



2. Brand architecture and brand structure

The Branding architecture is the organizing structure of the relationship between the mother brand and the subsidiary brands. In the case of a government, the mother brand is the State represented by the national Coat of Arms as the principal identity, and the sub-brands are the various organs through which the State interacts with its public.

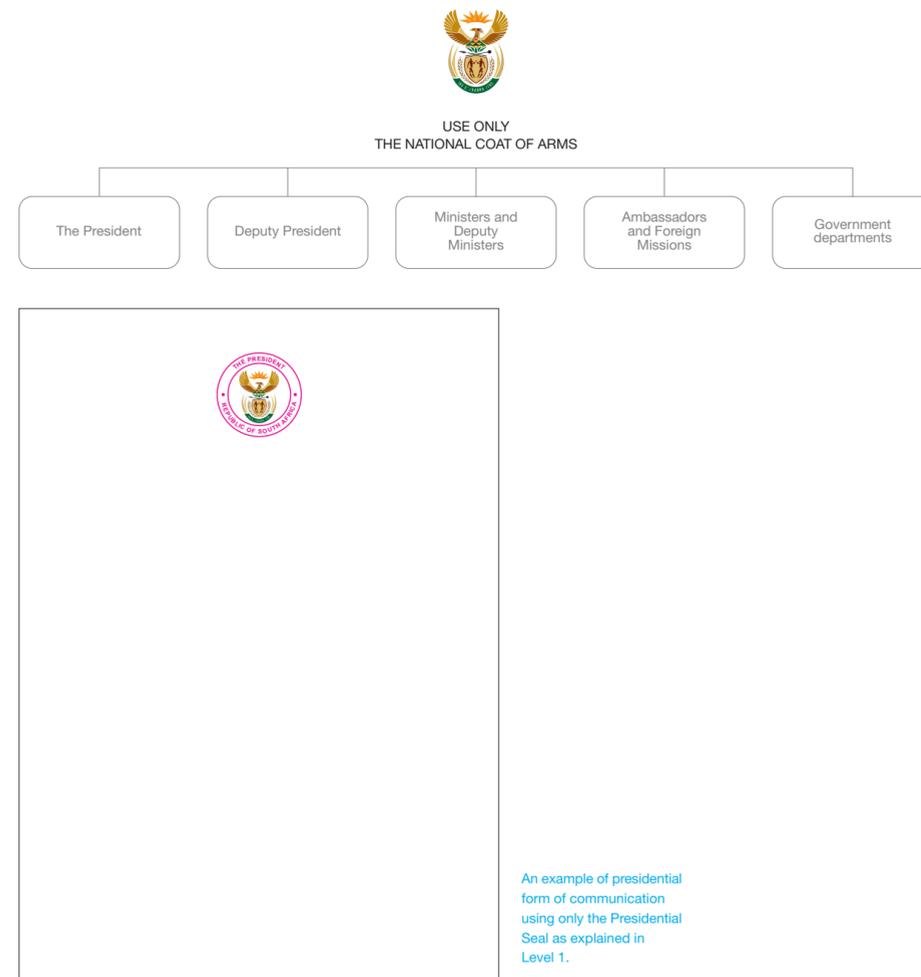
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2.2 Level 1-branding

The first order of level one is the Office of the President. Please note that Presidential applications are in the form of the Presidential Seal only.



