



BOTSWANA
EXAMINATIONS
COUNCIL

CORPORATE BRAND STANDARD MANUAL



I. Introduction

This manual is a reference for employees, distributors, marketing and advertising agencies and all third party suppliers who need to understand the philosophy of, necessity for and process of Brand Management. It is intended to help them understand the Botswana Examinations Council (BEC) brand positioning and values, and how they are expressed through the corporate identity. The accompanying Brand Management Tool Kit is a resource for those who need to undertake specific brand management activities. The stipulated brand standards are to be followed in order to build and maintain a distinct identity and reputation of excellence.

- **Brand Management**

presents an Overview of Brand Management and explains its process and importance.

- **BEC Brand Management Process**

presents the rationale for and the process of the four phases of BEC Brand Management Process.

I.2 Introduction to Brand Management

What is Brand Management?

Brand Management is a process that uses a common, universal discipline for managing the BEC brand.

Brand Management:

1. Directs our approach to managing our brand's positioning and communication,
2. Measures key results, and
3. Provides significant competitive advantage from improved brand usage.

Improved brand usage allows BEC to:

- Create brand awareness for select target market segments,
- Gain new members in target markets,
- Build loyalty throughout the organisation,
- Bring new products and services to market, and
- Improve stakeholder awareness and relationships.

What is the Brand Management Process?

The Brand Management Process is an BEC set of standards used to execute a Brand Strategy.

I.2 Brand Management Process

BEC Brand Positioning

Positioning determines how our brand is perceived by members or potential members. Positioning is the process of connecting the BEC brand to established values that are important to our members. The positioning depends on the objectives we have set for our brand. Once we have decided on the positioning to use, we must be consistent in our messaging.

The Process

Define Brand Positioning

- Determine what features and benefits are to be communicated
- Leverage strengths and minimise weaknesses
- Define brand positioning characteristics for the BEC brand.

These characteristics include:

- ° Target audience,
- ° Benefit,
- ° Support, and
- ° Brand personality.

I.3 Components of the BEC Brand

The BEC brand consists of the following minimum components. All three components must be present in our communications to ensure adherence to the brand standards.

1. The signature: BEC logomark and logotype, tagline and logo colours.
2. Corporate fonts: Gil Sans, Arial and Felix Tetling type families
3. Corporate colors: Primary and secondary, and accent colours.

1.4 Brand Attributes

In line with our brand rationale, BEC brand stands for the quality development, administration, accreditation and certification of school examination in the primary and secondary sub-sectors.

1.5 who we are

The Botswana Examinations Council (BEC) was established by an Act of Parliament, Act No. 11 of 2002, as a body corporate governed by a Council. The council has fourteen members appointed by The Minister of Basic Education, The University of Botswana, Botswana Qualifications Authority (BQA), Botswana Open University (BOU), Human Resource Development Council (HRDC), Botswana Police Service, Directorate of Public Service Management, private schools, teachers' organisations, the private sector and the public. BEC was established as a parastatal that will execute the examinations of the national curriculum for the Ministry of Basic Education.

1.6 core functions

BEC is mandated 'to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.' BEC's key business activity is the development, administration, accreditation and certification of school examination in the primary and secondary education sub-sectors.

1.7 MISSION COMMENTARY

Credible: Trustworthy and error free assessments and examinations that conforms to both the local and international standards.

Responsive: Examination and Assessment system that is affiliated to the national curriculum, takes into cognisance candidates with special needs and is not detached from current issues in the environment, also relevant to the local market.

1.8 core values

- **Excellence:**

We have passion for quality work and outstanding performance characterised by the use of innovative and creative solutions.

- **Integrity**

We uphold best practice standards, honesty, professionalism and ethical behaviour.

- **Transparency**

We are open in all matters of public interest while safeguarding confidential information.

• **People Focus**

Our people; employees, the community we serve and nation at large is profoundly important to us. We are thus committed to cultivating a culture that is characterised by mutual respect, professionalism, courtesy, compassion and sharing to build lasting and rewarding relationships.

2. Scope

These guidelines and the accompanying templates offer standards related to most design applications.

They do not cover specific designs for unique materials, such as folders, billboards, posters etc. It is the intention that these items will be professionally designed either by the BEC Corporate Communications Division or another supplier contracted to provide this service to BEC. However it is desirable that all materials created acknowledge the established design identity and integrate the elements, as appropriate, into each piece.

Any variations from these guidelines must be developed in consultation with the BEC Corporate Communications Division.

The corporate image (logo) and the related graphic materials are the property of BEC; The use of the logo should reflect the corporate identity of BEC. Therefore authorisation to use the logo on any printed, electronic or promotional material is restricted to purposes outlined in this manual.

Unauthorised use of this image is prohibited.

This manual is a living document that will be updated and revised as deemed necessary by the BEC Corporate Communications Division.

3. References

BEC Corporate Identity Manual
Debswana Pension Fund Brand & Identity Standards Manual
AIAA Brand Standards Manual
The City of Kitchener Corporate Standard Manual

4. Abbreviations and Definitions

4.1 ABBREVIATIONS

AiAA - American Institute of Aeronautics and Astronautics

BEC - Botswana Examinations Council

BQA - Botswana Qualifications Authority

BOU - Botswana Open University

CMYK - Cyan Magenta Yellow Black

BEC - Human Resource Development Council

GSM - Grams Per Square Metre

PSLE - Primary School Leaving Examinations

JCE - Junior Certificate Examinations

RGB - Red Green Blue

UV - Ultra Violet

HRDC - Human Resource Development Council

4.2 DEFINITIONS

Accent

Accent colors are colors that are used for emphasis in a color scheme. These colors can often be bold or vivid and are used sparingly, to emphasize, contrast or create rhythm.

Bleed

is printing that goes beyond the edge of where the sheet will be trimmed.

Brand

Unique design, sign, symbol, words, or a combination of these, employed in creating an image that identifies a product and differentiates it from its competitors.

Debossed

Stamp (a design) into the surface of an object so that it is indented.

Embossed

having a moulded or carved decoration or design on the surface so that it is raised above the surface in low relief

Engraving

incising a design onto a hard, usually flat surface by cutting grooves into it with a burin

Greyscale

a range of grey shades from white to black, as used in a monochrome display or printout.

Livery

Elements of the heraldry relating to the individual or corporate body feature in the livery.

Logomark

is an identifying mark or symbol that doesn't contain the business name

Logotype

refers to words or the name of a business that is designed in a special way.

Monochrome

A painting or drawing in different shades of a single color.

Sublimation

Sublimation printing, also referred to as dye sublimation printing, is a printing method for transferring images onto a substrate (usually a cloth material such as polyester).

Tagline

a catchphrase or slogan, especially as used in advertising.

Typeface

(Also known as font family) is a set of one or more fonts each composed of glyphs that share common design features.

Typography

The art and technique of arranging type to make written language legible, readable, and appealing when displayed

Pantone

a system for matching colours, used in specifying printing inks.

Ultra-violet

unique method of digital printing utilising ultraviolet (UV) light to dry or cure ink, adhesives or coatings almost as soon as it's hit the paper.

Vector

Graphics that are based on mathematical formulas that define geometric primitives such as polygons, lines, curves, circles and rectangles.

Hexadecimal

Colours used in displaying web pages, and the methods for describing and specifying those colors

2.1 The Signature

The BEC signature defines the organisation in the marketplace. It serves as a graphic identity for the Council, tying together all of BEC's communication efforts under a bold and powerful brand. This signature leads the way for BEC in the market, creating a sense of precision and strength among our stakeholders, partners, and employees.

Maintaining the integrity of our corporate identity and protecting our marks and intellectual property are of paramount concern. It is important to use care in following the correct usage guidelines

set forth in this manual in all printed and electronic materials. All of the elements of the BEC signature—the logomark, logotype, and color—work together to create a unique image for the Council. This image helps to position BEC as the premier institution with a strong, dynamic, and bold signature that is representative of our mission.

Each signature element serves to support others and define BEC in the marketplace. The elements work together in a balanced, harmonious manner that should be maintained in every application and reproduction.

