



EMOLUMENTS
COMMISSION
— ZAMBIA —

BRAND GUIDELINES

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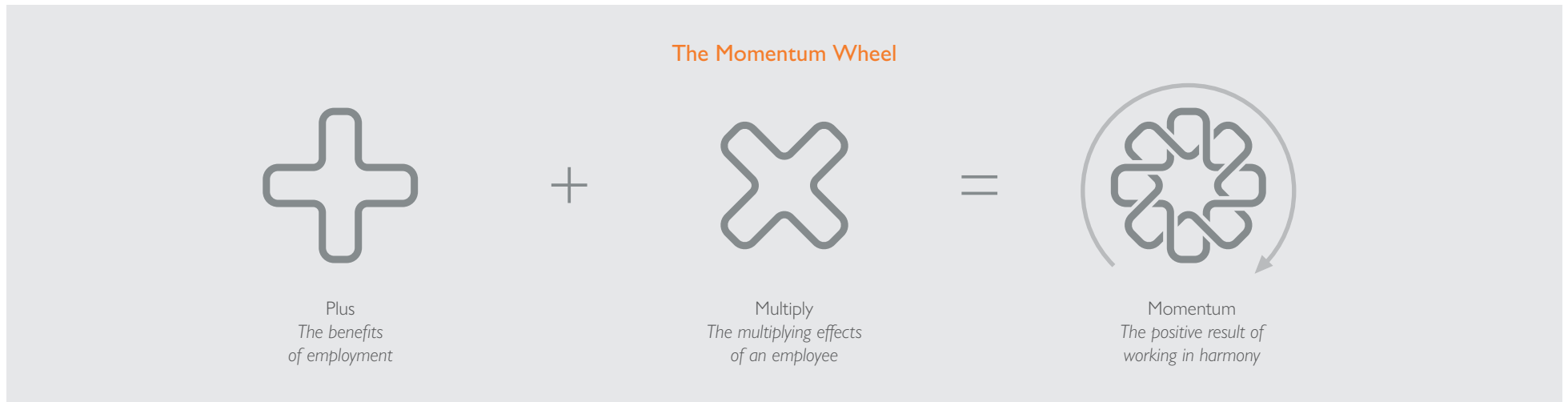
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Our Logo > Master Format

The Emoluments Commission logo is a key component of our brand. It must be used carefully and consistently in order to build a strong brand image which is easily recognised.

Our logo is created from two elements, a wordmark and graphical device which we call *The Momentum Wheel*. This device is created from the mathematical symbols for plus and multiply. The plus symbol represents the benefits which an employee receives in return for their contributions. The second symbol represents the multiplication effect that a motivated employee can achieve for their employer.

These symbols are connected and intertwined to show how a positive outcome for both employee and employer creates overall balance and unity. In its circular form, the resulting symbol takes on the shape of a wheel, with the rotation of the symbols suggesting positive momentum.



Our Logo > Alternative Formats

In addition to our primary logo we have three alternative logo formats. These logos are to be used when either the background colour, or the printing application, would not work well with the master format.

Light Logo

When applying the logo to a dark background the 'light' version should be used to ensure the wordmark remains legible.

Black and White Logos

For applications where a colour logo is not practical, the black or white version should be used to enhance overall clarity.



Light Logo



Black logo



White logo

Our Logo > Clear Zone and Minimum Size

Whenever you use our logo, it should be surrounded with a 'clear zone' to maximise its visual presence. In addition, the logo must not be reproduced any smaller than the minimum sizes shown on this page.

Clear Zone

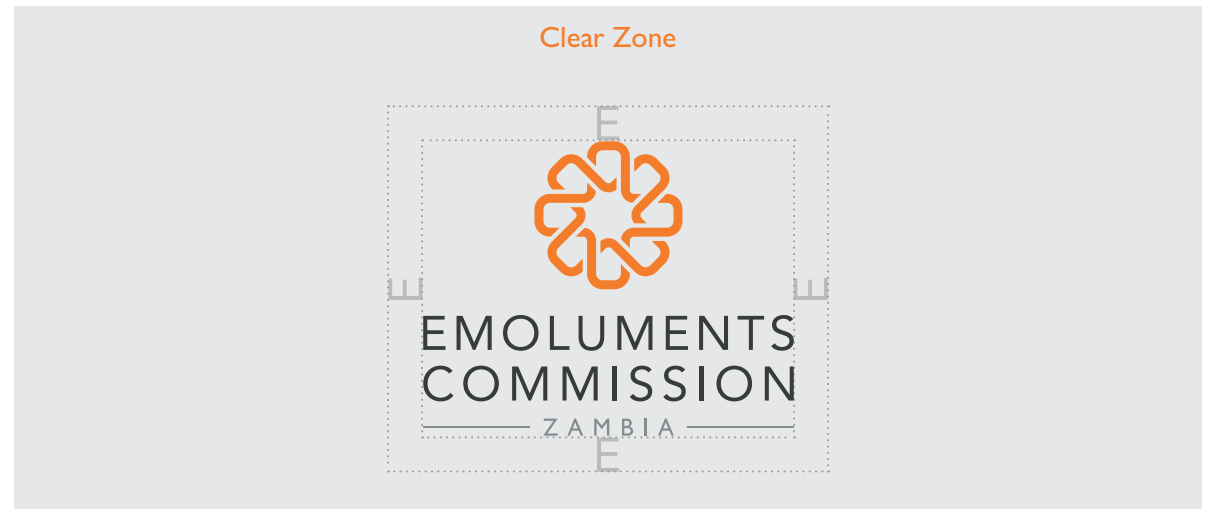
The clear zone around the logo will prevent any other elements from interfering with the clarity and recognition of the brand. The diagram to the right shows the clear zone required. Please ensure no other graphic elements or text are placed within these margins.

