

# TGCSA PLAQUE CI GUIDELINES

SEPTEMBER 2019



TOURISM GRADING COUNCIL  
OF SOUTH AFRICA

Quality in Tourism

# Brand Architecture

## Classification

National Grading Organisation to be used under the direction and at the discretion of the Tourism Grading Council of South Africa (TGCSA).

## Purpose

The TGCSA brand should be associated with the features, attributes and benefits of the entire country and the quality accommodation experience. It is designed to be associated with all of the positive aspects that make up quality star-graded accommodation establishments, both business and leisure, in South Africa.

## Rules and Relationships

The TGCSA brand is the only officially recognised quality assurance brand. It can be used to identify owned properties but not to create secondary brands. When used in combination with third-party brands, the TGCSA brand should appear to be working with the other brand, not a joint entity.



TOURISM GRADING COUNCIL  
OF SOUTH AFRICA

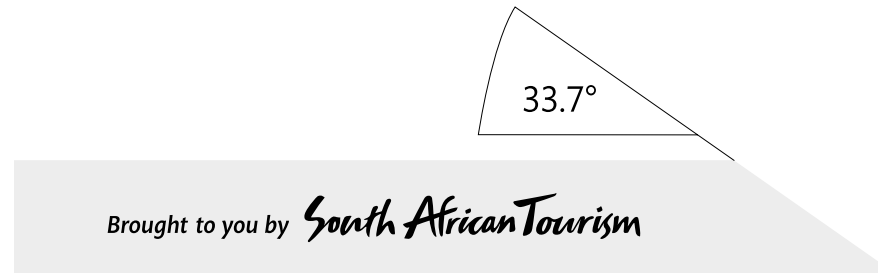
# Brand Architecture

## Visual treatment of font

The signature incorporates the SAT logo script and is an extension of the SAT brand.

## Visual treatment of Holding shape

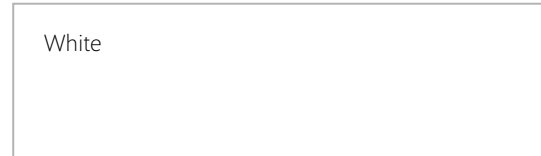
The Holding shape is constructed using the angle of the SAT flag logo.



# Colour Palette

## Colour Application

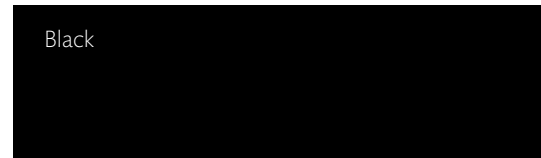
These are the six colours used.



**Pantone** White  
**CMYK** 0C 0M 0Y 0K  
**RGB** 255R 255G 255B



**Pantone** 1235  
**CMYK** 0C 20M 100Y 0K  
**RGB** 255R 203G 8B



**Pantone** Black  
**CMYK** 0C 0M 0Y 100K  
**RGB** 0R 0G 0B



**Pantone** 355  
**CMYK** 100C 0M 100Y 10K  
**RGB** 0R 152G 74B



**Pantone** 032  
**CMYK** 0C 100M 100Y 0K  
**RGB** 237R 28G 36B



**Pantone** 2738  
**CMYK** 100C 80M 0Y 10K  
**RGB** 10R 69G 149B

# Typeface

Mundo Sans

Mundo Sans  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*/?

**Mundo Sans - Medium**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*/?

**Mundo Sans - Bold**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#%&\*/?

**Name of Establishment**

*28pt set in Slug and does not print*

**Category**

*67pt is standard but category must not exceed width of black line (refer to page 8).*

Serial Number

*9pt right aligned*

# Stars

Full colour overprinted onto white

The number of stars varies according to the establishment's grading.

Masters have been set up in each document and can be changed accordingly.



