



SABS COMMERCIAL PRODUCT CERTIFICATION Logo Guidelines

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SABS WORD MARKS & LOGOTYPES USAGE POLICY

This policy provides our requirements regarding the use of the South African Bureau of Standards (SABS) word marks and logotypes (this includes but is not limited to the “SABS” logo, its variants, and all event logos and variants). SABS and its sub branded word marks, logos, slogans, copyrighted designs or other brand features of SABS are available for use with permission from the SABS Marketing Department.

The SABS word marks, sub-brands and logos are the sole and exclusive property of SABS. Your use of any word mark and/or logo implies acceptance of and agreement with the terms of this policy. If you do not accept and agree to follow the rules set out in this policy, you do not have the right to use the SABS word marks and/or logos and are prohibited from using them. Any use of SABS word marks and/or logos not in compliance with this policy is not authorised. If you violate the rules in this policy, you must cease and desist from all use of any SABS word marks and/or logos, regardless of the uses otherwise allowed in this policy. In addition, SABS reserves the right to revoke its approval of your use of the word marks and/or logos at any time.

RULES FOR USING THE SABS WORD MARKS AND/OR LOGOS

Permission is granted to you to use the SABS word marks and logos only under the following terms and conditions:

- The use of the SABS word marks and logos needs to be approved by the SABS Marketing Department prior to use.
- SABS word marks and logos may not be used in an ambiguous way as described herein.
- No word mark and/or logo may be used in any way that mischaracterizes any relationship between you and SABS.
- Partners may not use any word marks and/or logos for advertising SABS as clients on industry or vendor websites and promotional pieces without SABS’s written permission, which must be requested in writing.
- You may not assert rights to any SABS word mark and/or logo, whether by trademark registration, common law ownership, domain name registration or anything else.
- You must provide samples of any materials that include the SABS word marks and/or logos for purposes of determining compliance with this policy.
- You must make any change(s) to your use of the word marks and/or logos that are requested by SABS.
- Partners who have agreements with SABS must comply with the terms of their agreement in addition to this policy.
- All SABS’s logos are distinctive, designed pieces of graphic artwork owned by SABS.

The following usage guidelines must be followed.

SABS WORD MARKS AND/OR LOGOS COLOUR SCHEME

**Pantone(C):
485C**

**Pantone(UC):
485**

SABS RED

CMYK:
0, 100, 100, 0

Hex:
#e60000

RGB:
230,0,0

**Pantone(C):
Process Black**

**Pantone(UC):
Process Black**

SABS BLACK

CMYK:
0, 0, 0, 100

Hex:
#000000

RGB:
0,0,0

SABS WORD MARKS AND/OR LOGOS TYPEFACE

SABS word marks uses the font from the Futura Typeface Family designed by Paul Renner.

Futura is a geometric sans-serif typeface and is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style. Futura has an appearance of efficiency and forwardness. A modern typeface that express modern models, in favour of simple geometric forms: near-perfect circles, triangles and squares. Based on strokes of near-even weight, which are low in contrast. The lowercase has tall ascenders, which rise above the cap line, and uses nearly-circular, single-story forms for the "a" and "g", the former previously more common in handwriting than in printed text. The uppercase characters present proportions similar to those of classical Roman capitals.

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

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

1 2 3 4 5 6 7 8 9 0

! ? @ # \$ % ^ & * , .

SABS WORD MARKS AND/OR LOGOS EXECUTION SPECIFICATIONS





SABS WORD MARKS AND/OR LOGOS HORIZONTAL DESCRIPTOR



S A N S 1 6 4 - 0
S A N S 1 6 4 - 1
S A N S 1 6 4 - 2
I E C 6 0 8 8 4 - 1

PRODUCT
CERTIFICATION
NUMBERS PLACED
NEXT TO OR NEAR THE
SABS SABS APPROVED
MARK AND BELOW
EACH OTHER

SABS WORD MARKS AND/OR LOGOS VERTICAL DESCRIPTOR



S A N S 1 6 4 - 0 S A N S 1 6 4 - 2
S A N S 1 6 4 - 1 I E C 6 0 8 8 4 - 1

PRODUCT
CERTIFICATION
NUMBERS PLACED
NEXT TO OR NEAR THE
SABS SABS APPROVED
MARK AND NEXT TO
EACH OTHER

SABS WORD MARKS AND/OR LOGOS MINIMUM HEIGHT

The minimum height of the SABS word marks, sub-brands and logos to be 6mm.



6 MM

The minimum font size of the SABS Product Certification Scheme is to be 8pt.

S A N S 1 6 4 - 0

8PT IN SIZE
ALTERNATIVE
FONT TO BE USED:
ARIAL



4 MM

WHERE PRODUCT CERTIFICATION IS SMALLER THAN 6 MM, THE WORD 'APPROVED' MAY BE OMITTED IN ORDER TO ACCOMMODATE THE SABS WORD MARK AND/OR LOGO

SABS WORD MARKS AND/OR LOGOS COLOUR EXECUTION

The SABS word mark and/or logo may be printed ONLY on SABS Approved products.

- To be printed in WHITE on dark backgrounds for maximum visibility and easy recognition.
- To be printed in BLACK on light backgrounds for maximum visibility and easy recognition.
- To be printed on an area of the SABS Approved product that has a flat colour i.e. not pattern or image.



SABS WORD MARKS AND/OR LOGOS TINT SCALE DETERMINATION

The SABS word mark and/or logo may be printed ONLY on SABS Approved products.

- To be printed in WHITE on dark backgrounds for maximum visibility and easy recognition.
- To be printed in BLACK on light backgrounds for maximum visibility and easy recognition.



THANK YOU

FOR TRUSTING US
with the CERTIFICATION
of YOUR BRAND

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