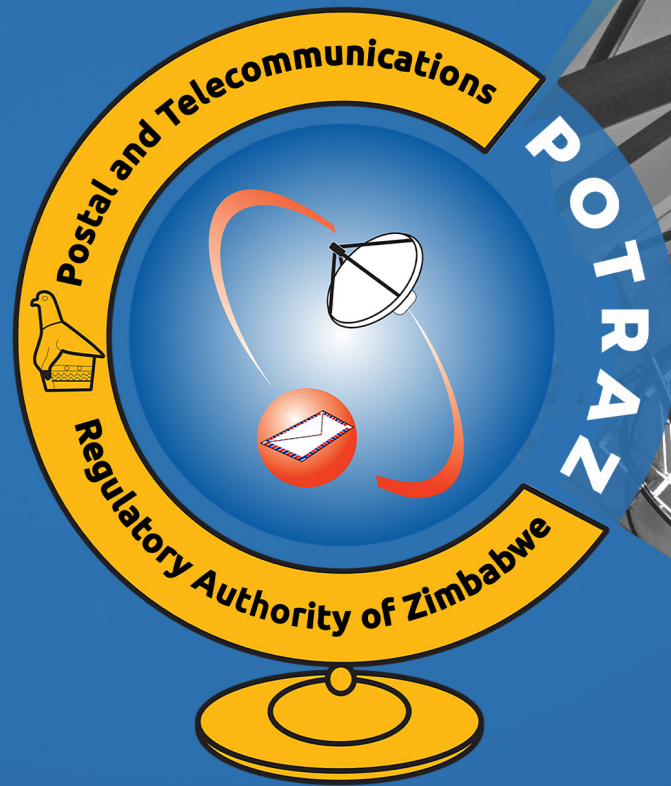


POTRAZ

Brand Toolkit



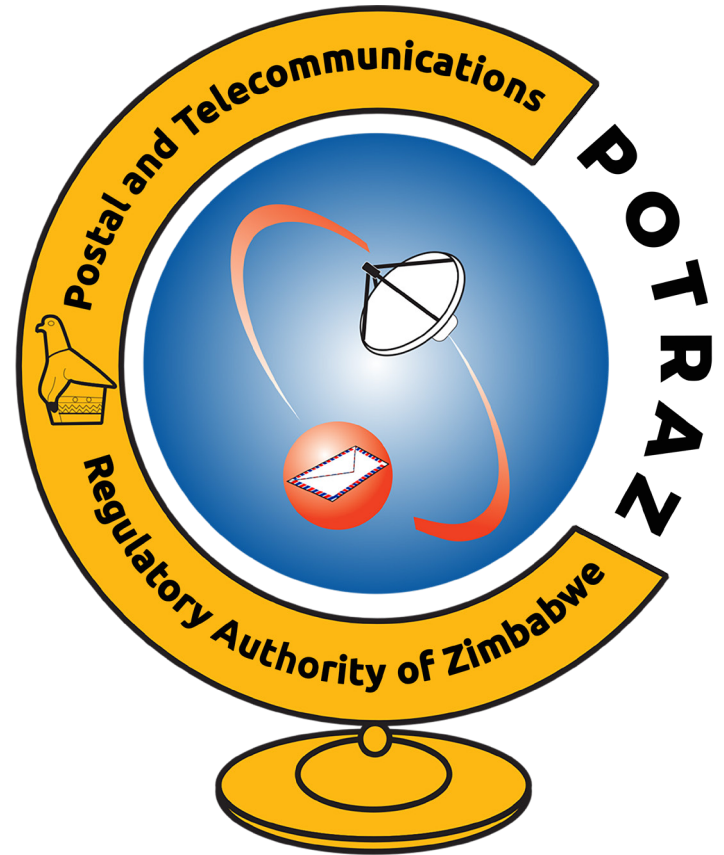
creating a level playing field



Here's a brief overview
of the POTRAZ brand guide.

If you're new to the POTRAZ brand, or
need a refresher, please get in touch
with us for guidance.

