

#### WELCOME TO THE PSDF BRAND GUIDELINES.

These guidelines provide you with a comprehensive framework for all tactical ingredients and identity applications which we will use to visibly distinguish and reinforce the value of our brand.

These guidelines are ever evolving and will continue to adapt depending on the situation that requires a more customised-solution approach.

ISSUER/ISSUING DEPARTMENT Madiha Sarim, Head Marketing and Communications

TARGET AUDIENCE All Employees, Donors, Trainees, Training Service Providers and Employers

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Tagline

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TSPs GUIDELINES





BRAND



"An organisation's survival depends on constant innovation and progression. Our organisation's vision is to impart skills to individuals for betterment of the society at large. Thus similarly within our organisation we constantly evolve and aim for advancement. I am pleased to share with you our new logo and tagline. Both the logo and tagline have been designed to capture the essence of the evolutionary process that PSDF is currently going through.

Our new logo represents the mutual journey to success for PSDF and all its stakeholders; trainees, employers, donors, TSPs and most importantly PSDF colleagues. The tagline has also been designed to complement the key message of our logo: PSDF equips you with skills that will put you on the path to success.

Our logo has changed but our drive to create a skilled youth remains the same. Together with you, we envision skilled and successful individuals making developed Pakistan a reality."

Jamerallar

Jawad Khan Chief Executive Officer

# OUR PURPOSE

We will shape the future and well-being of our poor and vulnerable **youth** by giving them access to skills training of the highest standard so they can find sustainable employment and income generating opportunities in **Pakistan** and beyond.







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#### **RESULTS DRIVEN**

We always have our eyes on the results. We will be resilient, persuasive and perservering until we get the results we are looking to achieve, individually and as a team.

#### INNOVATION

We welcome and push for change. We encourage our people to be entrepreneurial, take some risks and learn from mistakes. We constantly look for new ideas and value out-of-the-box thinking.

#### **STRIVING FOR EXCELLENCE**

We will always challenge the status quo and continuously strive to be the best. We take pride in everything we do; from our people to our services and in our relationships with our partners.

#### **ONE TEAM**

We value team results over individual results and are loyal and open-minded towards each other. We give and get honest feedback and we proactively help and support each other to deliver results.

#### **RESPECT & FAIRNESS**

We are always fair in our dealings with everyone we work with and with each other. We deal with one another with honesty and mutual respect.





Every value is associated with a specific colour.

The RISOR logo should be printed in the full colour version. In case of coloured background, a white box should be added in the background.

#### TAGLINE

The font of the tagline will always remain the same.

Tagline can be placed according to the layout.

The colour of the tagline is grey (values are mentioned above).



#### AB JEET HUMARI HAI

The tagline is the crux of all the values that the brand stands for and imparts. Our values are the building blocks of our organisation and they are reflected in all our services.







In order to keep up with the changing times, we have changed our logo and tagline to capture the essence of the evolutionary process at PSDF. Our new identity represents that PSDF equips you with skills that will put you on the path to success.





July 1, 2018 to June 30, 2020 - Logo with only brand mark will be used in all corporate communications including all digital platforms. However, for stationery, TSPs and other sponsored communications the logo with the brand name will be used.



October 1, 2017 to December 31, 2017 - Initial phase of logo transformation with both old and new logos



January 1, 2018 to June 30, 2018 – New logo with the brand name "Punjab Skills Development Fund"









Brand Name

The logo consists of two parts: The brand mark and the brand name. The logo can be used as a complete unit (with the brand mark and the brand name) or just the brand mark. (see Logo Evolution)



BLUE: Stands for trust and reliability.

Creates a sense of security and trust in a brand.

Increases productivity.

## LOGO RATIONALE



The white boxes depict a staircase leading out of the box. Staircases have always been a portrayal of an upward journey and a climb towards a higher landing.

→ **"**•••



Yellow dot stands for the brightness and positivity of the sun and depicts a destination point.

## LOGO COLOURS



Full Colour	
C: 100	C: 0
M: 70	M: 30
Y: 10	Y: 100
K: 0	K: 0
R: 0	R: 253
G: 91	G: 185
B: 158	B: 19
Pantone	Pantone
7462 C	1235 C



B&W	
	•
C: 0 M: 0 Y: 0 K: 100	C: 0 M: 0 Y: 0 K: 60
R: 0 G: 0 B: 0	R: 128 G: 130 B: 133
	Pantone Cool Grey 9C

### COLOUR VARIANTS

Wherever possible, the logo should be printed in the full colour version.

