

Brand Elements | Stationery

All headings and page numbers are in dark brown for easy recognition.

All text should be ARIAL.

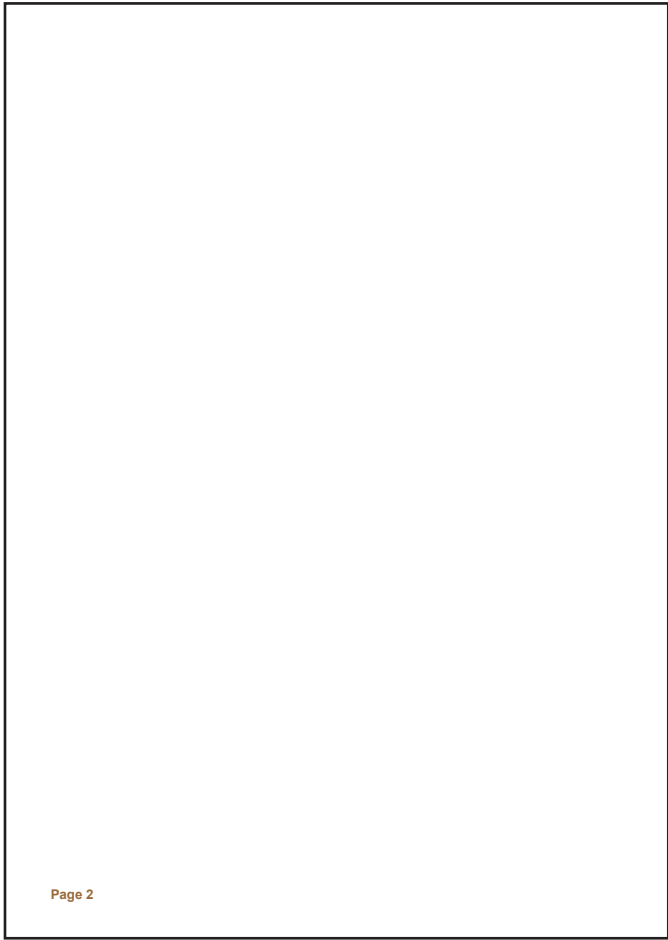
Letterhead


The company directors and the office address are on the top left of the page with the logo on the right. Page number/s are at the bottom left of the page and start on the continuation page.

Letterhead



Letterhead continuation page



 *1/2 the height of the logo

Memo

The word 'Memo' should be in bold on the top left-hand side of the page while the logo is on the right slightly below. The centre of the page will have a table indicating the date, file number and to and from places. The table is in black with a standard size of 184mm by 34.6mm. Page number/s are at the bottom left of the page and start on the continuation page.

Memo

MEMO

C B E
C O U N C I L
F O R T H E B U I L T
E N V I R O N M E N T

DATE:		FILE NO.:	
TO:		FROM:	

Agenda

The word 'Agenda' should be in bold on the top left-hand side of the page while the logo is on the right slightly below. Page number/s are at the bottom left of the page and start on the continuation page.

Agenda

AGENDA

C B E
C O U N C I L
F O R T H E B U I L T
E N V I R O N M E N T

*1/2 the height of the logo

Minutes

The word 'Minutes' should be in bold on the top left-hand side of the page while the logo is on the right slightly below. Page number/s are at the bottom left of the page and start on the continuation page.

Minutes

MINUTES

C B E
C O U N C I L
F O R T H E B U I L T
E N V I R O N M E N T

Policy

The word 'Policy' should be in bold on the top left-hand side of the page while the logo is on the right slightly below. Page number/s are at the bottom left of the page and start on the continuation page.

Policy

POLICY

C B E

C O U N C I L
F O R T H E B U I L T
E N V I R O N M E N T

Report

The word 'Report' should be in bold on the top left-hand side of the page while the logo is on the right slightly below. Page number/s are at the bottom left of the page and start on the continuation page.

