



# **SAMVOINT**

South African Military Veterans Organisation International

## **Brand Guidelines**

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**Our Identity**

**Our Brand**

**Our Pride**

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# Our Name

## Our Name

Our name is an anchor for our brand identity.

SAMVOINT comprises 4 zones, each with a unique identifier under the SAMVOXX umbrella, which is indispensable to our brand.

It's important to use our name correctly in all of our spoken or written communication.

## Upper and lowercase

Within a subtitle, descriptive text or bullet point, our name can be written in full or as an acronym title in full.

Our name is lengthy and the upper case (acronym) identifier is recommended. When writing our name as a descriptor, each new word is to start with an upper-case letter.

**Never** write our acronym in upper and lower case.

## Uppercase / Abbreviation (Acronym)

This would be the most common use of our name.

Refer to the correct zone identifier of our name when drawing up communications.

**Always** write SAMVOINT (or identifier) in full.

**Do not split** our name over two consecutive lines.

# SAMVOINT

**SAMVOA / SAMVOZA / SAMVOEU / SAMVOUSA**



**South African Military Veterans Organisation International**



**SAMVOINT / SAMVOA / SAMVOZA / SAMVOEU / SAMVOUSA**



**Samvoint / Samvoa / Samvoza / Samvoeu / Samvousa**

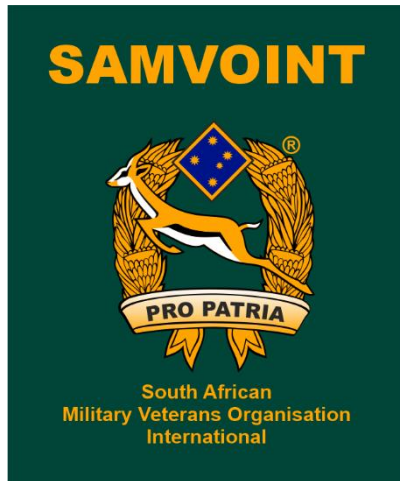


**Do not split the name SAMVO-INT (or zone identifiers) over 2 lines**

**THE FULL LEGAL NAME OF OUR PARENT ORGANISATION IS SAMVOINT (SOUTH AFRICAN MILITARY VETERANS ORGANISATION INTERNATIONAL).**

**THERE ARE SOME CONTEXTS THAT REQUIRE ITS USE ABOVE THE ZONE IDENTIFIERS. TO DETERMINE WHICH IDENTIFIER SHOULD BE USED FOR YOUR PARTICULAR SITUATION, ZONES SHOULD CONSULT WITH THEIR SUPPORTING LEADERSHIP TEAM, OR CONTACT SAMVOINT MANAGEMENT SERVICES EXECUTIVE FOR APPROPRIATE GUIDANCE AND ADVICE.**

# Our Logo



## SAMVOINT



South African  
Military Veterans Organisation  
International

Our logo comprises 3 colours which identify our brand as uniquely SAMVOINT. Amended versions of these colours are not permitted. All artwork and design incorporate these colour specifications.

See our colour palette for further inclusions of colour in creative designs.

### SAMVOINT Green / Infantry Green

SAMVOINT Green is our Logo colour and a cornerstone of our brand. Always adhere to these Pantone, CMYK, and RGB specifications when working with the colour.

### SAMVOINT Green

**Pantone:** 3308c  
**RGB:** 0; 69; 56  
**CMYK:** 100; 0; 19; 73

Powerful brands have attention value. They are bold, consistent and instantly recognisable. The SAMVOINT Logo is the cornerstone of our brand identity and should appear clearly and legibly on every placement.

Our Logo is Copyright © and a Trademark™ and cannot be reproduced, changed or used for any other purpose than for SAMVO-specific official correspondence, materials and clothing/apparel. Unauthorised use of our logo will result in prosecution.

### What language should the logo be in?

Versions of the approved SAMVOINT Logo artwork are available in English. No other translations are permitted. There are 2 versions of our logo depending on what context the logo is being used in:

- Vertical stacked (primary logo - Print)
- Horizontal (secondary logo for stationery)

Our primary logo should always be used where possible and practical.

