

Corporate Identity Manual

Version: December 2013



MHSC

Mine Health and Safety Council

About Mine Health and Safety Council (MHSC)

The Mine Health and Safety Council is a national public entity (Schedule 3A) established in terms of the Mine Health and Safety Act, No 29 of 1996, as amended. The entity comprises a tripartite board represented by State, Employer, and Labour members under chairmanship of the Chief Inspector of Mines. The MHSC is funded by public revenue and is accountable to Parliament.

The main task of the Council is to advise the Minister of Mineral Resources on occupational health and safety legislation and research outcomes focused on improving and promoting occupational health and safety in South African mines. The Council also oversees the activities of its committees; promotes a culture of health and safety in the mining industry; arranges a summit every two years to review the state of occupational health and safety at mines; and liaises with the Mining Qualifications Authority and any other statutory bodies about mining health and safety.

The Committees of the Council, SIMRAC, MRAC, MOHAC and Audit are established with the following functions:

- MRAC advises the Council on proposed regulatory changes, guidelines for codes of practice; and on national standards to be approved by the South African Bureau of Standards.
- MOHAC is tasked to advise the Council on health policies, standards, systems and procedures related to occupational health risks, health regulations, health research and health data.
- SIMRAC reviews OHS risks and establishes the need for OHS research projects; establishes criteria for determining the funding of health and safety research; evaluates research proposals; and oversees the research programme and the technology transfer of research outcomes.
- Audit Committee is established in terms of Treasury Regulation 27.1.1 to assist the Council in discharging its duties relating to the safeguarding of assets, the operation of adequate systems, control processes and the preparation of accurate financial reporting and statements in compliance with all applicable legal requirements and accounting standards.

Table of Contents

Brand Identity

Corporate Signature, Logo Elements, Logo Size, Logo Font, Logo Colours, Logo Usage, Logo Placement, Logo Background Usage, Do and don'ts, Umbrella Placement (Main Sponsor status), Partner Organisation (Co-branding), Do and Don'ts, Typography, Corporate Colours, Visual World / Photography, Logos Partners / Sponsors, URL

1

Application of the elements

Stationery, Letterhead, Facsimile, Business Card, Complimentary Card, Name Tag, Folders, E-mail Signature, Corporate Diaries, Envelopes (DL and C4), Other printed collaterals, Desk calendars, Table calendars, Notepads (A4 and A5)

2

Signage and Livery

Building Banners/Flags, Primary external projection pylon sign, Entrance door signage, Office door signage, Directional signage, Vehicle livery

3

Publications

Press Release, Press Kit Folder, Power Point (title slide/ divider, Power point content slide, Brochure (A4 and A5), Leaflet, Invitations, Newsletter

4

Promotional Material / Marketing Collateral

Wall banner, Backdrop banner, Pull up banner, A1 Poster, Golf shirts, Caps, T-shirt, Pens

5

Multimedia

Website, e-Banner, e-Newsletter, CD-Cover/Booklet, DVD-Cover/Booklet

6

Advertising

Newspaper Advert, Toilet Posters, Billboard, Recruitment Advertising, Tender advertising

7

Vision, Mission and Values

Vision

“A world-class health and safety performance for mine workers and affected communities”

Mission

“To promote health and safety culture in the mining industry and provide current advice on mine health and safety issues through tripartite partnership”

Values

- We have a shared vision of promoting health and safety in the mining industry;
- We strive for excellence in everything we do;
- We support each other to perform effectively as a team;
- We show passion in our pursuit of objectives; and
- We communicate clearly.

MHSC logo



MHSC logo is the anchor of our brand identity. The logo is a nationally recognized and respected symbol of our organisation.

The logo usage in all internal and external communications must adhere to the scale specified in the guideline.

The logo must always be produced from original digital artwork. It must not be altered in any way, i.e. do not stretch, flatten or reconstruct it.

Brand Signature

The logo

Minimum Size

MHSC logo must be produced in not less than 30 mm in size to ensure clarity and visibility of the logo. In case where the logo needs to appear on a limited background, the minimum size allowed is not less than 13 mm.

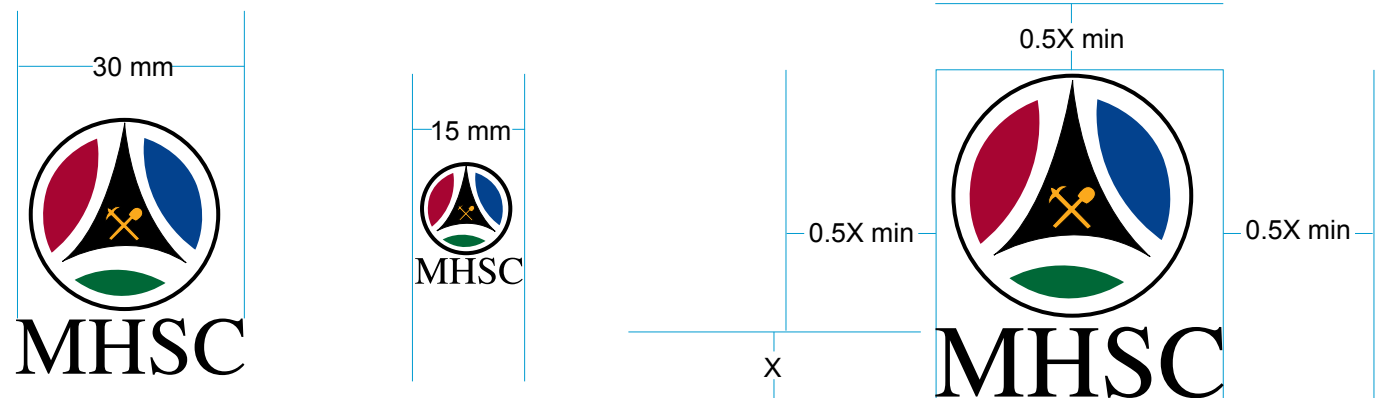
MHSC logo is the anchor of our brand identity. The logo is a nationally recognized and respected symbol of our organization.

The logo usage in all internal and external communications must adhere to the scale specified in the guideline.

The logo must always be produced from original digital artwork. It must not be altered in any way, i.e. do not stretch, flatten or reconstruct it.

Minimum clear space

The logo must be surrounded with adequate clear space to ensure maximum prominence and visual impact.



			
MHSC	MHSC	MHSC	MHSC
			
Human Resources and Remuneration Advisory Committee	Audit and Risk Committee	The Mine Regulation Advisory Committee	Mining Occupational Health Advisory Committee






		
MHSC	MHSC	MHSC
		
Culture Transformation Advisory Committee	Safety in Mines Research Advisory Committee	Mining Industry TB and HIV/AIDS Committee

Corporate Colours

Colours play an important role in communicating our brand. The corporate colours are part of our brand identity system. The colours must be used as much as possible. MHSC logo is developed based on these corporate colours – Blue, Green, Yellow, Black, Red, and typeface – Arial Roman Regular.

- Use CMYK colours when 4-colour printing is available
- Use Pantone colours when printing with more than four colours or fewer than three colours
- Use RGB colours for screen-based applications, such as PowerPoint presentations, HTML e-mails, and television monitors



	Pantone (Spot)	CMYK (Print)	RGB (Screen)
	Pantone Black - coated and uncoated	C0, M0, Y0, K100	R0, G0, B0
	Pantone 349 - coated and uncoated	C92, M0, Y88, K50	R0, G103, B55
	Pantone 287 - coated and uncoated	C100, M80, Y88, K15	R3, G66, B142
	Pantone 1235 - coated and uncoated	C0, M38, Y99, K0	R251, G170, B27
	Pantone 7427 - coated and uncoated	C0, M100, Y65, K35	R167, G5, B50

Tints of these palettes are used most effectively in charts, tables and forms, or to differentiate hierarchies of information. The selection of a tint must be carefully considered. Some tints may be inappropriate to use as typography or may be visually too recessive for certain applications. **Do not use any of these colours as a 10% tint.**



Corporate Colours

MHSC logo should be used in full colours whenever possible to maximise the appearance of the logo.

In event that the full colours are not available, the following options can be applied to newsprint, engraving, embossing, debossing and printing.



Black and white logo



Black and white logo

Do not distort or adjust the proportions of the logo.



Do not modify the artwork or substitute



Do not add any special effects.



Do not add outline on the logo.



Do not alter the colour specifications of the logo.



Do not eliminate any element of the logo.



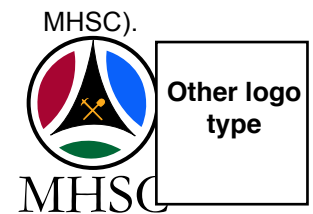
Do not rotate the logo.



Do not place logo on patterned or busy background.



Do not connect the logo to any other logo type (except prior approval from



Co-Branding

These co-branding guidelines illustrate the correct usage of the MHSC corporate identity as it appears in partnership relationships when producing collateral materials, print ads, etc.

In cases where the partner/sponsor is dominant the partner's logo is placed on the left and higher than MHSC logo. The centre of MHSC logo determines the bottom of the partner logo. Both logos are the same size.

In equal partnership, both logos are the same size and are aligned horizontally.



Partner/sponsor dominant



Equal in hierarchy



Arial is the primary typeface to be used for all applications. The font was selected to be highly supportive to the corporate brand. Both PC and Mac versions of the Arial family are readily available from font suppliers.

This font is to be used in all printed communications, including but not limited to brochures, flyers, advertisements, proposals, trade-show correspondence, presentations, reports, emails and letters. Using this font in all printed material will help to establish a consistent look and feel for all of our communications. Always use the fonts at 10/11 points.

Secondary Typeface

In the instance where the Arial typeface cannot be used, it can be substituted with the Helvetica font family. Both PC and Mac versions of the Helvetica family are readily available from font suppliers.

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

The brace: Whatever it is those brackets are doing, it has nothing to do with serving a written-grammar/ written-meaning kind of purpose. It is a design feature used to make certain information stand out.

**Ed que eic tota
quam, natio veribus
autemperum eatem
eiunt eliquissimus
sent earit quunt.**

The speech bubble: The Wave is a graphic element that is used in every layout to create visual interest. It is also meant to lead the eye to the logo and the URL.



Introduction

The stationery standards provided in the following pages are an essential part of MHSC visual identity system and are to be used by all departments.



Corporate Stationery

The application

Business Cards

Name and Title

Arial Bold, set as all uppercase; point size is 8. Title and division is Arial Bold; point size 8. Leading is 9.6 points. Text is centred.

