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# Glossary

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<thead>
<tr>
<th>Acronym</th>
<th>A word formed from the initial letters of other words.</th>
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<tbody>
<tr>
<td>Brand</td>
<td>A brand is a mixture of tangible and intangible attributes that identity and differentiate a product, service, person or organization. It embodies the promise an organization makes to its stakeholders.</td>
</tr>
<tr>
<td>Brand architecture</td>
<td>Brand architecture is the organizing structure of the relationship of brands in a portfolio in relation to each other.</td>
</tr>
<tr>
<td>Corporate identity</td>
<td>The way by which the organization presents itself to its stakeholders and differentiates itself from other entities.</td>
</tr>
<tr>
<td>Brand management</td>
<td>The management of the intangible and tangible aspects of a brand.</td>
</tr>
<tr>
<td>Branding signatures</td>
<td>The composition and placement of the brand’s logo and symbols on various elements of communication.</td>
</tr>
<tr>
<td>Branding</td>
<td>Branding is the blending of tangible and intangible attributes to identify and differentiate a product, service, person or organization.</td>
</tr>
<tr>
<td>Column width</td>
<td>The unit of measurement by which space is sold in print media.</td>
</tr>
<tr>
<td>Corporate Identity Manual</td>
<td>Comprehensive guidelines and instructions on the correct use of the graphic elements which make up the corporate identity.</td>
</tr>
<tr>
<td>Copyright</td>
<td>The exclusive legal right to produce, publish and sell a literary, musical or artistic work for a specified number of years.</td>
</tr>
<tr>
<td>Co-branding</td>
<td>The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.</td>
</tr>
<tr>
<td>Clear space</td>
<td>The area around the symbol within which no other visual elements can encroach.</td>
</tr>
<tr>
<td>CMYK</td>
<td>Cyan, magenta, yellow and black ink used in four-colour process printing to achieve full-colour images or graphics.</td>
</tr>
<tr>
<td>Control grid</td>
<td>The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.</td>
</tr>
<tr>
<td>Embossing</td>
<td>Creating a raised surface on paper by using metal dye.</td>
</tr>
<tr>
<td>Functional naming</td>
<td>Naming of an entity by using descriptive words that define the specific function of the entity.</td>
</tr>
<tr>
<td>Foiling</td>
<td>Application of a thin film of colour or metallic ink to a surface.</td>
</tr>
<tr>
<td>Kerning</td>
<td>The space between the individual characters in a line of set type.</td>
</tr>
<tr>
<td>Leading</td>
<td>The measurement of space between the lines of type.</td>
</tr>
<tr>
<td>Media applications</td>
<td>Specifications for application of the SALGA logo in various media platforms.</td>
</tr>
<tr>
<td>Monolithic brand</td>
<td>A singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.</td>
</tr>
<tr>
<td><strong>Merchandise</strong></td>
<td>Goods, products, stock or commodities.</td>
</tr>
<tr>
<td>-----------------------</td>
<td>-----------------------------------------</td>
</tr>
<tr>
<td><strong>Naming structure</strong></td>
<td>Guidelines specifying the display and placement of the brand name or sub-brand name in relation to the mother brand and/or logo/symbol.</td>
</tr>
<tr>
<td><strong>Point</strong></td>
<td>Unit of measurement of the size of typography.</td>
</tr>
<tr>
<td><strong>Pantone</strong></td>
<td>International standard for colour specification and referencing.</td>
</tr>
<tr>
<td><strong>RGB</strong></td>
<td>The values of the colours red, green and blue used to make colours seen on screen, e.g. web, television, etc.</td>
</tr>
<tr>
<td><strong>Scaling</strong></td>
<td>Altering the horizontal or vertical measurement of any visual element.</td>
</tr>
<tr>
<td><strong>Sub-brand</strong></td>
<td>A product or service within a portfolio of brands with a distinct identity from the mother brand.</td>
</tr>
<tr>
<td><strong>Stock</strong></td>
<td>Specification of paper in terms of its weight in grammage (gsm) and type (bond or laid).</td>
</tr>
<tr>
<td><strong>Symbol</strong></td>
<td>Visual representation of the SALGA logo.</td>
</tr>
<tr>
<td><strong>Trade mark</strong></td>
<td>The name, symbol, figure, letter, work or mark attached to goods used by a particular firm or individual, and legally reserved for the exclusive use of the owner of the mark as maker or seller.</td>
</tr>
<tr>
<td><strong>Typography</strong></td>
<td>The style of characters in type.</td>
</tr>
<tr>
<td><strong>UV-varnish</strong></td>
<td>Creating a transparent glossy surface in a selected area.</td>
</tr>
<tr>
<td><strong>X-height</strong></td>
<td>The height of a type character.</td>
</tr>
<tr>
<td><strong>Y-width</strong></td>
<td>The unit of measurement to determine clear space around an object.</td>
</tr>
</tbody>
</table>
1.1 INTRODUCTION

