

# CORPORATE IDENTITY MANUAL

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Corporate identity may be described as the sum of all the ways an organisation chooses to identify itself to its public. Our emblem, colours and logotype are important instruments in this process, making it possible for employees and various sectors of the public to identify, quickly and effortlessly, the products and services offered by the organisation. A logo thus serves as public symbol by which an organisation and its endeavours can instantly be recognised. It also creates a feeling of personal pride for the employee. CETA's corporate identity manual aims to ensure a consistent corporate image is presented to key audiences such as clients, employees, government officials, and the general public.

For any queries or issues with the implementation of the manual, please contact the Marketing & Strategic Support Department.

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# INTRODUCTION

The CETA provides skills development services to the construction sector, to implement the objectives of the National Skills Development Strategy (NSDS III) and to ensure that people obtain the critical or scarce skills that are needed to build the capacity of the construction sector to become economically sustainable and globally competitive. To better understand the skills need in the construction industry CETA conducts research on the skills that employers need.

CETA is responsible for identifying skills gaps and developing the education and training programmes that are appropriate to address the skills shortage in line with the skills needs of the construction industry. CETA also funds a number of learning programmes including skills programmes, learnerships, apprenticeships, internships and bursaries at various public education and training institutions such as Universities and TVET Colleges.



## CETA VALUE PROPOSITION

To provide skills development services by implementing the objectives of the National Skills Development Plan (NSDP 2030); to increase number of people that obtain critical or scarce skills needed, and to build the capacity of the construction sector to be economically sustainable and globally competitive.

# OUR BRAND

Our brand identity is the comprehensive reflection of how the CETA brand is perceived through its visual presentation, emotional impact, and communication style. The Corporate Identity (CI) Manual serves as a critical guide for defining how CETA will effectively communicate its unique value, distinguish itself from competitors, and cultivate a cohesive brand experience that resonates with stakeholders.

To achieve this, we request that you adhere to the guidelines established in the CI Manual. This includes ensuring that all communication materials, marketing campaigns, and public-facing content consistently reflect the CETA brand's visual identity, tone of voice, and messaging principles.

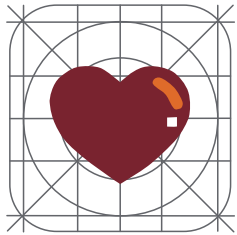
By following these guidelines, we aim to create a unified and recognizable brand presence that enhances engagement and strengthens relationships with our stakeholders.

The values of CETA guide and intrinsic to our identity, therefore when ever you are commissioned to do artwork, campaigns and branding, please keep these six value sets in the back of your mind and think of how you can apply them or make them stand out. **We value ARIRP:**

**Agile**  
**Results-oriented**  
**Integrity**  
**Respect**  
**Professionalism**

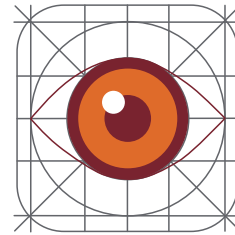
# OUR BRAND HEART

Our brand heart expresses our essence and purpose.



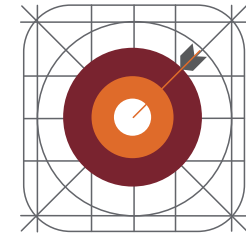
## PURPOSE

To help build a future where everyone can have access to opportunities for growth and prosperity through skills and artisan development.



## VISION

To be a pillar for skills development and nationbuilding.



## MISSION

To position skills as a foundation for infrastructural development and economic empowerment

# OUR BRAND ESSENCE

The brand essence is made up of the brand personality, brand voice and tone.

Our personality reflects the brand's human characteristics and attributes. Brand personality is the extension of our Brand Heart, influenced by our beliefs and demonstrated in our behavior.

As an organisation which is at the forefront of skills development, our brand personality is thus:

## RESPECTFUL

We treat all our stakeholders with dignity and respect.

## ENTHUSIASTIC

We are motivated to help.

## WARM

We are kind and respectful.

## CURIOUS

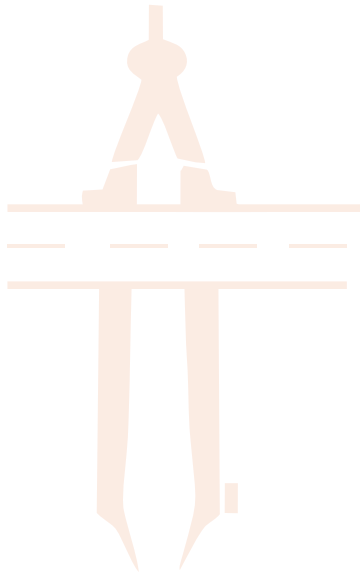
We always find new ways of doing things, we ask why so we can constantly improve.

## ENERGETIC

We actively look for ways to help our stakeholders.

## SIMPLE

We are clear and not complicated.



# OUR BRAND ESSENCE

**Our brand voice is how our brand speaks and sounds.**

Our brand voice and tone is:

- Authoritative
- Optimistic
- Engaging

"As a leading brand, CETA maintains a distinctive voice across all platforms, whether it's on the web, in a tweet, during stakeholder conversations, in advertising, or in speeches delivered by our Accounting Authority Chairperson or CEO. Even in phone interactions, our unified voice is crucial. Consistency in both tone and message is essential, as it clearly positions us in the minds of our stakeholders and partners. This approach prevents us from appearing confused or erratic, thereby building our credibility and trust."



Authoritative



Optimistic



Engaging



# OUR CETA SIGNATURE

This is the official logo for the CETA as designated by the CETA Board. No other version or variation of this logo for the representation of the CETA is permitted.

The logo is always applied in full colour as presented here (unless specified otherwise in this manual). The full colour logo is only ever displayed on a white background.



# THE CETA SIGNATURE



Construction Education and Training Authority

## THE CETA CORPORATE SIGNATURE

The Corporate Signature is an acronym of the full name of the organisation in capital letters “CETA” where “T” is represented by the icon. The letter A is constructed with bricks illustration and not a picture.

The full name of the organisation is centered directly beneath.



Construction Education and Training Authority

“Developing Skills. Serving Society”

## THE CETA CORPORATE SIGNATURE + TAGLINE

Our corporate slogan can be placed under the signature and is this version of the logo can be used for marketing and promotional material. If you are not sure when to use this logo please speak to your CETA representative for clarity.



## THE ICON

The icon is a representation of the artisan work and tools. The artisan is in protective clothing with a road structure that passes through a drawing compass which is used to draw a perfect circle.

The icon can be used as a decorative element, as such the icon should not be trimmed but used in full signature type. Don't forget to take into account the clear space required around the icon.

# THE CETA SIGNATURE

## WORDMARK

**CETA**  
 “DEVELOPING SKILLS. SERVING SOCIETY”

The signature wordmark is the CETA acronym without the icon used mainly for promotional purposes. The wordmark must be used with the tagline beneath it or the tagline should appear strategically placed elsewhere on the promotional item.

## SIGNATURE CLEAR SPACE Free Zone Requirements

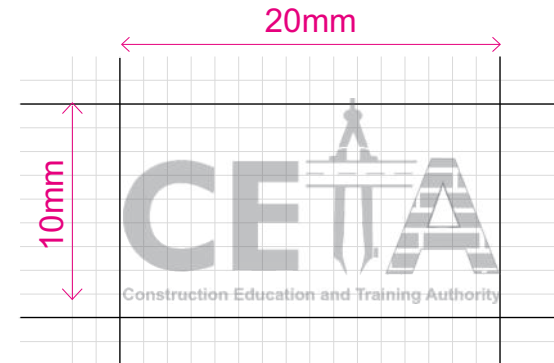


### THE CETA SIGNATURE CLEAR SPACE

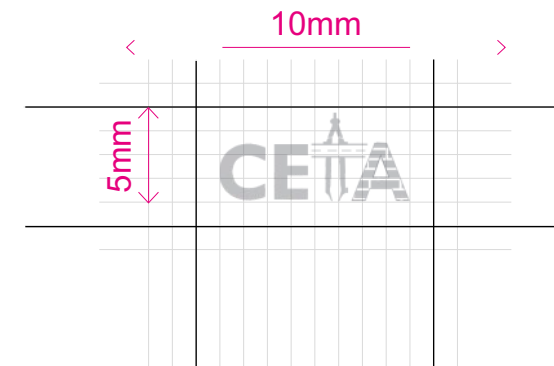
The CETA Signature must stand out in all uses. Maintain a clear space on all sides of the brand mark. The width of the letter C (9.84mm) represents the clear space left, right, top and bottom of the signature. The free zone prevents our signature from competing with other elements and graphic expressions.

## DIMENSIONS

The following are specific guidelines related to the sizing of the CETA signature type. The minimum signature size in all usages is 20mm (2cm)



The baseline or tagline is not used if the logo needs to be smaller than 20mm (2cm). The logo cannot be smaller than 10mm (1cm) wide with the baseline.



# OUR TAGLINE

At CETA we do not just want learners to complete their learning programmes to meet our annual performance targets; we want to fulfill our purpose of “a South Africa where every learner masters a skill/s, and is prepared to tackle any construction related work with confidence whether employed by someone, self employed or as entrepreneurs”.

Our tagline is simple and succinct - driven by a deep understanding of our mandate as a Skills Development Authority.

The tagline is a promise to our stakeholders and the people of South Africa that we will serve them with honour and dignity. Our is not a job but a calling to “serve”.

Ensure the promise is hyphenated correctly so that developing is not the only word at the top or society is not the only word at the bottom.

