IRBA

INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

CORPORATE IDENTITY MANUAL

VERSION 1.4
JULY 2022

This is the official logo for the IRBA as designated by the IRBA Board. No other version or variation of this logo for the representation of the IRBA is permitted.

The logo is always applied in full colour as presented here (unless specified otherwise in this manual). The full colour logo is only ever displayed on a white background.

This is the official logo for the RA designation as designated by the IRBA Board. No other version or variation of this logo for the representation of RA is permitted.

The logo is always applied in full colour as presented here (unless specified otherwise in this manual). The full colour logo is only ever displayed on a white background.

iRBA
INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY
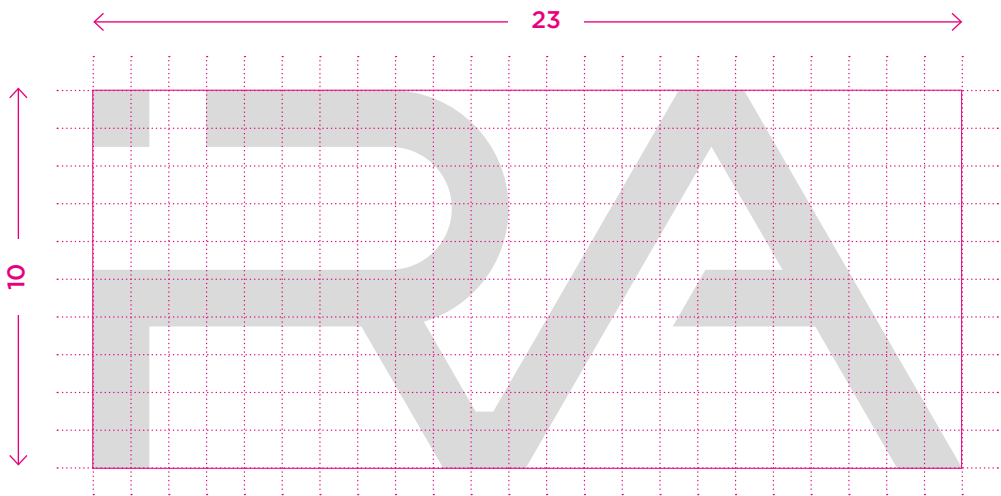
Logotype

iRBA
INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

Tittle

iRBA
INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

Tagline

iRBA
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Separators

Logotype

Tittle

23

10

23

10

80a

26a
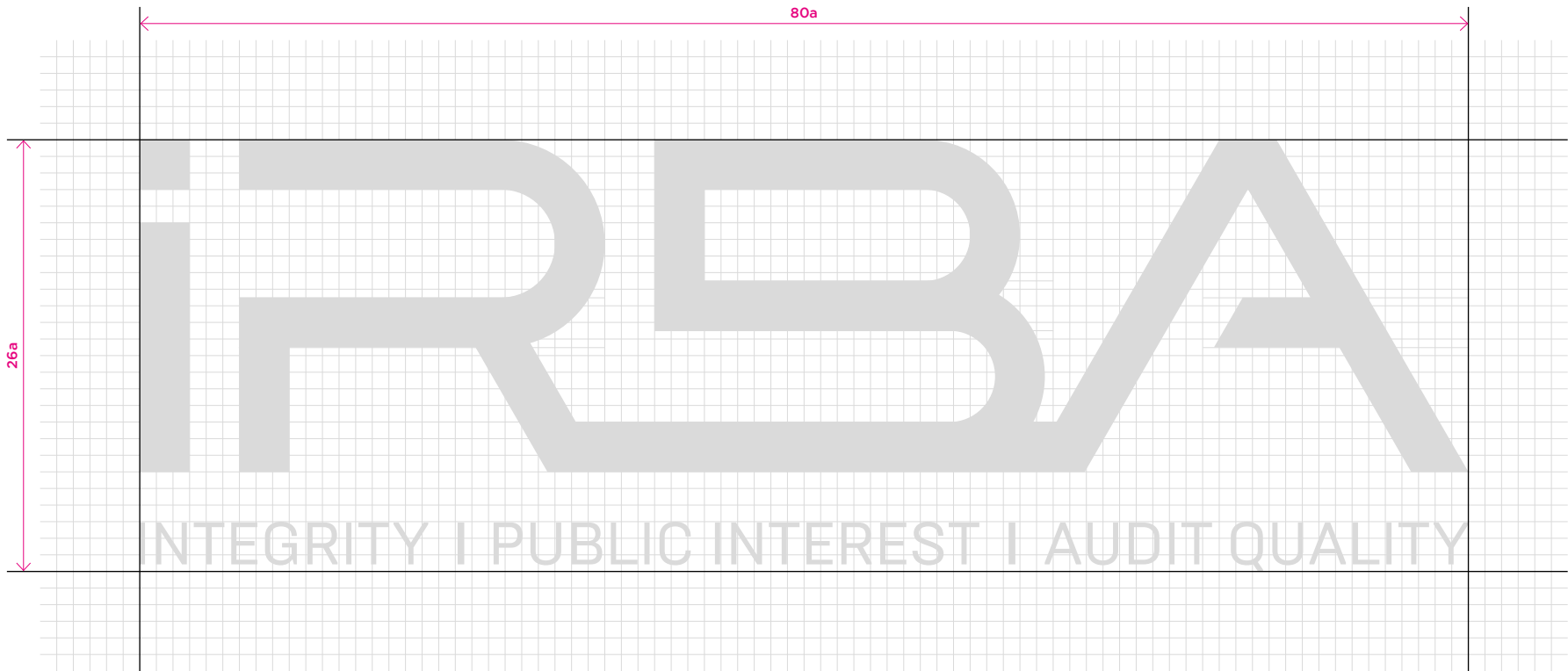
iRBA

INTEGRITY I PUBLIC INTEREST I AUDIT QUALITY

46a

20a

The area of isolation is a distance of precisely **2x** around all four edges of the logo. No object, image or item of any kind is ever to appear in the area of isolation. The area of isolation will always be the exact same colour as the colour displayed behind the logo.

