

SOUTH AFRICAN AIRWAYS BRAND BOOK

Version: 2.0_August 2014 © South African Airways

CHAPTER 5 SECTION 1

AIRPORT SIGNAGE



SOUTH AFRICAN AIRWAYS

A STAR ALLIANCE MEMBER 

INDEX

5.3	UNIT OF MEASUREMENT = '0'	5.31	TAIL DEVICE APPLICATION
5.4	PRIMARY LOGO (FULL COLOUR) & CLEAR SPACE	5.32	STAR ALLIANCE SIGNAGE APPLICATIONS
5.5	PRIMARY LOGO (FULL COLOUR REVERSED) & CLEAR SPACE	5.33	LOGO PLACEMENT – EXCEPTION TO THE RULE
5.6	STACKED LOGO (FULL COLOUR) & CLEAR SPACE	5.34	NOTE
5.7	STACKED LOGO (FULL COLOUR REVERSED) & CLEAR SPACE	5.35	FIDS
5.8	STAR ALLIANCE VARIATIONS	5.36	CUTE
5.9	SAA LOGO COLOUR PALETTE	5.37	PYLONS
5.10	SAA SUPPORTING COLOUR PALETTE	5.38	LIGHT BOXES - A HEIGHT OF 500MM AND LESS
5.11	SAA GOLD TINTS	5.39	LIGHT BOXES - A HEIGHT OF 500MM AND MORE
5.12	SAA BLUE TINTS	5.40	FIDS
5.13	NOTE	5.41	STANCHION
5.14	COLOUR USAGE – ECONOMY CLASS + BRAND	5.42	LUGGAGE SCALE
5.15	STANDARD (ECONOMY) BLUE GRADIENT CONSTRUCTION AND ORIENTATION	5.43	PYLON
5.16	ECONOMY BLUE GRADIENT BACKGROUND APPLICATION EXAMPLES	5.44	LIGHT BOXES - A HEIGHT OF 500MM AND MORE
5.17	COLOUR USAGE – PREMIUM CLASS	5.45	LIGHT BOXES - A HEIGHT OF 500MM AND LESS
5.18	STANDARD (PREMIUM) GOLD GRADIENT CONSTRUCTION AND ORIENTATION	5.46	MINI PYLON
5.19	PREMIUM GOLD GRADIENT BACKGROUND APPLICATION EXAMPLES	5.47	CARPETS
5.20	COLOUR USAGE – PLATINUM CLASS	5.48	TICKET OFFICE BACK WALL
5.21	STANDARD (PLATINUM) BLACK GRADIENT CONSTRUCTION AND ORIENTATION	5.49	MINI PYLON – PRIORITY BOARDING
5.22	NOTE	5.50	MINI PYLON – SELF CHECK-IN
5.23	PRINT VS BACKLIT GRADIENTS	5.51	PYLON
5.24	BACKLIT (PREMIUM) GOLD GRADIENT CONSTRUCTION (FOR USE IN FIDS & LIGHTBOXES)	5.52	NEWSPAPER STAND
5.25	BACKLIT (PLATINUM) BLACK GRADIENT CONSTRUCTION (FOR USE IN FIDS & LIGHTBOXES)	5.53	LUGGAGE SCALE
5.26	OUR PRIMARY TYPEFACE	5.54	STANCHION
5.27	OUR TYPOGRAPHIC STYLE	5.55	PREMIUM AND PLATINUM QUE-POSTS AND ROPES
5.28	TYPOGRAPHY SIZE, COLOUR AND LEADING PRINCIPLES	5.56	FLOOR CARPETS
5.29	TAIL DEVICE	5.57	AIRPORT LOUNGE SIGNAGE - CONCEPT
5.30	TAIL DEVICE ELEMENTS		

UNIT OF MEASUREMENT = 'o'

The standard unit of measurement for working out layouts, heights, widths and gaps has been derived from the height of the lowercase 'o' in South within the official SAA logo. This measurement will assist in the accurate application of the brand assets and ensure consistency and uniformity across the SAA brand.

The unit of measurement is determined by the height of the lowercase 'o' in 'South'.



PRIMARY LOGO (FULL COLOUR) & CLEAR SPACE

The relationship between these elements has been carefully considered and must not be changed or adjusted. Where possible, our logo must be reproduced in the full colour version. The logo as a complete unit must always be enlarged proportionately.

Please do not redraw or recreate any of the SAA logos. Always use our official artwork as supplied. If you are unsure about the logo usage, please talk to the SAA Brand Custodian.

The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



The clear space is determined by the height of 2 o's.

The clear space is allowed to be larger, but never smaller.



PRIMARY LOGO (FULL COLOUR REVERSED) & CLEAR SPACE

The relationship between these elements has been carefully considered and must not be changed or adjusted. Where possible, our logo must be reproduced in the full colour version. The logo as a complete unit must always be enlarged proportionately.

Please do not redraw or recreate any of the SAA logos. Always use the official artwork exactly as supplied. If you are unsure about the logo usage, please talk to the SAA Brand Custodian.

The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



The clear space is determined by the height of 2 o's.

The clear space is allowed to be larger, but never smaller.

STACKED LOGO (FULL COLOUR) & CLEAR SPACE

This logo was created because of space restrictions on exterior signage and to ensure maximum legibility. The relationship between the icon and the logotype follows new rules and the words 'South African Airways' sit on 2 lines, so that the type size will have maximum legibility and visibility.

Do not attempt to redraw, or recreate any of the logos. Please use official artwork as supplied, If you are unsure with regards to the logo usage, please contact the SAA Brand Custodian.

The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



The clear space is determined by the height of 2 o's.

The space can be larger, but never smaller.



STACKED LOGO (FULL COLOUR REVERSED) & CLEAR SPACE

This logo was created because of space restrictions on exterior signage and to ensure maximum legibility. The relationship between the icon and the logotype follows new rules and the words 'South African Airways' sit on 2 lines, so that the type size will have maximum legibility and visibility.

Do not attempt to redraw, or recreate any of the logos. Please use official artwork as supplied, If you are unsure with regards to the logo usage, please contact the SAA Brand Custodian.

The minimum space surrounding the SAA logo is called the 'clear space' or 'area of isolation', which provides an exclusion area within which no other logo, graphic element, text or headline may be placed.



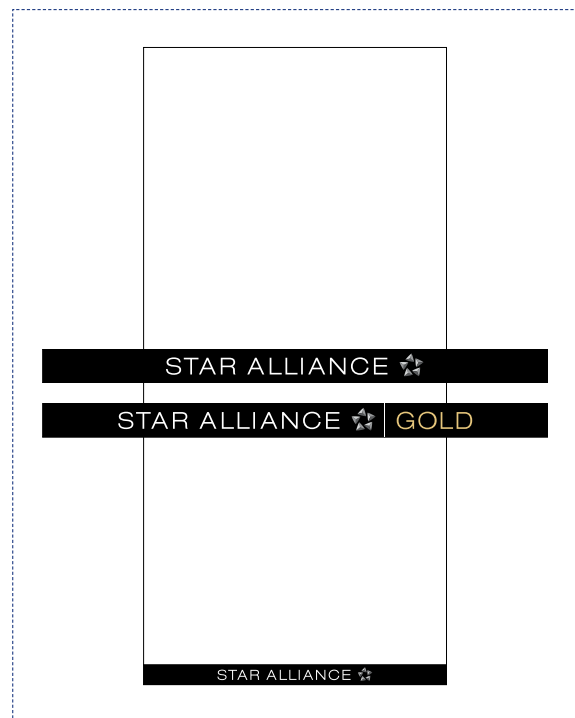
The clear space is determined by the height of 2 o's.

The space can be larger, but never smaller.

STAR ALLIANCE VARIATIONS

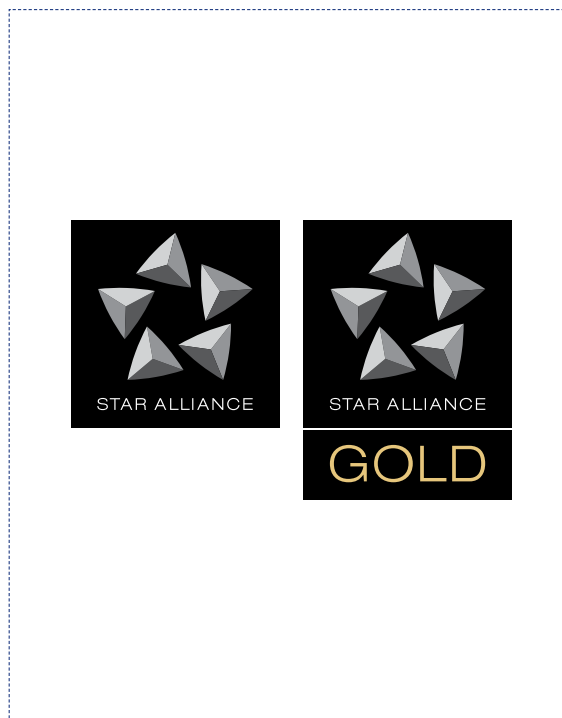
There are 2 ways in which we apply the Star Alliance endorsement across signage elements. Depending on the type of communication, application and limitations the following options are available.

Although there is a Star Alliance SILVER endorsement, SAA do not make use of this class as we do not have a Silver rating. Please ensure that the Silver endorsement is never used on applications.



BRANDING BAND

The branding band with Star Alliance (NOT “A Star Alliance Member”) must always be applied to signage. The GOLD endorsement is only applied to the SAA Premium applications.



BADGE

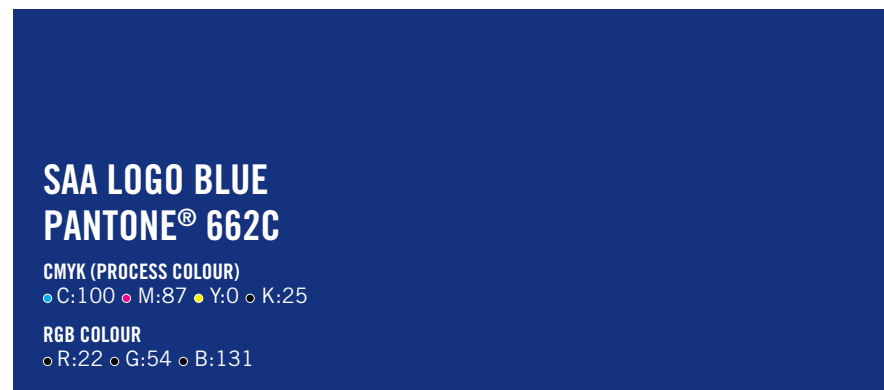
Applied to: signage and digital applications
– i.e. very narrow applications such as web banners.
The GOLD endorsement is only applied to the SAA Premium applications.

Each class is linked to the Star Alliance logo as listed below:

BLUE (ECONOMY) -	Star Alliance
GOLD (PREMIUM) -	Star Alliance Gold
PLATINUM -	Star Alliance

SAA LOGO COLOUR PALETTE

For accurate colour references, please refer to a Pantone® swatch book. Please be aware that RGB colour values may not display accurately due to monitor calibration and therefore may look different across various monitors. Varnishing over colours has a darkening effect and is not advised.



SAA SUPPORTING COLOUR PALETTE

For accurate colour references, please refer to a Pantone® swatch book. Please be aware that RGB colour values may not display accurately due to monitor calibration and therefore may look different across various monitors. Varnishing over colours has a darkening effect and is not advised.



The two blues – Pantone® 289C and 293C – and the Platinum Black indicated on this page are for use in the GRADIENTS only. They may NOT be used for text or application.



SAA GOLD TINTS

For accurate colour references, please refer to a Pantone® swatch book. Please be aware that RGB colour values may not display accurately due to monitor calibration and therefore may look different across various monitors. Varnishing over colours has a darkening effect and is not advised.

100%
SAA GOLD PREMIUM
PANTONE® 1255C

Tints of the SAA Premium Gold are used for differentiation and flexibility of the SAA brand throughout our applications. Tints in increments of 10% can be used for:

- Text differentiation
- Graphic device application
- Illustrations
- Infographics

90%
SAA GOLD PREMIUM
PANTONE® 1255C

60%
SAA GOLD PREMIUM
PANTONE® 1255C

30%
SAA GOLD PREMIUM
PANTONE® 1255C

80%
SAA GOLD PREMIUM
PANTONE® 1255C

50%
SAA GOLD PREMIUM
PANTONE® 1255C

20%
SAA GOLD PREMIUM
PANTONE® 1255C

70%
SAA GOLD PREMIUM
PANTONE® 1255C

40%
SAA GOLD PREMIUM
PANTONE® 1255C

10%
SAA GOLD PREMIUM
PANTONE® 1255C

SAA BLUE TINTS

For accurate colour references, please refer to a Pantone® swatch book. Please be aware that RGB colour values may not display accurately due to monitor calibration and therefore may look different across various monitors. Varnishing over colours has a darkening effect and is not advised.

100% SAA BLUE PANTONE® 662C	90% SAA BLUE PANTONE® 662C	60% SAA BLUE PANTONE® 662C	30% SAA BLUE PANTONE® 662C
Tints of the SAA Blue are used for differentiation and flexibility of the SAA brand throughout our applications. Tints in increments of 10% can be used for: • Graphic device application • Illustrations • Infographics	80% SAA BLUE PANTONE® 662C	50% SAA BLUE PANTONE® 662C	20% SAA BLUE PANTONE® 662C
	70% SAA BLUE PANTONE® 662C	40% SAA BLUE PANTONE® 662C	10% SAA BLUE PANTONE® 662C

NOTE:

OUR COLOURS HAVE BEEN CAREFULLY SELECTED TO ENHANCE AND STRENGTHEN OUR BRAND. WE USE COLOUR TO DIFFERENTIATE WITHIN THE BRAND AND HELP COMMUNICATE APPROPRIATELY TO OUR VARIOUS AUDIENCES. CURRENTLY OUR COLOURS ARE APPLIED AS FOLLOWS:

BLUE GRADIENT BACKGROUND*	ECONOMY
GOLD GRADIENT BACKGROUND	PREMIUM
BLACK GRADIENT BACKGROUND	PLATINUM

*In certain environments – such as smaller airports in some countries – the use of the Blue Gradient Background can be used interchangeably for BOTH Brand and Economy.

COLOUR USAGE – ECONOMY CLASS + BRAND

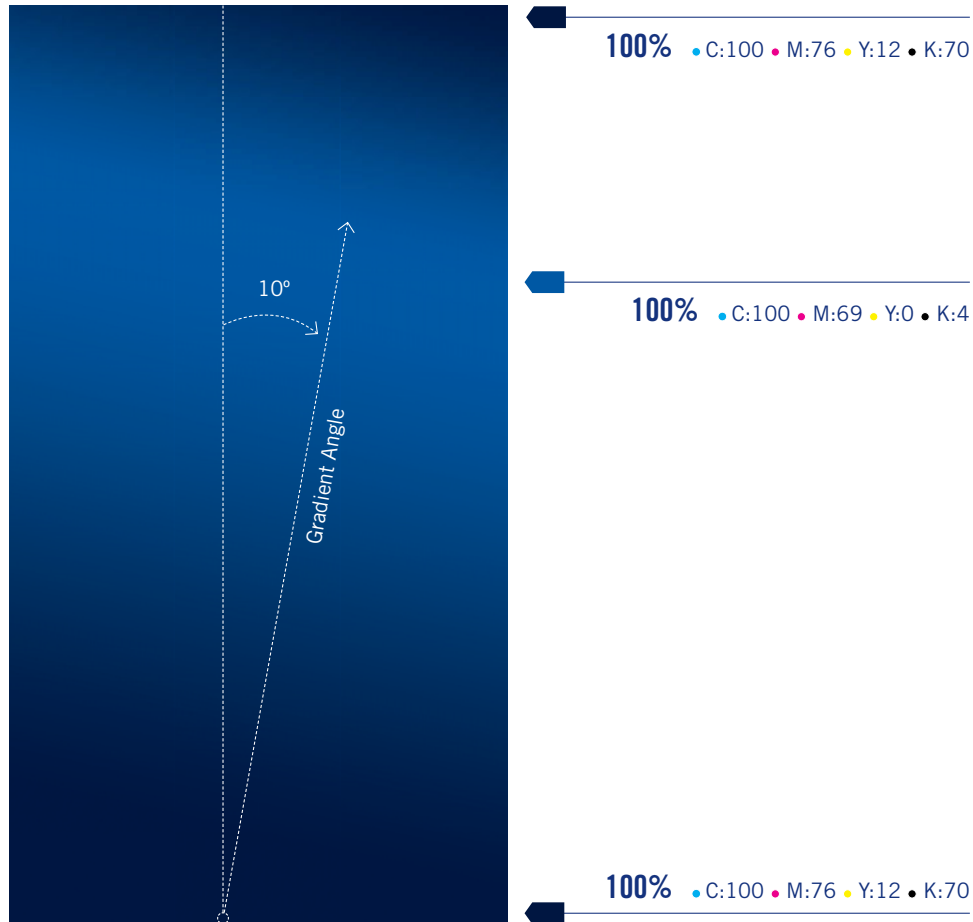
IN ORDER FOR OUR CUSTOMERS TO DIFFERENTIATE BETWEEN CLASSES WE HAVE MADE IT EASIER BY USING COLOURS TO SHOW WHICH IS WHICH.