### Logo Use - Do Not:

- Alter or modify the Logo or its proportions in any way.
- Change the colours of the logo aspects
- Use the Logo as a replacement for the words SAMVOINT within text.
- Use the Logo as part of another Logo, emblem, badge, or other similar graphic.
- Overuse the Logo. Use it only once – clearly and appropriately – on an ad design, printed page, web page, etc. Avoid repetitive use (eg: creating a page border out of SAMVO logos etc....)

# Our Standard (Single Bearer)

Our SAMVOINT banner and / or standard is carried during official commemorative events and parades.

It is a design unique to our identity and ongoing reputation.

This design **may not** appear on any promotional or branding items other than being used in the production of a standard or banner as required. All other designs must be based on the specifications outlined in this document.

## 2-man Banner

This is the banner behind which our Veterans, family members and NOK march. It is carried at the front of the drill squad by 2 SAMVO members.

## One-man Standard

The standard is carried by a single SAMVO member who leads the drill squad ahead of the banner bearers. It is also used for smaller events and displays where the banner is not required.



## 1-man Standard

**Size:**

1200mm wide x 930mm drop

**Fabric:**

Satin polyester

**Print:**

Double sided with black-out fabric in-between

**Pole pockets:**

Lay flat width of 46mm to allow pole diameter of 28mm

**SAMVO Finial Mounting:**

There is a small hole at the top to affix the Finial onto the pole.  
Remaining sides have quality gold tassels



# Our Banner (Dual Bearers)

## 2-man Banner

<b>Size:</b>	2100mm wide x 1370mm drop
<b>Fabric:</b>	Heavyweight Trilobal (with cut-outs)
<b>Print:</b>	Single sided
<b>Pole pockets:</b>	Lay flat width of 46mm to allow pole diameter of 28mm on each side
<b>SAMVO Finial Mounting:</b>	There is a small hole at the top to affix the Finial onto each pole.



# Our Logo - Variations

## Alternate Logos

The SAMVOXX primary logo is green and secondary white, as per the print logo. When working with items such as plaques, metal print or other tokens which require our logo, design sometimes require variations to the colours and layout to ensure we maintain our identity.

## Reverse Logo

To be used on brushed metal print or award shields which do not lend themselves to colour print.

## Standalone Logo without Text

At times there may be situations where the standalone logo without our name would be more appropriate. In such cases, the logo is to be placed in the centre of the design if/where possible.

## Coloured Backgrounds

**NEVER** change the colours of the logo to “blend in” with a coloured background. Consult the Management Services Team if you need the logo placed on a coloured background.

## Artwork

All Logo artwork is held by our Management Services Team and should never be re-created.

## Reverse / Monochrome

# SAMVOINT



South African  
Military Veterans Organisation  
International

## Standalone without Text



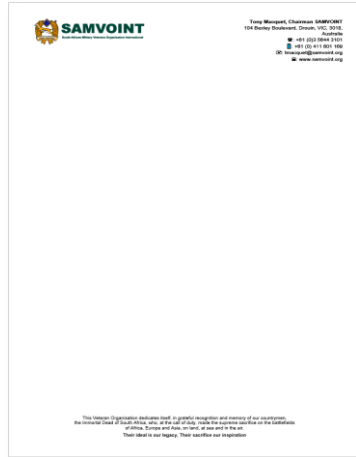
**ALL INDEPENDENT DESIGNS MUST BE VETTED AND APPROVED BY THE MANAGEMENT SERVICES DEPARTMENT BEFORE GOING TO PRODUCTION.**

**PLEASE ENSURE THAT A DESIGN PROOF IS APPROVED BY THE MANAGEMENT SERVICES DEPARTMENT PRIOR TO HAVING ANY BRANDED PROMOTIONAL MATERIAL CREATED.**

# Our Logo - Stationery



As most communications are created on white paper or white backgrounds, it is preferred that the white/transparent logo design is applied to all stationery items.



