

Engen Brand Guide

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Introduction to the Engen Brand

A brand is far more than just a logo and a name. A brand is made up of every piece of communication that the public sees, hears or experiences across all touch points. Every piece of communication is connected through a brand personality – in Engen’s case, one that has become part of our consumers’ lives over the years.

A brand is an asset that evolves and needs to be protected. To keep up with the ever changing times and make sure Engen becomes the oil company of choice in Sub-Saharan Africa and the Indian Ocean Islands, we need to communicate a consistent brand identity across all elements.

An example of how our brand is evolving is the new Engen device and visual identity. The new and simpler logo device unclutters our communication, which is beneficial to our brand going forward.

Everyone involved in Engen’s marketing and communication needs to adhere to this unified guide. This ensures that every time someone comes in contact with our brand, they’ll have the same amazing experience they’ve come to know and love.

This Brand Guide is designed to assist with the implementation and maintenance of our unified image and identity. It should not be seen as a restrictive set of rules, but rather a basis from where we can safely create communication that will help build our brand.

The Engen Logo

Full colour logo on a blue background	3	Bottom blue band stacked logo with pay-off line	20
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The Engen Logo: Full colour logo on a blue background

The Engen Logo is formed by combining the logo (a), the name (b) and the pay-off line (c).

The Engen Logo can be used on its own or inside the Engen Logo device.

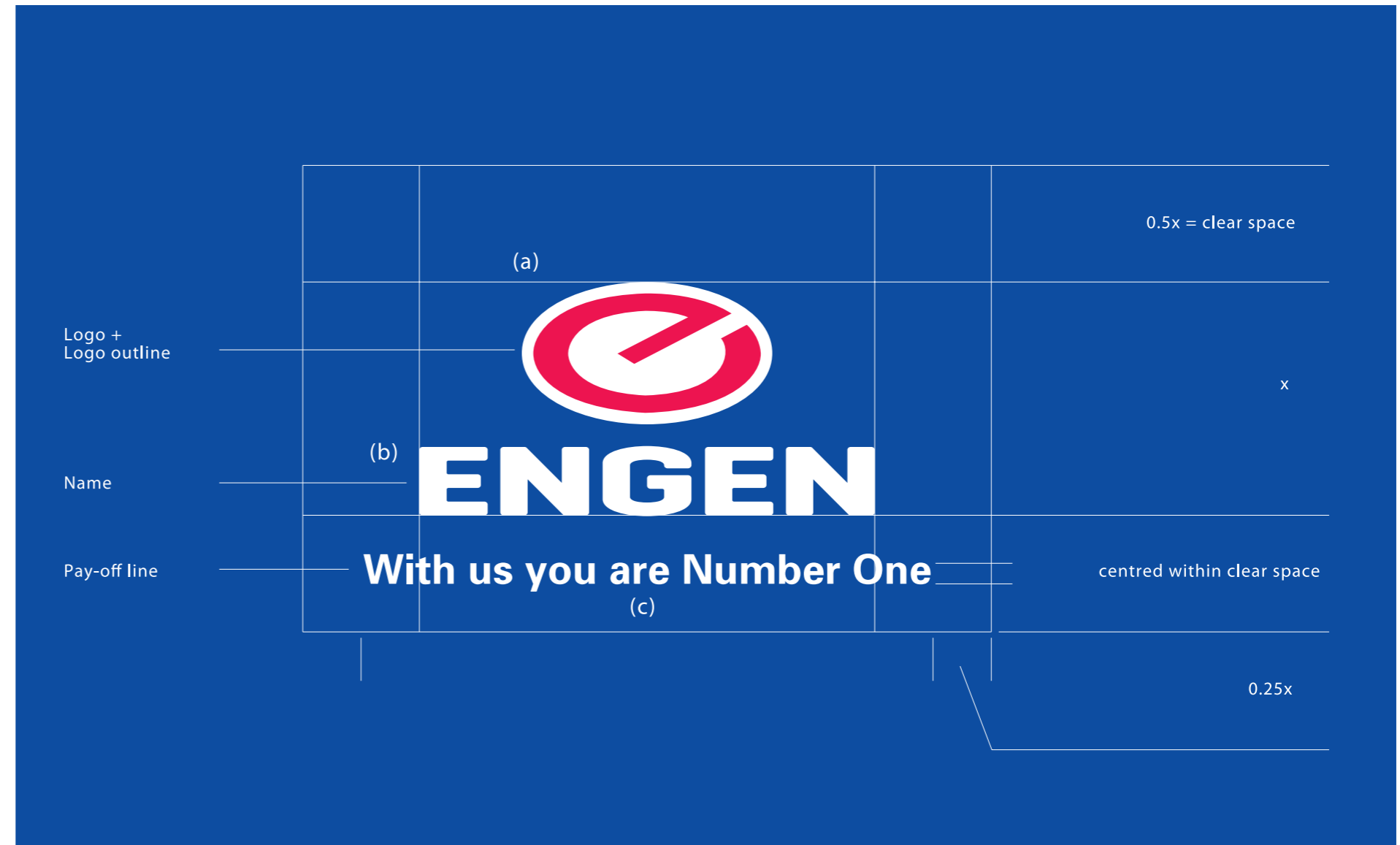
The Engen Logo on a blue background is always used for the end frame in television advertising and must be reversed out of the Engen blue background.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.



The Engen Logo: Full colour logo on a white background

The Engen Logo is formed by combining the logo (a), the name (b) and the pay-off line (c).

The Engen Logo can be used on its own or inside the Engen Logo device.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

Clear space allowance

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NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.



The Engen Logo: White logo on a black background

The Engen Logo is formed by combining the logo (a), the name (b) and the pay-off line (c).

The Engen Logo can be used on its own or inside the Engen Logo device.

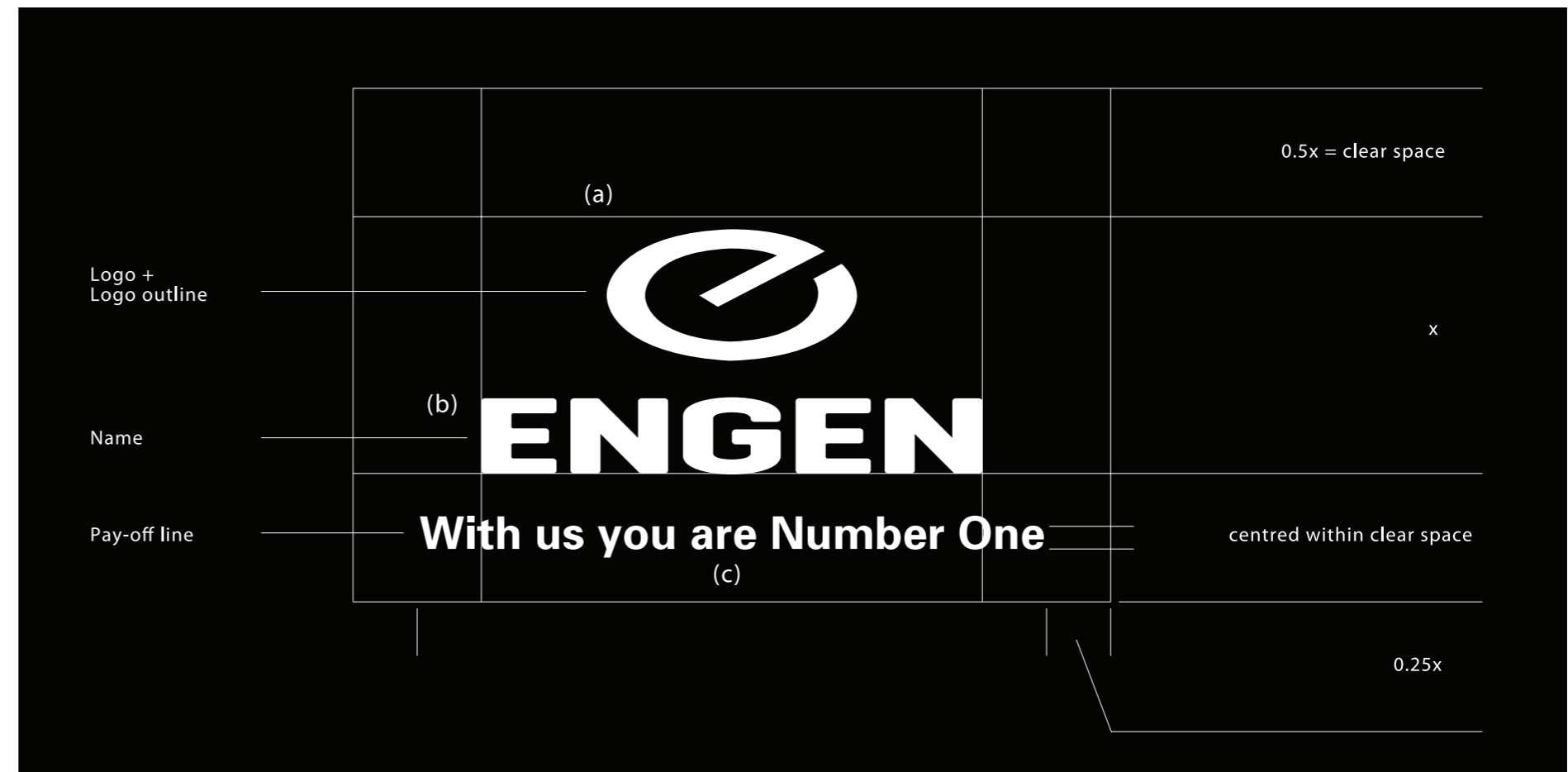
The logo must be reversed out of the black background.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.



The Engen Logo: Black logo on a white background

The Engen Logo is formed by combining the logo (a), the name (b) and the pay-off line (c).

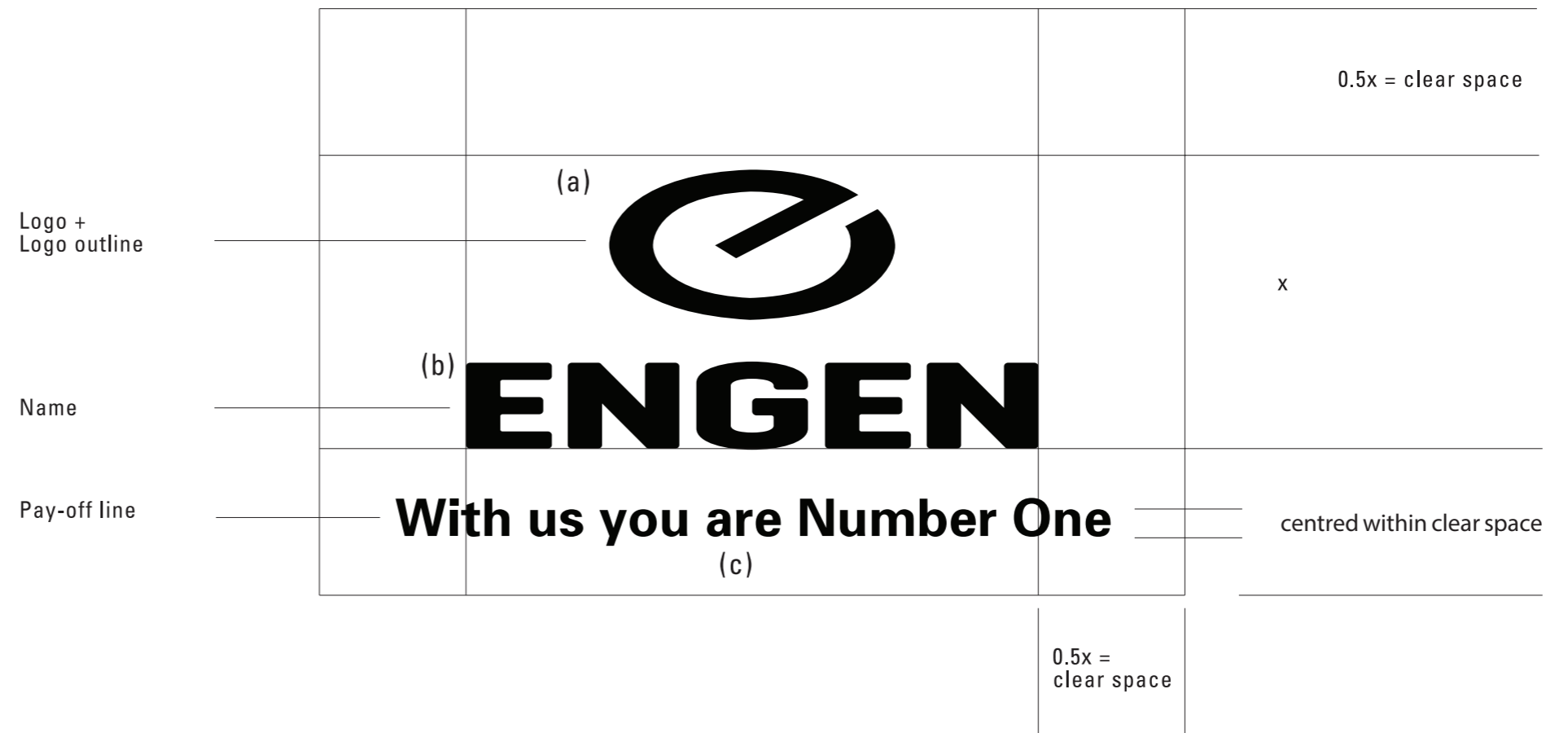
The Engen Logo can be used on its own or inside the Engen Logo device.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.



The Engen Logo: Full colour logo without pay-off line on a blue background

The Engen Logo without the pay-off line is formed by combining the logo (a), and the name (b).

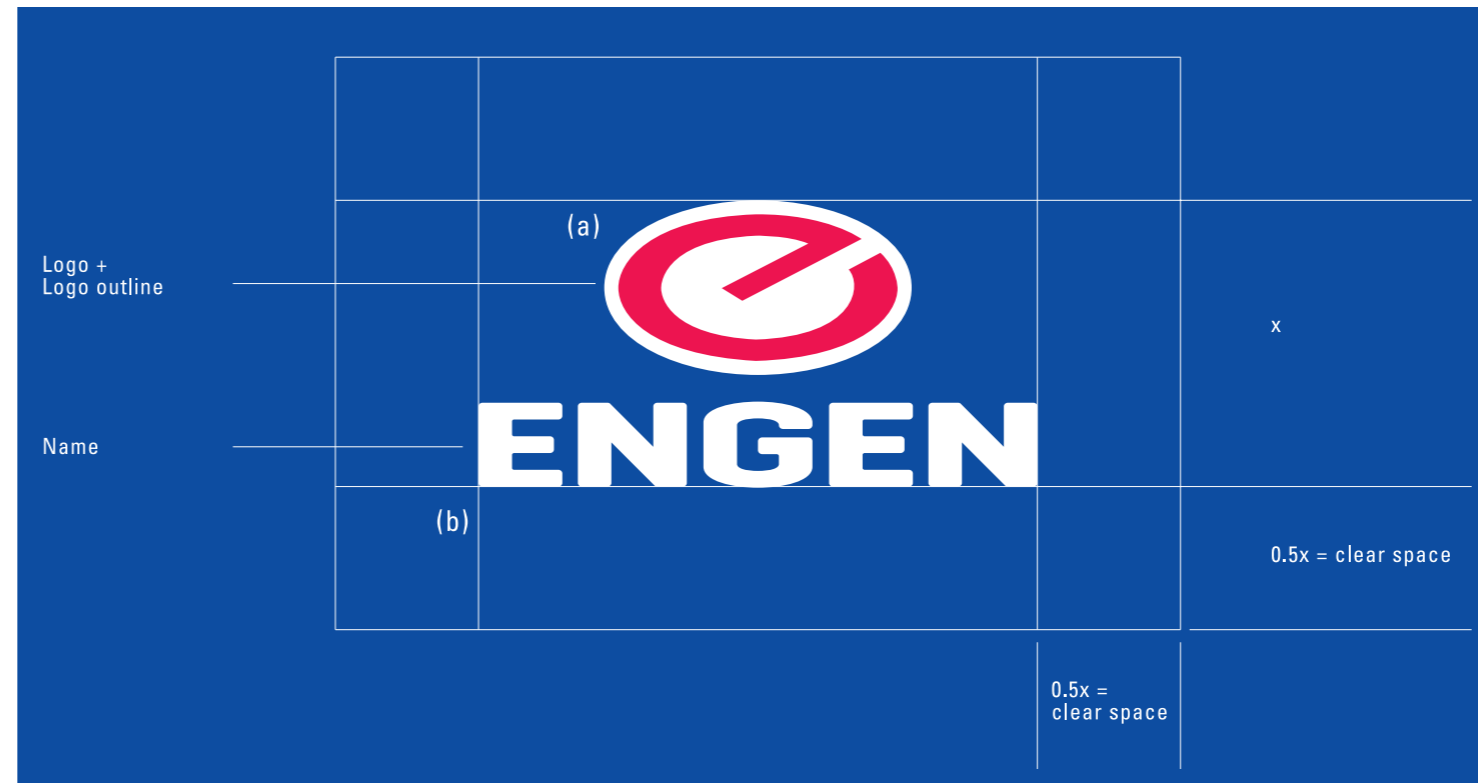
There are two versions of the Engen Logo i.e. the stacked* logo and the horizontal logo where the horizontal logo is only used for promotional items and never for advertising.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

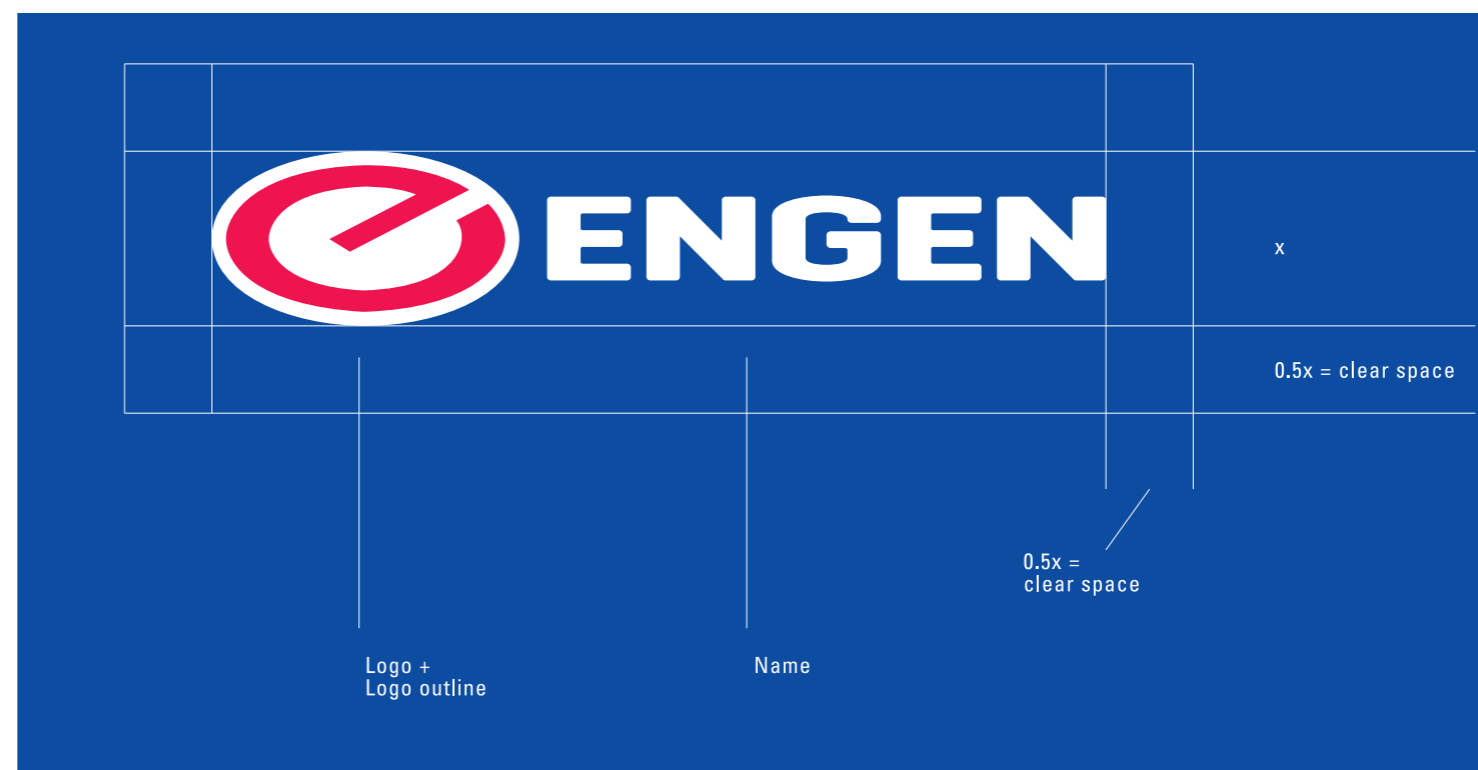
Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

*The stacked logo refers to the logo (a) being positioned above the name (b).



For use on promotional items only!



The Engen Logo: Full colour logo without pay-off line on a white background

The Engen Logo without the pay-off line is formed by combining the logo (a), and the name (b).

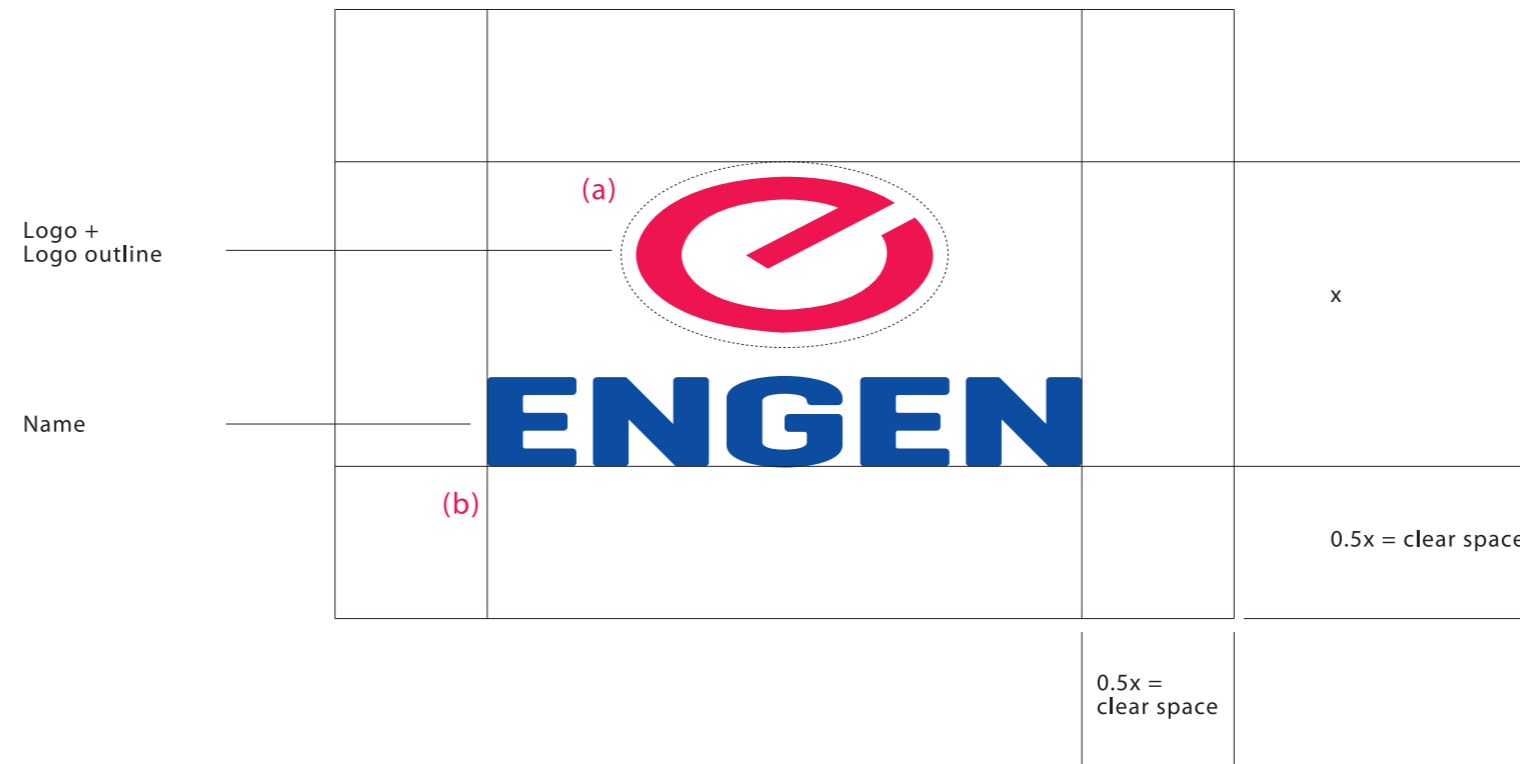
There are two versions of the Engen Logo i.e. the stacked* logo and the horizontal logo where the horizontal logo is only used for promotional items and never for advertising.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

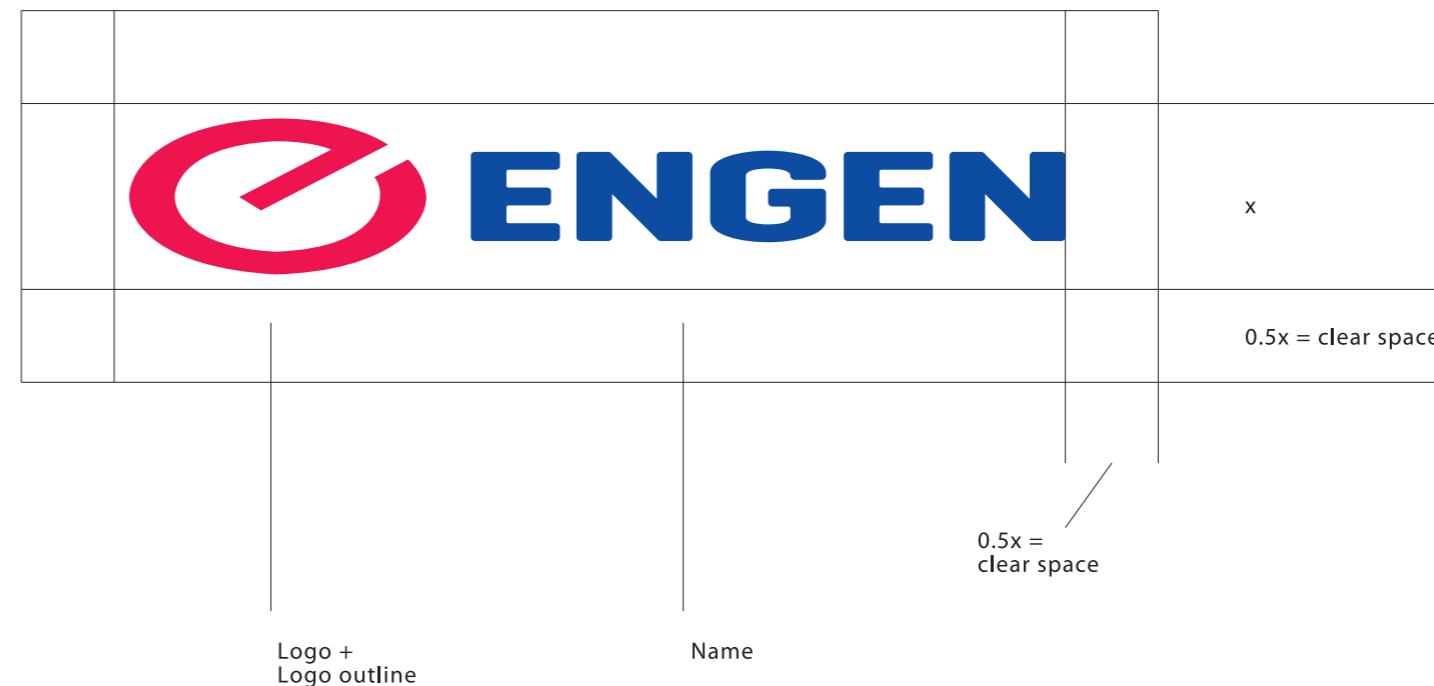
Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

*The stacked logo refers to the logo (a) being positioned above the name (b).



For use on promotional items only!



The Engen Logo: White logo without pay-off line on a black background

The Engen Logo without the pay-off line is formed by combining the logo (a), and the name (b).

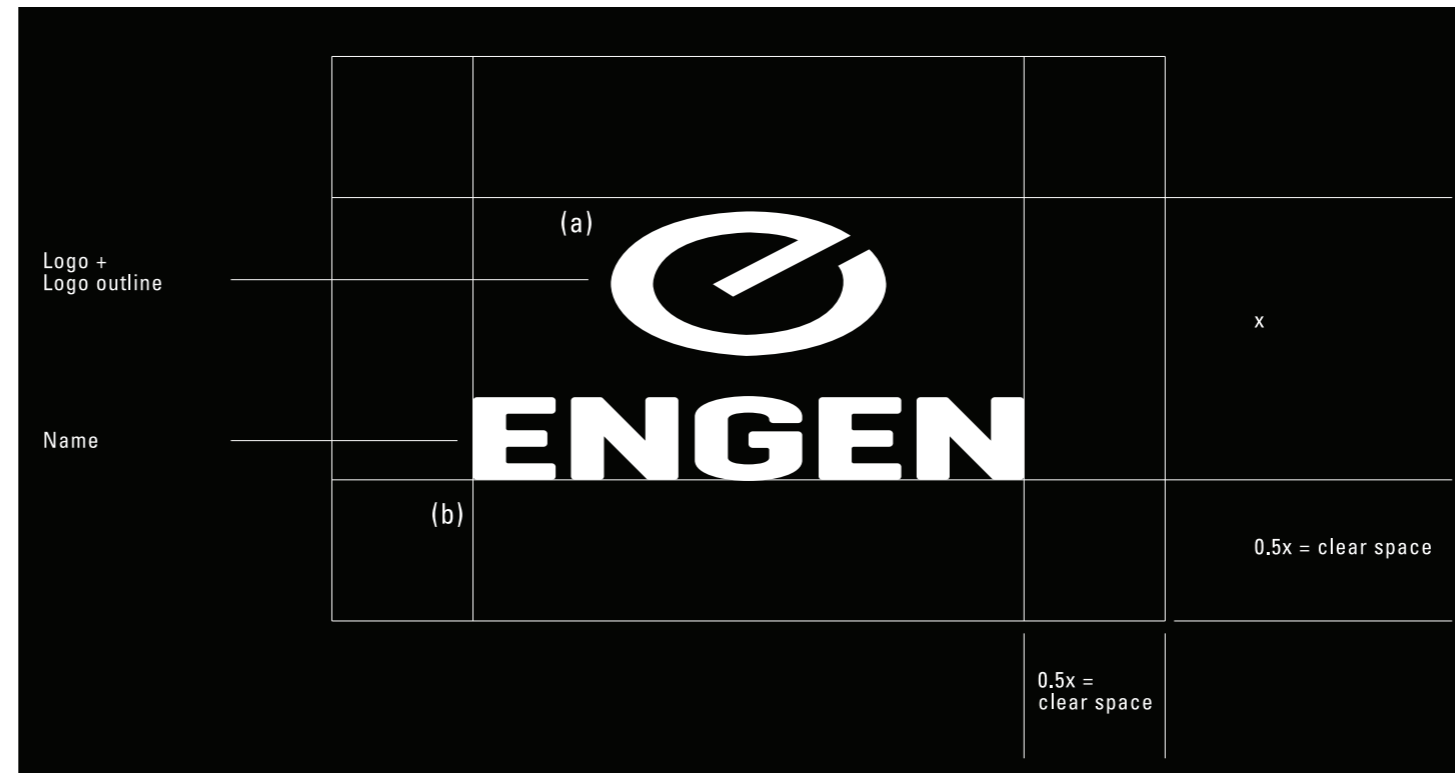
There are two versions of the Engen Logo i.e. the stacked* logo and the horizontal logo where the horizontal logo is only used for promotional items and never for advertising.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

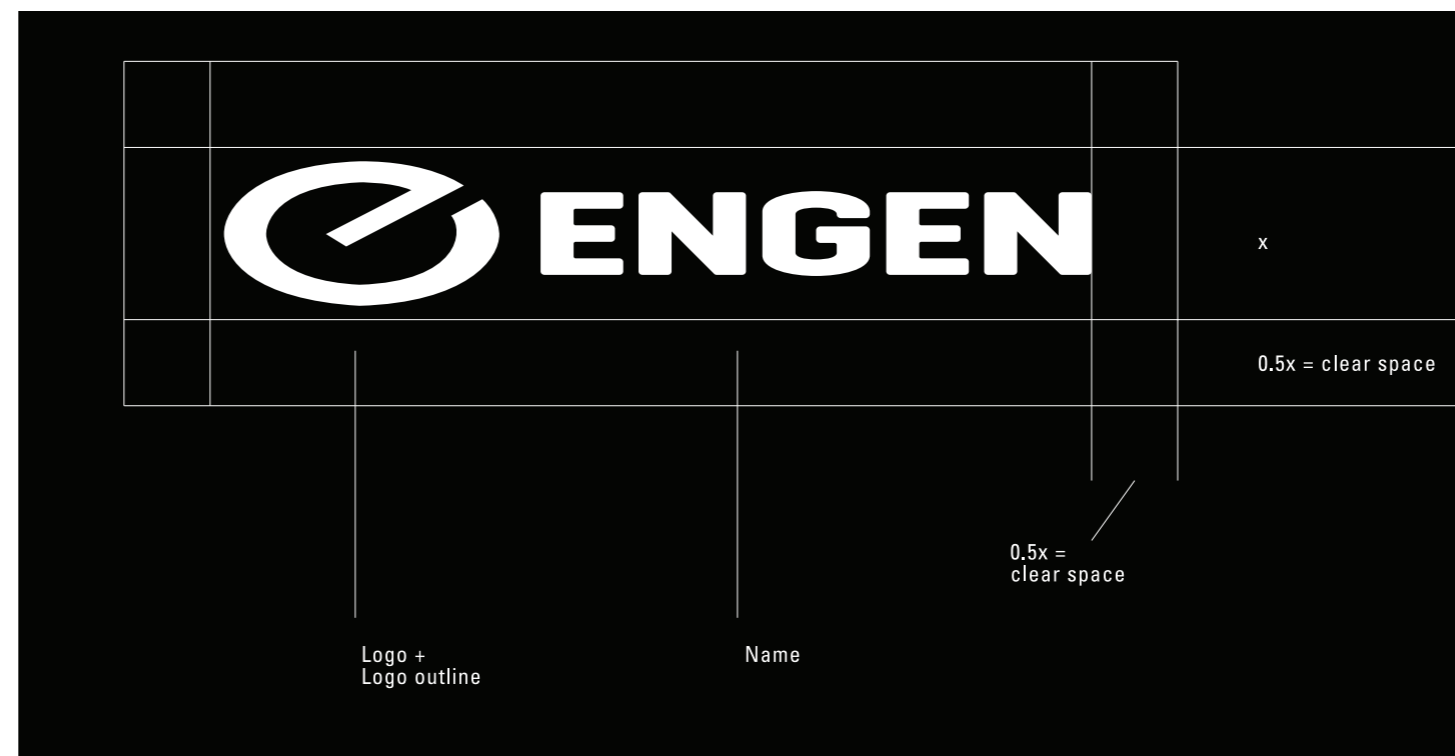
Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

*The stacked logo refers to the logo (a) being positioned above the name (b).



For use on promotional items only!



The Engen Logo: Black logo without pay-off line on a white background

The Engen Logo without the pay-off line is formed by combining the logo (a), and the name (b).