However, there will be occasions when printing in full colour is not possible due to printing limitations and restrictions.

Illustrated here are the variants that are permitted when reproducing the logo.



#### THE EXCLUSION ZONE

To ensure clarity and visibility of our identity at all times, the logo must be surrounded by an area which is entirely clear of typography and any other graphic devices or patterns.

The exclusion zone is illustrated and measured as one and a half the width of the 'step' in PSDF's logo denoted by the grey box in the illustration.



### MINIMUM SIZE

Although there is no maximum limit to the size that the logo can be reproduced in, there is a minimum size of reproduction.

Minimum size on all the design applications should be with a width of 13mm.

Logo width will be determined by the width of the blue box of the logo.









# DON'Ts

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The position and proportion of the individual elements are fixed and must always be reproduced in the set relationship, as illustrated. Each colour variant of the logo is available as a master artwork.

The logo must never be re-drawn or modified in any way.

DO NOT add drop shadows

DO NOT change the logo's proportions



DO NOT add glow or any other effect to the logo



DO NOT alter the colours of the logo's boxes



DO NOT change the logo colours



DO NOT use the logo on the same colour as the colours of the logo



DO NOT rotate the logo



DO NOT illustrate the logo as an outline



DO NOT outline the logo





DO NOT place the logo on a complicated background or any background that reduces its legibility

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DO NOT illustrate the logo as an outline



DO NOT outline the logo





DO NOT place the logo on a complicated background or any background that reduces its legibility



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The size of the PSDF logo will be one-fifteenth of the diagnal length of the overall layout design. Logo width will be determined by the width of the blue box of the logo.





The PSDF logo must always appear at the top left. The margins are measured by the 'P' in PSDF's logo as denoted by 'P' in the illustration.







The PSDF logo must always appear on a white background. In case the background colour is different, a white box should be added. The margins are measured as shown in illustration above.





Logo on white background



Logo on coloured background



# PARTNERS AND/OR DONORS LOGOS

# PARTNERS AND/OR DONORS (Proportions)



If there is one partner and/or donor logo used with PSDF's logo then the height of the partner's logo will be equal to the blue box of the PSDF's logo.





If there are more than one partner and/or donor logos used with PSDF's logo then the height of the partners' logos will measure up to the center of the second step (top down) of the PSDF logo.

### PARTNERS AND/OR DONORS (Placement)





# TYPOGRAPHY

Sans Serif Font Serif Fonts Urdu Fonts

# SANS SERIF TYPEFACES

Futura is our primary typeface and should be used across all printed applications. Following are the weights which have been specified for use across all applications:

Futura Light, Book, Medium, Bold, Light Condensed, Medium Condensed and Bold Condensed are the only weights that can be used.

The oblique versions of Futura Light, Book, Medium, Bold, Light Condensed, Medium Condensed and Bold Condensed are included and should be used to create emphasis or used as a call-out within literature.

Arial Regular, Italic, Bold and Bold Italic, should be used as alternate typefaces.

FUTURA LIGHT FUTURA LIGHT ITALIC

FUTURA BOOK FUTURA BOOK ITALIC

FUTURA MEDIUM FUTURA MEDIUM ITALIC

#### **FUTURA BOLD FUTURA BOLD ITALIC**

FUTURA LIGHT CONDENSED FUTURA MEDIUM CONDENSED **FUTURA BOLD CONDENSED**  ARIAL REGULAR ARIAL ITALIC

**ARIAL BOLD** ARIAL BOLD ITALIC

Our primary typeface - Futura - should be used across all printed applications. However, there are occasions in text heavy documents when a serif typeface may be preferred e.g. editorial text in magazines. Times New Roman should be used as the serif typeface for all items produced externally. However, Futura should be used for all the headings.

For body text, Futura and Times New Roman can be used.



# SERIF TYPEFACES

Times New Roman Regular, Italic, Bold and Bold Italic, are the only weights that can be used.

Times New Roman Regular Times New Roman Italic

**Times New Roman Bold** Times New Roman Bold Italic

### URDU FONTS

Helvetica Neue LT Arabic is our primary typeface for headings and should be used across all printed applications. Following are the weights which have been specified for use across all applications:

Futura Light, Book, Medium, Bold, Light Condensed, Medium Condensed and Bold Condensed are the only weights that can be used.