To ensure proper visibility of the signature on each printed piece, the signature should appear in its entirety at least once, on the outside front or back. Ideally, it should be incorporated with all other text and graphic elements, including affiliated partner logos, in such a manner that adheres to the clear space and minimum size rules established in this manual.

To obtain an BEC logo in vector format, please visit the BEC Web site at (www.bec.co.bw) or contact Corporate Communications Division on 3650928/910/836/841/703

Logomark

The BEC mark is comprised of three stacked books. The darker geometry represents the same books, but this time stacked upwards.



Logotype

The BEC logo type is BOTSWANA EXAMINATIONS COUNCIL with a Felix Titling typeface.

BOTSWANA
EXAMINATIONS
COUNCIL

Advancing learning, certifying your future

Tagline

The BEC tagline is presented in a Gil Sans typeface. The italics of the font represent the forward-thinking attitude.

Signature

The logomark, logotype, and tagline make up the BEC signature.

2.1.1 Interpretation Of The Logo

This is a symbol that communicates our aspiration to reach the pinnacle of achievement.

The logo can be interpreted as three open books stacked together. The darker geometry represents the same books, but this time, stacked upwards.

These elements represent progressive achievements in the certificates awarded by the council; being the Primary, Junior Secondary and Senior Secondary levels of our educational system. Each apex leads to the next, building both harmony and continuity. They also depict steps and hurdles; challenges that are an important feature in education.

The main colours on the logo is Gold, Yellow and Blue.

COLOUR COMMUNICATION

Primary Colours

Gold

Gold is associated with 'quality', 'value', 'standard', 'high achievement', 'timelessness' and 'currency', which are all the

qualities embedded in a certificate and a qualification. Gold was chosen as a universal mark of the highest level of achievement, success and quality. Gold also represents the BGCSE Level.

Yellow

The color yellow is the color of success, achievement and triumph. Yellow represents the PLSE level.

Berry Blue

Blue represents trust, responsibility, honesty and loyalty, and sincerity. Berry Blue represents the JCE level.

Secondary colour

Black

Black implies self-control and discipline, independence and a strong will, and giving an impression of authority and power.

2.1.2 Protecting the BEC Logo

To maximise the impact of the Botswana Examinations Council logo, it should always appear prominently and legibly. To ensure it is instantly recognisable and communicates clearly, surround it with a consistent margin of clear space.

2.1.3 The logo and its Application



Preferred Signature

Full-colour logo

The full-colour logo is the main identifier for the Council. It should be used wherever possible for all colour-based printed media, such as advertising and literature, for electronic media, such as websites and PowerPoint presentations and for applications such as vehicle livery, uniforms and signage.

When it is not possible to use the logo in full colour, choose one of the approved and appropriate options, illustrated in the following pages.

Alternate Signatures

When the Full Colour logo is not visually well suited to the overall design or the specific medium used, the logo may be used in one of two acceptable color variations.

Black and White (Greyscale)

This option is used when the application of the color logo conflicts with the overall color scheme.

It should also be used in black-and-white applications.



White

This “reversed out” option works well when the background color scheme is 50% black or darker.



Monochrome (One Colour)

For special materials where a full colour cannot be used due to background restrictions, the following may be used. The monochrome logo can also be used in instances where spot colours can be used. These include in most cases screen, pad and sublimation printing.



Depending on the surface and material to be printed, certain variations of the logo can be requested from the BEC Corporate Communications Division.

2.2 Logo Sizes and Spacing

The BEC signature was designed to define BEC and underline the value inherent in the organisation. It is a strong signature that is balanced and dynamic in every element of the logo.

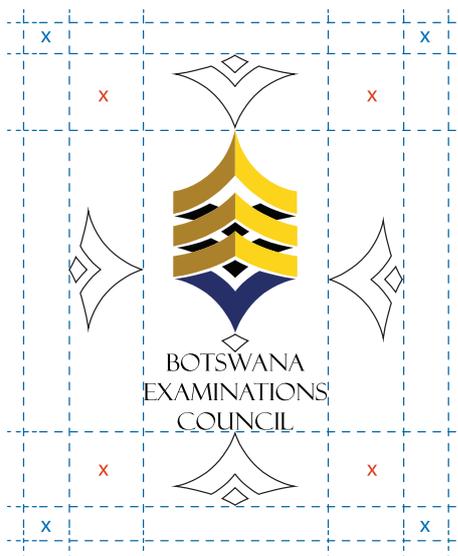
To keep the integrity of the signature and fully establish the strength of the BEC logo, a clear space must be kept all around the signature. No other elements, such as text or images, should enter this safety distance established around the logo. This allows the BEC logo to remain successful and best communicate the BEC image.

The signature should never be altered or distorted in any way. It must not be re-drawn, but rather reproduced electronically or photographically from the electronic files provided by the appropriate BEC representative.

The integrity of the signature may also be compromised if reproduced any smaller than the indicated minimum size.

Clear Space

The minimum clear space is designated by the diameter of the inner ring in the BEC logomark. This space applies all around the signature. The desired clear space area for marketing and advertising materials is the outer ring of the BEC logomark.



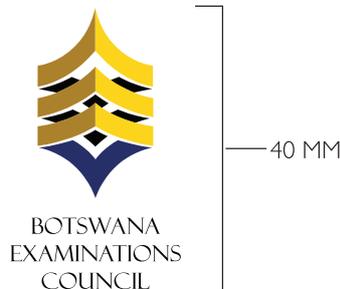
Always refer to the figure on the left to determine the minimum distance between the logo and any objects around it.

x - Diameter of the inner circle in the BEC logomark indicates the minimum signature clear space.

x - Diameter of the inner circle in the BEC logomark indicates the minimum signature clear space.

Minimum Size

The minimum size for reproducing the logo with complete lettering is 40mm height. To maintain legibility, it should not be used smaller than this.



