

brand manual



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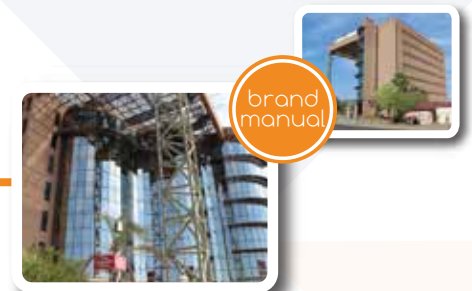
To be able to create this distinct and uniform look, The BSB Corporate signature has to be accurately reproduced at all times. The Corporate Signature is made up of three distinct elements, which must not be taken apart.

A digital copy of the logo is always provided in Adobe illustrator, EPS or Freehand format to anyone who has to reproduce the logo for various purposes.

The logo Type font is Copperplate, and the Brand promise is R Frutiger/PLAIN.



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COLOUR OPTIONS



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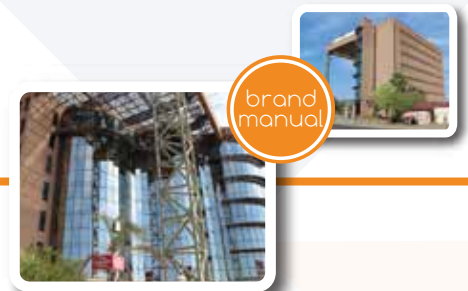
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It is often not possible to reproduce the BSB Corporate signature in full colour, for example where a colour has to be used or on a background.

The colour options indicated here should be used in these instances.



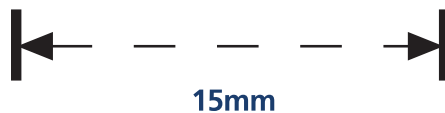


For maximum impact , the BSB corporate signature has to have sufficient white space around it which will act as a hedge against the clutter that might be around it.

This hedge is determined using the height of two “B”’s right round the BSB corporate signature.



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It is always important not to lose definition when reducing the BSB corporate identity. A minimum size cannot have an absolute definition as this largely depends on printing processes and the substrate the printing is being done on.

Pantone links are solid inks, therefore they will give the most detail than process inks.

For example when the logo is being embroidered, the size will depend mostly on technique and also on substrate.



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BSB ORANGE
PANTONE 144



PANTONE MATCHING SYSTEM	PANTONE 144
CMYK	0c, 55m, 95y, 0k
INTERNET COLOUR	FF6600
RGB	249r, 105g, 29b
PAINT	PURPOSE MADE-TO-MATCH
TRANSLUENT VINYL DECAL	PURPOSE MADE-TO-MATCH

BSB DARK BLUE
PANTONE 654



PANTONE MATCHING SYSTEM	PANTONE 654
CMYK	100c, 80m, 0y, 40k
INTERNET COLOUR	003366
RGB	0r, 31g, 72b
PAINT	PURPOSE MADE-TO-MATCH
TRANSLUENT VINYL DECAL	PURPOSE MADE-TO-MATCH

