



To All Suppliers

Publication Date:
03 Jun 2025

Closing Information

Date: 05 Jun 2025
Time: 10:00:00

Return Quotation to:

Procurement Management Unit
MMCZ Building, 90 Mutare Road
proc@mmcz.co.zw

 Requested Items

#	Description	Specification	Quantity	Unit
1	Asset Tags/Labels	- Asset tags with anodised aluminum / metal or laminated polyester as the asset tagging material	3,000.00	Each



IMPORTANT NOTE

Your Quotation Must Be In USD.

 Instructions & Conditions

- VALID TAX CLEARANCE CERTIFICATE
- PRICE VALIDITY OF 30 DAYS
- PAYMENT AFTER DELIVERY

 Required Documents

- VALID TAX CLEARANCE
- PRAZ REGISTRATION CERTIFICATE

Brand Manual



MINERALS MARKETING
CORPORATION OF ZIMBABWE

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The Minerals Marketing Corporation of Zimbabwe logo is comprised of two elements, the seal/icon and the brand descriptor typography. The combination of the seal/icon and the brand descriptor typography is referred to as the logo.

This logo replaces all older logo. It is the only graphic device to be used to signify any part of the Minerals Marketing Corporation of Zimbabwe.

Note: The Minerals Marketing Corporation of Zimbabwe logo is a unique design and cannot be accurately reproduced with any typeface. It must not be drawn, scanned or modified in any way. It should be reproduced from only electronic files. Also, the icon or the brand descriptor typography should never appear as a stand-alone graphic. This ensures consistency and integrity for the organisation's identity.

Digital files of our family of logos are available in the downloads section. If you do not see the logo you need in this section, contact the Marketing department.

Primary Logo Design



2.1 LOGO INTRODUCTION

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Rational

A stylized interpretation of the diamond, this is the original design accompanied by two variations. The Diamond, in its rarity and beauty, is a symbol of purity and innocence, of love and fidelity, and embraces strength of character, ethics, and faithfulness to oneself and others. It is indicative of the loving and open nature with which one came into the physical realm, and encourages the aspect of truth and trust. The stone also attracts abundance, strength, power, courage, fortitude, creativity, harmony, faithfulness, increased feelings of self-respect and love, and relationships full of pure love. In fact, diamonds are believed to fill negative spaces in oneself with the purity of love.

2.2 LOGO CONSTRUCTION

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This logo is a combination of a rounded square and a diamond with crystals of various shade blue to symbolize the shimmers created as the light touches, the dominant shape in the diamond icon is the triangle which is the strongest construction shape symbolising creativity, harmony, proportion and strength. The four sides of the square represent represents the four main directions of north, east, south, and west emphasizing MMCZ's mandate to market almost all of zimbabwe's mineral wealth. To compliment the various shapes on the icon, we used a geometric sans-serif typeface named Futura which is based on trigonometrical shapes. Futura has an appearance of efficiency and forwardness expressing modernity.

2.3 LOGO ELEMENTS

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Standard Logo



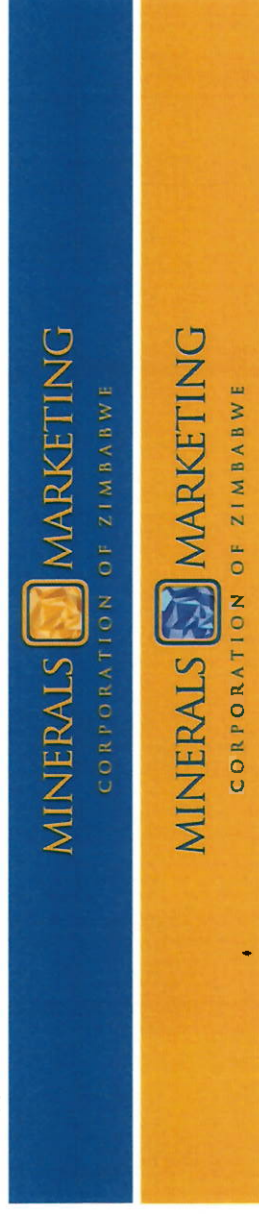
Grey Scale



One Colour (BLUE)



Reverse Application



2.4 CLEARSPACE

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To ensure the Minerals Marketing Corporation of Zimbabwe logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the width of the icon within the logo (indicated by "X" below).

2.5 MINIMUM LOGO SIZE

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To make sure the logo is always clear and legible, there is a minimum size requirement. The minimum size requirement is based on the height of the seal.

When reproducing the Minerals Marketing Corporation of Zimbabwe logo in print, the minimum size of the seal is 5mm.

2.6 LOGO APPLICATIONS

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Ideal logo use: Standard logo on white background



Allowed logo use: Grayscale logo for monochrome applications



Allowed logo use: Forge yellow logo on blue background



Allowed logo use: Blue logo on Forge yellow background



Standard logo

The standard logo is the full colour version. This version should be used whenever it is possible. Ideally the logo should be used on white backgrounds only. Using the logo on a coloured background is possible if there is no alternative, but it has to be a very light background.

Grayscale logo

For single colour reproductions, a grayscale version of the logo should be used. This version should only be used whenever full colour is not available.

Forge Yellow logo

The forge yellow logo should only be used on blue background and if there is no possibility to use the standard logo.

Blue logo

The blue logo should only be used on forge yellow background and if there is no possibility to use the standard logo.

2.7 INCORRECT LOGO APPLICATIONS

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Do not use any other typographic elements in addition to the logo on the same line.

Do not distort, stretch, slant or modify the logo in any way.

