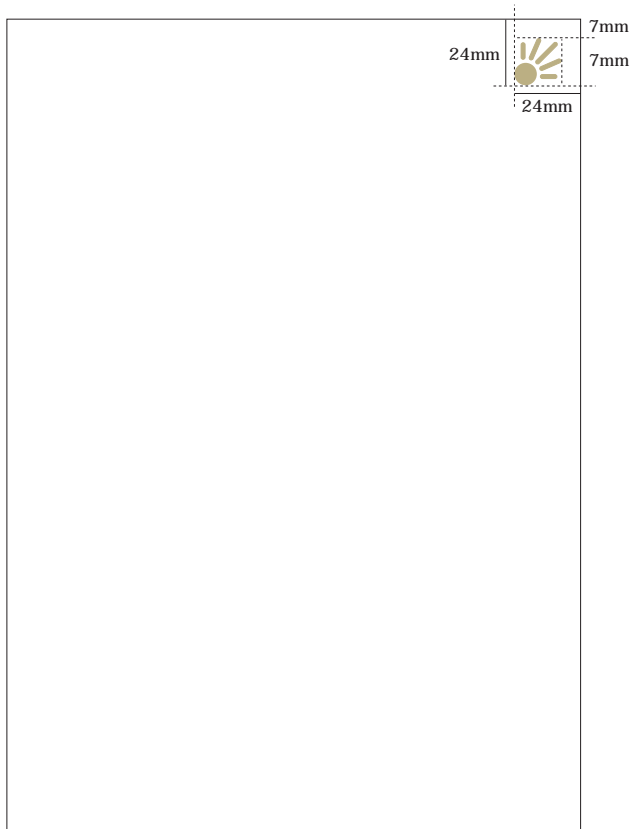
2.4 Letterhead: Landscape Pre-Printing



Alexander Forbes letterheads have been carefully designed for Template driven production. The base elements as shown here are logo symbol, logo type and Taupe panel. This base is a common feature throughout all types of letterheads. All setting requirements are specified on the following pages, but are to be typeset and produced locally.

- 1 The Corporate logo (from the base)
 - 42.5mm from the top of the page.
 - 83.5mm from the right hand side of the page.
- 2 The Primary Descriptor and Rule
This element is one example of several descriptors that will be supplied pre-printed
 - Typeface: Cosmos Light uppercase
 - Size: 9.5 pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery)
Must be justified with the Masterbrand logo type Alexander Forbes
 - Rule Colour: Taupe
- 3 The Base panel
 - Bleeds off the right hand side of the page
 - 20mm from the base of the page
 - 95mm wide x 33mm high
 - 20% screen of Pantone 4525U

2.5 Continuation Sheet: Portrait



Shown here is an example of the continuation sheet portrait format

- Corporate Identity: Logo symbol in 100% Pantone 4525U.
- Alignment: Top Right hand corner 24mm from top of page, 24mm from right of page.
- Paperstock: Environment Wove Ultra Bright White 90gsm.