Our brand promise is may be italicised or not but must adhere to the following:

[Stacked]

*“Developing Skills.  
Serving Society”*

[Single Line]

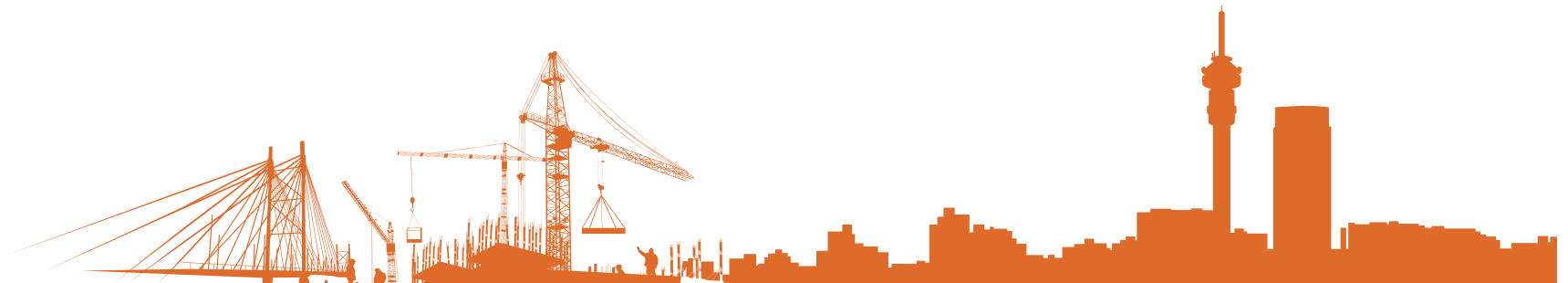
*“Developing Skills. Serving Society”*

[Upper Case Stacked]

*“DEVELOPING SKILLS.  
SERVING SOCIETY”*

[Upper Case Single Line]

*“DEVELOPING SKILLS. SERVING SOCIETY”*



# SIGNATURE CO-BRANDING

## Brand Partnerships

Co-branding is the practice of using one or more brand names together on a single product or service offering.

The object is to combine the strength of the brands in order to increase the premium to consumer.

**Figure A:** When co-branding with other brands where CETA has primary equity, the co-brand logos may never exceed 80% of the area of the CETA logo.

**Figure B:** When co-branding or partnering with an entity with equal equity the co-brand logo must be the same size as the CETA logo.

Figure A

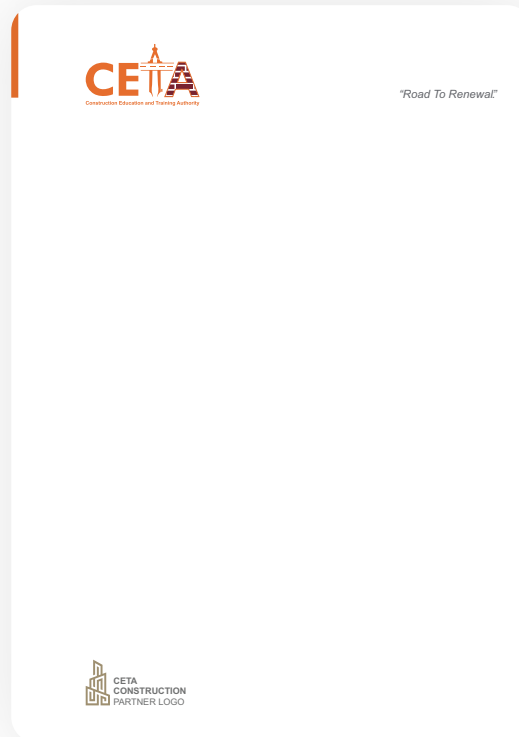
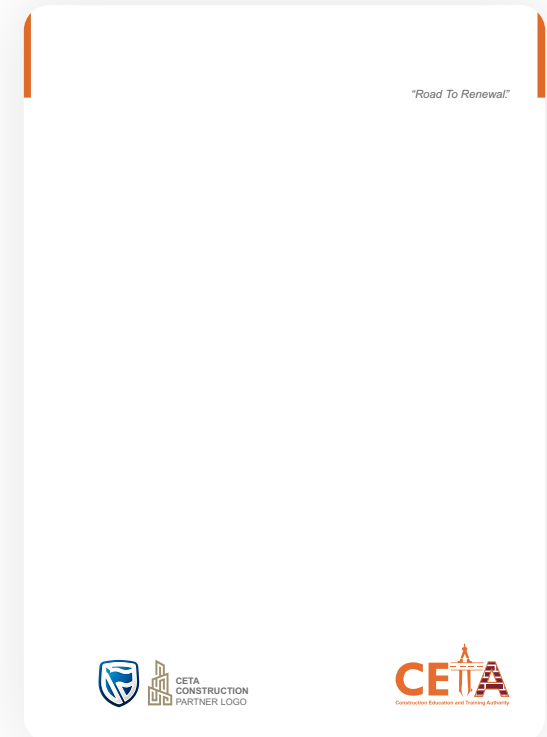


Figure B



# THE SIGNATURE APPLICATION

If the logo needs to be applied in FULL COLOUR REVERSED, the background is always 100% CETA Orange. The logotype and tagline are displayed as solid white.



FULL COLOUR

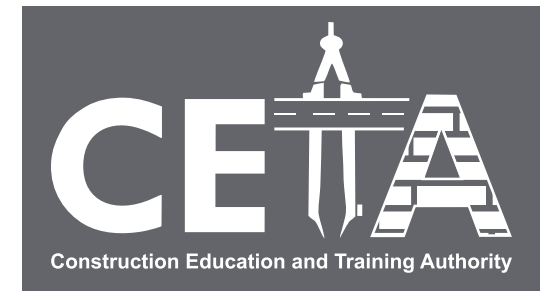


FULL COLOUR REVERSE

In rare circumstances, the logo may need to be displayed in greyscale (CMYK 62 | 53 | 48 | 19) but this should be avoided unless there is absolutely no other option. When the logo is applied in GREYSCALE the background is always white. When the logo is applied in GREYSCALE REVERSE the background is always 80% black.



GREYSCALE

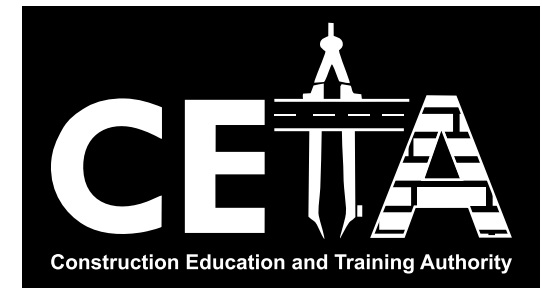


GREYSCALE REVERSE

In rare circumstances, the logo may need to be displayed in solid black (CMYK 0 | 0 | 100) but this should be avoided unless there is absolutely no other option. When the logo is applied in solid black the background is always white or 100% solid black as presented here in SOLID BLACK STANDARD and SOLID BLACK REVERSE.



SOLID BLACK



SOLID BLACK REVERSE

# THE SIGNATURE APPLICATION

In rare circumstances, the logo may need to be displayed on an image, particularly in social media applications where space is limited. The logo has been designed in such a way that it can accommodate this scenario. However, this type of application will require creative discretion and approval by CETA's brand management.

When displaying the logo on an image, the tagline always removed. The logo is always reversed out in solid white.

- 1 **Always** display the logo in such a way that it is legible and contrasts with the background image. Darker backgrounds would be preferable.
- 2 **Preferably** display the logo on image that are blended, faded, neutral or textured. Ensure that logo is legible.
- 3 **Never** allow the logo to obscure faces, numbers, text, other vector shapes or the focal point of an image. Never place the logo over another logo that may be featured in the image.
- 4 **Never** allow the logo over lighter colours, white or off-white or combinations thereof.



1



2



3



4

# THE SIGNATURE APPLICATION

- ① ② **Always** display the tagline with the logo on an image. Legibility is compromised.



①



②

- ③ **Never** display the logo as orange on an image. The logo is always completely white when displayed over an image.



③

# THE SIGNATURE APPLICATION

The logo is never applied in any colour or combination of colours other than the corporate colours and only in the designated combination of the corporate colours.



The logo is never outlined.



The corporate colours of the logo are not allowed to be alternated.



Drop shadows, 3d effects, lens flares, bevels, embossed, outer glows, inner glows, gradient filters, fish eye filters or any other effects are not permitted on the logos. The logo is only displayed in the solid corporate colours on a solid white background or as specified in this manual.



The logo are never applied entirely as a solid in any colour, including the primary and secondary corporate colours.



The logo is never distorted vertically or horizontally. The logotype must always remain in a 4:1 ratio.



# THE SIGNATURE APPLICATION

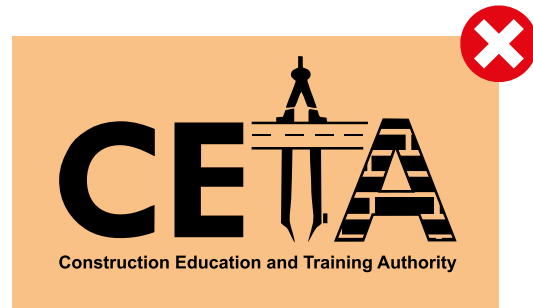
The logo is never displayed at any angle other than level.



The logo is never displayed in full colour on a black background.

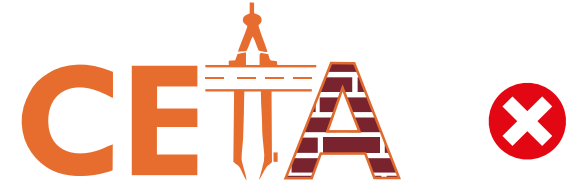


The solid black variant of the logo is never displayed on any other colour (including corporate colours) other than solid white.



The tagline and separators are never positioned above or to the side of the logo.

Construction Education and Training Authority



The logo is never filled with gradient.



The logo is never displayed as a watermark or tinted shade of any colour whatsoever.