Report

REPORT

C B E

C O U N C I L
F O R T H E B U I L T
E N V I R O N M E N T

*1/2 the height of the logo

Business Cards

The business cards are landscape measuring 90mm x 50mm. The front of the business card will have the full logo of the CBE. The rear of the card will have the card holders full name, and designation on a white background and written in brown and orange as illustrated. The contact information such as the telephone number, cell phone number and email address will be in white on a dark brown background.

Specifications:

Size: 90mm (w) x 50mm (h)

Paper: Antalis Zeta Linen 280 g/m² or similar

Paper Colour: White

Printing: Double sided

Rear



Front




Email Signatures

The email signature will feature the CBE logo on the bottom left corner of the page in between the white and dark brown backgrounds. Directly above it on a white background is the sender's information such as the full name and designation in brown and orange respectively. The contact information such as the telephone number, cell phone number, email address, website and physical address are to be written in black for better legibility. Social media pages of the CBE will be indicated through using the social media icons in white on the left of the dark brown bar. Each icon should click through to the specific social media page of the CBE.

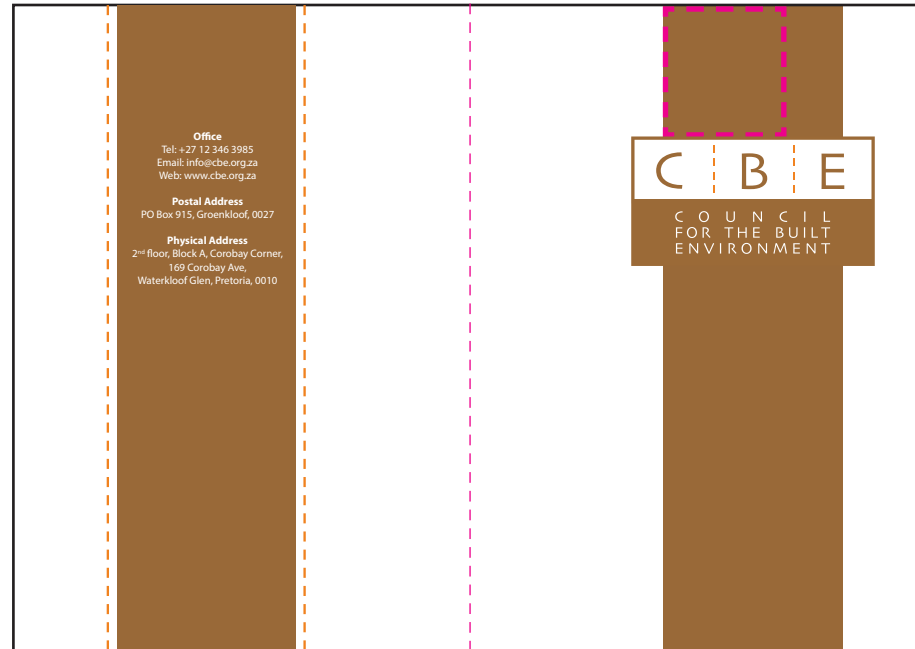
Email signature



 *1/2 the height of the logo

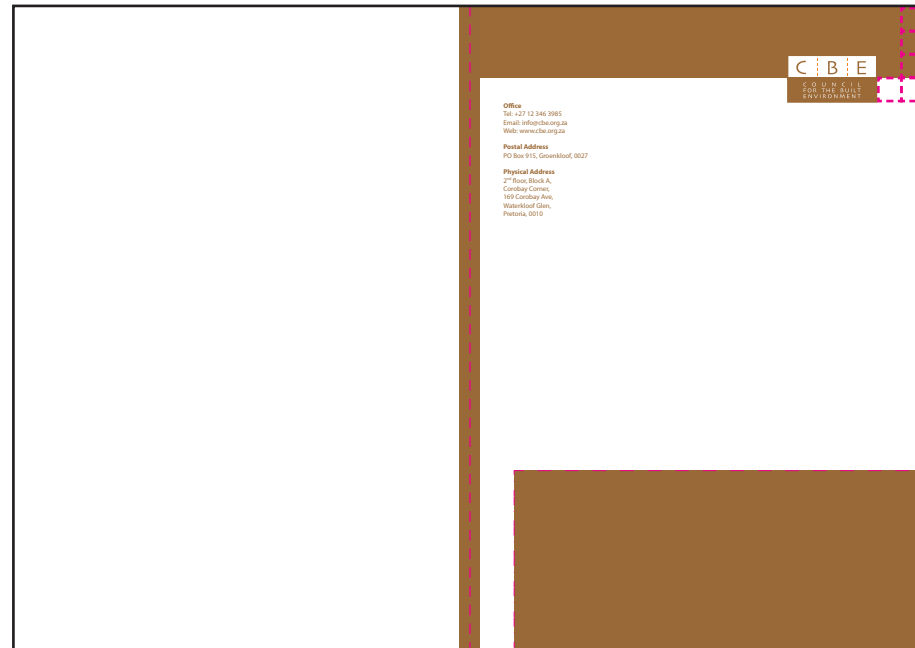
Presentation Folder – Option 1

The front of the presentation folder incorporates the CBE logo off centre aligned right with the corporate dark brown design element vertically on the page. As a continuation, the back of the folder will have the CBE's contact information as well as the physical and postal address in white on the dark brown design element. The inner left page is blank and the inner back page will also have the CBE's contact details on the left and the top right the logo. To tie in the last page to the back cover there is a design element on the bottom right corner.



