



GREY COLLEGE
KOLLEGE

Brand Guidelines

© Grey College - 2024
Jock Meiring Street
Universitas
Bloemfontein, 9301

For any enquiries regarding the brand,
please contact the marketing office at
marketing @gc.co.za

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IMPORTANCE OF A BRAND IDENTITY



Having a strong brand identity is crucial for a school with a long history of traditions for several reasons. First and foremost, it serves as a cohesive symbol that embodies the school's values, ethos, and unique characteristics that have been developed over the years. This identity becomes a rallying point for current learners, alumni, teachers, Old Boys, the Reunie, and the wider community, fostering a sense of pride and belonging.

A well-defined brand identity also helps differentiate the school from others in a competitive educational landscape. It communicates to prospective learners and parents what sets the institution apart — whether it is its academic excellence, rich heritage, sports programmes, or a nurturing environment. This clarity can attract new learners who align with the school's mission and vision.

Moreover, a strong brand identity enhances institutional credibility and trust. When the school consistently upholds its values and traditions while evolving to meet modern educational standards, it builds a reputation that resonates with stakeholders. Alumni feel connected and are more likely to support the school, whether through donations, volunteering, or advocating for its reputation.

Overall, a robust brand identity for a school with a long history of traditions is not just about logos and colours; it encapsulates the essence of what the institution stands for and strengthens its position in the educational community and beyond. It ensures that the school's legacy continues to thrive while adapting to meet the challenges and opportunities of the future.

All stakeholders of Grey College should adhere to the strict guidelines set in the Corporate Identity Manual of the school. The Corporate Identity Manual applies to the school and its members, committees and other governance structures, all permanent and contracted staff, parents and learners.

Therefore, no one other than those referred to may be authorised to use the Grey College brand or trademarks on any marketing material, clothing or social media before having undertaken in writing to comply in all respects to the requirements of the brand policy.

A copy of our Corporate Identity Manual can be obtained from the Marketing Department.

All designs not done by the Marketing Department will need to be sent to the department for final approval. Designs can be sent to marketing@gc.co.za to be reviewed and approved.

BRAND BASICS



1

COAT OF ARMS THROUGH HISTORY



In 1894 Dr Johannes Brill, the first rector of Grey College, addressed a letter to Sir George Grey, requesting his permission for the school to use his armorial bearings and motto, *Stabilis*. This permission was granted with pride.

The Grey College badge was taken from different publications throughout history. The first image is of a framed sketch that Sir George Grey gave to the former President of the Free State, FW Reitz in 1894.



1850s Sir Grey Family Crest



1855-1890s (circa). Old Grey pocket crest



1908 athletics crest



1915



1915



1925



1930



1932



1933 Annual dinner



1934 Headmaster stationery



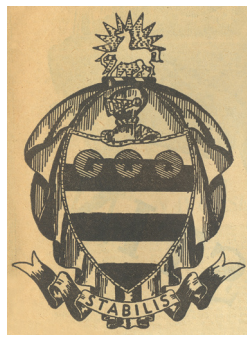
1935 Prize-giving



1942



1955



1955



1955



1955



1955



1955



1955



1962



1967 Eerste Stabilis-publikasie



1976



1978



1979



1980



1980



1983



1984



1986



1992



1999



2005

OUR NAME



The correct usage of a brand name is paramount. It allows for one consistent brand message to be communicated through all corporate media and documents. Our name is the foundation of our brand. Once out there, the brand name will greatly determine the brand's position in the minds of all stakeholders.

Consistency in referring to the school also helps to minimise confusion and to differentiate Grey College from peer and competitor institutions.

OUR INSTITUTION'S NAME IS:

English: Grey College Secondary School / Grey College Primary School
Afrikaans: Grey Kollege Sekondêre Skool / Grey Kollege Primêre Skool

When using the name as a heading, it should be written as follow:

GREY KOLLEGE
COLLEGE

or

GREY
KOLLEGE|COLLEGE

or

GREY
KOLLEGE
COLLEGE

or

GREY KOLLEGE SEKONDÊR
COLLEGE SECONDARY

GREY KOLLEGE PRIMÊR
COLLEGE PRIMARY

Verbally, the only appropriate initialism is: **GCB**

THE GREY COLLEGE IDENTITY

COAT OF ARMS

The symbolism of Grey College's coat of arms:

1. The three orange circles represent three cannon balls which symbolise the values of faith, hope and love. Separately, these three values are excellent character attributes but when they are combined, they are invincible. Each Grey boy should strive to embed each of these attributes deep in the heart.
2. The knight's head symbolises courage. This characteristic is essential to succeed in life and to overcome future difficulties. Many years ago, the knight's head appeared on the emblems of untitled gentlemen. This is rather appropriate, because even today, Grey boys are referred to as Grey Gentlemen.
3. The white unicorn represents vigour and virility, and the white colour denotes peace. As indicated by the unicorn, every Grey boy must be ready to enter the world with peaceful intent, yet with vigour.
4. The colour white in the shield denotes peace.
5. The sun represents the dawning of new generations. A Grey education empowers the boys to rise – ready to build on the legacy of past generations.



6. The school motto derives directly from the Latin:
NIHIL STABILE QUOD INFIDUM
NOTHING IS STEADFAST WHICH IS NOT TRUE.

HANDSHAKE

Grey College is a school rich in tradition and will celebrate 170 years of excellence on 13 October in 2025. Boys from across the country come here to receive parallel medium tuition. Boys, staff and alumni are recognised by the legendary Grey handshake which is known across the globe.

Nothing is steadfast which is not true. Vive La Grey!



LOGO BASICS



FORMAL LOGO

The formal logo embodies the values of the school and builds equity through recognition. It should be used in all instances to identify Grey College, with the few exceptions where the formal logo will be replaced by the shield.



SHIELD

The shield may never replace the formal logo and is exclusively used on the formal school blazer as well as shirts of all first-team sporting codes. In instances where the logo needs to be used in a smaller size than the minimum prescribed size, the shield may be used with written consent from the Marketing Department.



CANNON BALLS

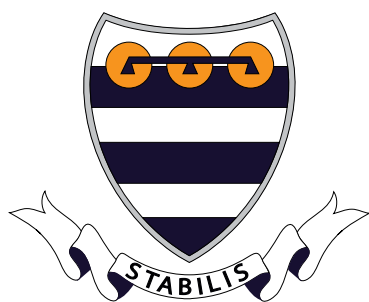
The cannon balls are used as a decorative element in selective instances on marketing material. They should never replace the formal logo.

LOGO COLOUR OPTIONS



When using the Grey College logo, the full colour version is preferred. In instances where printing is done in black and white, the correct logo must be obtained from the marketing department to ensure that the logo is clear and keeps its integrity.

FULL COLOUR



BLACK & WHITE



LOGO APPLICATION



Wherever possible, the full colour 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.

As the rule of thumb, when the logo is used on a coloured background, the logo with a white outline should be used. When the application is on a white background, the logo with the black outline should be applied.

When placed on a background with a photo, the logo with the white outline is preferred.



LANGUAGE



It is important to remember that Grey College is a parallel medium school and that the utmost care must be taken to ensure that a balance is kept between both English and Afrikaans.

Parallel medium education is one of the most important benefits of Grey College in which Afrikaans and English speaking boys receive tuition in Afrikaans and English respectively, in separate classrooms. This ensures that each language group maintains its own identity and cultural values. On the school grounds, in the hostels, during assembly and extra-mural activities, boys are exposed to both languages, and regular interaction ensures respect for one another. A total commitment to respect for the individual, commitment to excellence, loyalty to Grey traditions, respect for the environment, and a Christian educational philosophy and practice are the corner stones of our educational ideal.

Official documents, communication and marketing material should always be done in both languages, whether it is in separate documents or combined.

MINIMUM SIZE AND CLEAR SPACE



FORMAL LOGO

To ensure clarity and legibility, the smallest allowable size for the Grey College formal logotype is 1.5 cm in height.



SHIELD

For application on clothing and other promotional material where the shield is used, the minimum size should not be less than 0.5 cm in height. In such instances, the bottom banner with *Stabilis* can be omitted.

EXCLUSION ZONE

To ensure maximum visibility, legibility and integrity, the logo and shield should always appear with space around it.

This exclusion zone ensures that all graphic elements or type are separated from the logo by a designated amount of space.



The Grey College logo must always be surrounded on all four sides by a clear space of at least 1 X, where X equals the width of the intersecting area of the three links.

This exclusion zone must be applied to both the formal logo and shield.

LOGO DON'TS



As the most important element of the Grey College brand, the logo should never be altered or changed in any way. This allows the brand to project one holistic brand message. Every logo reproduction must be applied clearly and consistently.

