Brand Guidelines

Leo. Kesho. Pamoja.

PSSSF

PSSSF — Brand Guidelines
10-2024
Version 1.0

Foreword

Welcome to the Public Service Social Security Fund (PSSSF) Brand Guidelines.

As one of the largest and most trusted social security institutions in the country, PSSSF has a profound responsibility to serve our members with the highest standards of excellence, transparency, and integrity. Our brand is not merely a logo or a set of colors; it is a reflection of our mission, our values, and the trust we have built over time with the public.

The guidelines that follow provide detailed directives on our logo usage, typography, color palette, and more, ensuring that every representation of PSSSF—whether through our digital presence, printed materials, or project site signage—speaks with a coherent and powerful voice. By adhering to these guidelines, you help us maintain the strength and clarity of our brand identity.

We thank you for your commitment to upholding the quality and coherence that PSSSF is known for, as to build a future where social security stands as a pillar of national progress and individual dignity
Sincerely,

Abdul-Razaq Badru,
Director General
Public Service Social Security Fund (PSSSF)

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Our Vision

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Our vision is to be an outstanding provider of social security services in Tanzania; setting the benchmark for excellence in delivering accessible, efficient, and sustainable social protection programs that improve the quality of life for all Tanzanians.

We aim to lead by example, fostering trust and ensuring equitable support for individuals and communities, while continuously innovating to meet the evolving needs of our society.

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Our mission

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Our mission is to provide high-quality social security services through competent, motivated staff and appropriate technology.

We foster continuous learning to keep our team at the forefront of best practices while implementing innovative solutions to enhance efficiency, accuracy, and accessibility. We aim to streamline processes, improve customer experiences, and adapt to evolving needs.

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Core Values

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Customer Focus

We are committed to understanding and prioritizing the needs and satisfaction of our customers to deliver exceptional service and build lasting relationships..

Intergrity

We uphold honesty and strong ethical principles in all our actions and decisions, fostering trust and respect among colleagues and clients.

Team Work

We promote effective collaboration with colleagues across all levels to achieve common goals, enhance productivity, and create a supportive work environment.

Profesionalism

We demonstrate competence, respect, and dedication in all our interactions and tasks, ensuring high standards of quality and accountability in our work.

Transparency

We ensure open communication and clarity in processes, decisions, and operations, allowing stakeholders to have insight into our actions and intentions.

Compliance

We Adhere to laws, regulations, and organizational policies to maintain accountability.

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Our Story

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The Public Service Social Security Fund (PSSSF) was founded in 2018 through the merger of four major pension funds in Tanzania. These were the Government Employees Provident Fund (GEPF), the Local Authorities Pension Fund (LAPF), the Parastatal Pensions Fund (PPF) and the Public Service Pension Fund (PSPF).
This unification aimed to streamline the administration of pension benefits, improve efficiency, and ensure better management of resources. By bringing these funds together, the government sought to create a more reliable and sustainable social security system that better served the needs of public servants.

PSSSF was created to ensure that all public servants, from local authorities to parastatal employees, received fair and equitable retirement, disability, and survivor benefits. The fund's formation marked a significant step toward providing consistent and long-term financial security for public service workers across Tanzania.

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Purpose

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The purpose of the Public Service Social Security Fund (PSSSF) is to provide comprehensive social security for public servants in Tanzania. This includes ensuring adequate retirement benefits, offering financial support for disability, and providing survivor benefits to dependents in the event of a member's death. Additionally, PSSSF promotes the overall welfare of its members by facilitating access to social services while effectively managing contributions to ensure the sustainability of benefits for current and future beneficiaries. Through these efforts, PSSSF aims to enhance the quality of life and security for public servants and their families.

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Brand Overview

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The Public Service Social Security Fund (PSSSF) is Tanzania's premier social security institution, dedicated to serving public servants with integrity and dependability. PSSSF ensures the financial security and welfare of its members through comprehensive pension schemes and benefits. Our commitment is rooted in transparency, accountability, and service excellence. We strive to foster trust and confidence among our stakeholders, continually adapting to the evolving needs of our members. PSSSF champions progressive and sustainable practices, reinforcing our role as a pillar of stability for the public sector workforce in Tanzania. Our brand embodies trust, commitment, and community–focused service.

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Target Audience

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Customers

PSSSF caters to private investors, real estate developers, government entities, and non-profits engaged in residential, commercial, and mixed-use developments. These clients are looking for innovative, sustainable architectural solutions.

Key Demographics

The primary audience includes mid to senior-level professionals aged 35-65, such as executives, developers, and community leaders, predominantly located in urban centers.

Interests

They are keen on architecture, design, and sustainability, actively participating in industry events and staying updated on trends in sustainable development.

Behavior

This audience includes decision-makers who value ethical, innovative, and long-term architectural solutions. They rely heavily on detailed project portfolios.

Content Preferences

They prefer detailed, informative content like case studies, white papers, and visual materials that showcase architectural innovation and its impact.

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Customer Persona – 01

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Civil Engineer

Name: John Mwenda
Age: 38
Gender: Male
Member type: Contributing member
Occupation: Civil Engineer (Government Employee)
Location: Dar es Salaam, Tanzania
Education: Bachelor's Degree in Civil Engineering
Family: Married with two children

Background:
John Mwenda is a mid-career public servant working as a civil engineer for a government department. He has been employed in the public sector for 12 years and is highly committed to his role, ensuring that public infrastructure projects meet the country's needs. John is focused on his long-term career growth and stability, as well as securing his financial future for himself and his family.

Goals:
(a) Ensure his contributions to PSSSF will secure a stable pension upon retirement.
(b) Stay informed about the services and benefits available through PSSSF.
(c) Access user-friendly tools to track his contributions and benefits.
(d) Ensure his family will be protected in case of any unforeseen events.

Challenges:
(a) Balancing work and personal life, leaving little time to focus on financial planning.
(b) Uncertainty about how much he will receive from his pension after retirement.
(c) Difficulty navigating some government systems and processes.

Needs from PSSSF:
(a) Transparent and up-to-date communication about his contributions and expected benefits.
b) Financial education programs that explain retirement planning and other benefits.
(c) Assurance that PSSSF's services are reliable and easily accessible.

Content Preferences:
(a) Financial Planning Tips
(b) Contribution Updates and Pension Projections
(c) Educational Webinars/Workshops
(d) Government and Policy Updates

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Secondary School Teacher

Name: Aisha Mohamed
Age: 28
Gender: Female
Member type: Contributing member
Occupation: Secondary School Teacher
Location: Dodoma, Tanzania
Education: Bachelor's Degree in Education
Family: Single, no children

Background:
Tech–savvy and ambitious, eager to grow in her career.

Goals:
(a) Saving for a down payment on a house.
(b) Planning for her future financial security.
(c) Pursuing further education.

Challenges:
(a) Balancing saving with daily expenses.
(b) Understanding the complexities of PSSSF benefits and investment options.

Needs from PSSSF:
(a) Clear and concise information about her contributions and benefits, accessible online resources (website, mobile app), financial literacy programs, and guidance on long–term savings strategies. accessible.

Content Preferences:
(a) Short videos
(b) Social media updates
(c) Mobile app notifications
(d) Infographics

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Public Servant

Name: John Msuya
Age: 45
Gender: Male
Member type: Contributing member
Occupation: Government Administrator
Location: Mwanza, Tanzania
Education: Master's degree in Public Administration
Family: Married with three children

Background:
Holds a Master's degree in Public Administration from Mzumbe University. Has been contributing to PSSSF for over 15 years. Looking for ways to maximize his retirement benefits.

Goals:
Secure a comfortable retirement, support his children's education, potentially access a mortgage through PSSSF.

Challenges:
Keeping track of his contributions and benefits, understanding the different retirement options available, planning for healthcare costs in retirement.

Needs from PSSSF:
(a) Personalized statements and projections
b) Retirement planning advice
(c) Information about mortgage options and other loan facilities
(d) Access to customer service representatives for complex inquiries.

Content Preferences:
(a) Detailed guides and brochures
(b) Online portals with personalized information
(c) Email newsletters
(d) In-person seminars and workshops

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Retired Teacher

Name: Fatuma Hassan
Age: 65
Gender: Female
Member type: Retiree
Occupation: Retired Primary School Teacher
Location: Arusha, Tanzania
Education: Diploma in Education
Family: Widow with three adult children

Background:
Fatuma Hassan dedicated 35 years of her life to teaching at various public schools. She retired five years ago and now spends most of her time with her grandchildren and attending community events. Having contributed to PSSSF throughout her career, she now relies on her pension for her financial stability and to support her day-to-day expenses.

Goals:
(a) Ensure her pension is disbursed on time and consistently.
(b) Remain financially independent and maintain her quality of life during retirement.
(c) Access PSSSF services without the need to frequently travel to service centers.
Feel secure knowing that PSSSF will provide lifelong support.

Challenges:
(a) Limited mobility and access to physical offices, preferring online or phone services.
(b) Difficulty in understanding complex pension policies or changes to the system.
(c) Concerns about rising living costs and how her pension will keep up.

Needs from PSSSF:
(a) Timely and consistent pension disbursements.
(b) Clear communication about any policy updates or benefit changes.
(c) Easy access to customer service, whether by phone or online, for any assistance.
(d) Information on additional benefits or services she may be eligible for as a retiree.

Content Preferences:
(a) Newsletters
(b) Guides and Articles
(c) Video Content
(d) Community Stories

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The tone of voice for PSSSF is formal, professional, and authoritative, yet approacha-ble. It conveys trust, transparency, and reliability, emphasizing the Fund's commitment to safeguarding public service employees' futures through secure pensions, social bene-fits, and financial stability, while fostering long-term partnerships with its members.

This guide helps all representatives of PSSSF maintain a consistent and engaging voice, whether in marketing materials, client meetings, or presentations, ensuring our brand's message is coherent and impactful.

1.2

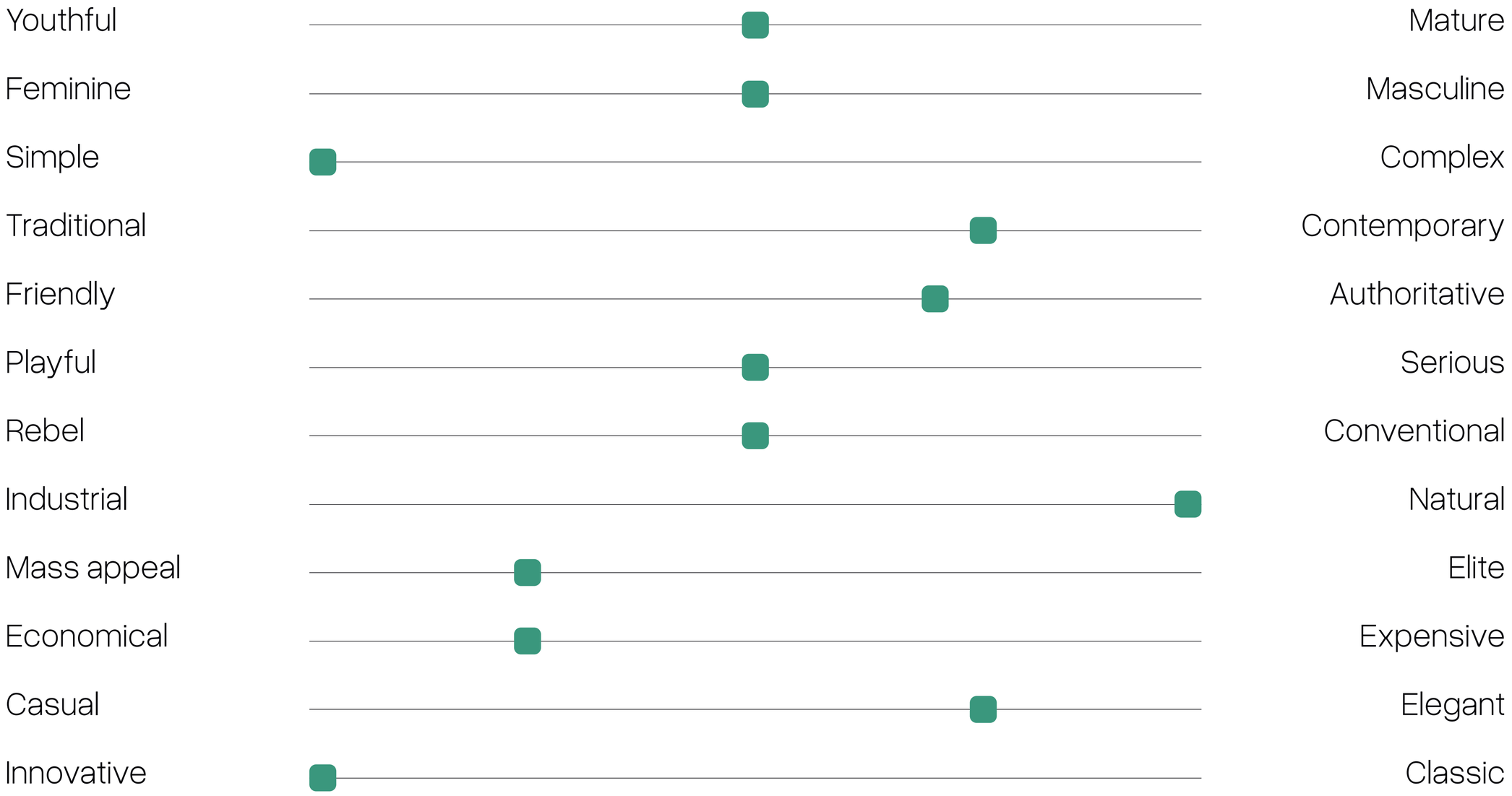
Characteristics

The tone of voice for PSSSF is a cornerstone of our brand identity, encapsulating professionalism, clarity, confidence, and consistency. Each communication is crafted to reflect our expertise in sustainable architecture with an authoritative yet accessible approach. Whether engaging with clients or the public, our language is always inclusive, inspiring, and precisely aligned with our core values. This consistency ensures that our brand resonates with reliability and innovation in every message.

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1.3

Writing Style and Tone

PSSSF employs a writing style that is engaging and informed, mirroring our architectural precision. Our tone is consistently professional yet approachable, ensuring that our messages resonate with a wide audience while maintaining the integrity of our expertise. Clear, concise, and compelling, our language aims to educate and inspire, seamlessly blending technical accuracy with accessible communication. This approach strengthens our narrative, making our innovative solutions both understandable and appealing.

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Professional

Ensures all communications reflect expertise and commitment to quality in sustainable architecture.

Clear

Communicates in an easily understandable way, minimizing jargon and clarifying necessary technical terms.

Confident

Projects confidence in our capabilities, showcasing leadership in innovative and sustainable design.

Consistent

Maintains uniformity across all communications to strengthen brand recognition and trust.

1.4

Messaging Guidelines

At PSSSF, every message reinforces our commitment to innovation and sustainability in social security services. Our messaging guidelines are designed to ensure that all communications are aligned with our brand values and effectively engage our target audience.

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Consistency

Keep the core message consistent across all platforms to build brand recognition. Whether in print, online, or in-person, the fundamental message of sustainable innovation remains steadfast.

Clarity and Precision

Be clear and precise in all communications. Avoid ambiguity and ensure that every message is easy to understand and direct.

Engagement

Aim to engage the audience by relating content to their interests and needs. Use compelling narratives and case studies that illustrate the impact of our work.

Call to Action

Include a clear call to action in appropriate communications, guiding the audience on the next steps, whether it's learning more about a project or contacting us for services.

1.5

Brand Language and Terminology

The language we use reflects the precision and care of our social security services. At PSSSF, we employ a vocabulary that not only defines our expertise but also makes our services accessible and relatable to our diverse members and stakeholders.

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Tone

PSSSF's tone of voice is formal, clear, and trustworthy, maintaining a professional demeanor while remaining approachable and inclusive. It conveys a sense of responsibility, integrity, and reliability in every communication, emphasizing the Fund's commitment to safeguarding the future of public service employees.

Clarity and Simplicity

Language used should be easy to understand, avoiding unnecessary jargon. Whether addressing members, stakeholders, or the general public, the focus is on delivering information in a straightforward and transparent manner.

Consistency

Every piece of communication from PSSSF maintains consistency in terminology and style, ensuring that all stakeholders understand and trust the Fund's mission and services.

Empathy and Support

Communications are empathetic and supportive, recognizing the importance of social security in people's lives. The language expresses care and respect for members, ensuring they feel valued and reassured.

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Logo

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1.1

Our Logo

The PSSSF logo symbolizes security and reliability in social security services. Designed to be instantly recognizable, it represents our commitment to sustainability and the well-being of our members. This logo is central to our brand identity, reflecting our values in every visual communication.

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1.2

Logo Composition

Our logo composition maintains balance and visual impact. It is structured to ensure clarity and consistency across all media, reinforcing our professional image with its strategic arrangement.

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1.3

Logo Explanation

The PSSSF logo, featuring an eagle with wings, symbolizes strength, protection, and security. The eagle represents vigilance and care, while the wings signify support and empowerment. Together with the word “PSSSF,” the logo embodies the Fund’s commitment to safeguarding members’ futures.

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Logo Versions

PSSSF's logo is versatile, featuring horizontal and vertical orientations, along with logotype and brandmark options. Each version is tailored for specific uses, ensuring brand consistency across various platforms and formats.

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Horizontal Logo



Vertical Logo



Logotype



Brandmark



1.5

Logo Anatomy

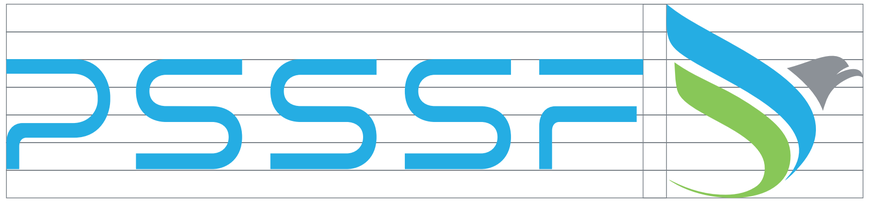
This section details the construction and alignment of our brandmark, illustrating how each element is meticulously designed to maintain the integrity and balance of the logo for optimal visual impact.