ECONOMY CLASS MAKES USE OF A BLUE GRADIENT BACKGROUND. IN INSTANCES WHERE CLASSES ARE NOT DISPLAYED IE. IN SMALL AFRICAN DESTINATIONS THE BLUE GRADIENT IS USED TO REPRESENT THE SAA BRAND. THIS GRADIENT HAS BEEN CAREFULLY CONSTRUCTED SO DO NOT ATTEMPT TO RECREATE IT, PLEASE USE OFFICIAL ARTWORK AVAILABLE ON THE DAM STRUCTURE.

STANDARD (ECONOMY) BLUE GRADIENT CONSTRUCTION AND ORIENTATION

Our gradients have been carefully constructed and are available as PSD files for use in applications. Ensure that the angles and colour values are always consistent.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the standard gradient in backlit applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.

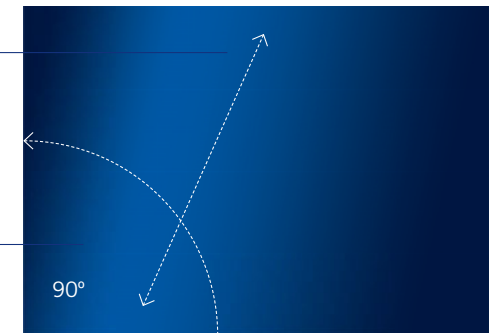
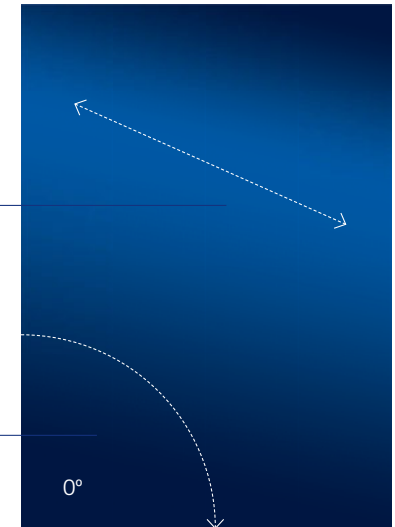


Highlight direction

On **vertical** applications – i.e. A4 advert – the orientation of the gradient when placed is **0°**

Highlight direction

On **horizontal** applications – i.e. FIDS, Billboards etc – the orientation of the gradient when placed is **90°**



ECONOMY BLUE GRADIENT BACKGROUND APPLICATION EXAMPLES



**SOUTH AFRICAN
AIRWAYS**

**CABIN BAGGAGE
RESTRICTIONS**
For your safety and comfort

- Only one piece of cabin baggage per person is allowed
- Total dimensions of bag should not exceed (w)23cm + (l)52cm + (h)40cm = 115cm
- Total weight of bag should not exceed 8kg
- Please ensure that all valuables are removed from your checked baggage
- No sharp items such as knives, scissors etc. may be included in cabin baggage

STAR ALLIANCE 



COLOUR USAGE – PREMIUM CLASS

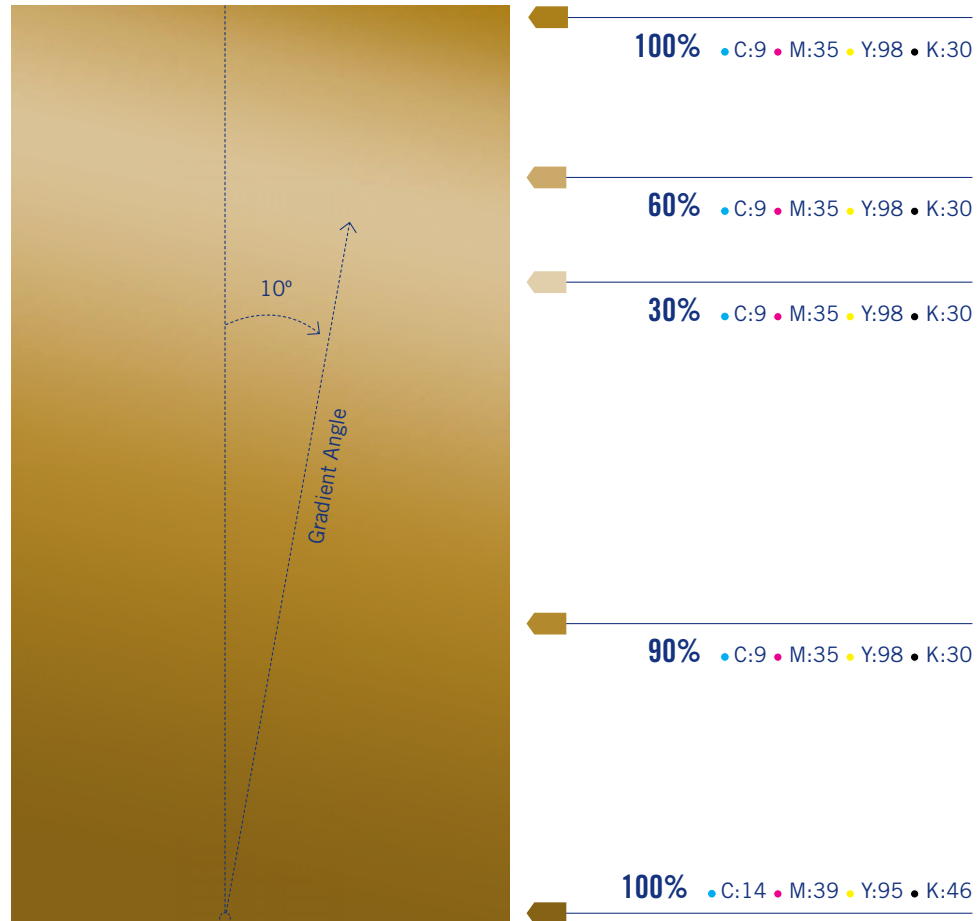
IN ORDER FOR OUR CUSTOMERS TO DIFFERENTIATE BETWEEN CLASSES WE HAVE MADE IT EASIER BY USING COLOURS TO SHOW WHICH IS WHICH.

PREMIUM CLASS MAKES USE OF A GOLD GRADIENT BACKGROUND. THIS GRADIENT HAS BEEN CAREFULLY CONSTRUCTED SO DO NOT ATTEMPT TO RECREATE IT, PLEASE USE OFFICIAL ARTWORK AVAILABLE ON THE DAM STRUCTURE.

STANDARD (PREMIUM) GOLD GRADIENT CONSTRUCTION AND ORIENTATION

Our gradients have been carefully constructed and are available as PSD files for use in applications. Ensure that the angles and colour values are always consistent.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the standard gradient in backlit applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.

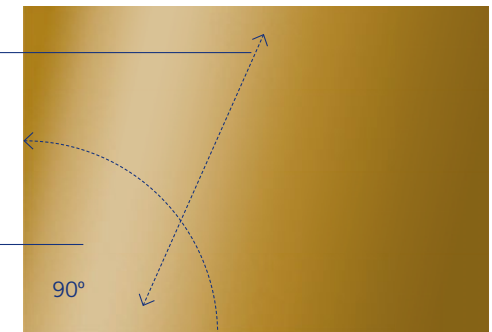
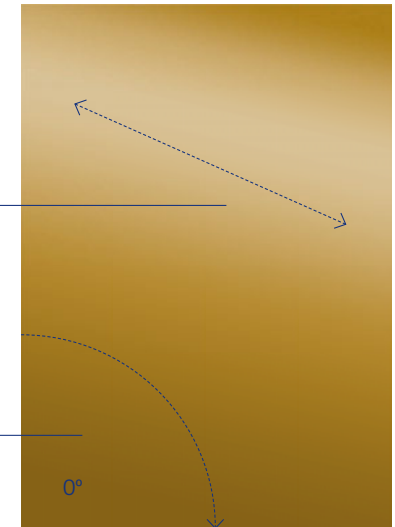


Highlight direction

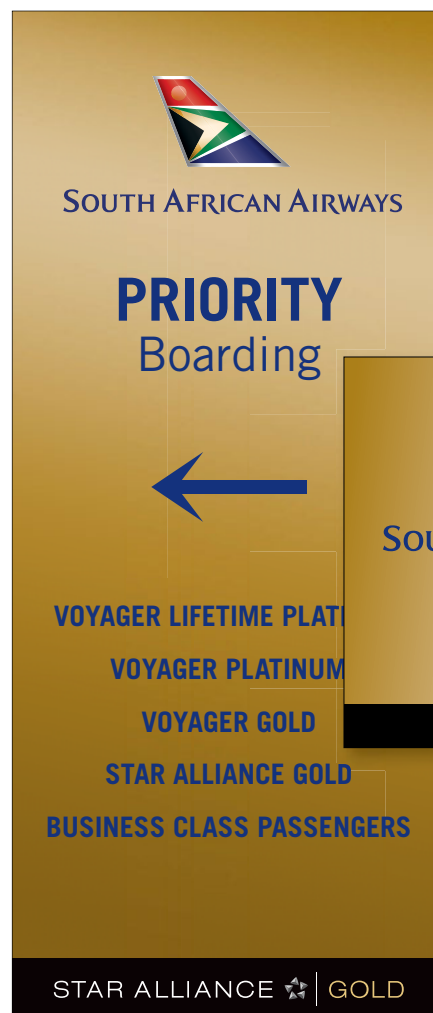
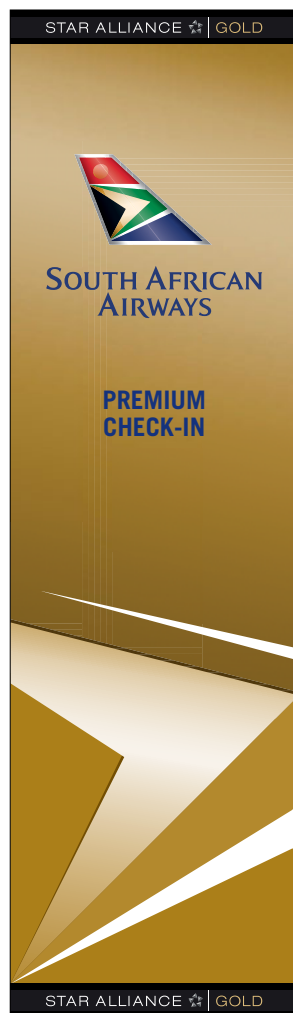
On **vertical** applications – i.e. A4 advert – the orientation of the gradient when placed is **0°**

Highlight direction

On **horizontal** applications – i.e. FIDS, Billboards etc – the orientation of the gradient when placed is **90°**



PREMIUM GOLD GRADIENT BACKGROUND APPLICATION EXAMPLES



COLOUR USAGE — PLATINUM CLASS

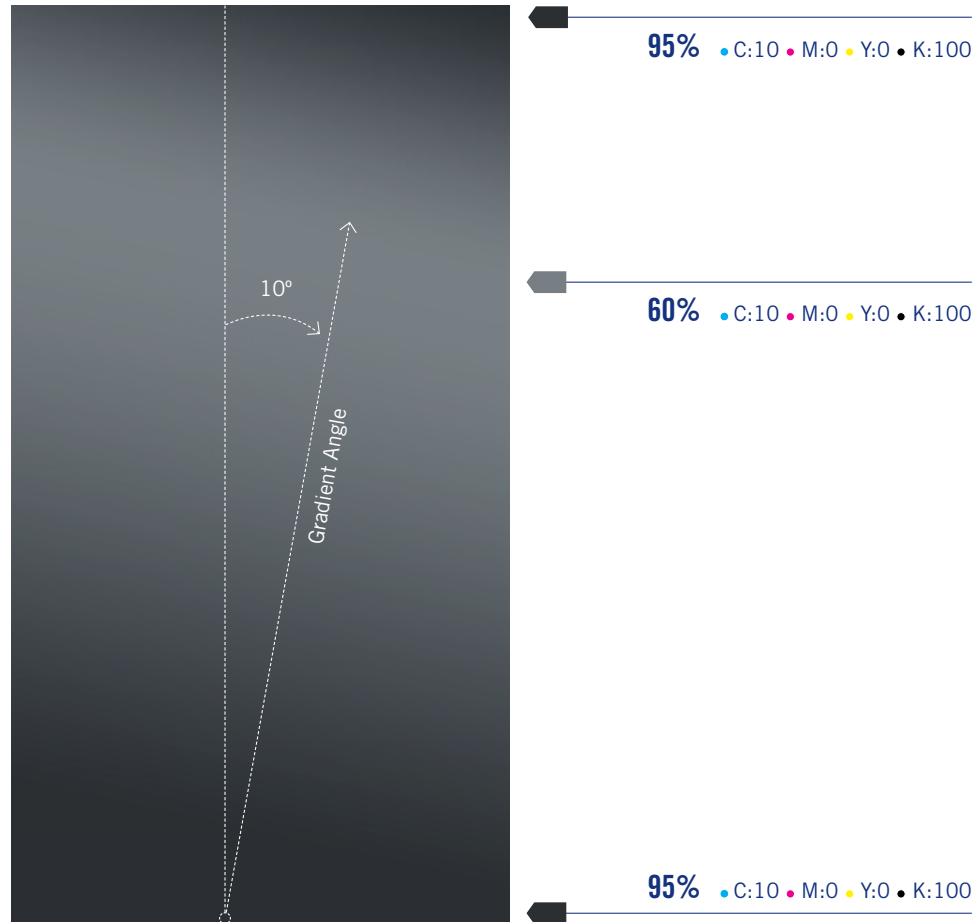
IN ORDER FOR OUR CUSTOMERS TO DIFFERENTIATE BETWEEN CLASSES WE HAVE MADE IT EASIER BY USING COLOURS TO SHOW WHICH IS WHICH.

PLATINUM CLASS MAKES USE OF A BLACK GRADIENT BACKGROUND. THIS GRADIENT HAS BEEN CAREFULLY CONSTRUCTED SO DO NOT ATTEMPT TO RECREATE IT, PLEASE USE OFFICIAL ARTWORK AVAILABLE ON THE DAM STRUCTURE.

STANDARD (PLATINUM) BLACK GRADIENT CONSTRUCTION AND ORIENTATION

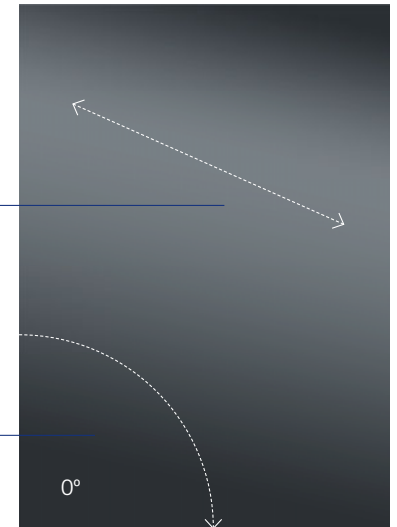
Our gradients have been carefully constructed and are available as PSD files for use in applications. Ensure that the angles and colour values are always consistent.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the standard gradient in backlit applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.