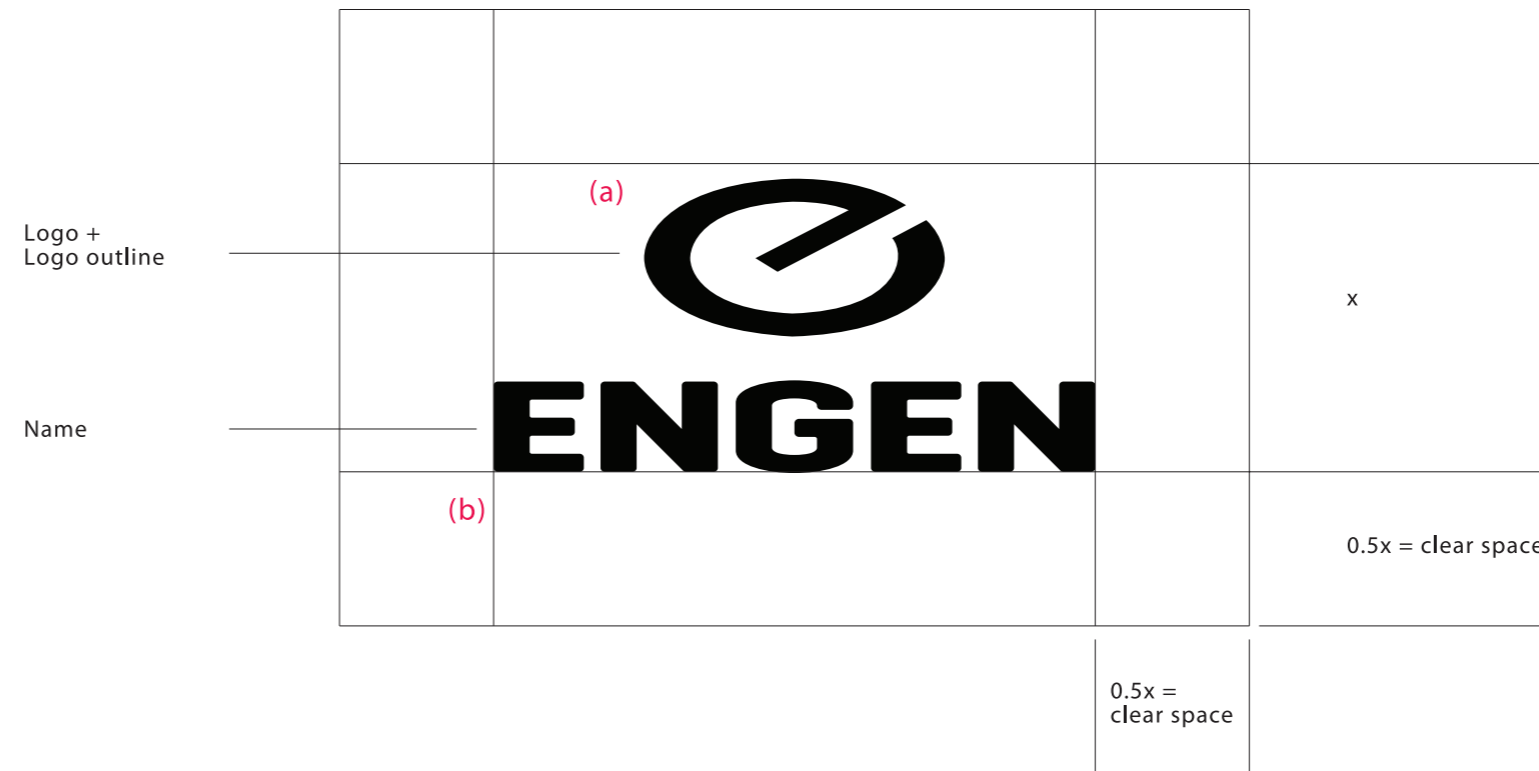
There are two versions of the Engen Logo i.e. the stacked* logo and the horizontal logo where the horizontal logo is only used for promotional items and never for advertising.

The Engen "e" and the name "Engen" may never be separated, moved, distorted or altered in any way.

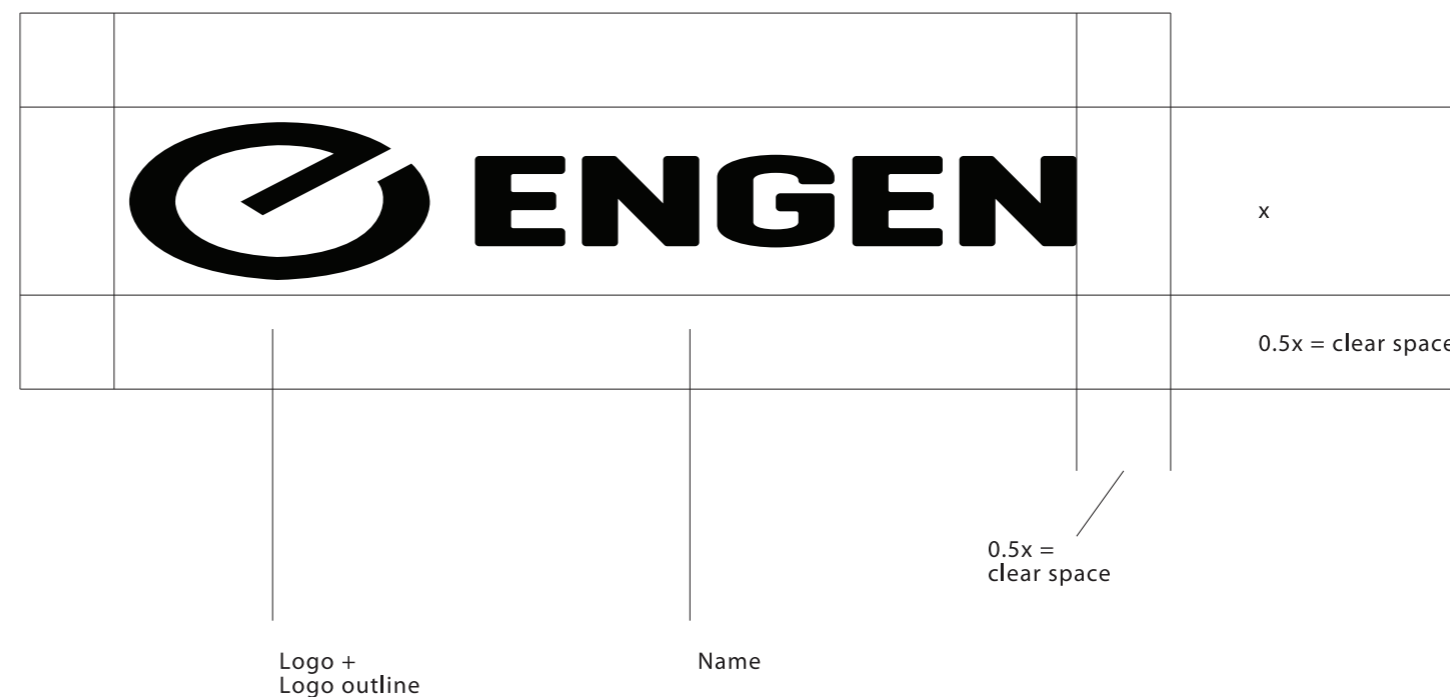
Clear space allowance

It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable. For this reason, a certain amount of clear space must surround the Engen Logo at all times. The preferred amount of clear space is equal to the height of the Engen Logo. If this space is not available, the minimum amount of clear space is equal to half the height of the Engen Logo.

*The stacked logo refers to the logo (a) being positioned above the name (b).



For use on promotional items only!



The Engen Logo: Site names

A site name is made up of the Engen “e”, the name Engen and the site name. Therefore the site name may only appear with the Engen stacked logo. **The pay-off line is never used with the site name.**

Text and type specifications

- Font height: Font height should be equal to the height of the name Engen
- Font type: Univers LT 67 Condensed Bold
- Name text wrap: If the site name stretches further than the height of the Engen Logo in width past the logo, the name should wrap onto the next line.

To display the site name in full colour, it must appear as follows:

- The Engen “e” in Engen red
- The name Engen in Engen blue
- The site name in blue

If you are not using the logo in full colour, the logo and the site name must be the same colour throughout. For example:

- The Engen “e” in black
- The name Engen in black
- The site name in Engen black

Site Names

		0.5x = clear space	0.5x = clear space
			x
	ENGEN COURT	0.25x	descriptor height
			0.5x = clear space

		0.5x = clear space	0.5x = clear space
			x
	CAPE TOWN DISTRIBUTION CENTRE	0.25x	descriptor height
			0.5x = clear space

		0.5x = clear space	0.5x = clear space
			x
	ENGEN RWANDA LIMITED	0.25x	descriptor height
			0.5x = clear space

The Engen Logo: Divisional names

The use of a divisional name is for **internal purposes only**. It is made up of the Engen “e”, the name Engen and the divisional name. Therefore the divisional name may only appear with the Engen stacked logo. **The pay-off line is never used with the divisional name.**

Text and type specifications

- Font height: Font height should be equal to the height of the name Engen
- Font type: Univers LT 67 Condensed Bold
- Name text wrap: If the divisional name stretches further than the height of the Engen Logo in width past the logo, the name should wrap onto the next line


To display the divisional name in full colour, it must appear as follows:

- The Engen “e” in Engen red
- The name Engen in Engen blue
- The divisional name in blue

If you are not using the logo in full colour, the logo and the divisional name must be the same colour throughout. For example:

- The Engen “e” in black
- The name Engen in black
- The divisional name in Engen black

Divisional Names

		0.5x = clear space	0.5x = clear space
			x
	ENGEN		
	LUBRICANTS	0.25x	descriptor height
			0.5x = clear space

		0.5x = clear space	0.5x = clear space
			x
	ENGEN		
	SUPPLY TRADE & OPTIMISATION	0.25x	descriptor height
			0.5x = clear space

		0.5x = clear space	0.5x = clear space
			x
	ENGEN		
	CORPORATE AFFAIRS	0.25x	descriptor height
			0.5x = clear space

The Engen Corporate Logo: Pay-off line in all languages

The Engen pay-off line has been translated into the 11 official languages of South Africa as well as French and Portuguese.

These are the approved translations and no deviations will be permitted.

South Africa's 11 official languages are:

Afrikaans
English
IsiNdebele
IsiXhosa
IsiZulu
Sepedi
Sesotho
Setswana
Siswati
Tshivenda
Xitsonga

Afrikaans:	Met ons is jy Nommer Een
English:	With us you are Number One
IsiNdebele:	Ngo ku ba nathi uphuma e bu jameni bo ku thoma
IsiXhosa:	Kuthi ungu ngqa phambili
IsiZulu:	Kithina ungu ngqa phambili
Sepedi:	Go rena o tšwa pele
Sesotho:	Ho rona oa pele
Setswana:	Mo go rona, o wa Ntlha
Siswati:	Kitsi uphuma embili
Tshivenda:	Kha rine vha bva phanda
Xitsonga:	Eka hina hi wena wa kusungula
French:	Avec nous, vous êtes Numéro Un
Portuguese:	Connosco você é o Primeiro

The Engen Logo: Permitted colour options on blue, white and black backgrounds

The preferred Engen Logo colours are red, white and blue. Whilst we understand that this is not always possible due to the background colour, the Engen Logo can also appear in either white only or black only.

NB: There are no other permissible variations.

There are five approved colour options of the Engen Logo as follows:

1. Full colour logo reversed out of an Engen blue background. This is the preferred option and should be used whenever possible.
2. White logo reversed out of an Engen blue background.
3. Full colour logo on a white background.
4. Black logo on a white background.
5. White logo reversed out of a black background.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.

1. Full colour Engen Logo reversed out of an Engen blue background



2. White Engen Logo reversed out of an Engen blue background



3. Full colour Engen Logo on a white background



4. Black Engen Logo on a white background



5. White Engen Logo reversed out of a black background



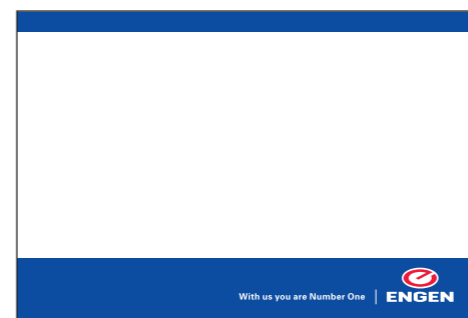
The Engen Logo: Acceptable backgrounds

The preferred option of displaying the Engen Logo is in the primary colours of red, white and blue on a blue background. However, we understand that this is not always possible. See the diagram as a guide to using the Engen Logo on different backgrounds.

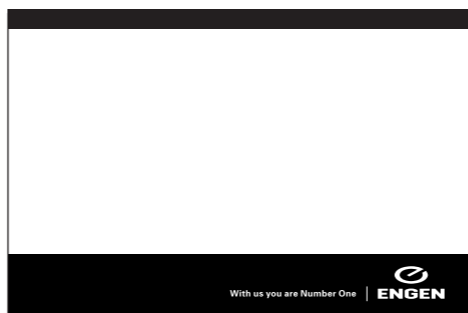
Here are examples of how the Engen Logo can be applied. Please seek approval from the Group Brand Team prior to producing your artwork should you require further clarity.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.

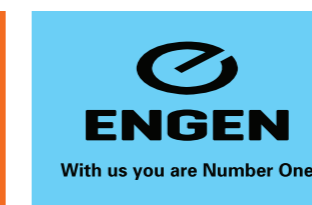
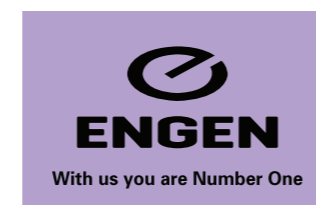
Red, white and blue



White only

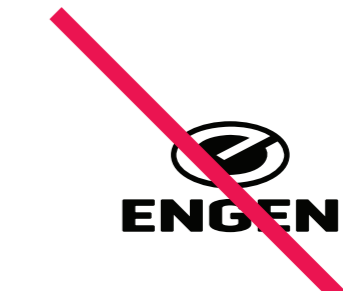
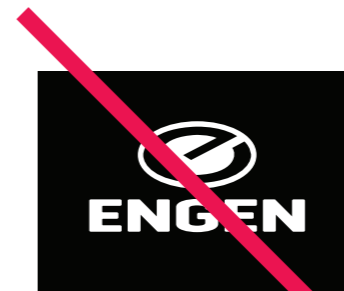
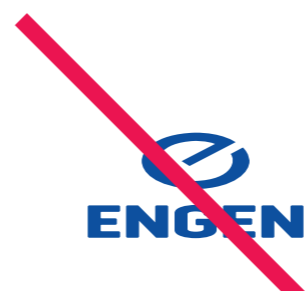
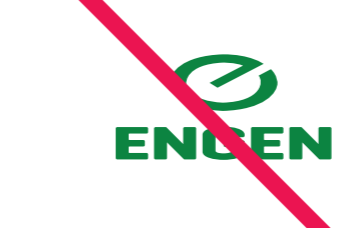
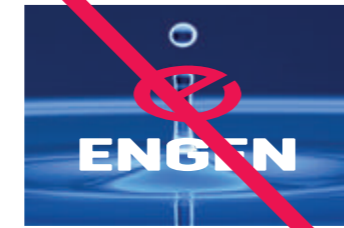


Black only



The Engen Logo: Unacceptable uses of the Engen Logo

Here are examples as guidance of unacceptable uses of the Engen Logo.

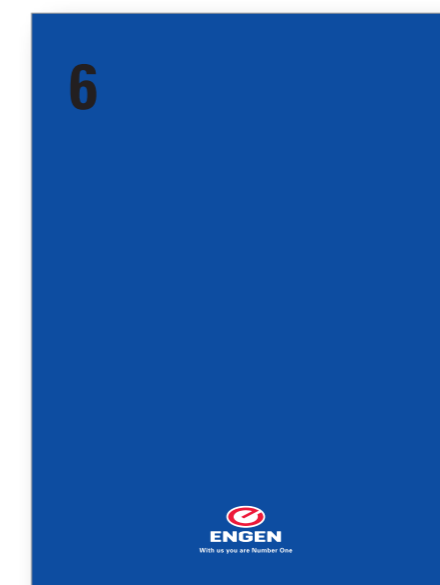
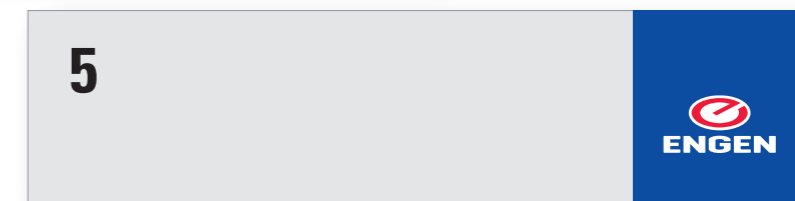
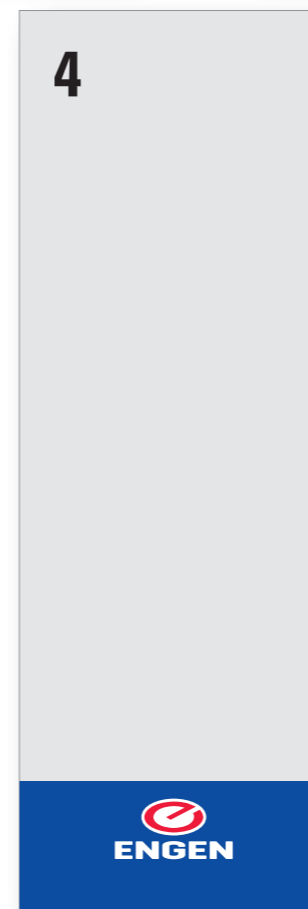
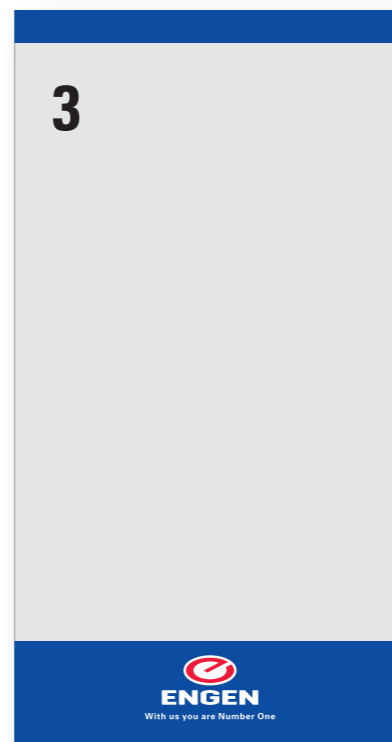
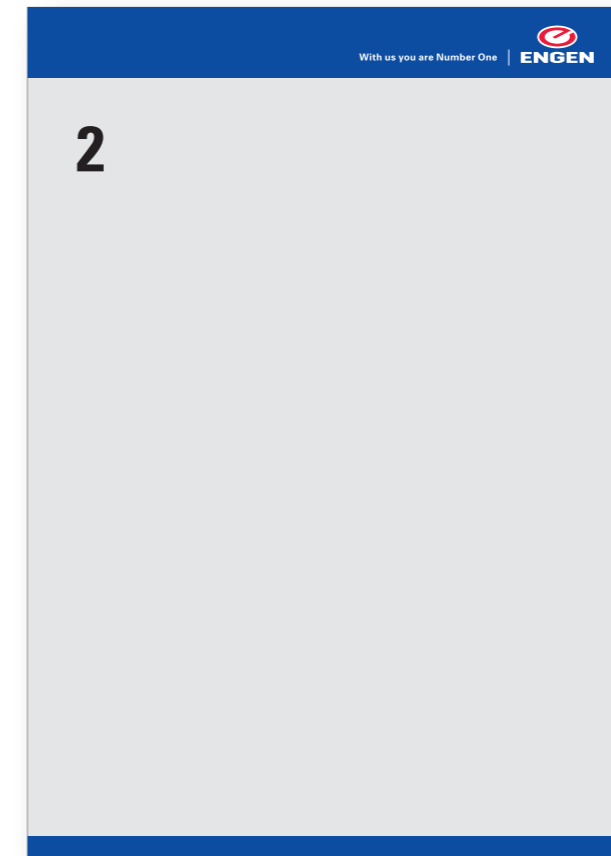
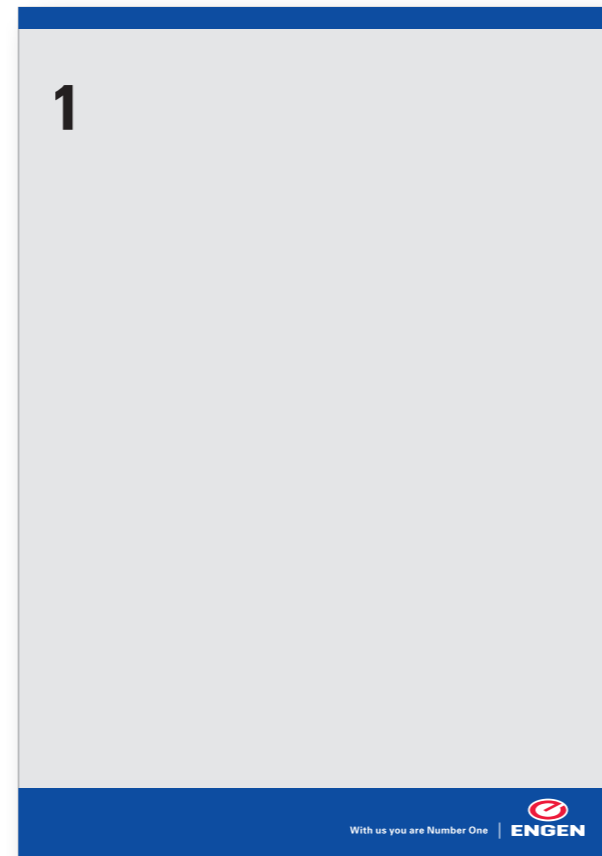


The Engen Logo Device: Branding options

The Engen Logo device is the main branding device for all marketing communication and is one of our primary methods for creating a consistent look and feel for Engen.

The Engen Logo device should never be redrawn or altered in any way and is available in the following variations:

1. The Engen bottom blue band with the pay-off line
2. The Engen top blue band with the pay-off line
3. The Engen bottom blue band stacked logo with pay-off line (centred in the blue band)
4. The Engen bottom blue band stacked logo without pay-off line (centred in the blue band)
5. The Engen righthand blue band logo without pay-off line
6. The Engen stacked logo with pay-off line on full blue background



1. The Engen Logo Device: Bottom blue band with pay-off line in full colour

The Engen Logo device with pay-off line is **ALWAYS TREATED AS A UNIT** and therefore sized as a unit.

The Engen Logo device consists of two parts:

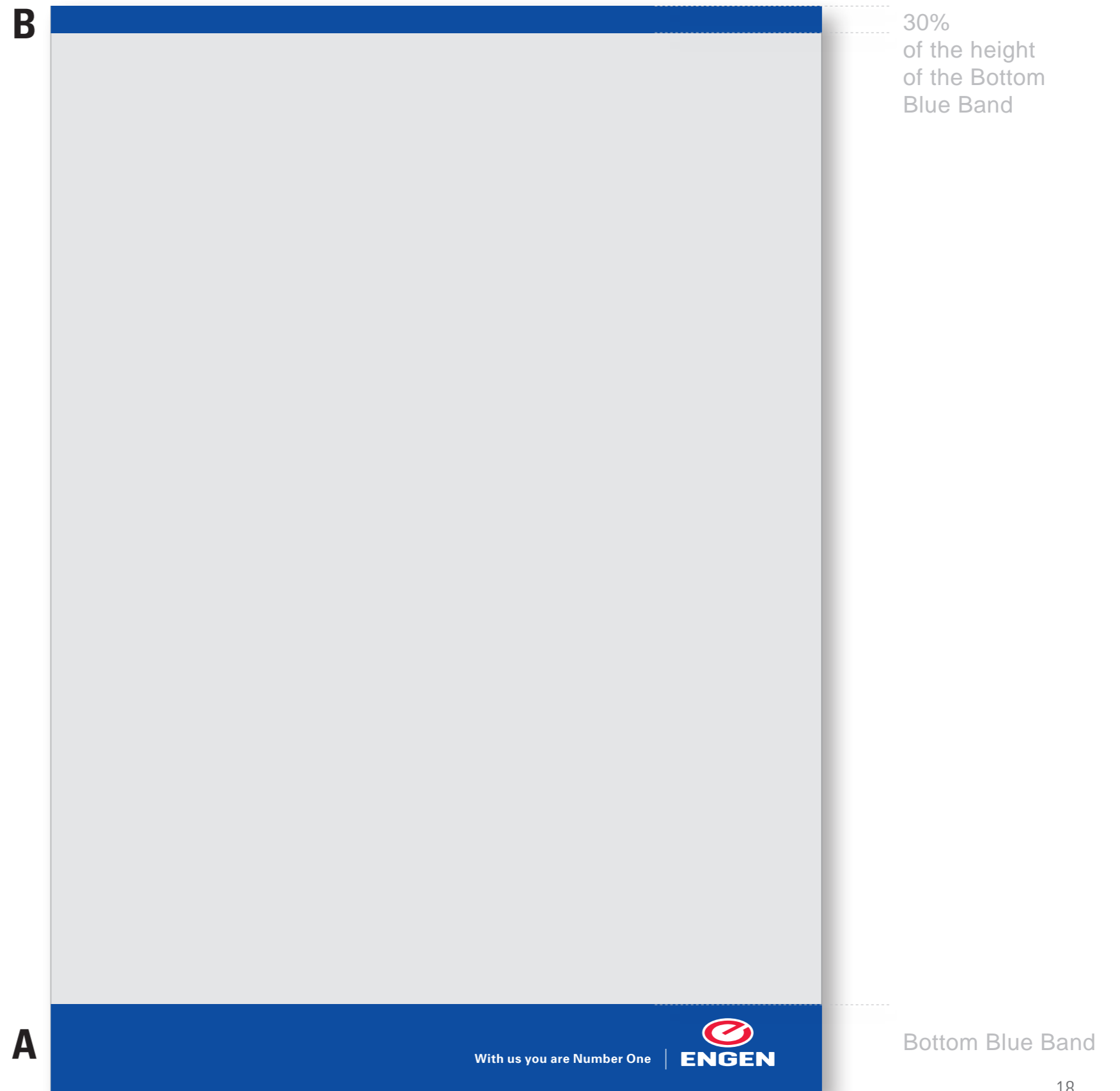
A. The main blue band

the main blue band goes across the full width of the page.

B. The secondary blue band

The secondary blue band is the same width and 30% of the height of the main blue band.

The secondary blue band is always included other than certain exceptions to the rule: See [Engen Logo Device Rules](#).



2. The Engen Logo Device: Top blue band with pay-off line in full colour

The Engen Logo device with pay-off line is **ALWAYS TREATED AS A UNIT** and therefore sized as a unit.

The Engen Logo device consists of two parts:

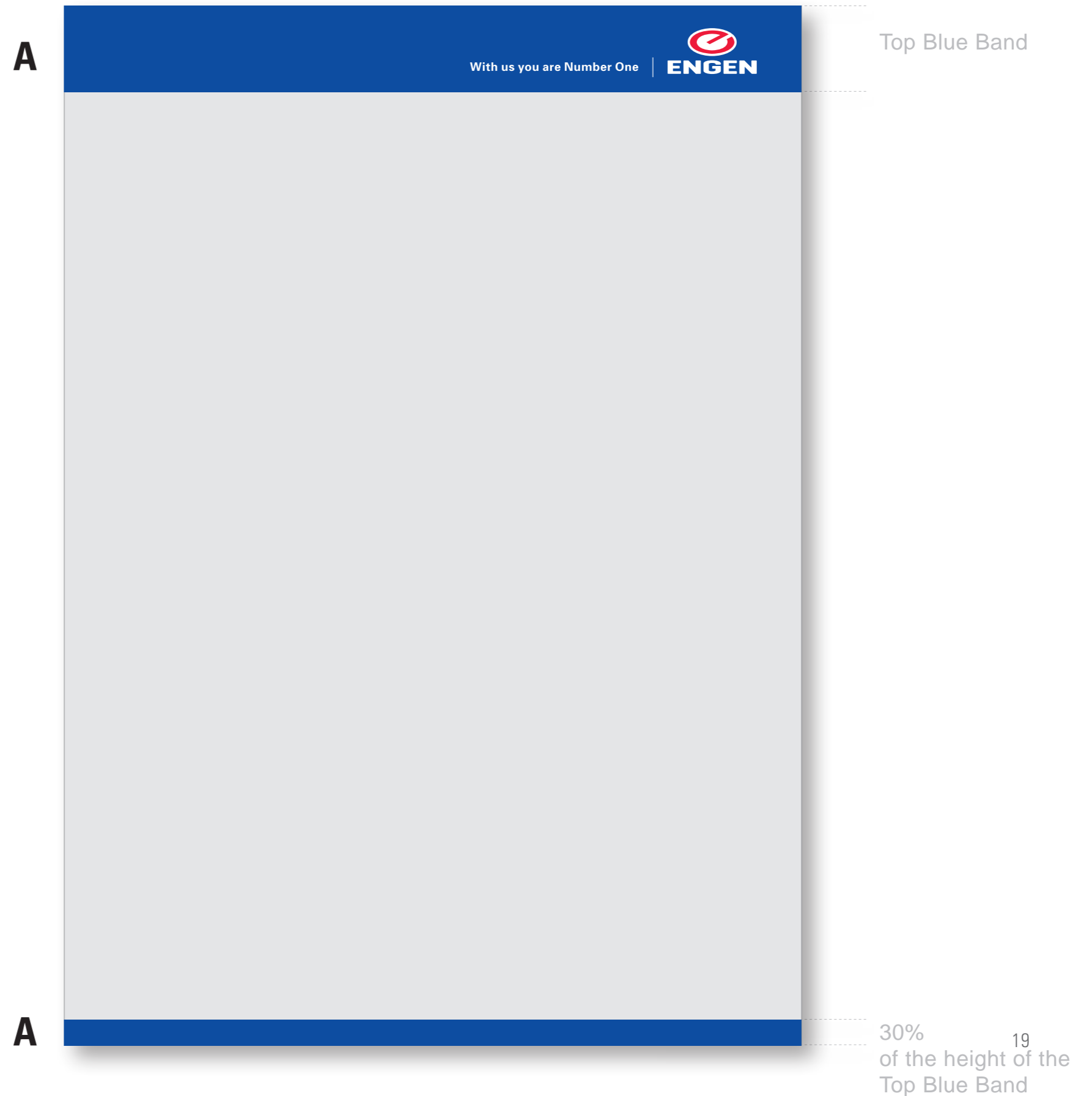
A. The main blue band

The main blue band goes across the full width of the page.

B. The secondary blue band

The secondary blue band is the same width and 30% of the height of the main blue band.

The secondary blue band is always included other than certain exceptions to the rule: See [Engen Logo Device Rules](#).



4. The Engen Logo Device: Bottom blue band stacked logo without pay-off line in full colour

The Engen Logo device with pay-off line is **ALWAYS TREATED AS A UNIT** and therefore sized as a unit.

The Engen Logo device consists of two parts:

A) The main blue band

The main blue band goes across the full width of the page.

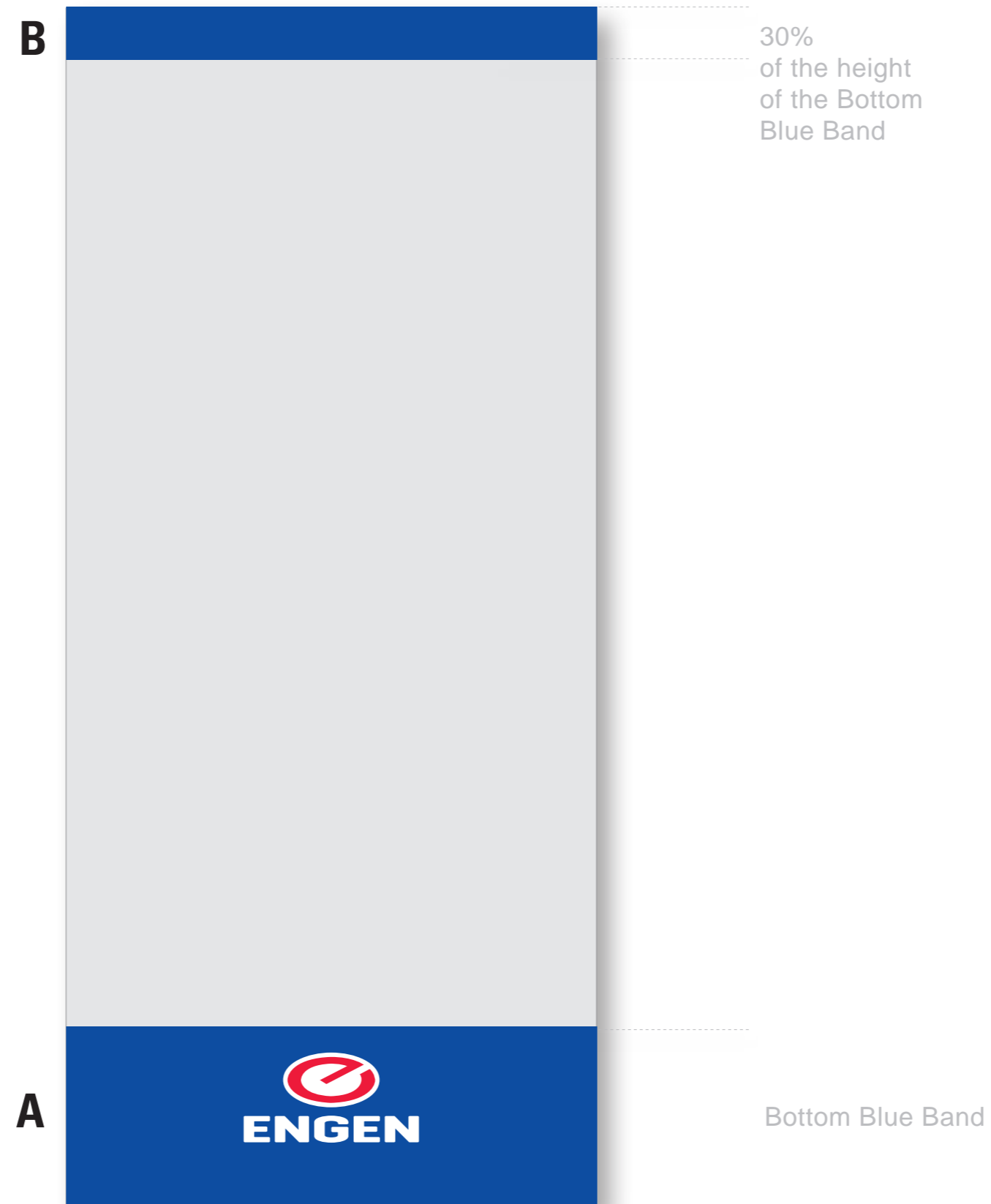
B) The secondary blue band

The secondary blue band is the same width and 30% of the height of the main blue band.

The secondary blue band is always included other than certain exceptions to the rule: See [Engen Logo Device Rules](#).

Where the Engen bottom blue band stacked logo is to be used:

- In outdoor applications viewed from a distance where brand communication should be simplified and immediate.



5. The Engen Logo Device: Right hand blue band logo without pay-off line

The Engen Logo device is **ALWAYS TREATED AS A UNIT** and therefore sized as a unit.

The Engen right hand blue band logo device consists of only one part:

A. The main blue band incorporating the logo.
The secondary blue band is never included.

Where the Engen right hand blue band logo is to be used:

- In wide landscape outdoor and web banner applications where a bigger logo is required.
- In outdoor applications viewed from a distance where brand communication should be simplified and immediate.
- When the design format is 4 times (or more) wider than it is high.



6. The Engen Logo Device: Stacked logo with pay-off line on full blue background in full colour

The Engen stacked logo on full blue background consists of the Engen logo and the pay-off line.

When the logo is placed on a full blue background, the blue bands falls away.

The logo is centred towards the bottom of the page.

