



**BERT SMITH**  
KORPORATIEF

*Ons praat jou taal!*

VOORLEGGING  
Identiteitsontwikkeling

prepared by

**DOTSQUARE**<sup>®</sup>  
media agency.



# Handelsmerk

## Identiteitsbates



Primêre Handelsmerk



**BERT SMITH**  
KORPORATIEF

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Sekondêre Handelsmerk



**BERT SMITH**  
KORPORATIEF

Mono Kleur Applikasie



**BERT SMITH**  
KORPORATIEF

Mono Kleur Applikasies | Blou, Goud, Grys



Kleur Pallet



C100 Y85 M28 K24

C22 Y40M84 K2

CO Y0 M0 K11

R17 G61 B117

R199 G155 B84

R230 G230 B230

#113D75

#C79B54

#E6E6E6

Pantone 281C

Pantone 281C

Pantone 7541C

Hexis S5295B

Hexis S5295B

Hexis S5431B

Typografie

Montserrat  
**Montserrat**  
**Montserrat**

*Abuget*

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

*aAbBcCcDdEeFfGgHhIiJjKkLlMm*

0123456789

Iconografie



**BERT SMITH**  
KORPORATIEF



# Handelsmerk

## Kommunikasie Elemente



### Briefhoof



*Ons praat jou taal!*

Geagte Meneer,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem. Ut enim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Vriendelike Groete,

*Bert Smith*

Direksie: B. Smith

Bert Smith Korporatief (Pty) Ltd  
Besigheidsregistrasie No. 00 / 0000000 / 2025 | BTW No. 0123456789

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www.bertsmithkorp.co.za

f @ in

### Visietekkaartjie



**BERT SMITH**  
KORPORATIEF

Diens 1  
Diens 2  
Diens 3



**Bert Smith**  
Direkteur

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**Kantoor Besonderhede**  
Centurion

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+27 (12) 654 7407  
9 Lauriston Place Street,  
Glen Lauriston, Centurion,  
Suid Afrika, 0185

Skandeer my



### E-pos Handtekening

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Glen Lauriston, Centurion, 0185

**BERT SMITH**  
KORPORATIEF

*Ons praat jou taal!*

Maak 'n afspraak Laai af Besigheids Profiel

f @ in

Hierdie e-pos en enige aanhegels is vertroulik en mag regsbevooreg wees. As jy nie die bedoelde ontvanger is nie, stel asseblief die sender in kennis en vee hierdie boodskap uit.

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Welkom by ons Web Tuiste.