## Letterhead

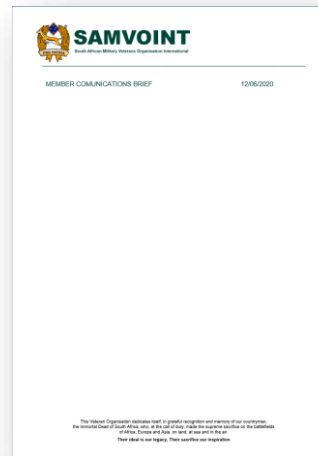
**Paper Size:** A4 (210mm x 290mm) Portrait  
 Logo and address block to be placed in **header**  
**Logo Size:** 65mm(w) x 17.5mm(h)  
**Placement:** Top left header  
**Address Block:** Text - Right align  
**Font:** Arial, 9pt, Black  
**Line spacing:** Multiple, 1.25 lines  
**Footer:** Text = centred  
**Font:** Arial, 8pt, black  
**Line spacing:** Single, 1 line

## Memo / Comms Brief

**Memo Size:** A4 (210mm x 290mm) Portrait  
 Logo and address block to be placed in header  
**Logo Size:** 100mm(w) x 25mm(h)  
**Placement:** Top left header  
**Headline Font:** Arial Bold, 12pt, S Green  
**Line spacing:** Multiple, 1.15 lines  
**Footer:** Text - centred  
**Font:** Arial, 8pt, black  
**Line spacing:** Single, 1 line



This logo render should **ONLY** be used on a solid green background of the same colour. The gold may not be superimposed onto any other coloured background. Please consult with our Management Services Department for any variations on background colours.



Whether it is a letterhead, business card or memo, we are giving an insight into our organisation and a first impression of ourselves.

It is therefore important that our stationery items are used in the correct way.

## Letterhead /Memo

The letterhead/memo is printed with the SAMVOINT Logo, regional chairman's address and contact details. Never alter the design of the letterhead in any way. Letterheads and Memo/Comms Brief Templates are available from the Management Services Department as MSWord templates for your individual use.

## Business Card

Approved logos are placed top centre on the front of the business card. Speak to our Management Services Department if you need stationery at this level.

## Artwork

Letterhead and business card artwork is held by our Management Services Department and should never be re-created.

# Our Logo – Business Cards

## Business / Recruitment Cards

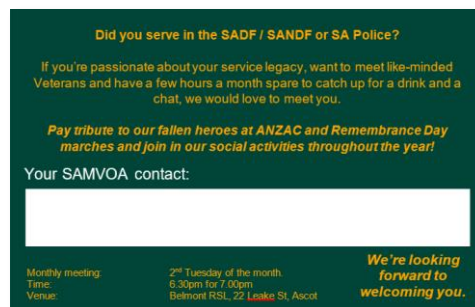
Cards are often the first direct exchange between you and a potential member. The design allows for the SAMVOXX branding and your information on the front and our organisation creed and ode on the reverse.

Some of our members may serve on both the National and International Executives, each with different portfolios. In this instance, the most senior role would take preference although it is your choice whether you would like both or only one card.

## Artwork

Recruitment and business card artwork is held by our Management Services Department and should never be re-created.

Contact the Management Services Department if you have a requirement for personal SAMVO Business Cards.



## Recruitment Cards

<b>Card Size:</b>	85mm x 54mm (landscape)
<b>Margins:</b>	1mm
<b>Logo Size:</b>	65mm(w) x 17.5mm(h)
<b>Logo Placement:</b>	Centre

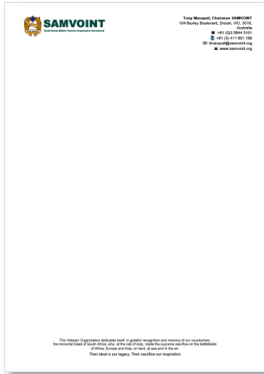
## Business Cards





# Our Logo – Placement and sizes

Stationery, PowerPoint® presentations, clothing (left breast / pocket) and memorabilia



## LETTERHEAD

**Paper Size:** A4 (210mm x 290mm) Portrait  
**Logo & Name Size:** 65mm(w) x 17.5mm(h)  
**Placement:** Top left header



## MEMO / NOTICES / POWERPOINT®

**Paper Size:** A4 (210mm x 290mm) Portrait / Landscape  
**Logo Size:** 100mm(w) x 25mm(h)  
**Placement:** Top left header



## BUSINESS CARD

**Paper Size:** 85mm x 54mm  
**Logo Size:** 65mm(w) x 17.5mm(h)  
**Placement:** Top Centre



## CLOTHING / PROMOTIONAL ITEMS

The size and placement of the logo will depend on the design and purpose of the item.

