Morupule Coal Mine

Seam to Value

BRAND STANDARDS MANUAL

The branding guidelines and manual templates

CREATED FOR
Morupule Coal Mine

Morupule Coal Mine:

OUR CORPORATE BRAND

Morupule Coal Mine CEO, Mr. Edwin Elias

Our Corporate brand is one that is synonymous with national development and the ethos of our heritage as Batswana. This Brand Standards Manual details who we are as Morupule Coal Mine, how we want to be seen and our aspirations as a historic support to the economy of our country.

MCM of yesterday endeavoured on being a leader in the coal energy business. Our ambition now is to be a partner of choice in the global coal transition, for the purpose of creating value out of our coal resources.

The MCM Brand promise; **_"Seam to Value"_**, further captures the essence of mining resources efficiently and sustainably for the prosperity of our nation and all our key stakeholders. Our Values: Safety and Health, Together, Value Creation, Integrity, Stakeholder Focus and Sustainability demonstrate our unambiguous spirit to be a responsible Corporate Citizen and a globally competitive and recognisable business with contemporary practices in our ways of work.

With coal production contributing significantly to the economy and social sustainability of our country, our brand is our pride and must be managed appropriately and diligently.

VISION

To be a partner of choice in the global coal transition

MISSION

We are a globally competitive supplier of quality coal products with the agility to deliver value to markets and diverse stakeholders

THE BRAND VALUES

Brand values are the qualities on which Morupule Coal Mine prides itself and they are what we want to be known for:

SAFETY AND HEALTH
We nurture zero-harm operating environment

TOGETHER
Our strength comes from teamwork, diversity and inclusivity. We foster collaboration and leverage collective knowledge and experience of our employees and business partners. We uphold the rights of our employees to workplace free of any form of discrimination

VALUE CREATION
We create stakeholder value by pursuing opportunities beyond the obvious and taking advantage of them in an innovative and agile manner

INTEGRITY
We adhere to moral and ethical principles. Transparency and accountability are core to our quest for excellence

STAKEHOLDER FOCUS
We recognise vested interests of our stakeholders and engage constructively on meeting their objectives. We singularly focus on delighting our commercial customers in pursuit to broaden our market footprint

SUSTAINABILITY
We commit to run a robust business, commercially sound, with good governance but also socially and environmentally responsible

VISUAL IDENTITY
MCM LOGO

Preferred Logo Usage
The MCM logo can be used in its entirety, that is, the symbol, company name and the slogan.

Other Options
The slogan can also be used as a standalone without the logo.
The symbol and company name should always be used together.

The Symbol →

The Lettering →

Morupule Coal Mine
Seam to Value

The New Slogan →

Full Morupule Coal Mine Logo with Slogan

Morupule Coal Mine
Seam to Value

Logo Symbol
Teamwork, unison MCM community

Black wave
Coal for prosperity, stability and future of Botswana and its people

Blue wave
Mine Coal responsibly, environmentally friendly, heritage of MCM

Logo type
Company name and slogan

The brand promise
The brand promise ''Seam to Value'' provides the inspiration for all forms of corporate communication, marketing and promotion.

LOGO CONSTRUCTION
CLEARSPACE AND COMPUTATION

To maximise the impact of the Morupule Coal Mine logo, it should always appear prominently and legibly.

> **It is important to keep corporate marks clear of any other graphic elements.**

The examples opposite illustrate the minimum 'clear space' zone around the Morupule Coal Mine logo. This space has been included as a non-printing element in all digital master artwork. Never put any other graphic element or text within the space.

Clear space

The clear space zone is measured using multiples of the width of the 'M' of Morupule Coal Mine; as illustrated opposite).

The minimum clear space around the logo is equal to 1 horizontal M to the left end of the Black wave and 1 horizontal M to the right end of the Blue wave. The top and bottom should have a clearance of 2 vertical MM.

Positioning of the slogan

The Seam to Value is positioned/aligned with the U for Morupule and it ends at the beginning of M for Mine.

Positioning of the logo

Always on the top left or middle.

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value
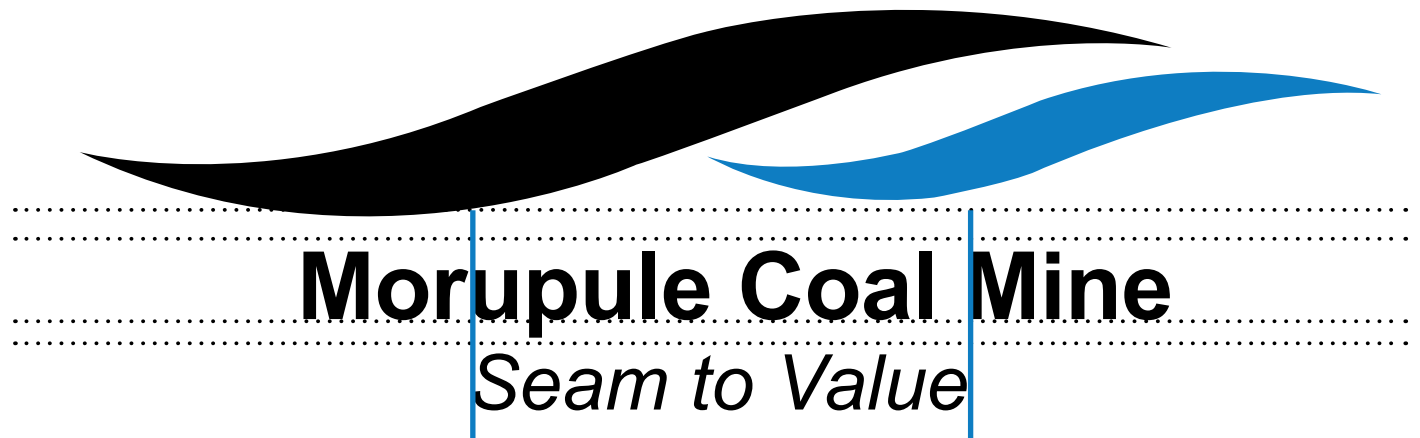
LOGO COLOUR
VARIATIONS

The full-colour logo is the main identifier for Morupule Coal Mine.

It should be used for all colour-based printed media, such as print adverts and literature; for electronic media, such as web sites and PowerPoint presentations; and for special-purpose applications such as vehicle livery, uniforms and billboards. The full-colour logo must always be placed on a background that will make all its elements visible.

Colours for Morupule Coal Mine logo

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value

Full-colour logo

The full-colour logo can be reproduced from two Pantone colours or from the appropriate process colour (CMYK) breakdowns for printed media. Use the logo in full colour wherever possible. The logo has also been created in RGB for screen-based applications, such as PowerPoint. Detailed colour breakdowns are specified on the previous page.
In certain situations it will not be possible to use the full-colour logo, e.g when reproducing a single-colour document, or where it may not produce clearly, e.g on a dark background. Always consider the legibility of the logo and aim to display it with maximum visibility. Judge whether it is appropriate to use the colour logo or choose one of the approved options.

Black and grey logo

The black and grey logo may be used for laser-printed output, e.g fax, low resolution print and single-colour or two-colour reproduction, e.g newsletters or newsprint.

Reversed-out logo (All white logo)

The logo may be reversed white out of a colour or photographic background. It may be used for single-colour or two-colour applications or where legibility of the full-colour logo is compromised, e.g dark photographs.

PROTECTING THE LOGO
COLOUR VARIATIONS

The logo should appear on a **clear white background** wherever possible. This is the prefered way the corporate logo should always be presented.

- In some instances, it could appear on a blue background

- It might be necessary for it to appear in a monochrome background

- Or to reverse it in a black background

Full Colour application

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value

Black and grey logo application

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value

Reversed out logo (All white) application

Morupule Coal Mine
Seam to Value

Morupule Coal Mine
Seam to Value

STANDARD SIZES
FOR DIFFERENT FORMATS

Three standard logo sizes have been created for use with different page formats.

Always use the correct logo at the correct size for the relevant format.

The measure is calculated across the width of the parent logo, the Morupule Coal Mine lettering and the symbol combined.

The minimum size for reproducing the logo is 30mm.
To maintain legibility, it should not be used smaller than this.
This applies to all applications smaller than A4, including screen-based applications and corporate gifts.

All A4 formats use the 50mm logo, while larger documents, such as A3 newsletters, use the 70mm logo.

For any document under A4, use the 30mm minimum size logo. The three standard logo sizes are illustrated opposite.

There are specific applications, such as vehicle livery and signage, which use the logo at a larger size, details of which are outlined in subsequent sections.

Always ensure the logo is accurately reproduced using master artwork and do not manipulate it or alter it in any way.

Minimum logo sizes

Morupule Coal Mine
Seam to Value

30mm

Morupule Coal Mine
Seam to Value

50mm

Morupule Coal Mine
Seam to Value

70mm

30mm
documents smaller than A4

50mm
A4 formats

70mm
large documents such as A3

PROTECTING THE LOGO
INCORRECT USE OF THE LOGO

The Morupule Coal Mine logo is a valuable asset. If it is used incorrectly, the consistency of visual expression will be broken and the power of the brand compromised.

Maintain its integrity by following the principles outlined below.

The principles opposite illustrate three key considerations when choosing and placing the Morupule Coal Mine logo. They are: legibility, scale and adjusting the logo.

Take time to carefully read through the specifications below.

To reproduce the Morupule Coal Mine logo correctly, use the master artwork provided and do not re-create, manipulate or alter the logo in any way.

The examples opposite illustrate the logo being used incorrectly.

PROTECTING THE LOGO
INAPPROPRIATE USE OF THE LOGO

Legibility of the logo

DO NOT

- reproduce the full-colour logo on any background that compromises its legibility.
- reproduce the full-colour logo on a dark or textured photographic background.
- reverse the logo white out of a pale colour or light photographic background.
- reproduce the black logo on a dark colour or dark, textured photographic background.
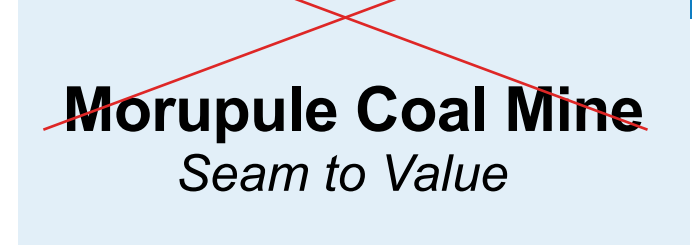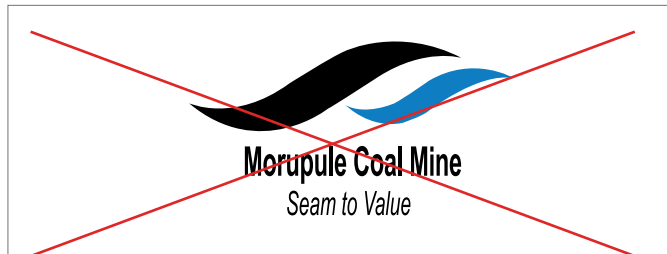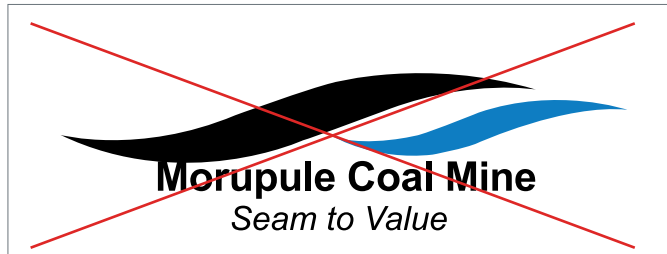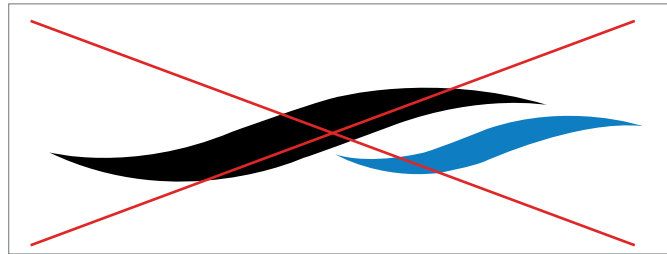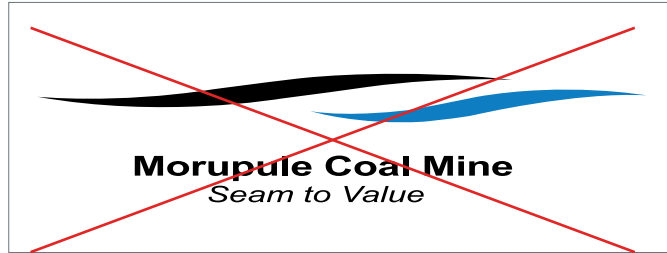
The scale of the logo

DO NOT

- change the relationship between the symbols and the lettering.
- change the position or scale of the business identifier in relation to the Morupule Coal Mine logo.
- use the symbol without the lettering.
- use the lettering without the symbol.