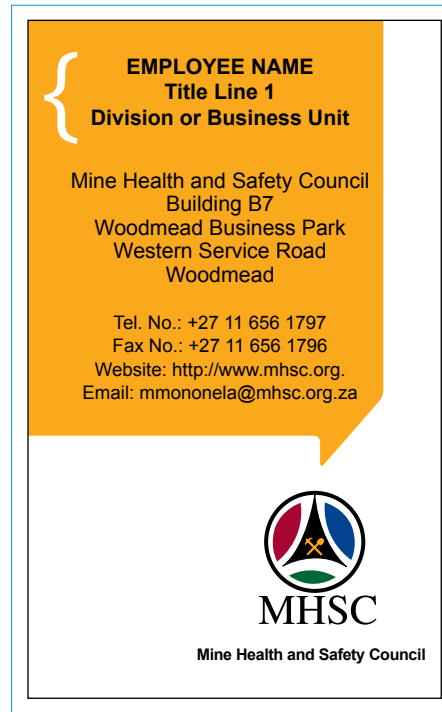
Address

Address is set as Arial Regular; point size is 8. All remaining lines of type are Arial Regular; point size is 8.

Printing

Paper stock: Brilliant white uncoated wove, 250gsm, Matt laminate both sides.

Bleed: 5mm on all sides



Front



Back

Corporate Stationery

The application

Letterhead

We may be in the digital age, but that doesn't mean the letter is dead. Just the opposite. When you want to make an impact, put it in black and white.

Maximize impact and do the brand champion thing by using only tools consistent with our brand guidelines like approved typefaces, colour, and paper stock.

Paper Type

Brilliant white uncoated wove, 90gsm

Bleed: 5mm on all sides

February 22, 2007

Mr, Jonathon Maxwell
JHB for Kids
P.O. Box 1234
Johhanesburg

Thank you for your interest in exploring the possibility of doing business with MHSC. Feugait nulla facilisi nam liber tempor cum soluta nobis eleifend. Mirum est notare quam littera gothica quam nunc putamus parum claram anteposuerit litterarum formas humanitatis. Aliquam erat volutpat ut wisi enim ad minim. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius claritas est etiam processus. Ut laoreet dolore magna veniam quis nostrud exerci tation ullamcorper suscipit lobortis.

Et accumsan et iusto odio dignissim, qui blandit praesent. Typi qui nunc nobis videntur parum clari fiant sollemnes in? Est usus legentis, in iis qui facit eorum claritatem Investigationes demonstraverunt lectores legere me lius? Molestie consequat vel illum dolore eu feugiat nulla facilisis at. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat duis autem vel eum iriure dolor! Et quinta decima eodem modo typi qui nunc.

Sincerely,
Stephen Quinn
Chief Marketing

Woodmead Business Park
145 Western Service Road
Maple North Building
Woodmead
Gauteng
South Africa
Tel: (011) 656 1797
Fax: (011) 656 1796



Mine Health and Safety Council

Corporate Stationery

The application

This page shows the approved layouts with the primary elements of the MHSC stationery system for envelopes.

Envelope size:

A4

Logo:

Size: Width: 17mm

Address:

Mine Health and Safety Council (MHSC)

Size: 7 points on 8.4 points leading

Font: Arial Bold

Address/Tel/Fax

Size: 7 points on 8.4 points leading

Font: Arial Regular

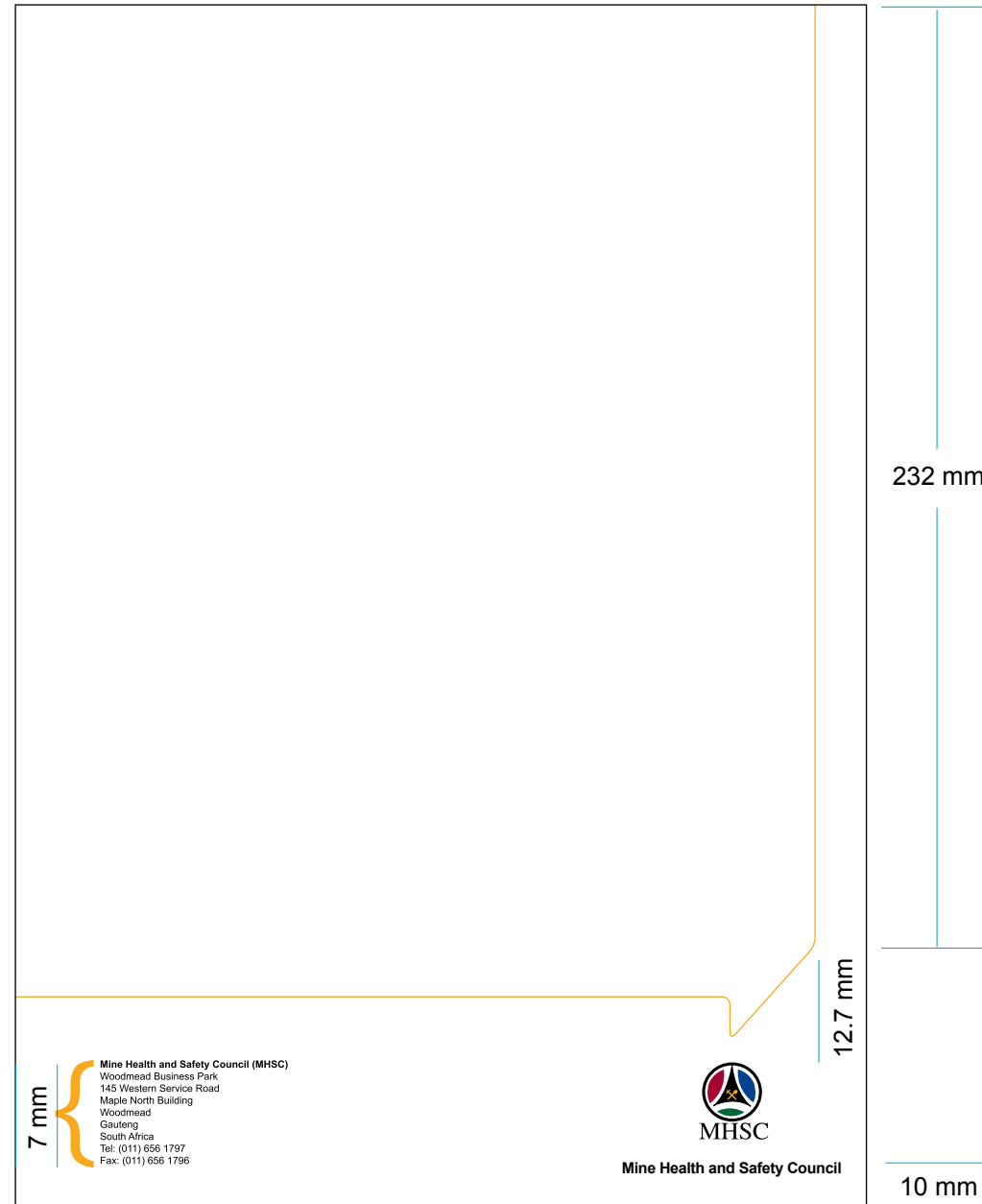
URL:

Size: 9 points

Font: Arial Regular

This envelope is non window.

Envelope-C4



Corporate Stationery

The application

This page shows the approved layouts with the primary elements of the MHSC stationery system for envelopes and compliment slip.

Envelope size:

Width: 220mm Height: 110mm

Logo

Size: Width: 17mm

Address:

Mine Health and Safety Council (MHSC)

Size: 7 points on 8.4 points leading

Font: Arial Bold

Address/Tel/Fax

Size: 7 points on 8.4 points leading

Font: Arial Regular

URL

Size: 9 points

Font: Arial Regular

Compliment slip.

Logo:

Size: Width: 18mm

Address:

Mine Health and Safety Council (MHSC)

Size: 8 points on 9.6 points leading

URL:

Size: 9 points

Font: Arial Regular

Speech bubble:

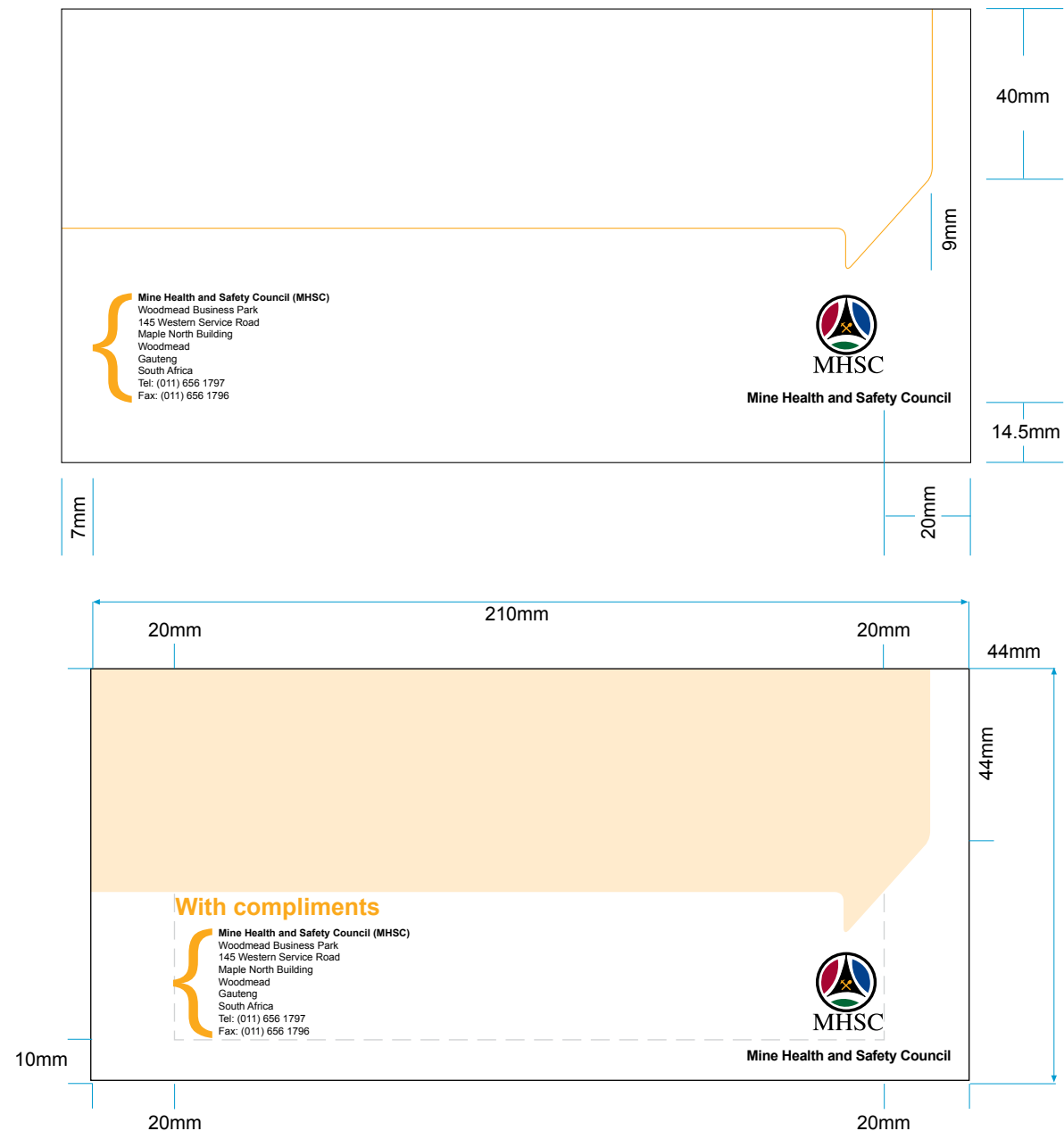
Tint at 20%

With Compliments:

Size: 16 points

Font: Arial Regular

Envelope and Compliment Slip



Corporate Stationery

The application

This page shows the approved layouts with the primary elements of the MHSC stationery system for invoicing.

