



# *Sanitech*

## *Corporate Identity Manual*

*Version 2 | September 2015*

## Our Company - Our Brand

# *Sanitech*

The Sanitech logo is the symbol of our company and all that we stand for. It must be depicted precisely and consistently. The logo execution, the colours and the typefaces have been selected to work together as our corporate identity (CI).

This manual provides a comprehensive guide for the correct use of our CI. We are an operating division of Waco International, a highly respected global commercial and industrial service business.

# Brand Architecture



Waco International is the controlling entity of the global business.

# Brand Architecture



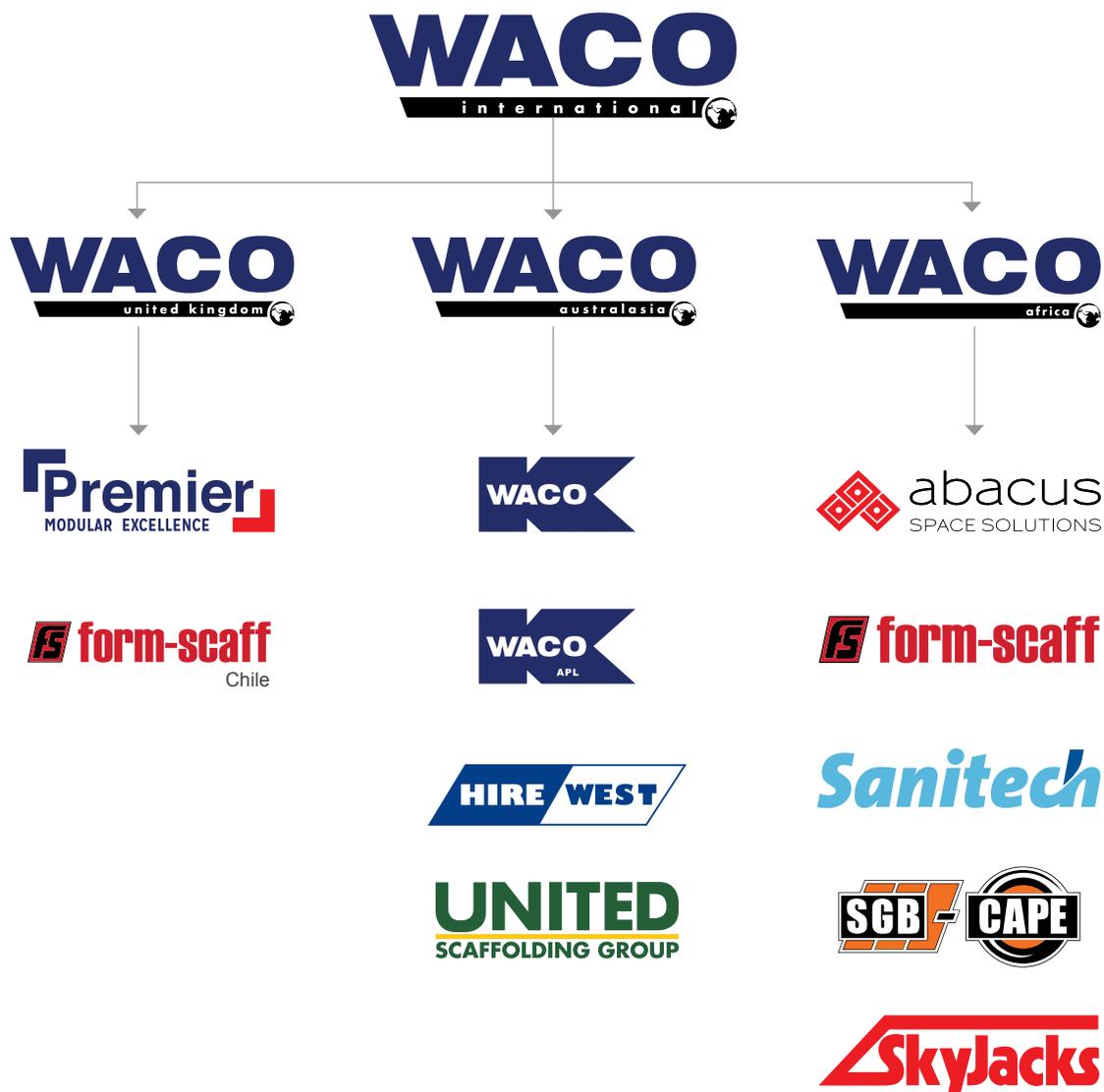
Waco International is the controlling entity of the global business.

