

Corporate Identity Guidelines



**inseta**  
INSURANCE SECTOR EDUCATION  
AND TRAINING AUTHORITY

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## Master Identity



logo (figure) icon

# inseta

**INSURANCE SECTOR EDUCATION  
AND TRAINING AUTHORITY**

logotype with logo descriptor

Our corporate brand is a visual expression of our combined skills, intelligence and business acumen. The objective of this identity system is to provide the guidelines necessary for the consistent use of our brand identity, in order that our audiences recognise our corporate ambition through its expression.

We wish to enhance our position as central to the positive South African Story and continue to generate goodwill as a public servant.

These guidelines will assist with the implementation and maintenance of our new identity. By following the guidelines carefully, you will be able to maintain and control the application of the Insurance Sector Education and Training Authority brand, thus contributing to its well being.

Please call the Insurance Sector Education and Training Authority (INSETA) for any information or queries. Tel. (011) 544 2000.



## Logo Construction

The INSETA identity has been specifically designed and should not be copied or altered in any way. A construction grid has been designed to cross-check the accuracy and the positioning of the identity. Do not attempt to reproduce or re-construct the logo. This only serves as a guideline to ensure that the logo is correct. Only official artwork, supplied by INSETA may be used. This is available on [www.inseta.org.za](http://www.inseta.org.za).

**D** = X height



## Area of Isolation

A clear space or area of isolation has been devised to ensure prominence and protection of the identity. This area should always be clear of any information.

Area of Isolation  $3X$

X height = **D**



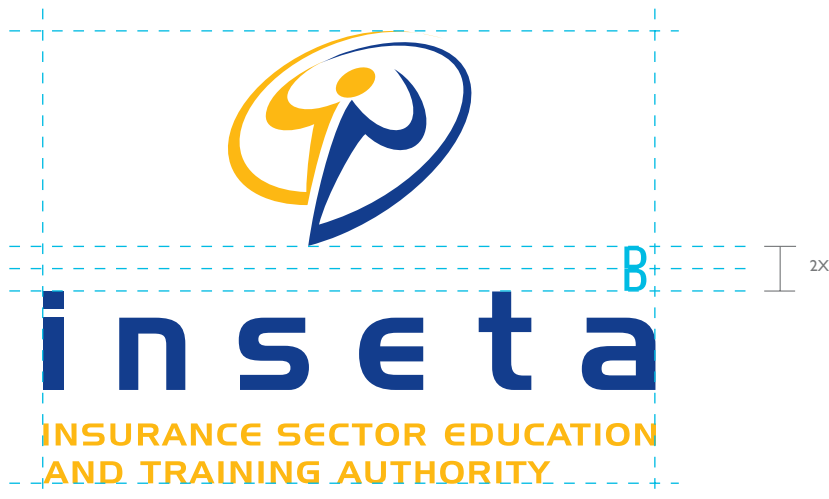
## Vertical Logo

The vertical logo has been created specifically for those applications where there is too little space to present the preferred horizontal logo. In this option the logotype appear below the icon and centered 2X beneath. This identity should not be used for everyday applications.



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## Logo with Pay-off Line

The preferred option to use is the horizontal logo where the corporate pay-off line is positioned 8X below the horizontal logo. When space does not allow for the pay-off line to be in close proximity to the logo, it may be dropped further down. The size constraints cannot be altered. The pay-off line may never be bigger than the logo. It is always positioned below the logo and never above. The font used for the pay-off line is Flux Book - **no other font may be used.**



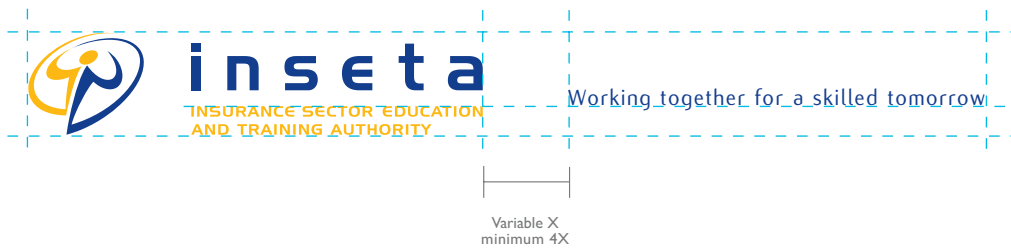
The corporate pay-off line is centred 8X below the vertical logo.  
The font is Flux Book - **no other font may be used for the pay-off line.**



## Logo with Pay-off Line

As mentioned on page 5, the preferred option is the horizontal logo where the corporate pay-off line is positioned 8X below the horizontal logo. In extreme cases where space does not allow for the pay-off line to be in close proximity to the logo (e.g. on a small newspaper ad), it may be positioned next to the logo. The size constraints cannot be altered. The pay-off line may never be bigger than the logo. It is positioned to the right, below the logotype - never above. The pay-off line aligns with the logo as shown below. The x-space between the logo and the pay-off line may vary according to the width of the publication. It may never be smaller than 4x.

The font used for the pay-off line is Flux Book - **no other font may be used.**

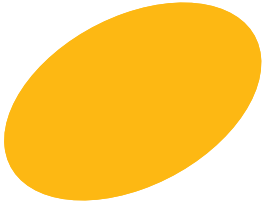


## Primary Colour Palette

Colour plays an important role in identifying our organisation, its products and services. The consistent and accurate use of these colours is a major factor in keeping our brand recognizable and memorable.

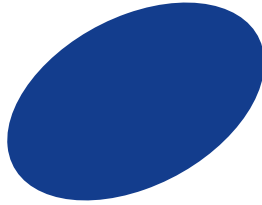
The primary colour palette is to be used for corporate gifts and clothing.