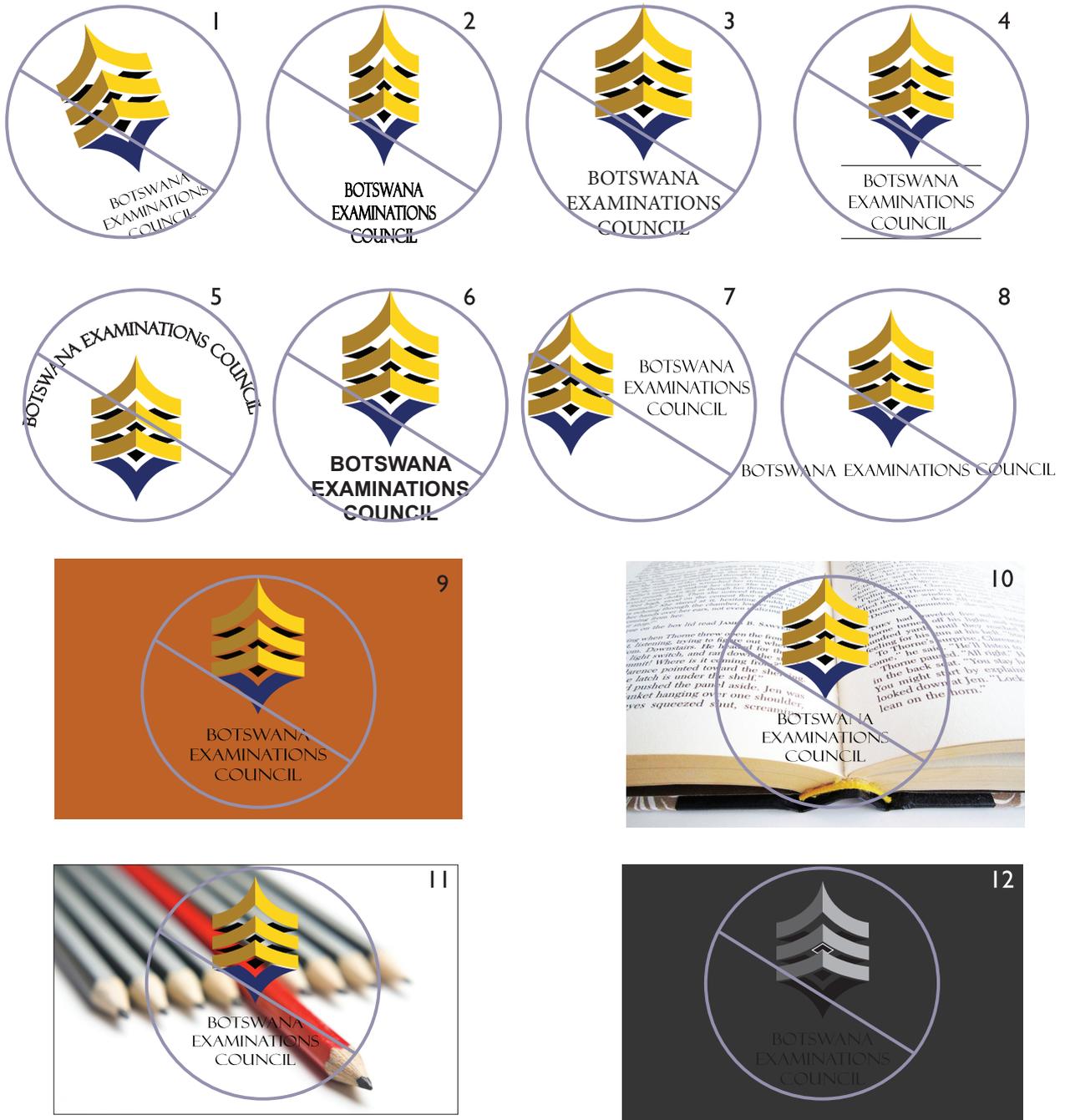
BEC Acronym

The logo with the acronym "BEC" can be used only in instances where the object has a surface area less than 20mm.

2.3 Unacceptable usage of the logo

The configuration of the logo has been designed for maximum impact. If it is used incorrectly, the consistency of visual expression will be broken and the power of the brand compromised. Therefore the logo must not be altered in any way.

* Use the master artwork provided and do not re-create, manipulate or alter the logo in any way.



2.3.1 Unacceptable usage of the logo Explanations

1. **DO NOT** rotate the logo
2. **DO NOT** distort the logo either by squeezing it vertically or horizontally.
3. **DO NOT** use any typeface or font other than Felix Tetling on the Logo.
4. **DO NOT** introduce foreign elements such as lines, shapes to the logo.
5. **DO NOT** re-arrange elements of the logo
6. **DO NOT** use any typeface or font other than Felix Tetling on the Logo
7. **DO NOT** position elements next to each other.
8. **DO NOT** re-arrange elements of the logo
9. **DO NOT** use strong or "heavy" background that has dominance over the logo.
- 10 and 11. **DO NOT** use too detailed background resulting in poor legibility of the logo.
12. **DO NOT** use logo as a black and white logo in grey-scale on a dark background.

2.4 Corporate Typeface

The Botswana Examinations Council uses two family types of fonts; Gill Sans MT for publicity publications such as brochures, adverts, flyers, posters and Annual Reports and Arial for official Correspondence, Examination Papers as well as Examinations Reports.

The following versions have been chosen for use and can be combined to create a visually appealing communication.

Italics for both weights may be used when required, but only within text at small sizes.

2.4.1 Primary Typeface

Gill Sans Light 10 pt

BEC is mandated to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123467890!@#\$\$%^&*!/?

Gill Sans Regular 10 pt

BEC is mandated to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123467890!@#\$\$%^&*!/?

Gill Sans Semi Bold 10 pt

BEC is mandated to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

** Always use the correct typeface to ensure visual consistency. Do not use any other typeface even if it looks the same.*

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
123467890!@#%[^]&*!/?

Gill Sans Bold 10 pt

BEC is mandated ‘to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
123467890!@#%[^]&*!/?

Gill Sans Ultra Bold 10 pt

BEC is mandated ‘to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMNOP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
1 2 3 4 6 7 8 9 0!@#%[^]&*!/?**

2.4.2 Secondary Typeface

Arial 10 pt

BEC is mandated ‘to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
123467890!@#%[^]&*!/?

Arial Bold 10 pt

BEC is mandated ‘to conduct school examinations and any other examinations for the Ministry and issue certificates in respect of such examinations.

ABCDEFGHIJKLMNOP**QRSTUVWXYZ
abcdefghijklmnopqrstuvwx**yz**
123467890!@#%[^]&*!/?**

Only where the primary typeface cannot be used due technical compatibility considerations, the secondary typeface should be used.

**Always use the correct typeface to ensure visual consistency. Do not use any other typeface even if it looks the same.*

The correct use of colour should assist the readability and legibility of text enabling the message to be conveyed with clarity.

Legibility must be taken into consideration when text is placed over a background colour or visual. If the visual is dark, the text must be white. If the visual is light, then the text must be black.

Co-Branding Principles

When co-branding with other organisations - depending on the partnership agreement, BEC logo must appear more dominant than the co-brand logo in order to maintain prominence.

2.5 Corporate Colours

Consistent use of color can help build strong brand recognition. This makes it possible for an organisation to “own” a certain set of colours, by leaving a lasting impression through identification of the organisation with that specific colour palette.

In the case of BEC, Pantone 2756 C, a berry blue, was selected for its strength, clarity and distinctiveness. Blue represents trust, responsibility, honesty and loyalty, and sincerity. Berry Blue represents the JCE level. Pantone 1245 C (Gold). Gold is associated with 'quality', 'value', 'standard', 'high achievement', 'timelessness' and 'currency', which are all the qualities embedded in a certificate and a qualification. Pantone 116C (Yellow), The colour yellow is the colour of success, achievement and triumph. Yellow represents the PLSE level. The secondary colour is Black, it Black implies self-control and discipline, independence and a strong will, and giving an impression of authority and power.

BEC signature should be reproduced using this colour whenever possible to continually reinforce the BEC brand. When using colour in marketing communication and advertising, one should keep in mind the proportions and scale with which the individual colors are presented.

Accent colors should be used minimally, as “accents.” The accent palette serves to complement photographs and illustrations, and to highlight important aspects in a marketing piece.

Pantone®/Spot Colour

Where cost is not prohibitive it is preferred that the Pantone® spot alternatives are used. Pantone® spot is the global standard colour matching system and offers consistency, saturation and luminosity not achievable with CMYK process inks.

CMYK

The CMYK (Process colour) specification are to be used to process where spot colour is restricted such as magazine and newsprint.

RGB

The RGB (monitor colour) equivalents are only used for screen based electronic, such as television, powerpoints and other audio-visual presentations.

Hexadecimal

The hexadecimal (HTML Colour) equivalents must be used for websites.

Primary Colours

Berry Blue



Pantone 2756 C
 CI00 M97 Y24 K12
 R23 G38 B116
 Hex #1a2674

Gold



Pantone 1245 C
 CI17 M36 Y100 K1
 R213 G160 B15
 Hex #d5a00f

Yellow



Pantone 7404 C
 CI M16 Y99 K0
 R213 G159 B15
 Hex #ffd204

Primary Colours

Additional use of this colour should be moderate in graphical elements and text. Adequate white space is deliberate and necessary to give BEC's marketing pieces the desired contemporary and unified look.

Secondary Colours

Black



Pantone 1245 C
 C0 M0 Y0 K100
 R35 G31 B32
 Hex #231f20

Secondary Colours

The black is used throughout the BEC's marketing communications for text and as graphical boxes for areas of interest. Black works well in certain areas.

Accent Colours

Light Blue



Pantone 2717 C
 C29 M13 Y0 K0
 R176 G20 B234
 Hex #b0caea

Grey



Pantone 428 C
 CI7 M11 Y11 K0
 R209 G213 B216
 Hex #d1d5d8

Cream



Pantone 127 C
 CI M6 Y50 K0
 R255 G232 B149
 Hex #ffe895

Accent Colours

This chosen accent palette works well with corporate tones and accents any communication piece in headlines as well as graphical elements. Use sparingly.

