



We are a company from Africa.  
Our mission is to become Africa's most  
prominent, diversified food group.

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Pioneer's corporate identity is both striking and unique and has been specifically designed to be versatile for use in a multitude of applications.

This manual is to be used as a guideline whenever our corporate identity is used. It clearly details the correct use of our corporate identity, corporate colours and corporate typefaces.

Detailed positioning guidelines are provided for all key corporate identity applications and must be strictly adhered to at all times.

For reproduction purposes, please use the artwork and colour references supplied under the section "Reproduction Standards". Do not give the C.I. Manual in its entirety to any supplier.

Only primary corporate identity applications are detailed in this manual. For application of our identity to items not stipulated in this manual, please consult our public relations department for advice.



PIONEER

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FOODS

The flag logo and Pioneer corporate logotype combine to form our corporate signature - the cornerstone of the Pioneer corporate identity. To increase its impact and visibility always use our corporate signature correctly and consistently. The materials for reproduction purposes can be found in the back of this manual. These materials must be used as shown and may not be reconfigured, resized, recoloured, redrawn or modified in any way. Where possible always use the corporate signature in full colour as indicated.

the corporate signature full colour



PIONEER

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FOODS

PANTONE 129C AND 100% BLACK

Where you are limited to the use of only two colours the above version must be used. Remember it is vital to be consistent - never display the logo and logotype in configurations not shown in this manual. Note: Both the logo and logotype are registered trademarks of the company.

corporate signature 2 colour application



PIONEER

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FOODS

PANTONE 129 C



PIONEER

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FOODS

PANTONE 158 C



PIONEER

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FOODS

100%BLACK

Where the corporate signature needs to be reproduced in one colour only, any of the above versions may be used. The correct graphic application of the Pioneer corporate signature is essential to the visual impact of our corporate identity. Even a slight deviation from the standard form can seriously damage the visual image of our organisation.

corporate signature single colour application



PIONEER

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FOODS

POSITIVE APPLICATION



NEGATIVE APPLICATION

On occasion it may, however, be necessary for the corporate signature to be reproduced in a colour which is not in the authorised Pioneer colour range. Under these exceptional circumstances, to be approved by the visual standards controller, the corporate signature should preferably be reproduced in black or reversed out of a dark background in white.

corporate signature black and white application



CORPORATE LOGO

PIONEER

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FOODS

CORPORATELOGOTYPE

Both the corporate logo and corporate logotype may be used independently as design elements in support of the corporate signature, but not as a substitute for the corporate signature. The corporate logo however may be used independently in place of the corporate signature in restricted applications such as cufflinks.



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

MINION  
Regular, semibold, bold, black, display regular, italics.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OFFICINA SANS  
Book, bold, italics.

Pioneer Foods uses two distinctive typefaces : Minion and Officina Sans. These were chosen because they are modern in appearance and highly legible in any size. Do not attempt to substitute any other typeface which may appear to be similar to Minion or Officina Sans.

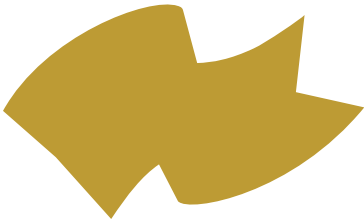
secondary typefaces



PANTONE 129 C  
CMYK:20%MAGENTA,80%YELLOW



PANTONE 158 C  
CMYK:60%MAGENTA,95%YELLOW



PANTONE 117 C or 15% BLACK OVER PANTONE 129 C  
CMYK: 20% MAGENTA, 80% YELLOW, 15% BLACK



PANTONE PROCESS BLACK  
CMYK: 100% BLACK

Pioneer Foods' corporate colours are warm and earthy. They have been chosen especially for our company. Therefore, it is important that these colours, as illustrated above, are never replaced by a similar colour or code.



The logo construction grid is used for cross-checking the accuracy of the corporate signature. Do not attempt to reproduce the corporate signature from this grid.