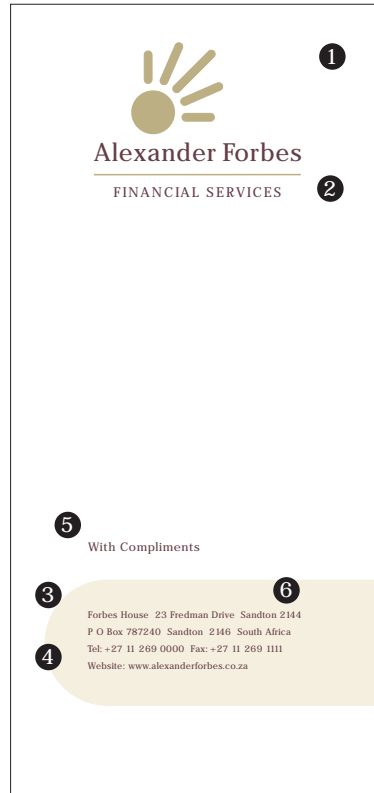
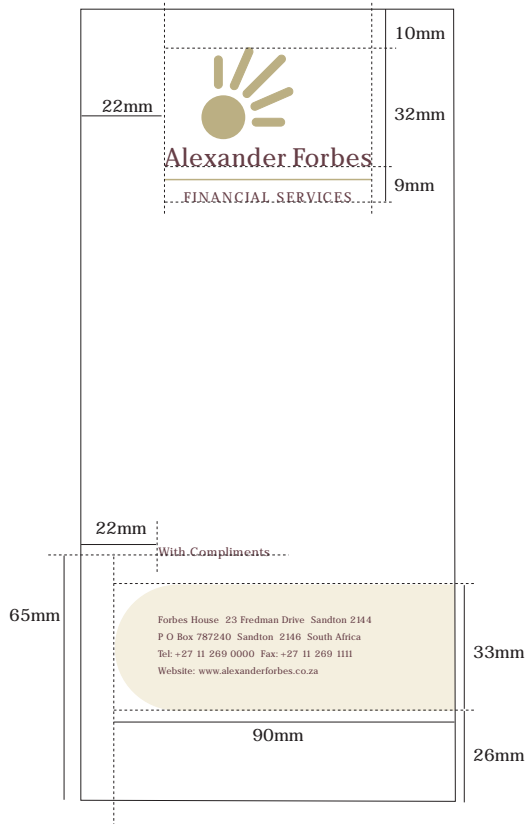
2.6 Continuation Sheet: Landscape

Shown here is an example of the continuation sheet landscape format

- Corporate Identity: Logo symbol in 100% Pantone 4525U
- Alignment: Top Right hand corner 24mm from top of page, 24mm from right of page.
- Paperstock: Environment Wove Ultra Bright White 90gsm.



2.7 Compliment Slips : Portrait



TYPE 1

The portrait compliment slip must be pre-printed. Printing is in 3 colours with black body copy.

- Format: Portrait
- Size: 210mm x 99mm
- Paperstock: Environment Wove Ultra Bright White 90gsm

- 1 The Corporate logo (from the base)
 - in the Corporate colours
- 2 The Primary Descriptor and Rule

This element is one example of several descriptors that will be supplied pre-printed.

 - Typeface: Cosmos Light uppercase
 - Size: 10pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery)
 - Must be justified with the Masterbrand logo type Alexander Forbes
 - Rule Colour: Taupe
- 3 The Base panel
 - Bleeds off the right hand side of the page
 - 26mm from the base of the page
 - 90mm wide x 33mm high
 - 20% screen of Pantone 4525U

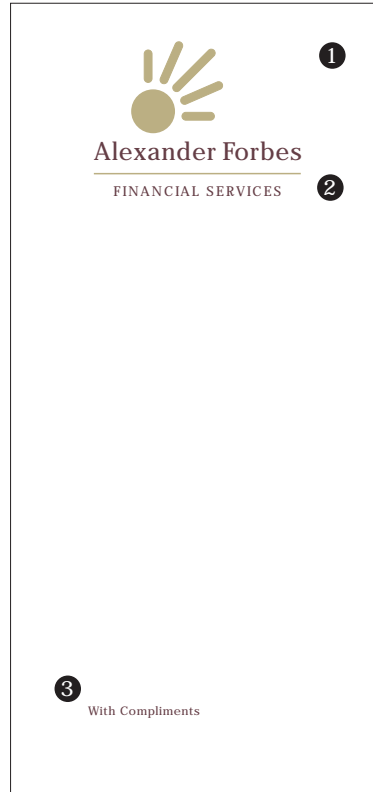
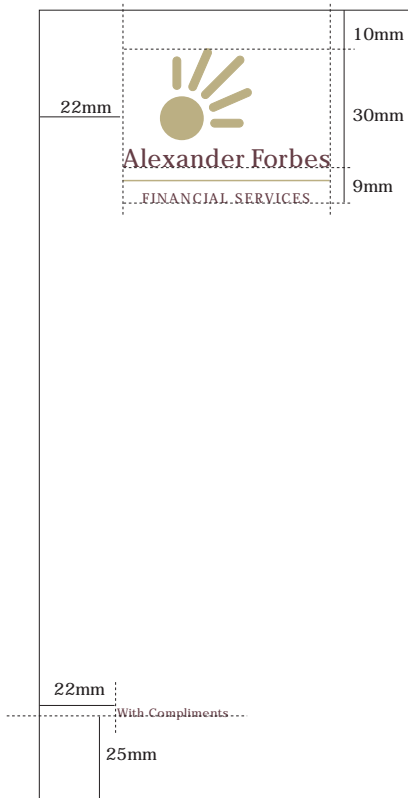
2.7 Compliment Slips: Portrait (continued)

