

SOCIAL CHANGE ASSISTANCE TRUST
BRAND USAGE GUIDELINES



SOCIAL CHANGE
ASSISTANCE TRUST

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BRAND THEMES

Scat vision

Vibrant and sustainable communities in rural South Africa

Scat mission

To improve the quality of life of people living in rural communities with the aim of people living in a vibrant and sustainable environment

Scat brand values

Vibrant

Accessible

Sustainable

Empathic

Warm

Co-operative

Transformative

Empowering

LOGO

The two trees are seen flowing into one another in a transformative dialogue/exchange. There is a direct reference to the infinity sign, suggesting an endless looped process. The forms of an 's' and 'c' are contained in the logo.

This is the main, preferred logo version that should be used whenever possible. It requires a white or light background and a vertical orientation of the logo.



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There are other logo versions which can be used when appropriate, for example:

HORIZONTAL LOGO

The horizontal logo can be used when the vertical orientation seen on the previous page isn't appropriate in terms of orientation.



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ICON

The icon excludes the organisation name and can be used when the full vertical or horizontal logos aren't required. An example might be on a branded item which has the name in one position and the icon in another position.



LOGO WITHOUT SHADOW

The logo without shadow is a useful option for production using screenprinting and other techniques where flat planes are preferable.



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CLEAR SPACE

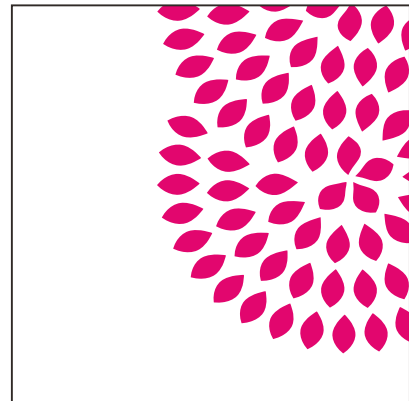
When using the logo with other design elements, please note that a certain amount of clear space should be retained around the logo at all times. This ensures visibility and legibility.





VISUAL DEVICES

The shapes and colours lend themselves to creative, flexible applications. Using the leaf pattern and a rainbow bar are just two examples.



RAINBOW BAR

COLOUR PALETTE

Raspberry, apricot, blueberry, jade and chocolate






Vibrant, warm, friendly, fresh and earthy.

These colours represent transformation from one state to another e.g. from 'stop' to 'go', and from season to season.





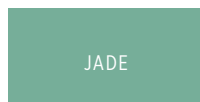



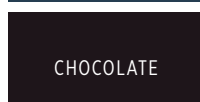
The primary colours are those found in the logo, and are the preferred brand colours.

The secondary colours can also be used if no primary colour is possible.

PRIMARY COLOURS

	RASPBERRY				
PANTONE 214C	C	0	R	201	
HEX #C90062	M	100	G	0	
	Y	24	B	98	
	K	4			
	APRICOT				
PANTONE 143C	C	0	R	238	
HEX #EEAF30	M	32	G	175	
	Y	86	B	48	
	K	0			
	JADE				
PANTONE 624C	C	44	R	118	
HEX #76AE99	M	0	G	174	
	Y	35	B	153	
	K	20			
	BLUEBERRY				
PANTONE 285C	C	90	R	0	
HEX #0073CF	M	48	G	115	
	Y	0	B	207	
	K	0			
	CHOCOLATE				
PANTONE 412C	C	53	R	51	
HEX #332B2A	M	56	G	43	
	Y	45	B	42	
	K	87			

SECONDARY COLOURS

	RASPBERRY				
	RASPBERRY/APRICOT BLEND				
PANTONE 178C	C	0	R	255	
HEX #FF585F	M	74	G	88	
	Y	57	B	95	
	K	0			
	APRICOT				
	APRICOT/JADE BLEND				
PANTONE 5777C	C	22	R	163	
HEX #A3A86B	M	7	G	168	
	Y	51	B	107	
	K	22			
	JADE				
	JADE/BLUEBERRY BLEND				
PANTONE 5483C	C	62	R	88	
HEX #589199	M	9	G	145	
	Y	20	B	153	
	K	27			
	BLUEBERRY				
	BLUEBERRY/CHOCOLATE BLEND				
PANTONE 7546C	C	70	R	57	
HEX #394A58	M	43	G	74	
	Y	23	B	88	
	K	63			
	CHOCOLATE				