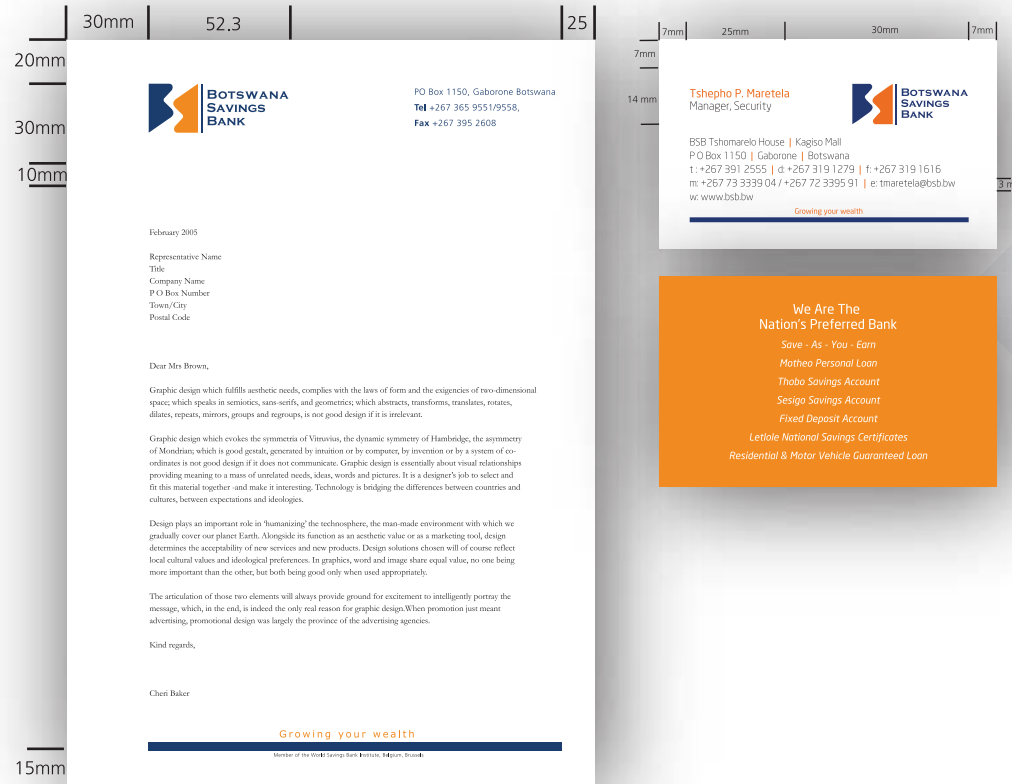
The BSB corporate identity colours need the same treatment and care as the other elements that make up the corporate identity.

It is essential therefore that the colour specifications are always adhered to at all times.

PLEASE NOTE

Where a spot colour is used it is recommended that the Pantone colour be used (T-shirts, Car Signage, and Stationery etc).

For full colour however, the process colours should be used to ensure that the colour consistence is maintained.(brochure, adverts etc)



Actual size 85 x 55 mm

Personal information is set in 11 point L Frutiger Light/Bold/Pantone 654. Title -7 point L Frutiger Light/Plain/Pantone 144.

Address details are 10 point, P point leading L Frutiger Light/Plain/Plantone 654 with Tel/Fax/Cell/Email titles bolded.

Letterhead

Actual Size 210 x 297 mm

The address line text should be L Frutiger light/Plain/8 point, with a 3 %em kerning.

WHENEVER POSSIBLE THE DIGITAL COPY SUPPLIED SHOULD BE USED INSTEAD OF TRYING TO RECONSTRUCT THE CORPORATE STATIONERY.

Letterheads, business cards, memorandum and facsimile are our primary communication tools, each one should adhere strictly to the specifications given here.



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Actual Size 210 x 297 mm

“FACSIMILE TRANSMISSION” heading is set in 14 point with 6 point leading.


The address line text should be L Frutiger light/Plain/8 point, with a leading of 11 point and a 3 % em kerning.

WHENEVER POSSIBLE THE DIGITAL COPY SUPPLIED SHOULD BE USED INSTEAD OF TRYING TO RECONSTRUCT THE CORPORATE STATIONERY.




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BOTSWANA
SAVINGS
BANK



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Boinyatso Moshabi
Personal Assistant To CEO



BSB Tshomarelo House | Plot 53796 | Kagiso Mall
P.O. Box 1150 | Gaborone | Botswana
t: +267 391 2555 | d: +267 367 0050 | f: +267 317 0557
m: +267 73 333 385 | e: bmoshab@bsb.bw | w: www.bsb.bw

A Bank that has been with
you since the beginning

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Finally, home loans made simple!

Residential Property Guaranteed Loan

For Public Officers, Local Government and Qualifying Parastatal Employees
Own your dream house with our BSB Residential Property Guaranteed Loan. It is yet another attractive offer from Botswana Savings Bank.

- Residential property loan repayable over 20 years
- Loan offers attractive interest rate

* T&C's Apply.