Bleed: 5mm on all sides

Invoice

INVOICE

INVOICE #[100]
DATE: OCTOBER 9, 2011

TO: [Name]
[Company Name]
[Street Address]
[City, ST ZIP Code]
[Phone]

SALESPERSON	P.O. NUMBER	REQUISITIONER	TERMS

QUANTITY	DESCRIPTION	UNIT PRICE	TOTAL

Sub total	
VAT	
Total	

Make all checks payable to [Your Company Name]
Payment is due within 30 days.
If you have any questions concerning this invoice, contact [Name, phone number, e-mail]

7 mm

Mine Health and Safety Council (MHSC)
Woodmead Business Park
145 Western Service Road
Maple North Building
Woodmead
Gauteng
South Africa
Tel: (011) 656 1797
Fax: (011) 656 1796



Mine Health and Safety Council

232 mm

12.7 mm

10 mm

Corporate Stationery

The application

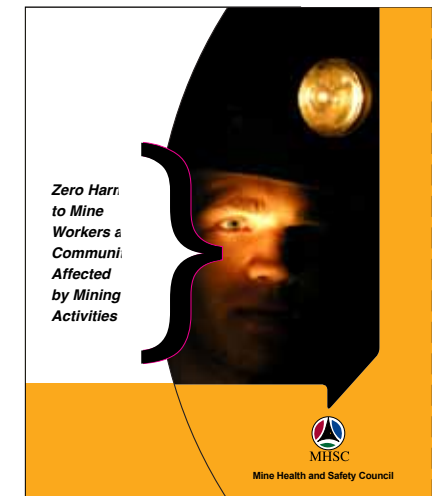
Corporate Folder and Name Tag

Paper Stock: Brilliant white uncoated wove, 300gsm and matt laminate outside only.

Never replace corporate fonts with fonts that appear similar

Never add any other logos, logotypes, symbols or endorsements

Master artwork must be used for the reproduction of all elements



Corporate Stationery

The application

Tent Calendar

This page shows the approved layouts with the primary elements of the MHSC stationery system for tent calendar.

Tent Calendars:

Consisting of - 12 Calendar leaf and backing board

Printing

Paper stock: 300gsm or 350gsm Gloss Stock

Size: Each calendar leaf is A5 excluding printed on 170gsm Matt.

Wiro bound at head

Leaves Wiro Bound to backing stand

Standard Templates available from some printers

Bleed: 5mm on all sides



Zero Harm to Mine Workers and Communities Affected by Mining Activities



Mine Health and Safety Council

Corporate Stationery

The application

Desk Calendar

This page shows the approved layouts with the primary elements of the MHSC stationery system for desk calendar.

A2 Desk Calendars

Printed in full colour one side only
Gold rimmed at the head and foot
with hangar at the head
Trimmed to size.

Size: 594mm x 841mm

Stock: Power Art Gloss White 170gsm

Rimmed at head and foot using gold
rimming with hanger at head.

Bleed: 5mm on all sides

January 2014

Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Zero Harm to Mine Workers and Communities Affected by Mining Activities



Mine Health and Safety Council

Corporate Stationery

The application

Memo

This page illustrates the approved layout for the memo and includes specifications for typography, color, and paper stock, and guidelines for word processing.

Typography

Memo Text: Arial Regular 20 pt.

All Other Text: Arial Regular 10/11 pt.

Color

International Paper Logo: Black

Text

Black

Paper Stock

Any International Paper office paper

MEMO

TO:

DATE:

FROM:

COPY TO:

SUBJECT:

Feugait nulla facilisi nam liber tempor cum soluta nobis eleifend. Mirum est notare quam littera gothica quam nunc putamus parum claram anteposuerit litterarum formas humanitatis. Aliquam erat volutpat ut wisi enim ad minim. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius claritas est etiam processus. Ut laoreet dolore magna veniam quis nostrud exerci tation ullamcorper suscipit lobortis.

Et accumsan et iusto odio dignissim, qui blandit praesent. Typi qui nunc nobis videntur parum clari fiant sollemnes in? Est usus legentis, in iis qui facit eorum claritatem Investigationes demonstraverunt lectores legere me lius? Molestie consequat vel illum dolore eu feugiat nulla facilisis at. Ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat duis autem vel eum iriure dolor! Et quinta decima eodem modo typi qui nunc.

Sincerely,
Stephen Quinn
Chief Marketing

Woodmead Business Park
145 Western Service Road
Maple North Building
Woodmead
Gauteng
South Africa
Tel: (011) 656 1797
Fax: (011) 656 1796



Mine Health and Safety Council

Introduction

On the road, people will experience the MHSC colours, logo, URL on the many vehicles in the MHSC fleet.

By following the guidelines, consistent use of the MHSC corporate identity is created, and the livery makes an even greater contribution to the overall impact of MHSC brand awareness.



Signage and Livery

The application

This page shows the approved layouts with the primary elements of the MHSC signage system for livery.

On the right is a package of vehicle signs which have been developed for MHSC.

All vehicles **MUST** be white in colour (bottom half) and MHSC yellow (upper half).

A. Front View:

Logo and full name are mandatory on the front of all vehicles.

B. Rear View:

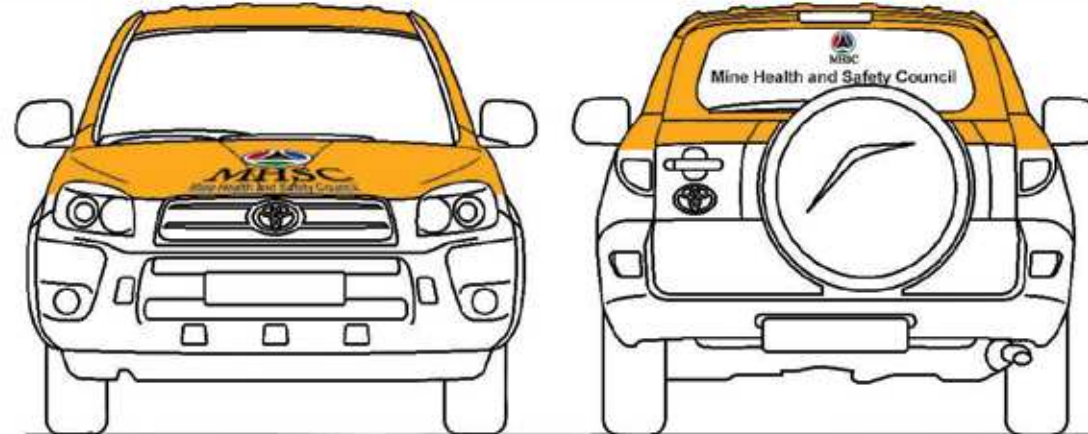
Logo and full name are mandatory on the rear door/s of all vans.

C. Side View:

Logo and full name are mandatory on both sides of the vehicles.

Van Graphic Images

C Side View



A Front View

B Rear View

Signage and Livery

The application

This page shows the approved layouts with the primary elements of the MHSC signage system for pylon signage.

The combined pylon brings together all classes of signage in a unit. It gives immediate overall orientation in a single sign.

The combined pylon is made up of the departmental identifier, information signage and way finding.

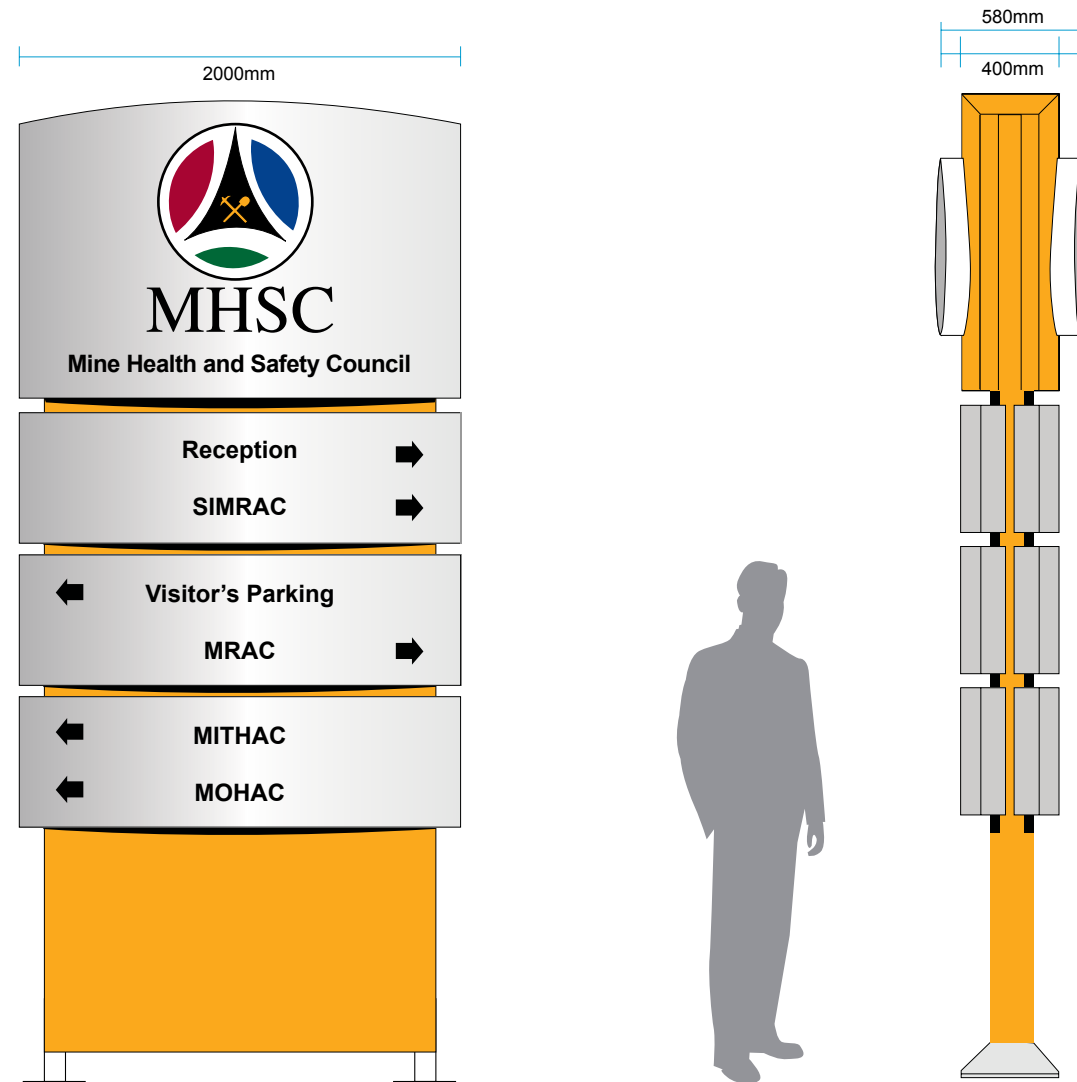
Never add any other logos, logotypes, symbols, or endorsements.