**Please ensure that these colours are never altered.**



yellow

Pantone 130 C  
CMYK 0c 35m 100y 0k  
RGB r230 g176 b18



dark blue

Pantone 2747 C  
CMYK 100c 85m 0y 10k  
RGB r20 g31 b120

## Secondary Colour Palette

The secondary colour palette is available to compliment the primary palette.

Use only as an accent, for example, in line work in printed or electronic material, and as colour panels as per samples provided.

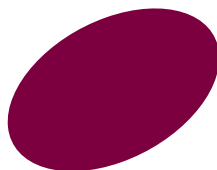
These colours are never to replace the Primary Colour Palette.

**Please ensure that these colours are never altered.**



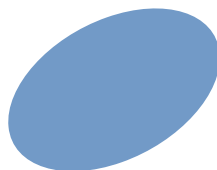
orange

Pantone 166 C  
CMYK 0c 65m 100y 0k  
RGB r217 g89 b0



burgundy

Pantone 222 C  
CMYK 0c 100m 10y 60k  
RGB r107 g23 b59



grey blue

Pantone 7454 C  
CMYK 50c 25m 0y 10k  
RGB r107 g143 b181



light blue

Pantone 306 C  
CMYK 75c 0m 10y 0k  
RGB r0 g184 b224





## Primary Typeface

The primary typeface is Slicker. **It is only to be used in the logo and logotype.**

---

	<b>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z</b>
Slicker regular	<b>abcdefghijklmnopqrstuvwxyz</b>
	<b>1 2 3 4 5 6 7 8 9 0 ? ! , . : " ; ' \ + ( )</b>

---

## Secondary Typefaces

The first secondary typeface is Gill Sans.  
This is to be used for copy in brochures, pamphlets etc.

The second secondary typeface is Flux Italic - this can be used in headlines, titles and subtitles to break the copy set in Gill Sans.

When working on a PC template, Arial is the only font to be used.

**No other fonts may be used.**

---

Gill Sans Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ? ! , . : " ; ' \ + ( )
Gill Sans	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ? ! , . : " ; ' \ + ( )
Flux Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ? ! , . : " ; ' \ + ( )
Flux Bold Italic	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 ? ! , . : " ; ' \ + ( )

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# Alterations in Colour of Identity

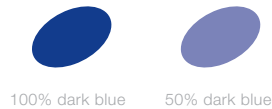
## Full colour

When used on a primary coloured background, the following treatment is recommended.



## One colour

When used as a single colour, the yellow should be replaced with a 50% tint of the dark blue. The logo can never be used in yellow only - it does not show on photocopied material.



## Black and White Identity

In all other designs where the two colour identity can not be reproduced to a satisfactory level, and colours are limited in print or the screen used is a coarse one, use the black and white logo, e.g. faxes, newspaper supplements, photocopied material.



## Minimum Logo Size

With descriptor:

To ensure maximum legibility and high reproduction standards the logo and logotype may not be reduced smaller than 30mm in width in any of its applications.



Without descriptor:

To ensure maximum legibility and high reproduction standards the logo and logotype without descriptor may not be reduced smaller than 25mm in width in any of its applications.



## Incorrect Logo Applications



Do **not** give the logo a drop shadow of any colour



Do **not** change the way the logo type is stacked



Do **not** elongate or alter the icon in any way  
Do **not** change the angle or rotate the icon



Do **not** change the colour of the logo type



Do **not** use the logotype without the icon



Do **not** move the logo type or swap the colours around



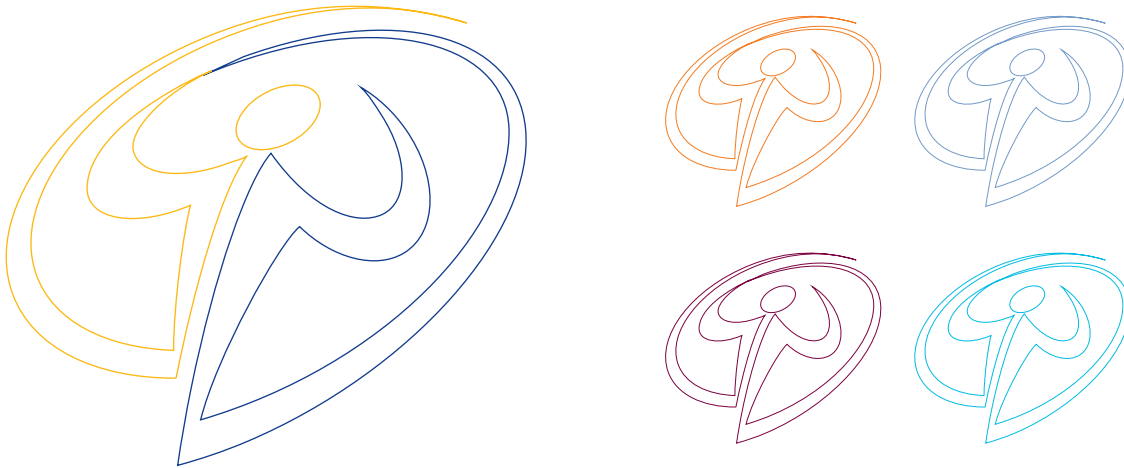
## Using the Logo Icon as a Graphic Device

The logo icon can be used as a graphic device in line art with no fill. Colours remain in its original format. The secondary palette can also be used at 100% but preference is given to the primary colour palette. Alternatively white or a UV varnish can also be used on darker applications.

Line thickness is relevant to the size of the application.

Used on an A4 or smaller it may not exceed 1pt.

Used on a larger format it should be between 2pt and 4pt.



## Using the Logo Icon as a Watermark

The logo icon can be used as a watermark

- it appears preferably in its original colours tinted at 20% or as a single colour 20% tint from the secondary colour palette (not the preferred option).