- ④ The Address Details
 - Typeface: Cosmos Light upper and lowercase
 - Size: 7pt
 - Kerning of letters: 3% em
 - Leading: 6
 - Colour: Black
 - Alignment: Ranged left, 22mm from left of page. Centre in Taupe block.

- ⑤ With Compliments specifications
 - Font: Cosmos Medium upper and lowercase
 - Size: 9pt
 - Kerning of letters: 5% em
 - Horizontal Scaling: 100%
 - Colour: 100% Pantone 505U
 - Alignment: 22mm from left of compliment slip, 65mm from base.

- ⑥ Secondary Descriptor and Rule (optional)
When pre-printed, there could be a Secondary descriptor. (Not shown)
 - Typeface: Cosmos Medium upper and lower case
 - Size: 10.5pt
 - Colour: Black
 - Kerning of letters: 3% em
 - Horizontal Scaling: 100%
 - Rule Width: 0.1 mm

2.8 Compliment Slips : Portrait



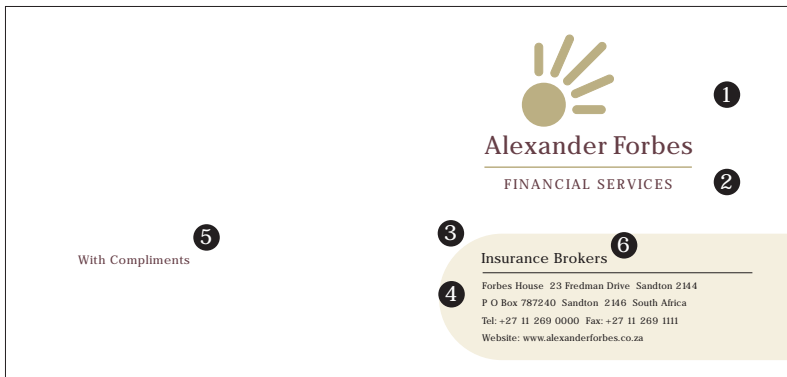
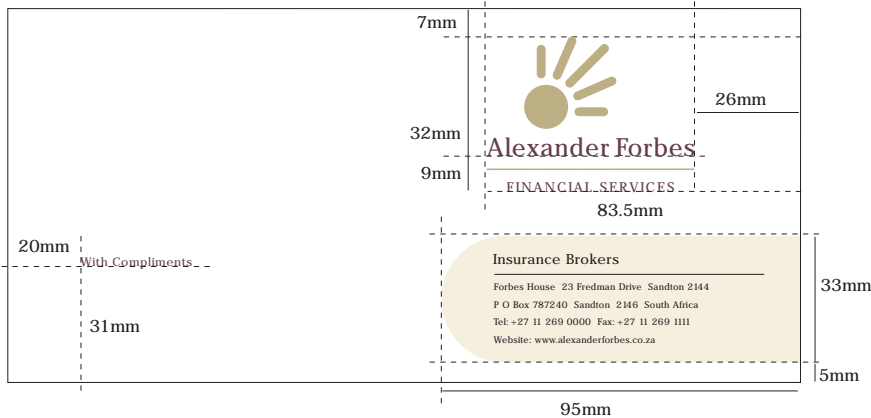
TYPE 2

This compliment slip as shown is for general use. Please note the position of "With Compliments".

