GAUTRAIN AND GAUTRAIN MANAGEMENT AGENCY
CORPORATE IDENTITY MANUAL 2025

GAUTENG
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN MANAGEMENT AGENCY
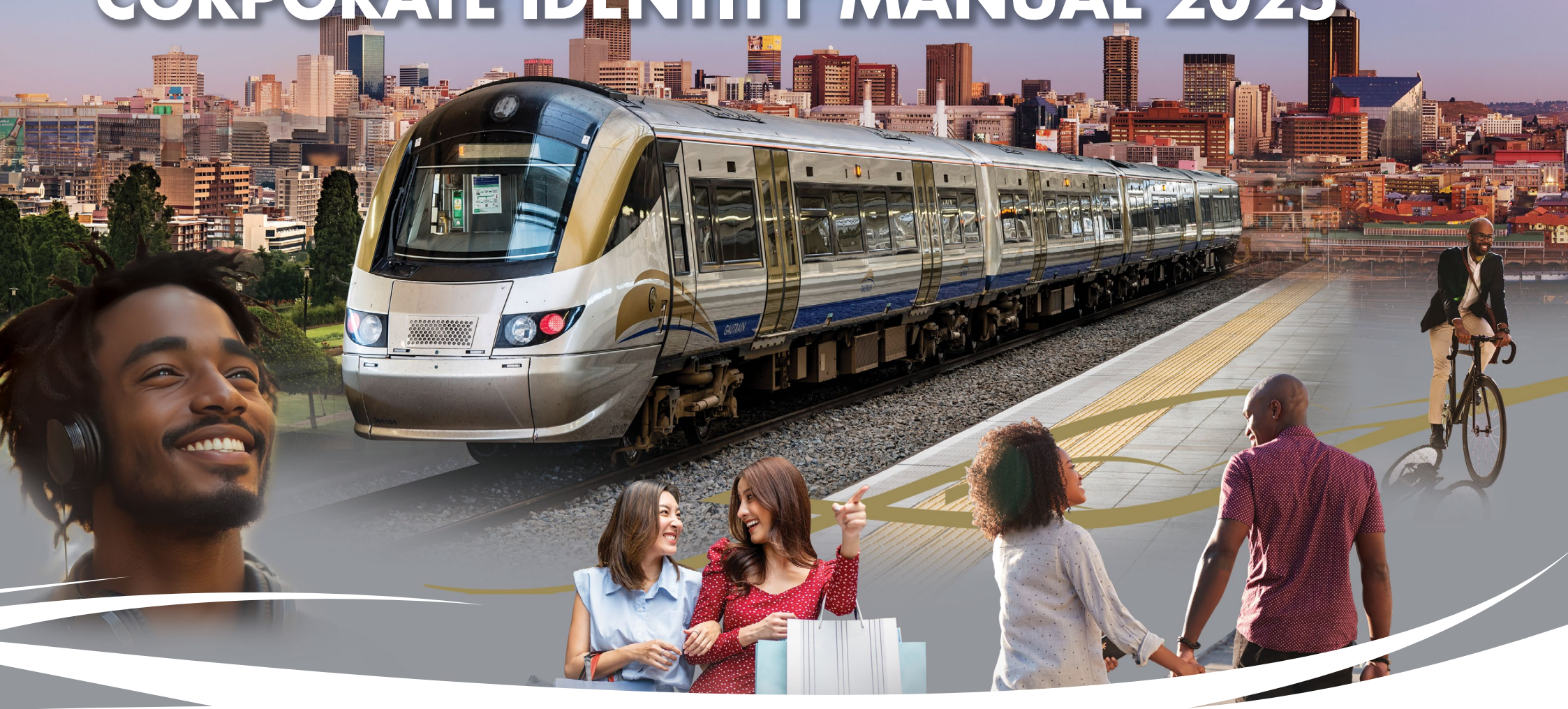
FOR PEOPLE ON THE MOVE

A brand is more than a logo. It is a design scheme made up of a number of core elements and guiding principles that combine to create a distinctive look and feel that is immediately recognisable.

This corporate identity manual is a guide on core brand elements to assist in designing and producing clear and effective marketing and communication collateral, with a degree of flexibility.

If unsure, please contact the Communication and Marketing Unit at communication@gautrain.co.za.

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INTRODUCTION

Brands are developed to graphically express an organisation's purpose and business strategy.

To elevate a brand to a level of greater market acceptance, strict controls around brand execution are needed.

This Corporate Identity Manual is designed to manage brand application across a broad range of platforms in such a way that the organisation has one voice that it creates and one meaning in the mind of its target publics.

Brand Identity

The outward expression of a brand which includes its name, trademark, communication and visual appearance, is considered to be a brand's identity.

Brand identity reflects how the brand custodian wants publics to perceive the brand and by extension the branded company, organisation, product or service. The brand custodian seeks to bridge the gap between the brand image (a client's mental picture of a brand) and the brand identity.

The recognition and perception of a brand is generally influenced by its visual presentation and is achieved by consistently using particular visual elements to create distinction. These elements include specific typefaces or fonts, colours and graphic elements. At the core of every brand identity is a brand mark or logo.

Brand Management

Consistency is key to fostering a strong and recognisable brand identity. A strong and consistent brand not only distinguishes a business from its competitors, but cultivates trust, loyalty, and recognition amongst stakeholders and consumers. Inconsistent branding undermines brand integrity, dilutes messaging, and erodes market share and future opportunities.

A strong, well managed brand will create recognition, differentiation, competitive preference, corporate value and respect. It manages extrinsic and intrinsic qualities through a collection of tangible and intangible brand contact points. A healthy brand contains a collection of elements, images and associations which together builds a strong brand image.

Within these brand guidelines are specific verbal and visual strategies. The following definitions and messages provide a reference frame for all 2D and 3D brand application. The visual elements provide tools – colours, fonts and layout templates – that you can apply. Together, these guidelines will help to plan your communication and ensure that your creative work strengthens the Gautrain and Gautrain Management Agency brand.

BRAND RATIONALE

Gold **made Africa what it is today.**

It was gold that was discovered in the dusty earth of the Transvaal more than 110 years ago, bringing men from far and wide, in pursuit of their dreams. The gold was plentiful, and from this single discovery, dreams built homes, and successful businesses, and a thriving city was born. And that city grew and flourished, and a metropolis grew and flourished around it, creating a province unlike any other:

Gauteng: **Place of Gold.**

Gold is distinctively African; and it represents Gauteng, its heritage, its soul, and its dreams of a golden future.

It is gold that we have used as the key element for this version of the "The Gold Train".

Just like the discovery of gold more than a century ago, the Gautrain has brought jobs and new skills, connects people to economic opportunities, and facilitates economic growth. The Gautrain also helps to integrate communities and promotes social and economic inclusion, easing mobility for ordinary people. The Golden Train creates an opportunity to form and enhance relationships, and connects Gauteng to South Africa, Africa, and the world. The Gautrain and Gautrain Management Agency:

The simple colour usage combines "gold" and the established Gauteng Province emblem's "blue". The graphic is grounded as it appears to speed across the landscape. Combined with strong typography, this simple yet powerful logo is timeless. The powerful design depicts all that the Gautrain has to offer: speed, efficiency and futuristic world-class design.

BRAND PILLARS

The Gautrain is an EFFICIENT mode of transport and significantly reduces travel time. It creates opportunity to form and enhance RELATIONSHIPS - including partnerships encompassing government, business and people.

The Gautrain Management Agency's logo is rooted from the Gautrain and emphasises the Agency's expertise and operational excellence in transport and rail-related projects.

The Gautrain is an EFFICIENT mode of transport and significantly reduces travel time. It creates opportunity to form and enhance RELATIONSHIPS - including partnerships encompassing government, business and people. It fosters national PRIDE - positioning Gauteng and South Africa among first world countries and an anchor of Africa's development.

Efficiency
- Reduces travel time and traffic congestion.
- Increases productivity as people can spend less time in transit.
- A hassle-free travel experience for People on the Move.

Relationships
- Partnerships across government, business and the people.
- Integrated transport.
- Connecting people.
- Builds new friendships.

Pride
- Gauteng now competing with the best in the world.
- National pride – Another thing to be proud of as South Africans and Africans.
- A success story of South Africa's freedom and a demonstration of the country's capacity to deliver.

BRAND VOICE

Brand voice is the brand's personality and must run consistently through all communications (e.g. Social media, website, e-mail, advertisements).

Gautrain and Gautrain Management Agency's brand voice is clear and reassuring, demonstrating competence and excellence, communicating in a professional tone, and evoking aspiration.

Gautrain and Gautrain Management Agency aspire to be more approachable, accessible, and inclusive.

- We're **confident**, but not arrogant.

- We're **witty**, but not snarky.

- We're **approachable**, but not overly casual.

- We're **innovative**, but not gimmicky.

VISUAL IDENTITY

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY
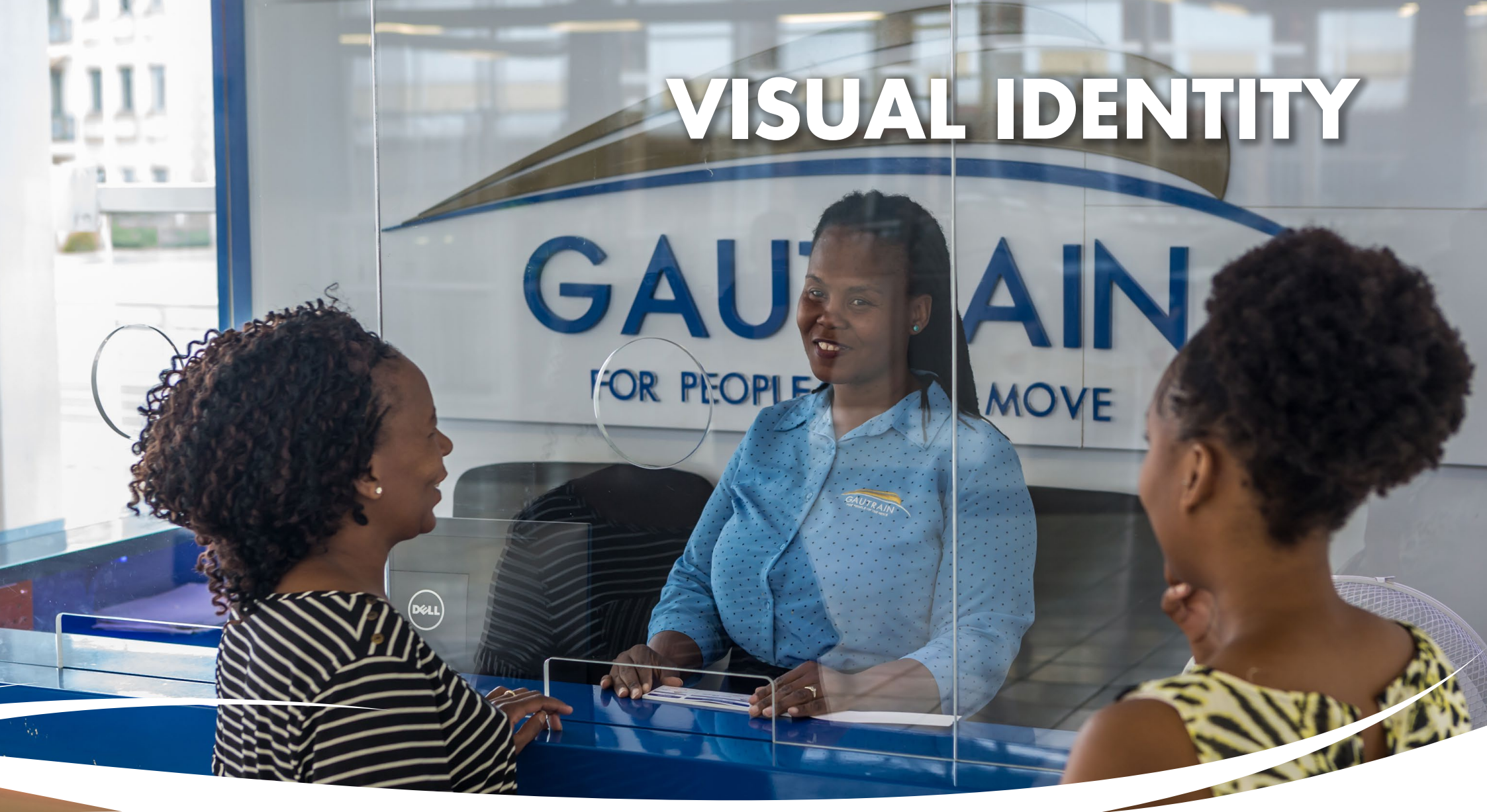
LOGO - A logo is a collection of elements such as colour, design, picture, symbol and typeface.

The Gautrain logo consists of three variations each comprising key components:

Logo 1
1. Symbol
2. Workmark
3. Positioning statement/Slogan

Logo 2
1. Symbol
2. Workmark

Logo 3
1. Symbol
2. Workmark
3. Positioning statement/Slogan
4. Agency

Exclusion Zone

The Gautrain logo is most effective when surrounded by a clear area ensuring greater legibility, improved recognition and limited brand confusion in co-branding applications. A minimum area of unobstructed clear space, based on the height of the last letter "N" in the wordmark, must surround the logo in all situations (see examples below).

X = height of "**N**" in GAUTRAIN

LOGO SIZE VARIATIONS ACROSS DIFFERENT PAPER SIZES

The width of the logo is determined by the size of the print area. **It should never be smaller than one fourth of the smallest side of the printed area.**
If the size is a decimal number round off to the closest whole number.

To ensure consistency across all paper sizes, please follow these suggestions:

- **A5-sized** items: 37mm logo in width (portrait or landscape)
- **A4-sized** items: 53mm logo in width (portrait or landscape)
- **A3-sized** items: 74mm logo in width (portrait or landscape)

- **DL-sized** items: 53mm (portrait) and 37mm (landscape)
- **DL-sized and other envelopes**: 53mm (landscape)
  (DL sizes have variants because of their narrow format.)
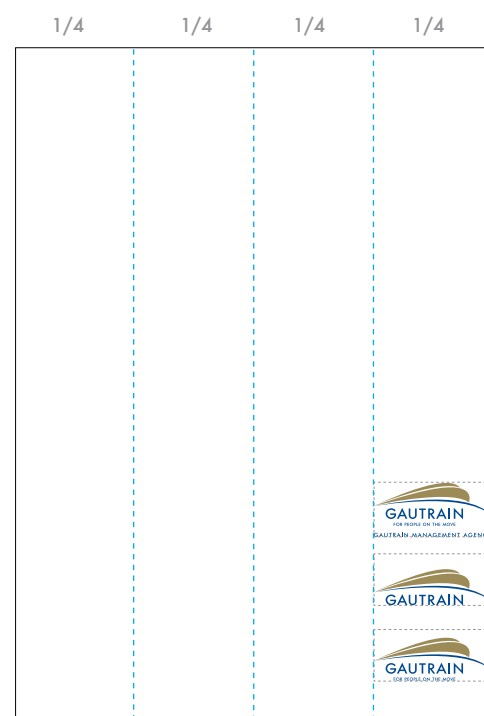
A3
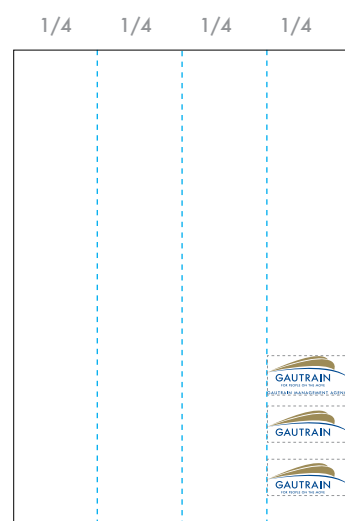
A4
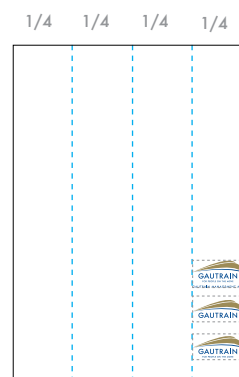
A5

DL
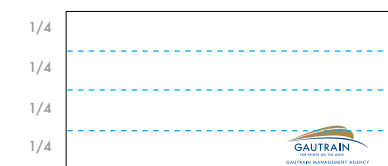
DL - Landscape

LOGO MINIMUM AND MAXIMUM SIZES

Minimum Size

To ensure visibility and legibility, the Gautrain/ Gautrain Management Agency logo with the positioning statement should never be presented in a size smaller than **37mm** wide.