# Stationery

Stationery is one of our most important means of internal and external communication. It is the most personal and yet formal of all media in INSETA's Corporate Visual System. By adhering to these guidelines, you will help us keep our stationery elegant, consistent and functional. INSETA's corporate stationery makes use of an A4 letterhead template in Microsoft Word available on the INSETA server. No attempt should be made to replicate the artwork. (Artwork below is scaled down)

Use the specifications in this example when creating new fax sheets.

The image shows a detailed A4 letterhead template for INSETA. It includes the logo, tagline, contact information, date, salutation, subject line, and three paragraphs of placeholder text. Dimensions are specified: 25mm left margin, 20mm right margin, 70mm top margin, and 45mm bottom margin. A large orange watermark is visible in the background.

**inseta**  
INSURANCE SECTOR EDUCATION  
AND TRAINING AUTHORITY

Working together for a skilled tomorrow

Ground Floor, North Wing, Oakhurst,  
11 St. Andrews Road, Parktown,  
Johannesburg 2193  
PO Box 32035, Braamfontein 2017

Tel 011 544 2000  
Fax 011 484 0862  
Email info@inseta.org.za  
Website www.inseta.org.za

20 January 2007

Dear Mr. A. Other

**Aullamcorper suscipit lobortis**

Lorem ipsum dolor sit amet, consectetur 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. Lorem ipsum dolor sit amet, consectetur 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.

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Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum doril delenit augue dit augue dui dolore te feugiat nulla facilisi.

Yours sincerely

John Smith

**Council Members :** T.Jawuna (Chairperson) (Business), I.Mzimela (Deputy-Chairperson) (Labour), M.A. Hlengwa (Business), R. Kerr (Business), B. Khan (Labour), N. Molope (State), A. Mthuphi (Business), M. Naidoo (Labour), L. Ndlovu (Business), B. Scott (Business), L. van Dyk (Labour), C. Wells (Labour) and E. Zeeman (Labour).  
**CEO :** Mike Abel

## TECHNICAL SPECIFICATIONS

Word processing format:

Arial 10pt for letter copy, Arial 12pt for headlines

Letter copy is justified left, with double spacing between paragraphs

Margins: Top 70mm, left 25mm, right 20mm, bottom 45mm

## Stationery

### Business cards

Business cards are often the first contact a customer will have with our organisation. Thus, the INSETA identity, typography and colours are all intended to support our brand, while presenting essential information to our customers.

The business card size is 90 x 50mm.

A template is provided on the INSETA server and no attempt should be made to replicate the artwork.

(Artwork below is shown at 100%)

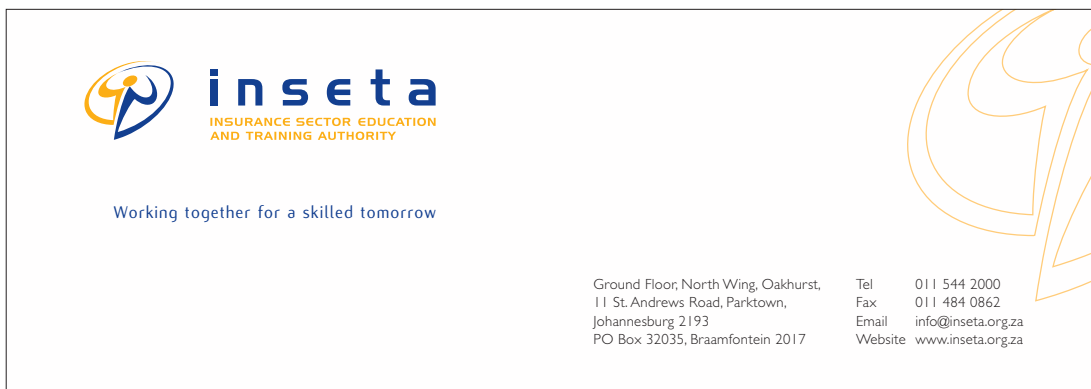


### The compliment slip

The compliment slip used by INSETA corporate stationery uses a slightly shorter than standard compliment slip size (74 x 210mm).

A template is provided on the INSETA server and no attempt should be made to replicate the artwork.

(Artwork below is scaled down)



# Stationery

## Facsimile

INSETA uses an A4 fax sheet set up in Microsoft Word available as a template on the INSETA server. It has the black and white INSETA identity in the upper left hand corner and no attempt should be made to replicate the artwork.

Use the specifications in this example when creating new fax sheets.

	<b>inseta</b> INSURANCE SECTOR EDUCATION AND TRAINING AUTHORITY	
Working together for a skilled tomorrow	Ground Floor, North Wing, Oakhurst, 11 St. Andrews Road, Parktown, Johannesburg 2193 PO Box 32035, Braamfontein 2017	Tel 011 544 2000 Fax 011 484 0862 Email <a href="mailto:info@inseta.org.za">info@inseta.org.za</a> Website <a href="http://www.inseta.org.za">www.inseta.org.za</a>
<b>Facsimile</b>		
To	AN Other	
From	John Smith	
Fax No.	011 333 5555	
No. of pages	1	
Date	20 January 2007	
Dear Mr. A. Other		
<b>Aullamcorper suscipit lobortis</b>		
Lorem ipsum dolor sit amet, consectetur 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. Lorem ipsum dolor sit amet, consectetur 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. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum doril delenit augue dit augue dui dolore te feugait nulla facilisi.		
Yours sincerely		
John Smith		
<small>Council Members : T.Jawuna (Chairperson) (Business), I.Mzimela (Deputy-Chairperson) (Labour), M.A. Hlengwa (Business), R. Kerr (Business), B. Khan (Labour), N. Mblope (State), A. Mothupi (Business), M. Naidoo (Labour), L. Ndlovu (Business), B. Scott (Business), L. van Dyk (Labour), C. Wells (Labour) and E. Zeeman (Labour). CEO : Mike Abel</small>		

