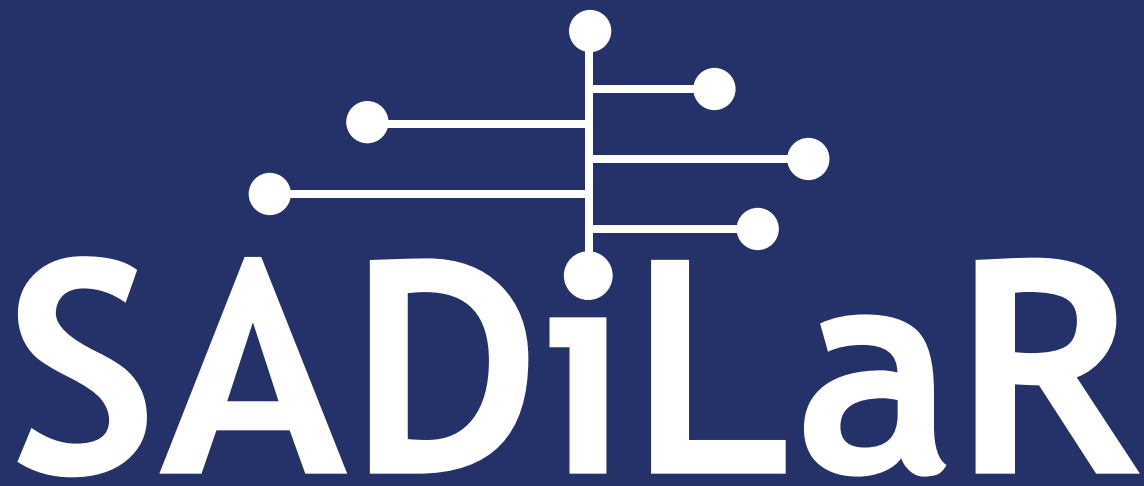




South African Centre for Digital Language Resources

CORPORATE IDENTITY MANUAL

Version 0.1 | 2026



TABLE OF CONTENTS

1	INTRODUCTION TO SADiLaR	1
2	PURPOSE OF THE CORPORATE IDENTITY MANUAL.....	2
3	BRAND OVERVIEW	3
4	VISION, MISSION AND VALUES	4
5	BRAND GOVERNANCE AND ADHERENCE.....	5
6	LOGO IDENTITY AND USAGE	6
7	CO-BRANDING AND PARTNER LOGOS	8
8	INCORRECT LOGO USAGE	10
9	CORPORATE COLOUR PALETTE.....	11
10	TYPOGRAPHY AND DOCUMENT STANDARDS.....	12
11	EDITORIAL AND WRITING STYLE.....	14
12	BUSINESS CARDS	15
13	EMAIL SIGNATURE STANDARDS	16
14	TEMPLATES AND DOCUMENT BRANDING.....	17
15	SOCIAL MEDIA BRANDING.....	18
16	BRANDED CLOTHING AND MERCHANDISE	19
17	EVENT BRANDING AND BANNERS.....	20
18	PHOTOGRAPHY AND VISUAL IDENTITY	22
19	DIGITAL ACCESSIBILITY STANDARDS	23
20	BRAND APPROVAL PROCESS	24
21	CONTACT AND SUPPORT.....	25

1

INTRODUCTION TO SADiLaR

About SADiLaR

The South African Centre for Digital Language Resources (SADiLaR) is a national research infrastructure that supports the creation, management, and accessibility of digital language resources in South Africa. SADiLaR plays a strategic role in advancing multilingualism, digital humanities, language technologies, and research innovation.

As a national centre, SADiLaR promotes collaboration between researchers, universities, language practitioners, policymakers, and communities to strengthen the development and preservation of South Africa's linguistic heritage.

SADiLaR is committed to:

- Supporting multilingual digital research
- Advancing language technology innovation
- Promoting collaboration and accessibility
- Strengthening research infrastructure
- Enabling digital scholarship in the humanities and social sciences



2

PURPOSE OF THE CORPORATE IDENTITY MANUAL

The SADiLaR Corporate Identity Manual serves as the official guide for maintaining a consistent and professional representation of the SADiLaR brand across all communication platforms and stakeholder engagements.