There are special circumstances where, to ensure legibility, the height of the positioning statement is no longer suitable for embroidery after it drops below 8mm in height. In these circumstances, the Gautrain logo should be used without the positioning statement.

The Gautrain logo without the positioning statement should never be presented in a size smaller than **24mm** wide.

Minimum size 37mm

Logo with positioning statement

Minimum size 24mm

Logo without positioning statement

Minimum size 37mm

Gauteng Management Logo with positioning statement and Agency

Maximum Size

Certain applications will require a larger size of logo, e.g. signage. The current logo has only been created for application on A4 items and smaller, larger sizes may require different letter spacing. In these instances guidance should be requested from the Brand Manager, see contact information on page 3 of this document.

Exception

If format or production constraints cannot accommodate the above, such as web, silkscreening or embroidery, the logo may be presented at a slightly larger size.

INCORRECT LOGO USAGES

Correct and consistent use of the Gautrain/Gautrain Management Agency logo is an essential part of brand building.

Each element has been carefully designed and positioned in specific proportions for maximum effect.

Do not alter or redraw the logo in any way, use only approved electronic artwork.

Do not enlarge any of the components of the logo including the symbol, wordmark, font, typeface or positioning statement/slogan in relation to each other.

Do not reposition the elements of the logo

Do not change the colour of the logo or any of the components

Do not place the logo on any background that detracts or affects its visual integrity

Do not alter the length of the blue line within the logo

Do not alter or reset the font of the wordmark

Do not distort the logo horizontally

Do not distort the logo vertictally

Do not use the logo with a shadow

Do not rotate the logo

INCORRECT LOGO USAGES

Do not redraw or alter any part of the symbol

Do not separate the symbol and the wordmark

Do not place other text, logos, or graphics within the minimum clear space

Do not place the logo on a background that is visually distracting or that impedes legibility.

Do not place the logo in a white box over other images or textures

Do not reproduce the logo or any part of it in keyline form.

Do not alter or change the size of the positioning statement.

Do not recolour the logo in any combinations not approved

Do not add graphic elements like borders to the logo

Do not reverse the symbol moving right to left

Do not place the logo on a busy background or one with a sudden change in colour or texture

Do not redesign the logo leaving out approved elements

LOGO COLOUR VARIATIONS

Colour plays an important role in brand building. It is therefore important that the corporate signature is always manifested consistently across all brand contact points. Through accurate reproduction of colour, an organisation can claim ownership in the mind of its target publics, differentiating itself from its competitors. **The full colour logo is the primary logo when designing communication and marketing material**.

Rules

Option 1
Primary Signature Application with Positioning Statement/Slogan.
To be applied in all circumstances.

Option 2
Secondary Signature Application without Positioning Statement/Slogan.
To be applied in special circumstances.

Option 3
Logo on white with Positioning Statement/Slogan and the Agency.

Note
Option 3 to be used in the instance of annual reports, business communications and stationery, corporate governance matters, and projects and initiatives implemented by the Gautrain Management Agency.

LOGO SINGLE COLOUR VARIATIONS

Primary Colour Usage

- Only specified gold and blue can be used as official corporate colours (see Gautrain colour palette, page 23).
- Pantone colours are applied as primary use followed by Process CMYK (Cyan, Magenta, Yellow, Black) colours.
- RGB (Red, Green, Blue) or Screen colours are used in electronic platforms like email, web, projected presentations and television.

One Colour Positive on a White Background

Used for grey scale applications where tints are allowed (e.g. fax)

Exceptions: Used for one colour applications (e.g. Embroidery)

Exceptions: One colour application can be used when single colour work is executed

- This can either be solid black or grey scale. When using black and gold together, ensure that the gold is according to the colour palette.

GRAPHIC ELEMENTS

Primary Logo Symbol

The primary logo symbol without the logo type appears in full colour and one colour applications on signage.
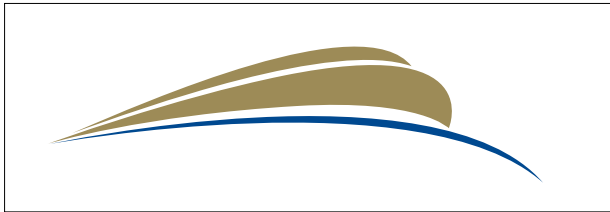
Primary Design Element

The primary design element constitutes a dynamic motion with sleek, flowing lines suggestive of speed. This graphic element hints at the futuristic and technological advanced shape of Gautrain.

Tertiary Design Elements

The tertiary design elements are only used when the primary and secondary design elements are not sufficient. The size and exact positioning of the design elements can vary from one item of collateral to the next, depending on the format.
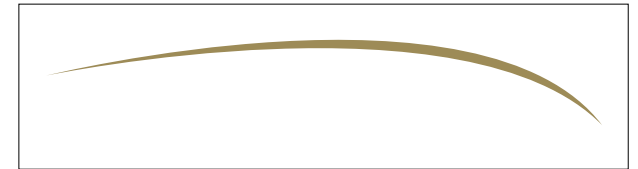
Secondary Design Elements

The secondary design elements appear on corporate stationery, advertising and most of the corporate identity collateral. It is a suggestion of the primary design element to ensure relation.
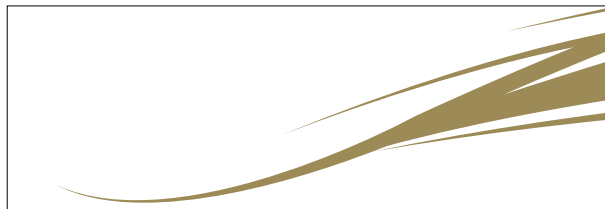
Gautrain Route Map

PRIMARY TYPEFACE FOR DESIGN

The **Futura typeface** is the primary font for design. These fonts are available in a wide variety of styles and weights, and were selected for their legibility, versatility and compatibility.

Futura Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Book
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Book Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Heavy
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Futura Heavy Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

PRIMARY TYPEFACE FOR REGULATORY, STATUTORY, AND BUSINESS DOCUMENTS

The **Arial typeface** is the primary font for regulatory, statutory, and business documents. **Century Gothic typeface** may ONLY be used for PowerPoint presentations.
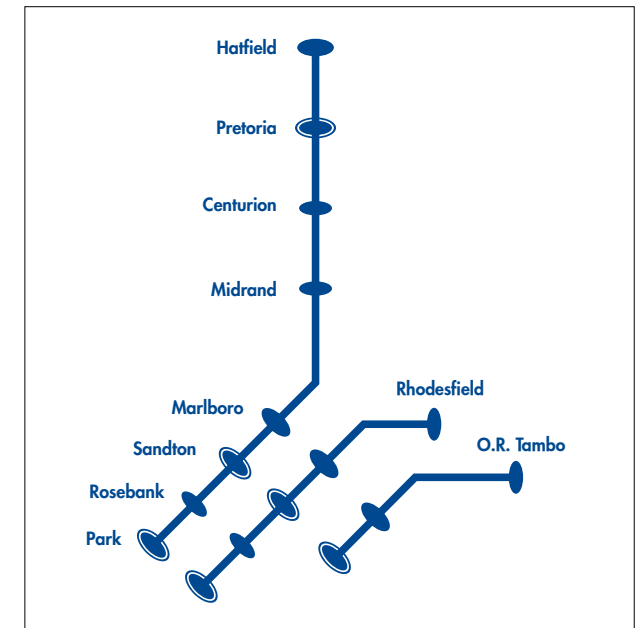
Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Arial Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

SECONDARY TYPEFACES

The **secondary typeface is for circumstances where the Primary typefaces are unavailable for use or where the Primary typefaces do not offer adequate alternatives to express creativity.** This is particularly evident for web usage and for computers using Microsoft products or operating systems that do not have the Primary typefaces pre-loaded.

Headlines
Use Century Gothic Bold or Playball Regular

Body copy
Use Century Gothic Regular

Type accents or highlights
Use Century Gothic Italic

Note
From time to time the use of cursive fonts like Playball may be used for headings of lifestyle initiatives and corporate events only. These fonts must be legible and may only be used to refresh the image quality of Gautrain.

Century Gothic Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Century Gothic Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Century Gothic Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Century Gothic Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

Playball Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

ALTERNATE TYPEFACE

The **Antenna typeface may be used only when the primary and secondary typefaces do not offer adequate alternatives to express creativity.** The fonts are available in a wide variety of styles and weights, and were selected for legibility, versatility and compatibility.

Note

- Futura typeface is the primary typeface for design headline copy and body copy. The second and alternate typefaces may be used to add graphic interest only when the primary typeface does not offer adequate alternatives to express creativity.

Antenna Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

*Antenna Light Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890*

Antenna Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890

*Antenna Regular Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890*

Antenna Medium
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV

WXYZ1234567890
*Antenna Medium Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV*

WXYZ1234567890
**Antenna Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV**

WXYZ1234567890
***Antenna Bold Italic
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUV
WXYZ1234567890***

INCORRECT TYPOGRAPHY USAGES

Correct and consistent use of the typefaces chosen for the Gautrain and Gautrain Management Agency is an essential part of brand building.

The typefaces were chosen for specific reasons and are not to be changed.

The Gautrain and Gautrain Management Agency brands makes use of a range of typefaces to ensure versatility and create variety for design purposes.

Do not use other typefaces than those specified in this manual

Do not use a mixture of approved typefaces within words

Do not distort, by stretching, the approved typefaces

Do not use gradients with text

Do not use the typeface specified for electronic media (Arial) for printed material

The letter G in the wordmark is derived from Futura but is modified to an extension. **It may not be altered**.

PRIMARY COLOUR PALETTE

The selected colour palette represents Gautrain and Gautrain Management Agency's expertise, achievements and unrelenting dedication to success. Consistent use of these colours on both printed and on-screen applications will help in building a distinctive Gautrain and Gautrain Management Agency brand identity.

Specifications are provided for printing with PANTONE®* inks (spot-colour printing) on coated and uncoated paper stock. CMYK equivalents for four colour process printing and RGB equivalents for

web and on-screen presentation. For non-traditional reproduction methods such as embroidery and silk-screen, make a visual match to the PANTONE®* coated specifications.

Primary Colour Palette

The primary colour palette is indicated for the main logo and for use in large branded surfaces. The primary palette is to dominate in all instances of brand expression.

PANTONE 871C
CMYK C40 M40 Y76 K5
RGB R157 G139 B87
#9d8b57

PANTONE 280C
CMYK C100 M72 Y0 K18
RGB R0 G73 B144
#004990

Note

The colours shown on this page are not intended to match PANTONE® colour standards.

Their relevant CMYK and RGB breakdowns and HEX values specified are the standards set by Adobe® InDesign CS6. These values should be used for reference only.

Local printers/suppliers should advise on colour matching and conduct the appropriate tests prior to print production (regardless if litho or digital). They may have their own preferred breakdowns to achieve the best possible colour match with the specified PANTONE® swatches if not printing with PANTONE® colours.

* PANTONE®, Inc.'s check-standard trademark for colour reproduction materials.

Foil Colours

K-Systems 490KC
MV Gold

K-Systems 580E
Blue

SECONDARY COLOUR PALETTE

The secondary colour palette is indicated for areas where divisional or topical differentiation is needed and must never exceed the primary colour gold in its application. The secondary colour palette supersedes the tertiary colour palette.

These colours can be used to emphasise content with the notion to compliment the primary colour palette. Secondary colours are also used to provide visual interest to brand expression and break colour monotony.

PANTONE 871C (70%)
CMYK C28 M26 Y50 K0
RGB R187 G175 B138
#bbaf8a

PANTONE Black (30%)
CMYK C0 M0 Y0 K30
RGB R188 G189 B192
#bcbdc0

PANTONE 280C (70%)
CMYK C77 M58 Y9 K1
RGB R78 G109 B168
#4e6da8

PANTONE 8003C
CMYK C26 M25 Y40 K17
RGB R165 G155 B134
#a59b86

Tertiary Colour Palette

The tertiary colour palette is only used in rare circumstances where the secondary colours do not offer enough variety, such as pie charts, bar graphs, organograms, text etc.

PANTONE 876C
CMYK C30 M50 Y85 K0
RGB R186 G135 B72
#ba8748

PANTONE 3005C
CMYK C100 M46 Y2 K0
RGB R0 G118 B189
#0076bd

PANTONE 1817C
CMYK C41 M78 Y67 K45
RGB R102 G52 B52
#663434

CMYK C70 M82 Y32 K5
RGB R105 G75 B121
#694b79

CMYK C65 M34 Y3 K0
RGB R90 G146 B200
#5a92c8

CMYK C3 M5 Y80 K7
RGB R234 G217 B78
#ead94e

CMYK C60 M0 Y40 K0
RGB R91 G202 B163
#5bcaa3

CMYK C8 M86 Y80 K1
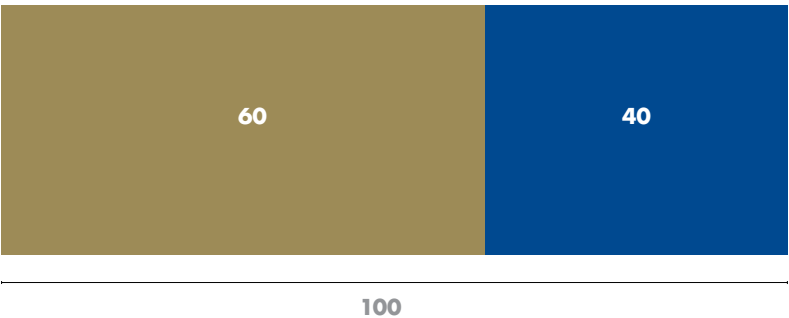**RGB** R222 G74 B64
#de4a40

COLOUR WEIGHT

The colour palette is set up to ensure the Gautrain and the Gautrain Management Agency brands are easily recognised. Therefore the primary colours are always emphasised whenever the Gautrain and Gautrain Management Agency brands are used.

The primary colours are **split 60/40, the gold is used 60% and the blue 40%** whenever they are used.

The secondary colours are to only be used for variety and are never to be more that **10% of the primary colours when used together**.