Only the vertical stacked logo should be used for

In some cases, the horizontal logo may be applied.

Contact your Management Services Department for advice on design before production of any promotional items or clothing.

You can increase our brand's prominence and impact by using the preferred Logo sizes for different formats, and by consistently placing the Logo in the recommended positions as outlined.

The logo must always be proportional to the document and should not extend over 25% of the top of a page or layout.

Consult the Management Services Department if you need a custom size design requiring placement of our logo.

# Our Colours

The SAMVOINT colour palette creates a strong and consistent look across all our communications, from online deliverables to printed brochures, events and promotional items. Always adhere to these Pantone, CMYK, and RGB specifications when working with the colour.

## Core Colours

**SAMVOINT Green/Infantry Green**  
SAMVOINT Green is our primary Logo background colour and a cornerstone of our brand.

Infantry Green  
Pantone: 3308c  
RGB: 0; 69; 56  
CMYK; 100; 0; 19; 73

SAMVOINT Gold  
Pantone 137 C  
RGB: 255; 164; 0  
CMYK: 0; 36; 100; 0

SAMVOINT Blue  
Pantone Reflex Blue C  
RGB: 0; 20; 137  
CMYK: 100; 89; 0; 0

## Solid colours

Choose colours that are appropriate to your audience and your product

White

Bright Blue  
Pantone Process Blue  
RGB: 0; 138; 201  
CMYK: 100; 10; 0; 10

Turquoise  
Pantone 3282  
RGB: 0; 136; 135  
CMYK: 100; 0; 46; 15

Black  
Pantone: Black  
RGB: 0;0;0  
CMYK: 0;0;0 100

Dark Blue  
Pantone 2767  
RGB: 0; 25; 70  
CMYK: 100; 85; 7; 65

Maroon Shade  
RGB: 123; 17; 19  
CMYK: 0; 86; 85; 52

Khaki  
Pantone 451  
RGB: 187; 174; 120  
CMYK: 33; 28; 58; 0

Purple  
Pantone 2613  
RGB: 110; 24; 115  
CMYK: 63; 100; 0; 15

Orange  
Pantone Orange 021  
RGB: 235; 110; 8  
CMYK: 0; 68; 100; 0

## Grey & Metallics

Carcoal Grey  
Pantone 425C  
RGB: 84; 88; 90  
CMYK: 48; 29; 26; 76

Corporate Grey  
Pantone 431  
RGB: 114; 122; 127  
CMYK: 11; 0; 0; 64

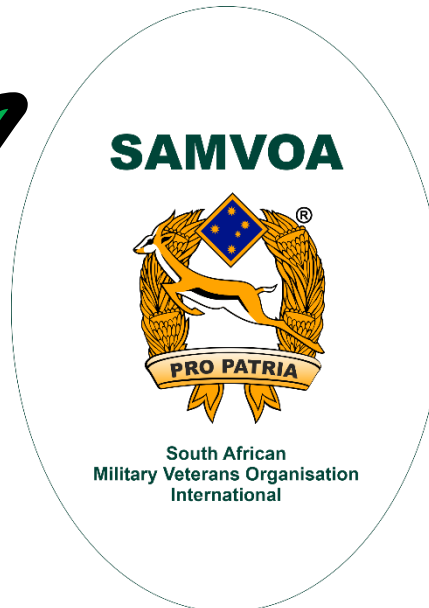
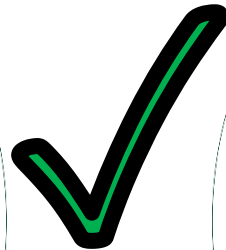
Metallic Silver  
Pantone 877

Metallic Dark Grey  
Pantone 8402 C

# Commemorative Wreath Inserts



Oval



As a Veteran organisation, we are regularly invited to lay wreaths at commemorative events in our local regions and internationally. We also have wreaths or similar arrangements created for events within our own groups and regions.