LOGO COLOUR USE

FULL COLOUR LOGO



2 COLOUR LOGO



1 COLOUR LOGO

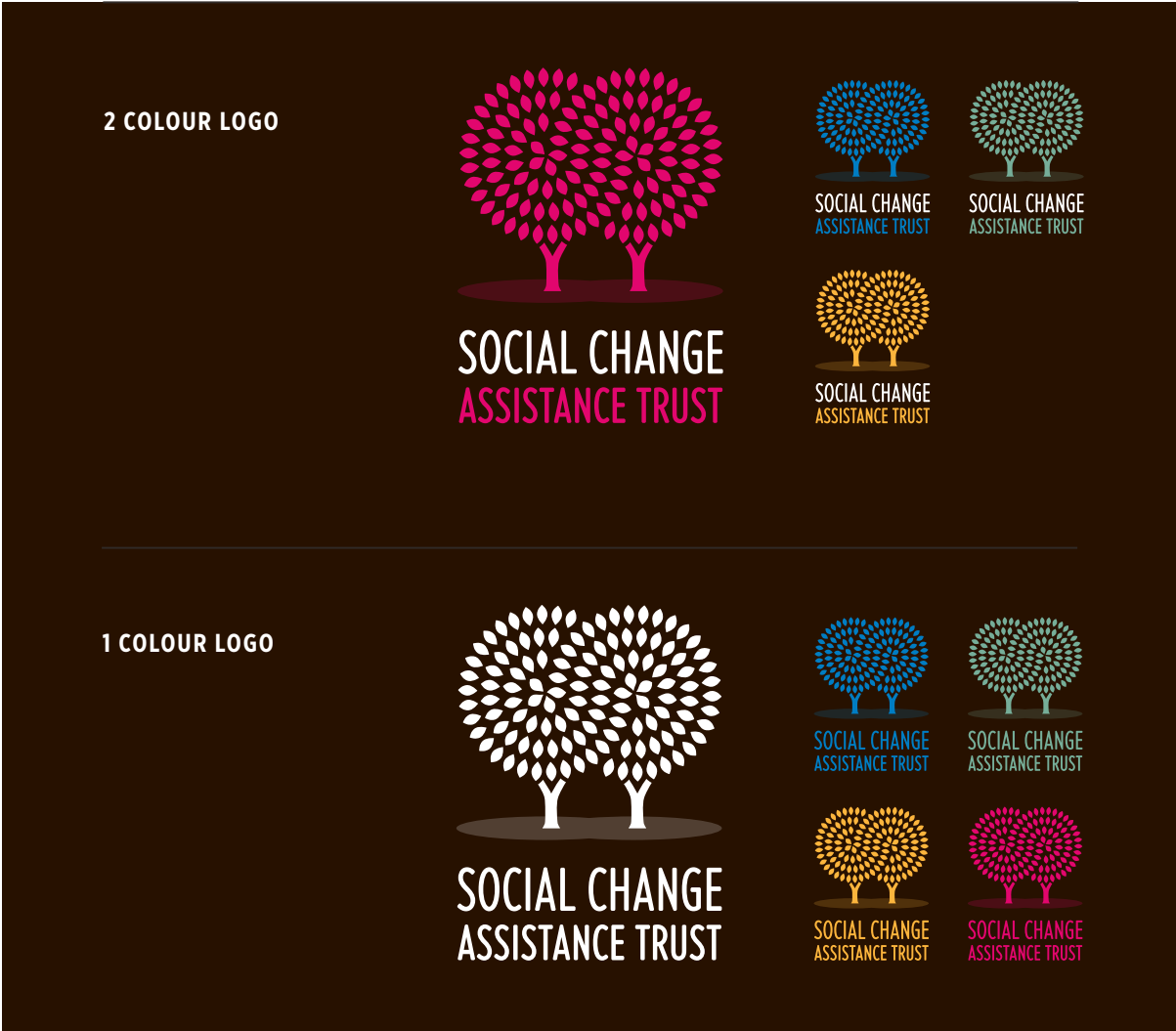


REVERSED FULL COLOUR LOGO

This negative version of the logo has a few acceptable variations as shown below.