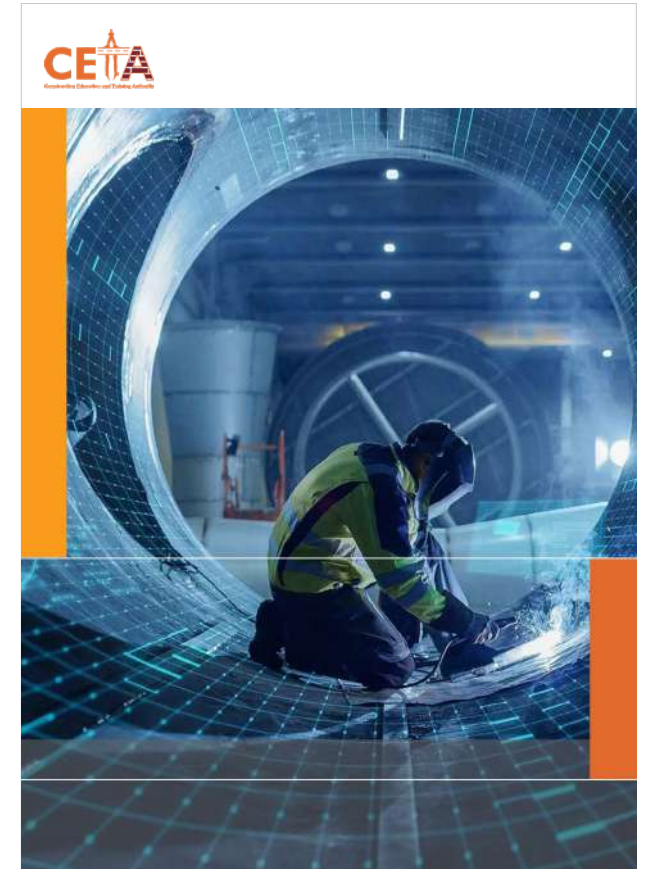


# THE SIGNATURE POSITIONING

This display demonstrates the positioning of the CETA logo on a portrait orientation. The logo is always positioned bottom left or top left. This application is ideal for all the A-sizes in portrait which would include report covers and posters.



BOTTOM LEFT DISPLAY



TOP LEFT DISPLAY



**BOTTOM LEFT DISPLAY**



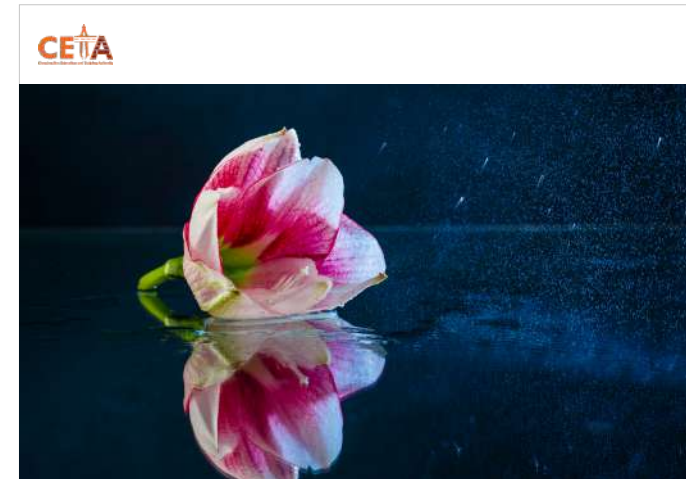
**TOP LEFT DISPLAY**

In preparation of a portrait size artwork, begin with calculating the page margin. The page margin is 1/33 of the height of the page. The margin runs along all four edges of the page. Then place the CETA logo. The height of the logo is 2/33 of the height of the page.

In the bottom left display, the base of the logo rests on the bottom page margin and is always left aligned against the left hand page margin. The distance between the top of the artwork zone is equivalent to the page margin (or 1/33). The branding zone comprises the sum of this area with the logo height and bottom page margin (i.e. 4/33). The background of the branding zone is always solid white or CETA Orange in the event of using the reverse full colour option of the logo.



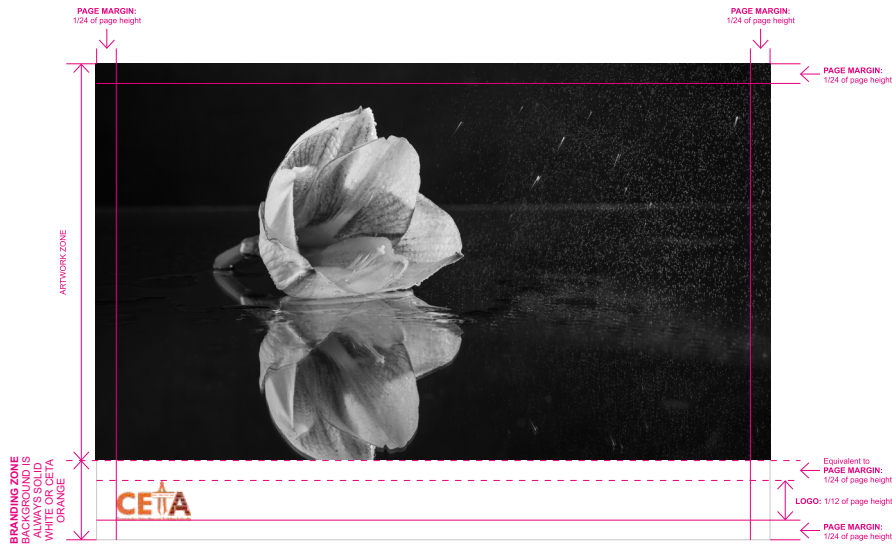
BOTTOM LEFT DISPLAY



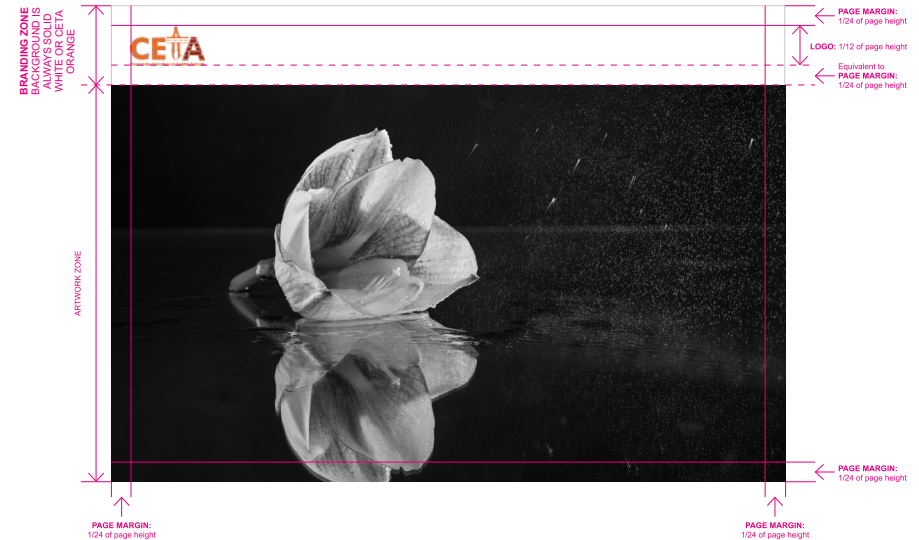
TOP LEFT DISPLAY

This display demonstrates the positioning of the CETA logo on a landscape orientation. The logo is always positioned bottom left and top left. This application is ideal for mailers, print advertisement, web banners and screen displays.

Note that although slide decks are a landscape orientation, there are specific guidelines for slide decks in this manual.



BOTTOM LEFT DISPLAY



TOP LEFT DISPLAY

In preparation of a landscape size artwork, begin with calculating the page margin. The page margin is 1/24 of the height of the page. The margin runs along all four edges of the page. Then place the CETA logo. The height of the logo is 1/12 of the height of the page.

In the bottom left display, the base of the logo rests on the bottom margin and is always left aligned against the left hand page margin. In the top left display, the top of the logo rests on the top page margin and is always left aligned against the left hand page margin. The distance between the top of the logo and the artwork zone is equivalent to the page margin (or 1/24). The branding zone comprises the sum of this area with the logo height and bottom page margin (i.e 1/6). The background of the branding zone is always solid white or CETA Orange in the event of using the reverse full colour option of the logo. In the event of a square size orientation, the landscape grid takes preference.

Colour is one of the most powerful brand assets that CETA owns. It is used to evoke emotion and express personality.

It also stimulates brand association and accelerates differentiation. Ensuring optimum reproduction of our brand colour is integral to building our brand.

The CETA colour standards comprise of four colours that can be used as primary colours and one secondary colour.

There must always be 80% usage of Pantone 7578 C or a combination of the primary colours in any design.



## PRIMARY



## PANTONE 7578 C

CMTK 8 | 71 | 96 | 1  
RGB 224 | 107 | 47  
HEX #e06b2f



## PANTONE 1675 C

CMTK 23 | 83 | 100 | 15  
RGB 172 | 68 | 30  
HEX #ab441d



## PANTONE COOL GRAY 10 C

CMTK 62 | 53 | 48 | 19  
RGB 99 | 101 | 106  
HEX #63656a



## PANTONE BLACK C

CMTK 0 | 0 | 0 | 100  
RGB 0 | 0 | 10  
HEX #000000



## SECONDARY



## PANTONE 188 C

CMTK 33 | 92 | 73 | 38  
RGB 121 | 36 | 47  
HEX #79232f

## % COLOUR TINTS

100	90	80	70	60	50	40	30	20	10
95	85	75	65	55	45	35	25	15	5

100% – 5%



## PANTONE COOL GREY 10 C COLOUR SUBSTITUTE

CMTK 0 | 0 | 0 | 75  
BLACK 75%

# TYPOGRAPHY

The following fonts are acceptable for CETAs brand imaging.

