



PIONEER

FOODS

We are a company from Africa.
Our mission is to become Africa's most
prominent, diversified food group.

introduction

identity controls

- corporate signature full colour
- corporate signature two colour
- corporate signature single colour
- corporate signature black and white
- logo and logotype
- secondary typefaces
- corporate colours
- logo construction
- incorrect use of corporate identity

stationery controls

- letterhead
- continuation sheet
- compliment slip
- business cards
- envelopes
- presentation folder
- facsimile
- memorandum
- invoice
- statement

endorsements

- product
- stationery

promotional elements

- banners
- flags

reproduction standards

- corporate logo
- corporate colour swatches pantone 129 C
- corporate colour swatches pantone 158 C
- corporate colour swatches pantone 117 C
- corporate colour swatches pantone cool gray 9 C

Pioneer's corporate identity is both striking and unique and has been specifically designed to be versatile for use in a multitude of applications.

This manual is to be used as a guideline whenever our corporate identity is used. It clearly details the correct use of our corporate identity, corporate colours and corporate typefaces.

Detailed positioning guidelines are provided for all key corporate identity applications and must be strictly adhered to at all times.

For reproduction purposes, please use the artwork and colour references supplied under the section "Reproduction Standards". Do not give the C.I. Manual in its entirety to any supplier.

Only primary corporate identity applications are detailed in this manual. For application of our identity to items not stipulated in this manual, please consult our public relations department for advice.



PIONEER

FOODS

The flag logo and Pioneer corporate logotype combine to form our corporate signature - the cornerstone of the Pioneer corporate identity. To increase its impact and visibility always use our corporate signature correctly and consistently. The materials for reproduction purposes can be found in the back of this manual. These materials must be used as shown and may not be reconfigured, resized, recoloured, redrawn or modified in any way. Where possible always use the corporate signature in full colour as indicated.

the corporate signature full colour



PIONEER

FOODS

PANTONE 129C AND 100% BLACK

Where you are limited to the use of only two colours the above version must be used. Remember it is vital to be consistent - never display the logo and logotype in configurations not shown in this manual. Note: Both the logo and logotype are registered trademarks of the company.

corporate signature 2 colour application



PIONEER

FOODS

PANTONE 129 C



PIONEER

FOODS

PANTONE 158 C



PIONEER

FOODS

100%BLACK

Where the corporate signature needs to be reproduced in one colour only, any of the above versions may be used. The correct graphic application of the Pioneer corporate signature is essential to the visual impact of our corporate identity. Even a slight deviation from the standard form can seriously damage the visual image of our organisation.

corporate signature single colour application



PIONEER

FOODS

POSITIVE APPLICATION



NEGATIVE APPLICATION

On occasion it may, however, be necessary for the corporate signature to be reproduced in a colour which is not in the authorised Pioneer colour range. Under these exceptional circumstances, to be approved by the visual standards controller, the corporate signature should preferably be reproduced in black or reversed out of a dark background in white.

corporate signature black and white application



CORPORATE LOGO

PIONEER

FOODS

CORPORATELOGOTYPE

Both the corporate logo and corporate logotype may be used independently as design elements in support of the corporate signature, but not as a substitute for the corporate signature. The corporate logo however may be used independently in place of the corporate signature in restricted applications such as cufflinks.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MINION
Regular, semibold, bold, black, display regular, italics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

OFFICINA SANS
Book, bold, italics.

Pioneer Foods uses two distinctive typefaces : Minion and Officina Sans. These were chosen because they are modern in appearance and highly legible in any size. Do not attempt to substitute any other typeface which may appear to be similar to Minion or Officina Sans.

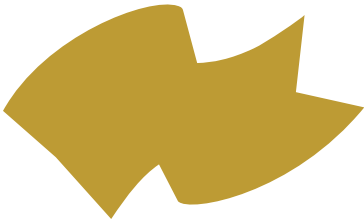
secondary typefaces



PANTONE 129 C
CMYK:20%MAGENTA,80%YELLOW



PANTONE 158 C
CMYK:60%MAGENTA,95%YELLOW



PANTONE 117 C or 15% BLACK OVER PANTONE 129 C
CMYK: 20% MAGENTA, 80% YELLOW, 15% BLACK



PANTONE PROCESS BLACK
CMYK: 100% BLACK

Pioneer Foods' corporate colours are warm and earthy. They have been chosen especially for our company. Therefore, it is important that these colours, as illustrated above, are never replaced by a similar colour or code.