- Format: Portrait
- Size: 210mm x 99mm
- Paperstock: Environment Wove Ultra Bright White 90gsm

- 1 The Corporate logo (from the base)
 - in the Corporate colours
- 2 The Primary Descriptor and Rule
This element is one example of several descriptors that will be supplied pre-printed.
 - Typeface: Cosmos Light uppercase
 - Size: 10pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery)
Must be justified with the Masterbrand logo type Alexander Forbes
 - Rule Colour: Taupe
- 3 With Compliments specifications
 - Font: Cosmos Medium upper and lowercase
 - Size: 9pt
 - Kerning of letters: 5% em
 - Horizontal Scaling: 100%
 - Colour: 100% Pantone 505U
 - Alignment: 22mm from left of compliment slip, 25mm from base.

2.9 Compliment Slips: Landscape



The landscape compliment slip can be template driven or pre-printed. Printing is in 3 colours with black body copy.

- Format: Landscape
- Size: 99mm x 110mm
- Paperstock: Environment Wove Ultra Bright White 90gsm

- 1 The Corporate logo (from the base)
 - in the Corporate colours
- 2 The Primary Descriptor and Rule
 - This element is one example of several descriptors that will be supplied pre-printed.
 - Typeface: Cosmos Light uppercase
 - Size: 10pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery) Must be justified with the Masterbrand logo type Alexander Forbes
 - Rule Colour: Taupe
- 3 The Base panel
 - Bleeds off the right hand side of the page
 - 5mm from the base of the page
 - 95mm wide x 33mm high
 - 20% screen of Pantone 4525U

2.9 Compliment Slips: Landscape

- ④ The Address Details
 - Typeface: Cosmos Light upper and lowercase
 - Size: 7pt
 - Kerning of letters: 3% em
 - Leading: 6
 - Colour: Black
 - Alignment: Ranged left under Secondary Descriptor

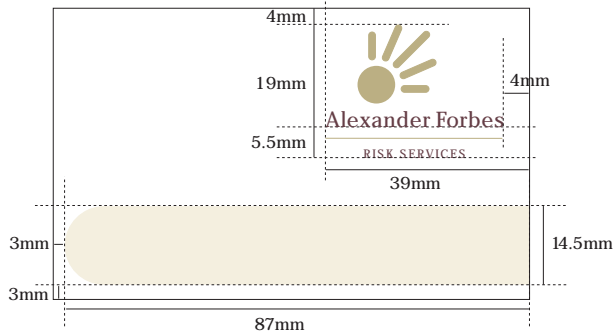
- ⑤ With Compliments specifications
 - Font: Cosmos Medium upper and lowercase
 - Size: 9pt
 - Kerning of letters: 5% em
 - Horizontal Scaling: 100%
 - Colour: 100% Pantone 505U
 - Alignment: 20mm from left of compliment slip, 31mm from base

- ⑥ Secondary Descriptor and Rule (optional)

When pre-printed or template driven, there could be a Secondary descriptor.