Clear space allowance (when not in blue band device)

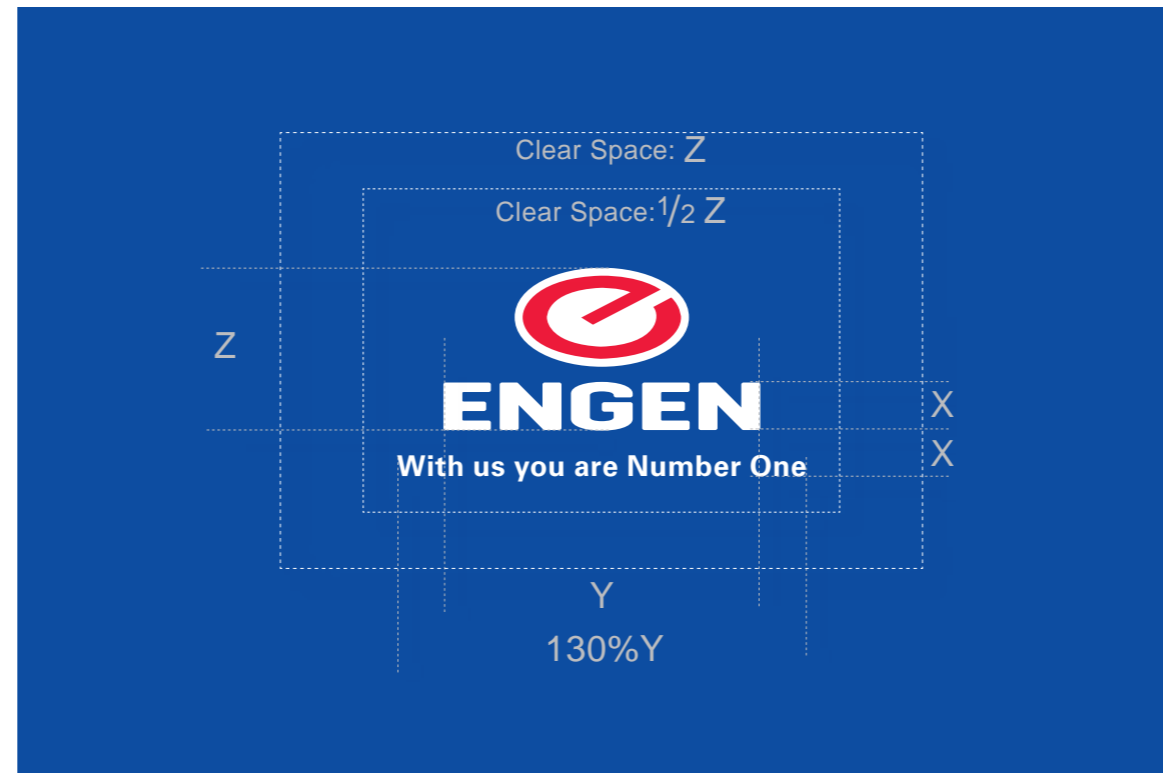
It is important that no text or graphics be placed too close to the Engen Logo, in order for it to be noticeable.

For this reason, a certain amount of clear space must surround the Engen Logo at all times.

The preferred amount of clear space is equal to the height of the Engen Logo.

The minimum amount of clear space is equal to half the height of the Engen Logo.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm, do not apply the pay-off line as it becomes illegible.



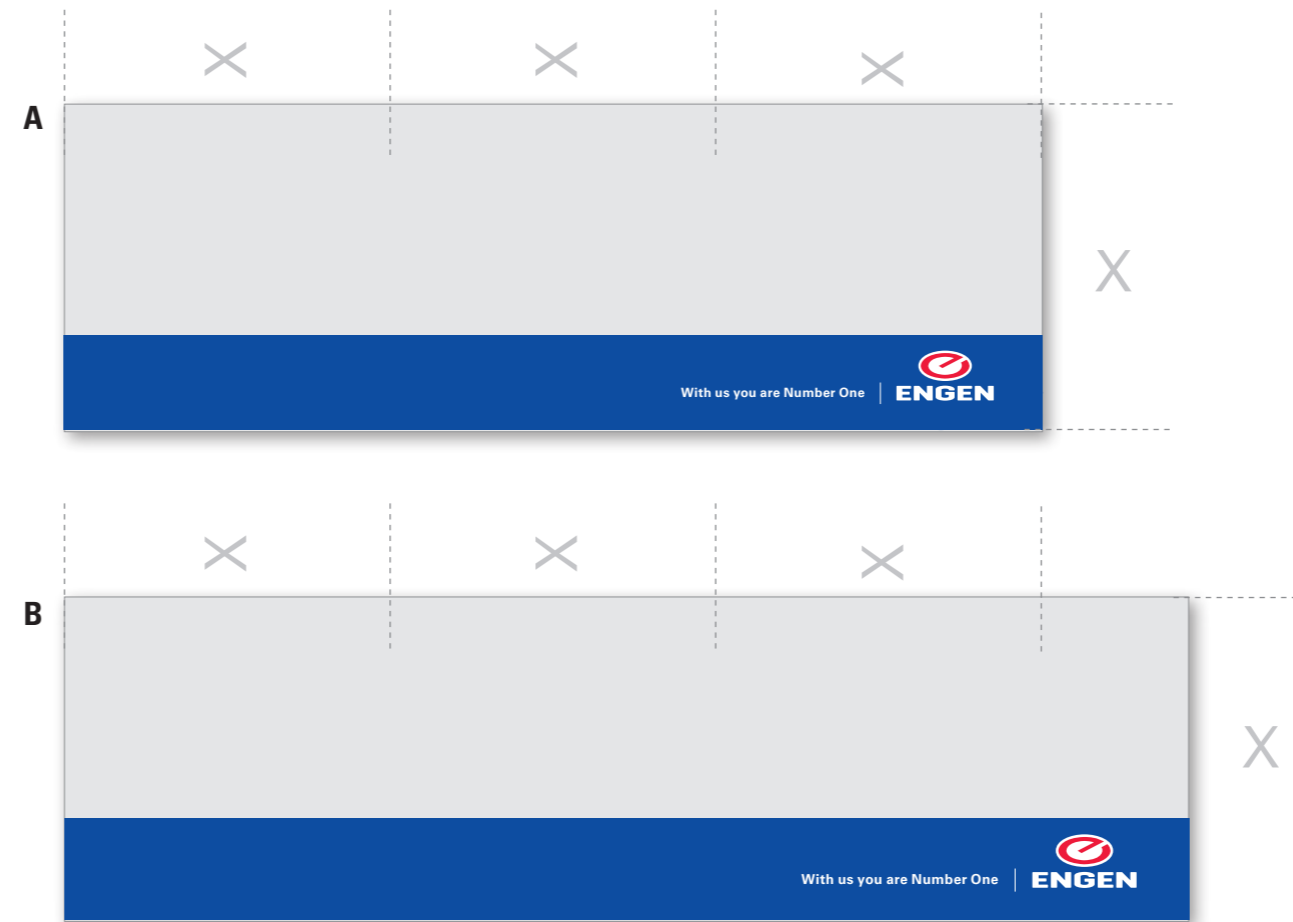
Engen Logo Device Rules: When the secondary blue band is not used (landscape)

The secondary blue band is **ALWAYS** included as part of the Engen Logo device except in the following instances:

A. When the design is 3 times wider than it is high, the top blue band falls away.

or

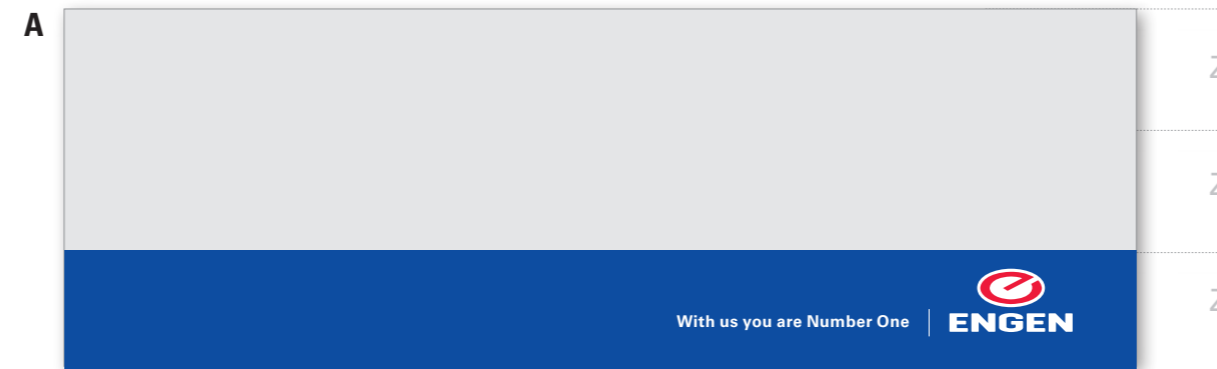
B. When the design is MORE than 3 times wider than it is high, the top blue band falls away.



Engen Logo Device Rules: When the secondary blue band is not used (landscape)

The secondary blue band is **ALWAYS** included as part of the Engen Logo device except in the following instances:

- A.** When the blue band logo device is a 1/3 or less than a 1/3 of the total height.



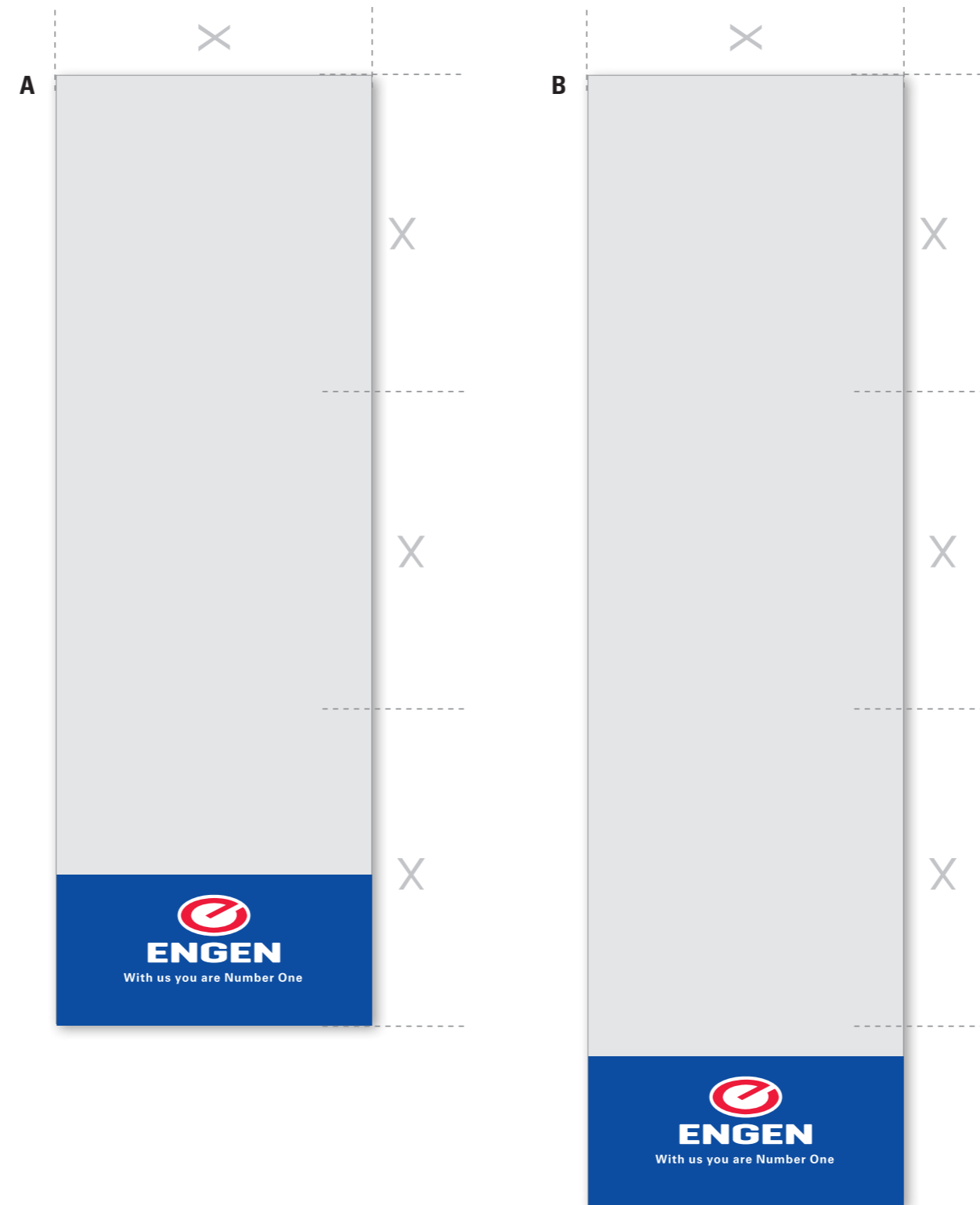
Engen Logo Device Rules: When the secondary blue band is not used (portrait)

The secondary blue band is **ALWAYS** included as part of the Engen Logo device except in the following instances:

A. When the design is 3 times higher than it is wide, the top blue band falls away.

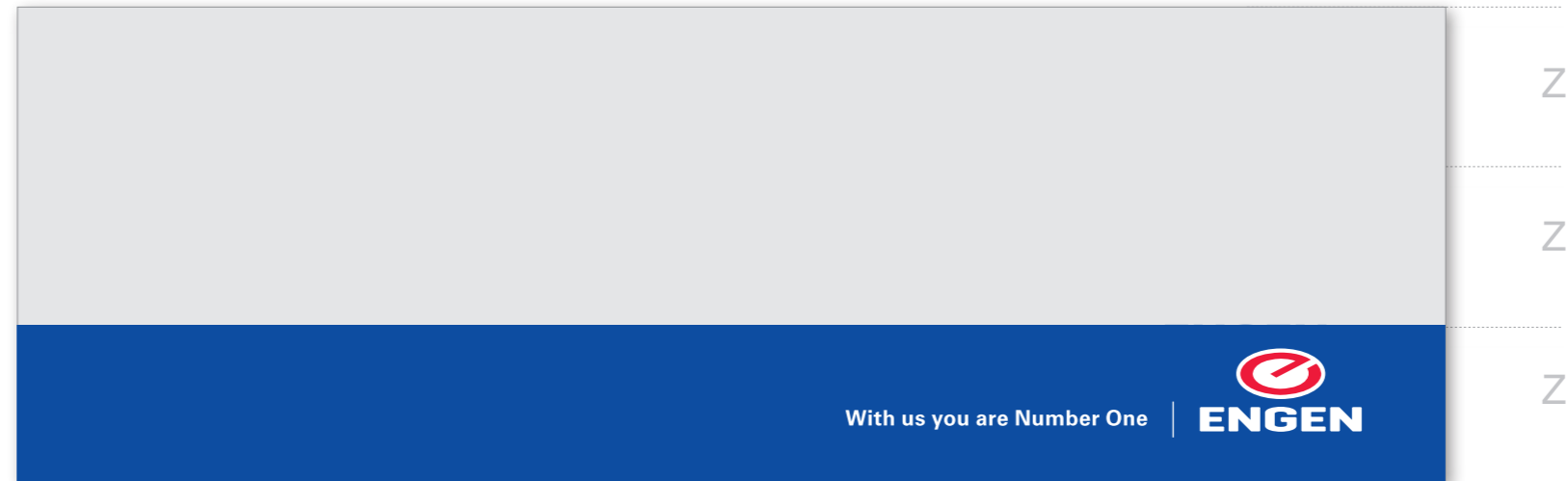
or

B. When the design is MORE than 3 times higher than it is wide, the top blue band falls away.



Engen Logo Device Rules: Maximum height of the blue band

The Engen Logo device may not be more than a 1/3 of the height of the page.



Engen Logo Device Rules: Size of sub-brand logos

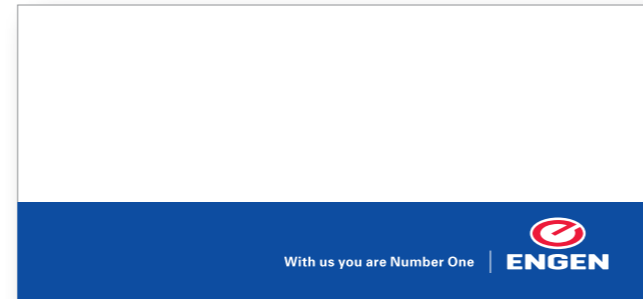
Size of the sub-brand logos is 66% of the height or the width of the Engen Logo device, whichever comes first.



Engen Logo Device Rules: Minimum sizes of the Engen Logo and pay-off line.

Minimum width of logo with pay-off line

Pay-off line: 25mm(W)



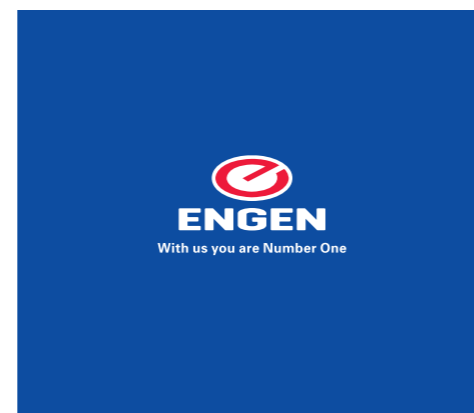
Minimum width of logo without pay-off line

Logo: 11mm(W)



Minimum width of stacked logo with pay-off line

Pay-off line: 25mm(W)



Engen Colours

Primary colour palette	31
Colour palette: Sub-brands	32
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Engen Colours: Primary colour palette

There are three Engen colour palettes that are an intrinsic part of our corporate identity. These are:

- The Primary colour palette
- The Sub-Brand colour palette
- The Product colour palette

Consistent application of the colour system is essential to establish a distinct visual style for Engen. Please adhere to all colour specifications and do not substitute the colours in any way.

The diagrams provide colour breakdowns for spot, process (CMYK), RGB, web, acrylic, vinyl, auto paint and architectural uses.

Primary colour palette

The colours of the Engen Logo are Engen blue, Engen red and white.

[Click here to view the approved colour options of the Engen Logo.](#)

PANTONE REFLEX BLUE	C : 100 M : 80 Y : 0 K : 0	R : 0 G : 44 B : 144

ENGEN BLUE

- Web Colour : 003399
- Vinyl Signage : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
3M Scotchcal 3630-87 Royal Blue (Transparent)
Avery 851 Vivid Blue (Opaque)
Avery 5541QM Vivid Blue (Transparent)
- Acrylic Signage : Perspex Blue 743 (Opaque)
Perspex Blue 700 (Transparent)
- Autopaint : Plascosafe 200 to match Reflex Blue (Canopy)
- Architectural : Plascosafe 200 to match Reflex Blue
Professional Low Sheen Pure Acrylic (Entrance Portal)

PANTONE 199C	C : 0 M : 100 Y : 60 K : 0	R : 244 G : 5 B : 58

ENGEN RED

- Web Colour : FF0033
- Vinyl Signage : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
3M Scotchcal 3630-73 Dark Red (Transparent)
Avery 849 Geranium Red (Opaque)
Avery 5527QM Strawberry Red (Transparent)
- Acrylic Signage : Perspex Red 463 (Opaque)
Perspex Red 400 (Transparent)

WHITE

ENGEN WHITE

- Vinyl Signage : 3M Scotchcal 3630 White
- Acrylic Signage : Perspex Opal 050 (Opaque)
- Autopaint : Plascosafe 200 to match
- Architectural : a) Professional Low Sheen Pure Acrylic
- Exterior and interior walls
b) Plascon Super White Hycover
- Interior Gypsum walls/Rhino Boards

Engen Colours: Sub-brand colour palette

The sub-brand colour palette is only used for the following sub brands. These colours may never substitute the colours of the Engen Logo.



Sub-brand colour palette

Sub-brand	PANTONE	C : M : Y : K :	R : G : B :	Web Colour	Vinyl Signage	Acrylic Signage
1 STOP	199C	C : 0 M : 100 Y : 60 K : 0	R : 244 G : 5 B : 58	FF0033	3M Scotchcal 7725-263 Perfect Match Red (Opaque) 3M Scotchcal 3630-73 Dark Red (Transparent) Avery 849 Geranium Red (Opaque) Avery 5527QM Strawberry Red (Transparent)	Perspex Red 463 (Opaque) Perspex Red 400 (Transparent)
1 PLUS	279C	C : 63 M : 34 Y : 0 K : 0	R : 87 G : 138 B : 214	6699CC	3M Scotchcal 7725-77 Peacock Blue (Opaque) 3M Scotchcal 3630-57 Olympic Blue (Transparent) Avery 832 Light Blue (Opaque) Avery 553QM Mediterranean Blue (Transparent)	Perspex 725 (Opaque) Perspex 700 (Transparent)
TRUCK STOP	199C	C : 0 M : 100 Y : 60 K : 0	R : 244 G : 5 B : 58	FF0033	3M Scotchcal 7725-263 Perfect Match Red (Opaque) 3M Scotchcal 3630-73 Dark Red (Transparent) Avery 849 Geranium Red (Opaque) Avery 5527QM Strawberry Red (Transparent)	Perspex Red 463 (Opaque) Perspex Red 400 (Transparent)
QUICKSHOP	368C	C : 57 M : 0 Y : 100 K : 0	R : 97 G : 191 B : 26	66CC00	3M Scotchcal 7725-196 Apple Green (Opaque) 3M Scotchcal 3630-136 Lime Green (Transparent) Avery 813 Grass Green (Opaque) Avery 5562QM Yellow Green (Transparent)	Perspex 61337 Silk Finish (Opaque) Perspex 600 (Transparent)
EDC FLEET CARD	267C	C : 65 M : 91 Y : 46 K : 0	R : 89 G : 23 B : 138	660099	3M Scotchcal 7725-38 Royal Purple (Opaque) 3M Scotchcal 3630-128 Plum Purple (Transparent) Avery 817 Violet (Opaque) Avery 5536QM Grape Purple (Transparent)	Perspex 71350 Silk Finish (Opaque)



Engen Colours: Product colour palette

The Engen product range includes Unleaded, LRP, Diesel, Extreme, Protecta, Premium, Dieselube and Multigrade. Please refer to the product colour palette diagram.

The product colours may never substitute the colours of the Engen Logo.



Product colour palette

Product Line	Product Name	PANTONE	C : M : Y : K :	R : G : B :	Web Colour	Vinyl Signage	Acrylic Signage
FUELS	UNLEADED	356C	100 : 0 : 100 : 0 :	0 : 115 : 54 :	006633	3M Scotchcal 7725-186 Bright Green (Opaque) 3M Scotchcal 3560-186 Bright Green (Transparent) Avery 854 Green (Opaque) Avery 4533TF Meadow Green (Transparent)	Perspex AW BDNA (Opaque) Perspex AW BDNA (Transparent)
	LRP	199C	0 : 100 : 60 : 0 :	244 : 5 : 58 :	FF0033	3M Scotchcal 7725-263 Perfect Match Red (Opaque) 3M Scotchcal 3630-73 Dark Red (Transparent) Avery 849 Geranium Red (Opaque) Avery 5527QM Strawberry Red (Transparent)	Perspex Red 463 (Opaque) Perspex Red 400 (Transparent)
	DIESEL	267C	65 : 91 : 46 : 0 :	89 : 23 : 138 :	660099	3M Scotchcal 7725-38 Royal Purple (Opaque) 3M Scotchcal 3630-128 Plum Purple (Transparent) Avery 817 Violet (Opaque) Avery 5536QM Grape Purple (Transparent)	Perspex 71350 Silk Finish (Opaque)
LUBRICANTS	EXTREME	356C	100 : 0 : 100 : 0 :	0 : 115 : 54 :	006633	3M Scotchcal 7725-186 Bright Green (Opaque) 3M Scotchcal 3560-186 Bright Green (Transparent) Avery 854 Green (Opaque) Avery 4533TF Meadow Green (Transparent)	Perspex AW BDNA (Opaque) Perspex AW BDNA (Transparent)
	PROTECTA	186					
	PREMIUM	186			288		BLACK
	DIESELUBE	186			269		BLACK
	MULTIGRADE	186					
	IPS			79 : 47 : 0 : 0 :			

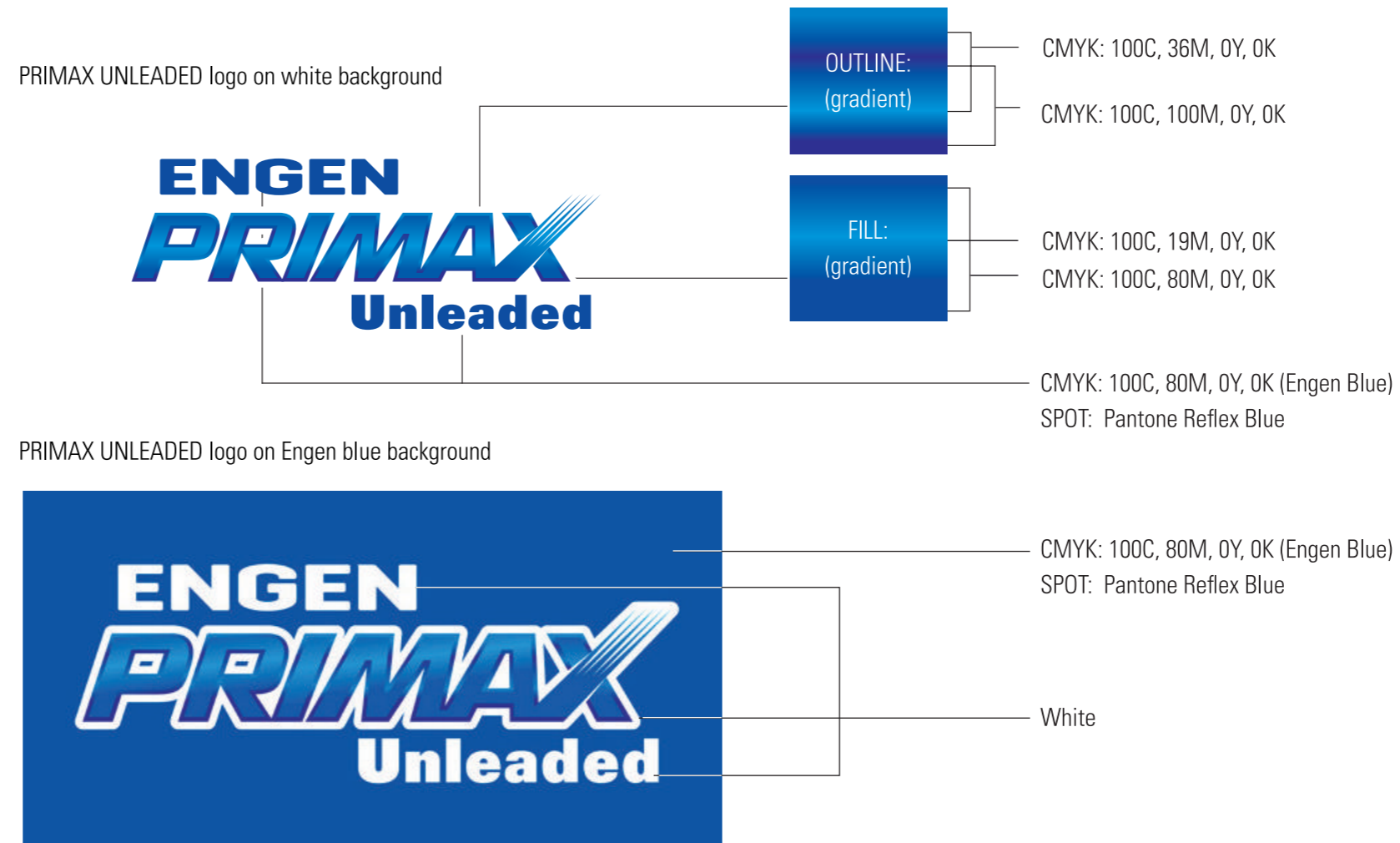


Engen Colours: Product colour palette

Colour breakdown for Primax Unleaded.

The Engen Primax Unleaded logo can be used on white or Engen blue backgrounds.

NB: For accuracy and continuity, these logos should be printed in CMYK colours only. Background to be printed in either CMYK or Pantone colours. Special care should be taken that the logo fills don't shift or change reflection. Transform the logo as a unit to reserve these properties when scaling it for various applications.



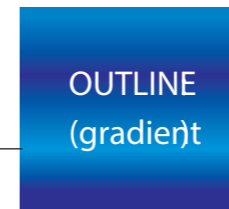
Engen Colours: Product colour palette

Colour breakdown for Dynamic Diesel.

The Engen Dynamic Diesel logo can be used on white or Engen blue backgrounds.

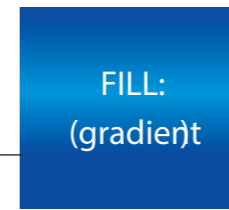
NB: For accuracy and continuity, these logos should be printed in CMYK colours only. Background to be printed in either CMYK or Pantone colours. Special care should be taken that the logo fills don't shift or change reflection. Transform the logo as a unit to reserve these properties when scaling it for various applications.

ENGEN DYNAMIC DIESEL logo on white background



CMYK: 100C, 36M, 0YK

CMYK: 100C, 100M, 0YK



CMYK: 100C, 19M, 0YK

CMYK: 100C, 80M, 0YK

CMYK: 100C, 80M, 0YK (Engen Blue)

SPOT: Pantone Reflex Blue

ENGEN DYNAMIC DIESEL logo on Engen purple background



CMYK: 76C, 97M, 0Y, 0K

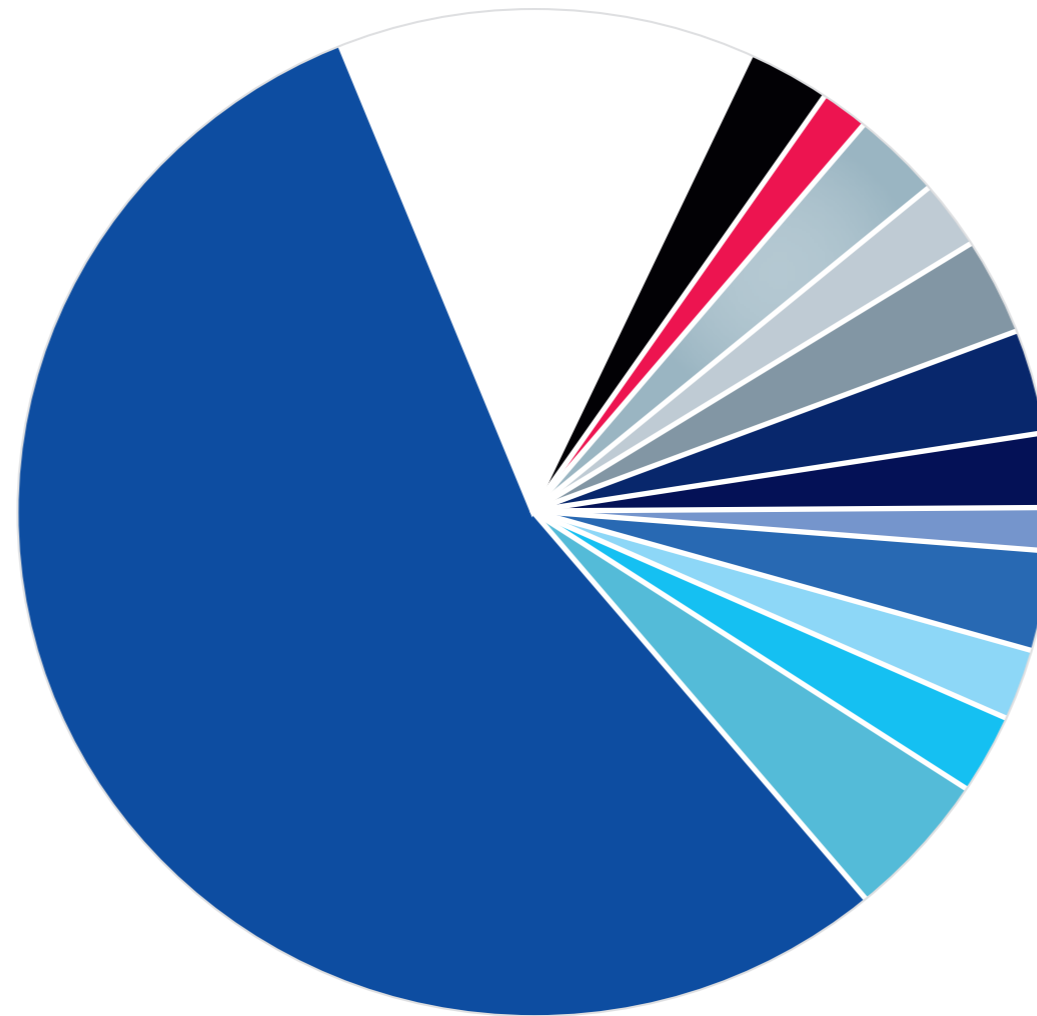
SPOT: Pantone 267

White

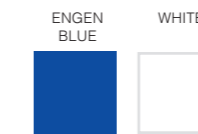
Colour Palette: Corporate colour wheel

This colour wheel is a visual guide of the colours that can be used in any design element.

The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



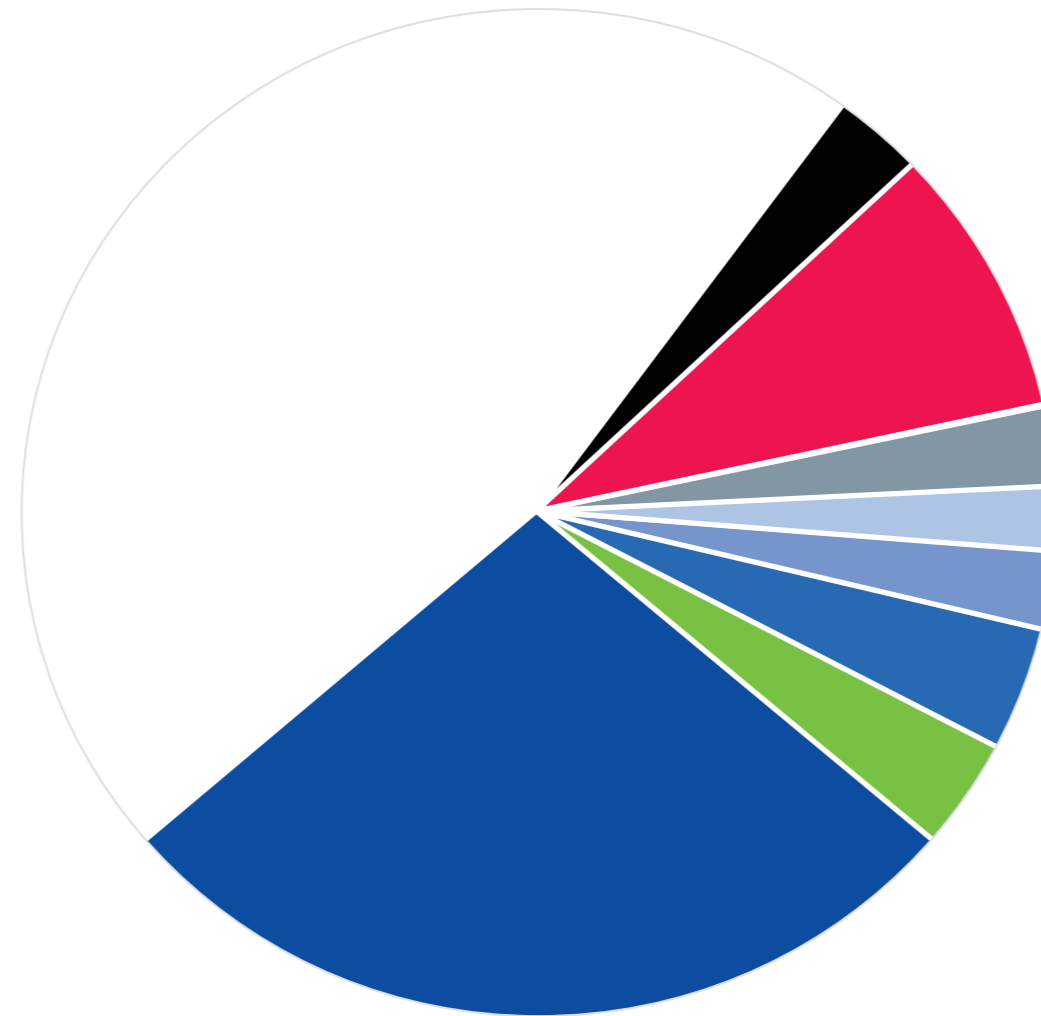
SECONDARY COLOURS

BLACK	TURQUOISE	PALE BLUE	LIGHT & DARK BLUE TONES	ENGEN BLUE TINTS	ENGEN RED	GRAYS NEUTRAL	COOL	METALLICS	
SPOT 426C C40 M40 Y20 K100	SPOT 7465C C72 M4 Y38 K0	SPOT 637C C61 M7 Y11 K0	SPOT 660C C100 M60 Y0 K0	SPOT 275C C100 M90 Y0 K55	SPOT 660C C85 M60 Y0 K0	SPOT 199C C0 M100 Y60 K0	SPOT 424C C0 M0 Y0 K72	SPOT 7545C C71 M54 Y38 K13	SPOT 877C C47 M37 Y38 K2
			SPOT 299C C100 M0 Y0 K0	SPOT 2758C C100 M85 Y0 K40	SPOT 659C C55 M35 Y0 K0	SPOT 877C C0 M0 Y0 K59	SPOT 5425C C52 M33 Y28 K1	SPOT 8160C C52 M44 Y31 K3	
			SPOT 2985C C55 M0 Y0 K0	SPOT 288C C100 M85 Y0 K20	SPOT 2708C C30 M15 Y0 K0	SPOT 427C C0 M0 Y0 K20	SPOT 5445C C24 M13 Y11 K0	SPOT 8200C C62 M39 Y31 K1	
			SPOT 290C C20 M0 Y0 K0				SPOT 7541C C7 M5 Y5 K0		

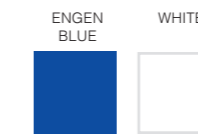
Colour Palette: Retail QuickShop, 1Stop, 1Plus colour wheel

This colour wheel is a visual guide of the percentages that can be used in any design element.