Helvetica Neue LT Arabic Light

Helvetica Neue LT Arabic Roman

Helvetica Neue LT Arabic Bold

هیلویٹکا نیـو ایل ٹی اریبک لـائٹ هیلویٹکا نیو ایل ٹی اریبک رومن

هیلویٹکا نیو ایل ٹی اریبک بولڈ

If Helvetica Neue LT Arabic is not available, then the second option of font to be used in the headings is NASTALEEQ.

نستعليق

NASTALEEQ

For Body Copy

The font for body copy will always be NASTALEEQ.





Tagline Tagline Placement (With Logo) Tagline Placement (In Layout) Tagline Colours

# TAGLINE

# TAGLINE

The tagline, a part of our corporate identity, is the reflection of our vision and showcases our distinctiveness. Our goal is to make the people of Pakistan skilled so that the journey towards success gains momentum.

Our tagline is an integral part of our corporate branding. To preserve its integrity and maximise its impact, please follow these guidelines.

Use the logo and tagline in brand campaign materials, outbound marketing materials and internal communications.

In English:

In Urdu:

# Skills For Success

كاميابىكاہنر

#### TAGLINE PLACEMENT (With Logo)

Tagline can be placed with the logo or separately in the layout, according to the communication requirement.

When the tagline is used with the logo, the placement of the tagline will be according to the exclusion zone of the logo (see Logo > The Exclusion Zone). The tagline will rest on the bottom margin of the exclusion zone.





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#### TAGLINE PLACEMENT (In Layout)

The tagline can be used as a sign-off on the bottom right of the collateral as shown here. In this case, the tagline is placed on a tag.

The tag is made of the steps in the logo.

The size of the tag is defined by the size of the logo (see Layout > Logo Size).







The tagline cannot be used in any colour other than the colours given here.









# HELPLINE (HUNAR)

11

HUNAR Logo HUNAR Logo Position
## HUNAR LOGO

PSDF's helpline 0800-HUNAR is defined by a logo.

Other than the corporate communication, the helpline logo will be a part of every communication.



C:100 M:70 Y:10 K:0



Toll free number logo will be placed over the tagline and the size in width will be same as that of the tagline.

The space between logo and yellow steps will be equal to one step.



















## COPY BOX

# COPY BOX (English)

### Caption

The caption will always appear in the blue square box. The size of the box can vary depending on the text. The caption box will be left aligned with PSDF's logo. The vertical position can vary depending on the layout.

**Body copy** Body copy will appear in the white box. The size of the white box can vary according to the text.

### Contact information

Contact information will appear on the bottom left, aligned with the PSDF's logo on the edge of the bottom margin of the whole layout.



**Caption** The caption will always appear in the blue square box. The size of the box can vary depending on the text. The caption box will be on the right side, aligned with the right margin. The vertical position can vary depending on the layout layout.

### Body copy

COPY BOX (Urdu)

Body copy will appear in the white box. The size of the white box can vary according to the text.

### Contact information

Contact information will appear on the bottom left, aligned with the PSDF's logo on the edge of the bottom margin of the whole layout.





Print Ads Flyers Certificates

OOH Billboard 1x2 Billboard 1x3 Streamers Backdrops Standees



## SAMPLE SKELETON



## SAMPLE KEY VISUAL



## WRITE CAPTION HERE

### BODY COPY HERE.

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**Contact Information here** 



### Print Ads (English)

PSDF

Contact information



54cm x 8col



### Print Ads (Urdu)









PSDF			PSDF		
Contact information		میں	Contact information	میں	
and the state	<u>27cm x 8col</u>		27cm x 4col		
			PSDF		
PSDF					
			Contact information	King Kuals	
Contact information		TOU FIEL NUMBER 0800 HUNAR 0800-48627	<u>14cm x 4col</u>		1.
	<u>15cm x 8col</u>	کامیابیکابنر			
		1	Contract information		
			<u>10cmx4col</u>		



### Billboards



### Streamers/Pole Signs



<u>6' x 3'</u>





## GIVEAWAYS









## STATIONERY

Business Card Letterhead Envelope(s)



The given stationery guidelines are valid from July 1, 2018 to June 30, 2020.