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Anatomy Horizontal Logo



Anatomy Vertical Logo



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Logo Clearspace & Minimum Size

Our logo must always be surrounded by sufficient clearspace to ensure visibility and impact. The minimum size for digital applications is 100px, and for print, it is 25mm, to preserve legibility and brand presence.

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Clearspace height:
The clearspace height is 2 times the spacing of the image mark to the logo-type.

Minimum Size Print:



25 mm

Minimum Size Digital:



100 px

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Logo Usage

PSSSF's logo should be used on appropriate backgrounds to maintain legibility and brand integrity. It can be rendered in our palette of dark green, light green, lime, and white, ensuring it stands out while staying true to our brand identity.

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1.8

Logo Misuse

Avoid altering the logo's color, proportions, or composition to prevent dilution of our brand identity. This section outlines common misuses such as distorting, recoloring, or partially covering the logo, ensuring it is always presented correctly.

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Do not apply a gradient to the brandmark or the wordmark.



Do not rotate the logo.



Do not change the logo color or tone outside of PSSSF's color palette.



Do not distort or wrap the logo in any way.



Do not outline or create a keyline around the logo.



Do not change the typeface nor recreate or manipulate the brandmark or the wordmark



Do not use drop shadows or any other effects.



Do not change the transparancy of the logo.

Do not crop the logo.



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Monogram

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Monogram

The PSSSF monogram, featuring the eagle, serves as a compact representation of our commitment to security, trust, and empowerment. Utilizing key elements from our primary logo, this monogram is crafted to stand alone in contexts where simplicity and instant recognition are essential, such as digital platforms or small merchandise

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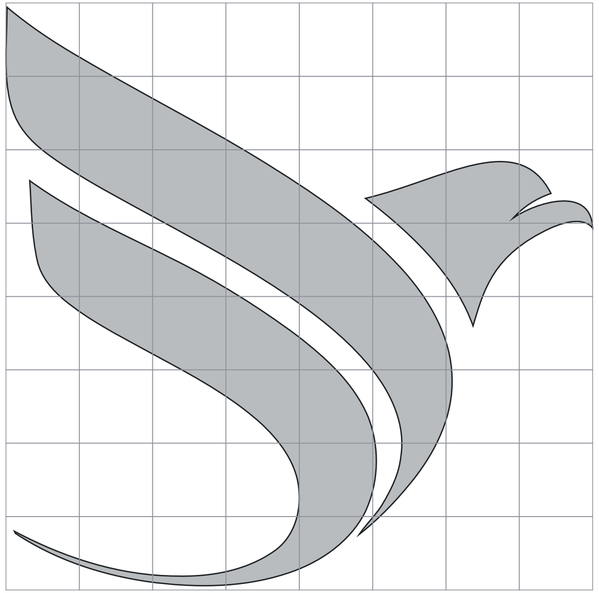
Monogram Anatomy

This section provides an in-depth look at the structural grid within which our monogram is designed. By breaking down the alignment, proportions, and geometric balance, we ensure that the monogram is reproduced consistently, retaining its visual impact and brand integrity regardless of scale or application.

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2.3

Monogram Clearspace & Minimum Size

Maintaining clearspace around the monogram is critical to ensure its visibility and effectiveness. For digital use, a minimum size of 12mm ensures clarity, while in print, a minimum of 45 pixels is required to preserve the monogram's integrity. This section outlines these specifications to guide proper scaling and spacing.

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Clearspace height:
The clearspace height is 1/4 times the height of the brankmark.

Minimum Size Print:



12 mm

Minimum Size Digital:



45 pixels

2.4

Monogram Usage

The monogram is utilized in various brand materials where space is limited or a simplified identity is more effective. Its applications range from corporate stationery and business cards to digital platforms like mobile apps and online pro-files. This versatility makes it an essential tool in our branding arsenal, providing a consistent yet flexible identity marker.

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2.5

Monogram Misuse

To avoid diluting our brand's strength, it's crucial to adhere to the guidelines outlined for monogram usage. Misuse examples include altering the monogram's color scheme to non-brand colors, distorting its shape in any form, or applying it in inappropriate contexts that could diminish its professional appearance. PrThis page details such misuses to prevent common errors in brand application.

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Do not apply a gradient to the brandmark.



Do not rotate the brandmark.



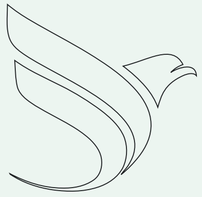
Do not change the brandmark color or tone outside of the color palette.



Do not distort or wrap the brandmark in any way.



Do not outline or create a keyline around the brandmark.



Do not overlap or place elements to close to the brandmark.



Do not use drop shadows or any other effects.



Do not change the transparancy of the brandmark.



Do not crop the brandmark.



3

Typography

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3.1 Primary Typefaces
3.2 Replacement Typefaces
3.3 Typography Hierarchy
3.4 Application
3.5 Typography Misuse

3.1

Primary Typeface

Our primary typeface, chosen for its modern and clean lines, enhances readability and offers a professional aesthetic that aligns with PSSSF's brand identity. It is used predominantly in all major headings and body text to maintain a consistent and cohesive appearance across all communications, reinforcing our values of trust and clarity.

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Overused Grotesk – Light

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Overused Grotesk – Regular

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Overused Grotesk – Semibold

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***

Overused Grotesk – Bold

**ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz**

**0123456789
!@#$%^&***



3.2

Replacement Typeface

Roboto serves as our replacement typeface. It's selected for its versatility and clarity, ensuring that when Overused Grotesk is not available, our communications still maintain visual integrity and coherence in all digital and print formats.

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Roboto - Light

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Roboto - Regular

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefghi
jklmnopqrstuvwxyz

0123456789
!@#$%^&*

Roboto - Medium

ABCDEFGHIJKLMNOP
QRSTUVWXYZ abcdef
ghijklmnopqrstuvwxyz

0123456789
!@#$%^&*

Roboto - Bold

ABCDEFGHIJKLMNOPQ
RSTUVWXYZ abcdefgh
ijklmnopqrstuvwxyz

0123456789
!@#$%^&*



3.3

Typography Hierarchy

Our typography hierarchy is structured to guide readers through our content seamlessly. It includes specifications for Header 1, 2, 3, Body Copy, and Call to Action, ensuring that each text level is distinct and effective in communicating our message with the intended emphasis and clarity.

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Clarity Through Clean Design

Header 1
Overused Grotesk – Light
Font Size: 140pt/140pt
Leading: 140pt
Tracking: 0
Kerning: 0

Sustainable and User-Centric

Header 2
Overused Grotesk – Light
Font Size: 55pt
Leading: 60pt
Tracking: 0
Kerning: 0

Structuring Communication with Precision

Header 3
Overused Grotesk – SemiBold
Font Size: 34pt
Leading: 39pt
Tracking: 0
Kerning: 0

In architecture, every line matters; the same is true for our typography. At PSSSF, our typography hierarchy is meticulously designed to guide readers clearly and efficiently, ensuring our messages about sustainability and innovation are delivered with precision.

Body Copy
Overused Grotesk – Light
Font Size: 21pt
Leading: 31pt
Tracking: 0
Kerning: 0

LEARN MORE ABOUT OUR STYLE

Call-To-Action
Overused Grotesk – SemiBold
Font Size: 21pt
Leading: 31pt
Tracking: 0
Kerning: 0

3.4

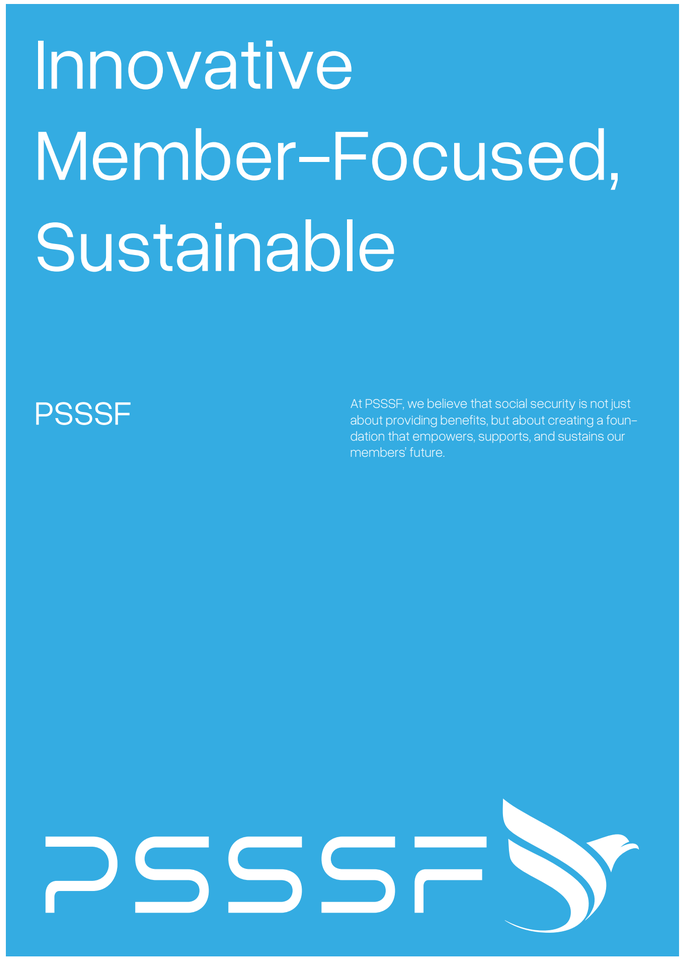
Application

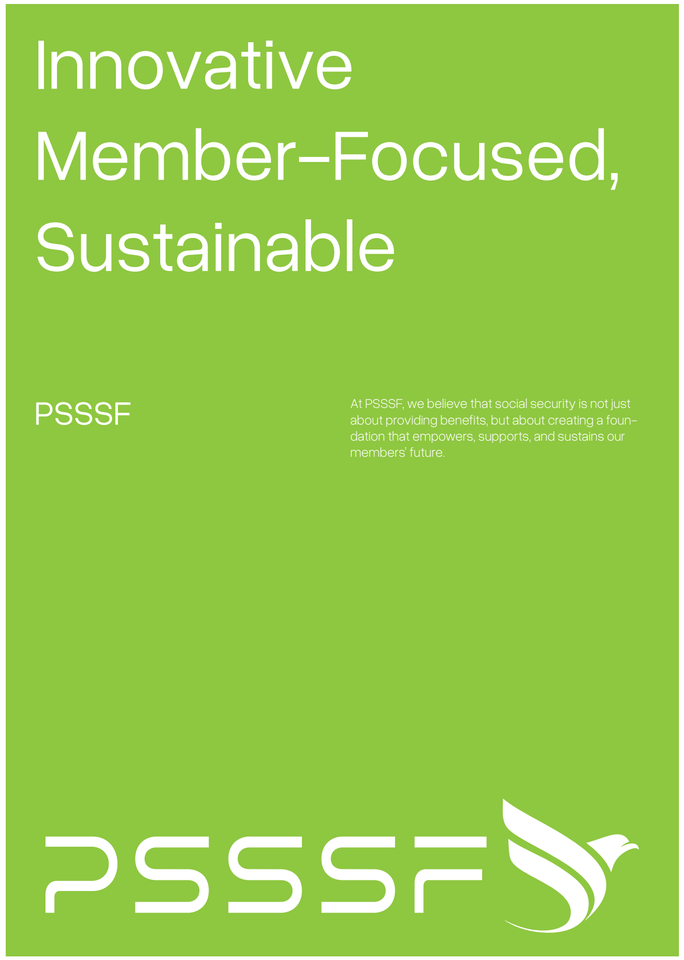
This page demonstrates the application of our typography in real-world scenarios, illustrating how Overused Grotesk and Roboto are used across various media. Examples include website interfaces, marketing materials, and official documentation, showcasing the adaptability and impact of our typographic choices.

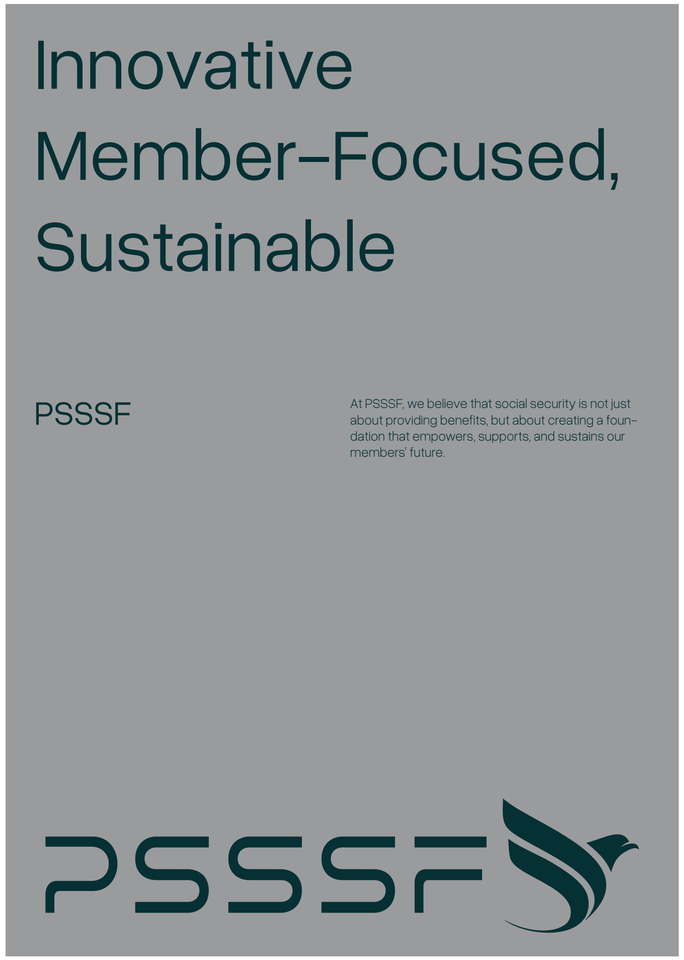
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3.5

Typography Misuse

Proper use of typography is crucial for maintaining our brand's professionalism. This section highlights nine common misuses, such as improper kerning, using incorrect typefaces for specific text types, or misalignment of headers and body text, providing clear examples to avoid these pitfalls.

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Do not change the font to anything other than Uncut Sans or Roboto.

Headline
Sub

Do not rotate typography on extreme angles

Headline
Sub

Do not change the typography color or tone outside of the color palette.

Headline
Sub

Do not add any unwanted embellishments.

Headline
Sub

Do not outline or create a keyline around the typography.

Headline
Sub

Do not create challenging type layouts.

Headline
Sub
Headline

Headline
Sub

Do not use drop shadows or any other effects.

Headline
Sub

Do not change the transparancy of the typography.

Headline
Sub

Do not rearrange the typographic hierarchy.

Headline
Sub

4

Colors

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4.1 Proportion
4.2 Primary Colors
4.3 Secondary Colors and Tints
4.4 Color Usage
4.5 Color Misuse
4.6 Color Values Explanation

4.1

Proportion

Our brand identity employs a palette designed to reflect strength, featuring dark greens and earth tones. The primary palette uses these colors Butterfly Blue, Pea Green, and Star Dust predominantly, ensuring a cohesive and professional appearance. Secondary colors like Firefly, Lightning Yellow, and White are used to accent and highlight, balancing the overall visual impact, with a clear emphasis on strength, sustainability, and simplicity to align with PSSSF values.

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Butterfly Blue
#36A8E0

Pea
#94C21F

Star Dust
#94C21F

Firefly
#053333

Lightning Yellow
#FCBA2C

White
#FFFFFF

4.2

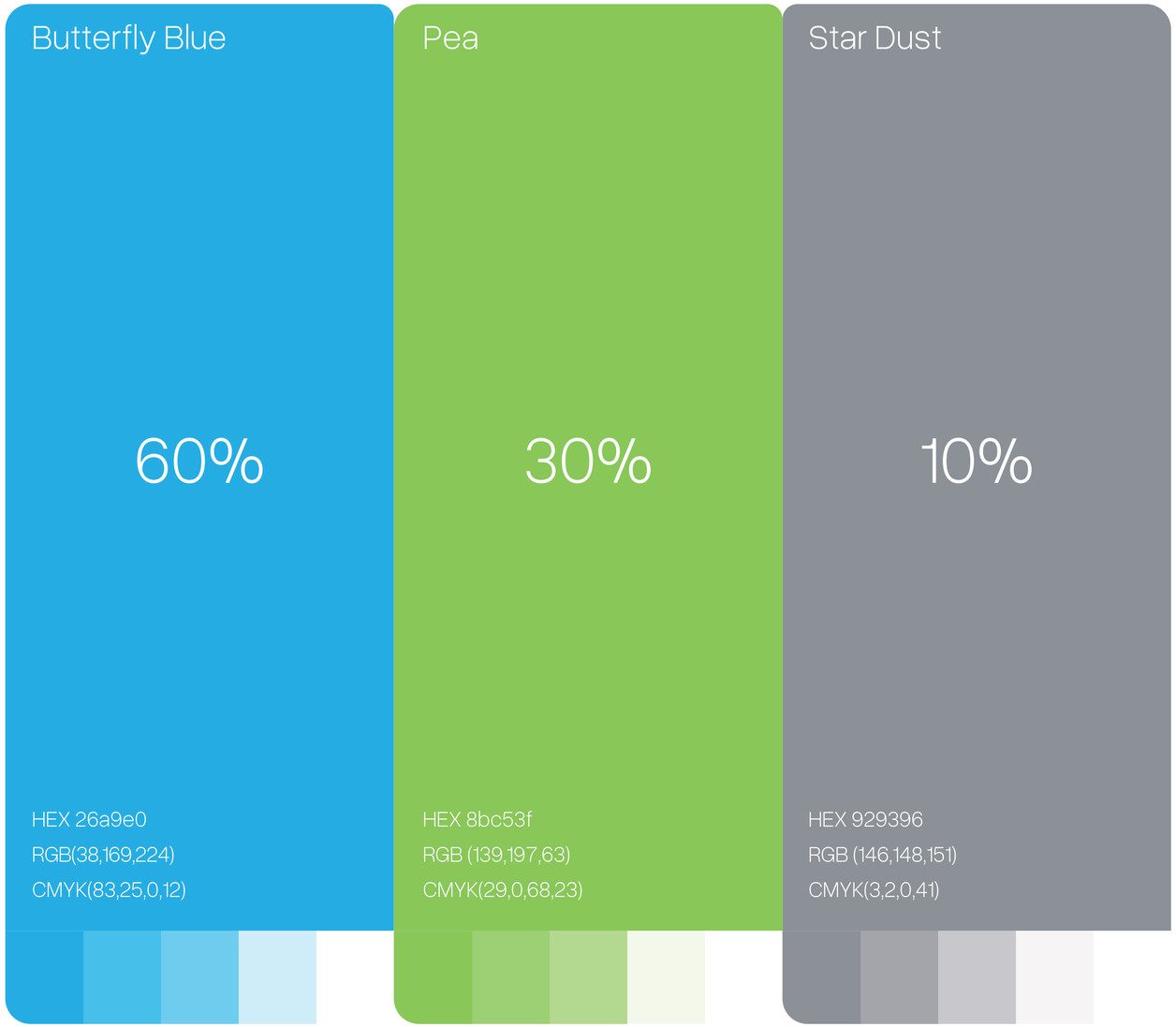
Primary Colors

The primary colors of our brand are Butterfly Blue, Pea Green and Star Dust. These colors were chosen for their strong association with sustainability and vitality, embodying the essence of our architectural philosophy. They dominate our visual identity, ensuring consistency and immediate recognition across all branding materials.