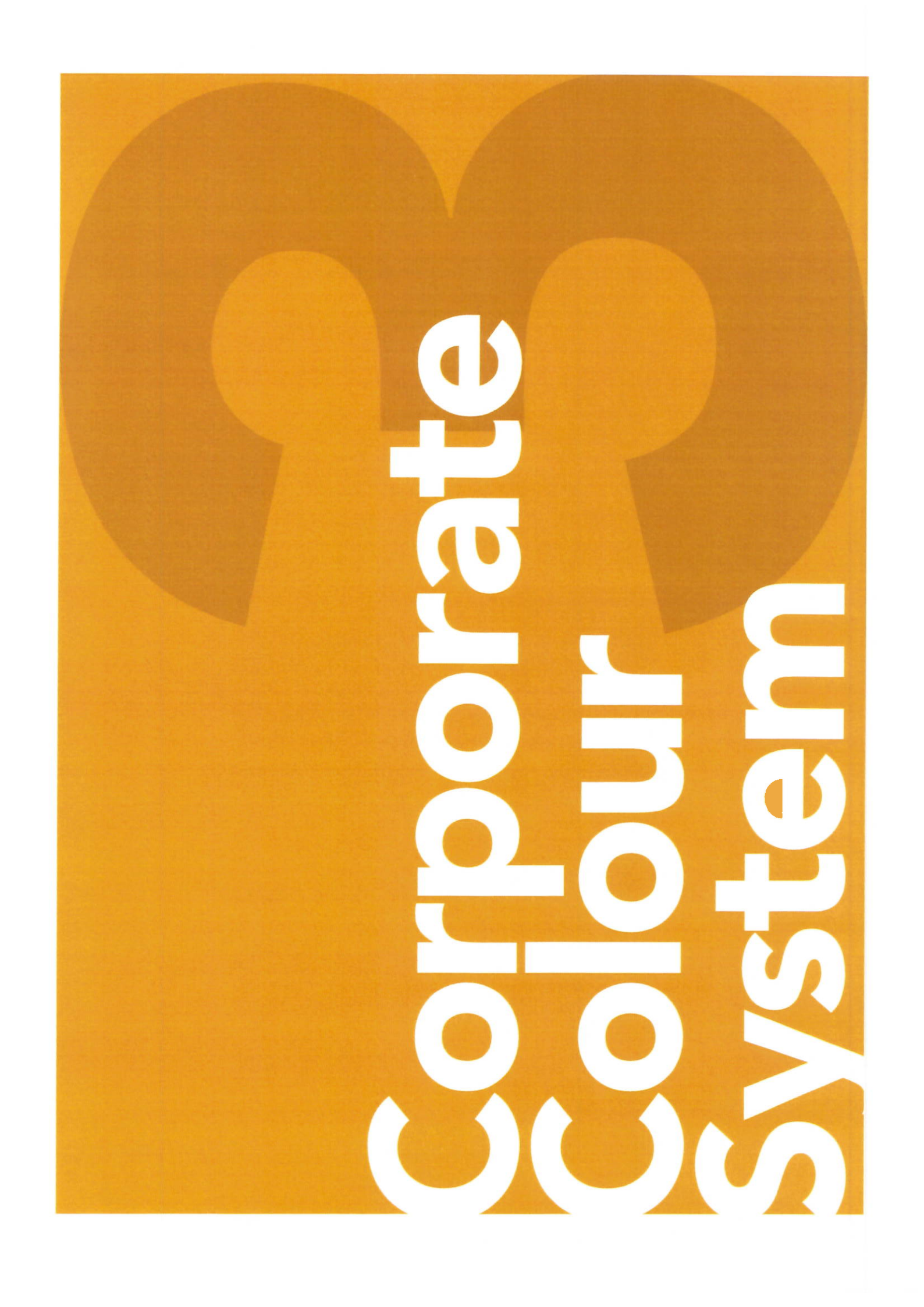
Do not cut the logo.

Do not rotate the logo.

Do not use outlines around the logo.

Do not invert the logo or use the logo in any other colour than the standard full colour version or in grayscale on monochrome applications.

Avoid coloured backgrounds as much as possible - only exception are very light colours as specified on the page before. If the logo needs to be placed on a dark background, it has to be in reverse colours.



Corporate Colour System

3.1 CORPORATE PRIMARY COLOURS

Primary	Colour	Pantone	CMYK	HEX	RGB
	Mineral Blue	P 108 - 7 C/U	100/78/30/5	#124C7D	18/76/125
	ForgeYellow	P 14 - 8 C/U	5/29/100/0	#F1B71C	241/183/28

Logo colours

The logo colours consist of two primary colours, Mineral Blue & Forge Yellow and must not be changed. They are also the central brand colours of the Minerals Marketing Corporation of Zimbabwe brand and they are used to identify the brand as well as beyond the logo in all visual communication. The colours are defined for all colour systems.

Explanation:

Pantone:

Spot colours.

CMYK:

Process-colour printing, 100 colour gradations per channel

C = cyan, M = magenta, Y = yellow, K = black

RGB:

Colour sample for monitor display with 256 gradations per channel

R = red, G = green, B = blue

Hex:

System similar to RGB, however with gradations from "00" to "FF" (hexadecimal) per channel. This system is preferably employed for designing websites.

Sedondary colours (next page)

The secondary colour scheme was developed to clearly label the thematic objectives. The colours were chosen to create a harmonic system with colours that match each other and provide good contrast to the central brand and logo colours of Minerals Marketing Corporation of Zimbabwe.