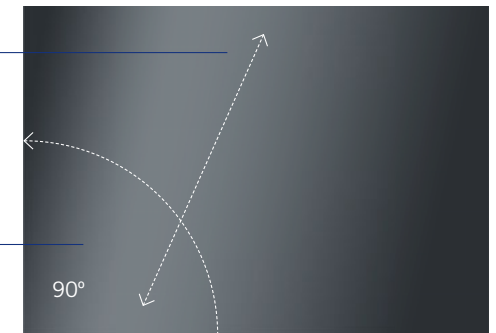
Highlight direction

On **vertical** applications – i.e. A4 advert – the orientation of the gradient when placed is **0°**



Highlight direction

On **horizontal** applications – i.e. FIDS, Billboards etc – the orientation of the gradient when placed is **90°**



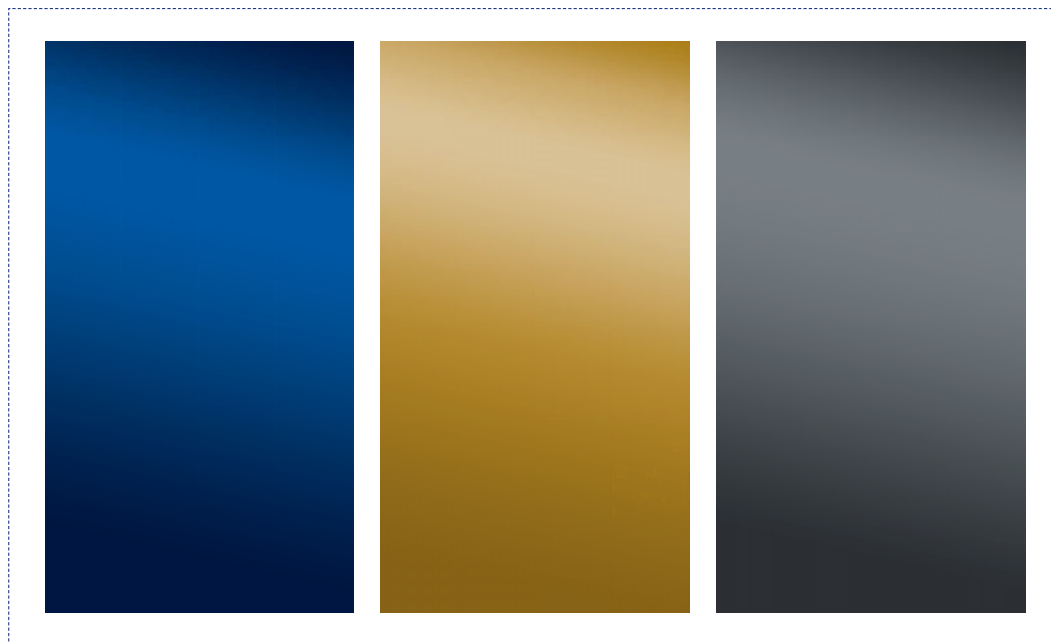
NOTE:

OUR GRADIENTS HAVE BEEN SPECIALLY CREATED AND HAVE UNDERGONE NUMEROUS TESTS TO ENSURE THEY ARE ALWAYS REPRODUCED PROPERLY. IT IS VERY IMPORTANT TO KNOW THAT THE PREMIUM (GOLD) AND PLATINUM (BLACK) GRADIENTS FOR USE IN DIGITAL APPLICATIONS – I.E FIDS AND LIGHTBOXES – DIFFER SLIGHTLY FROM THE STANDARD PRINT GRADIENTS. THIS IS DUE TO THE DIFFERENT MEDIA AS WELL AS THE EFFECT AND IMPACT OF BACKLIGHTING ON THE GRADIENT COLOURS. PLEASE MAKE SURE YOU USE THE CORRECT GRADIENT FOR YOUR APPLICATION.

PRINT VS BACKLIT GRADIENTS

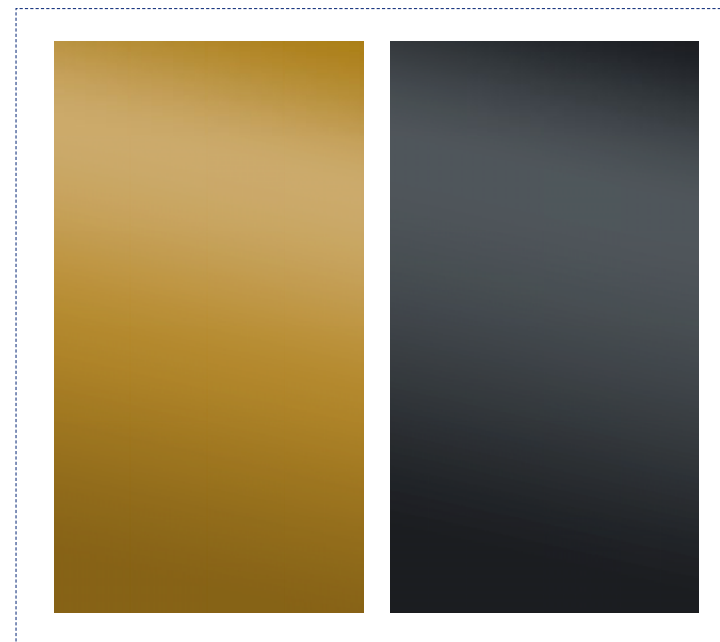
It is very important to know that the premium (gold) and platinum (black) gradients for use in digital applications – i.e FIDS and lightboxes – differ slightly from the standard print gradients. This is due to the different media as well as the effect and impact of backlighting on the gradient colours. Please make sure you use the correct gradient for your application.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the standard gradient in backlit application or the backlit gradient in print applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.



PRINTED GRADIENTS

Although very subtle, the make-up of the gradients - through the use of colour - have been carefully crafted and tested. The backlighting from digital applications such as FIDS and lightboxes, means that the final colour and appearance of the Premium (gold) and Platinum (black) gradient appear differently to those of printed collateral. The light reflecting through the printed substrate on lightboxes requires the digital gradients to be darker. It is therefore very important that the correct gradients are used.

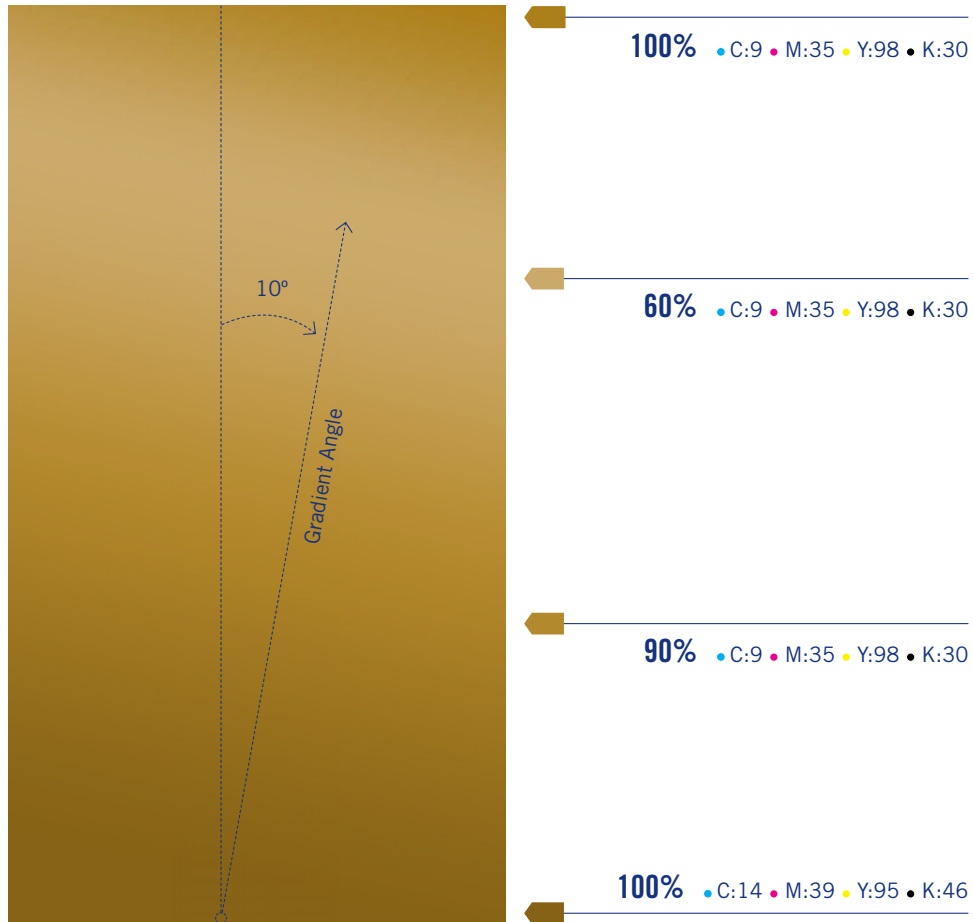


BACKLIT GRADIENTS

BACKLIT (PREMIUM) GOLD GRADIENT CONSTRUCTION (FOR USE IN FIDS & LIGHTBOXES)

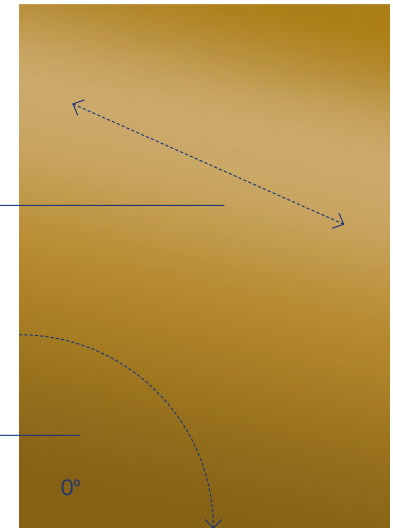
Our gradients have been carefully constructed and are available as PSD files for use in applications. Ensure that the angles and colour values are always consistent.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the backlit gradient in print applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.



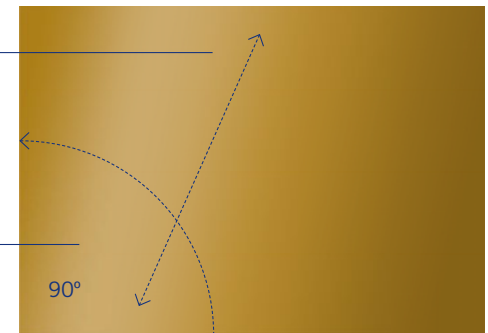
Highlight direction

On **vertical** applications the orientation of the gradient when placed is **0°**



Highlight direction

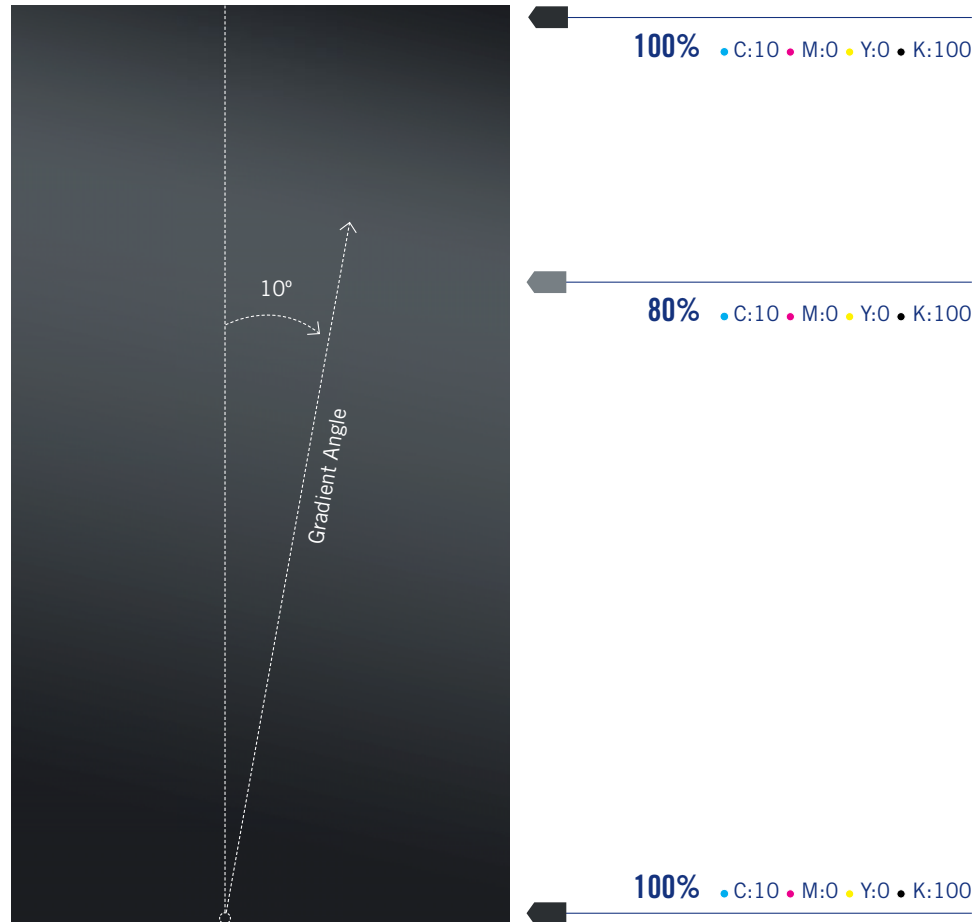
On **horizontal** applications the orientation of the gradient when placed is **90°**



BACKLIT (PLATINUM) BLACK GRADIENT CONSTRUCTION (FOR USE IN FIDS & LIGHTBOXES)

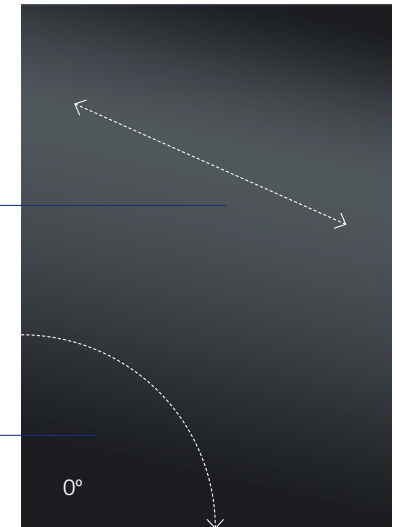
Our gradients have been carefully constructed and are available as PSD files for use in applications. Ensure that the angles and colour values are always consistent. Do not use the standard gradient in backlit applications.

Please do not attempt to recreate any of the SAA gradients. Always use our official artwork as supplied. Do not use the backlit gradient in print applications. If you are unsure about the gradient usage or application, please talk to the SAA Brand Custodian.



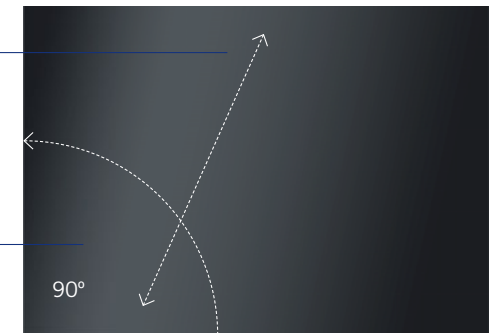
Highlight direction

On **vertical** applications – i.e. A4 advert – the orientation of the gradient when placed is **0°**



Highlight direction

On **horizontal** applications – i.e. FIDS, Billboards etc – the orientation of the gradient when placed is **90°**



OUR PRIMARY TYPEFACE

Our primary font, Trade Gothic Bold Caps, conveys a bold, confident and African feeling which reflects our brand values. Using it in lighter weights allows for a sense of elegance and sophistication – in combination, it creates a juxtaposition that is truly cosmopolitan.

The Trade Gothic font family is available for purchase online. The end-user license agreement (EULA) of the font vendor clearly states that all users of these fonts must purchase a licensed copy. If you have any questions about the SAA family of fonts, please speak to the SAA Brand Custodian

TRADE
GOTHIC
BOLD

TRADE GOTHIC
MEDIUM

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 abcdefghijklmnopqrstuvwxyz

OUR TYPOGRAPHIC STYLE

OUR SAA TYPOGRAPHIC STYLE MAKES USE OF UPPERCASE HEADLINES AND COPY SET IN TRADE GOTHIC CONDENSED BOLD NO. 20. WE USE THIS STYLE TO BRING EMPHASIS TO COPY AND FOR VISUAL DIFFERENTIATION. DO NOT ALTER THE TYPEFACE IN ANY WAY.