As the only constitutionally mandated association of municipalities in South Africa, the SALGA brand is a proud and responsive catalyst for positive change. Our brand represents a people-centred approach to local government. We support, advise and where necessary, represent our members, enabling their service delivery with innovative and solutions-orientated actions. Our identity is a power symbol of enablement through positive and constructive engagement.
1.2 PRIMARY LOGO

The SALGA primary logo was designed with the intent of significantly improving the sense of inter-connectedness: with each other, with our members, with other spheres of government, with international think tanks, the private sector and other successful local government associations. Most importantly, it will create a greater sense of affinity with the people and communities that our clients serve. The primary logo is uniquely distinctive, while still remaining practical and simple in its design, it will be identified as the mark of a quality brand.
1.3 ELEMENTS OF THE PRIMARY LOGO

There are four elements that make up the structure of the primary logo.

A The logo symbol is a crucial part of the SALGA corporate identity. The design itself embodies the core values of the brand.

B The logotype is a derivative of the font FOCO Corp. The typeface has been adapted in a manner that allows for balance and clarity in its design. This adaption adds to the creative element of the logo symbol, they co-exist perfectly.

C The logo descriptor is exactly that, it gives a clear description of what the logotype stands for, there is no misinterpretation. The logo descriptor is set in a version of Musea Slab. By using this, a lighter font, it creates a sense of balance.

D The tagline is a brand asset that can be used to drive the core philosophy of a brand and more importantly, its purpose. Here again we make use of an italised version of the font Foco Corp and its weight and size offers stability to an already powerful logo.

The tagline tells the world why we exist.
1.4 PRIMARY LOGO - SIZING GRID

The primary logo will be applied on various applications and it’s important that it be applied correctly. There are numerous elements that make up the logo and the relationship between each of these elements should be checked in order to ensure that the SALGA logo has been applied correctly. The exact proportion of the primary logo is 45 high by 100 across. This logo proportion must be applied at all times irrespective of the size and application, as the size and placement of every individual element of the logo is dependant on this ratio.
1.5 PRIMARY LOGO - CONTROL GRID / FREE SPACE AREA

When applying the SALGA logo it’s important to ensure that the logo stands proud and that the space around the logo remains free from other text and graphics. The minimum clear space area around the primary logo is equal to the width of the logo symbol. The minimum free space area around the logo ensures prominence, integrity and professionalism.
1.5.1 BLACK AND WHITE LOGO

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

1.5.2 OUTLINE

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

1.5.3 SINGLE COLOUR APPLICATIONS

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery
1.6 SECONDARY LOGO

The secondary logo is constructed in exactly the same way as the primary logo, but excludes the logo descriptor and tagline. The secondary logo must be applied whenever the SALGA logo needs to be applied to a surface or material that makes the logo descriptor and tagline are illegible. The secondary logo must also be used where the application of the primary logo would mean that the logo descriptor and tagline would be placed at a size that is too small to be comfortably read.
1.7 SECONDARY LOGO - CONTROL GRID / FREE SPACE AREA

As with the primary logo, the secondary logo has a free space area equal to the width of the logo symbol. Again, it is important to ensure that the logo stands proud and that the space around the logo remains free from other text and graphics.
1.5.1 BLACK AND WHITE LOGO

8 SALGA

1.5.2 OUTLINE

8 SALGA

1.5.3 SINGLE COLOUR APPLICATIONS

8 SALGA

8 SALGA

8 SALGA

8 SALGA

8 SALGA

8 SALGA
1.8 LOGO MINIMUM SIZES

In order to maintain the integrity of the logo, a minimum size has been established to which the logo must be applied.

A. The primary logo may not be applied in print at a size smaller than 25mm wide.
B. The primary logo may not be applied on screen at a size smaller than 100px wide.
C. The secondary logo may not be applied in print at a size smaller than 15mm wide.
D. The secondary logo may not be applied on screen at a size smaller than 60px wide.
1.9 LOGO SYMBOL

This unique mark is the visual reference by which we will become known and if presented consistently, will ensure that we are always recognised.

The logo symbol by it’s design embodies the core values of the SALGA brand.

A

The infinity sign or the ‘S’ characteristic of the logo symbol signifies the ongoing and progressive change of SALGA as it continues on the journey of constant improvement.