CONTACT US NOW:
BSB TSHOMARELO HOUSE, BROADHURST MALL, GABORONE:
TEL: 391 2555 | FAX: 395 2608
FRANCISTOWN BRANCH:
TEL: 242 1616 | FAX: 242 1621

BOTSWANA SAVINGS BANK
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Win, a 40'inch LED TV Every Month

Apply for Motheo Personal Loan

This festive from 1st October 2014 To 31st January 2015

Motheo Personal Loan

- Loan Amount from P5000 - P200 000
- Repayment Period up to 6 years
- Competitive interest rate
- No need for being an existing BSB customer
- Top up available

Terms and Conditions Apply

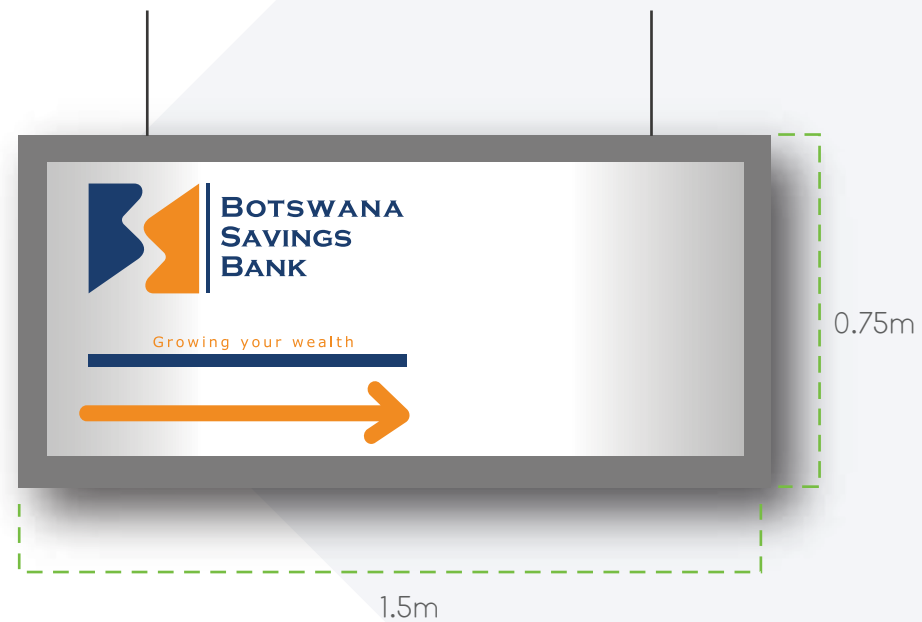
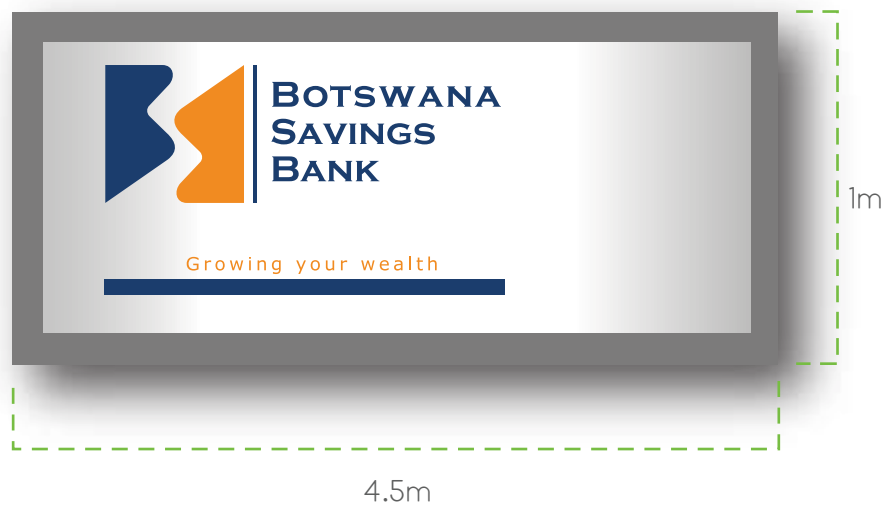
Come lets talk or contact us now
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branch signage