 - Typeface: Cosmos Medium upper and lower case
 - Size: 10.5pt
 - Colour: Black
 - Kerning of letters: 3% em
 - Horizontal Scaling: 100%
 - Rule Width: 0.1mm

2.10 Business Card



- Size: 55mm x 90mm
- Paperstock: Environment Wove Ultra Bright White 216gsm
- Colours: Pantone 4525U, 505U and 100% black

- 1** Masterbrand: as per measurements shown left
- 2** Primary Descriptor (optional)
 - Typeface: Cosmos Light uppercase
 - Size: 6pt
 - Colour: Maroon
 - Kerning of letters: 13% em
 - Horizontal Scaling: 100%
 - Alignment: Centre to the Masterbrand logo type Alexander Forbes
 - Rule Width: 0.1mm (when applied to stationery) Must be justified with the Masterbrand logo type Alexander Forbes
 - Rule Colour: Taupe
- 3** Base panel
 - Colour: 20% screen of Pantone 4525U
- 4** Name
 - Typeface: Cosmos Medium upper and lower case
 - Size: 9pt
 - Colour: Black
 - Kerning of letters: 1% em
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card
- 5** Qualifications (optional)
 - Typeface: Cosmos Light upper and lowercase
 - Size: 6pt
 - Colour: Black
 - Kerning of letters: 1% em
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card

2.10 Business Card (continued)

- ⑥ **Company Position**
 - Typeface: Cosmos Light upper and lowercase
 - Size: 6pt
 - Colour: Black
 - Kerning of letters: 5% em
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card

- ⑦ **Direct Telephone, fax and e-mail details**
 - Typeface: Cosmos Medium upper and lowercase
 - Size: 7pt "Direct": 5pt
 - Colour: Black
 - Kerning of letters: 0% em
 - Leading: 3
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card

Please note:

This shows front of business card only, the reverse may be used for local languages.

Measurements and layout to be followed as close as the relevant alphabet/type will allow.

- ⑧ **Secondary Descriptor (optional)**
 - Typeface: Cosmos Medium upper and lower case
 - Size: 8pt
 - Colour: Black
 - Kerning of letters: 1% em
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card

- ⑨ **Address details, Switchboard telephone and fax numbers**

The Postal address must always appear before the physical address (where available)

 - Typeface: Cosmos Light upper and lowercase
 - Size: 5.5pt
 - Colour: Black
 - Kerning of letters: 0% em
 - Horizontal Scaling: 100%
 - Alignment: Ranged left, 7mm from left side of card

Address details could be three lines, as some offices need to put in the legal company name. The legal company name is placed below the Secondary Descriptor, in Cosmos Light Italics upper and lowercase, all other specifications as above.

- ⑩ **Regulatory logos (where applicable)**
 - Colour: black
 - Alignment: Ranged right, on base panel

2.11 Envelopes

1



2



All envelopes have a full colour Alexander Forbes logo on the front only with company and address details in black on the reverse flap only.

- 1 DL and smaller
- 2 C4 and larger

Address details on the reverse flap (not shown)

- Typeface: Cosmos Light upper and lowercase
- Size: 8pt
- Colour: Black
- Kerning of letters: 3% em
- Horizontal Scaling: 100%
- Alignment: Centred

3.1 Signage: Introduction



The signage design has introduced a special logo symbol and logo type relationship to enhance the visibility of the lettering when on a large scale. It is only ever the Master logo and may only be used in these special circumstances. Please refer to technical drawings and specifications following.

Two types of signs have been developed: Primary external identification signage and primary internal identification signage, with a banner format as an alternative shape when required. Not shown here but as on technical drawings.

The typical sign shown is 2 metres long with height in proportion for external signs and 1.2 metres long for internal signs. The letters are fabricated in aluminium and are covered in 3M vinyl. The symbol is fabricated in the same manner, 3M vinyl covered.

These elements are applied to a perspex panel for external signage aluminium for internal signs. Vinyl is NOT translucent.

External signage is back illuminated using neon tubing. The light is pushed through clear areas in the perspex and creates a halo effect around the letters and symbol. The perspex panel is attached to a base panel.

It is also acceptable to apply the vinyl lettering and symbol directly onto the oval aluminium plate. Finally, an office with no walls at all may have cut-out crystal or full colour decals of the corporate signature applied directly to a glass door in the same style.