## Wreath Inserts

Wreath Inserts are only to be on a white background and in an oval shape. The height of the oval border must be 200mm.

All previous shapes and coloured backgrounds are no longer accepted. Only the SAMVOA and SAMVOINT logo's may be used.

## Artwork

Wreath insert artwork is held by our Management Services Department and should never be re-created.

No other logos may be used for wreath inserts - the examples on this page are the only approved insert designs which may be used.

Should you have a unique requirement for a wreath / arrangement insert, please contact our Management Services Department .

# Typefaces

**A brand's typeface helps maintain a consistent thread in all communications.**

The Arial suite of fonts is the SAMVOINT typeface for all printed materials, displays, flags, clothing and merchandise.

**SAMVOINT ONLY HAS ONE PRINCIPAL AND DIGITAL TYPEFACE: Arial.**

**Calibri, Times New Roman and Verdana** are **not** part of the SAMVOINT typeface suite and may not be used in any official SAMVOINT written / print communications.

## **Typeface Exception**

The **only** exception to the SAMVOINT typeface appears on the SAMVOINT Standard, which was created at SAMVOA's inception in 2004.

This is the only item that may contain the **Times New Roman** typeface.

**No** other SAMVOXX designs or logo variations may include this typeface.

## ARIAL BOLD / REGULAR

### Stationery and PowerPoint

Arial Regular / Bold) is a system typeface and is used for all Microsoft Office applications, including Word and PowerPoint software. Use it for the letter part of printed stationery and PowerPoint presentations.

Arial Regular

**Arial Bold**

*Arial Italic*

***Arial Bold Italic***

## ARIAL BLACK

### Logo / Name Design Typeface

Arial Black is SAMVOINT's principal typeface for all designs incorporating SAMVOINT as part of a logo creative.

Do not use Arial Black as part of written/printed text and ALWAYS use Arial Black in upper case.

**ARIAL BLACK**

**SAMVOINT**

**SAMVOA**

**SAMVOZA**

**VETERAN**

**LOGO**

**DESIGN**

# Backgrounds

When placing the Logo in a layout, do not use a background or other design elements that will compete with, obscure, or otherwise impede its legibility.

Whenever possible, choose a contrasting background colour that will complement and enhance the SAMVOINT logo colours.

Do not place the logo on a coloured background if the logo has a solid white background. In this case, use a logo with a transparent, contrasting background.

## Changing colours

It may be that at times the font and/or logo colours may need to be changed to suit the background if the use of the reverse and/or monochrome logos are insufficient.

**Seek approval** and/or advice from the Management Services Department before applying any colour changes to the logo or the font.

## ACCEPTABLE CONTRAST



## UNACCEPTABLE CONTRAST



# Email Signatures

## Content and order

The email signature is based on the SAMVOINT business card and begins with your name and position, followed by the Zone/Region you represent.

A full carriage return is then followed by your telephone, mobile/cell phone number, email address and the global web address.

The email delivery disclaimer is also inserted after the web address.

## Typeface

Arial is the preferred typeface for all on screen communications, and should be used for the body of your email, and the signature. Attempt to keep the type size the same throughout.

To give some differentiation to the signature, a dark grey colour, equivalent to an 80% tint of black is recommended. Use the colour option in your email software to set up the colour.

## UPDATE:

In 2021 it was agreed to have two variants to the email Signature, to recognise SAMVOA as a separate entity but affiliated to SAMVOINT.