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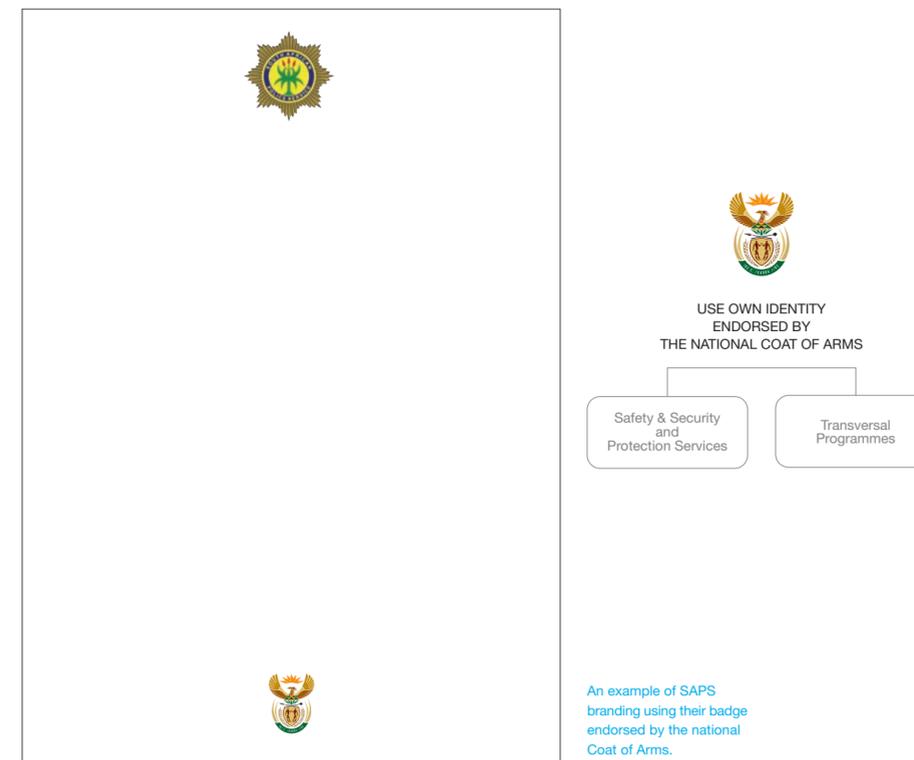


BRAND ARCHITECTURE AND BRANDING STRUCTURE



2.3 Level 2-branding

Level 2-entities such as the South African Police Service (SAPS) and the South African National Defence Force (SANDF) are exempted from using the national Coat of Arms. National Coat of Arms co-branding rules are specified under the co-branding with the national Coat of Arms section (see Section 5 page 2).



Parliamentary exemptions

Only Parliament has the authority to exempt State organs from utilizing the national Coat of Arms as the singular identity, or as specified in these guidelines. Once granted, that entity is entitled to utilize as its primary identity its own identity co-branded with the national Coat of Arms. In this instance, the entity's identity precedes the national Coat of Arms.

