



BRAND GUIDELINES

SAPEMA

EST.

1961

SOUTHERN AFRICAN PROTECTIVE
EQUIPMENT MARKETING ASSOCIATION

OUR
LOGO

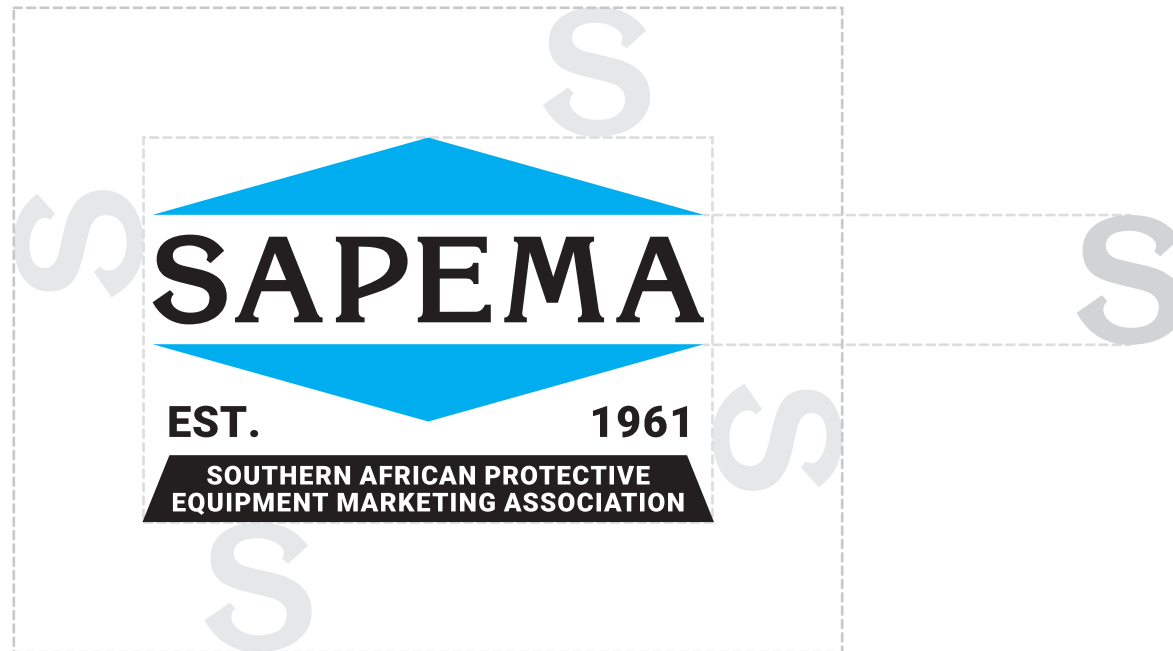
PRIMARY LOGO



COLOUR VARIATIONS



LOGO CLEAR SPACE

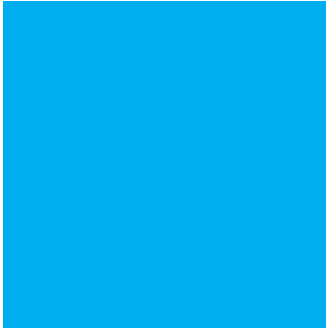


INCORRECT USAGE



OUR COLOURS

COLOUR PALETTE



PANTONE Spot Colour

Pantone 801C

Print CMYK

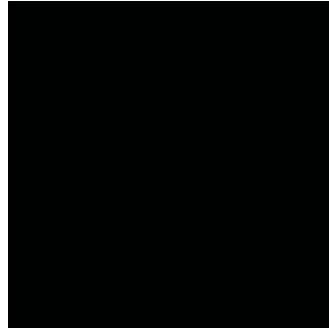
C 100
M 0
Y 0
K 0

Web RGB

R 0
G 172
B 239

HEX Value

00ADEF



PANTONE Spot Colour

Pantone Black 6C

Print CMYK

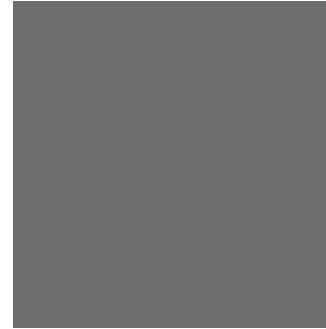
C 0 / 75
M 0 / 68
Y 0 / 67
K 100 / 90

Web RGB

R 0
G 0
B 0

HEX Value

000000



PANTONE Spot Colour

Pantone 424C

Print CMYK

C 57
M 49
Y 48
K 16

Web RGB

R 110
G 110
B 110

HEX Value

6E6E6E



PANTONE Spot Colour

Spot White / Opaque White

Print CMYK

C 0
M 0
Y 0
K 0

Web RGB

R 255
G 255
B 255

HEX Value

FFFFFFFF

OUR
FONT

Roboto Font Family

Safety is the only way!