### TECHNICAL SPECIFICATIONS

Word processing format:

Arial 10pt

Letter copy is justified left, with double spacing between paragraphs

Margins: Top 70mm, left 25mm, right 20mm, bottom 45mm

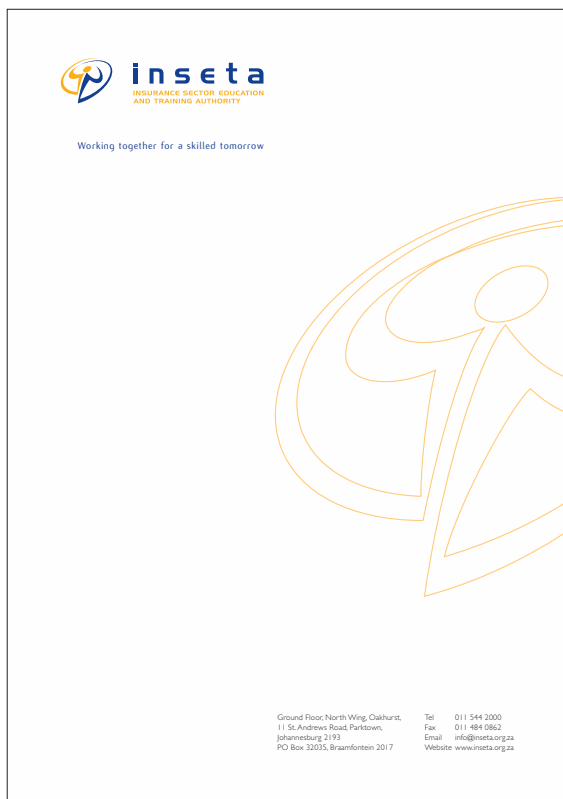




## Collateral Elements

### A5 Note pad

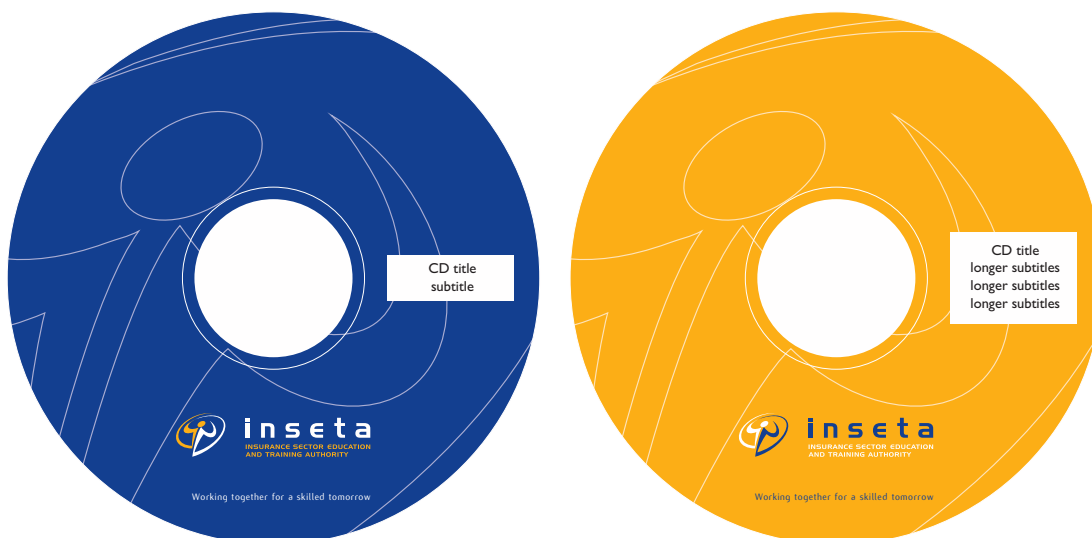
An A5 note pad is available for employees to use for making notes. These note pads are pre-printed. No attempt should be made to copy the artwork. (Artwork below is scaled down)



### CD label

INSETA corporate stationery has two templates available for labeling CD's. The blue template should be used for more formal presentations and communications, and the yellow template for less formal presentations and communications.

A template is provided on the INSETA server and no attempt should be made to copy the artwork. (Artwork below is scaled down)



## Collateral Elements

### A4 folder

The INSETA corporate presentation folder is designed to package all INSETA presentations and communications supplied to stakeholders, partners and suppliers.

These folders are pre-printed and spot varnished.

No attempt should be made to replicate the artwork.


(Artwork below is scaled down)



# Collateral Elements

## One colour print ad

The template is a guideline for any communication produced in newspapers or magazines. The INSETA identity should always be positioned centered at the top. Although it may not always be possible to reproduce communication that is identical, certain guidelines should be adhered to like colours, fonts and placement of the identity. Lines are 30% black and 3 pt thick.



Working together for a skilled tomorrow

---

## REQUEST FOR PROPOSALS

### To train and mentor designated black brokerages to grow viable black-owned brokerage firms.

Lorem ipsum dolor sit amet, consectetur aedipiscing elit, set diam nonnumy eiusmod tempor incididunt ut laboarae et dolore magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercitation ullacorpor suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestaie son consequat, vel illum dolore eu fugiat nulla pariatur:

- At vero eos et accusam et justo odio dignissim qui blandit praesent lupatum
- Udelenit aigue duos dolor et molestais exceptur sint occaecat cupidat
- Anon provident, simil tempor sunt in culpa qui placeat facer possim omnis
- Wes voluptas assumenda est, omnis dolor repellend.
- Temporem autem quinsud et aur office debit attrum rerum
- Gnecessit atib saepe eveniet ut er repudiand sint et molestia non este recusand
- Itaque earund rerum hic tentury sapiente delectus au aut prefer endis dolorib asperiore repellat

Hanc ego cum tene sentia,qide crverear e dem osgacmodaentqos upl nt u emorite i tem ta. Nsaic t eevl lstia acs ots fradagna uconin fco tm toelgm ne bidin e plr religadop cupiditat, quod nulla praid im umdnat. Improb pary minuiti potius infaa thunderbird et dodeds.