Example of Colour Weight Breakdown

Primary colours
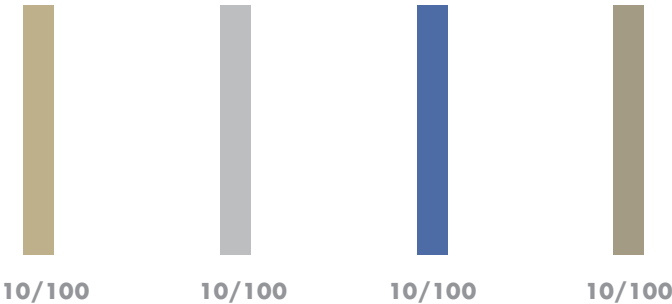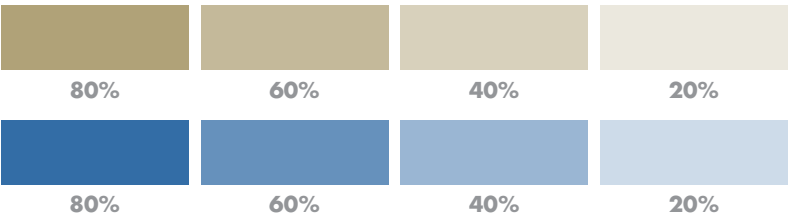
60	40

100

Secondary colours

10/100	10/100	10/100	10/100

Primary colour tints

80%	60%	40%	20%

80%	60%	40%	20%

BRANDING IN RELATION TO THE GAUTENG PROVINCIAL GOVERNMENT

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY

BRANDING IN RELATION TO THE GAUTENG PROVINCIAL GOVERNMENT LOGO

The Gauteng Provincial Government owns the assets of the Gautrain, including the Gautrain brand. Therefore, the Gautrain logo and the Gautrain Management Agency logo is always placed with the Gauteng Provincial Government logo, exclusions include:

- Gautrain service information and operational announcements
- Instances where Gautrain and Gautrain Management Agency have partnered with other brands

Branding in relation to the Gauteng Provincial Coat of Arms

- When the Gauteng Provincial Government Coat of Arms is used in conjunction with the Gautrain Logo, the exclusion zone will be twice the distance of the height of the letter "N" in the wordmark i.e. 2 times "X", with "X" being the height of the letter "N" in the wordmark.
- The height of the Coat of Arms will be consistent with the height of the logo.

X = height of "N" in GAUTRAIN

2X

X

2X

X

x

# **INCORRECT** LOGO USAGES OF THE GAUTENG PROVINCIAL GOVERNMENT

1. The circular GPG logo is no longer in use.

2. The GPG Coat of Arms should never be placed on top of an image.

3. The GPG Coat of Arms should not be distorted or manipulated in any way.

4. The GPG Coat of Arms should not be placed without the logo text (descriptor)

5. The GPG Departmental horizontal font should not be altered or replaced in any way.

6. The GPG Coat of Arms Stacked Logo should never have the "Gauteng Provincial Government" running across the base of the Coat of Arms in a single line.

7. The GPG Coat of Arms does not have a "Gauteng Province" Stacked Logo variation.

8. The GPG Departmental horizontal logo text (descriptor) should never have the "Gauteng" in one line and the "Provincial Government" below it.

9. The GPG Departmental horizontal logo text (descriptor) should never have the "Gauteng Provincial Government" in a single line.

1

2
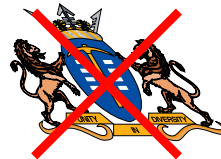
3

4

5

6

7

8

9

GPG LOGO PLACEMENT OPTIONS

- Gautrain/Gautrain Management Agency logo **on the far right bottom corner** and Gauteng Provincial Government logo on the far left bottom corner. (Fig.1)

- The Gautrain/Gautrain Management Agency logo and the Gauteng Provincial Government logo **placed towards the far right bottom corner**, with the Gautrain/Gautrain Management Agency on the right and the Gauteng Provincial Government logo on the left. (Fig.2)

Fig. 1

Fig. 2

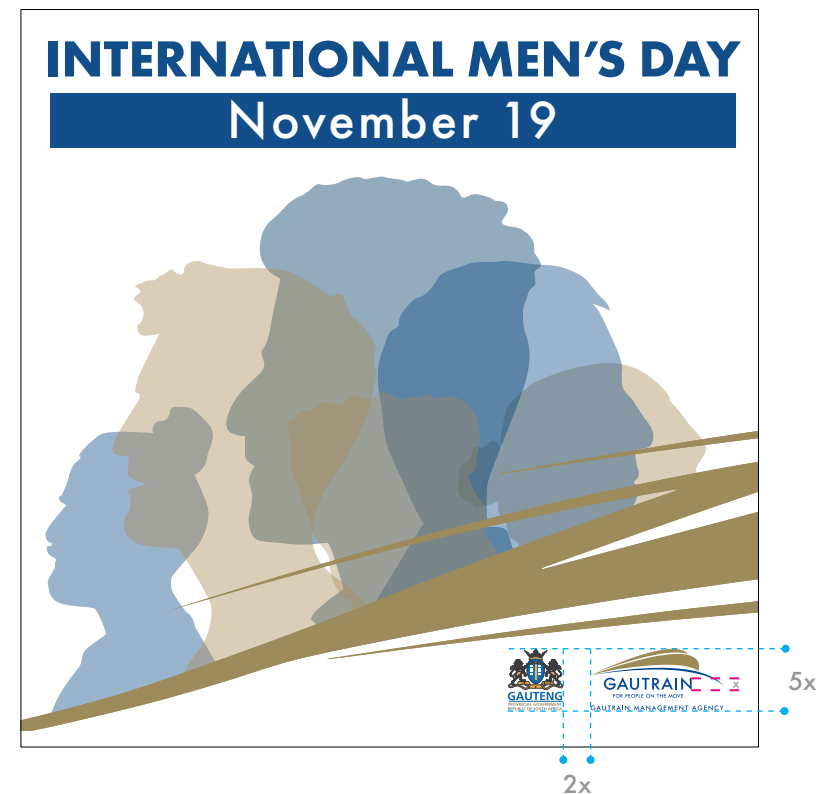# GPG LOGO PLACEMENT OPTIONS

- First layout preference is the horizontal format when co-branding.

- However with vertical co-branding with the Gauteng Provincial Government, **the Gautrain/Gautrain Management Agency logo will always go on the top** as per Fig.1.

- When the **Gautrain/Gautrain Management Agency is the primary partner, the logo is placed on the top,** Fig.2.
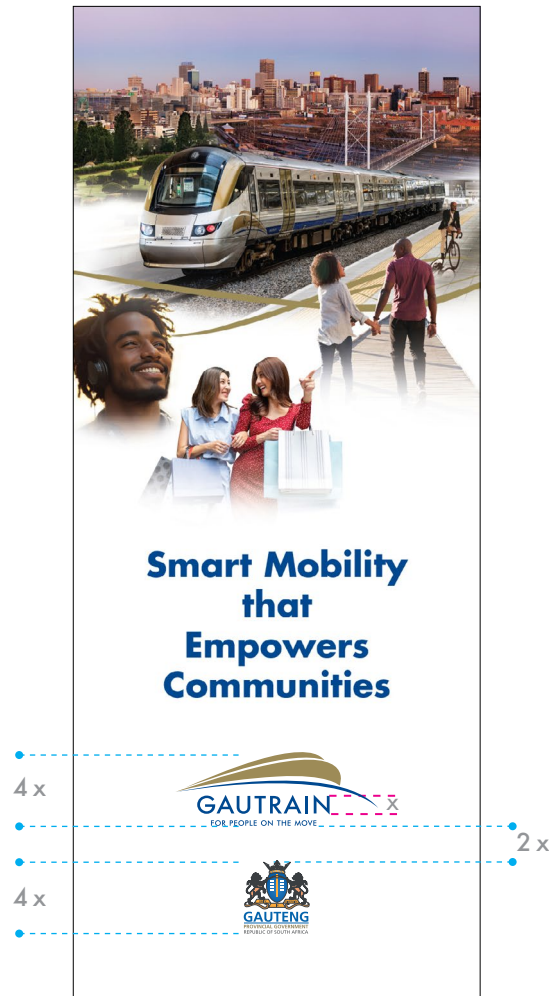

Fig. 1

Fig. 2

ADDITIONAL LOGO PLACEMENT OPTION

- Gautrain/Gautrain Management Agency logo on the **far right top corner** and the Gauteng Provincial Government logo on the far left bottom corner. (Fig.1)

- Gautrain/Gautrain Management Agency logo may be **centred when not co-branding** with the Gauteng Provincial Government logo or any other partner. (Fig.2)

Fig. 1
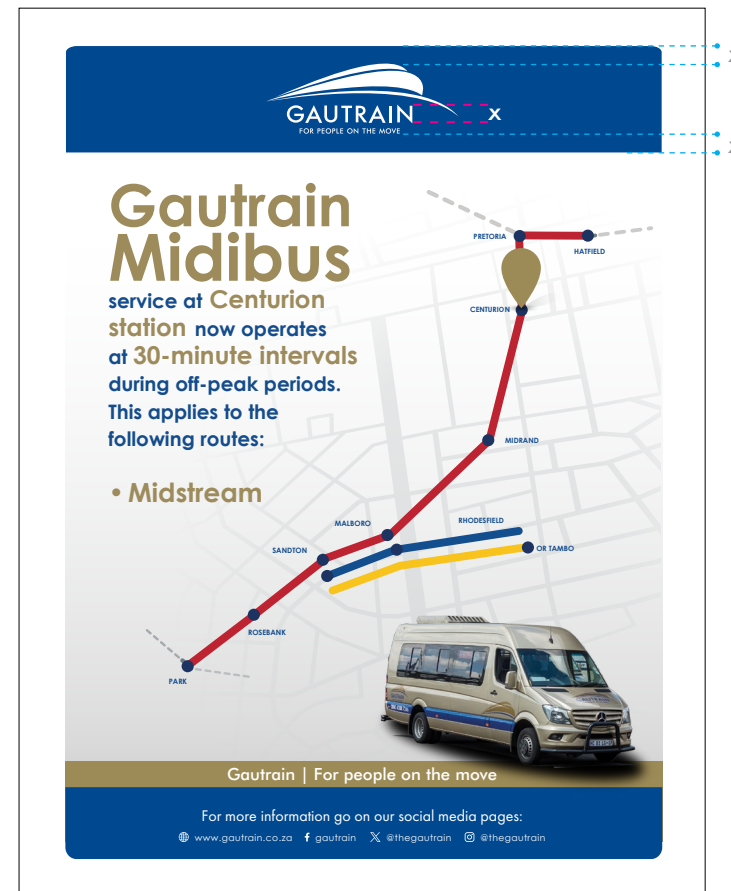

Fig. 2

HORIZONTAL LOGO PLACEMENT OPTION

Note:

- First option is to use the **Gauteng Provincial Government stacked logo.** However, to accommodate layout, the **horizontal logo may be** used if necessary.

- With the addition of another co-branding partner, the additional logos must be equi-distant from the Gauteng Provincial Government and Gautrain/Gautrain Management Agency logos.

BRANDING TO HIGHLIGHT AN INITIATIVE IMPLEMENTED BY THE GAUTRAIN MANAGEMENT AGENCY

To highlight an initiative implemented by the Gautrain Management Agency, the pictured format can be applied at the bottom of the layout. **The Gautrain Management Agency logo will al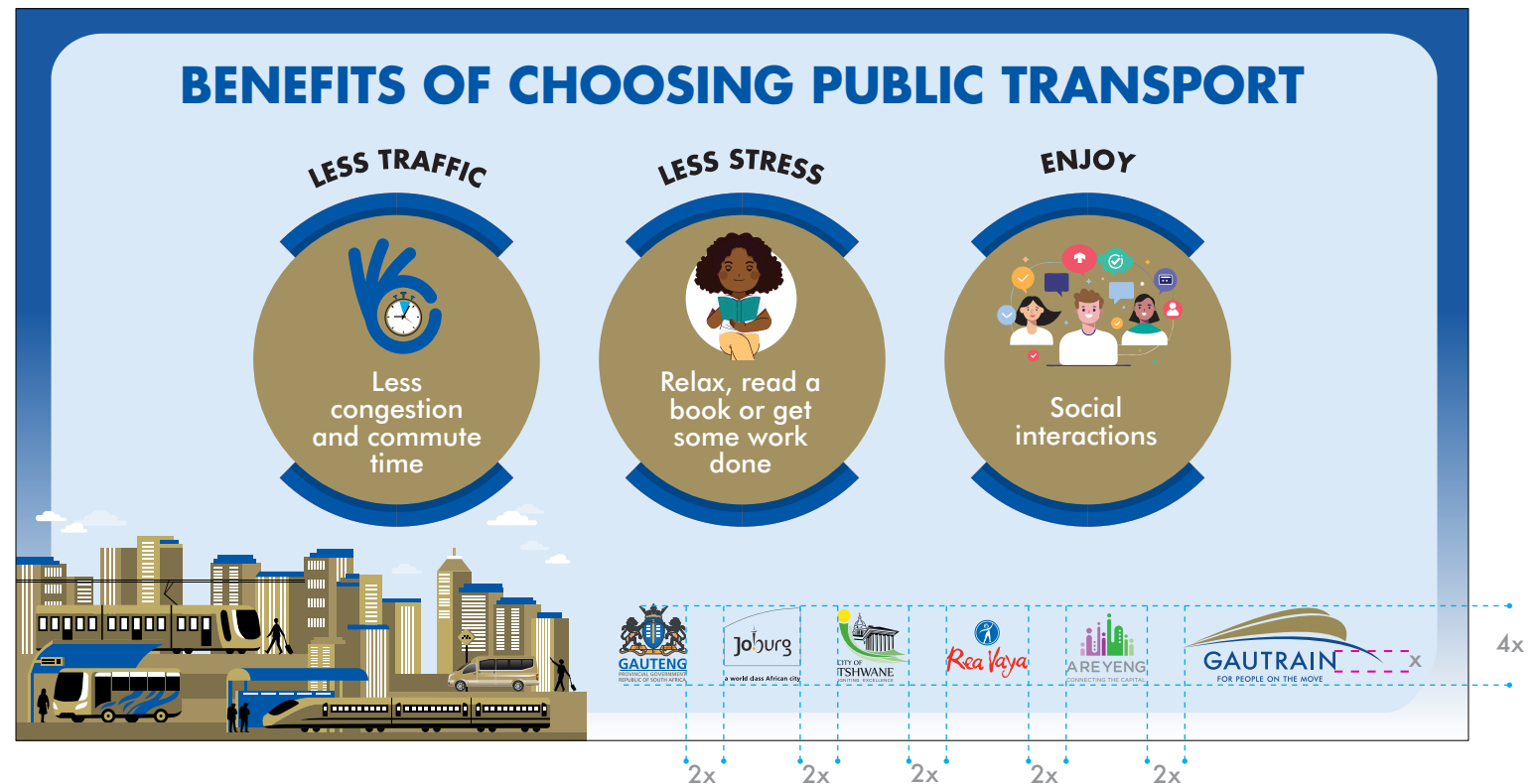ways be on the far right corner**, the Gauteng Provincial Government logo on the far left corner, and the wording in the middle.

BRANDING IN RELATION TO METROPOLITAN MUNICIPALITIES

Under circumstances where the logo of a metropolitan municipality should be included:

- The **Gauteng Provincial Government logo should be placed on the far left bottom corner at all times,** followed by the logo of the municipality, other relevant partner logos

- The **Gautrain/ Gautrain Management Agency logo on the far right bottom corner.**

BENEFITS OF CHOOSING PUBLIC TRANSPORT

LESS TRAFFIC — Less congestion and commute time

LESS STRESS — Relax, read a book or get some work done

ENJOY — Social interactions

APPLICATION OF THE GAUTENG PROVINCIAL GOVERNMENT LOGO ON THE GAUTRAIN

The Gautrain Provincial Government logo is applied on the Gautrain train, bus and midibus. This serves to highlight that the Gautrain brand is not only deeply rooted in Gauteng but it is also a fully owned government entity.