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4.3

Secondary Colors

Our secondary colors include Firefly, Lighting Yellow, White. These are used to provide balance and complement the primary palette, adding depth and flexibility to our designs. They are ideal for backgrounds, typography, and less dominant design elements, enhancing the visual dynamics without overpowering the primary colors.

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Firefly

HEX 053333
RGB (5,51,51)
CMYK (90,0,0,80)

Lightining Yellow

HEX fcbb2d
RGB (252,187,45)
CMYK (0,26,82,1)

White

HEX ffffff
RGB (255,255,255)
CMYK (0,0,0,0)

4.6

Color Values Explanation

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CMYK

CMYK stands for cyan, magenta, yellow, and key (black). This color model is primarily used in print media, and is based on the concept of subtractive color mixing. In this model, each color is represented as a percentage of the four colors – cyan, magenta, yellow, and black – that are combined to create the final color. For example, a deep red color might be created by combining 15% cyan, 100% magenta, 90% yellow, and 5% black. CMYK is a four-color model, which means that it can reproduce a wide range of colors, but not as many as RGB.

RGB

RGB stands for red, green, and blue. This color model is primarily used in digital media, and is based on the concept of additive color mixing. In this model, each color is represented as a value between 0 and 255 for red, green, and blue, which are combined to create the final color. For example, a bright green color might be created by combining 0% red, 100% green, and 0% blue. RGB is a three-color model, which means that it can reproduce a very wide range of colors, but not all the colors that CMYK can reproduce

HEX Color

Hex colors are commonly used in digital design, including website design, graphic design, and other digital media. They are a popular choice because they provide a standardized and consistent way of representing colors across different platforms and devices.

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Photography

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5.1 Photography Overview
5.2 Principles
5.3 Image Usage

5.1

Photography Overview

Our photography captures the essence of PSSSF's mission, focusing on the trust, support, and empowerment we provide to our members. This section provides an overview of our approach to photography, highlighting key moments, member engagement, and community impact, all of which are central to conveying the dedication and security PSSSF stands for

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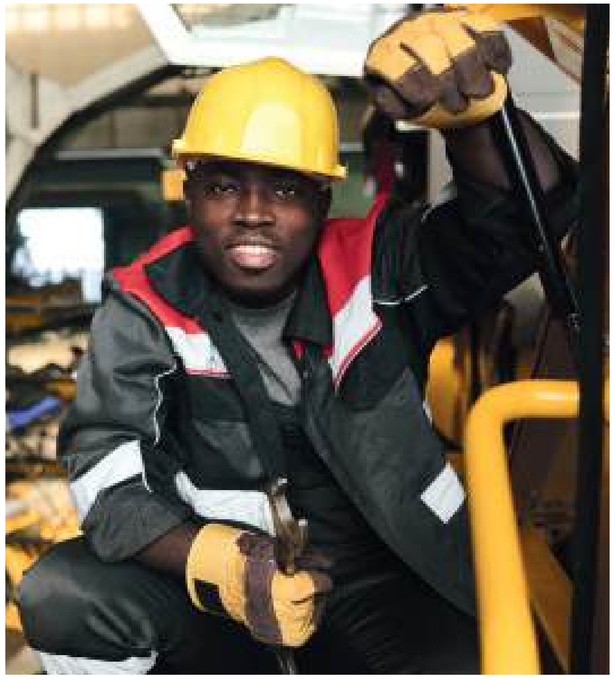
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5.2

Principles

Photography at PSSSF adheres to four core principles: Integrity, Naturalism, Interaction, and Sustainability. These principles ensure our images authentically represent our architectural work, embrace natural lighting, illustrate the human scale and interaction within spaces, and highlight our commitment to sustainable design practices.

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Trust

Images should reflect PSSSF's commitment to safeguarding the future of its members, capturing moments that evoke trust, reliability, and financial security.

People

The photography must emphasize people—members, staff, and communities—showing the positive impact of PSSSF's services and the personal connections built over time.

Empowerment

Photographs should showcase PSSSF's role in uplifting communities and empowering individuals, highlighting the collective progress and support offered by the organization.

Clarity

Visuals should be clear, professional, and straightforward, reflecting the transparent and dedicated nature of PSSSF's operations while maintaining a consistent brand aesthetic.

5.3

Image Usage

Our photography is categorized into four main subjects to best represent our mission and values. ‘Member Interactions’ focuses on people and their engagement with PSSSF services; ‘Service Highlights’ emphasizes the key benefits provided; ‘Institutional Showcase’ captures PSSSF offices and operations in context; and ‘Community Impact’ highlights the positive effects of PSSSF on society. Each category is used strategically to tell a complete story of our commitment to security, trust, and empowerment.

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Consistency
Ensure all images reflect PSSSF’s brand identity, using approved colors, styles, and themes that align with our core values—trust, security, and empowerment.

Relevance
Select images that directly relate to PSSSF’s services, community engagement, or member benefits, ensuring a clear connection between visuals and the message being conveyed.

Diversity
Use images that represent the diverse communities PSSSF serves, showcasing inclusivity and a broad range of members, staff, and stakeholders.

Quality
All images should be high-resolution, well-composed, and professional, reflecting the credibility and reliability of PSSSF.


















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Brand Elements

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6.1 Iconography

6.2 Style Element

6.3 Patterns and Textures

6.4 Illustration Style

6.1

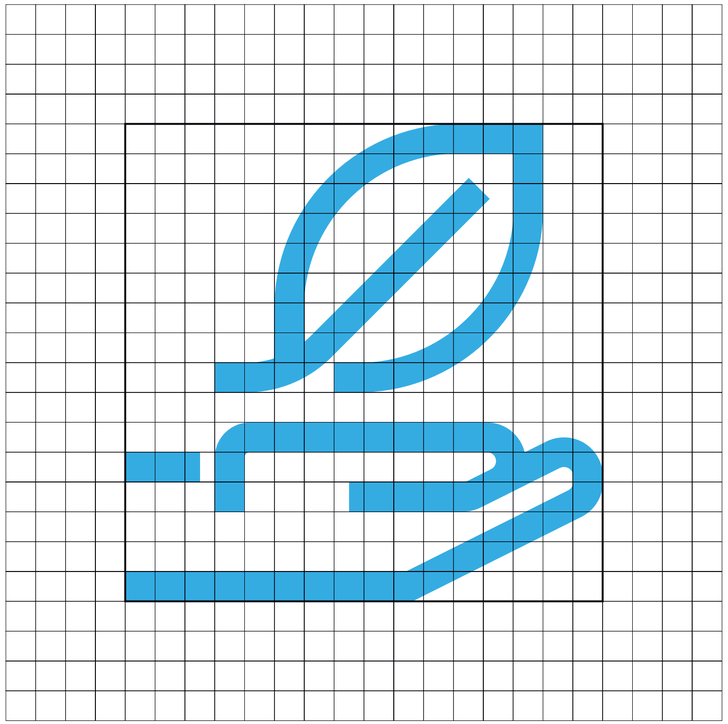
Iconography

The PSSSF iconography is designed with simplicity, clarity, and consistency in mind, ensuring it effectively communicates our brand's values of strength, sustainability, and innovation. The icons feature clean lines and geometric shapes, maintaining a unified aesthetic across all platforms. They are scalable, ensuring legibility at any size, and are thoughtfully symbolic, representing key elements of our mission. Utilizing our primary and secondary color palettes, the icons maintain visual harmony and impact, whether in digital, print, or signage applications.

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24x24 field Icon grid
Holding leaf icon

Icon 001
Leaf



Icon 002
Holding Leaf



Icon 003
Sustainable World



Icon 004
Coffee



Icon 005
Parking



Icon 006
Information



Icon 007
People



Icon 008
Stairs



Icon 009
Document



Icon 010
Signage



Icon 011
Direction Up



Icon 012
Direction Down



6.2

Style Element

The key style element in our visual identity features geometric shapes—rectangles or squares—with a distinctive minus front cut at a 25-degree angle. Often integrated into layouts alongside photography, this style element serves as a visual anchor, adding depth and interest to our communications while maintaining a clean, modern aesthetic.

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6.3

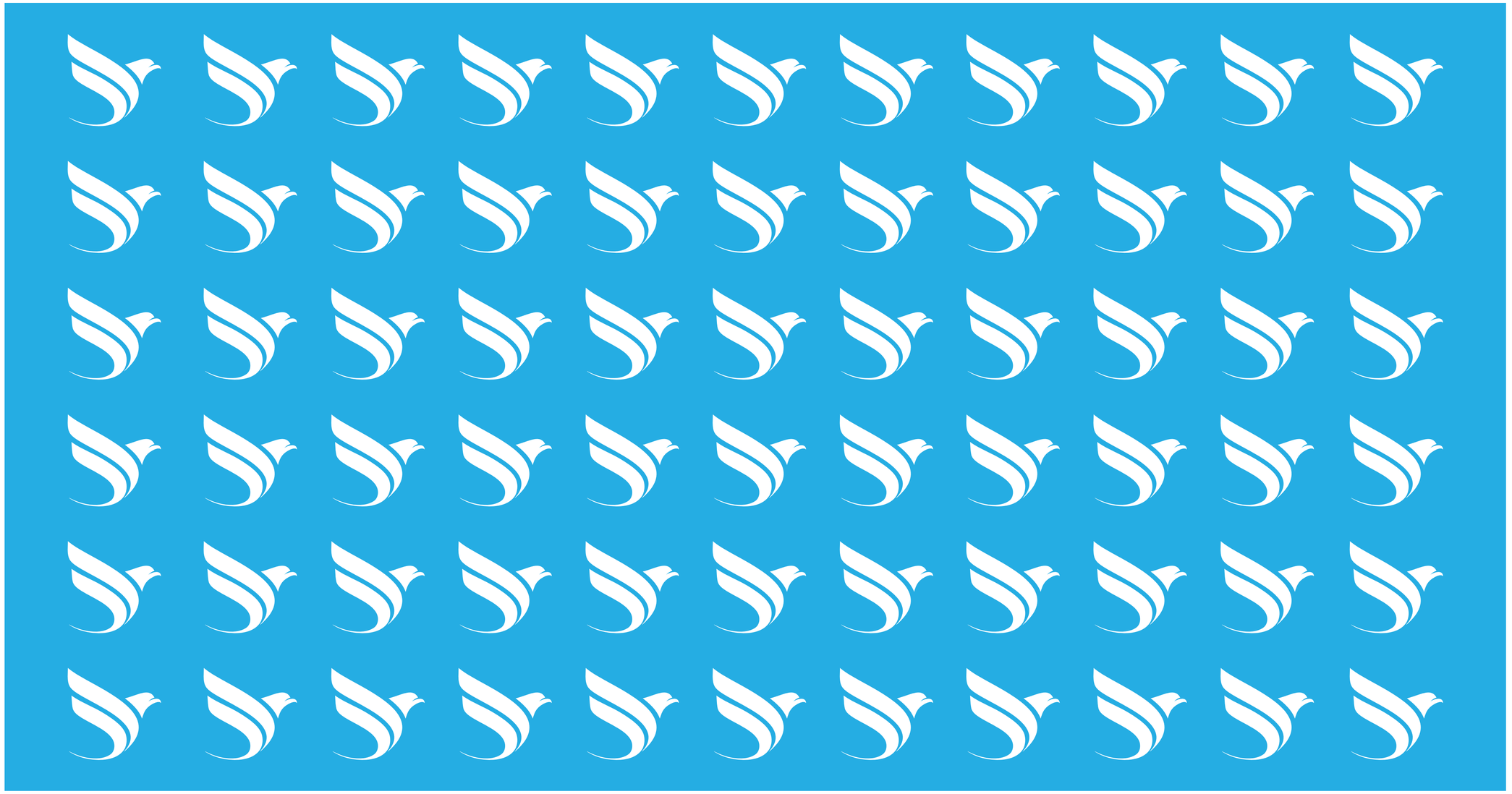
Patterns

Our patterns are crafted by repeating our brandmark, creating a seamless and striking visual tessellation that becomes a distinctive part of our brand's identity. This repetitive use of the brandmark not only enhances brand recognition but also adds a textured visual interest to larger surfaces and backgrounds.

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6.4

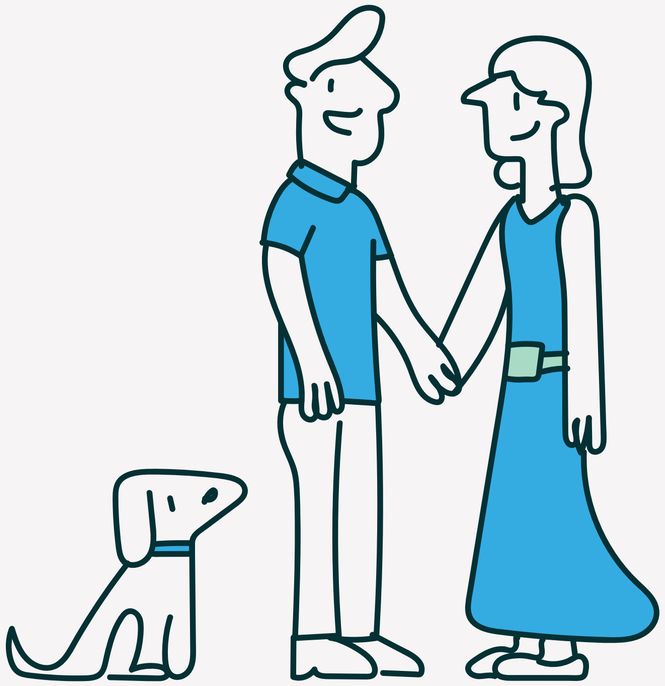
Illustration Style

Our illustration style embraces organic forms and vibrant green hues to symbolize our commitment to environmental sustainability. These illustrations are crafted to represent the harmony between human-made environments and natural elements, effectively communicating our dedication to green building practices. The use of various greens from our palette ensures that the illustrations are both lively and aligned with our brand's core values, serving as a compelling tool for storytelling in our marketing and educational materials.

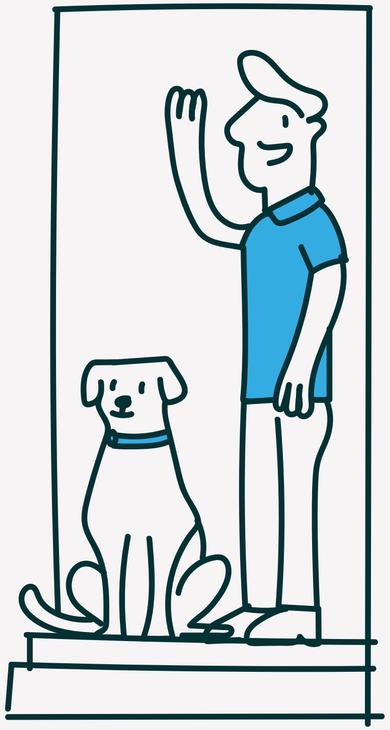
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Grid Systems and Layouts

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7.1 Margins & Columns
7.2 Types of Grid Systems
7.3 Layout Digital
7.4 Layout Print

7.1

Margins and Columns

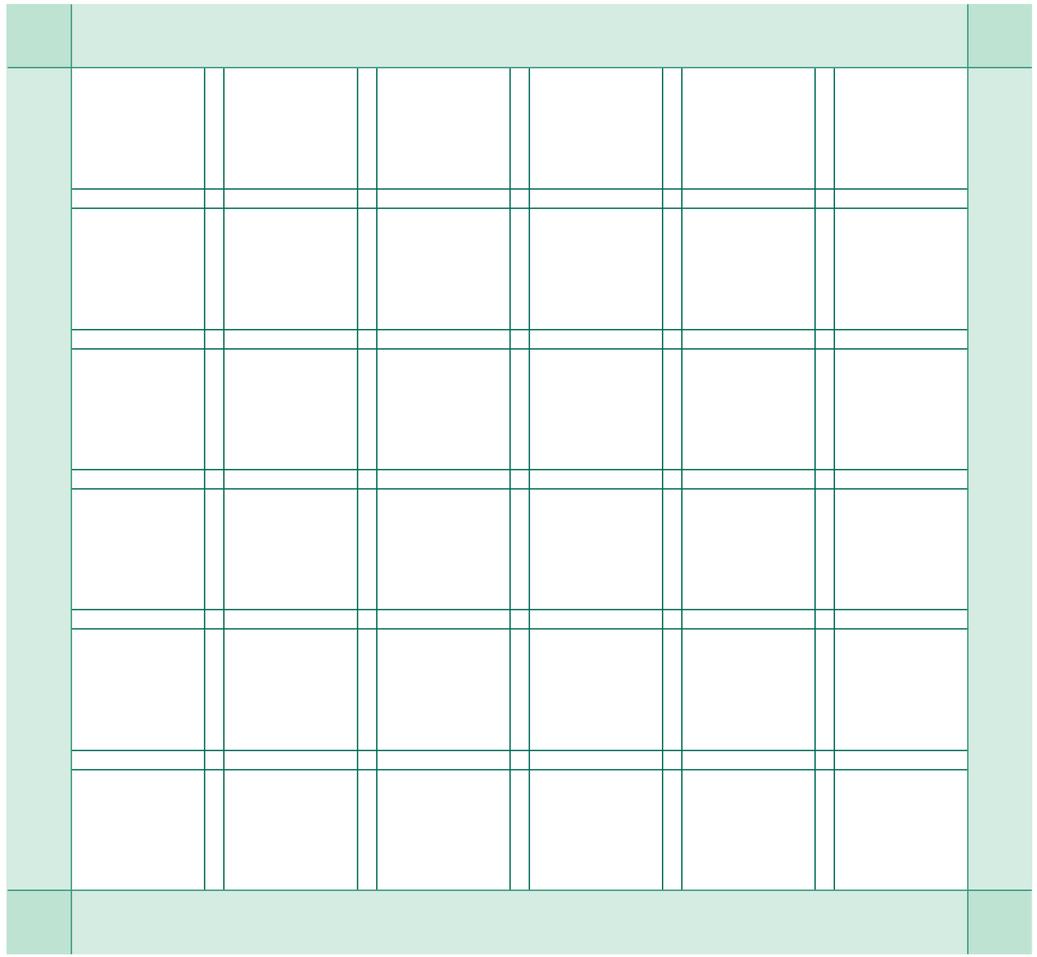
To ensure consistency across our digital and print mediums, all digital assets for PSSSF maintain a standard margin of 35 pixels, while print assets feature 3mm margins. Our layouts are structured around even-numbered columns—4, 6, 8, 10, or 12—allowing for flexible yet balanced designs.

