

## LAUNCHING THE NEW STS ASSOCIATION CORPORATE IDENTITY

In line with progressive technology and the STS Association quest to step-change service to our members, we sought to refresh our Corporate Identity. We are proud to announce the launch of the new STS Association Logo and share the CI Guidelines on how to use it.

### NEW LOGO



Simple ▶ Trusted ▶ Secure



### Black & White



Simple ▶ Trusted ▶ Secure



The new tagline "**Simple ▶ Trusted ▶ Secure**" speaks to our technology edge, which is easy to use, has been tried and tested for more than two decades in South Africa and globally and boasts the latest security encryption codes.

In the past few months we have been updating and developing new Marketing collaterals, online presence, stationery, etc. with the new logo. Our website development is underway, in the meantime, we invite our members to follow, interact and engage with us on our new social media platforms:

**Facebook:** Standard Transfer Specification Association | **Twitter :** @STSAassoc

# STS Association Logo Guidelines

If you have used the STS Association logo in any of your marketing materials, please assist us in updating them. We appreciate your kind support and invite you to follow the attached STS Logo Guidelines that will also be available in our website.



## Logo Guidelines

### Spacing



### Palette



C: 64 M: 00 Y: 00 K: 01



C: 98 M: 18 Y: 07 K: 01



C: 100 M: 83 Y: 31 K: 21

### Font

Ubuntu Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Ubuntu Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

We are aware that changing a logo is a process that can involve many steps and take some time, as such members may continue to use the existing logo especially if embedded in plastic tooling, however the Association would like to encourage the migration to the new logo as soon as practically possible, during the course of 2016.

For any further queries on the use of our new logo, please contact  
**Franco Pucci ~ franco.p@mweb.co.za**

Sincere Regards,

**STS Association Board**

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