When the logo is applied in full colour or solid black the background is always white. When the logo is applied in solid black reverse, the background is always solid black.
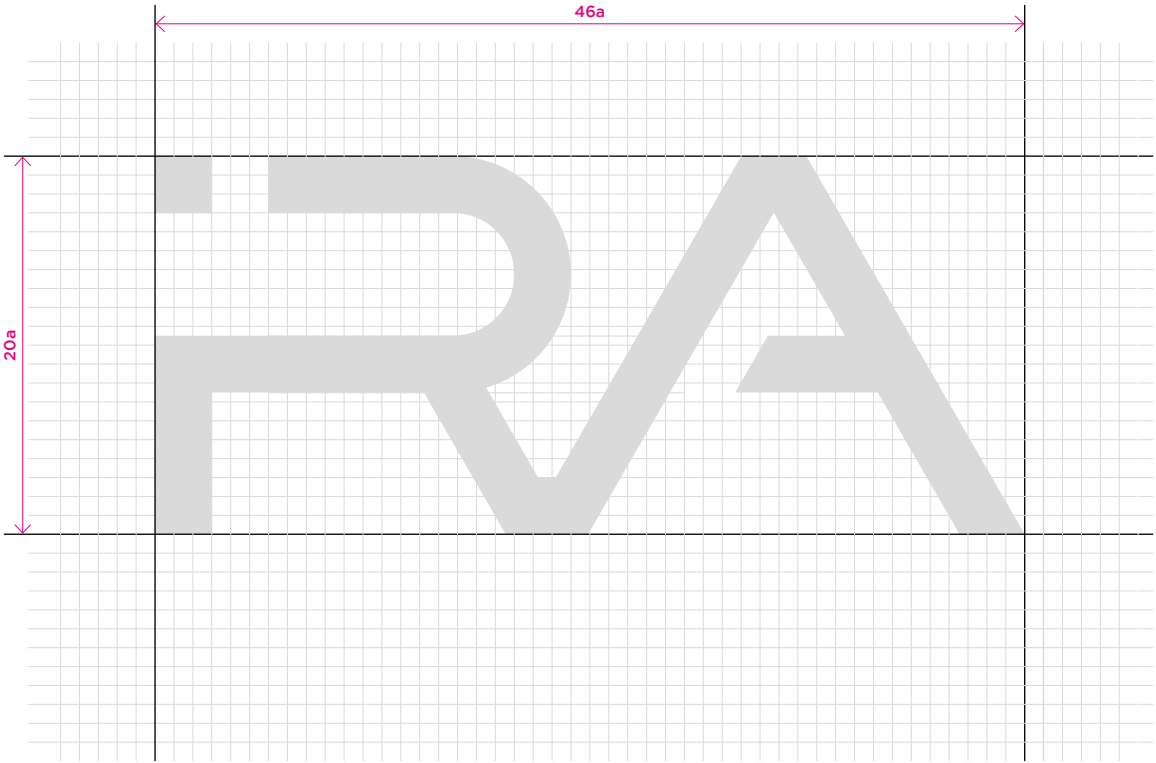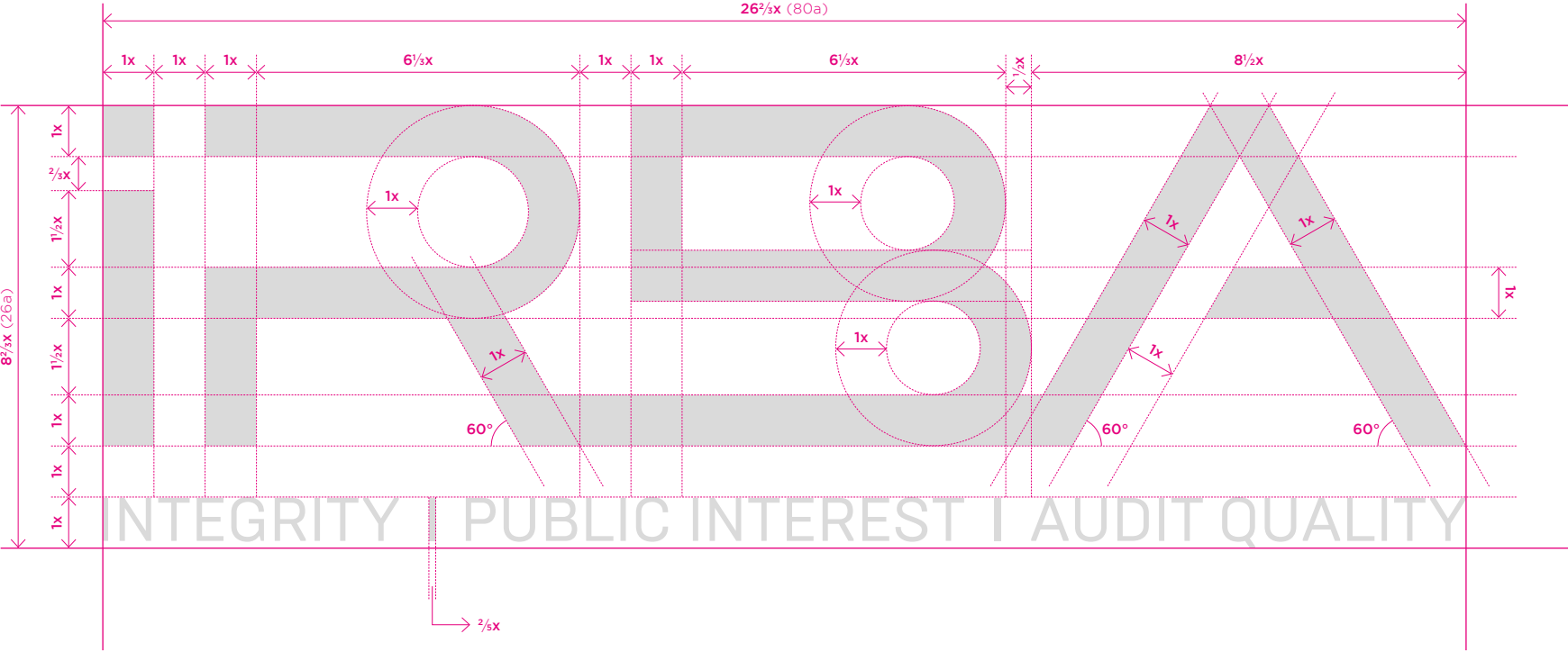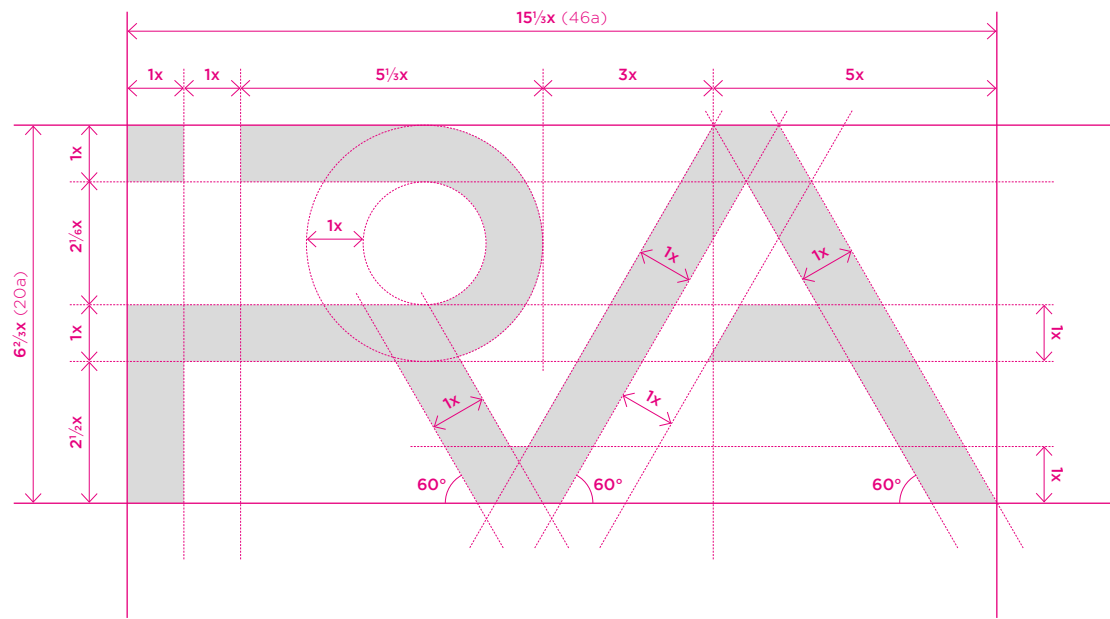
The area of isolation is a distance of precisely **2x** around all four edges of the logo. No object, image or item of any kind is ever to appear in the area of isolation. The area of isolation will always be the exact same colour as the colour displayed behind the logo.

When the logo is applied in full colour or solid black the background is always white. When the logo is applied in solid black reverse, the background is always solid black.

If the logo needs to be applied in FULL COLOUR REVERSE, the background is always 100% IRBA Purple. The logotype and tagline are displayed as solid white. The tittle and separators remain 100% IRBA Orange.

FULL COLOUR

FULL COLOUR REVERSE

In rare circumstances, the logo may need to be displayed in greyscale (C0 M60 Y100 K100) but this should be avoided unless there is absolutely no other option. IRBA Purple is replaced by 80% black (C0 M0 Y100 K80) and IRBA Orange is replaced by 40% black (C0 M0 Y100 K40)

When the logo is applied in GREYSCALE the background is always white. When the logo is applied in GREYSCALE REVERSE the background is always 80% black (C0 M0 Y100 K80). The tittle and separators remain 40% black (C0 M0 Y100 K40).

GREYSCALE

GREYSCALE REVERSE

In rare circumstances, the logo may need to be displayed in solid black (C0 M0 Y0 K100) but this should be avoided unless there is absolutely no other option.

When the logo is applied in solid black the background is always white or 100% solid black as presented here in SOLID BLACK STANDARD and SOLID BLACK REVERSE.

SOLID BLACK

SOLID BLACK REVERSE

If the logo needs to be applied in FULL COLOUR REVERSE, the background is always 100% IRBA Orange. The logotype is displayed as solid white. The tittle becomes 100% IRBA Purple.