The logo construction grid is used for cross-checking the accuracy of the corporate signature. Do not attempt to reproduce the corporate signature from this grid.



PIONEER
FOODS

DO NOT CHANGE
THE CORPORATE TYPEFACE



PIONEER
FOODS

DONOTCHANGETHESSECONDARYTYPEFACE



PIONEER
FOODS

DONOTADJUSTTHEPROPORTIONSOFTHE
CORPORATE SIGNATURE



PIONEER
FOODS

DONOTINVERTTHECOLOURSOFTHELOGO



PIONEER
FOODS

DONOTMANIPULATEORDISTORTTHE
CORPORATE LOGO



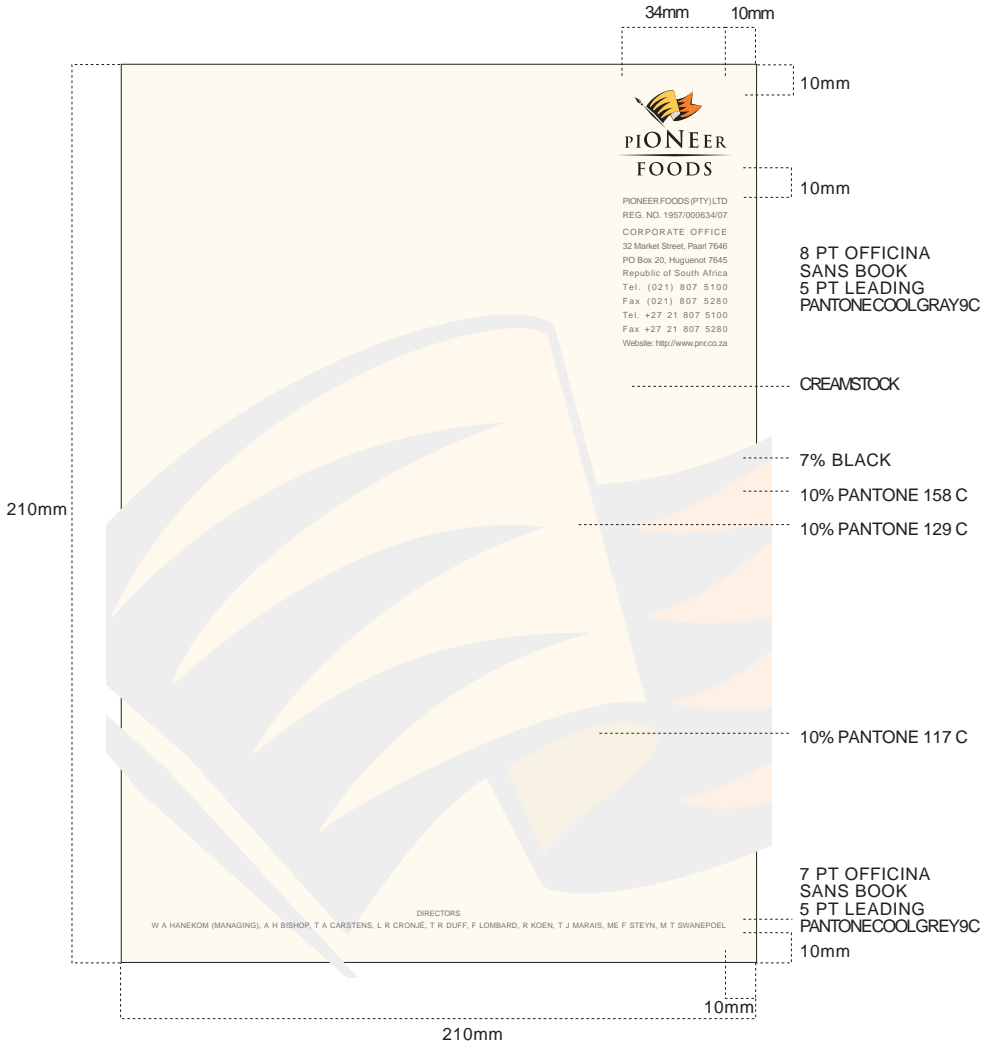
PIONEER
FOODS