Please note that the colour values given are guidelines only.

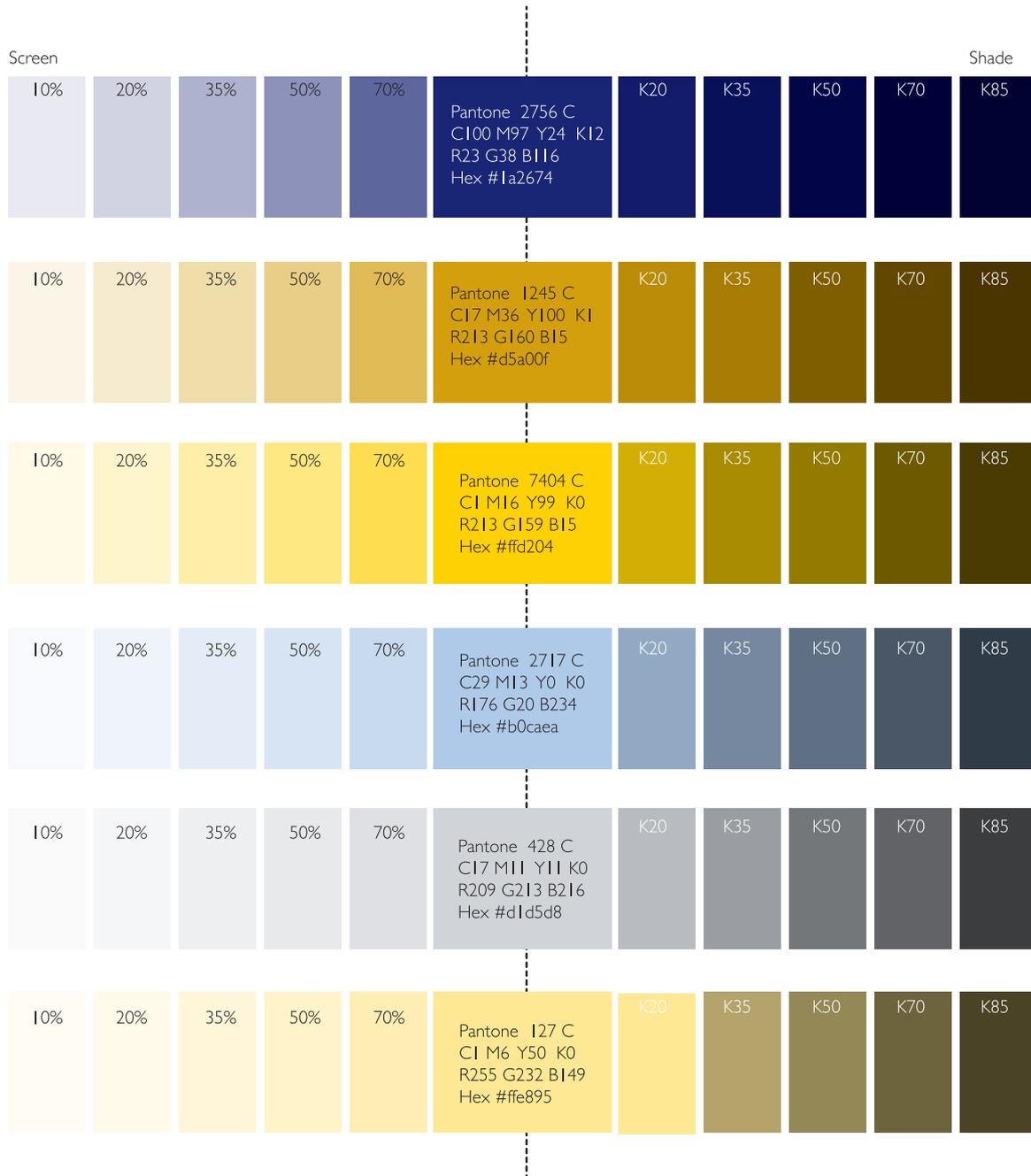
Depending on the output and the program used, adjustments should be made to ensure a consistent colour for the BEC brand. Use the correct Pantone colour chip to make sure final output colours match as closely as possible to the specified Pantone colours.

2.5.1 Screens and Shades

When the selection from the primary BEC colour palette is not sufficient or greater contrast and variety are desired, the colour palette can be increased by using screens and shades that originate from the primary colours.

The lighter tints are created by screening the primary colours against white. The darker tints (shades) are created by adding black to the primary colours. The tints shown here are examples of this range.

Additional screens and shades can be used as well, according to the needs of the application.



2.6 Photography Style

Imagery is a fundamental part of the Botswana Examinations Council visual identity. It is used to reflect purpose and impact of the Council in the community and its contribution to national development

Therefore, it is important to consider the content and style of imagery carefully. Commissioned imagery should inject communication with a distinctive look and build brand recognition. The style and content of imagery is inspired by the BEC's brand promise: *"Advancing learning, certifying your future"*.

The images should represent real situations in a direct, uncomplicated and straightforward manner. Environments should be relevant to BEC's business and look contemporary, smart and if possible, appealing to look at. Always use good quality images with a high resolution. Where possible, show people actively engaged in learning situations, examinations or achievements as a result of learning.

Formal photographs of board members and employees may need to be set up, but aim to inject them with character and personality.

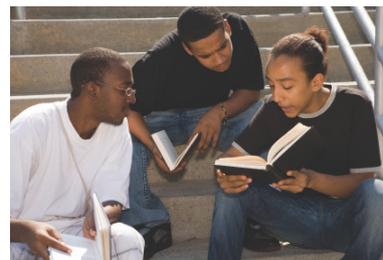
BAD



The above images are not recommended for use for the following reasons

- i) No depth of field
- ii) Look posed and playful
- iii) Does not sure optimism
- iv) Lack of engagement

GOOD



The above images are recommended for use for the following reasons;

- i) Show engagement and seriousness
- ii) Inspiring and purpose driven
- iii) Communicate the BEC mandate clearly
- iv) Natural emotion

