



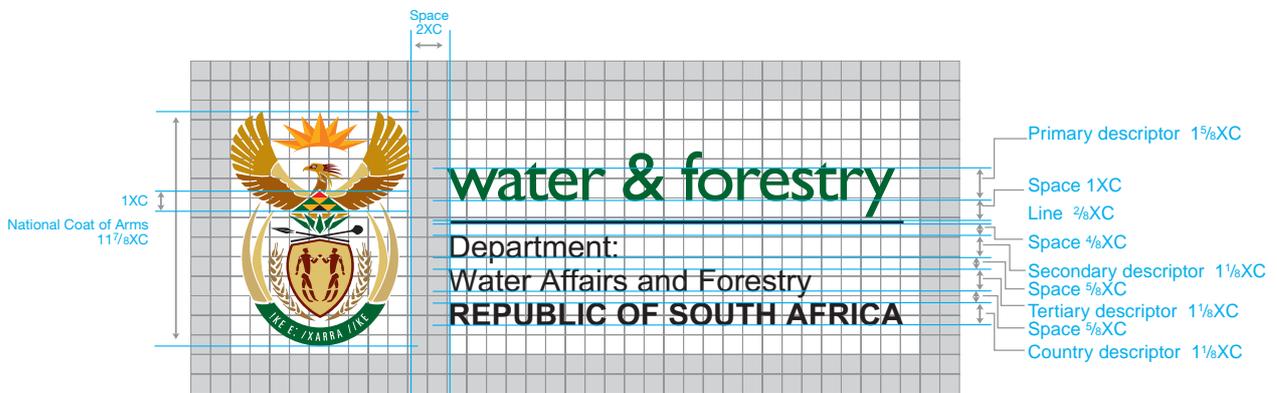
3.12 Examples of implemented departmental logos

3.12.1 Functional naming structure

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. The primary descriptor (functional name of department e.g. water & forestry) is $1\frac{5}{8}XC$ high. The secondary descriptor (word 'Department') is $1\frac{1}{8}XC$ high. The tertiary descriptor (full name of department e.g. Water Affairs and Forestry) is also $1\frac{1}{8}XC$ high. The Republic of South Africa is $1\frac{1}{8}XC$ high.

Above the line an 'ampersand' (&) symbol is used, whilst below the line an 'and' is used.



water & forestry

Department:
Water Affairs and Forestry
REPUBLIC OF SOUTH AFRICA

Primary descriptor - functional name

Font: Gill Sans Regular
Colour: Departmental

Secondary and tertiary descriptor

Font: Arial Regular
Colour: Black only

Country descriptor

Font: Arial Bold
Colour: Black



3.12 Examples of implemented departmental logos

3.12.2 Functional naming structure in two lines

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. If the department has a long name the primary descriptor (functional name of department e.g. environment & tourism) must be two lines and each line must be 1⁵/₈XC high. The secondary descriptor (word 'Department') is 1¹/₈XC high. The tertiary descriptor (full name of department e.g. Environmental Affairs and Tourism) is also 1¹/₈XC high. The Republic of South Africa is 1¹/₈XC high.

Above the line an 'ampersand' (&) symbol is used, whilst below the line an 'and' is used.



environment
& tourism

Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA

Primary descriptor - functional name in two lines

Font: Gill Sans Regular
Colour: Departmental

Secondary and tertiary descriptor

Font: Arial Regular
Colour: Black only

Country descriptor

Font: Arial Bold
Colour: Black



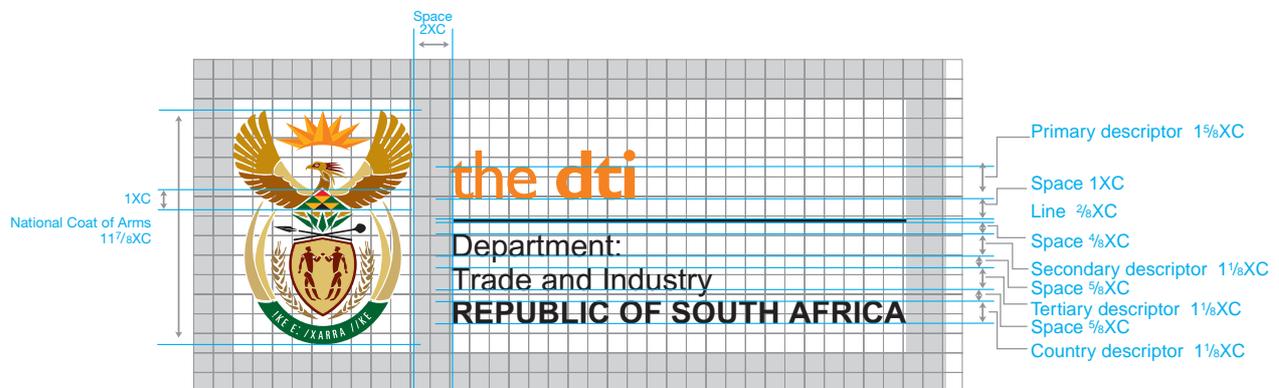
3.12 Examples of implemented departmental logos