Cover

* clear area from the top is the height of the logo

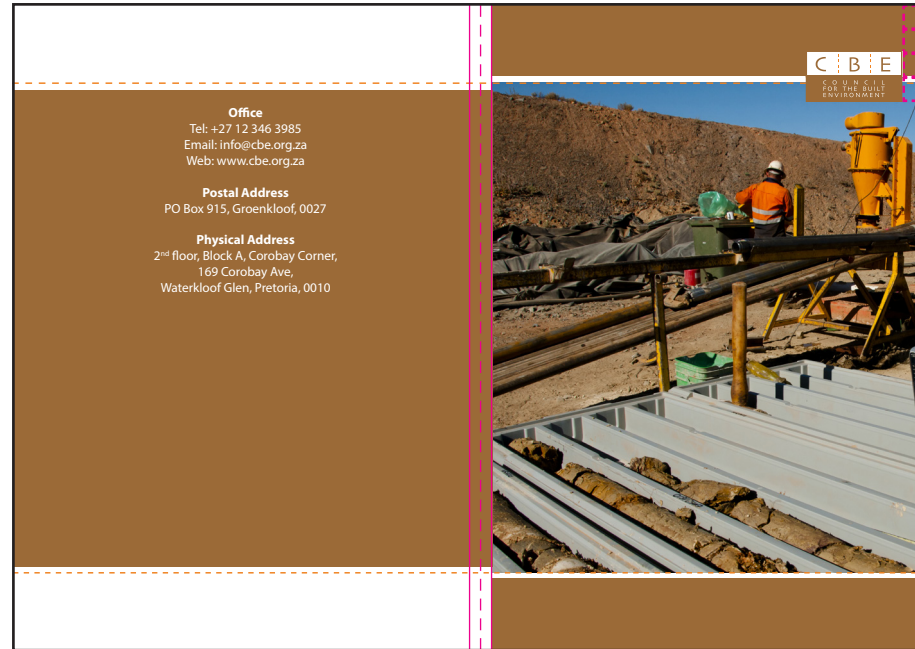


Inner

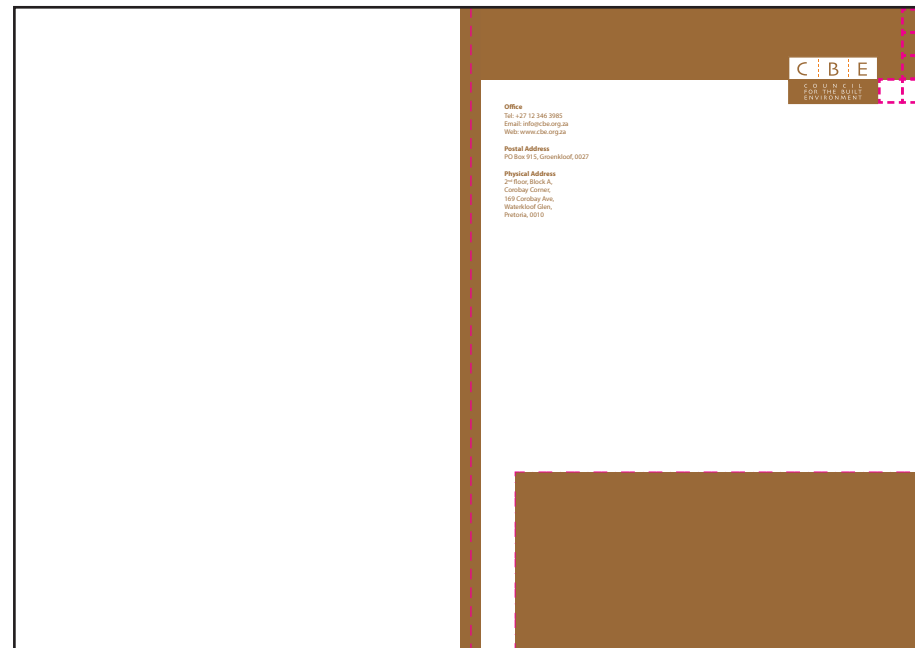
*1/2 the height of the logo

Presentation Folder – Option 2

The front page is a full colour crisp photograph depicting the Built Environment and the logo on the top right corner. The inner front page is left blank. On the back inside page of the folder the CBE logo will appear on the top right corner and the company's full contact information, both postal and physical address to be placed on the left side on a white background. The back of the folder will have the CBE's contact information as well as the physical and postal address's in white against the dark brown background.



Cover



Inner

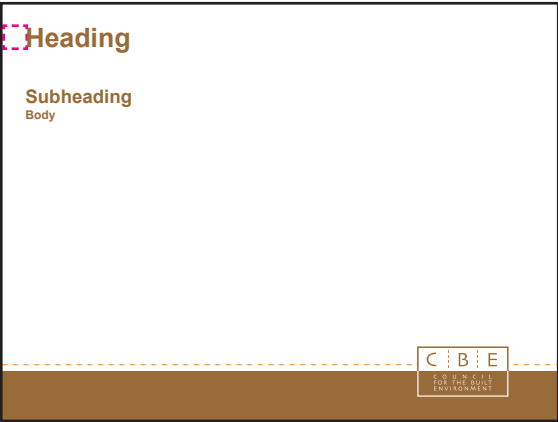
 *1/2 the height of the logo

PowerPoint Presentation Template –
No Co-branding

The welcome slide has the CBE logo in the middle and the title heading, date and presenter directly below it. Slide pages should have the heading in the top left corner in bold. The subheading and body copy should be below all on a white clean background. The CBE logo is at the bottom right corner of the page. The last and thank you page should have the CBE logo in the middle with a thank you message written in the corporate dark brown just below it.