REVERSED 2 AND 1 COLOUR LOGOS





TYPOGRAPHY

Guidelines for users of the Scat brand:

Calibri is the most appropriate choice for your documents, presentations and emails.

Guidelines for design and production professionals:

The preferred typeface for the brand is Gotham X-Narrow. The 'book' weight should be used for body text, while the 'bold' weight should be used in titles and headings. Gotham Rounded Bold can be used for featured numerals. If Gotham isn't available, Helvetica Neue or Calibri can be used as shown below.

Wherever possible use the appropriate fonts or a close substitute.

PREFERRED TYPEFACE

The font used in the logo type is a hand-tweaked version of Gotham X-Narrow Book. There is no full version of this tweaked font available - only the vector outlines of the letters used in the logo.

GOTHAM X-NARROW BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM X-NARROW BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOTHAM ROUNDED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ALTERNATE TYPEFACE

HELVETICA NEUE BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

HELVETICA NEUE CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PAPER

Masuga is a local South African uncoated paper produced by Sappi, containing alternative environmental fibres in a natural shade. The paper has visible, bagasse fibre speckles and is available in three text weights as well as a laminated board weight.

Masuga is 100% recyclable and is made with 90% sugar cane waste (bagasse) which is unbleached, chlorine free and offers a super-smooth print surface. The remaining 10% virgin fibre is from a certified source. Masuga is produced in KwaZulu Natal, which is black owned and 25% of the mill's shareholders are local cane farmers. As Masuga is locally produced it eliminates CO2 emissions associated with shipping.

Masuga is suitable for offset litho, screen, letterpress printing and digital printing qualified on the Kodak(NexPress). It is suitable for most printing techniques such as varnishing, embossing, foiling, die cutting and thermography. The 100, 120 and 170g/m² are compatible with desktop laser and inkjet printing.

Masuga has excellent printing quality for an uncoated paper, good runnability and opacity, with superior bulk and dimensional stability. This paper is suitable for annual reports, corporate identity, direct mail campaigns, greeting cards, calendars, swing tickets, inserts, invitations, leaflets, posters and many more applications.

The image shows a display of Masuga paper samples. Each sample is a rectangular sheet of paper with a natural, speckled texture. The samples are arranged in a vertical stack, with the 350 g/m² sample at the top and the 100 g/m² sample at the bottom. Each sample features the Masuga logo (a stylized 'masuga' with 'sweet paper by sappi' underneath) on the left, the product name and weight (e.g., 'MASUGA - NATURAL - 350 g/m²') in the center, and the Antalis logo (a stylized 'antalis' with 'EM' in a circle and 'Just ask Antalis' below) on the right. Below the samples is a white banner with the Masuga logo and the word 'MASUGA' in bold. At the bottom of the display is a table with the following data:

SHEET SIZE	640x915mm			700 x 1000mm	ENVELOPES
g/m ²	100	120	170	350	DL
Natural	•	•	•	•	•

DESIGN APPLICATIONS

Examples of design applications with appropriate uses of the brand. This document is also an example of approved visual language.

2010 - 2011
EVALUATION OF THE SOCIAL CHANGE ASSISTANCE TRUST (SCAT) GENDER PROGRAMME

SOCIAL CHANGE ASSISTANCE TRUST

Joint Gender Fund
 Partnering for gender transformation

EVALUATION OF THE SOCIAL CHANGE ASSISTANCE TRUST GENDER PROGRAMME

4 OUTCOMES

This section details the outcomes achieved as a result of the gender Programme. This is considered on three different levels: Personal level outcomes; Organisational outcomes and Community level outcomes. These levels of outcomes are explored in terms of women's leadership, GBV, and mainstreaming gender in HIV and other CBO Projects.

4.1 WOMEN IN LEADERSHIP

The first objective of the Gender Programme is related to women in leadership positions both within the CBO as well as within the communities in which the CBOs operate:

"To improve the status of women by promoting them in leadership in order to improve the quality of life of women, youth and children."