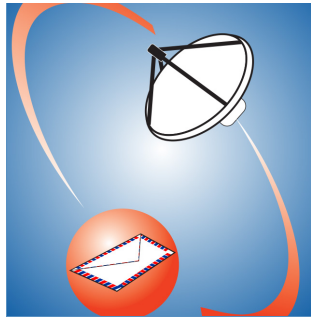
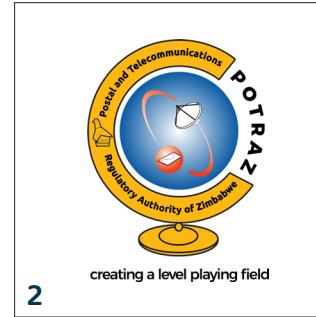
POTRAZ ; Box Address: P.O. Box MP 843 Mount Pleasant,
Harare ; Telephone: (024) 2333032 ; Fax: (024) 2333041 ;
Toll Free: 08004303.



creating a level playing field

Brand Assets

1. Our POTRAZ Logo
2. Our logo mark
3. Our typeface
4. Our embeded vision



THE POTRAZ LOGO AND MEANING

THE POTRAZ LOGO AND MEANING

- The C stands for communication
- The pedestal on which the logo represents balance , in turn denoting a level playing field.
- The blue sphere represents the earth and atmosphere
- The red sphere represents the atom, because without the presence of atoms, airwaves could not be transmitted. POTRAZ is the atom of the communications industry in Zimbabwe
- The two red swooshes represent the exchange of information
- The envelope represents the Postal aspect of POTRAZ
- The Satellite dish represents transmission of information
- The Zimbabwean Bird is a symbol of authority.

The pay off line – “Creating a level playing field” is a part of the POTRAZ logo that should be used consistently at all times.

NB. *The pay off line in quotes MUST ALWAYS be placed underneath the globe*

The POTRAZ logo requires a clear surrounding space to ensure maximum visibility of the print.



creating a level playing field

Masterbrand Mono Marks

We only use our Masterbrand Mono Marks in mono newspaper ads, stitched on clothing or in single-colour vinyl print



Positive Masterbrand Mono Mark

For use on light backgrounds

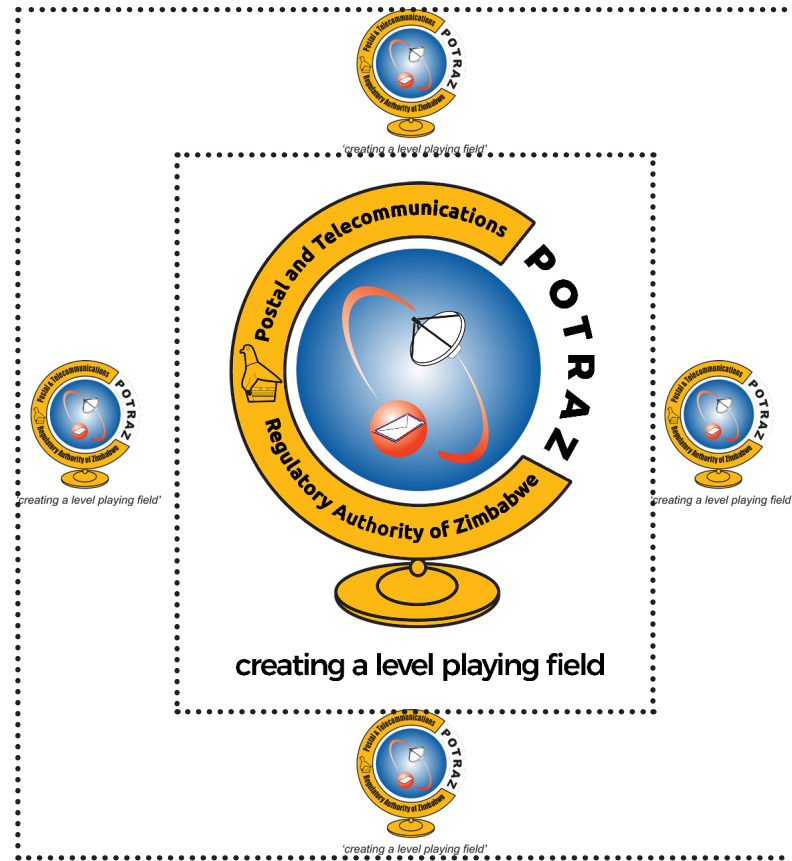


Negative Masterbrand Mono Mark

For use on dark backgrounds

Agency brand logos - exclusion zone

The exclusion zone refers to the area around the logo that should be kept free of all other graphic elements.