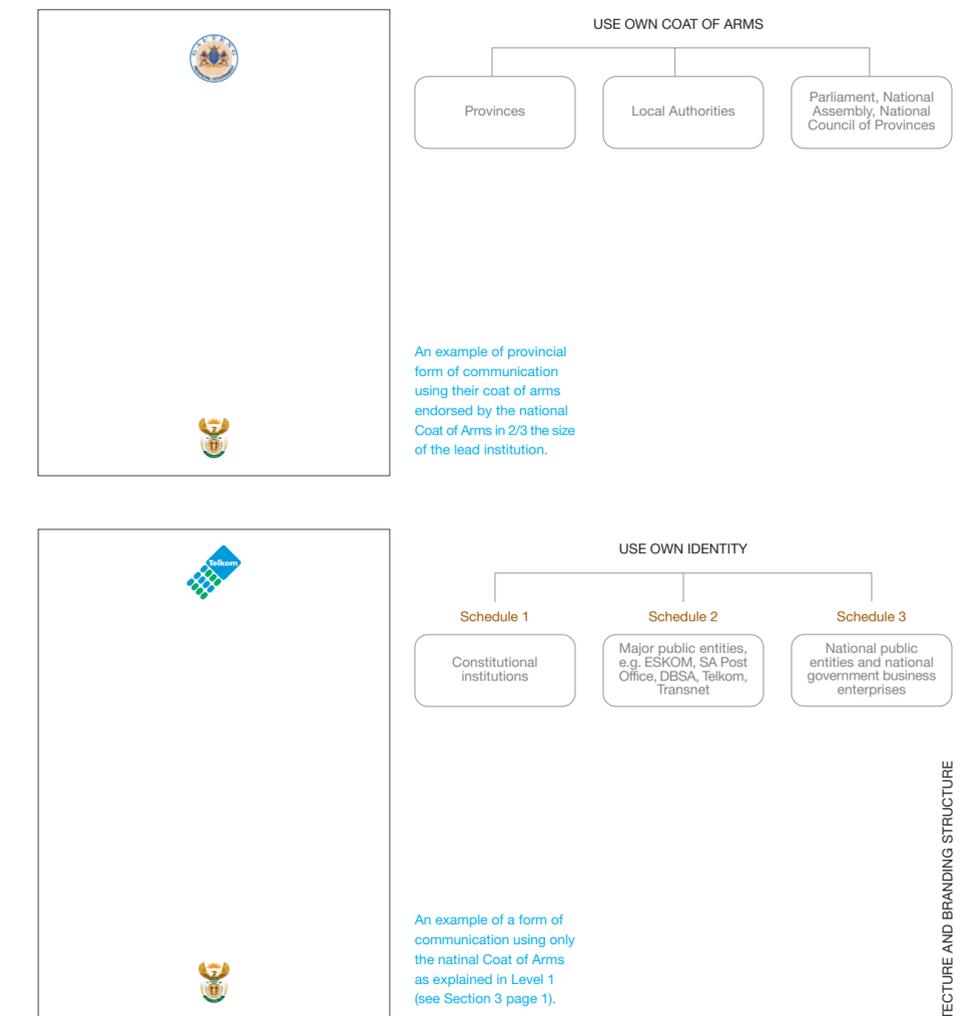


BRAND ARCHITECTURE AND BRANDING STRUCTURE



2.4 Level 3-branding

Branding partners in Level 3 use their own identity or own Coat of Arms. If they need to co-brand with the national Coat of Arms, e.g. with the Telkom IPO, co-branding guidelines apply.