## CORPORATE FONT

The baseline of the CETA logo, and our address or other co-ordinates should be typeset in Arial.

## BODY COPY

Use Arial for body copy (blocks of text or paragraphs).

No other font families or typefaces may be used or substituted.

## LINE SPACING

Generally we prefer 1.5 to double line spacing as it is easier on the eye, however, the designer or user may decide what works best on a case by case basis subject to other factors or client preference.

## ARIAL REGULAR-NORMAL

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
 The quick brown fox jumps over the lazy dog  
 0123456789!@#\$\$%^&\*[]

## ARIAL REGULAR-BOLD

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
 The quick brown fox jumps over the lazy dog  
 0123456789!@#\$\$%^&\*[]

## ARIAL BOLD-ITALIC

*THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG*  
*The quick brown fox jumps over the lazy dog*  
 0123456789!@#\$\$%^&\*[]

## ARIAL BLACK

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG  
 The quick brown fox jumps over the lazy dog  
 0123456789!@#\$\$%^&\*[]

# “THE FOCUS” DESIGN ELEMENT

## Focal Point

Points of interest



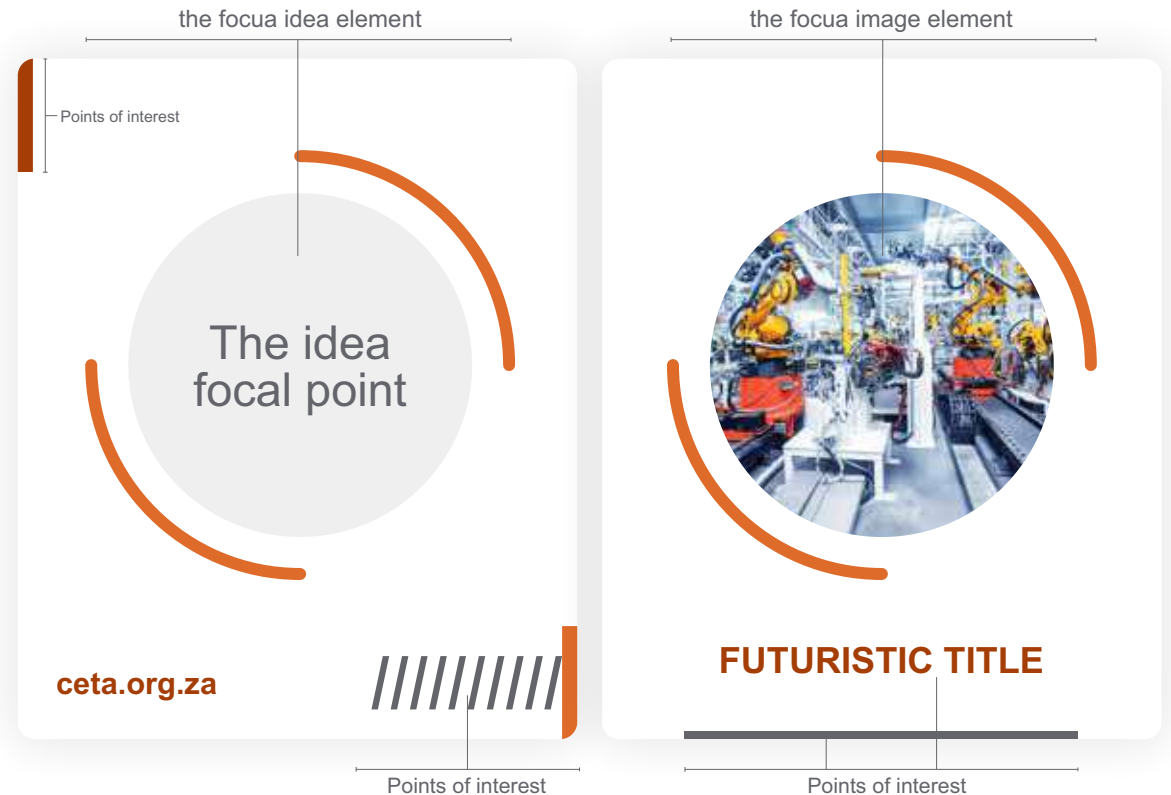
With all CETA artworks, where you use the focus element, you are limited to just one focal point. Do not use the focus element more than once on given canvas, screen, artboard or page.



Strategically placed points of interest help balance your layout and lead the viewer through your visual narrative. These focal points can direct attention in a deliberate path, supporting your intended message and visual flow.

### INFORMATION HEIRACHY

Don't overlook the importance of information hierarchy. Typically, the most important content should be placed in the top left and the least important toward the bottom right. While this convention can be broken for creative reasons, it's generally best to follow it to ensure clarity and effective communication.



# VISUAL AIDS

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# INTRODUCTION

## Illustrations Bring Stories to Life

Illustrations are a vital part of telling a compelling story. While the style of illustration can vary depending on the product or service, the design system supports this flexibility. To help you get started, we also offer a set of curated illustration families/styles.

## Flexible but Consistent

Our design system allows for variation in illustration styles to suit different contexts. However, all illustration usage should align with the overall visual language of the brand and adhere to content colour guidelines.

## Why Use Brand Illustrations?

Brand illustrations are powerful tools for simplifying complex ideas and telling engaging stories. They help differentiate your brand, build recognition, and evoke immediate association with the CETA brand. When used consistently, illustrations become a distinctive part of your visual identity.



# ILLUSTRATIONS & ICONS

## Creation Guidelines

### Making Illustrations

Follow these rules to maintain consistency within the CETA illustrations.







### How to create icons:

1. All lines should be 2 pt. when creating an icon.
2. Use an art board that is 34 x 34 pixels. See example on the right.
3. The icon should be as centred as possible to maintain balance.

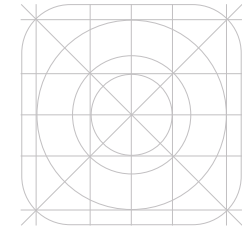
### General Rules:

1. Use only rounded edges on lines and forms (if possible).
2. Be minimalistic. Simplifying is key.
3. Use only CETA colours.
4. The icons are not to be used alone, but in context with other content.

Icons and illustration must be used consistently to communicate specific functions throughout the organisation

ICON	PURPOSE
	Classroom activity
	Formative assessment
	Summative assessment
	Cultural consideration
	Important note
	Sample Document

### ICON GRID



### ICON CONSTRUCTION



# ILLUSTRATIONS & ICONS

## Stock Images



All people imagery used in the CETA corporate identity must reflect a modern, professional, and inclusive environment. Subjects should appear skilled, competent, and trustworthy, photographed in clean, relevant settings such as training centres, classrooms, offices, or construction sites. Diversity in age, race, gender, and ability must be authentically represented to reflect South Africa's workforce.

Images aimed at students or young professionals should feature individuals aged 21–30 in formal learning environments, while regulatory or industry-focused content should use experienced professionals aged 30–50 in boardrooms, construction sites, or office settings. Clothing must be appropriate to the setting, such as PPE (Professional Protective Equipment) or formal attire, and branding on clothing or tools should be avoided.

Photography must have a warm, authentic tone with natural lighting and minimal editing. Subjects should appear engaged and professional, with genuine expressions. All individuals must provide consent for image use, and photos should always promote CETA as an ethical, competent, and people-centred organisation.



Interns or young professionals in training



Development programme in session



Young professional at work



Positive, warm atmosphere



Confident, reliable and professional



Young professional at work

1 Images must:

- Be in a professional setting, with a clean and modern background.
- Depictions of people must align with the country's demographic and must display diversity.
- Dress code must be modern, formal and clean.
- Group images to include no more than 5 people in focus.

2 Images may not be of:

- 3d renderings or composites thereof
- Fauna
- Minors
- Social scenes (families, groups or individuals at recreational events)



Diverse group in discussion



Diverse group of professionals meeting



Expert guiding client/junior

*Note that these rules would not apply to images required for narrative and descriptive purposes.*

# FUTURISTIC IMAGERY

## Relevance Guidelines

Our imagery must include futuristic images to show the future of construction and the fourth industrial revolution era.





# IMAGE OVERLAYS

Gradient overlays are a simple way to brand your visual aids and help create contrast when your text and your image are clashing and it is possible to place the text directly on an image and remains legible.

Reduce the opacity of your colour or gradient block to suit your needs.

# DIGITAL BRAND APPLICATION

## Email Signature - Microsoft Outlook & Other Email Clients

By using cohesive email signatures across the CETA team, we reinforce our brand identity with every email we send—whether to stakeholders, students, or members of the business community. This consistent presentation enhances brand recognition and supports a unified organisational image.

Having our signatures branded is simply to:

- Be professional,
- Provide quick links to important info about CETA
- Promote brand consistency
- Encourage social engagement on our social platforms
- Where such applies, to comply with regulations that require us to provide a legal disclaimer with our communications
- Most importantly to prove and foster credibility within and outside the industry as a trusted organisation

Kind regards,

**XXX**

Executive Assistant: Strategic Support

**T:** +27 **XXX XXX** | **M:** **XXX XXX**

**A:** 52 14TH Road, Noordwyk, Midrand, 1687

**E:** **XXX XXX**



# DIGITAL BRAND APPLICATION

## Internal Memorandum

The memo is our mouth-piece used mostly for internal communication within CETA. Our memorandum may be used to make requests, announce upcoming meetings, or communicate pertinent and / or developmental information within the organisation and sometimes to our stakeholders.