APPLICATION OF THE GAUTENG PROVINCIAL GOVERNMENT LOGO ON THE BUS
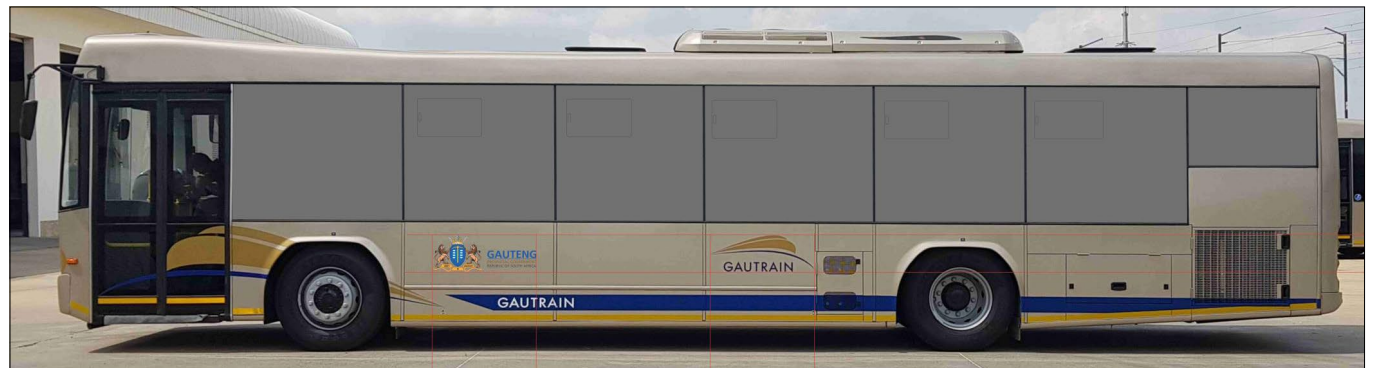
APPLICATION OF THE GAUTENG PROVINCIAL GOVERNMENT LOGO ON THE MIDIBUS

CO-BRANDING

CO-BRANDING IN RELATION TO PARTNER VENTURES

Co-branding is a brand management strategy whereby two or more brands are intentionally brought together and presented to stakeholders and consumers to leverage the brands through the transfer of positive associations from one brand to another. Co-branding can take many forms such as promotional partnerships, joint ventures, licensing agreements, sponsorships, and special events.

Gautrain and Gautrain Management Agency's co-branding partnerships and collaborations should never sacrifice the brand's unique identity.

To ensure this:

- Where the partnership agreement allows, visual and verbal elements that help reinforce Gautrain and Gautrain Management Agency's brand identity should be infused as part of the co-branding;

- The Gautrain brand elements (i.e. Logo, graphics, imagery, colours, style guide, typography) should always be applied according to the guidelines stated in this corporate identity manual.

Consistent brand identity application when co-branding will ensure that the Gautrain and the Gautrain Management Agency maintain a cohesive and recognisable image even when partnering with other parties.

CO-BRANDING IN RELATION TO PARTNER VENTURES

For events that the Gautrain and Gautrain Management Agency are supporting, visual and verbal elements that help reinforce Gautrain and Gautrain Management Agency's brand identity must be infused with the look and feel of the event:

Note

- **If Gautrain and the Gautrain Management Agency are secondary partners, the prominent far right position will be given to the primary partner.**

- The Gautrain and Gautrain Manage-ment Agency logo **will be on the left of the primary partner logo.** Alternatively, the Gautrain and Gautrain Management Agency will be accommodated through the brand elements (e.g. graphics, imagery, colours, style guide, typography).

- Usage of the Gautrain/Gautrain Management Agency Brandmark by partners is only allowed after negotiations and a contract signed to approve of this. Brandmark refers to the colour, shape and all elements that constitute the Gautrain/Gautrain Management Agency logo.

USAGE OF SOCIAL MEDIA ICONS IN RELATION TO EACH OTHER

There are instances where Social Media Icons (the Gautrain App, LinkedIn, Facebook, Instagram and X (formerly known as Twitter) appear with the website address. The website address should be half the height of the Social Media Icons and the same distance "1/2 X" apart.

X = height of "**N**" in GAUTRAIN

gautrain.co.za

GAUTRAIN
FOR PEOPLE ON THE MOVE

Co-branding of Gautrain / Gautrain Management Agency Logo in relation to Social Media Icons

The Gautrain/Gautrain Management Agency logo should be placed on the far right bottom corner with the Social Media Icons to the left of the logo and the partner logo on the far left bottom corner.

Gautrain is Wild about Wildlife
#WorldRhinoDay

JOHANNESBURG
WILDLIFE VET

gautrain.co.za   GAUTRAIN MANAGEMENT AGENCY

GAUTRAIN
FOR PEOPLE ON THE MOVE

IMAGERY

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY

IMAGE ELEMENTS

The Gautrain Train, Bus and Midibus images may be used in advertising e.g. print media, television and outdoor media. No alterations of these images allowed nor superimposing of any logos or other design element onto these image elements. Please contact the Brand Manager in order to obtain the hi-resolution images for use.

IMAGE ELEMENTS - INCORRECT USE

Do not put copy or design elements on the train, bus or midibus.

IMAGE STYLE GUIDE

- The images associated with the Gautrain and Gautrain Management Agency should always be bright and vibrant, to look modern.

- The focus of the images should always be on the Gautrain brand when it is a feature in the photography.

- Whenever people are used in images, written permission from passengers/models is needed before taking photographs.
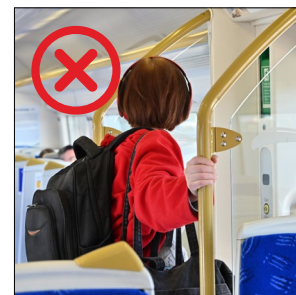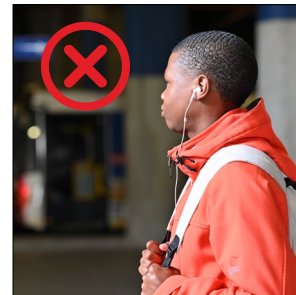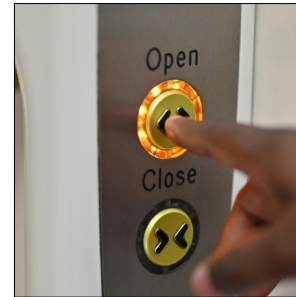
GAUTRAIN AND GAUTRAIN MANAGEMENT AGENCY

IMAGE STYLE GUIDE

Note

- When cropping, under no circumstances can the nose of the Gautrain Engine/Front be cropped off.

- Under no circumstances should people with branded clothing, other than that of Gautrain, be shown in images.
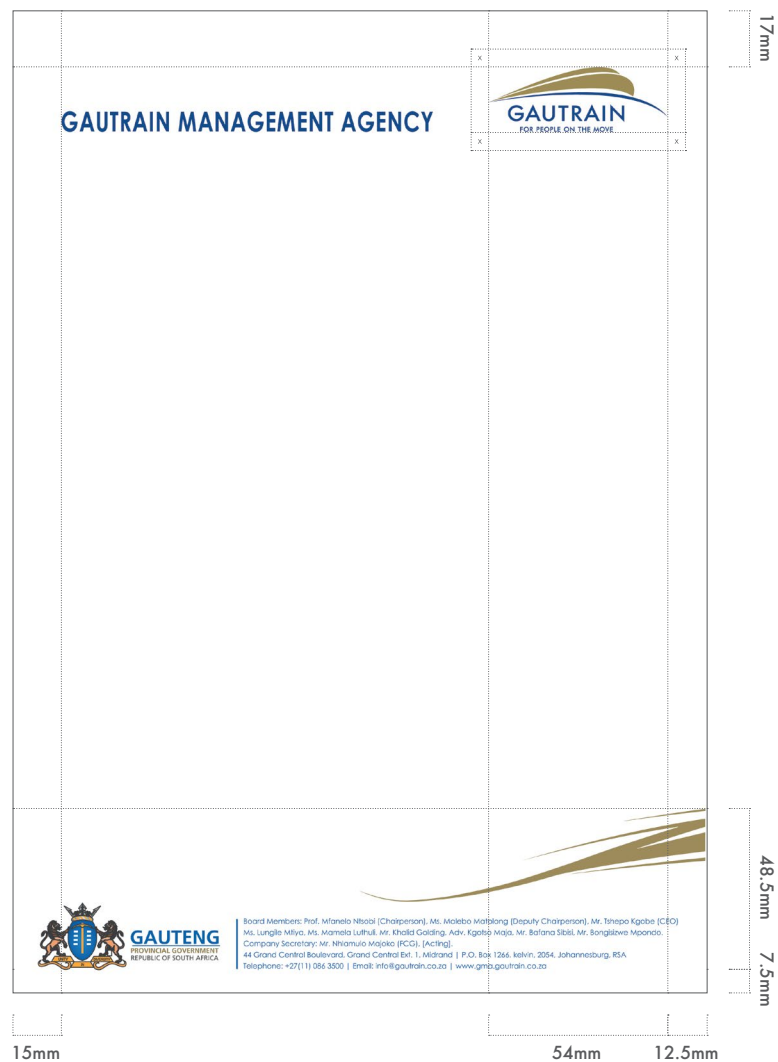
Focus on the images

The Gautrain brand should be the main focus. Use central cropping to ensure brand image and quality.

STATIONERY

LETTERHEAD

GAUTRAIN MANAGEMENT AGENCY

17mm

48.5mm

7.5mm

15mm

54mm

12.5mm

Contact Details

8pt Century Gothic Regular

9pt Leading

GMA Heading

18pt Century Gothic Bold

1.5 Line Spacing
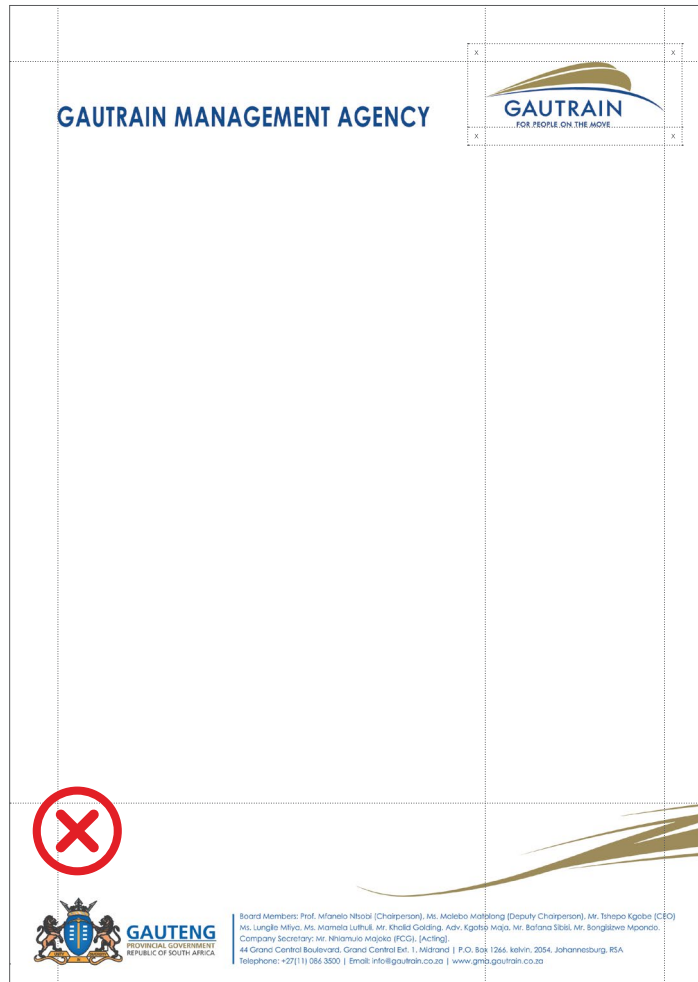
Printing Specs

Paper size: A4

210mm (h) x 297mm (h)

Logo size

53mm logo in width
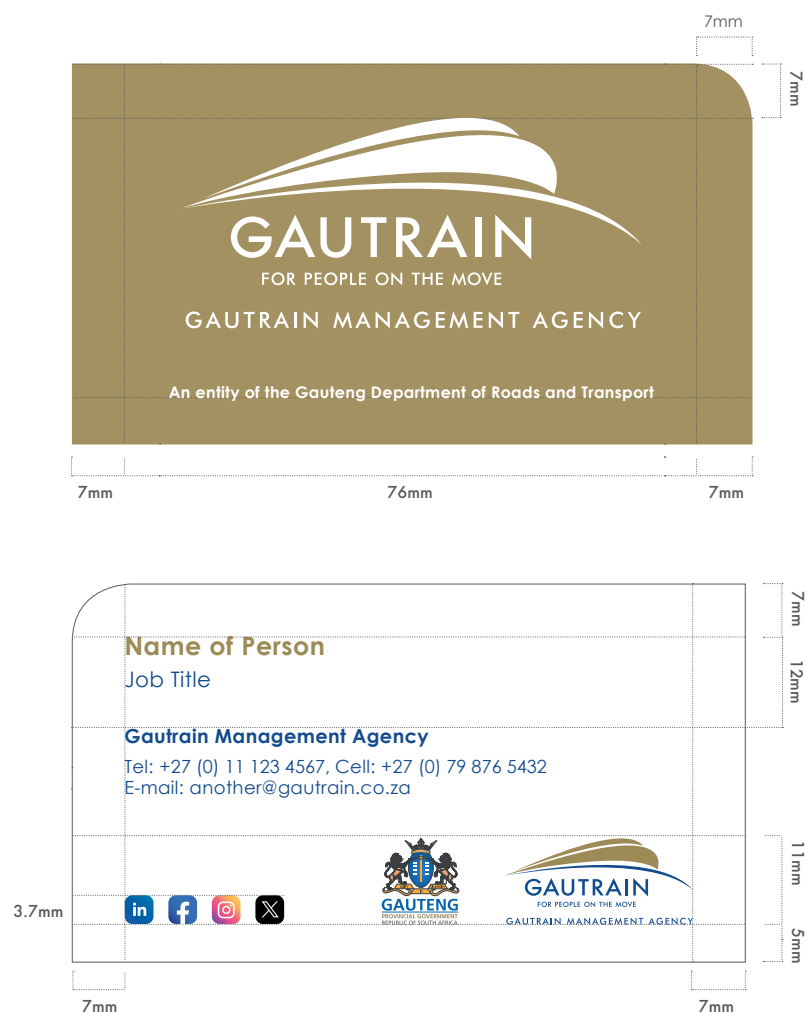
LETTERHEAD INCORRECT USAGE

Do not move the Gauteng Provincial Government logo and letterhead footer details closer than 15mm from the left edge of the paper
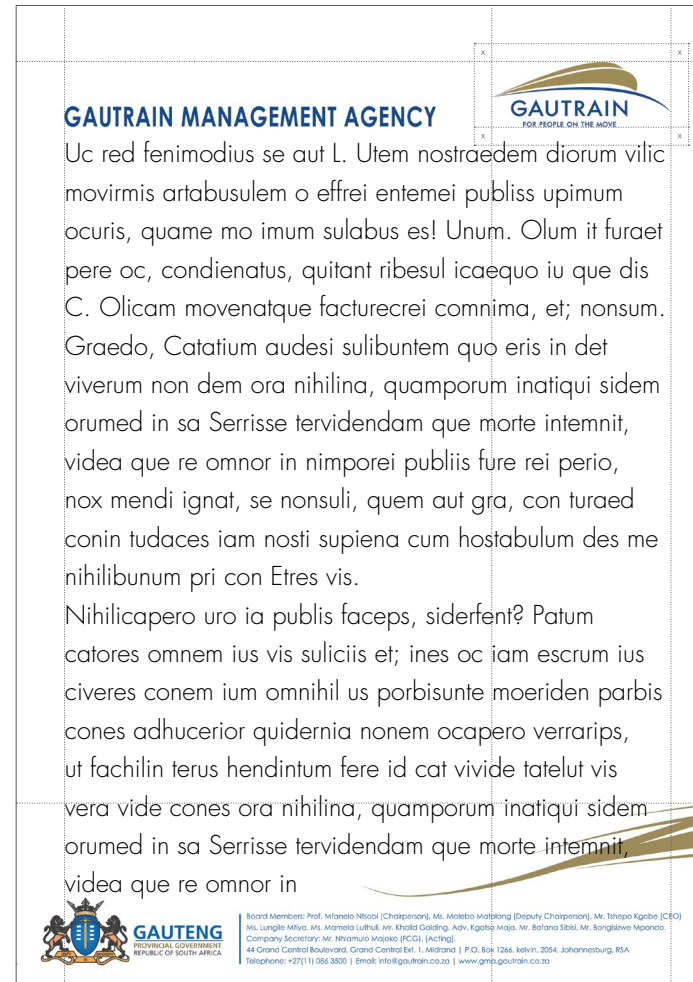
Do not type over the graphic element, logo and letterhead details