From July 1st 2020 logo brand mark will appear without the brand name for all the stationery.



Dimensions 3.5" X 2.0"

















PSOF PUXUAS PSOF PSOF







## DIGITAL

The PSDF's guidelines will be used as the basic guidelines for the layout on different digital platforms. However, guidelines of each social network should be followed while designing the layout.

### Logo

Logo should always appear on a white background. In case the background is of a different colour, a white box should be added. (See Layout > Logo Position)

Partners' Logos Partners' logos will always come on the right upper corner. (For guidelines for the size and placement of partners' logos see partners and/or donors logos)

### Caption Box

The caption will always appear in the blue square box. The size of the box can vary depending on the text. The caption box will be on the right side, aligned with the right margin. The vertical position can vary depending on the layout.

### Tagline

The tagline with yellow tag will appear on the bottom right of the collateral. (For tagline guidelines see Tagline)

### **Contact Information**

Contact information will appear on the bottom left, aligned with the PSDF's logo on the edge of the bottom margin of the whole layout.

### HUNAR Logo

For programme centric posts PSDF's Helpline HUNAR logo will appear on the bottom right of the post, right above the tagline (see HUNAR Logo Position). However for corporate themetic posts its not compulsory to add the logo



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## GUIDELINES FOR TRAINING SERVICE PROVIDERS (TSPs)

## TRAINING SERVICE PROVIDERS (TSPs)

The given TSPs guidelines are valid from July 1, 2018 to June 30, 2020.

From July 1st 2020 logo brand mark will appear without the brand name for all the communications.

Training Service Providers (TSPs) are an integral part of PSDF's operational model. The fund engages various public, private and non-profit training organisations to provide vocational trainings under its schemes. All training schemes are advertised widely through newspapers and our website to ensure that enrolment targets are met for each induction cycle.

For this reason, advertising (through newspaper ads and/or display/distribution of flyers, etc.) is an important mobilisation tool used by the TSPs to help them enroll the most deserving students into their training programmes. However, TSPs must abide by PSDF's branding guidelines and protocols, prior to releasing the communication for mobilisation.

## GENERAL GUIDELINES

Must mention that the offered courses are for the poor and vulnerable only.

Must mention that PSDF pays a monthly stipend worth Rs.1,500 only. If your institute is providing an additional stipend – over and above Rs. 1,500 per month, then it should be specified that PSDF's stipend is only Rs. 1,500 per month.

Must include the benefits - free uniform and bag.

A copy of the designed communications material (including ads, banners, flyers, etc.) must be e-mailed to PSDF for approval at: communications@psdf.org.pk prior to release.

### TSPs' Logos

TSP logo must appear at the top right. TSP logo must be of the same size as the PSDF logo. Do not use logos for the Government of Punjab, UKAID or World Bank.

Standard Ad Sizes 10cm by 4col, 14cm by 4col, 27cm by 4col

Font Options Futura or Calibri

Images Use local/self-owned images only. Images should not be stretched.

## SAMPLE SKELETON

If the communications material is text based then the caption and body copy box will be from margin to margin.

· For each specified The margins The PSDF logo must always appear on around the entire a white background. In case the PSDF PSDF standard AD size, ADs are background colour is different, a white the logo box should be added. The margins are equivalent to the measurements size of the P in the measured as given in illustration on left. have been given PSDF logo. accordingly. 12.4mm Skills For Success BODY COPY HERE. "Lorem ipsum dolor sit amet, consectetur adipiscing WRITE CAPTION 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 HERE dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occeecat cupidatat non proident,." 0800 HUNAR Contact Information here 10cmx4co The caption will always appear in a Body copy appears in the square caption box. The size of the white box. The size of the box can vary depending on the text. white box can vary according Contact information will appear The caption box will be left aligned to the text. on the bottom left, aligned with with PSDF logo. The vertical position the PSDF logo. can vary depending on layout. The font size should be between 09pt-12pt.

> PSDF helpline logo must appear on the bottom right corner of the layout.

Height of the logo will be same as the height of brand name in PSDF logo.







27cmx4col

27cmx4col



14cmx4col



### PSDF BRANDING GUIDELINES (Uniforms and Bags)

These guidelines are made to ensure uniformity while designing the uniform kits and bags for the trainees. Following guidelines will help you develop an understanding on how to brand these items.





# PSDF BRANDING GUIDELINES (Training Area Branding)





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