**MEMO**  
 52-54 on 14<sup>th</sup> Road, Hurlingham, Midrand, 1687  
 +27 11 205 5001 | info@constructionceta.org.za  
 www.ceta.org.za

---

"Good To Renewal"

**DATE:** \_\_\_\_\_  
**TO:** \_\_\_\_\_  
**COPY:** \_\_\_\_\_  
**FROM:** \_\_\_\_\_  
**SUBJECT:** \_\_\_\_\_

1. EXECUTIVE SUMMARY
2. BACKGROUND
3. POLICY / LEGISLATIVE COMPLIANCE
4. CONFIRMATION OF BUDGET (PROCUREMENT AND ACQUISITION PLAN)
5. FINANCIAL IMPLICATION
6. RECOMMENDATION

**7. AUTHORISATION**

**Compiled by:** \_\_\_\_\_  
Name and Surname  
**Manager:** (Department Details) \_\_\_\_\_  
Date: \_\_\_\_\_  
**Recommended/Not Recommended** \_\_\_\_\_

---

**Executive Manager:** (Department Details) \_\_\_\_\_  
Date: \_\_\_\_\_  
**Recommended/Not Recommended** \_\_\_\_\_


---

Memo Subject

NO FORN DISSEM. USE ONLY

## Confidential Internal Memorandum

The dissemination of confidential information within CETA can be done using our Confidential Internal Memo (CIM). Sensitive information like disciplinary hearings, misconduct etc can be communicated via our confidential memo which immediately lets the recipient know the non-disclosure status of the information being shared.



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"Good To Renewal"


**CONFIDENTIAL**
*Developing Skills. Serving Society.*


**TO: FROM:** \_\_\_\_\_

**CC:** Recipient Name and Surname Recipient Title

**SUBJECT: CONFIDENTIAL SUBJECT LINE HERE**

1. **PURPOSE**  
Write a brief description or the purpose of the memo.
2. **BACKGROUND / CONTEXT**  
Include any necessary background information or context to enable quick and informed decision-making by the recipient.
3. **DISCUSSION / MOTIVATION**  
Provide more information necessary for clarity and decision-making. Consider risks and/or benefits if the recommendation is not approved (or approved).
4. **FINANCIAL IMPLICATIONS**

**REQUESTED BY:**  
  
 Jane Doe  
Title Designation

**SUPPORTED BY:**  
  
 Jane Doe  
Title Designation

---

Construction Education and Training Authority

# DIGITAL BRAND APPLICATION

## Reporting Template

Our reporting template ensures that all reports follow a consistent format, allowing us to present information in a clear, structured, and professional manner. By adopting an approved and internalised approach, our reports, proposals, and checklists convey a unified and coherent impression. This consistency not only enhances our credibility with stakeholders—it also reinforces the integrity of our data. A structured reporting approach allows for easier correlation of facts, enabling better understanding and decision-making.

*For guidelines on formatting text in your document, please refer to page 92 of this manual.*

Project Type:	Reporting Period:	From:	To:
Project Name:			
Reporting Description:			
Learning Centre:	Learning Centre Identifier Code		
Name of person completing this report: (incl. title and e-mail address)			
Name		Email	
<b>SECTOR / PROJECT SUMMARY</b>			
Overall Sector / Project Status	On Track	The project is well controlled. Some issues may have been identified, but effective actions are planned for solving them.	
	At Risk	The project has problems that require change in plans. Additional focus and management is	
	Not Started	The project has serious problems. One or more* key indicators are in At Risk status.	
		Not started (and not scheduled to start)	
Comments:			

## Staff Announcement

Human Resources is a vital part of who we are. CETA is nothing without the dedicated people who work tirelessly behind the scenes. In our internal communications, we aim to express warmth, inclusivity, and appreciation. An announcement letter or email should clearly define the purpose of the communication. At all times, our tone should be accepting, inclusive, and, when appropriate, celebratory—particularly when acknowledging staff achievements or milestones reached.

Onboarding is the integration process for new hires at CETA. An announcement is the first step in welcoming a new employee and introducing them to our culture and values. It sets the tone before the formal onboarding begins, where new hires learn about their role, how to succeed in it, and how their work contributes to the overall success of CETA.

*For guidelines on formatting text in your document, please refer to page 92 of this manual.*



# DIGITAL BRAND APPLICATION

## Zoom | Teams Background | Dark version

When attending or hosting a corporate meeting, and you feel that your physical background may not present a sufficiently professional image, you are encouraged to use one of the authorised Zoom backgrounds provided by the Marketing and Communications Department. For access or support, please contact them at email@ceta.org.za.

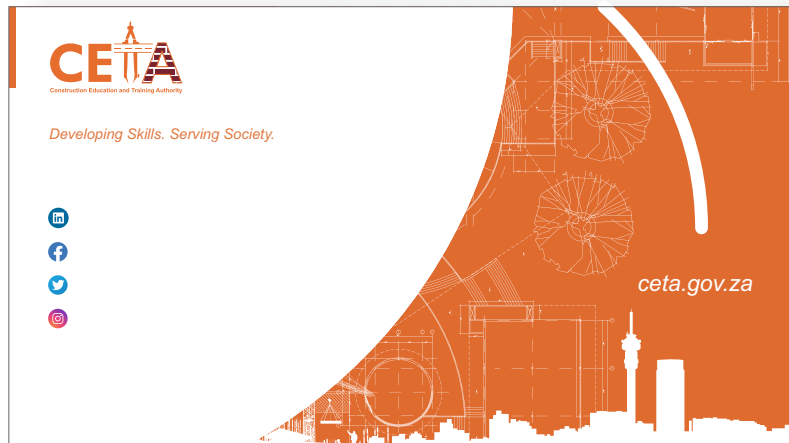
### Guidelines for Using Zoom Backgrounds

**Effectively Minimise Movement:** The most important rule when using a virtual background is to stay as stationary as possible during the call. Excessive movement or colour changes can cause your webcam to constantly readjust, creating a distracting visual effect.

**Avoid Distractions:** Ensure that there is no one walking behind or around you during the meeting, as this can interfere with the virtual background and reduce the overall professionalism of your appearance.

**Use Only When Necessary:** While virtual backgrounds are useful, nothing beats a clean, natural setting. If possible, tidy up your surroundings, position yourself in good front-facing lighting, and maintain a friendly, professional presence. Only use a virtual background when truly necessary.

Maintaining a professional appearance in virtual meetings helps reflect CETA's values and commitment to excellence.



## Zoom | Teams Background | Bright version

### Rules for Using a Zoom Background Effectively

#### Position Yourself Strategically

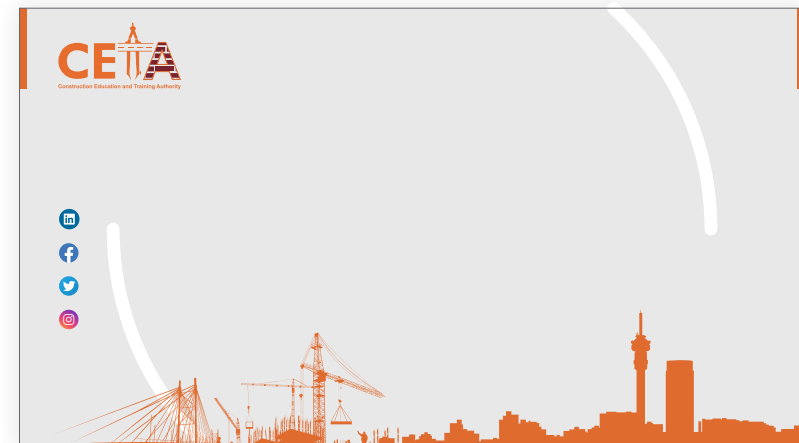
Sit slightly to the left side of your screen so that the CETA logo appears clearly to your audience, positioned over your right shoulder (from their perspective).

#### Maintain Clear Branding Visibility

Ensure you occupy no more than two-thirds ( $\frac{2}{3}$ ) of the screen. This keeps the branding elements of the background unobstructed and fully visible.

#### Dress for Contrast

Wear clothing that provides high contrast to the background color. This helps avoid blending in and ensures you remain clearly visible on camera.