PIONEER  
FOODS

DO NOT CHANGE  
THE CORPORATE TYPEFACE



PIONEER  
FOODS

DONOTCHANGETHESSECONDARYTYPEFACE



PIONEER  
FOODS

DONOTADJUSTTHEPROPORTIONSOFTHE  
CORPORATE SIGNATURE



PIONEER  
FOODS

DONOTINVERTTHECOLOURSOFTHELOGO



PIONEER  
FOODS

DONOTMANIPULATEORDISTORTTHE  
CORPORATE LOGO



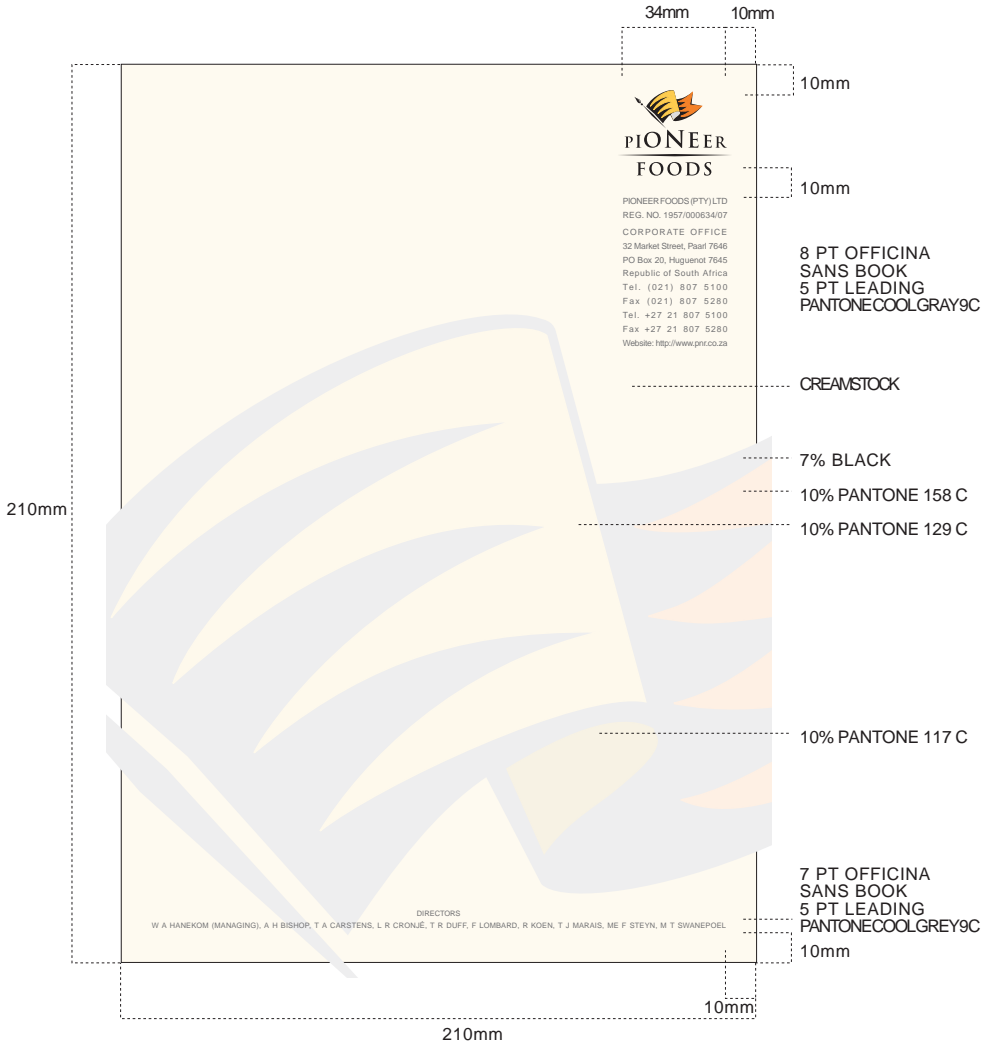
PIONEER  
FOODS

DONOTCHANGEThERELATIONBETWEENThECORPORATELOGOANDCORPORATETYPEFACE

Consistency is important in maintaining a strong visual image of the corporate identity. All the examples of the corporate signature illustrated here are totally unacceptable. By closely adhering to the guidelines laid down in this manual, anomalies such as these illustrated above can easily be avoided.