COLOURS

Colours may not be altered for any reason. Use CMYK values for printed media and RGB or HEX values for digital media. Allowable colour usages are available throughout this manual.

QUALITY

Low-resolution or poor quality logos may not be used. Logos attained from the internet are often set at 72dpi (dots per inch). Only use the best resolution or the original vector-based file. Please do not use logos from the web. High resolution logos can be requested from the marketing department.

SCALING

The logo may not be elongated or distorted in any way. Do not change the spacing of any of the elements in relation to each other. Do not rotate or change the angle of the logo.



Do not squash the logo.



Do not stretch the logo.



Do not rotate the logo.



Do not use wrong colours.



Do not add additional type to the logo.



Do not use a poor quality logo.

COLOUR PALETTE



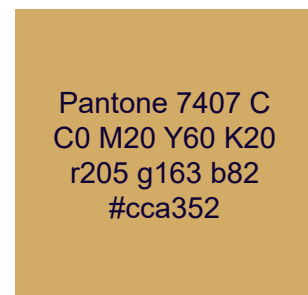
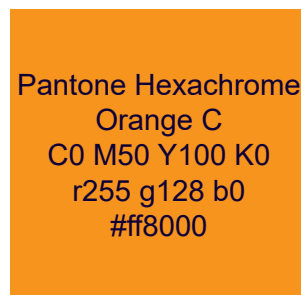
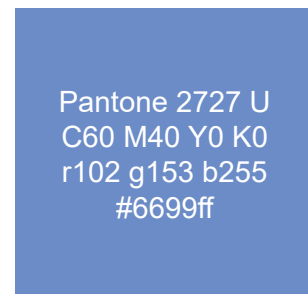
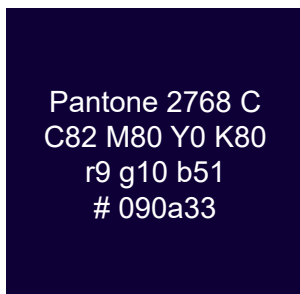
The Grey College colour palette consists of six colours.
The primary colour used at Grey College is a dark blue.

These colours must be used across all applications and media, including print and web to ensure complete consistency. When embroidering the Grey College logo, the Pantone values must be used to match colours as accurately as possible.

Pantones are used for high-end print applications, including stationery and high-end brochure covers, etc.

CMYK colour values are used for print, signage, vinyl applications and promotional material.

RGB and **HEX** colour values are used for all online and digital applications.

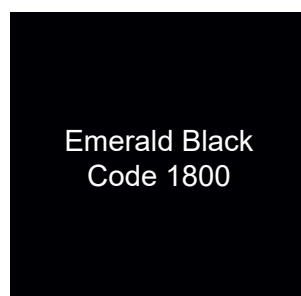
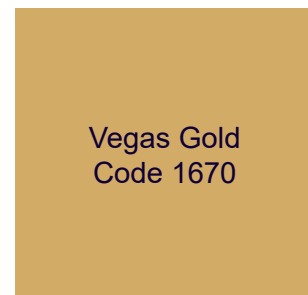
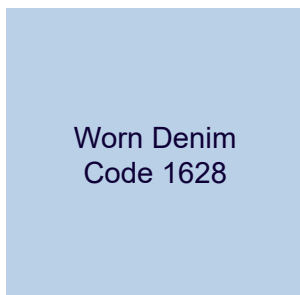
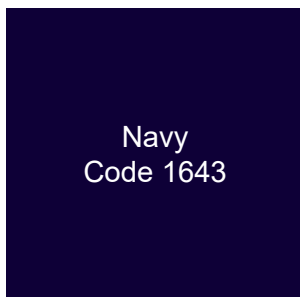


COLOUR PALETTE (Embroidery)



The Grey College colour palette should always be matched as closely as possible to the formal colours.

When it comes to embroidery, the Madeira PolyNeon 40 embroidery thread is recommended. The following threads/colour codes are used:



TYPEFACES



The primary typeface High Tower is used in all headline copy.
The secondary typeface Arial is used as body copy.
The secondary typeface Civitype is only used as a decorative and accent font.

In PC programs like Microsoft Word, where High Tower is not available, the typeface Arial has been selected as replacement.

No other font may be used.

All fonts can be obtained from the marketing department.

HIGH TOWER

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;”?!@#%&

ARIAL

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789.,;”?!@#%&

CIVITYPE FG

abcdefghijklmnopqrstvwxyz
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0123456789.,;”?!@#%&

STATIONERY



2

All staff are requested to make use of the correct official templates available in Word, Excel and PowerPoint, and not to use older versions.

The correct templates will always be available at [N:\Onderwyser\Bemarking Backup](#)
If you are unsure about a template, please contact the Marketing Department.

BUSINESS CARD

The business card size is 90 x 50mm and always printed in full colour on both sides.
Cards should be printed on 300 gsm Colour Copy Silk paper .

Business cards can be ordered through the Marketing Department.



EMAIL SIGNATURE



Grey College staff should have the same email signature layout, which should include the school's formal logo and colours. Emails sent from the school should be branded correctly to strengthen the brand.

Every email you send is an opportunity for stakeholders to get to know and familiarise themselves with the school. Email signatures also help to create a sense of trust – if stakeholders recognise the brand, they're more likely to reply or engage.

Staff can obtain a signature by sending an email with the correct information to the IT department.



Dos and don'ts when using the Grey College signature:

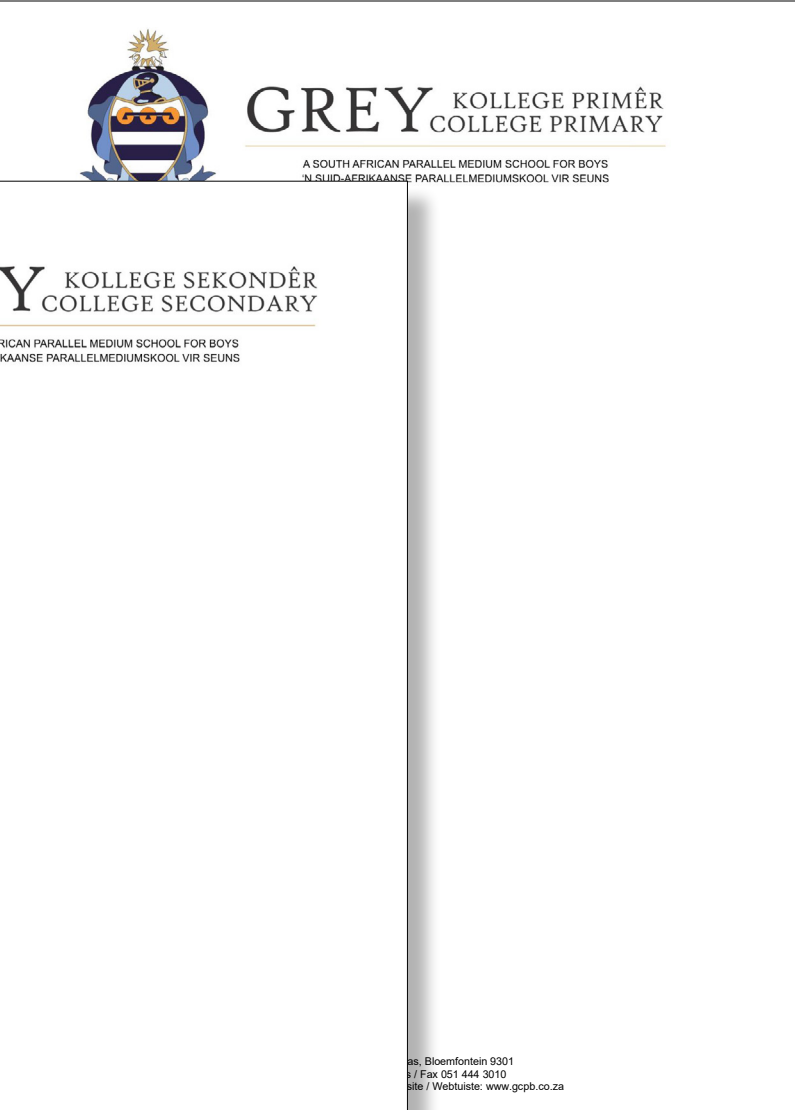
- The electronic signature is to be used only for official Grey College business-related emails.
- Use only the corporate default font – Arial, size 8 or 10.
- Do proper editing and proofreading and check the accuracy of the information.
- Do not use any coloured text – stick to black.
- Do not use any personal messages or quotes in your electronic signature.
- Do not use any background colours.