ILLUMINATED EXTERNAL SIGN



ILLUMINATED DOUBLE SIDED HANGING SIGN



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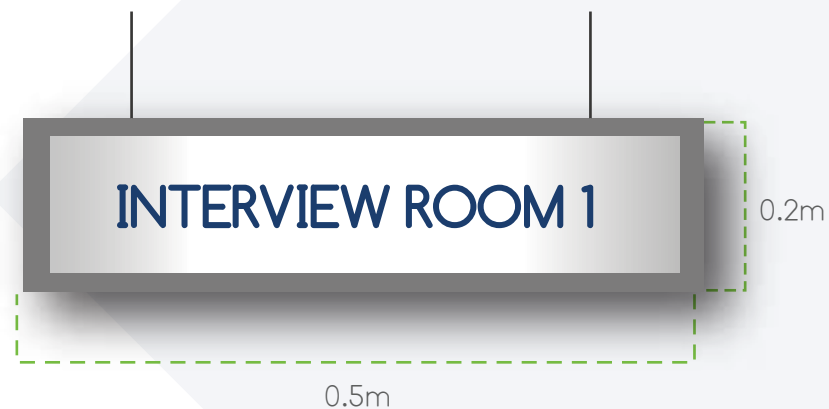
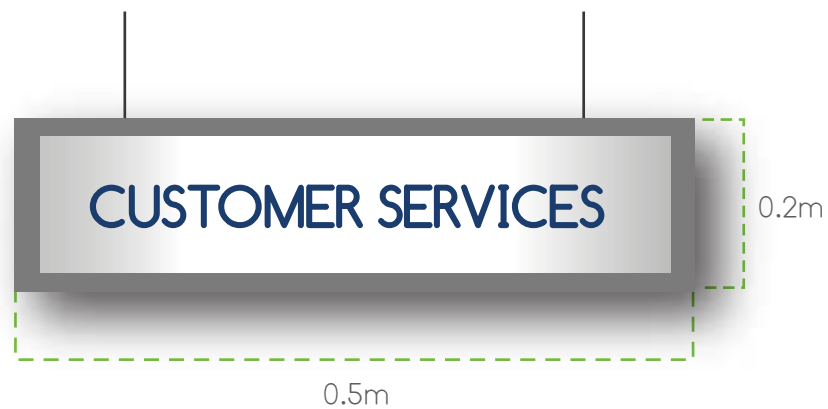
CONTRA VISION ON WINDOWS



14

branch signage

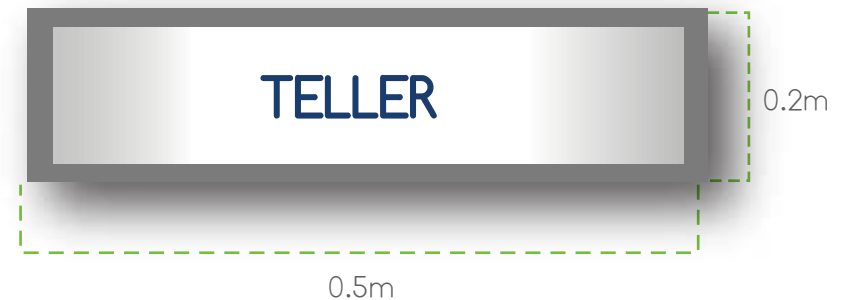
INTERNAL SIGNAGE



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INTERNAL SIGNAGE



HANGING POSTERS BEHIND CONSULTATION CUBICLES



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This festive from 1st October 2014 To 31st January 2015

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Terms and Conditions Apply

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101 TROMPSBURG HOUSE, BROWNSHOP MALL, GABORONE
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PRINCESTOWN BRANCH
TEL: 242 545 | FAX: 242 521

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Residential Property Guaranteed Loan