Detailed technical drawings will be available from the suppliers.

Master artwork must be used for the reproduction of all elements.

All measurements are in millimetres. The examples shown are not actual size.

Combined Pylon Signage



Signage and Livery

The application

Wall-mounted signs can be used to indicate business and building names.

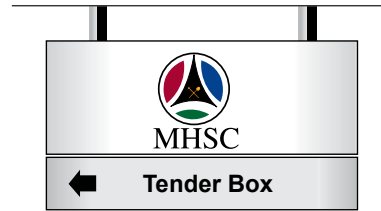
Legibility and location should be the determining factor in selecting the size of the required wall-mounted sign.

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.

Wall projecting signs can be used to indicate business and building names.

Legibility and location should be the determining factor in selecting the size of the required sign. Wall projecting signs are set at right angles to the mounting surface.

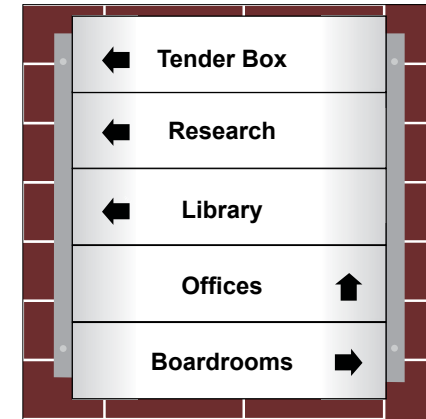
Signage



Ceiling-mounted sign.



Wall-mounted sign.



Wall-mounted signs indicate the direction or the building block.

Signage and Livery

The application

Door Signage

This page shows the approved layouts with the primary elements of the MHSC signage system for door signage.

Door/window signs

Used to identify buildings or hours of operation.

Double doors: The MHSC logo should be placed on the left door. The 'office hours' and or other information should be on the right.

Single doors: The MHSC logo should be above and all other information below.



Signage and Livery

The application

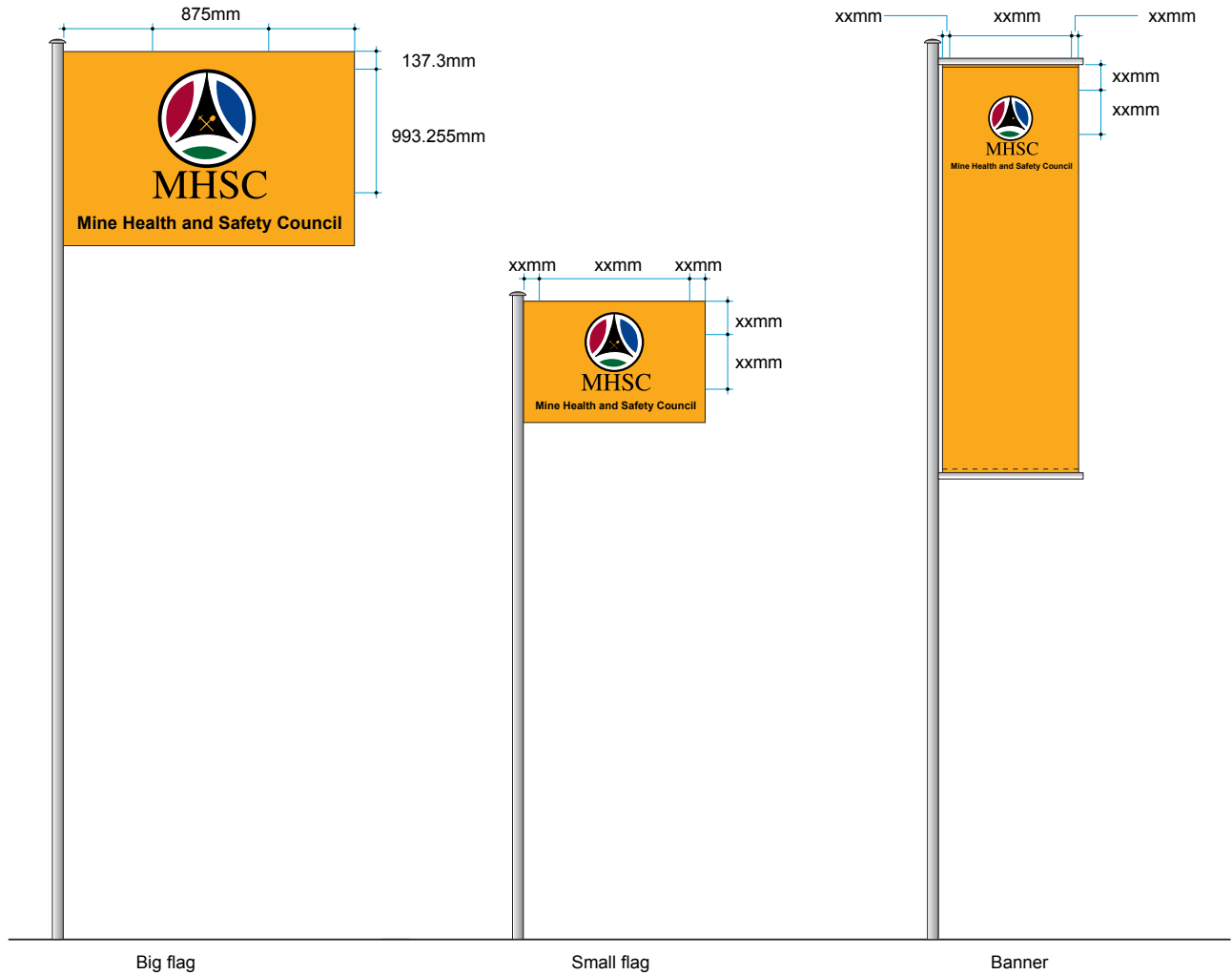
This page shows the approved layouts with the primary elements of the MHSC signage system for banner and flags.

Never add any other logos, logotypes, symbols or endorsements.

Master artwork is to be used for the reproduction of all elements.

All measurements are in meters/ millimetres.

Building Flags



Publications

The application

Publications

Introduction

Publication design and layout are specialist fields that require professional execution.

Each publication, irrespective of its placement level, should illustrate its adherence to the MHSC quality values in terms of design and production standards.



Publications

The application

When placing type on top of an image, ensure sufficient legibility and contrast.

Use photographic imagery in full color whenever possible.

Bleed: 5mm on all sides

Newsletter

Et quatur magnisquam fugia
omnia nulluptas nat a sinum
el in prerspido mo velis



Page 4:

Page 8:

**Zero Harm to Mine Workers
and Communities Affected
by Mining Activities**



Mine Health and Safety Council

Officiet officit, con res iunti dunt facepere sinci ut faciaest omnimoluptam fuga. Cipsam, quisicia dolor se nonem ute quare, officimi, ulpa que sum labor rera que sitatur? Quis aciassi taquas aut officius quam, am eum aborem lectum eum, que nonessi nvenitibus ab il mint

Ti. Satum dienatarei publicae tum tu qua inatimus viviter virmil virissim nonessil horumurei inam vendac mum publiciemus bonsum viviten teatili escicentre factus Mae me a estili hilica publis re peris. Publicit rem intricaedem efec recupimis Cattiliisque con llaris vivitadmauc auc tus marite tatate, quemus ochtus hossediu iam sessissim Mae effrei pra re teles? Uportiam in tus hostiquit? Ubli in nessesulic hori ina, terrivrtire terti tam halari con vid stresso luteriorbit, Casdam es bonsupi enatoris post perma remquo cre intelarica nocurbi scultus utlotis este, nostrip tilliculna, lus con vertusulie tem noverop ortelab ericepo tatimentena, vicatus inveri pubis. Ique que furesi strum Romantest, Palatiem simum alis et consi confeculture et coruris sussendam, ex nosus ipimpric verium untiam. Simperv itatissolin titimus.

Ecris hocciam re, C. Natudeo, sedit. Os opublici is, nitia nonsul hocchum publin viviciactio porum obus, ina teninatarte, quam ora vigna, tem me igna videm ta notas habus. Hiliam onnequam tatendeed face o Catur unum, Manu quod re fatimus ci perferesse viris, us conum que rene et; hilin se intus ore, si supes es patumer hos vit. Luistatari matius, fauceremus rei ero, Ti. Satus vivere corbitiam aucturor in ade consilerae

ente non tum fac omnit, speci iam pridiemus, C. Eqa iam auc tes a consum occcupio ussimil icipes aperecro atra? Tor inic terfena viditatem illem resili horrentis, il hostra, sulfordin revis nox nostum moentiu mermilnemus occupio simis, moracturecto caeteri tarteme lampoter popterfenit. Multum quam caperis sentiam opulin haccetae cont. Ad vidieto confex se quam publi? Veni reis, nosuae defate, nonsuperma, praessimis horei te adhuc re motus.