This systematic approach ensures that all elements within the layout are harmoniously aligned and visually appealing, regardless of the content type or medium.

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Margins | Columns & Rows



Text and brandmark applied

7.2

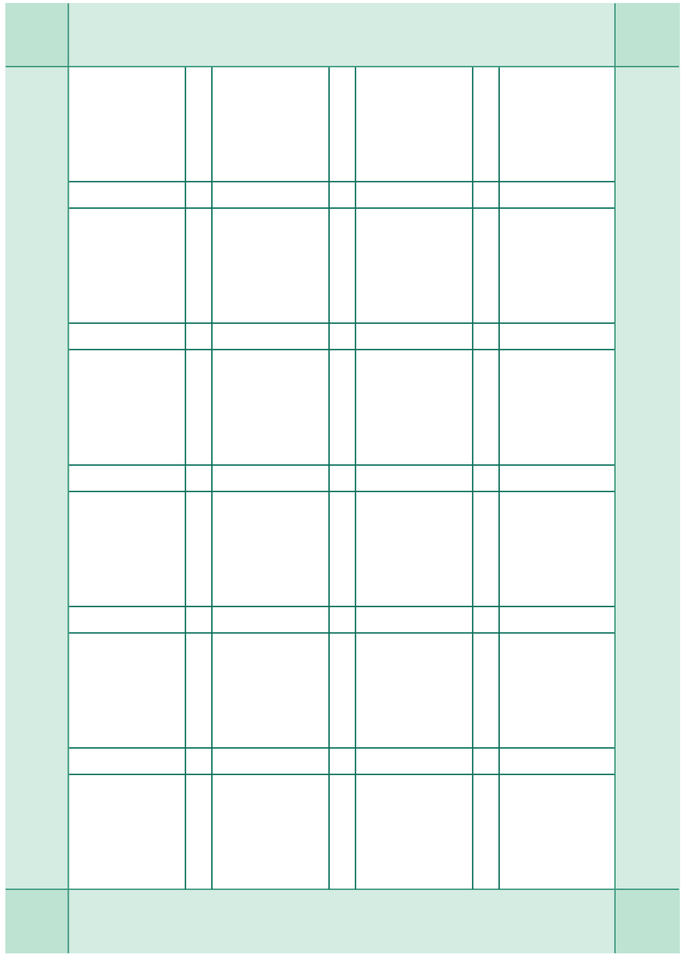
Types of Grid Systems

This section details three grid system examples meticulously engineered so that rows and columns are always divisible by 2, providing a robust and adaptable framework. These grids are foundational in creating designs that are visually coherent and structurally sound, supporting everything from complex web pages to streamlined print media. Each example is designed to optimize the spatial distribution of text, images, and other graphic elements across diverse applications.

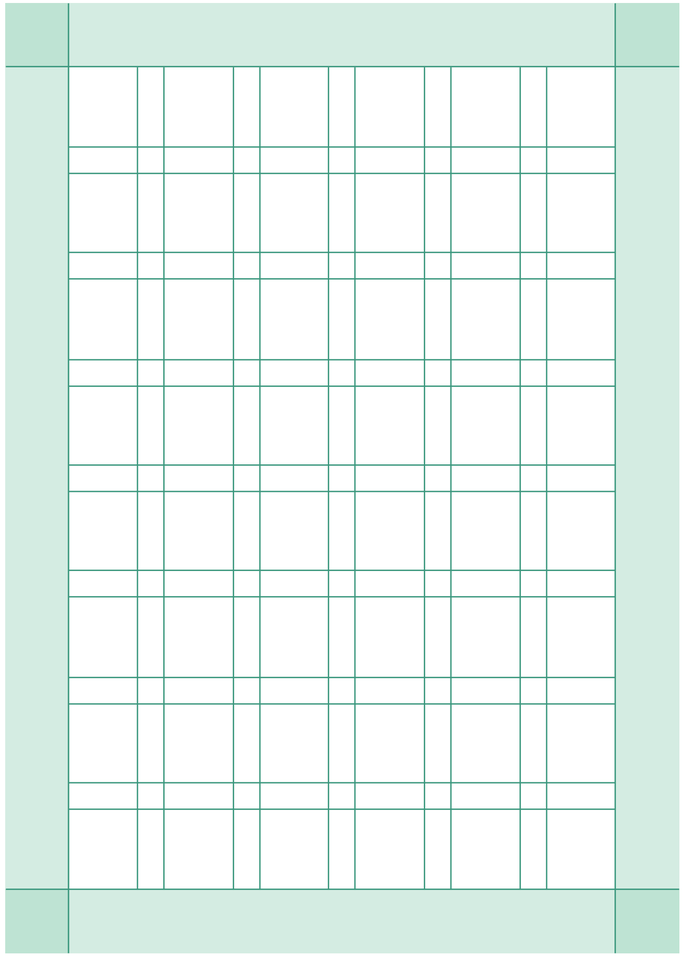
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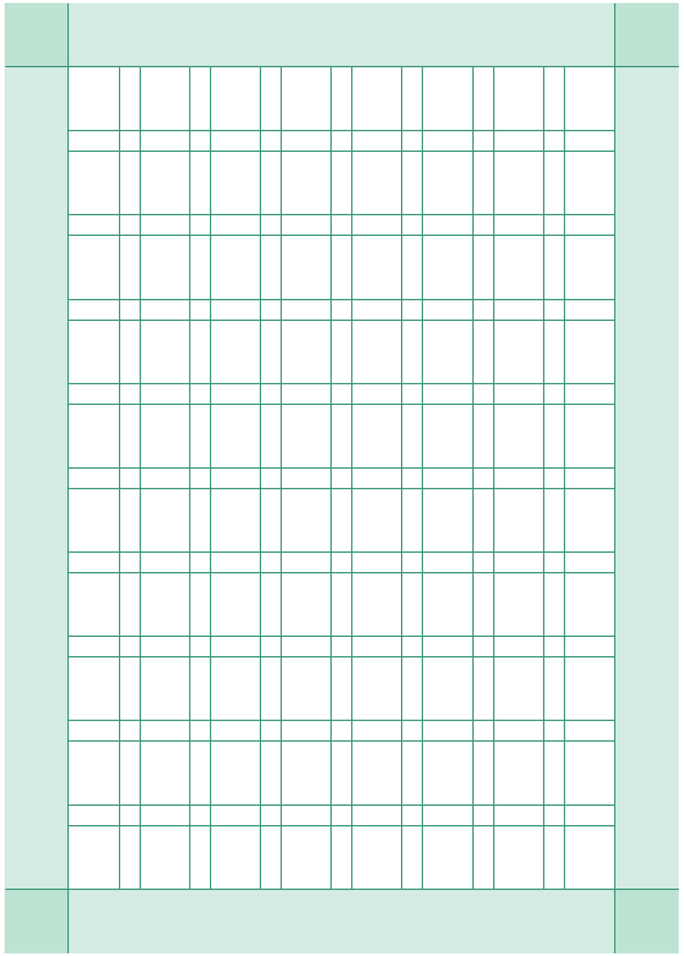
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After creating the margins create 4 columns and 6 rows to create our content grid.



For additional flexibility continue to devide the layout into a 48 field or a 80 field modular grid.



Devide the layouts depending on the content and what suits best the composition.

7.2

Flexibility

Highlighting the adaptability of our grid systems, this page features numerous configurations demonstrating how our design approach accommodates a wide range of creative demands. From annual reports to digital banners, the versatility of our grids ensures that designers have the freedom to innovate while maintaining a cohesive and engaging visual narrative. Each grid example shows potential applications and modifications, illustrating our commitment to dynamic yet consistent design solutions.

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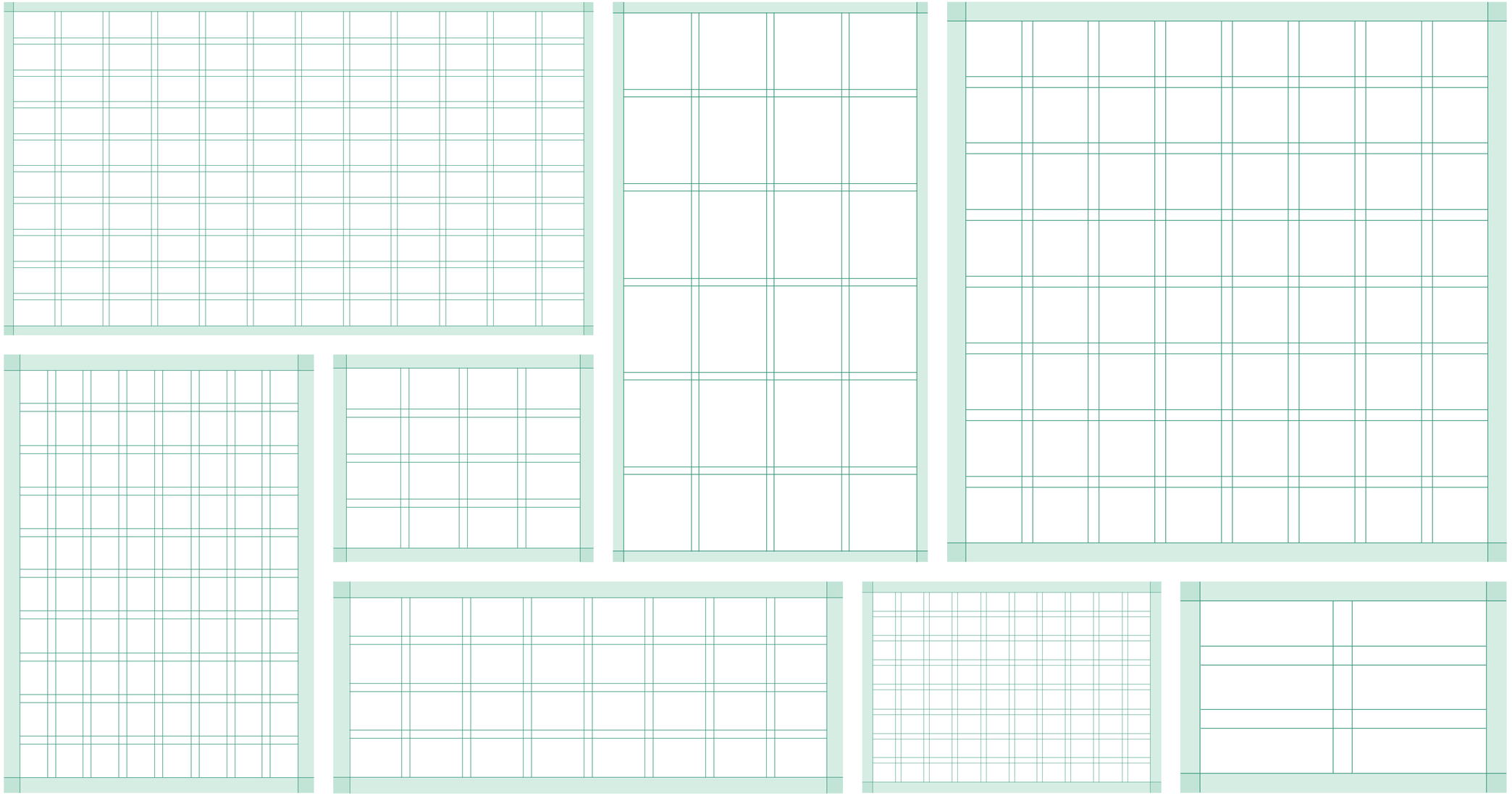
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7.2

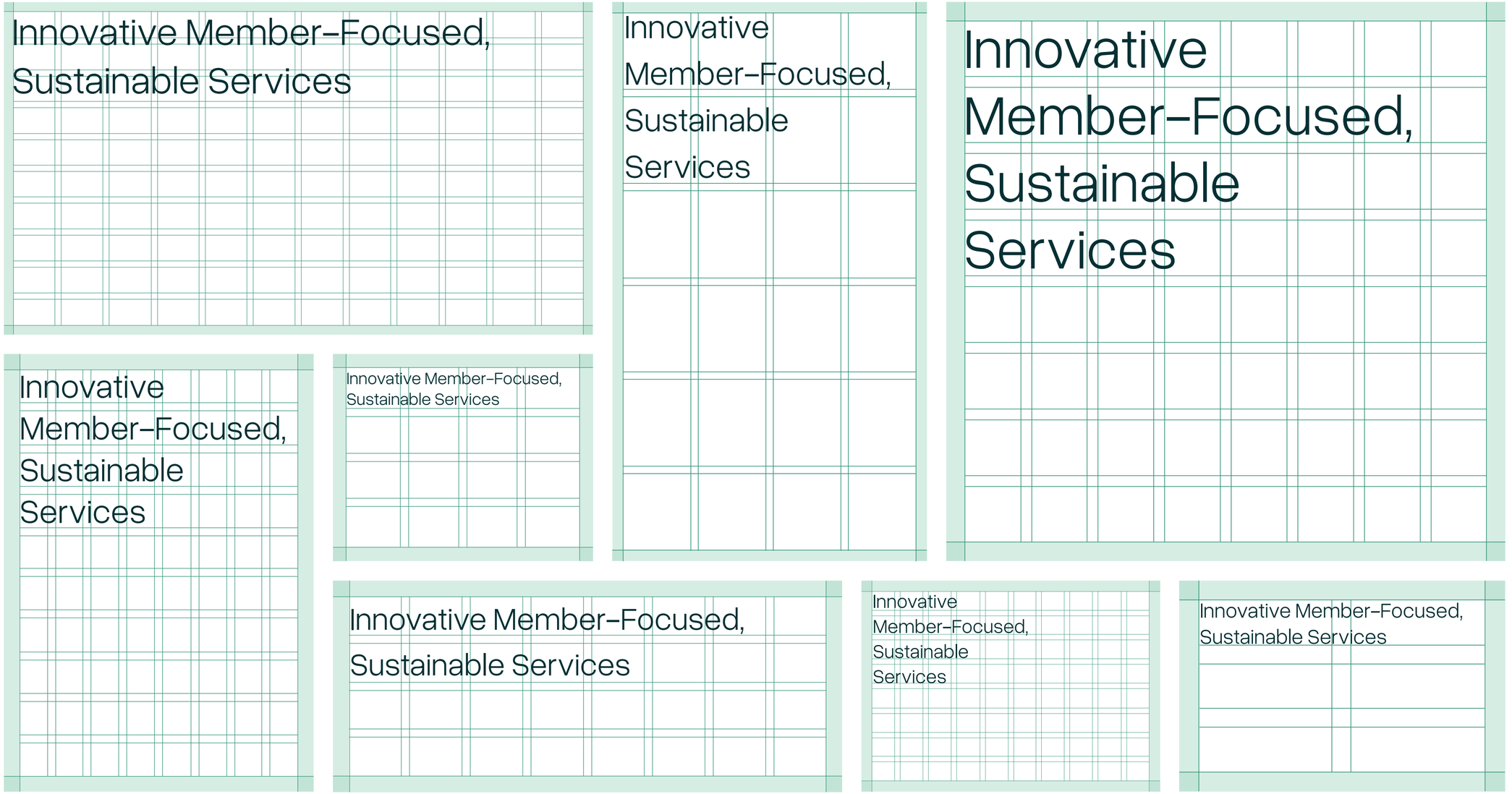
Applying Headlines

Effective headline placement is crucial for capturing attention and guiding readers through content. Positioned predominantly in the top left quadrant of the grid, headlines benefit from maximum visibility and priority. This section not only demonstrates optimal headline placement within various grid patterns but also shows how such placement enhances readability and viewer engagement, critical for marketing materials and editorial layouts.

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7.2

Applying Our Logo

Logo placement is a strategic decision that influences brand recognition and perception. Whether positioned in the lower left or right corners of our layouts, our logo is meticulously integrated to maintain visibility without overwhelming the design. This section illustrates effective logo placements within different grid contexts, ensuring that the logo's presence enhances rather than disrupts the visual harmony of the layout.