3.12.3 Acronym naming structure

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. The primary descriptor (acronym name of department e.g. the dti) is $1\frac{5}{8}XC$ high. The secondary descriptor (word 'Department') is $1\frac{1}{8}XC$ high. The tertiary descriptor (full name of department e.g. Trade and Industry) is also $1\frac{1}{8}XC$ high. The Republic of South Africa is $1\frac{1}{8}XC$ high.

When the name of the department is written as an acronym, it must be preceded by "the".



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Primary descriptor - acronym

Font: Gill Sans Regular
Colour: Departmental

Secondary and tertiary descriptor

Font: Arial Regular
Colour: Black only

Country descriptor

Font: Arial Bold
Colour: Black





3.12 Examples of implemented departmental logos

3.12.4 Implemented full colour departmental logos



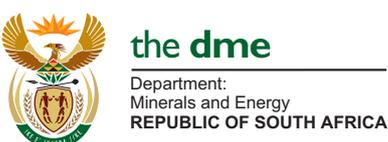
Note: Only the primary descriptor may be in colour. Secondary, tertiary and country descriptor must always be in black.





3.12 Examples of implemented departmental logos

3.12.4 Implemented full colour departmental logos



Note: Only the primary descriptor may be in colour. Secondary, tertiary and country descriptor must always be in black.





3.12 Examples of implemented departmental logos

3.12.5 Implemented one colour departmental logos



agriculture
Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



health
Department:
Health
REPUBLIC OF SOUTH AFRICA



arts & culture
Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



home affairs
Department:
Home Affairs
REPUBLIC OF SOUTH AFRICA



correctional services
Department:
Correctional Services
REPUBLIC OF SOUTH AFRICA



housing
Department:
Housing
REPUBLIC OF SOUTH AFRICA



defence
Department:
Defence
REPUBLIC OF SOUTH AFRICA



**independent complaints
directorate**
Department:
Independent Complaints Directorate
REPUBLIC OF SOUTH AFRICA



education
Department:
Education
REPUBLIC OF SOUTH AFRICA



intelligence
Department:
National Intelligence Agency
REPUBLIC OF SOUTH AFRICA



**environment
& tourism**
Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA



labour
Department:
Labour
REPUBLIC OF SOUTH AFRICA



**government
communications**
Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



land affairs
Department:
Land Affairs
REPUBLIC OF SOUTH AFRICA



**government
printing**
Department:
Government Printing Works
REPUBLIC OF SOUTH AFRICA



national treasury
Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

The departmental logos
may only be black
reversed out of white or
white reversed out of
black.





3.12 Examples of implemented departmental logos

3.12.5 Implemented one colour departmental logos



public enterprises

Department:
Public Enterprises
REPUBLIC OF SOUTH AFRICA



the doc

Department:
Communications
REPUBLIC OF SOUTH AFRICA



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA



the doj & cd

Department:
Justice and Constitutional Development
REPUBLIC OF SOUTH AFRICA

The departmental logos may only be black reversed out of white or white reversed out of black.



safety & security

Department:
Safety and Security
REPUBLIC OF SOUTH AFRICA



the dplg

Department:
Provincial and Local Government
REPUBLIC OF SOUTH AFRICA



science & technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA



the dpsa

Department:
Public Service and Administration
REPUBLIC OF SOUTH AFRICA



social development

Department:
Social Development
REPUBLIC OF SOUTH AFRICA



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA



sport & recreation

Department:
Sport and Recreation South Africa
REPUBLIC OF SOUTH AFRICA



the samdi

Department:
SA Management Development Institution
REPUBLIC OF SOUTH AFRICA



the dfa

Department:
Foreign Affairs
REPUBLIC OF SOUTH AFRICA



transport

Department:
Transport
REPUBLIC OF SOUTH AFRICA



the dme

Department:
Minerals and Energy
REPUBLIC OF SOUTH AFRICA



water & forestry

Department:
Water Affairs and Forestry
REPUBLIC OF SOUTH AFRICA