LOGO do's and Don'ts

A logo is the most important piece of branding for any business. It is the core of the brand's visual identity. It should be meaningful and relate to the organisation.



Do not alter our logo.



Do not skew our logo.



Do not invert our logo colors.



Do not overlay our logo.

Icon Status



creating a level playing field

On **white** background



creating a level playing field

On **black** background



creating a level playing field

On **grey** background

12 Typography

Our brand font

The POTRAZ brand font is Arial. It must be consistent in all internal and external communication.

Arial Black

Only used on headers.

Arial Bold

This is for highlights in body copy.

Arial Italic

This is for body copy. It can also be used in a standalone headline,

Arial Regular

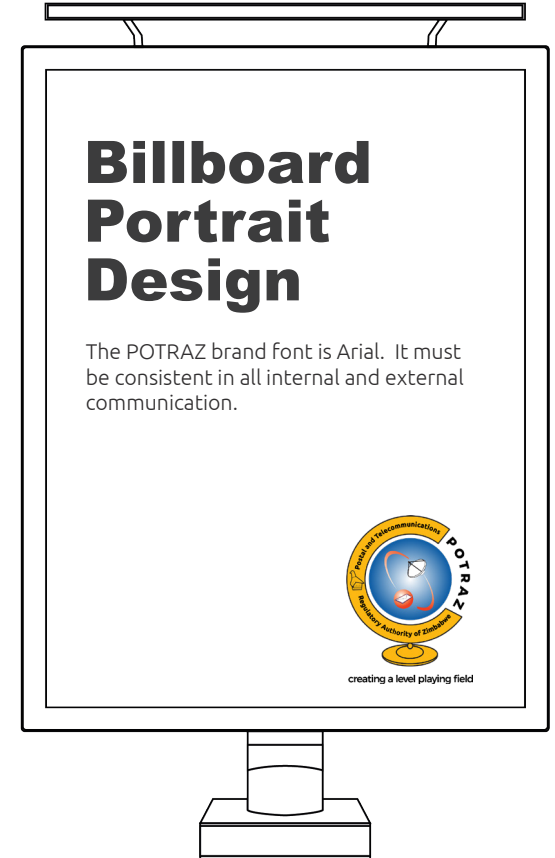
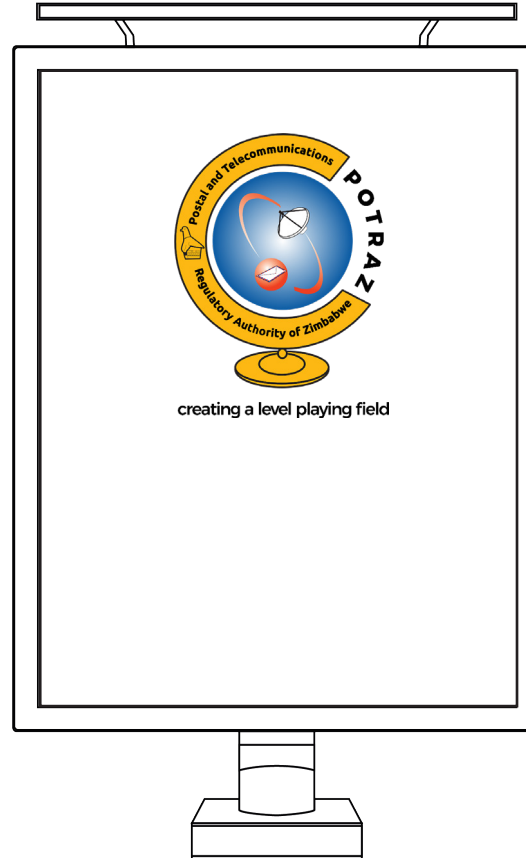
This has a strong character with its soft and round shapes, and should not be over used. It works well at smaller sizes,

Times New Roman

It should only be used in corporate communications.