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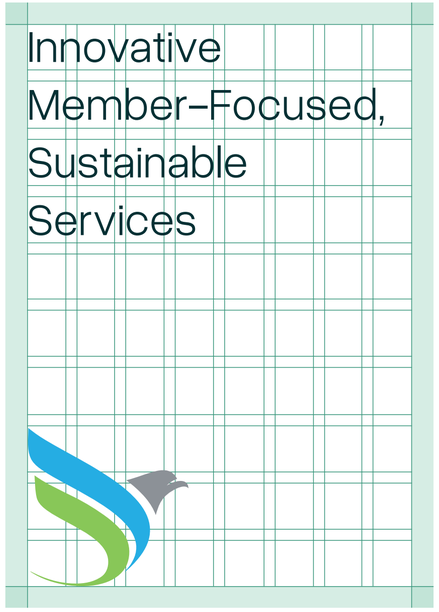
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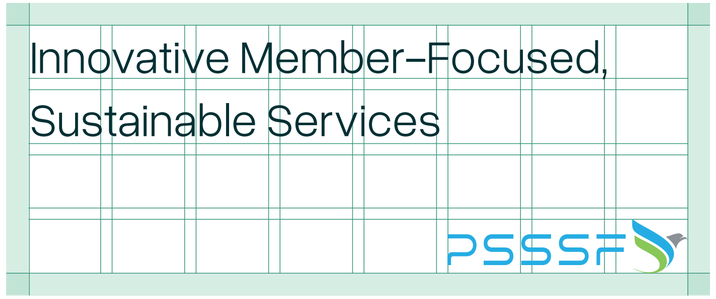




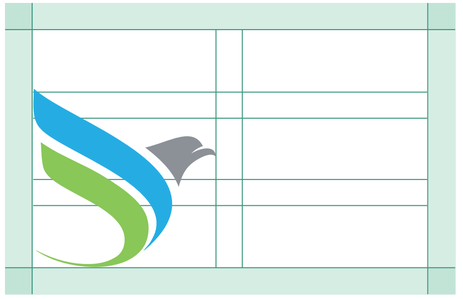












7.3

Layout Digital

Designed for maximum impact in digital environments, our standard digital layout adheres to a 1920x1080 resolution. The modular grid, detailed here, includes 12 columns and 10 rows with precise margins and gutters, offering flexibility and clarity in digital design.

This layout is crucial for web interfaces and digital publications, where content must be both visually engaging and easy to navigate.

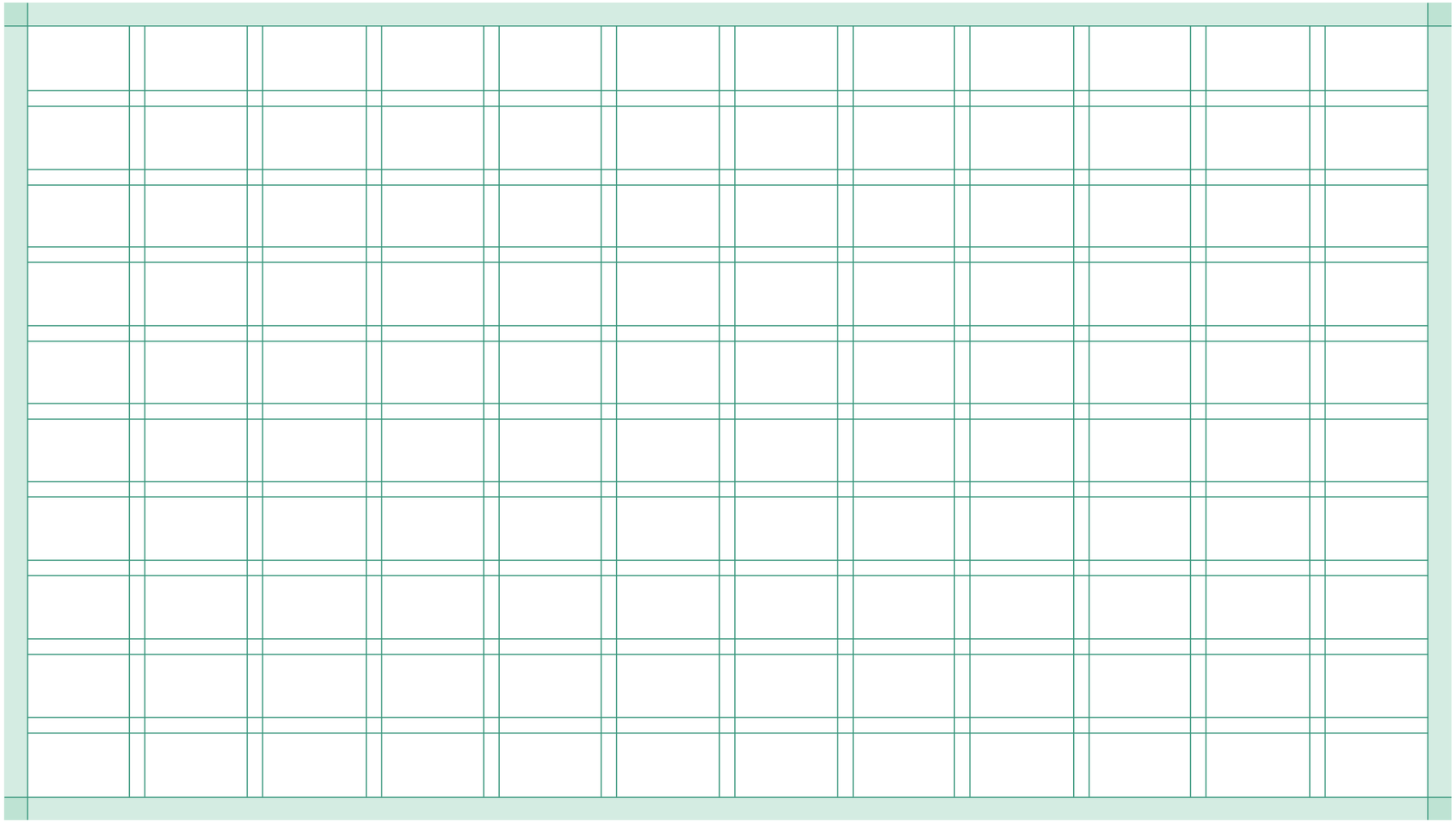
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Horizontal Digital Layout
1920x1080

Modular Grid
35px margins
12 columns
10 rows
25px gutter



7.3

Layout Social Media

Optimized for social media engagement, our layouts ensure that visuals are compelling and maintain brand consistency across platforms. The specific dimensions and grid structures for stories, reels, and posts are tailored to enhance visual storytelling and user interaction on social media, reflecting best practices in digital marketing.

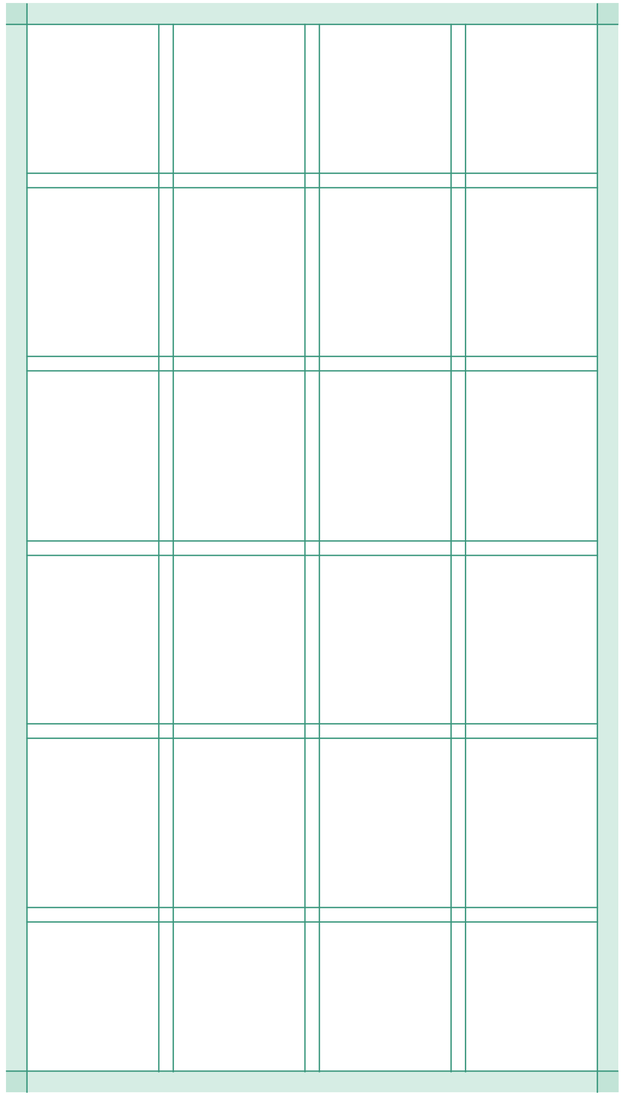
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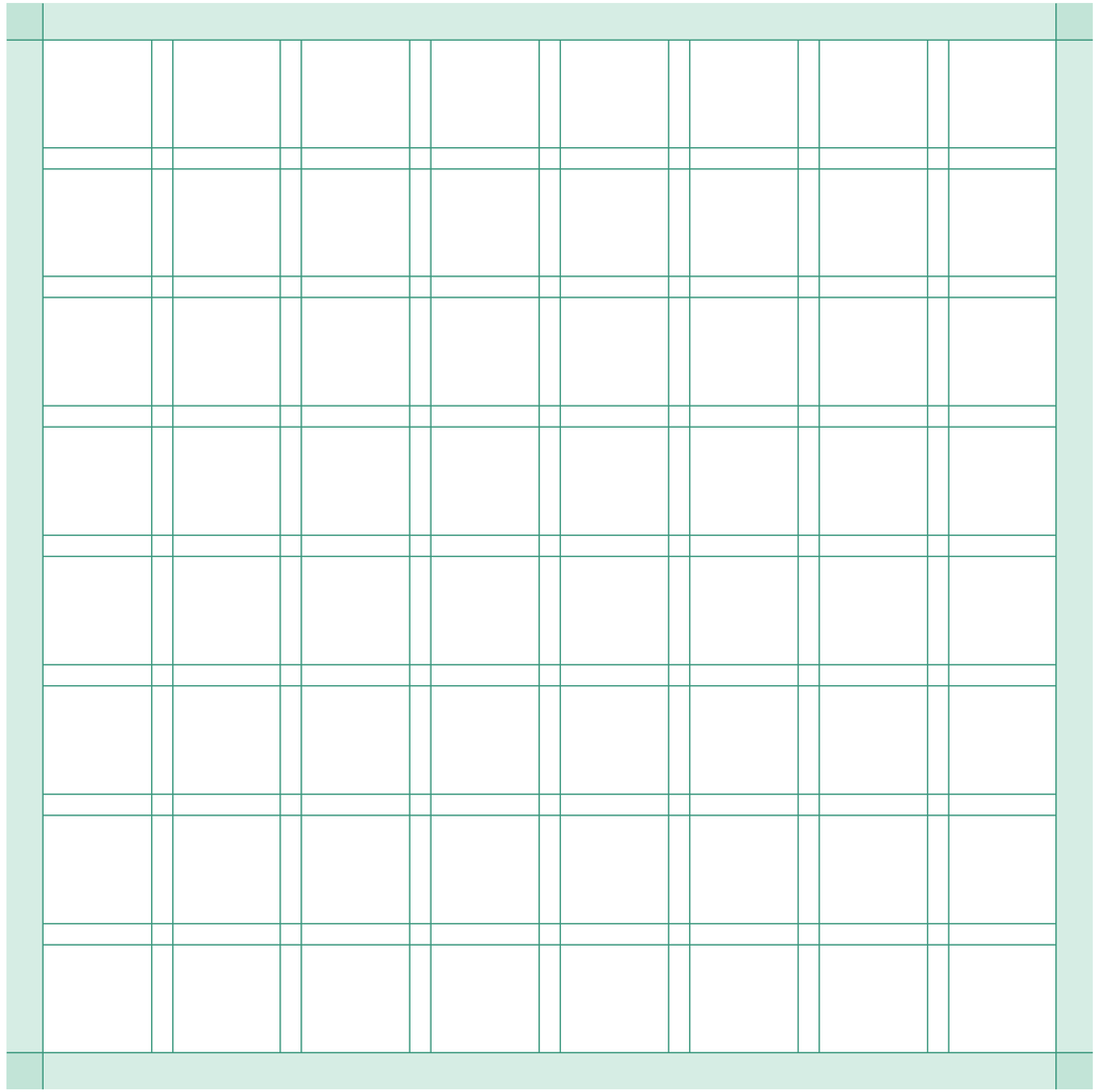
Story Social Media Layout
1080x1920

Modular Grid
35px margins
4 columns
6 rows
25px gutter



Squared Social Media Layout
1080x1080

Modular Grid
35px margins
8 columns
8 rows
25px gutter



7.4

Layout Print Vertical

Our vertical print layouts are meticulously structured to accommodate detailed content in a clean and organized manner. The specified grid and margin settings are particularly effective for detailed reports, brochures, and promotional prints, where precision in text placement and graphic alignment are key to the document's effectiveness.

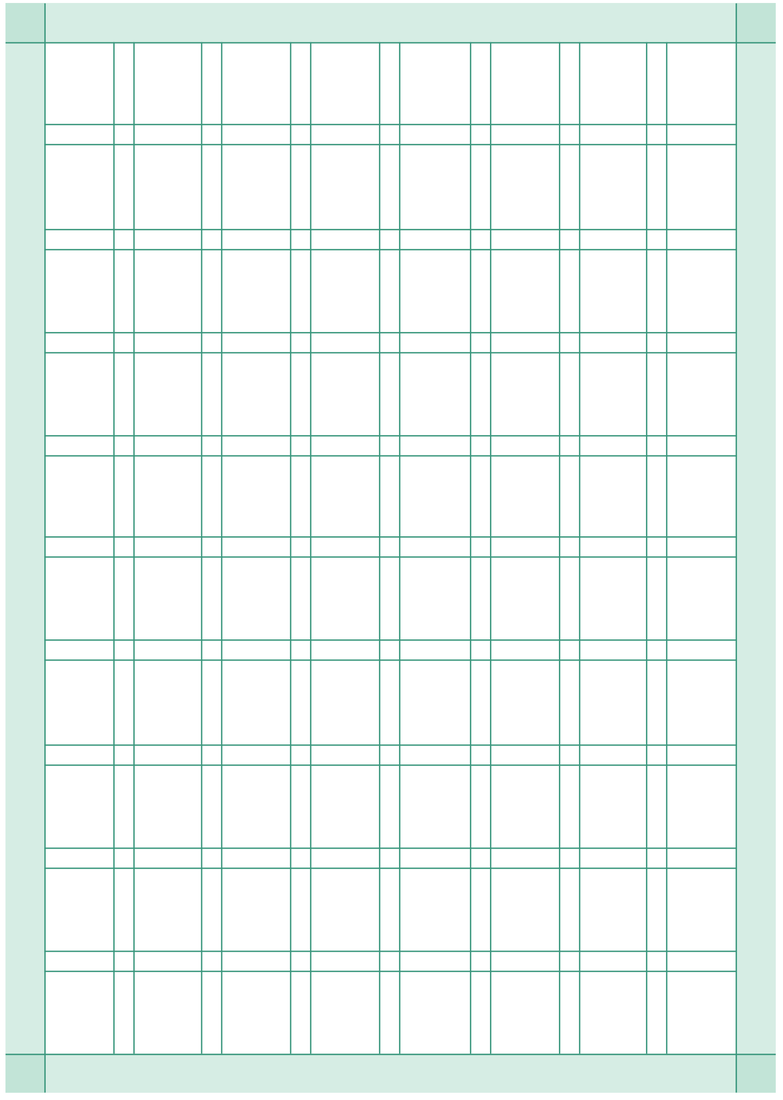
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Vertical Print Layout
297x210mm

Modular Grid
30mm margins
8 columns
10 rows
15mm gutter



7.4

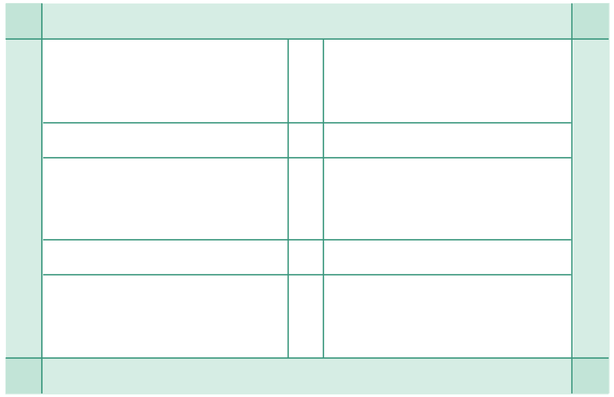
Layout Print Horizontal

This section provides specific guidelines for horizontal print layouts, varying from business cards to large-scale prints. Each layout is tailored to the content's nature and size, ensuring that every piece, whether it's a compact business card or an expansive brochure, is designed to maximize both aesthetic appeal and functional clarity. Detailed descriptions of columns, rows, margins, and gutters are included to guide precise and effective print design.