FULL COLOUR

FULL COLOUR REVERSE

In rare circumstances, the logo may need to be displayed in greyscale (C0 M60 Y100 K100) but this should be avoided unless there is absolutely no other option. IRBA Purple is replaced by 80% black (C0 M0 Y100 K80) and IRBA Orange is replaced by 40% black (C0 M0 Y100 K40)

When the logo is applied in GREYSCALE the background is always white. When the logo is applied in GREYSCALE REVERSE the background is always 80% black (C0 M0 Y100 K80). The tittle remains 40% black (C0 M0 Y100 K40).

GREYSCALE

GREYSCALE REVERSE

In rare circumstances, the logo may need to be displayed in solid black (C0 M0 Y0 K100) but this should be avoided unless there is absolutely no other option.

When the logo is applied in solid black the background is always white or 100% solid black as presented here in SOLID BLACK STANDARD and SOLID BLACK REVERSE.

SOLID BLACK

SOLID BLACK REVERSE

In rare circumstances, the logo may need to be displayed on an image, particularly in social media applications where space is limited. The logo has been designed in such a way that it can accommodate this scenario. However, this type of application will require creative discretion and approval by IRBA's brand management.

When displaying the logo on an image, the tagline and separators always removed. The logo is always reversed out in solid white.

1 **Always** display the logo in such a way that it is legible and contrasts with the background image. Darker backgrounds would be preferable.

2 **Preferably** display the logo on images that are blended, faded, neutral or textured. Ensure that logo is legible.

3 **Never** display the logo over lighther colours, white or off-white or combinations thereof.

4 **Never** allow the logo to obscure faces, numbers, text, other vector shapes or the focal point of an image. Never place the logo over another logo that may be featured in the image.

1

2

3

4

1

2

(1)(2) **Never** display the tagline and separators with the logo on an image. Legibility is compromised.

(3)(4) **Never** display the tittle as orange on an image. The logo is always completely white when displayed over an image.

3

4

The reversed logo can be displayed as solid white on any of the secondary or accent colours, but without the tagline and separators. This type of application is ideal for continuation pages or outdoor portable display, but not as the primary or official display of the brand.

Note that the reversed logo is never displayed on IRBA Orange as this colour is reserved for idendification with the RA brand.

These examples are incorrect applications of the reversed logo on the secondary and accent colours. The tittle cannot be displayed as IRBA Orange and the tagline and separators cannot be displayed with the logo in these applications.

The logo is never applied in any colour or combination of colours other than the corporate colours and only in the designated combination of the corporate colours.

The logo is never outlined.

The corporate colours of the logo are not allowed to be alternated.

Drop shadows, 3d effects, lens flares, bevels, embosses, outer glows, inner glows, gradient filters, fish eye filters or any other effects are not permitted on the logos. The logo is only displayed in the solid corporate colours on a solid white background or as specified in this manual.

The logos are never applied entirely as a solid in any colour, including the primary and secondary corporate colours. An exception is only allowed in the rare instance when the logos need to be solid black.

The logo is never distorted vertically or horizontally. The tittle and logotype must always remain in a 4:1 ratio.

The logo is never displayed at any angle other than level.

The tagline and seperators are never postioned above or to the side of the logo.

The logo is never displayed in full colour on a black background.

The logo is never displayed as a watermark or tinted shade of any colour whatsoever.

The solid black variant of the logo is never displayed on any other colour (inlcuding corporate colours) other than solid white.

The logo is never filled with a gradient.

PRIMARY

IRBA PURPLE

C 40 M 100 Y 15 K 30
R 130 G 18 B 91
HEX #82125B
PANTONE 2425C

IRBA ORANGE

C 10 M 80 Y 100 K 0
R 217 G 77 B 21
HEX #D94D15
PANTONE 7580C

SECONDARY

IRBA LIGHT TAN

C 0 M 30 Y 52 K 0
R 250 G 193 B 134
HEX #FAC186
PANTONE 719C

IRBA TAN

C 15 M 50 Y 70 K 0
R 218 G 143 B 87
HEX #DA8F57
PANTONE 7517C

IRBA BLUSH

C 18 M 58 Y 37 K 5
R 203 G 126 B 131
HEX #CB7E83
PANTONE 694C

IRBA PLUM

C 45 M 65 Y 25 K 15
R 142 G 96 B 128
HEX #8E6080
PANTONE 5145C

IRBA DEEP PURPLE

C 70 M 80 Y 30 K 30
R 85 G 57 B 95
HEX #55395F
PANTONE 7447C

ACCENT

IRBA STONE BLUE

C 65 M 35 Y 15 K 0
R 100 G 146 B 185
HEX #6492B9
PANTONE 645C

IRBA BLUE

C 85 M 46 Y 15 K 0
R 26 G 118 B 171
HEX #1A76AB
PANTONE 660C

IRBA TEAL

C 100 M 20 Y 40 K 0
R 0 G 136 B 153
HEX #008899
PANTONE 7712C

IRBA GREEN

C 55 M 0 Y 65 K 0
R 130 G 193 B 122
HEX #82C17A
PANTONE 557C

IRBA LIME GREEN

C 30 M 0 Y 85 K 0
R 199 G 213 B 64
HEX #C7D540
PANTONE 583C

PRIMARY

The primary colours are drawn directly from the logo. These are also the only two colurs that appear in the full colour logo.

IRBA Purple must always be the dominant colour. Tints of the primary colours are not allowed.

SECONDARY

This palette should predominantly be used to blend with the primary colours. Preferably, secondary colours should not be used in isolation of the primary colours. However, creative discretion should be applied in conjunction with IRBA's brand management in the event of wanting to use secondary colours in isolation.

Ideal applications of the secondary colours can be for sub-headings, pull quotes, tables, data visualisation, icons, supplementary branded collateral and corporate clothing. Subtle tints of these colours are allowed with creative discretion.

ACCENT

The accent colours should be used to add dimension to the visual body of collateral. The accent colours purposefully compete with the primary colours. Preferably, accent colours should not be used in isolation of the primary and secondary colours. However, creative discretion should be applied in conjunction with IRBA's brand management in the event of wanting to use secondary colours in isolation.

Ideal applications of the accent colours can be for data visualisation, icons and supplementary branded collateral. Subtle tints of these colours are allowed with creative discretion.

PRIMARY 50%		SECONDARY 20%					ACCENT 20%				
40%	10%	6%	6%	6%	6%	6%	4%	4%	4%	4%	4%
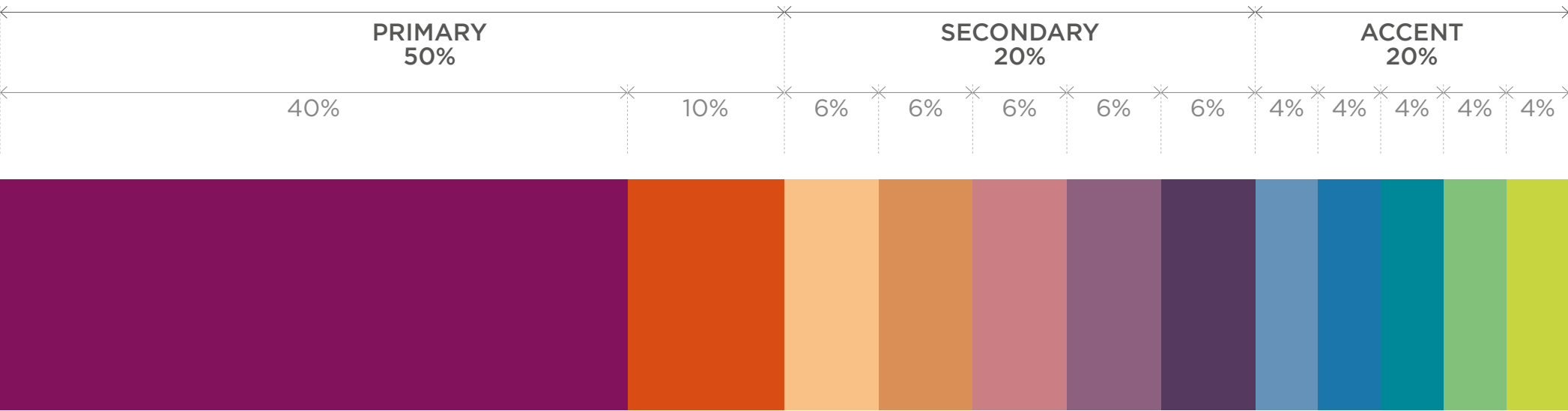
The graphic displayed here is a guide for the for the colour hierarchy from left to right. Although percentages have been allocated here, these are merely a guide. The full spectrum indicates a hypothetical scenario of all colours being used in one field of reference. Understandably, this is unlikely to ever take place. However, with reasonable creative discretion, secondary and/or accent colours can never overpower the primary colours palette.