DONOTCHANGEThERELATIONBETWEENThECORPORATELOGOANDCORPORATETYPEFACE

Consistency is important in maintaining a strong visual image of the corporate identity. All the examples of the corporate signature illustrated here are totally unacceptable. By closely adhering to the guidelines laid down in this manual, anomalies such as these illustrated above can easily be avoided.

incorrect use of corporate identity

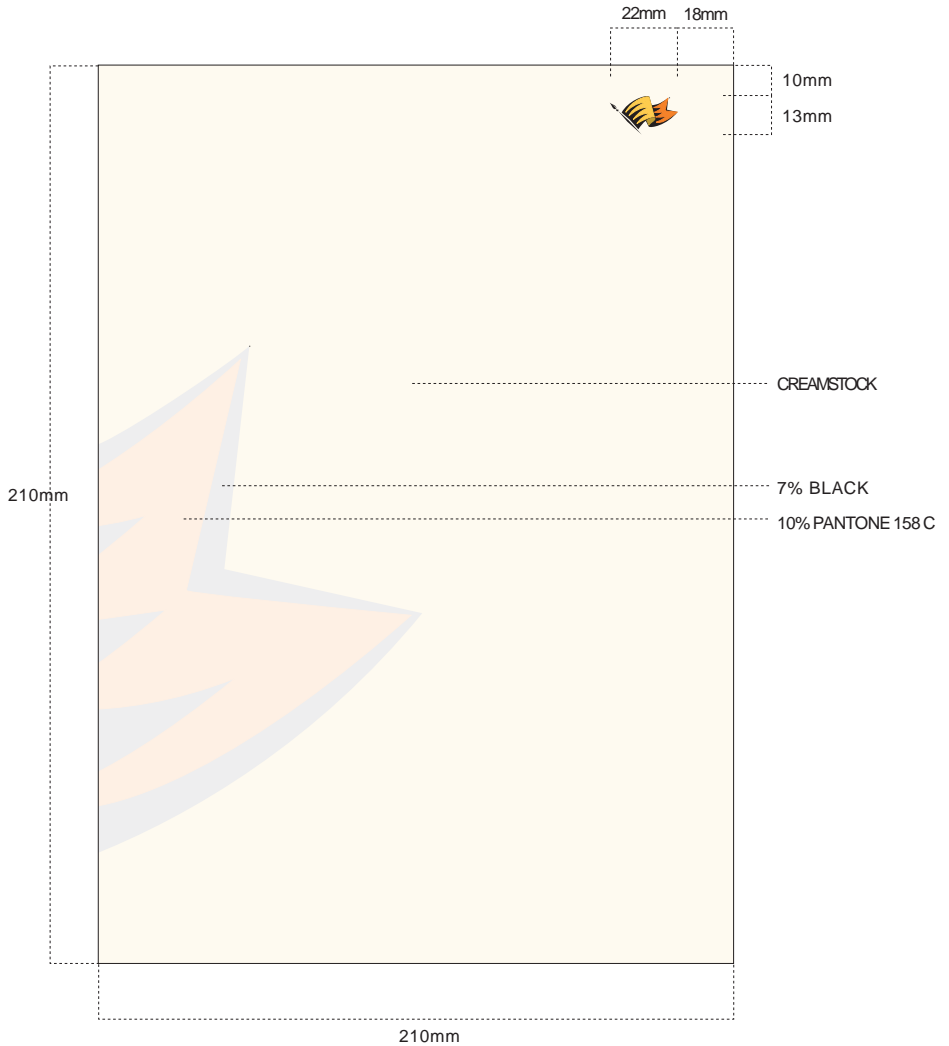
stationery controls



40% OF ACTUAL SIZE

When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.