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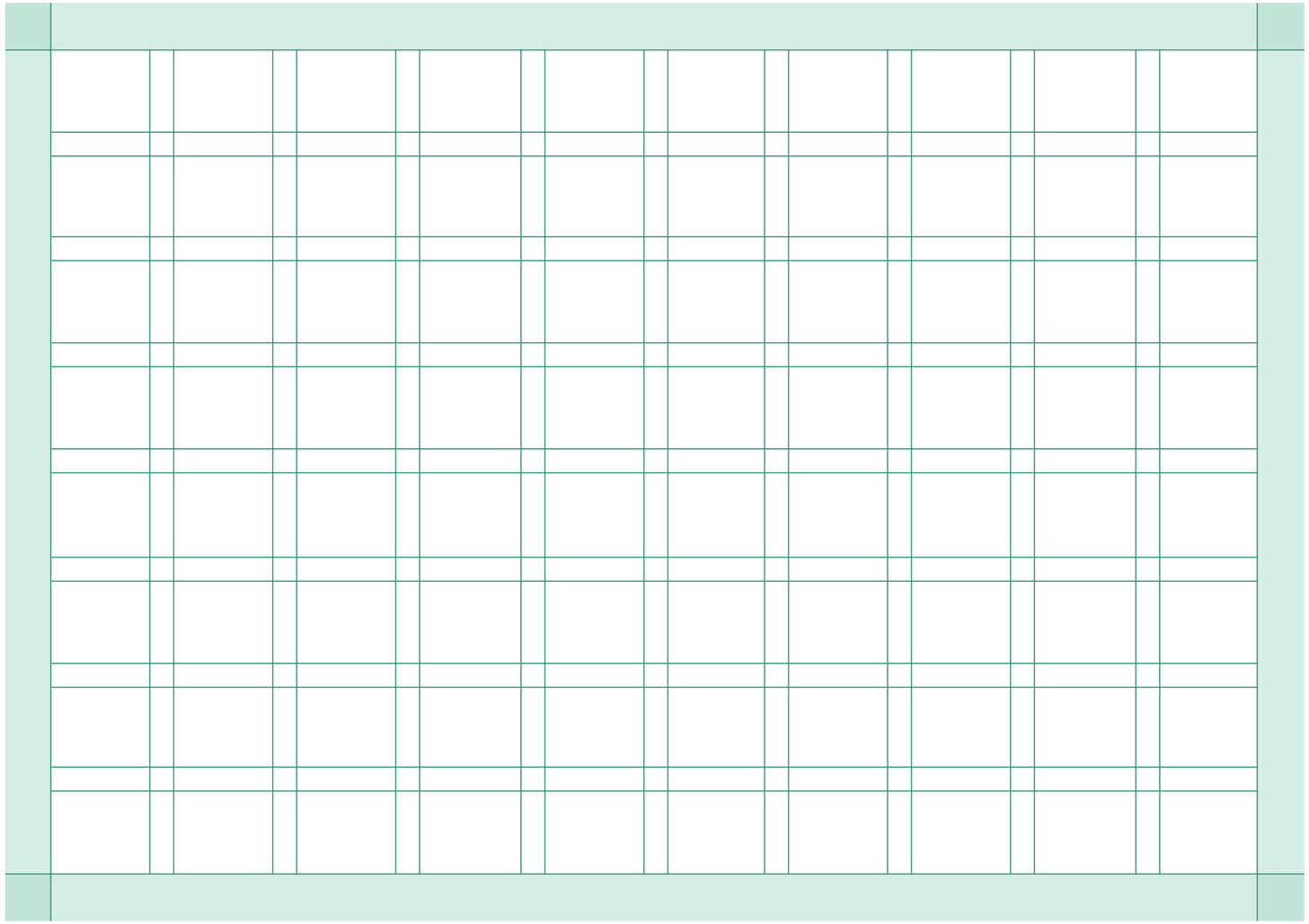


Business Card Print Layout
55x85mm

Modular Grid
15mm margins
2 columns
3 rows
15mm gutter

Horizontal Print Layout
210x291mm

Modular Grid
30mm margins
10 columns
8 rows
15mm gutter



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1.0 Print Materials
2.0 Digital Media
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1

Print Materials

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1.2 Lanyard
1.3 Posters
1.4 Banners
1.5 Brochure
1.6 Apparel
1.7 Promotional Materials
1.8 Tumbler

1.1

Stationery

Our stationeries integrates the brand's color scheme and thoughtful logo placement to create an elegant and professional look. This design ensures that every piece of correspondence upholds the values of precision and aesthetic consistency that define our brand, promoting a unified brand image.

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1.2

Lanyard

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1.3

Posters

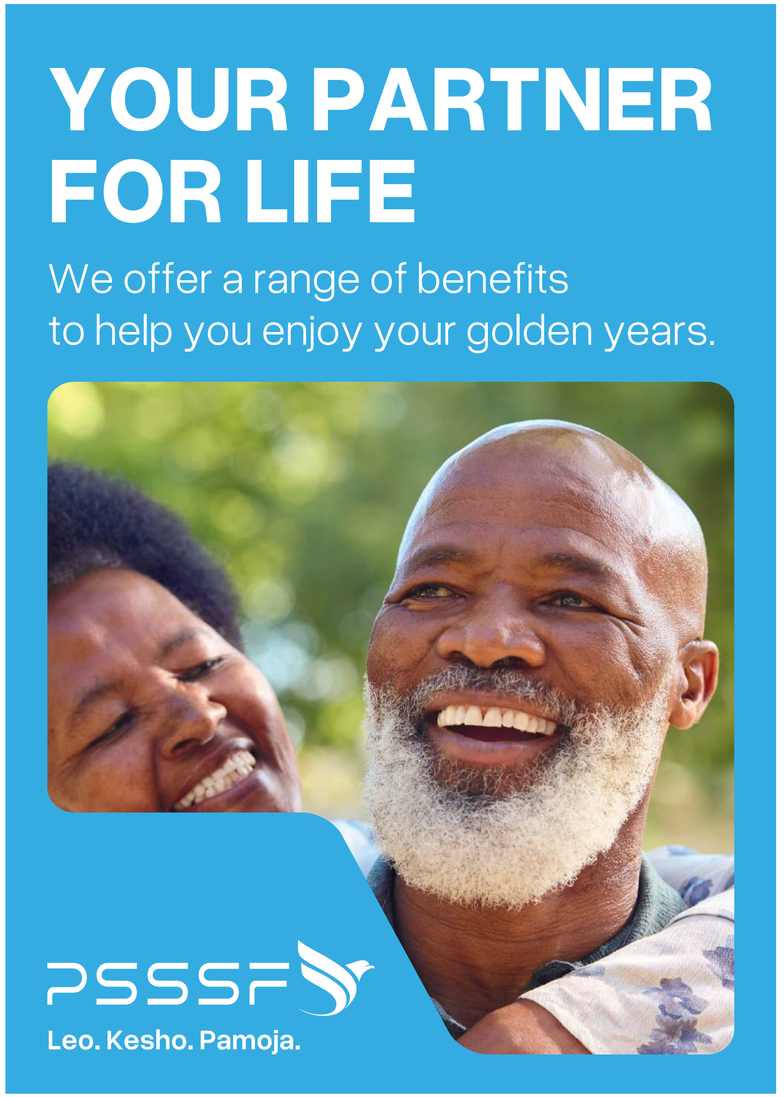
Designed to effectively communicate our core values and enhance brand awareness, our posters integrate our logo, distinctive typography, and our unique style elements. Each poster is a visual ambassador of our values, designed to capture attention and engage viewers in high-traffic areas.

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1.4

Banners

Our horizontal banners are crafted with eye-catching visuals and clear, engaging messages that make a big impact in larger spaces. Designed for readability from a distance, these banners effectively promote the brand and its values at events, in public spaces, or in commercial settings.

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1.5

Brochure

Our brochures utilize a warm and inviting color scheme to convey professionalism and approachability. These colors are specifically chosen to make complex information more accessible and engaging, ideal for detailed client communications.

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Apparel

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Promotional Materials

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1.8

Tumbler

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Digital Media

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2.1 Website Design
2.2 Email Signatures
2.3 Newsletter
2.4 Social Media
2.5 Digital Banners

2.1

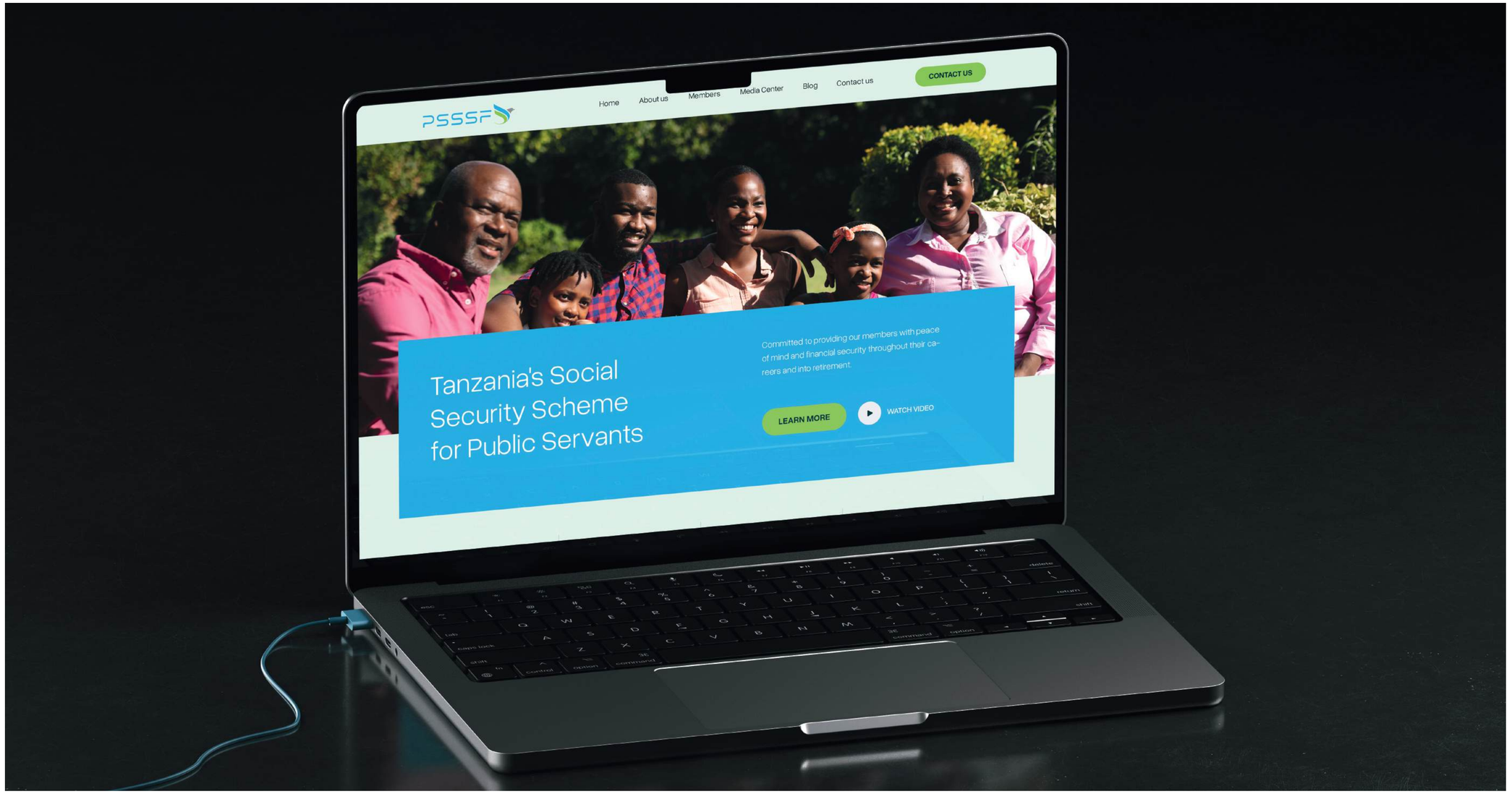
Website Design

Our website serves as the digital front door to PSSSF, designed to welcome visitors with a compelling hero header that instantly highlights our commitment to social security and member care. The homepage seamlessly transitions into an introduction of our organization, outlines our core services, provides information on member benefits, and emphasizes our dedication to financial security and support. Each section is thoughtfully crafted to both inform and engage visitors, concluding with a comprehensive footer that includes contact information, social media links, and additional resources

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2.2

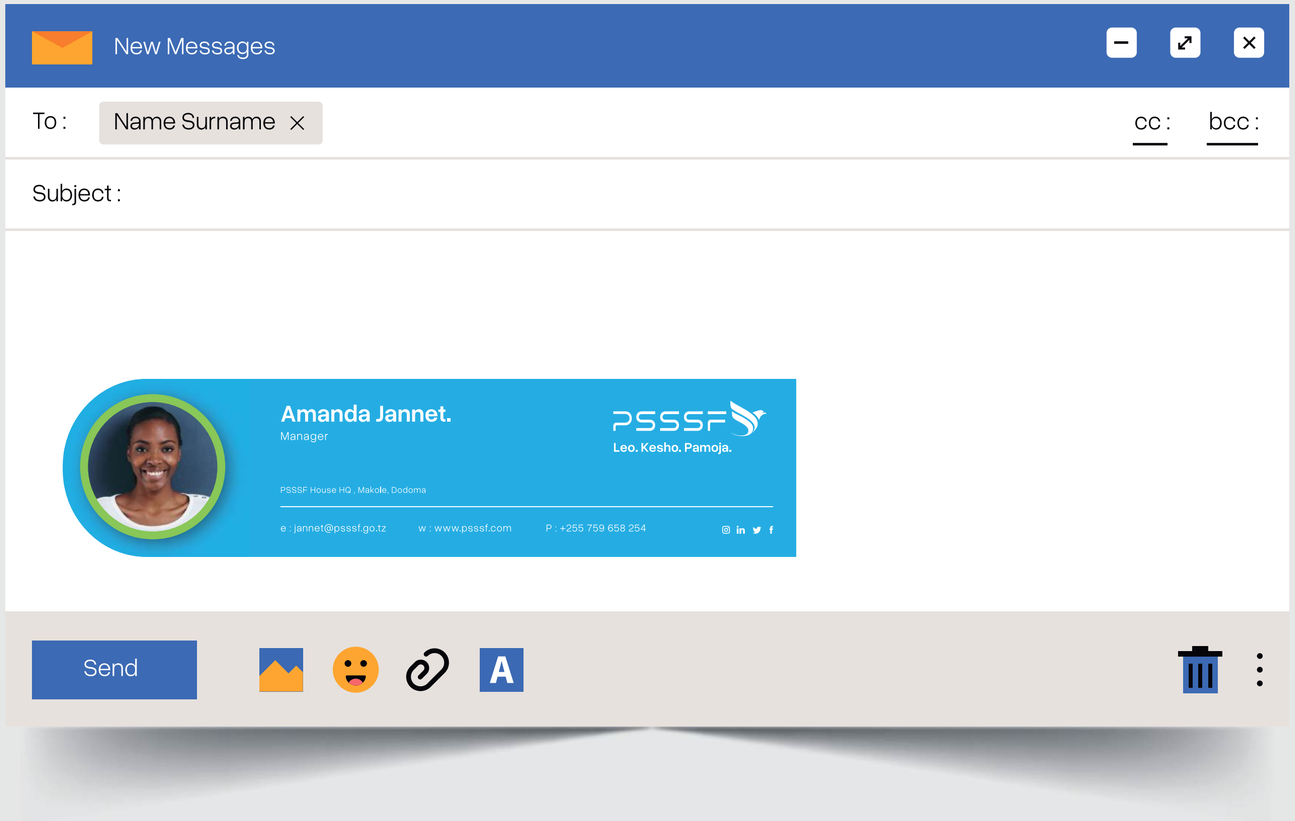
Email Signature

Our standardized email signature is designed to project professionalism and maintain brand consistency. It includes essential contact details—name, position, and contact information—accompanied by our carefully positioned logo to enhance brand recognition. This signature template ensures that every email sent by our team members conveys a uniform and professional image, reinforcing our brand with each communication.

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2.3

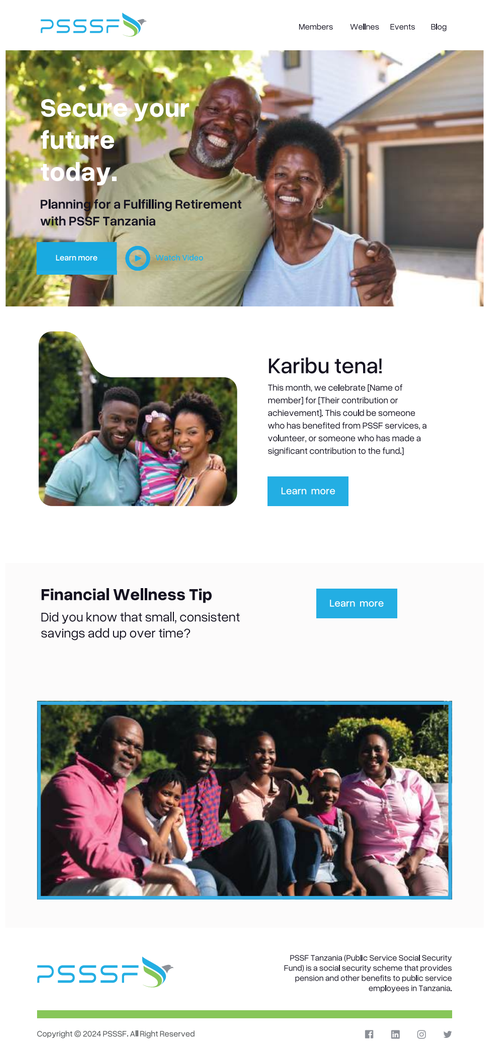
Newsletter Template

Our digital newsletter is crafted to captivate and inform our clients and subscribers. Starting with an eye-catching header, the layout proceeds through organized blocks of content that may include updates, insights, and news, concluding with a comprehensive footer that provides additional links and contact information.

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1. Header
Includes the PSSSF logo, newsletter title, and estimated reading time.

2. Content Sections
Features multiple blocks with images, titles, engaging summaries, and calls to action, covering diverse topics related to the firm's activities.

3. Footer
Contains the PSSSF brandmark and essential company contact information.

2.4

Social Media

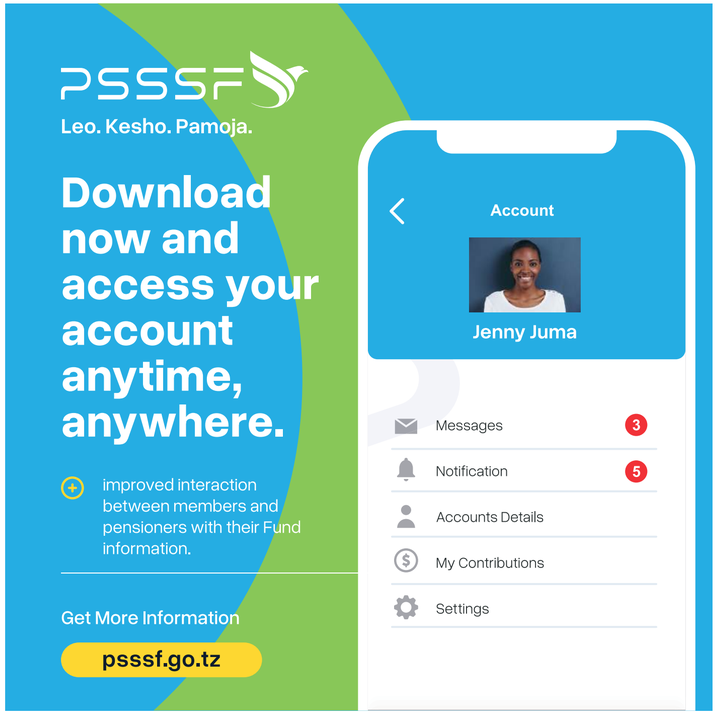
Our tailored social media templates are integral to our digital strategy, designed to ensure uniformity and engagement across platforms. Each template integrates our signature design elements—color palette, typography, and logos—into posts that are both informative and appealing. The examples include various post types, demonstrating how our templates adapt to everything from simple announcements to detailed project showcases, ensuring high engagement and consistent branding.

