



30

South Africa 1994 - 2024



YEARS OF FREEDOM

CORPORATE IDENTITY GUIDELINES



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



The aim of the **30 YEARS OF FREEDOM** celebrations is to reflect on the South African journey; celebrate the successes and assess the challenges we have come across as a country.


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1 PROJECT BACKGROUND

The aim of the
30 YEARS OF FREEDOM Logo
is to have a symbol that will unify us a
country as we celebrate this significant
milestone in the history of our country.

1.1 Objectives

- Mobilising collective ownership of our 30 years of democracy by all South Africans and sectors of society. This will involve encouraging sectors to develop and implement their own celebration plans that will link to the broader national celebration. Critical to collective ownership, is ensuring direct participation and ownership by all South Africans.
- Engendering social cohesion and a national identity that is representative of our rich and diverse culture.
- Creating a build-up of public awareness and excitement, towards Freedom Day and sustain it thereafter throughout 2024. This includes promoting a national mood that encourages popular participation in the various initiatives, including the buildup to the national elections.
- Promoting coherence through encouraging participation by all sectors in a way that lends sustainable momentum and promoting widespread use of the logo and message.
- Promoting awareness of the progress that freedom has brought and a sense of the challenges of the fourth decade.

2 CORPORATE IDENTITY ARCHITECTURE

2.1 The 30 YEARS OF FREEDOM Logo



The project brand is the 30 YEARS OF FREEDOM logo, the mother brand is the Government brand and the stakeholders are co-brands.

The 30 YEARS OF FREEDOM logo/brand is the emblem that is managed by the State as an official visual symbol of the 30 YEARS OF FREEDOM celebrations. It is what differentiates the other logos/brands and is an identity that reflects the past 30 YEARS OF FREEDOM as well as embraces the future.

2 CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure



2.2.1 Meaning

The 30 YEARS OF FREEDOM logo is a vibrant symbol that reflects the past 30 years of freedom for South Africa as a country celebrating this event and the strides made as one nation.

2 CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure

2.2.2 Logo Construction



Main descriptor:

The full name of the project



Graphic element:

Flag: The flag is the single most unifying symbol in our country. With its vibrant colours, our national flag is the most commonly used visual symbol of South Africa.



Graphic element:

Figurines: The multi-coloured figures of people represent our country's different races and tribes. Their winding shape is a demonstration of the voting lines that represent our democracy since 1994.

2 CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure

2.2.3 Colours

2.2.3.1 Primary Colours



Colour:
c0 m32 y95 k0
r255 g183 b27
Pantone 1235 C



Colour:
c100 m27 y89 k16
r0 g117 b74
Pantone 3415 C



Colour:
c100 m93 y14 k12
r0 g22 b137
Pantone Reflex Blue C



Colour:
c0 m95 y100 k0
r228 g61 b48
Pantone 179 C



Colour:
100% Black

2

CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure

2.2.3 Colours

2.2.3.2 Single Colour Variations



The single colour variation of the 30 YEARS logo can only be used in colours present in the full colour logo.

2 CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure

2.2.3 Colours

2.2.3.3 Watermark

The 30 YEARS OF FREEDOM logo may only be used as a watermark for security purposes, e.g. certificates. It may never be used in full colour as a watermark, only in 30% of black or less.



2.2.3.4 Embossing

Printing finishes that may be used on the 30 YEARS OF FREEDOM logo may include embossing, specifically on promotional material.

100% Cyan colour is used for the embossing area when prepping for print.



2 CORPORATE IDENTITY ARCHITECTURE

2.2 The 30 YEARS OF FREEDOM Logo Structure

2.2.3.5 Foiling

The 30 YEARS OF FREEDOM logo may be printed or produced in foil shades. Printing may not be on any solid colour background that will distort the appearance of the logo.



100% Magenta colour is used for the foiling area when prepping for print.



2 CORPORATE IDENTITY ARCHITECTURE

2.3 DO'S AND DONT'S

2.3.1 Do's



The full or single colour variations of the 30 YEARS logo should be used on a background that does not distort its appearance and structure of any of its elements.

2 CORPORATE IDENTITY ARCHITECTURE

2.3 DO'S AND DON'TS

2.3.2 Don'ts



DO NOT place the logo on a coloured background that distorts the appearance of the logo.