The clear zone can be calculated by using the height of the letter E (from the logo) as reference for this margin.

Minimum Size

Our logos should always appear crisp and clear. For this reason the minimum width of our primary logo is 24mm. When using *The Momentum Wheel* on its own, the minimum width is 10mm.

There is no maximum size restriction for our logo, however the logo must always be reproduced sharply and clearly. For large applications a vector format of the logo should be used to avoid any loss of quality.



Our Logo > What to Avoid



Do not resize elements of the logo



Do not change the spacing within the logo



Do not change the colour of any elements



Avoid adding effects to the logo



Do not change the orientation



Do not rearrange the logo



Be careful that the logo isn't cropped



Be careful that the logo isn't stretched



EMOLUMENTS
COMMISSION
ZAMBIA

Do not try to recreate the logo



Do not place the full colour logo in front of an image



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Do not use similar colour backgrounds

We welcome you to the



EMOLUMENTS
COMMISSION
ZAMBIA

review meeting.

Do not create 'read-through' sentences

Brand Colours > Core Palette

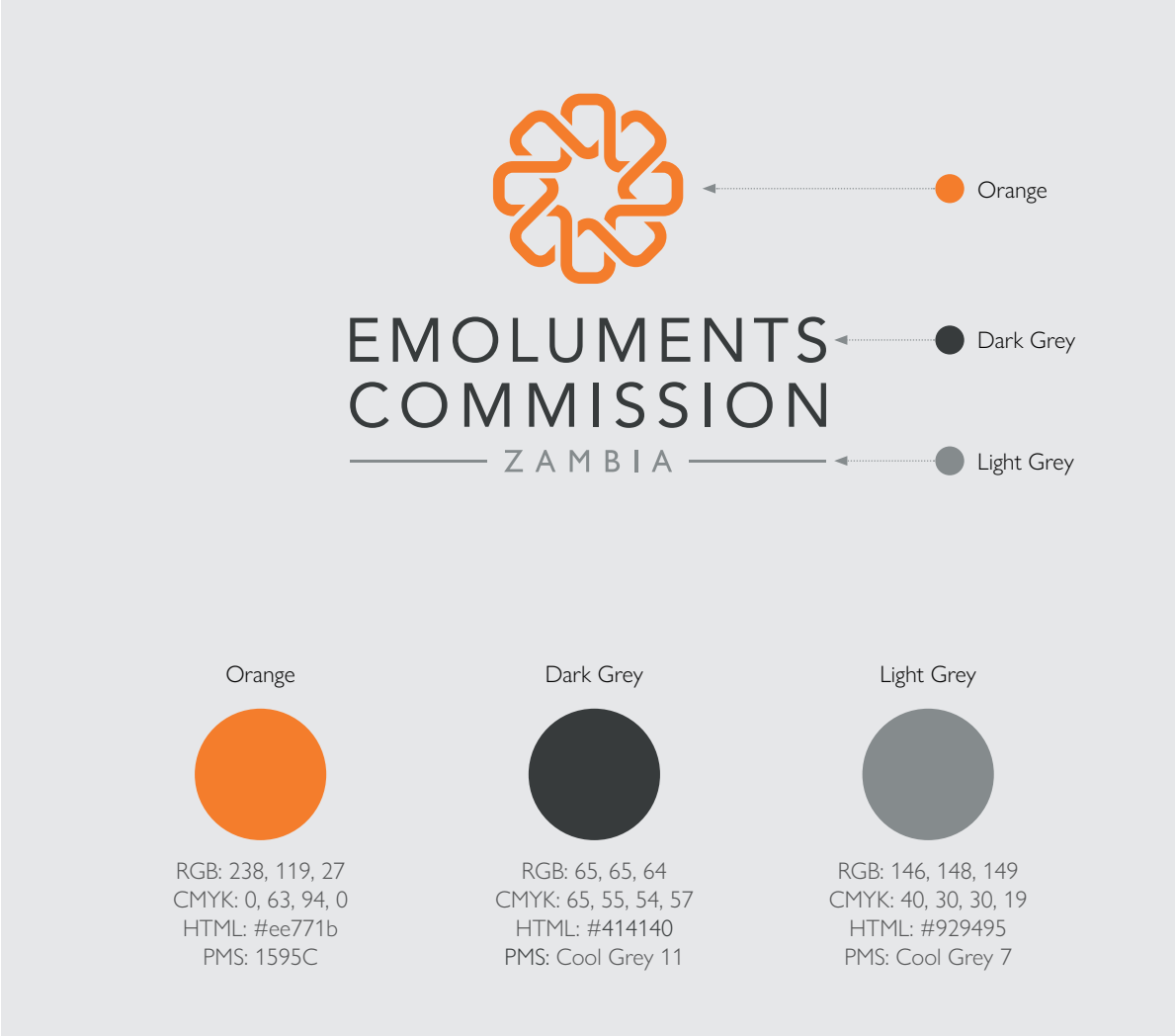
Our core colour palette is clear, bold and based around three main colours.