As the visual identity matures and the body of visual collateral grows, combinations of colours, usually in twos, become an effective asset. These combinations can be defined as colour twins. The twins comprise a darker and lighter shade of a similar colour.

The application of colour twins is particularly effective in data visualisation, highlight boxes, banners and patterns.

1

IRBA
TAN

IRBA
LIGHT TAN

2

IRBA
PLUM

IRBA
BLUSH

3

IRBA
BLUE

IRBA
STONE BLUE

4

IRBA
GREEN

IRBA
LIME GREEN

BRUTALTYPEW00-BLACK REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

BRUTALTYPEW00-BOLD REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

The typefaces that constitute the **BrutalTypeW00** font are designated as the primary font. The primary font should preferably be used for titles, headlines, headings and sub-headings. The primary font must not be used for body copy.

Although only four typefaces are displayed here, any weight of **BrutalTypeW00** is permitted.

BRUTALTYPEW00-REGULAR REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

BRUTALTYPEW00-LIGHT REGULAR

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

GOTHAM BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

GOTHAM BOLD ITALIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

The typefaces that constitute the **Gotham** font are designated as the secondary font. The secondary font can be used in all applications. The secondary font must always be used for body copy.

Although on four typefaces are displayed here, any weight of **Gotham** is permitted.

GOTHAM LIGHT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )

GOTHAM LIGHT ITALIC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG
The quick brown fox jumps over the lazy dog
*0 1 2 3 4 5 6 7 8 9 ! ? @ # $ % ^ & * ( )*

In various instances, designs will require a selection of photographs that contribute to the overall aesthetic of the visual identity. These images would neither be descriptive, related to narrative or of people and events. They are therefore classified as cosmetic.

The subject matter for cosmetic imagery is flora. This can include flowers, plants, leaves, grass and trees. This theme universally represents renewal and is suitable for the launch of IRBA's new visual identity. Images of flora are also neutral and reinforce the IRBA's position of objectivity. Cosmetic images are ideal for backgrounds or to form textures. Preference should be given to interesting compositions, depth of field, close-ups, tight crops or unusual angles.

In selecting cosmetic images of flora for use in the IRBA visual identity, certain guidelines must be followed:

1 All depictions of flora must be in bloom, green or fully alive. Imagery of dead, dying or burning flora is not permitted.

2 Images must be of completely natural settings. Images may not be:
   - Digitally enhanced
   - Display special effects
   - Composites
   - Bouquets or any other human generated arrangement like a garden
   - 3d renderings or composites thereof
   - Artificial elements such as superimposed backgrounds, water or skylines.

3 No depictions of fauna, people or any man-made structure in cosmetic images.

Note that these rules would not apply to images required for narrative and descriptive purposes.

Portulacaria afra (elephant bush)
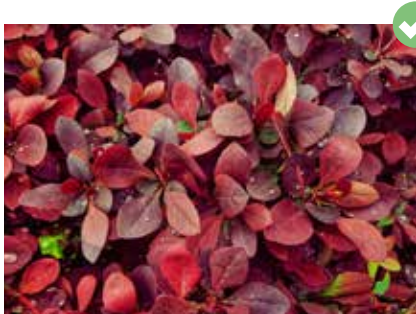
Barberry shrub

Red water lily

Blood lily

Pink and white cosmos

White water lily

Fir trees

Protea

Jacaranda

People images must be in a modern, corporate environment. The subjects must appear professional, reliable and highly skilled with a balanced depiction of age, gender or race.

Where the target audience is university students or young professionals, images of young adults learning in a formal environment must be used. These should be persons between the ages of 21 and 30. And where the message is for regulation purposes, more experienced looking professionals must be the used and should include people between the ages of 30 and 50 operating in an office or boardroom setting.

The use of people images gives the organisation a personality and makes the viewer connect with it. Therefore, the environment must be one of a positive atmosphere and should evoke a feeling that the organisation has integrity, is fair, competent and trustworthy.

In selecting people images for use in the IRBA visual identity, certain guidelines must be followed:

1 Images must:
- Be in a professional setting, with a clean and modern background.
- Depictions of people must align with the country's demographic and must display diversity.
- Dress code must be modern, formal and clean.
- Group images to include no more than 5 people in focus.

2 Images may not be of:
- 3d renderings or composites thereof
- Social scenes (families, groups or individuals at recreational events),
- Fauna
- Minors
- Groups or individuals in recreational environments/events

Note that these rules would not apply to images required for narrative and descriptive purposes.

Interns or young professionals in training

Development programme in session

Young professional at work

Positive, warm atmosphere

Confident, reliable and professional

Young professional at work

Diverse group in discussion

Diverse group of professionals meeting

Expert guiding client/junior

The IRBA Curve is inspired the design of IRBA's logo. Bending without yielding, in curves there is more strength as there is in a straight line. The visual identity will find subtle ways to demonstrate this.

In this application, the IRBA curve is applied to square shapes.

1 Square shapes will also be a feature of the visual identity as they are drawn from the tittle in the logo.

2 To calculate the radius of the curve, divide the square into quarters vertically and horizontally. This will create 4 x 4 (16) squares within the square. A circle is then drawn in the most bottom right square. The diameter of the circle is equivalent to the width or height of the most bottom right square. The diameter is also equal to 1/4 the height or width of the larger initial square.