Lorem ipsum dolor sit amet, consectetur aedipiscing elit, set diam nonnumy eiusmod tempor incididunt ut laboarae et dolore magna aliquam erat volupat. Ut enim ad minimim veniami quis nostrud exercitation ullacorpor suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupatson consequat, vel illum dolore.

Interested parties can download the proposal template from INSETA's website at [www.inseta.org.za](http://www.inseta.org.za)  
 The completed template must be submitted to the INSETA Programme Office by 11h00 on Monday 4 December 2006. Proposals must be sent to Mrs Nozuko Motswiane, INSETA Programme Office, 2 Eglin Rd, Pricewaterhouse Coopers, Sunninghill, 2157

[www.inseta.org.za](http://www.inseta.org.za)

size 117 x 150mm  
 if a larger format is used, font sizes etc will go up proportionately

this is the area for the corporate identity

this is the area for headings

main heading Gill Sans 14 pt up to 16pt  
 kerning none  
 leading 1.5

sub-heading Gill Sans 11 pt  
 kerning none  
 leading 1.5

this is the area for body copy

Gill Sans Light 7.5 pt  
 kerning 1  
 leading 2

this is the area for important information

Gill Sans Italic 8 pt  
 kerning none  
 leading 1

this is the area for only the web address

Gill Sans 8.5 pt  
 kerning none  
 leading 1



# Collateral Elements

## Full colour print ad

Although it may not always be possible to reproduce communication that is identical to this example, certain guidelines should be adhered to like colours, fonts and placement of the identity.

Lines can be 100% or 50% tints of the Primary colour palette and 3 pt thick.

size 117 x 150mm  
if a larger format is used, font sizes etc. will go up proportionately

this is the area for the corporate identity

this is the area for headings

main heading Gill Sans 14 pt up to 16pt  
kerning none  
leading 1.5

sub-heading Gill Sans 11 pt  
kerning none  
leading 1.5

colour black or 100c 85m 0y 10k

this is the area for body copy

Gill Sans Light 7.5 pt  
kerning 1  
leading 2  
colour black or 100c 85m 0y 10k

this is the area for important information

Gill Sans Italic 8 pt  
kerning none  
leading 1

this is the area for only the web address

Gill Sans 8.5 pt  
kerning none  
leading 1



# Collateral Elements

The **INSETA Visual Language** consists of 3 elements:

1. **The visual area** makes use of relevant, royalty free photography from the INSETA library. The photographs have been chosen to reflect the people and situations relevant to each sector
  - a. Skills Development sector - shows business people having forums, consulting or reporting back to relevant parties.
  - b. Learnerships sector - shows tertiary students on campus, graduation or studying.
  - c. ETQA sector - shows business people and learners being trained and taught, skills are being transferred.

Should more photography be commissioned, attention should be paid to:

- a) which sector they will be used for,
- b) the racial and gender profiles for Skills Development,
- c) that each image always reflects an element of 'blue sky' opportunity. Through a window or above people's heads on campus or in a workshop.

2. **The accent colours** from the secondary colour palette.

3. **The coloured lines** within the colour blocks or underlining headlines designed to reflect more colour and diversity within the colour panels.



coloured lines

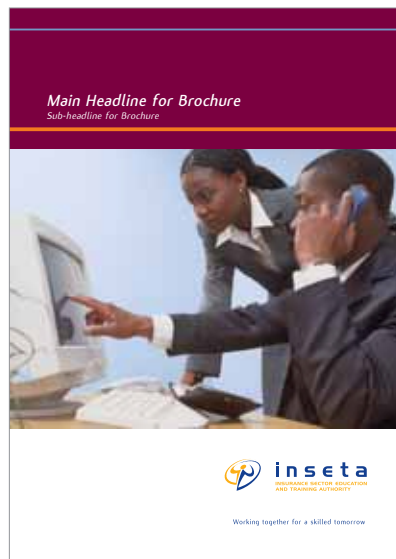
accent colours

visual area

Visual suitable for Skills Development.



Visual suitable for Learnerships



Visual suitable for ETQA



# Collateral Elements

## The brochure front cover

This template is a guideline for any communication produced in print. On the front cover, the INSETA identity should always be positioned on the right side at the bottom. Although it may not always be possible to reproduce communication that is identical, guidelines should be adhered as close as possible with regard to colours, fonts, visual language and placement of the identity.



size A5  
if a larger format is used, font sizes etc. will go up proportionately

this is the area for headings  
the area is a quarter height of the page height

main heading Flux 18 pt up  
kerning 2

sub-heading Gill Sans 11 pt  
kerning 2  
colour white

secondary colour palette choices may vary

this is the area for visuals  
the area is half the height of the page height

this is area for the corporate identity  
the area is a quarter height of the page height



# Collateral Elements

## The brochure inside spread

This template is a guideline for any communication produced in print. On the inside spreads, the secondary colour palette plays an important role in breaking up the white space. Although it may not always be possible to reproduced communication that is identical, certain guidelines should be adhered to as close as possible with regard to colours, fonts and visual language. Text is always in 2 columns, unless the brochure is smaller than A5. Page numbers are always at the bottom and centered, with lines on each side. Headlines are always in the corporate blue and underlined. Graphs and charts must always use primary and secondary corporate colours and tints.