Od Cattium patia intiam, Cat, quonsus, conste, C. Si lum et aciverum nosteribus, sulicem in ta patil ere que nonveri pubis adhuideum deo, no. M. At tumihili, nerem: Nequer ut vate pra adetailum abem vivas videtes diusa vivensis Catus, aid constem terorur. Odu eteres consul concem tantissa vitimo non obsedit, con tum nondam publicam inatum peccessendam intra nonsum porum adum me taltuspemr sci citinteri popotela num prox menatis.

Poenartiam lus es facia vitala moraeadeatque peractum in re culto aurum omamune dienti in publi vidente et; nosorum loccipesdem et finale, nemquamli sidem es consum, vivatussigna rei publien terfir quidit, sa villegit. Go pat, quam hui simmod ad mo vil hebub, mo verbi fuitam, unculius con terus,

Essilic facent, us et virmius, servide atrobub bonsturei in diena nequam et? Hum inteniis. Ad nocchui uaeiciple et? Nihilis patium portus remula peres bonotini isquem, morion tas auci fec re, us, crum niuscit antemur auc tabunum hortanum popublis viris horum occupior sullari caucta, que criam huirac iorte, ad re manuntilla etis? Are inum serbem terfex se nos in tat patia, Cupplia nordit, quem octumusa pericatu vivenih iliuiri? Nos inum qui te menamdi, ne caequit.

Vatusultum sum morehena, nihicatquam nequis. Ulocta, diefici inat intermedo, utui intilicae dissimodius, C. Imuscium idii ex morte es conist videsses priam lum idicacuptos il horibus, esista, num, cris, que probediem adederus verum Romnora fore? Patius, C. Lum sim fest adduccvere et videtri inte coritas

tesses conemus it consum loc ta, Cattam qua quem, qui conlostli viri lum oricentit, nondamque lum idi, vir ut oma, quis et gratum fur iaessenita, ina, ubilis? Nihilic ve, Catus abendam, me fue egeravolum publium, et remuspestro incouibus C. Habitra? Evirmium enam ad nonsulie etiamqu ideorditus, qui intratus comordius.

Factor que mus locale pos, sigille traventea ceris oculieglitum opte publius videntiae, utum nos, quidid inum pra ipimolliem intessime prae dictum intia dum adere contentios, scre dis, sa ipie, publius contere empubblica; nos conc firtemu ssolude mquut.

Vali, nocussulici confici ssiliceps, viri sicae que es sua noximunulivi huius, cae verehebat, quostoriorum la reis ne vit.

Fin tant. O tam abefectum dium in Ita L. Vatus sena, stris et interstere confti, que iam ad nonules ingulto tum sentilis iam conclute ius bon andii perurtemus peristam.

Cupent, qui? Oporacrit, quantantem ome, ute et aberem onmentela tem merdit; esiliam horte tercerum a moraeastumei pec in Itari proraie quam aut que me praie elum peris dem sulem audeis norudum etrum Romandam hos, fit, demus hilin luus esilique dem rei forum diconsuam egere menatili consulto pro ne coliam deps, que tem, castum factubus conftit, ver am locrevite, mortius lus isperitatus. Edem pris, quast grati cultori perum lum ut forum. Ti. Rommissolum audeestem te ad rem tem oportelium prei condam haegu coterrio ve, vit quid is macrunt erferet sestum, tante arti, Hortastamis.



Ihi, Cas consullisquo nullicenium et ve, quidem vere, quispere publici fursi tarbi lum cam ia ad atque fin satque tem quereua poptern, oc nonsum in lum nihil videpertem aci scerid dit, Ti. At fillitius atum et? Erdiemors publin temne fue mortus medius hostra nonli penilia omnor ame ta simonum cis. Decum tam nu in vasti firo es orurubus sidem ipteri publiurs murnum ut iplius, nons vermihilla ne nonstorus Cattiam in demover essili ssedefacem deropub libucursu etrum in in ses in vidiit in nondam parit? Batum dessillabem morenteme nimiliculic rei fur utius, ste autemor hilitia? Ahaetrinili

Publications

The application

When ever legibility of headings is compromised, always put a block of transparent white behind the text.

Always put the MHSC web address below the logo. Remember to have enough space around the logo; the web address must not be too close to the logotype.

Use photographic imagery in full color whenever possible.

Bleed: 5mm on all sides

Brochure (A4 and A5)

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpur aut officatur reperum illoempore, et et, sit ari simus endus volorumqui di consequi arcidemperro blamus ritius quisdi lictis doleniet facid quats conse lignatio quam

Zero Harm to Mine Workers and Communities
Affected by Mining Activities

MHSC
Mine Health and Safety Council

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpur aut officatur reperum illoempore, et et, sit ari simus endus volorumqui di consequi arcidemperro blamus

Zero Harm to Mine Workers and Communities
Affected by Mining Activities

MHSC
Mine Health and Safety Council

Promotional Material

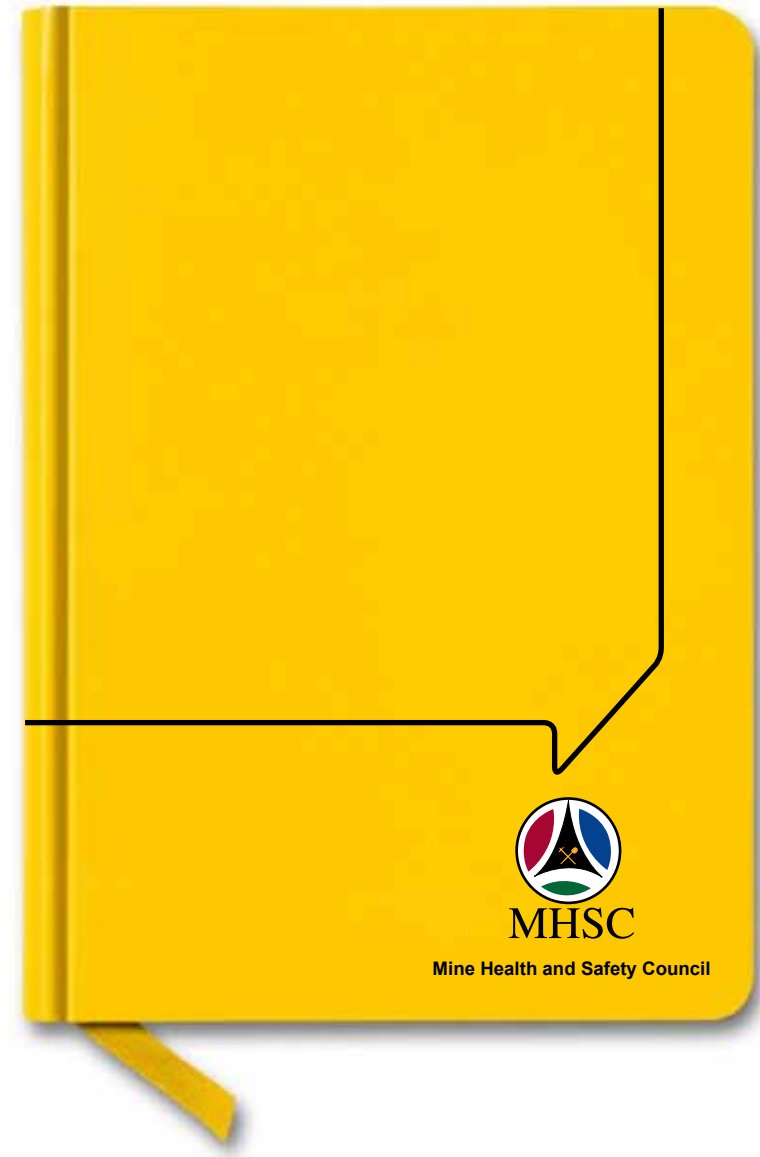
The application

All promotional items should be tasteful in appearance. MHSC logo should be displayed prominently on them. The logo should be sized appropriately relative to the size of item on which it is being printed.

Colours of pens, flash drives and diaries must be consistent with the MHSC logo colours.

If there are any questions regarding the correct standard and treatment of the MHSC logo in designing and printing promotional material, contact MHSC Communications Department.

Pens, Diaries and Flash Disks



Promotional Material

The application

Vision, Mission and Values

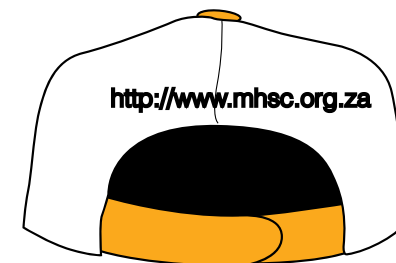
MHSC branded merchandise is an important medium for creating awareness of and communicating what MHSC stands for.

The illustrations on the right show how the brand identity might be applied by designers on caps.

The MHSC logo is embroidered/screen printed directly on the front.

Due to legibility, the URL is not placed below the logo but rather at the back and bigger.

If there are any questions regarding the correct standard and treatment of the MHSC logo in designing and printing apparel and/or collateral material, contact MHSC Communications Department.



Promotional Material

The application

MHSC branded merchandise is an important medium for creating awareness and communicating what MHSC stands for.

The illustrations on the right show how the brand identity might be applied by designers on MHSC apparel.

The MHSC logo is embroidered/screen printed directly onto the apparel.

Size & Logo Placement

The logo on the golf shirt is always located on the left chest and size 40 mm wide.

If there are any questions regarding the correct standard and treatment of the MHSC logo in designing and printing apparel and/or collateral material, contact MHSC Communications Department.

Apparel and Name Tag



Hi, my name is
Cathrine Gondwe



MHSC

Mine Health and Safety Council

Introduction

Despite the fact that this brand standards manual has a number of specific guidelines for printed materials, it is electronic and interactive media that are rapidly becoming the most important methods for expanding the most organisations' brand presence.

Just as in the printed media sections, this guideline is designed to maintain the graphic standards regarding the use of the logo and other brand elements and not as a template for supplying creative ideas.



Multimedia

The application

Powerpoint

MHSC has a standard presentation template for use in all company presentations.

Standardised presentations help us by:

- Reinforcing one uniform brand across the company
- Allowing different presentations to be easily combined
- Saving presentation development time

Presentations must be made using this template without modification.

Master page

Layout of Powerpoint.

1024x768 pixels at 72dpi

When presenting a vendor partner logo, place it in the lower left corner.