This manual provides standards for:

- Visual identity
- Logo applications
- Typography
- Colour usage
- Document formatting
- Editorial style
- Digital branding
- Event branding
- Co-branding practices

The purpose of these guidelines is to ensure that all SADiLaR communication reflects:

- Professionalism
- Consistency
- Accessibility
- Credibility
- Innovation
- Institutional cohesion

This manual applies to all staff members, researchers, collaborators, students, service providers, and strategic partners using SADiLaR branding.

3

BRAND OVERVIEW

Brand Personality

SADiLaR's brand personality is:

- Innovative
- Research-driven
- Collaborative
- Inclusive
- Professional
- Accessible
- Future-focused
- Multilingual

Brand Attributes

The SADiLaR brand should consistently communicate:

- Excellence
- Innovation
- Integrity
- Collaboration
- Inclusivity
- Knowledge advancement

Brand Promise

SADiLaR is committed to advancing multilingual digital language resources that strengthen research, education, innovation, and social impact.

Brand Positioning

SADiLaR positions itself as a leading national research infrastructure that supports digital language resource development and digital humanities research in South Africa and beyond.

4

VISION, MISSION AND VALUES

Vision

To ensure a transformed, participative digital future for our official languages, for people from all walks of life.

Mission

- We enable the use of our official South African languages in research and development activities through active digital language resource aggregation and development towards sustainable multilingualism.
- We enable the implementation of the New Language Policy Framework for public higher education institutions through expert-tailored support and services towards unlocking epistemological access to knowledge in all official languages.
- We stimulate and create digital humanities communities of practice as an infrastructure.

Values

We espouse our **RICHT** principles and foster **belonging**.

R =

SADiLaR undertakes to promote mutual **respect**, courtesy and inclusivity in an environment driven by **research** and productivity.

I =

SADiLaR promises to **inspire innovation** that is effective and contributes meaningfully to the community.

C =

SADiLaR commits to **carefully** and effectively **communicate** with all its strategic partners and stakeholders.

H =

SADiLaR undertakes to transform research and teaching in the **HSS** through a **high-impact** digital humanities programme.

T =

SADiLaR undertakes to drive its mandate with determination, with commitment to **teamwork** and **trust** between staff, management, strategic partners and stakeholders.

5

BRAND GOVERNANCE AND ADHERENCE

All stakeholders must adhere to the standards and guidelines outlined in this manual.

Brand Compliance

All communication materials should comply with the SADiLaR corporate identity standards before publication or distribution.

This includes:

- Reports
- Presentations
- Social media graphics
- Posters
- Banners
- Certificates
- Email signatures
- Websites
- Promotional materials

Brand Responsibility

The SADiLaR Communications Unit is responsible for:

- Brand governance
- Design approvals
- Template management
- Visual identity consistency
- Communication support

Approval Process

All official branded communication materials must be reviewed and approved by the Communications Unit before external publication.

6

LOGO IDENTITY AND USAGE

Introduction

The logo is the most recognisable representation of the organisation's identity. Correct and consistent application of the logo strengthens institutional recognition and professionalism.

Combined DSTI-SADiLaR Logo

The DSTI and SADiLaR logos should appear together on:

- Official institutional publications
- Strategic partnership documents
- Government-funded projects
- National stakeholder communication
- Public-facing institutional reports
- Official presentations
- Poster presentations
- All communication templates, i.e. memos
- Website applications
- Poster graphics

Placement Rule

- DSTI logo positioned bottom left
- SADiLaR logo positioned on the right
- Adequate spacing between logos

Minimum Size

The combined DSTI-SADiLaR logo should never appear smaller than 4 cm in width.



**science, technology
& innovation**

Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



Single SADiLaR Logo

The single SADiLaR logo version may be used as follows:

Applications

- Social media images and posters
- Small branded items
- Corporate wear merchandise
- Compact layouts and designs
- Corporate decoration



Minimum Size

The logo should never appear smaller than 2.5 cm in width.