Altering the logo

DO NOT

- adjust the master artwork supplied to you.
- try to re-create the business identifier.
- try to create additional text, service or department descriptors
- distort the logo.

02 Typography

Typography shapes a company's personality. Therefore, it is vital to consider what typeface will be at the forefront of forming this image – **primary font**.

CORPORATE TYPEFACE

To add variation, a company may have a secondary typeface which is limited for distinct purposes or recipients.

Primary

The most recognisable and frequently used font

Secondary

A supplementary font to the primary font

Web safe default:

A backup font that displays when a digital device does not support the specified font. This is because the font is not installed on the device or originates from an unfriendly source.

Font sizes should be specified for both print and digital use. There are four different size formats: points (pt), pixels (px), percent (%) and ems (em). Usually, a company does not have guidelines for font sizes in each format. In contrast, they choose a format that best suits their needs.

Print

For print use, measurements are given in point size (pt). Points are fixed units and not scalable in size.

Weight

The weight of the fonts informs how thick the letters are. The weight can be defined as regular, light, medium, bold or italic as well as a personalised classification. The weight is represented in numeric terms on a scale from 1 to 1000. A high number indicates a thick font. For print, the weight is not specified in numeric terms but only as it is named.

Colour

Color can be added to all fonts or some headers for the use of drawing attention to important messages. It is important to note how color should be used against certain backgrounds or images. Colored fonts should always be legible.

Hierarchy

Standard specifications, like style, size, weight and color, are outlined for print and digital use. This includes forms of advertisement, office documents, contracts/policies, presentations, and templates. Digitally, this incorporates emails, articles, header styles, body text, tabs, buttons, and menu.

Variations

Variations are specified from Header 1 (H1) to as many headers a company needs (H2-H6). H1 is the largest and the following headers decrease in size. Paragraph (p) is referred as the body text. The purposes for the variations should be clearly explained.

Variations should be stated in the font style, size and weight as well as color if applicable.

Grid

A grid maps out spacing between elements. It gives clarity to the use of whitespace, alignment, and overall structure of the text.

Treatment

General rules about the treatment of fonts consist of alignment, horizontal spacing, leading and capitalisation. The rule's purpose should be explained to help the reader utilise the rules with confidence.

Treatment includes but is not limited to:

Alignment: how fonts should be aligned – left, centre or right alignment

Horizontal spacing: length of one line of text, specified by number of characters

Leading: distance between fonts within rows, also known as line spacing

Capitalization: uppercase letters including ALL CAPS

PRIMARY TYPEFACE

The Font

Gill Sans

is a versatile sans serif typeface and creates a type style that is both functional and distinctive

— it is highly legible, economical with space and lends impact to any communication.

Gill Sans is available globally for PC.

Gill Sans Bold

This weight is open and inviting. Use it at large sizes for display headlines, cover titles and page headings. It is also used at small sizes for body text.

Italics

Italics may also be used when required, but only within text at small sizes.

**Primary font
Gill Sans**

Gill Sans

Gill Sans Bold

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

Gill Sans SemiBold

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

Gill Sans Regular

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
0 1 2 3 4 5 6 7 8 9

Gill Sans Italic

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
0 1 2 3 4 5 6 7 8 9

Gill Sans Light

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
0 1 2 3 4 5 6 7 8 9

Gill Sans Figures

0 1 2 3 4 5 6 7 8 9

Gill Sans Special characters

! ™ £ ‹ # $ % & * ( ) _ + - ± : ; " ' [ ] { } \ Ÿ , . ? / Ú ¯ ˘ Æ

SECONDARY TYPEFACE

Screen-based font

Arial
is used for digital communications requirements, i.e. all correspondence and screen-based media, including internet and PowerPoint presentations. Specific and detailed usage is outlined in subsequent sections.

Arial is available globally for PC.

Italics
Italics may also be used when required, but only within text at small sizes.

Secondary font **Arial**	# Arial
Arial **Black**	**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**
Arial **Bold**	**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**
Arial **Regular**	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 0 1 2 3 4 5 6 7 8 9
Arial *Light*	*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* *0 1 2 3 4 5 6 7 8 9*
Arial **Figures**	0 1 2 3 4 5 6 7 8 9
Arial **Special characters**	! ™ £ ‹ # $ % & * ( ) _ + - ± : ; ” ’ [ ] { } \ Ÿ , . ? / Ú ¯ ˇ Æ

FONT STYLE SHEET
TYPOGRAPHY AND HIERARCHY

LARGE MAIN HEADING GILL SANS, SENTENCE CASE, 27PT/27PT

Main sub-heading:Gill Sans, 100% Black, Uppercase or Sentence case, 9pt/10.5pt

Large introduction text Gill Sans Light, 80% Black, 13pt/16pt Large introduction text Gill Sans Light, 80% Black, 13pt/16pt

MAIN HEADING
Use accent colour (character style) for focus text.

Small main heading Gill Sans Semi, sentence case, 19pt/22pt

MAIN HEADING
Use accent colour (character style) for focus text.

Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt Small introduction small text Gill Sans Light, 80% Black, 10pt/12pt

DESIGN HEADING
For use with info graphics and diagrams

DESIGN HEADING, GILL SANS BOOK, 100% BLACK, UPPER CASE / SENTENCE CASE, 14PT/16.8PT

LEVEL HEADING ONE
Variation for this style with line above

Level heading one with line above – Gill Sans Bold, Blue, Sentence case, 12pt/14.4pt

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/910.8pt.

Level heading two – Gill Sans Bold, Morupule Blue, Sentence case, 10pt/12pt

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt.

Level heading three – Gill Sans Bold, black, Sentence case, 9pt/10.8pt

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt.

Level heading four –Gill Sans Bold, 100% Black, Sentence case, 9pt/10.8pt

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt.

Level heading five – Gill Sans Bold, 70% Black, Sentence case, 79pt/910.8pt

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt.

Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt. Body copy – Gill Sans Regular, 100% Black, Sentence case, 9pt/10.8pt.

Body copy before bullet – Gill Sans Regular, 100% Black, 9pt/10.8pt:

BULLET ONE
FONT: Gill Sans Bold
COLOUR: 100% Morupule Blue

- Bullet one – Benton Sans Book, 100% Black, 9pt/10.8pt:
- Bullet one before bullet two – Benton Sans Book, 100% Black, 9pt/10.8pt
  - Bullet two – Gill Sans Regular, 100% Black, 9pt/10.8pt
  - Bullet two last – Gill Sans Regular, 100% Black, 9pt/10.8pt Bullet two last – Gill Sans Regular, 100% Black, 9pt/10.8pt

BULLET TWO
FONT: Gill Sans Bold
COLOUR: 100% Morupule Blue

Footnote Including loan centres – Gill Sans Light, 100% Black, Sentence case, 6pt/7.5pt

TYPOGRAPHY AND HIERARCHY EXAMPLE

MAIN HEADING MAIN HEADING
THREE COLUMNS THREE COLUMNS

7mm

Typography shapes a company's personality. Therefore, it is vital to consider what typeface will be at the forefront of forming this image – primary font. To add variation, a company may have a secondary typeface which is limited for distinct purposes or recipients.

10mm

Level heading one

Body copy – Occati qui rem as quam, quis dellamet dolupti ssequi utas doloreped molum voluptaecea expeliqui officabore la aut arciatet otur.

Bore duscime ndaeptatium simusciet veliquam archilliaa int, nosae quis ius es est:

- ut persper chilluptiur aut quaerum ipsa dem unt ut aut porrovid explab ilitaquod et volor am as et dolorepudae et et pro es voluptasse
- elicia doluptaquam, optatur molorehendus que placiate lantota epudantiatem harum eius, nos eat aut am fugitate rem et pel intendit apis sequat
- veratquam recerum faccatur, quossequatem re perumquibus, quis andande neturib eatemolore prati aditatus:
  - Ad quisitatem quae pos dolendit, consequ assinctem liquamus, earumqui m
  - volupiet faceatis experup tatibus ad est ad quae occusandanit ius, quis a sed
  - eosame velessi mpostia que et possit perit quias excest, es restempos nimoluptat eturis autem si te pore odi qupra qui as et utem.

Ut illorporem entotati iderum conserum repudit atiaectibus sit voluptataqui nis sit ducipsa dit as et fugitatus

cus volupid maioren delentur arit et qui aligeni musant quam non num ipsae non remporisci solor rem quas quam aut que comni untotatusam utet quae as aut aut.

> MCM page **99**.

Level heading two
Level heading three

Body copy – Bereseditatur sapersp itiatur apelent, sam, untorecto occatia nuscipsanis conseris as et officiis dignis et volupta temporaes sequos es quae landae voluptate voloritis quo con consequi dolorro bla volut est, etur?

Level heading four
Level heading five

Peri que eum quis rerumqui aut eles nam dis di nulluptinim quiatur, que ne sitiis mollam re doluptasam eosse ratusam esciassitis is raessit rerferf erecae niant:

- Otatquatem fugia iunt qui rerem es
- explandi adi in nonsequ idempor
- eceperibus, quosam cuptur aut:
  - molorate maximol uptatem sandae
  - aumnimet hillibus molorionsed modis de dolor mr? Qui volorro iligene

Level heading one
Level heading two

At voluptatiis mssum, endem dest laudam ea quis dolor maximol upiento beru:

- Pta turerrum rernates eost voluptatqui doluptia voloristem eius doluptatinisc ipsae. Et es aut harchitas mi, opta quae estruptat qui odiorerum eria eos.
- Paut alitaqui odipsamet laut ute nim et aut porios cores accuptis minvel endem dest laudam eharciur iatemqui res evelia ilibus.

Nequis aborum in consequias ipsam doluptium consedi ut pelit quibus doluptatiori acipis et venihit et, am fuga. Itatur sent.

Level heading three

Ro ditatur audanis doluptia consequi tes esendandae nullupt aerchil landus. Pos aliquid elestore et optaque nis quis evernam quistem aut reris em aut ea quistio nsequat.

> MCM page **99**.

↑ 6%

P27.9bn

GROUP HEADLINE EARNINGS

2017: R26.3 billion

↑ 970c

DIVIDEND PER ORDINARY SHARE

2017: 910 cents

03

Colour Palette

Colour is key to the Morupule Coal Mine visual identity. It instantly adds appeal and impact to communications

COLOUR PALETTE
PRIMARY COLOURS

Consistent use of specific colours creates ownership and builds powerful associations with the brand.

By understanding and exploiting this principle, Morupule Coal Mine can use colour to distinguish its communications and strengthen brand awareness.

The primary colour palette is derived from the Morupule Coal Mine logo. It consists of:

MCM blue, black and white.

White
creates areas of clear space and allows layouts to 'breathe'.