3 Divide the circle into four quarters. The bottom right quarter defines the curve to be cut from the initial square.

4 This shape can now be treated as an asset of the visual identity. Uses could include icons, pagination, patterns, photo frames or holding elements, Usage is not compulsory.
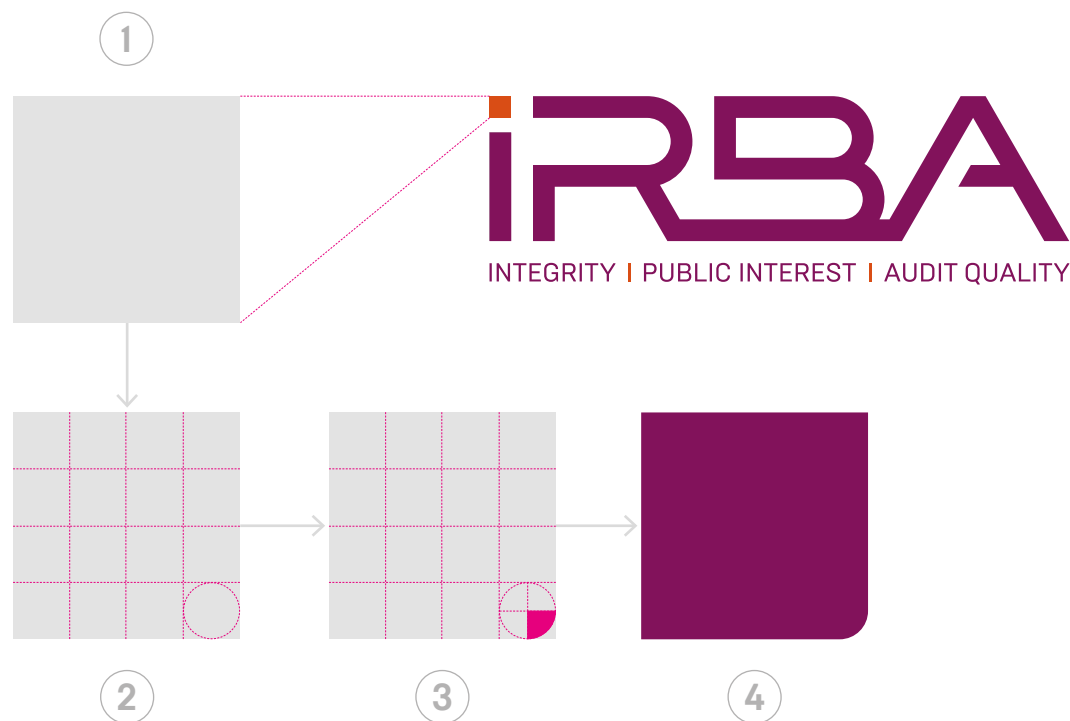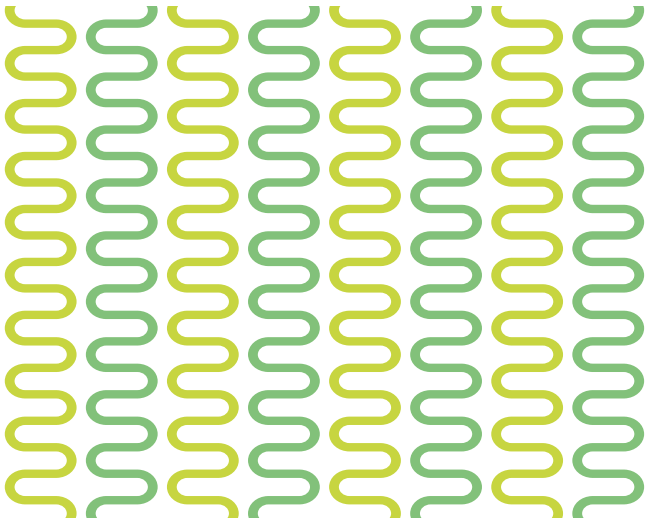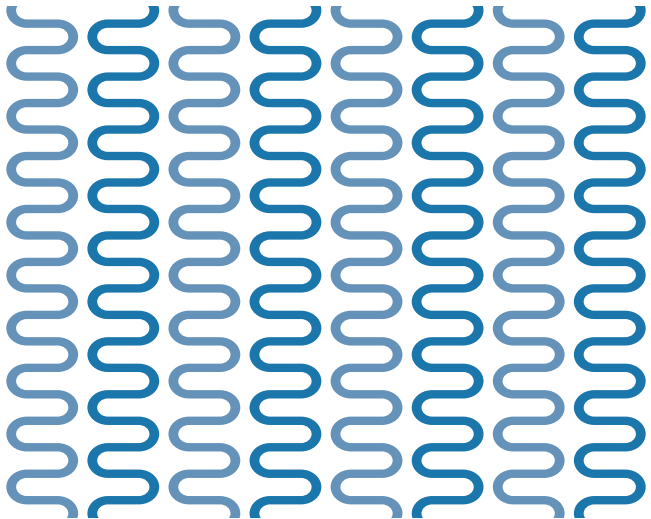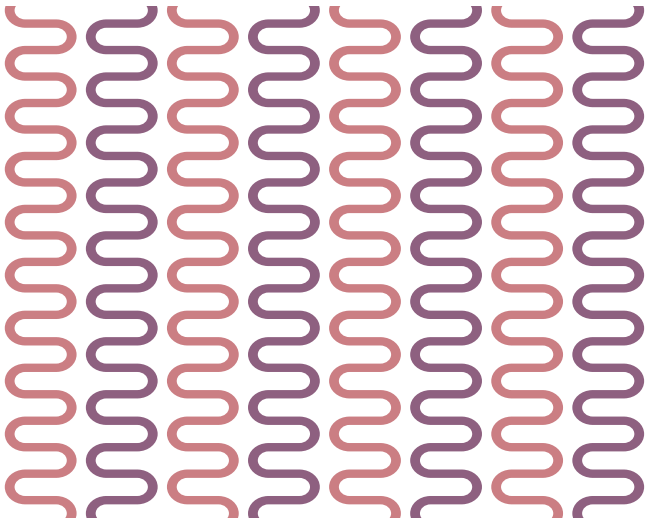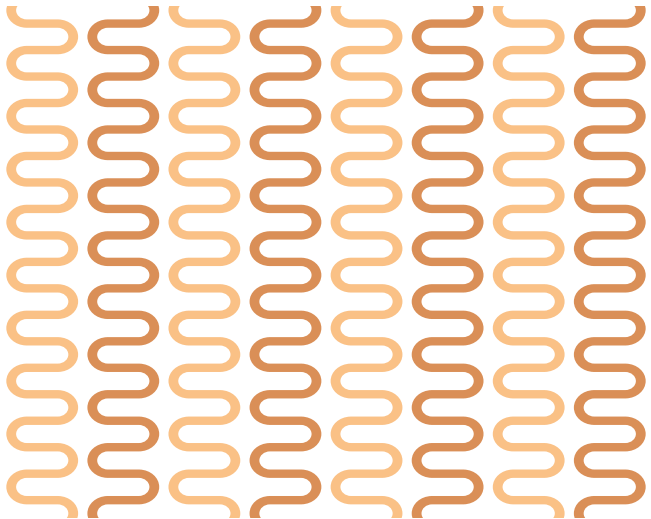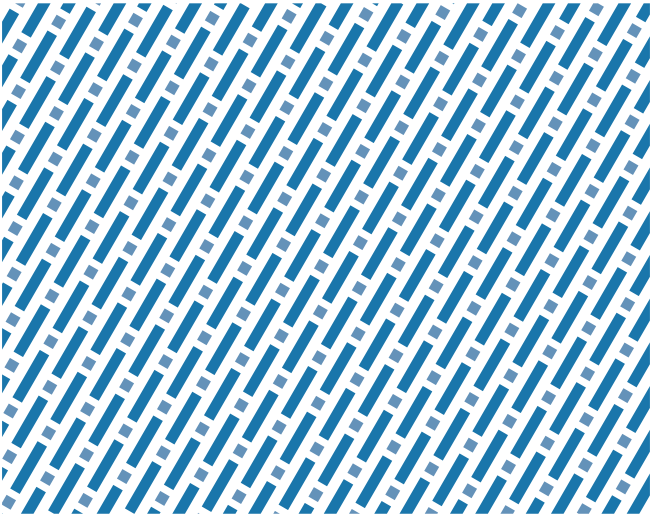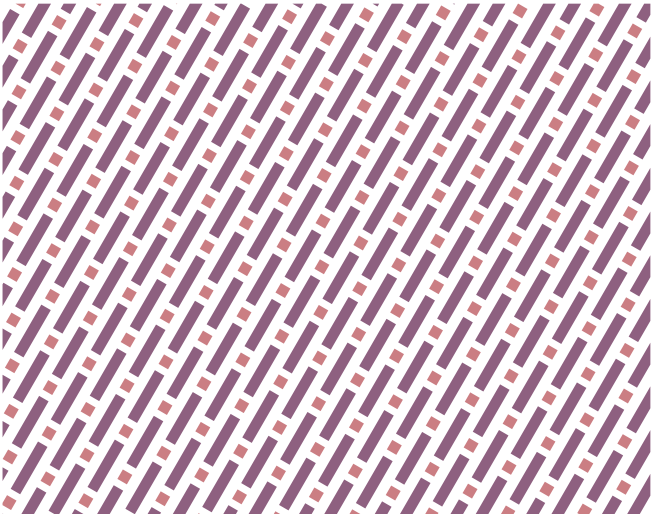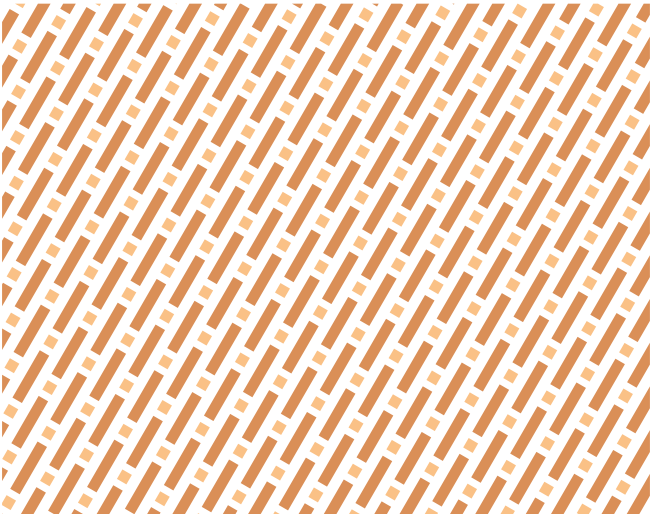
This display demonstrates the positioning of the IRBA logo on a portrait orientation. The logo is always positioned bottom left or top left. This application is ideal for all the A-sizes in portrait which would include report covers and posters.