Waco International currently has a portfolio of eleven businesses operating under three geographically located companies.

The geographical companies are managerial and financial entities and not marketable brands. Their corporate identity takes its lead from Waco International.

Each company has a number of subsidiaries operating within its geographical location (Companies and Divisions).

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Each company has a number of subsidiaries operating within its geographical location (Companies and Divisions).

The primary value of Waco International lies within the subsidiaries and their established and respected brands.

Each subsidiary business is unique, offering an array of specialist products and services for a defined segment of the equipment rental and industrial services markets. (Primary offer)

By communicating its alignment with Waco International, each subsidiary is able to leverage the competitive advantage of scale, financial backing, innovation and global expertise. (Secondary offer)

# Defining the Relationship Between Waco International and the Operating Brands

Waco International is a global group operating on 4 continents, in 11 countries, at over 100 locations. It is important to continually reinforce that the operating brands are part of a much bigger operation.

This alignment helps the operating brands punch above their weight associating them with the financial backing, innovation and global expertise of the Group.

Secondly, the profile and size of Waco International is raised with every potential customer, investor, employee and stakeholder through every alignment opportunity.

Two communication elements are used to achieve this and the application of these is covered in the next pages.

## The Waco Endorsement



## The Waco Footprint

Digital



Print



# The Waco Endorsement

This element is a brand building property for the Waco International Group. It communicates scale, shared values and teamwork.

It may be updated periodically in order to remain relevant in a changing market.

It should appear on marketing collateral such as advertising, stationery and digital elements

The endorsement must always appear in full colour against white, or in white against the Waco International blue. It should be positioned in the bottom quarter of the design on either the left or right and must accommodate the minimum exclusion area. This exclusion area is equal to the height and width of the globe.

## Exclusion Area



# The Waco Footprint

To visualise the extent of Waco International a global map is used.

The logos of all international brands must be shown.

The positioning of the group reinforces Waco International's position as a global player. Every subsidiary should use the same message to communicate the Group's positioning. This copy can be used in either 1st and 3rd person.

[Headline]

## **We are Waco International**

[Body Copy]

[Insert Operating Brand] is part of Waco International, a focused equipment rental and industrial services business with operations in Africa (South Africa and other sub-Saharan African countries), Australasia (Australia and New Zealand), the United Kingdom and Chile.

The Group provides services in the areas of formwork, shoring and scaffolding, insulation, painting and blasting, hydraulics and suspended access platforms, relocatable modular buildings, portable sanitation products and integrated hygiene services.

### Digital



### Print



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Section 1

# ***Brand Elements***

## The Sanitech Brand Logo

The Sanitech brand logo is displayed in a large, bold, blue, italicized sans-serif font. The word "Sanitech" is written in a light blue color, while the final 'h' is a darker shade of blue. The 'h' has a distinctive design with a thick vertical stem and a curved top that tapers to a point.

The Sanitech brand logo is a visual statement of our vision, values, strength and integrity. By following this guide, you help define Sanitech for our customers, partners, and employees. Equally important, you help them recognise, differentiate, and remember the Sanitech brand. It is an extremely valuable asset and this corporate identity guide (CI) has been produced to help people who use the brand to understand how it must be correctly, and consistently applied. It offers a framework for making and evaluating creative decisions.

