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
Madha Sarim, Head Marketing and Communications

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

APPROVER
Jawad Khan, Chief Executive Officer (Brand Custodian)

DESIGN
Orienteen McCann Pakistan

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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.”

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.
OUR VALUES

RESULTS DRIVEN
We always look out for the results. We will be resilient, proactive and persevering 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 positively 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.

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.

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).
CORPORATE COMMUNICATION
Logo Evolution
Logo Details
Logo Badients
Logo Colours
Colour Variants
The Exclusion Zone
Minimum Size
Don’ts
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.

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”

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 stationary, TSPs and other sponsored communications the logo with the brand name will be used.
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)
LOGO RATIONALE

BLUE:
- Stands for trust and reliability.
- Creates a sense of security and trust in a brand.
- Increases productivity.

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

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.
LOGO COLOURS

**Full Colour**
- C: 100
- M: 70
- Y: 10
- K: 0
- R: 128
- G: 130
- B: 133

Pantone 7462 C

**B&W**
- C: 100
- M: 70
- Y: 10
- K: 60
- R: 0
- G: 0
- B: 0

Pantone Cool Grey 9C

**B&W**
- C: 0
- M: 70
- Y: 10
- K: 0
- R: 0
- G: 0
- B: 0

Pantone Cool Grey 9C
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.

COLOUR VARIANTS

- Full Colour
- Black & White
- Reverse
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.

When using only the brand mark, the exclusion zone applies.

When using the brand mark with brand name, the exclusion zone applies.
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

- 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 change the logo’s proportions.
- DO NOT alter the colours of the logo’s boxes.
- DO NOT rotate the logo.
- DO NOT add drop shadows.
- DO NOT add glow or any other effect to the logo.
- DO NOT use the logo on the same colour as the colours of the logo.
- DO NOT outline the logo.
- DO NOT crop the logo.
- DO NOT place the logo on a complicated background or any background that reduces its legibility.
DON’Ts

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 alter the colours of the logo’s boxes

DO NOT rotate the logo

DO NOT change the logo’s proportions

DO NOT change the logo’s colours

DO NOT illustrate the logo as an outline

DO NOT add glow or any other effect to the logo

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

DO NOT outline the logo

DO NOT crop the logo

DO NOT place the logo on a complicated background or any background that reduces its legibility
The size of the PSDF logo will be one-fifteenth of the diagonal 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.
LAYOUT
(Logo Position Examples)
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)
SANS SERIF TYPEFACES

Our primary typeface - Futura - 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 alternative typefaces.

SERIF TYPEFACES

Our primary typeface - Times New Roman - 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.

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

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Arabic Font Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Helvetica Neue LT Arabic Light</td>
<td>هيلونيتا نيو ايل تي اريبيك لدنث</td>
</tr>
<tr>
<td>Helvetica Neue LT Arabic Roman</td>
<td>هيلونيتا نيو ايل تي اريبيك رومن</td>
</tr>
<tr>
<td>Helvetica Neue LT Arabic Bold</td>
<td>هيلونيتا نيو ايل تي اريبيك بولد</td>
</tr>
</tbody>
</table>

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

NASTALEEQ

For Body Copy:
The font for body copy will always be NASTALEEQ.
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 maximize its impact, please follow these guidelines.

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

In English: Skills For Success
In Urdu: کامیابی کا بنر
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.
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.

**Tagline Colour**

**Skills For Success**

**In Layout**

For Corporate Use

Skills For Success

Skills For Success

Skills For Success

Skills For Success

Skills For Success

Skills For Success

C:0 M:0 Y:0 K:70
C:100 M:70 Y:10 K:0
C:0 M:0 Y:0 K:0
C:0 M:0 Y:0 K:80
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.
Toll free number logo will be placed over the tagline and the size in width will be the same as that of the tagline. The space between logo and yellow steps will be equal to one step.
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 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.

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 PDIF’s logo on the edge of the bottom margin of the whole layout.
Print Ads
Flyers
Certificates

OOH
Billboard 1x2
Billboard 1x3
Streamer
Backdrops
Standees

SKELETON
SAMPLE SKELETON

The margins around the entire layout are equivalent to the size of the P in the PSDF’s logo.

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

Partners and/or Donors logos if needed.

The caption will always appear in a 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 layout.

The caption will appear in a blue square box. The size of the box can vary according to the text.

For logo size and placement go to Layout > Logo Size and Position.

Contact information will appear on the bottom left, aligned with the PSDF’s logo.

For tagline size and placement go to Tagline.

For logo size and placement go to Layout > Logo Size and Position.

For tagline size and placement go to Tagline.

Skills For Success Image area.

WRITE CAPTION HERE

BODY COPY HERE

“Lorem 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.”

For logo size and placement go to Layout > Logo Size and Position.

For tagline size and placement go to Tagline.

Skills For Success

Contact Information here.

For logo size and placement go to Layout > Logo Size and Position.

For tagline size and placement go to Tagline.

Skills For Success

Contact Information here.

For logo size and placement go to Layout > Logo Size and Position.

For tagline size and placement go to Tagline.

Skills For Success
Flyers

Certificates
Billboards

Streamers/Pole Signs
GIVEAWAYS

Mugs
T-shirts
Caps
Pens
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"
STATIONERY
(Letterhead)

Dimensions A4

HEADQUARTER
21-A, H-Block, Dr. Mateen Fatima Road,
Gulberg II, Lahore-Pakistan.
F: +92.42.35752190

SOUTH OFFICE
House No.14 C/4, Shabbir Shaheed Road,
Model Town A, Bahawalpur-Pakistan.
T: +92.62.2889934-5, F: +92.62.2889937

NORTH OFFICE
505 & 506, 5th Floor, Kohistan Tower,
Opposite AFIC, The Mall Road Rawalpindi-Pakistan.
T: +92.51.5701141, +92.51.5701142

A company set up under section 42 of Companies Ordinance 1984
UAN: +92.42.111.11.PSDF(7733)    Toll Free Number: 0800.HUNAR(48627)    W: psdf.org.pk  E: info@psdf.org.pk       /punjabskillsdevelopmentfund

Skills For Success
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 color, 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 thematic posts it is not compulsory to add the logo.
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.

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)
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.

GENERAL GUIDELINES
The PSDF logo must always appear on the top left side of the page, regardless of the page size. The logo should be of the same size as the TSP 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.

GENERAL GUIDELINES
The PSDF logo must always appear on the top left side of the page, regardless of the page size. The logo should be of the same size as the TSP 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.
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
(Uniforms and Bags)

On the shirt, PSDF’s logo should be on the left side. TSP’s logo should be on the right side. Both logos should be of the same size.

PSDF can choose the color of the uniform. TSP logo should always be placed on a white tag.
PSDF BRANDING GUIDELINES
(Training Area Branding)

The PSDF logo must always appear on a white background. In case the background colour is different, a white box should be added.

TSP can choose the colour of the bag but there should be a white strip behind the logos. Both logos should be of the same size.