BOTTOM LEFT DISPLAY

TOP LEFT DISPLAY

In preparation of a portrait size artwork, begin with calculating the page margin. The page margin is 1/33 of the height of the page. The margin runs along all four edges of the page.

Then place the IRBA logo. The height of the logo is 2/33 of the height of the page.

In the bottom left display, the base of the logo rests on the bottom page margin and is always left aligned against the left hand page margin.

In the top left display, the top of the logo rests on the top page margin and is always left aligned against the left hand page margin.

The distance between the top of the logo and the artwork zone is equivalent to the page margin (or 1/33). The branding zone comprises the sum of this area with the logo height and bottom page margin (i.e. 4/33). The background of the branding zone is always solid white or 100% IRBA Purple in the event of using the reverse full colour option of the logo.
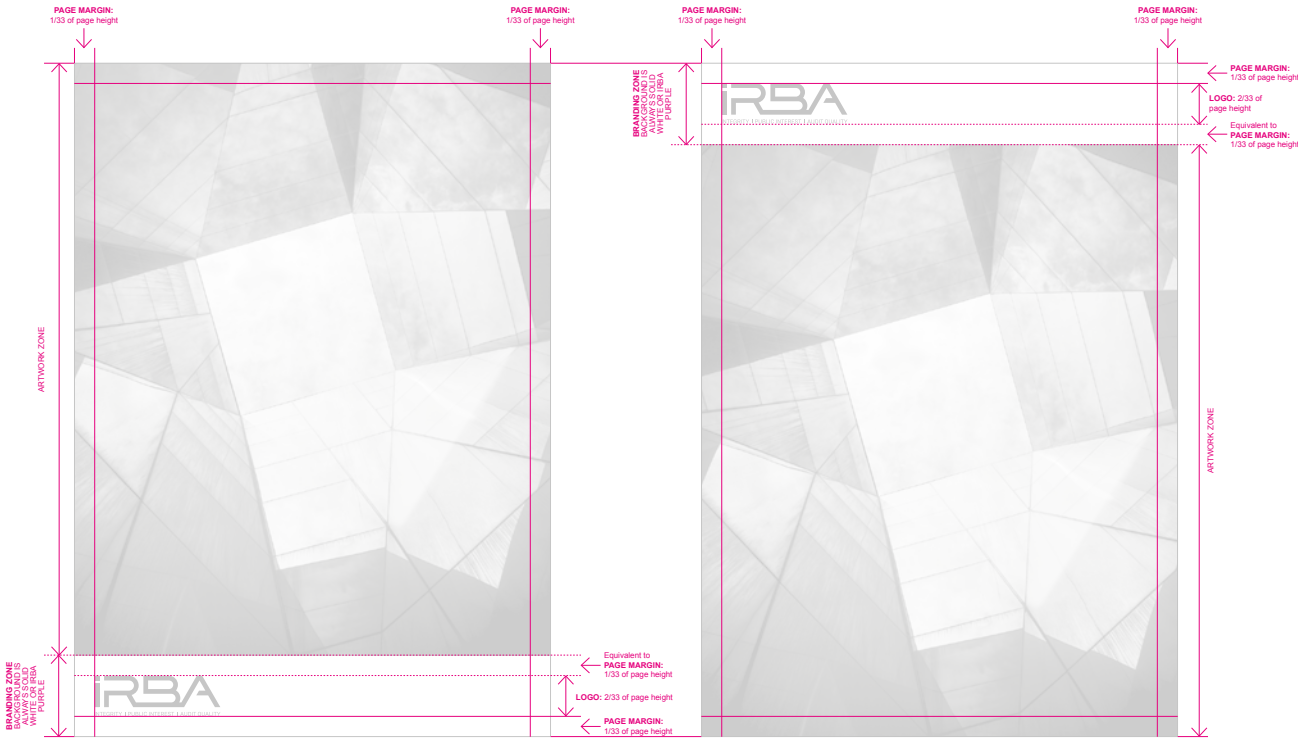
BOTTOM LEFT DISPLAY

TOP LEFT DISPLAY

**BOTTOM LEFT
DISPLAY**

This display demonstrates the positioning of the IRBA logo on a landscape orientation. The logo is always positioned bottom left or top left. This application is ideal for mailers, print advertisements, web banners and screen displays.

Note that although slide decks are a landscape orientation, there are specific guidelines for slide decks in this manual.

**TOP LEFT
DISPLAY**

In preparation of a landscape size artwork, begin with calculating the page margin. The page margin is 1/24 of the height of the page. The margin runs along all four edges of the page.

Then place the IRBA logo. The height of the logo is 1/12 of the height of the page.

In the bottom left display, the base of the logo rests on the bottom page margin and is always left aligned against the left hand page margin.

In the top left display, the top of the logo rests on the top page margin and is always left aligned against the left hand page margin.

The distance between the top of the logo and the artwork zone is equivalent to the page margin (or 1/24). The branding zone comprises the sum of this area with the logo height and bottom page margin (i.e 1/6). The background of the branding zone is always solid white or 100% IRBA Purple in the event of using the reverse full colour option of the logo.

In the event of a square size orientation, the landscape grid takes preference.

BOTTOM LEFT DISPLAY

TOP LEFT DISPLAY

Lorraine van Schalkwyk APR
Manager: Marketing
Communications and
Media Relations

Email   lschalkwyk@irba.co.za
Mobile +27 83 626 3762
Direct   +27 (0)87 940 8836
Fax   +27 86 548 1035

www.irba.co.za

IRBA INTEGRITY I PUBLIC INTEREST I AUDIT QUALITY

LOGO CENTRED HORIZONTALLY
BETWEEN THESE MARGINS

44mm

3mm 3mm

3mm

PAGE MARGIN: 3mm

3mm

1.5mm

Lorraine van Schalkwyk APR
Manager: Marketing
Communications and
Media Relations

HEIGHT OF LOGO:
12.5mm (or 1/4 of
height of page) and
centred vertically to
height of page

iRBA
INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

Email   lschalkwyk@irba.co.za
Mobile +27 83 626 3762
Direct +27 (0)87 940 8836
Fax   +27 86 548 1035

www.irba.co.za

25mm

3mm

PAGE MARGIN: 3mm

PAGE
MARGIN:
3mm

PAGE
MARGIN:
3mm

This is the full colour display of the IRBA letterhead.

iRBA

INTEGRITY I PUBLIC INTEREST I AUDIT QUALITY

www.irba.co.za

- **Physical** Building 2, Greenstone Hill Office Park, Emerald Boulevard, Modderfontein
- **Postal** PO Box 8237 Greenstone 1616 Johannesburg South Africa
- **Tel** 087 940 8800 ● **Fax** 087 940 8873 ● **E-mail** board@irba.co.za

Established in terms of Act 26 of 2005 (as amended)

1

2

3

4

5

6

PAGE MARGIN:
1/33 of page height

PAGE MARGIN:
1/33 of page height

PAGE MARGIN:
1/33 of page height

LOGO: 2/33 of
page height

Equivalent to **PAGE MARGIN:**
1/33 of page height

TYPE ZONE

2/33 of page height

3/33 (or 1/11) of
page height

PAGE MARGIN:
1/22 of page height

PAGE MARGIN:
1/33 of page height

③

④

⑤

① **www.irba.co.za**

② Postal PO Box 8 — Greenstone 1616 Johannesburg South Africa
    Tel 087 940 8800 — Fax 087 940 8871 — E-mail board@irba.co.za

Established in terms of Act 26 of 2005 (as amended)

⑥

Slide deck covers use the IRBA Curved Square as a holding element for the title. The IRBA Curved Square is always aligned to the right against the right hand page margin. The logo and title are centre aligned to height of the page.

