

Corporate Identity Manual



PALACE GROUP

The only constant is Change

-Unknown



***The world is changing very fast. Big will not beat small anymore.
It will be the fast beating the slow.***

- Rupert Murdoch



Palace Group is an infrastructure development and engineering group providing complementary, integrated and seamless infrastructure solutions to clients in the built environment worldwide. Palace Group has positioned itself as being a structured, **FAST** growing yet **EXCITING** multi-faceted organization, making us **INNOVATIVE** as well as futuristic. **UNITY** with all employees is of great importance as we work TOGETHER in creating **NETWORKS** and giving **SUPPORT** to all our stakeholders. **STRENGTH** and **CONFIDENCE** are key factors in ensuring we work towards our VISION, to be LEADERS in all that we do as we **PIONNER NEW WAYS TO DEFINE THE FUTURE**. Palace Group is employing new techniques to efficiently lead the way. We are innovative and known for bold cutting edge technology. If you combine this with our vast network of companies and our ability to support and strengthen them, we are positioned as a leading force in the African continent and the world at large. Note the phrase “...our vast network of companies and our ability to support and strengthen them....” We note here that Palace Group is a multi-disciplinary group that has a network of subsidiary companies. The new logo instantly positions the company as such and the design and colours selected have made this mark more memorable and well defined. The icon (mark) is comprised of two equal halves with 25 cells (shaped as ‘Raindrops’) in each half. In order to maintain the shape of the icon, the cells may not be rotated as this will distort the original shape of the icon. There is space between the two halves and this is a reflection of flexibility and potential of growth within the company as the network of companies may continue to expand. The two parts are separated by colour (Golden yellow and Grey.) This has been done to balance. The shape of the mark is diamond shaped resting on one point. This reflects on Palace Group’s perfect symmetry and presence. When one looks closely enough they will see the slight ‘mushroom’ effect of the logo which has been subtly created to add visual interest. The full logo consists of the icon and company name with the trademark sign subtly included above the company name.

*When you innovate, you've got to be prepared for everyone telling you
you're nuts.*
- Larry Ellison

FONTS



Bb Gill Sans *Bb Gill Sans Light Italic*

The font of the logo is **Gill Sans MT**, this font has been selected as it is modern has become an international corporate typeface of choice. The font of the logo may not be changed or replaced by any other font.

This font is also versatile and can be used on print and electronic items for corporate as well as marketing/ promotional purpose. This font can be found in most notepads worldwide. The font has a clean, classic feel and is legible whether in *bold* or *italic*.

- Font
- Font*
- Font**
- Font**

We have taken into consideration that some notepads may not have this font as they may not be updated, in this case employees may use "Arial" for writing purposes

Principles and Elements: Typography

Gill Sans is used for headlines and titles and forms an integral part of the title of the logo. Gill Sans Light Italic is used for the strap line or divisions for simplicity and legibility.

Gill Sans

*The winner is the chef who takes the same ingredients as everyone else
and produces the best results.*

- Edward de Bono

COLOURS



Colour is used to express the corporate values of Palace Group. Our chosen shade of golden yellow reflects both a warm emotion as well as a regal feeling thus reflecting emotion and strength. The grey that has been used reflects the corporate elements of Palace Group as well as, once again, a regal feeling of stability and reliability.

To complement the logo and layout/ presentation, five colours have been selected for application on items such as posters, notices, promotional emails, etc. The two colours of the logo (golden yellow and grey) and black are considered the **Primary colours**.

Golden yellow (Pantone 131)

Grey (Pantone 430)

Black (K)

Secondary colours:

Blue (Pantone 294) may be used as the secondary colour for Objects and Backgrounds.

Red (Pantone 220) may be used as the secondary colour for Highlights

Palace Group logo (Full colour)

The logo comes in the following three variations:

- Full Colour (As seen above)
- Black & White and the
- Line Art

Black and White Line Art (This should only be used in the event that Black and white is not available) Icon