**• *Duis autem vel eum irere***

---

Headline	Headline
1.1 Lorem ipsum dolor sit amet, consectetur adipiscing elit, set diam nonummy euismod tempor incididunt ut laboreae et dolore magna aliquam erat volupiat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat, vel illum dolore eu fugiat nulla pariatut.	Ut enim ad minimim veniami quis nostrud exercitation ullamcorpor suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat, vel illum dolore eu fugiat nulla pariatut.
1.2 Aullacorpor suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat, vel illum dolore eu fugiat nulla pariatut.	Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat, vel illum dolore eu fugiat nulla pariatut. At vero eos et accusam et justo odio dignissim qui blandit praesent luptatum delenit aigue duos dolor et molestias exceptur sint occaecat cupidat non provident, simil tempor sunt in culpa qui placeat facer possim omnis es voluptas assumenda est, omnis dolor repellend.
1.3 Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat, vel illum dolore eu fugiat nulla pariatut.	At vero eos et accusam et justo odio dignissim qui blandit praesent luptatum delenit aigue duos dolor et molestias exceptur sint occaecat cupidat non provident, simil tempor sunt in culpa qui placeat facer possim omnis es voluptas assumenda est, omnis dolor repellend. Temporem autem quisnuid et aur office debit atrum rerum, necessit atib saepe eveniet ut er repudiand sint et molestia non este recusand. Itaque earund rerum hic tentyry sapiente delectus au aut prefer endis dolorib asperire repellat.

- main heading kerning colour    Flux 14 pt to 18 pt  
3  
100c 85 m oy 10k
- line    1 pt
- line    0.5 pt
- body copy kerning leading colour    Gill Sans 8 pt to 9 pt  
2  
4  
black
- page number kerning colour    Flux Italic 8 pt to 9 pt  
3  
100c 85 m oy 10k

**• *Lorem ipsum dolor sit amet***

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# Collateral Elements

## The brochure back cover

This template is a guideline for any communication produced in print. On the back cover, the INSETA identity should always be positioned on the right side at the bottom. Although it may not always be possible to reproduce communication that is identical, guidelines should be adhered as close as possible with regard to colours, fonts, visual language and placement of the identity.



size A5  
if a larger format is used, font sizes etc. will go up proportionately

this area uses the visual language  
secondary colour palette choices may vary

this is the area for the address details  
the area is half the height of the page height

sub-heading Gill Sans 6 pt  
kerning 2  
colour black

secondary colour palette choices may vary

this is area for the corporate identity  
the area is a quarter height of the page height

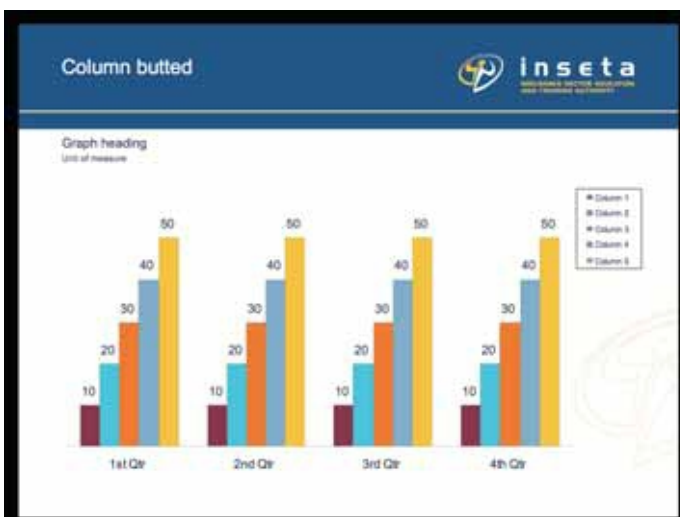
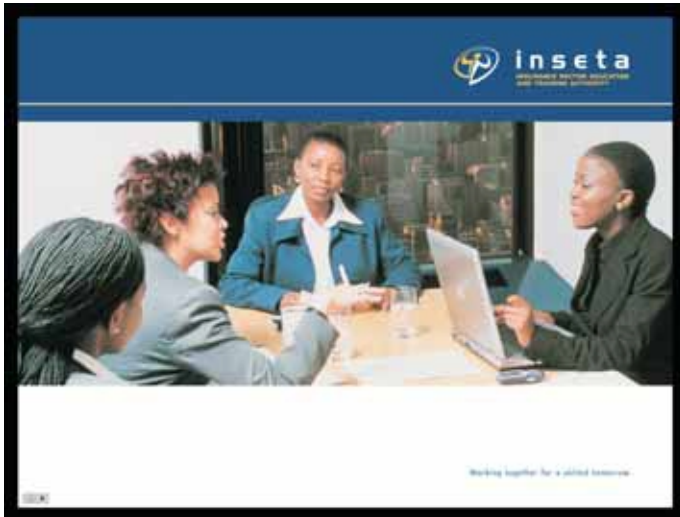




# Collateral Elements

## Powerpoint

The templates are available on the INSETA server. The standard font used is Arial and this may not be changed. Headlines, charts and graphs must follow the INSETA visual style as per the template provided.



## Collateral Elements

### The corporate roll up banner (800 x 2200mm)

The banner features the INSETA identity and the logo icon as graphic device. This design must be followed for all INSETA corporate banners. The banner is a one sided banner.

### The sector specific roll up banner (800 x 2200mm)

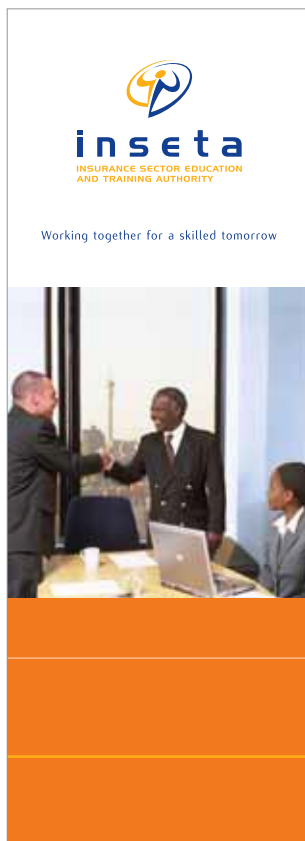
These banners feature the INSETA identity and visual language. The banners may be reproduced using various combinations of the INSETA colour palette and different visuals from the INSETA image library.