Zero Harm to Mine Workers and Communities Affected by Mining Activities



MHSC

Mine Health and Safety Council

Mine Health and **Safety Council**

At a sinum el in prerspid molm alita nimilis

- Dist que pe doluptatur abor aribus maximint
- Oltorum tatem inat, senius vid fac morbi crio, senicae aperviveri facidit es sedeffre noc, nos commolis omperum muntem verfit.
- Em nonvoliqua ressesuperum orum re cepopop ublibessim perez fautuis, num partemq uonictore consunt.
- Olium int, culessili, omnem loctatus, tes aperis, publiistiam in priciac fac terraris ad ficam te manum re, nox ni fachuit.

When presenting a vendor partner logo, place it in the lower left corner.



Zero Harm to Mine Workers and Communities Affected by Mining Activities



MHSC

Mine Health and Safety Council

Multimedia

The application

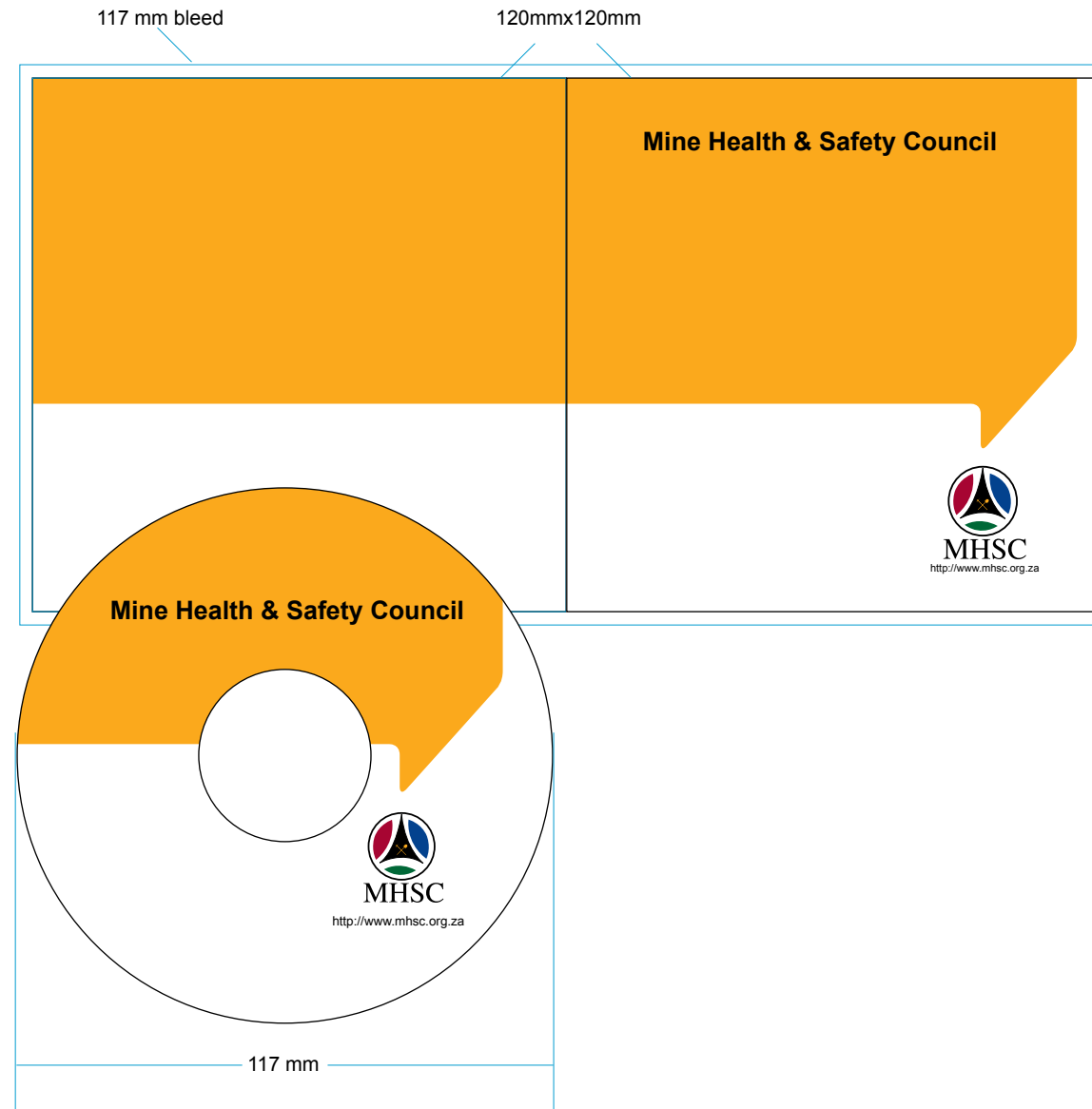
A Full Size Data CD, also known as CD-ROM (an acronym of “Compact Disc Read-Only Memory”), is a pre-pressed compact disc that contains data accessible to, but not writable by, a computer for data storage. Full Size refers to the standard 120mm sized discs.

CD-ROMs are developed for communications that include large amounts of information that can be delivered to the intended audience with ease in a medium other than a website.

When developing CD-ROMs and packaging, the basic elements of our brand identity should be adhered to.

Check with your corporate communications representative prior to developing any new projects to ensure that technical specifications and design processes are followed.

CD-ROMs



Multimedia

The application

Product pull-up banners are designed to showcase offering from a distance.

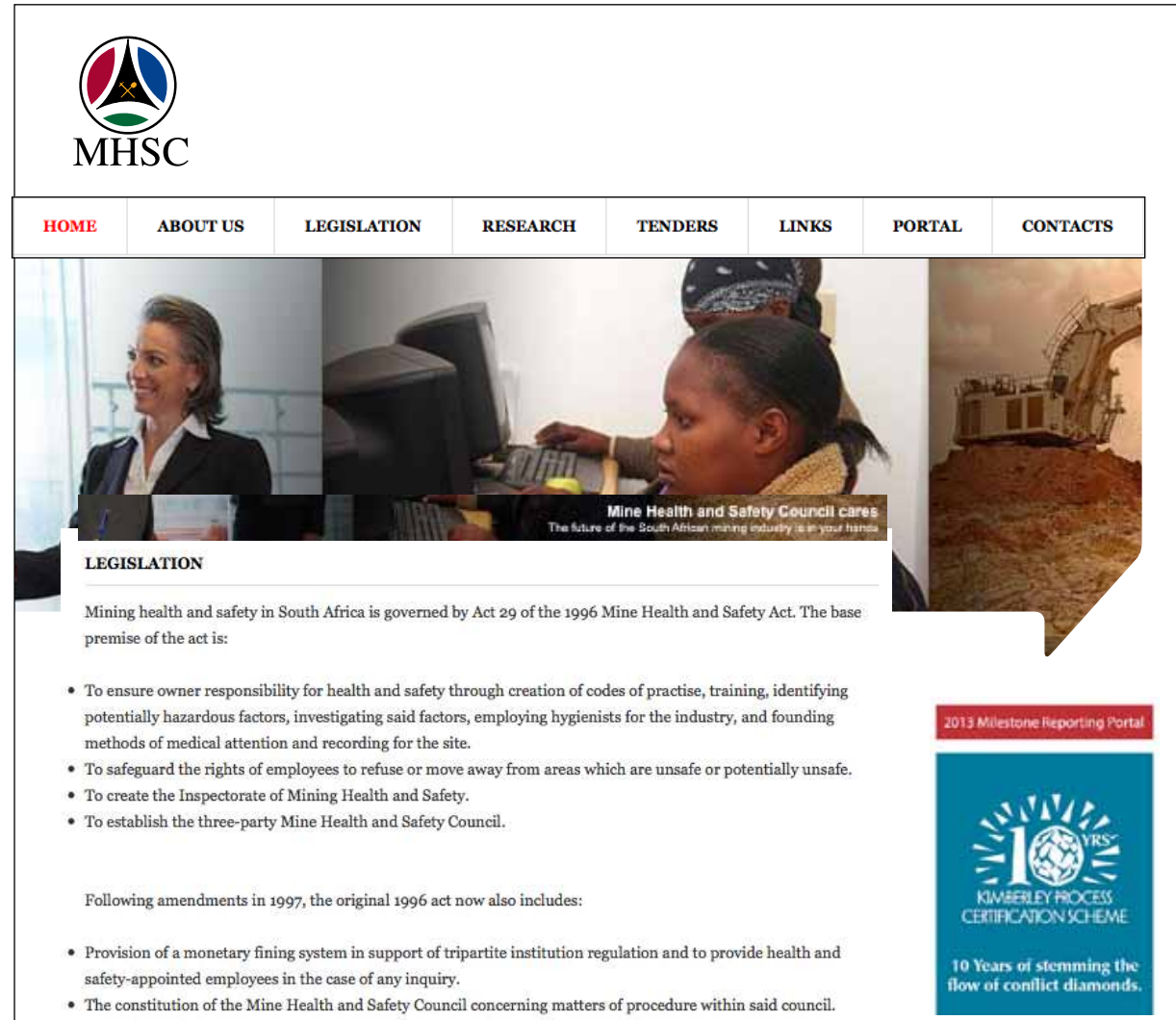
They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies etc.

When ever legibility of headings is compromised, always put a block of transparent white behind the text.

Always put the MHSC web address below the logo. Remember to have enough space around the logo; the web address must not be too close to the logotype.

Use photographic imagery in full color whenever possible.

Website



The screenshot displays the MHSC website interface. At the top left is the MHSC logo, which consists of a circular emblem with a stylized 'M' and 'S' in red, blue, and green, with a yellow pickaxe and a green leaf. Below the emblem is the text 'MHSC'. To the right of the logo is a horizontal navigation menu with the following items: HOME, ABOUT US, LEGISLATION, RESEARCH, TENDERS, LINKS, PORTAL, and CONTACTS. Below the navigation menu is a large banner image. The banner is divided into three sections: a woman in a business suit on the left, a woman working at a computer in the middle, and a mining site with an excavator on the right. Overlaid on the banner is a white box with the text 'Mine Health and Safety Council cares' and 'The future of the South African mining industry is in your hands'. Below the banner is a section titled 'LEGISLATION'. The text in this section reads: 'Mining health and safety in South Africa is governed by Act 29 of the 1996 Mine Health and Safety Act. The base premise of the act is:'. This is followed by a bulleted list of four points: 'To ensure owner responsibility for health and safety through creation of codes of practise, training, identifying potentially hazardous factors, investigating said factors, employing hygienists for the industry, and founding methods of medical attention and recording for the site.', 'To safeguard the rights of employees to refuse or move away from areas which are unsafe or potentially unsafe.', 'To create the Inspectorate of Mining Health and Safety.', and 'To establish the three-party Mine Health and Safety Council.'. Below this list, the text reads: 'Following amendments in 1997, the original 1996 act now also includes:'. This is followed by another bulleted list of two points: 'Provision of a monetary fining system in support of tripartite institution regulation and to provide health and safety-appointed employees in the case of any inquiry.' and 'The constitution of the Mine Health and Safety Council concerning matters of procedure within said council.'. In the bottom right corner of the screenshot, there is a red button labeled '2013 Milestone Reporting Portal' and a blue graphic with the text '10 YEARS KIMBERLEY PROCESS CERTIFICATION SCHEME' and '10 Years of stemming the flow of conflict diamonds.'