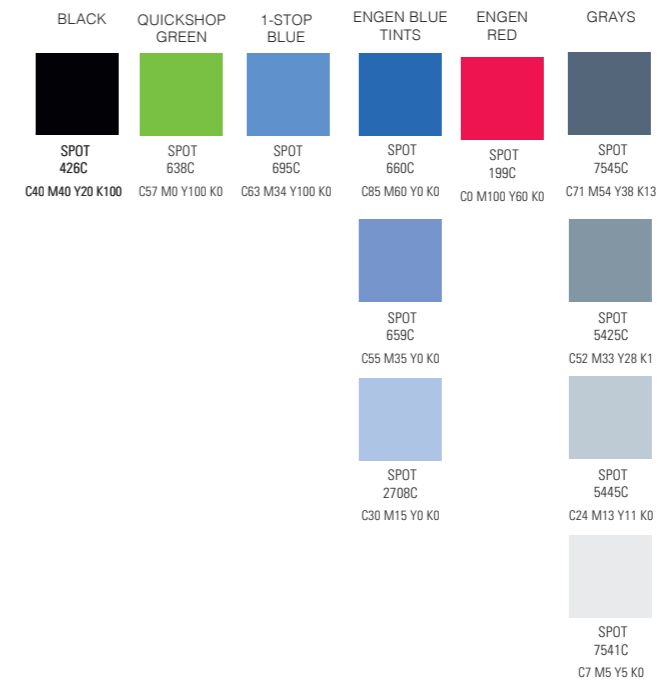
The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



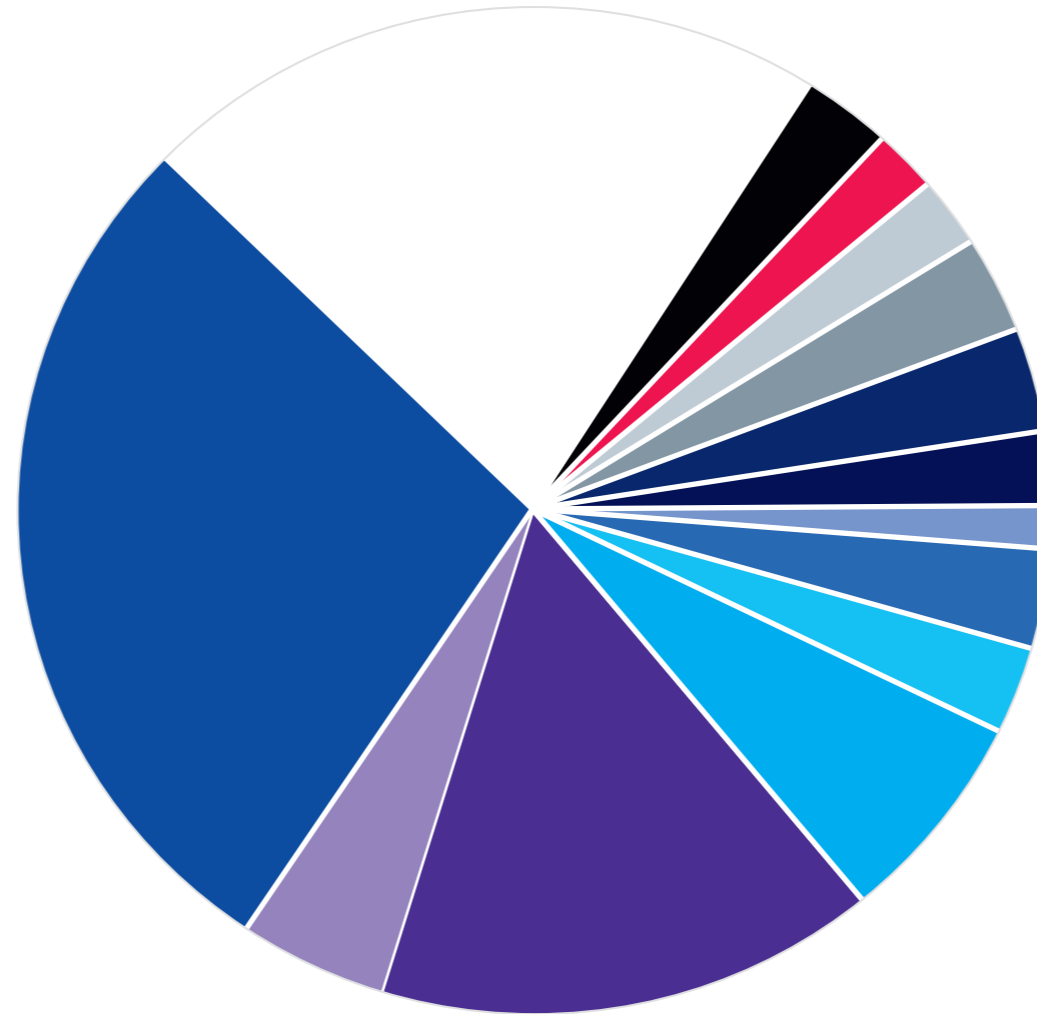
SECONDARY COLOURS



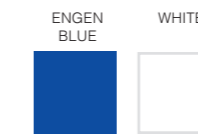
Colour Palette: Fuels; Primax & Dynamic Diesel colour wheel

This colour wheel is a visual guide of the percentages that can be used in any design element.

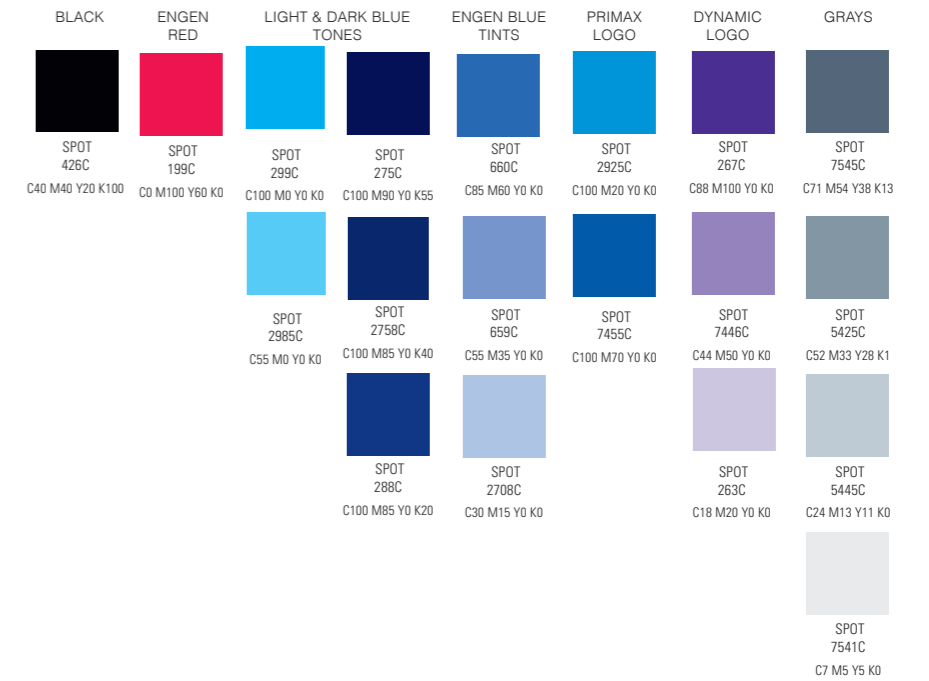
The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



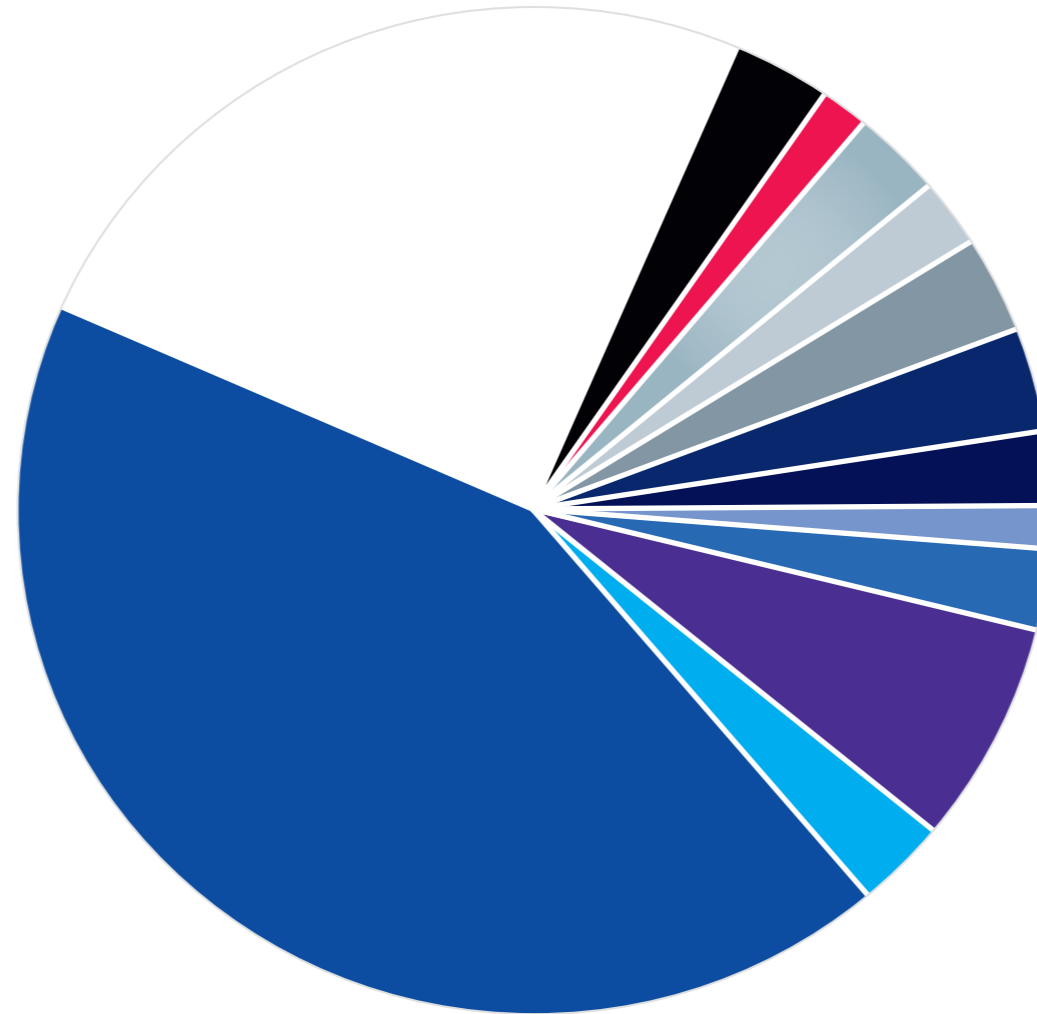
SECONDARY COLOURS



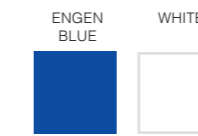
Colour Palette: Lubricants colour wheel

This colour wheel is a visual guide of the percentages that can be used in any design element.

The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



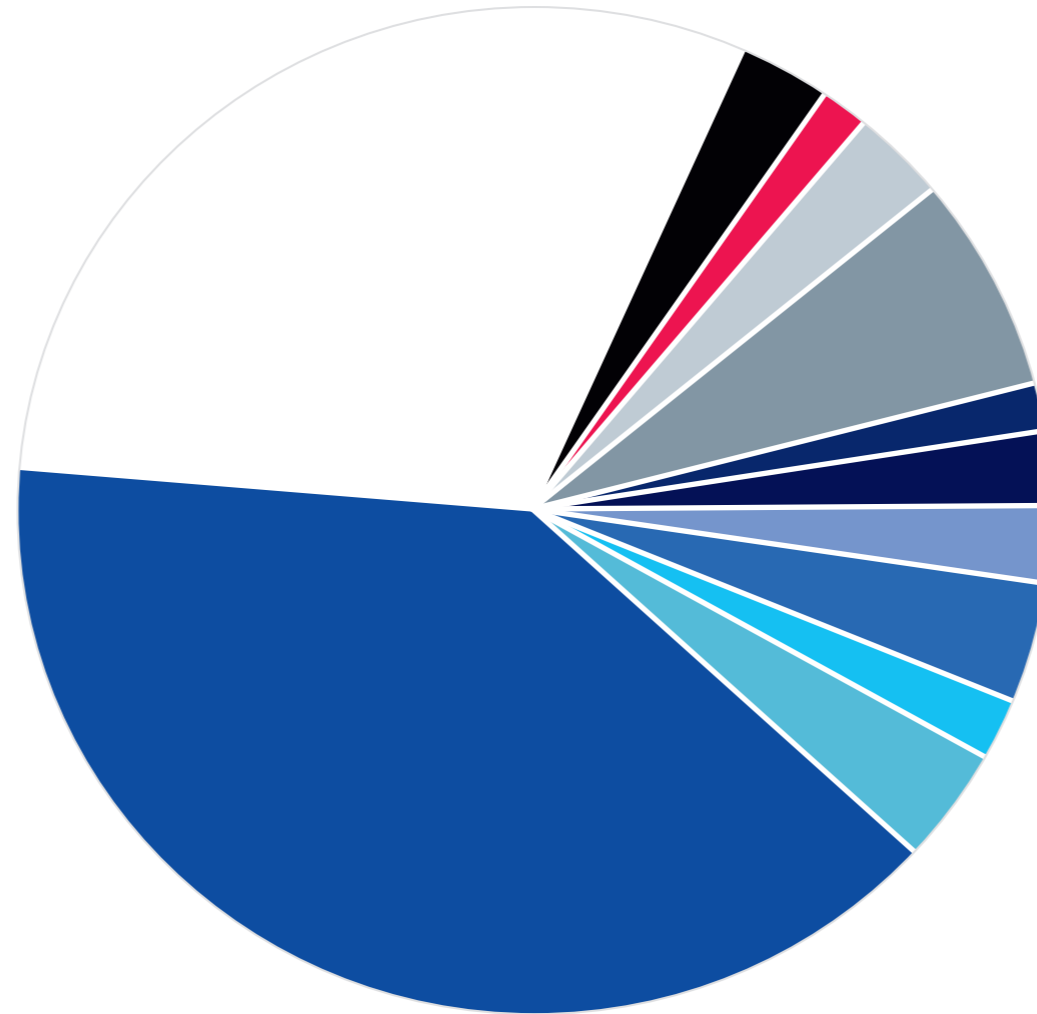
SECONDARY COLOURS

BLACK	METALLICS	LIGHT & DARK BLUE TONES	DIESELUBE	ENGEN BLUE TINTS	ENGEN RED	GRAYS
SPOT 426C C40 M40 Y20 K100	SPOT 877C C47 M37 Y38 K2	SPOT 299C C100 M0 Y0 K0	SPOT 275C C100 M90 Y0 K55	SPOT 267C C88 M100 Y0 K0	SPOT 660C C85 M60 Y0 K0	SPOT 199C C0 M100 Y60 K0
	SPOT 8160C C52 M44 Y31 K3	SPOT 2985C C55 M0 Y0 K0	SPOT 2758C C100 M85 Y0 K40	SPOT 7446C C44 M50 Y0 K0	SPOT 659C C55 M35 Y0 K0	SPOT 5425C C52 M33 Y28 K1
	SPOT 8200C C62 M39 Y31 K1		SPOT 263C C18 M20 Y0 K0	SPOT 2708C C30 M15 Y0 K0		SPOT 5445C C24 M13 Y11 K0
						SPOT 7541C C7 M5 Y5 K0

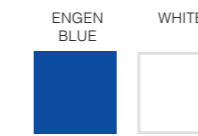
Colour Palette: Commercial and Chemicals colour wheel

This colour wheel is a visual guide of the percentages that can be used in any design element.

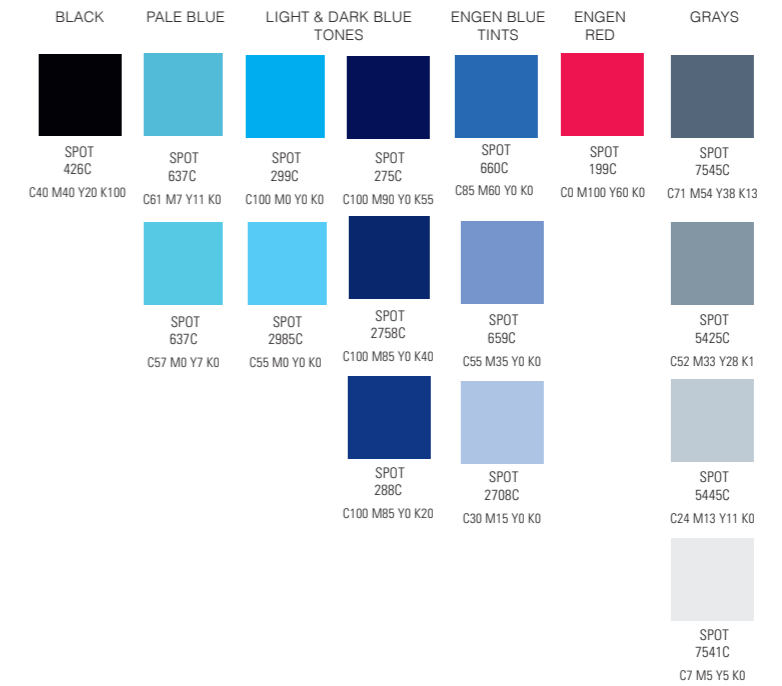
The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



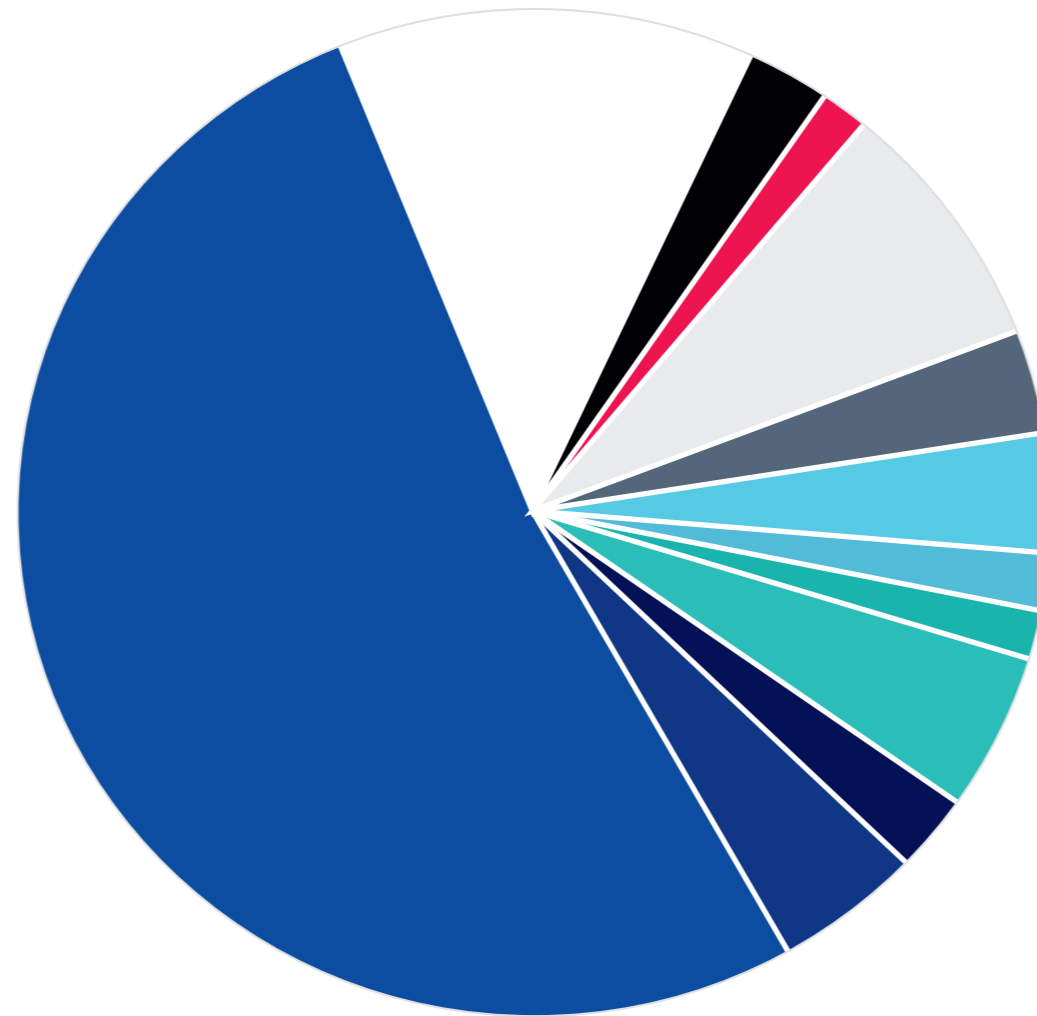
SECONDARY COLOURS



Colour Palette: Web colour wheel

This colour wheel is a visual guide of the percentages that can be used in any design element.

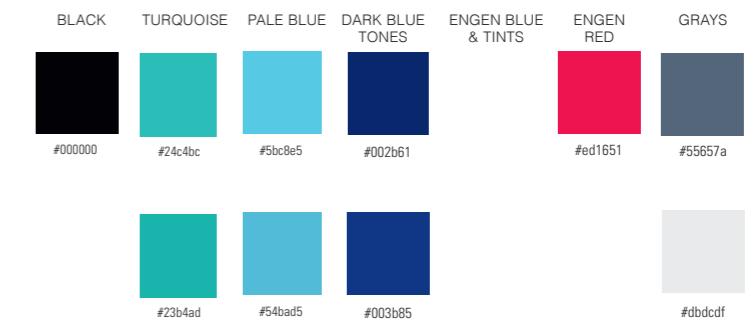
The colour palette is divided into **Primary colours**, which should always be used and **Secondary colours**, some of which can be used.



PRIMARY COLOURS



SECONDARY COLOURS



Engen Fonts

Primary font	43
Primary font: Typography style	44
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Secondary font: Typography style	46
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Engen Fonts: Primary font

This set of fonts was carefully selected and crafted to work perfectly together in conjunction with each other and all other design elements in this Brand Guide. This section will show you how and when to use which fonts.

Headlines

Univers 67 Bold Condensed, upper and lower case

Body Copy

Univers 47 Light Condensed, upper and lower case

Body Copy

Univers 57 Condensed, upper and lower case

Highlighted Text

Univers 57 Condensed Oblique &
67 Bold Condensed Oblique, upper and lower case

**Faccum fuga. UT RERFERNAM, te pos et intem Verio
Eos Et Omnime ped que con ea sequente con non nostis
1234567890/@()&!%**

Faccum fuga. UT RERFERNAM, te pos et intem Verio Eos Et
Omnime ped que con ea sequente con non nostis
1234567890/@()&!%

Faccum fuga. UT RERFERNAM, te pos et intem Verio
Eos Et Omnime ped que con ea sequente con non nostis
1234567890/@()&!%

*Faccum fuga. UT RERFERNAM,
te pos et intem Verio Eos Et Omnime ped que con ea
sequente con non nostis
1234567890/@()&!%*

Engen Fonts: Primary font; more examples

Headlines

Univers 67 Bold Condensed, upper and lower case, justified left or right.

Colour: Engen blue or reversed white

**There is one vision
of Engen that we must
strive towards.**

**There is one
vision of Engen
that we must strive
towards.**

**Touch. Pause.
Enjoy.**

Body Copy

Univers 57 Condensed, upper and lower case, justified.

Colour: Black

Univers enecia intur sequaturio ex evelibus nonsequi rem quis audipiet landebis ide quid maioreh entotam quam aut mosa quia porro delitas imosam fugiaer natus equas dolum si blaut rem volupta sum fugit laut unt optatoriam quam consecto officturem illanti amust, nonessi tecae odigeni hiliat que dolupta temosae venem quae non ratet arunt re eossit quo bearum alistiumquia velis destemqui blam, quis ratus est eris sedis aut lis diciam, es as re, enditatem sum qui quasped quam, omnis eosant officii

Headings

Additional font styles

ATTENDANTS' MAGAZINE • AUTUMN EDITION 2012

Get a
1 kg bag of charcoal,
2 packets of Simba chips
and a 2l Coke.

Only
17⁹⁵

Win

**ZOLA 7
IS BACK**

WIN

Engen Fonts: Secondary font

A secondary font was carefully selected to work together in conjunction with Univers. This section will show you how and when to use Foral Pro.

Foral Pro Light

Faccum fuga. UT RERFERNAM, te pos et intem Verio Eos Et
Omnime ped que con ea sequnte con non nostis

1234567890 /@()&!%

Foral Pro Light Italic

*Faccum fuga. UT RERFERNAM, te pos et intem Verio Eos Et
Omnime ped que con ea sequnte con non nostis*

1234567890 /@()&!%

Foral Pro

Faccum fuga. UT RERFERNAM, te pos et intem Verio Eos Et
Omnime ped que con ea sequnte con non nostis

1234567890 /@()&!%

Foral Pro Italic

*Faccum fuga. UT RERFERNAM, te pos et intem Verio Eos Et
Omnime ped que con ea sequnte con non nostis*

1234567890 /@()&!%

Engen Fonts: Secondary font; more examples

Foral Pro Light

- To be used sparingly as an accent point.
- To create variety and contrast within the dominant Univers Condensed environment.
- Obviously different from Univers Serif.
- A slab serif rather than a conventional classic serif; more contemporary, "industrial", masculine and utilitarian. Useful rather than beautiful or ornamental.

Foral Pro Light

Murky haze enveloped a city as 0123456789

**There is one vision
of Engen that we must
strive towards.**
2014

Win
night-frumps

Murky haze
**Tem et derum a
cullectia si**

Blowzy
R17.95

Faccum fuga. UT
RERFERNAM, te pos et
intem Verio
a city

Engen Fonts: Internal communications

Arial is Engen's approved internal font. It has been chosen for its clean and simple style. It is a contemporary font design and is versatile across a wide range of uses. The font is soft and friendly and can be used for all correspondence such as:

- Letters
- Compliment Slips
- Faxes
- Email
- PowerPoint Slides
- Excel Spreadsheets

The approved font size is Arial 12 points for the following:

- Letters
- Compliment Slips
- Faxes

The approved font size is Arial 10 points for the following:

- Email
- Excel Spreadsheets

The font size for PowerPoint slides is dependent on the amount of content per slide.

Arial 10 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial 12 points

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Engen Copy Guidelines

Why we need copy guidelines

- Just as a person has a way of speaking, so too does a brand
- Our 'voice' is a vital part of who we are
- Applying our 'voice' across all communication helps create the brand

Our brand values

We need to make sure that the way we write reflects our values.

Integrity

We demonstrate ethical, fair and transparent behaviour. Our actions earn trust and respect from others.

Ownership

We are responsible and accountable for our actions and performance. We are committed to continuously finding new and better ways to deliver value to the business.

Empowered

Employees have the capability, authority and resources to act and perform in their jobs. Employees are developed to be competent in their current jobs and their potential is developed to meet the current and future needs of the company.

Teamwork

We work together as one team to realise Engen's Vision - to the benefit of the whole organisation.

Performance

We actively pursue, define, measure and recognise excellence in all business activities.

Engen's brand pillars are

Positivity, Innovation, Service and Relationship and Care. We also need to speak to our readers in a positive, compassionate and service-oriented way.

Before you even start, remember to write with the reader in mind

The link between the copy and the creative needs to be immediately clear. The reader wants to know quickly why you are writing.

Be benefit driven. Ask yourself: 'how does this benefit the reader?' You want to show the reader that Engen cares about what matters to them.

Simplicity

Use everyday language as opposed to fancy jargon. This automatically shows humanity and therefore, warmth.

Use the simpler words. For example, choose 'let' over 'permit', 'people' over 'persons', 'buy' over 'purchase', 'show' over 'demonstrate'.

It's all about clear, straightforward benefits, simply expressed.

Write simply. With sophistication.

Concise

Never use a long or overly complicated word where a short one will do.

If it's possible to cut out a word, always cut it out.

Get to the point. No one likes a rambler. Less is more.

Use fewer, stronger adjectives.

Keep it short and sharp. Simple. Sentences. Help.

Clarity

Clarity of writing usually follows clarity of thought. So think of what you want to say, then say it as simply as possible.

All sentences should be purposeful.

Be concise but engaging.

Express a single message clearly and with impact.

How we speak

Warm, friendly and conversational.

Professional but accessible.

Use active language. 'We delivered the goods'. 'The goods were not developed by us'. Active voice makes copy stronger and more closely resembles spoken language.

Write like you are talking to a friend. Imagine that one person out there, drinking coffee and reading your copy. You would not say: 'Win a share of R1 million', you'd say 'win YOUR share of R1 million'.

The details are important

Always prefix product names with 'Engen'. 'Engen Primax Unleaded'. 'Engen Xtreme Lubricants'

When speaking externally, talk about Engen as 'us' and customers as 'you'.

Internally, we speak about Engen and all our people as 'us', 'our' and 'we'.

To sum it all up

Use everyday language.

Be benefit driven.

Be clear and concise.

Be warm and compassionate.

Remember that the consumer is always Number One and everything Engen does is for them.

The Engen Icons

Style and usage

50

Refinery

51

The Engen Icons: Style and usage

Icons draw attention

It's an established fact that the eye is first drawn to images before text. This is why the use of icons is a simple and effective way to draw the reader into the content of our communication.

Icons put content in a nutshell

Ever heard the phrase "a picture is worth a thousand words"? It's the simplest, most widely understood way of conveying information. If you think about it – road signs are nothing more than icons used to convey (sometimes complex) concepts in the time it takes someone to drive past them.

Engen's use of icons will be first and foremost – informative – and will extend to signage, safety and content messaging.

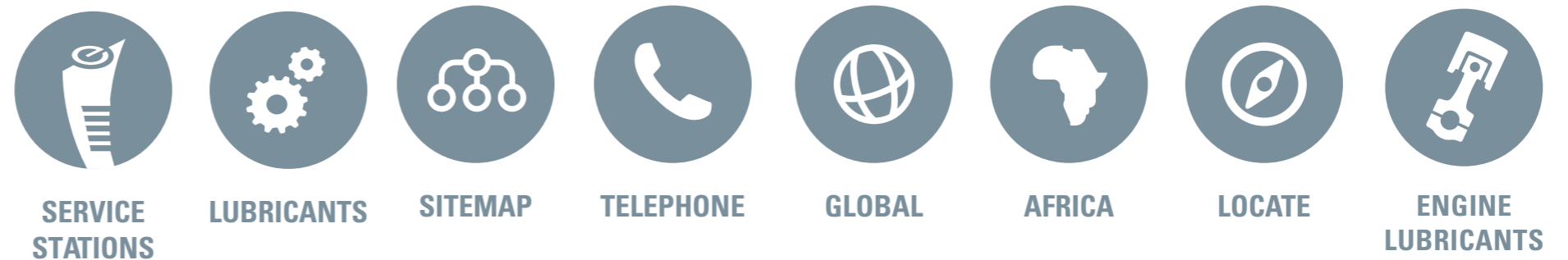
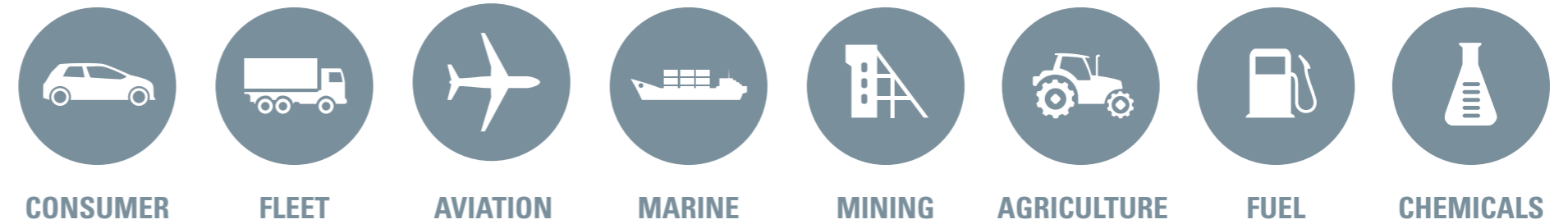
Icons increase readability

Icons can have the same purpose as paragraph breaks. They can be used as a visually pleasing way to break up the content into more manageable bits.

The Engen icon style

Engen icons are:
Simple silhouette or outlined shapes
Based on visual realism

General Icons



The Engen Icons: Refinery

Refinery Icons



Stationery

Letterhead, Compliment slip and Business card	53
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Stationery: Letterhead, Compliment slip and Business card

Design elements

Each Engen registered office has its own letterhead templates where the address details are personalized accordingly. The printed details are controlled and supplied by Engen's Legal department. The format in which the details are displayed cannot be altered.

How to place your order

The Engen letterhead is preprinted by Engen's approved corporate stationery supplier. Please do not print your own versions or make any changes to the preprinted stationery. You can place your order with your Mailing Department.

With us you are Number One | **ENGEN**

Engen Petroleum Limited
Engen Court, Thibault Square, PO Box 35, Cape Town, 8000,
Republic of South Africa
Reg No. 1989/003754/06
Tel: +27 021 403-4911 Fax: +27 021 403-4067
Website: www.engenoil.com

Recipient Name
Physical Address / Postal Address
Country

Dear Mr Name

Subject heading here

Changing a Corporate Identity is a profound step. It is a point in time in the life of an organisation when it reflects upon its own identity and analyses itself critically.

It questions its appearance, its behaviour and more importantly, its image. Self-assessment that concludes with inadequacy, requires courage to rectify the situation with determination and discipline. Some companies initially feel an emotional antipathy to the conscious cultivation of their identity. The development and introduction of a new Corporate Identity brings about the clear implication that the organisation's reputation will no longer look after itself; it must be cultivated and guarded as a corporate resource, as much as the organisation treasures and protects its investment, equipment, personnel and other resources.

Standing at the threshold of a truly momentous decision, numerous permutations or options become available through the creation of a new identity. Inevitably, clearer differentiation in corporate structures will be required, market segments defined and suitable identities developed to satisfy needs

It questions its appearance, its behaviour and more importantly, its image. Self-assessment that concludes with inadequacy, requires courage to rectify the situation with determination and discipline. Some companies initially feel an emotional antipathy to the conscious cultivation of their identity. The development and introduction of a new Corporate Identity brings about the clear implication that the organisation's reputation will no longer look after itself; it must be cultivated and guarded as a corporate resource, as much as the organisation treasures and protects its investment, equipment, personnel and other resources.