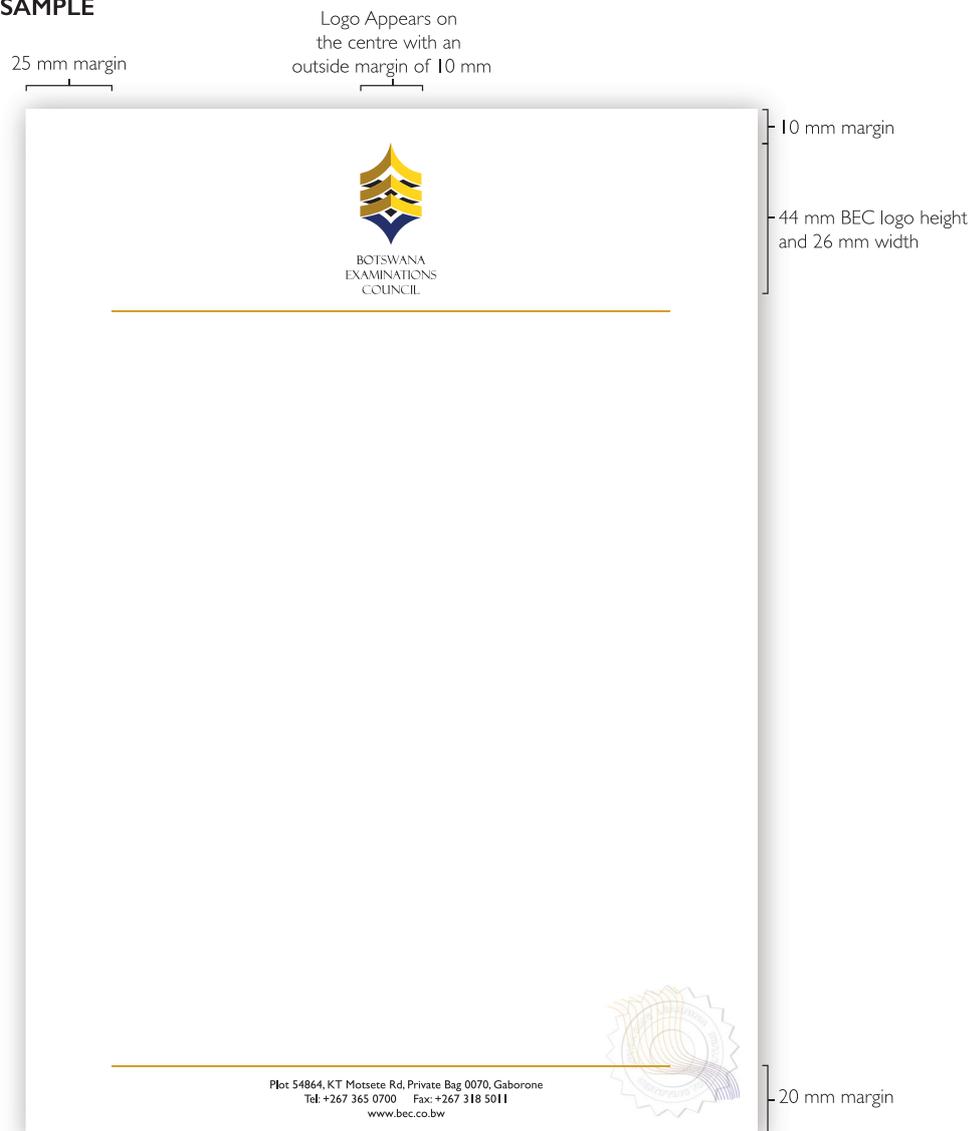
2.7 Stationery and Office Signage

APPLICATION

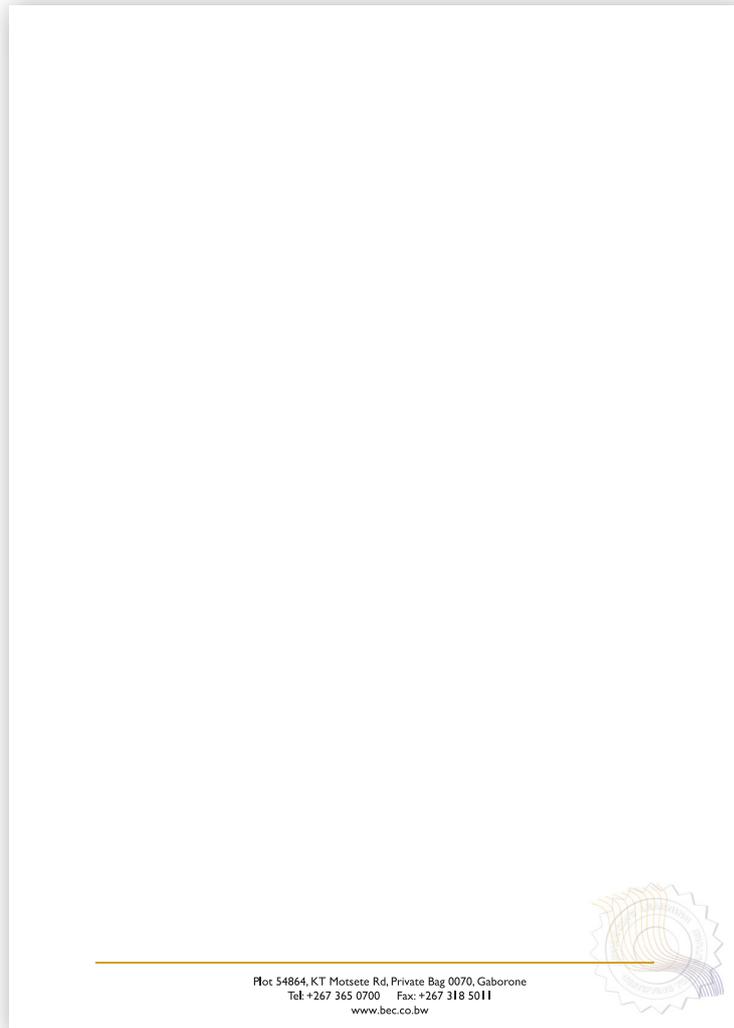
The BEC visual identity, including logo and logomark usage, colour and typography, will come to life in all BEC communication materials. These materials include stationery, marketing materials, brochures, flyers, postcards and others. The correct and consistent usage of the visual system will assure the establishment of a successful identity that is easily recognisable and stands strongly on its own. The following sections provide directions and sample layouts of how all the individual elements can be utilised to create a distinct and unified BEC identity.

The stationery package provides a clear space for communicating, while immediately identifying the information as coming from BEC. No alterations should be made to placement of elements or fonts; nor should any graphics or type be added to the design.

LETTERHEAD SAMPLE



LETTERHEAD CONTINUATION SHEET



For security reasons BEC letterhead features a BEC Logo watermark with an invincible UV ink. (The Ultra Violet (UV) is not visible to the naked eye and can only be seen by placing the letterhead under a UV light) This feature should always be there. The white space surrounding the logo ensures it is prominent and imposing. Thus drawing maximum attention to it.

Letters are overprinted on the pre-printed letterhead using the Arial typeface. Allow a 1.5 space between sentences and a line space between paragraphs. Blank continuation paper has to match the letterhead. Continuation sheets should accompany every order of letterheads.

Main body text

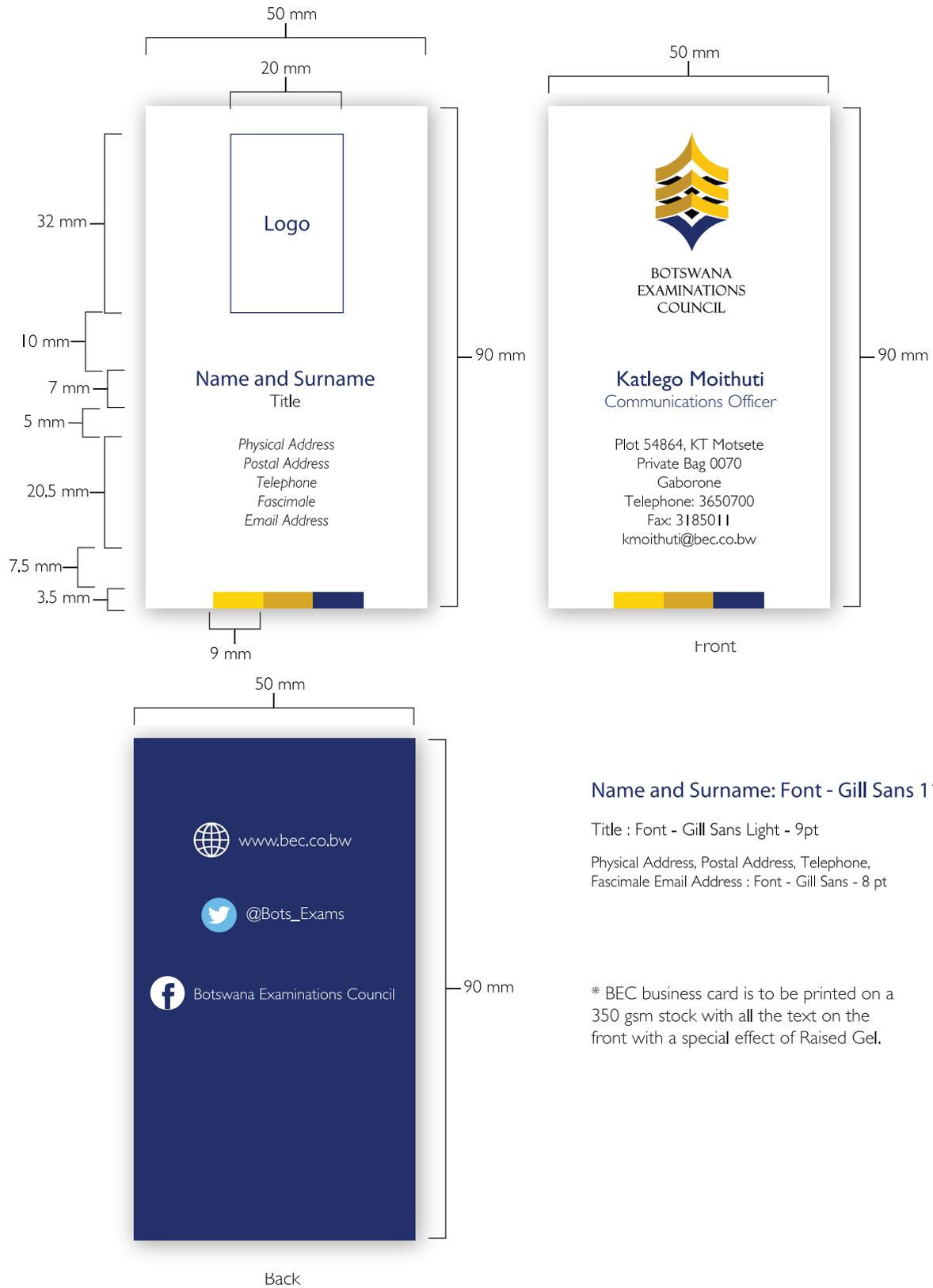
Arial Regular, 11 point (pt) with 13 point leading