This element of the logo symbolises:
- Limitless
- Boundless
- Potential
- Possibility
- Harmony
- Balance
- Unity

B

The speech bubbles of the logo symbol carry the message of the brand, they say
- We are informed
- We are consultative
- We listen
- We advocate
- We influence
- We represent

Wherever it is applied and whatever it is applied to, will be recognised as SALGA.
1.10 LOGO SYMBOL - SIZING GRID

The logo symbol will accompany every application of the SALGA logo and it is important that it be applied correctly. The exact proportion of the logo symbol are 182.5 high by 100 across. This proportion must be applied at all times irrespective of the size and application, as the size and placement of every individual element of the logo symbol is dependant on this ratio.
1.11 SPEECH BUBBLE - CONSTRUCTION

The SALGA speech bubble is used in many different applications and it is important to ensure that each application uses the exact same speech bubble irrespective of it's size and/or weather being used in the logo symbol or as a design element.

Master artwork will be supplied but, should you need to reproduce it, here is a brief description on how to recreate the speech bubble:

Step 1. Create a circle measuring 55 in diameter
Step 2. Place a second circle measuring 8 centred on the right edge of the large circle.
Step 3. Extend a line from the bottom centre of the smaller circle to right as illustrated.
Step 4. Rotate everything clockwise by 30,5º.
Step 5. Extend a line from the bottom centre of the larger circle to right as illustrated.
Step 6. Place another circle measuring 2 inside the intersection of the two lines so that the circles position is determined by the point of contact on these two lines (as illustrated).
Step 7. Create a new outline by using the original circle and the marked out shape created by the two lines and two smaller circles.
Step 8. Finally rotate everything clockwise again by an additional 21º.

NOTE: Speech bubbles may flipped horizontally and/or vertically, but may not be rotated.
1.12 COLOURS PALLETTE

The SALGA colour palette consists of three primary colours namely; orange, gold and black, all of which have been taken from our national Coat of Arms. In various print applications SALGA will make use of the secondary colour grey. In the case of high quality print production the grey can be replaced with Pantone® Silver.

**Primary colour - Orange**
- Pantone® 152C
  - CMYK: C=0, M=60, Y=100, K=0
  - RGB: R=240, G=125, B=0
- RGB: R=218, G=218, B=218

**Primary colour - Gold**
- Pantone® 127C
  - CMYK: C=0, M=11, Y=63, K=15
  - RGB: R=225, G=200, B=105

**Primary colour - Black**
- Pantone® Process Black
  - CMYK: C=0, M=0, Y=0, K=100
  - RGB: R=0, G=0, B=0

**Secondary colour - Grey**
- Pantone® Cool Grey 1C
  - CMYK: C=0, M=0, Y=0, K=20
  - RGB: R=218, G=218, B=218

**Secondary colour - Silver**
- Pantone® Silver C

Republic of South Africa’s national Coat of Arms
1.13 COLOUR APPLICATION

Wherever possible the SALGA logo should be applied to a solid white background. Although this is the preference, the logo may be applied in all the ways that have been illustrated here.

- Full colour logo applied to a white background
- Full colour logo applied to an orange background
- Full colour logo applied to a gold background
- Full colour logo applied to a grey background
- White logo reversed out of a black background
- Black logo applied to a white background
- Black logo applied to an orange background
- Black logo applied to a gold background
- Black logo applied to a grey background
- Gold logo reversed out of a black background
1.14 LOGO DON’TS

The following examples illustrate different examples of what not to do. Care should be taken to ensure that the logo, and the rules surrounding the construction and placement of the logo, are applied at all times.

- The descriptor may not appear without the tagline.
- The tagline may not appear without the descriptor.
- The logo may not be used without the logo symbol.
- The colours of the logo symbol can not be replaced.
- The logo may not appear with a regional office name.
- The tagline may not be replaced with other copy.
- The logo symbol may never be placed on its side.
- The colours of the logo type can not be replaced.
- Do not add a line weight to the copy of the logo.
1.15 THE TYPEFACES

SALGA makes use of three typefaces namely, Foco Corp, Museo Slab and Helvetica. Three versions of Foco Corp will be used in SALGA communication. Every headline will be set in this font. We will use six different versions of the Museo Slab typeface and two versions of Helvetica.

These fonts have specifically been chosen for the complimentary way that they contrast with the headline font Foco Corp. By using the standard and italic variations of Museo Slab and Helvetica in different weights and point sizes you will be able to create visually stimulating communication. These fonts will be used predominantly for print applications, for example, advertisements, brochureware and posters.