Yours sincerely

Name
Department
Designation
T (Telephone)
F (Facsimile)
E (E-mail address)

Engen Petroleum Limited
Engen Court, Thibault Square, PO Box 35, Cape Town, 8000,
Republic of South Africa
Reg No. 1989/003754/06
Tel: +27 021 403-4911 Fax: +27 021 403-4067
Website: www.engen.co.za

A PETRONAS subsidiary company

Directors: Datuk AN Salleh* (Chief Executive Officer/Managing Director), MA Adams, KB Ahmad*, AM Bryce, MH Daud, LA Dumse, FJ Kotze, BJ Mahlo, KS Moroka, J Reddy, T Sulaiman-Bray, DW Wright, FFN Gumede (Company Secretary) * (Malaysian)

03/13

With us you are Number One | **ENGEN**

Shihaam Railoun
Corporate Advertising Executive

Engen Petroleum Limited, Engen Court, Thibault Square
P.O. Box 35, Cape Town 8000, Republic of South Africa
Tel: +27 (0) 21 403 4645
Fax: +27 (0) 21 403 4651
Cell: +21 (0) 82 565 0132
Email: shihaam.railoun@engenoil.com
www.engenoil.com

A PETRONAS subsidiary company

With us you are Number One | **ENGEN**

Engen Petroleum Limited
Engen Court, Thibault Square, PO Box 35, Cape Town, 8000,
Republic of South Africa
Reg No. 1989/003754/06
Tel: +27 021 403-4911 Fax: +27 021 403-4067
Website: www.engen.co.za

A PETRONAS subsidiary company

Stationery: Envelopes

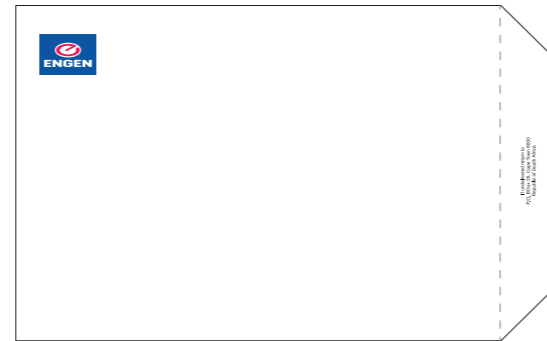
Design elements

Engen has a range of pre-printed envelopes in various sizes with or without a window.

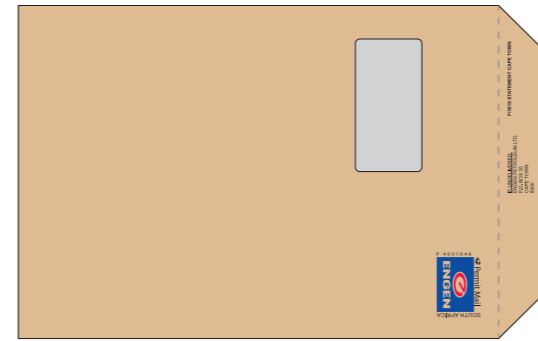
How to place your order

The Engen envelopes are pre-printed by Engen's approved corporate stationery supplier. Please do not print your own versions or make any changes unless you seek approval from Group Brand. You can place your order with FormsXpress on **Tel +27 21 701 5530**.

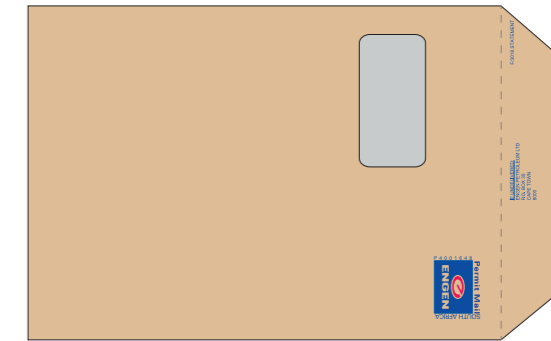
Non-Window Envelope



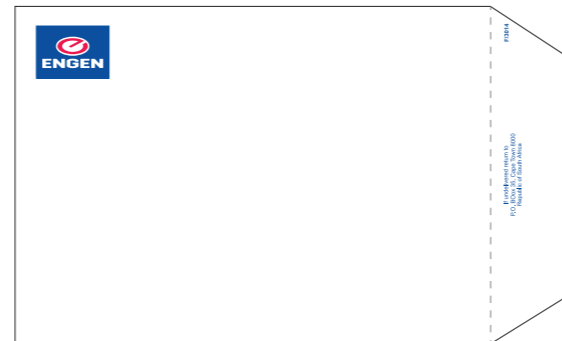
Window Envelope



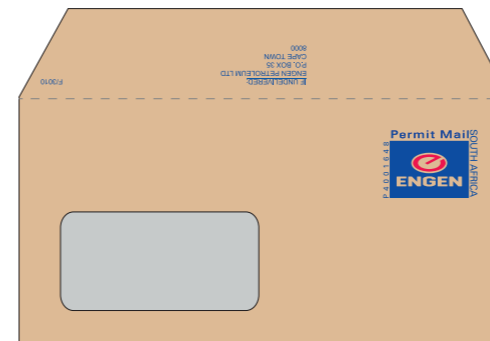
Envelope 357 x 229 (D)



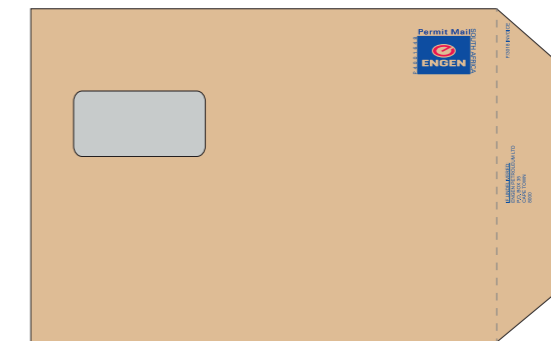
Envelope DL (C)



Envelope DL 150 x 220 (A)



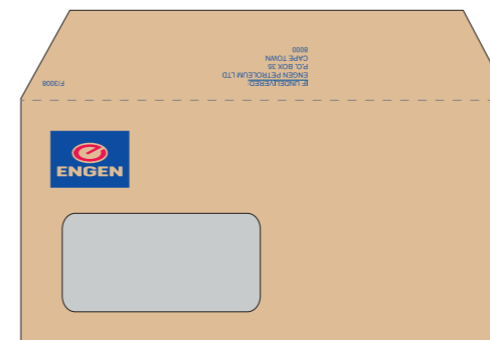
Envelope 357 x 229 (E)



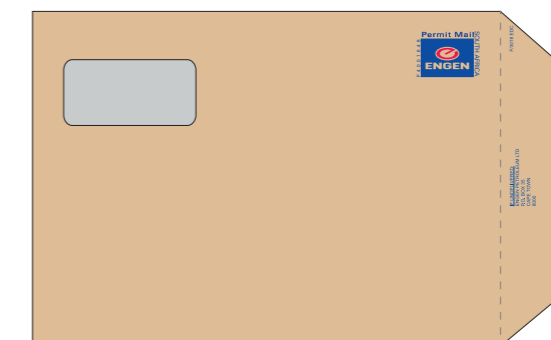
Envelope 357 x 229 (G)



Envelope DL 150 x 220 (B)



Envelope 357 x 229 (F)




Envelope 357 x 229 (H)



Electronic Stationery: Fax cover sheet

The fax cover sheet is available in an electronic format. Spaces have been provided to customise the recipient and the sender's details. You are not allowed to alter the template. The template is available on iZone.



Fax Cover Sheet


TO:
FAX:
FROM:
DATE:
RE:

No. of pages including cover page:

IF ALL PAGES ARE NOT RECEIVED IN GOOD ORDER, PLEASE CALL +27 12 000 0000

CONFIDENTIAL
The contents of this fax are confidential and intended for the addressee only. If you are not the addressee, please take note any disclosure, copying or distribution rights of the contents of this fax, or the taking of any action based on it, is strictly prohibited. If you received this fax in error, please notify author immediately by telephone.

Full Company Name
Physical Address Postal Address Country
Reg.No.0000/0000/00
Telephone Facsimile Web address



Stationery: Medical Benefit Fund stationery

Design elements

Administrative stationery may be in either A4 or A5 formats. In all cases the Engen Logo device is positioned in the top right hand corner of the page, as illustrated.

The same rules apply as for the construction of the corporate letterhead:

Do not use any punctuation or brackets in the preprinted information; insert a double space instead.

Telephone, Fax, Cell and Email may only be abbreviated as T, F, C and E.

All Telephone and Fax numbers must start with the international code followed by the area code (+27 11).

Non-South African directors must be indicated with an (*) and their nationality specified.

Sourcing

Administrative letterheads are available as electronic templates on the Engen Intranet. Space has been provided to customise address and telephone details, which must be typed in Arial Narrow.

Do not make any alterations to the template. If in doubt, please consult Engen Corporate Affairs before creating any new stationery.

Colour Specifications

Corporate Signature and all printed text:
Pantone Reflex Blue, Pantone 199 and Pantone 2747

Type Specifications

- Full Company Name
Unifers 67 Condensed Bold - 7pt, Leading 7pt
- Department / Address / Tel / Fax / Web
Unifers 57 Condensed - 7pt, Leading 7pt
- Directors
Unifers 57 Condensed - 7pt, Leading 7pt
- Registration Details
Unifers 57 Condensed - 7pt, Leading 7pt
- Typed Text
Arial Narrow - size variable

Responsibilities of Engen Employees
Engen Petroleum Limited
Head Office

Policy Statement

Purpose
Engen employees' responsibilities in respect of:
1. Conflicts of Interest
2. Ethics
3. Disclosure of Information
4. Public Affairs, Political Activities and Political Contributions
5. Treatment of Confidential Information
6. Technical Inventions and Patents

Note: In accordance with standard practices of corporate governance and with Engen's conditions of employment, all employees are required to acknowledge and comply with these policies.

Eligibility
In accordance with standard practices of corporate governance and with Engen's conditions of employment, all employees are required to acknowledge and comply with these policies.

Terms and Conditions

1. Conflicts of Interest
Employees must not knowingly become involved in a conflict of interest, or upon the discovery of such a conflict, allow it to continue.
Generally speaking, any direct or indirect interest in any outside activities, especially commercial activities, which might in any way adversely affect the Company or any of its subsidiaries or affiliates, involves a possible conflict of interest.
It is virtually impossible to present an exhaustive list of actions or interests that would constitute a conflict of interest. Employees must therefore immediately report to management in writing any facts that might involve the slightest possibility of a conflict of interest.
Each case will be approached objectively, giving full recognition to all the circumstances. In some instances, full disclosure of the facts by the employee is all that is necessary to enable the Company to protect its interests. In others, if no improper motivation appears to exist and the Company's interests have not suffered, a prompt elimination of the outside interest may be all that is required.
However, should the Company find that an inexcusable violation of Engen's policies is involved, more drastic action may be taken. This may involve

Owner:
Date of last revision:
Approver:
Page 1 of 10
SME:
Version Number

This is a printed copy please ensure latest version

Full Company Name
Physical Address Postal Address Country
Reg No 0000/0000/00
Telephone Facsimile Web address
Directors (Chairperson, Chief Executive Officer then alphabetically)
Executive and Non-executive Directors

**MEDICAL AID
AUTHORISATION TO DEDUCT FROM SALARY**

I, the undersigned

Full Names _____

Employee Number _____

Do hereby irrevocably authorise Engen Petroleum Ltd to deduct from my monthly salary.

Member debt as reflected by BANKMED'S monthly claim transaction statements for member portions, or benefits in excess of the Plan's Limits, according to the rules of the Plan, arising from claims which have been paid by BANKMED, in their role as Administrator of Engen medical Benefit Fund, on my behalf.

The deduction will be reflected on my salary payslip.

Witnesses:

1. _____ Date: _____

2. _____ Date: _____

_____ Date: _____

Employee's Signature _____

Stationery: Presentation cheque

Design elements

The presentation cheque features the Engen Logo device in the bottom right hand corner, and the relevant banking institution's logo in the top left hand corner.

Diagram

Please see an example of the presentation cheque.

How to place your order

The Engen presentation cheque is pre-printed by Engen's approved corporate stationery supplier. Please do not print your own versions or make any changes unless you seek approval from Group Brand. You can place your order with FormsXpress on **Tel +27 21 701 5530**.

The diagram shows a presentation cheque form with the following elements:

- Standard Bank** logo in the top left corner.
- Date field: **DD / MM / YEAR**
- Pay/Betaal field: **Pay/ Betaal** followed by a horizontal line.
- Amount field: A rectangular box for the amount.
- The sum of/Die bedrag van field: **The sum of/ Die bedrag van** followed by a horizontal line.
- Payee: **Engen Petroleum Ltd**
- ENGEN** logo in the bottom right corner with the tagline **With us you are Number One**.

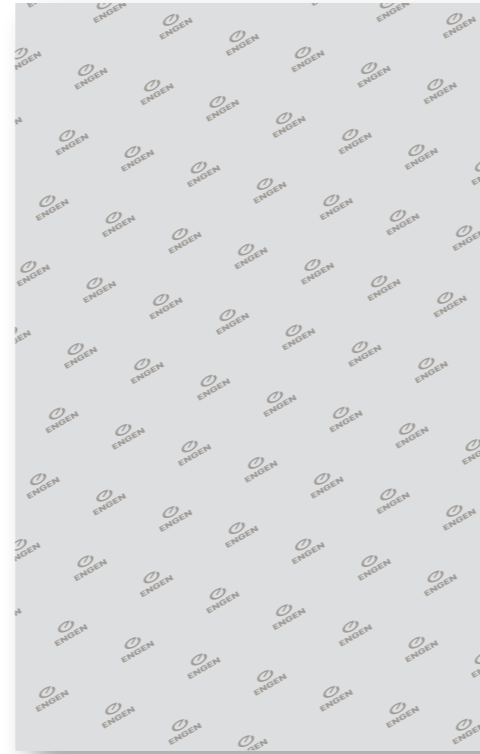
A dimension line below the form indicates a width of **1m x 450mm**.

Stationery: Gift wrap, gift bag and occasion cards

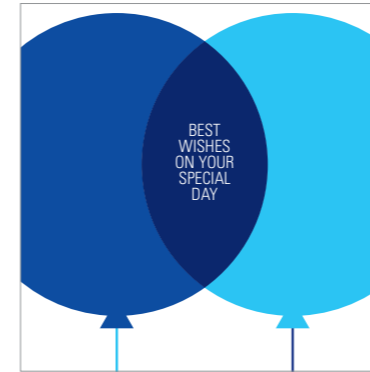
How to place your order

The Engen gift wrap is pre-printed by Engen's approved corporate gift supplier. Please do not print your own versions or make any changes to the pre-printed gift wrap. You can place your order with FES (Forecourt Equipment & Services) on **Tel +27 21 511 4053**.

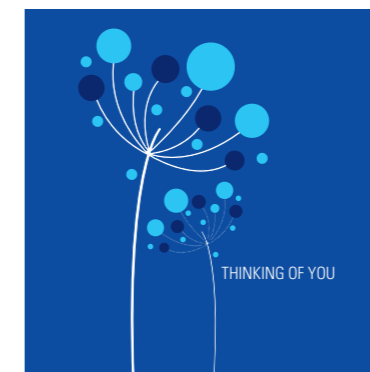
Gift Wrap



Occasion Cards



Gift Bag



Gift Wrap Ribbon



Stationery: Corporate folder and CD cover

How to place your order

The Engen corporate folder and CD cover are pre-printed by Engen's approved corporate stationery supplier. Please do not print your own versions or make any changes unless you seek approval from Group Brand. You can place your order with FormsXpress on **Tel +27 21 701 5530**.



Stationery: Event signage

Signage

In order to ensure a consistent look and feel at all our events, sponsorships and conferences etc, event signage is available.

How to place your order:

Signage is printed by Engen's approved corporate stationery supplier and can be ordered through FormsXpress on **Tel +27 21 7015530**.

A template for the conference badge and sticky label is available on izeone.

Directional Signs



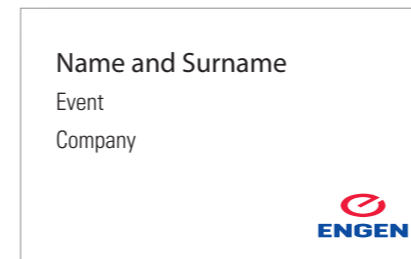
Reserved Card



VIP Tag



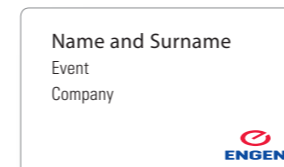
Conference Badge



Tent Name Card



Sticky Label



Stationery: Event signage table cloth

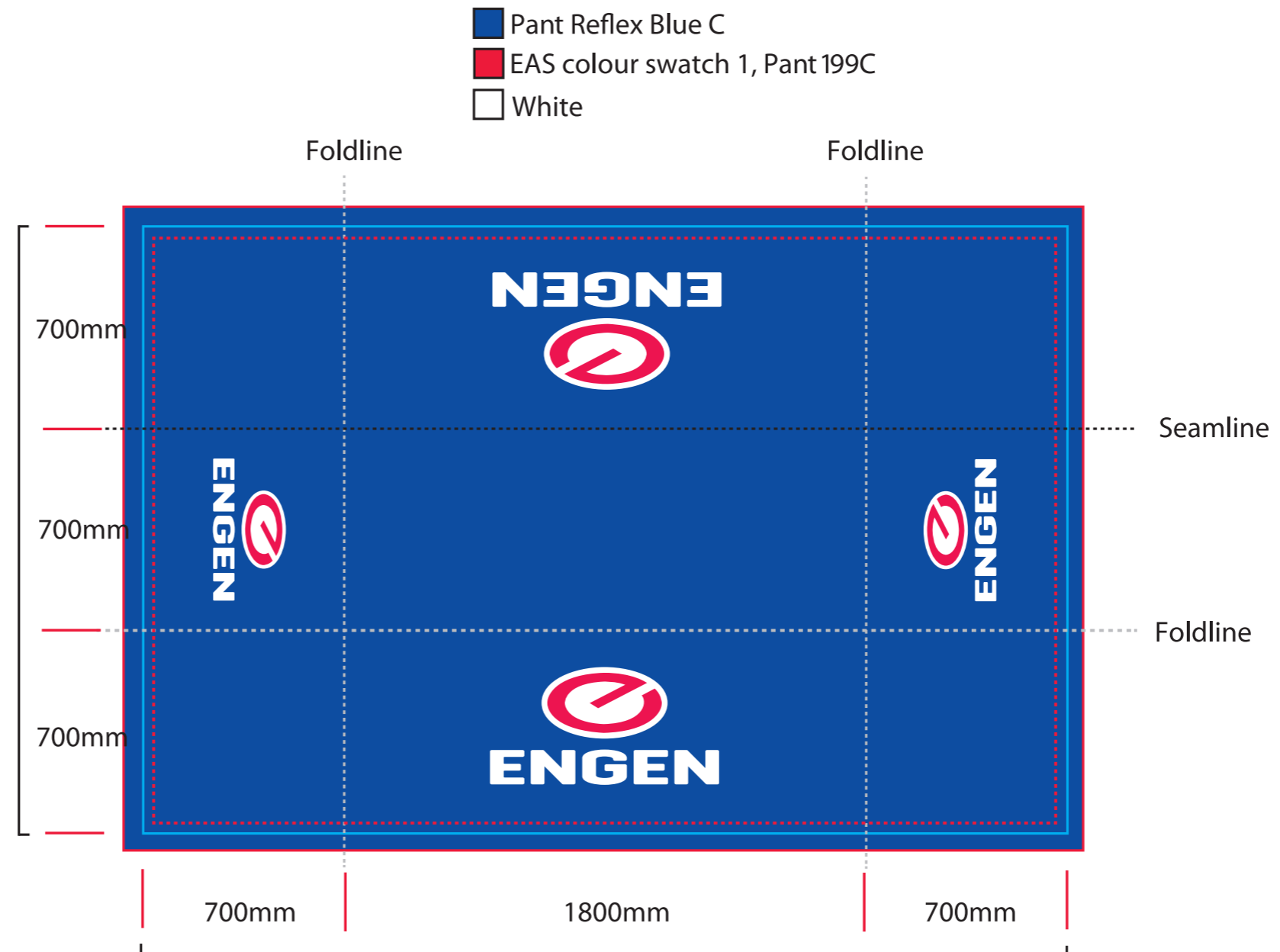
Engen table cloths are produced to personalise the event.

Square or rectangular tables

While the size varies from table to table, the layout remains the same. The Engen logo will appear on each side with opposite ends being the same size. Use the diagram as a guide to scale your table cloth accordingly.

Round or oval tables

For these tables, the table cloth and overlay will not be branded. Example of colour use can be a white table cloth with a blue overlay or vice versa.



Stationery: Badges

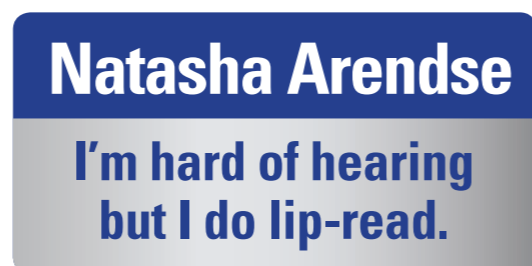
This page shows some examples of how to brand a badge for different executions.

Magnetic soft-coated badge with round edges.

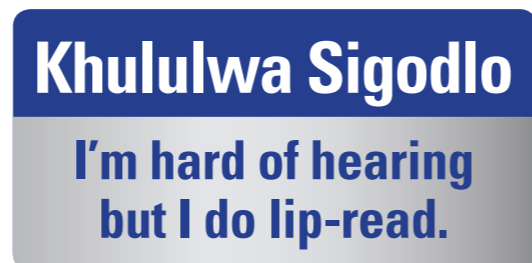


Magnetic soft-coated badge with round edges.
Blue and white ink on brushed silver metal surface.

30 x 60

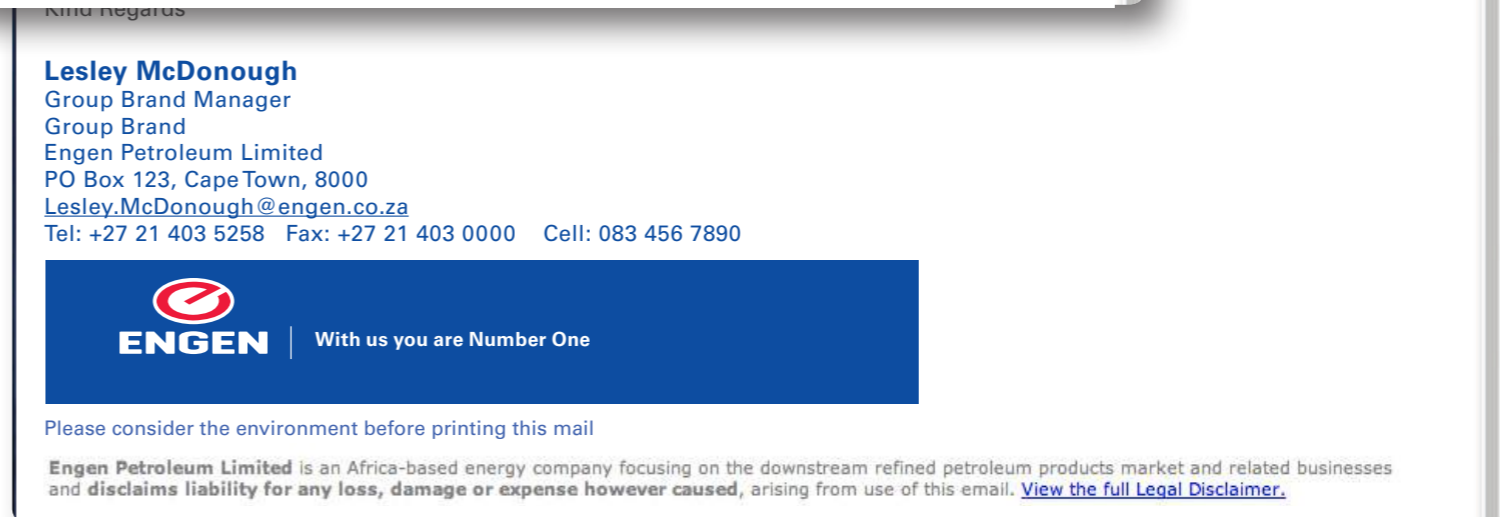
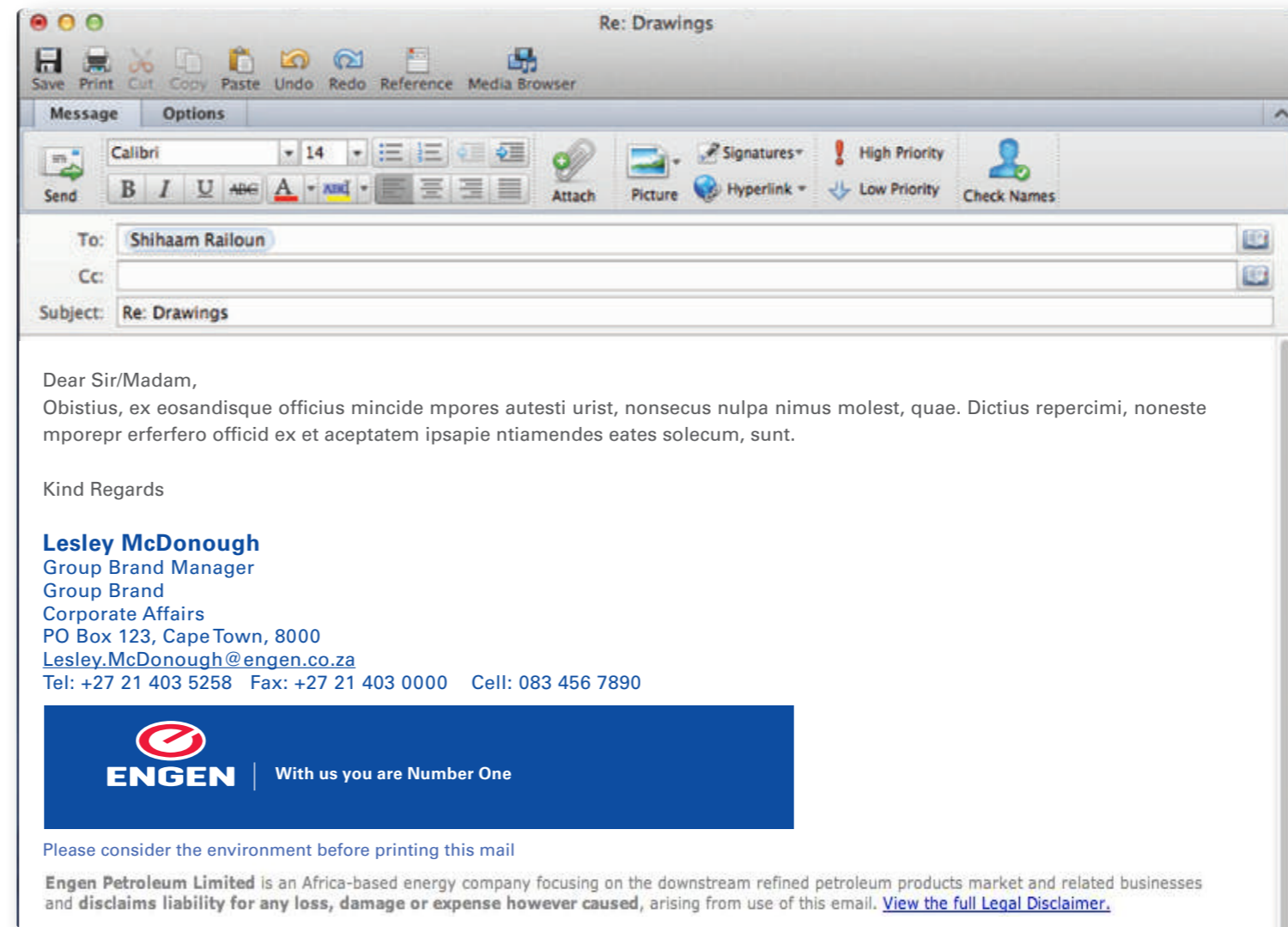


30 x 60



Electronic Stationery: E-mail signature

Every day Engen employees send thousands of e-mails, not to mention the billions that are being sent worldwide. In a vast ocean of messages, it is only fitting that ours all fly under the same banner. Our e-mail signatures, although personalized, unite us while also making sure everyone knows exactly whom they are communicating with.




Electronic Stationery: Marketing e-mail

The marketing e-mail template has been customised for each division. You are not permitted to make any changes to the template. Should you wish to redesign or create a new template, please contact Group Brand.

Where to find your division's marketing email

The marketing e-mail for each division is available on the iZone.



Dear Colleague

Please enter your message here

Regards

Name Surname XX Manager - Region	Name Surname XX Manager - Region	Name Surname XX Manager - Region
--	--	--

Electronic Stationery: Invitation

Electronic format

Electronic corporate invitations are available on the iZone. However, should you wish to customise your corporate invitation for a specific event e.g. Engen Pension and Retirement Fund, please complete an IS Work Order Request on iZone. Customised invites must be approved by Group Brand.

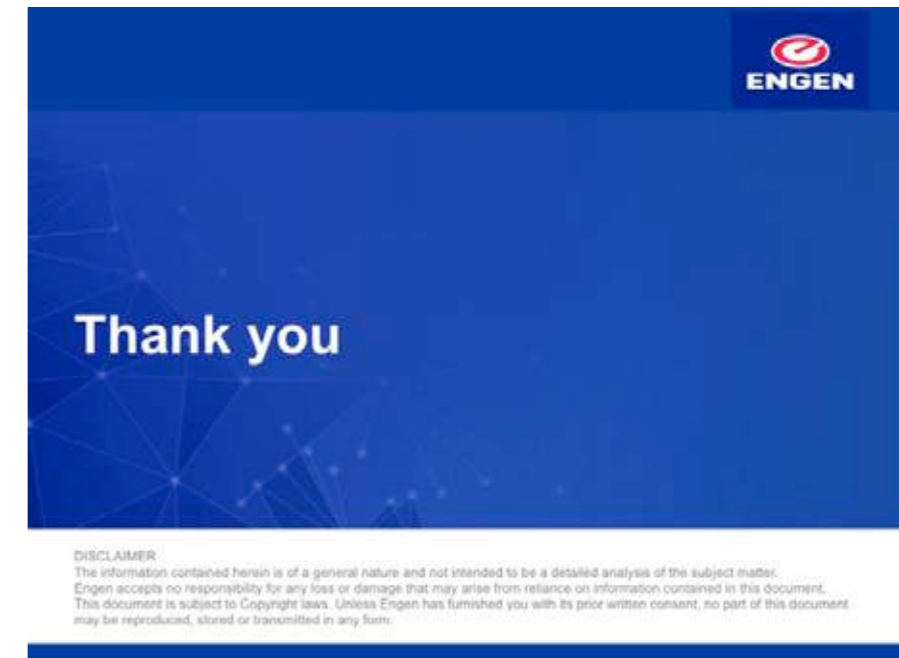
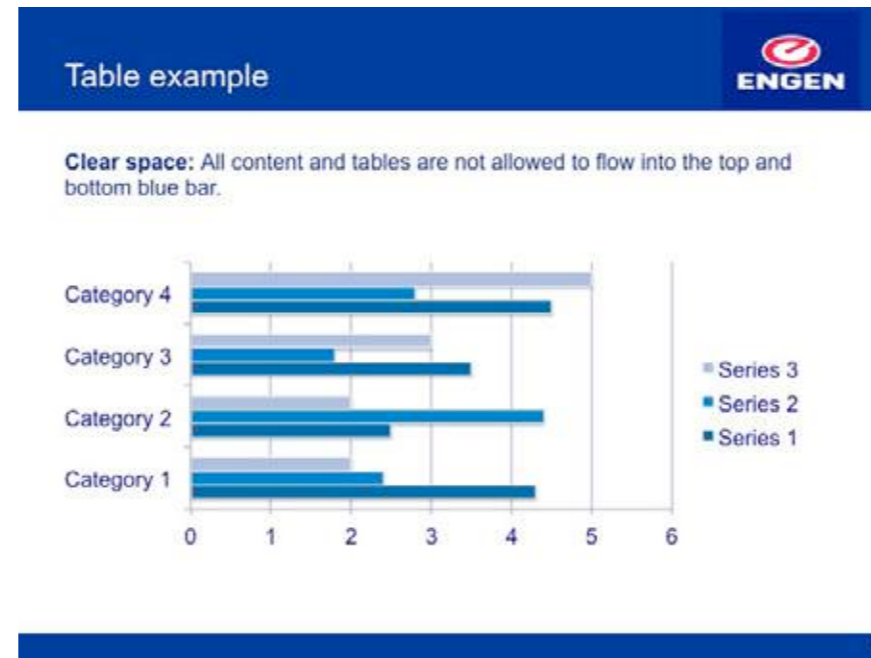
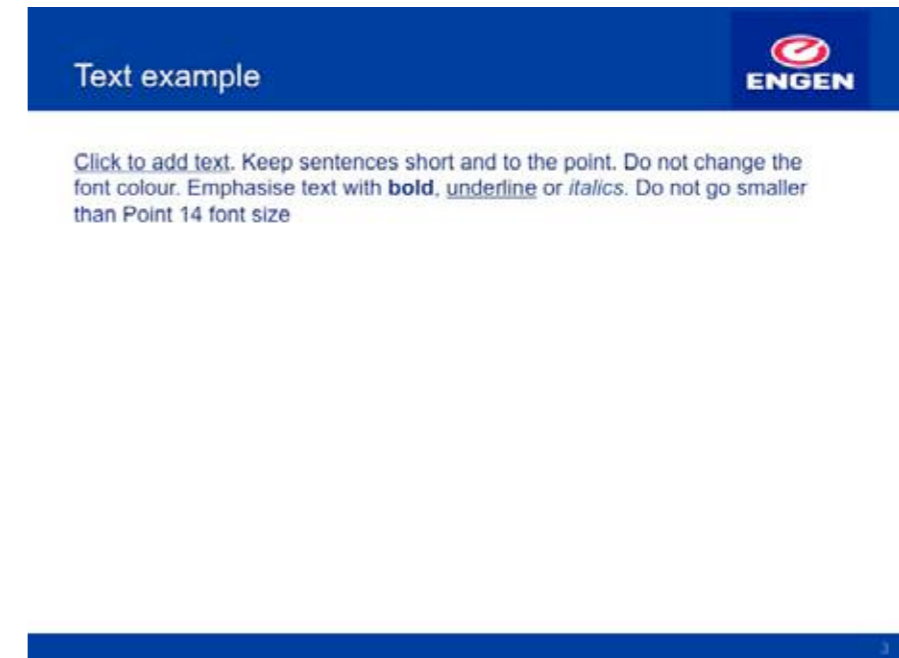
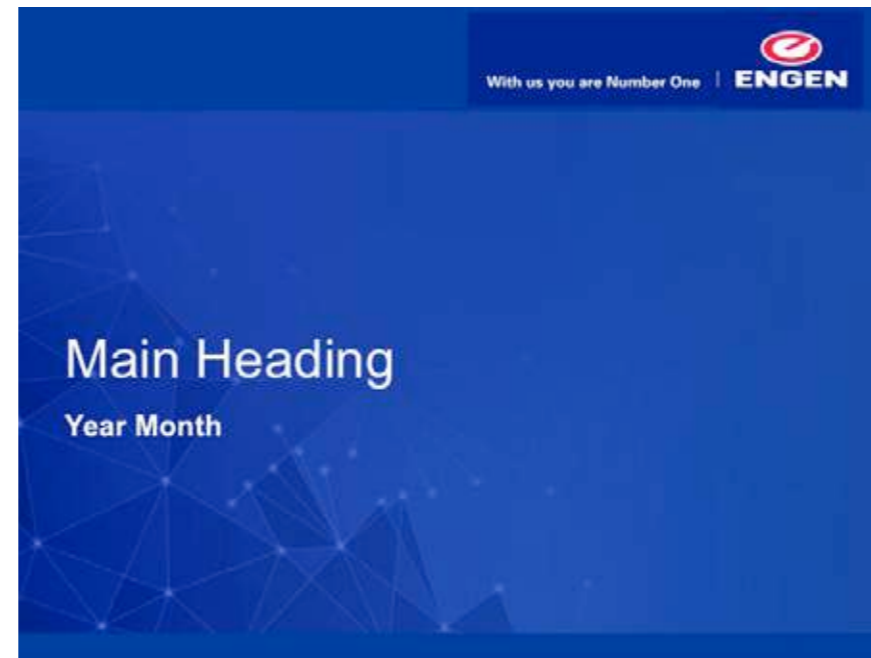


Electronic Stationery: PowerPoint presentation

The purpose of the PowerPoint presentation template is to represent Engen in a professional manner when interacting with internal or external stakeholders. There are two designs available.

Title & closing slide

There is a selection of design options to choose from. These are the only permissible images and will be updated from time to time (i.e. no personal variations will be allowed). The opening slide background should be the same as the Closing/Thank you slide.

