

GRA BRAND POLICY

What is a brand?

Brand is the proprietary visual, emotional, rational, and cultural image that you associate with a company or product. Remembering a brand name and positive associations with that brand makes supplier selection easier and enhances the value and satisfaction you get from a product or service.

What makes up a brand identity?

Brand identity includes brand names, visual elements such as logos, positioning activities, brand associations, and a brand personality which captures the values of an entity. A good brand name is one that is distinctive and memorable and that evokes positive associations in the minds of those who encounter it.

A crucial aspect in the building and maintenance of a brand, is the consistency with which it is represented. For this reason, the use of the visual signifiers of an identity (logos, etc) is a very basic yet important component of brand management and needs to be applied with uniformity and consistency.

Components of the GRA Brand

1. Logo

Branding and/or the use of the GRA's name, logo, and colours on products and/or supporting materials (publications, videos) are acceptable when done according to the guidelines for use.

1. The logo should be used on all correspondence, brochures, slide shows, or promotional items used for marketing the GRA. Logos are electronically available via the GRA web site at www.research-alliance.net.
2. The logo shall be in accordance with the guidelines regarding colour, proportions and font as laid down on attached guideline sheet.
3. The logo shall be placed on the top right hand side of promotional items (brochures, posters, banners, newsletters, etc) – should this not be possible the right lower corner will also be acceptable.
4. All events held under the auspices of the GRA (regardless of location or hosting member) should be branded with the GRA logo as per the logo design constraints.
5. Press releases that are issued regarding GRA activities or event should be branded with the GRA logo even when issued by specific member organisation.

2. Slogan

A slogan for use on GRA marketing materials evolved out discussions at the time of founding and represents the aims of the Alliance. The slogan is : "A Global

Knowledge Pool for Global Good, through Global funding”. Since the slogan captures the essence of the Alliance, its use on materials is encouraged, particularly in the current phase of building the GRA logo and introducing it to stakeholders.

3. Values

Brand values are built over time and evolve into a “brand print”. The values are the drivers for associations and perceptions others have regarding the brand.

The building blocks for the GRA brand values are –

- The aims, mission and values of the Alliance (As set out in the founding Declaration)
- The combined positive values of the members
- The future desired reputation, attributes and personality associated with the Alliance.

In the building of the brand values, members are to strive towards re-enforcing positive messages regarding the Alliance, particularly in terms of –

- An unequivocal commitment to serving the greater good by tackling global challenges
- The quality of technical and innovation excellence present in the ranks of the alliance
- Constructive partnering

Contact:

Questions regarding the use of the GRA identity can be directed to the GRA Nerve Centre, housed at the CSIR, South Africa.

Appendix: GRA logo guidelines



Meaning of the logo

The GRA logo was devised to illustrate various smaller parts, coming together within a unified and greater whole. While the smaller parts are separate entities of differing sizes, they contribute as parts within a very clearly defined whole. In some instances, subsets of the smaller parts would merge for certain time periods while working cross-organisationally, they do not completely lose their individual status. The overall design captures something of a scientific feel by resembling the view of a particle as under microscopic analysis.

Logo Construction



Proportions are captured above. The logo consists of the wording “Global Research Alliance” PLUS the graphic device (round shape with smaller inner dots). The complete logo is to be used at all times –i.e. the device is not to be used without the associated wording, in the proportional relations as above. The inside of the grey circle is transparent and not white.

NOTE : The logo is not to be used with any framing or shading around the edges.

Logo Colours




The official (and preferred) version of the logo, is the variant with the lettering and the smaller inner dots in blue, and the circle and merging cells in grey. Wherever possible, this version of the logo is to be used.

EXAMPLES




	<p>Full colour (Preferred) – Blue & Grey, inside of grey circle is transparent.</p>
	<p>Black (Reversed) When a coloured background disallows for use of the blue/grey logo, the logo may be used in either all black OR all white.</p>
	<p>White (Reversed) Only where full colour logo cannot be used. All white (not white/black combined)</p>
<p>Other</p>	<p>On gifts, the GRA logo may be used in gold or silver foiling. The logo must appear in one colour ie: gold or silver, not a combination of gold, silver and blue.</p>

Colour Specs




CMYK colours

-  100c, 60m, 0y, 6k
-  0c, 0m, 0y, 40k
-  0c, 0m, 0y, 100k

Pantone colours

-  286c
-  40% black
-  Black

RGB colours

-  0r, 49g, 138b (hex: 00318A)
-  180r, 169g, 169b (hex: 788184)
-  0r, 0g, 0b (hex: 000000)

Font

HandelGothic BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@%&/()

The layout for the GRA business cards is as per example below – a portrait shaped card is also acceptable.

GLOBAL RESEARCH ALLIANCE		Global Research Alliance (GRA) Nerve Centre P O Box 395 Pretoria 0001 South Africa
Dr Reinie Biesenbach	Secretariat	Tel. +27 12 841-2262 Fax. +27 12 349-1153 Email: rbiesenb@csir.co.za
www.research-alliance.net		

The layout for letterheads for GRA correspondence is as per the example below.



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