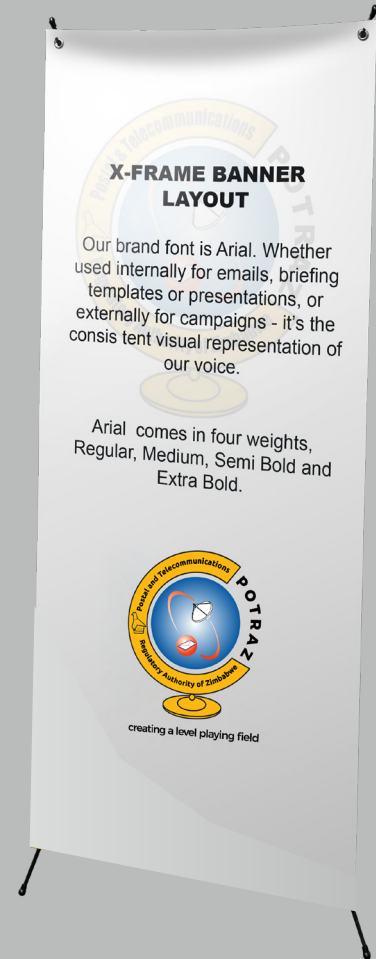
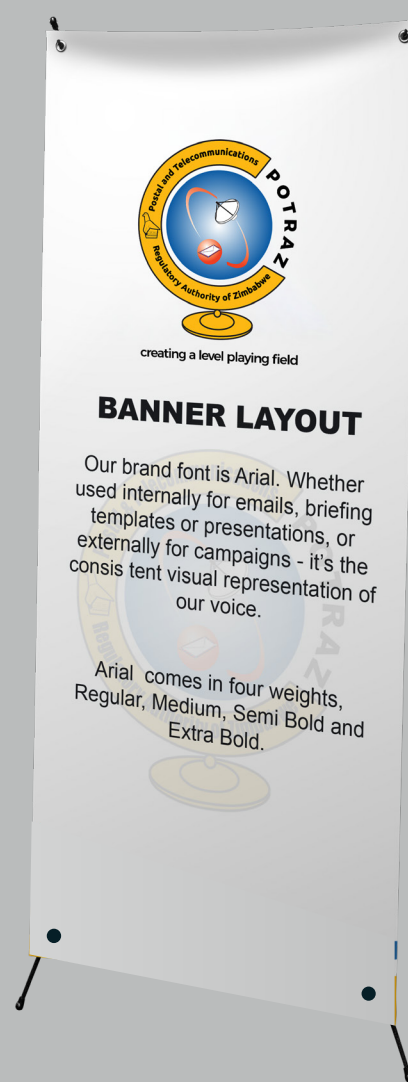
Billboard Portrait - Design

Logo placement must be large and centered on sheet or aligned to the Lower Right corner.



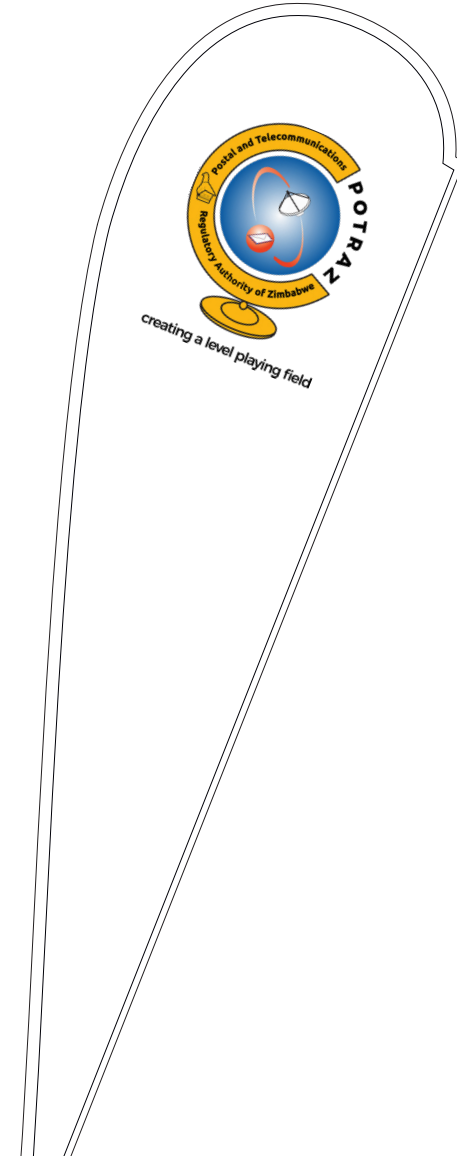
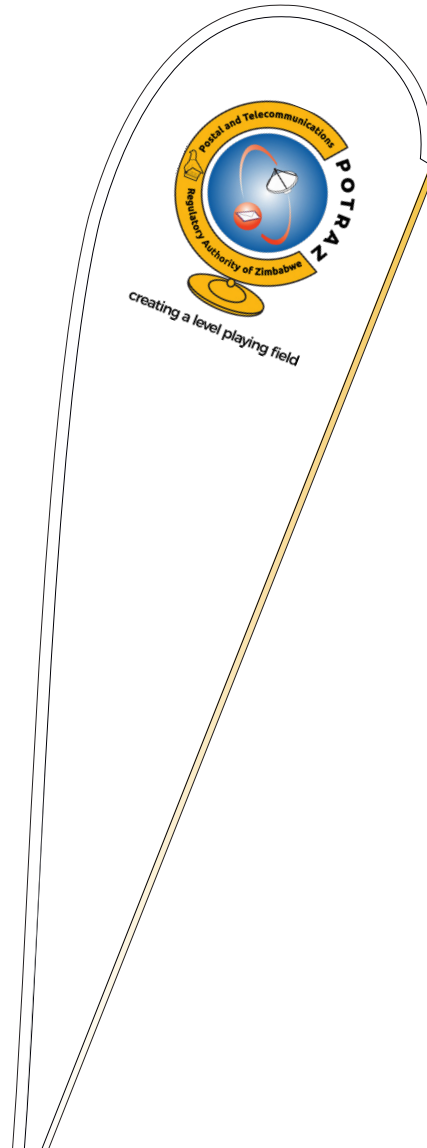
Pull up and X-frame Banners