The grid is as follows:

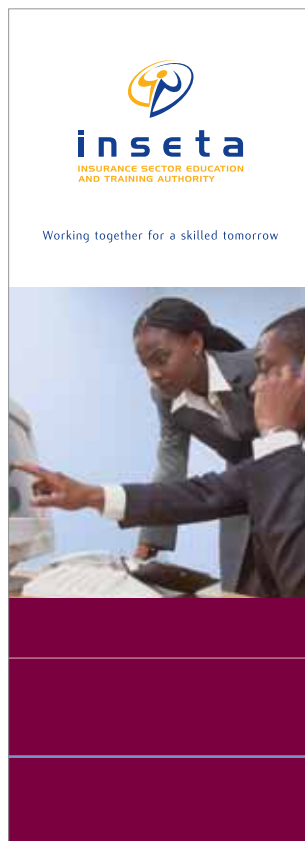
- The banner is divided into thirds
- The top third contains the INSETA identity
- The middle third the visual
- The bottom third consists of colour blocks and lines that use the secondary colour palette.



corporate banner



sector specific banners



## Promotional Gifting

The INSESTA identity is used without the pay-off line on items such as pens where the printable area is too small to incorporate it. As discussed on page 10, the logo and logotype may not be reduced smaller than 25mm in width to ensure maximum legibility and high reproduction standards. Make sure that the logo is used correctly when applied on corporate colours i.e. the white reversed logo is used on corporate blue (option 3) and the one colour corporate blue logo is used on corporate yellow (option 4). The colours have to match the corporate colours as best possible.



option 1



option 2



option 3



option 4

On items like golf balls where the printable area is too small to incorporate the pay-off line, only the INSESTA logotype and icon is used. As mentioned above the logo and logotype may not be reduced smaller than 25 mm in width to ensure maximum legibility and high reproduction standards.

Ensure that the logo is used correctly when applied on corporate colours, i.e. the white reversed logo is used on corporate blue (option 2) and the one colour corporate blue logo is used on corporate yellow (option 3).

The colours have to match the corporate colours as best possible.



option 1



option 2



option 3



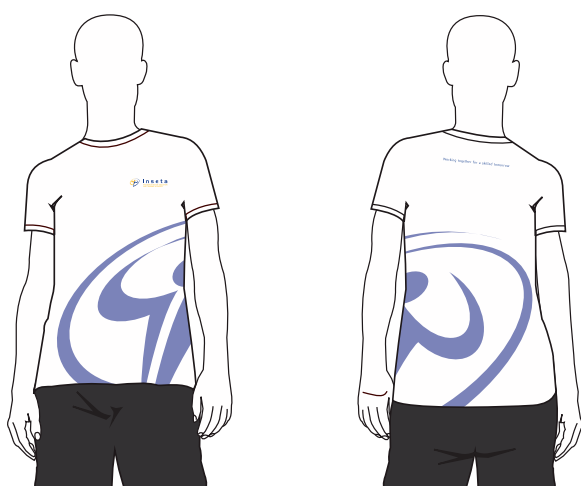
## Promotional Clothing

The corporate clothing has been specially designed to promote the strength and consistency of the INSETA brand. The fabrics and colours have to match the corporate colours as best possible.

### The white T-shirt

On the front of the INSETA T-shirt, the horizontal identity is placed on the left breast. The identity should not be smaller than 75mm in width for the sake of legibility, especially when embroidered.

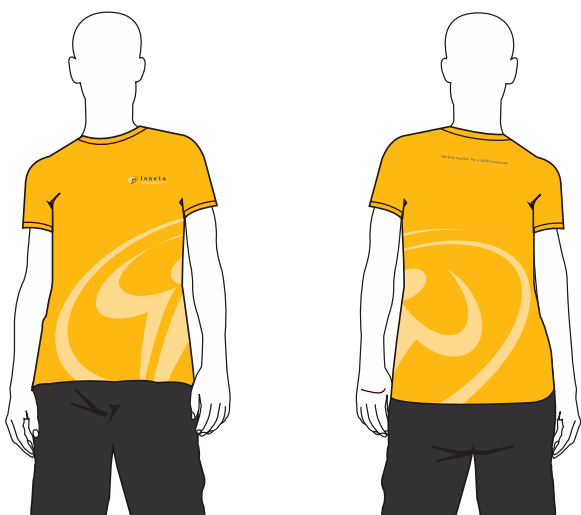
On the back of the shirt, the pay-off line appears centred and at the top. Only on promotional clothing should the pay-off line be doubled in size (150mm minimum) in relation to the logo and icon. The watermark is a 50% tint of the corporate blue and runs predominantly across the front left to the back right.



### The yellow T-shirt

On the front of the INSETA T-shirt, the horizontal identity is placed in a reverse application onto yellow fabric, positioned on the left breast. The identity should not be smaller than 75 mm in width for the sake of legibility, especially when embroidered. The colour of the shirt must be matched as closely as possible to the INSETA yellow.

The pay-off line appears centred and at the top on the back of the shirt. Only on promotional clothing should the pay-off line be doubled in size (150mm minimum) in relation to the logo and icon. The watermark is a 50% tint of the corporate yellow and runs predominantly across the front left to the back right.



