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.
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.
These are the six colours used:

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

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

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

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

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

- **Blue**
  - Pantone: 2738
  - CMYK: 100C 80M 0Y 10K
  - RGB: 10R 69G 149B
Typeface
Mundo Sans

Mundo Sans
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*/?

Mundo Sans - Medium
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*/?

Mundo Sans - Bold
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*/?

Name of Establishment

Category

Serial Number

28pt set in Slug and does not print

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

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 editable. The UA criteria changes and will have to be updated per artwork.