Trade Gothic Medium is the typeface that we use for our secondary and supporting copy. It is commonly placed below the headline copy within half the space. Do not alter the typeface in any way. The typography application principle makes use of large headline copy and smaller scale, lighter supporting copy.

TYPOGRAPHY SIZE, COLOUR AND LEADING PRINCIPLES

HEADING AND UPPERCASE COPY AND TEXT LEADING IS 2PT MORE THAN FONT SIZE I.E. FONT SIZE = 10PT AND LEADING = 12PT WITH TINTS OF GOLD USED FOR EMPHASIS OR DIFFERENTIATION.

When placing type on the SAA class gradients in a signage environment the following type colour rules apply:

On the Economy/Brand blue background - White type only

On the Premium background - Blue type only

On the Platinum background - White type only

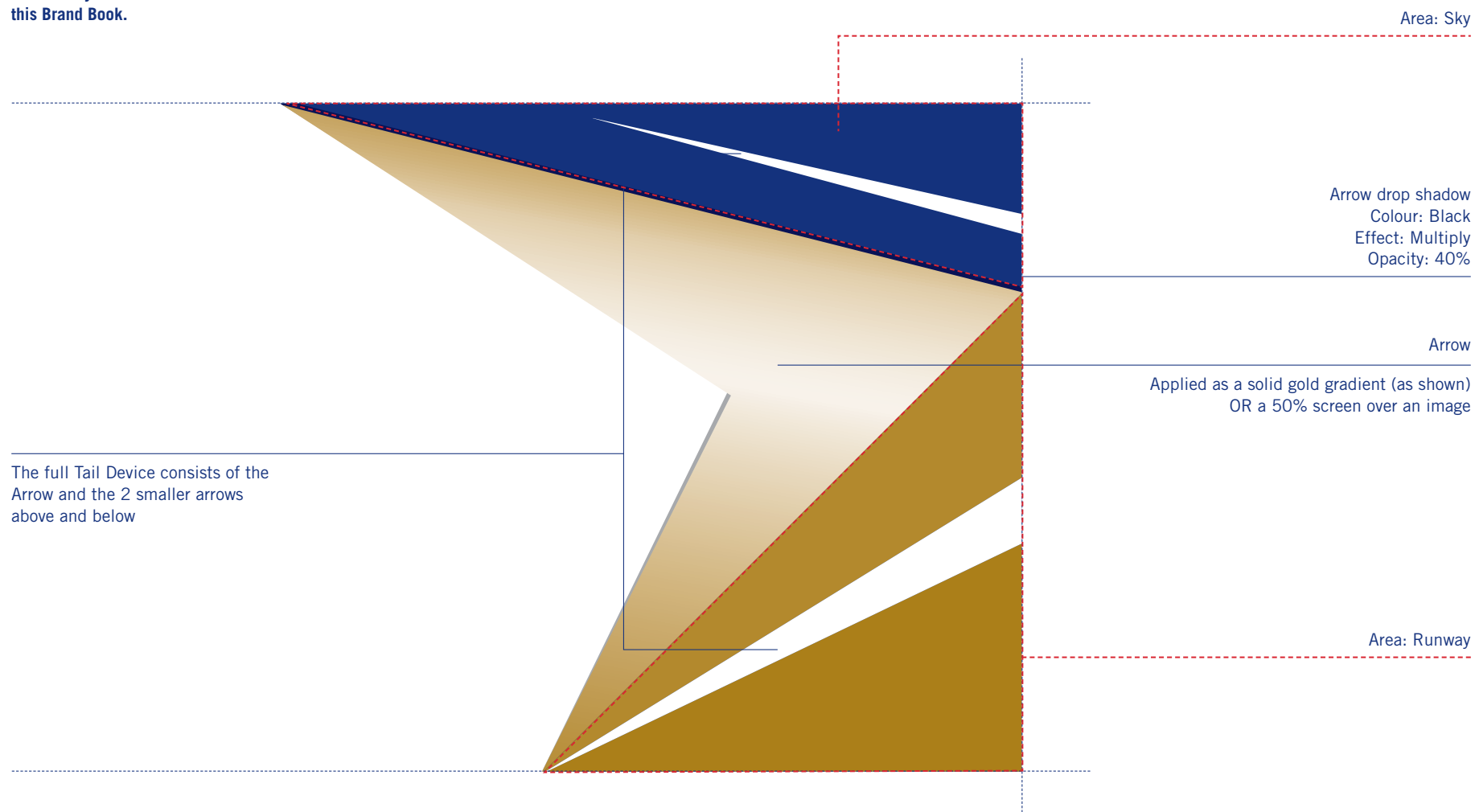
TAIL DEVICE

THE TAIL DEVICE, TAKEN FROM THE LOGO ICON, REPRESENTS THE IDEA OF FLIGHT, FORWARD MOTION AND POSITIVITY. IT CAN BE USED IN DIFFERENT WAYS TO DEPICT THIS BEST AND SHOULD BE USED TO DIRECT AND POINT THE WAY. IT IS NOT NECESSARY TO USE IT IN EVERY APPLICATION AND DISCRETION IS ADVISED.



TAIL DEVICE ELEMENTS

The Tail Device is a pivotal brand asset and its use across our applications must be consistent and impactful. The Tail Device may not be altered other than from what is shown in this Brand Book.



TAIL DEVICE APPLICATION

The Tail Device is a pivotal brand asset and its use across our applications must be consistent and impactful. Different applications require different rules which have been detailed to ensure the correct application of the tail device.



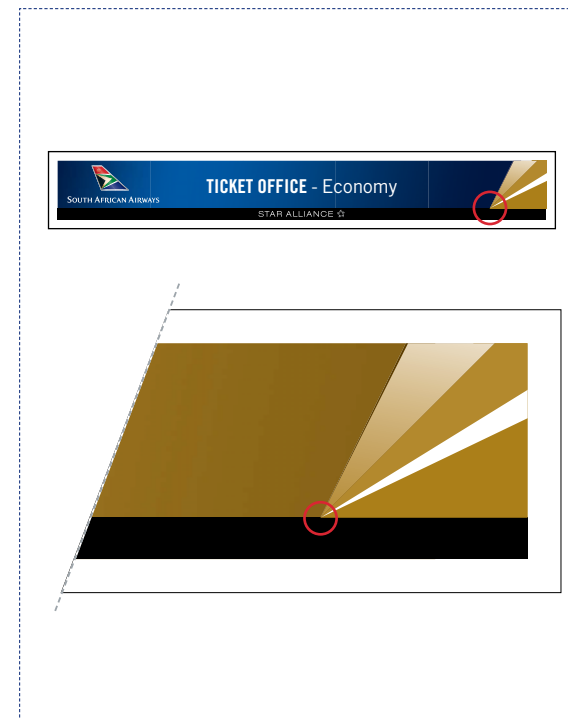
3 POINT CROP

In applications such as FIDS and certain horizontal applications the full colour graphic device is placed on a layout with 3 points of the Arrow touching the edge of the layout – top, right and bottom. This is called the 3 point crop, where 3 points of the Arrow are used. There are 2 different iterations of this rule as shown above.



2 POINT CROP

In applications such as pylons and directional pull-up banners the full colour graphic device is placed on a layout with 2 points of the Arrow touching the edge of the layout – right and bottom. This is called the 2 point crop, where only 2 points of the Arrow are used.



1 POINT CROP

When an application is less than 500mm in height, i.e. signage applications such as lightboxes, the full colour graphic device is cropped extremely tight on the layout in order to maximise space. The Arrow touches the edge of the layout at the bottom only. This is called the 1 point crop.

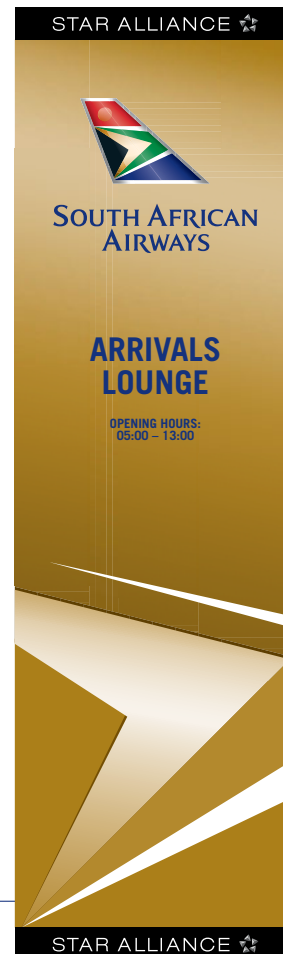
STAR ALLIANCE SIGNAGE APPLICATIONS

When applied to signage and wayfinding elements, the Star Alliance endorsement can be applied in either the branding band or as the badge, depending on the layout.



Depending on the application format and requirements the Star Alliance badge is applied

The Star Alliance branding band is applied at the bottom of the layout or top and bottom depending on the application requirements



LOGO PLACEMENT – EXCEPTION TO THE RULE

In certain applications it is necessary to move the logo out of the left hand corner and place it in an area of prominence to ensure maximum visibility. For example, pull-up banners and large scale wall graphics. The logo is placed at the top – either on the left or centre, depending on the restrictions and requirements.

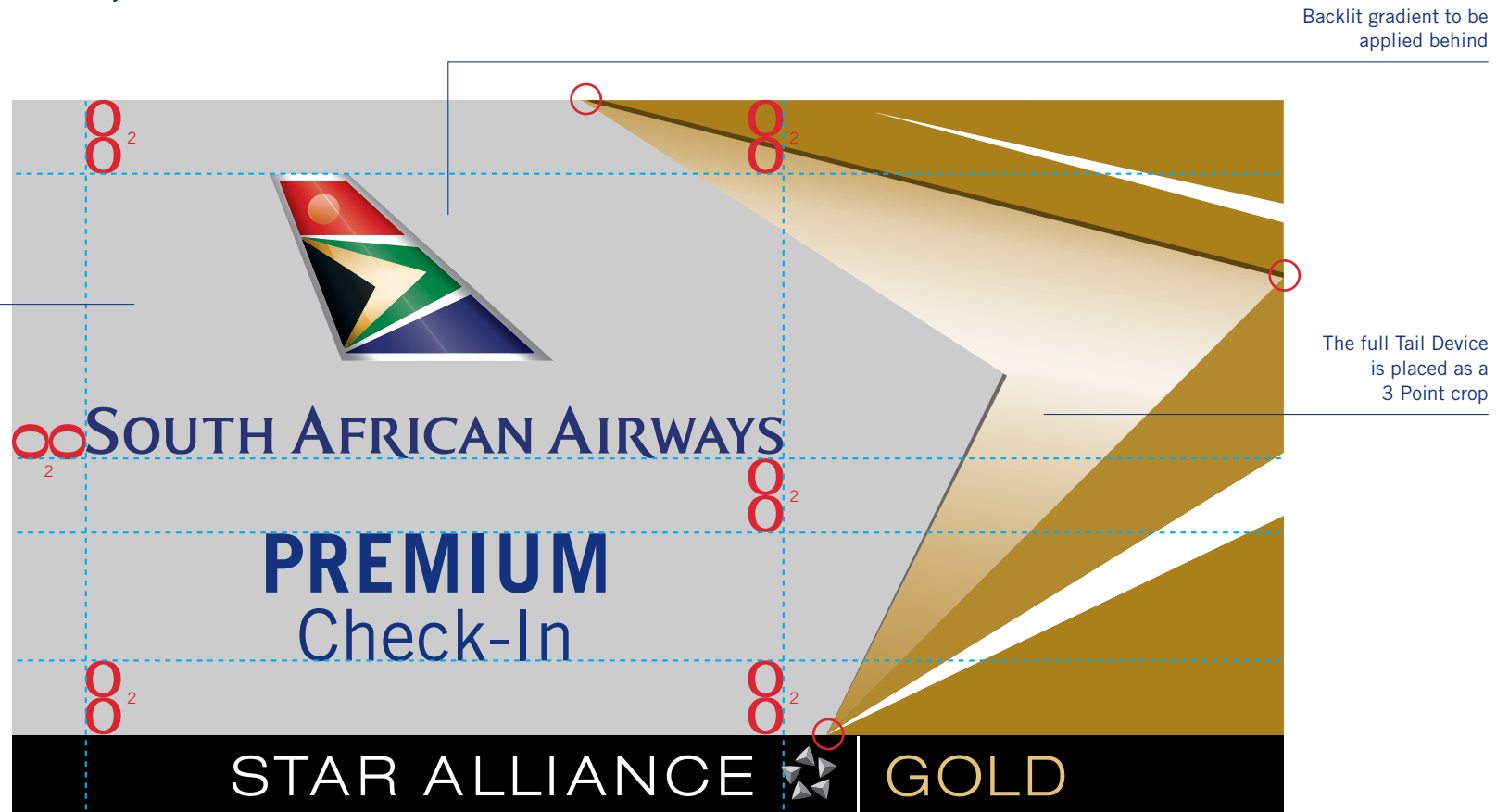


NOTE:

OUR SIGNAGE APPLICATIONS USE THE PRINCIPLES AS SET OUT IN THIS CHAPTER, HOWEVER DUE TO VARIOUS FACTORS AND RESTRICTIONS THERE ARE SPECIFIC RULES AND GUIDELINES THAT PERTAIN SOLELY TO SIGNAGE APPLICATIONS. THESE RULES HAVE BEEN SET IN PLACE TO ENSURE OUR SIGNAGE APPLICATIONS ARE ALWAYS IMPACTFUL AND EFFECTIVE.

FIDS

We have created various layout templates for ease of use. The grids and layouts have been carefully considered and therefore official artwork should always be used.



The Primary Logo is placed 2 'o's from the left edge with the copy/text centred below. The Star Alliance branding band is placed at the bottom of the layout

CUTE

Cute Size: 130 x 50 pixels (Varies between airports).

For all digital Cutes with a height of 500 pixels and less we use the Star Alliance Badge on the right of the artwork in order to maximize it's visibility.

We have created various layout templates for ease of use. The grids and layouts have been carefully considered and therefore official artwork should always be used.

