

3.6 Outdoor advertising

The NCR – A Credit to the Nation

www.ncr.org.za 0860 NCR NCR

Outdoor advertising has to maintain an adherence to the rules of the corporate identity in order for the sign to make a valid and cohesive contribution towards the visual aims of the organisation.

Simplicity and clarity of purpose is of prime importance when designing an effective billboard. The message should be clear, concise and communicate itself instantaneously to the viewer.

If imagery is to be used, it should be of the highest quality, reflect the ethos of the NCR and be representative of South African demographics.

The logo must appear bottom right hand corner within the prescribed clear-space area. There is no maximum size, but cognisance must be taken of visual balance.

Type must be set in a maximum of two variations of Myriad Pro (e.g Italic and Semibold Italic)

The website address should appear bottom left in a coloured strap for maximum visibility.

"The NCR makes sure my rights as a consumer are protected"

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