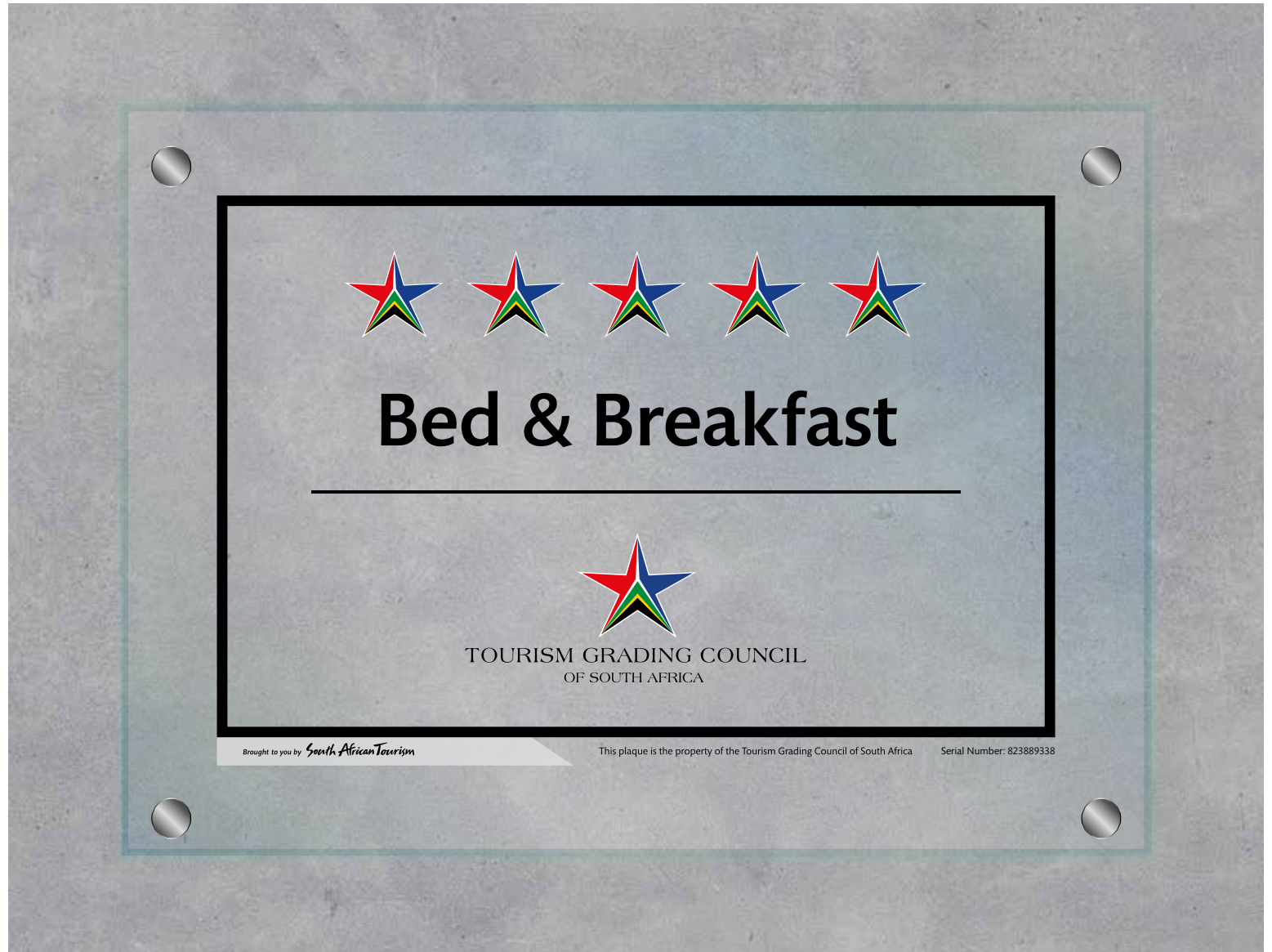
# Categories

Hotel  
Small Hotel  
Apartment Hotel  
Boutique Hotel  
Country House  
Guest House  
Bed and Breakfast  
Self-Catering  
Caravan and Camping  
Backpackers and Hostels  
Nature Lodge  
Nature Reserve  
Game Lodge  
In-Hotel Conference Centre  
Conference Centre  
Convention and Exhibition Centre  
Events Venue  
MESE  
Historical Venue  
Function Venue

# Plaque

320mm Wide x 220mm High

Plaque is made out of perspex and is attached to the wall using four aluminum screws.