Motto/Address/Footnote

Gill Sans MT Regular

1. The size of the BEC letterhead is 297mm x 210 mm (A4 Size) in portrait format
2. All stationery intended for external distribution is strictly not to be self-generated.
3. Refer to pantone swatches when reproducing the BEC letterhead.

BUSINESS CARD SAMPLE



Name and Surname: Font - Gill Sans 11 pt

Title : Font - Gill Sans Light - 9pt

Physical Address, Postal Address, Telephone, Fascimale Email Address : Font - Gill Sans - 8 pt

* BEC business card is to be printed on a 350 gsm stock with all the text on the front with a special effect of Raised Gel.

PRESENTATION FOLDER



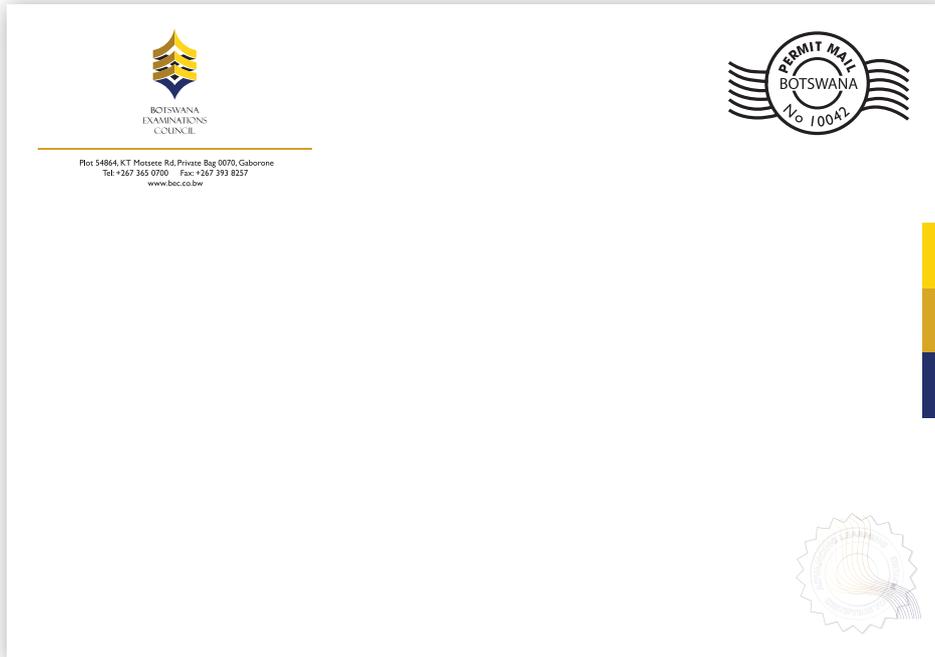
Communication materials are a large part of the representation of a brand in the marketplace. A consistent, unified and strong look is paramount in the recognition and ultimate success of the brand.

Presentation folders form part of BEC's marketing collateral. The design of the presentation folder can be varied or refreshed over time but the printing stock must be consistent throughout the entire process.

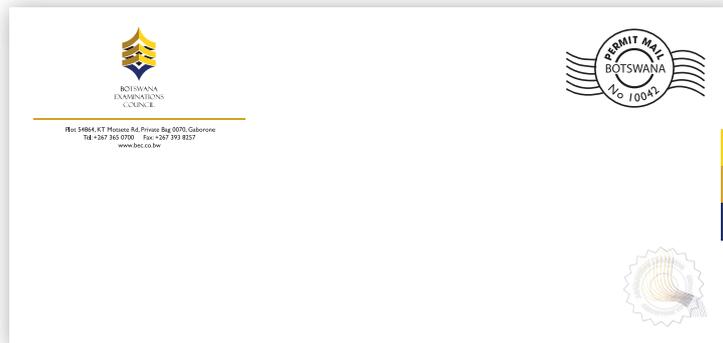
The following are the specifications for the presentation folders

- i) Stock 350 GSM Magno Matt or equivalent
- ii) Gloss or Matt Lamination on the Outer Cover
- iii) Photographs can be used to enhance the visual presentation of the folder.

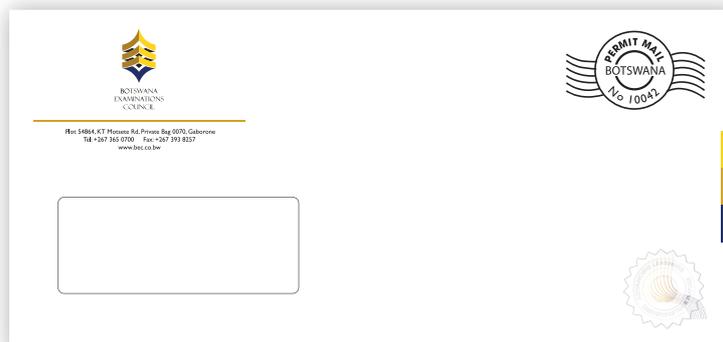
ENVELOPES



A4 and A3 Envelopes



DL Size Envelope



DL Size Envelope with Window

FAX AND MEMO COVER SHEET



BOTSWANA
EXAMINATIONS
COUNCIL

FAX COVER SHEET

To:	From:
Fax:	Date:
Phone:	No of Pages:
Re:	Cc:

Urgent
 For Review
 Please Comment
 Please Reply
 Please Reply to

Comment:

Plot: 54864, KT Motsetse Rd, Private Bag 0070, Gaborone
 Tel: +267 365 0700 Fax: +267 318 5011



BOTSWANA
EXAMINATIONS
COUNCIL

MEMO SHEET

To:	From:
Fax:	Date:
Phone:	No of Pages:
Re:	Cc:

Urgent
 For Review
 Please Comment
 Please Reply
 Please Reply to

Write Memo Here:

Plot: 54864, KT Motsetse Rd, Private Bag 0070, Gaborone
 Tel: +267 365 0700 Fax: +267 318 5011

The BEC signature and address are integral parts of any printed piece. They identify the Council offer contact information, and serve as a final sign-off on brochures and mailings. There is a standardised way to integrate the address block and signature into all categories of communication.

In order for the address and logo to have the same proportion at all times, it is preferable to place a vector file that can be sized to the appropriate space.

In addition, the whole logo needs to be displayed to assure consistency throughout the pieces. As a general rule, the signature used as a sign-off should be smaller than the signature used on the front cover of a brochure.

The address itself should be sized accordingly to remain in proportion to the signature.

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 This document is only valid for the date and the time that it was printed.