3.2 CORPORATE SECONDARY COLOURS

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Secondary	Colour	Pantone	CMYK	HEX	RGB
	Black	P Black C/U	100/0/0/0	#231F20	35/31/32
	Grey	P 179-9 C/U	60/0/0/0	#808285	128/130/133
	Gold	P 15-7 C/U	21/40/100/2	#C9972B	201/151/43
	Mustard	P 14-15 C/U	14/36/100/0	#DDA527	221/165/39
	Lite Mustard	P 14-14 C/U	9/32/79/0	#E7B052	231/176/82
	Lite Gold	P 7-13 C/U	5/17/63/0	#F2CF77	242/207/119
	Cream Mustard	P 10-11 C/U	5/14/45/0	#F2D69A	242/214/154
	Navy Blue	P 103-15 C/U	89/78/35/22	#334167	51/65/103
	Dusty Blue	P 103-14 C/U	69/57/0/36	#434F82	67/79/130
	Royal Blue	P 105-15 C/U	97/80/15/3	#204B8C	32/75/140
	Lite Royal Blue	P 105-12 C/U	59/45/13/0	#7585AF	117/133/175
	Sky Blue	P 106-12 C/U	49/32/0/0	#839DD1	131/157/209
	Sunny Blue	P 105-2 C/U	31/21/0/0	#ACBAE0	172/186/224
	Baby Blue	P 113-1 C/U	30/9/3/0	#AECFE6	174/207/230

Corporate Typography

4.1 PRIMARY FONT(S)

Primary Font

TRAJAN PRO REGULAR
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
1 2 3 4 5 6 7 8 9 0
±!@#\$\$%&*()_+{}[]:;'\|.,<>/?~`§

TRAJAN PRO BOLD
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
1 2 3 4 5 6 7 8 9 0
±!@#\$\$%&*()_+{}[]:;'\|.,<>/?~`§

The typeface Trajan Pro was chosen as it is visually striking. The typeface for all other applications from body text to headlines is Avenir. It has a neutral yet friendly appearance suitable for all applications. Its broad variety of weights and styles makes it very versatile. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letter forms.

4.2 SECONDARY FONT(S)

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Secondary Font

Avenir Light
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Light Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Book
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Roman
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Book Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Medium
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Medium Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Black
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Black Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Heavy
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

Avenir Heavy Oblique
abcdefghijklmnopqrstuvwxyz
1234567890
±!@#\$\$%^&*()_+{}[]:;'\.,<>/?~`\$

For full application of the Minerals Marketing Corporation of Zimbabwe brand design, the above type specifications for web, print publications and stationery are recommended.

Corporate Iconography

The background is a solid orange color. It features several overlapping circles of varying shades of orange, creating a layered effect. A horizontal bar of a slightly darker shade of orange is positioned in the upper left quadrant, partially overlapping the circles.

