



Contents

1. Introduction

1.1	Foreword	1
1.2	South African national Coat of Arms	2
1.3	Display of the national Coat of Arms	3
1.4	Protecting the national Coat of Arms	5

2. Brand architecture and brand structure

2.1	The Government Brand Organogram	1
2.1.1	Brand structure	2
2.2	Level 1-branding	3
2.3	Level 2-branding	4
2.4	Level 3-branding	5

3. Design of the national Coat of Arms

3.1	The national Coat of Arms	1
3.2	The national Coat of Arms - construction and meaning	2
3.2.1	The circle of Foundation	3
3.2.2	The circle of Ascendance	4
3.3	Correct use of the national Coat of Arms	5
3.3.1	Sizing grid	6
3.3.2	Control grid	7
3.4	Colours of the national Coat of Arms	
3.4.1	Full colour	8
3.4.2	Black and White	9
3.4.3	Outline	10
3.4.4	Single colour applications	11
3.4.5	Watermark	13
3.4.6	Foiling and metallics	14
3.5	Incorrect use of the national Coat of Arms	15
3.6	The Presidential Seal	17
3.6.1	Foiling	18
3.6.2	Embossing	19
3.6.3	Typography	20
3.7	The President Consort Seal	21
3.7.1	Construction	22



Contents

3.8	Seal of the Republic of South Africa	23
3.8.1	Wet Seal	24
3.8.2	Dry Seal	25
3.8.3	Typography	26
3.9	The National Coat of Arms - control grid & typography combination	27
3.9.1	Republic of South Africa	28
3.9.2	Deputy President	29
3.9.3	Ministers and Deputy Ministers	30
3.9.4	Ministries	31
3.9.5	Ambassadors and High Commissioners	32
3.9.6	Diplomatic and Consular Missions	33
3.9.7	The Presidency	34
3.9.8	Typography	35
3.10	Departments	36
3.10.1	Control grid	37
3.10.2	Typography	38
3.10.3	Translations	39
3.11	Colours of the departmental logo	
3.11.1	Full colour	41
3.11.2	One colour	42
3.12	Examples of implemented departmental logos	
3.12.1	Functional naming structure	43
3.12.2	Functional naming structure in two lines	44
3.12.3	Acronym naming structure	45
3.12.4	Implemented full colour departmental logos	46
3.12.5	Implemented one colour departmental logos	48
3.13	Incorrect use of the departmental logo	50
4.	Media Applications	
4.1	Print	
4.1.1	Stationery: The Presidential Seal	
4.1.1.1	Letterhead	1
4.1.1.2	Continuation sheet	2
4.1.1.3	Compliment slip	3
4.1.1.4	Folder	4
4.1.2	Stationery: Deputy President	
4.1.2.1	Letterhead	5
4.1.2.2	Continuation sheet	6
4.1.2.3	Compliment slip	7
4.1.2.4	Folder	8



Contents

4.1.3	Stationery: Minister / Deputy Minister	
4.1.3.1	Letterhead	9
4.1.3.2	Continuation sheet	10
4.1.3.3	Compliment slip	11
4.1.3.4	Business cards	12
4.1.3.5	Fax cover sheet	13
4.1.3.6	Folder	14
4.1.4	Stationery: The Presidency	
4.1.4.1	Letterhead	15
4.1.4.2	Continuation sheet	16
4.1.4.3	Compliment slip	17
4.1.4.4	Business cards	18
4.1.4.5	Fax cover sheet	19
4.1.4.6	Folder	20
4.1.5	Stationery: Ministry	
4.1.5.1	Letterhead	21
4.1.5.2	Continuation sheet	22
4.1.5.3	Internal memo	23
4.1.5.4	Compliment slip	24
4.1.5.5	Business cards	25
4.1.5.6	Fax cover sheet	26
4.1.5.7	Folder	27
4.1.6	Stationery: Departmental	
4.1.6.1	Letterhead	28
4.1.6.2	Continuation sheet	29
4.1.6.3	Internal memo	30
4.1.6.4	Fax cover sheet	31
4.1.6.5	Compliment slip	32
4.1.6.6	Business cards	33
4.1.6.7	Braille Business cards	34
4.1.6.8	Folder	35
4.1.6.9	Official and Manila envelopes	36
4.1.6.10	White envelopes	37
4.1.7	Name tags	38
4.1.8	Forms	39
4.1.9	Government Gazette	40
4.1.10	Newsletters and magazines	
4.1.10.1	Front cover	41
4.1.10.2	Back cover	42
4.1.11	Posters	44



Contents

4.1.12	Brochures	
4.1.12.1	A4 Horizontal brochure	45
4.1.12.2	A4 Portrait brochure	46
4.1.12.3	DL brochure	47
4.1.13	Project advertisements	
4.1.13.1	39X7	48
4.1.13.2	15X3	49
4.1.14	Project folders	50
4.2	Electronic	
4.2.1	E-mail signature	51
4.2.2	Website, departmental	52
4.2.3	Powerpoint presentations	54
4.2.4	CD and CD covers	55
4.2.5	Video cassettes and video covers	56
4.2.6	Television	57
4.3	Co-branding	
4.3.1	Level 1-branding partners	58
4.3.2	Level 2-branding partners	59
4.3.3	Level 3-branding partners	60
4.3.4	Special projects	61
4.3.5	Multiple partners	63
4.3.6	National departments co-sponsoring	64
5.	Environmental	
5.1	Identification signage	
5.1.1	Pylon	1
5.1.2	Wall-mounted signs	2
5.1.3	Wall projecting signs	3
5.2	Information signage	
5.2.1	Combined pylon	4
5.2.2	Wall projecting signs	5
5.2.3	Wall-mounted signs	6
5.2.4	Way finding signs	7
5.2.5	Window Decals	8
5.2.6	Office hours sign	9
5.3	Directional signage	
5.3.1	Way finding signage	10



Contents

5.4	Emergency signage	
5.4.1	Basic emergency signage	11
5.5	Exhibition	
5.5.1	Pull-up banners	12
5.5.2	Podium	13
5.5.3	Backdrop	15
5.5.4	Special projects backdrop	16
5.6	Promotional items	
5.6.1	Wrapping paper	17
5.6.2	Paper bag	18
5.6.3	Calendars	19
5.6.4	Mouse pads	20
5.6.5	Business organiser / filofax / diary	21
5.6.6	Umbrellas, bags and keyrings	22
5.7	Livery	
5.7.1	Pick-up truck without canopy	23
5.7.2	Hatchback	24
5.7.3	Panel van with full side windows	25
5.7.4	Single-decker bus	26
5.8	Corporate clothing	
5.8.1	Name tags	27
5.8.2	General and project-specific clothing	28
5.8.3	Shirt, tie, cuff links and tie clip	29
5.8.4	Informal men's and women's wear	
5.8.4.1	Sports shirt and jacket	30
5.8.4.2	Cap and hat	31
5.9	Hospitality	
5.9.1	Crockery and cutlery	32