Black
is used for body text but should be used sparingly elsewhere. Avoid using large areas of black for backgrounds or panels where colour can be used.

Primary colour palette for Morupule Coal Mine

Primary colour palette Morupule blue

CMYK:	84 44 0 0
Pantone:	Pantone Process Blue
RGB:	14 123 194
Web:	#0D 7D C1

Primary colour palette Black

CMYK:	0 0 0 100
Pantone:	Pantone Process Black
RGB:	255 255 255
Web:	#FFFFFF

Primary colour palette Morupule white

CMYK:	0 0 0 0
Pantone:	Pantone P1-1C
RGB:	255 255 255
Web:	#FFFFFF

COLOUR PALETTE
PRIMARY COLOURS

The table opposite shows the recommended CMYK breakdown. Always use the correct specification to achieve the most accurate match.

RGB

RGB values specify colours for screen-based applications. The Natural Colour System (NCS) and RAL are the colour references used when specifying colours for paint or vinyl. It is important to always use the relevant matching system to ensure consistency of colour across different applications.

Tints

Tints may be used for background colour, panels, charts and diagrams and to complement a solid colour. Recommended percentages have been specified opposite to provide sufficient contrast between different tints. If you are placing text or the logo on tinted backgrounds, ensure that legibility is maintained.

PANTONE® colour

Is used to print special PANTONE® colours

Primary colour palette for Morupule Coal Mine

**Primary colour palette
Morupule blue**

CMYK: 84 44 0 0
Pantone: Pantone Process Blue
RGB: 14 125 194
Web: #0D 7D C1

90%
80%
70%
60%
50%
40%
30%
20%
10%

**Primary colour palette
Black**

CMYK: 0 0 0 100
Pantone: Pantone Process Black
RGB: 255 255 255
Web: #FFFFFF

90%
80%
70%
60%
50%
40%
30%
20%
10%

**Primary colour palette
Morupule Grey**

CMYK: 1 1 0 64
Pantone: Pantone 431 M
RGB: 102 109 112
Web: #666D70

90%
80%
70%
60%
50%
40%
30%
20%
10%

COLOUR PALETTE
SECONDARY COLOURS

Secondary Colours that can be used are those from the MCM Value Icons and can be any tint of:

Green
Orange
Blue
Red

There is always a need to highlight information in design. For this purpose, an extended colour palette is available. It must be used sparingly in print and digital navigation, dividers, graphs and tables.

NB: Rules of the use of MCM logo on a coloured background apply

Secondary colour palette for Morupule Coal Mine

Secondary colour palette Morupule Green	Secondary colour palette Orange	Primary colour palette Blue	Primary colour palette Red
CMYK: 67 0 100 0	CMYK: 0 39 100 0	CMYK: 10 84 12 3	CMYK: 6 98 100 1
Pantone: Pantone 802 C	Pantone: Pantone 137 C	Pantone: Pantone 286 C	Pantone: Pantone 485 C
RGB: 56 212 48	RGB: 250 168 25	RGB: 0 51 161	RGB: 225 37 27
Web: #38D430	Web: #FAA819	Web: #0033A1	Web: #E1251B

90%	90%	90%	90%
80%	80%	80%	80%
70%	70%	70%	70%
60%	60%	60%	60%
50%	50%	50%	50%
40%	40%	40%	40%
30%	30%	30%	30%
20%	20%	20%	20%
10%	10%	10%	10%

04 Choosing Imagery

Selecting the right image per our Brand persona.

IMAGE SYSTEM
BRAND IMAGES

Brand images are responsible to transfer the Values of MCM to our customers. The content of photographs commissioned or selected for corporate communications should reflect one of the two themes expressed in the brand promise:

Imagery content

'Seam,' referring to mining activities or 'Energy. Images that express 'Mining activities' (illustrated opposite) aim to demonstrate the extensive range of Morupule Coal Mine's mining and valuing operations, while images for 'Enriching the nation' (illustrated overleaf), focus on the educational, social and charitable activities Morupule Coal Mine supports. Photographs of landscapes or animals should only be used where there is a clear visual reference to conservation activities.

Imagery style

The style of imagery should support and reflect the Morupule Coal Mine brand values. Imagery should represent real situations in a direct, uncomplicated and straightforward manner. Environments should be relevant to Morupule Coal Mine's business and look contemporary and smart. Use natural lighting wherever possible and try to capture colours that reflect tones of the Morupule Coal Mine primary colour palette. Avoid the use of special effects, artificial lighting techniques and manipulated digital artwork. Wherever possible, show people actively engaged in their work and avoid using posed or staged photographs. Formal photographs of

Board Members and employees may need to be set up, but aim to inject them with character and personality.

Photography principles

Applying these principles will ensure that photographs used for Morupule Coal Mine communications will always support the core brand message.

Focus on the detail of the shot to capture the part of the image that best communicates your message.

Interesting and unusual crops and angles will help to engage the viewer and create greater impact.

Sourcing photographs

If you do not have the time or budget to organise a photographic shoot, images may be sourced within Morupule Coal Mine or from photo libraries. Libraries can provide you with an assortment of images when given a detailed brief. Discuss the visual identity principles when talking to libraries and be rigorous in applying them when you make your final choice.

You will need to agree reproduction rights for the image you wish to use. These may vary dramatically according to the size you reproduce the image and the purpose and circulation of the communication. This covers all applications, regardless of what they are and the quantity for production. It is important to ensure that you agree any reproduction fee prior to publication.

Commissioning photography

Research photographers before you choose one. Examine their books to ensure their work is suited to the Morupule Coal Mine visual style.

Brief the photographer prior to the shoot.

Talk through the principles of content and style for Morupule Coal Mine photography. Plan the number of pictures you need and negotiate usage rights before agreeing costs.

Wherever possible, take pictures of Morupule Coal Mine-related subjects. Agree whether you need to set up the shot or whether the photographer can

take a 'fly-on-the-wall' approach. If you need to set up a shot, ensure subjects are wearing appropriate clothing. Consult the department or business area and obtain permission for the shoot, if required.

Allow time for the photographer to visit the environment so that he is familiar with the surroundings on the day of the shoot and knows where to take the best pictures. Take time to plan what you need and have a clear objective of what you are trying to achieve.

IMAGE SYSTEM
COLOURED IMAGES

Our images must mirror our corporate Values thus express the Morupule Coal Mine Culture. The images must portray Safety and Health, Together, Value Creation, Integrity, Stakeholder Focus and Sustainability, as a combination of two or more values or one Value without discarding the others.

IMAGE SYSTEM
BLACK AND WHITE IMAGES

Brand images are responsible to transfer the Values of MCM to our customers.

05 Language Usage Principles

Tailoring communication to your audience

LANGUAGE
TONE OF VOICE

The language used in written and spoken communications is just as important as the logo, type, colour and imagery in building the Morupule Coal Mine identity. Clear communications are essential to help create a consistent tone of voice.

Wherever possible, communications should be tailored to your audience and, as such, it is not possible to supply exhaustive writing standards.

The Morupule Coal Mine positioning statement, brand Values and brand promise should not be expressed literally in any corporate communications. However, elements from each statement may be used to reinforce the overall brand message.

Incorrect example
'Morupule Coal Mine aspires to be a world-class coal mining company, committed to developing the values of Botswana's natural resources for the benefit of our shareholders and our nation.'

Correct examples
'The Morupule Coal Mine Board reiterated the company's commitment to remaining a valued contributor to Botswana's energy needs, reflecting the responsibility they have to the nation as well as to their shareholders.'

NB: All MCM documents should either be written using English (UK) or Tswana. Thus all PCs should be Programmed to English (UK).

Date format should assume Day, Month, and Year In that order, e.g. 06 December, 2011.

Monetary figures should be captured as P10, 000. 00 unless expressed in words.

Digits should be captured as 10 000 and Decimal figures should be captured as 10.00.

General style principles

The style and tone-of-voice of the language you use should reflect the Morupule Coal Mine brand Values.

Safety and Health
We nurture zero-harm operating environment.

Together
Our strength comes from teamwork, diversity and inclusivity. We foster collaboration and leverage collective knowledge and experience of our employees and business partners. We uphold the rights of our employees to workplace free of any form of discrimination.

Value Creation
We create stakeholder value by pursuing opportunities beyond the obvious and taking advantage of them in an innovative and agile manner.

Integrity
We adhere to moral and ethical principles. Transparency and accountability are core to our quest for excellence.

Stakeholder Focus
We recognise vested interests of our stakeholders and engage constructively on meeting their objectives. We singularly focus on delighting our commercial customers in pursuit to broaden our market footprint.

Sustainability
We commit to run a robust business, commercially sound, with good governance but also socially and environmentally responsible.

Example 1
' I am confident that, with the continued support of Morupule Coal Mine's people, we can attain new heights of performance for the company and play our part in ensuring the future prosperity of Botswana.'

Example 2
'The wealth of nations is not determined by the resources that lie beneath their soil but by the resourcefulness of their people. This is where true riches lie, so if coal has been good for Botswana, Botswana has certainly been good for the coal industry.'

Example 3
As a contributor to the energy for the nation, Morupule Coal Mine has participated in national wealth creation through its primary coal mining activities and the economic 'multiplier' effect which has created business and job opportunities for the people of Botswana.

Example 4
As a company that derives its product from mining, Morupule Coal Mine strives to minimise the impact of its activities on the environment, whilst endeavouring to ensure that the impact of its activities on the prosperity of Botswana continues to be positive.

Example 5
'From our mining engineers to our maintenance personnel – from our drivers to our nursing staff– from our administrators to our marketing communications – and from our secretaries to our accountants, surveyors, artisans, technicians cleaners, CM operators, plant personnel – we are all one people, each with a vital role to play...'

06 Applications

COMPANY LETTERHEAD, MEMO AND FAX

This shows the approved layouts with the primary elements with Morupule stationery system

Parameter

Dimensions
Millimetres

Weight
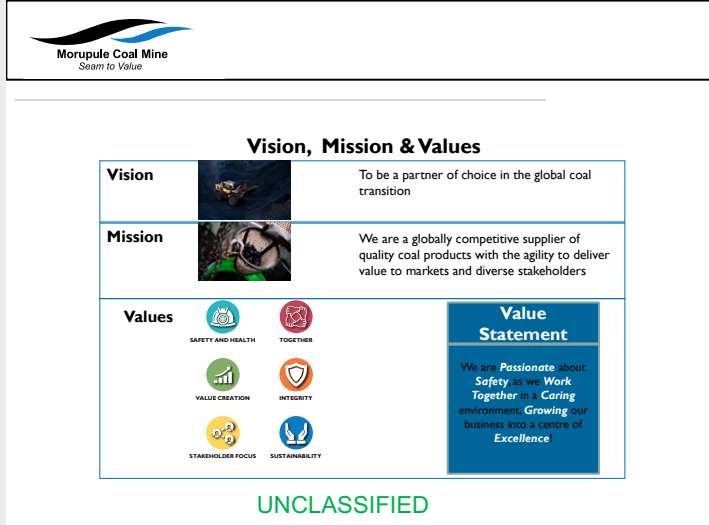90gs/m
Uncoated white

Print
CMYK

Digital
Pixels

Letterhead

Dimensions
width 297mm * height 210mm

Memo

Dimensions
width 297mm * height 210mm

Fax

Dimensions
width 297mm * height 210mm

COMPANY BUSINESS CARD AND EMAIL SIGNATURES

This shows the approved layouts with the primary elements with Morupule stationery system

Parameter

Dimensions
Millimetres

Weight
90gs/m
Uncoated white

Print
CMYK

Digital
Pixels

Business card

Dimensions
width 70mm * height 50mm

Dimensions
width 70mm * height 50mm

Email signature

Dimensions
w * h px

COMPANY POWERPOINT PRESENTATIONS

This shows the approved layouts with the primary elements with Morupule stationery system

Parameter

Dimensions
Pixels

Digital
Pixels

PowerPoint slides

UNCLASSIFIED

UNCLASSIFIED

UNCLASSIFIED

UNCLASSIFIED

CUSTOMISED GRID PRINT SETUP

Guidelines   The logo   Text boxes   picture box

In graphic design **a grid is a structure** made up of a series of intersecting straight (vertical and horizontal or angular) or curved guidelines used to structure content.