LETTERHEAD



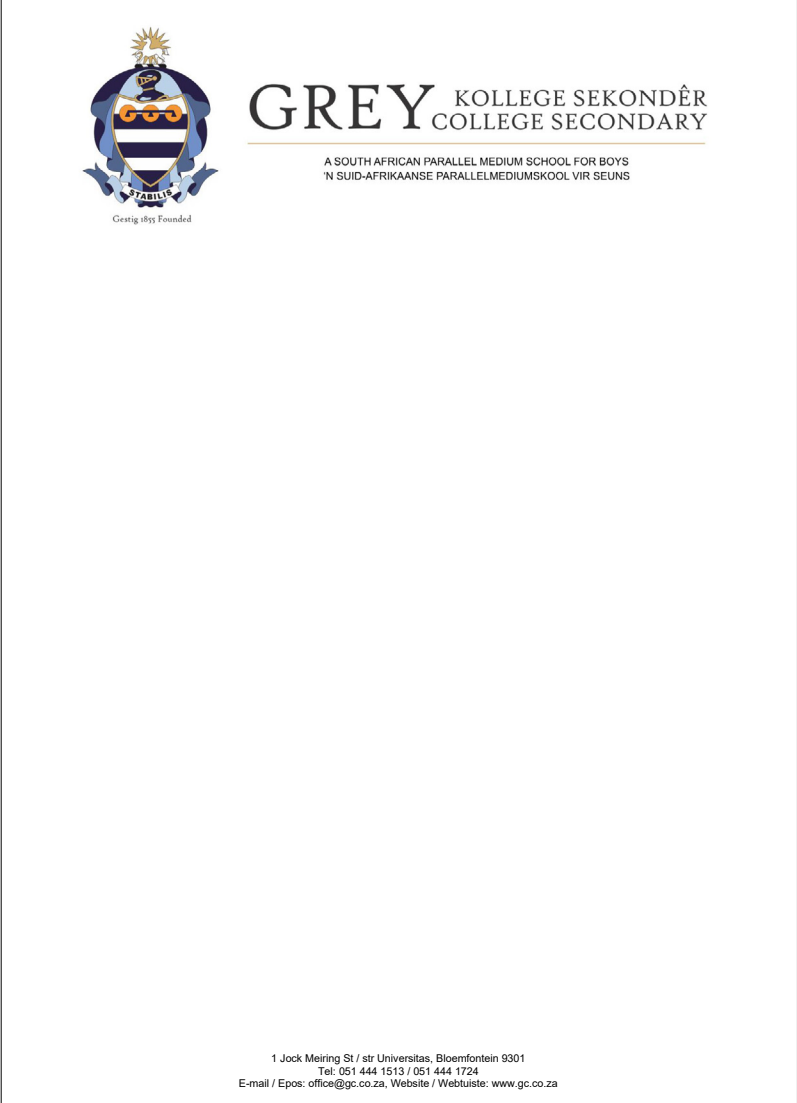
The stationery guidelines are used to ensure consistency across all media.


For headlines, the font size is Arial regular, 14 pts and sub-headings are Arial regular, 12 pts. The copy must be Arial regular, 10 pts in size.



 **GREY** KOLLEGE PRIMÊR
COLLEGE PRIMARY

A SOUTH AFRICAN PARALLEL MEDIUM SCHOOL FOR BOYS
'N SUID-AFRIKAANSE PARALLELMEDIUMSKOOL VIR SEUNS



 **GREY** KOLLEGE SEKONDÊR
COLLEGE SECONDARY

A SOUTH AFRICAN PARALLEL MEDIUM SCHOOL FOR BOYS
'N SUID-AFRIKAANSE PARALLELMEDIUMSKOOL VIR SEUNS

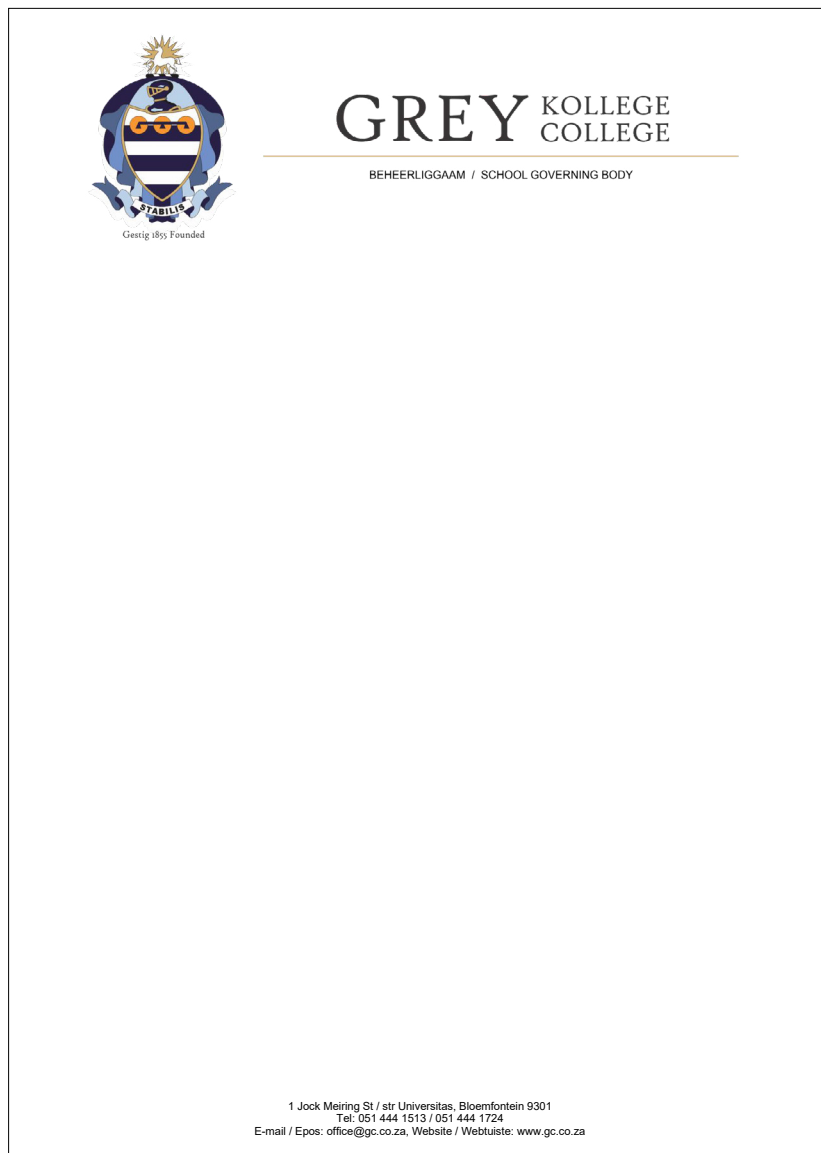
Gestig 1855 Founded

1 Jock Meiring St / str Universitas, Bloemfontein 9301
Tel: 051 444 1513 / 051 444 1724
E-mail / Epos: office@gc.co.za, Website / Webtuiste: www.gc.co.za

as, Bloemfontein 9301
s / Fax 051 444 3010
site / Webtuiste: www.gcpb.co.za

The following letterhead is used exclusively by the SGB.

For headlines, the font size is Arial regular, 14 pts and sub-headings are Arial regular, 12 pts. The copy must be Arial regular, 10 pts in size.