BUSINESS CARD

7mm

7mm

7mm

76mm

7mm

Name of Person
Job Title

Gautrain Management Agency
Tel: +27 (0) 11 123 4567, Cell: +27 (0) 79 876 5432
E-mail: another@gautrain.co.za

7mm

12mm

11mm

5mm

3.7mm

7mm

7mm

Name and Surname
9.5pt Century Gothic Bold

Designation
8pt Century Gothic Regular

Company Name
7.25pt Century Gothic Bold

Contact Details
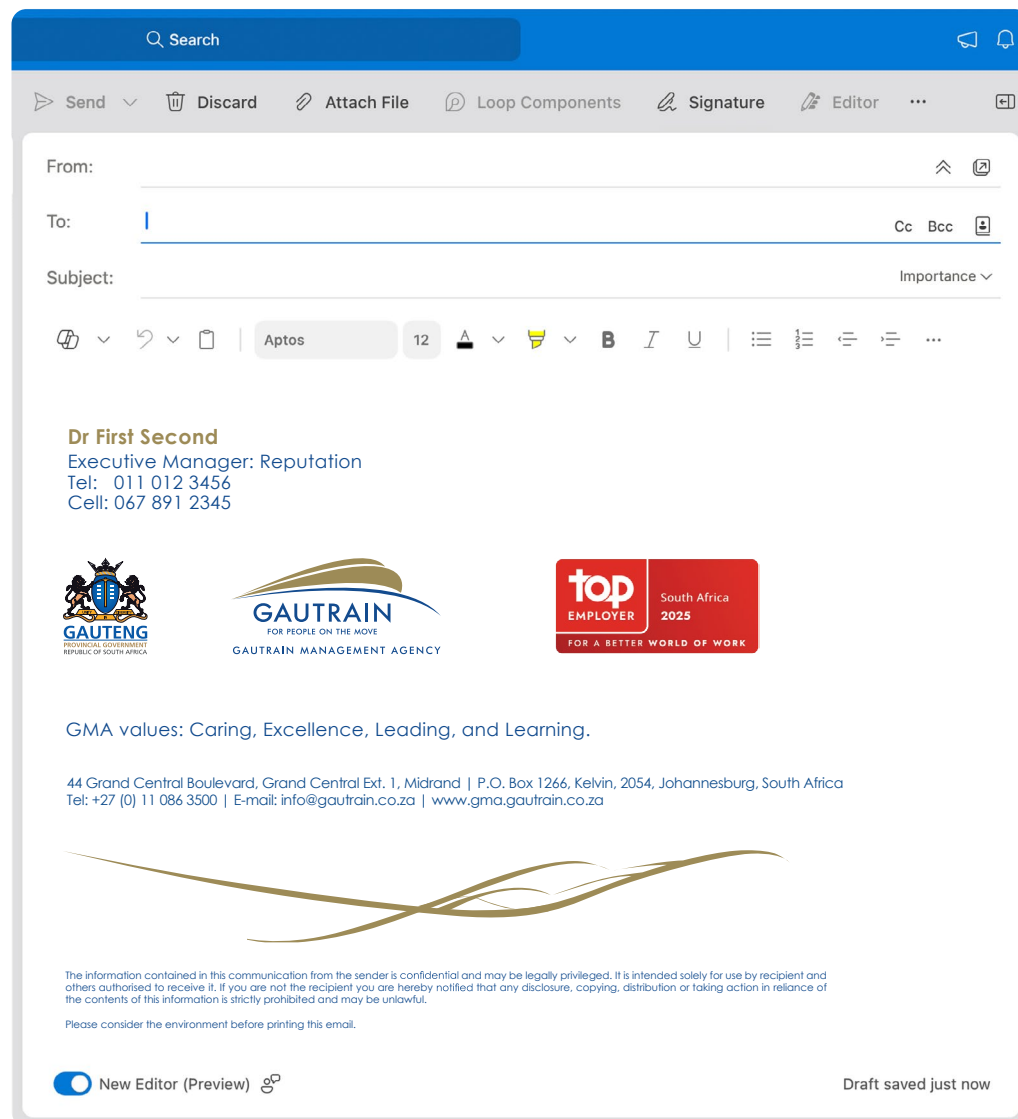6.8pt Century Gothic
8pt Leading

Printing Specs
89mm (w) x 50mm (h)
8pt Leading

Paper Stock
300gsm Curious Metal White Gold

EMAIL SIGNATURE

Dr First Second
Executive Manager: Reputation
Tel: 011 012 3456
Cell: 067 891 2345

GMA values: Caring, Excellence, Leading, and Learning.

44 Grand Central Boulevard, Grand Central Ext. 1, Midrand | P.O. Box 1266, Kelvin, 2054, Johannesburg, South Africa
Tel: +27 (0) 11 086 3500 | E-mail: info@gautrain.co.za | www.gma.gautrain.co.za

The information contained in this communication from the sender is confidential and may be legally privileged. It is intended solely for use by recipient and others authorised to receive it. If you are not the recipient you are hereby notified that any disclosure, copying, distribution or taking action in reliance of the contents of this information is strictly prohibited and may be unlawful.

Please consider the environment before printing this email.

Name and Surname
10pt Century Gothic Bold
Designation and Direct Contact Details
9pt Century Gothic Regular
Direct Contact Details
9pt Century Gothic
Contact Details
7pt Century Gothic Regular
Confidentiality Caution
5pt Century Gothic Regular

Note

- No religious and/or motivational messages to be added.
- No generic Outlook templates

# CORPORATE FOLDER LOGO PLACEMENT EXAMPLE
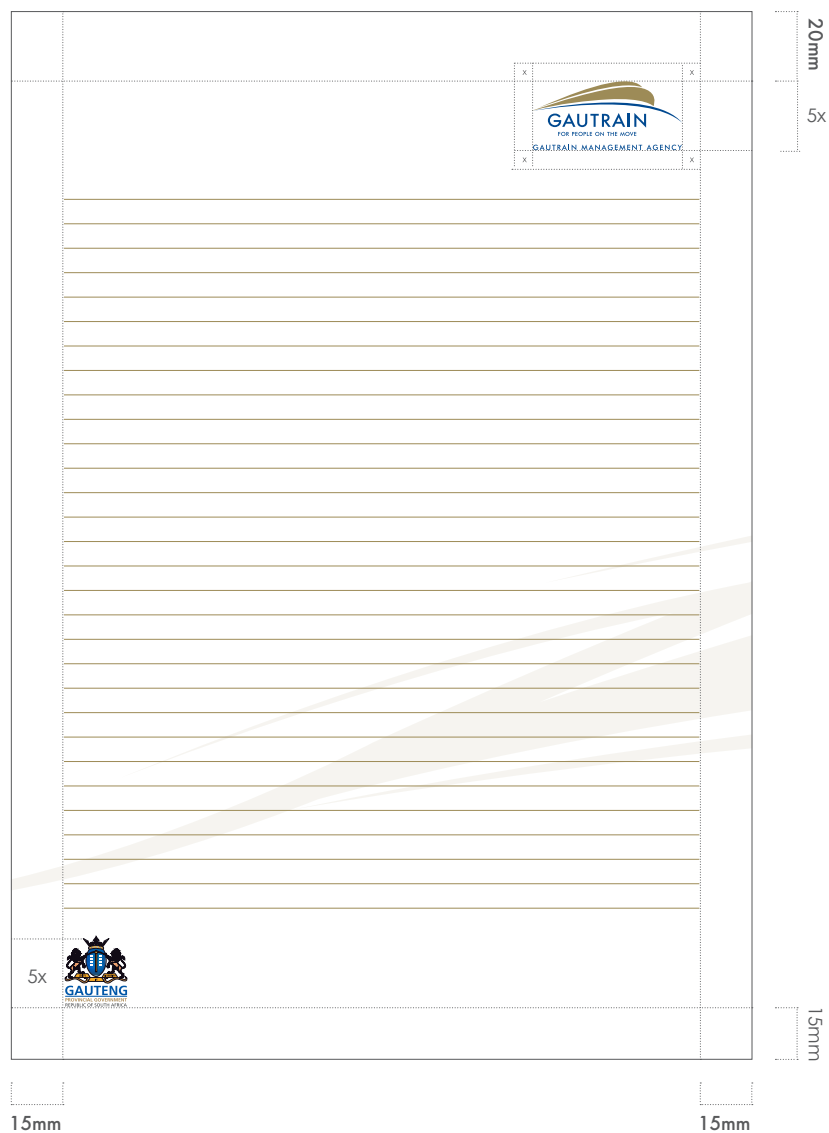

Logo size
60mm wide
Contact details
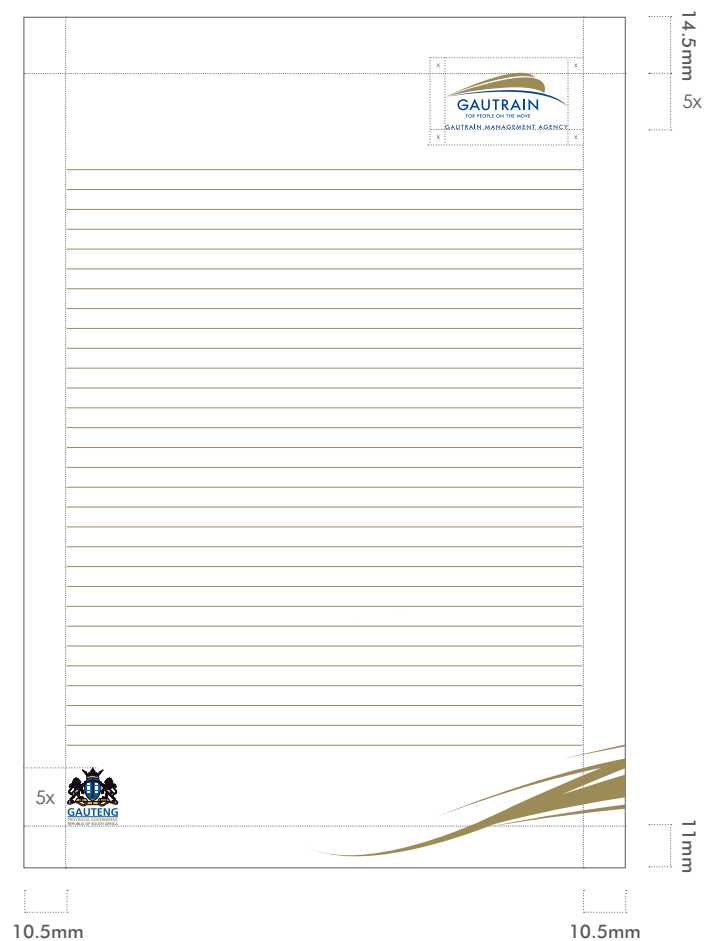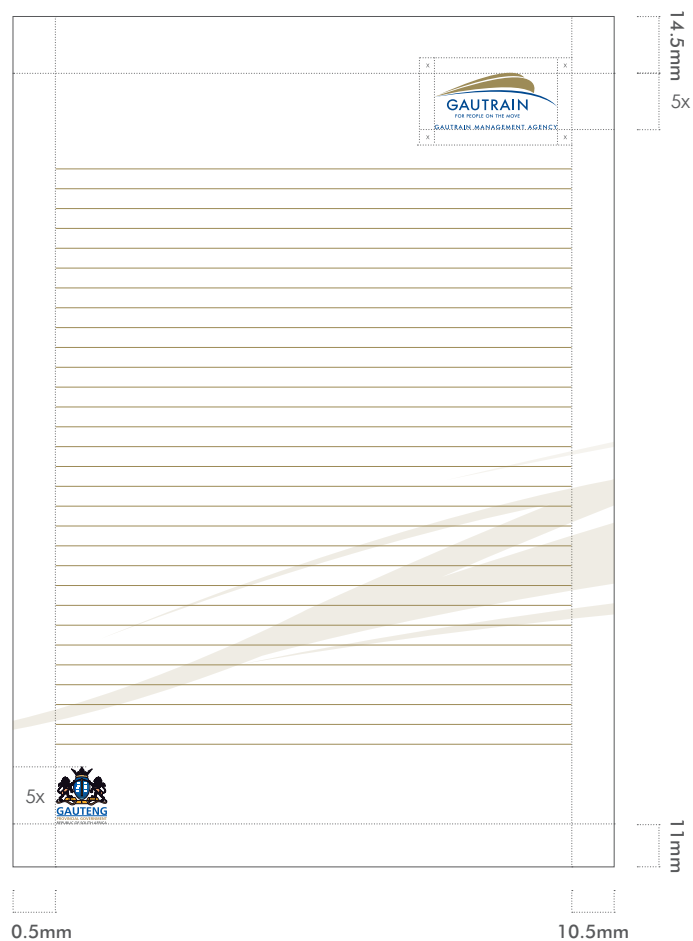10pt Century Gothic Regular
12pt Leading

Note:
The Gauteng Provincial Government owns the assets of the Gautrain, including the Gautrain brand. Therefore, the Gautrain logo and the Gautrain Management Agency logo is always placed with the Gauteng Provincial Government logo.