**FOCO CORP**

FCOC CORP - Light
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

FCOC CORP - Bold
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

**ARIAL FAMILY**

Arial - Regular
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial - Italic
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial - Bold
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial Black - Regular
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial Narrow - Regular
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial Narrow - Italic
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial Narrow - Bold
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@

Arial Narrow - Bold Italic
ABCD*EFGhi*klmnopqrstuvwxyz1234567890/?•;&@
1.16 PHOTOGRAPHIC STYLE

A picture is worth a thousand words and all photography needs to portray local government as the hero, images should be action orientated (working).

Photography is a powerful branding tool, it has the power to captivate, raise awareness, spark a thought and ultimately, if our content is effective enough, trigger a response. In order to capture genuine emotion, images must look captured, the must look real (not staged, posed or fictional).

Images of people must feel optimistic, aspirational and purposeful. Their depiction may not be dark, sombre and depressing. Our images must be natural, dynamic and “in the moment”. Avoid images that look like stock shots and steer clear of visual clichés. Images need to carry a positive energy.
SECTION TWO

MEDIA APPLICATIONS
2.1 PRINT

2.1.1 STATIONERY - LETTERHEAD

Stationery plays an essential role in our communication. These specifications will ensure consistency of application of the SALGA logo on letterheads. SIZE: 210 mm x 297 mm

2.1.1.1 STATIONERY - LETTERHEAD CONTINUATION SHEET

SIZE: 210 mm x 29.7 mm
2.1.2 STATIONERY - COMPLIMENT SLIP

SIZE: 210 mm x 100 mm (5 mm BLEED)

Tel: +27 12 369 8000
Fax: +27 12 369 8001
Menlyn Corporate Park, Block B
175 Corobay Ave & Cnr Garsonstein Rd
Waterkloof Glen X 11, PRETORIA
PO Box 2094, PRETORIA 0001
www.salga.org.za

With compliments
2.1.3  STATIONERY - FOLDER

SIZE: 436 mm x 408 mm
2.1.4 NOTE PAD

SIZE: 436 mm x 408 mm

www.salga.org.za
2.1.5 STATIONERY - BUSINESS CARDS

These specifications will ensure consistency of application on the business cards. SIZE: 90 mm x 50 mm (5 mm BLEED)
2.1.6 ENVELOPS

SIZES (C4: 324 mm x 229 mm)
(C5: 162 mm x 229 mm)
(C6: 144 mm x 162 mm)
(DL: 110 mm x 220 mm)
2.1.7 NAME TAGS

SIZE: 90 mm x 140 mm (5 mm BLEED)
2.1.8 FAX COVER SHEET
SIZE: 210 mm x 297 mm
2.1.9 STATIONERY - INTERNAL MEMO & FORMS

- **Internal Memo:**
  - SIZE: 210 mm x 297 mm

- **Petty Cash:**
  - SIZE: 210 mm x 297 mm

- **Supplier/Vendor Form:**
  - SIZE: 210 mm x 297 mm

- **Grievance Form:**
  - SIZE: 210 mm x 297 mm

- **Busary Form:**
  - SIZE: 210 mm x 297 mm

- **Pre Approval Form:**
  - SIZE: 210 mm x 297 mm

- **Transport Requisition Form:**
  - SIZE: 210 mm x 297 mm

- **Stationary Form:**
  - SIZE: 210 mm x 297 mm

- **Front & Back Cover for Committee:**
  - SIZE: 210 mm x 297 mm

- **Circular:**
  - SIZE: 210 mm x 297 mm
2.1.10 NEWSLETTERS

2.1.10.1 FRONT & BACK COVER

Internal & External Provincial Newsletter: SIZE: 210 mm x 297 mm

Insight Internal Newsletter: SIZE: 210 mm x 297 mm
2.1.11 POSTERS

I don't do what I do because it's my job. I do it because it's my city.

Thando Seka - Building Official, City of Tshwane

What I do isn't always easy, but it's always necessary.

Tshilo Matsie - Planner, City of Tshwane

I don't do what I do because it's my job. I do it because it's my city.