White and Monochrome Logo Usage

White or monochrome versions of the logo may only be used:

- On dark backgrounds
- When visibility requires contrast adjustment
- On approved branded merchandise

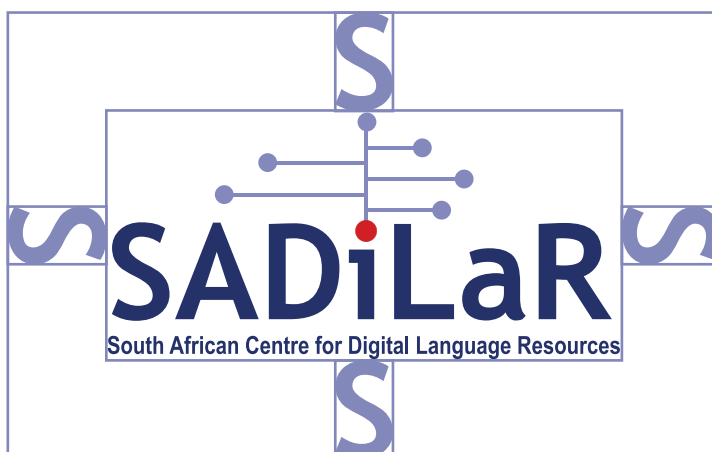
Only approved versions supplied by the Communications Unit may be used.



Clear Space Requirements

A minimum clear space equal to the height of the "S" in the logo should surround the logo at all times.

No text, graphics, or other visual elements may intrude into this space.



7

CO-BRANDING AND PARTNER LOGOS

Introduction

Co-branding is essential for collaborative projects, conferences, workshops, and strategic partnerships. Consistent co-branding ensures professional presentation and institutional balance.

Logo Hierarchy

SADiLaR-led Projects

- DSTI-SADiLaR logo should appear first on the far left.
- Partner / project logos should follow thereafter.
- If more than 6 logos are to be applied, the DSTI-SADiLaR logo has the autonomy to represent SADiLaR projects /programmes.
- Project and partner logos should never appear smaller than 2.5 cm in width.

Application:



science, technology
& innovation
Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



PanSALB
PAN SOUTH AFRICAN LANGUAGE BOARD

Joint Partnerships

- Equal logo weighting should apply.
- DSTI-SADiLaR logo should appear first on the far left.
- Partner / project logos should follow thereafter.
- If more than 6 logos are to be applied, the DSTI-SADiLaR logo has the autonomy to represent SADiLaR projects / programmes.

Application:

Correct application:



science, technology
& innovation
Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



PanSALB
PAN SOUTH AFRICAN LANGUAGE BOARD

Correct application:



science, technology
& innovation
Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



PanSALB
PAN SOUTH AFRICAN LANGUAGE BOARD



Stellenbosch
UNIVERSITY
IYUNIVESITHI
UNIVERSITEIT

Incorrect application:



science, technology
& innovation
Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



UNIVERSITY OF
KWAZULU-NATAL
INYUVESI
YAKWAZULU-NATALI

SADiLaR Flagship Projects/Programmes

In a branding strip

- DSTI-SADiLaR logo should appear first on the far left
- Project and partner logos should follow thereafter

Application:



In a branded poster

If spacing permits, DSTI-SADiLaR and partner logos can be the dominant ones while allowing the flagship logo to build recognition as a flagship programme.



ESCALATOR

ESCALATOR is SADiLaR's flagship capacity development programme, designed to grow an inclusive and active South African community of practice in digital humanities and computational social sciences.



SADiLaR-Wikipedia-PanSALB (SWiP)

The SADiLaR–Wikipedia–PanSALB (SWiP) project is a national collaborative initiative between the South African Centre for Digital Language Resources (SADiLaR), Wikimedia ZA, and the Pan South African Language Board (PanSALB). SWiP promotes the preservation, development, and digital visibility of South African languages by empowering communities to create and expand content on Wikipedia in their own languages.



Higher Education Sector Support Programme (HESSP)

The HESSP is SADiLaR's strategic initiative dedicated to advancing multilingualism across South African higher education institutions.