Blue Gradient to be applied behind

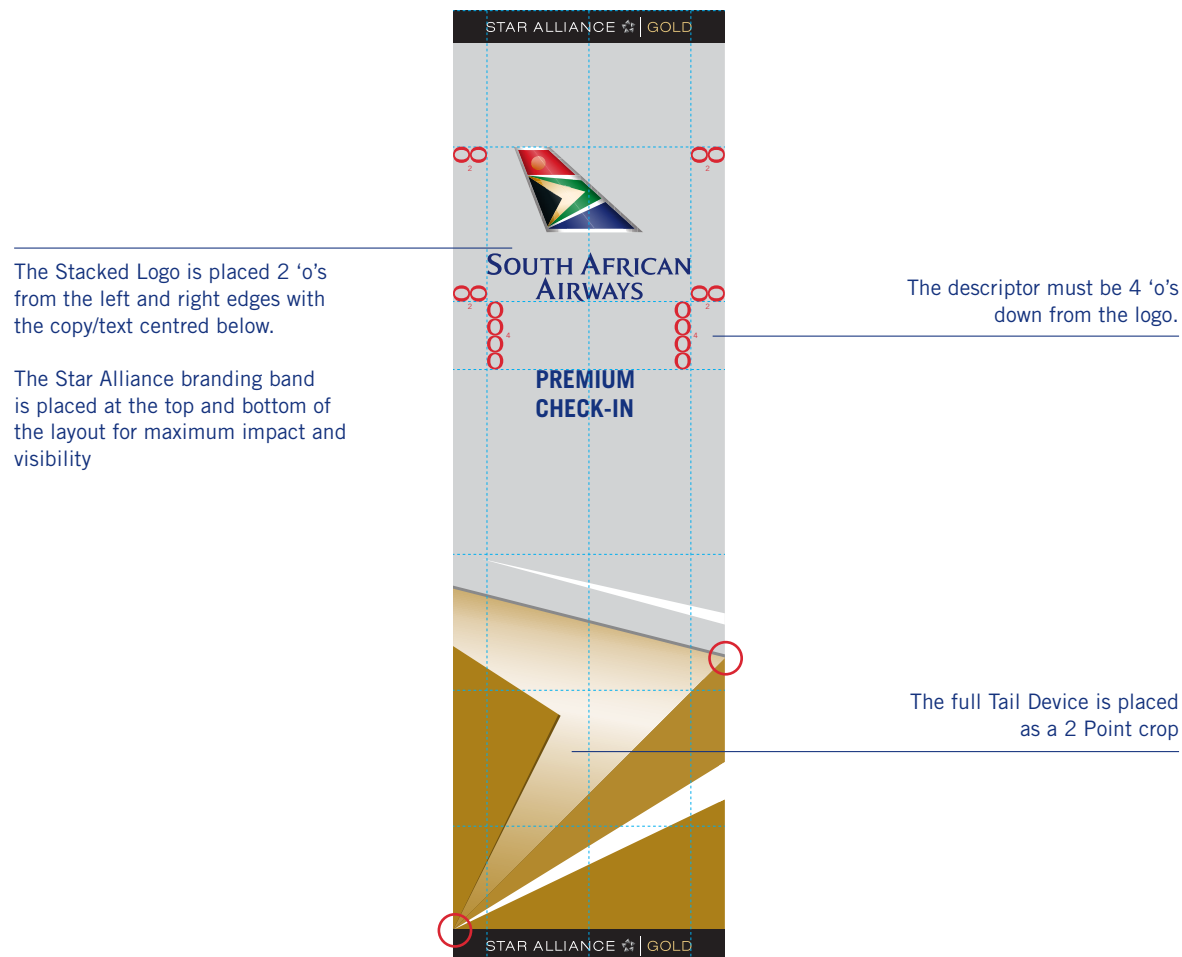


Star Alliance Badge to be placed on the right of the artwork with any pixel height lower than 500 pixels.

The Primary Logo is placed 2 'o's from either sides of the edge and the Star Alliance Badge.

PYLONS

We have created various layout templates for ease of use. The grids and layouts have been carefully considered and therefore official artwork should always be used.



TECHNICAL SPECS

Artwork download available

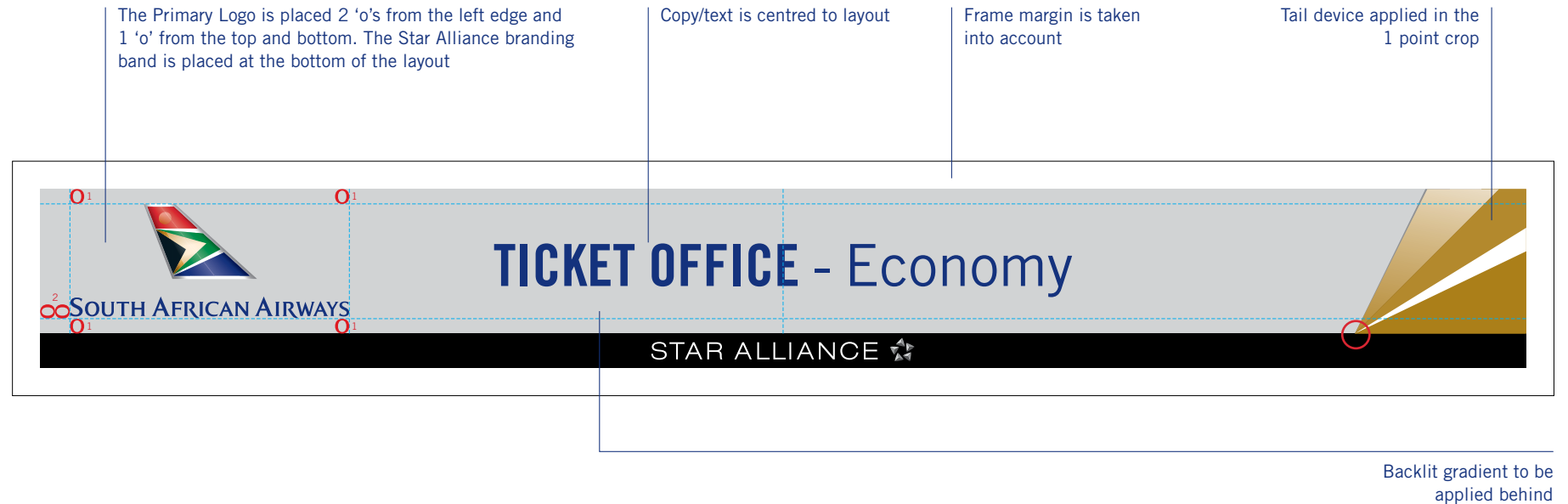
Artwork download available
SAA Templates Signage Pylons



LIGHT BOXES - A HEIGHT OF 500MM AND LESS

For all light boxes with a height of 500mm and less we use the 1 point crop on the tail device in order to maximize it's visibility.

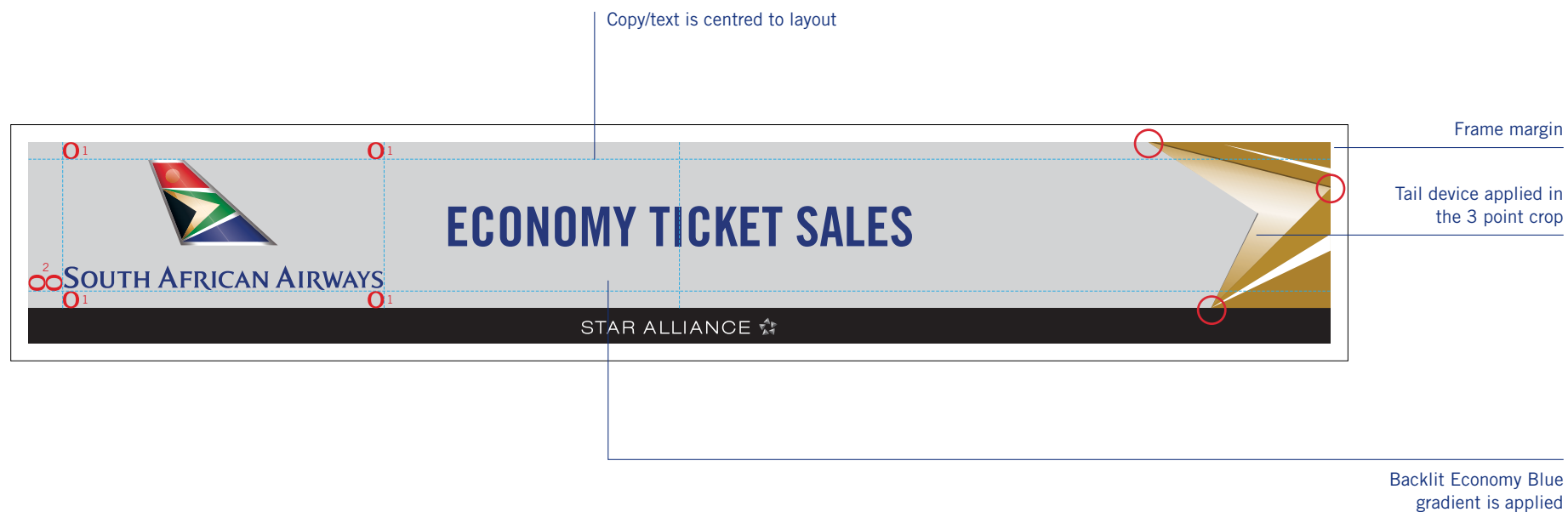
We have created various layout templates for ease of use. The grids and layouts have been carefully considered and therefore official artwork should always be used.



LIGHT BOXES - A HEIGHT OF 500MM AND MORE

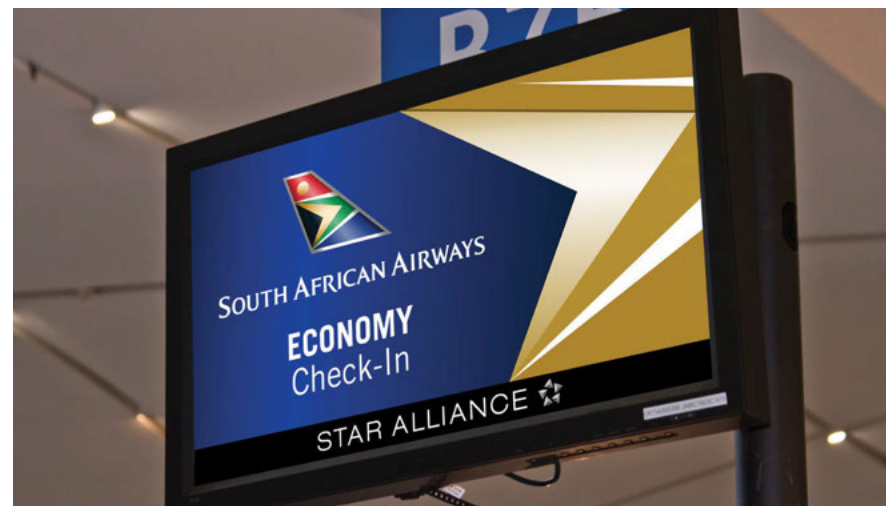
For all light boxes with a height of 500mm and more we use the 3 point crop on the tail device in order to maximize it's visibility.

We have created various layout templates for ease of use. The grids and layouts have been carefully considered and therefore official artwork should always be used.



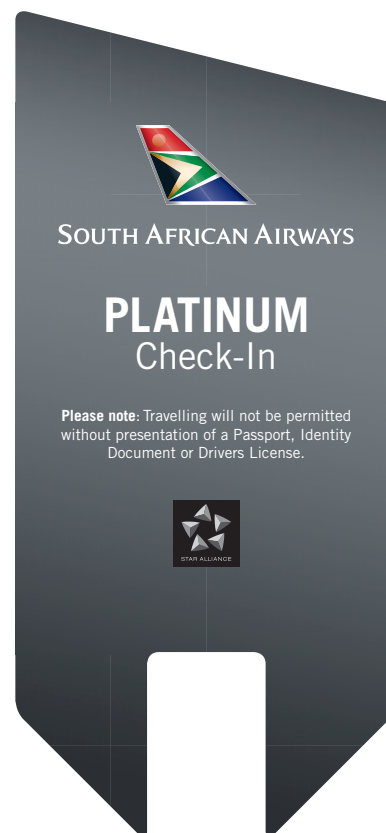
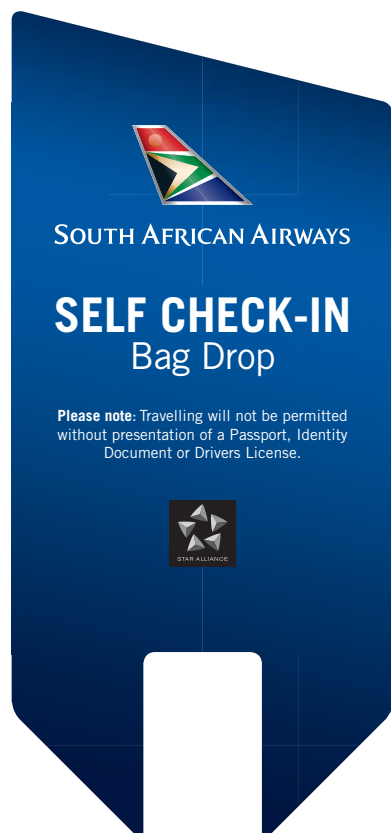
FIDS

This artwork needs to be in RGB in order to display the correct colors on the electronic displays.



STANCHION

The artwork is to be printed on a vinyl and to be placed on both sides of the specified ABS panel with Mat Laminate.



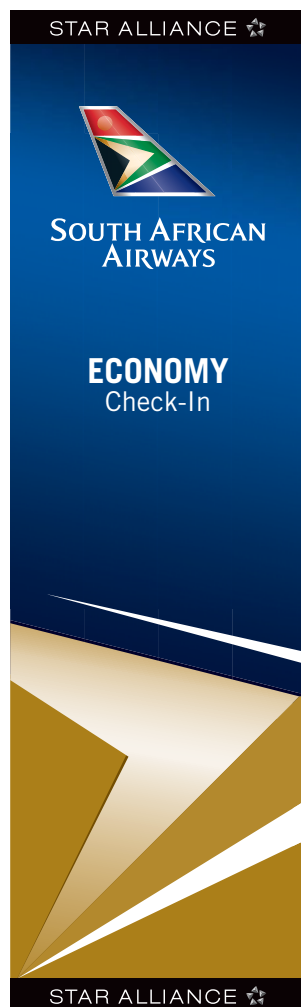
LUGGAGE SCALE

The artwork is to be printed on a Vinyl and applied over existing hand luggage scale. There are two sections to these elements: Top and Bottom.



PYLON

The artwork is to be printed on a vinyl and to be placed on a curved ABS Digital printed Graphic with Mat Laminate. The pylon is movable and must be fitted with wheels. The pylon is a double sided pylon.



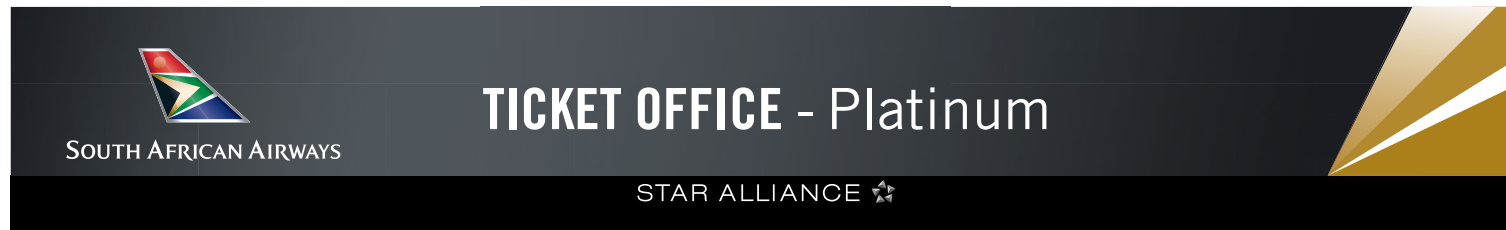
LIGHT BOXES - A HEIGHT OF 500MM AND MORE

The artwork supplied is made up to the specified sizes. The artwork must be printed on Vinyl and applied to the Perspex of the light boxes.



LIGHT BOXES - A HEIGHT OF 500MM AND LESS

The artwork supplied is made up to the specified sizes. The artwork must be printed on Vinyl and applied to the Perspex of the light boxes.

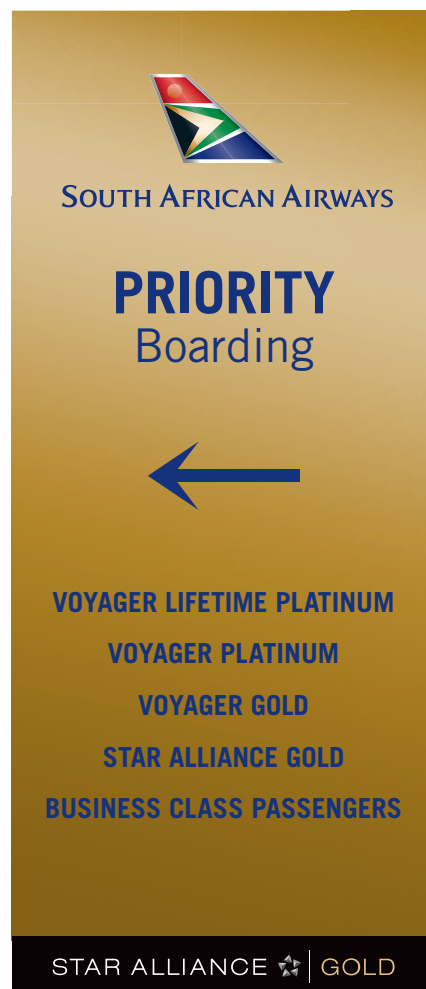


MINI PYLON

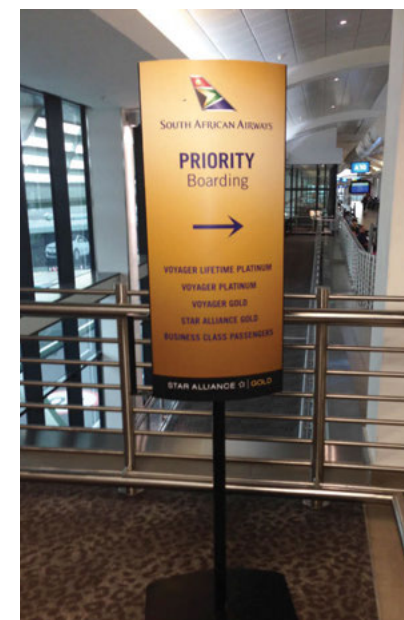
The artwork is to be printed on a vinyl and to be placed on a curved ABS Digital printed Graphic with Mat Laminate. The pylon is movable and must be fitted with wheels. The pylon is a double sided pylon.