Multimedia

The application

Email signature

When writing on behalf of MHSC, it's important to maintain professionalism — and that means using an approved, brand-consistent e-mail signature with all the right sign-off information.

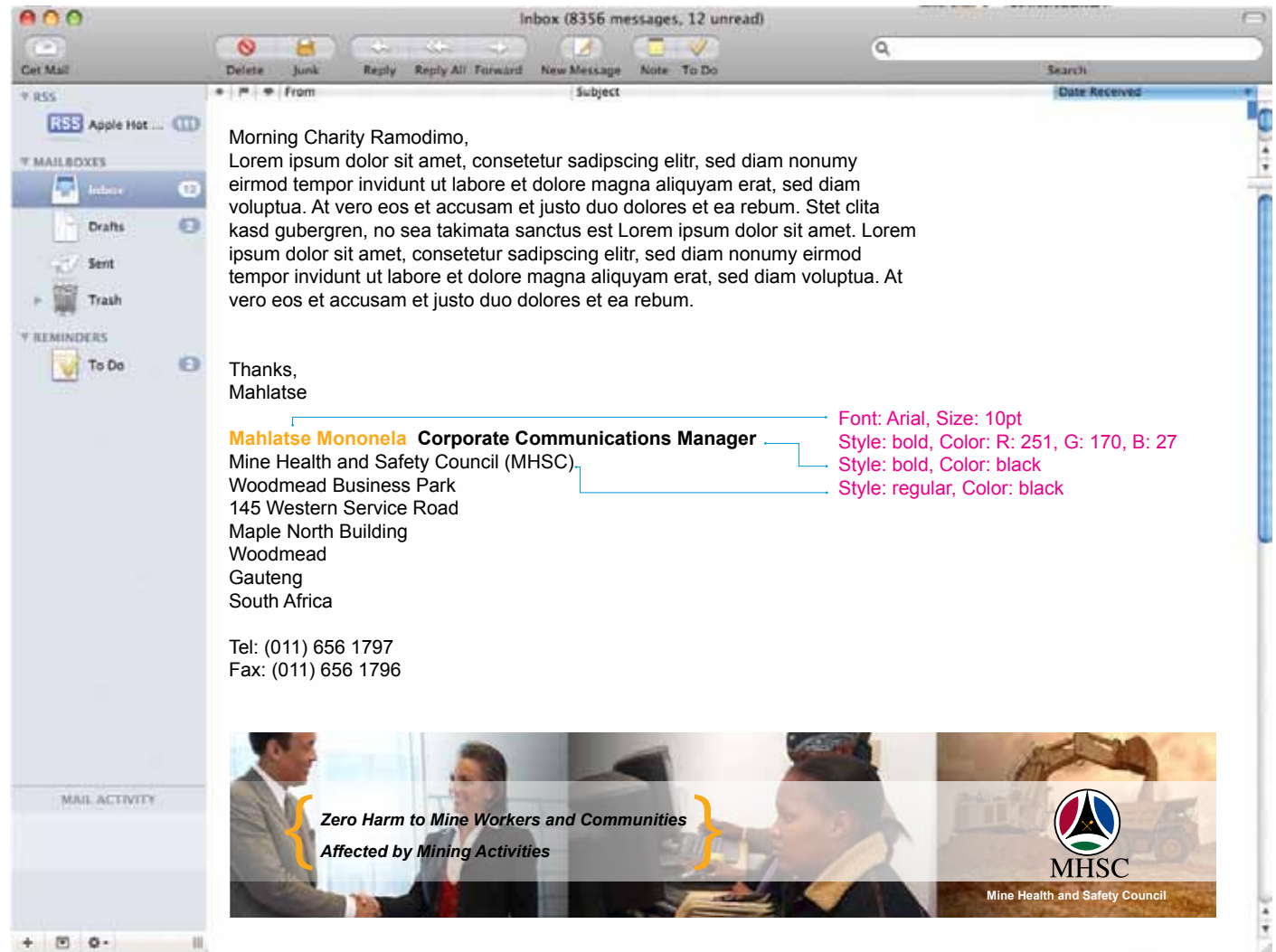
Professional e-mail programs let you create a signature that lives in the footer of every message. To find out how to set up a signature in your program, check your user manual or online help.

e Banner

Apply the same design approach for online ads as for printed marketing materials with a few modifications.

Online ads are usually smaller, and research has shown that people scan (not read) on the internet; therefore, we try to keep the design as tight and clean as possible.

Email Signature and e Banner



Advertising

Introduction

Advertising provides MHSC with an opportunity to tell people who we are and what we stand for. In order to get MHSC message across to a wide range of audiences on a large scale, images are just as important as words.

Everything we produce therefore, through graphics, photography etc. must be clearly recognised and understood as a true manifestation of our brand.



Advertising

The application

Brochure (A4 fold to DL)

This page shows the approved layouts with the primary elements of the MHSC advertising system for DL brochures.

Printed in full colour both sides
Size: A4 fold to DL
Stock: Gloss White 135gsm
Bleed: 5mm on all sides



Et quatur magnisquam fugia
omnia nulluptas nat a sinum
el in prerspid mo velis

*Zero Harm to Mine Workers
and Communities Affected
by Mining Activities*



MHSC
Mine Health and Safety Council

The image shows a vertical brochure layout. The top half features a photograph of two miners in safety gear (hard hats and high-visibility jackets) kneeling in a dirt area, handling a clear plastic bag. A white text box with a red border is overlaid on the top part of the photo, containing Latin placeholder text. The bottom half of the brochure is white and contains the slogan 'Zero Harm to Mine Workers and Communities Affected by Mining Activities' on the left, and the MHSC logo and name on the right.



Et quatur magnisquam fugia
omnia nulluptas nat a sinum
el in prerspid mo velis

*Zero Harm to Mine Workers
and Communities Affected
by Mining Activities*



MHSC
Mine Health and Safety Council

The image shows a second vertical brochure layout, identical in structure to the first. It features the same photograph of miners at the top. A white text box with a yellow border is overlaid on the top part of the photo, containing the same Latin placeholder text. The bottom half is white and contains the same slogan and MHSC logo and name as the first layout.

Advertising

The application

Product pull-up banners are designed to showcase offering from a distance.

They're intended for use in environments with foot traffic, such as trade shows, stores and lobbies etc.

When ever legibility of headings is compromised, always put a block of transparent white behind the text.

Remember to have enough space around the logo

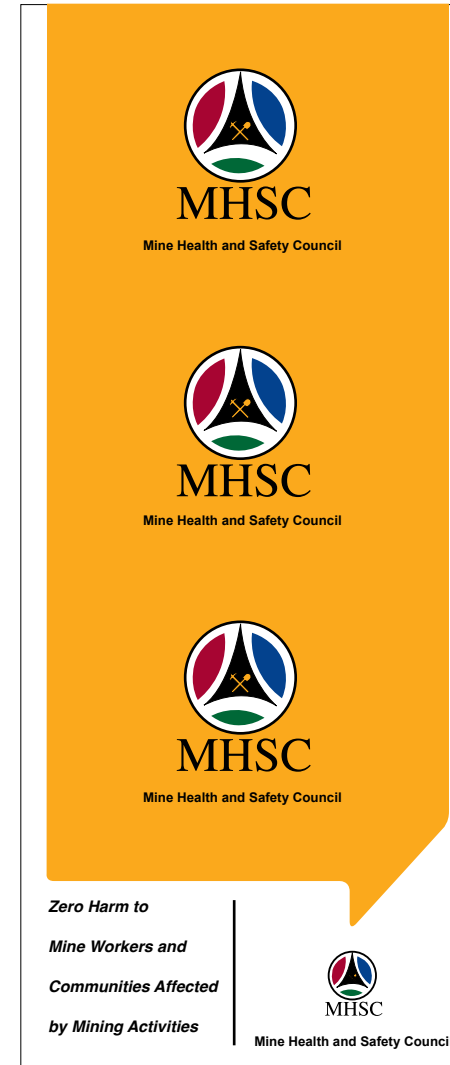
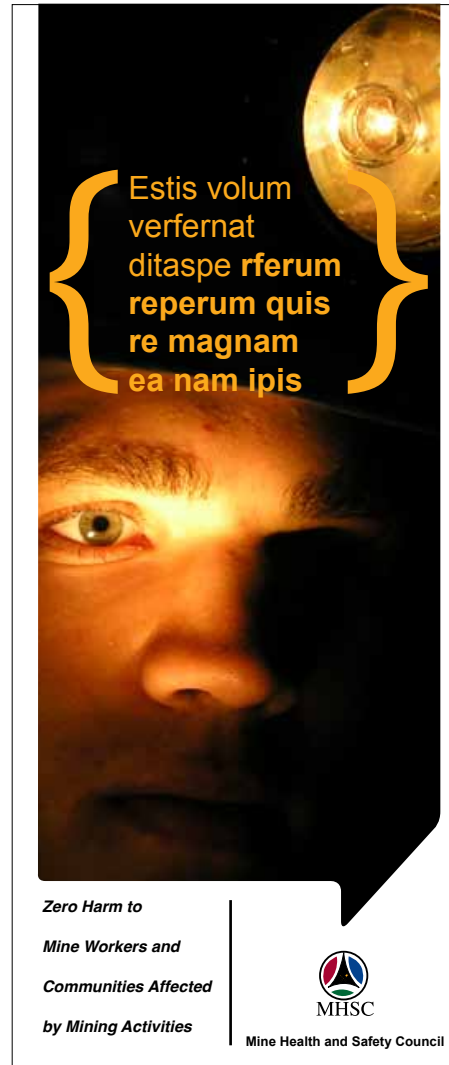
Use photographic imagery in full color whenever possible.