If you have questions about how to use any brand elements, or need additional information contact The Red Quarter on [ci@theredquarter.co.za](mailto:ci@theredquarter.co.za) or call on +27 (0) 861 444 047

### **Proportions**

The logo must strictly adhere to the following proportions:

Height = 1.000

Width = 4.780

You can download the logo in a variety of formats from

<http://www.wacointernational.co.za/logos/downloads/sanitech.html>

## Logo Exclusion Area



An exclusion area is the amount of clear space there must be around the logo. This ensures that the logo always stands alone. No objects must intrude into this space.

This space is equal the height of the 'S' in Sanitech.

## Incorrect Use of the Brand Logo



Old logo



Incorrect proportions



Incorrect use of colour



Do not rotate, invert, spin, angle or pivot the logo



Logo has been distorted



Another graphic element has been added

## Application of the Logo in Black and White



***Sanitech***

Black on white



***Sanitech***

White on black

Wherever possible the full colour execution of the brand logo is to be used.  
In cases where colour is limited, the black and white logos may be used.

This application will be used for embossing.

# Colour Palette

## Primary Colours



C60 M10 Y5 K0  
R88 G182 B221  
Pantone 292C  
Hex #58B6DD



C100 M60 Y0 K20  
R0 G84 B150  
Pantone 295C  
Hex #005496

## Secondary Colours



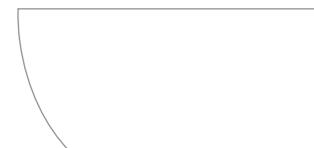
C30 Mo Yo K100  
R0 G0 B0  
HEX # 000000



Co Mo Yo K80  
R102 G102 B102  
HEX #666666



Co Mo Yo K60  
R153 G153 B153  
HEX #999999



Co Mo Yo K0  
R255 G255 B255  
HEX #FFFFFF

The corporate colours are taken from the internationally used Pantone® colour matching system for lithographic printing inks and these must always be used as the standard. In the four colour printing process (CMYK), it is not possible to achieve an exact match to the Pantone® inks. The CMYK colour swatches shown are the closest possible match achievable.

We recommend that the coated Pantone reference be used when printing special / spot colours. Coated and uncoated paper stocks will also give varied colour results, therefore we

recommend the coated Pantone reference when printing on coated and uncoated paper stocks. Please note that the 4 Process colour / CMYK breakdown will also vary when printed on coated and uncoated paper stocks.

In digital media, the standards for RGB (PC usage) and web-safe (Hexadecimal) colours shown on this page must be followed.

# Corporate Typefaces

In addition to the consistent application of visual elements, the CI requires the consistent use of typefaces (also known as fonts). Typography creates an important visual distinction and allows us to be recognised at a glance.

Sanitech has chosen The Sans as its primary external typeface to be used when professional design studios are commissioned. Due to its universal appeal and ease of use across all platforms, all typographic details relating to stationery, signage, promotional and advertising must utilise this font (please see relevant sections of this manual for specifics).

## The Sans ExtraLight Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *The Sans ExtraLight Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **The Sans SemiBold Italic**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

The Microsoft typeface shown (Arial) is available as a system font on all computers and should be used for all word processor generated documents as well as in the production of all Power Point® presentations.

The Arial range of typefaces should also be used on Internet and Intranet pages. These typefaces are available in a variety of weights providing flexibility for all print and online communications.

## Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## *Arial Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## **Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

## ***Arial Bold Italic***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890**

# Using the Sanitech Logo in External Brand Partnerships

Should Sanitech become involved in a joint venture such as an event, sponsorship or alliance, we must always strive to be the dominant party. The co-branding of such ventures will generally be subject to mutual agreement.

## **Endorsed branding where Sanitech is the main sponsor**

**Sanitech**



The Sanitech logo should be dominant with other logos not exceeding 60% of the area of the Sanitech logo.