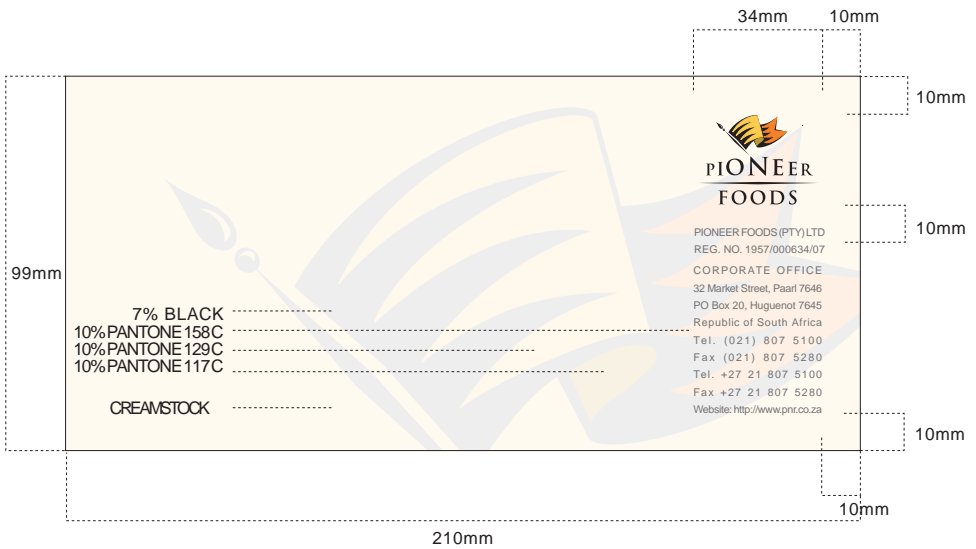
letterhead



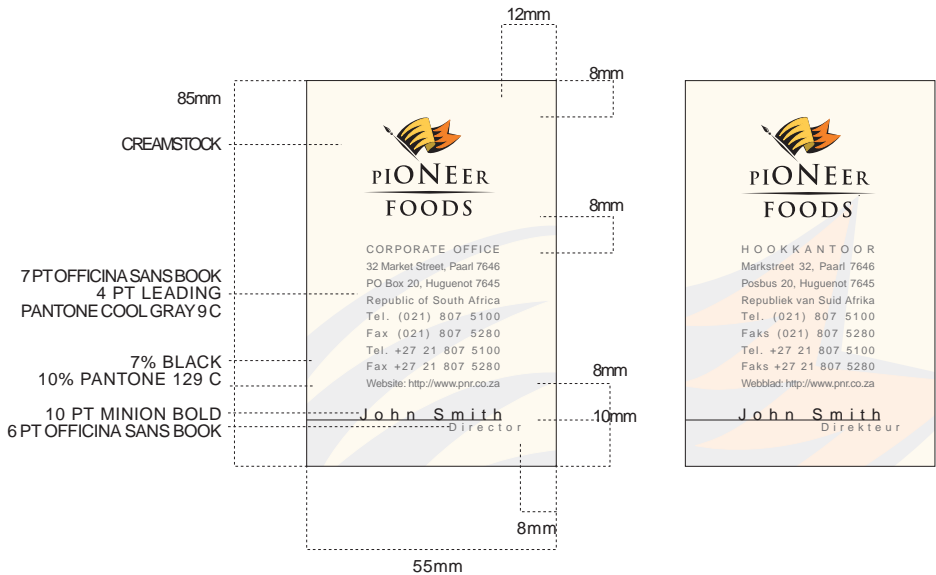
40% OF ACTUAL SIZE

Please note that the continuation sheet appears with the corporate logo only, in the same position and size as on the letterhead. All other information falls away. Note the shift in the background design element.