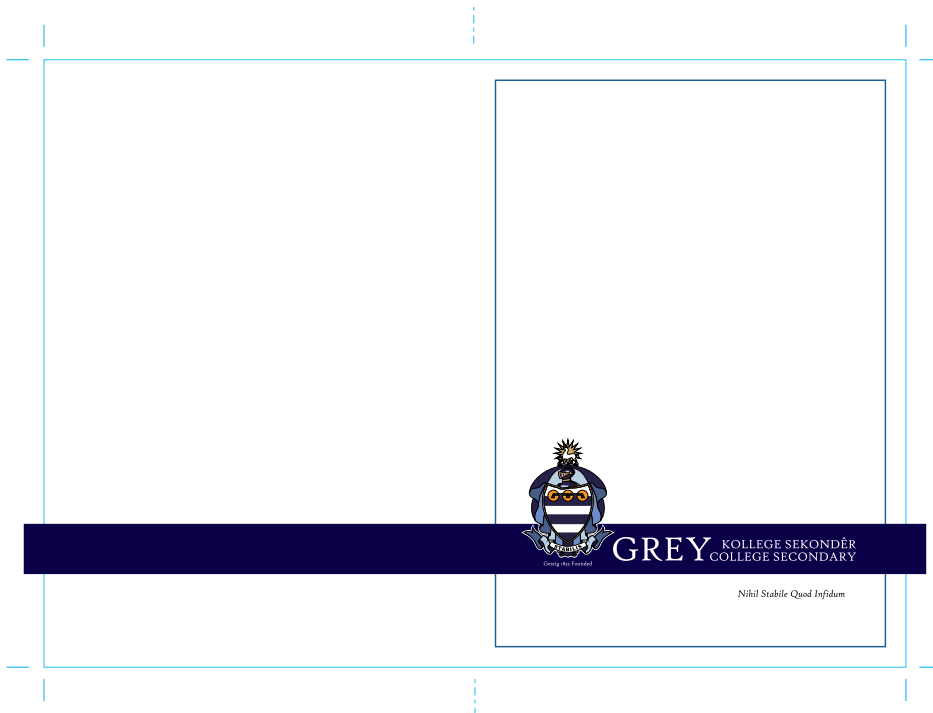


CARDS



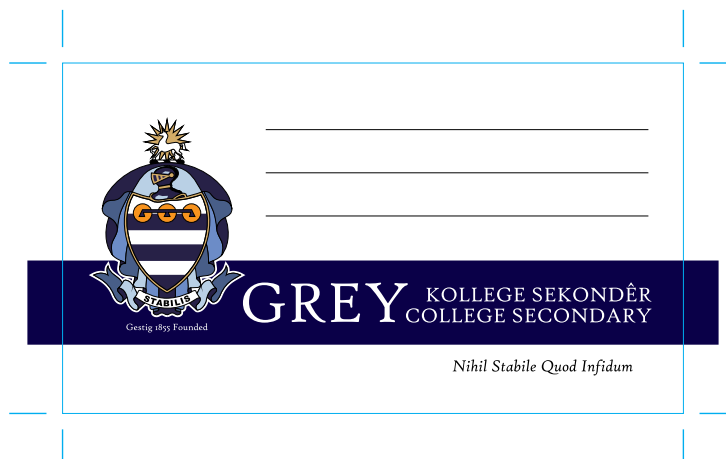
A6 FOLDED CARD

Branded card with blank space to write in.



COMPLIMENTARY CARD

90 x 50 mm card with lines to write on.



ELECTRONIC INVITATION



GREY KOLLEGE
COLLEGE

A SOUTH AFRICAN PARALLEL MEDIUM SCHOOL FOR BOYS
'N SUID-AFRIKAANSE PARALLELMEDIUMSKOOL VIR SEUNS

GREY COLLEGE CAREER DAY

Grey College cordially invites you to the annual

Grey College Career Day

that will take place on

Friday, 14 March 2025.

Grade 10, 11 and 12 learners from Grey College will attend the Career Day to gain more information on the various careers they could pursue once they have completed high school. The young ladies from St Michael's School for Girls and Eunice High School will be invited along with other Bloemfontein secondary schools. For the first time parents will also be welcome to attend this event.

Your participation in the Career Day will play a significant role in offering the young minds a diverse range of potential careers they could consider.

- **Date:** 14 March 2025
- **Time:** 09:00 – 12:00
- **Venue:** Grey College Secondary
- **RSVP:** On or before Monday, 3 February 2025
- **Cost:** R500 per stand

Please bring your own gazebo, table, tablecloth and chairs. You are welcome to bring any form of marketing material, such as application and/or bursary forms, banners, flyers and free gifts, etc.

Electrical points are limited. We will adhere to a first come, first serve approach.

Yours sincerely

Mandie Laubscher
Grey College Marketing

1 Jock Meiring str Universitas, Bloemfontein 9301
Tel: 051 444 1513 / 051 444 1724
E-mail / Epos: office@gc.co.za, Website / Webtuiste: www.gc.co.za

COMPLIMENTARY SLIP



The complimentary slip will be used only by administrative officials of the school, after confirming electronic payments.

Size: 210 x 99 mm

WITH COMPLIMENTS FROM GREY COLLEGE SECONDARY SCHOOL



PROOF OF ELECTRONIC TRANSFER
BEWYS VAN ELEKTRONIESE OORPLASING

Date / Datum _____ Amount / Bedrag _____

Recipient / Begunstigde _____

MET KOMPLIMENTE VAN GREY KOLLEGE SEKONDÊRE SKOOL

WITH COMPLIMENTS FROM GREY COLLEGE PRIMARY SCHOOL



PROOF OF ELECTRONIC TRANSFER
BEWYS VAN ELEKTRONIESE OORPLASING

Date / Datum _____ Amount / Bedrag _____

Recipient / Begunstigde _____

MET KOMPLIMENTE VAN GREY KOLLEGE PRIMÊRE SKOOL

REPORT CARD



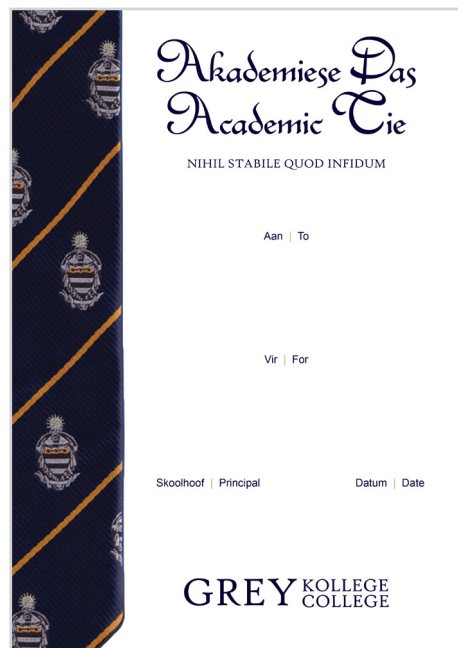
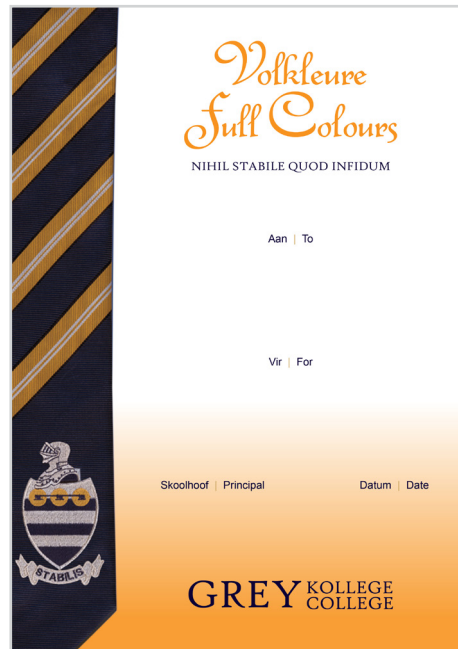
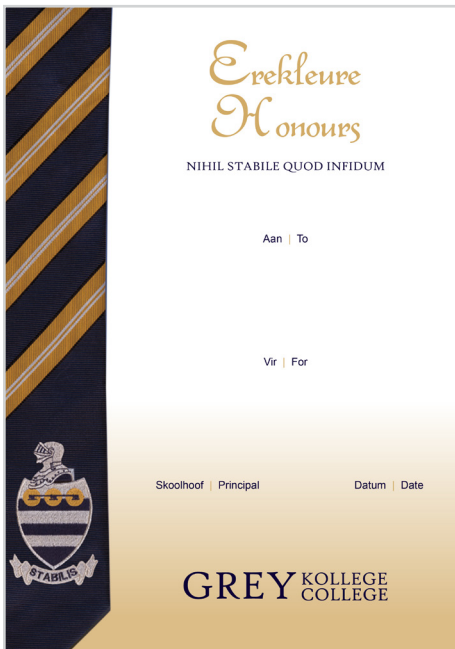
The report card is an A4, U-shaped document. The outside is printed in full colour as a generic document. The inside is system-generated and printed.




CERTIFICATES



The certificates at Grey Secondary and Primary fall into four categories. Full Colours, Half Colours, Special Awards and Certificate of Merit. All of these categories have their own unique design indicated below. The certificates are printed by administration only and awarded as per Grey College guidelines.