The expected outcome is that women will not only occupy leadership positions but also "play a meaningful role in positions of leadership in [the] organisations" in which they operate. As such, the indicators focus on both quantitative (for example the number of women occupying leadership positions) and qualitative aspects (for example, the amount of decision making and support afforded) of leadership.

The findings show that women have increased their confidence level as a result of SCAT's gender programme and in some instances their relationships with partners have improved. Although the comparative analysis with the baseline data does not show great changes, the in-depth interviews with the CBOs show that women are holding key leadership positions in the CBOs and able to make decisions on finances, governance and CBOs programme implementation. They are also able to advocate for improved status and quality of life. Furthermore, women are taking up other leadership positions in the community.

4.1.1 PERSONAL LEVEL OUTCOMES

This section looks at how SCAT's interventions have resulted in changes in women's (particularly within CBOs) levels of awareness, attitudes and behaviours related to their leadership roles. Rather than speaking to the conventional definitions of leadership, it looks at how women have become leaders in their own right; and have thus become more expressive about their feelings and opinions.

A number of women became more aware of the possibility of women playing a leadership role in the community, as displayed in the insert.

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EVALUATION OF THE SOCIAL CHANGE ASSISTANCE TRUST GENDER PROGRAMME

FIGURE 5: BASELINE VS SUMMATIVE COMPARISON OF INTERVENTIONS/SERVICES RELATED TO GBV (N=5)

Intervention/Service	Baseline	Summative
Partnerships	1	1
Monitoring service delivery	1	1
Advocacy	1	1
Legal advice/counselling	1	1
Support groups or forums	1	1
Workshops	1	1
Referrals	1	1
Mainstreaming	1	1
Grant Application	1	1
Campaign	1	1

CBOs have furthermore focused their interventions directly on GBV issues (whether through campaigns or the other interventions mentioned above) and also indirectly through addressing gender as part of HIV and culture (e.g including women in traditional practices such as circumcision). The graph below displays the range of topics covered by CBOs related to GBV and gender inequality.

FIGURE 6: NO. OF CBOs WHO COVER DIFFERENT TOPICS RELATED TO GBV (N=10)

SUMMATIVE DATA FOR ALL LDAs

Topic	Number of CBOs
Working with government	1
HIV and AIDS (as it relates to gender)	4
OVC	1
Culture	3
GBV	7

When comparing the data between the baseline and summative evaluations, the Gender Programme implementation has grown particularly for gender as it relates to culture and HIV and AIDS.

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SOCIAL CHANGE ASSISTANCE TRUST

WORKING TOGETHER FOR CHANGE

MEET OUR PARTNERS

OUR IMPACT: THE LAST 5 YEARS
 CBOs MENTORED, FUNDED & CAPACITATED: 250

OUR VISION
 Vibrant and sustainable communities in rural South Africa.

OUR MISSION
 Scat's mission is to improve the quality of life of people living in rural communities with the aim of people living in a vibrant and sustainable environment. Scat works in partnership to support such local agencies in development and human rights work in rural communities of the Northern, Eastern and Western Cape.

FEATURED BENEFICIARY
Charlton Sickleles
 Gardens Coordinator KwaZulu-Southern Social Development Forum, Durbanville, Northern Cape

LATEST NEWS

Scat's 27th birthday!
 Read more | 4 hours ago

Scat/Black Sash CMAP project highlighted on Presidency website
 Read more | 2 days ago

Scat protests in solidarity with Social Justice Coalition
 Read more | 41 days ago

FOLLOW SCAT ON TWITTER

Today Scat turns 27 years old! On 11 November 1984 we were founded by the late Barry Sikeles & past Trustees Dr Oliver/Gordon Young HappyDay!
 1 hour ago

Today Scat is in a valuable pre-Trust meeting where staff present our achievements and challenges over the last month to each other!
 1 day ago

Scat and Black Sash's CMAP project is highlighted on the South African Presidency website, on the home page! - http://fb.me/ToFgHyp22
 2 days ago

The lack of availability of female condoms in South Africa is one of our greatest challenges to women... fb.me/TOUxKAM55
 3 days ago

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