First slide



Follow on slide



End slide

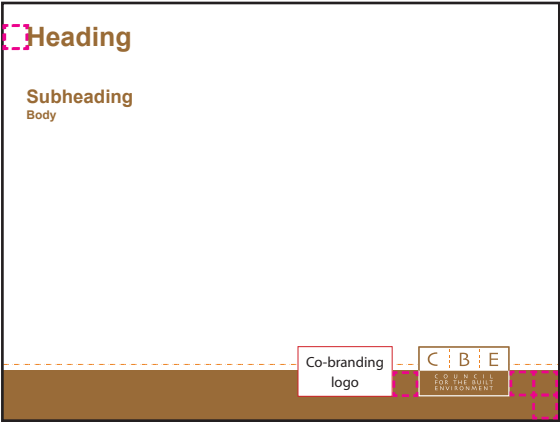
 *1/2 the height of the logo

PowerPoint Presentation Template – With Co-branding

The welcome slide has the CBE logo in the middle with the dotted design element going across it and the title heading, date and presenter directly below it. Slide pages should have the heading in the top left corner. The subheading and body copy should be below on a white clean background. The co-branded logo will be the first logo to appear on the bottom right corner followed by the CBE logo right next to it. The last and thank you page should have the co-branded logo and the CBE logo on the bottom right corner of the page. In the middle of the page a thank you is to be written in the corporate dark brown



First slide



Follow on slide

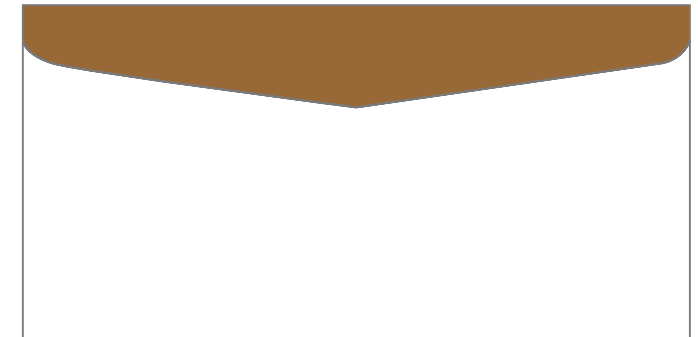
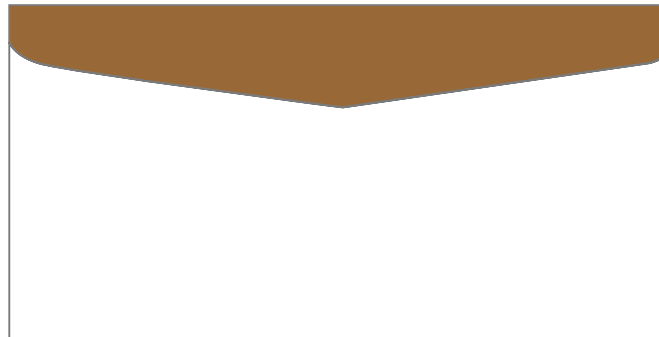
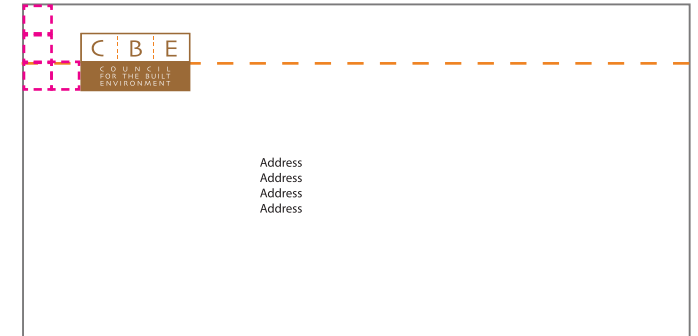
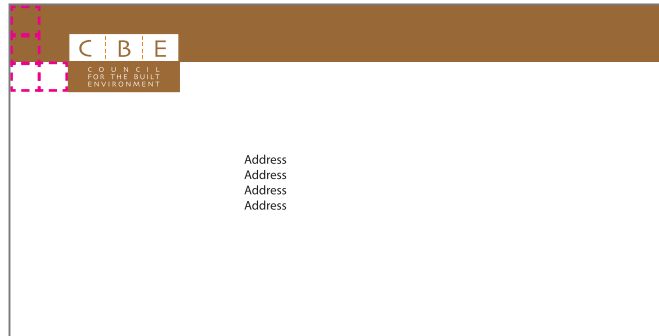


End slide

*1/2 the height of the logo

White Envelopes – Full Colour

The CBE logo should appear on the top left corner of the envelope, with the address in the centre written in black. The back of the envelope should be left blank.



 *1/2 the height of the logo