Spesiale Toekenning
Special Award

NIHIL STABILE QUOD INFIDUM


Aan | To

Vir | For

Skoolhoof | Principal Datum | Date



GREY KOLLEGE
COLLEGE




Merietesertifikaat
Certificate of Merit

NIHIL STABILE QUOD INFIDUM

Aan | To

Vir | For

Skoolhoof | Principal Datum | Date



GREY KOLLEGE
COLLEGE



Sertifikaat
Certificate

NIHIL STABILE QUOD INFIDUM

Aan | To

Vir | For

Skoolhoof | Principal Datum | Date



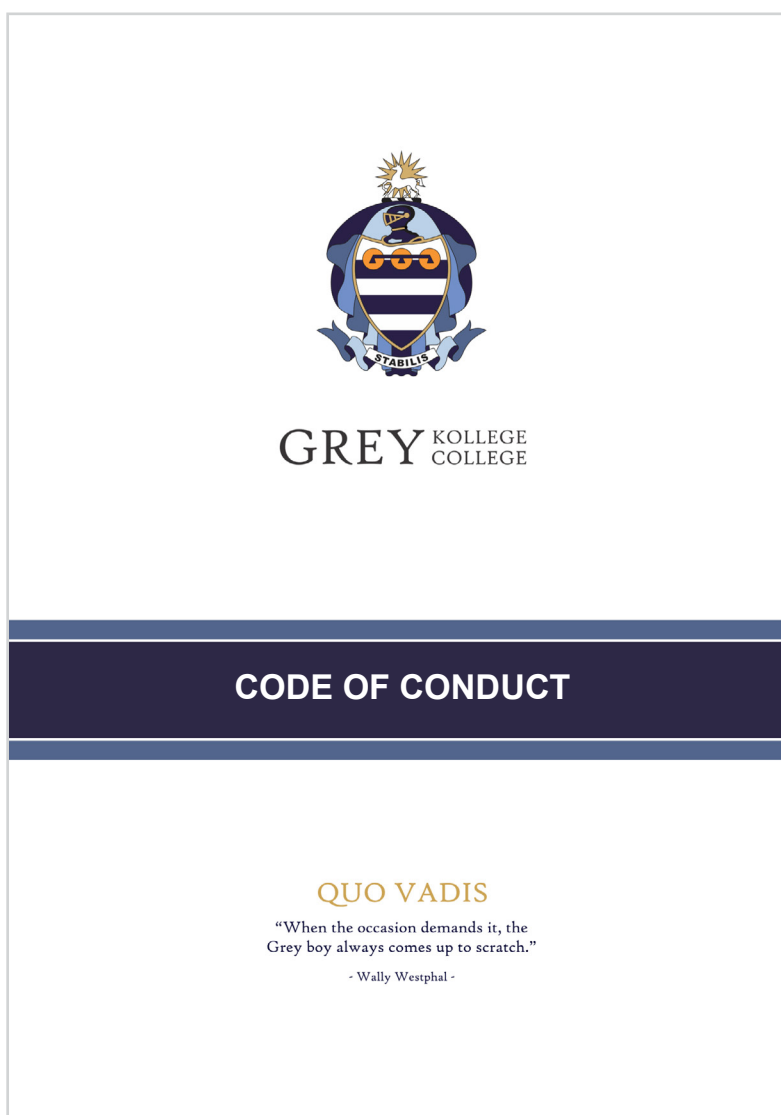
GREY KOLLEGE
COLLEGE

DOCUMENT COVER



All official documents should make use of the official cover to ensure a consistent image.

This template is available in MS Word format at N:\Onderwyser\BemarkingBackup



POWERPOINT SLIDES



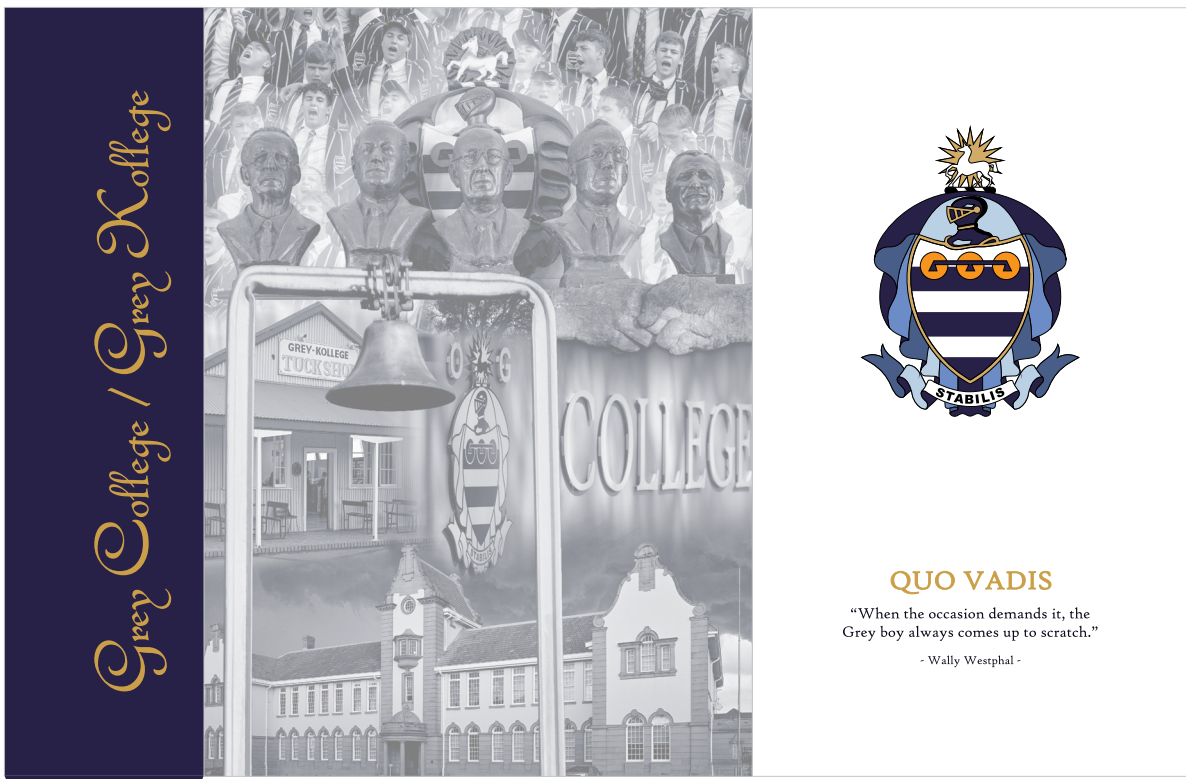
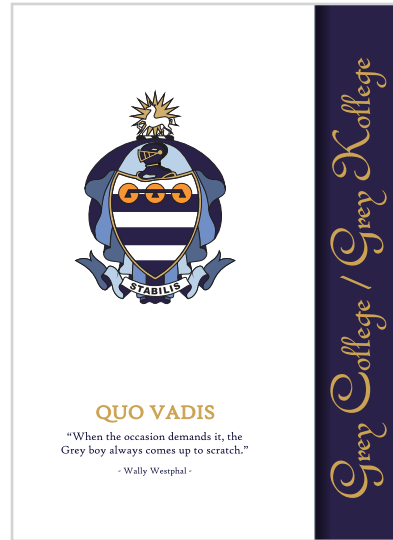
When doing PowerPoint presentations, staff should use the official templates. Only headings should be done in High Tower font. Body copy should be done in Arial to ensure it is easy to read. These templates are available in a grey and blue option and are available at <N:\Onderwyser\BemarkingBackup>. If you have a request that is not catered for in the provided templates, please contact the Marketing Department to assist with the creation of a template.



FOLDERS



The folder is an A4 folder with an inside flap. It is printed on a thick (300 gsm+) cardstock with a gloss finish.



FLAP
80 mm

↑ fold

BACK
220 mm


↑ fold

FRONT
175 mm

EXAMINATION PAPERS



The official examination paper template is available at [N:\Onderwyser\BemarkingBackup](#)


GRAAD 8	 GREY KOLLEGE	1 Januarie 2024
Tyd: 1.5 uur	WISKUNDE EKSAMEN	Totaal: 100

INSTRUKSIES:
Lees die volgende instruksies sorgvuldig deur voordat die vrae beantwoord word:

<ol style="list-style-type: none">1. Hierdie vraestel bestaan uit 5 vrae en 3 bladsye. Maak seker dat dit volledig is.2. Beantwoord al die vrae in jou antwoordboek. Alle nodige bewerkings moet volledig getoon word.3. Punte sal afgetrek word vir slordige werk sowel as foutiewe bewerkings.4. Goedgekeurde sakrekenaars mag gebruik word, tensy anders gespesifiseer.5. Benaderings, indien nodig, moet korrek tot twee (2) desimale syfers gedoen word.6. Skryf jou onderwyser se naam bo-aan jou antwoordboek.

VRAAG 1


1.1.