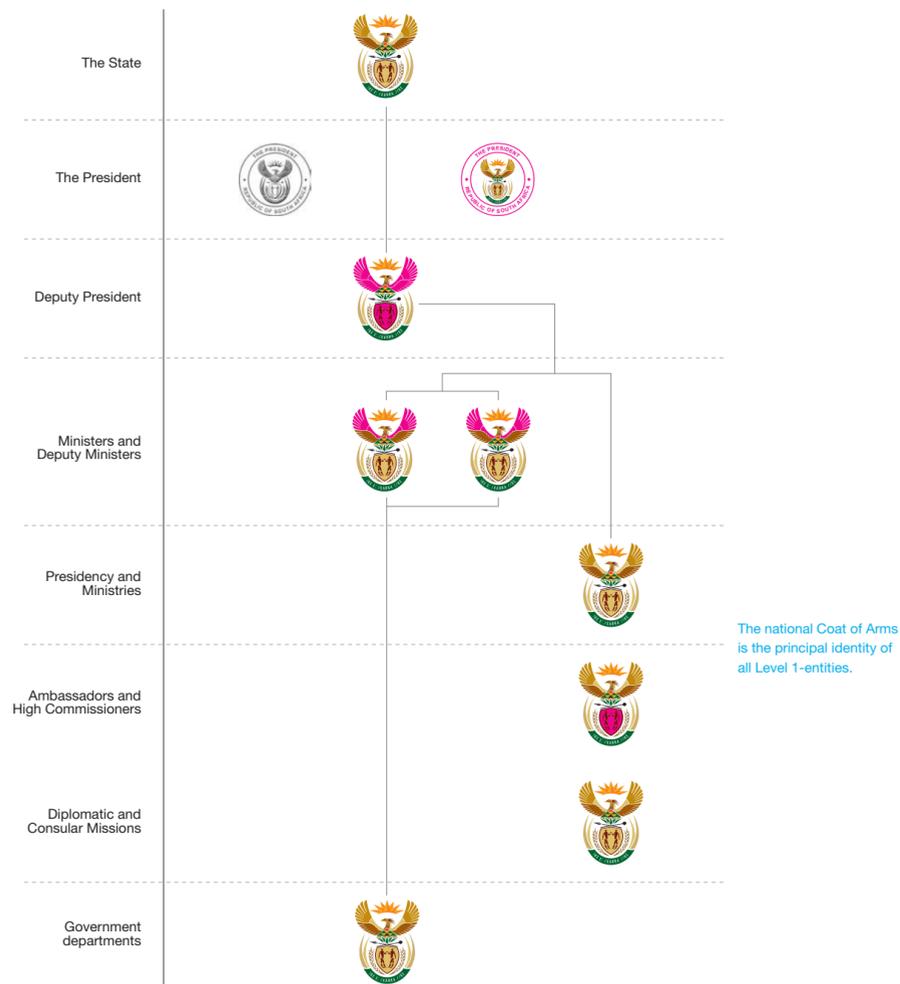
BRAND ARCHITECTURE AND BRANDING STRUCTURE



2.1 The Government Brand Organogram

2.1.1 Brand structure

The hierarchical branding identity structure guides all applications of the national Coat of Arms and differentiates between three levels of government. The national Coat of Arms is the principal identity of Level 1-entities, i.e., the State, national Ministries, foreign missions and national departments.

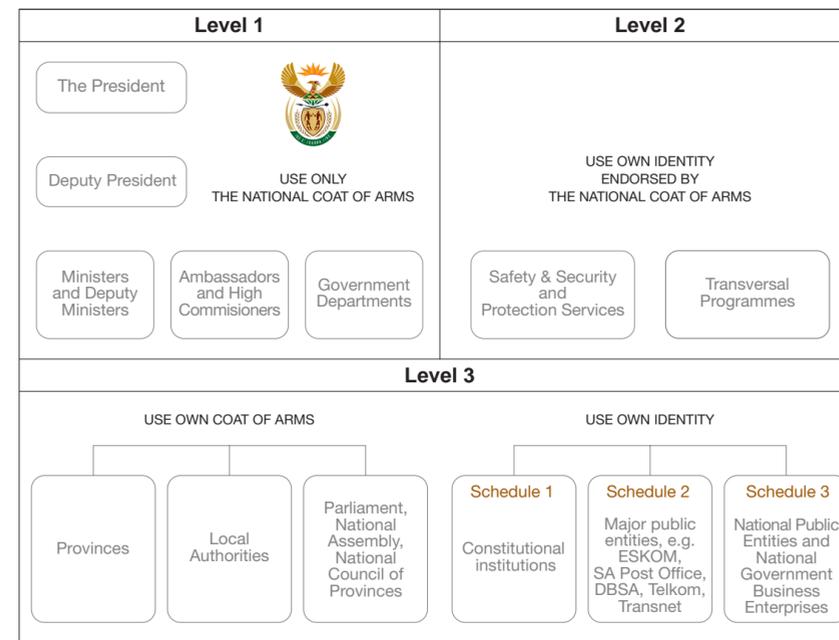


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2.1 The Government Brand Organogram

The Government Brand Organogram differentiates between three levels.



Where there is a need for co-branding or endorsed branding, the following principles will apply:

- Permission should be obtained from Government Communications (GCIS) beforehand. GCIS will consult with the Department of Arts and Culture (DAC) to ensure correct specification.
- The national Coat of Arms should never be smaller than 2/3 of the party seeking endorsement.
- The national Coat of Arms must always be placed to the right or directly below the identity of the agency seeking endorsement.
- The national Coat of Arms must always assume the position of priority within the co-branding group.