Signage can be manufactured to incorporate a curved wall.

Please follow the specifications and engineering drawing supplied for standard signs.

Please note a full signage manual will be produced shortly. It will encompass primary signage variations and secondary signage.

4.1 Paper Stock

Letterheads

Environment Wove Ultra Bright White 90gsm

Compliment Slips

Environment Wove Ultra Bright White 90gsm

Business Cards

Environment Wove Ultra Bright White 216gsm

4.2 Reproduction Standards

Attached are Alexander Forbes identity colour swatches. Please note that these must be used for all Reproduction requirements. This Master identity may not be altered.

Folders

1



2



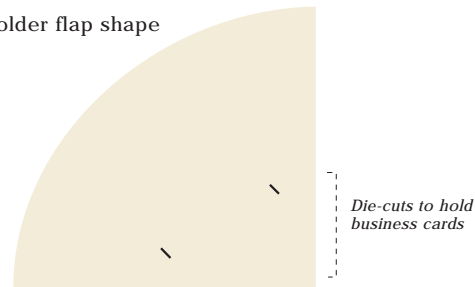
There are 2 types of folder designs. Specifications are as below, and may not be altered.

- **Size:** All folders are designed to house standard A4 contents. The folder may be increased in size according to its needs by a maximum of 20mm to the width and depth. This is achieved by adding on bleed.
- **Colours:** All report covers are printed in the two corporate pantone colours. Refer to page 1.3 in the CI Manual for colour specifications.
- **Paperstock**
Magno Matt 350gsm
- **Folder variations**
 - Folder with spine
 - Folder with gusset
 - Folder with gusset and flap

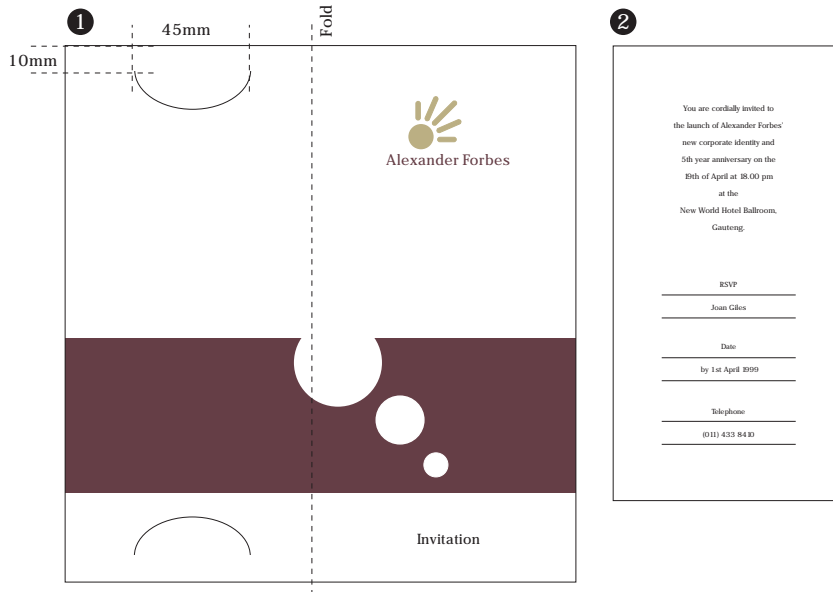
Note: the gusset may vary according to the amount of documents the folder may contain. Gusset width may be between 2 and 10mm.

- **Folder flap:** To house smaller documents. May have die-cuts to hold a business card, positioned bottom right. The shape must be a quarter circle, as shown below.

Folder flap shape



Generic Invitation, Menu and Thank you card



These controls apply to the menu, invitation and thank you card. The main card which houses the information insert, is to be pre-printed in advance. The insert will be typeset and either laser generated or printed, then centred between the two die-cuts, on the inside back cover of the card.