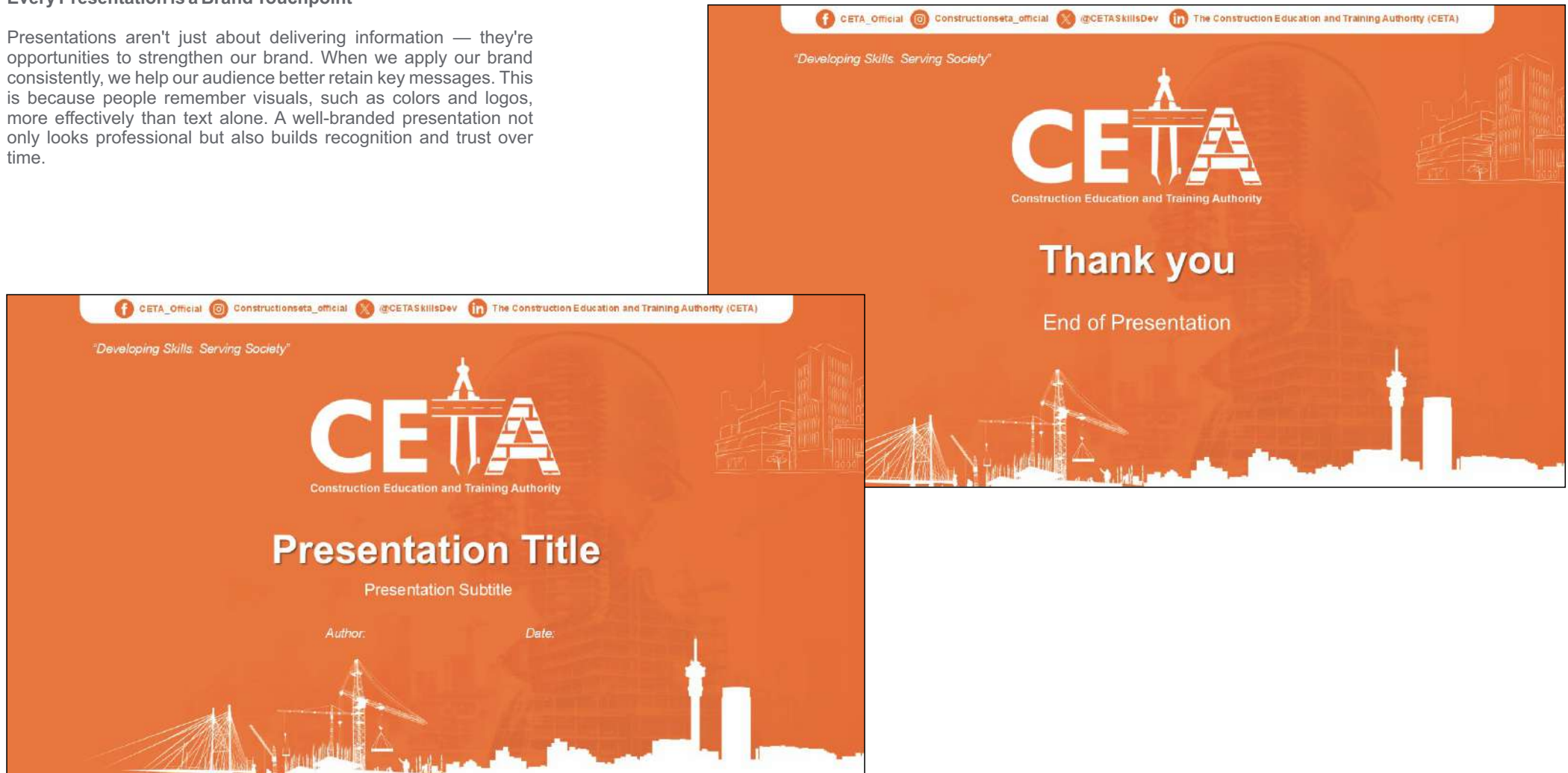


# DIGITAL BRAND APPLICATION

## PowerPoint template | Cover slide

### Every Presentation is a Brand Touchpoint

Presentations aren't just about delivering information — they're opportunities to strengthen our brand. When we apply our brand consistently, we help our audience better retain key messages. This is because people remember visuals, such as colors and logos, more effectively than text alone. A well-branded presentation not only looks professional but also builds recognition and trust over time.



# DIGITAL BRAND APPLICATION

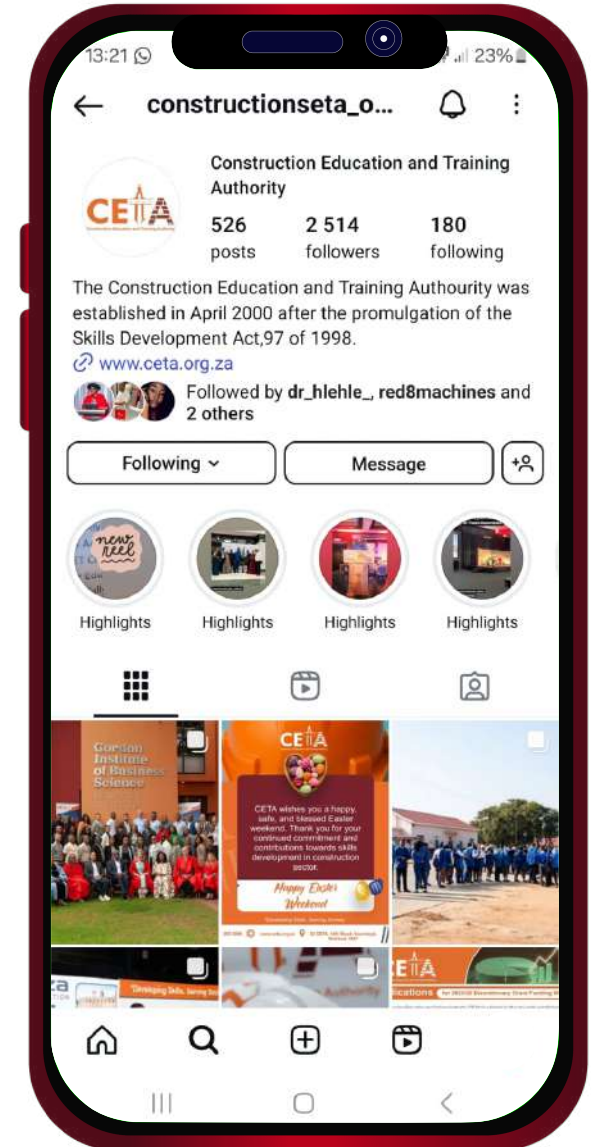
## Social Media - eg. Facebook

Social Media helps CETA engage with its audience and find out audience through on us.

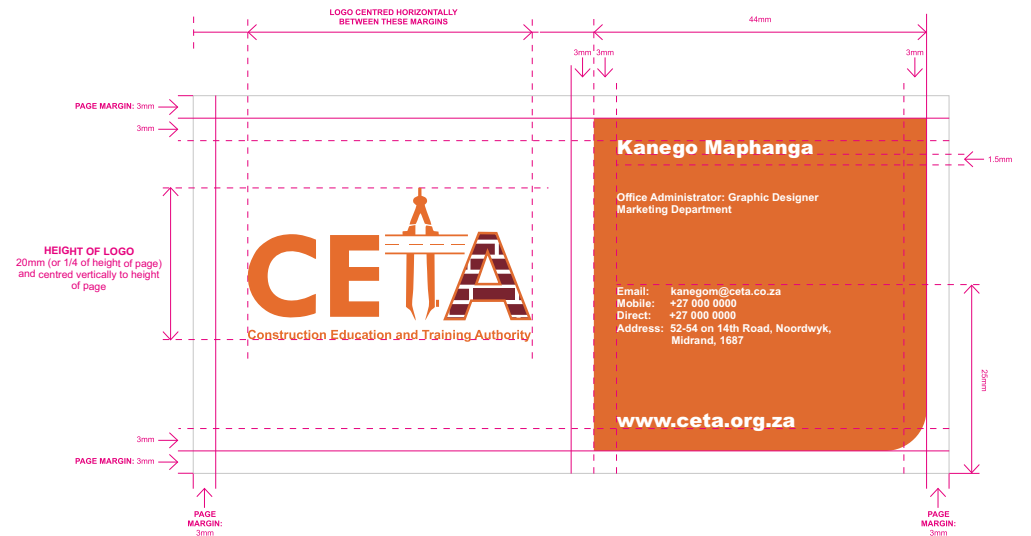
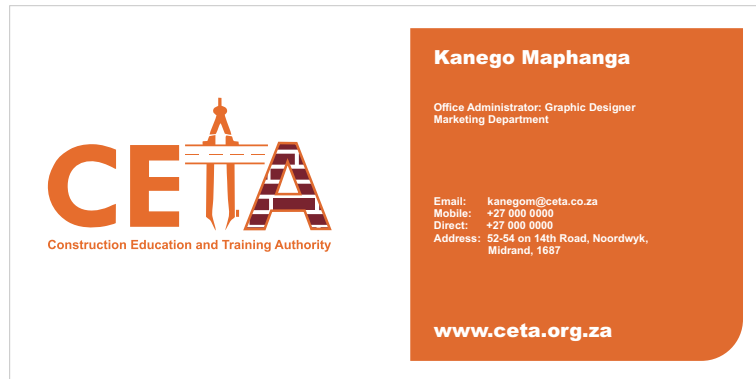
An important way we use social media is to help CETA progressively attract stakeholders, get student feedback and build customer loyalty, while simultaneously increasing our provincial reach and awareness using measurable analytical data over time.

Our social media platforms must have the same profile image and cover image (where applicable) at any given moment or time.

Refer to each social media developer information pages for correct sizes of cover and story sizes.

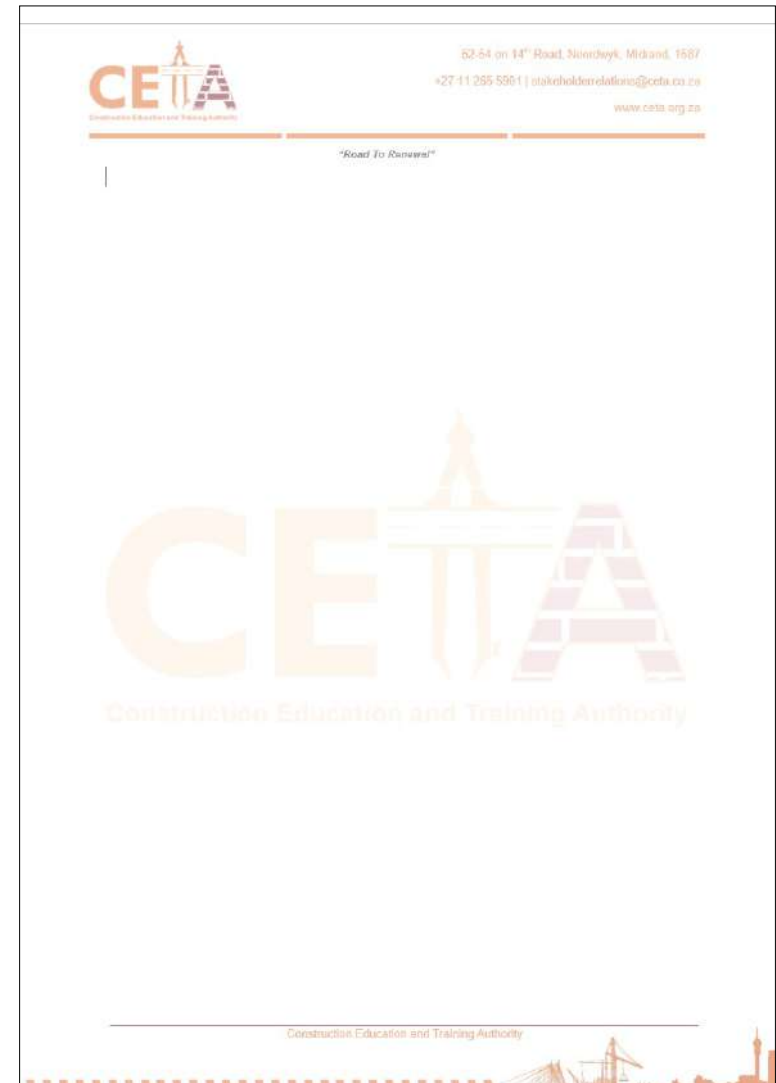


# PRINTED MEDIA APPLICATIONS



# PRINTED MEDIA APPLICATIONS

The CETA letterhead is printed on A4 paper (210mm x 297mm) Body text: Arial Regular 10 pt and 12pt leading