Bl / Pg 1  Blaai om asb. / Please turn over

EXAMINATION ANSWER SHEETS




The official examination answer sheet is available at [N:\Onderwyser\BemarkingBackup](#)



Founded 1815
GREY COLLEGE SECONDARY
A SOUTH AFRICAN PARALLEL MEDIUM
SCHOOL FOR BOYS

Jack Manning Street, Blomfontein, 9300
051 444 193 / 051 444 191
p001@gc2.co.za
www.gc2.co.za
P.O. Box 1000, Beaufort, 9312

GREY KOLLEGE SEKONDÊR
'N SUID-AFRIKAANSE PARALLELMEDIUMSKOOL
VIR SEUNES



Geestig 1815 Founded

GREY COLLEGE SECONDARY
A SOUTH AFRICAN PARALLEL MEDIUM
SCHOOL FOR BOYS

NAAM / NAME	PUNTE / MARKS
ONDERWYSER / TEACHER	1
VAK / SUBJECT	2
GRAAD EN KLAS / GRADE AND CLASS	3
VRAESTELNOMMER / QUESTION PAPER NUMBER	4
AANTAL BOEKE INGEHANDIG / NUMBER OF BOOKS HANDED IN	5
	6
	7
	8
	9
	10
TOTAAL / TOTAL	

ALGEMENE VOORSKRIFTE / GENERAL INSTRUCTIONS

- Skryf baie duidelik. / Write very clearly.
- Lees die instruksies aandagtig en voer dit sorgvuldig uit. / Read the instructions carefully and follow them exactly.
- Getuig die bladsy nommer van elke vraag. / Give the page number of every question.
- Moenie in die marges skryf nie. / Do not write in the margins.
- Nummer die antwoorde presies ooreen die vrae in die vraestel. / Use the same numbering system as the question paper.
- Skryf die nommer van elke vraag teen die linkerkant van die bladsy. / Write the number of every question against the left-hand margin.
- Laat een reël oop na elke vraag, teny anders voorgesê. / Skip one line after each question, unless otherwise instructed.
- Geen bladsye mag nie heraanleë word nie. / No pages may be removed from this book.

STABILIS PAPER

The Stabilis newspaper is the school's digital newspaper. The editorial team consists of grade 9 – 12 learners while the core editorial team comprises senior boys. Stabilis has two guardian teachers (one for Afrikaans and one for English) and the team endeavours to release two to three editions annually.

What's happening... Bly still, sit still - of BASTA! BLADSY 2 SPRINGBOKS Luister wat sé die oud-Grey Bokke BLADSY 2 GREY DINIE Taste Da Good Flava at Nando's PAGES Journal

Grey Kollege Sekondêr Bloemfontein | Grey College Secondary Bloemfontein | www.gcb.co.za
E-mail: stabilis.greycollege@gmail.com | Facebook: @stabilis.greycollege | Instagram: stabilis_greycollege
JAARGANG | VOLUME 54 NO 2 | Desember 2023

STABILIS

Klim saam na hoër kruin

Nuwe leiers streef na eenheid en uitnemendheid



Heinz Stockenström trotseer die hindernisbaan tydens die leierskamp.

PROUD SUPPORTER OF GREY COLLEGE

STABILIS PULSE

THE TRUE VOICE OF THE COLLEGE

Grey Kollege Sekondêr Bloemfontein | Grey College Secondary Bloemfontein | www.greycollegesecundary.com
E-mail: stabilis.greycollege@gmail.com | Facebook: @stabilis.greycollege | Instagram: stabilis_greycollege
VOLUME 2 | September 2024

The bold and the 'beautiful'

'40 Days' celebrates the end of twelve long years

MARTIN FERREIRA

11 July 2024 marked a significant milestone for the Matric learners, commonly and infamously known as 40 Days. This day signified that the Matrics had only 40 school days left, excluding the exams. The event was filled with a mix of emotions and celebrations, particularly the excitement of nearing the end of a long academic journey and the anticipation of the different paths they would take after school. After 40 days, only the Prelims and the Final exams stood between them and freedom from school responsibilities. The day began with an assembly and then progressed to a very exciting programme that included E-day and A-day. During these events, learners from the English class played rugby against each other, while learners from the Afrikaans class competed in football. The games were engaging to watch, especially as they were played by individuals not accustomed to these sports, which kept the entertainment level high. Unfortunately, the day was tainted by a few matrics who vandalised Eunice's school grounds. As the matriculants' last day draws closer, we hope they will take a moment to reflect on and appreciate all the memories they've made along the way. 40 Days' not only serves as a reminder of how quickly time flies, but also that the fun and games are now over.



Interesting outfits on the day. Photo: Calden van Rensburg

LECTURE PROUD SUPPORTER OF GREY COLLEGE

STABILIS JUNIOR NEWS IS OUR BUSINESS DECEMBER 2023 VOLUME 53 GREY COLLEGE PRIMARY BLOEMFONTEIN

STABILIS

GREY TER made headlines this year and continues to inspire the movers and shakers of Grey College Primary. We invite you to explore the bottom of each page for information about all the Olympic moments since the location began in 1968. The Olympic Games in Paris, the most anticipated event of 2024, inspired the Stabilis Junior team to take on an Olympic Challenge to bring you news and some highlights in this December 2024 edition. Enjoy!

GREY PRIMARY CELEBRATES THE OLYMPIC SPIRIT

Estim. Lende - Johanna E. Smit

Our Grey Primary boys and staff formed a gigantic replica of the iconic Olympic rings on the main rugby field on 7 August 2024. This powerful symbol of global unity, peace, athletic excellence and solidarity has a fascinating history.

In 1894, Pierre de Coubertin, the founder of the modern Olympic Games, designed the five interlocking rings. In 1913, five colours (blue, yellow, black, green and red), which appear on every national flag. The rings' interlinked design highlights the bond between nations, while the equal size symbolises equality among participating countries. The rings have undergone minor modifications, but they remain an enduring symbol of the Olympic Games. In 2010, the International Olympic Committee trademarked the Olympic rings, solidifying their iconic status.



PHOTO: Pieter Photographers

P3 News | B3 In Diepte | P3 News Grey | P3 Crew 2 Gold | P21 Sport

SA PRINTGROUP
Printing Services & Visual Marketing
Tel: 086 1000 720 | email: quotes@saprintgroup.co.za

Outperforming the Competition

SIGNAGE



FLAG



The flag is hoisted daily by two appointed grade 8 learners.

The size of the official flag is 1800 x 1200 mm.



BUNTING BANNERS



The bunting banners have a dark blue background with the Grey College logo in the centre. At the top is a white strip with the school's values typed in Arial. The banners are double-sided with one side in Afrikaans and the other in English.




CHEQUE



The Grey College cheque is used at sporting and marketing events and can be printed and issued only by the School Governing Body.

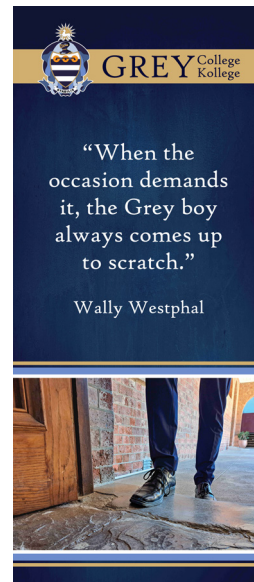
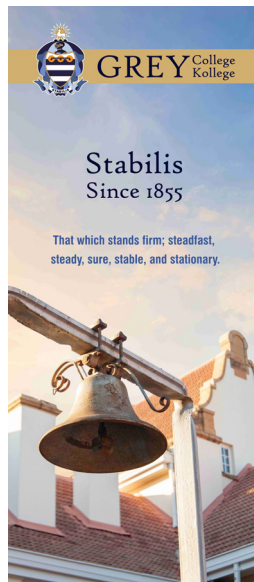
Size: 841 x 380 mm

		GREY Kollege Sekondêr College Secondary	
PAID TO THE ORDER OF: _____		DATE: _____	
_____		RANDS	
MEMO: _____	SIGNED: _____	R	<input type="text"/>
:0514441513: :0514443037: 1855 0000 555 2022: 1212			

PULL-UP BANNER



When designing pull-up banners, it is important to remember that the bottom 100 mm of the design will not be visible, as this will end up in the banner casing. The Grey College logo should always be on top, followed by the appropriate heading in High Tower font.



TELESCOPIC/TEARDROP BANNERS



Telescopic banners are designed to form part of the overall marketing strategy. Designs should be done via the Marketing Department to ensure consistency in the brand image and message.



A - FRAME / POP - UP BANNERS



A-frame or pop-up banners must have a dark blue background with the orange frame. The full logo and name must be used, with the outside frame and sporting code written in orange or white. The font for the sporting code should be Arial caps.