5.1 CORPORATE ICONOGRAPHY



SURVEY



TARGET



CONSULTING



TIME MANAGEMENT



VIDEO MARKETING



FIND US HERE

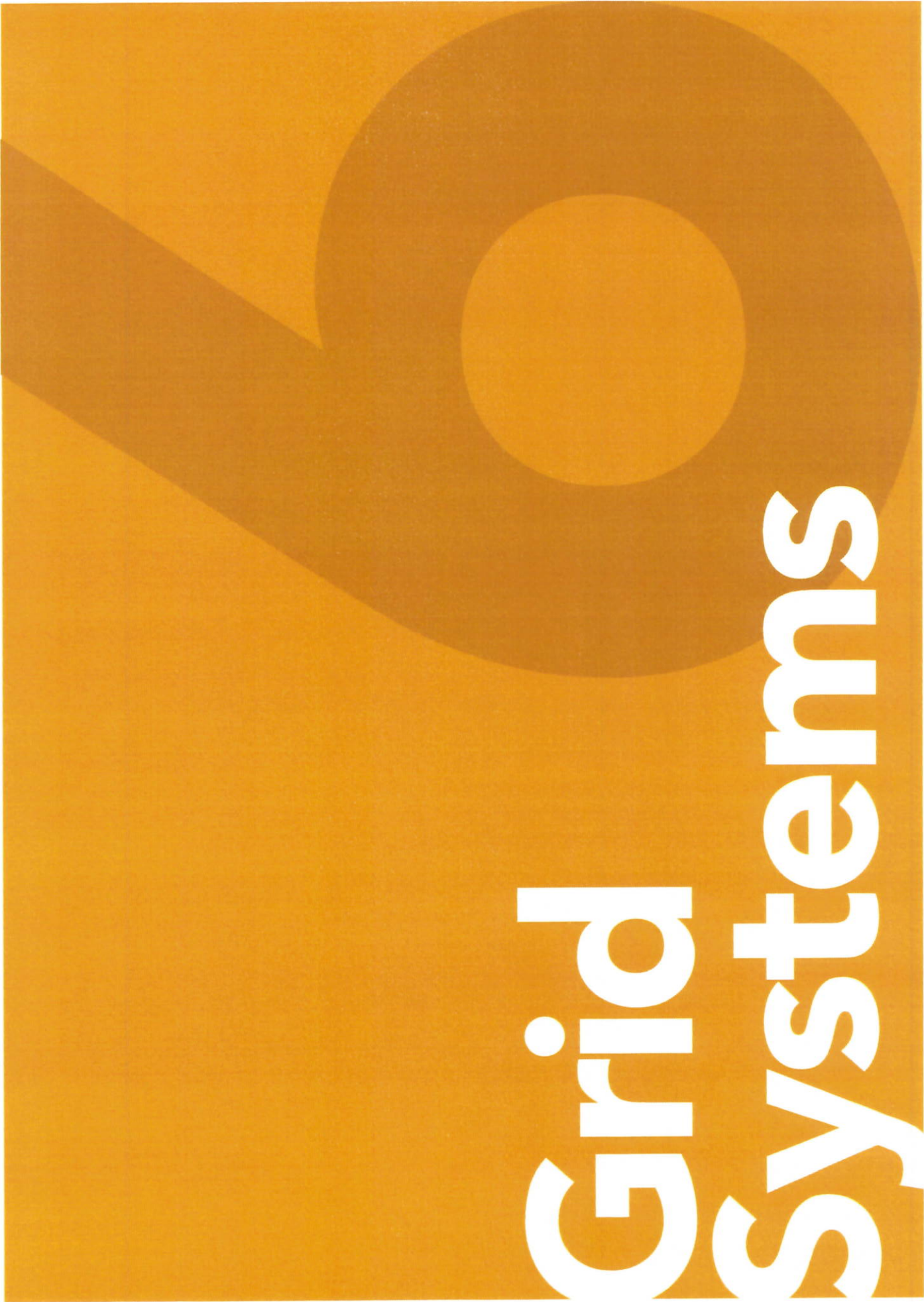


CONNECTION



REFERRAL

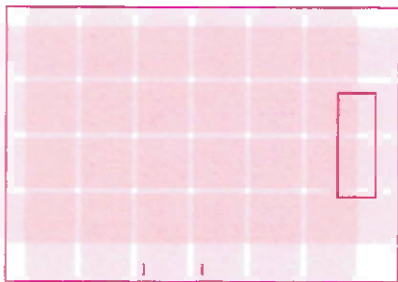
The icons were designed to work well together as a series, using similar iconography, forms and line weights. The standard use of the icons is one colour of the thematic objective it represents.



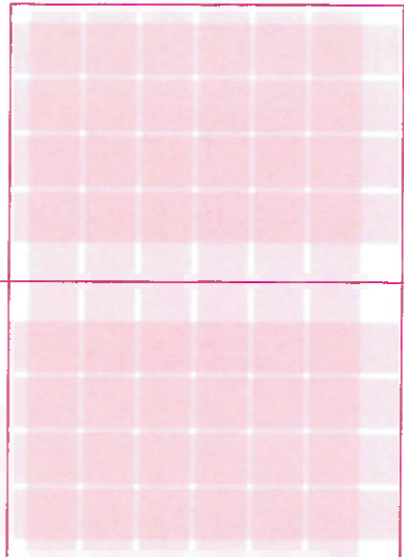
Grid Systems

6.1.1 A4 PRINT GRID SYSTEM

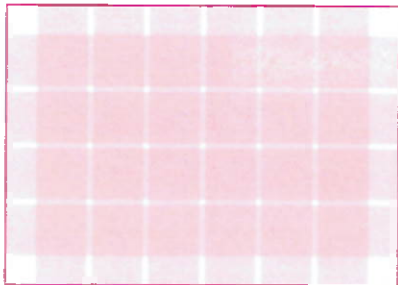
21



Single page A4 grid (e.g. letter) with address field for envelopes



A4 page spread with facing pages



Centered grid in standard DIN portrait format - usable in any sizes from A4 to poster sizes

A4 format

On an A4 format the grid offers 4 columns, each one basic unit wide (38.1 mm), consisting of 6 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a standard A4 page with facing pages:

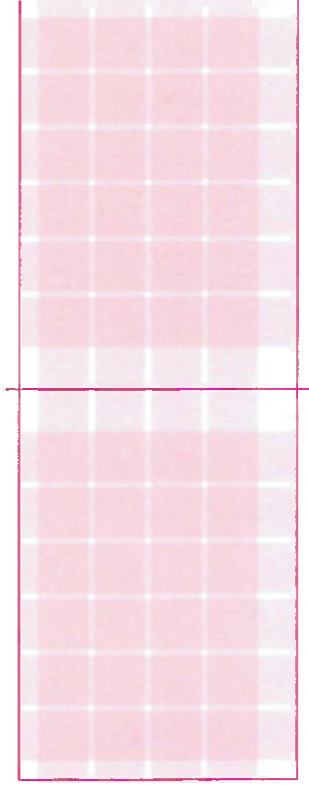
Top margin: 15 mm
Inside margin: 29,9 mm
Outside margin: 15 mm
Bottom margin: 32,23 mm

Centered grid position on a single A4 page:

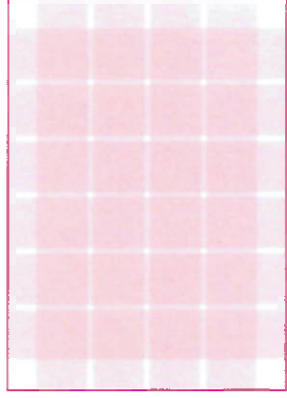
Top margin: 23,62 mm
Left margin: 22,45 mm
Right margin: 22,45 mm
Bottom margin: 23,62 mm

6.1.2 A4 LANDSCAPE PRINT GRID SYSTEM

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Landscape A4 page spread



Landscape page spread with centered grid - also usable for posters, presentations, handouts.

A4 landscape format

On a landscape A4 format the grid offers 6 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A4 page with facing pages:

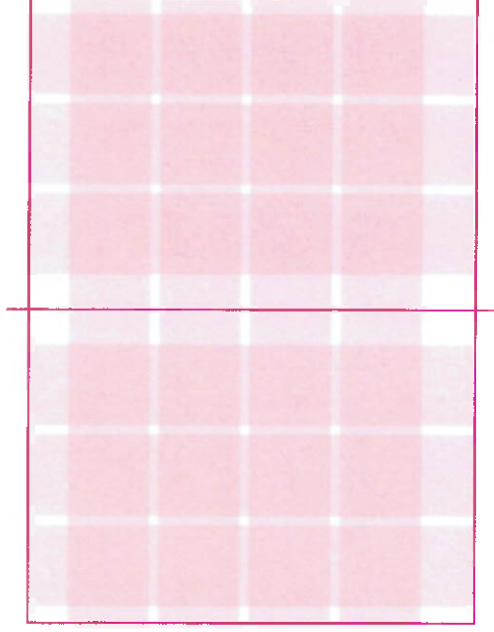
Top margin: 15 mm
Inside margin: 32,23 mm
Outside margin: 15 mm
Bottom margin: 29,9 mm

Centered grid position on a single landscape A4 page:

Top margin: 22,45 mm
Left margin: 23,62 mm
Right margin: 23,62 mm
Bottom margin: 22,45 mm

6.1.3 A5 PRINT GRID SYSTEM

23



A5 page spread with facing pages



Single A5 page with centered grid
(flyer, leaflet, handout)

A5

On A5 format the grid offers 3 columns, each one basic unit wide (38.1 mm), consisting of 4 vertical basic layout units that can be used to position text blocks or photos. The columns are separated by a gutter of one small unit (12 pt, 4.23 mm).