For Public Officers, Local Government and Qualifying Parastatal Employee
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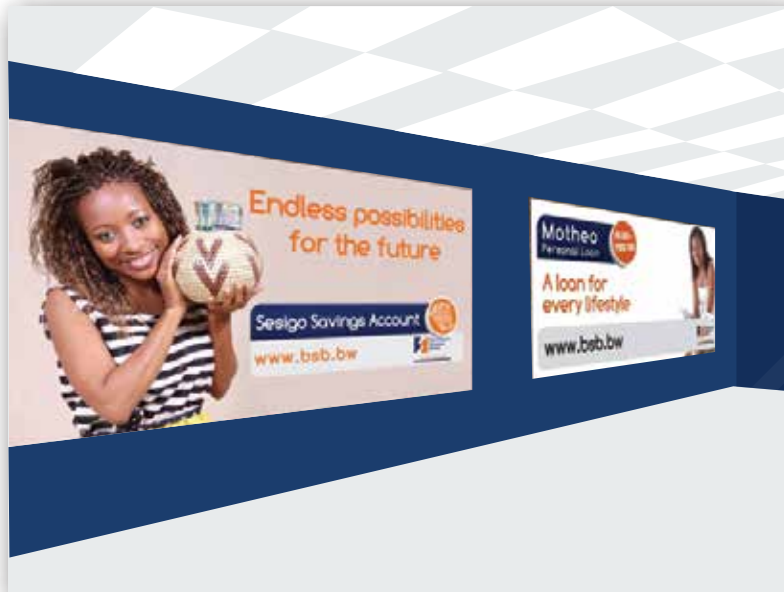
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WALL MURAL




TELLER WALLS



SAND BLASTING ON WINDOWS



ELECTRONIC RATE GUIDE

 BOTSWANA SAVINGS BANK Growing your wealth	
Exchange Rate	0.001
Exchange Rate	0.001
Exchange Rate	0.001
Exchange Rate	0.001