DO NOT crop any part of the logo.



DO NOT place the logo on a textured background that distorts the appearance of the logo.



DO NOT place a stroke or outline on the logo elements.



DO NOT scale or compress the logo in any distorted way.



DO NOT remove any of the elements of the logo.



DO NOT rearrange the logo elements.



DO NOT distort the proportion or scale of the logo elements.



DO NOT change any of the colours in the identity.



The logo should not be used in any other colours not stipulated in this manual.

3 BRAND APPLICATION

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A brand is something that identifies an organisation or project; e,g, logo.



3 BRAND APPLICATION

3.1 Project Colour Palette

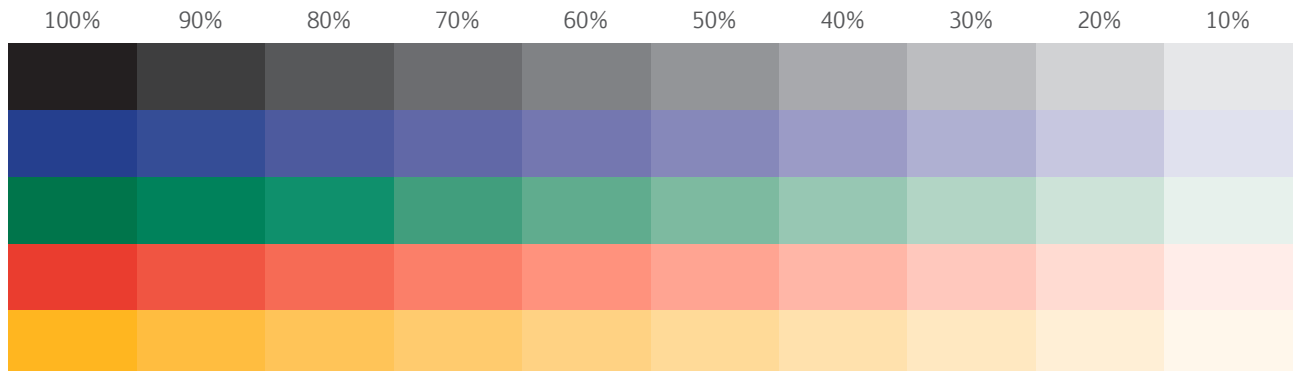
3.1.1 Project Primary Colours

Project primary colours are the colours that are mainly used on the products for 30 YEARS OF FREEDOM projects/campaigns and are derived from the 30 YEARS logo.



3.1.2 Project Secondary Colours

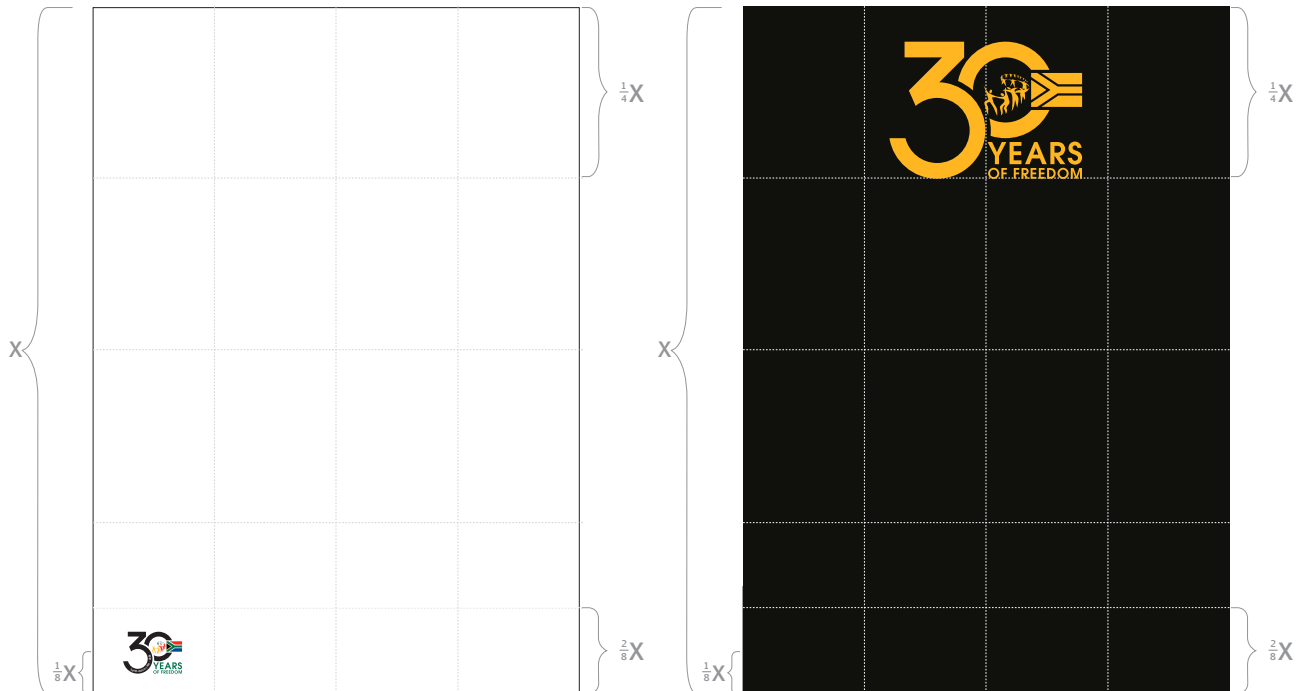
Secondary colours are colours that may be used for the project. They may be used in conjunction with primary colours on the products for 30 YEARS products/campaigns.