continuation sheet



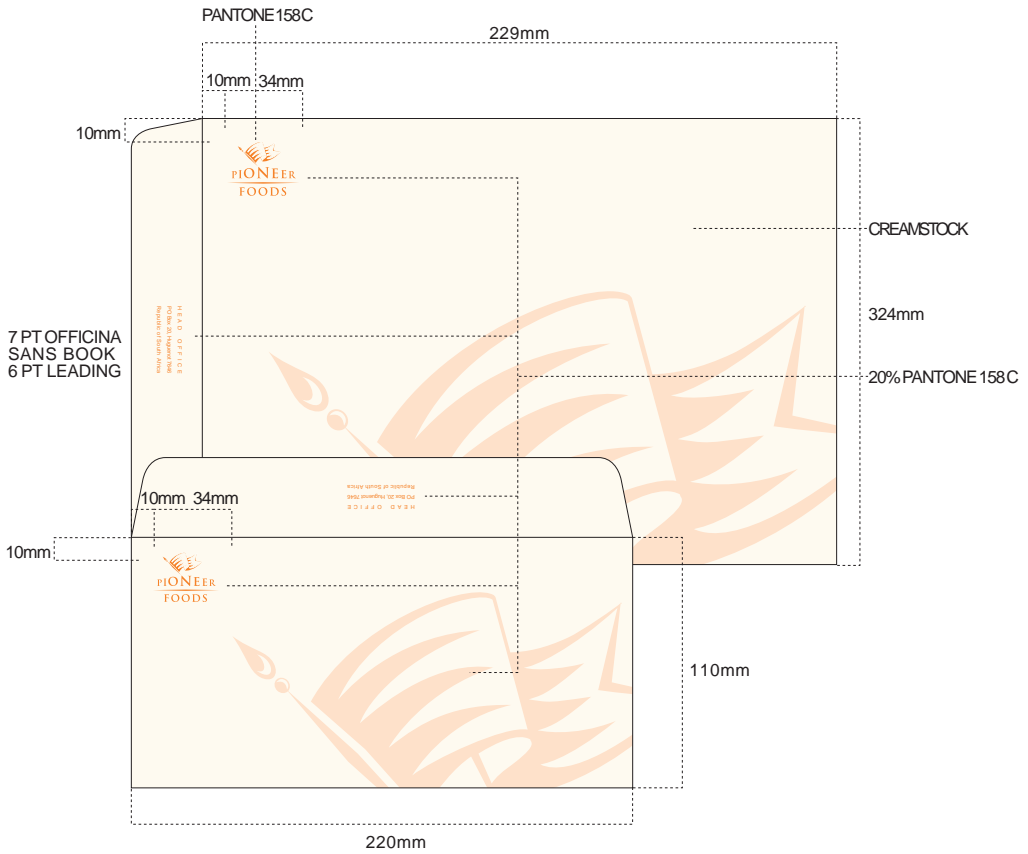
50% OF ACTUAL SIZE



ENGLISH ON ONE SIDE AND AFRIKAANS ON THE OTHER (60% IN SIZE)

The effect of a carefully designed portfolio of corporate stationery and its meticulous implementation and maintenance, will dramatically promote Pioneer amongst its clients. All details have been carefully planned and if used correctly, will ensure nationwide uniformity which is all important.

compliment slip & business cards



To reduce costs all corporate envelopes are to be printed in one colour only - Pantone 158 C. All elements are to display the corporate signature on the front with the postal address on the flap.



440 x 307mm FOLDED TO 220 x 307mm

The corporate presentation folder is generic and may be used for all divisions. No address details are printed on the folder. The folder is, however, die-cut to allow for the insertion of a business card.

presentation folder

OFFICINA SANS
BOLD 14PT

OFFICINA SANS
BOOK 9 PT
6 PT LEADING

F A X

DATE: _____

TO: _____

FROM: _____

FAX NO: _____

PAGES: _____

SUBJECT: _____



PIONEERFOODS(PTY)LTD
REG. NO. 1957/000634/07
CORPORATE OFFICE
32 Market Street, Paarl 7646
PO Box 20, Huguenot 7645
Republic of South Africa
Tel. (021) 807 5100
Fax (021) 807 5280
Tel. +27 21 807 5100
Fax +27 21 807 5280
Website: <http://www.pnr.co.za>