Grid position on a landscape A5 page with facing pages:

Top margin: 19,23 mm
Inside margin: 16,75 mm
Outside margin: 8,47 mm
Bottom margin: 25,67 mm

Centered grid position on a single A5 page:

Top margin: 22,45 mm
Left margin: 12,62 mm
Right margin: 12,62 mm
Bottom margin: 22,45 mm

6.2 A4 LOGO POSTION

24



Positioning of the logo in the grid on a A4 document.

Logo positioning on A4

The width of a basic layout element also defines the size of the logo which is 18 mm in width. The width of the logo should always be exactly one or more basic layout elements. Its position should be aligned centre of the grid.

6.3 A4 LANDSCAPE LOGO POSTION

25



Positioning of the logo in the grid on a A4 landscape format or powerpoint presentation handout.

Logo positioning on A4 landscape format



Images, & Colour & Grid

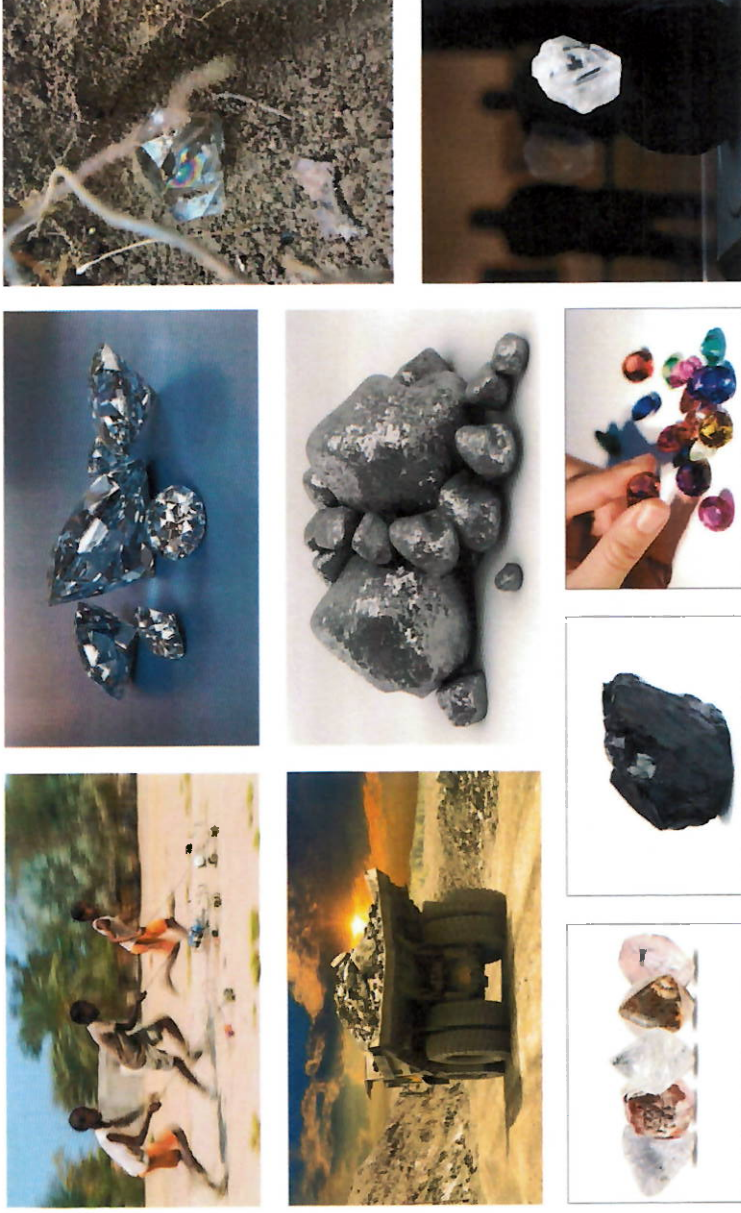
Artistic quality can be subjective, and a wide range of style options are available, but all efforts should be made to choose and use photography that supports the message and adds an element of personality & dynamism.

Photography

Photography must be appropriate and supportive of the content message. There must be good reason to use photography - it is not to be used solely to fill space. It can be used as the main focal point, a featured element or as a background.

7.2 CORPORATE IMAGE COLORS

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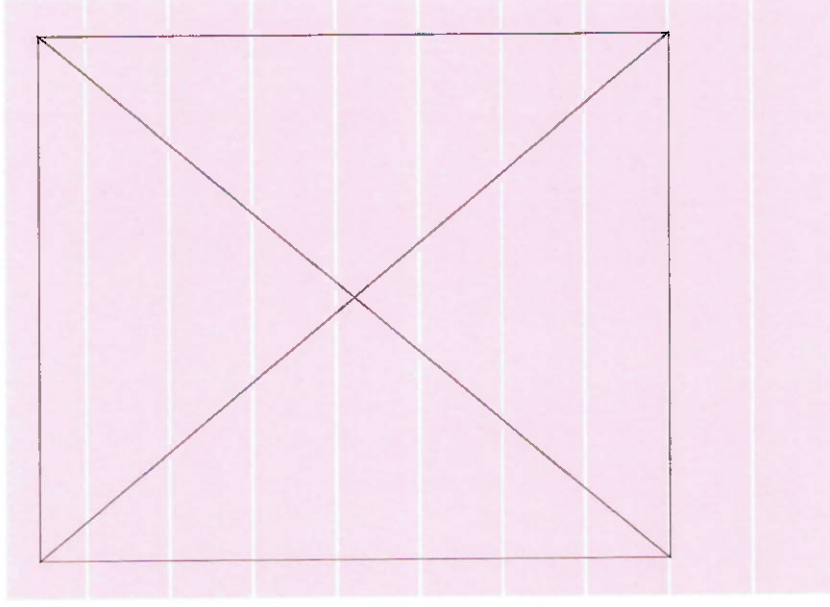


Photography

Technical quality, however, is much easier to gauge. For printed Uses, image quality should be no less than 300 dpi, at full size. For web Use, the minimum required image quality should be at least 72 dpi, at full size.