**Bert Smith**  
KORPORATIEWE  
DIENSTE

*Ons praat jou taal!*

Diens 1 Diens 2  
Diens 3 Diens 4

# Handelsmerk

## Digitale, Sosiale en Web Elemente



Facebook Cover Size



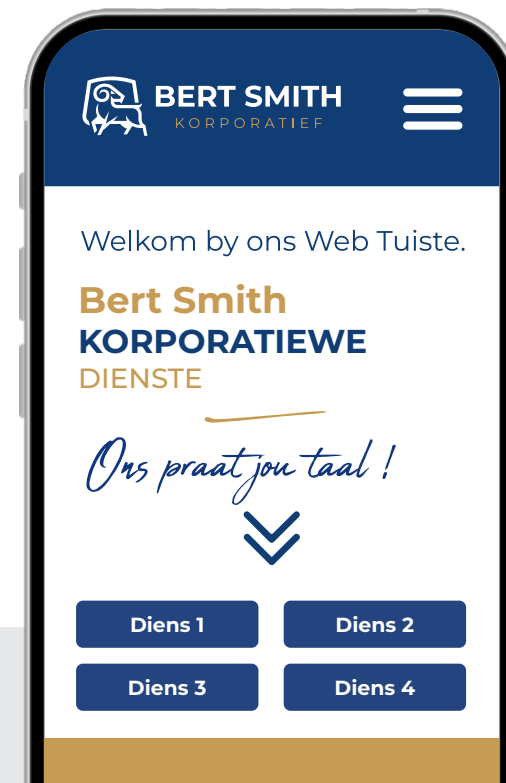
Linked In Business Cover Size



Web meta-beeld



Social Media Icons





# Handelsmerk

## Identiteitsapplikasies

**BERT SMITH**  
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Maatskappysekretariële  
& Administratiewe Dienste

012 654 4107  
bertsmithkorp.co.za

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Sign Bord



Gholf Hemp



Voertuig Applikasie



Telescopic Flag

Blue



White

# Golfhemp

Oakland Hills



# Golfhemp

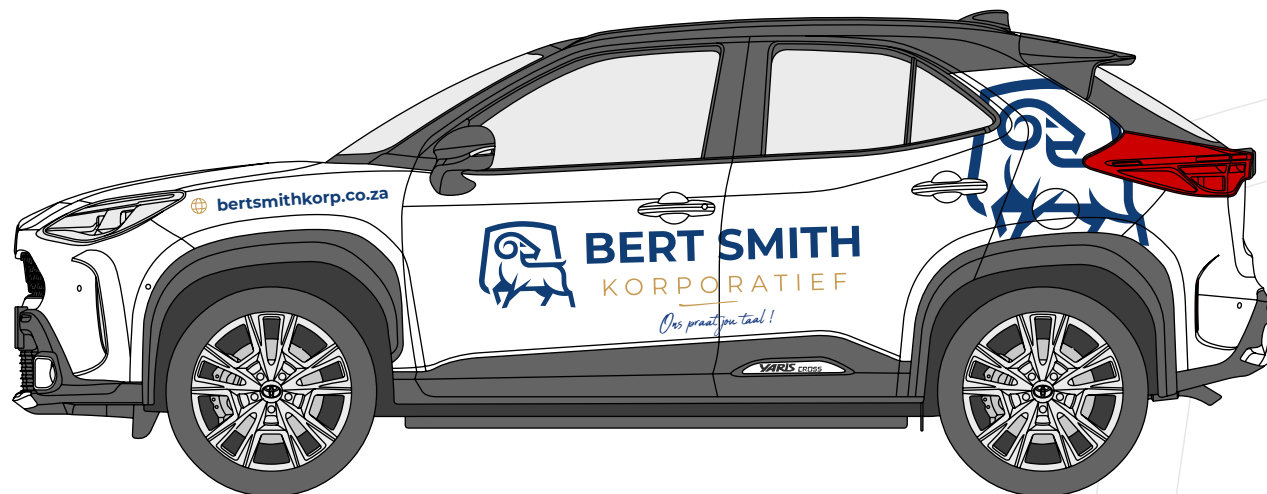
Oakland Hills





# Voertuig Branding

## Vinyl Applikasie



### Colour Codes



Hexis S5295B



Avery 713  
Scandia Blue



Hexis S5295B



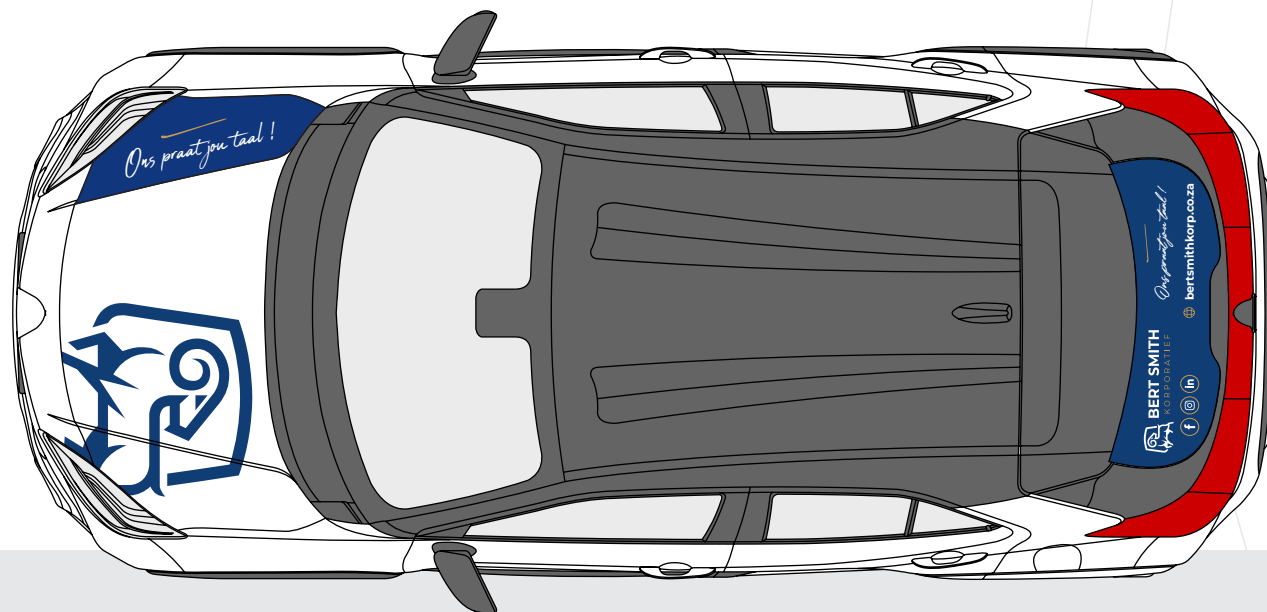
Avery 736  
Gold Mettalic



Hexis S5431B

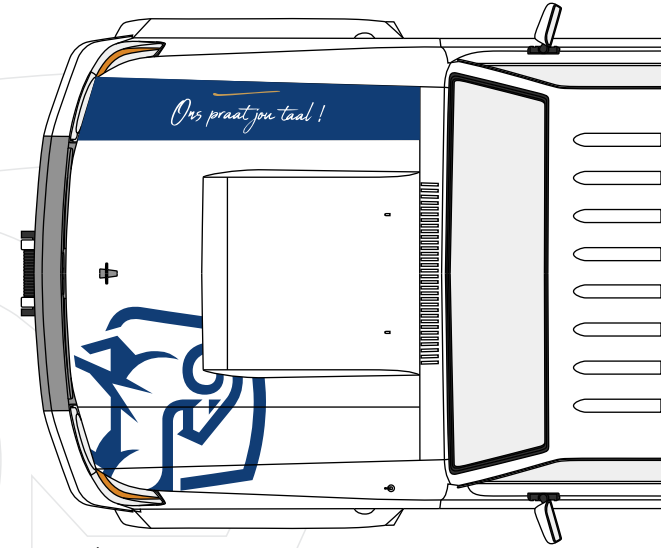


Avery 744-01  
Tele Grey



# Voertuig Branding

## Viniel Applikasie



# Promotionele Items

## Altitude Armada Ball Pen



### Stylish high gloss metal pen

- Metal barrel with a contrasting silver pen tip and clip
- Black German-manufactured ink

### Branding

- 1 Colour pad print



### Applikasie



55 x 5mm

# Promotionele Items

Altitude Omega A5 Hardeband Notaboek



# Promotionele Items

A4 / A5 Nota Skryfboek