OFFICINASANS
BOOK 9 PT
6 PT LEADING

38mm 10mm

10mm

10mm

297mm

210mm

40% OF ACTUAL SIZE

All facsimile transmissions are sent on a specially designed letterhead which features the single colour corporate signature in the top right hand corner. Please note that all typography has been enlarged to allow for maximum legibility.

facsimile

OFFICINASANS
BOLD 14PT

OFFICINASANS
BOOK 9 PT
6 PT LEADING

297mm

MEMORANDUM

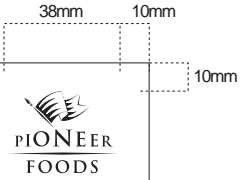
DATE: _____

TO: _____

FROM: _____

REFERENCE: _____

SUBJECT: _____




210mm

10mm

10mm


INVOICE



**PIONEER
FOODS**

DATE:
 ORDER NO:
 DOCUMENT NO:
 PAGE NO:
 ATTENTION:

8 PT OFFICINA
SANS BOOK
0 LEADING

DESCRIPTION	TAX	AMOUNT
		
SUB-TOTAL		
VAT		
TOTAL:		

CREAMSTOCK

7%BLACK

PIONEER FOODS (PTY) LTD
 REG. NO. 1957/000634/07
 H E A D O F F I C E
 32 Market Street, Paarl 7646
 PO Box 20, Huguensot 7646
 Republic of South Africa
 Tel (021) 807 5100
 Fax (021) 807 5280
 Tel +27 21 807 5100
 Fax +27 21 807 5280
 Website: <http://www.pnc.co.za>