## **Equal partner sponsorship**

**Sanitech**



Ideally, the Sanitech logo should be dominant with other logos not exceeding 60% of the area of the Sanitech logo.

In co-branding scenarios where Sanitech will not be the dominant partner (e.g. the Comrades Marathon) the Sanitech logo should be no less than 60% of the area of the largest aspect of the partnering logo.

## **Endorsed branding where Sanitech is not the main sponsor**



**Sanitech**



The Sanitech logo should be no less than 60% of the area of the largest aspect of the partnering logo.

Section 2

# ***Application of the Brand Identity***

# Applying the Brand Identity

## Introduction and General Guidelines

This section of the manual details how the corporate identity guidelines are put into practice through the main visual elements of the company. It is designed to help us present a strong, consistent visual image to the various stakeholders that we interact with. The ultimate success of the correct execution of our corporate identity rests with you, so please study the standards carefully and apply them rigorously. Whenever we use our brand logo and elements of our corporate identity, we must ensure that we, and the suppliers we select, do not allow our logo to be misused or distorted. Each of us is tasked with this responsibility.

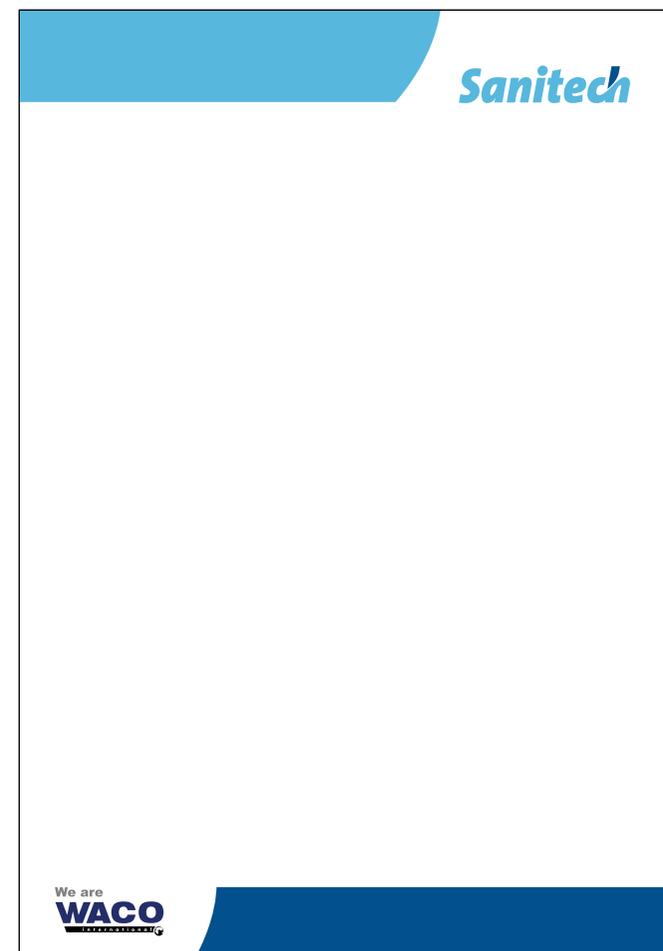


# Application of the Graphic Device



The Sanitech graphic element has been developed in a symmetrical wave allowing it to hold the Sanitech logo without compromising but rather complimenting the flow of the logo.

The graphic is made of two curves, the light blue and the dark blue, following the curve of the "h" in the Sanitech logo. They can either be used together, separated by an even white band, or individually.



# Incorrect Application of Graphic Device

X



Incorrect use of colour

X



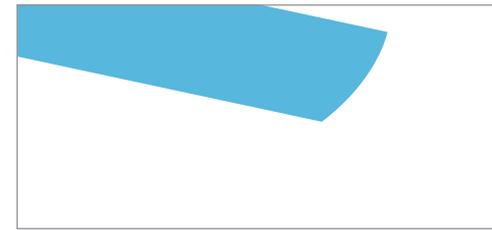
Graphic elements has been distorted

X



Graphic is too thick

X



Graphic has incorrect angle

X



Graphic too narrow, it must be wider than the logo

# Letterhead

All external and formal communication is to be made on the company's corporate letterhead. Only use the letterhead template that has been created in Microsoft Word.