7.3 IMAGE GRID SYSTEMS

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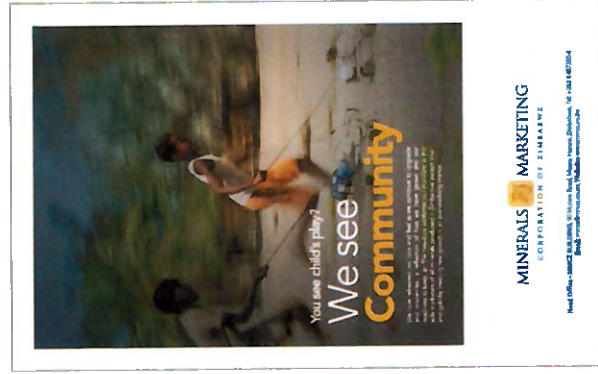


The background of the slide is a solid orange color. Overlaid on this are several concentric circles in shades of orange and yellow, creating a layered, abstract effect. The largest circle is a medium orange, and within it are smaller circles in lighter shades of yellow and orange.

Presentations & Other Print Assets

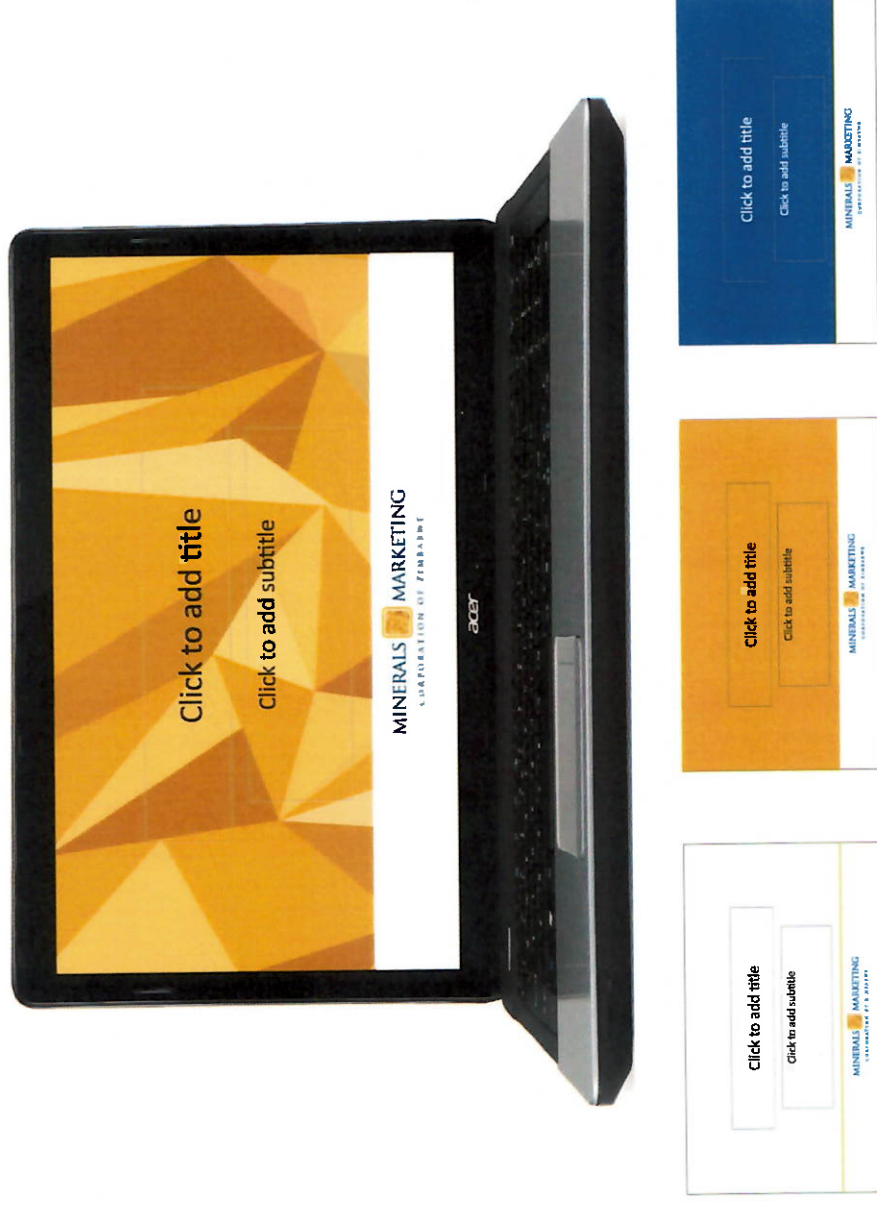
8.1 PRESS ADVERTS/POSTERS

31



8.2 POWERPOINT PRESENTATION

32



PowerPoint

8.3.1 STATIONERY

33

5mm	90mm	5mm	25mm	25mm	25mm	25mm	5mm
5mm	60mm	5mm	25mm	25mm	25mm	25mm	5mm
5mm	24mm	5mm	25mm	25mm	25mm	25mm	5mm
5mm	50mm	5mm	25mm	25mm	25mm	25mm	5mm
5mm	15mm	5mm	25mm	25mm	25mm	25mm	5mm
5mm	5mm	5mm	25mm	25mm	25mm	25mm	5mm