incorrect use of corporate identity

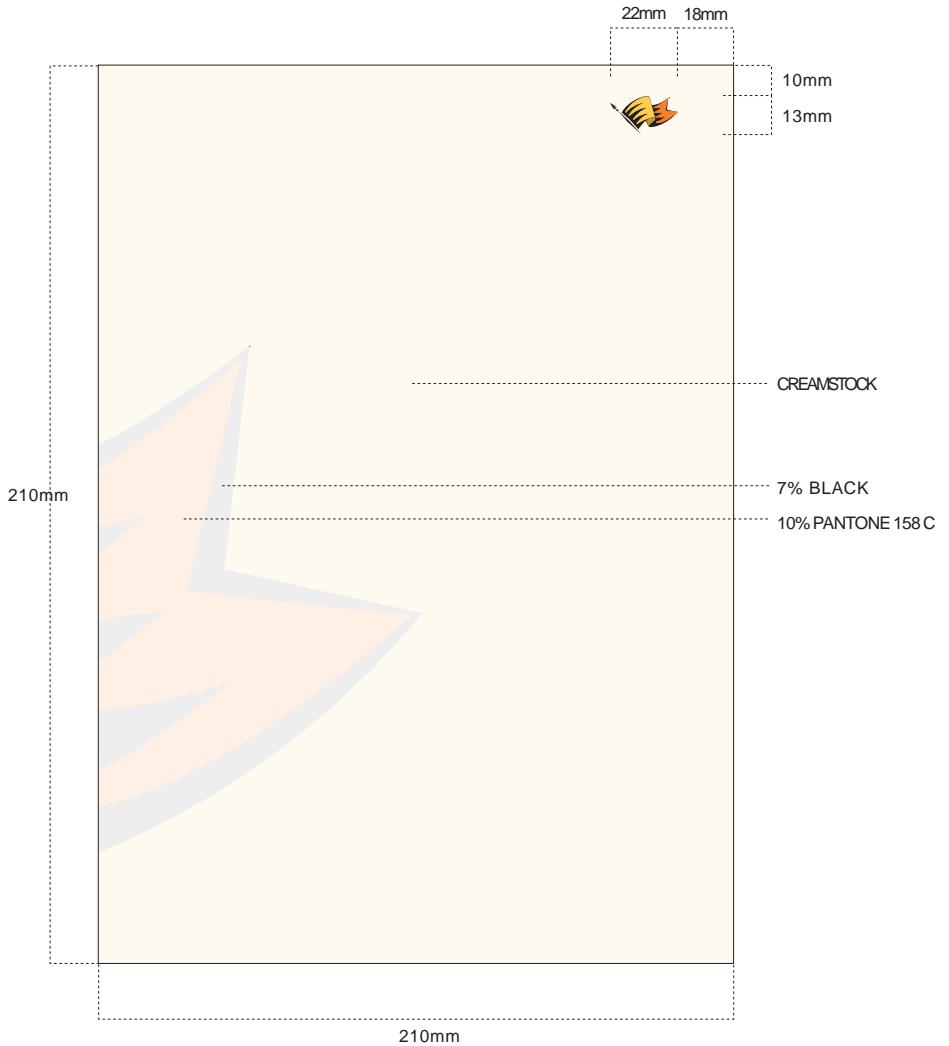
# stationery controls



40% OF ACTUAL SIZE

When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.