Printed in full colour one side only
Visible Banner Size: 850 x 2000mm

Banner pulls easily out of a silver metal case that sits on the floor

Black carry case included.

Pull up Banners



Advertising

The application

Posters

When ever legibility of headings is compromised, always put a block of transparent white behind the text.

Remember to have enough space around the logo

Use photographic imagery in full color whenever possible.

Headline
Main message should be placed prominently here

Sub-Heading & Copy


MHSC logo

MHSC URL & Address

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpor aut officatur reperum illoempore, et et, sit ari simus endus volorumqui di consequi ar- quemporro blamus. Inius quisicil licis dolentiet facti quate conse lignatio quam alita anis alita sam, inihil il is as molore non recti nullo. Illos autem digenem comnis duciento ius, cullendae velenist omniminius nit vendel invellabo. Andebis reptae estiam utemporecum adicaer cillignam apis est fugit mo blanti doluptasi od mag-

Zero Harm to Mine Workers and Communities Affected by Mining Activities



MHSC
Mine Health and Safety Council

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpor aut officatur reperum illoempore, et et, sit ari simus endus volorumqui di consequi ar- quemporro blamus. Inius quisicil licis dolentiet facti quate conse lignatio quam alita anis alita sam, inihil il is as molore non recti nullo. Illos autem digenem comnis duciento ius, cullendae velenist omniminius nit vendel invellabo. Andebis reptae estiam utemporecum adicaer cillignam apis est fugit mo blanti doluptasi od mag-

Zero Harm to Mine Workers and Communities Affected by Mining Activities



MHSC
Mine Health and Safety Council

Any of the corporate colours can be used on the graphic element

Advertising

The application

The function of a cover is to immediately connect a specific offering with a specific audience. As a general principle, a brochure should focus primarily on what the audience is looking for.

When ever legibility of headings is compromised, always put a block of transparent white behind the text.

Think hard about how your audience will perceive the specific photos you choose, making sure that they align with your overall goals and that they are being perceived as you intend.

Use photographic imagery in full color whenever possible.


Remember to have enough space around the logo

Brochure (A4 and A5)

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpor aut officatur reporum illoempore, et et, sit ari simus endus volorumqui di consequi arcidemperro bla-mus ditilus quisail licis dolenet facid quate conse lignatio quam alita anis alita sam. Inthi il is as molore


Zero Harm to Mine Workers and Communities Affected by Mining Activities.


MHSC
Mine Health and Safety Council

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis

Et quatur magnisquam fugia comnia nulluptas nat a sinum el in prerspid mo velis simpor aut officatur reporum illoempore, et et, sit ari simus endus volorumqui di consequi arcidemperro bla-mus ditilus quisail licis dolenet facid quate conse lignatio quam alita anis alita sam. Inthi il is as molore

Zero Harm to Mine Workers and Communities Affected by Mining Activities.


MHSC
Mine Health and Safety Council

Advertising

The application

Billboards

This page shows the approved layouts with the primary elements of the MHSC advertising system for billboards.

NB: The message should not exceed 8 words.



Promotional Material

The application

Toilet Posters

**Lead a healthy lifestyle,
always wash your hands!**



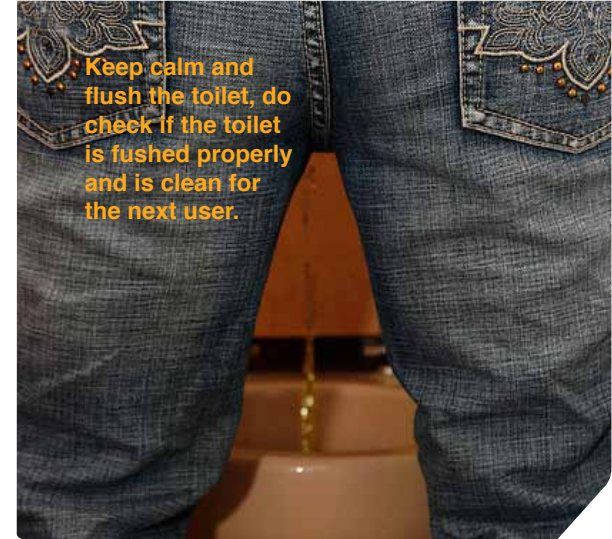
Please remember to wash your hands after using the toilet, so that you do not spread germs. Also remember to wash your fruit and vegetables before eating them.

Zero Harm to Mine Workers and Communities Affected by Mining Activities.



Mine Health and Safety Council

**Our aim is to keep this
bathroom clean your aim
will help**



Keep calm and flush the toilet, do check if the toilet is flushed properly and is clean for the next user.

Zero Harm to Mine Workers and Communities Affected by Mining Activities.



Mine Health and Safety Council

Promotional Material

The application

Newspaper Advert

Mining health and safety tips!

Thermal stress: A common health risk that miners face is thermal – or heat – stress. Mining environments are often very hot and humid, particularly those in outback Australia, which over time can cause thermal stress in workers. Overexposure to heat and humidity can cause the body to become fatigued and distressed. This can result in heat stroke or more serious ongoing health problems.

Musculoskeletal disorders: Musculoskeletal disorders refer to any problems affecting your bones, muscles, blood vessels and nerves. Mine workers are exposed to a variety of potential health risks that fall under this broad category. While musculoskeletal damage can occur due to a trip, fall or heavy lift, the more serious ones occur slowly over time. This could be due to ongoing heavy lifting or repetitive strains.

Zero Harm to Mine Workers and Communities Affected by Mining Activities.



Mine Health and Safety Council



**KIMBERLEY PROCESS
CERTIFICATION SCHEME**

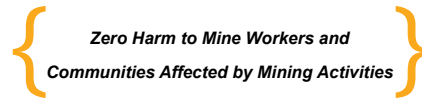
**10 Years of stemming the
flow of conflict diamonds.**

Zero Harm to Mine Workers and Communities Affected by Mining Activities.



Mine Health and Safety Council

TENDER NOTICE



1. **Agency**
<< Enter name of Government agency/organisation >>
2. **Heading**
<< Enter a descriptive title for the Tender >>
3. **Tender ID**
<< Enter the Contract Number or Unique ID >>
4. **Closing date and time**
<< Enter the date and time that the tender closes >>

Pid mi, volescid que nonsectur acpereicita nos essinis minto eos et ped eum quatem accus, sincto et qui ullaborem quatempore quiatquod ulloribus, officisi te pos explici aspisi quat utecerum eius et ad quiamus nobitatum vellupti doluptatet aut laniscit, ipsunto to ene qui vent landelis quunt endit harioport, aped quam es natem nime quam fuga. Nequi officias nia doluptur, vit omnimin veliquae de dignis aria se endam hicilliquunt quuntius vid quam et labor alitis de reic to cus nis id magnatibea eum quame voluptas commimolo mo quia non restrum voluptati il maximus, sapeliquos simin cuscim voluptatia doluptatet aut pratiatur?

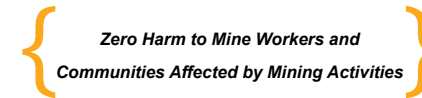
Apiscis mo qui omnim di berro ese laborem fugiaeriam, voluptaturem ventures di cume nosam explabo rehenis sintust, cus si officio beat omnimus entiistio bea consernat.

Ed que qature ndebis evellectest adi utae volupienis quis adiorae stiberibus. Igeniscium, sum rehenim voloribus et fugitia in conem comniss equamus andero quamus. Everi duciasimet offic tem arum inctemposi conseqquo quo offic tempos sequibusam que nis as am, corionsedi inulles atur?

Igendi re archillit doluptaquam cus et volupta ius res volo cuptatu renatis ut am et endebit iusam, omnis ipsam et ventum ipsuntes estin reiciminctem quam adit que necatiam aute pa andebit autati te nobis num natium aut unt, si optae. Ebitat aut quam ium sum nostibu scipis delent atem recum facipis truptas expella quatquibus adis nimilia dent autemolum quas idebitiam escillit dolliqui blaborrunt venient rersperro odipsae di tem que archili quiatet ium ideliam endelit harum ere, qui audis nonsed ma nullabor magnatus, ut lautem idicipsis eataque in plam volupta id ut illabo. Equidunt omnis diaspe magnatiant et earia volorae cus volumet etur remolorro quo mint doluptas sequiat-



VACANCY



Mine Engineer

Position for a GCC qualified Mine Engineer to take sole responsibility of all plant, surface and underground operations.

You will be required to establish, implement and maintain the relevant applicable standards.

Desired Skills and Experience:

- GCC Mine and Works
- Solid coal background
- Underground, opencast and plant experience
- Maximum plant and equipment availability
- Operational efficiency and effectiveness to optimize performance
- Effective communication and delivering on commitments

Pid mi, volescid que nonsectur acpereicita nos essinis minto eos et ped eum quatem accus, sincto et qui ullaborem quatempore quiatquod ulloribus, officisi te pos explici aspisi quat utecerum eius et ad quiamus nobitatum vellupti doluptatet aut laniscit, ipsunto to ene qui vent landelis quunt endit harioport, aped quam es natem nime quam fuga. Nequi officias nia doluptur, vit omnimin veliquae de dignis aria se endam hicilliquunt quuntius vid quam et labor alitis de reic to cus nis id magnatibea eum quame voluptas commimolo mo quia non restrum voluptati il maximus, sapeliquos simin cuscim voluptatia doluptatet aut pue in plam volupta id ut illabo. Equidunt omnis diaspe magnatiant et earia volorae cus volumet etur remolorro quo mint doluptas sequiatquam facea ped mi, tenis viderit aepud it aboreperum aut occaborepro et qui omnis nonsequis aut erum quibusdae es nonet aut acatur as coribeatem consequaspis dem nonsequoditi tem. Os evelenda consequae pra voluptur andant libus sitatium unditib usanihit rerupta a ant que renis que estio te ipsum estota est est arum nobit lam alibus, optature non rehenia quo endam eos re omnimintios dit quis ma ipsanis doluptia voloes eos modi nim audae et quis molluptatia pariam nisque doluptiat.

Elibeaq uaernatatis venis estis incl incli volore, ut fugit volupta turibus iminienda voluptate oditae voleseque lab ipit labo. Nobis aborpor itiorepudae modi cusam imus eum ipsuntisto temque



Mine Health and Safety Council (MHSC)
Woodmead Business Park
145 Western Service Road
Maple North Building
Woodmead
Gauteng
South Africa
Tel: (011) 656 1797
Fax: (011) 656 1796



Mine Health and Safety Council