3 BRAND APPLICATION

3.2 Identity application size

Grid guidelines illustrate the boundary or ratio within which a brand should be applied. This grid illustrates the size in which the 30 YEARS logo can be applied.



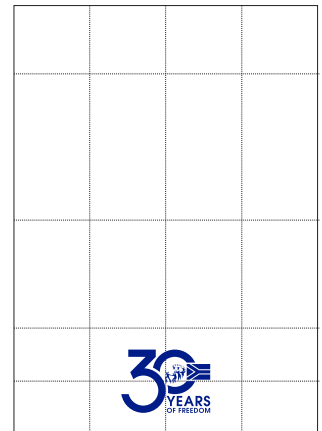
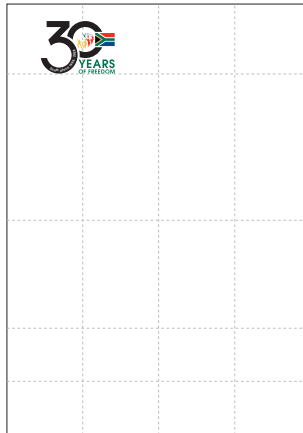
The logo may not be smaller than $1/8^{\text{th}}$ of the total height of the product size.

The logo may not be applied smaller than 10mm to preserve its legibility.

3 BRAND APPLICATION

3.3 Logo Placement

The logo may be placed anywhere on the artwork. The placement should, however, not distort the logo or infringe on its integrity.

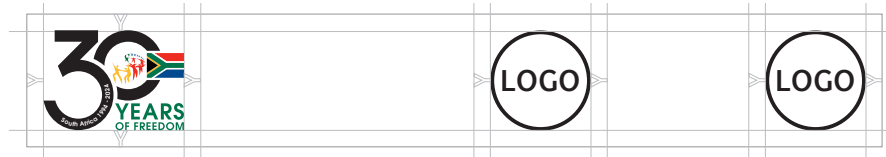


3 BRAND APPLICATION

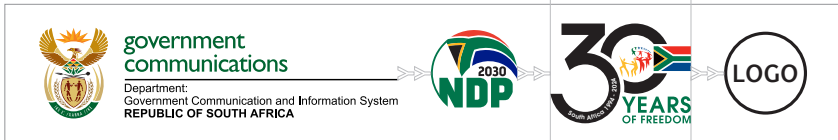
3.4 Co-branding



There should always be enough clear space around the logo; a minimum of 1x the height of the letter “Y” from the word YEARS.



A minimum of 2x the height of the letter “Y” from the word YEARS in the case of space between logos.



The 30 YEARS logo may be co-branded with other logos as long as it is in a manner that does not distort the logo or infringe on its integrity. The 30 YEARS logo may not take the primary position over the RSA CoA when sitting on the branding strip.