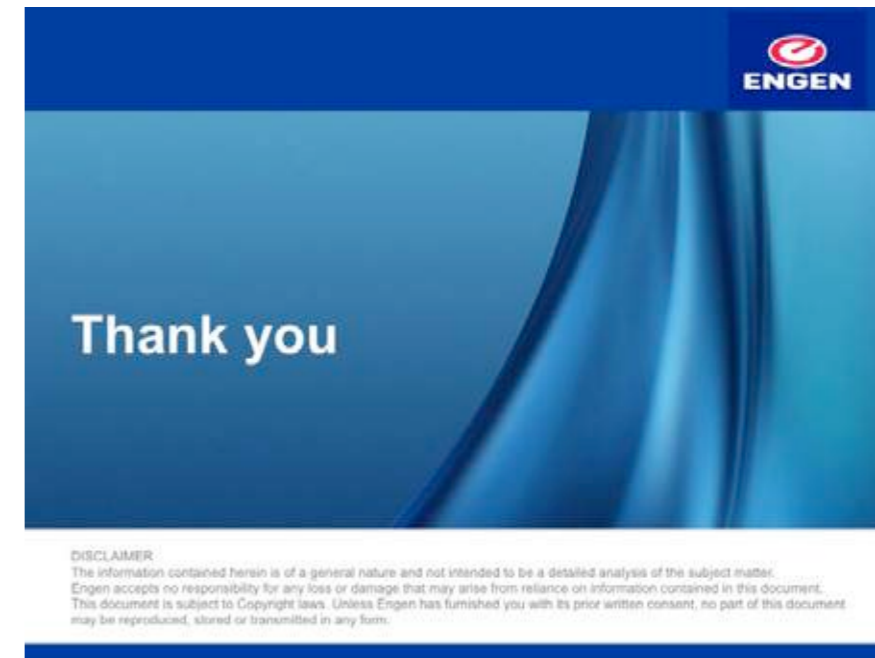
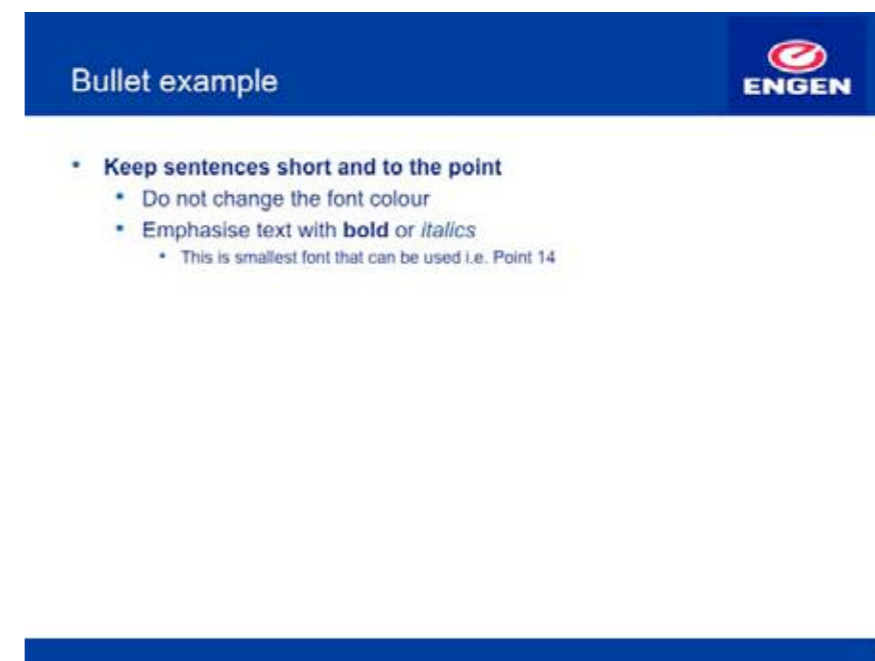
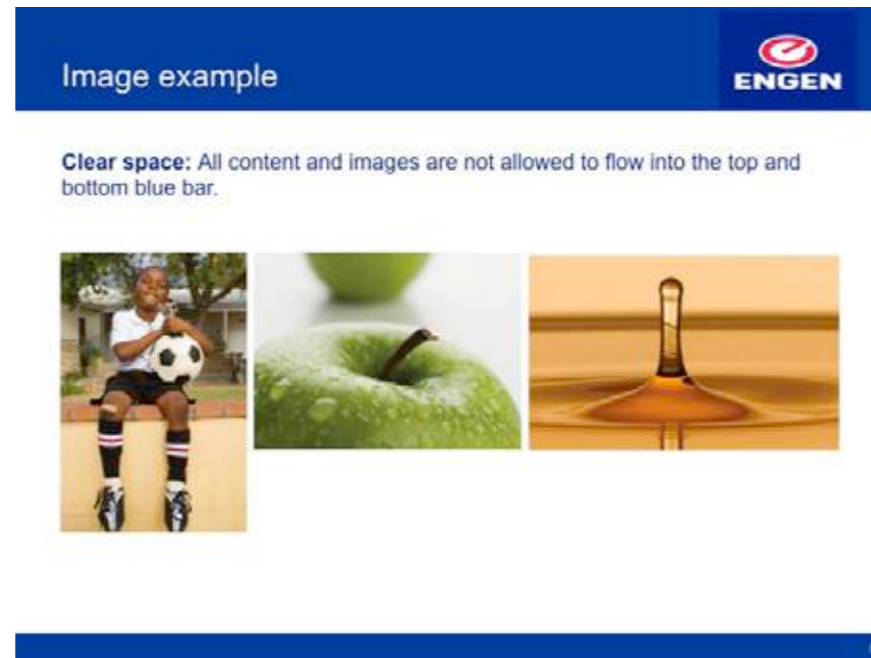


Electronic Stationery: PowerPoint presentation

The purpose of the PowerPoint presentation template is to represent Engen in a professional manner when interacting with internal or external stakeholders. There are two designs available.

Title & closing slide

There is a selection of design options to choose from. These are the only permissible images and will be updated from time to time (i.e. no personal variations will be allowed). The opening slide background should be the same as the Closing/Thank you slide.



Advertising

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The Engen Logo device: Ideal logo size

The Engen logo and the blue band is ALWAYS TREATED AS A UNIT and therefore sized as a unit.

The height of the blue band logo device is determined by the DESIRED SIZE OF THE LOGO, NOT BY THE HEIGHT OR WIDTH OF THE PAGE.

The Engen Logo device can be different sizes across the same page size.

A: Biggest size

The clear space to the left of the pay-off line may not be less than the width of the pay-off line.

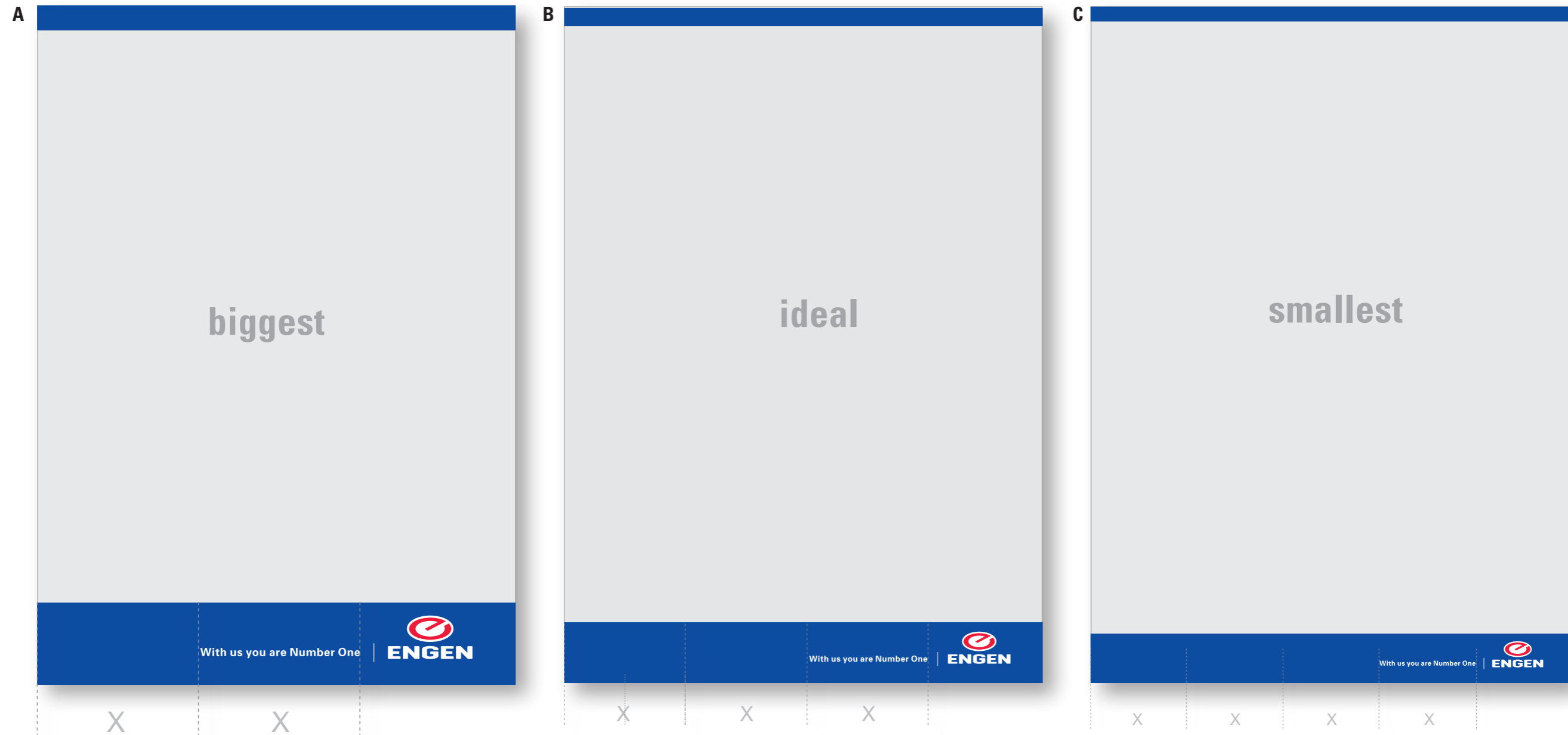
B: Ideal size

The clear space to the left of the pay-off line is 2x the width of the pay-off line and the bottom blue band being 8(W) x 1(H)

C: Smallest size

The clear space to the left of the pay-off line should not be more than 3x the width of the pay-off line.

See **Logo Size Templates** for the most commonly used formats.

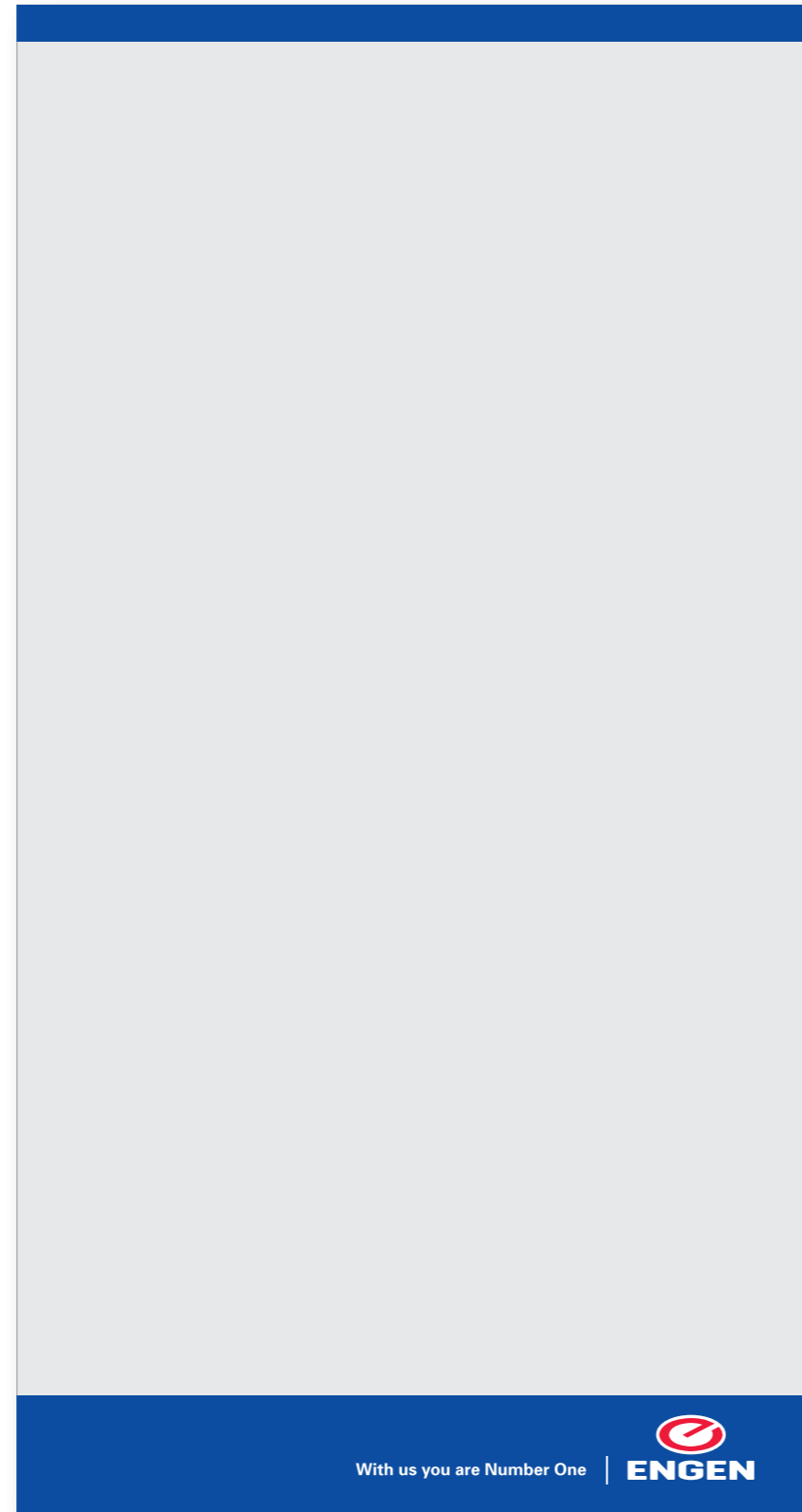


The Engen Logo device: Logo size templates

IMI signage

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.

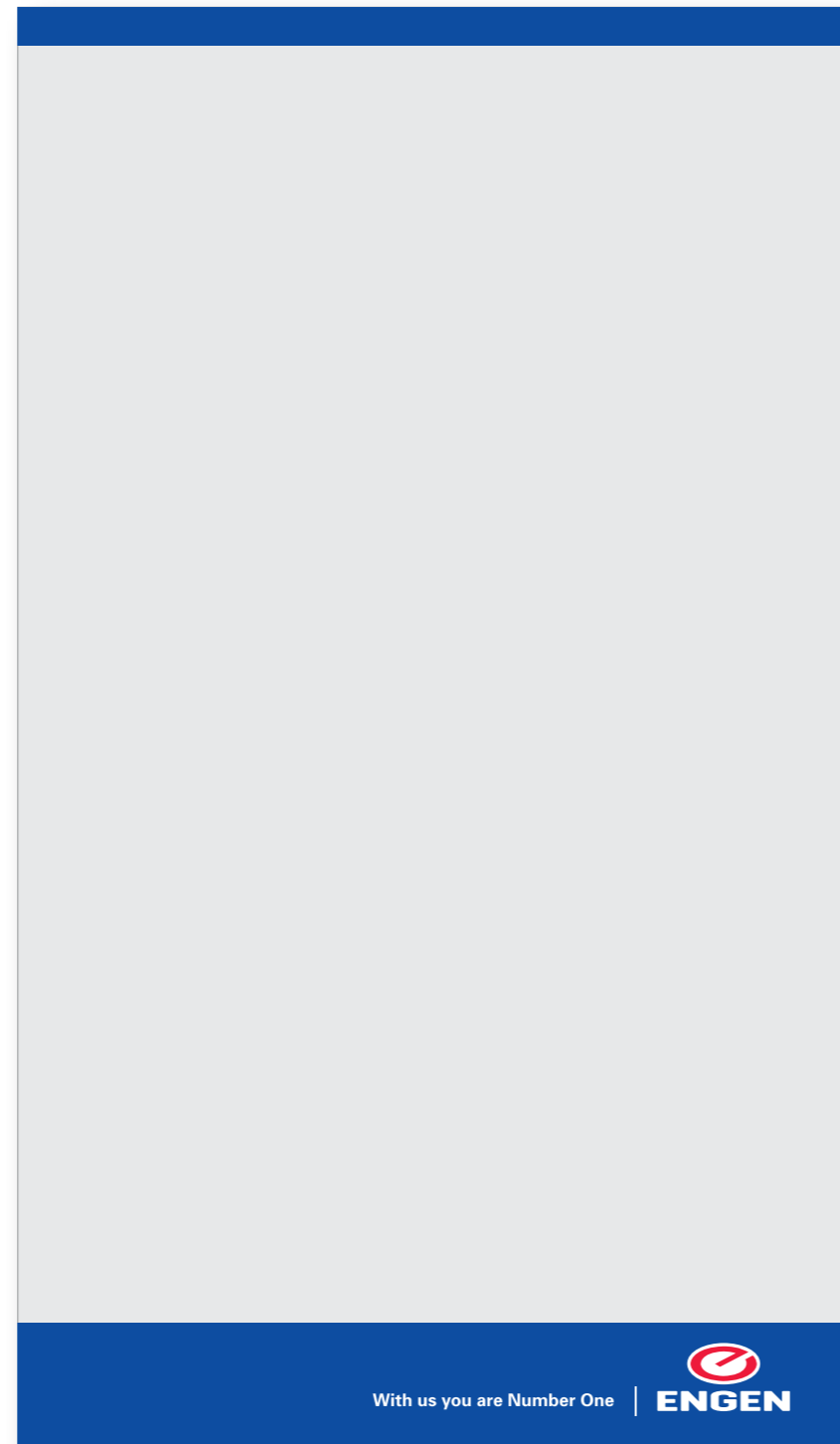


The Engen Logo device: Logo size templates

Perimeter signage

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.

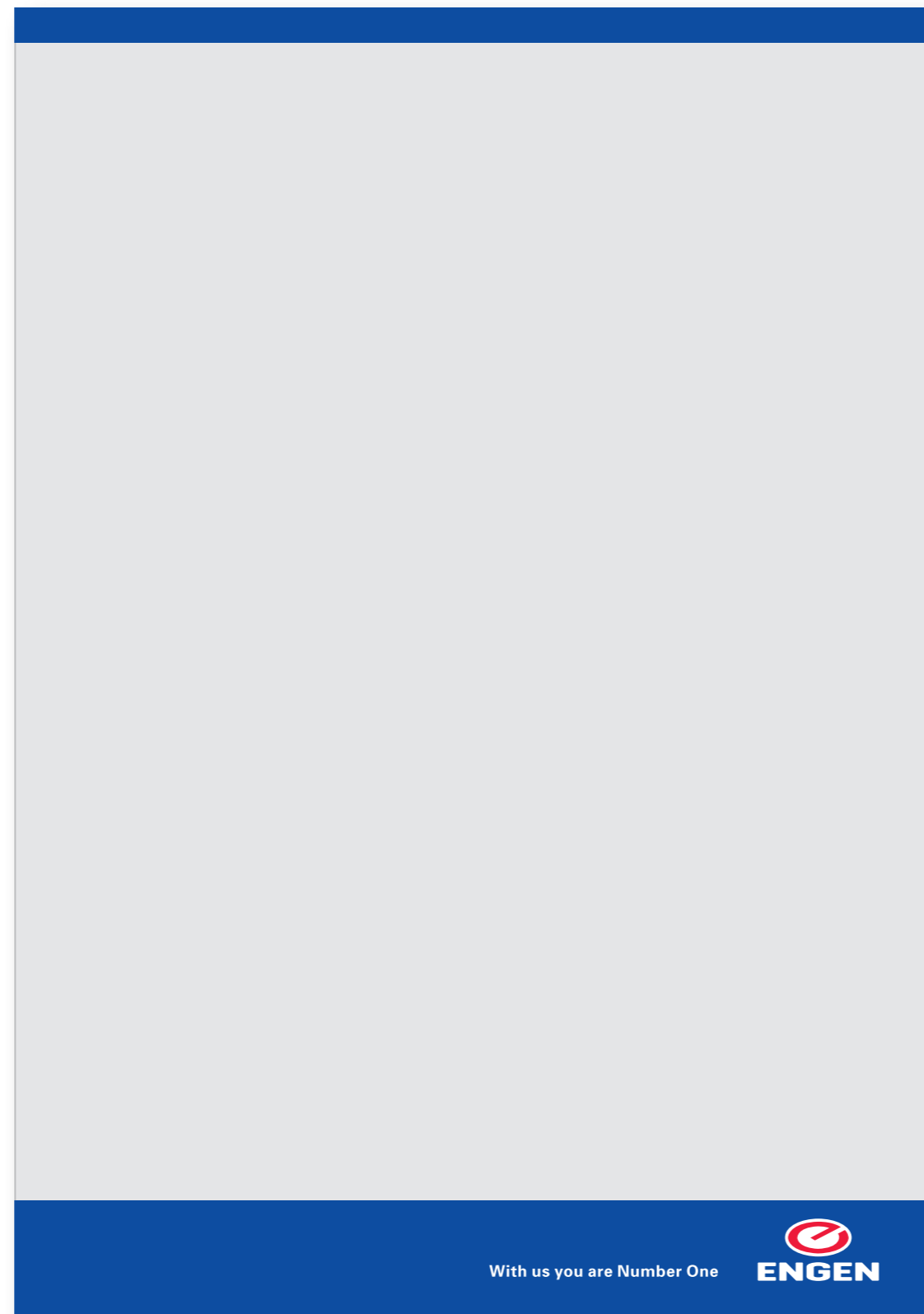


The Engen Logo device: Logo size templates

A5, A4, A3, A2 and A1

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.



A5 210mm(h) x 148m(w)

A4 297mm(h) x 210mm(w)

A3 420mm(h) x 297mm(w)

A2 594mm(h) x 420mm(w)

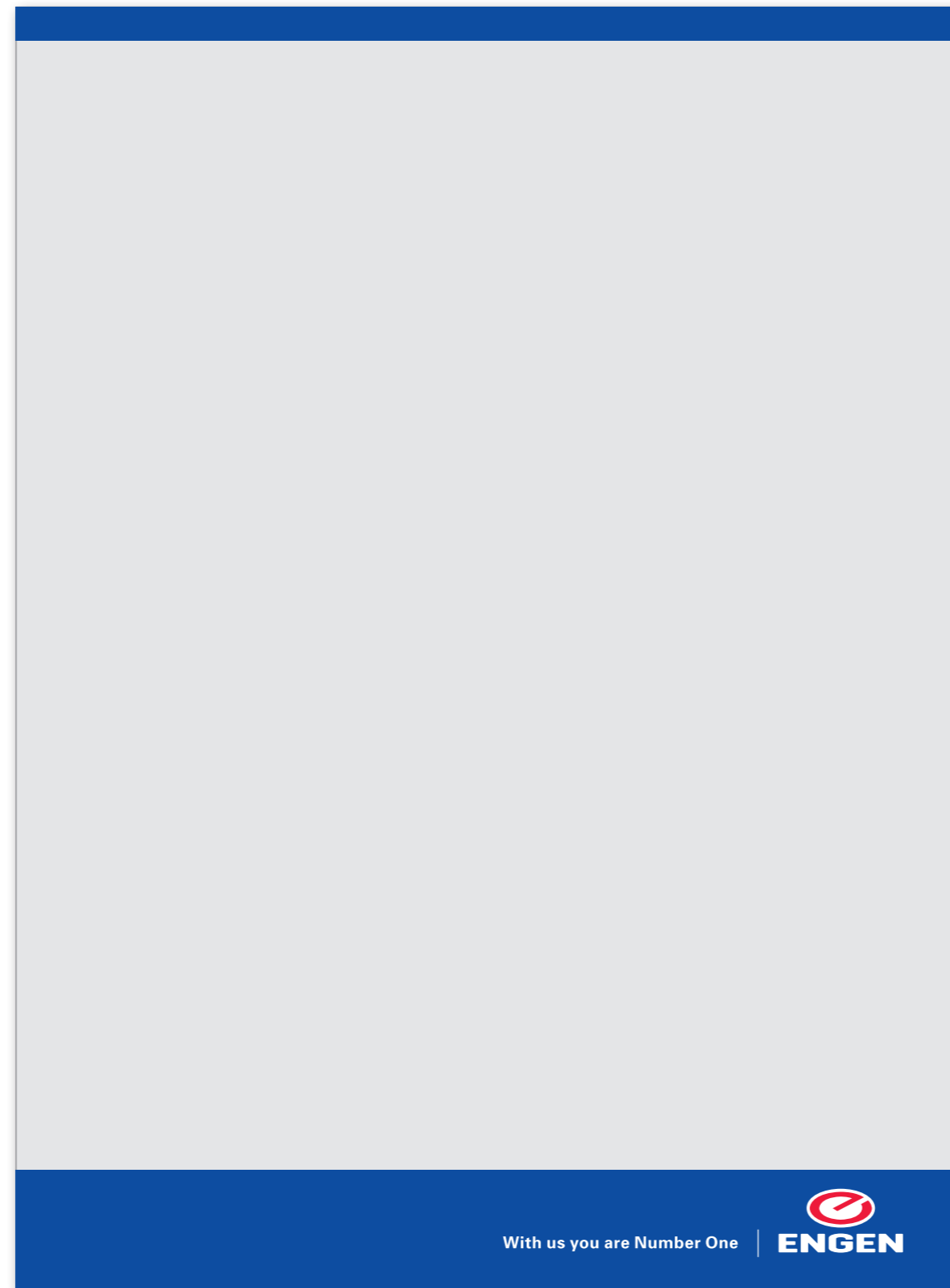
A1 841mm(h) x 594mm(w)

The Engen Logo device: Logo size templates

Sandwich board

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.



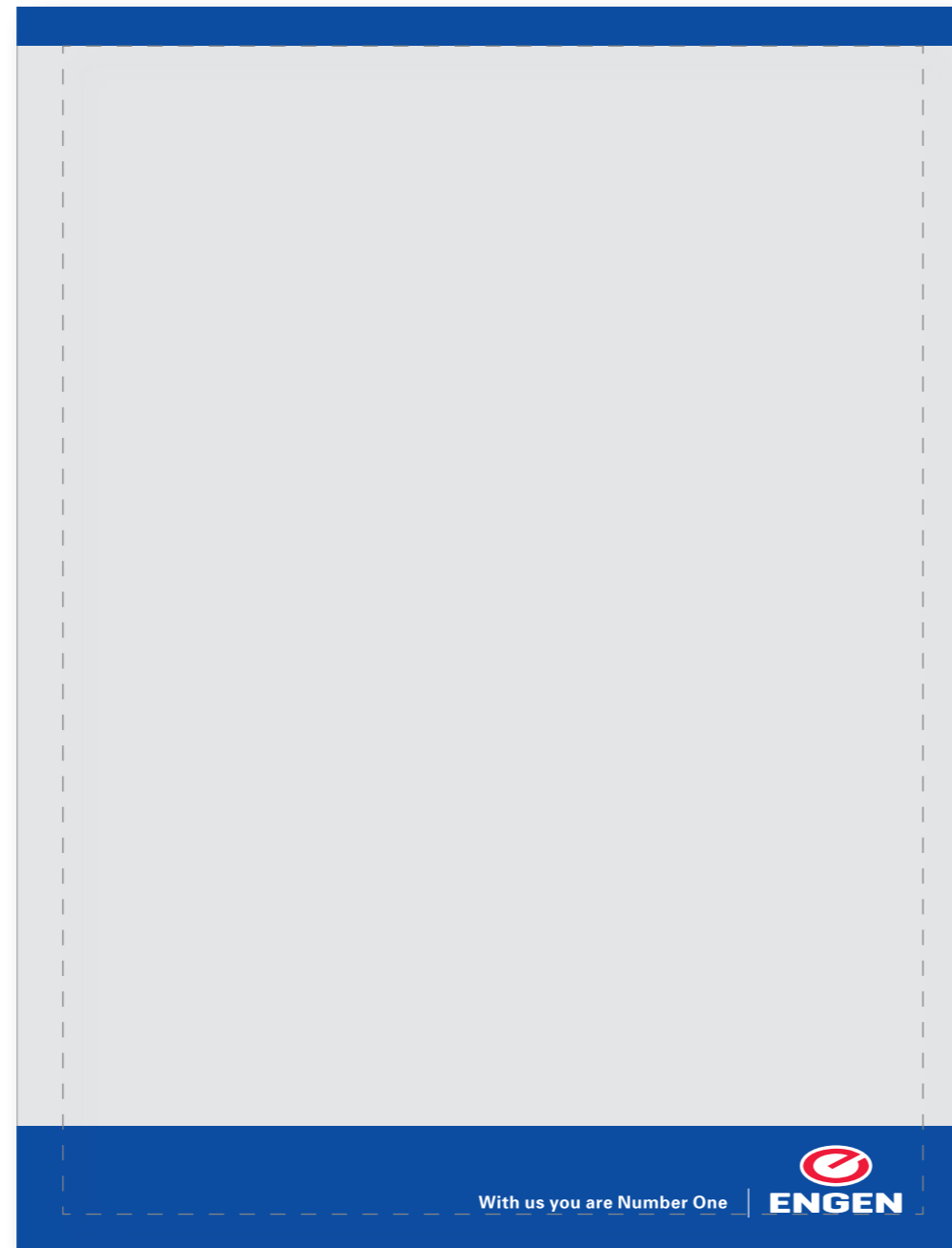
Sandwich boards 816mm(h) x 606mm(w)

The Engen Logo device: Logo size templates

FP magazine ad

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.



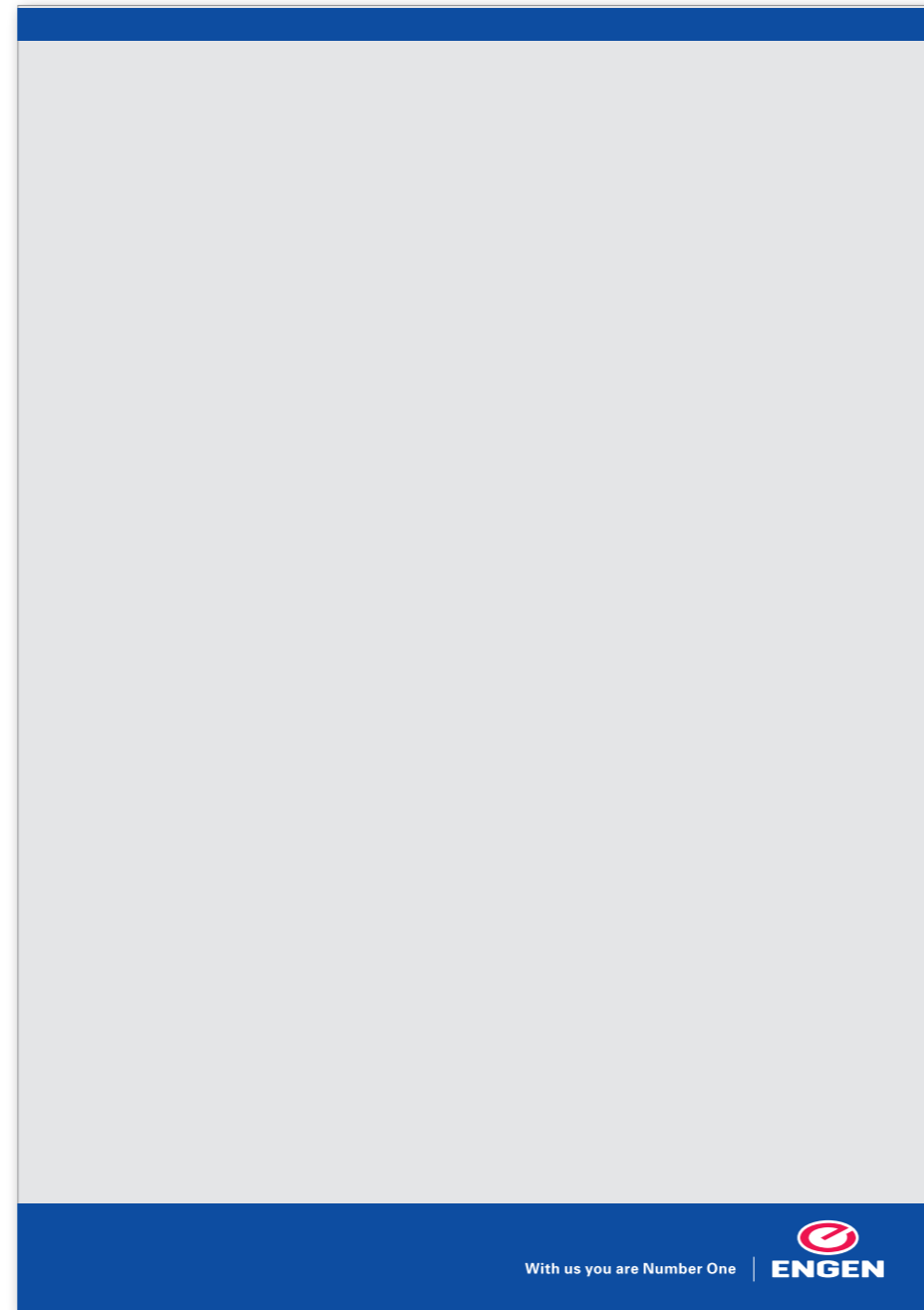
Magazine Ad 275mm(h) x 210mm(w)

The Engen Logo device: Logo size templates

Street pole ad

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.



Street Pole Ad: A2 594mm(h) x 420mm(w)

The Engen Logo device: Logo size templates

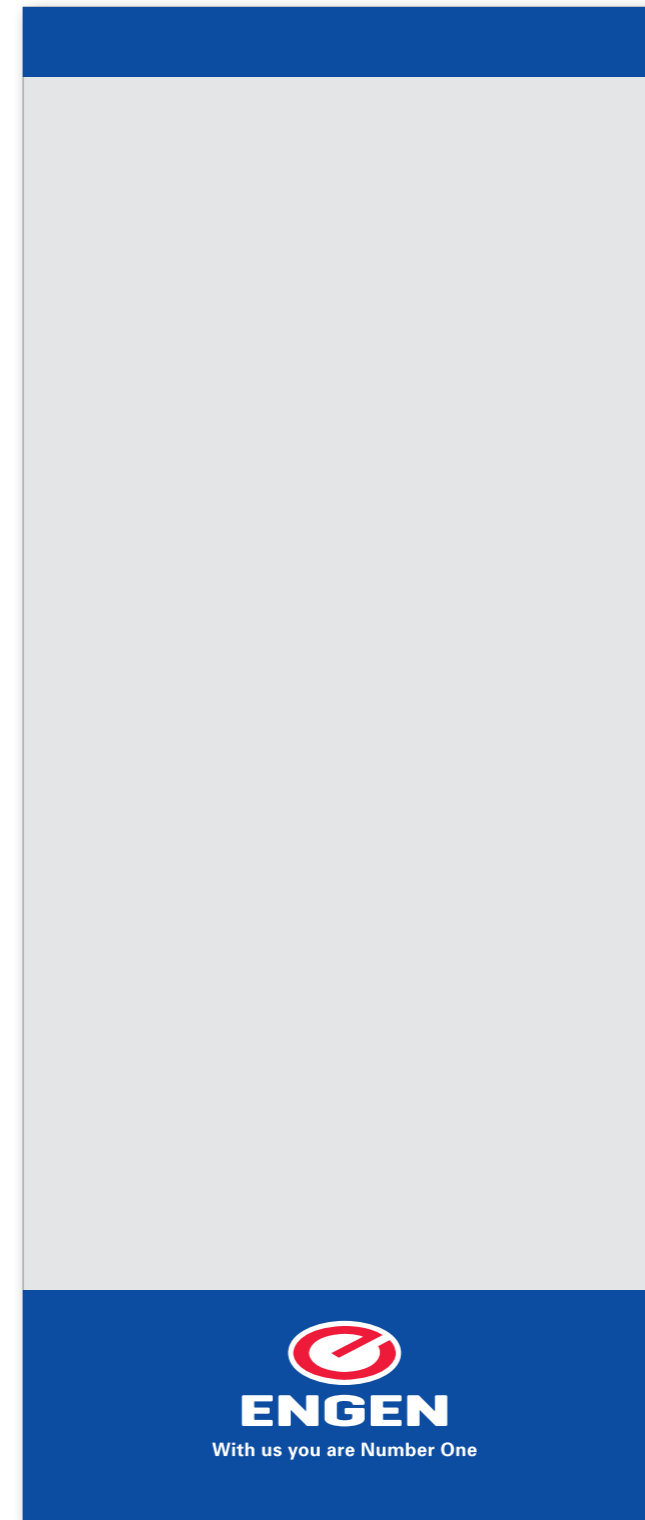
Feather banner and pull-up banner

NB: These templates are for logo size reference and for viewing only.