Logo placement and spacing around the logo
The grid serves as an armature on which a designer can place graphic elements. A boundary around the logo protects its prominence and integrity. The logo should be a set distance from text, photos and other design elements.

Portrait and landscape grid system examples
A closer look at what needs to be considered when working with print design. How grids give you a system for layout, how brand elements can be incorporated, color spaces, paper options, and more.

Print guidelines are rooted in a grid system. The grid helps you to work consistently with your layout, allowing for beautiful, consistent print designs – whether it be stationary, posters or marketing materials.

Here is an example of a grid system for print formats.

As with the grid system, it is important to define and provide guidelines for how your brand elements should be used on prints. Here, we will look at some of the most common brand elements in print design.
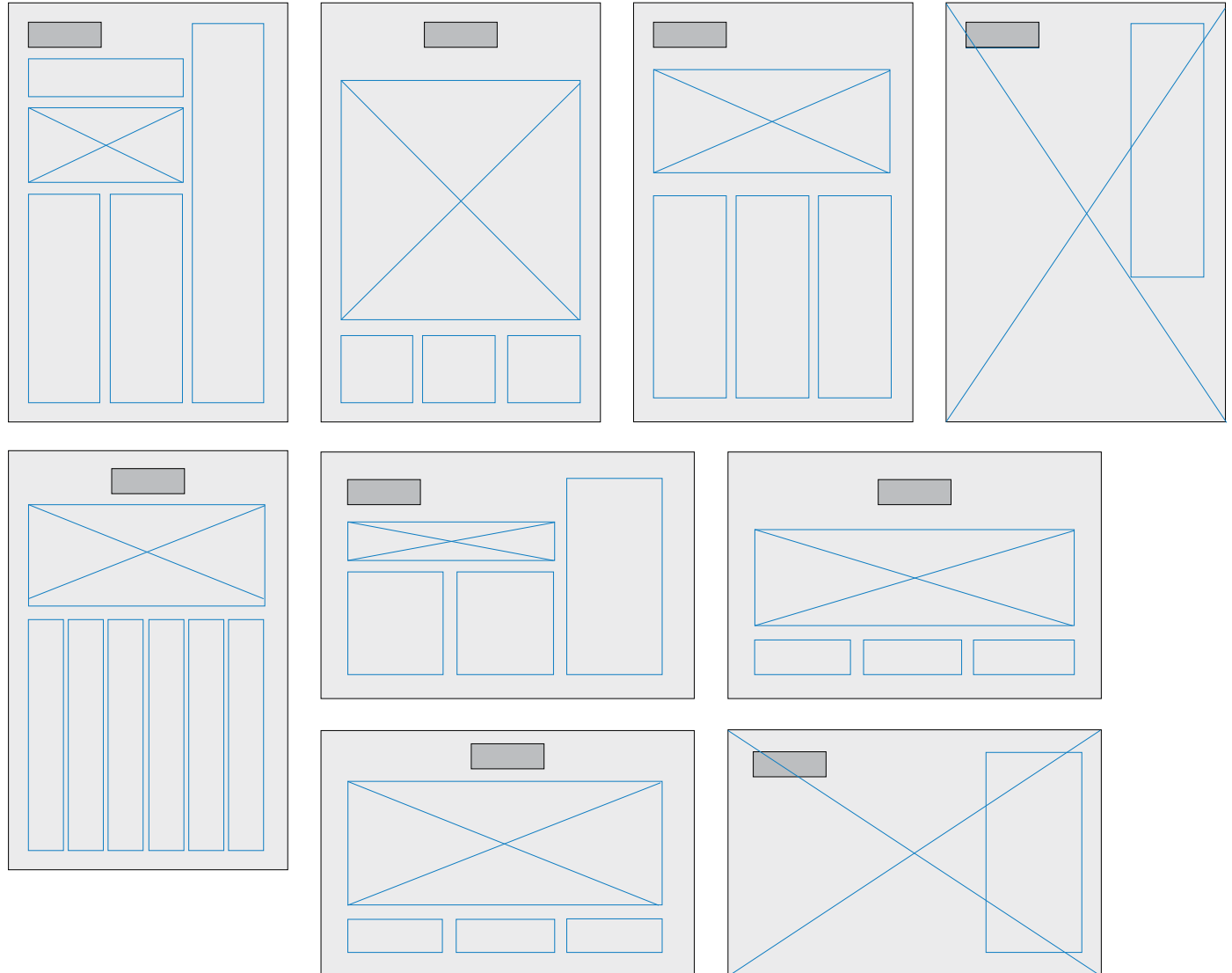
CUSTOMISED GRID
PRINT COLLATERAL

Legend

Guidelines	The logo	Text boxes

picture box

A4 Portrait Poster/Advert setup

Minimum width: 50mm

7mm

Logo
Minimum width: 50mm

7mm

10mm

A4 Portrait Poster/Advert

Morupule Coal Mine
Seam to Value

AT THE
HEART
OF IT ALL

Es non paruntem fugit facerrovitia cusciti orehent volupienihil maio. Nam erci blaborr ovidemp orestis ex es milibus sume volenduUcienimus ea sunt dolupta quae accabo. Aruptiuntore iliciis dolum cum volorep reperibea cus inis eum quatis et voluptatquia sunt.

Quibusam ut exceptatur molorio rionsequi is

A4 landscape Poster/Advert setup

Minimum width: 50mm

A4 landscape Poster/Advert setup

Morupule Coal Mine
Seam to Value

GROWTH AND FUTURE

Typography shapes a company's personality. Therefore, it is vital to consider what typeface will be at the forefront

The grid system
The grid serves as an armature on which a designer can place graphic elements Caeptatquatur aperiti offic tes erum laclique conemporum quatio conesqui dollorutus, occabo. Ximus quisquaent utendis unt elestor emolora qui iumquia veniod elendandae volor aut eiundent a durit quati dolenisc ullaut que quidigni ihtibus, conesup tibearum rest quibusdae prem iunt ullioi odis et pa nullonest, cum quatis aute possin rerspic tem quam, occati quibus est ut.

Pudlique eosaestia dolenditatem nulpa conectota idit, ut ad quae eum fugias volendipu dipidamus con re, quidel maximos re a veniociuntus abo.

Ut ad quas ma nos estior aut explaulet ut doluptur sequa autresitunt asped earum quis aut faciptatus assum quodita ectatem facotas sunt eatur as ant, es et, utem aborro blabo.

The grid serves as an armature on which a designer can place graphic elements Caeptatquatur aperiti offic tes erum laclique conemporum quatio conesqui dollorutus, occabo. Ximus quisquaent utendis unt elestor

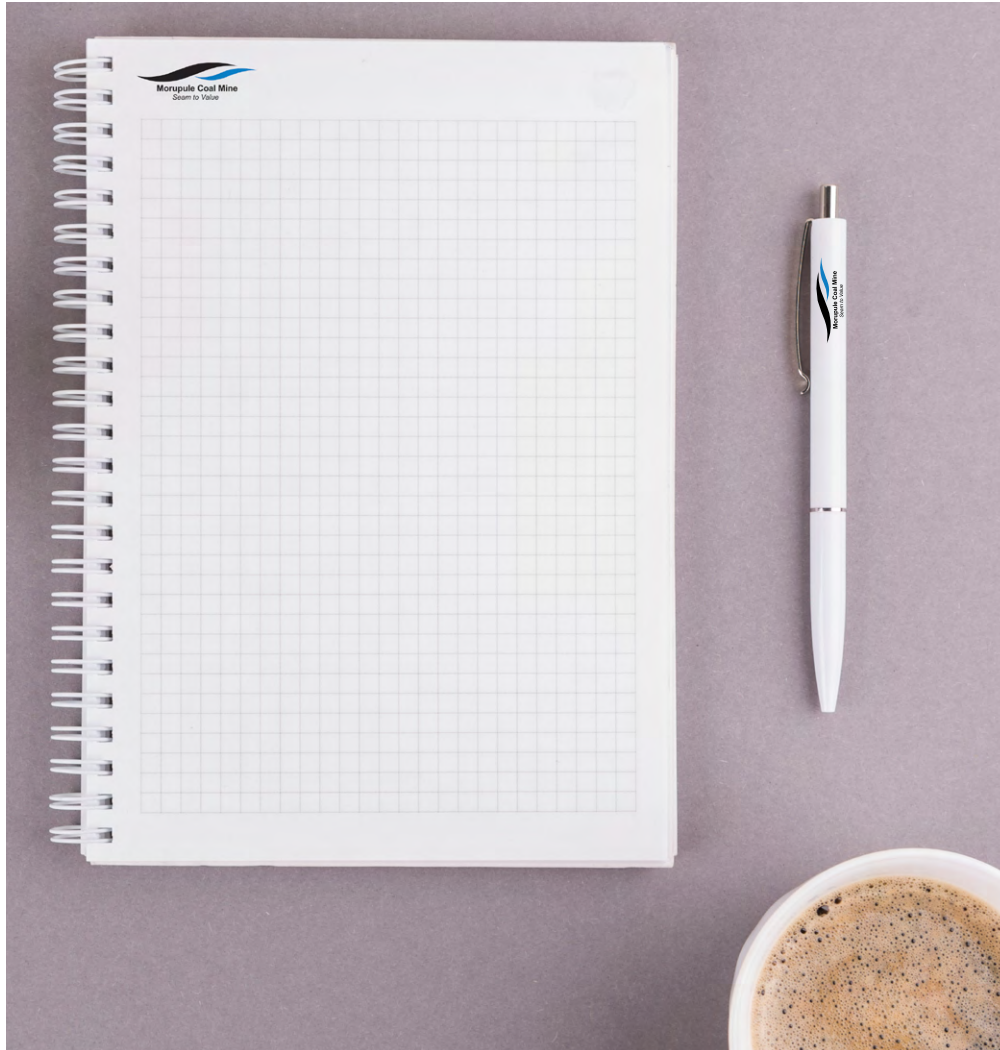# PRINT COLLATERAL
BILLBOARD

Positioning of logo

Always on the top left or middle for all signage.

PROMOTIONAL COLLATERAL
NOTEBOOKS, PENS AND KEYHOLDERS

Positioning of logo
Always on the top left on all print media. Middle or top left for signange and electronic media.

PROMOTIONAL COLLATERAL
GIFT BAGS AND WATER BOTTLES

PROMOTIONAL COLLATERAL
JACKETS AND CAPS

Positioning of logo
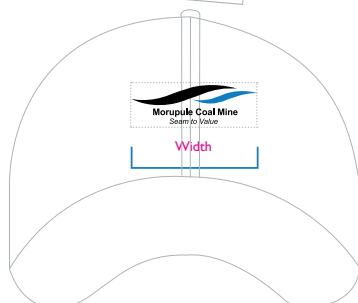Positioning of logo top right on all jackets.

Middle or right for caps.