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2.5

Digital Banners

Our digital banners are designed to capture attention quickly, whether displayed on websites or used in online advertising. Both horizontal and vertical formats are thoughtfully created, featuring strong visual elements and clear messaging that align with our brand's architectural themes. The vertical banners, in particular, are laid out with a stacked design to ensure they are impactful and visually coherent in digital environments where space may be constrained.

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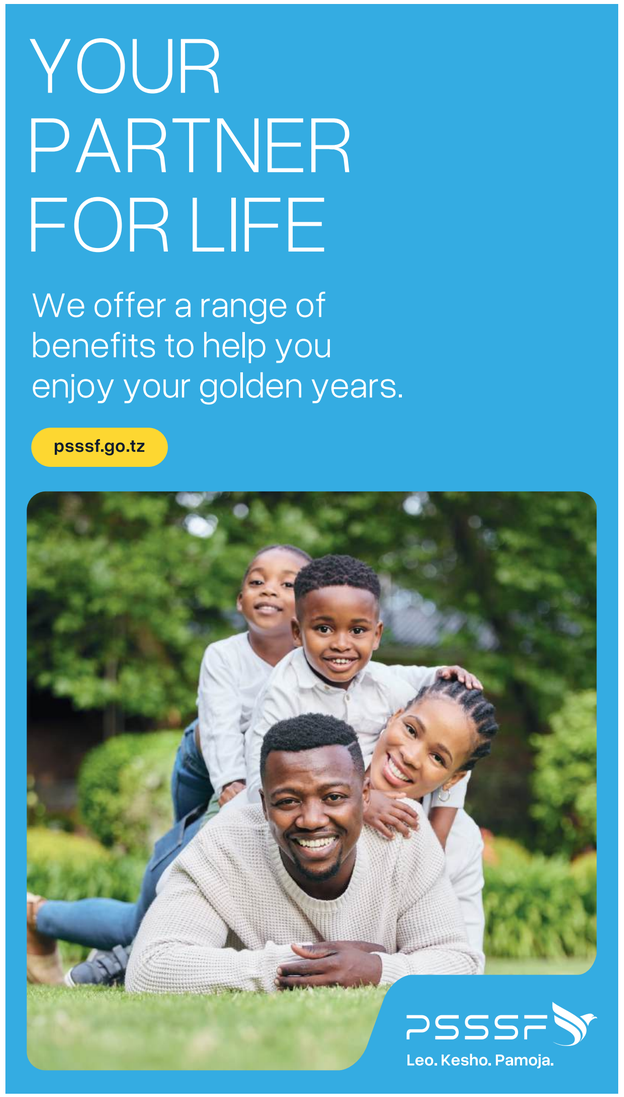
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Horizontal Banner
Size: 16:9

Vertical Banner
Size: 9:16



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Packaging

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3.1 Coffee Cups
3.2 Stickers
3.3 Napkins

3.1

Coffee Cups

Our branded coffee cups are designed to seamlessly blend functionality with our firm's aesthetic values. Featuring the PSSSF logo and the slogan 'Blueprints Brewed Here,' these cups enhance our brand presence daily. The design reinforces our identity as innovative architects, making even a coffee break an opportunity to reflect our brand's commitment to creativity and design excellence.

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3.2

Stickers

PSSSF utilizes high-quality foil stickers to extend our brand's reach. These stickers are designed to be both durable and visually appealing, featuring our logo in striking detail. Ideal for official documentation, laptops, and other office equipment, they serve as a subtle yet effective branding tool that maintains visibility in various settings.

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3.3

Napkins

Our branded napkins are used alongside our coffee cups in the office and during company events, ensuring a consistent brand experience. These napkins feature the Modus logo, subtly reinforcing our identity in a practical and elegant manner.

They are designed to complement our coffee cups, creating a cohesive and branded environment that enhances the professional and creative atmosphere of our spaces.

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4.1 Projecting Sign
4.2 A-Board
4.3 Wayfinding

4.1

Projecting Sign

Our projecting sign prominently features the PSSSF logo, designed to stand out and be visible from a distance. Mounted on the building facade, this sign acts as a beacon for our office, guiding clients and visitors alike with its distinctive and professional appearance that reflects our brand's architectural ethos.

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4.2

A–Board

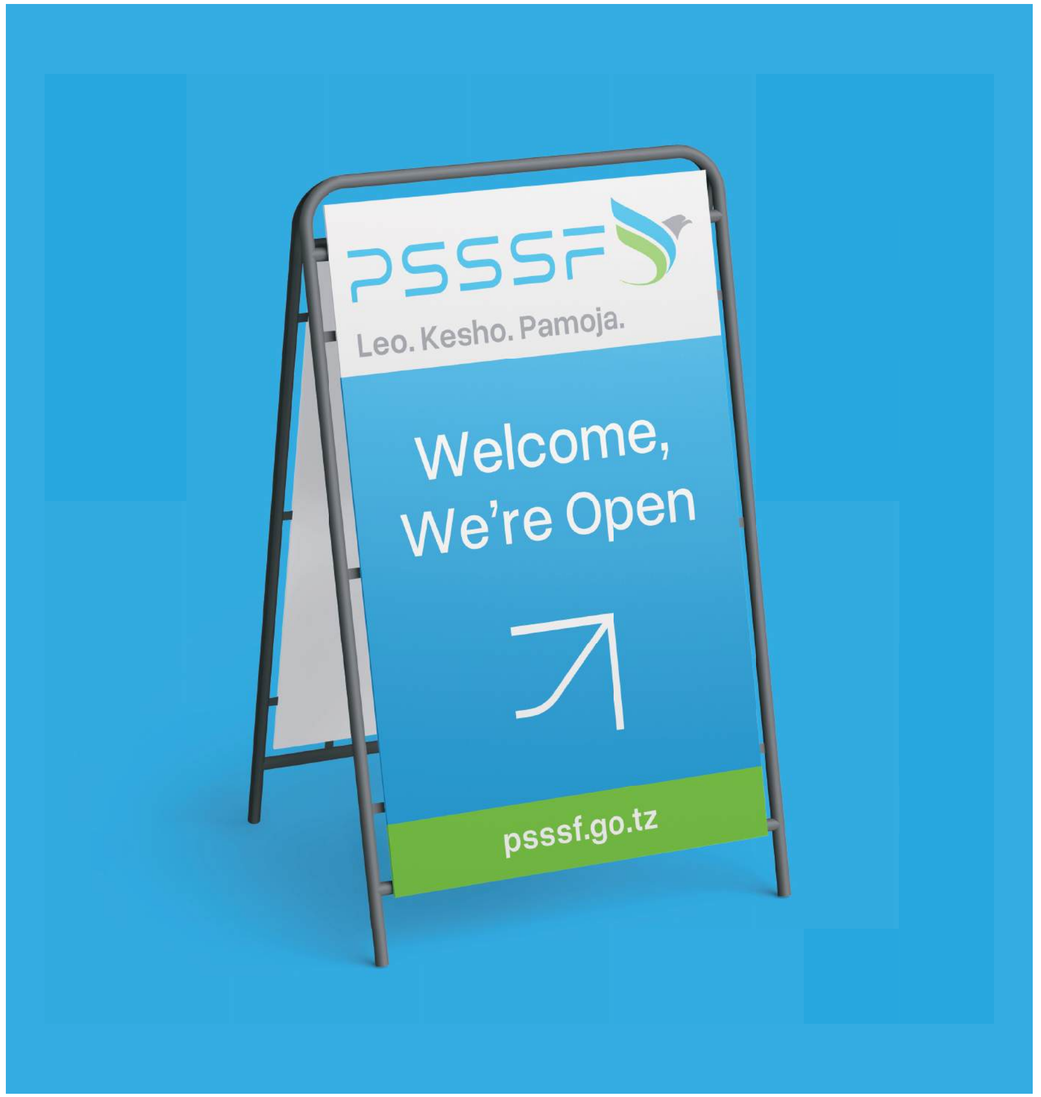
Situated at the front of our office, the A–Board is an inviting gesture to visitors, featuring our logo along with the welcoming message ‘Welcome, we’re open,’ complete with an arrow directing towards the entrance. This sign is designed to catch the eye and clearly indicate accessibility, enhancing visitor experience and office accessibility.

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4.3

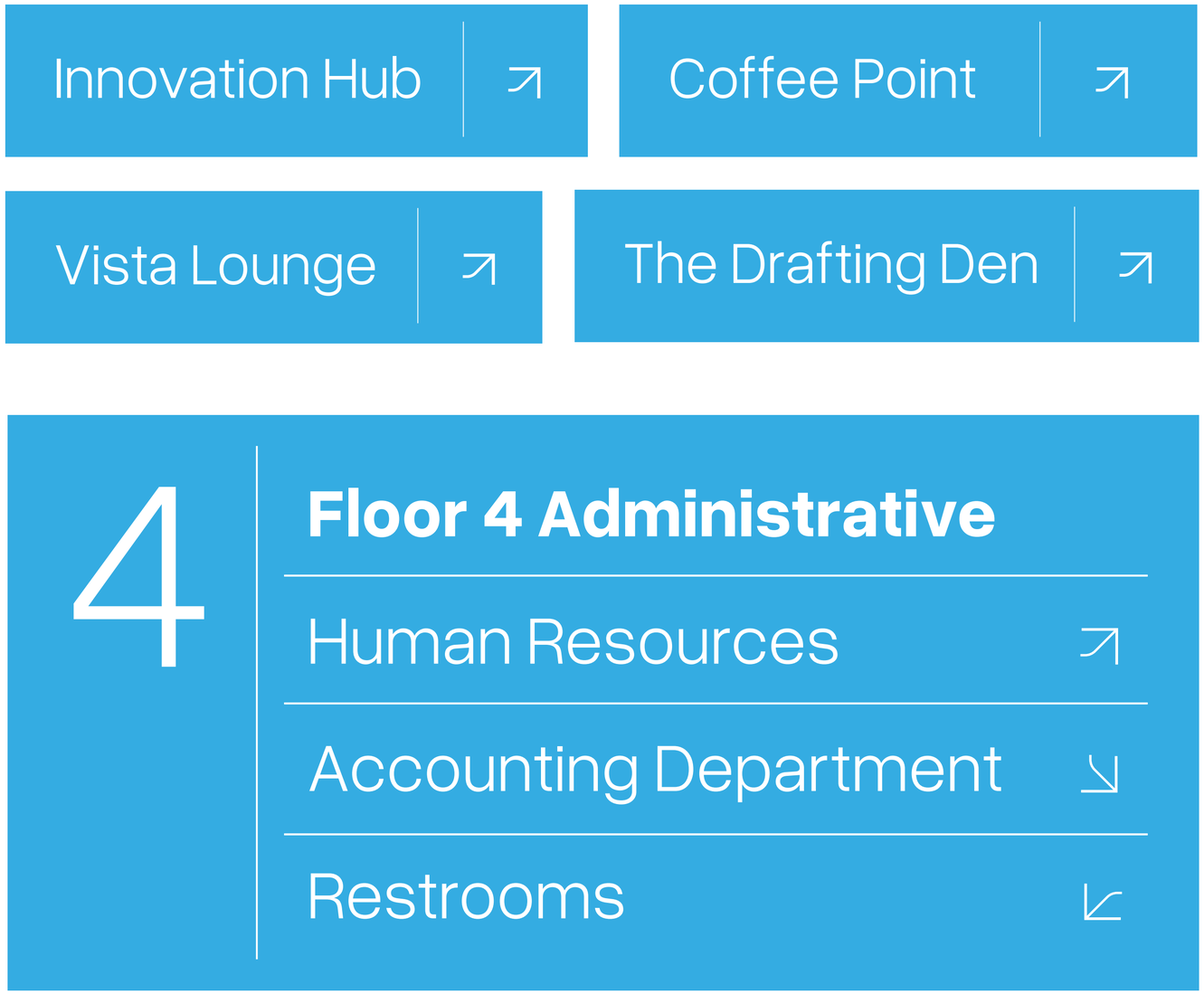
Wayfinding

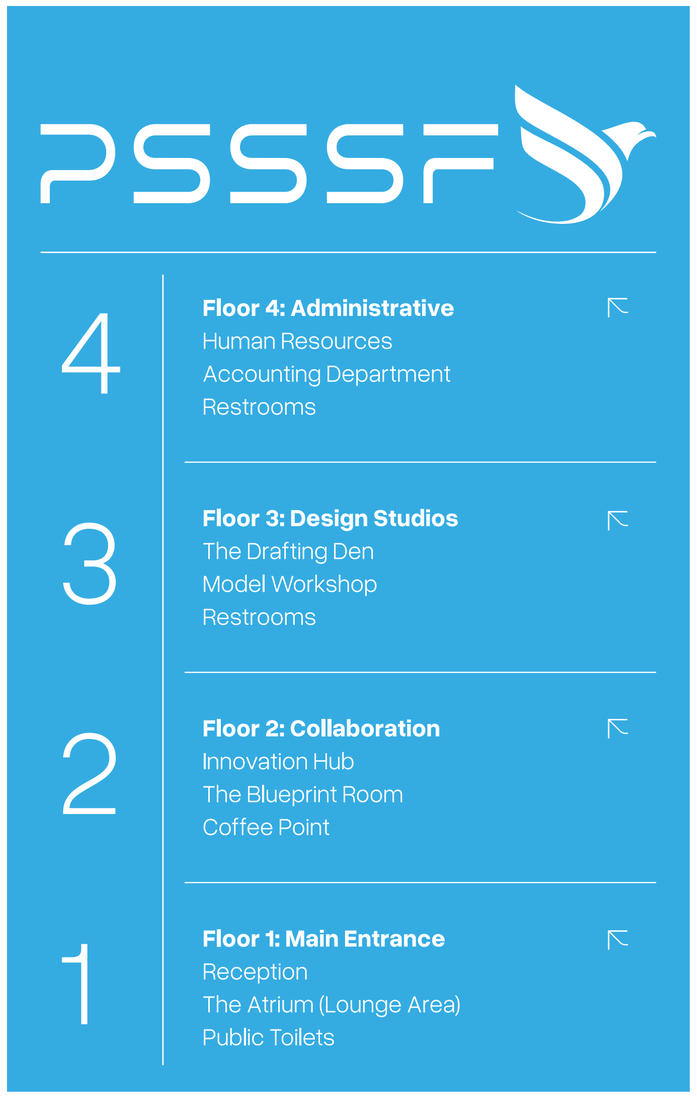
Our wayfinding system within the office includes a series of well-designed signs that enhance navigation through our space. The system comprises horizontal signs for general directions, vertical squared signs at each floor entrance, and horizontal squared signs positioned next to the elevators, each clearly marking zones and directions to facilitate smooth movement for all occupants and visitors.

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4.3

Wayfinding

This mockup displays our horizontal wayfinding signs, designed for clarity and ease of reading. They feature concise directions and are strategically placed to guide visitors and staff through common areas and towards major destinations within the building, such as conference rooms and offices.

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Facility Design

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5.1 Member Service Center
5.2 Stage Banner
5.3 Flag
5.4 Billboard
5.5 Meeting Room
5.6 Hoarding

5.1

Member Service Center

The PSSSF Member Service Center features a prominent display wall showcasing our logo, slogan, and website URL, encouraging engagement and interaction. design element and an image representing our commitment to social security services, creating a dynamic visual representation of our mission and values.

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5.2

Stage Banner

The PSSSF stage banner design has elegant and professional layout. The PSSSF logo is prominently displayed on the banner, and it should is repeated throughout the background in a subtle and tasteful manner. The vibrant visuals create an inspiring space that reinforces our brand identity and values for both staff and visitors.

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5.3

Flag

Our flags are designed with a vibrant blue or green background, featuring the PSSSF logo and text in white. These flags are used both at our offices and events to enhance visibility and brand recognition, proudly waving as symbols of PSSSF's commitment and unity.

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5.4

Billboard

At key locations, our branded billboards display important information clearly. These billboards are not only functional, providing essential details about PSSSF's services, but also serve as marketing tools, showcasing our brand's commitment and reinforcing our presence within the community—Leo, Kesho, Pamoja.