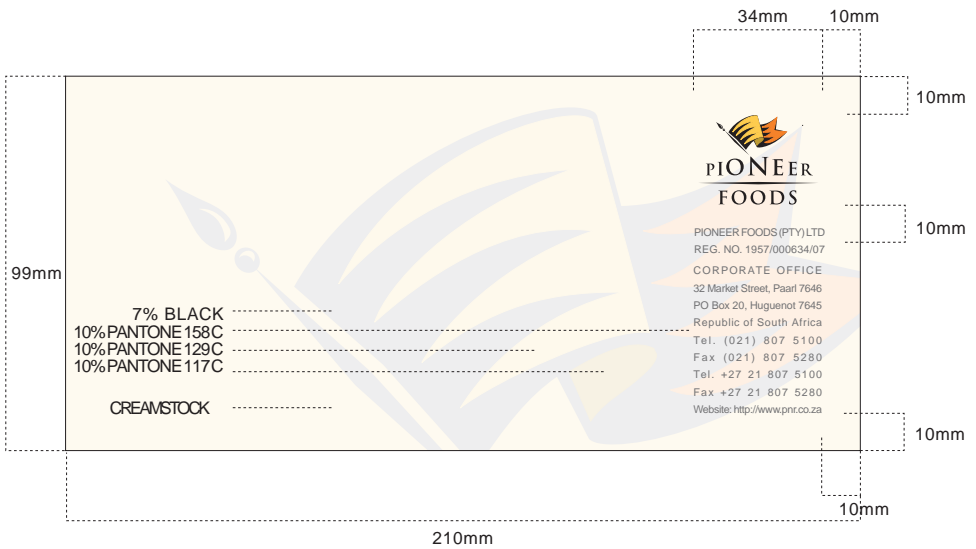
letterhead



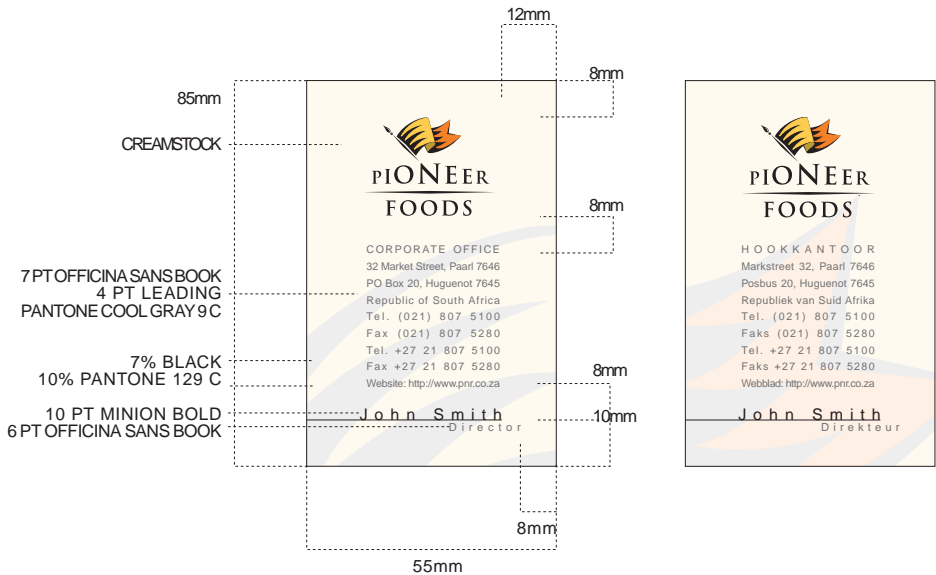
40% OF ACTUAL SIZE

Please note that the continuation sheet appears with the corporate logo only, in the same position and size as on the letterhead. All other information falls away. Note the shift in the background design element.