GAZEBOS



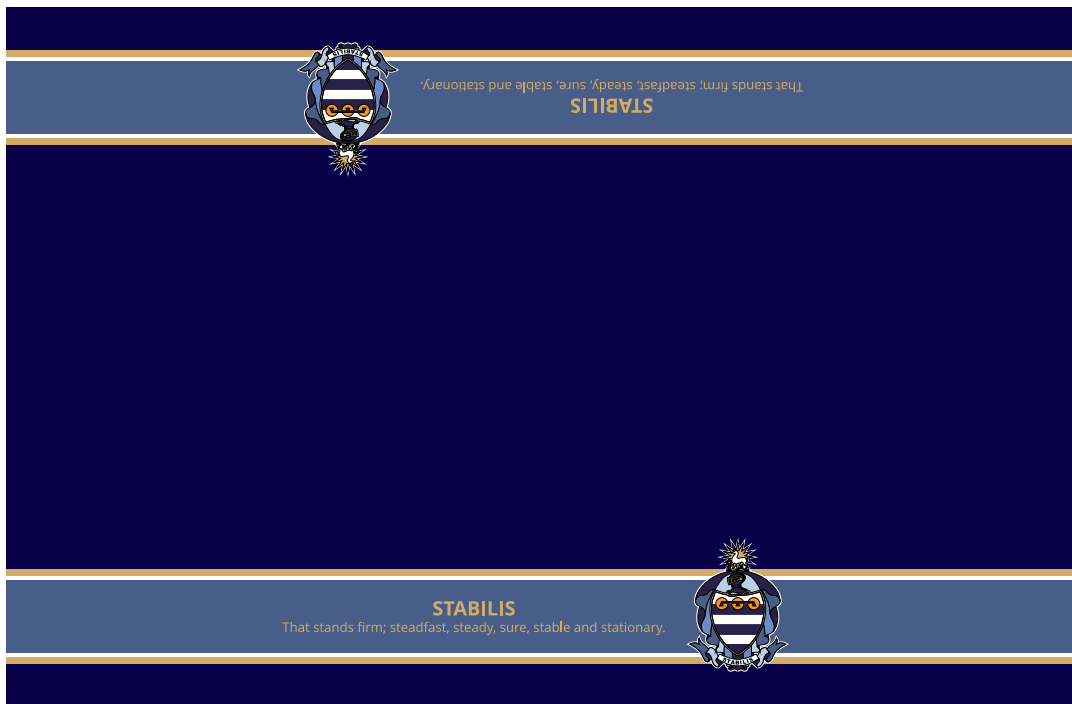
Gazebos have a dark blue background. The formal logo is placed on the canopy of all four sides. The school's name appears on the side panels in white.



TABLE CLOTHS



Tablecloths should have a dark blue background that is matched to the respective pantone colour (see page 19), with the logo clearly visible. No patterns are allowed so as to keep within the corporate look and feel of the school. Should you require a table cloth for an event, please contact the Marketing Department.



VEHICLE BRANDING



All Grey College vehicles should be white and properly branded in order to identify these vehicles.

The images below are just a general indication of which element should be placed where. This could change depending on the specific brand and model.





SECURITY ACCESS DISK



The safety of our staff and learners is always of paramount importance to us. In order to speed up access through the gates, especially during events and peak hours, all Grey parents and staff should obtain a security access disk from the finance office at a nominal fee. This is a way to verify that people accessing the school grounds may do so without prior signing in at the gates.

This disk should be replaced annually with the appropriate new one.

The disk is 90 mm in diameter with the logo and year in Arial Bold 40 pt.



MARKETING MATERIAL



4

ONLINE MARKETING ADS



Creating awareness of events and fundraisings initiatives to internal and external audiences is an inevitable part of the success of the Grey community. While many of them are created by our different parent committees, it is still very important to keep the schools' reputation and trust intact by ensuring that the brand stays consistent.

When designing, it is important that NOTHING is placed over the logo element and that it remains in the top layer. If you need any assistance, guidance or advice, please don't hesitate to contact the Marketing Department.

It is also strongly recommended that all designs should be approved by the Marketing Department before they are officially published on the different communication and social media platforms.

FIND LIVE RESULTS ON www.greyresults.online

MATCH RESULTS

GREY COLLEGE U/19 1ST SELBORNE COLLEGE

0 - 0

SPONSORS:

- GIC
- ITEC
- AFGRI
- D.I.Y. SUPERSTORE
- Rest Assured
- MonteBello
- BRUCOR
- HATARI FARMING
- UFS
- FUTURELIFE

HOCKEY

BLOEMFONTEIN HOCKEY LEAGUE CONGRATULATIONS


HP SQUAD



CULTURE


BLOEMFONTEIN DEBATING ASSOCIATION

PUBLIC SPEAKING COMPETITION

CULTURE **INTER SCHOOLS**

GREY COLLEGE VS PAUL ROOS GYMNASIUM



ENGLISH DEBATING



VACANCIES
Grey College Secondary
Bloemfontein

Registered Counsellor (GOVERNING BODY POST - HALF DAY VACANCY)

Grey College Secondary is a parallel medium school with 1200 learners from Grade 8 to 12.

This vacancy is available from 1 August 2025 or as soon as possible thereafter.

Minimum vereistes:

- Applicable degree/ qualification as a registered counsellor.
- Police clearance certificate.
- Registration with the HPCSA as a registered counsellor.
- Applicants must be fully bilingual in Afrikaans and English.
- Knowledge of academic accommodations/ concessions is recommended.
- Experience working in a school environment.
- Responsibilities include Psychometric assessments; Assistance with career guidance, subject choices, academic accommodations/ concessions, supervision and disciplinary cases; Developing and implementation of programs, Counselling; Report writing and administrative responsibilities.

Applications must include a complete CV, certified proof of qualifications, registration, copy of ID document and police clearance.

Applications can be sent to the Centre for Learner Development manager,

Mr. van Wyk at hvwyk@gc.co.za
Closing date: 18 July 2025

The school reserves the right not to appoint someone. If the school does not contact you, your application was unsuccessful.



BETREKKINGS
Grey Kollege Sekondêr
Bloemfontein

Geregistreerde Berader (BEHEERLIGGAAM POS - HALFDAG)

Grey Kollege Sekondêr is 'n parallelmediumskool met nagenoeg 1200 leersders van Graad 8 tot 12.

Hierdie betrekking is beskikbaar vanaf 1 Augustus 2025 of so gou as moontlik daarna.

Minimum vereistes:

- Toepaslike graad/kwalifikasie as 'n geregistreerde Berader.
- Polisieklaring sertifikaat.
- Registrasie by die HPCSA as 'n geregistreerde Berader.
- Aansoekers moet ten volle tweetalig in Afrikaans en Engels wees.
- Kennis van akademiese konsessies/ akkomodering is noodsaaklik.
- Ervaring binne 'n skool omgewing.
- Verantwoordelike sluit in: Psigometriese toetsing; Hulp met beroepskeuse, vakkeuse, akademiese akkomodering/ konsessies, supervisie; Ontwikkeling en implementering van programme; Berading; Skryf van verslae en administratiewe take

Aansoekers moet 'n volledige CV, gesertifiseerde bewys van kwalifikasies, registrasie, kopie van ID en polisieklaring insluit.

Aansoekers kan gestuur word na die Sentrum vir Leerder Ontwikkeling bestuurder, Mnr van Wyk by:

hvwyk@gc.co.za
Sluitingsdatum: 18 Julie 2025

Die skool behou die reg om nie 'n aanstelling te maak nie. Indien u nie van die skool verneem nie, was u aansoek onsuksesvol gewees.

CORPORATE
GIFTS



BLAZER PRINT

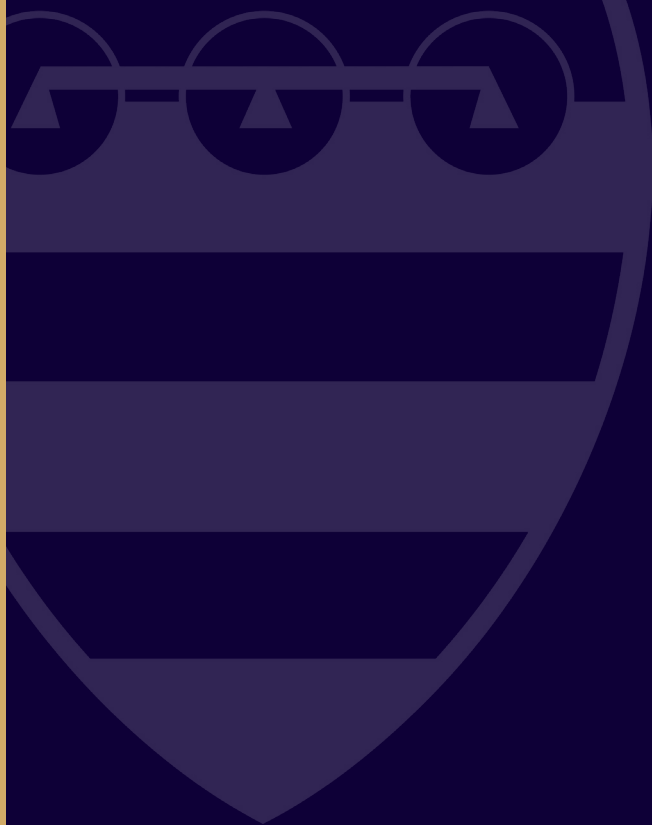


The use of the blazer print is exclusively used by the school and with official permission from the Marketing Department.