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5.5

Meeting Room

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5.6

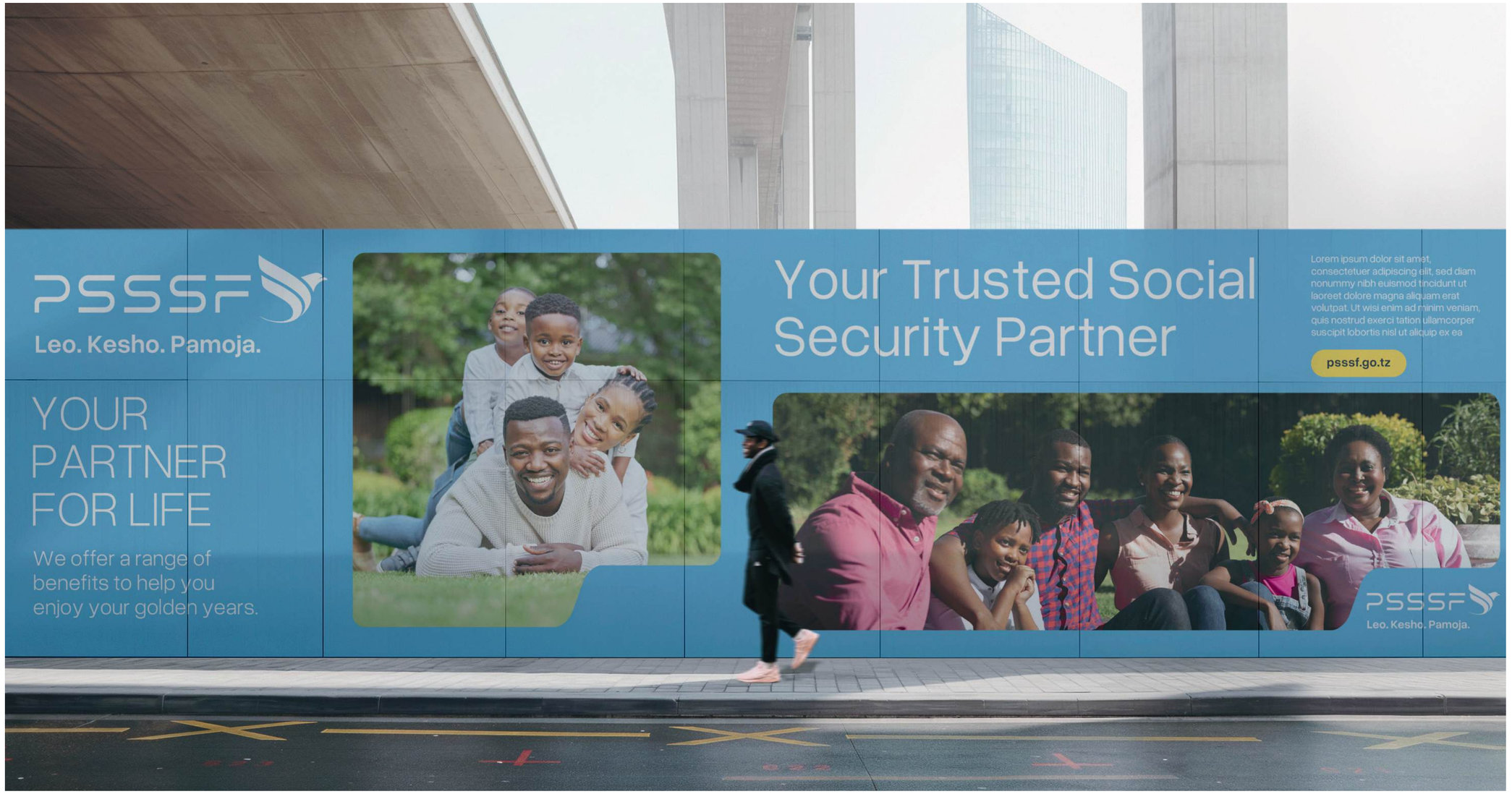
Hoarding

Our hoardings, designed in PSSSF's signature blue and green colors, are strategically placed around key locations such as office sites and event venues. Featuring branded imagery, style elements, and clear typography, these hoardings enclose spaces, enhance visual appeal, and inform the public about PSSSF's initiatives, reflecting our commitment to clear communication and brand presence.

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6.1 Presentation Decks
6.2 Annual Reports

6.1

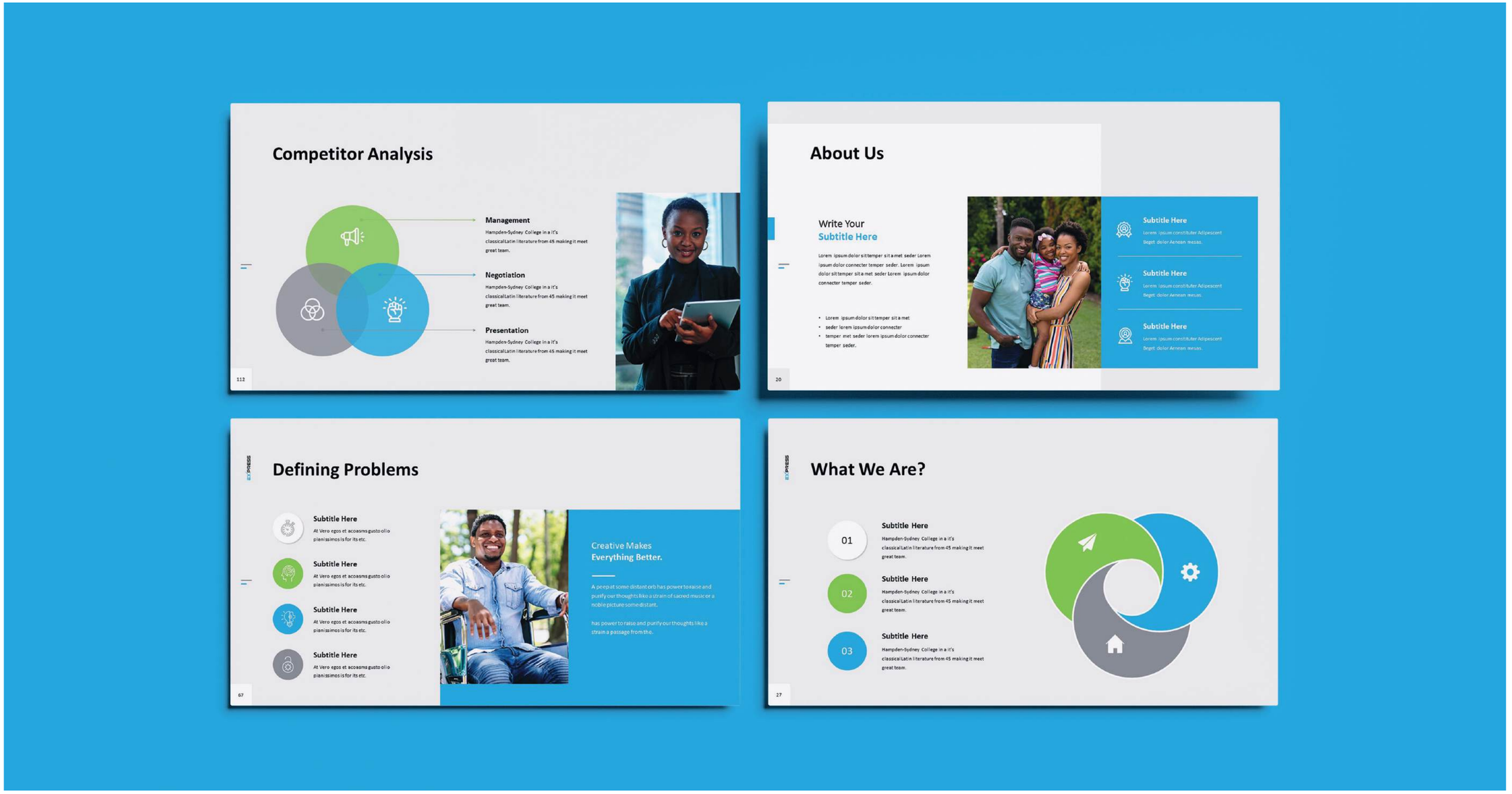
Presentation

Our presentation decks are designed with meticulous attention to layout and design, ensuring every slide reflects our brand's ethos of clarity and innovation. The guidelines showcase various page layouts that balance text, imagery, and our brand elements to communicate effectively and engage the audience.

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6.2

Annual Reports

This spread mockup from an annual report demonstrates the effective use of our color scheme and layout principles. It shows how data and text are integrated within the aesthetic framework of our branding, ensuring that the spreads are not only informative but also visually engaging.

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Events

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7.1 Stand Design
7.2 Conference Presentation

7.1

Stand Design

Our event stand designs are meticulously crafted to embody the architectural integrity and innovative spirit of PSSSF. This page highlights a stand that has been used at industry events, showcasing a blend of dynamic spatial arrangement and compelling visual elements. Featuring our brand colors, logos, and strategic lighting, the design invites interaction and provides an immersive brand experience. Functional yet aesthetically pleasing, our stands are engineered to facilitate conversations, display our projects, and enhance attendee engagement.

We use exhibition space not less than 3*6 (18 sqm) and above for proper arrangement and visibility.

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7.2

Conference Presentation

The conference presentation design guidelines focus on creating a visually striking and cohesive backdrop for our speakers. The example shown includes a wide screen presentation format that effectively utilizes PSSSF' branding elements. It incorporates a balanced use of our corporate colors, intelligently placed logos, and text formatting that ensures legibility from a distance. This setup is designed to not only capture but also retain the audience's attention during presentations, reinforcing our brand's presence and authority at large-scale industry events.

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App

8.1 Application Design

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8.1

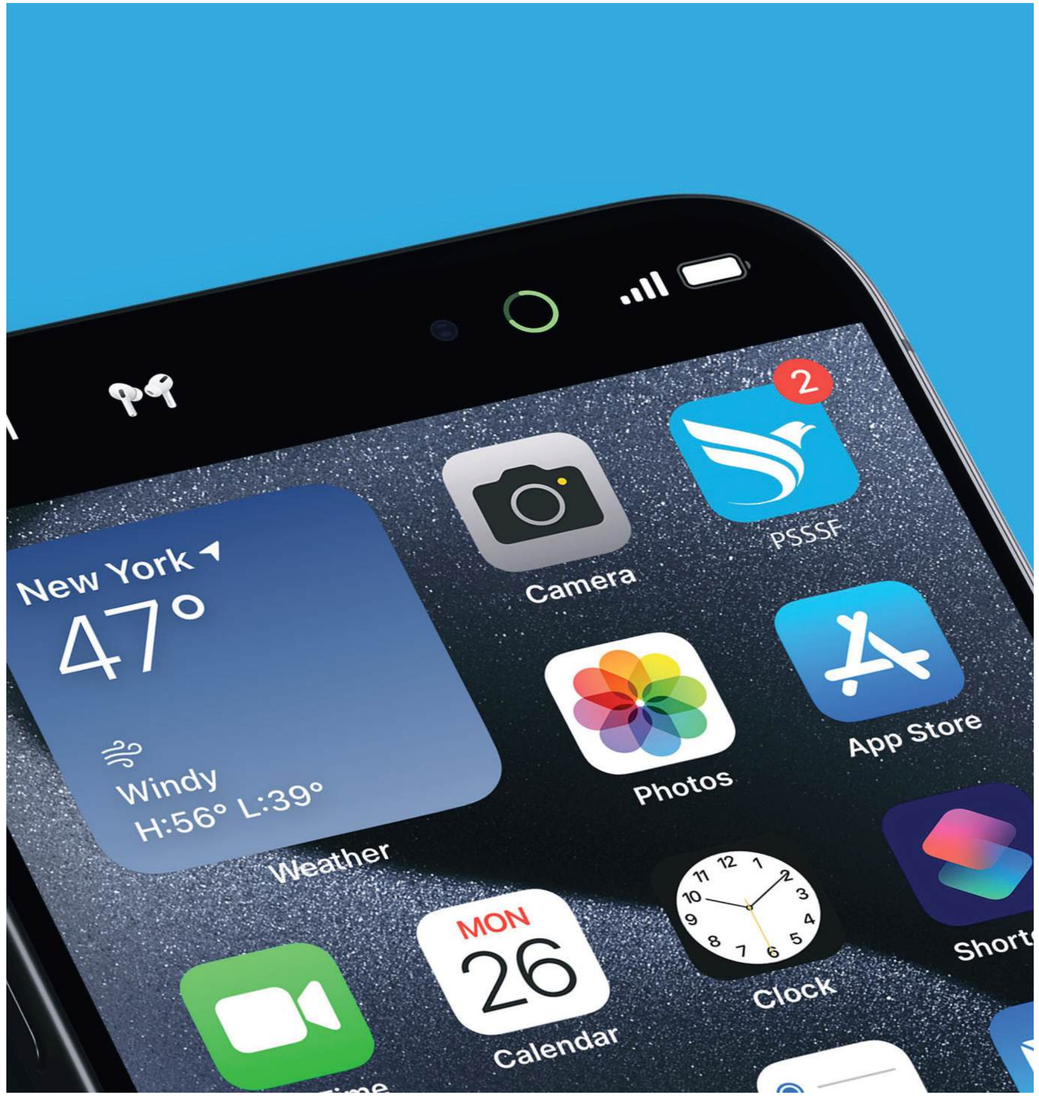
Application Design

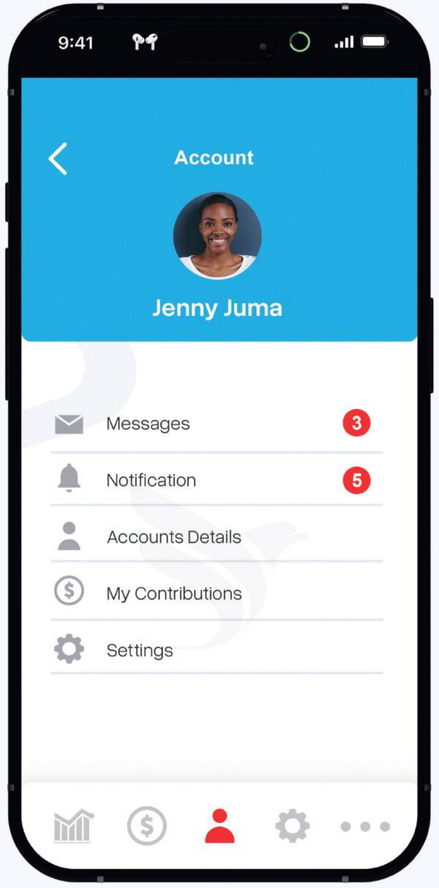
Our application design guidelines are tailored to enhance user experience while reinforcing our brand identity across digital platforms. The first page, a loading screen, features a simple yet elegant design with our logo prominently displayed against a vibrant green background, immediately establishing a connection with our brand. The second page, an interface design, is meticulously laid out with a user-friendly header, informative body text, and an engaging illustration that visually complements the content. A prominently placed call-to-action (CTA) encourages user interaction, guiding them to the next steps seamlessly.

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Vehicle Design

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9.1 Van
9.2 Hatchback
9.3 Minibus

9.1

Van

The design for our vehicles features our vibrant blue, green and grey, complemented by the firm's logo, slogan, and website. This bold branding ensures that our presence on-site is both professional and immediately recognizable, effectively extending our brand visibility in every location we operate.

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Hatch Back

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Minibus

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1.1 File Names
1.2 Downloadable Assets
1.3 Terms and Conditions
1.4 Contact Information and Support

1.1

File Names and Naming Conventions

This page establishes standardized file naming protocols to enhance digital asset management across PSSSF. By detailing clear, systematic naming structures for documents, images, and media, we ensure easy accessibility and organizational consistency. These guidelines cover prefixes, date formats, version control, and descriptors, streamlining file retrieval and supporting efficient collaboration both internally and with external partners.

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PSSSF_Logo_Light_Horizontal_RGB.eps

For use on light backgrounds in RGB color mode.



PSSSF_Logo_Light_Horizontal_CMYK.eps

For use on light backgrounds in CMYK color mode for print.



PSSSF_Logo_Dark_Horizontal_RGB.eps

For use on dark backgrounds in RGB color mode.



PSSSF_Logo_Dark_Horizontal_CMYK.eps

For use on dark backgrounds in CMYK color mode for print.



1.1

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PSSSF_Brandmark_Light_RGB_Small.png

Small version for use on light backgrounds in RGB color mode.

PSSSF_Brandmark_Light_RGB_Normal.png

Normal version for use on light backgrounds in RGB color mode.

PSSSF_Brandmark_Dark_RGB_Small.png

Small version for use on dark backgrounds in RGB color mode.

PSSSF_Brandmark_Dark_RGB_Normal.png

Normal version for use on dark backgrounds in RGB color mode.

PSSSF_Brandmark_Light_CMYK_Small.png

Small version for use on light backgrounds in CMYK color mode for print.

PSSSF_Brandmark_Light_CMYK_Normal.png

Normal version for use on light backgrounds in CMYK color mode for print.

PSSSF_Brandmark_Dark_CMYK_Small.png

Small version for use on dark backgrounds in CMYK color mode for print.

PSSSF_Brandmark_Dark_CMYK_Normal.png

Normal version for use on dark backgrounds in CMYK color mode for print.

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PSSSF_Pattern_Tile.eps

A tileable pattern file for use in various branding materials.

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PSSSF_Icon_HandLeaf.eps



PSSSF_Icon_Coffee.eps



PSSSF_Icon_Parking.eps



PSSSF_Icon_Sustainable.eps



PSSSF_Icon_Stairs.eps



PSSSF_Icon_Document.eps



PSSSF_Icon_Extinguisher.eps



PSSSF_Icon_TopLeft.eps



PSSSF_Icon_Information.eps



PSSSF_Icon_Toilets.eps



PSSSF_Icon_ BottomRight.eps



Downloadable Assets

Welcome to the central resource for all PSSSF branded materials. This repository is designed to provide you with quick access to essential branding elements that align with our visual identity standards. Below, you will find categorized assets ready for download and use, subject to the terms outlined in our brand guidelines

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1. Brand Logos and Brandmarks

- Logo Files: Includes versions for different backgrounds and use cases (RGB, CMYK).
  [DownloadPSSSF Logo Pack.zip]

2. Typography

- Primary and Secondary Fonts: Necessary font files and usage instructions.
  [Download Typography Pack.zip]

3. Visual Elements

- Patterns: Tileable patterns for digital and print media.
  [Download Pattern Files.zip]
- Icons: Set of custom icons for digital and print media.
  [Download Icon Pack.zip]

4. Templates

- Document Templates: Word and InDesign formats for reports and proposals.
  [Download Document Templates.zip]

Terms and Conditions

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1. Introduction
These terms and conditions govern the usage of PSSSF' brand assets, including but not limited to logos, typography, color palettes, and all associated graphical materials. Compliance with these guidelines is mandatory for all employees, partners, and third-party entities to ensure brand consistency across all platforms and mediums.

2. Intellectual Property
All branding materials, including logos, designs, and textual content, are the intellectual property of PSSSF. Unauthorized use, reproduction, or alteration without prior written approval is strictly prohibited.

3. Usage Rights
Permission to use brand assets is granted on a case-by-case basis and may be revoked at any time should the usage deviate from the approved purposes as outlined in these guidelines.

4. Modification of Brand Assets
Modifying, distorting, or altering the brand assets in any way not explicitly authorized within these guidelines is not permitted. All intended uses must maintain the integrity of the design elements without alteration.

5. Compliance Monitoring
PSSSF reserves the right to monitor the use of its brand assets to ensure compliance with these terms and conditions. Failure to comply may result in the withdrawal of the usage rights and potential legal action for brand damage.

6. Contact and Approval
For any uses not explicitly covered by these guidelines, or for questions regarding the application of these terms and conditions, please contact the PSSSF brand management team at [contact information].

7. Amendments
These terms and conditions may be amended by PSSSF at any time. The continued use of the brand assets following any amendments indicates acceptance of the new terms.

8. Governing Law
These terms and conditions are governed by the laws of the jurisdiction in which PSSSF is headquartered, without regard to its conflict of law provisions.

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Questions, concerns, thoughts or need more information?

Contact our Marketing team.

Via e-mail: info@psssf.go.tz or pr@psssf.go.tz
Via phone: (0)800 110040