## Layout

Font: Arial upper and lowercase

Font colour: 90% black

## Font sizes

Headings: 12/13 pt

Body copy: 9/10 pt

Alignment: Text to be aligned with single line spacing.

Header Copy:

Services: 10 pt, bold, white

Address details: 8 pt, dark blue

Footer Copy:

Company directors: 6 pt, white

Company details: 6 pt, white



# Business Card

All business cards must be consistent and should not deviate from the CI.

Font: The Sans

Card size: 90mm x 50mm

Paper: Magno Satin, 350gsm

## Colours

Light Blue: Pantone 292C / C60 M10 Y5 Ko

Dark Blue: Pantone 295C / C100 M60 Yo K20

Grey: 60% Black

We are Waco Endorsement:

Grey: Co Mo Yo K60

Blue: C100 M94 Y24 K22

Black: C30 Mo Yo K100

## Font sizes

Front of card:

Services: 6 pt, bold, white

Card holder name: 12 pt, bold, dark blue

Card holder position: 9 pt, 60 black

Qualifications\*: 8 pt, 60 black

Cell number / email address: 8 pt, 60 black

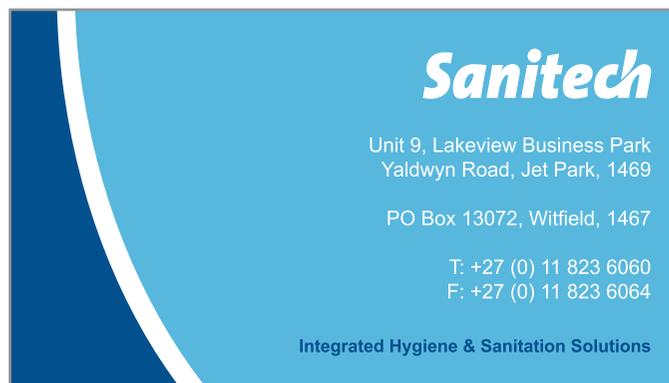
Website: 9 pt, bold, white

\* where required

Back of card:

Address details: 7.6 pt, white

Services: 6.6 pt, bold, dark blue



# Email Signature

All email signatures must be consistent and should not deviate from the CI.

