



3.10 Departments

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

All departments are to use either the full colour national Coat of Arms or a single colour. No foiling is allowed for the departments.



primary descriptor

Department:
Department's full name
REPUBLIC OF SOUTH AFRICA

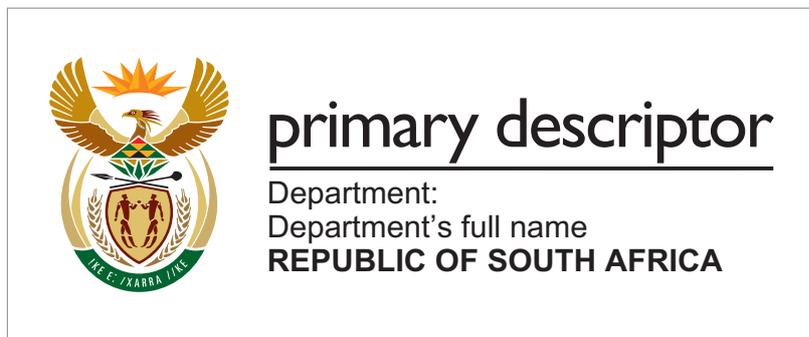
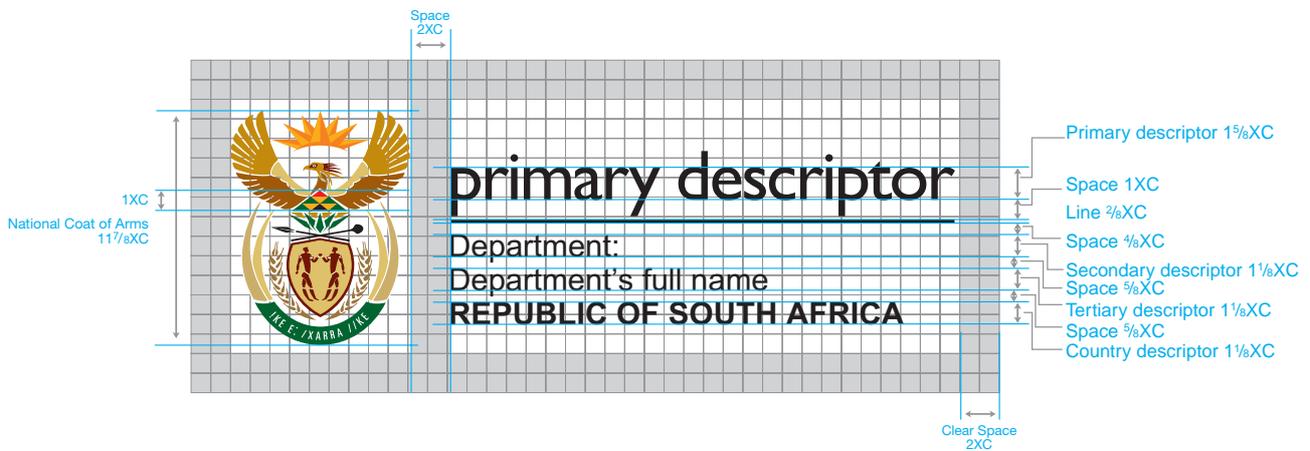


3.10 Departments

3.10.1 Control grid

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

All departments are to use either the full colour national Coat of Arms or a single colour. No foiling is allowed for the departments.



Note: 2XC clear space around the symbol and descriptor.

Do not place any elements, text or graphics within this area.



3.10 Departments

3.10.2 Typographahy

PRIMARY DESCRIPTOR:
Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Gill Sans Bold is only used for acronym naming structure and it must be in lower case.

PRIMARY DESCRIPTOR:
Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Gill Sans Regular is used for acronym and functional naming structure and it may only be used in lower case.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Arial Bold is only used for the country descriptor. It may only be used in upper case and in black.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Arial Regular is only used for secondary and tertiary descriptors. It may be used in upper and lower case and in black.





3.10 Departments

3.10.3 Translations

According to the provisions of the Constitution of the Republic of South Africa (1996), national government may use any particular official language for the purposes of government taking into account, among other things, target audience, usage, particularity and expense.

Two language options have been selected for the government brand:

OPTION 1: English only

Use **only English**.

The name of the communicating department in full (in the tertiary descriptor) will be replicated in all other official languages and positioned at the bottom of the letterhead, fax or on the back of business cards.



education

Department:
Education
REPUBLIC OF SOUTH AFRICA



OPTION 2: English plus one other language

The primary descriptor must always be in English, and departments may choose to use translated versions, in **any official language, in the secondary, tertiary and country descriptor**.

The name of the communicating department will be replicated in all other official languages as specified. The name of the communicating department will be translated in all official languages and placed under the line in descending order of secondary, tertiary and country descriptors.



education

uMnyango:
wezeMfudo
IRIPHABHLIKI YENINGIZIMU AFRIKA