Email SIGNATURES

Moithuti Katlego
Communications Officer
Corporate Communications Office

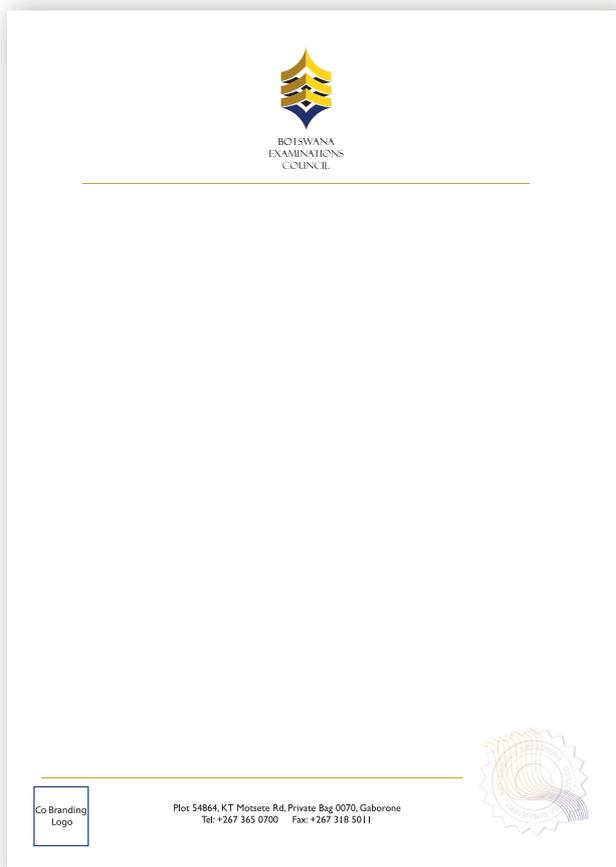


Private Bag 0070 Gaborone, Botswana
Plot 54864, KT Motsete Rd
+267 3105313
+267 71640462
+267 3650928
kmoithuti@bec.co.bw
www.bec.co.bw
@Bots_Exams
Botswana Examinations Council

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Only officially supplied email signatures can be used.
The correct placement of the signature is at the bottom left footer of the email

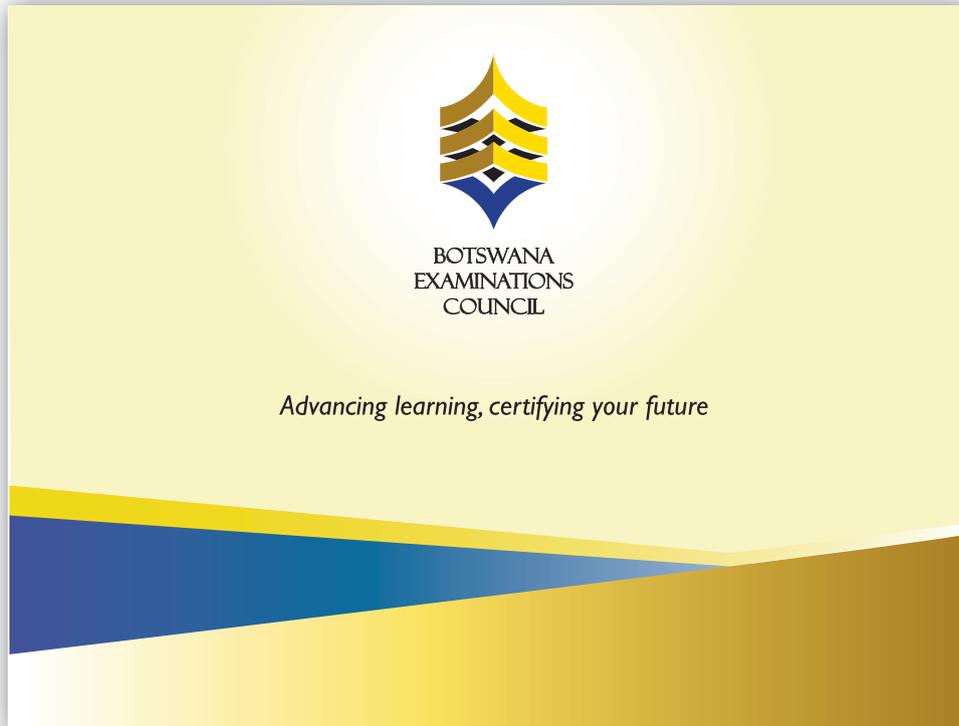
CO - BRANDING



When co-branding. The partners logo should be placed at the lower left or right corner of the stationery. The size of the logo should be 20 mm x 20 mm.

There should be a minimum of 10mm space between the co-brand and other elements used in the BEC stationery.

POWERPOINT PRESENTATION



Powerpoint Presentation Template



Powerpoint Presentation Template continuation sheet

PRINT LAYOUT EXAMPLES



BOTSWANA EXAMINATIONS COUNCIL

INVITATION TO TENDER

PROVISION OF CATERING SERVICES AT THE BOTSWANA EXAMINATIONS COUNCIL (BEC), HEAD OFFICE FOR A PERIOD OF TWO YEARS, 2017 TO 2018

BEC CS 005 / 16 - 17

Bids that do not submit the required number of copies may be disqualified at the opening.

Bids must arrive not later than 10:00am (local time) on **3rd March 2017**. Bids received after the closing date and time will not be accepted. Telephonic, telegraphic, telex or facsimile bids will not be accepted.

Sealed bids should be delivered to the following address:

The Secretary, Tender Committee:
Botswana Examinations Council
Plot 54864, KT Motsete Road, Gaborone

The bidder who is awarded the tender should by no means pass it to other parties to undertake the project.

*Queries relating to the issue of these documents may be addressed to:

The Secretary, Tender Committee
Botswana Examinations Council
Private Bag 0070, Gaborone, Botswana.

Tel: (+267) 365 0700 Att: T. Chifani Fax: (+267) 393 3872
Email: procurement@bec.co.bw

The tenders will be opened immediately after closing on the **3rd March 2017** in the presence of bidders wishing to attend and bidders will be expected to sign the attendance register.

Botswana Examinations Council is **NOT** bound to accept the lowest or any bid or bear any expense in the preparation thereof. The bids must be structured in the format specified in this tender document.

Tender Committee Secretary
For: Executive Secretary

Tender No: BEC CS 005/16 - 17 PROVISION OF CATERING SERVICES AT THE BOTSWANA EXAMINATIONS COUNCIL (BEC), HEAD OFFICE FOR A PERIOD OF TWO YEARS, 2017 TO 2018

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Advert Template



BOTSWANA EXAMINATIONS COUNCIL

VACANCIES

2017 Cambridge International Examinations, & University of London and Association of Business Executive, UK INVIGILATORS (TEMPORARY)

Ref: (EAC 01/03/2017)

Applications are invited from suitably qualified individuals who wish to invigilate (Temporary) the 2017 CIE, ABE and University of London International Examinations in **May/June, October/November and December**. The required invigilators are for the Gaborone centres only. Invigilators will be required to prepare for and supervise live examinations to ensure that candidates write examinations under a conducive, free and fair environment.

Kindly indicate in your application letter, the examination (Examination Board and series) that you would like to invigilate.

REQUIREMENTS

Qualification:
A minimum of a diploma in Teaching, Public Administration, Human Resources Management, Social Work or any other relevant field is required.

Experience:

Invigilators
Previous experience in invigilation of the above mentioned external examinations or any international examinations or similar examinations. Kindly indicate the number of years and level of examination invigilated.

Senior/ Chief Invigilators
Previous experience in supervision of the invigilation of international examinations or tertiary level for BEC or similar examinations is required.

Duties/ Responsibilities
Successful applicants will:

1. Ensure that examination rooms are prepared for the candidates to write the examinations as per the BEC Conduct of Examinations Guidelines and the respective examination body's guidelines.
2. Ensure that examinations are written under a conducive environment; clean rooms, no external noise, sessions are timed correctly, properly account for examination materials etc.
3. Ensure that candidate are aware of the rules and regulations governing the conduct of examinations and abide by them.
4. Ensure that each candidate is provided with adequate examination materials appropriate for each subject.
5. Ensure that no acts of malpractice or maladministration occur; candidates do not copy, collude or cheat in any way.
6. Conduct themselves in a professional manner at all times during the examination and handle candidates' queries promptly.

Short-listed applicants will be expected to go through training/ orientation organised by BEC or its representatives to familiarise them with expectations of the assignment and documents to be used during the examination.