Side A



Side B



CARPETS

Carpets are to be produced with a **X** mm rubber edge so that trolleys can move over them with ease.



PANTONE®
1815 U



PANTONE®
187 U

TICKET OFFICE BACK WALL

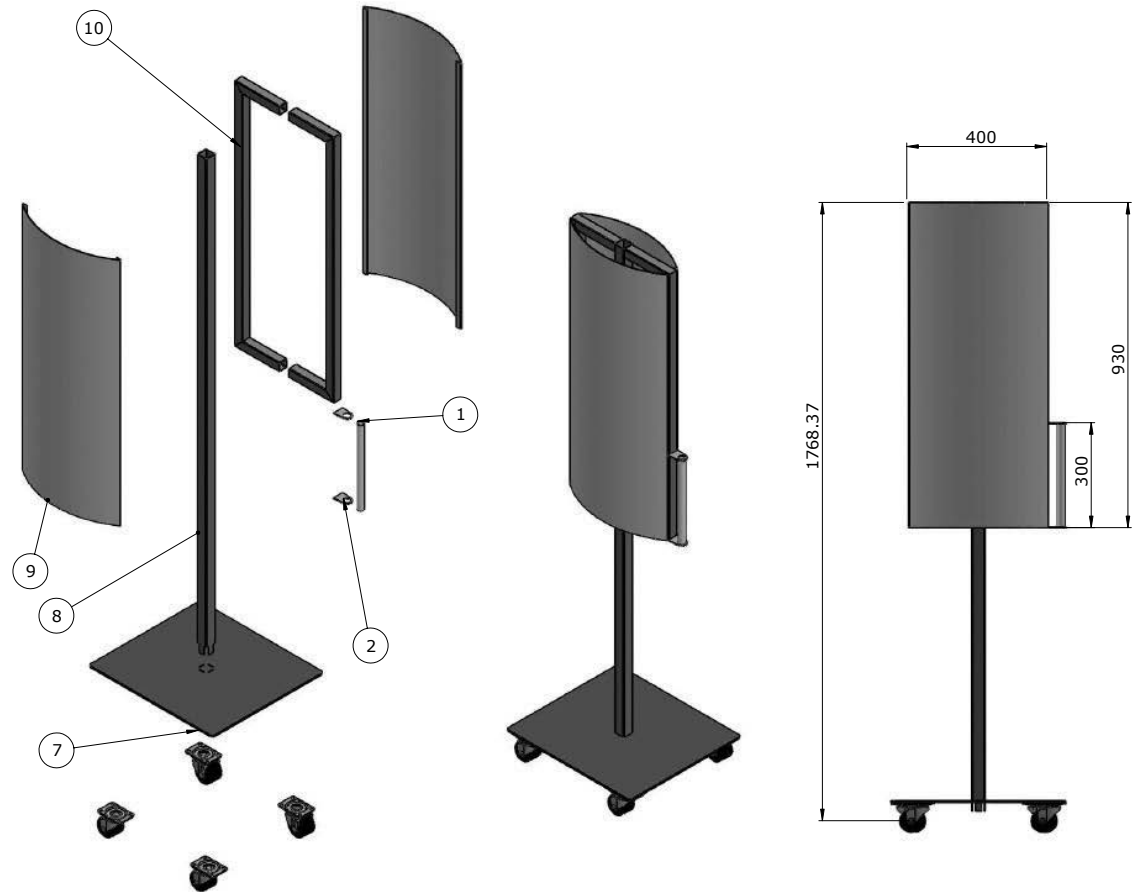
The artwork is to be printed on wall paper substrate and applied to the dedicated wall area.
The logo has to be above counter height and visible at all times.
The artwork has to be adjusted according to various wall sizes.



MINI PYLON – PRIORITY BOARDING

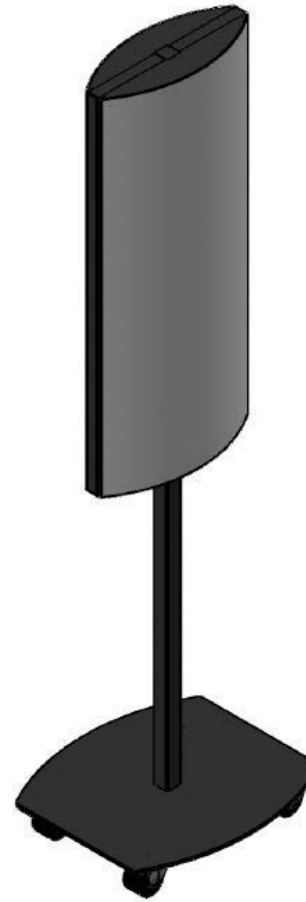
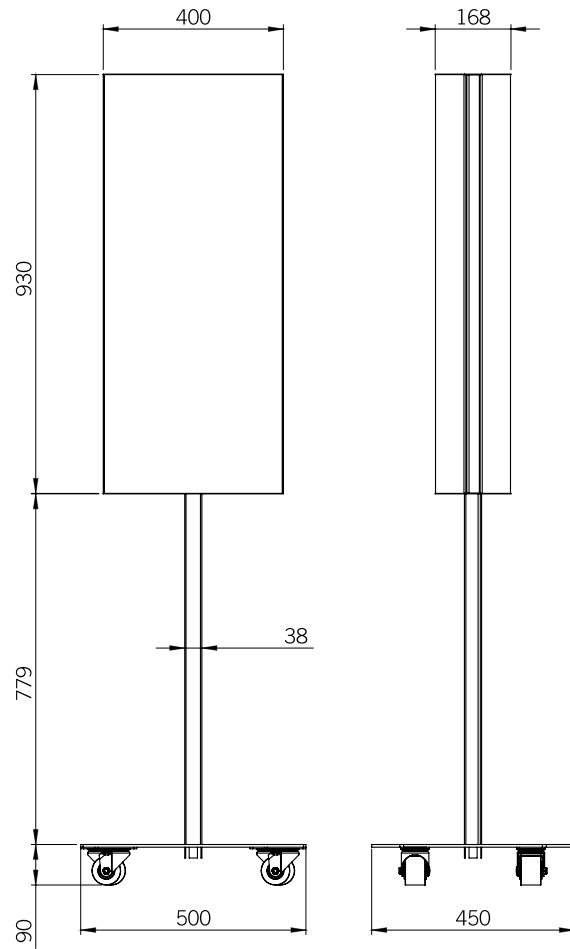
The artwork is to be printed on a vinyl and to be placed on a curved ABS Digital printed Graphic with Mat Laminate. The pylon is movable and must be fitted with wheels. The pylon is a double sided pylon.

ITEM NO.	PART NUMBER	DESCRIPTION	QTY
1	001-13-003	HANDLE	1
2	001-15-002	HANDLE LOCATION GUSSET	2
7	001-15-001	METAL BASE	1
8	001-13-001M	AIN SUPPORT COLUMN	1
9	001-19-001	SIGN FACE	2
10	001-13-002M	AIN FRAME	1



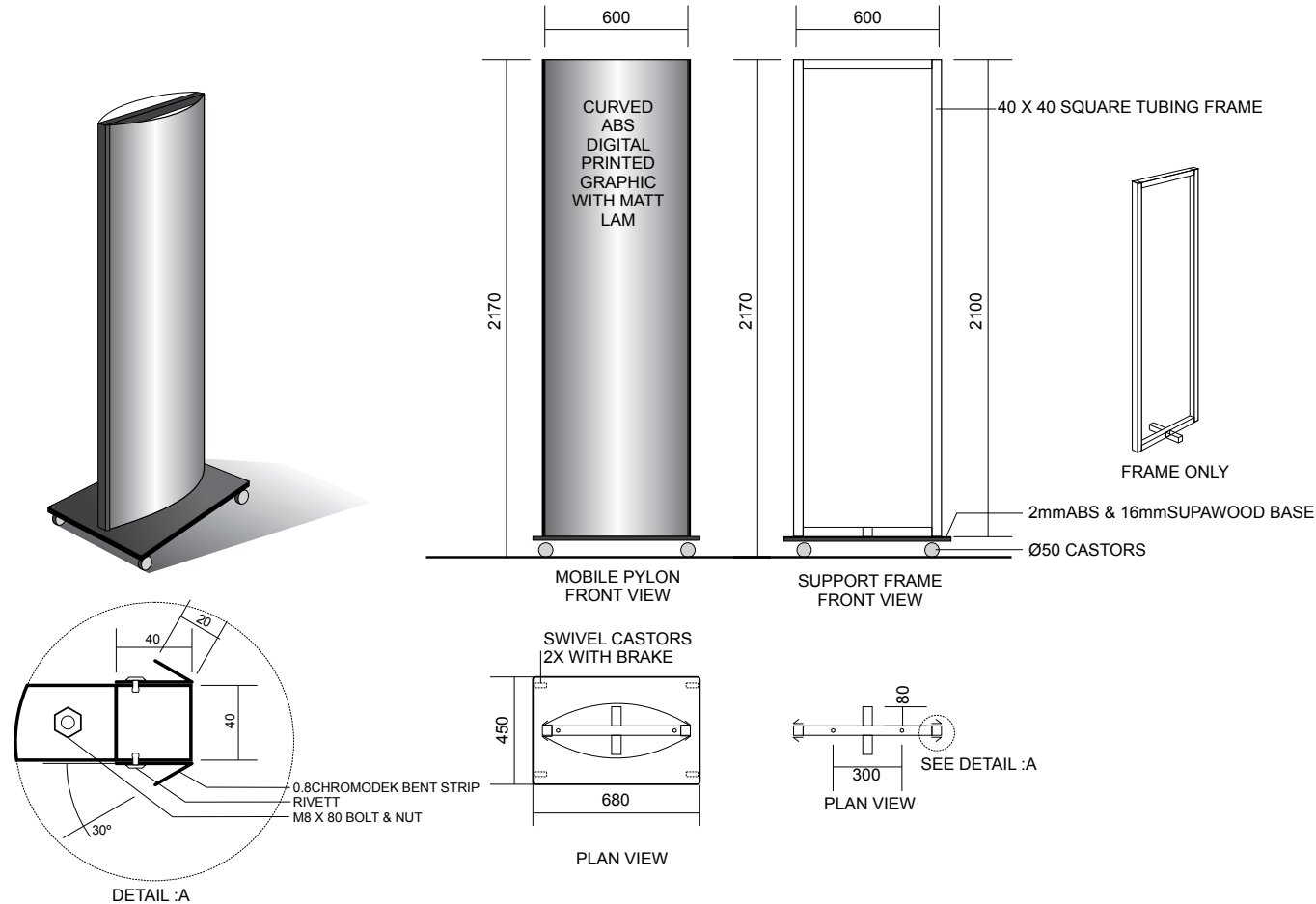
MINI PYLON – SELF CHECK-IN

The artwork is to be printed on a vinyl and to be placed on a curved ABS Digital printed Graphic with Mat Laminate. The pylon is movable and must be fitted with wheels. The pylon is a double sided pylon.



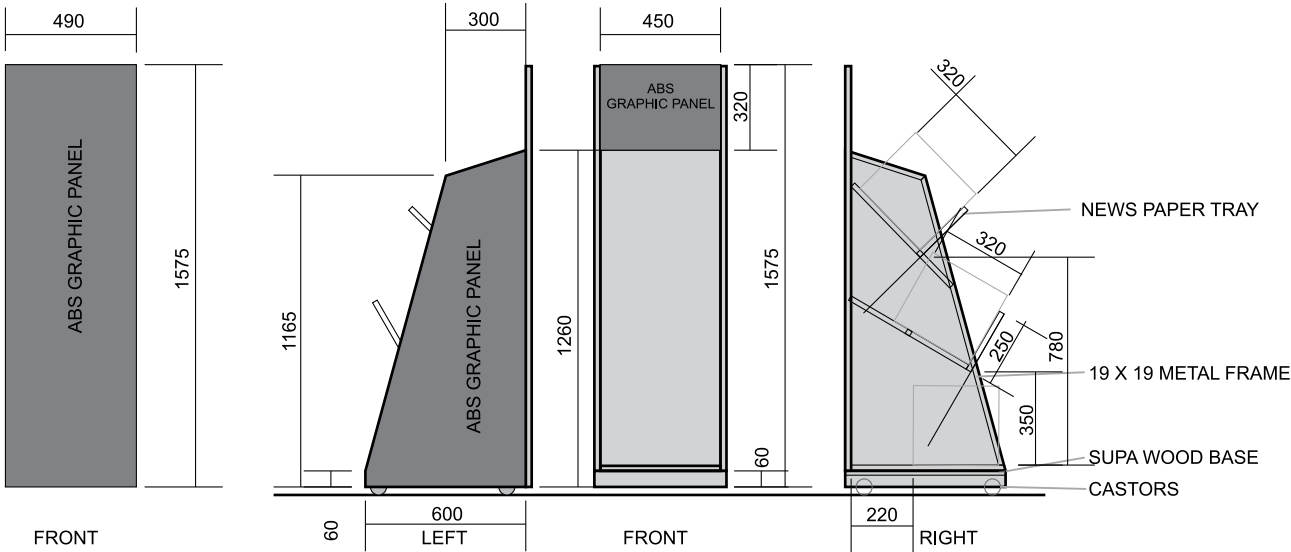
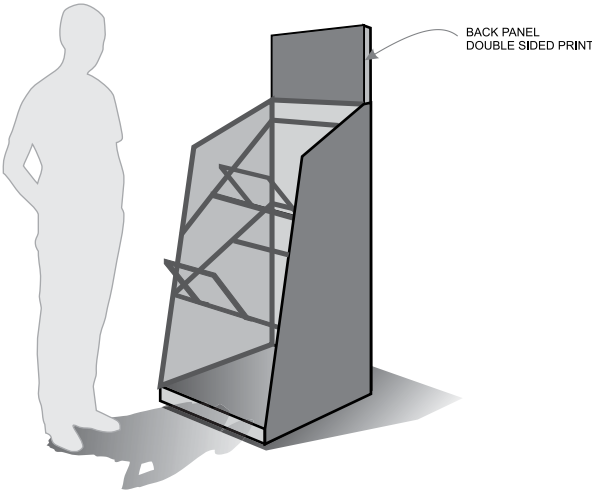
PYLON

The artwork is to be printed on a vinyl and to be placed on a curved ABS Digital printed Graphic with Mat Laminate. The pylon is movable and must be fitted with wheels.
The pylon is a double sided pylon.