Font: Arial

Size: 523 x 250 pixels

## Colours

Light Blue: R88 G182 B221

Dark Blue: R0 G84 B150

Grey: R153 G153 B153

## Font sizes

Name: 14/12 pt, bold, dark blue

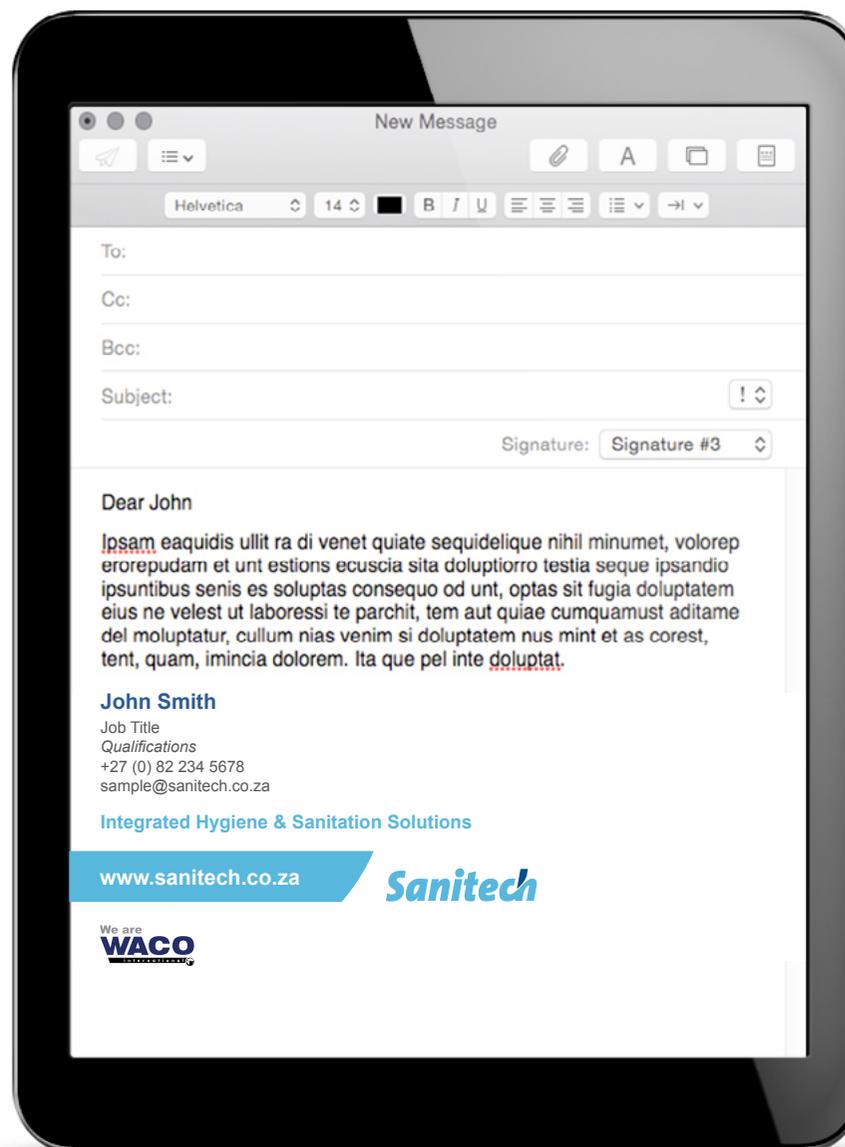
Position: 12/10 pt, regular, 60% black

Qualifications\*: 12/10 pt, italic, 60% black

Details: 12/10 pt, regular, 60% black

Services: 14/12 pt, bold, light blue

\* where required



# Powerpoint Presentation

**Sanitech**

**Title slide**

1 August 2015

We are  
**WAGO**  
CONNECTIVITY

Click to edit master heading

*Click to edit Master subtitle style*

- Second level
  - Third level