NOTEPAD A4

20mm

5x

15mm

15mm   15mm

20mm

5x
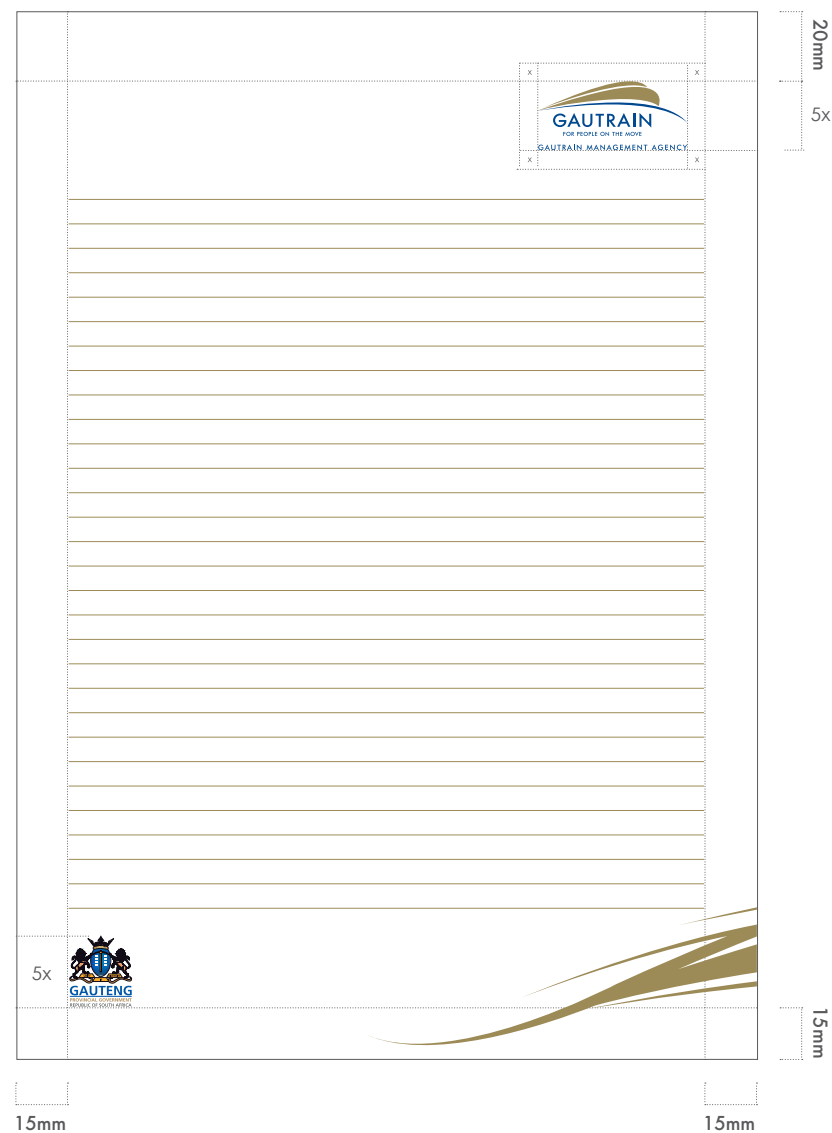
Paper size: A4
210mm (w) x 297mm (h)
Logo:
53mm in width

X = height of "**N**" in

GAUTRAIN

15mm

15mm   15mm

NOTEPAD A5

14.5mm

5x

14.5mm

5x

Paper size: A5
148,5mm (w) x 210mm (h)
Logo:
37mm in width

X = height of "**N**" in GAUTRAIN

5x

5x

11mm

11mm

0.5mm

10.5mm

10.5mm

10.5mm

GAUTRAIN MANAGEMENT AGENCY POWERPOINT PRESENTATION TEMPLATE

PRESENTATION TITLE

PRESENTER'S NAME

Date

Slide Title Master

Title

42pt Century Gothic Bold

1.5 Line spacing

Subtitles

32pt Century Gothic Regular

Audio leading

Slide Master
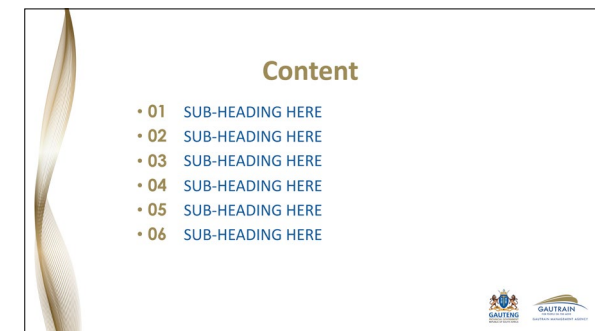
Title

42pt Century Gothic Bold

1.5 Line spacing

Text

28pt Century Gothic Regular

Audio leading

Content

- 01 SUB-HEADING HERE
- 02 SUB-HEADING HERE
- 03 SUB-HEADING HERE
- 04 SUB-HEADING HERE
- 05 SUB-HEADING HERE
- 06 SUB-HEADING HERE

01 SUB-HEADING HERE

HEADING HERE

SUB-HEADING HERE

Loremi ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

THANK YOU

GAUTRAIN POWERPOINT PRESENTATION TEMPLATE

Slide Title Master

Title

42pt Century Gothic Bold

1.5 Line spacing

Subtitles

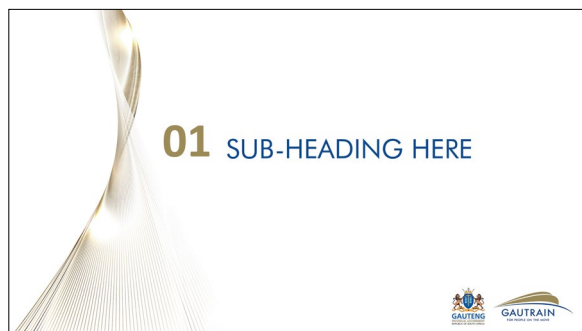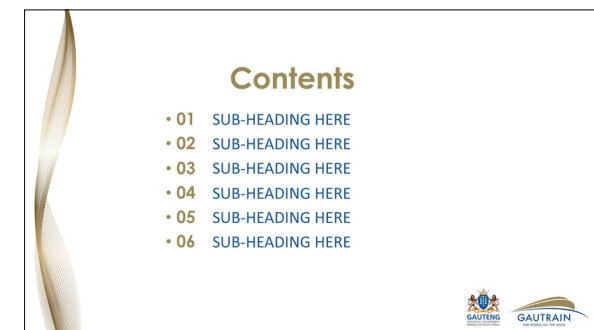32pt Century Gothic Regular

Audio leading

Slide Master

Title

42pt Century Gothic Bold

1.5 Line spacing

Text

28pt Century Gothic Regular

Audio leading

INTERNAL DEPARTMENT E-MAIL HEADERS

COMMUNICATION & MARKETING

TECHNICAL SERVICES

OFFICE OF THE CEO

ADVERTISING

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY

GAUTRAIN AND GAUTRAIN MANAGEMENT AGENCY

VERTICAL ADVERTISEMENT

A CENTRE OF
EXCELLENCE IN
THE RAIL AND PUBLIC
TRANSPORT INDUSTRY

The Gautrain Management Agency was established by the Gauteng Provincial Government to manage the implementation of the Gautrain Project, it also assists the Gauteng Province and other Organs of State in realising their integrated public transport and rail-related objectives.

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY

66mm

Ad 1

42 MINUTES BETWEEN PRETORIA AND JOHANNESBURG

Hatfield
Pretoria
Centurion
Midrand
Marlboro
Sandton
Rosebank
Park

GAUTRAIN
FOR PEOPLE ON THE MOVE

87mm

Ad 2

Single Page Advertisement

Ad 1

Headings
27pt Futura Bold
37pt Leading

Body Copy
15pt Futura Book
22pt Leading

Printing specs
210mm (w) x 275mm (h)

Ad 2

Headings
41pt Futura Bold Oblique

44pt Leading

Printing specs
210mm (w) x 297mm (h)

HORIZONTAL ADVERTISEMENT

**Smart Mobility that
Empowers Communities**

Double Page Spread Advertisement

Headings
37pt Futura Bold

41pt Leading

Printing specs
420mm (w) x 297mm (h)

Note

- This logo is at least 1/4 of the page width
- The amount of copy or lack of copy can sometimes lead to a departure from prescribed logo use size and an increase in logo size to balance the page layout/design

HORIZONTAL ADVERTISEMENT

Transforming Spaces, People and the Economy

The Gautrain is not just a transport project, it is an economic development project focusing on reaching objectives of stimulating economic growth and job creation, promoting investment and new development.

84mm

Double Page Spread Advertisement

Headings
70pt Futura Heavy
73pt Leading

Body Copy
21pt Futura Regular
31pt Leading

Printing specs
420mm (w) x 297mm (h)

Note

- This logo is less than 1/4 of the page width
- The amount of copy or lack of copy can sometimes lead to a departure from prescribed logo use size. In this case there is room for a logo size of 1/5 of the page width as a larger logo might be too dominant and imposing/clumsy.

VERTICAL ADVERTORIAL

Advertorial

Headings
22pt Futura Bold
21pt Leading

Sub heading
9pt Futura Bold
11pt Leading

Body Copy
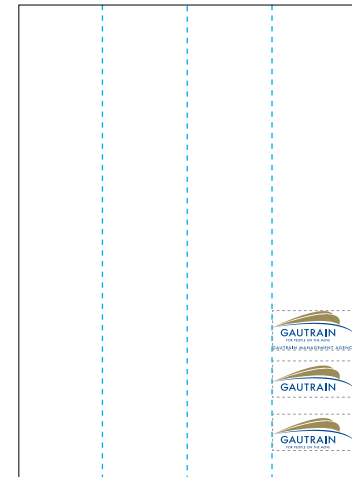6,5pt Futura Book

11pt Leading

Printing specs
164mm (w) x 200mm (h)

Note

- This logo is larger than 1/4 of the page width
- The amount of copy can sometimes lead to a departure from prescribed logo size use.

LANDSCAPE CLASSIFIED ADVERTISEMENTS

2x   77mm   2x

WE ARE HIRING

The Gautrain Management Agency (GMA) is a Provincial Public Entity listed in schedule 3c of the Public Finance Management Act. The GMA is established in terms of the Gautrain Management Agency Act, No. 5 of 2006 and as amended by the GMA Amendment Act No. 2 of 2017, to manage, coordinate and oversee concession agreements for the Gautrain rail transit system and assist the Province and other Organs of State in realizing their integrated public transport and rail – related objectives in the Province.

Applicants with proven suitability, knowledge and experience as required on the advertisement are invited to submit their applications to the Gautrain Management Agency through the https://e-recruitment.gautrain.co.za.

No e-mail application will be accepted. Closing Date: 02 June 2023.

CHIEF EXECUTIVE OFFICER

Purpose: To lead the entire GMA strategically and ensure that the Agency complies with all goals, objectives and responsibilities as set out in the Public Finance Management Act, Gautrain Management Agency Act and Gauteng Transport Infrastructure Act.

Minimum Qualifications: Bachelor's degree in engineering, or Transport Economics and/or Post Graduate Degree or NQF Level 8 in Engineering, or Transport Economics plus Professional Registration with ECSA or registration as a Project Management Professional. A Master's degree will be an added advantage.

Experience: 10 to 15 years' relevant experience in public sectors in a similar role at strategic managerial level. 10 years relevant experience in rail or public transport sectors.

Knowledge/Competencies/Skills: Engineering and transport planning knowledge based on practical experience; In–depth knowledge and understanding of project planning processes and management; Understanding of the PFMA, Treasury Regulations and related legislations; Exposure to Board and Board committees; Governance, ethics and values within the Financial environment; Strategic Management including setting directions; Leadership skills including ability to coach and mentor; Project Management; Financial management skills; Transformational and change management; Management of diversity; Strong negotiation and influencing.

Key Responsibilities:
- Provide Strategic direction and Leadership of the GMA.
- Create Good Corporate Governance and Legal compliance.
- Create awareness of the Gautrain Project through Communications and Marketing.
- Manage the finances of the GMA and the financial securities by the Concessionaire.
- Establish Corporate Services and People Management functions to provide capacity for the GMA.

- Manage the Implementation of and Compliance with the Gautrain Concession Agreement
- Manage the Implementation of Projects and achieve Project Objectives.

DISQUALIFICATIONS FOR APPOINTMENT

No person may be appointed as Chief Executive Officer if that person is disqualified from being a member in terms of Section 11(1) of the Gautrain Management Agency Act No 5 of 2006 as amended by the GMA Amendment Act No 2 of 2017.

TERMS AND CONDITIONS

The GMA is an equal Opportunity and Affirmative Action Employer and is committed to the achievement and maintenance of diversity and equality in employment, especially in respect of race, gender and disability and preference for this position will be given as per the GMA Employment Equity Plan and Numerical Targets. The term of office for the CEO is three (3) years.

- **Remuneration:** The GMA offers competitive market related salaries and the remuneration is on a Total Guaranteed Package.
- **Declaration of Interest:** Kindly note that qualifying candidates will be required to complete the declaration of interest and confidentiality form once appointed.
- **Psychometric Assessment and Vetting:** Recommended candidate/s will be required to undergo Psychometric/Competency Assessments, and undergo the security vetting process.
- **Background and Qualification checks:** Employment, Qualification, Criminal Records, and Credit background checks will be conducted on recommended candidate/s.

Candidates are required to submit the following documents together with their applications:
- Detailed CV
- Copies of qualifications
- Copy of ID
- Copies of the relevant professional certificates
- Proof of professional registration

Enquiries can also be mailed to the e-mail address: ceo@gautrain.co.za (Only for enquiries. No e-mail applications will be accepted.) Late and incomplete applications will not be considered. If you have not received any response from us 30 days after the closing date, consider your application unsuccessful.

Classified Advertisement

Headings
51pt Futura Bold
28pt Leading

Sub headings - capitals
12pt Futura Bold
15pt Leading

Sub headings - sentence case
12pt Futura heavy
11pt Leading

Body Copy
12pt Futura Light
15pt Leading

Printing specs
379mm (w) x 270mm (h)

Note

- This logo is at least 1/4 of the page width
- It is important to use the appropriate logo version to suite the background colour and design, see page 17.

VERTICAL CLASSIFIED ADVERTISEMENTS

3x   11x   3x

WE ARE HIRING

The Gautrain Management Agency (GMA) is a Provincial Public Entity listed in schedule 3c of the Public Finance Management Act. The GMA is established in terms of the Gautrain Management Agency Act, No. 5 of 2006 and as amended by the GMA Amendment Act No. 2 of 2017, to manage, coordinate and oversee concession agreements for the Gautrain rail transit system and assist the Province and other Organs of State in realizing their integrated public transport and rail – related objectives in the Province.

Applicants with proven suitability, knowledge and experience as required on the advertisement are invited to submit their applications to the Gautrain Management Agency through the https://e-recruitment.gautrain.co.za.

No e-mail application will be accepted. Closing Date: 02 June 2023.

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Minimum Qualifications: Bachelor's degree in engineering, or Transport Economics and/or Post Graduate Degree or NQF Level 8 in Engineering, or Transport Economics plus Professional Registration with ECSA or registration as a Project Management Professional. A Master's degree will be an added advantage.

Experience: 10 to 15 years' relevant experience in public sectors in a similar role at strategic managerial level. 10 years relevant experience in rail or public transport sectors.

Knowledge/Competencies/Skills: Engineering and transport planning knowledge based on practical experience; In-depth knowledge and understanding of project planning processes and management; Understanding of the PFMA, Treasury Regulations and related legislations; Exposure to Board and Board committees; Governance, ethics and values within the Financial environment; Strategic Management including setting directions; Leadership skills including ability to coach and mentor; Project Management; Financial management skills; Transformational and change management; Management of diversity; Strong negotiation and influencing.

Key Responsibilities:
- Provide Strategic direction and Leadership of the GMA.
- Create Good Corporate Governance and Legal compliance.
- Create awareness of the Gautrain Project through Communications and Marketing.
- Manage the finances of the GMA and the financial securities by the Concessionaire.
- Establish Corporate Services and People Management functions to provide capacity for the GMA.
- Manage the Implementation of and Compliance with the Gautrain Concession Agreement
- Manage the Implementation of Projects and achieve Project Objectives.

DISQUALIFICATIONS FOR APPOINTMENT
No person may be appointed as Chief Executive Officer if that person is disqualified from being a member in terms of Section 11(1) of the Gautrain Management Agency Act No 5 of 2006 as amended by the GMA Amendment Act No 2 of 2017.

TERMS AND CONDITIONS
The GMA is an equal Opportunity and Affirmative Action Employer and is committed to the achievement and maintenance of diversity and equality in employment, especially in respect of race, gender and disability and preference for this position will be given as per the GMA Employment Equity Plan and Numerical Targets. The term of office for the CEO is three (3) years.

- **Remuneration:** The GMA offers competitive market related salaries and the remuneration is on a Total Guaranteed Package.
- **Declaration of Interest:** Kindly note that qualifying candidates will be required to complete the declaration of interest and confidentiality form once appointed.
- **Psychometric Assessment and Vetting:** Recommended candidate/s will be required to undergo Psychometric/ Competency Assessments, and undergo the security vetting process.
- **Background and Qualification checks:** Employment, Qualification, Criminal Records, and Credit background checks will be conducted on recommended candidate/s.

Candidates are required to submit the following documents together with their applications:
- Detailed CV ▪ Copies of qualifications ▪ Copy of ID
- Copies of the relevant professional certificates ▪ Proof of professional registration

Enquiries can also be mailed to the e-mail address: ceo@gautrain.co.za (Only for enquiries. No e-mail applications will be accepted.) Late and incomplete applications will not be considered. If you have not received any response from us 30 days after the closing date, consider your application unsuccessful.