Logo sizes
Jackets screen print - 80mm
Jackets embroidery - 100mm

Caps screen print - 80mm
Caps embroidery - 100mm

Width

Morupule Coal Mine
Seam to Value

Width

PROMOTIONAL COLLATERAL
T-SHIRTS AND GOLF SHIRTS
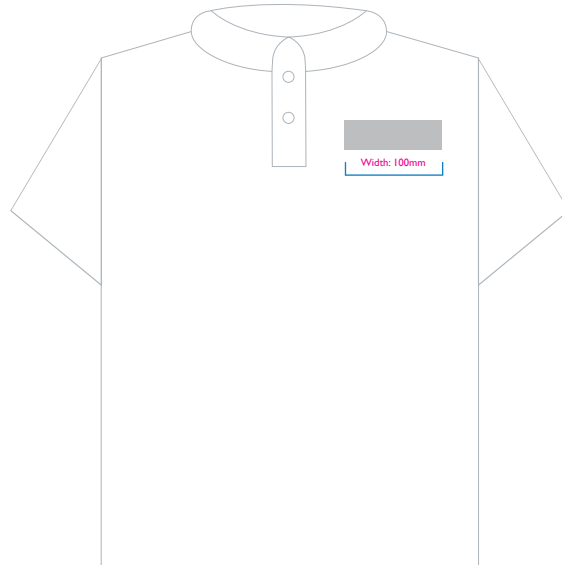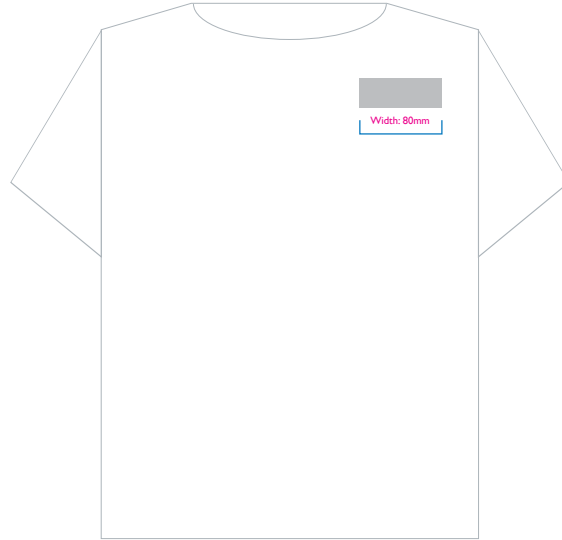
Positioning of logo

Positioning of logo top right on all collar shirts and collar tshirts.

Middle or top right for crew neck and v-neck tshirts.

Logo sizes

T-shirts screen print - 80mm
Embroidery - 100mm

Width: 80mm

Width: 100mm

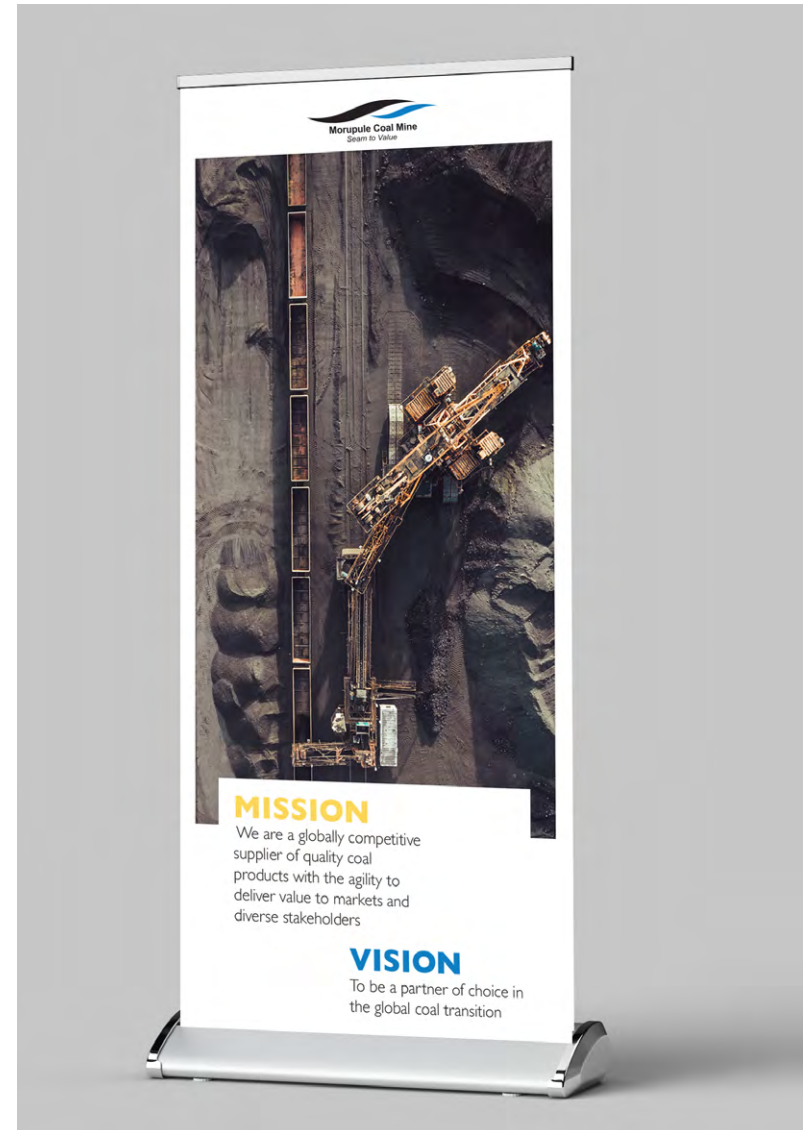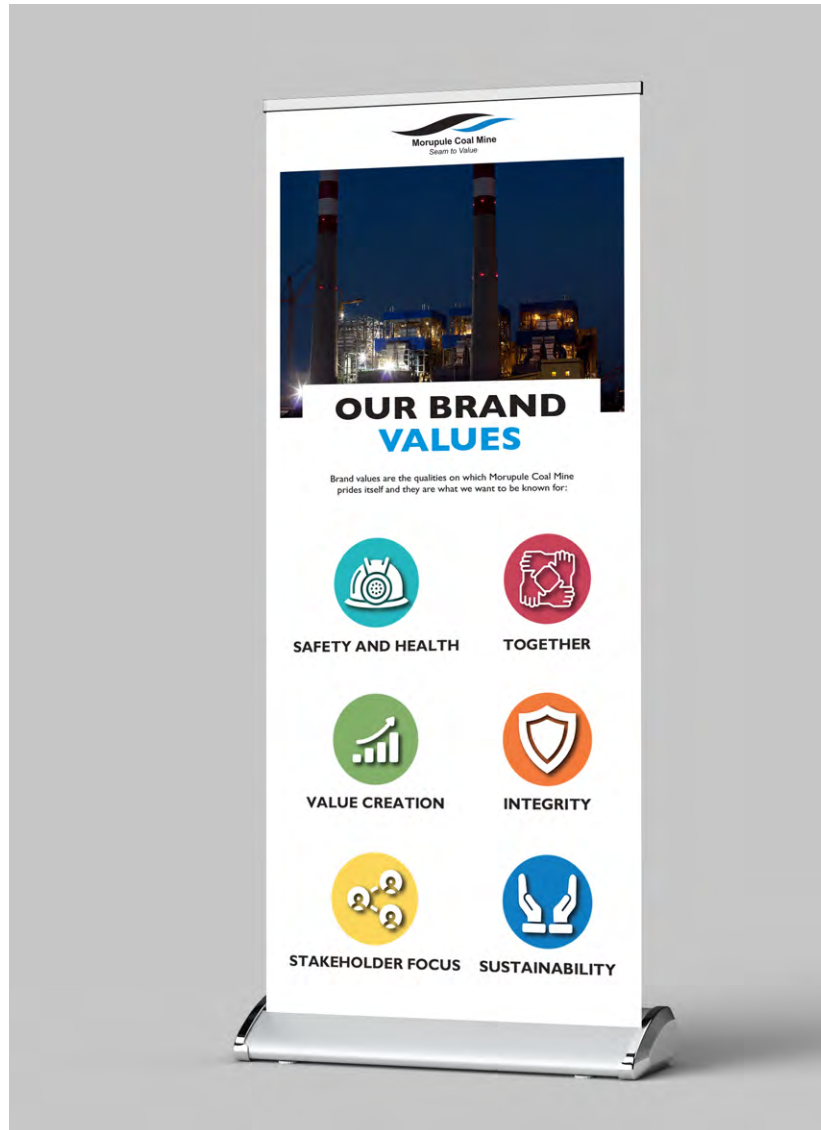# PRESENCE BRANDING
HANGING FLAGS

Positioning of logo

Always on the top middle on clear white space for banners, hanging flags and pull up banners.

PRESENCE BRANDING
PULL UP BANNERS

Positioning of logo

Always on the top middle on clear white space for banners, hanging flags and pull up banners.
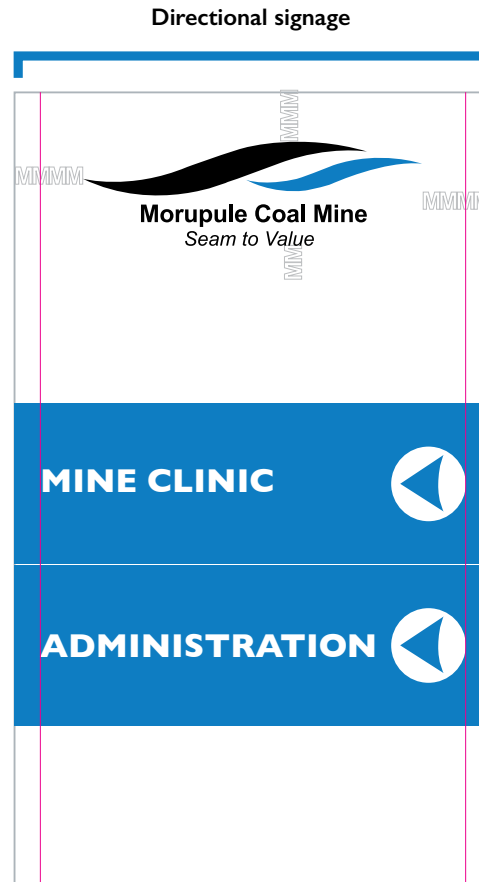
PRESENCE BRANDING SIGNAGE

Simple and functional signs play an effective part of the Morupule Coal Mine Identity system.

Signs function on different levels but their basic purpose is to communicate to a specific audience. They identify facilities, guide to a desired location, warn or announce something to the user.

Placement of signs is very important. The sign should be placed for optimum viewing distance. It is recommended to test these conditions by creating mock-up signs out of photos and inexpensive material to determine their effectiveness before fabricating the finished product.

Directional signage

Morupule Coal Mine
Seam to Value

MINE CLINIC

ADMINISTRATION

Minimum Width – 90cm
Minimum Height – 150cm
Maximum Width – 120cm
Maximum Height – 200cm

Note: Directional signage should be rectangular, going up.