Pete Tse - The Mayor of Johannesburg
2.1.12 BROCHURE/ ANNUAL REPORT GUIDLINES

2.1.13 OUTDOOR ADVERTISING

I don't do what I do because it's my job. I do it because it's my city.
Kupa Bheem - Bulawayo City of Renewal

What I do isn't always easy but it's always necessary.
Urban Director - Harare City of Tomorrow
2.2 ELECTRONIC

2.2.1 EMAIL SIGNATURE

First Name Surname
Designation
T (012) 369 8000
F (012) 369 8001
Melyn Corporate Park, Block B
173 Corporate Avenue
Corr. Garsfontein and Corobay
Waterkloof Glen ext11, Pretoria
PO Box 2094, Pretoria, 0001
www.salga.org.za

2.2.2 WEBSITE GUIDLINES
2.2.3 POWERPOINT PRESENTATIONS

2.24 CD AND CD COVERS
2.3 CO-BRANDING

2.3.1 LEVEL 1-BRANDING PARTNERS

If SALGA is the main sponsor there are two options. In each case the SALGA logo should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the SALGA logo.

2.3.2 LEVEL 2-BRANDING PARTNERS

Co-branding transversal programmes or entities with parliamentary exemption e.g. City of Tshwane. The SALGA logo should be no less than 3/4 of the level 2-branding partner emblem.
2.3.3 LEVEL 3-BRANDING PARTNERS

If the branding partner is the lead sponsor, the SALGA logo should be equal to or no less than 3/4 of the party seeking endorsement. The SALGA logo should always be on the right-hand side or below the identity of the party seeking endorsement.

Vertical application

Horizontal application
2.3.4 SPECIAL PROJECTS

When co-branding a special project such as SALGA Information Knowledge Exchange (SIKE), or the National Members Assembly (NMA), the following rules apply: the SALGA logo must always be on the left-hand side of the special project logo. In this manner the SALGA logo will be read first. The SALGA and the special projects logo should be same size if using the wording as a special project heading, the SALGA logo must always be above or on the left-hand side of the special project wording. In this manner the SALGA logo will be read first.

---

Vertical application

---

Horizontal application
2.3.5 MULTIPLE PARTNERS

When the SALGA is the main sponsor, the SALGA logo should always be above the co-sponsor logos. The co-sponsor logos should be no more than 1/2 of the SALGA logo. When SALGA is one of the co-sponsors, the SALGA logo should always be on the left-hand side of the other co-sponsor logos.

---

**Vertical application**

---

**Horizontal application**

---
3.1 IDENTIFICATION SIGNAGE

3.1.1 PYLON

The pylon is the primary element of the signage range, and should be positioned in prominent locations. Pylons should always feature the SALGA logo at the top. Viewing distances must always be taken into account to ensure legibility. Also be aware of any obstructions which may impair visibility.

DOUBLE UNIT PYLON SIGN

3.1.2 WALL-MOUNTED SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.

SALGA CORPORATE IDENTITY AND BRANDING GUIDELINES
3.1.3 RECEPTION SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff. Wall projecting signs are set at right angles to the mounting surface.
3.1.5 WAY FINDING SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.
3.2 INFORMATION SIGNAGE

3.2.1 WINDOW DECALS

3.2.2 OFFICE HOURS SIGN
3.3 BASIC EMERGENCY SIGNAGE

Safety is of the utmost importance. Visibility is essential and these signs should never be obscured. The signs can be ceiling suspended or wall projected. The following are examples of emergency signage:

3.4 EXHIBITION

3.4.1 PULL-UP BANNERS

3.4.2 TELESCOPIC/ POP-UP BANNERS

3.4.3 BACKDROP/ MEDIA BANNER

Supporting local government to deliver on equitable and sustainable services

www.salga.org.za
SECTION FOUR

PROMOTIONAL ITEMS
4.1 WRAPPING PAPER

4.2 PAPER BAG
4.3 TABLE CLOTHS
4.4 CALENDAR
### 4.5 Desk Calendars

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4.6 MOUSE PADS

VALUES
Responsive, Innovative, Dynamic and Excellence.

4.7 BUSINESS ORGANISER / FILOFAX / DIARY

4.8 UMBRELLAS, BAGS AND KEYRINGS
SECTION FIVE

CORPORATE CLOTHING
5.1 GENERAL AND PROJECT-SPECIFIC CLOTHING

5.2 SHIRT, SCUFF AND TIE
5.3 CLEANERS UNIFORM

5.4 GOLF, ROUND NECK AND V-NECK T-SHIRTS
5.5 INFORMAL MEN AND WOMEN’S WEAR

5.5.1 SPORTS SHIRT & JACKETS

5.5.2 CAPS & HATS
6.1 PICK-UP TRUCK WITHOUT CANOPY

This is a general reference for decal placement and alignment relationships. All motor vehicle signage is to be produced in high-quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the following pages. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.
6.2 HATCHBACK

This is a general reference for decal placement and alignment relationships. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.
6.3 PANEL VAN WITH FULL SIDE WINDOWS

This is a general reference for decal placement and alignment relationships. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.