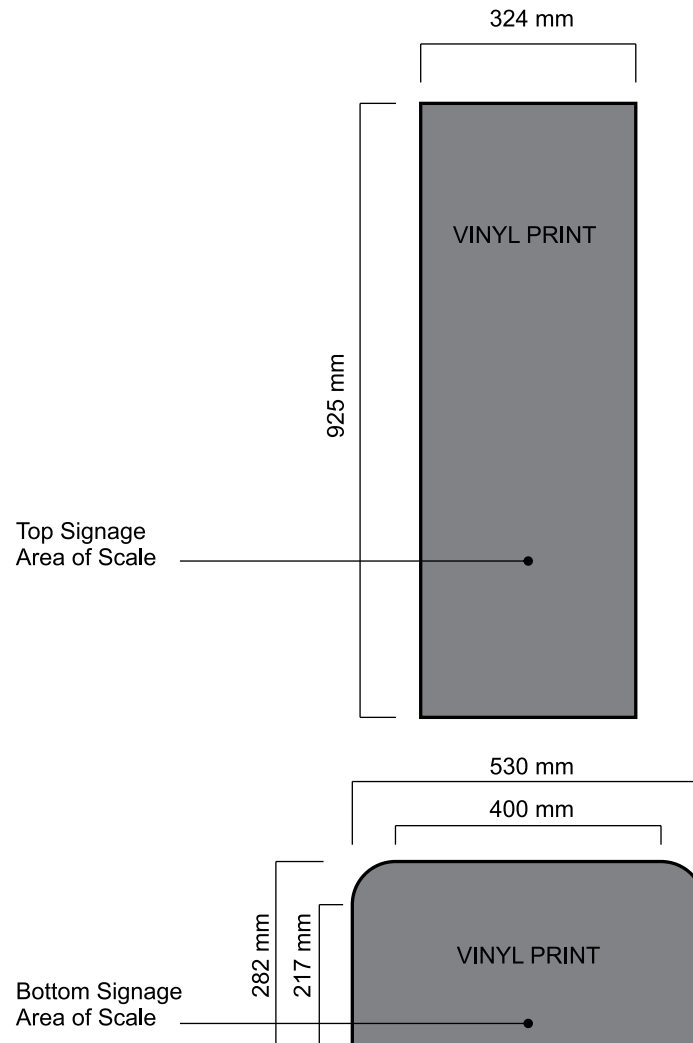
NEWSPAPER STAND

The artwork is to be printed in a vinyl and applied to the stand.
Technical drawings are attached of the new design.



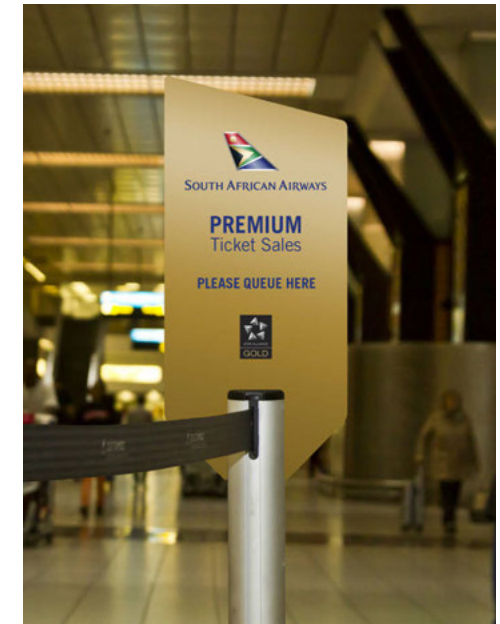
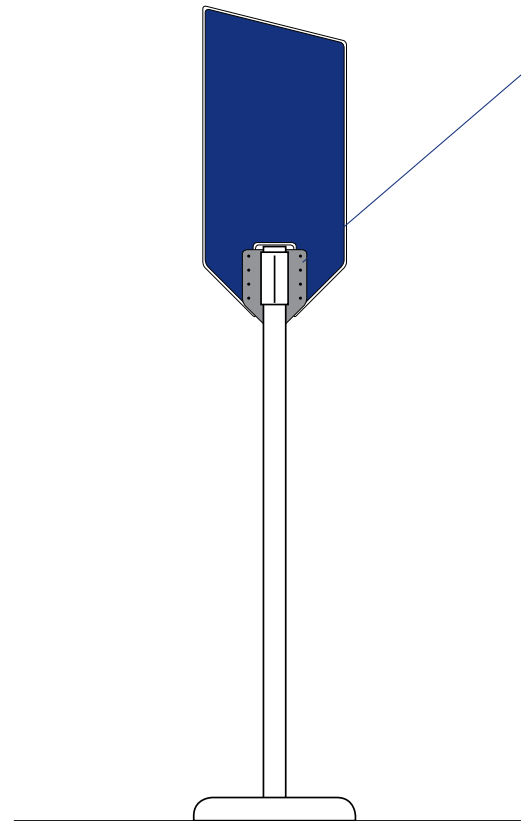
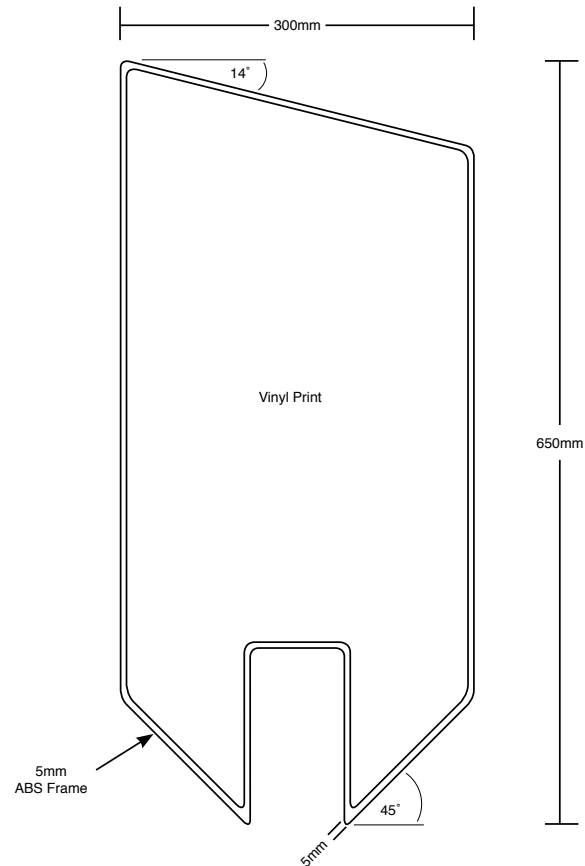
LUGGAGE SCALE

The artwork is to be printed in a vinyl and applied to the stand.
Technical drawings are attached of the new design.



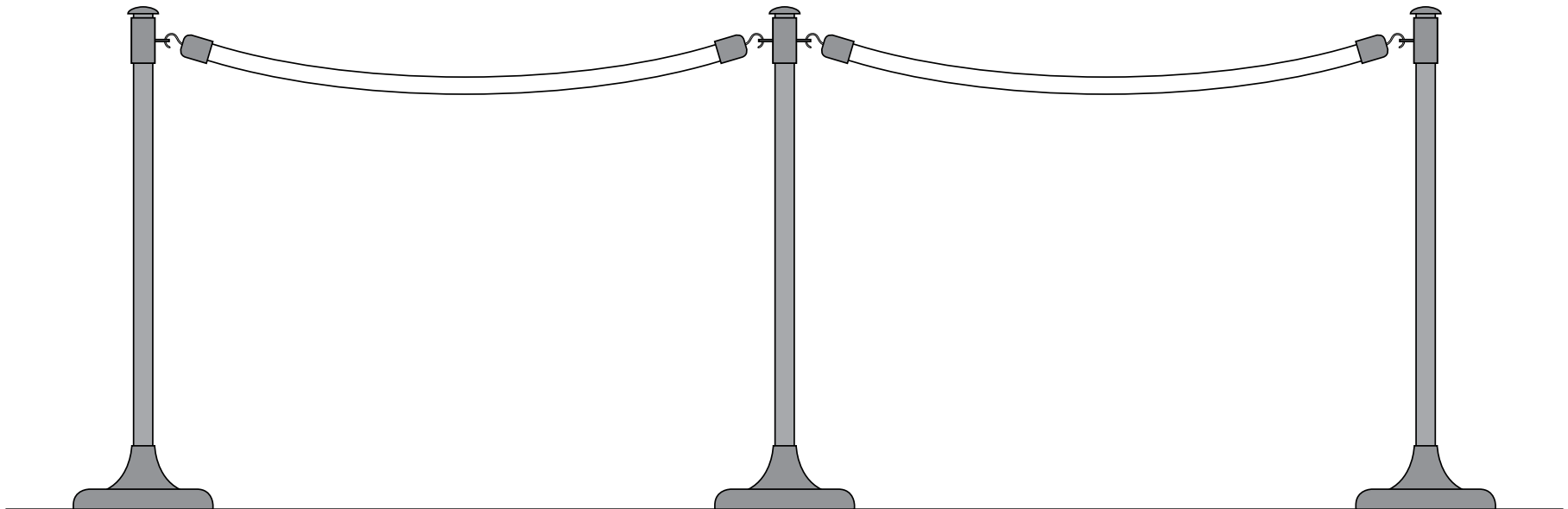
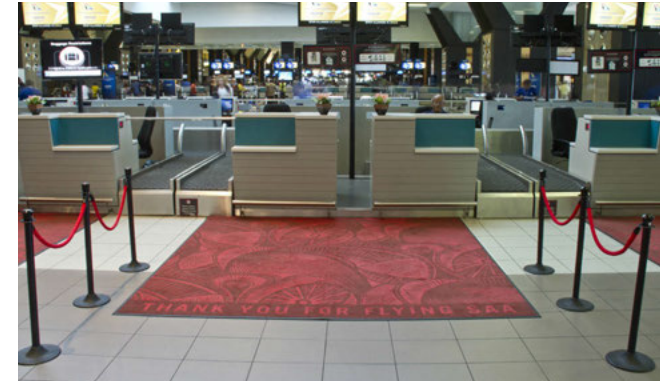
STANCHION

The artwork is to be printed on a vinyl and to be placed on both sides of the specified ABS panel with Mat Laminate.



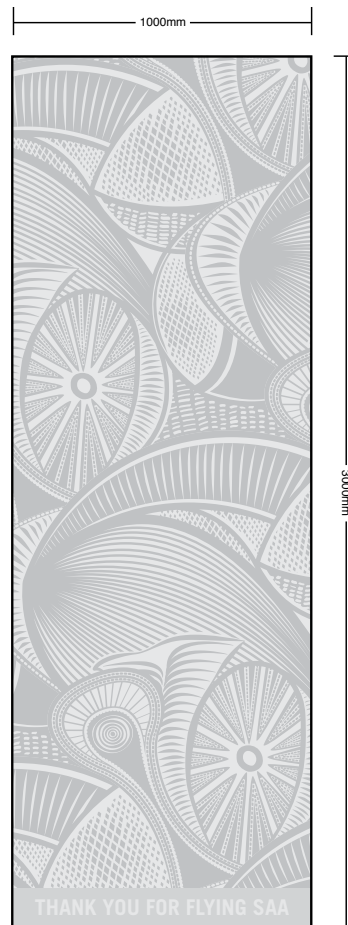
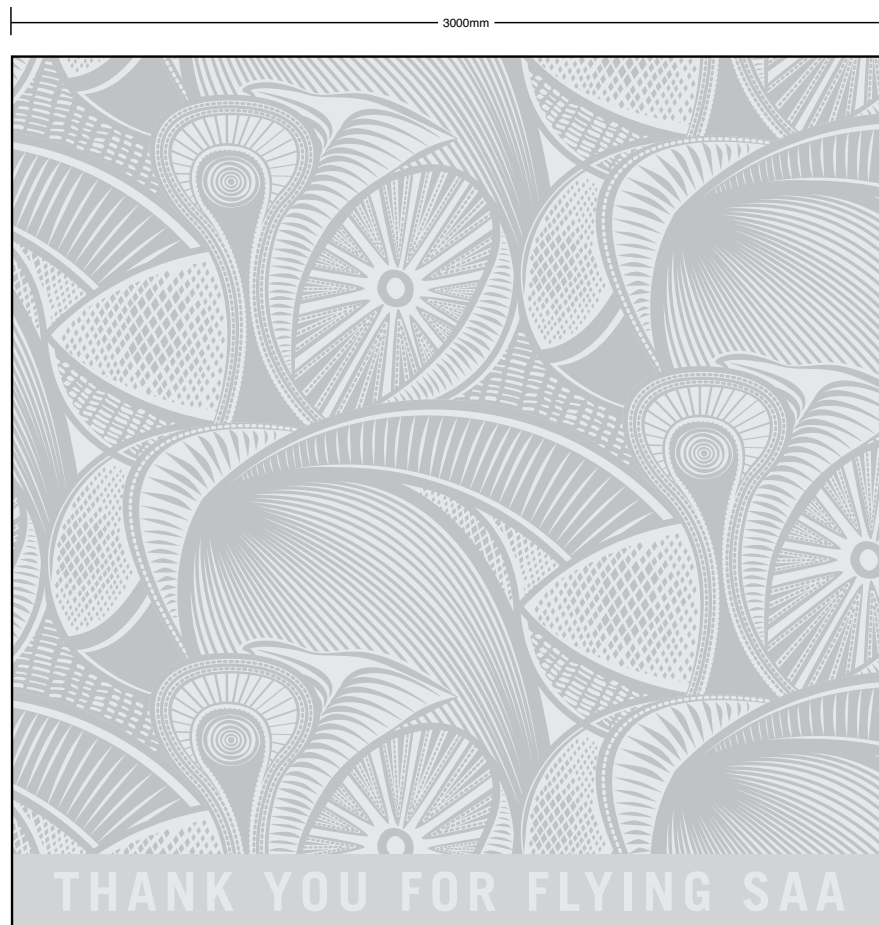
PREMIUM AND PLATINUM QUE-POSTS AND ROPES

All poles and bases are to be matt black only. All ropes are to be red only
- Pantone 1797 please spec from colour palette.



FLOOR CARPETS

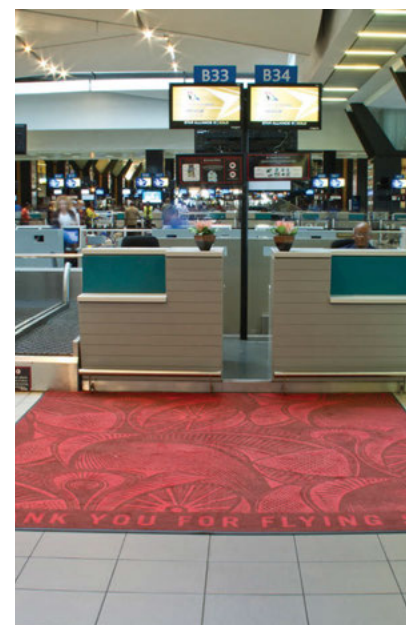
Need more info from suppliers.



PANTONE®
1815 U



PANTONE®
187 U



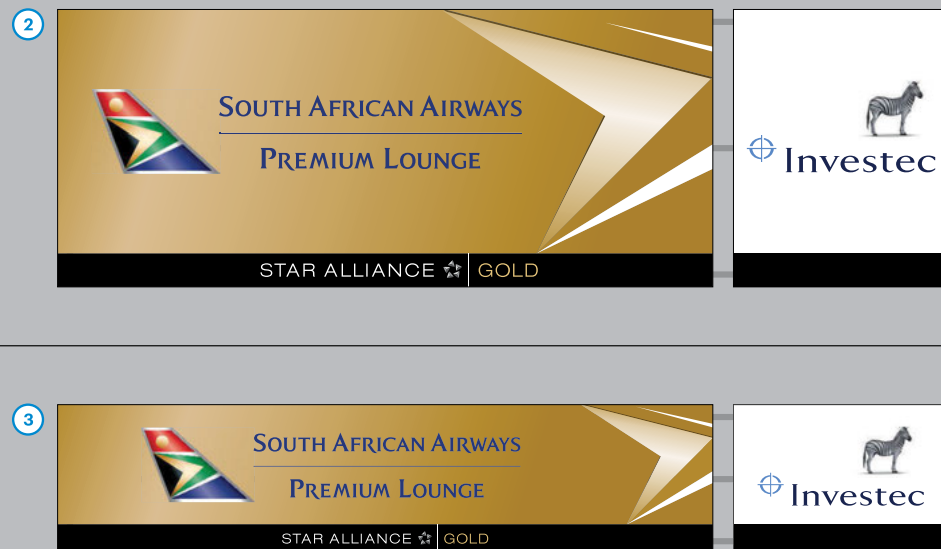
AIRPORT LOUNGE SIGNAGE - CONCEPT

The graphic principles governing the formatting of both SAA & Investec Ci's for airport lounge signage applications have been adhered to and interpreted into 3D form. The proposed signage construction comprises a dual framed assembly with inset glass with reverse applied digitally printed vinyl and laser / CNC cut lettering and graphic devices (various substrates) applied to the front face.