Suitably qualified candidates are invited to submit typed application letters, detailed and updated curriculum vitae, and names of two (2) referees, certified copies of certificates, transcripts and O-mag at the close of business on the **31st March 2017** to:

Human Resource Director,
Botswana Examinations Council
Plot 54864, KT Motsete Road, P/Bag 0070, Gaborone, Telephone No. 365 0700

We regret that only shortlisted candidates will be contacted. Applications with incomplete documentation or sent by fax will not be considered.

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Vacancy Announcement Template



BOTSWANA EXAMINATIONS COUNCIL

INVITATION TO TENDER

Tender No. BEC EAC 009/16 - 17 - INVITATION TO TENDER FOR THE SECURITY PRINTING AND PACKAGING OF PSLE, JCE and BGCSE EXAMINATIONS STATIONERY FOR THREE YEARS FROM YEAR 2017 TO YEAR 2019 EXAMINATIONS.

- Printing companies are invited to submit bids for the Printing and Packaging of PSLE, JCE and BGCSE Examinations Stationery for the years 2017 to 2019.
- The Procuring Organisation is Botswana Examinations Council and this is an open domestic tender.
- Bidders must, in order to be considered for the award of the contract, be registered with PPADB under **Code 201 Sub-Code 01** or any other relevant Code and Sub-Code, be registered with BURS and be in possession of a Tax Clearance Certificate or an exemption thereof, and be licenced to trade.
- Tender documents will be available with effect from **Monday 8th May 2017** and can be obtained from the procurement office of the Botswana Examinations Council at the following addresses: Plot 54864, KT Motsete Road, Gaborone. Tel: (+267) 365 0700 Att: T. Chifani Fax: (+267) 393 3872
Email: procurement@bec.co.bw
- A non-refundable and non-transferable fee of P500.00 should be paid upon tender collection.

Visit BEC Website <http://www.bec.co.bw/docs/invite-tender> for more information.

Bids must arrive not later than 10:00am (local time) on **Friday 9th June 2017**. Bids will be opened immediately after closing, at BEC Head Office at above address, in the presence of bidders or their representatives who choose to attend. Bids received after the closing date and time will NOT be accepted.

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Botswana Examinations Council
@Bots_Exams www.bec.co.bw

Strip Advert Landscape

2.7 Billboards, Signs and Vehicle Livery

The bold forms of the BEC signature help increase readability and promote awareness of the Council through many forms of signage. The examples of signage shown in this section are general references of design and signature placement as applied to office signage. They are not meant to replace detailed fabrication drawings.

In addition to the general signage applications referenced in this section, there may be the need for billboards, airborne signs, vehicle applications and/or event signage.

Whatever medium the signage takes, care must be taken to protect the integrity of the signature in all applications and to ensure proper clear space around the signature, as well as proper contrast in each environment. Please consult the appropriate section in this manual for more information.

When using the BEC signature in signage, it is recommended that only the logo portion of the signature be used. This allows for variance in sizes as well as quicker and greater recognition of the logo from a distance.

Whenever possible and appropriate, the signature should appear in the stated corporate colors. There will, however, be times when it is not possible or advisable for the signature to appear in color.

BILLBOARD



Billboard (Outdoor Advertising)

Images on billboards should always bleed. The wording must be kept to a minimum as displayed above. Refer to page 16 for image selection.

Billboard visibility: Text used on the billboard should be visible enough to ensure legibility. When the background is dark, the text must be white.

Information on the billboard should be kept to a minimum to ensure the message is not lost to the audience.

2.7.1 Exterior Signs

Ground Mounted Signage

The BEC signature should appear as a solid piece in either brushed metal or a brushed metal tone (gold, brass, chrome, or steel) on all exterior signage. The complete signature should be raised off of the background for optimum separation and contrast.

The signature should not appear with the tagline in signage.

Care must be taken to ensure proper contrast between the background and signature. It is recommended that exterior signage be lit by either cast lighting or backlighting for optimal visibility and clarity. Neon signage is unacceptable.

Signature Placement

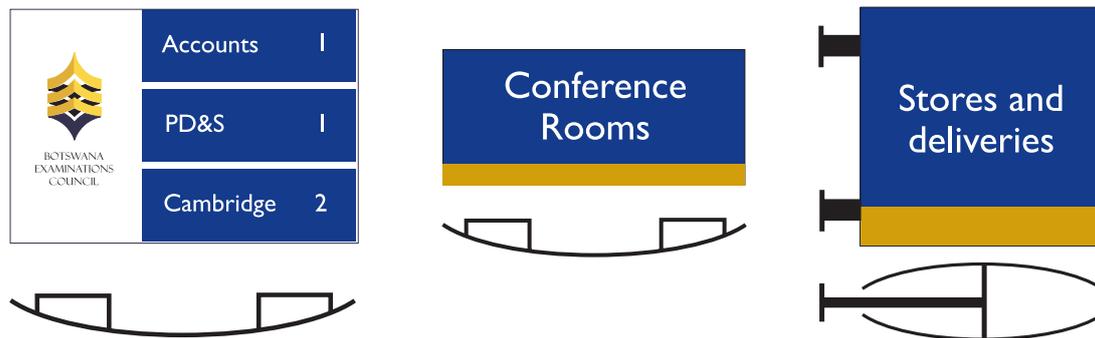
The BEC signature should always appear horizontally. The clear space around the signature should be kept so other elements around the signature do not interfere with the logo.



Ground Mounted Signs

Ground Mounted Signage

This type of sign may appear internally or externally to identify a building or department.



Exterior Window/Door Signage

Whenever possible and appropriate, the signature should appear in the stated corporate colours. There will, however, be times when it is not possible or advisable for the signature to appear in colour. It is at those times that the following suggestions apply.

- The BEC signature should appear at eye level to ensure maximum visibility.
- The BEC signature may appear as a one-colour solid piece in black on clear glass. When applied to coloured or tinted glass, the signature should appear in opaque solid white. A frosted or etched signature is also acceptable on glass doors and windows. It is preferred that the signature appear in brushed metal or a brushed metal tone (gold, brass, chrome, or steel) on wood doors.

When the signature appears on painted surfaces, care must be taken to ensure proper contrast against the background material.

2.7.2 Interior Signs

Just as in exterior signage, the BEC signature makes a bold statement in interior signage. Care must be taken to protect the integrity of the signature in all applications and to ensure proper clear space around the signature, as well as proper contrast in each environment.

Whenever possible, either brushed metal or an alternative material with a brushed metal tone (gold, brass, chrome, or steel) are the materials of choice. The signature may appear in other materials appropriate to the given interior environment. For example, wall-mounted dimensional letters and symbol may be fabricated in the corporate colours as long as maximum visibility and readability are not compromised by the colour or texture of the surface where they are applied.

2.8 Branded Corporate Materials

The BEC visual identity, including logo and logomark usage, colour and typography, will come to life in all Promotional items can come a wide variety of forms and sizes. No matter what the size, shape, or occasion for which the items are produced, they always reflect the organisation that they represent.

Care should be taken in selecting promotional items in terms of colour, quality, and appropriateness. When choosing colours for premiums, the BEC colour palette should be kept in mind. The colour of the premium should not interfere with the BEC logo and allow for it to stand out.

When possible, the logomark can also be utilised in the application of the signature on the premium.

Choosing the product

Any item which features the Botswana Examinations Council logo is an extension of the BEC brand. Therefore, quality branded corporate items that reflect the Council's brand values must be chosen.

Applying the BEC logo

The logo with the acronym 'BEC' must be used on surface areas less than 20mm wide. Wherever possible, position the logo on a plain rather than textured or patterned background or surface.

Production

The logo may be engraved, embroidered, embossed, debossed, silk screened or pad printed. It is important that the logo is durable and will not become worn, scuffed or damaged over time.

Application Examples



The slogan should always be placed on the right sleeve (Area Marked A above) on all short sleeved corporate wear.

Application



The slogan should always be placed at the back on all long sleeved corporate wear.



2.8.1 Vehicle Livery