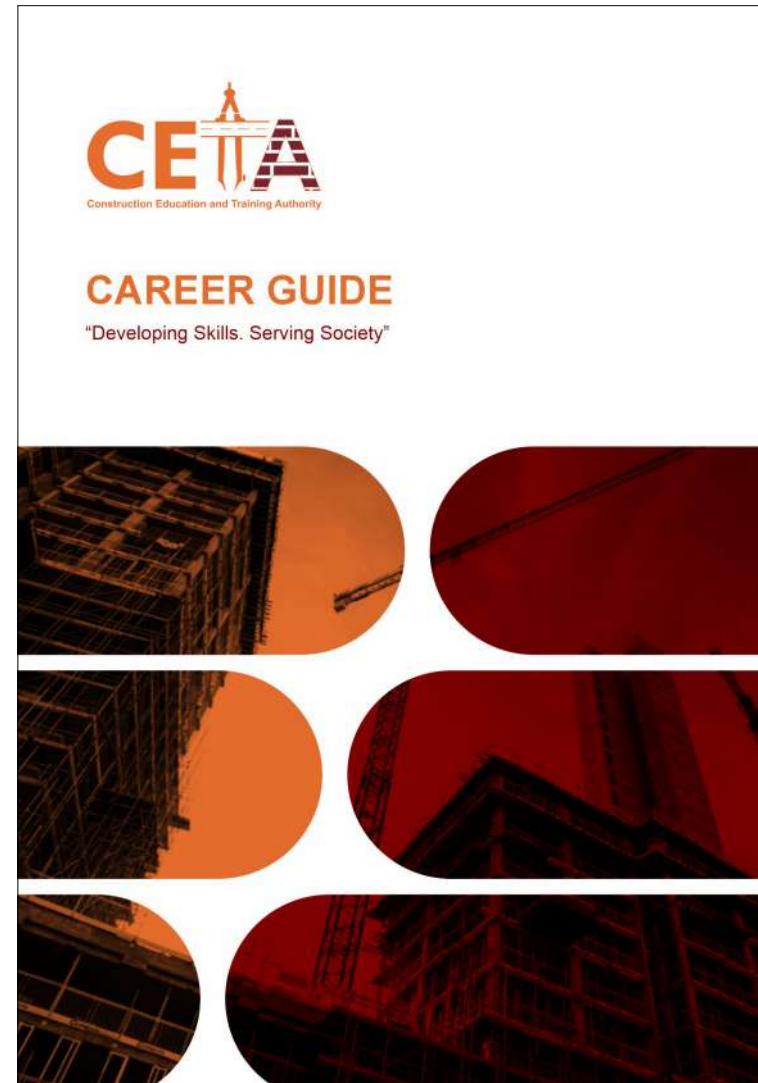




# LEARNING MATERIALS

## Textbooks - Career Guide, Learnership Guide

The CETA identity is characterized by a bold and disciplined typographic approach that utilizes left-aligned Arial to provide a consistent visual anchor for the reader's eye, while emphasizing the importance of precise text hierarchy, carefully managed line and letter spacing, and the intentional use of both the Focus element and the Point of Interest to guide attention and maintain a cohesive, recognizable presence across all platforms and communications.



# CERTIFICATE OF COMPETENCE

## Certificates - Competence - Appreciation

The Certificate of Competence is an official document issued by CETA that validates an individual's skills, knowledge, and capabilities within the construction education and training sector.

It serves as a formal recognition of the recipient's compliance with CETA standards and competency benchmarks. This certificate plays a crucial role in supporting professional development, enhancing credibility, and strengthening workforce quality across the industry. As such, its design must reflect the authority, consistency, and professionalism of the CETA brand.

**Design Specifications Typography:** All text must use Arial font, in accordance with CETA's typographic standards. Hierarchy must be clear and consistent to distinguish between headings, subheadings, and body text.

**Color Palette:** Only approved CETA corporate colors may be used. The color scheme should convey professionalism and legibility.

**Layout:** The layout must ensure a clear visual structure with appropriate spacing, margins, and alignment.

## Tone and Language

The tone of the certificate text should be formal and authoritative, aligning with CETA's voice. Wording must clearly articulate the nature of the qualification, including the field of competence and the standards met.



# CORPORATE FOLDER

The Corporate Folder is a key branded item used to present CETA documents, proposals, certificates, and other official materials in a professional and cohesive manner. It serves not only as a practical organizational tool but also as a physical extension of the CETA identity—reinforcing brand consistency and credibility at every point of contact.

**Design Specifications Format & Structure:** The folder must be produced in a standard A4 size with a pocket on the inside right flap for securely holding documents. The folder may include a business card slot if required.

**Typography:** All typographic elements must follow the CETA standards: Arial font, left-aligned, with consistent text hierarchy and spacing. Headings should be bold and prominent, while supporting text must remain clean and legible.

**Brand Elements:** The CETA logo must appear prominently on the front cover—typically top left or bottom-left depending on layout orientation. The Focus element and Point of Interest should be incorporated subtly into the design to maintain visual engagement without cluttering the layout.



# APPLICATION FORM

The CETA Application Form is a key document used to collect essential information from individuals or organizations applying for training, accreditation, funding, or certification under the Construction Education and Training Authority. As an official brand touchpoint, the application form must reflect the values of accuracy, professionalism, and accessibility that define CETA.

**Design & Layout Guidelines Format:** The form should be provided in both fillable digital PDF and printable formats. It must be A4 size, with clearly defined sections and adequate spacing for responses.

**Typography:** The form must use Arial, left-aligned throughout. Headings should be bold and distinguishable, while body text must remain simple and legible. Font sizes must support clarity (typically 10–12 pt for body, 14–16 pt for headings).

**Text Hierarchy:** Use a clear structure with section numbers, headings, and subheadings. Maintain consistent spacing between sections to visually guide the applicant.

**CETA**  
Construction Education and Training Authority

52-54 on 14<sup>th</sup> Road, Newgrove, Midrand, 1687  
+27 11 265 5901 | stakeholderrelations@ceta.co.za  
www.ceta.org.za

"Road To Renewal"

## Application Form

Proposed Insured's Name: [Grid]  
(Please use capital letters) [Grid]

Birth Date: [Grid] Gender:  Male  Female  Passport: [Grid]

Address: [Grid]

Phone No.: [Grid] Email: [Grid]

SA ID No.: [Grid] Social Security No.: [Grid]

Status:  Single  Married  Divorced  Other: [Grid]

Occupation: [Grid] Are you a retiree?  Yes  No

### Personal Details

Name of Beneficiary: [Grid]

Bank Account: (OR ID number for purposes of authentication) [Grid]

Name of Beneficiary Bank: [Grid]

Address of Bank: [Grid]

Employee  Yes  No Spouse  Yes  No Children  Yes  No

Plan Choice: [Grid] Plan Choice: [Grid] Plan Choice: [Grid]

**PLAN A**  
Starting from R25 per week\*\*  
(Prices excl. VAT, activation fees apply)  
See page 17 for more details.

**PLAN B JOIN NOW!**  
Starting from R18 R21 per week\*\*  
(Prices excl. VAT)  
See page 17 for more details.

### The Policy

Units: [Grid] Annual Premium: [Grid]

Payment Mode:  Annual  Semi-Annual  Monthly PAT (complete PAT Card)

Cash with application: R [Grid]

Planned model premium R [Grid]

**Terms & Conditions**  
Improvement should be measured regularly and assessed in order for you to know what's beneficial and what is not. This will help you set new targets.

Signature: [Grid]

Date: [Grid]

Construction Education and Training Authority

# EVENTS | PROMOTIONS

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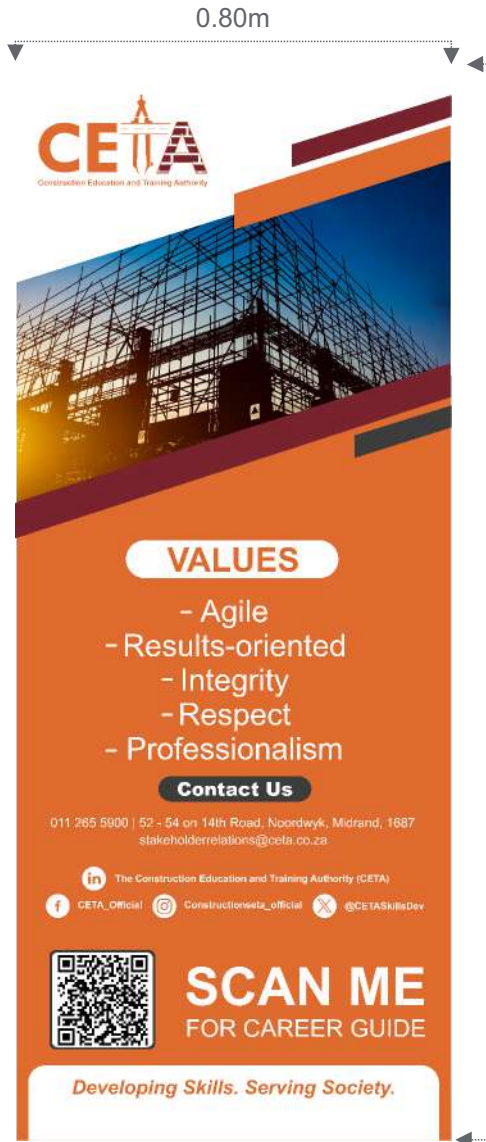
# EXHIBITION STANDS

## Overview - Pull Up Banner Grid and Content

The CETA grid should be used to ensure consistency through out stand panel design. The logo and slogan must always appear on the stand according to the CETA guidelines.