A full set of the most used elements is available as actual size template artwork.



Feather Banner 4500mm(h) x 550mm(w)



Pull-up Banner 2000mm(h) x 850mm(w)

The Engen Logo device: Logo size templates

Snapper frames

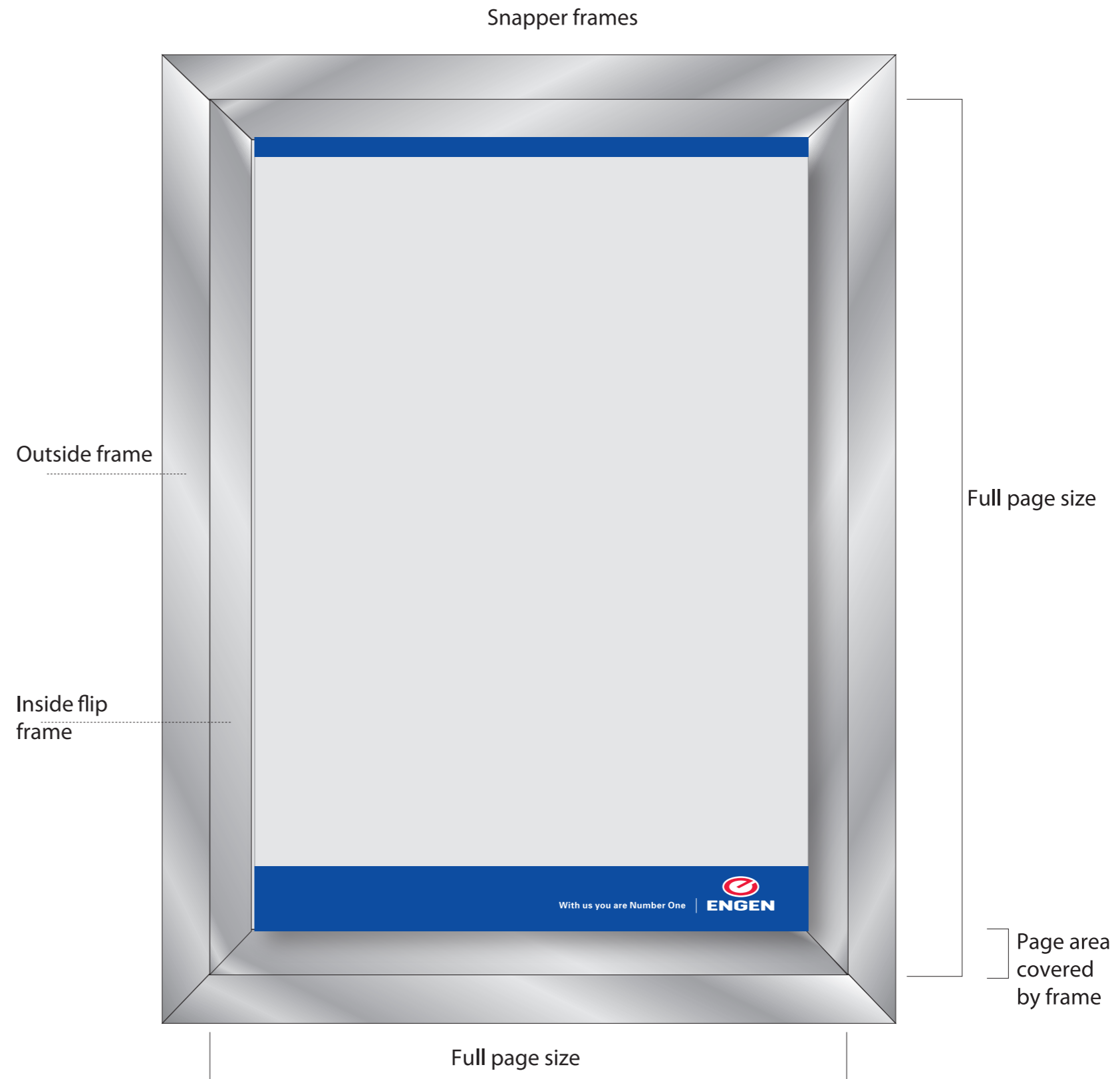
A4 and A3 frames are available.

Allow a clear space area for the frame not to cover the Engen Logo in the bottom corner. The inside flip frame covers 1,8 cm on the A3 size and 1,1 cm on an A4 size.

Design elements

Posters can be printed and inserted into snapper frames for internal communication only. The poster features the Engen Logo device in the bottom right hand corner. The poster can be either A3 or A4 in size. Please be aware that the inside flip frame can cover the Engen Logo device which is not acceptable. For this reason a margin of 1,8 cm of A3 or 1,1 cm for A4 should be deducted all around the end of the page to ensure that the Engen Logo device displays correctly.

NB: If the horizontal space available for the pay-off line is less than 2,5 cm do not apply the pay-off line as it becomes illegible.



The Engen Logo device: Logo size templates

Landscape: A4 and A3 frames are available.

Allow a clear space area for the frame not to cover the Engen Logo in the bottom corner. The inside flip frame covers 1,8 cm on the A3 size and 1,1 cm on an A4 size.

Landscape snapper frames

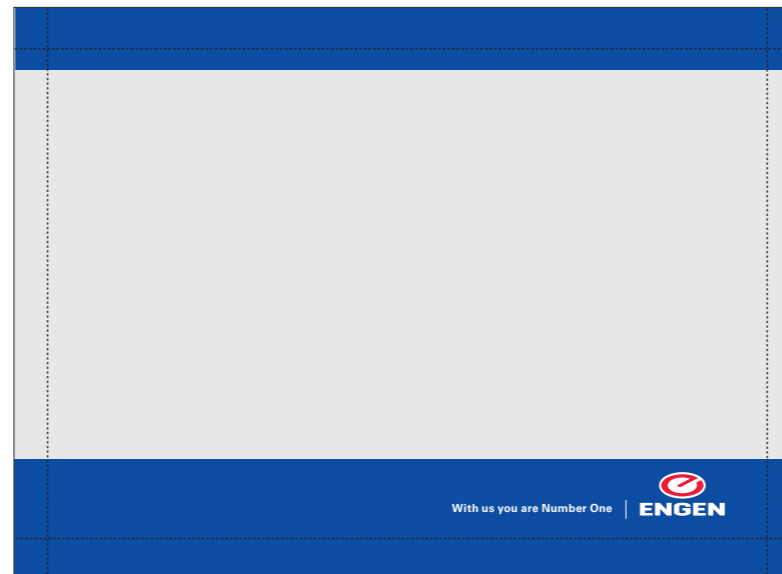
Allow for the extra space, above the normal logo clear area for the frame partly covering the printed page



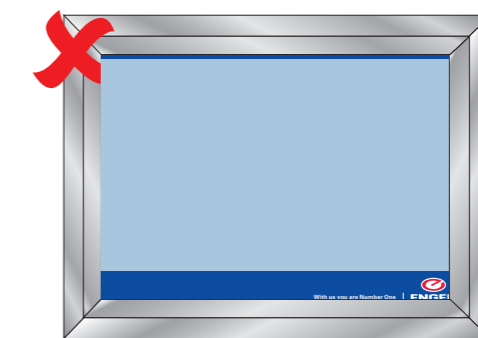
Correct placement of the Engen Logo



Example of a layout of a printed page fitting into the snapper frame



Incorrect placement of the Engen Logo



The Engen Logo device: Logo size templates

Portrait: A4 and A3 frames are available.

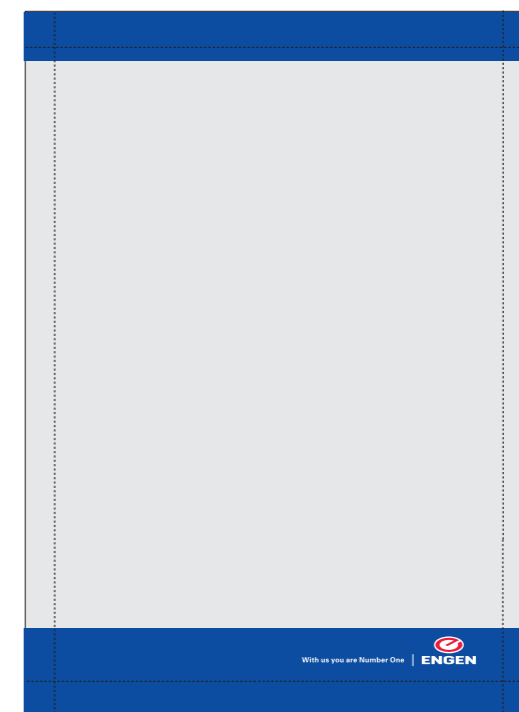
Allow a clear space area for the frame not to cover the Engen Logo in the bottom corner. The inside flip frame covers 1,8 cm on the A3 size and 1,1 cm on an A4 size.

Portrait snapper frames

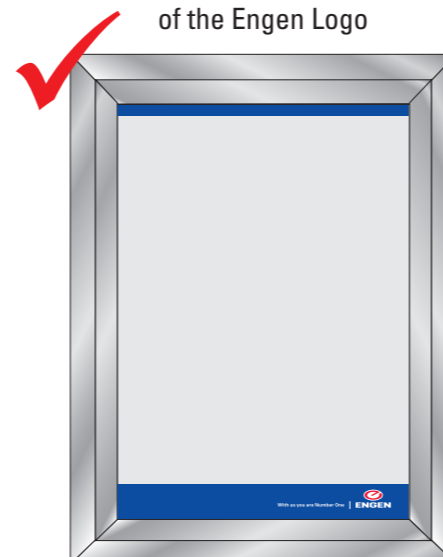
Allow for the extra space, above the normal logo clear area for the frame partly covering the printed page



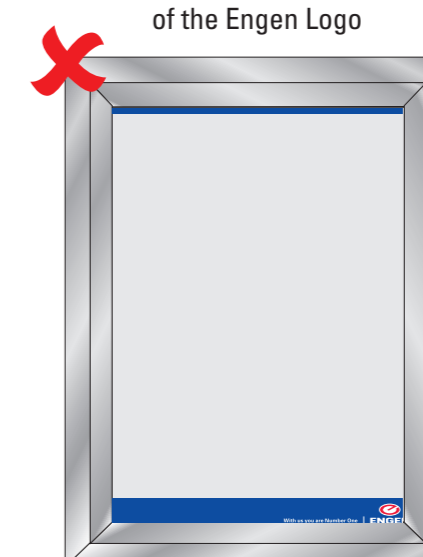
Example of a layout of a printed page fitting into the snapper frame



Correct placement of the Engen Logo



Incorrect placement of the Engen Logo



The Engen Logo device Layout Guidelines: Headline and body copy placement

Where the headline goes

When it comes to print, our headlines usually go over the picture. These headlines can be in Engen blue or white, whichever is the most legible.

However, certain images do not lend themselves to letting the headline stand out – in these cases we allow the headline to go in the white block. Either option works, and we trust you will make the right choice.

Where the body copy goes

Engen uses print to communicate a wide variety of messages internally and to our customers. Sometimes it's not possible to communicate a concept completely with just an image and a headline, or perhaps the nature of the ad calls for more information to be explained or elaborated on. In cases like these we make use of body copy, which lives in a white block right above the bottom blue band logo device.

We use a white block to keep the sleek and clean look and feel of Engen (also derived from our logo colour scheme) while also making the body copy clearly visible and easy to read.

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With us you are Number One | **ENGEN**

ENGEN PRIMAX Unleaded

Finally, performance and economy

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With us you are Number One | **ENGEN**

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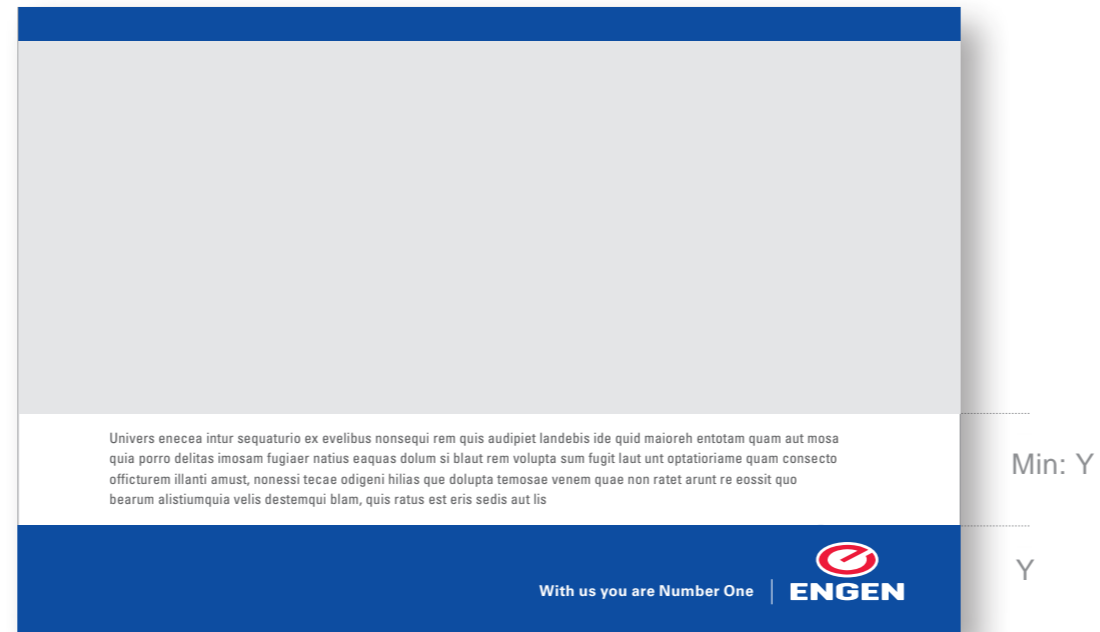
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The Engen Logo device Layout Guidelines: Maximum and minimum body copy space

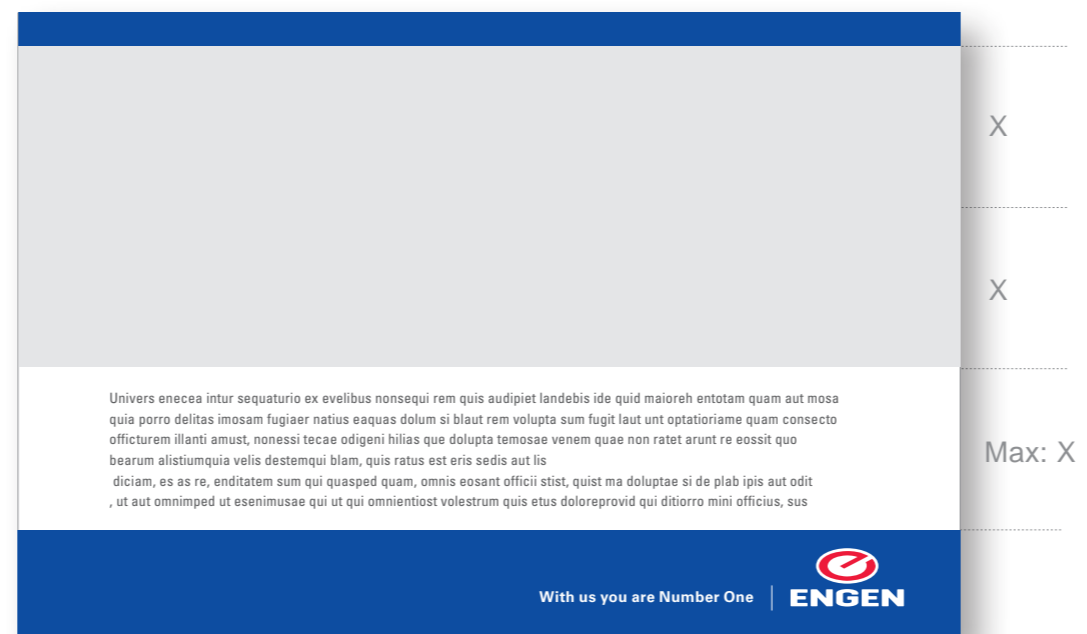
Minimum height of body copy space

Same height as the Engen Logo device



Maximum height of body copy space

1/3 of the total height of the image area (the area between the blue bands)



The Engen Logo device Layout Guidelines: Body copy and headline margins

Body copy placement

The body copy is centred in the white body copy area.

Right alignment:

Centre line of the Engen Logo

Left alignment:

75% of the clear space on the right hand side.

Headline placement

When body copy is placed in a layout, the headline aligns left with the body copy.



The Engen Logo device Layout Guidelines: Positioning of the sub-brand logos

Positioning of the sub-brand logos

The sub-brand logos are placed directly above the bottom blue band and aligned left with the body copy

Place the logos next to each other with even clear spaces between.

Size of the sub-brand logos is 66% of the height or the width of the Engen Logo, whichever comes first.



The Engen Logo device Layout Guidelines: Positioning of product pack images

Positioning of packs

The pack images are placed directly above the bottom blue band and aligned left with the body copy

- A)** When a pack is placed over an image, ensure it is placed over an uncluttered section and that it is clearly visible.
- B)** The size of the pack may vary according to specific needs.

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The Engen Logo device Layout Guidelines: Positioning and sizing of brand logos

Position and size of brand logos

There is no hard and fast rule on the position and size of brand logos.

- The logo should be clearly visible against the background.
- The size and position of the logo is determined by the concept and nature of the layout.



**ENGEN
PRIMAX
Unleaded**

**Finally
performance and economy
come together.**

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The Engen Logo device Layout Guidelines: Headline outside the image

Headline outside the image

When it comes to print, our headlines usually go over the picture. These headlines can be in Engen blue or white, whichever is the most legible.

However, certain images do not lend themselves to letting the headline stand out – for instance, images that consist of dark and light areas in close proximity. In these cases we allow for the headline to go in the white block.



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The Engen Logo device Layout Guidelines: Image with a white background

Image with white background

When using deep-etched images or images with a white background, the white body copy area simply falls away and the body copy is placed over the white area of the image.



Think beyond fuel

We do. Engen's diverse business operations are proof of this. From innovative convenience solutions at our service stations to our multi-million rand commercial endeavours that help build our continent's infrastructure, we're constantly inspired by our goal to keep the wheels of Africa moving forward.


Our diverse business portfolio – spanning the retail and commercial fuels sectors, automotive and industrial lubricants, hydrocarbon solvents, polymers and bitumen, as well as forecourt convenience – allows our business to touch the agricultural, mining, marine, fleet, road transport, aviation, construction, paints, plastics and rubber industries, enabling them to reach their full potential, and Africa to reach hers.

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The Engen Logo device Layout Guidelines: Maximum body copy space


Maximum height of body copy space

1/3 of the total height of the image area (the area between the blue bands).



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The Engen Logo device Layout Guidelines: Minimum body copy space

Minimum height of body copy space
Same height as the blue band logo device.



The Engen Logo device Layout Guidelines: Landscape formats



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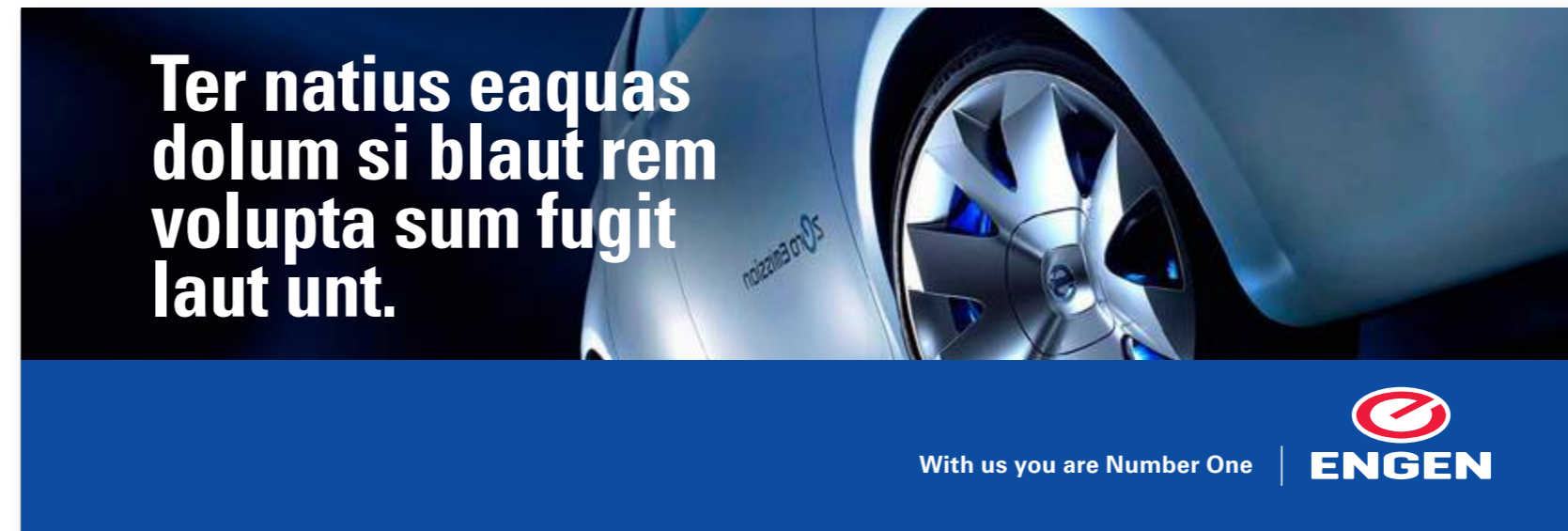
The Engen Logo device Layout Guidelines: When the secondary blue band is not used

The secondary blue band is ALWAYS included as part of the Engen Logo device except in the following instances:

**When the proportion of the document is
(1xHeight) X (3xWidth)**

**or
(Less than 1xHeight) X (3xWidth)**

**When the bottom blue band logo device is a 1/3 of
the total height.**



The Engen Logo device Layout Guidelines: Tall formats

Tall formats

The secondary blue band is ALWAYS included as part of the Engen Logo device except in the following instances:

**When the proportion of the document is
(3 x Height) X (1x Width)**

or

(More than 3 x Height) X (1x Width)

**When the proportion of the document is
(less than 3xH) X (1xW) this exception does not
apply and the secondary blue band is included as
usual.**



The Engen Logo device Layout Guidelines: Right hand blue band logo without pay-off line

The Engen right hand blue band logo is used:

- In wide landscape outdoor and web banner applications where a bigger logo is required.
- In outdoor applications viewed from a distance where brand communication should be simplified and immediate.
- When the format of the page is (1 or less x Height) X (4x Width)

The secondary blue band is never included.



The Engen Logo device Layout Guidelines: QuickShop POS

Although slightly different in typography, the Engen QuickShop POS elements are designed to fit into the Engen Logo device layout templates and to compliment the Engen Logo device layout look and feel. No Engen or QuickShop logo is used in POS elements displayed inside the QuickShop store.

Logo position and size

QuickShop logo

Position: Top right hand corner in a clear space.

Size: There is no hard and fast rule but use the following as a guide: 150% of the width of the Engen Logo.

Sub-brand logos

60% of height or width of the Engen Logo, whichever comes first.

Participating brand logos

40% of height or width of the Engen Logo, whichever comes first.

Thirst busters
Chill out with a **Quick SAVE** cool deal.

2 for Only R16.50*

2 for Only R32.00*

2 for Only R35.00*

Quick SHOP

With us you are Number One | ENGEN

*Maximum recommended price. Offer limited to available stock. Offer valid 1 March - 30 April 2014.

Two for the road

Quick SAVE

2 for Only R28.00*

*Maximum recommended price. Offer limited to available stock. Offer valid 1 March - 30 April 2014.

Two for the road

Quick SAVE

2 for Only R28.00*

The sweet deal

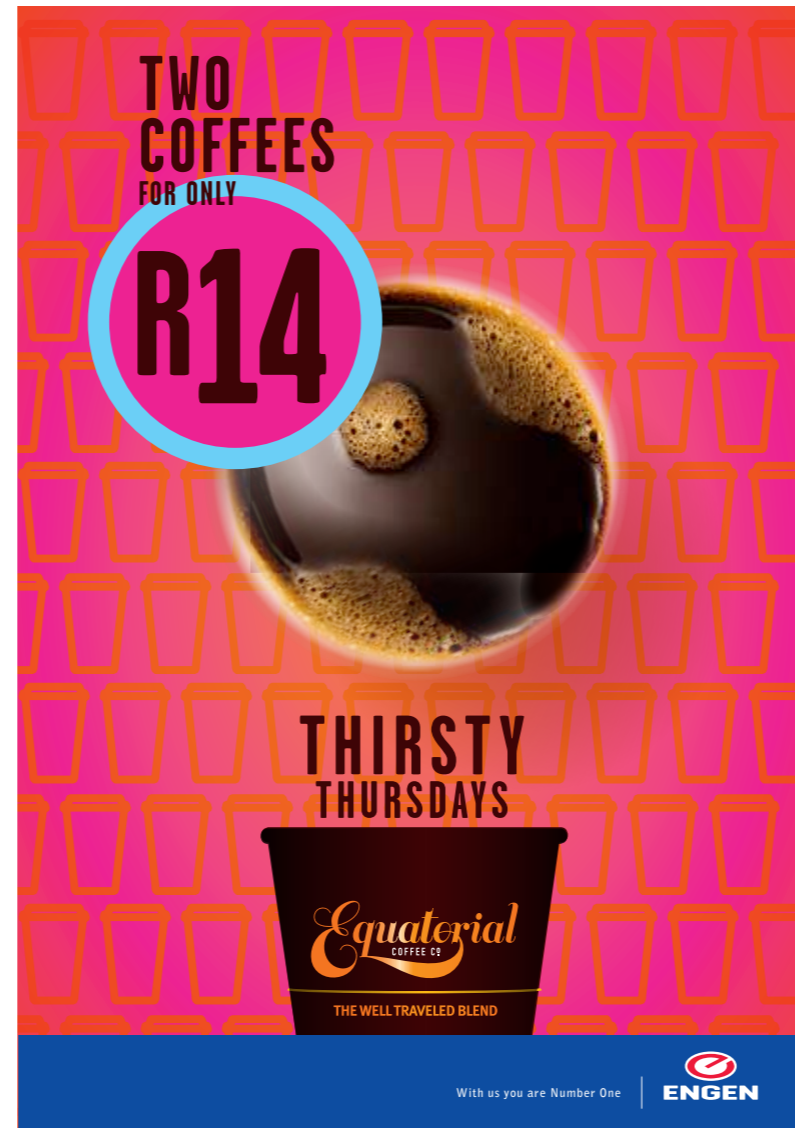
2 for Only R30.00*

Quick SAVE

The Engen Logo device Layout Guidelines: Partner brands

Partner brands

Our communication needs to convey our relevant partnerships in a strong and balanced way. This means incorporating other brands into our designs in a way that lets both brands live comfortably in the same space. If the printed element features a non-Engen brand, we will forgo using the top blue band to create a neutral space for the partner brand content without fighting with the Engen blue.



The Engen Logo device Layout Guidelines: Division folder covers

Division folder covers

Our business is made up of many different divisions which still all live under the same umbrella.

This comes through when looking at the treatment of our division covers.

With the use of the right image and representative division icon – a single glance is all you need to spot which division folder you are looking at. These aspirational and, sometimes emotive, full bleed images work as a canvas for the copy to read loud and proud.

The images feature people, are in full colour, compliment the Engen blue and employ interesting angles, resulting in a fresh and contemporary look.

The Engen top blue band logo is used.



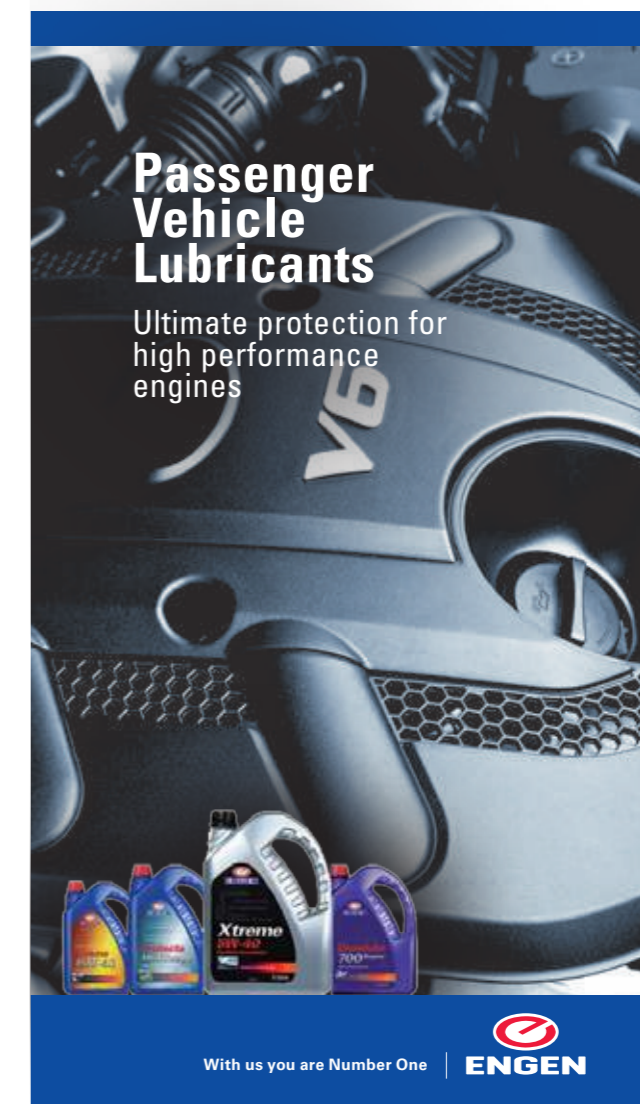
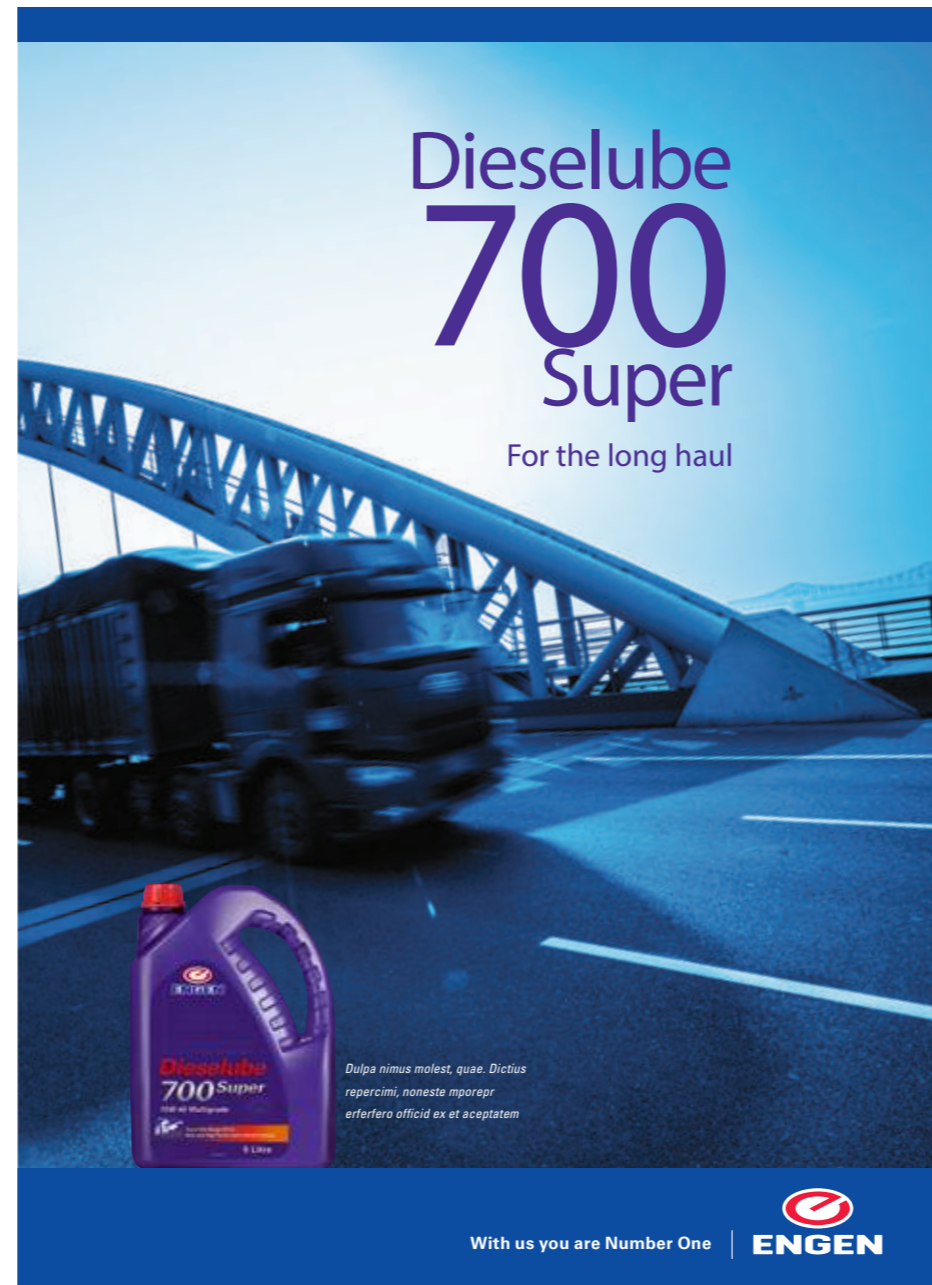
The Engen Logo device Layout Guidelines: Product brochure covers

Product brochure covers

The product brochure cover designs feature bold headings over images with prominent pack shots.

The images depict product usage, are in full colour, compliment the Engen blue and employ interesting angles, resulting in a fresh and contemporary look.

The Engen bottom blue band logo is used.



The Engen Logo device Layout Guidelines: Product brochure inside

Product brochure inside pages

The design of the inside pages should have the following features:

- a single visual focal point
- graphic elements, such as diagrams juxtaposed against images
- a two-column per page grid
- headings in a variety of sizes
- key facts in oversized type
- uncluttered - enough white space
- a colour palette relating to that of the particular product or division
- images in full colour or monotone should compliment the Engen blue and employ interesting angles, resulting in a fresh and contemporary look.

Development
Staying ahead of the curve.

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62% improvement

Typical performance characteristics of Dieselube 700 Super

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Sample text 02
Sample text 03
Sample text 04

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70%
10%

30%
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60%
80%

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Television end frame signature

The Engen Logo is formed by combining the logo (a), the name (b) and the pay-off line (c).

The signature may animate and must be positioned in the centre of the screen, but should always be on its own for the end of the advert as a full colour Logo reversed out of an Engen blue background.



Pump Pages: Design template

Covers

Mastheads/Titles

- Positioning: On top, in the new Engen Logo device.
- Font: Univers Condensed, Light, Med or Bold, Upper or Lower case, depending on the tone.
- Colour: Engen corporate palette, depending on the tone.
- The title can also be “knocked out” of the blue to reveal the image below.
- Engen Logo to be positioned in the blue band as well, but secondary.
- Descriptor and issue info to be separated from the logo by the vertical divider line as with the pay-off line.
- 2nd thinner blue band to be used at the bottom.

Headings

- Positioning: Justified left with the title or justified right with the vertical divider line.
- Font: Univers Condensed, Light, Med or Bold, Upper or Lower case, depending on function.
- Foral Pro, the Engen secondary font should be used sparingly, as a single highlight or focal point for instance.
- Colour: Engen corporate palette, depending on function.
- Some headings, for instance when followed by more text can be placed on a colour bar. Use sparingly.

Images

- Good photographic quality: Colour, lighting and composition.
- To be in the same photographic tone as defined in the divisional folders (TBC).
- One main image, with minimal secondary and smaller images.

Inside spreads

- Fonts: Univers Condensed, Light, Med or Bold, Upper or Lower case, depending on function.
- Foral Pro, the Engen secondary font should be used sparingly, as a single highlight or focal point for instance.
- Colour: Engen corporate palette, depending on function.