Classified Advertisement

Headings
32pt Futura Bold
28pt Leading

Sub headings - capitals
10pt Futura Bold
12.5pt Leading

Sub headings - sentence case
9.5pt Futura heavy
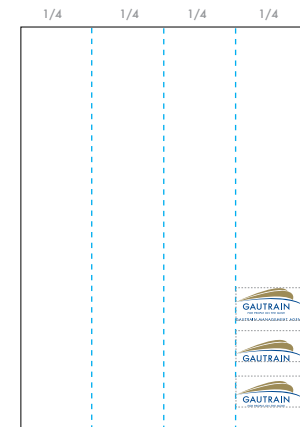12.5pt Leading

Body Copy
9.5pt Futura Book
12.5pt Leading

Printing specs
300mm (w) x 225mm (h)

1/4   1/4   1/4   1/4

Note
- This logo is less than 1/4 of the page width. The amount of copy provided can impact the final size of the logo
- To maintain the logos visual integrity, the copy in the advert starts at least 'x' width from the logo

INFORMATIONAL BROCHURE

GAUTRAIN MANAGEMENT AGENCY
ADVISORY SERVICES

ABOUT THE GMA

The Gautrain Management Agency's (GMA) primary mandate is to manage and oversee the concession agreement for the Gautrain rapid rail link, it also assists the province of Gauteng and other organs of state in realising their integrated public transport and rail-related objectives.

Fast Facts:
- GMA was established in 2006, in terms of the GMA Act (Act 5 of 2006)
- GMA is a Schedule 3c Public Entity
- GMA has 11 consecutive clean audit outcomes and employs approximately 120 full-time staff
- GMA has completed more than 20 projects on behalf of the Gauteng Department of Roads and Transport and its subsidiaries
- Gautrain is South Africa's first and only high speed rail network
- The Gautrain project has successfully completed approximately 192.8 million passenger trips over the last 14 years
- The Gautrain system has an average of >90% availability and punctuality across all services over the last 14 years
- 1500 staff across operations and administration of the Gautrain project

CONCESSION
- Gautrain Project
- Operations
- Maintenance

COMMERCIAL
- Advisory Services
- Motor Vehicle and Drivers Licenses
- Rail + Property
- Project Management Office
- Operation Assurance
- Technology

GAUTRAIN PROJECT

- **3** — 2x bus and 1x train depot
- **80** — Kilometre route between the North, South, and East of the Gauteng Province
- **10** — Stations across the system
- **96** — Rail cars (24 x4 Electric Multiple Units)
- **29** — Midibuses
- **125** — Heavy haul bus fleet

OUR INDUSTRIES

RAIL - Rolling stock and rail infrastructure					TRANSPORT MINISTRY	
Perway	Signaling	Overhead Traction Equipment	Depots	Feeder systems	Sub-Saharan Africa	Municipal, Provincial, National entities within transport ministry

TRANSPORT - Public transport and road infrastructure				
Transport planning and policy	Transport operators	Driver and motor vehicle registration	Road construction	Road maintenance

Contact us

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Visit us
info@gautrain.co.za
+27(11) 086 3500 | www.gma.gautrain.co.za
44 Grand Central Boulevard
Grand Central Ext 1, Midrand, Johannesburg

Informational brochure

Headings
29,7pt Antenna Medium
29pt Leading

Body Copy
10pt Futura Light
14pt Leading

Printing specs
210mm (w) x 148mm (h)

Logo
In this instance, the logo is placed on the bottom right hand to suit the design layout.

PROMOTIONAL POSTER/PLACARD

Promotional Poster

Headings
96pt Futura Bold

Body Copy
96pt Futura medium

Printing specs
420mm (w) x 594mm (h)

Logo
96mm wide

Note

- This logo is less than 1/4 of the page width. The amount of copy provided and poster design can impact the final size of the logo

- The **Gautrain/Gautrain Management Agency logo can also be placed on the top centre and top right,** depending on the co-branding incorporated as well as the information design and layout of the poster
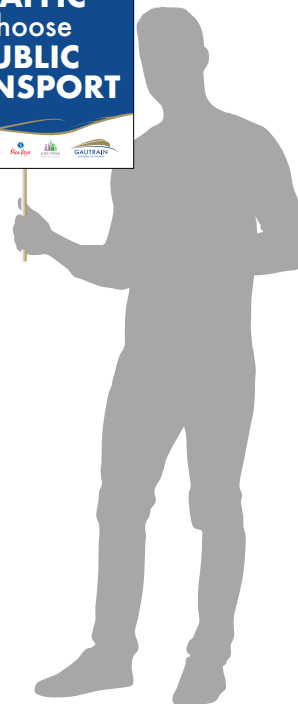
OUTDOOR BILLBOARDS

- All outdoor advertising should have a prominence of Primary colours and use the train picture wherever possible for brand recognition.

- **The Gautrain/Gautrain Management Agency logo must always appear in the top right hand or bottom right corner unless the design necessitates a departure from the above prescribed positioning**.

- The sizes and styles shown here are merely an example and all designs must be signed off by the Gautrain Management Agency Brand Manager.

PULL-UP/TELESCOPIC BANNERS

Examples of pull-up and a telescopic banners.

- The logos must have adequate clear space from the banner edges.

- The banner design should not deviate from using the Gautrain primary colour palette.

- The full colour Gautrain/Gautrain Management Agency logo should be used when the design allows for it.
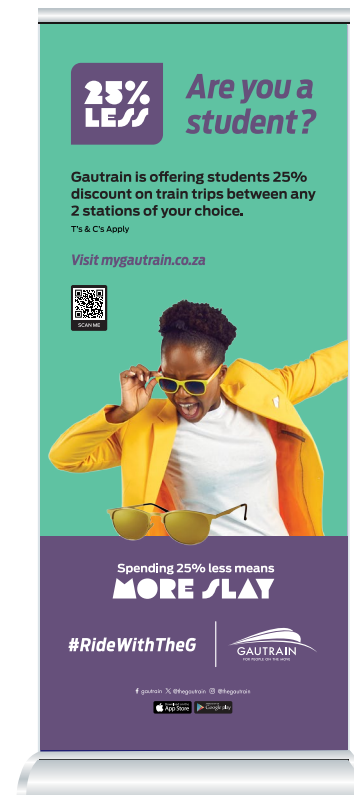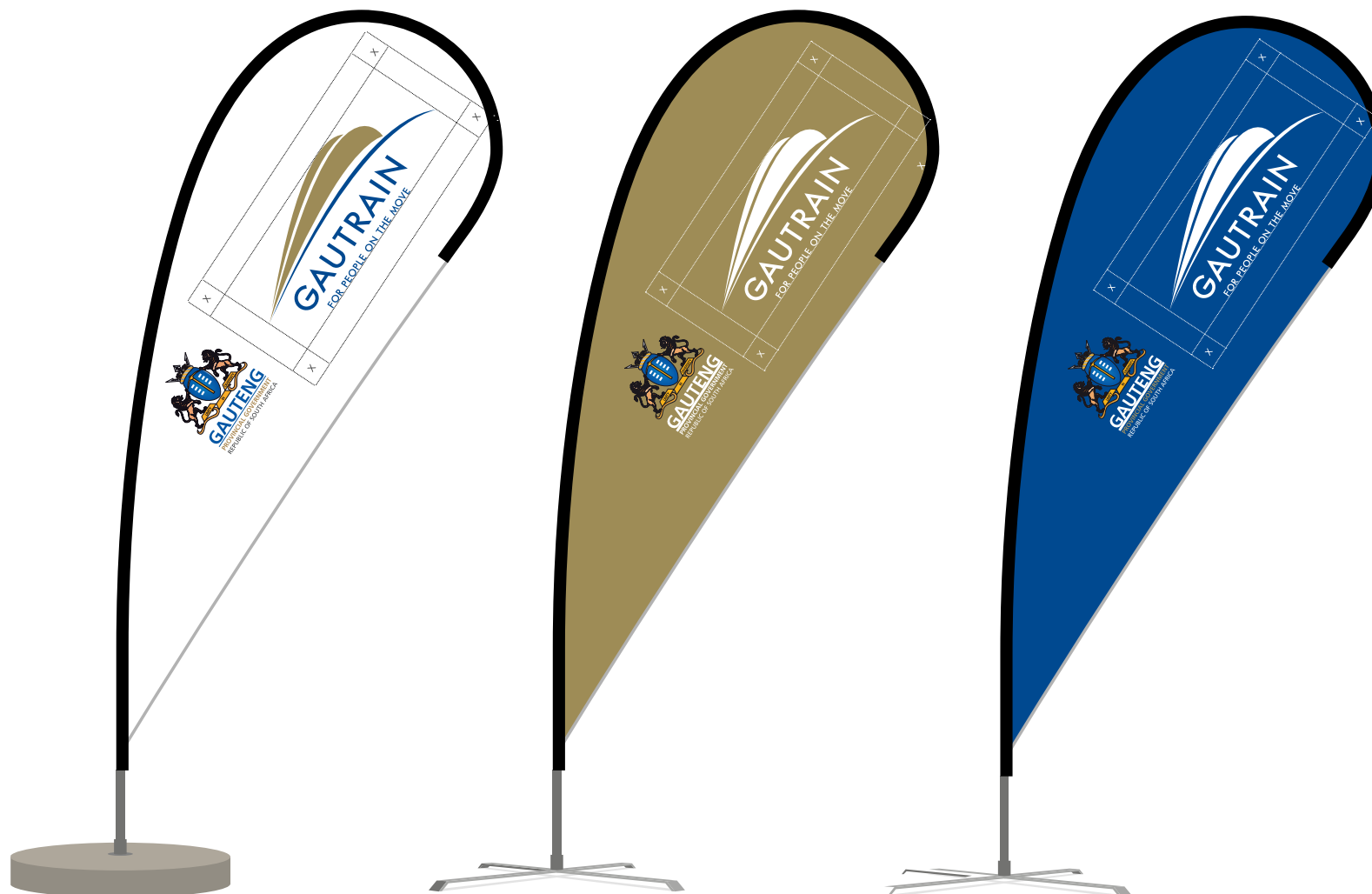
EVENTS MEDIA WALL/BACK DROPS

TEAR DROP BANNERS

GAUTRAIN BUS AND MIDIBUS WRAP

Paid-for bus and midibus advertising wrap artwork is approved by the Gautrain Advertising Committee. While bus and midibus wrap artwork from Gautrain Management Agency partners is approved by the Gautrain Management Agency Brand Manager.

GAUTRAIN TRAIN WRAP

- Train wrap artwork should ONLY be applied on the side windows of the train; it should not be applied on the front window of a train carriage, and it should not be applied on the external body of the train.
- Paid-for train advertising wrap artwork is approved by the Gautrain Advertising Committee. While train wrap artwork by Gautrain Management Agency partners is approved by the Gautrain Management Agency Brand Manager.

GAUTRAIN HEADREST STICKERS

Train headrest stickers are used to promote Gautrain products and services and should align to the visual identity outlined in this Corporate Identity Manual.
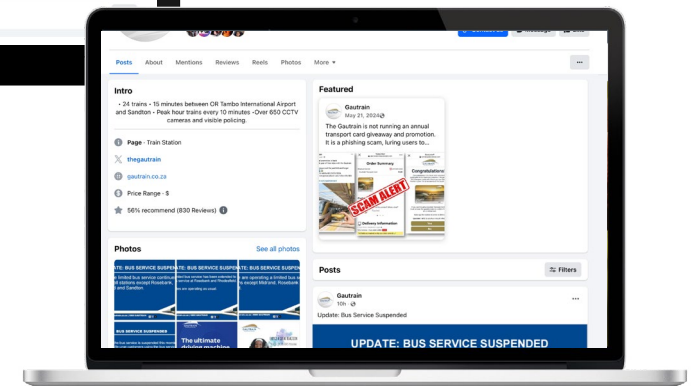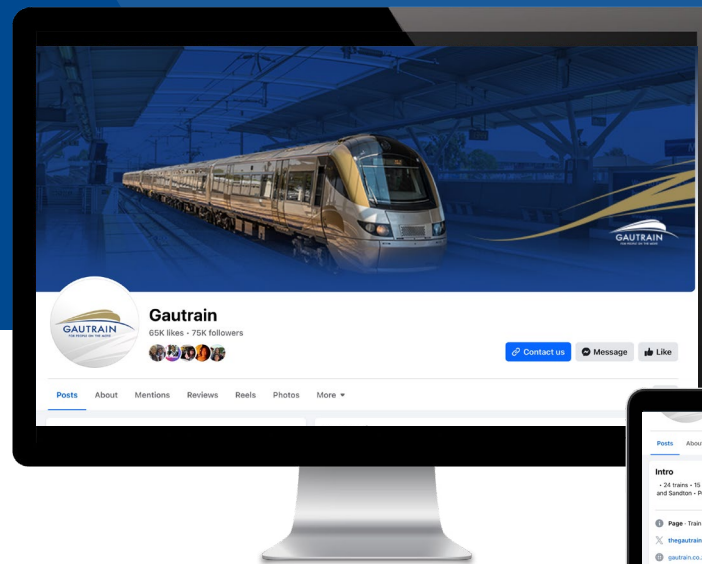
DIGITAL MEDIA

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN MANAGEMENT AGENCY

SOCIAL MEDIA - FACEBOOK

Image Sizing

• Profile Picture	170 x 170 px
• Cover Photo	851 x 315 px
• Landscape Image Post	1200 x 630 px
• Portrait Image Post	630 x 1200 px
• Square	1200 x 1200 px
• Stories	1080 x 1920 px

Headings
- Futura Medium Typeface

Sub headings
- Futura Book Typeface

Facebook cover photo
- Text on the cover photo must always be on the right hand side of the banner.

Facebook profile photo
- The Gautrain logo must always be used as the profile photo

Facebook post photo
- The image post usually consists of a image/artwork with a short tag-line and the Gautrain logo in the bottom right corner or top right corner.

Note
- Sizes for social media banners change from time to time and it is advisable to refer back to the social media administrator to reconfirm dimensions.

SOCIAL MEDIA - X (FORMERLY KNOWN AS TWITTER)

Image Sizing

- Profile Picture   400 x 400 px
- Cover Photo   1500 x 1500 px
- Landscape Images   1600 x 900 px
- Portrait Images   1080 x 1350 px
- Stories   1920 x 1080 px

Headings
- Futura Medium Typeface

Sub headings
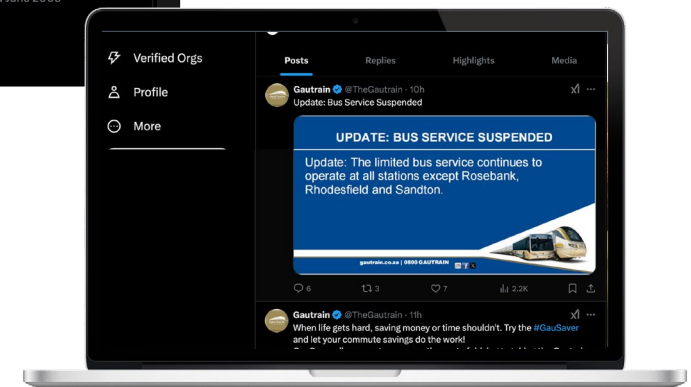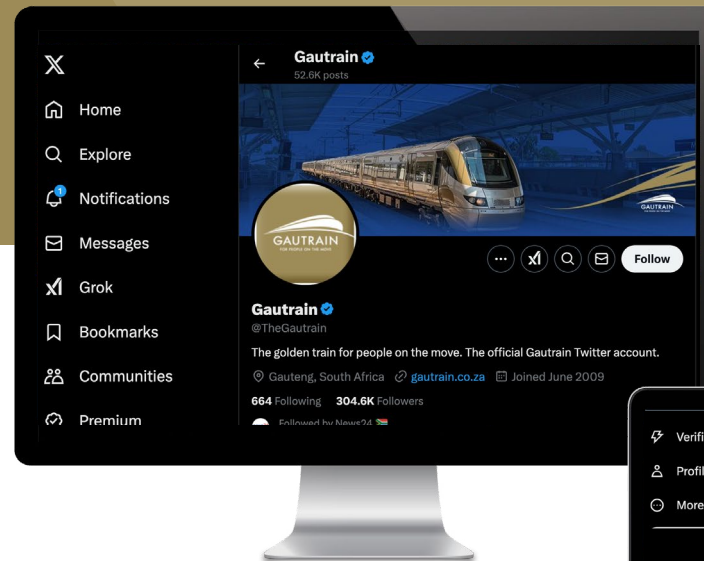- Futura Book Typeface

X header photo
- Text on the header photo must always be on the right hand side of the banner.