# Plaque Artwork

Made up using inDesign

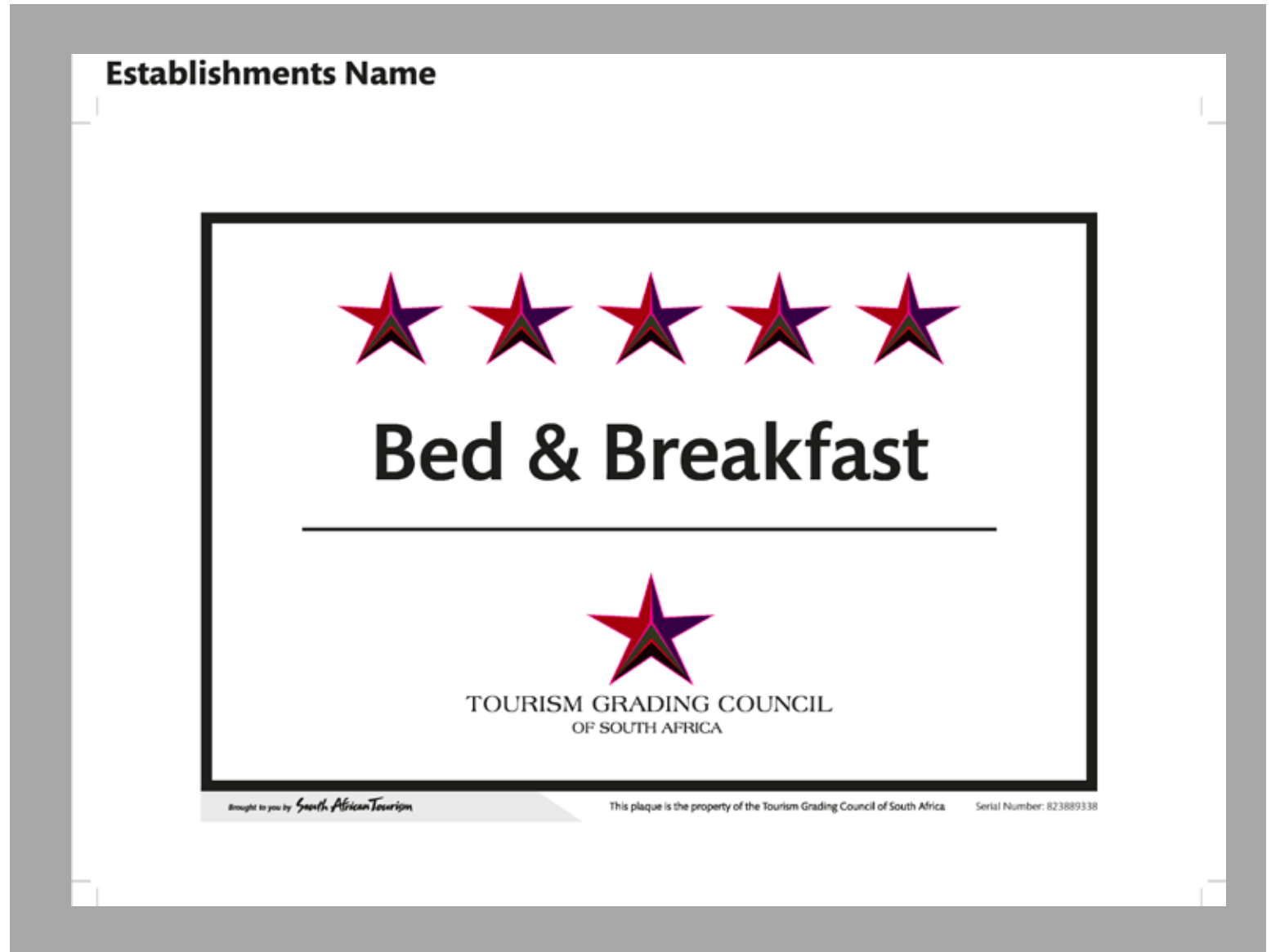
The establishment's name and serial number are editable then master documents are applied for the number of stars.