Directional signage

Morupule Coal Mine
Seam to Value

FINANCE
SURVEY
PLANNING

IM
CORPORATE
AFFAIRS
HR
SHE
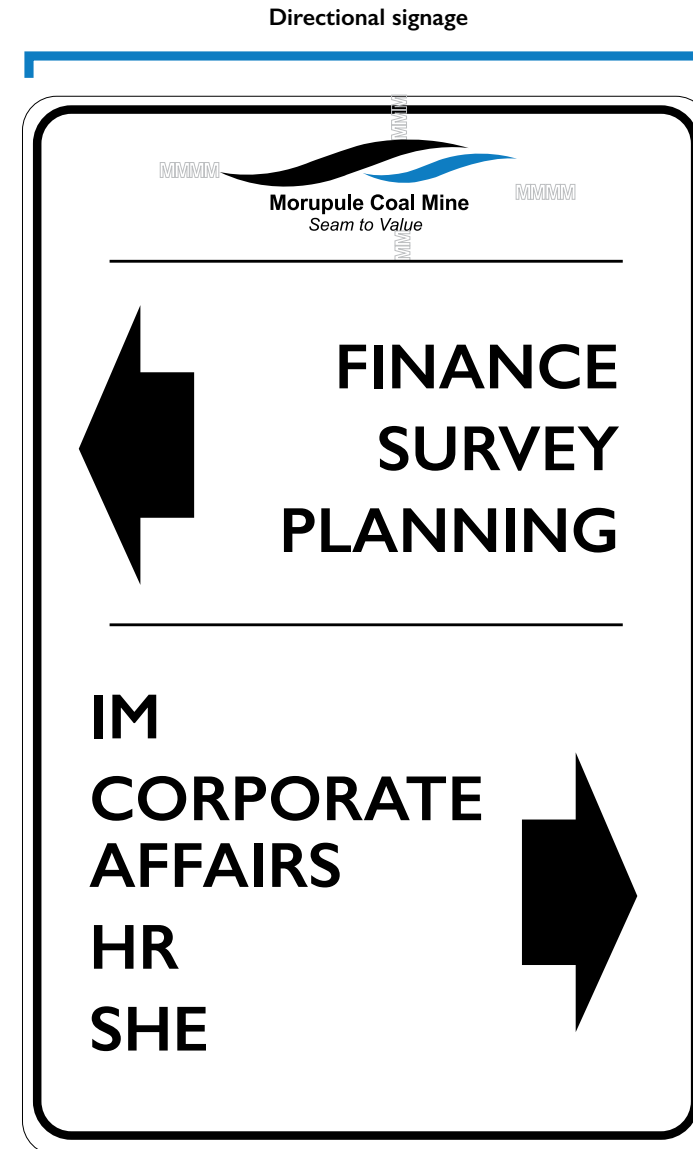
Maximum Width – 130cm
Maximum Height – 200cm

PRESENCE BRANDING
SIGNAGE

Overhead signage (department/section)

Door signage

Morupule Coal Mine
Seam to Value

CORPORATE AFFAIRS

Morupule Coal Mine
Seam to Value

KITCHEN

Morupule Coal Mine
Seam to Value

HUMAN RESOURSES ADVISOR - SERVICES

Width – 35 cm, Height 10cm

Minimum Width – 30 cm and Maximum Width 40 cm, Height 20cm
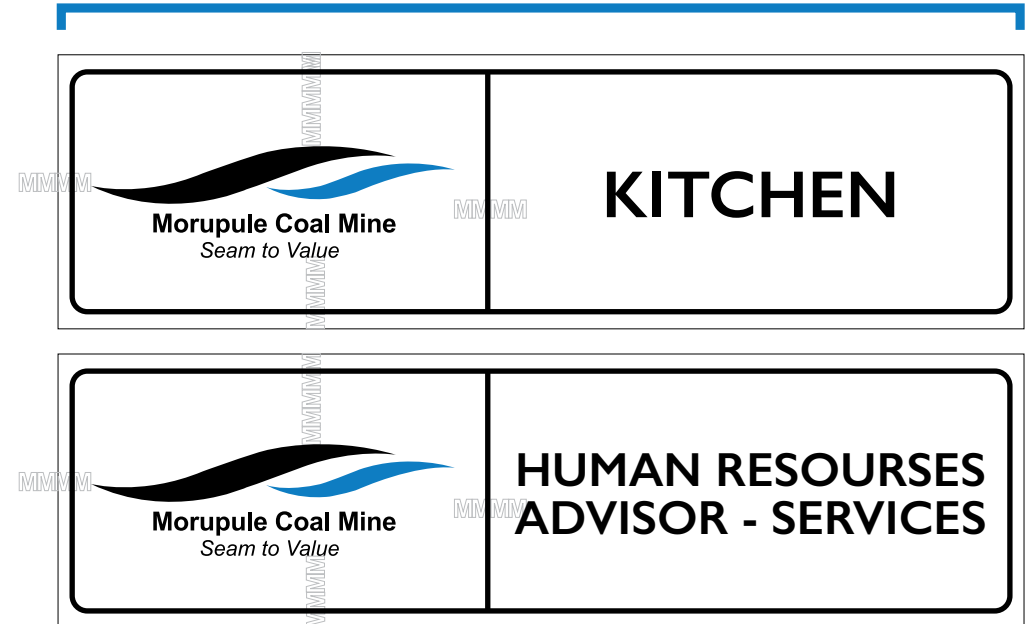
Building, outdoor signage (observation entrance)

Morupule Coal Mine
Seam to Value

OBSERVATION ROOM ENTRANCE

All other concept of branding applies but emphasis is on visibility and proportionality.

PRESENCE BRANDING
BUS BRANDING

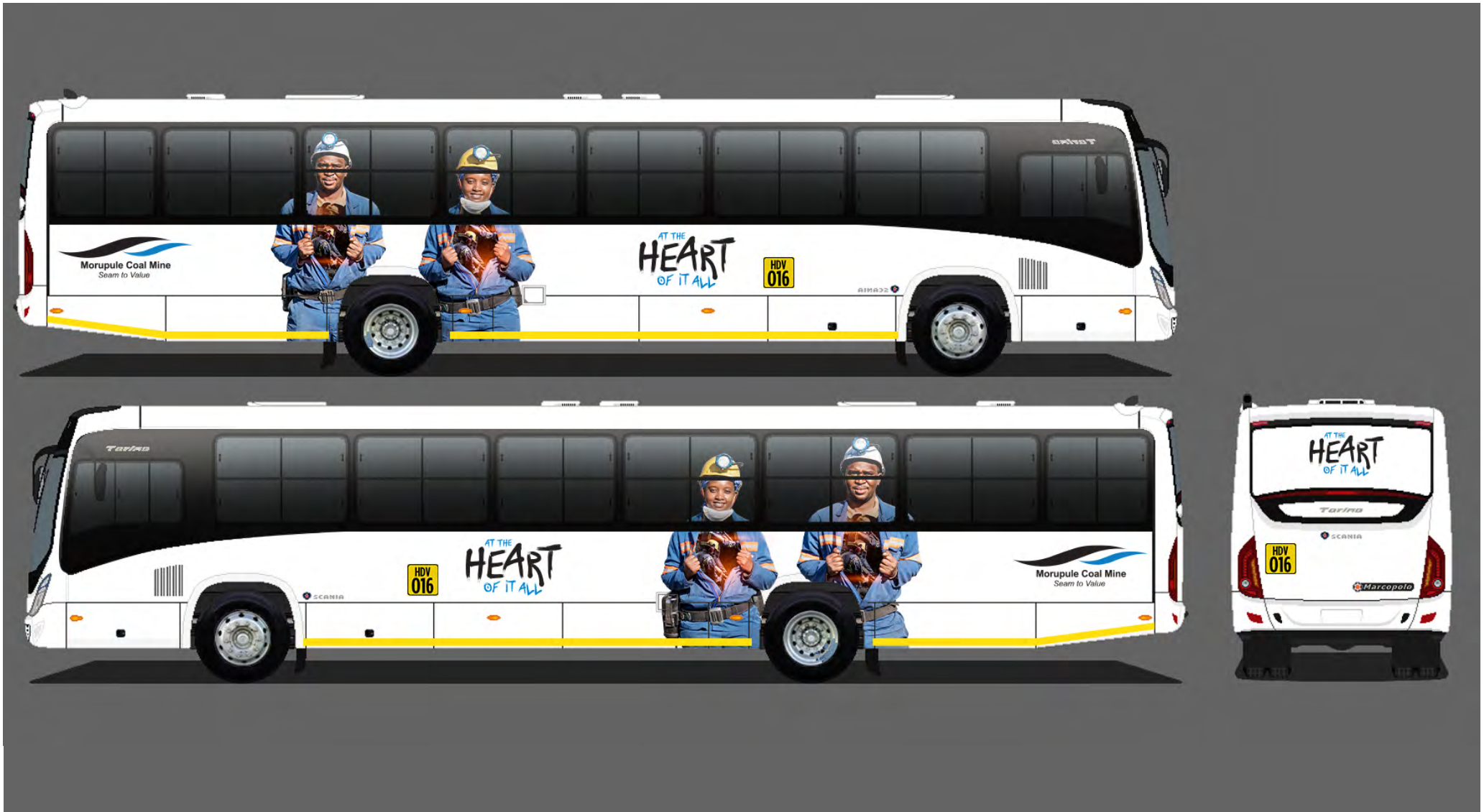# PRESENCE BRANDING
VAN BRANDING

PRESENCE BRANDING
SEDAN BRANDING

07

Digital Media Platforms

We are exposed to digital communication every day; a company's digital presence has a central role when it comes to building the brand. It is essential that the digital design aligns with the overall visual expression of the brand. This chapter starts off by explaining what to consider in terms of digital design, to later go into different UI elements, and finally provide examples of how all elements can work together.

WEBSITE OPTIMISATION

A website is the main face of your brand online. Building your website with best practices in mind will ensure that your brand is putting its best foot forward. What people see when they visit it influences how they perceive your brand. A web design largely defines how people experience your website.

Elements to Consider for your website:

- Make your site navigation intuitive
- Maintain a consistent style – adopt the brand manual rules
- Design each page with a goal in mind
- Keep each page focused
- Make your website responsive
- When designing each page on your website, you need to define at least three breakpoints to ensure your pages work well on each of the three main device sizes
- Use fluid images
- Make clickable elements large enough for mobile
- Use visual hierarchies
- Make your site accessible
- Stick to design standards
- A good design makes for a good website

320 ⟶ 720 ⟶ 1024 ⟶

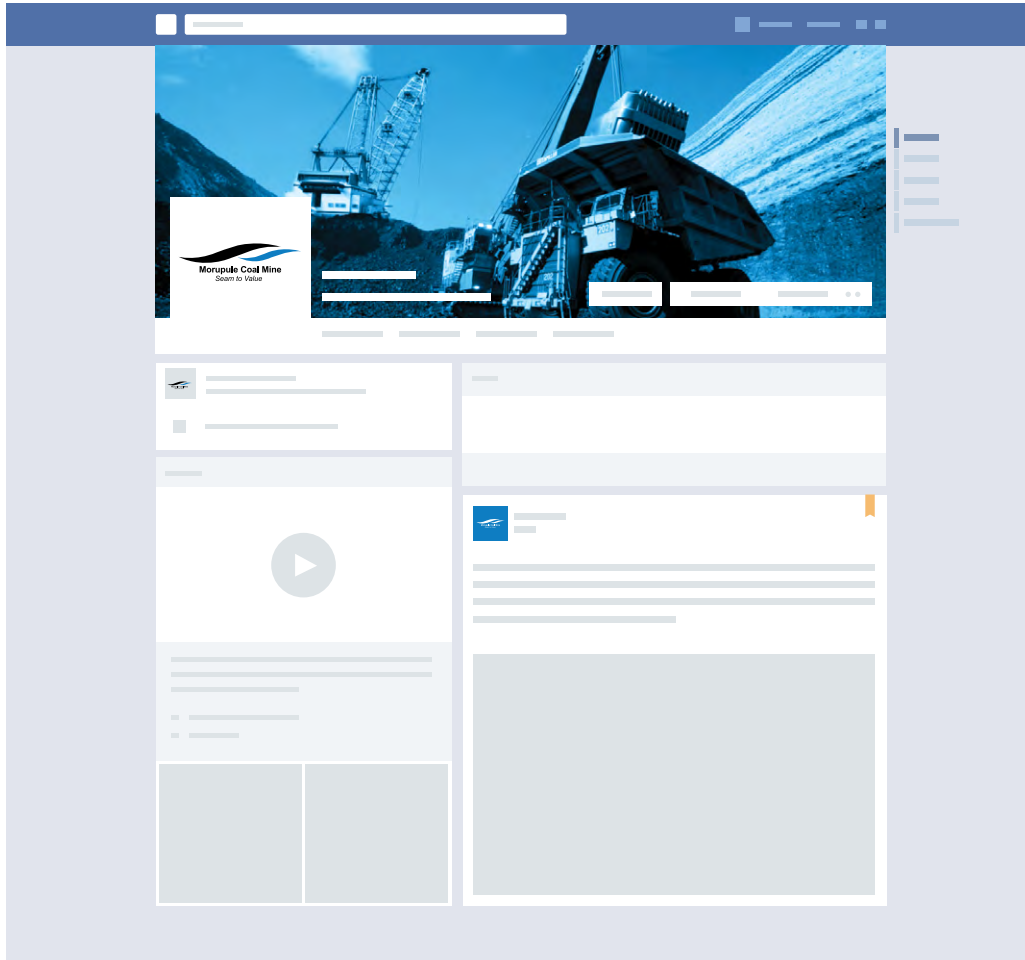Phones   Larger phones, tablets   Laptops, desktops
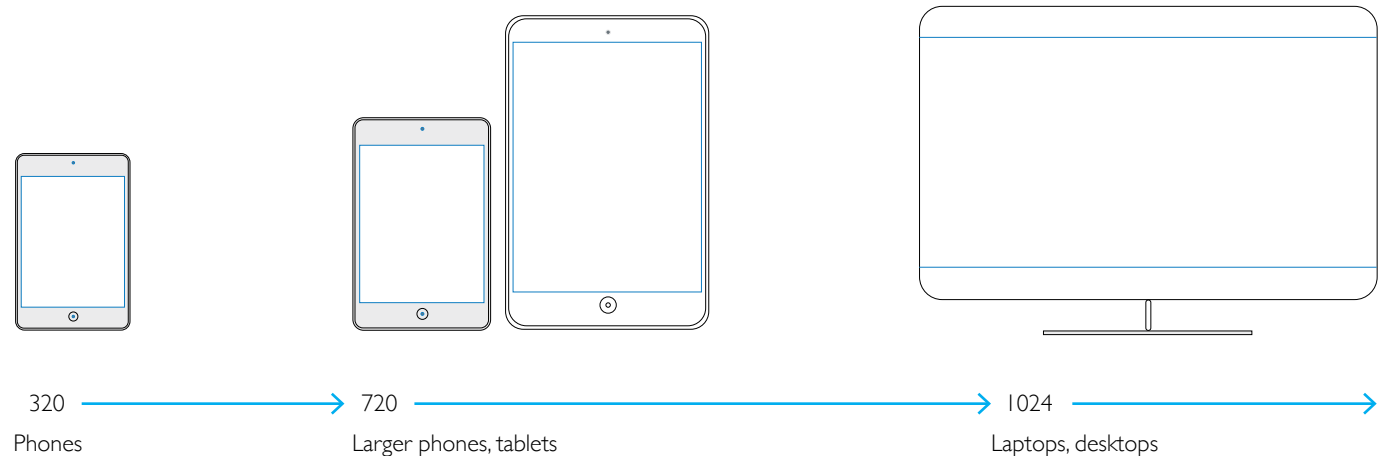
Facebook