continuation sheet



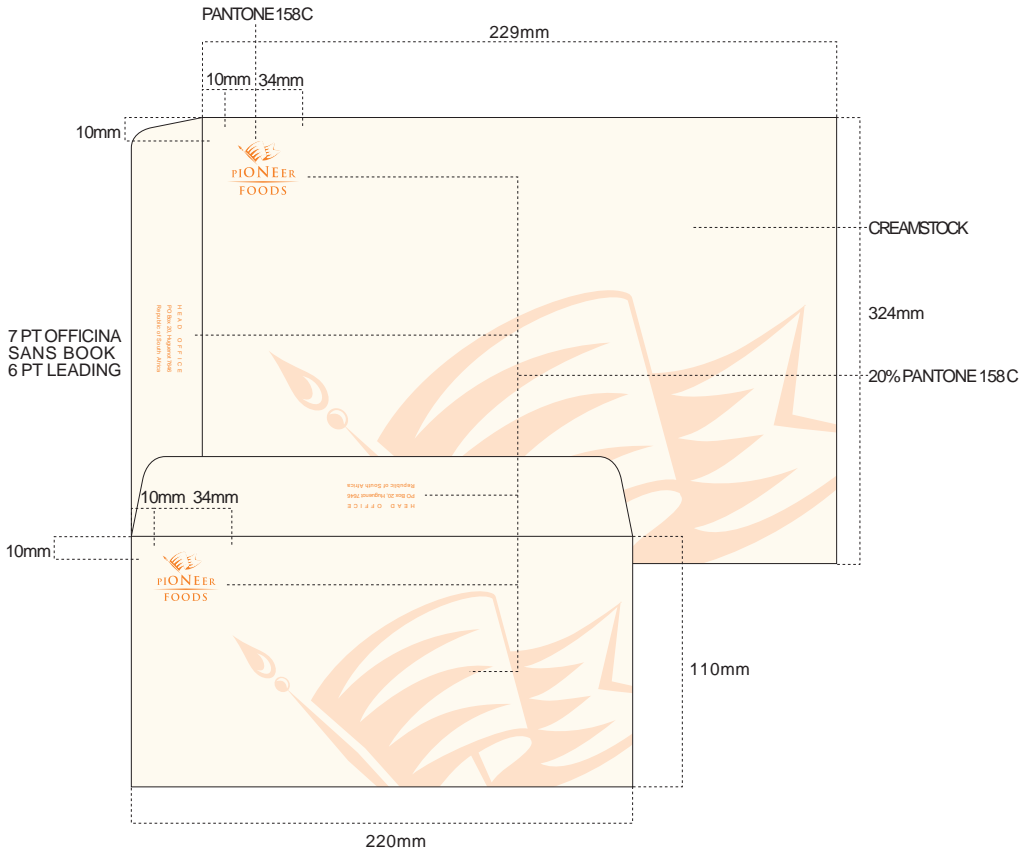
50% OF ACTUAL SIZE



ENGLISH ON ONE SIDE AND AFRIKAANS ON THE OTHER (60% IN SIZE)

The effect of a carefully designed portfolio of corporate stationery and its meticulous implementation and maintenance, will dramatically promote Pioneer amongst its clients. All details have been carefully planned and if used correctly, will ensure nationwide uniformity which is all important.

compliment slip & business cards



To reduce costs all corporate envelopes are to be printed in one colour only - Pantone 158 C. All elements are to display the corporate signature on the front with the postal address on the flap.





440 x 307mm FOLDED TO 220 x 307mm

The corporate presentation folder is generic and may be used for all divisions. No address details are printed on the folder. The folder is, however, die-cut to allow for the insertion of a business card.

presentation folder

OFFICINA SANS  
BOLD 14PT

OFFICINA SANS  
BOOK 9 PT  
6 PT LEADING

FAX

DATE: \_\_\_\_\_

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

FAX NO: \_\_\_\_\_

PAGES: \_\_\_\_\_

SUBJECT: \_\_\_\_\_



PIONEER FOODS (PTY) LTD  
REG. NO. 1957/000634/07  
CORPORATE OFFICE  
32 Market Street, Paarl 7646  
PO Box 20, Huguenot 7645  
Republic of South Africa  
Tel. (021) 807 5100  
Fax (021) 807 5280  
Tel. +27 21 807 5100  
Fax +27 21 807 5280  
Website: <http://www.pnr.co.za>

OFFICINASANS  
BOOK 9 PT  
6 PT LEADING

297mm

210mm

40% OF ACTUAL SIZE

All facsimile transmissions are sent on a specially designed letterhead which features the single colour corporate signature in the top right hand corner. Please note that all typography has been enlarged to allow for maximum legibility.

facsimile

OFFICINASANS  
BOLD 14PT

OFFICINASANS  
BOOK 9 PT  
6 PT LEADING

297mm

MEMORANDUM

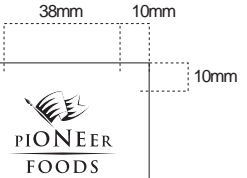
DATE: \_\_\_\_\_

TO: \_\_\_\_\_

FROM: \_\_\_\_\_

REFERENCE: \_\_\_\_\_

SUBJECT: \_\_\_\_\_




210mm

10mm

10mm


INVOICE



**PIONEER  
FOODS**

DATE:  
 ORDER NO:  
 DOCUMENT NO:  
 PAGE NO:  
 ATTENTION:

8 PT OFFICINA  
SANS BOOK  
0 LEADING

DESCRIPTION	TAX	AMOUNT
		
SUB-TOTAL		
VAT		
TOTAL:		

CREAMSTOCK

7%BLACK

PIONEER FOODS (PTY) LTD  
 REG. NO. 1957/000634/07  
 H E A D O F F I C E  
 32 Market Street, Paarl 7646  
 PO Box 20, Hugenot 7646  
 Republic of South Africa  
 Tel (021) 807 5100  
 Fax (021) 807 5280  
 Tel +27 21 807 5100  
 Fax +27 21 807 5280  
 Website: <http://www.pnc.co.za>

8 PT OFFICINA  
SANS BOOK  
7 LEADING

210mm

40% OF ACTUAL SIZE

297mm

Please note that all elements on the invoice and statement sheets appear in single colour (black).

10mm

10mm

STATEMENT



DATE:

ACCOUNT NO:

PAGE:

8 PT OFFICINA  
SANS BOOK  
2 LEADING

DATE	REFERENCE NO.	DESCRIPTION	DEBIT	CREDIT	BALANCE
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CREAMSTOCK

7%BLACK

297mm

[120 DAYS+]	[90 DAYS+]	[60 DAYS+]	[30 DAYS+]	[CURRENT]	[TOTAL DUE]
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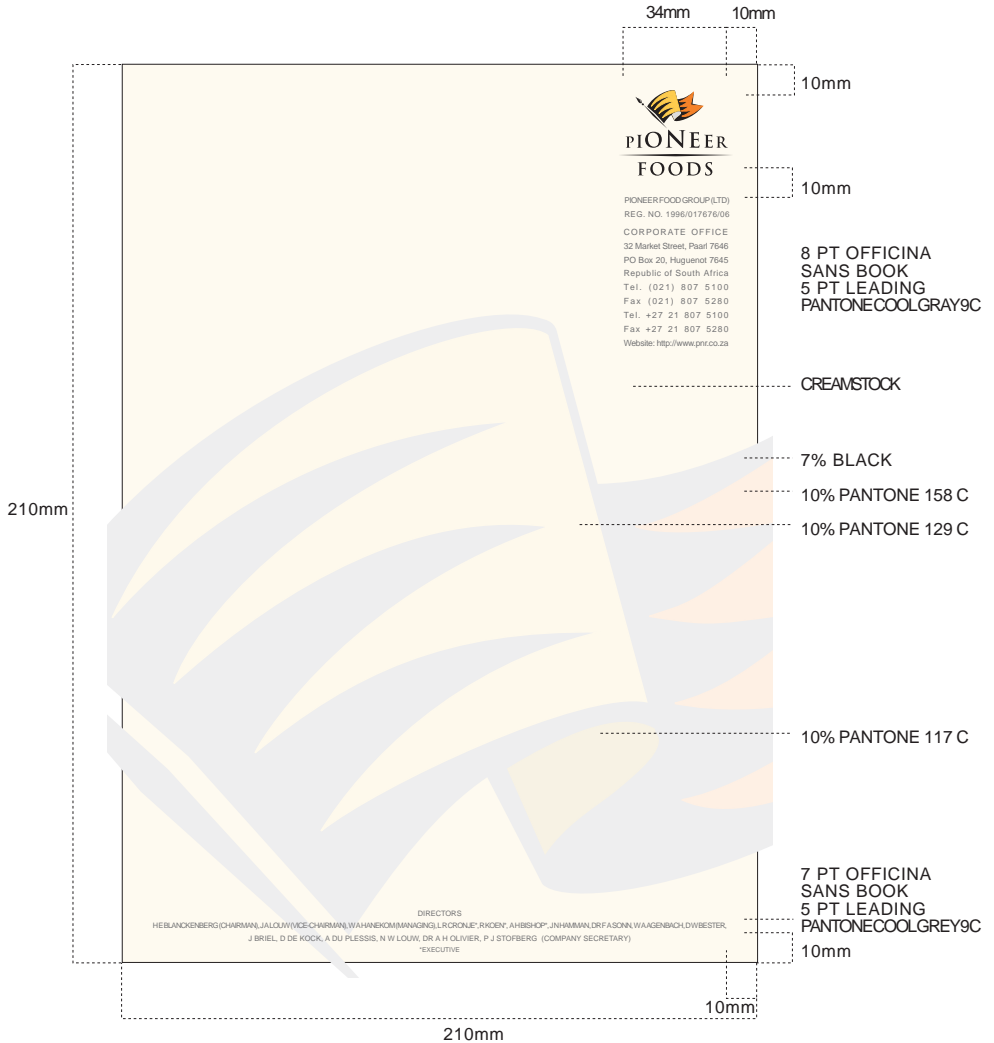
PIONEER FOODS (PTY) LTD  
 REG. NO. 1957/00634/07  
 H E A D O F F I C E  
 32 Market Street, Paarl 7646  
 PO Box 20, Huguenot 7646  
 Republic of South Africa  
 Tel (021) 807 5100  
 Fax (021) 807 5280  
 Tel +27 21 807 5100  
 Fax +27 21 807 5280  
 Website: <http://www.pnr.co.za>