We use the core orange colour to express three themes.

Light – Our rich orange is reminiscent of the rising sun, and the light it brings to our day. Through our work we shine light on different environments and aim to bring clarity and harmony to all parties.

Warmth – Along with the sun's light, orange also represents warmth. As we work with different parties we endeavour to foster a warm culture of unity to create a society which is fair to all.

Wealth – Within the national flag of Zambia the colour orange represents our country's mineral wealth. Our choice of orange expands on this theme to recognise that the wealth of our nation, our institutions, our businesses, and our people, are all interconnected.



The image displays the Emoluments Commission Zambia logo and its core color palette. The logo features a stylized orange flower-like symbol above the text "EMOLUMENTS COMMISSION" in a bold, sans-serif font, with "ZAMBIA" centered below it. Three color swatches are shown to the right of the logo: Orange, Dark Grey, and Light Grey, each with a dotted line pointing to the corresponding part of the logo. Below the logo, three large circles represent the colors, each with its name and technical specifications listed underneath.

Color	RGB	CMYK	HTML	PMS
Orange	238, 119, 27	0, 63, 94, 0	#ee771b	1595C
Dark Grey	65, 65, 64	65, 55, 54, 57	#414140	Cool Grey 11
Light Grey	146, 148, 149	40, 30, 30, 19	#929495	Cool Grey 7

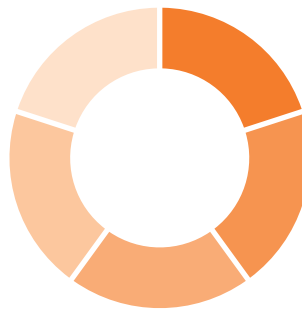
Brand Colours > Mono Chart Palette

Our core chart colour palette is designed to work alongside our core brand palette. It comprises of five different shades of orange which have been selected to work together, and yet be easily distinguishable from each other.

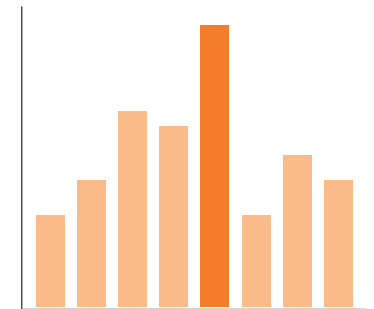
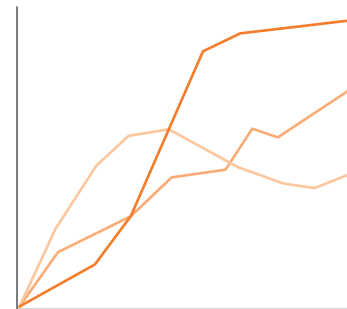
When working with the mono colour palette we must always be mindful of the main focus. The 100% orange should always be used for the key message that we wish to convey.

The remaining shades can then be used, as shown in the three examples on this page, to bring in secondary information for context.

For more complex charts, where multiple messages are being presented, please see the Colour Chart Palette on the following page.