Specific items in the blazer print are allowed, only in the foyer of the schools, Principal offices and Reunie office.



SCHOOL ATTIRE



6

PART OF THE GREY BRAND



For generations, the uniform of Grey College has been a symbol of our rich traditions and the enduring legacy of excellence that defines our community. Wearing the school uniform is more than just adhering to a dress code – it is a proud statement of belonging to a lineage of learners who have upheld our values, achieved great things, and carried the spirit of our school into the world. Each piece of the uniform reflects our history, reminding learners that they are part of something greater than themselves. By wearing it with pride, they honour the traditions that have shaped our school, and demonstrate their commitment to preserving its reputation for future generations.

At Grey College, we believe that adhering to uniform guidelines is essential for building a cohesive and strong brand identity. Consistency in appearance fosters a sense of unity among learners, alumni and staff, reinforcing our commitment to professionalism and academic excellence. By maintaining a standardised dress code, we ensure that everyone represents our school's values and ethos consistently, both within and outside our campus. This uniformity promotes a positive image of our institution, enhancing recognition and respect in the community.

TAKE NOTE:

The current CANTERBURY sport clothing range will be gradually phased out over a period of 24 months. During this time, certain items will still be available until stock is completely depleted. The new sport clothing range of MACRON is available in the ADDENDUM.

FORMAL UNIFORM (HIGH SCHOOL)



WHITE WITH BLAZER



WHITE WITH JERSEY



GREY WITH BLAZER



GREY WITH JERSEY



ATHLETICS



CHESS



CRICKET



CYCLING



E-SPORT



GOLF



HOCKEY



RUGBY



SOCCER



SQUASH



SWIMMING



TABLE TENNIS



TENNIS



TRACKSUIT



WATER POLO - 1ST



WATER POLO



FORMAL UNIFORM (PRIMARY SCHOOL)



ATHLETICS



CYCLING



CRICKET



FORMAL UNIFORM



SOCCER



SQUASH



SWIMMING



WATER POLO



HOCKEY



RUGBY



FORMAL TIES



PREFECT

Students selected to be school prefects receive their ties after the official announcement.



MATRICULANT

OLD GREY

Matriculants receive their Old Grey tie from the Reunie on the day of their last assembly.



STAFF

Official tie for all Grey College personnel



ACADEMIC

Gr. 8
756 + marks
84,0% +

Gr. 9
756 + marks
84,0% +

Gr. 10
462 - 497 marks
77,0% - 82,9%

Gr. 11
426 - 461 marks
71,0% - 76,9%

Gr. 12
405 - 425 marks
67,5% - 70,9%



CULTURE & MUSIC



Marimba



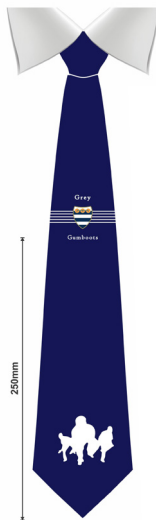
Drama



Debating



Drumline



Gumboots



Museum



Choir



Library

CULTURE & MUSIC (CONT.)



Indomitus



Voortrekkers



Ensemble



Band



Grey band



Stabilis

SPORT



Soccer



Hockey



Chillies



MTB



Athletics



Swimming



Water polo



Golf

SPORT (CONT.)



Tennis



Table tennis



Squash



Cricket



Chess



E-sport

OFFICIAL SUPPORTER CLOTHING



FEMALE



MALE



BACK



Supporter clothing does not have the official Grey College logo. Instead, the cannon balls are on the back with the words 'supporter'.

The cannon balls represent the values of faith, hope and love. Separately, these three values are excellent character attributes but when they are combined, they are invincible. Each Grey supporter should strive to embrace these attributes as an advocate for the school and what it stands for.

GREY OLD-SCHOOL SUPPORTERS JERSEY

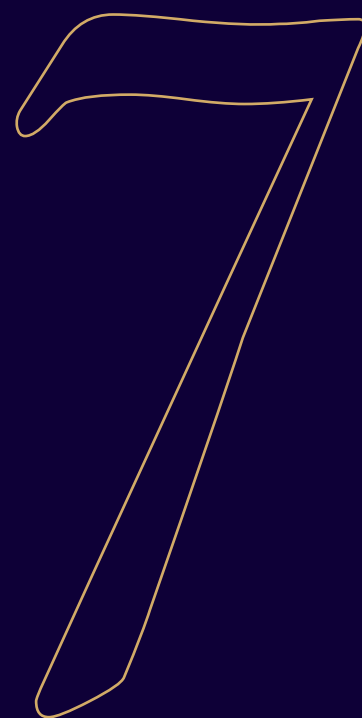
FRONT



BACK



SUB-BRANDS



T O M M I X

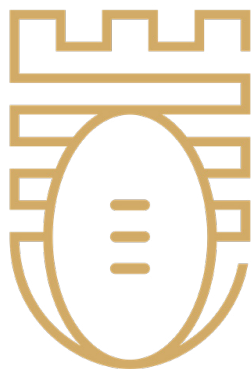


In 1924 Johan 'Glib' van Aarde started his teachings and coaching of the 1st XV rugby team at Grey. He used to ride to school on his motorbike with his broad-rimmed hat. The way he handled the start pistol at athletics meets later earned him the nickname of Hollywood cowboy, Tom Mix.

In 1927 the teddy bear mascot was named Tom Mix. Age has resulted in more youthful bears replacing the original, but Tom Mix is forever next to the rugby fields, supporting the Grey 1st XV.

The Tommix brand may be used exclusively by Grey College Rugby.

T O M M I X



T O M M I X



GUSCHKIE



'Guschkie' was derived from the name of the mascot used by the 1997 Grey College 1st hockey team. The team took it upon themselves to obtain a teddy bear mascot as a reminder of what their coach at the time, Mr Des Donald, used to say: 'You must get 'goose skin' when you put the first team jersey on and represent Grey College.'

The mascot became 'Gooskin' and eventually 'Guschkie'. Guschkie served the team well from 1997-2015.



FONTS

HUMANIST 521 BT

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
0123456789.,;”?!@#%&

COLOURS

Pantone 2945 C
C100 M80 Y0 K10
r041 g080 b151
#034694

Pantone 7407 C
C0 M20 Y60 K20
r210 g174 b109
#cca352

GCCI



The Grey College Cricket Institute or GCCI consists of the Indoor Cricket Centre with 6 lanes which can convert into 7 skills nets.



G4C



STABILIS



Grey Kollege Sekondêr Bloemfontein | Grey College Secondary Bloemfontein | www.greycollegesecundary.com
E-mail: stabilis.greycollege@gmail.com | Facebook: [@stabilis.greycollege](https://www.facebook.com/stabilis.greycollege) | Instagram: [stabilis_greycollege](https://www.instagram.com/stabilis_greycollege)
JAARGANG | VOLUME 55 NO 2 | Desember | December 2024



STABILIS



GREY COLLEGE PRIMARY • BLOEMFONTEIN • GREY KOLLEGE PRIMÊR

STABILIS

HOSTELS



BRILL HOUSE

The 1850s Sir Grey Family Crest has become the official logo for Brill House.



LEITH HOUSE



ADDENDUM



PREFERRED SUPPLIERS



EMBROIDERY :

- Make a Price BK
051 444 14 20
smithspoed53@gmail.com
- Yskoud
082 410 4230
johan@yskoud.com

BRANDING:

- Alpha Print
0722 066 330
nico@alphaprint.co.za
- Snyman Signs
082 564 5123
info@snymansigns.co.za

DESIGN:

- Creative Coffee Bean
082 859 0273
marlize@creativecoffeebean.com
- AdBrand
082 464 6563
adel@adbrand.co.za

When making use of other suppliers, you need pre-approval from the marketing manager of Grey College to ensure:

- **Brand Consistency:** The external supplier's work aligns with the Grey College's brand guidelines, messaging, and quality standards.
- **Budget Control:** Expenditures are properly tracked, approved, and within the allocated budget.
- **Compliance & Vetting:** Suppliers meet the necessary legal, ethical, and quality standards.
- **Strategic Alignment:** The use of an external supplier supports current marketing strategies and objectives.
- **Coordination:** Ensures projects are coordinated across the marketing department.

These requirements help maintain quality, consistency, and protecting Grey College's reputation.

NOTES



A series of horizontal dotted lines for writing notes.