Distinctive assets

- The new Engen Logo device.
- Fonts: Univers Condensed, Light, Med or Bold, Upper or Lower case.
- Colour: Engen corporate palette, depending on function.



Pipeline Newsletter: Design template

Magazines

Pipeline newsletter grid

The illustrations on this page provide a basic guide to using the Engen Logo device and accompanying graphic elements for the Pipeline newsletter. It should serve as a backdrop and support for the designer's interpretation.

Please note the following general guidelines:

- The typographic style can be less formal than for other corporate applications.
- The Pipeline masthead may not be moved, scaled or altered in any way.
- For direction on the use of photographs consult the photography page in Section 2 (Graphic Style) of this manual.
- Please review previous sections for specific guidelines on the use of the curved device and Engen Logo.

Placement of design elements

Cover

- Select a format.
- Divide the format into 2 equal vertical columns, and the columns again into quarters.
- Divide the format into 3 equal horizontal bands, and the top and bottom bands again into thirds.
- Place masthead as indicated. Masthead obtainable from Engen Corporate Affairs.
- Text may start from the top of the second third of the first horizontal band. The left hand margin is a quarter of the width of the first vertical column.
- The rest of the page can be used for any appropriate colour and graphic applications, within the guidelines laid down in this manual.

Inner spreads

Some variations to the standard grid layout are permissible in the Pipeline newsletter. Please consult the illustration, and if in doubt refer to Engen Corporate Affairs.

Pipeline newsletter grid



Pipeline Newsletter: Design template

This page shows examples of how typical cover and inner pages can be constructed using the grid on the previous page.

Please note that images should always be appropriate for the required placement of titles and headings in particular, no text should obscure the eyes or mouths of models.

Binding

The Pipeline is perfectly bound for brochures of more than 36 pages. For issues less than 36 pages, conventional saddle-stitching must be used.

Colour specifications

- Corporate signature and all printed text Pantone Reflex Blue, Pantone 199 and Pantone 2747
- Cover to be matt laminated

Type specifications:

Cover

Main Heading and Sub Heading
Univers 57 Condensed

Inner Pages

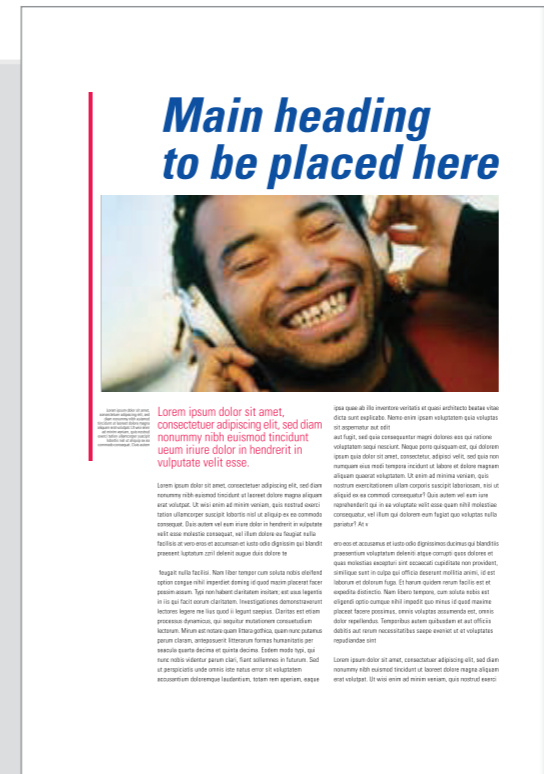
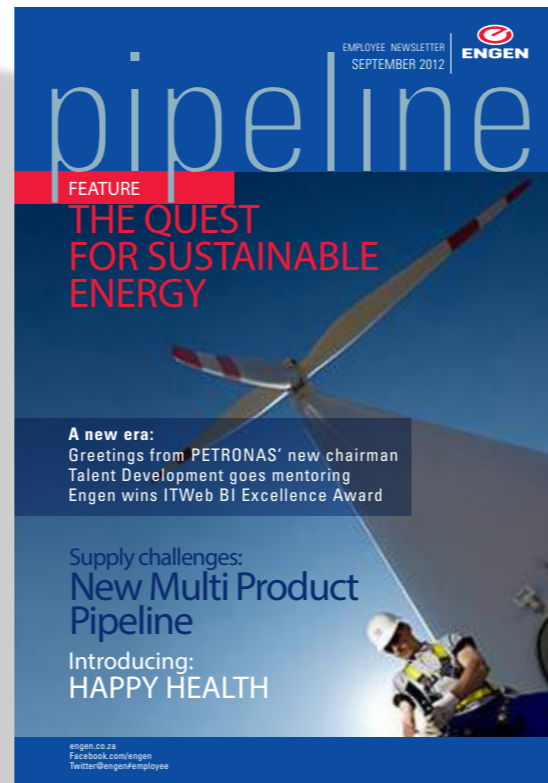
Main Heading and Intro paragraph
Univers 57 Condensed

Text

Univers 47 Condensed light - not smaller than 7pt,
Leading 7pt

Caption

Univers 47 Condensed light - not smaller than 6pt,
Leading 6pt



Dealer News: Design template

FROM THE ED'S HEAD | OOM JANNIE MOSS – OUR DEALER WITH A HEART OF GOLD | ENGEN HAS A NEW PARTNER! | YOUR GUIDE TO HERMANUS | **SPORTS TALK WITH WEZO** | DEALER BULLETIN BOARD | THE BACK PAGE: MANDELA DAY

SEPTEMBER 2013 **dealer news** 

SPORTS TALK WITH WEZO

There is always something exciting happening in the world of sport – our resident sports fundi, Wezo Bolitye, catches us up on some of the highlights.



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Promotional items

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Engen branded clothing guidelines

Basic rules

Engen caters for 2 types of audiences:
Executive and Promotional

Executive apparel should be distinct from Promotional apparel. Use the following guidelines:

Executive apparel

The design of the garment and fabric should be of higher quality and longer lasting than for Promotional wear.

Use the Engen Corporate Logo subtly.

Promotional apparel

The Engen Logo and other promotion logos and messages should be prominent.

The Engen stacked Logo should be used on all garments. The horizontal or landscape format logo may only be used in exceptional instances:

On sleeves for cycle gear for instance.

The Engen Logo takes prime position in every respect but differs in size, colour and visibility depending on being Executive or Promotional.

Garments

Logo on the left breast.

Caps

There is no hard and fast rule for caps as it depends on the style. However, primary positions include front centred or back centred.

Bags (travel bags, tog bags, cooler bags, hand-bags and laptop bags)

The logo is placed in the most visible spot.

The logo will not necessarily be placed centred but where it works best aesthetically.

A variety of methods can be used to create the appropriate corporate branding effect, such as screen printing, sublimation printing, digital printing, embroidery, rubberised printing, engraving or tags.

Handbags

A zip tag or disc could be branded or debossed.

Use of pay-off line

The pay-off line is never used on clothing items except in instances such as promotional events where the space is big enough e.g. drawstring back bags.

EXECUTIVE CLOTHING



PROMOTIONAL CLOTHING



Executive Clothing: Logo guidelines

Engen Logo colour

- The logo is subtly visible through its different texture or finish.
- The logo appears in the same colour as the garment.

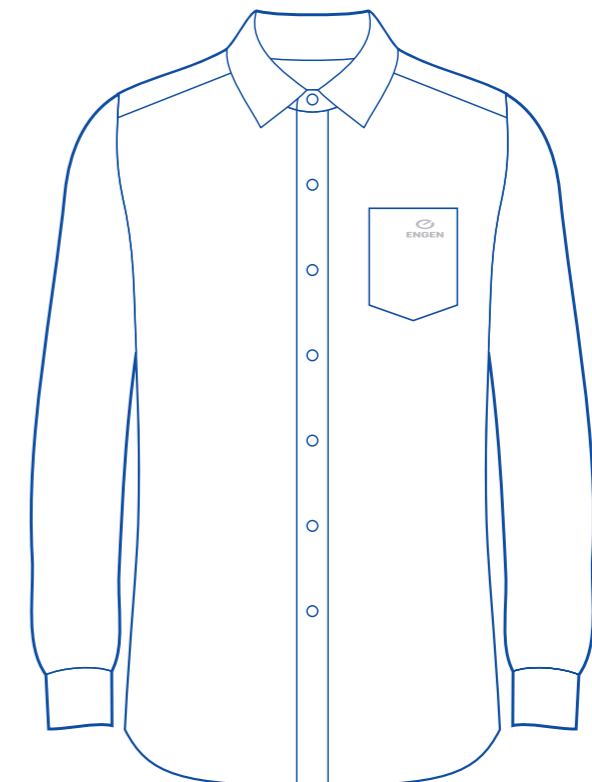
The Engen Logo takes prime position in every respect

Garments

Logo on the left breast

Caps

There is no hard and fast rule for caps as it depends on the style. However, primary positions include front centred or back centred.



Promotional Clothing: Logo guidelines

Engen Logo colour
The Engen logo should appear in its Corporate colours.

Engen Logo positioning

The Engen Logo takes prime position in every respect

Garments

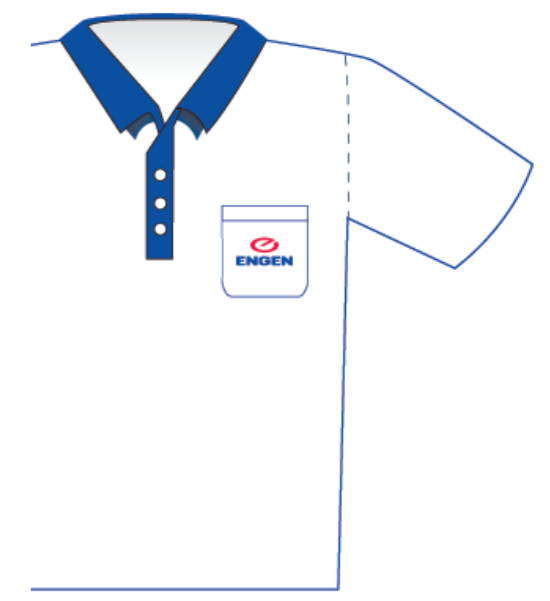
Logo on the left breast.

Caps

There is no hard and fast rule for caps as it depend on the style, however, primary positions includes front centred or back centred. The rim of the peak is also a branding option with the Engen Logo on the front.

Promotion Logo

Specific promotion logos may be displayed with the Engen Logo. Promotion logos may be the dominant design.



Partner Brand Clothing: Logo guidelines

Engen Logo colour

The Engen Logo should appear in its corporate colours.

Engen Logo positioning

The Engen Logo takes prime position in every respect

Garments

Logo on the left breast

Caps

There is no hard and fast rule for caps as it depend on the style, however, primary positions includes front centred or back centred. The rim of the peak is also a branding option with the Engen Logo on the front.

Partner Logo

The partner logo should be placed on the right breast, the right sleeve or on the back of the neck.

Partner brand logos should be scaled to the same height as the Engen Logo.

On caps, the partner logo must be placed on the back or side whilst the Engen Logo appears on the front.



Executive Clothing Guidelines: Style Guide

Style Guide for men's executive clothing



Executive Clothing Guidelines: Style Guide

Style Guide for executive golf shirts



Executive Clothing Guidelines: Style Guide

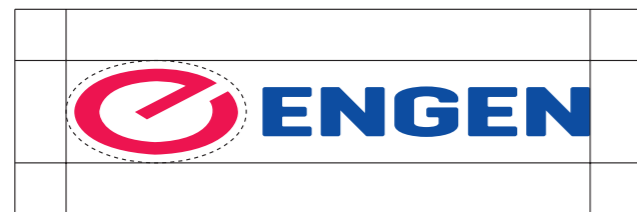
Style Guide for ladies' executive clothing



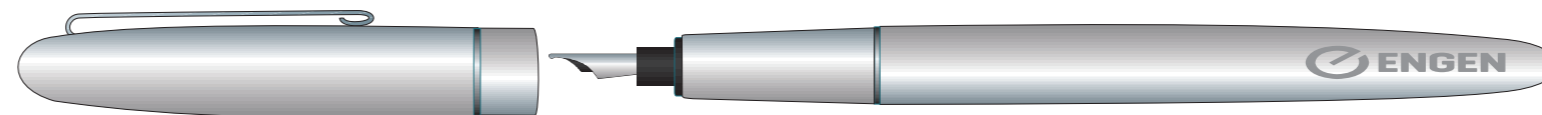
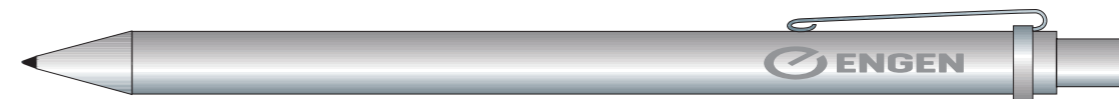
Promotional items: Pens and corporate gifts

Pens and corporate gifts

Corporate gifts should always be high-quality items that reflect the values of the Engen brand. As far as possible, these items should be produced in Engen blue, black or silver. This page illustrates how to apply the Engen Logo to pens using engraving or etching on metal, or embossing on plastic and wood. Always bear in mind the area of clear space when placing the Engen Logo.



Pencil, Pens



Vehicles

Company vehicles	114
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Kombi	116
Caddi	117
Staff vehicles	118

Vehicle: Company vehicles

Company vehicles

The base colour of the vehicle should be white whenever possible. The Engen Logo should be applied as a vinyl decal to the driver's door and the back of the vehicle in the same horizontal orientation as the lines of the vehicle body.

Clear space

The required clear space around the Engen Logo is half of the total height ("x height") of the signature. Always leave at least this minimum clear space area between the signature and any lines of the vehicle body.

Colour

See the illustrations on this page for more details.

In areas where it is not possible to use a vinyl decal, the following paint specs apply:

Chassis colour: Blue including axles, suspension, transmission and drive line, air tanks and all components attached to the chassis

White: APU 35

Engen blue: Engen blue APU

Silver: Fine aluminium APU2

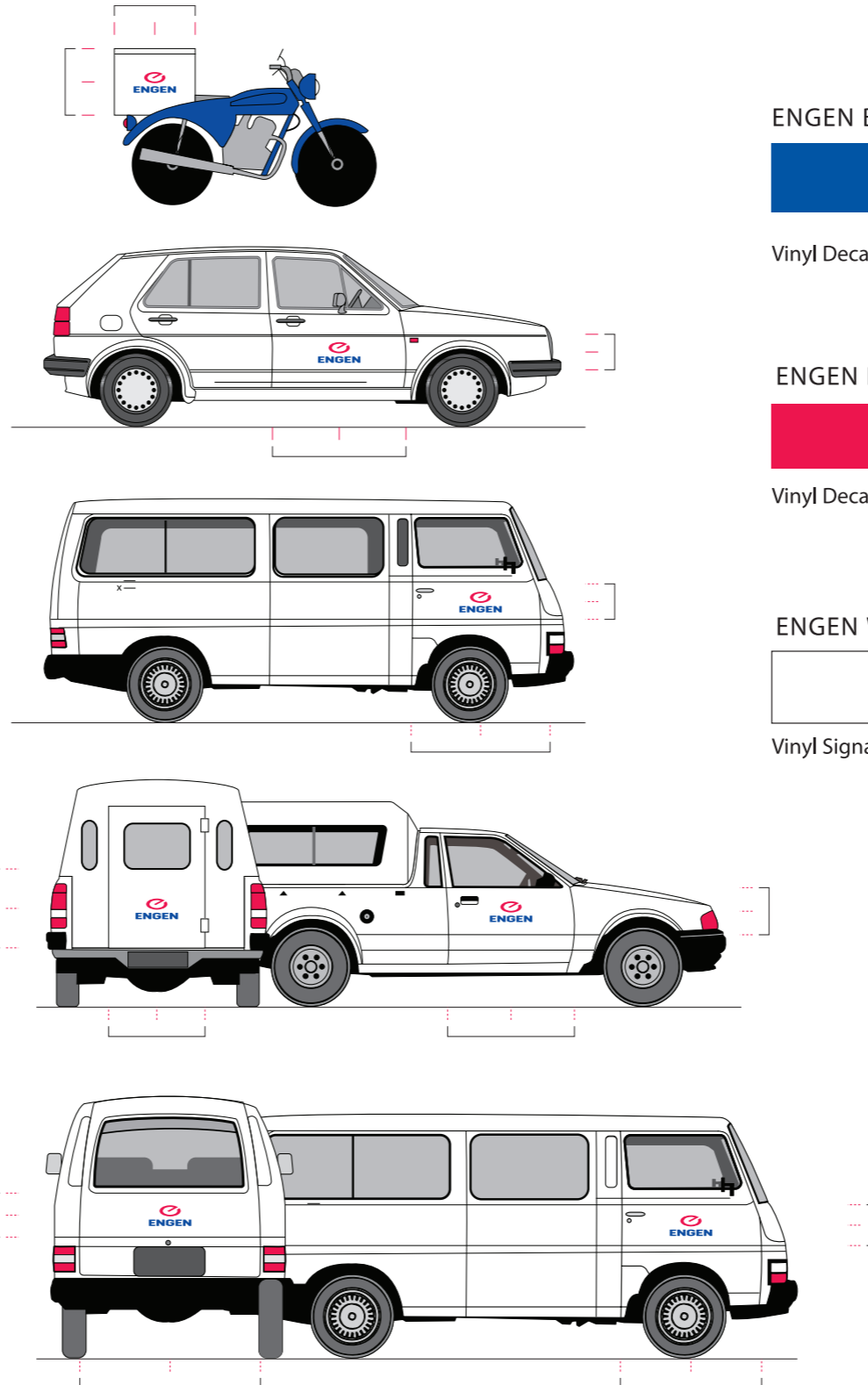
Yellow: SABS C54

Contour Markings: Sans ECE R104

Finishing coat: Plascon Acryline Polyurethane Enamel

NB: The branding of all Engen delivery vehicles is handled by the Engen Transport Department.

Company vehicles



ENGEN BLUE



Vinyl Decals : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
3M Scotchcal 3630-87 Royal Blue (Transparent)
Avery 851 Vivid Blue (Opaque)
Avery 5541QM Vivid Blue (Transparent)

ENGEN RED



Vinyl Decals : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
3M Scotchcal 3630-73 Dark Red (Transparent)
Avery 849 Geranium Red (Opaque)
Avery 5527QM Strawberry Red (Transparent)

ENGEN WHITE



Vinyl Signage : 3M Scotchcal 3630-white

Vehicle: Tanker

The base colour of the tanker should be white whenever possible. The Engen Logo should be applied as a vinyl decal to the driver's door and the back of the tanker in the same horizontal orientation as the lines of the tanker body.

Clear space

The required clear space around the Engen Logo is half of the total height ("x height") of the signature. Always leave at least this minimum clear space area between the signature and any lines of the tanker body.

See the illustrations on this page for more details.

In areas where it is not possible to use a vinyl decal, the following paint specs apply:

Chassis colour: Blue including axles, suspension, transmission and drive line, air tanks and all components attached to the chassis

White: APU 35

Engen Blue: Engen blue APU

Silver: Fine aluminium APU2

Yellow: SABS C54

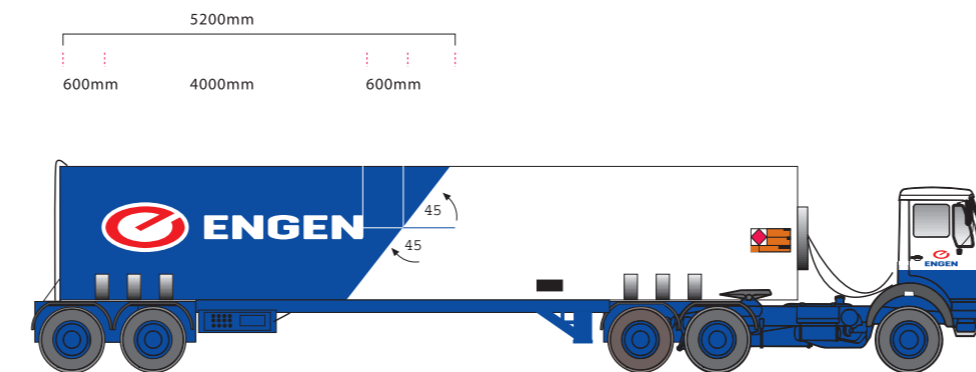
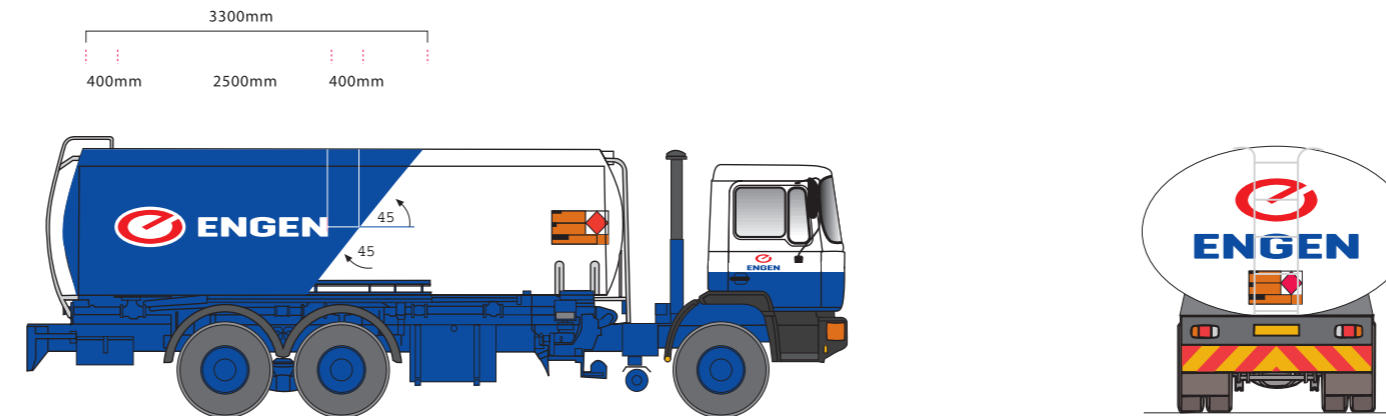
Contour Markings: Sans ECE R104

Finishing coat: Plascon Acryline Polyurethane Enamel

NB: The branding of all Engen tankers is handled by the Engen Transport Department. Please consult them for further details if necessary.

Tankers

Side logo size: 2500mm (smaller tankers)
4000mm (smaller tankers)
Rear logo size: 80% of the size of the logo on the side.



COLOUR

ENGEN BLUE



Vinyl Decals : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
3M Scotchcal 3630-87 Royal Blue (Transparent)
Avery 851 Vivid Blue (Opaque)
Avery 5541QM Vivid Blue (Transparent)

ENGEN RED



Vinyl Decals : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
3M Scotchcal 3630-73 Dark Red (Transparent)
Avery 849 Geranium Red (Opaque)
Avery 5527QM Strawberry Red (Transparent)

ENGEN WHITE



Vinyl Signage : 3M Scotchcal 3630-white

Vehicle: Kombi

The base colour of the Kombi should be white whenever possible. The Engen Logo should be applied as a vinyl decal to the driver's door and the back of the Kombi in the same horizontal orientation as the lines of the Kombi body.

Clear space

The required clear space around the Engen Logo is half of the total height ("x height") of the signature. Always leave at least this minimum clear space area between the signature and any lines of the vehicle body.

See the illustrations on this page for more details.

Sub-branding

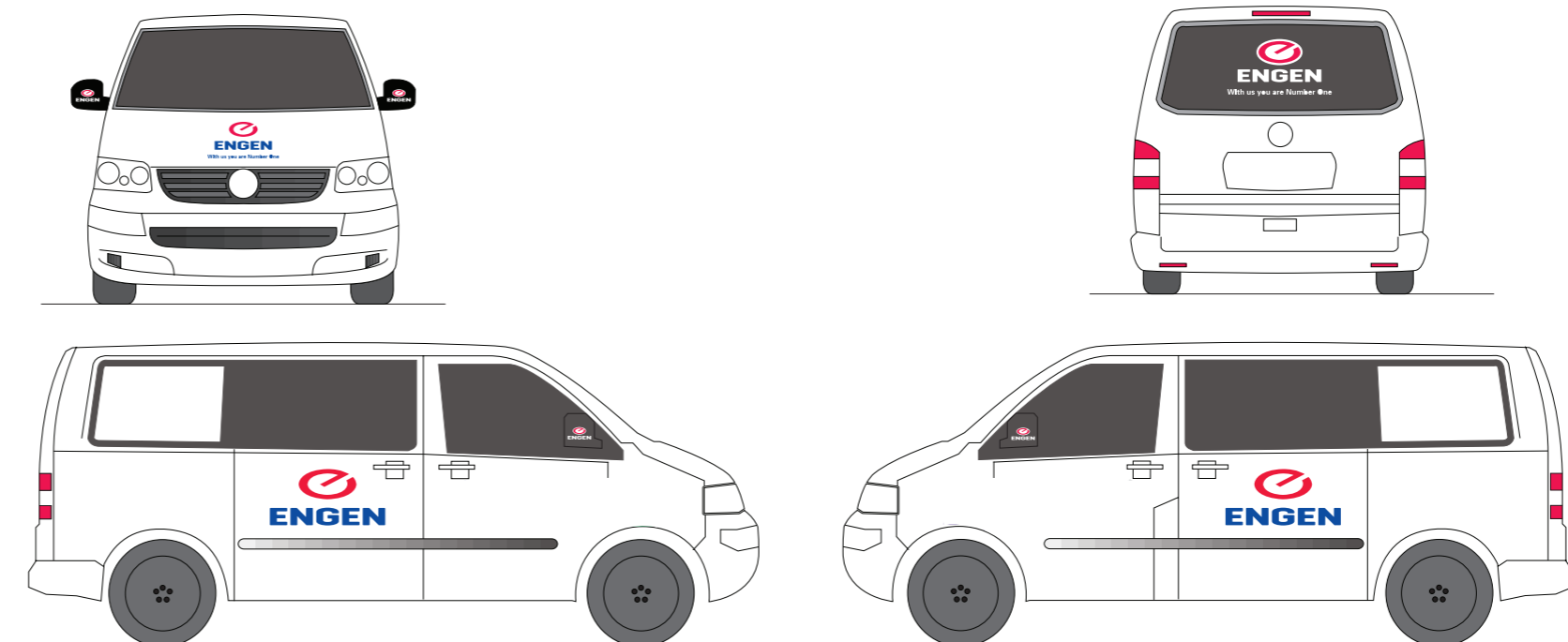
Vehicles may carry product or sub-brand logos as required, but only one product brand per vehicle may be used.

The Engen Logo device

The logo may be applied to special vehicles and is derived as outlined in Section 2. The logo should be scaled from the top rear corner of the vehicle to the bottom of the front door, with the Engen Logo placed as indicated. This is the only application in which the position of the Engen corporate signature may be altered.

Note: The branding of all Engen delivery Kombis is handled by the Engen Transport Department. Please consult them for further details if necessary.

Generic vehicle Kombi



COLOUR

ENGEN BLUE



Vinyl Decals : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
 3M Scotchcal 3630-87 Royal Blue (Transparent)
 Avery 851 Vivid Blue (Opaque)
 Avery 5541QM Vivid Blue (Transparent)

ENGEN RED



Vinyl Decals : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
 3M Scotchcal 3630-73 Dark Red (Transparent)
 Avery 849 Geranium Red (Opaque)
 Avery 5527QM Strawberry Red (Transparent)

ENGEN WHITE



Vinyl Signage : 3M Scotchcal 3630-white

Vehicle: Caddi

The base colour of the Caddi should be white whenever possible. The Engen Logo should be applied as a vinyl decal to the driver's door and the back of the Caddi in the same horizontal orientation as the lines of the Caddi body.

Clear space

The required clear space around the Engen Logo is half of the total height ("x height") of the signature. Always leave at least this minimum clear space area between the signature and any lines of the vehicle body.

See the illustrations on this page for more details.

Sub-branding

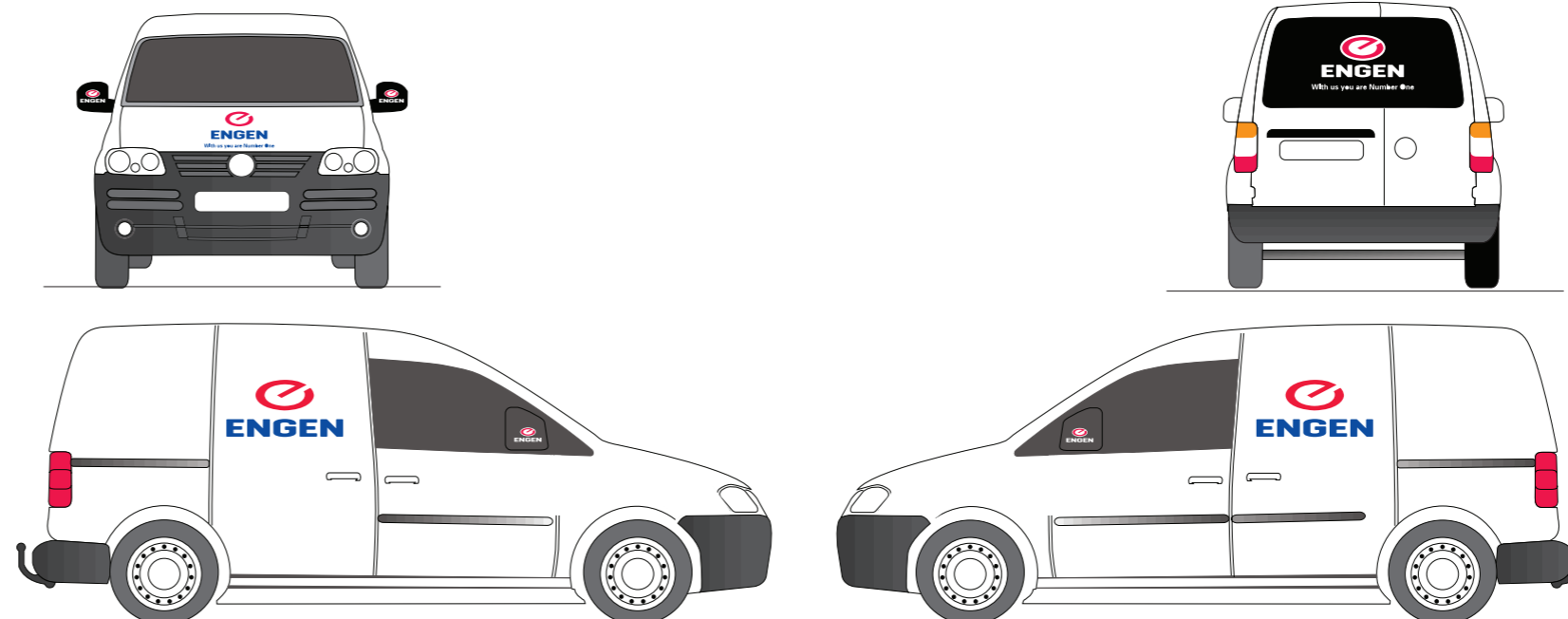
Vehicles may carry product or sub brand logos as required, but only one product brand per vehicle may be used.

The Engen Logo device

The logo may be applied to special vehicles and is derived as outlined in Section 2. The logo should be scaled from the top rear corner of the vehicle to the bottom of the front door, with the Engen Logo placed as indicated. This is the only application in which the position of the Engen corporate signature may be altered.

Note: The branding of all Engen Caddi's is handled by the Engen Transport Department. Please consult them for further details if necessary.

Generic vehicle Caddi



COLOUR

ENGEN BLUE



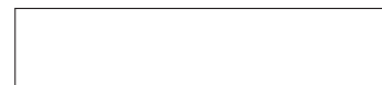
- Vinyl Decals : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
 3M Scotchcal 3630-87 Royal Blue (Transparent)
 Avery 851 Vivid Blue (Opaque)
 Avery 5541QM Vivid Blue (Transparent)

ENGEN RED



- Vinyl Decals : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
 3M Scotchcal 3630-73 Dark Red (Transparent)
 Avery 849 Geranium Red (Opaque)
 Avery 5527QM Strawberry Red (Transparent)

ENGEN WHITE



- Vinyl Signage : 3M Scotchcal 3630-white

Vehicle: Staff vehicles

The base colour of the vehicle should be white whenever possible. The Engen Logo should be applied as a vinyl decal to the driver's door and the back of the vehicle in the same horizontal orientation as the lines of the vehicle body.

Clear space

The required clear space around the Engen Logo is half of the total height ("x height") of the signature. Always leave at least this minimum clear space area between the signature and any lines of the vehicle body.

See the illustrations on this page for more details.

Sub-branding

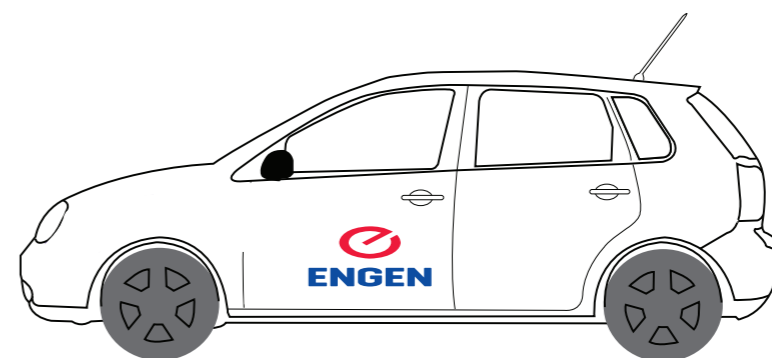
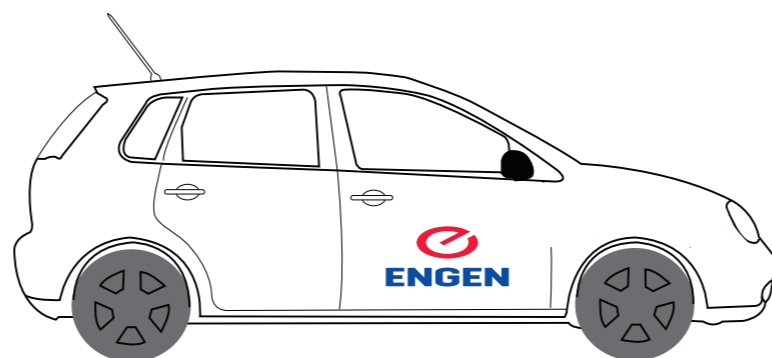
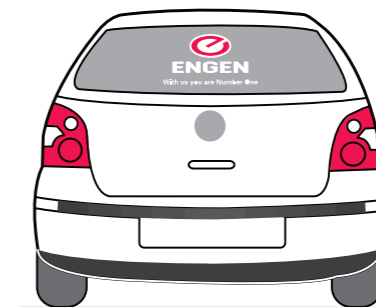
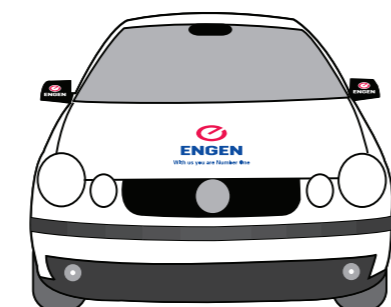
Vehicles may carry product or sub brand logos as required, but only one product brand per vehicle may be used.

The Engen curved device

The curved device may be applied to special vehicles and is derived as outlined in Section 2. The curve should be scaled from the top rear corner of the vehicle to the bottom of the front door, with the Engen Logo placed as indicated. This is the only application in which the position of the Engen corporate signature may be altered.

Note: The branding of all Engen delivery vehicles is handled by the Engen Transport Department. Please consult them for further details if necessary.

Staff vehicles



Colour

ENGEN BLUE



Vinyl Decals : 3M Scotchcal 7725-37 Sapphire Blue (Opaque)
3M Scotchcal 3630-87 Royal Blue (Transparent)
Avery 851 Vivid Blue (Opaque)
Avery 5541QM Vivid Blue (Transparent)

ENGEN RED



Vinyl Decals : 3M Scotchcal 7725-263 Perfect Match Red (Opaque)
3M Scotchcal 3630-73 Dark Red (Transparent)
Avery 849 Geranium Red (Opaque)
Avery 5527QM Strawberry Red (Transparent)

ENGEN WHITE



Vinyl Signage : 3M Scotchcal 3630 white