The slide deck cover allows for a strip between the logo and IRBA Curved Square. This strip is optional, it can be left blank. If the strip is employed, it may display as many three squares in a vertical arrangment as seen in Example 1. It can also be a signular strip as in Example 2 or split into two rectangles as in Example 3. Discretion may be used to place photographs, patterns (as specified in this manual) or a combination as seen in Example 4.
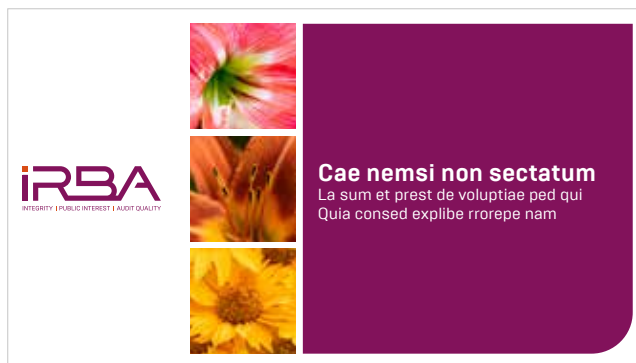
EXAMPLE 1

EXAMPLE 2

EXAMPLE 3
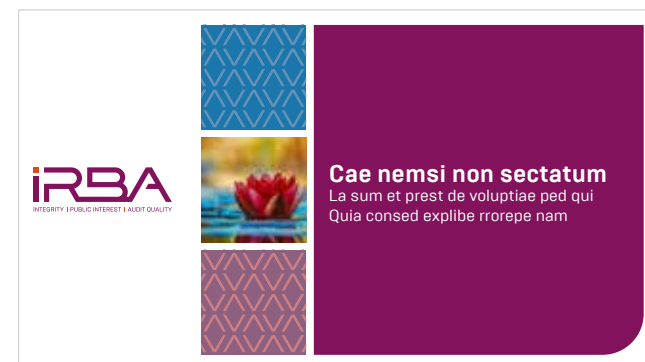
EXAMPLE 4

Calculations in the slide deck set are based on the **Y-formula**:

1y = 1/24 of the page height.

PAGE MARGIN:
1y

GAP BETWEEN IMAGES:
0.5y

EQUIVALENT OF
PAGE MARGIN:
1y

PAGE MARGIN:
1y of page height

PAGE MARGIN: 1y

GAP BETWEEN IMAGES: 0.5y

LOGO:
Height of logo is 3y. The logo is always centre aligned to the heigh of the page and centre aligned to the title.

IRBA

Cae nemsi non sectatum
La sum et prest de voluptiae ped qui
Quia consed explibe rrorepe nam

The title copy can be any size and variation of the corporate fonts but must always be centre aligned to the height of the page and centre aligned to the logo.

PAGE MARGIN: 1y

1y

IRBA CURVED SQUARE:
The IRBA Curved Square is used as the holding element for title copy. The square must retain it's square shape within the edges of the margins. The curved square is always aligned to the right against the right hand page margin.

Body copy for all variants of inner slides must always be 80% black. First generation headings must be 100% IRBA Purple. Discretion between IRBA Purple and IRBA Orange can be used on lower generations. Secondary colours may also be used for lower generation headings. All copy in the content zone must be from the Gotham font. BrutalTypeW000 can only be used for the title.

Bullet points are to remain 100% IRBA Orange. First generation bullet points must always be square shaped. Font sizes for headings and copy vary from one slide deck to another, but sizes must be consistent throughout a single presentation. No more than six bullet points may appear on a slide.

Sizes for images, graphics and diagrams may very, but must always be placed on the left of the copy.

Page numbers are always 100% IRBA Orange.

iRBA
INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

Cae nemsi non sectatum
La sum et prest de voluptiae ped quiQuia consed

HENIENIM INCIAE LISTCORIA

- Vel ium faccull isinumq uident, untest, commollabor sant as
- Sin cusam ulpa volor autatur, tora voluptat et eostem inctat lautae.
- Dolore dolor autem dolupturibus idemos idelia seque
- Plic te etur saniatu ribus, vendaeri
- Alitae etur aut hitio tendiorem
- Evelectat pa cor aut voluptas sin excearia nus corupta

4

PAGE MARGIN:
1y

GAP BETWEEN DIVIDER
LINE AND LOGO:
1y

GAP BETWEEN DIVIDER
LINE AND LOGO: 1y
*Note: Size of images can
vary, but the gap between
images and copy must
never be less than 1y*

DIVIDER LINE:
*The divider line is always
1pt and 100% IRBA
Orange. The base of the
divider line must align with
the base of the logo.*

PAGE MARGIN:
1y

PAGE MARGIN: 1y

IRBA

Cae nemsi non sectatum
La sum et prest de voluptiae ped quiQuia consec

TITLE ZONE: 2y
*Note: Font size and length of copy
may vary but must always remain
within the title zone. The top of the
copy must align with the top of the
logo. This copy must always be 100%
IRBA Purple.*

HEIGHT OF LOGO: 2y

2y

HENIENIM INCIAE LISTCORIA

CONTENT ZONE: 16y

- Vel ium faccull isinumq uident, untest, commollabor sant as
- Sin cusam ulpa volor autatur, tora voluptat et eostem inctat lautae.
- Dolore dolor autem dolupturibus idemos idelia seque
- Plic te etur saniatu ribus, vendaeri
- Alitae etur aut hitio tendiorem
- Evelectat pa cor aut voluptas sin excearia nus corupta

PAGE NUMBER:
*The page number can be
any of the corporate fonts
but must always be 100%
IRBA Orange. The height of
the page numer is 3/4y.*

4

2y

PAGE MARGIN: 1y

1y

For a less formal look, this display shows the Inner Slide: Pattern Variant of inner slides for a slide deck. The substantial difference from the standard inner slide option is that the strip at the top features an IRBA pattern. The IRBA logo is placed in a holding element which can be any one of the lighter shades of the colour twins to match the inside of the pattern. Any of the IRBA Patterns can be used.

If this variant is employed, it is essential that all inner slides maintain the same colour scheme for consistency. Headings, bullet points and page numbers should follow the chosen colour scheme.

HENIENIM INCIAE LISTCORIA

- Vel ium faccull isinumq uident, untest, commollabor sant as
- Sin cusam ulpa volor autatur, tora voluptat et eostem inctat lautae.
- Dolore dolor autem dolupturibus idemos idelia seque
- Plic te etur saniatu ribus, vendaeri
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HENIENIM INCIAE LISTCORIA

- Vel ium faccull isinumq uident, untest, commollabor sant as
- Sin cusam ulpa volor autatur, tora voluptat et eostem inctat lautae.
- Dolore dolor autem dolupturibus idemos idelia seque
- Plic te etur saniatu ribus, vendaeri
- Alitae etur aut hitio tendiorem
- Evelectat pa cor aut voluptas sin excearia nus corupta

4

Aside from the measurements around the logo, the measurements for the Inner Slide: Pattern Variant are the same as the Inner Slide: Standard Variant.

1/4y

1/2y

1/2y

HEIGHT OF
LOGO HOLDING
ELEMENT: 2y

HEIGHT OF
LOGO: 1y

IRBA

HENIENIM INCIAE LISTCORIA

- Vel ium faccull isinumq uident, untest, commollabor sant as
- Sin cusam ulpa volor autatur, tora voluptat et eostem inctat lautae.
- Dolore dolor autem dolupturibus idemos idelia seque
- Plic te etur saniatu ribus, vendaeri
- Alitae etur aut hitio tendiorem
- Evelectat pa cor aut voluptas sin excearia nus corupta

4

This display shows the Inner Slide: Title Variant of inner slides for a slide deck. This variant is almost identical to the Inner Slide: Pattern Variant, but in the instance the pattern is replaced by the title and divider line (the same as seen in Inner Slide: Standard Variant). The Inner Slide: Title Variant allows for the use of the secondary colours in the colour twin schemes.

If this variant is employed, it is essential that all inner slides maintain the same colour scheme for consistency. Headings, bullet points and page numbers should follow the chosen colour scheme.

Although the orientation is portrait, the design of pull-up banners deviates from the 'PORTRAIT GRID' due to their significantly narrow format. The design options are however relatively flexible, provided that the top and bottom branding zones are strictly applied. The logo can be placed at the top or bottom.

Pull-up banners are divided into four equal parts vertically. It is recommended that designs adhere to this grid for consisteney. However, the top and bottom branding zones are strictly 1/4 of the page height. The background of the branding zones can be solid white or 100% IRBA Purple in the event using the full colour reverse logo. The page margin is 1/40 of the page height around all four edges. Top and bottom page margins may need to increase to accommodate bleed and clearance as manufacturer specifications vary.