Mono Chart Examples



Mono Chart Palette

Orange



100%

RGB: 238, 119, 27
CMYK: 0, 63, 94, 0
HTML: #ee771b

80% Orange



80%

RGB: 243, 149, 74
CMYK: 0, 50, 75, 0
HTML: #f3954a

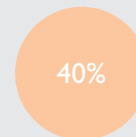
60% Orange



60%

RGB: 247, 177, 121
CMYK: 0, 38, 56, 0
HTML: #f7b179

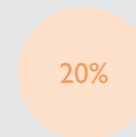
40% Orange



40%

RGB: 251, 205, 167
CMYK: 0, 25, 37, 0
HTML: #fbcda7

20% Orange



20%

RGB: 254, 231, 211
CMYK: 0, 12, 19, 0
HTML: #fee7d3

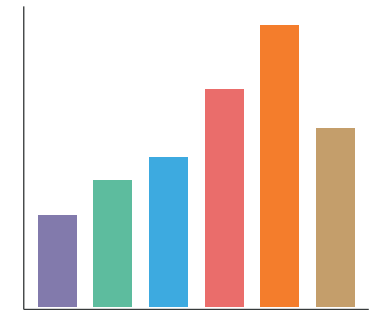
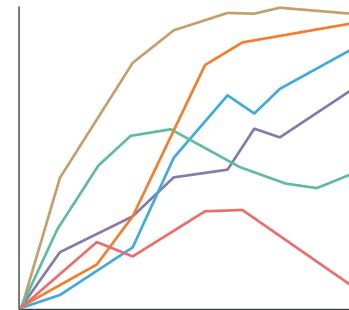
Brand Colours > Colour Chart Palette

Our Chart Colour Palette is intended for complex charts where multiple sets of data have similar merit.

This colour chart palette consists of six distinct colours, and includes the orange colour from our core palette. This orange should appear in all charts to build consistency throughout our materials.

As shown in the three examples on this page, the colours can be used in any order to illustrate data and draw focus to specific areas. Always consider the amount of data you need to show, and then select the colours which will maximise the clarity of your information.

Colour Chart Examples



Colour Chart Palette

Orange



RGB: 238, 119, 27
CMYK: 0, 63, 94, 0
HTML: #ee771b

Purple



RGB: 140, 127, 176
CMYK: 50, 50, 5, 6
HTML: #8c7fb0

Green



RGB: 101, 185, 155
CMYK: 62, 3, 48, 0
HTML: #65b99b

Blue



RGB: 78, 172, 225
CMYK: 66, 16, 0, 0
HTML: #4eace1

Red



RGB: 231, 104, 104
CMYK: 4, 71, 51, 0
HTML: #e76868

Brown



RGB: 204, 165, 106
CMYK: 18, 33, 62, 8
HTML: #cca56a

Typography > Typefaces

Typography plays an important role in communicating our brand. Careful and consistent use of typography in both print and digital applications reinforces our clear and professional approach. We have selected Gill Sans Nova for all our written materials.

Gill Sans Nova is our typeface. Its clean contemporary style aligns with our modern streamlined approach. It works equally well on digital devices and in print. It should therefore be used for all day-to-day documents, as well as professionally produced collateral.

Our Typeface

Gill Sans Nova

UPPER and lower case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Section Headings

Gill Sans Nova Bold

Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Paragraph Headings

Gill Sans Nova Regular

Title Case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body Text

Gill Sans Nova Light

Sentence case

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Typography > Applications

To reinforce clarity and consistency in our brand, please follow these simple typography guidelines for both print and digital applications. When formatting copy, you should direct your reader's attention to the most important information in a logical order. The correct use of typography will enable readers to see the content structure immediately.

Font Style and Size

Gill Sans Nova Light 11pt is our main font for all internally produced documents. For presentations this should be increased to 14pt if the presentation is to be projected.

Bullets

Please use simple, round bullet points as follows:

- Begin your bullet point with a capital letter
- The left edge of your bullet points should align with the left edge of your paragraph
- The margin between the bullet and the start of your text should be 0.5cm
- The size of your bullet should be set at the same size as the accompanying font

Numbered Lists

Please use the following numbering system:

1. We do not use Roman numerals
2. We do not use leading zeros on single digit numbers
3. The left edge of your list should align with the left edge of your paragraph
4. The size of your number should be set at the same size as the accompanying font

Text Alignment

Where possible, always left align your body text. Right alignment is acceptable where required by the design. Centre alignment should be avoided where possible.

Titles and Headings

Titles and headings should always use title case. All other text should use sentence case.

- An Example of Title Case
- An example of sentence case

Italics

Italics can be used sparingly where required such for as names, titles or quotes. They should not be used for long paragraphs of text.

Figures

- Use words for numbers one to ten when the number appears within a passage of text
- Use figures when the number contains a decimal point
- Use figures for numbers 11 and above

Corporate Stationery > Overview

Our corporate stationery and templates help us to reinforce a consistent image across our communications material.

Printed Stationery

Corporate stationery exists for the following items:

- Letterheaded paper
- Business cards

Digital Stationery

We also have digital Word templates available for our letterhead.

Letterhead Printing Specification

Size: 210 x 297mm (A4)

Material: 120gsm smooth white paper

Print front: CMYK

Print back: None

Business Card Printing Specification

Size: 85 x 55mm

Material: 300gsm smooth white card

Print front: CMYK

Print back: None





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