Social media avatars and header images have been created to be flexible, allowing for either image or brand driven options. In this case an image has been used.

PROFILE PHOTO

180x180PX

- Thumbnail size 32x32px

MOBILE SAFE AREA

563 PX

COVER PHOTO

851x315PX

- Minimum size 399x150px
- Smaller sizes will be stretched to fit
- JPG/PNG file less than 100kb

Morupule Coal Mine
Seam to Value

Company Name
company.com

Profile photo and cover

PAGE PROPERTIES

64PX

Morupule Coal Mine
Seam to Value

KEEP IT FRESH:

Update cover images frequently, in line with your strategy

Facebook

f

Sequi rest derspid etur, omnihic to quas eicia eicimint, ut volor sitate re dolupta con essitam que nossi consequia sapernamus, natis aut id quam que nulliquibus alit magnati asperchil isquiatur accullaut es sapis? #Sapernamus #Omnihic

PHOTO
1200 x 630 PX

Sequi rest derspid etur, omnihic to quas eicia eicimint, ut volor sitate re dolupta con essitam que nossi consequia sapernamus, natis aut id quam que nulliquibus alit magnati asperchil isquiatur accullaut es sapis? #Sapernamus #Omnihic

CAROUSEL
600 x 600 PX

Sequi rest derspid etur, eicia eicimint, ut volor sitate re dolupta con essitam que nossi consequia sapernamus, natis aut id quam que nulliquibus alit magnati asperchil isquiatur accullaut es sapis? #Sapernamus #Omnihic

VIDEO PREVIEW
470 x 264 PX

Video

Carousels can use animated gif images if there needs to be extra movement.

Photo

Stencil themes typically use carousel dimensions between 1200 x 600 pixels and 1600 x 900 pixels. Check your theme's documentation before creating and adding carousel slides, as different themes have different recommended dimensions. Images outside of the recommended dimensions can run the risk of becoming distorted, since the theme will stretch or squish an image to make it fit.
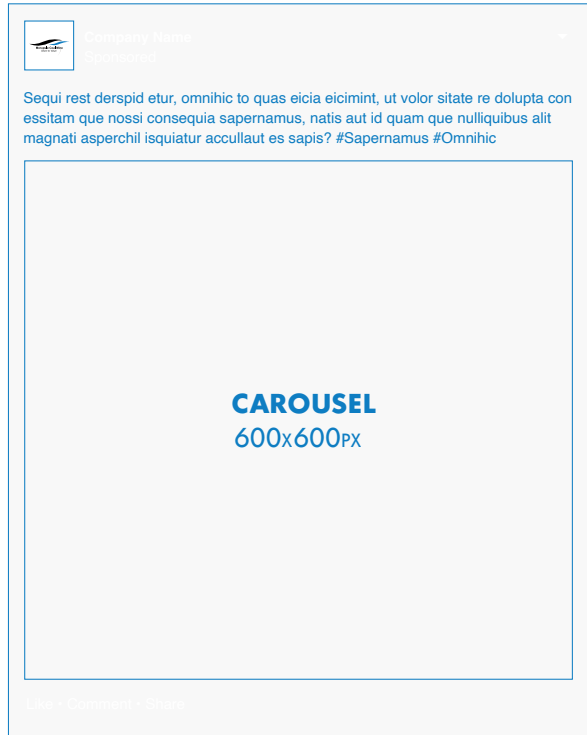
Carousel

A carousel is a set of rotating banners, or a slideshow, that displays on the homepage. It allows you to display up to five slides consisting of images and text, which can be linked to specific products or pages. The image will change every few seconds. Carousels come in a variety of sizes, which are determined by the theme. In general, themes use dimensions of at least 1200 x 600 pixels. Carousel images must be in jpg, png, or gif format.
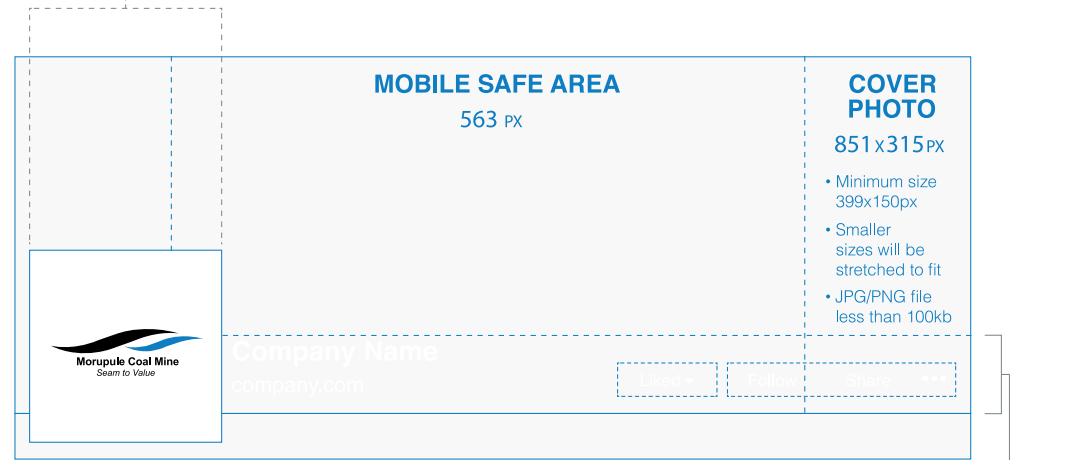
LinkedIn

Social media avatars and header images have been created to be flexible, allowing for either image or brand driven options. In this case an image has been used.
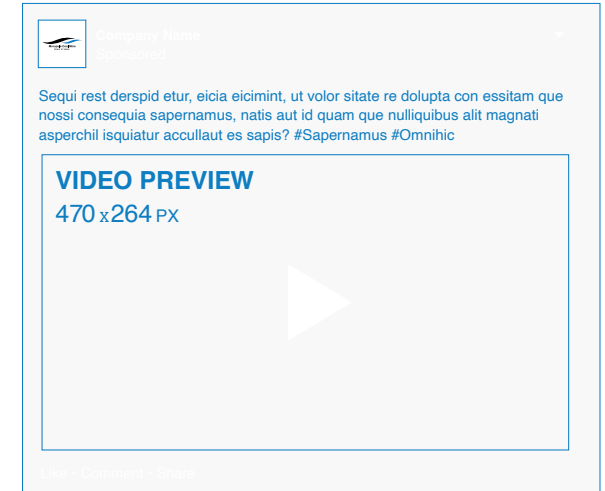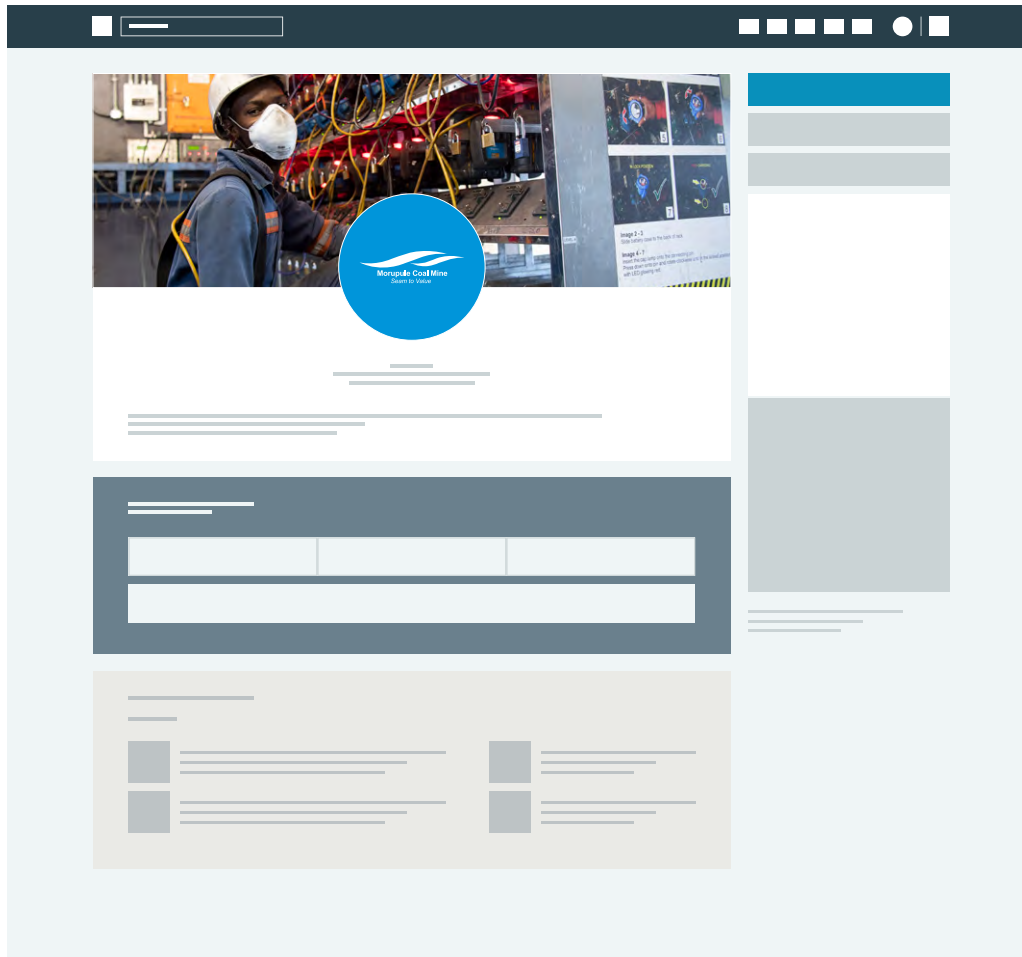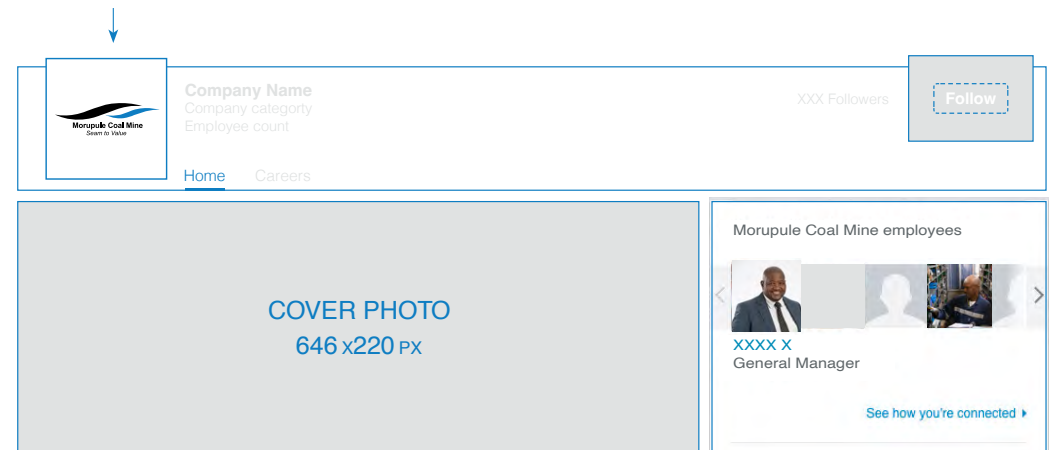