8

INCORRECT LOGO USAGE

The logo may never:

- Be stretched or distorted
- Be rotated
- Have shadows or effects applied
- Be recoloured without approval
- Be placed on cluttered backgrounds
- Be used in low resolution
- Be cropped incorrectly
- Be placed too close to text or graphics



Only official logo files supplied by the Communications Unit may be used.

9

CORPORATE COLOUR PALETTE

Introduction

The SADiLaR colour palette supports brand recognition and visual consistency.

Primary Colours

**Purple**

RGB: 130, 136, 188

HEX: #8288BC

CMYK: 52, 45, 4, 0

**Red**

RGB: 209, 31, 38

HEX: #D11F26

CMYK: 12, 100, 99, 2

**Blue**

RGB: 26, 47, 105

HEX: #1A2F69

CMYK: 100, 92, 30, 18

Secondary Colours

**Orange**

RGB: 209, 96, 32

HEX: #D16020

**Grey**

RGB: 128, 128, 128

HEX: #808080

**Green**

RGB: 35, 82, 69

HEX: #235245

Colour Usage Guidelines

Primary Colours are used for:

- Main branding
- Headings
- Institutional graphics
- Key visual elements

Secondary Colours are used for:

- Supporting graphics
- Infographics
- Accents
- Visual variation

Accessibility Standards

Ensure:

- Strong contrast ratios
- Readability across platforms
- Accessible colour combinations
- Clear visibility on digital and print materials

Print and Digital Standards

Print: Use CMYK values.

Digital: Use RGB and HEX values.

10

TYPOGRAPHY AND DOCUMENT STANDARDS

Introduction

Typography plays an important role in readability, professionalism, and visual consistency.

Official Fonts

Arial Narrow

Primary font recommended for Word official documents, graphics and publication designs.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

DejaVu Sans

DejaVu Condensed

Primary font recommended for PowerPoint, LaTeX presentations, graphics and publication designs.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0
a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Trebuchet

Primary font recommended for digital publications i.e. Mailchimp, web content, graphics and publication designs.

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Font Hierarchy

Application	Recommended Size
Main Heading	20 – 24 pt
Subheading	14 – 18 pt
Body Text	11 – 12 pt
Captions	9 – 10 pt
Footnotes	8 – 9 pt

Document Formatting Standards

Element	Standard
Alignment	Left-aligned
Line spacing	1.15 or 1.5
Margins	2.54 cm
Paragraph spacing	6 pt after paragraph
Page numbering	Bottom right

Header Standards

Headers may include:

- DSTI-SADiLaR logo

Footer Standards

Footers may include:

- Document title
- Name of the institution
- Page numbering on far right

11

EDITORIAL AND WRITING STYLE

Language Standard

All official communication should use UK English.

Tone of Voice

SADiLaR communication should be:

- Professional
- Clear
- Accessible
- Inclusive
- Research-informed
- Future-focused

Writing Style Guidelines

Use

- Plain professional language
- Active voice
- Inclusive terminology
- Clear structure

Avoid

- Informal slang
- Excessive jargon
- Inconsistent punctuation
- Unnecessary complexity

Terminology and Abbreviations

First Mention Rule

Write terms in full on first reference.

Example:

South African Centre for Digital Language Resources (SADiLaR)

Thereafter use the abbreviation.

12

BUSINESS CARDS

Business cards should follow the official SADiLaR template.

Standard Information

- Full name
- Position title
- Contact number
- Email address
- Website address
- SADiLaR logo

All business card requests should be submitted to the Communications Unit.

Please allow at least two weeks for processing and printing.



13

EMAIL SIGNATURE STANDARDS

All staff members should use the official SADiLaR email signature.

Required Information

- Name and surname
- Position title
- Contact information
- Website address
- DSTI-SADiLaR logo

Email Signature Tone

Email communication should remain:

- Professional
- Respectful
- Clear
- Concise

Ms. Thandeka Madonsela
Senior Administrative Assistant: Communication

Tell: (+27) 18 285 2864 | Cell: (+27) 64 891 4781

www.sadilar.org



science, technology
& innovation

Department:
Science, Technology and Innovation
REPUBLIC OF SOUTH AFRICA



14

TEMPLATES AND DOCUMENT BRANDING

Official templates are available on SharePoint and Canva for:

- Logos
- Letterheads
- Reports
- Memorandums
- Presentations
- Certificates
- Posters
- Social media graphics

Only approved templates should be used.