# Plaque Artwork

Made up using inDesign

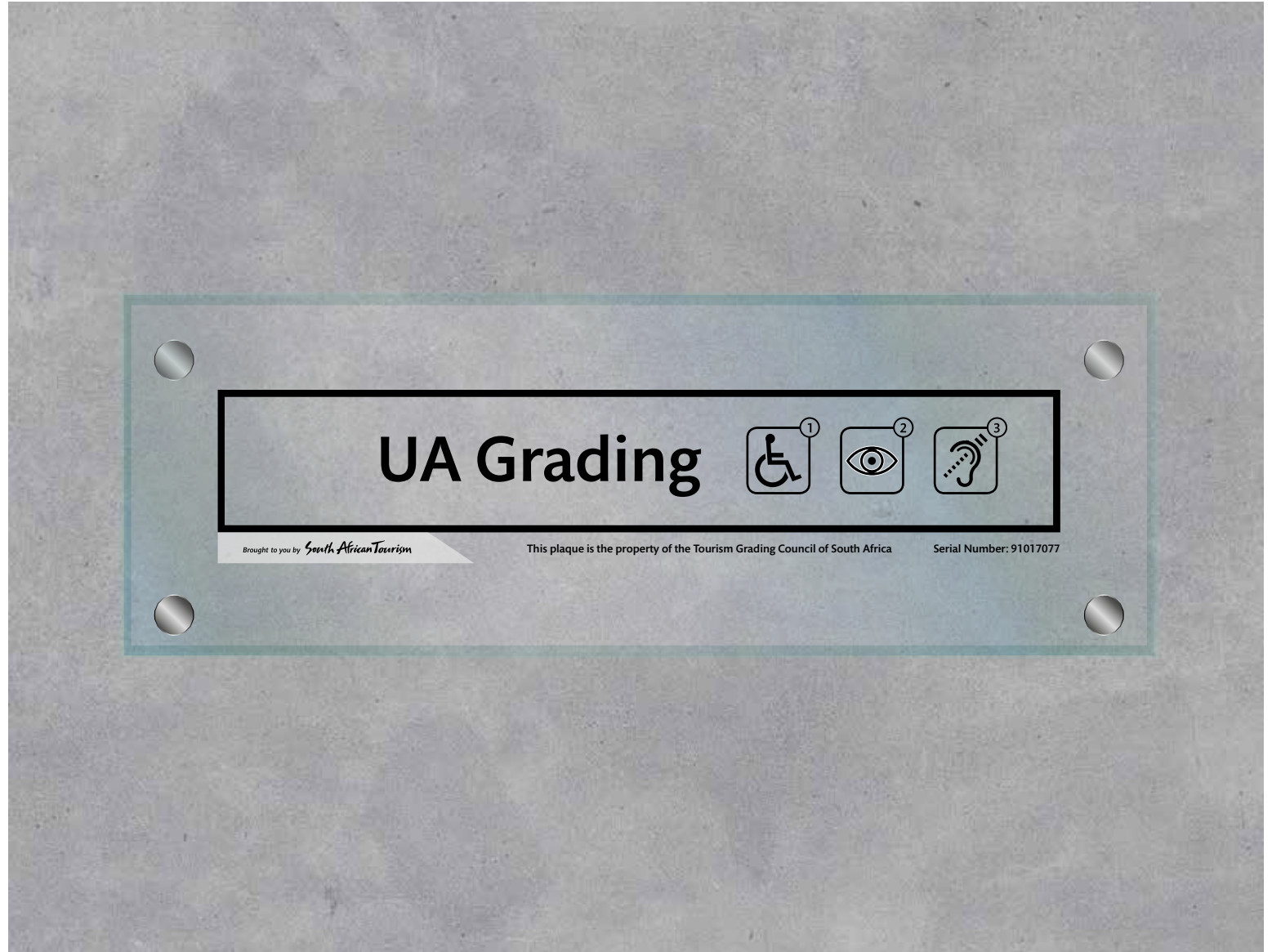
A hidden layer is applied for the white overprint when preparing for print and all copy is converted to paths.



# Universal Access Plaque

320mm Wide x 125mm High

Plaque is made out of perspex and attached to the wall using four aluminum screws.



# Universal Access Plaque Artwork

Made up using inDesign

The establishment's name and serial number are edditable. The UA criteria changes and will have to be updated per artwork.