MINERALS MARKETING
CORPORATION OF ZIMBABWE

Other Another
Marketing Director
+263 777 888 999 / +263 242 000 111, other.a@mmcz.co.zw

Head Office - Harare, MMCT BUILDING, 90 Mutare Road, Masasa, Harare, Zimbabwe.
Tel: +263 242 4872004, Web: mmcz.co.zw

Name & Surname (Avenir Black 9pt)
Title (Avenir Medium 7pt)
Mobile & Email Address (Avenir Medium 7pt)
Stroke 0.5pt
Physical Address (Avenir Light 6pt)
Phone Numbers and Website (Avenir Light 6pt)

Kwenda Reselling Plant
Chimankwa Road
Kwenda
Tel: +263 55 21028
Contact: Lolwa Masasa

Dzanga Office
Suite 209
CABS Building
Robert Mugabe Way
Tel: +263 54 220100 /
220101

Harare Office
Old HCC, Time Office
Ingapula Road
Opposite Company
Lodge
No. 1 Township
Tel: +263 281 21581 &
21583

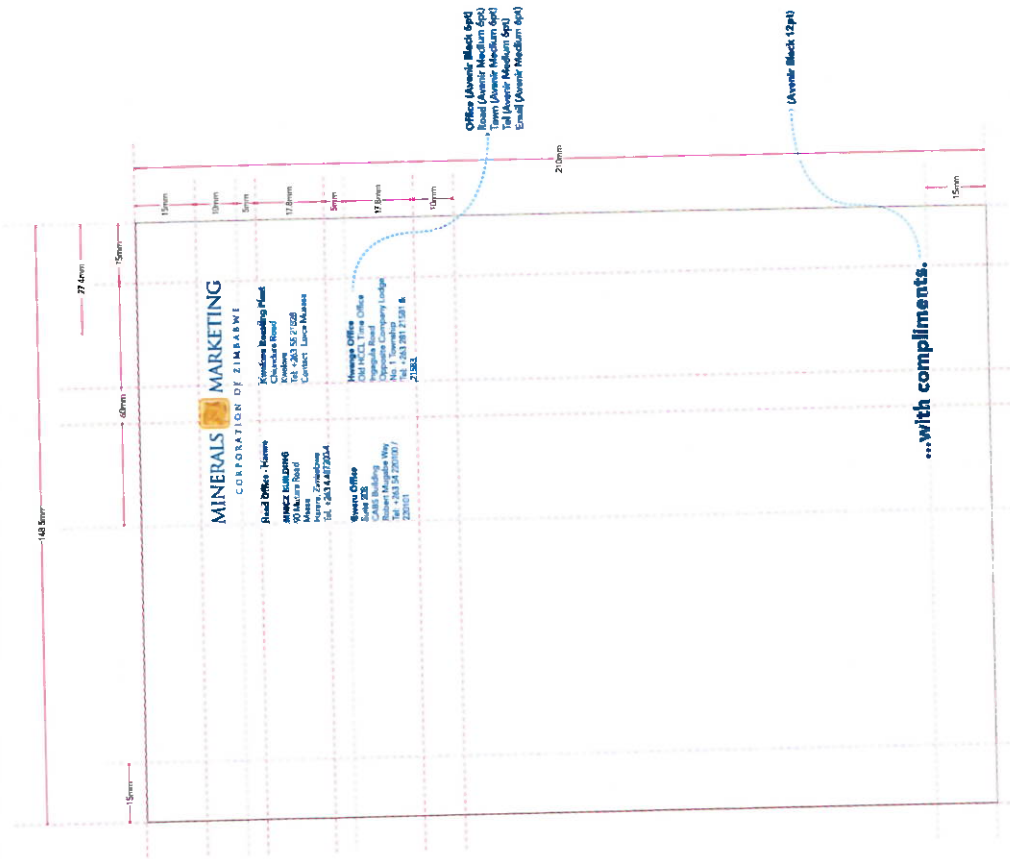
Office (Avenir Black 6pt)
Road (Avenir Medium 6pt)
Town (Avenir Medium 6pt)
Tel (Avenir Medium 6pt)
Email (Avenir Medium 6pt)

Office (Avenir Black 6pt)
Road (Avenir Medium 6pt)
Town (Avenir Medium 6pt)
Tel (Avenir Medium 6pt)
Email (Avenir Medium 6pt)