Also follow the CETA grid to position text. Always use a consistent size and style for body text, headings and subtitles. All text must be legible and should not be smaller than 30pt.

Remember you have about “six seconds” to attract potential visitors to your expo stand as they walk down the aisles. CETA exhibition stand graphics should be bold, clear and eye catching.



0.80m

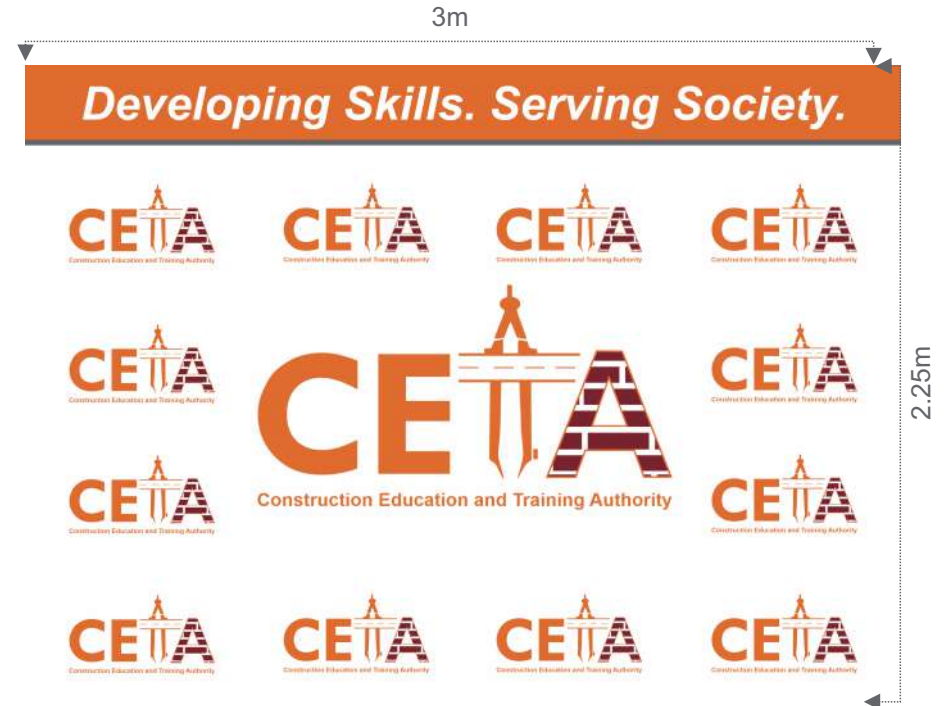
2.1m

Pull Up Banner

## Overview - Wall Banner Grid and Content

Text sizes, logo should always be legible from distance beyond the stand. Panel printing and construction quality should always adhere to the highest standards in line the CETA brand.

Margin area should be 70mm. The height of the wall banner should be 2,25m and the with of 3m.



3m

2.25m

Wall Banner

# EXHIBITION STANDS

The full CETA logo and contact information must appear on the front, back and on either side of the gazebo panels. The logo at the roof should be centred.

The point of interest element can be added to the gazebo design to add another dimension to the design.



Gazebo

"The full CETA logo and tagline must appear prominently in bold, accompanied by a construction-related image and a point of interest element to enhance visual impact and engagement."



Sharkfin Banner

# PROMOTIONAL ITEMS

## Corporate Gifts

As a public sector entity committed to ethical governance, transparency, and accountability, the **Construction Education and Training Authority (CETA)** recognizes the importance of managing corporate gifts in a manner that upholds our integrity and reinforces public trust.

This section outlines the principles and expectations related to the giving and receiving of corporate gifts within CETA, aligning with government regulations, the Public Finance Management Act (PFMA), and our internal Code of Conduct.



# CORPORATE CLOTHING

## Women's Corporate Clothing

This section provides clear guidelines for the standardization of women's corporate clothing within the Construction Education and Training Authority (CETA), ensuring that the professional appearance of employees reflects the organization's values and maintains a consistent, recognisable brand identity. Corporate attire plays an essential role in promoting CETA's presence, professionalism, and integrity across all areas of operation.

### Corporate Attire Guidelines for Women

All female employees are expected to wear official CETA-branded clothing during formal functions, stakeholder engagements, conferences, training sessions, and when representing the Authority in any public or professional capacity.

Approved women's corporate clothing includes: Branded formal shirt / long sleeve, long & short golfies.



SHIRT / LONG SLEEVES



GOLFIES / SHORT SLEEVES



GOLFIES / LONG SLEEVES

# CORPORATE CLOTHING

## Men's Corporate Clothing

This section provides clear guidelines for the standardization of women's corporate clothing within the Construction Education and Training Authority (CETA), ensuring that the professional appearance of employees reflects the organization's values and maintains a consistent, recognisable brand identity. Corporate attire plays an essential role in promoting CETA's presence, professionalism, and integrity across all areas of operation.

### Corporate Attire Guidelines for Women

All female employees are expected to wear official CETA-branded clothing during formal functions, stakeholder engagements, conferences, training sessions, and when representing the Authority in any public or professional capacity.

Approved women's corporate clothing includes: Branded formal shirt / long sleeve, long & short golfies.



SHIRTS / SHORT SLEEVES



GOLFIES / SHORT SLEEVES



GOLFIES / LONG SLEEVES

# SECURITY IDENTIFICATION

## Staff / Event ID Badge

At CETA, our identification badges play a key role in enhancing overall security while also fostering a sense of community where everyone knows your name.

While it may not always be practical—or even possible—for everyone to wear the same uniform, name badges offer a simple yet powerful way to build connection across our diverse team. They help us recognize each other as individuals, united in our shared commitment to strengthening the CETA brand. Together, we each contribute to our collective success—and our badges remind us of that every day.



# VEHICLE BRANDING

**Our branded vehicles are a powerful way to capture attention and reinforce the CETA brand within the communities we serve.**

As our vehicles travel through neighborhoods, they leave a strong visual impression on potential partners, clients, and community members who may be interested in supporting or engaging with CETA. Whether it's through our services, personnel, or campaigns, these moving billboards help communicate our presence and purpose. Maintaining a visible, professional, and trustworthy presence is key to strengthening our connection with the communities we proudly serve.

# VEHICLE BRANDING

## Half Wrap Vehicle Branding

The CETA Half Wrap Vehicle Branding is a key component of the organization's visual identity strategy, designed to extend brand visibility into public and operational spaces through a professional, mobile medium.

As part of the Corporate Identity Manual, this branding treatment is used on official CETA vehicles and is intended to communicate trust, authority, and national presence.

The half wrap typically covers approximately 50% of the vehicle, focusing on the sides and rear panels, and may also include partial coverage of the front or hood, depending on the vehicle model.

The CETA logo must be prominently displayed on both sides and the back of the vehicle, maintaining a minimum clear space around it to ensure visibility and legibility.

All graphic elements, such as icons, background shapes, or patterns, must be selected from the approved CETA visual toolkit and used in accordance with brand guidelines. Only official brand colors and typefaces are to be used, maintaining a strong, cohesive visual identity that aligns with the broader communications strategy.



# VEHICLE BRANDING

## Partial Vehicle Branding

Partial vehicle branding is a strategic approach to mobile brand visibility that involves applying graphics, logos, and key messaging to select portions of a vehicle, rather than covering it in full or half. This method balances cost-efficiency with visual impact, allowing for brand presence while maintaining the base color and structure of the vehicle.

For CETA, partial branding typically includes prominent placement of the official logo, contact details, and brand messaging on high-visibility areas such as the front doors, rear panels, or windows, depending on the vehicle's size and function.

All elements used in partial branding must follow CETA's corporate identity guidelines, ensuring the use of approved colors, typefaces, and logo variants. The design must maintain a clear zone around the logo to avoid visual clutter and preserve legibility.



# WRITING STYLE

At CETA, we use South African English, which follows British English spelling, grammar, punctuation, and word usage conventions. This means our writing reflects local standards, helping us connect clearly and credibly with our audiences.

We write “**organisation**”, not “organization”; “**realisation**”, not “realization”; and “**behaviour**”, not “behavior”. Below are more examples:

## DO | DO NOT

---   ---
Organisation   Organization
Realisation   Realization
Behaviour   Behavior
Programme   Programme

Our writing style is **simple**, **optimistic**, and **respectful**, aligned with CETA’s brand personality. We avoid complicated or overly technical language unless absolutely necessary. Instead, we speak clearly and with purpose.

## Use Active Voice

Whenever possible, we write in active voice. Active voice makes our communication more direct, clear, and accountable. Example:

- ✓ We deliver training opportunities.
- ✗ Training opportunities are delivered.

Passive voice can sound vague or impersonal. Avoid it when clarity and accountability are important.



52 - 54 on 14th Road, Noordwyk, Midrand, 1687  
StakeholderRelations@ceta.co.za



CETA\_Official



Constructionseta\_official



@CETASkillsDev



The Construction Education and Training Authority (CETA)



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*“Road To Renewal”*

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