    - Fourth level
      - » Fifth level

**Sanitech**

We are  
**WAGO**  
CONNECTIVITY



**Sanitech**

We are  
**WAGO**  
CONNECTIVITY

**Sanitech**

**Thank you**

We are  
**WAGO**  
CONNECTIVITY

# Vehicle Graphics

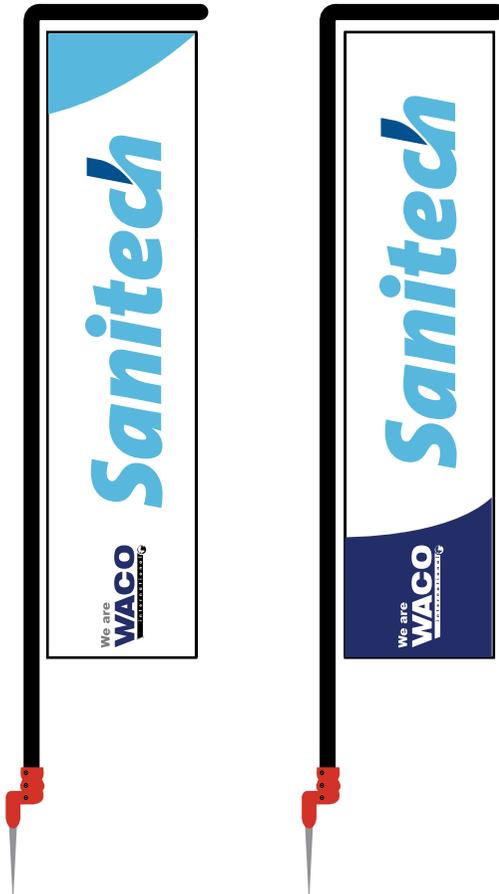


# Clothing – Caps and Shirts

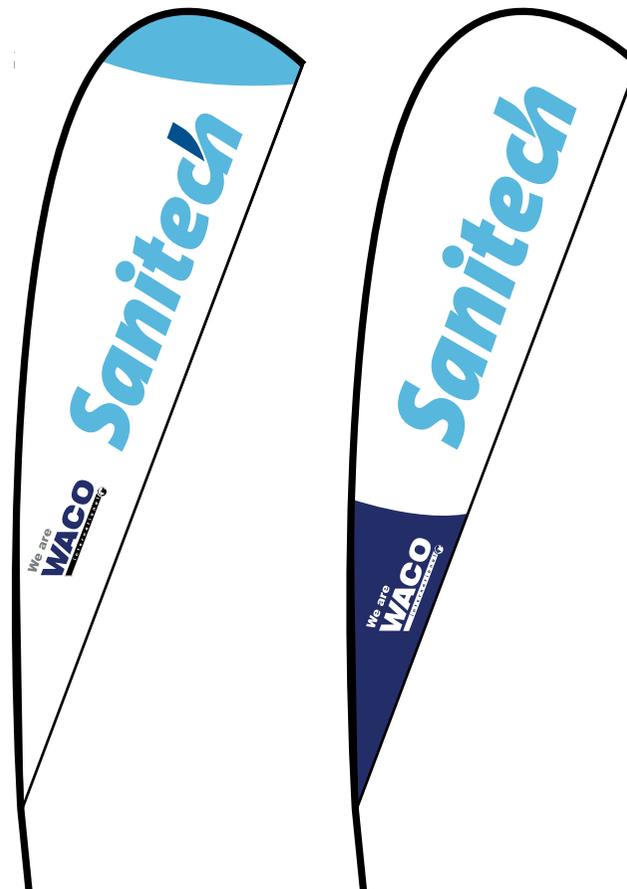


# Event Branding - Banners

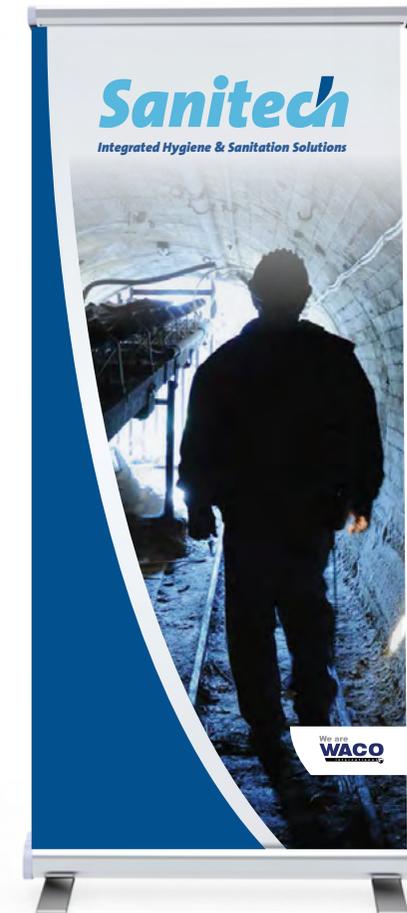
Telescopic Banner



Shark-fin Banner



Pull-up Banner



# Product Branding

Trailer Unit (Doors Open)



Trailer Unit (Doors Closed)



# Product Branding

Portable Toilet



Soap Dispenser Units