8 PT OFFICINA  
SANS BOOK  
7 LEADING

210mm

40% OF ACTUAL SIZE

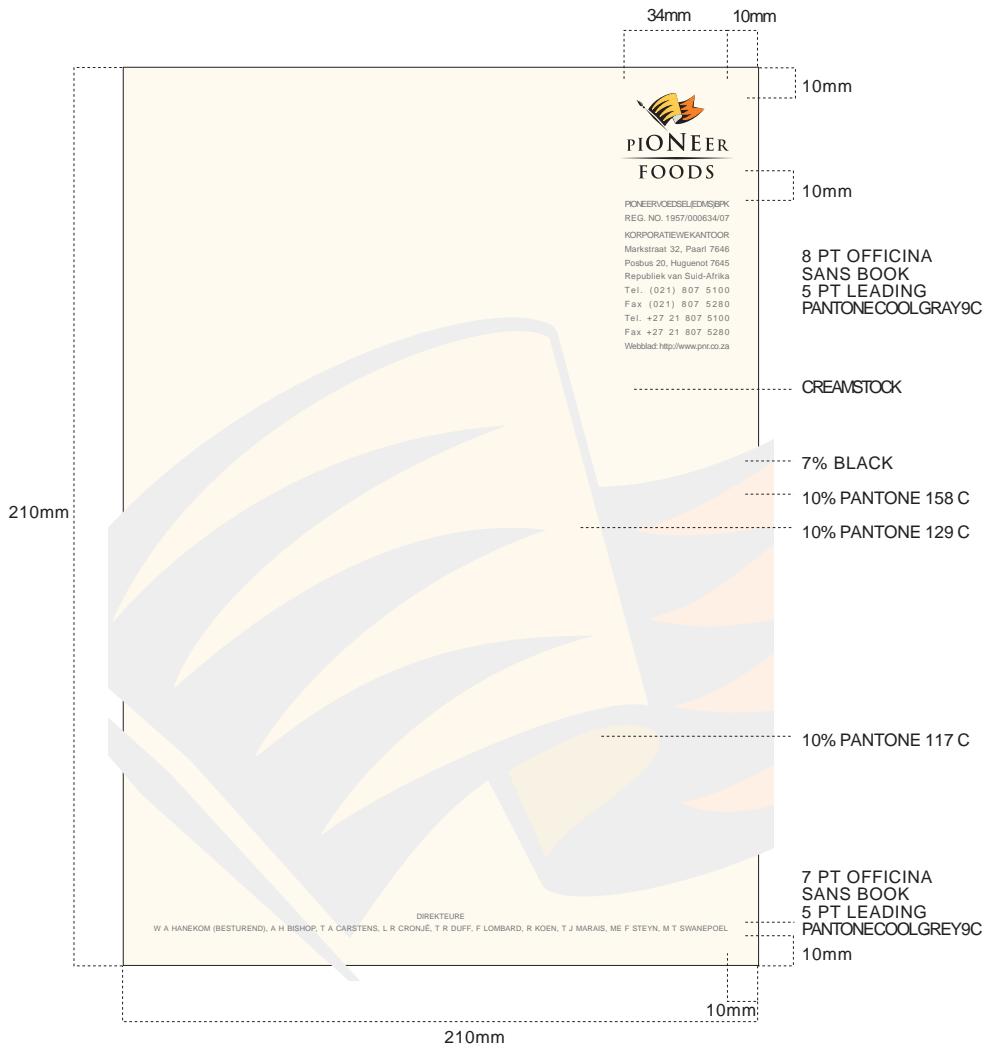
statement



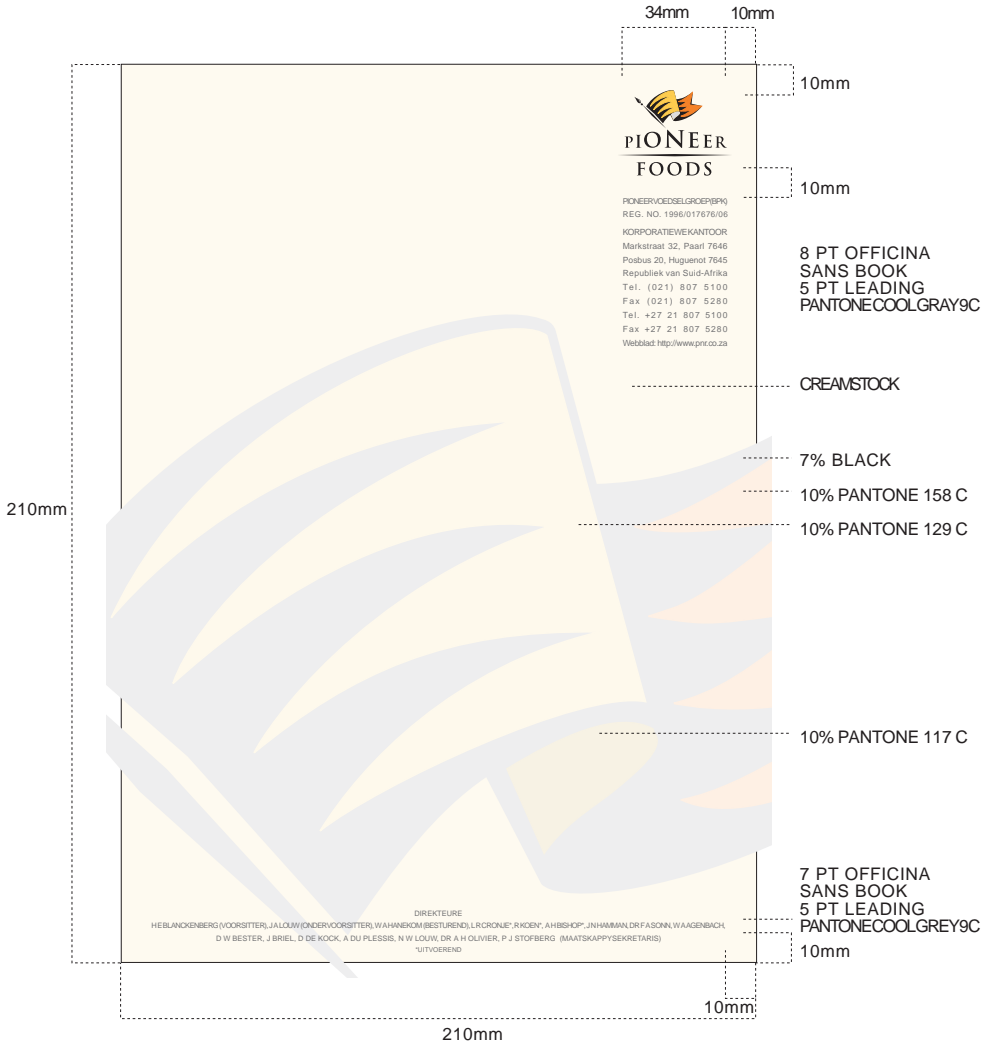
40% OF ACTUAL SIZE

When printing official stationery, refer to the measurement specifications for the positioning of various elements. Every item of stationery must carry the Pioneer Foods corporate signature in its specified position. Do not add any further graphic elements other than those indicated. The information or copy detail in the stationery examples is not necessarily correct. The person responsible for authorising the printing of any such elements must ensure the insertion of the correct details.

letterhead



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letterhead