## SAMVOINT

Best regards,

Karl

**Veteran Karl Brown JCD**



International Master at Arms  
South African Military Veterans Organisation International  
SAMVOA / SAMVOZA / SAMVOEU / SAMVOUSA  
Mobile: 0425 787 700

Email: [karl@archclad.com.au](mailto:karl@archclad.com.au)  
Web: [www.samvooint.org](http://www.samvooint.org)  
Facebook: [www.facebook.com/groups/samvoa.nsw](https://www.facebook.com/groups/samvoa.nsw)

Their ideal is our legacy – Their sacrifice our inspiration  
At the going down of the sun, and in the morning, we will remember them

This email and any attachments may contain confidential and legally privileged information. If you are not the intended recipient, do not copy or disclose its content, but please reply to this email immediately and highlight the error to the sender and immediately delete the message.

## SAMVOA – But notice the affiliation.

Best regards,

Karl

**Veteran Karl Brown JCD**



National Master at Arms  
South African Military Veterans Organisation of Australasia  
Affiliated to SAMVOINT  
Mobile: 0425 787 700

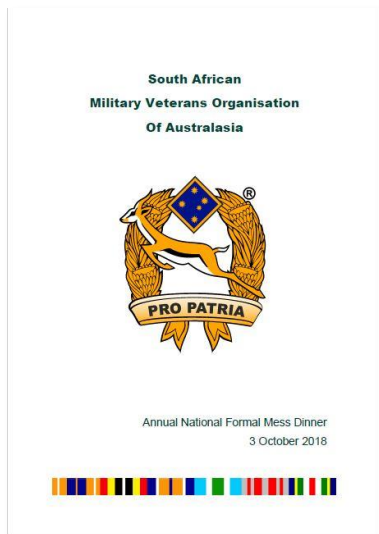
Email: [karl@archclad.com.au](mailto:karl@archclad.com.au)  
Web: [www.samvooint.org](http://www.samvooint.org)  
Facebook: [www.facebook.com/groups/samvoa.nsw](https://www.facebook.com/groups/samvoa.nsw)

Their ideal is our legacy – Their sacrifice our inspiration  
At the going down of the sun, and in the morning, we will remember them

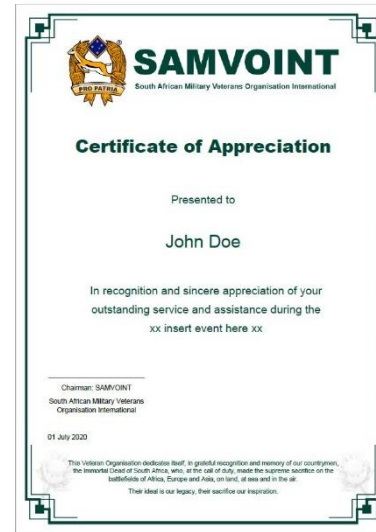
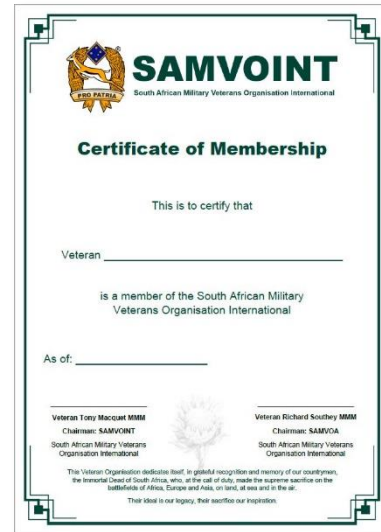
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# Print Creatives

## Event Booklets



## Certificates



As a Veteran organisation, we are always hosting events of some type and for most of these, we require some form of print creatives to be designed, be it a menu, booklet, poster, flyer or card.

## Certificates / Letters of Appreciation

At times we may also feel the need to provide our visitors and our own members with certificates and letters of appreciation etc. Speak to our Management Services Department if you need something like this created.

This style guide provides all the guidelines and details necessary to create these assets and no other logos and design features should be included that do not appear in this guide.

## Advert



## Artwork

Should you have a unique requirement for a print creative, please contact our Management Services Department.

## Design Creative Approvals

ALL design creatives MUST be approved by our Management Services Department. You are welcome to use an independent design agency and provide them with the guidelines in this document, but prior to production, all designs must be approved by the Management Services Department.

## SAMVOINT Brand Guidelines – June 2021



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Contact SAMVOINT Communications at [www.samvooint.org](http://www.samvooint.org) for details.