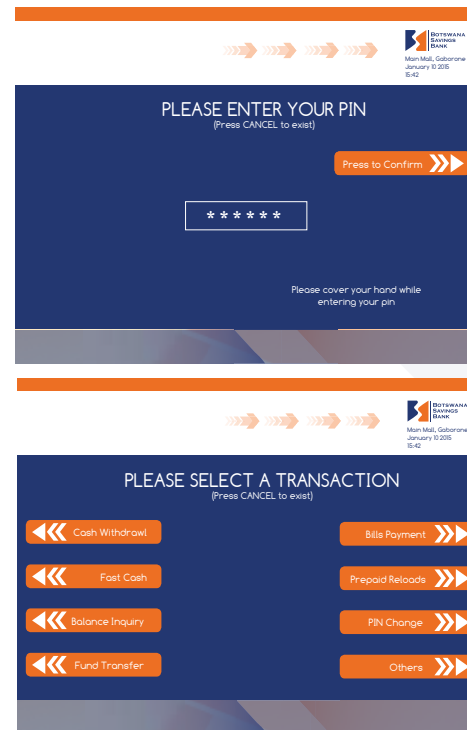
TARIFF GUIDE



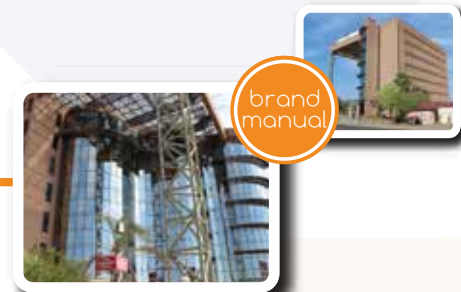
ATM SHELTER DESIGN



ATM SCREENS



ATM CARDS

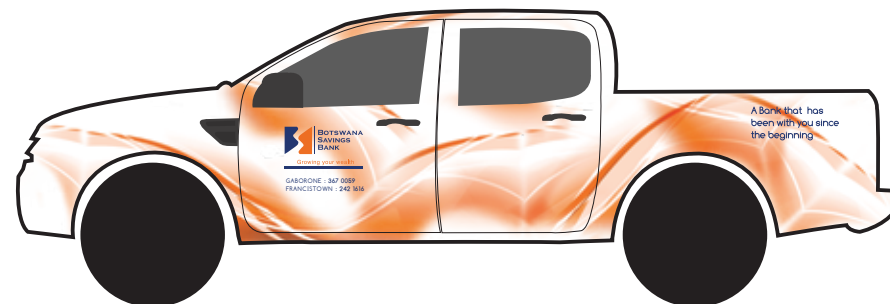




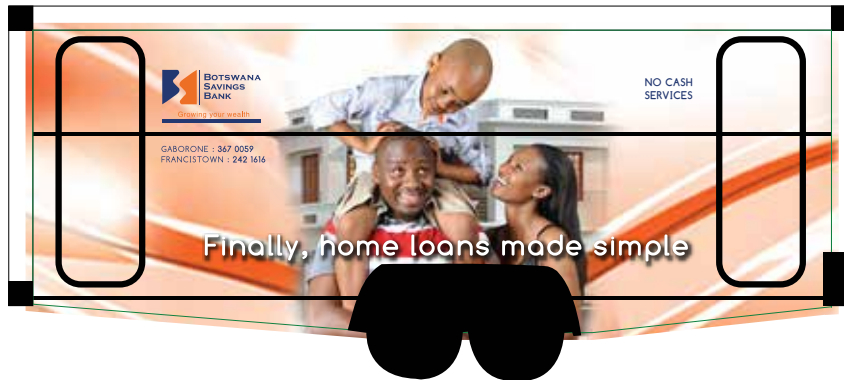
Back View



Front View



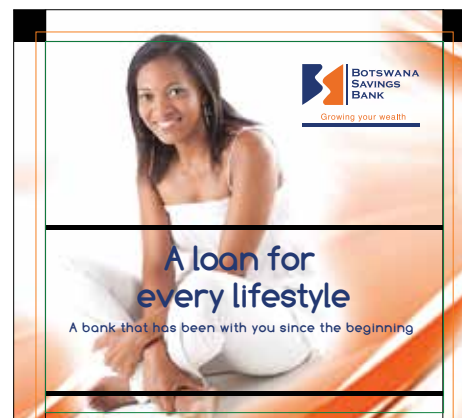
Side View



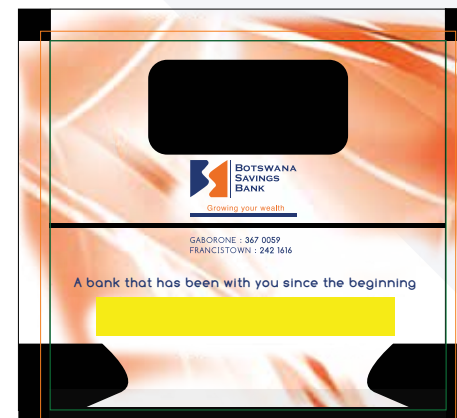
Side View 1



Side View 2



Front View



Back View



MEDIA ADVERTORIAL

Botswana Savings Bank (BSB) brings a smile to Tsogang Trust Children



BSB does it again!!

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 Tel: 081 900 1000 • 081 900 1001 • 081 900 1002
 Fax: 081 900 1003 • 081 900 1004 • 081 900 1005
 Email: info@bsb.co.bw • www.bsb.co.bw

VACANCY AD.

CAREER OPPORTUNITIES

Marketing Manager Position (XII)
TENABLE IN GABORONE

REQUIREMENTS:

- A minimum of 10 years' experience in a similar position in the marketing field.
- A minimum of 5 years' experience in a similar position in the marketing field.
- A minimum of 3 years' experience in a similar position in the marketing field.
- A minimum of 1 year's experience in a similar position in the marketing field.

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 Email: info@bsb.co.bw • www.bsb.co.bw

TENDER AD.

Invitation to Tender
BSB 001/2012

BSB Organisational Development (Restructuring) Consultancy

SCOPE OF WORK:

- To conduct a comprehensive organisational development study.
- To develop a restructuring plan.
- To implement the restructuring plan.
- To monitor and evaluate the restructuring process.

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 Fax: 081 900 1003 • 081 900 1004 • 081 900 1005
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