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Sub-headline Font

Bodycopy Font - Lorem ipsum dolor sit amet, rhoncus pellentesque scelerisque nibh amet id sit, adipiscing suscipit pede in sed, sodales eget amet, congue primis vitae erat tortor vivamus, commodo leo interdum integer vestibulum commodo. Mauris purus accumsan vestibulum fermentum vehicula, venenatis vivamus mauris imperdiet, cras luctus et eui mod non. Quis lacus tincidunt urna imperdiet aliquam sit, molestie suspendisse vulputate sit, vestibulum platea. Suspendisse integer sed gravida nec.

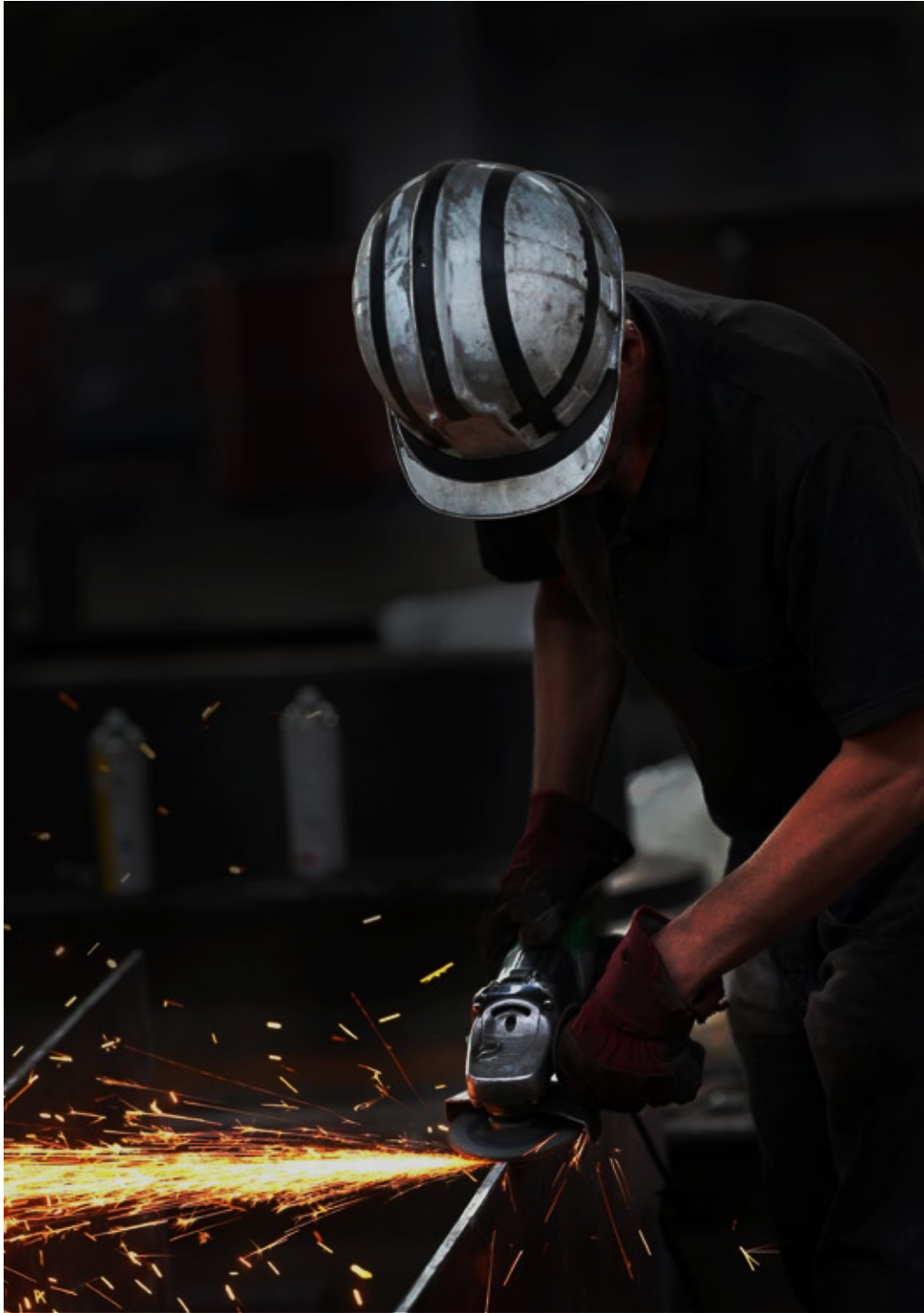
Roboto is a Google Font. Available for use on the website.

PHOTOGRAPHIC **STYLE**



HARD WORKING
RELIABLE
REAL SITUATION
HONEST
HIGH QUALITY







THANK **YOU**

For more information on all brand
related queries, please contact:

marketing@sapema.org