1 MAIN CARD

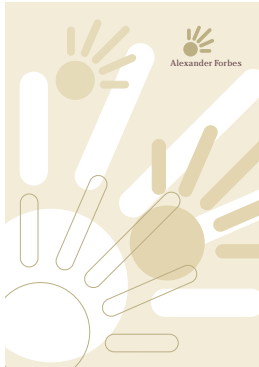
- Size (open): (UK) width 200mm height 210mm
(USA) width 186mm height 215mm
- Colours: All invitations are printed in 3 colours, taupe, maroon and black. The type such as "invitation" is in black. Refer to page 1.3 in the CI Manual for colour specifications.
- Paperstock
Magno Matt 350gsm
- Finish: Fold invitation in half.
(UK) Height 210mm width 100mm
(USA) Height 215mm width 93mm
- Die-cuts: Used to hold the insert, there are 2 half oval shaped die-cuts 10mm from top of card and 10mm from base of card. 45mm in width.

2 INFORMATION INSERT

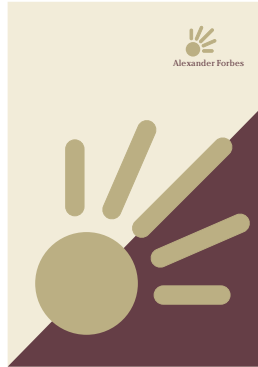
- Size: (UK) width 90mm height 186mm
(USA) width 83mm height 190mm
- Colours: Black type and rules
- Paperstock: Environment wove ultra bright white 90gsm
- Fonts: Cosmos Light upper and lowercase. 8pt type. Leading 10. Kerning 3% em.

Report Covers

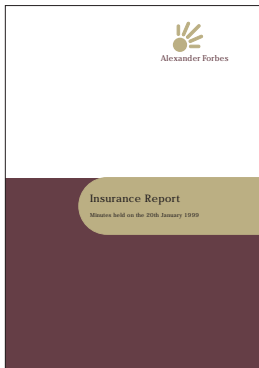
1



2



3a



*this
copy is
template
driven*

3b



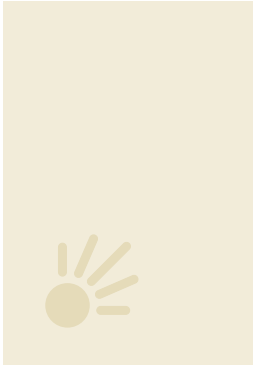
Die-cut window

There are 3 types of report cover designs 1, 2, 3a.

Only option 3a may have the die-cut window option (3b), or can stand alone. Specifications are as below, and may not be altered.

- **Size:** All report covers are A4 and designed to cover standard A4 contents USA (215 x 279mm) and UK (210 x 297mm).
- **Colours:** All report covers are printed in the two corporate colours, except for option 3a which if template driven, will have black type over Taupe panel. Refer to page 1.3 in the CI Manual for colour specifications.
- **Font:** Use Cosmos Light upper and lowercase. 24pt main heading, 13pt text. Centre the type in Taupe panel as indicated in 3a.
- **Paperstock**
Report covers (1, 2, 3a):
Can use either
 - Environment Wove Ultra Bright White 118gsm or
 - Magno Matt 250gsmDie-cut window (3b):
 - Magno Matt 350gsm

Report Covers continued



Report back cover

- **Binding:** Several binding methods are available, and selection is discretionary. Please however note that binding must always be on the left-hand side, and that staple binding should be for reports of less than 12 pages. Binding may only be in black, white, maroon or silver.
- **Report back cover:** There is one report back cover design which is common to all 3 front report cover designs. The report back cover must always be in the matching paperstock weight to the front cover design, and to the same final size.

If an address is required, these are the type specifications

Country: Cosmos medium upper and lowercase. 8pt, leading 4. Ranged left.

Address details: Cosmos light upper and lowercase. 8pt, leading 4. Ranged left.