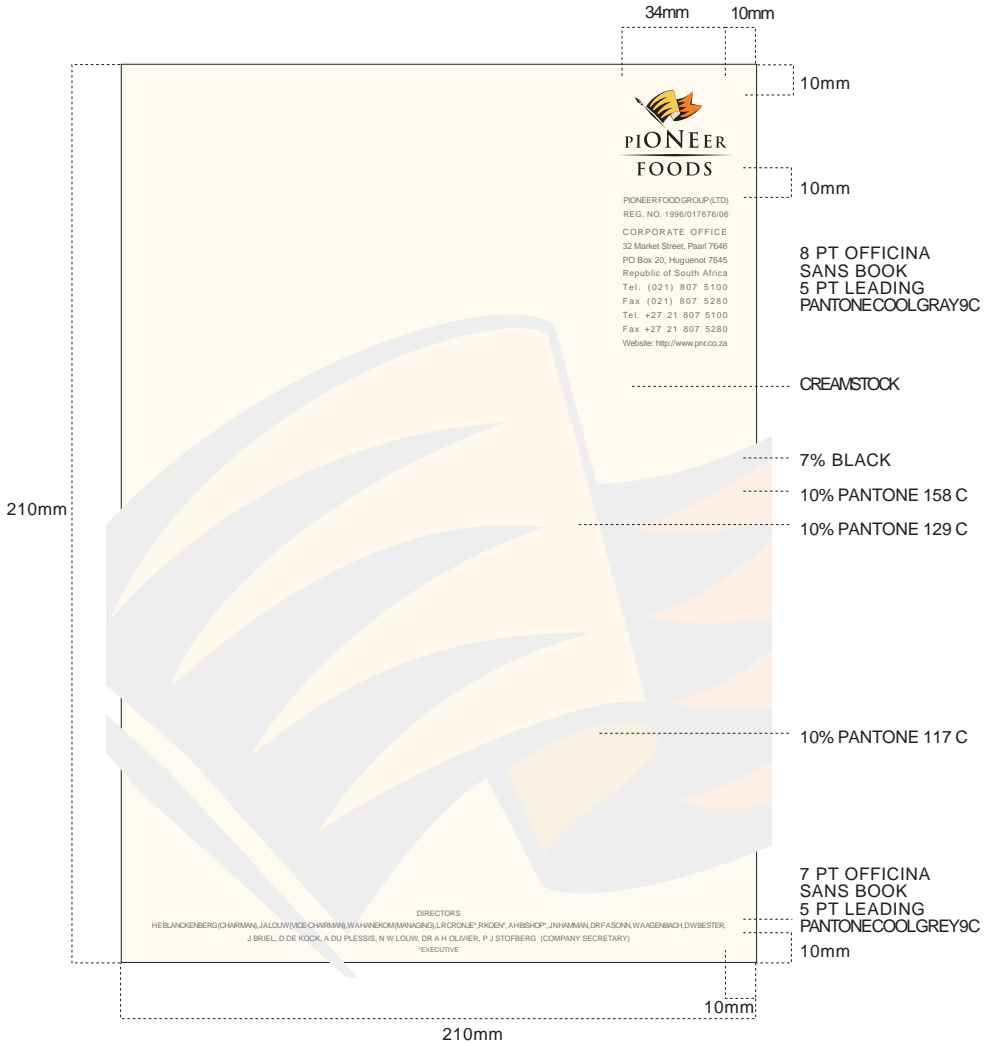
8 PT OFFICINA
SANS BOOK
7 LEADING

210mm

40% OF ACTUAL SIZE

297mm

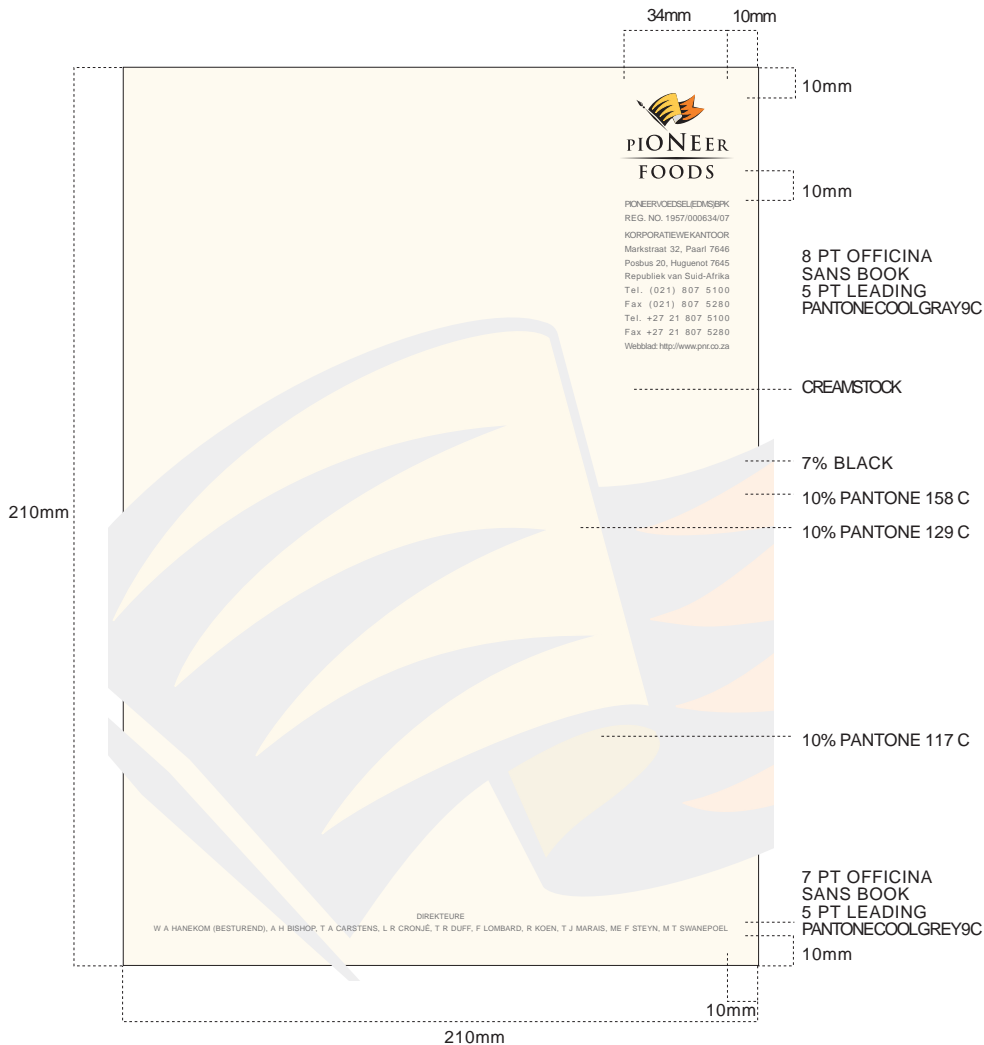
Please note that all elements on the invoice and statement sheets appear in single colour (black).