COMPANY LOGO
400 x400 PX

• Display size
  200x200px

Company Name
Company categorty
Employee count

XXX Followers.

Follow

Home   Careers

COVER PHOTO
646 x220 PX

Morupule Coal Mine employees

XXXX X
General Manager

See how you're connected ▶

Logo and company photo

Twitter

Users can upload a long horizontal image — or "header" — that resembles the cover photo concept currently used on Facebook. Original image size cannot exceed 1252×626 pixels (with a max file size of 5MB). Twitter does not specify a minimum size, but anything smaller than 640 pixels-wide will appear poor quality.

PROFILE IMAGE

400 x 400 PX

• Display size 200x200px

🏠 Home   🔔 Notifications   # Discover   👤 Me   🐦   Search Twitter 🔍   ✉ ⚙ 📝

HEADER IMAGE
1500 x 500 PX

Morupule Coal Mine
Seam to Value

👤 Follow

Company Name
@companyname

KEEP IT FRESH:

Update cover images frequently, in line with your strategy

Company Name @companyname • Nov XX
Sequi rest derspid etur, sapernamus, natis aut id quam que nulliquibus alit magnati asperchil isquiatur accullaut es sapis? #Sapernamus #Omnihic

Text tweet

Company Name @companyname • Nov XX
Sequi rest derspid etur, sapernamus, natis aut id quam que nulliquibus alit magnati asperchil isquiatur accullaut es sapis? #Sapernamus #Omnihic
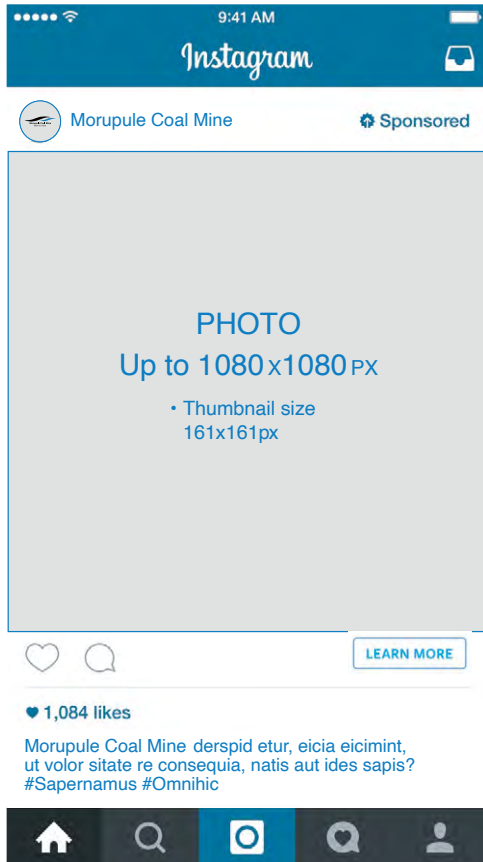
PHOTO
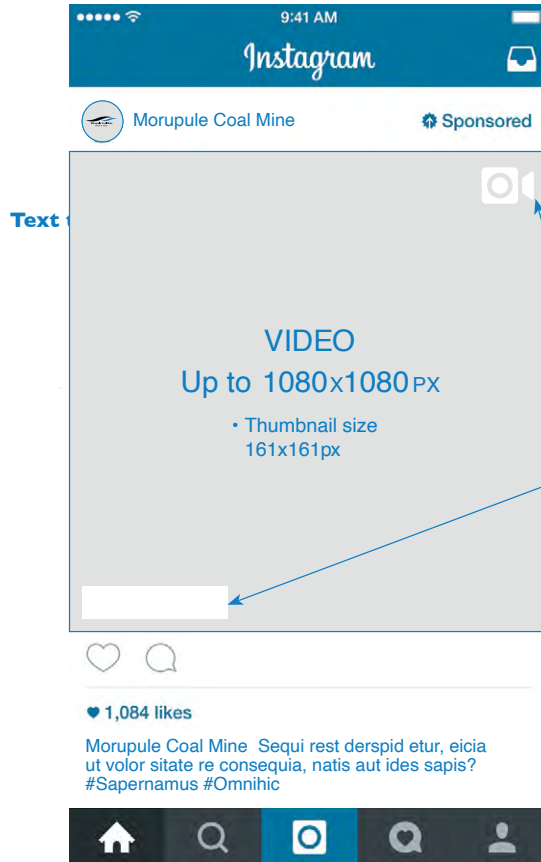#### 1200 x 630 PX

Photo tweet

SHORTEN LINKS:

Use shortened links to save on characters. Include up to 4 relevant images in your image posts.
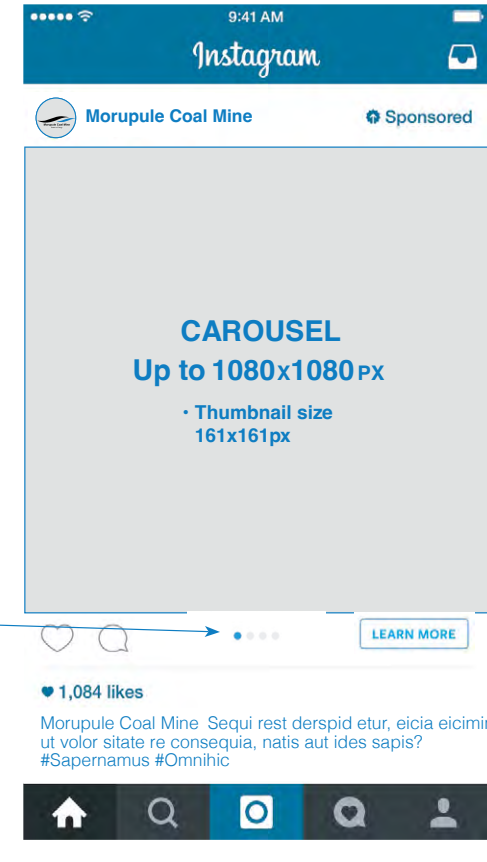
Instagram

Photo

When sharing photos and videos on Instagram, there are two main things to keep in mind: aspect ratio and size. Aspect ratio refers to the width of a picture in relation to its height. It's expressed as a ratio, like 4:5 or 9:16, where the first digit represents the width and the second digit represents height.

PHOTO
Up to 1080 x1080 PX
• Thumbnail size
161x161px

Morupule Coal Mine derspid etur, eicia eicimint, ut volor sitate re consequia, natis aut ides sapis? #Sapernamus #Omnihic

Video

VIDEO
Up to 1080x1080 PX
• Thumbnail size
161x161px

Video functions

Morupule Coal Mine Sequi rest derspid etur, eicia ut volor sitate re consequia, natis aut ides sapis? #Sapernamus #Omnihic

SHORT VIDEOS:
Instagram video is limited to 15 seconds.

Carousel

CAROUSEL
Up to 1080x1080 PX
• Thumbnail size
161x161px

Carousel functions

Morupule Coal Mine Sequi rest derspid etur, eicia eicimint, ut volor sitate re consequia, natis aut ides sapis? #Sapernamus #Omnihic

CORPORATE IMAGES:
Post photos in line with the photography guidelines.

LEARN MORE

1,084 likes

Text

YouTube

YouTube is a video sharing service where users can watch, like, share, comment and upload their own videos. The video service can be accessed on PCs, laptops, tablets and via mobile phones.

What Are the Main Functions of YouTube?

- Users can search for and watch videos
- Create a personal YouTube channel
- Upload videos to your channel
- Like/Comment/share other YouTube videos
- Users can subscribe/follow other YouTube channels and users
- Create playlists to organize videos and group videos together

Logo:
The MCM logo is always placed top left of the banner, 30 pixels from the edge of the banner, top and left.

End frame:
Logo is vertically and horizontally centred on the screen.

08 Brand Usage Process

Effectively adhering to the Brand Standards Manual.

CORPORATE AFFAIRS SECTION
RESPONSIBILITIES

Corporate Affairs Section

- The Corporate Affairs section ensures compliance with the procedure and monitors corrective actions.
- The section is responsible for the approval of any usage of the brand, from approval of artwork on digital format or physical samples.
- Corporate Affairs will from time to time conduct an audit of brand usage to check for compliance.
- The section is responsible for purchasing of merchandise for the Brand Shop.

Supply Chain and End-user

- Acquire approval from Corporate Affairs on usage of the brand before sending an order for branded merchandise or before authorising the supplier to produce.
- Should require for the end-user to seek guidance and acquire authorisation from Corporate Affairs before sanctioning a supplier to produce.

End-User

- Consult Corporate Affairs for guidance when engaging a project that requires branding or when selecting merchandise or apparel.
- Acquire authorisation of artwork or samples from Corporate Affairs before sanctioning a supplier to produce.
- Report non-compliance to Corporate Affairs.

Suppliers

- Send artwork for approval before production.

PROCESS DESCRIPTION ON PURCHASING OR USING THE BRAND

STEP 1

i. Inform Corporate Affairs of the intention to buy or use the logo

ii. Provide a description or picture or artwork of item or platform where the brand is to be used

iii. Corporate Affairs to then advise and approve on issues of compatibility, placement and colour of logo

STEP 2

i. Engage the Supply Chain process

ii. Request for artwork or a mockup

iii. Artwork or mockup is checked for compliance by Corporate Affairs

iv. Production is only after approval of brand compliance

STEP 3

i. Merchandise or any items bearing the logo must be checked by the stock owner and verified by Corporate Affairs for compliance before distribution

ii. If Merchandise or branded items are not satisfactory or with defects, the Supply Chain complaints processes and procedures will be triggered by the stock or job owner.

iii. No branded items or merchandise will be displayed, distributed or used when they are not brand compliant.

Morupule Coal Mine
Seam to Value

ISSUE 03
Corporate design manual
Branding guidelines, standards and manual templates

CREATED FOR
Morupule Coal Mine

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Email: communications@mcm.co.bw
WhatsApp: +267 71306719