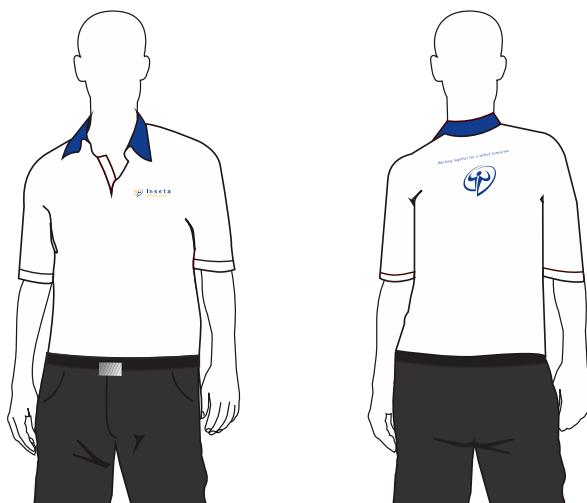
## Promotional Clothing

### The white golf shirt

On the front of the INSETA golf shirt, the horizontal identity is placed on the left breast. The identity should not be smaller than 75mm in width for the sake of legibility, especially when embroidered.

On the back of the shirt, the pay-off line and the logo icon appear centred and towards the top in the INSETA blue. Only on promotional clothing should the pay-off line be doubled in size (150mm minimum) in relation to the logo and icon on the front.

The logo icon should be enlarged to 400% of the identity used on the front.



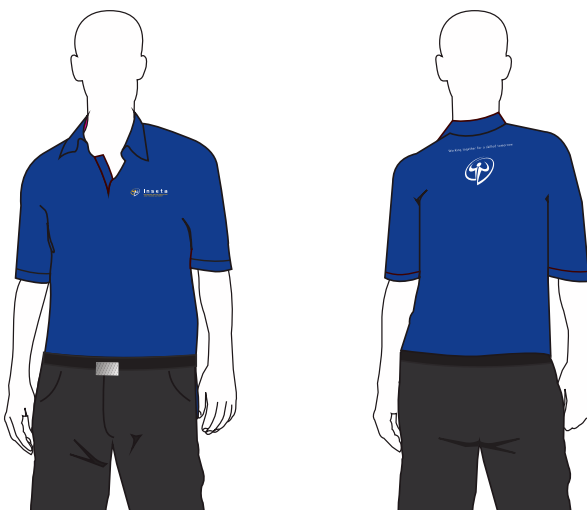
### The blue golf shirt

On the front of the INSETA golf shirt, the horizontal identity is placed in a reverse application onto blue fabric, positioned on the left breast. The identity should not be smaller than 75mm in width for the sake of legibility, especially when embroidered.

The colour of the shirt must be matched as closely as possible to the INSETA blue.

On the back of the shirt, the pay-off line and logo icon appear centred and at the top reversed in white. Only on promotional clothing should the pay-off line be doubled in size (150mm minimum) in relation to the logo and icon on the front.

The logo icon should be enlarged to 400% of the identity used on the front.

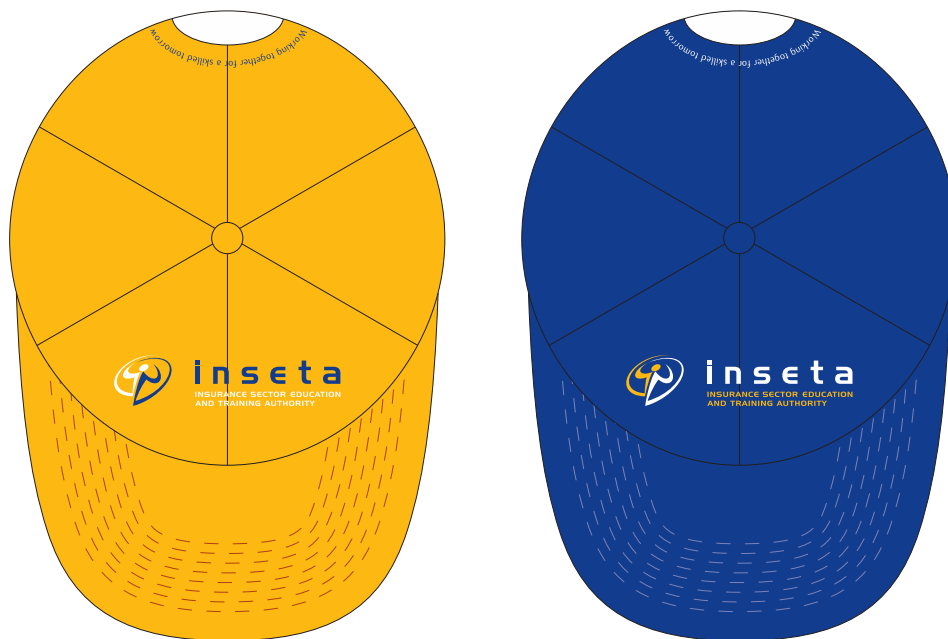


## Promotional Clothing

### The peak cap

This INSETA peak cap features the horizontal identity without the pay-off line embroidered across the centre of the front 2 panels. The logo is reversed out respectively according to the guidelines set out on page 9.

The pay-off line is positioned at the back and runs along the arch of the cap. The yellow and blue fabrics must be matched as closely as possible to the INSETA colour swatches.



The size of the INSETA logo to be positioned on the front of the peak cap should not be smaller than 110mm. This ensures optimum legibility of the logo descriptor. The pay-off line in relation to the logo, will be 101mm and is embroidered on the back of the cap. The font used for the pay-off line is Flux Book - **no other font may be used.**



## Disclaimer

INSETA's logo and any associated identities as laid out in these guidelines are the legal property of INSETA (Insurance Sector Education and Training Authority).

Usage of any aspect of this corporate identity system, including logo, logotype, primary and secondary colours combined with any graphic elements may only be under authorization by INSETA, and any artwork generated must be approved and signed off in writing by INSETA. INSETA reserves the right to institute legal action against any person found in possession of/and usage of any unapproved or incorrect artwork.

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