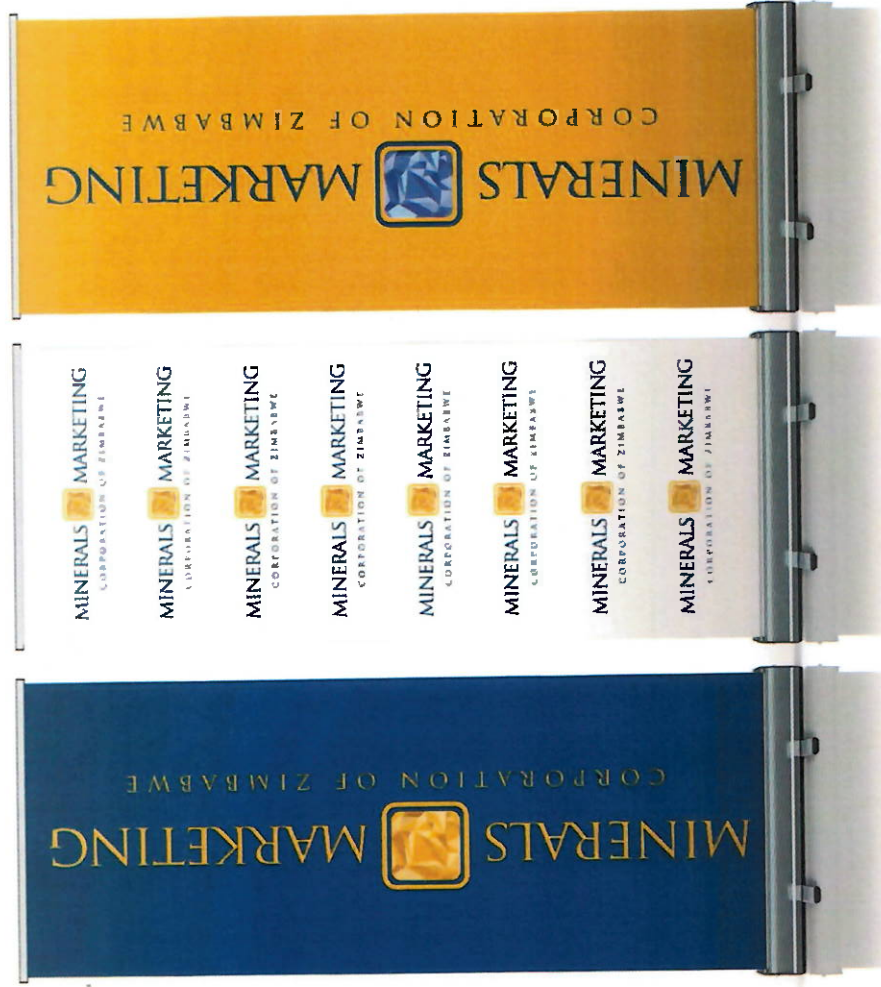
Office (Avenir Black 6pt)
Road (Avenir Medium 6pt)
Town (Avenir Medium 6pt)
Tel (Avenir Medium 6pt)
Email (Avenir Medium 6pt)

Business Card 50 x 90mm

8.3.3 STATIONERY



8.4 BANNERS



Stationery



Branding & Outdoor

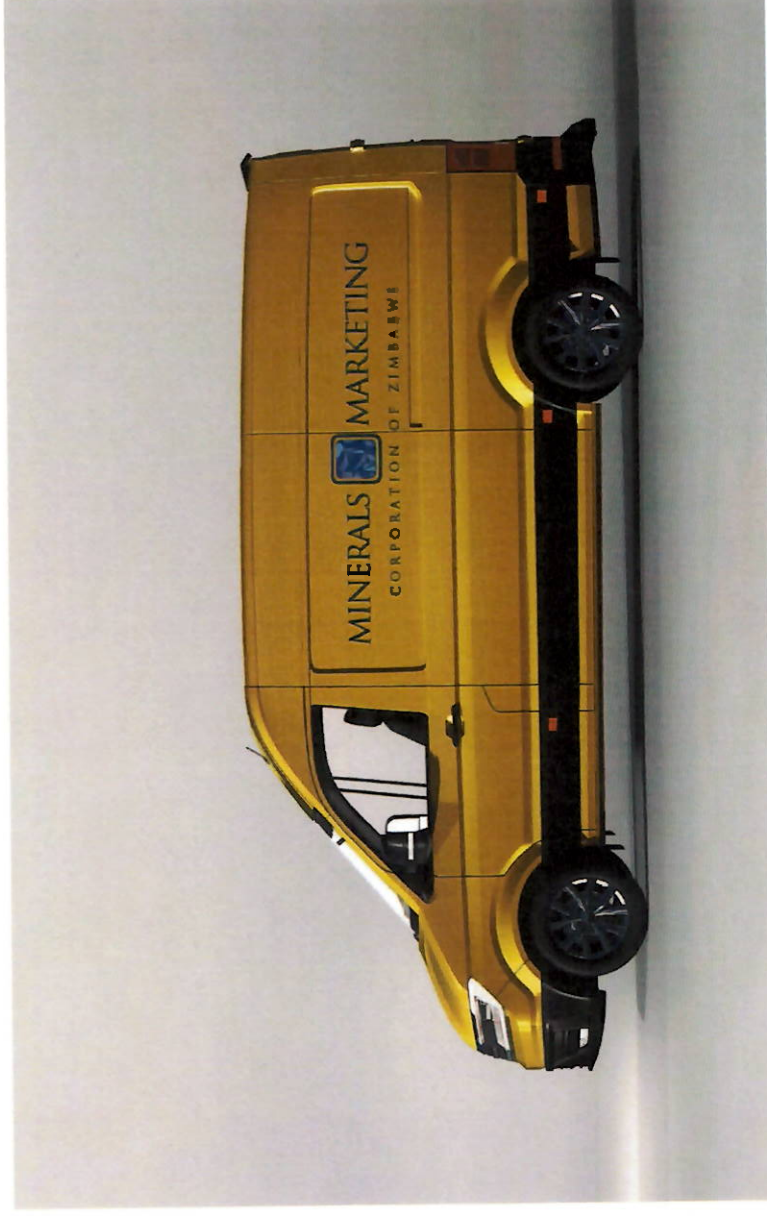
9.1 VEHICLES

38



9.1.1 VEHICLES

39



9.2 BILLBOARD

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9.3 FLAGS

41



9.4 OFFICE SIGN

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MINERALS MARKETING

CORPORATION OF ZIMBABWE

Head Office - Harare

MMCZ BUILDING
90 Mutare Road
Masasa
Harare, Zimbabwe
Tel: +263 4 487200-4

Kwekwe Roasting Plant
Chundura Road
Kwekwe
Tel: +263 55 21028
Contact: Lolisa Masasa

Gweru Office
Suite 208
CABS Building
Robert Mugabe Way
Tel: +263 54 220100 / 220101

Hwange Office
Old HCL Time Office
Ingagala Road
Opposite Company Lodge
No. 1 Township
Tel: +263 261 21581 & 21583