VERTICAL (STACKED) FORMAT



HORIZONTAL FORMATS



AIRPORT LOUNGE SIGNAGE - CONCEPT

IN-SITU DEPICTION (OR TAMBO INTERNATIONAL AIRPORT)

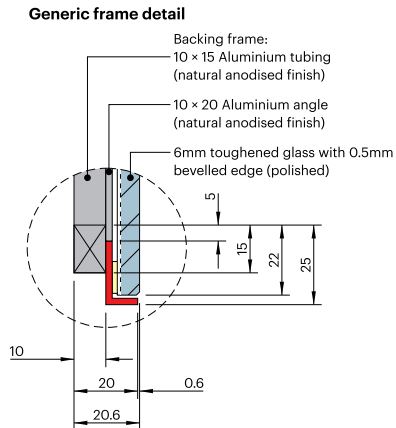


AIRPORT LOUNGE SIGNAGE - CONCEPT

GENERAL CONSTRUCTION

Construction Methodology:

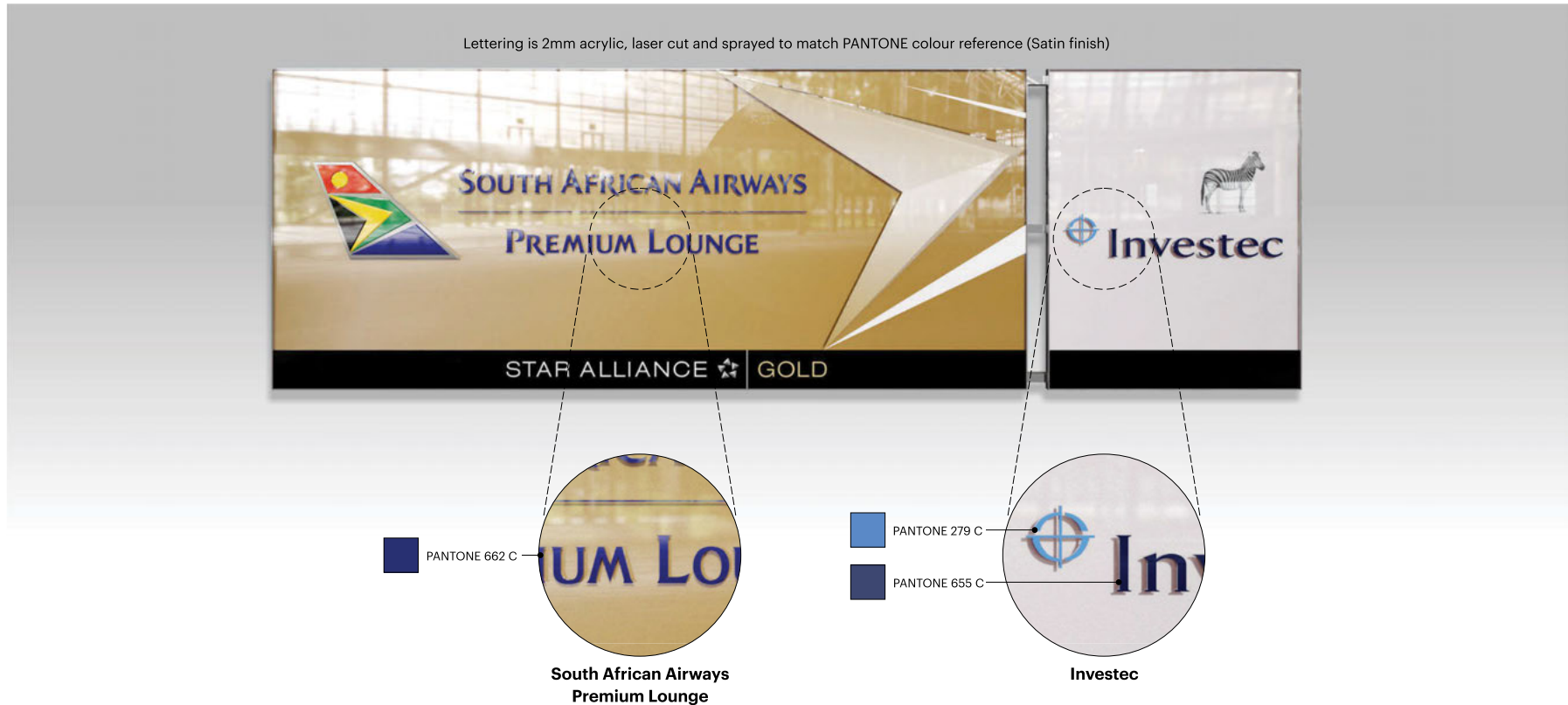
- Sign face is 6mm toughened safety glass with digitally printed vinyl applied to reverse face. Glass sections are inserted into 10 x 15 (2mm) aluminium angle frame assembly.
- All lettering is surface mounted and colour matched to Investec and SAA CI spot colours. Lettering is 2mm laser cut acrylic.
- SAA Tail plaque is 1.6mm stainless steel with acrylic profiles bonded to face. Fabricated assembly is bonded to glass sign face.
- SAA Arrow device is clear acrylic, CNC machined and bonded to main sign face.



***NB - Signage vendor to produce generic signage prototype for client / BU sign-off prior to roll-out commencement**

AIRPORT LOUNGE SIGNAGE - CONCEPT

GENERAL CONSTRUCTION - LETERING



AIRPORT LOUNGE SIGNAGE - CONCEPT

GENERAL CONSTRUCTION - SAA TAIL PLAQUE

	PANTONE 179 C
	PANTONE 123 C
	PANTONE 348 C
	BLACK
	PANTONE 662 C

SAA Tail plaque assembly - bonded to glass face.
* Sizes are provided for each sign version

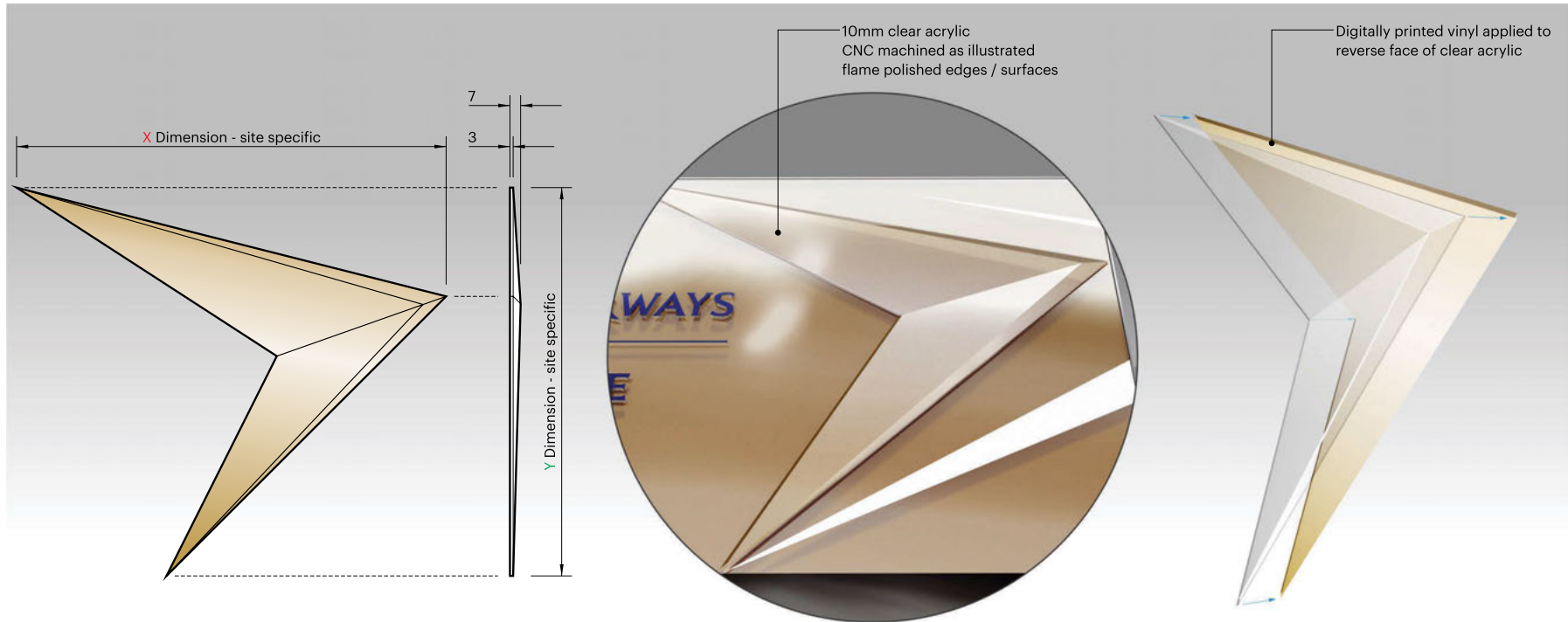


3mm opaque acrylic, sprayed to match PANTONE colour reference
CNC cut, with 1mm bevel all round
Flame polished finish & bonded to s/steel backer

1.6mm stainless steel plate - satin finish

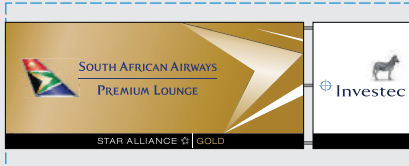
AIRPORT LOUNGE SIGNAGE - CONCEPT

GENERAL CONSTRUCTION - SAA ARROW DEVICE



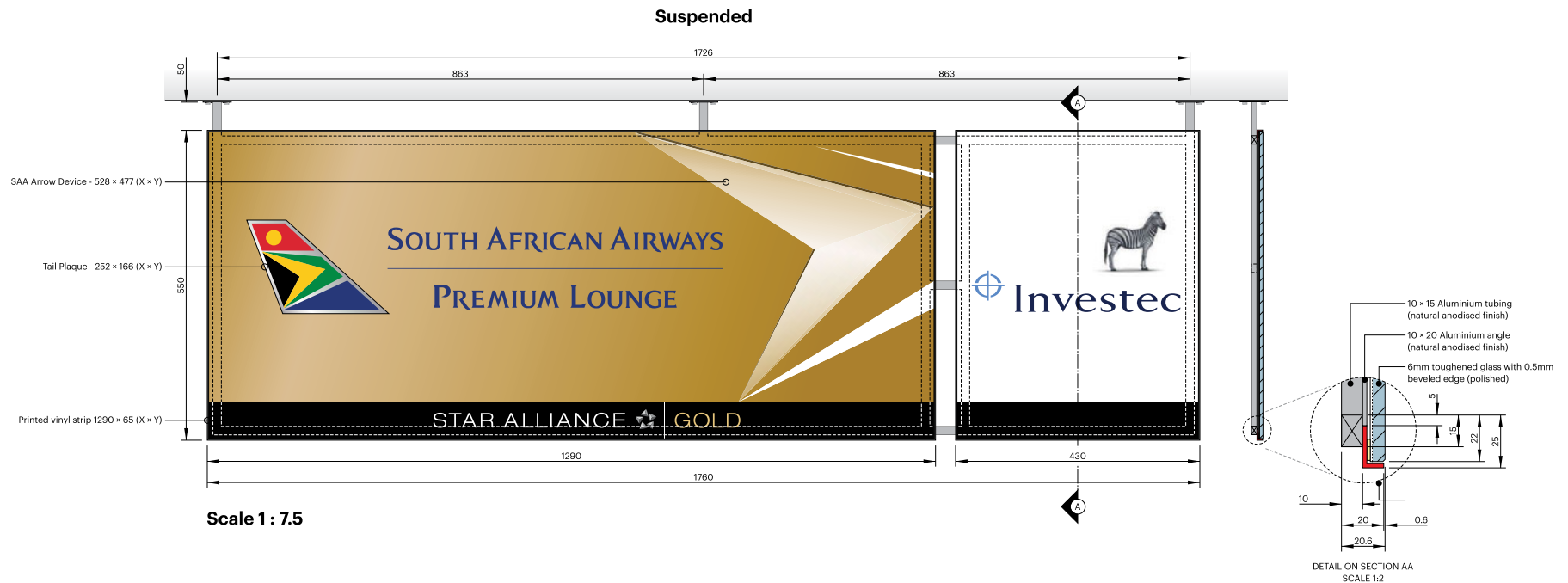
AIRPORT LOUNGE SIGNAGE - CONCEPT

AIRPORT LOUNGE SIGNAGE SCHEDULE

	EXISTING SIGNAGE SIZES	#	NEW SIGNAGE VS EXISTING SIZE COMPARISON	FORMAT
JOHANNESBURG	OR Tambo - International Lounge 1910 × 550	2		Horizontal Format Suspended
	OR Tambo - Domestic Lounge 2800 × 1140	2		Horizontal Format Wall Mounted
PE	Port Elizabeth - Lounge 1100 × 500	1		Vertical (Stacked) Format Wall Mounted
CAPE TOWN	Cape Town - Lounge 1830 × 480	2		Horizontal Format Wall Mounted
EAST LONDON	East London - Lounge 2020 × 515	2		Horizontal Format Wall Mounted
DURBAN	A Durban - Lounge 1800 × 300	3	A 	Horizontal Format Wall Mounted
	B Durban - Lounge 1550 × 250	3	B 	Horizontal Format Wall Mounted

AIRPORT LOUNGE SIGNAGE - CONCEPT

OR TAMBO - INTERNATIONAL LOUNGE



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

OR TAMBO - DOMESTIC LOUNGE



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

PORT ELIZABETH



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

CAPE TOWN



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

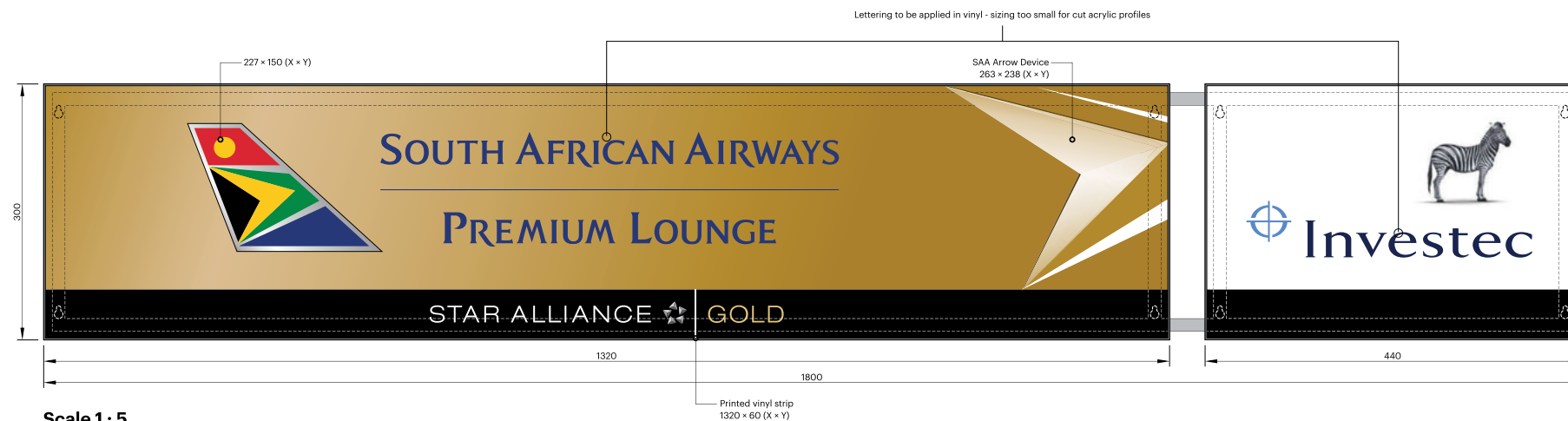
EAST LONDON



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

DURBAN - A



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging

AIRPORT LOUNGE SIGNAGE - CONCEPT

DURBAN - B



*NB - Site dimensions and fixing requirements to be established and verified prior to manufacture and rigging