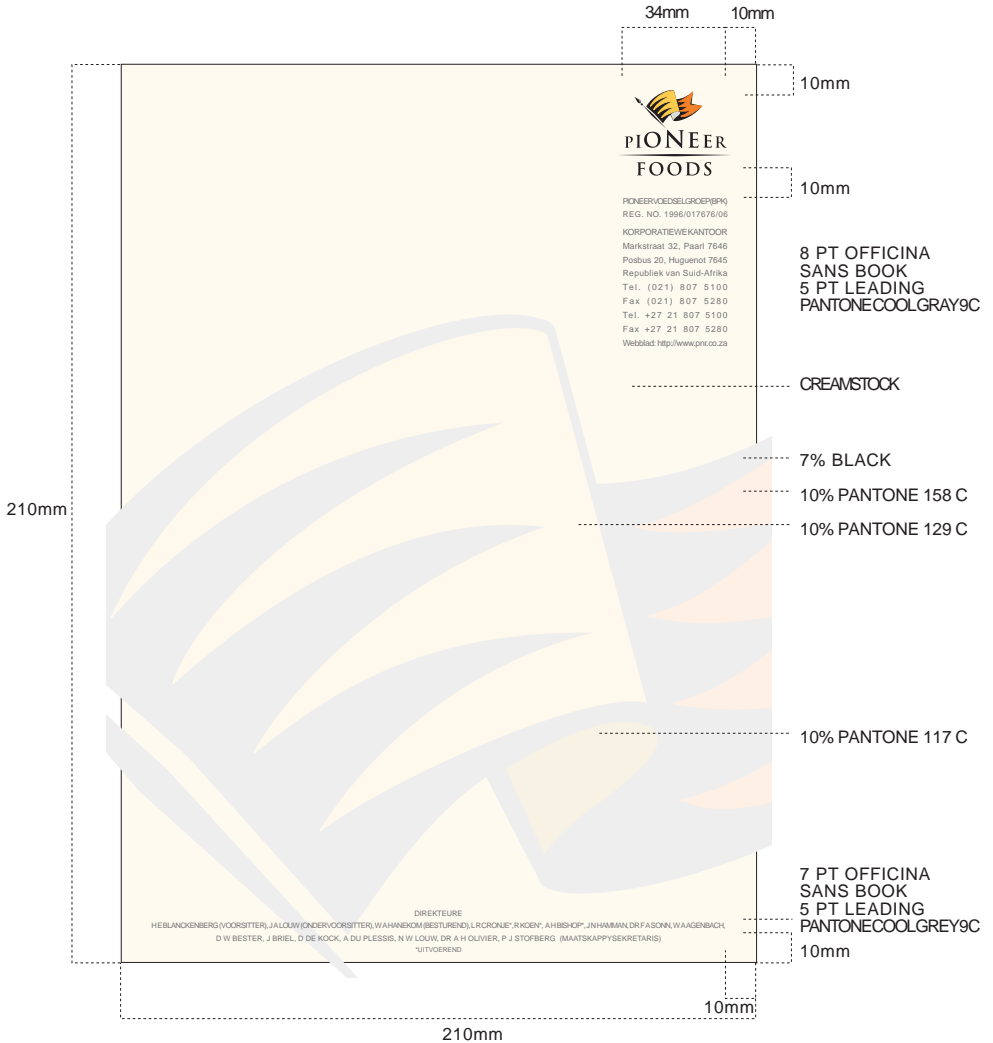
40% OF ACTUAL SIZE

When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.

letterhead



When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.



40% OF ACTUAL SIZE

When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.

letterhead