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

iRBA

INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

BRANDING ZONE:
1/4 of page height. Background is always solid white or 100% IRBA Purple in the event of using the full colour reverse logo

Expe comnis gen quas exerspit aspe laccae od ustrum

ARTWORK ZONE

www.irba.co.za

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

ARTWORK ZONE

Expe comnis gen quas exerspit aspe laccae od ustrum

BRANDING ZONE:
1/4 of page height. Background is always solid white or 100% IRBA Purple in the event of using the full colour reverse logo

iRBA

INTEGRITY | PUBLIC INTEREST | AUDIT QUALITY

LOGO: 1/10 of page height and vertically centered to height of branding zone

PAGE MARGIN:
1/40 of page height

PAGE MARGIN:
1/40 of page height

This is a full colour example of an A4 double-page spread. Note that the design of headings and pagination in this example are merely a guide. However, the design body copy and margins must always be as displayed in this example.

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An A4 double-page spread must always be in two coloumns with a 9mm gutter. Margins are as follows:

Top: 30mm
Bottom: 30mm
Outside: 20mm
Inside: 20mm

1 Specifications for body copy on an A4 document are always:
Font: Gotham Light
Size: 9 points
Leading: 12 points (1.5 spacing is also acceptable).
Kearning: 0
Colour: 0C 0M 0Y 80K (applies to a white background. If used on other colour backgrounds discretion can be applied)
Alignment: Justified left and right

Treatment of headings and sub-headings is optional as long as it is according to the guidelines of this CI manual.

2 This area represents the **No Type Zone**. No type may appear within this zone. Graphics, images and shapes may appear here, but no type. Page numbering in pagination design must also be clear of this zone.

3 1st generation bullets must always be square. Size and colour is optional.
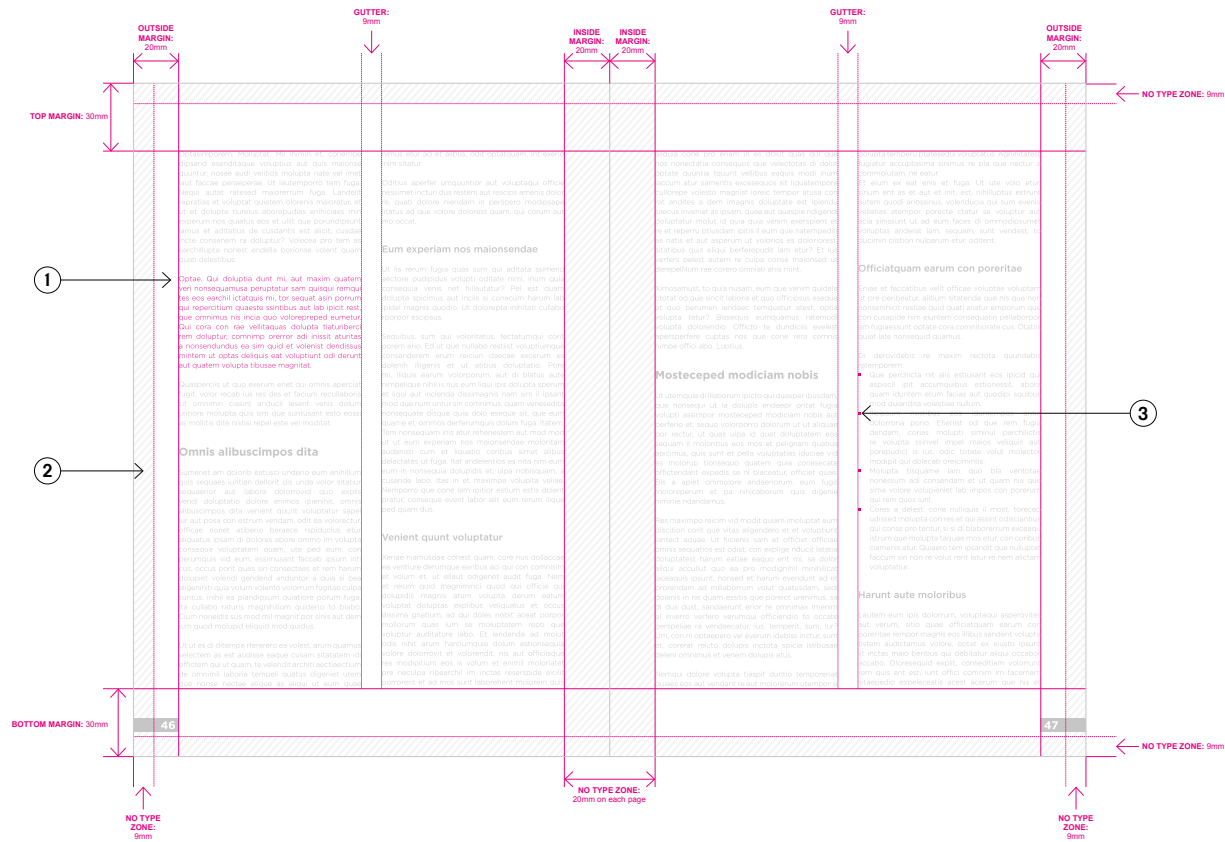
Although the orientation is portrait, the design of DL brochures deviates from the 'PORTRAIT GRID' due to their significantly narrow format. The design options are however relatively flexible, provided that the top and bottom branding zones are strictly applied. The logo can be placed at the top or bottom.
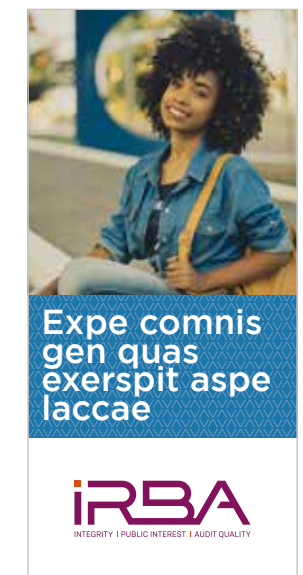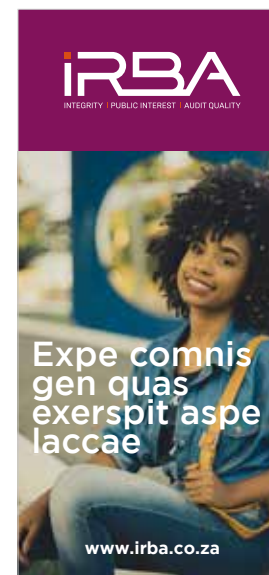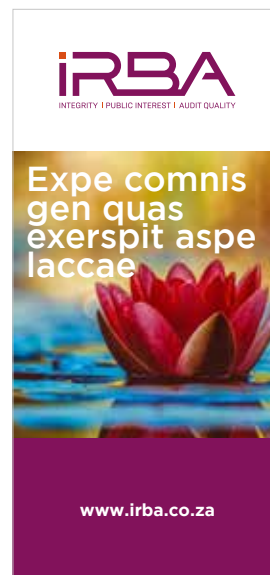
Like pull-up banners, the cover for brochures is also divided into four equal parts vertically. It is recommended that designs adhere to this grid for consisteney. However, the top and bottom branding zones are strictly 1/4 of the page height. The background of the branding zones can be solid white or 100% IRBA Purple in the event of using the full colour reverse logo. The page margin is 5mm around all four edges.

This is an example of how the inside of an A4 fold to DL brochure could look. This is based on the inside of a U-fold, but a Z-fold is also acceptable. Note that this design is merely a guide, but the rules around margins must be applied.

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The inside of an A4 fold to DL brochure will invariably allow two to three panels displayed side-by-side, depending on the type of fold selected (i.e. Z-fold or U-fold). Essentially, each panel is 210mm x 99mm portrait with a 9mm margin all around. This display indicates three such panels side-by-side creating an inner margin of 18mm.

1 This area represents the **No Type Zone**. No type may appear within this zone. Graphics, images and shapes may appear here, but no type. If the design warrants it, type may traverse the inner margins.

ARTWORK ZONE: 81mm — INNER MARGIN: 18mm — ARTWORK ZONE: 81mm — INNER MARGIN: 18mm — ARTWORK ZONE: 81mm

NO TYPE ZONE: 9mm

ARTWORK ZONE: 192mm

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