X profile photo
- The Gautrain logo must always be used as the profile photo

X photo
- The image photos usually consists of a image/artwork with a short tag-line and the Gautrain logo in the bottom right corner or top right corner.

Note
- Sizes for social media banners change from time to time and it is advisable to refer back to the social media administrator to reconfirm dimensions.

SOCIAL MEDIA - INSTAGRAM

Image Sizing

- Profile Picture   320 x 320 px
- Square Images   1080 x 1080 px
- Landscape Images   1080 x 566 px
- Portrait Images   1080 x 1350 px
- Stories   1080 x 1920 px

Headings
- Futura Medium Typeface

Sub headings
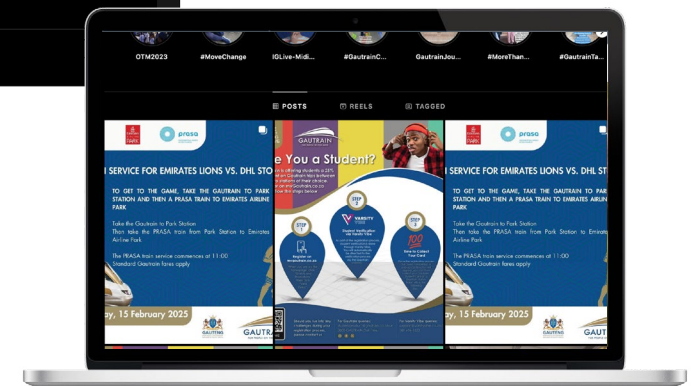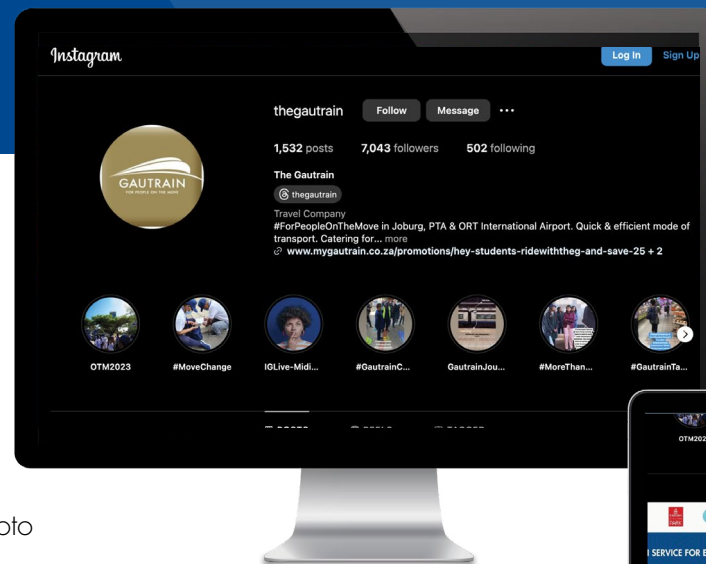- Futura Book Typeface

Instagram profile photo
- The Gautrain logo must always be used as the profile photo

Instagram post photo
- The image post usually consists of a image/artwork with a short tag-line and the Gautrain logo in the bottom right corner or top right corner.

Note
- Sizes for social media banners change from time to time and it is advisable to refer back to the social media administrator to reconfirm dimensions.

SOCIAL MEDIA - LINKEDIN

Image Sizing

- Profile Picture: 400 x 400 px
- Company Photo: 1128 x 191 px
- Horizontal Post: 1200 x 627 px
- Square Ad: 1080 x 1080 px
- Vertical Ad: 627 x 1200 px

Headings
- Futura Medium Typeface

Sub headings
- Futura Book Typeface

LinkedIn banner photo
- Text or image/artwork on the banner must always be on the right hand side of the banner. The Top Employer logo must be included on the right corner of the banner.

LinkedIn profile photo
- The Gautrain Management Agency logo must always be used as the profile photo

LinkedIn post image
- The image post usually consists of a image/artwork with a short tag-line and the Gautrain Management Agency or Gautrain logo in the bottom right corner or top right corner
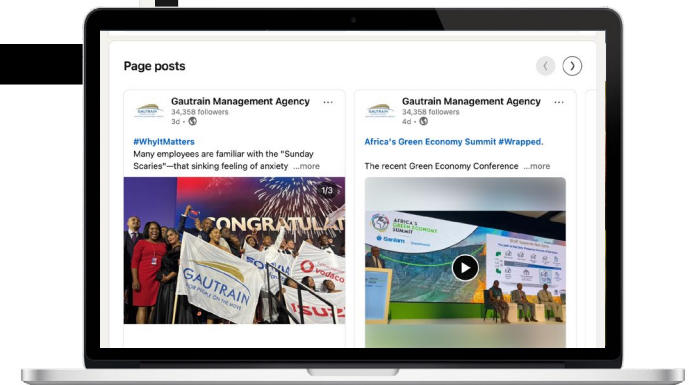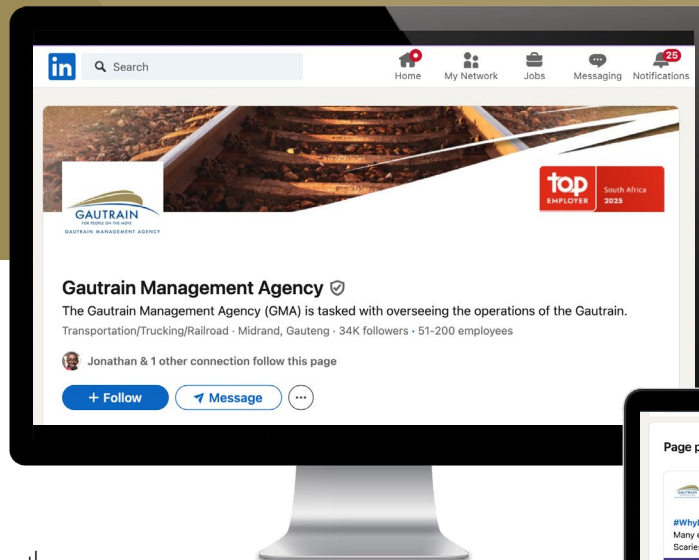
Note
- Sizes for social media banners change from time to time and it is advisable to refer back to the social media administrator to reconfirm dimensions.

SOCIAL MEDIA - YOUTUBE

Image Sizing

- Profile Photo: 800 x 800 px
- Banner: 2048 x 1152 px
- Thumbnail: 1280 x 720 px
- YouTube video size::   1920 x 1080 px
- Shorts/Stories: 1080 x 1920 px

YouTube Video Size

- Recommended size is 1280 x 720 pixels, ensuring a high-definition (HD) standard. However, using a higher pixel count of 1920 x 1080 pixels is advisable.
- Both of these dimensions adhere to the 16:9 aspect ratio, which is commonly used for wide screen displays.
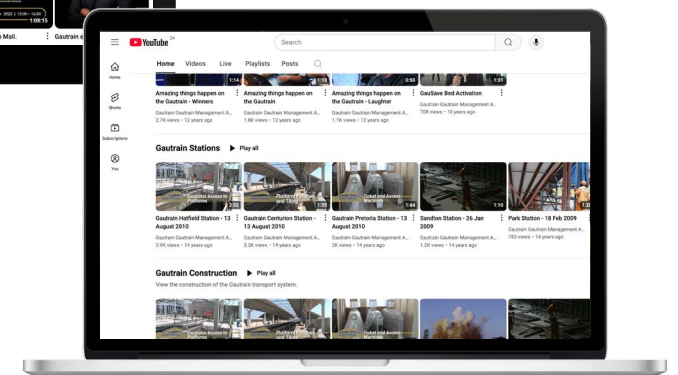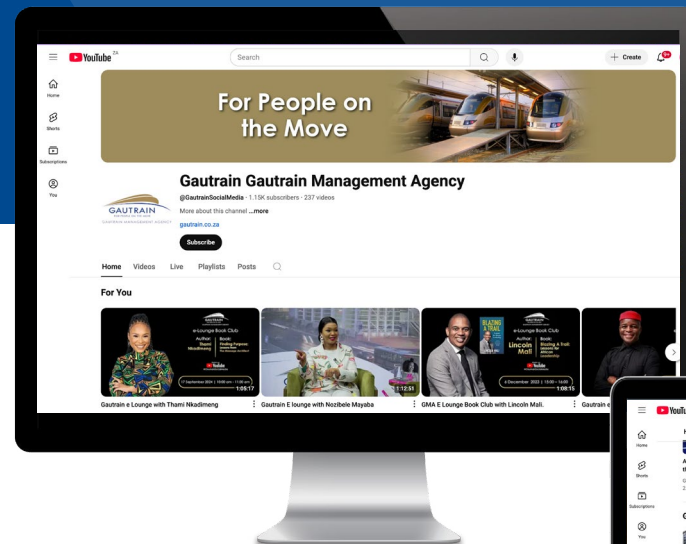
YouTube Shorts Video Size

- YouTube Shorts reach audiences with quick and engaging vertical videos.

YouTube Thumbnail Size

- With an aspect ratio of 16:9. Thumbnails are the small preview images that represent your videos and help attract viewers.

YouTube Stories

- YouTube stories expire after seven days, the recommended size is 1080 x 1920 pixels.
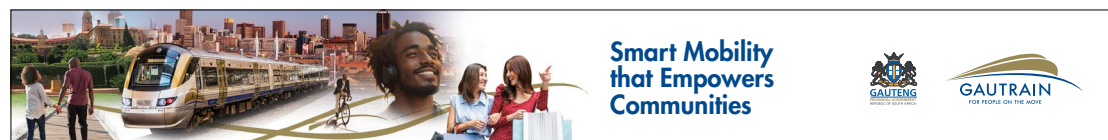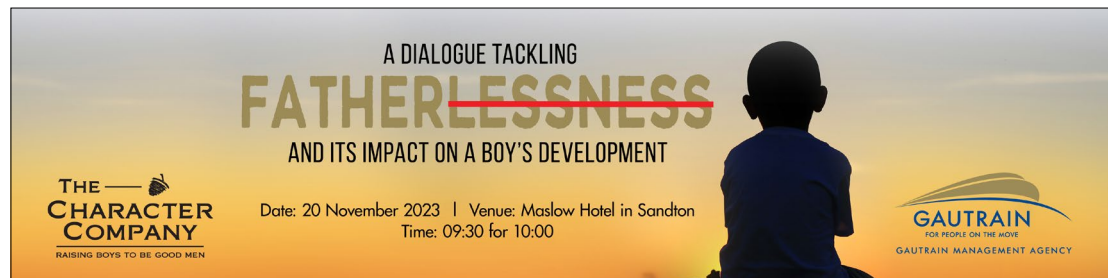
Note

- Sizes for social media banners change from time to time and it is advisable to refer back to the social media administrator to reconfirm dimensions.

DIGITAL WEB BANNERS

Note

- The Gautrain/Gautrain Management Agency logo must always appear in an adequate clear space and it should not be too small that it becomes pixelated.

- The web banner design should ensure that the appropriate logo colour is used, see page 17.

- The sizes and orientation of web banners vary thus all designs must be signed off by the Gautrain Management Agency Brand Manager.

- Gautrain digital banners will always link to: www. gautrain.co.za

PROMOTIONAL PRODUCTS

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE

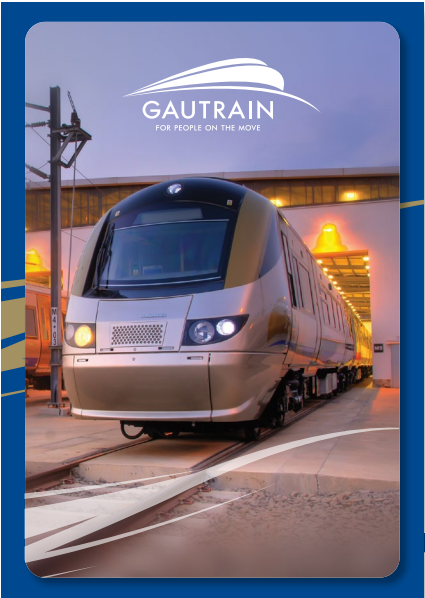GAUTRAIN MANAGEMENT AGENCY

CORPORATE CLOTHING

Note

- **The Gauteng Provincial Government Coat of Arms is not to be placed on corporate clothing,** the logo descriptor should be used instead. The Gauteng Provincial Government logo descriptor is to be white in dark coloured clothing and original colours of the descriptor if the clothing item is white or very light.

BRANDED PROMOTIONAL ITEMS

Card holder

Come Try Us!

The Gautrain, a convenient, efficient, comfortable and safe public transport service.

Value Loaded:_____
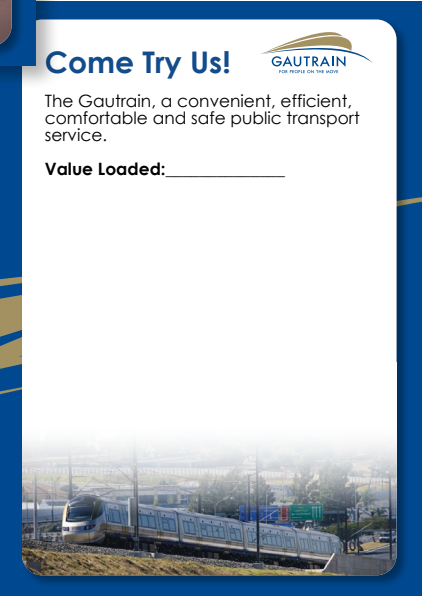
USB BRANDING

Logo Size

Logo cannot be smaller than 24mm in width. Only USBs with branding areas that can accommodate the logo should be used.

LIVERY

GAUTRAIN
FOR PEOPLE ON THE MOVE

GAUTRAIN
FOR PEOPLE ON THE MOVE
GAUTRAIN MANAGEMENT AGENCY

LIVELY COLOUR PALETTE

Note

- See detailed document on Gautrain Livery on ProjectWise/Sandton/6/6 Gautrain Livery

CHAMPAGNE GOLD

TRAIN

PANTONE 871C
CMYK C40 M40 Y76 K45
RGB R157 G139 B87
#9D8B57

BUS

PANTONE 871C
CMYK C40 M40 Y76 K45
RGB R157 G139 B87
#9D8B57

MIDIBUS

PANTONE 871C
CMYK C40 M40 Y76 K45
RGB R157 G139 B87
#9D8B57

Destination Platform Dpt

PARK R 5..

PARK R 25..

19:29

Tickets

Maximum Transfer Time: 60 Min

NOTICE
Keys to the safe are not kept on the premises

GAUTRAIN

GAUTRAIN

GAUTRAIN

Change in Coins Only

Change in Coins Only

PIN CARD ONLY

Change in Coins Only

WARNING

Maximum Transfer Time: 120 Min

Attention Passengers

www.gautrain.co.za