Requests for new templates should be directed to the Communications Unit.

15

SOCIAL MEDIA BRANDING

Introduction

Social media platforms are important channels for visibility, stakeholder engagement, and public communication.

Social Media Standards

All social media content should:

- Follow brand colours
- Use approved fonts
- Maintain professional tone
- Use high-quality visuals
- Reflect inclusivity and accessibility

Content Tone

Social media content should be:

- Informative
- Professional
- Engaging
- Accessible
- Audience-focused

Hashtag and Caption Usage

Use:

- Consistent institutional hashtags
- Clear and concise captions
- Accessible language

Avoid:

- Excessive emojis
- Informal slang
- Unverified information

16

BRANDED CLOTHING AND MERCHANDISE

Logo Placement

The SADiLaR logo should appear on the left chest area wherever possible.

Colour Application

The original logo should be used where visibility allows.

White or approved monochrome versions may be used for dark garments.



17

EVENT BRANDING AND BANNERS

Pull-up Banners

Official pull-up banners should:

- Use updated DSTI branding
- Follow SADiLaR colour palette
- Use high-resolution graphics
- Maintain clear spacing



Wall Banners

Wall banners should:

- Reflect institutional professionalism
- Use approved templates
- Maintain visual consistency

Event Branding

Conference and workshop branding should include:

- Approved logo hierarchy
- Consistent typography
- Accessible design
- Partner logo alignment



18

PHOTOGRAPHY AND VISUAL IDENTITY

Photography Style

Images should reflect:

- Innovation
- Collaboration
- Research excellence
- Diversity and inclusion
- Technology-enabled environments
- Authentic institutional activity

Preferred Imagery

Use high-quality authentic images rather than generic stock photography where possible.

Visual Standards

Avoid:

- Blurry images
- Pixelated graphics
- Overly staged imagery
- Inconsistent image quality

19

DIGITAL ACCESSIBILITY STANDARDS

Accessibility Commitment

SADiLaR is committed to accessible communication.

Accessibility Requirements

Ensure:

- Readable font sizes
- Colour contrast compliance
- Alt text for digital images
- Captioning for videos
- Accessible PDF formatting
- Clear language usage

Inclusive Communication

All communication should promote:

- Diversity
- Inclusion
- Accessibility
- Respectful representation

20

BRAND APPROVAL PROCESS

Communications Unit Responsibilities

The Communications Unit is responsible for:

- Brand governance
- Design review
- Template management
- Quality assurance
- External brand consistency

Material Approval

The following materials require approval before publication:

- Media releases and blogs
- Posters
- Publications
- Social media posts
- Social media campaigns
- Event branding
- Promotional merchandise

Brand Compliance Checklist

Before publication, ensure:

- Correct logo usage
- Correct colours
- Approved typography
- High-resolution graphics
- Correct spelling and grammar
- Accessibility compliance i.e. links

21

CONTACT AND SUPPORT

For branding assistance, templates, logo requests, approvals, and communication support, contact:

SADiLaR Communications Unit

Website: www.sadilar.org

Email: info@sadilar.org

All branding requests should be submitted timeously to allow for review and approval.

CONCLUSION

The SADiLaR Corporate Identity Manual serves as the official framework for maintaining a strong, professional, and consistent institutional identity.

Consistent application of these standards strengthens:

- Institutional credibility
- Brand recognition
- Stakeholder trust
- Communication effectiveness
- Professional presentation

All stakeholders are encouraged to familiarise themselves with this manual and uphold the SADiLaR brand with professionalism, integrity, and consistency.



www.sadilar.org



info@sadilar.org



www.facebook.com/SouthAfricanCentreForDigitalLanguageResources/



twitter.com/SADiLaR_ZA



<https://www.linkedin.com/company/south-african-centre-for-digital-language-resources/>



[@sadilar.bsky.social](https://bsky.app/profile/sadilar.bsky.social)