These are transient materials, they must never have cluttered information.



Teardrop banners

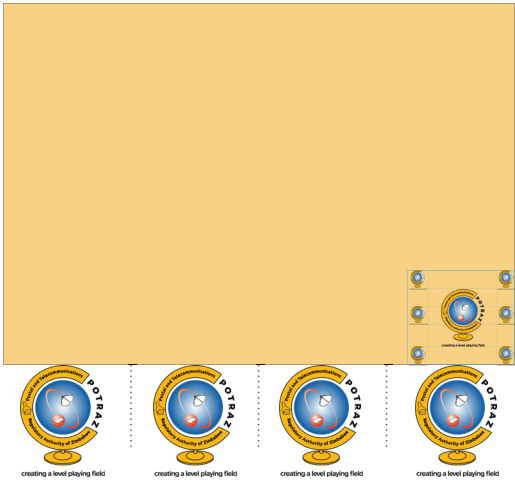
The brandmark must feature prominently on head of banners. Space allowed of no less than 10cm must be allowed around the circumference.



Logo sizing proportions

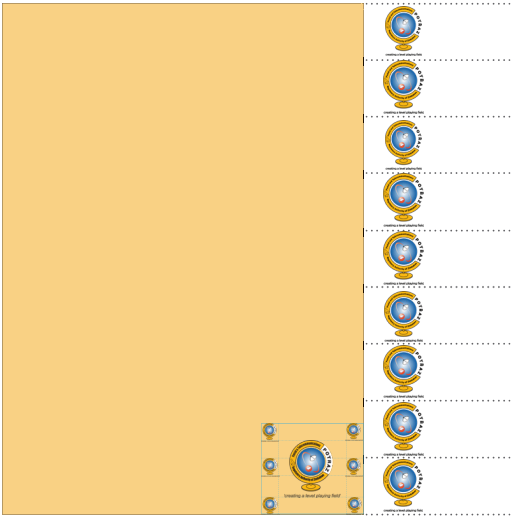
Landscape (A4):

Logo is 1/4 of the shortest side of the page.



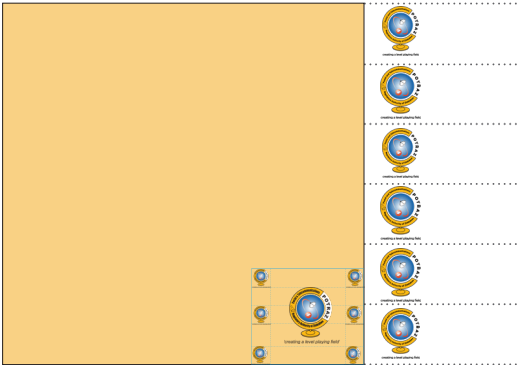
Portrait (A4):

Logo is 1/9 of the longest side of the page.



Portrait (A4):

Logo is 1/6 of the longest side of the page.





creating a level playing field





creating a level playing field