



3.4 Colours of the national Coat of Arms

3.4.1 Full colour

It has been proven that colour has a psychological effect on people's perceptions and moods. Consequently, colour is used strategically to visually differentiate and position brands to communicate.

The national Coat of Arms is no exception and comprises eleven distinct colours, reflecting South Africa's diversity and eleven languages.

The colours below represent the full spectrum of colours that are used for the national Coat of Arms.

	CMYK: 0c, 37m, 100y, 0k RGB: R249, G103, B28 Pantone: 143C		CMYK: 0c, 60m, 100y, 0k RGB: R239, G71, B24 Pantone: 152C
	CMYK: 0c, 55m, 100y, 41k RGB: R135, G69, B21 Pantone: 146C		CMYK: 0c, 35m, 100y, 25k RGB: R180, G110, B18 Pantone: 1245C
	CMYK: 0c, 29m, 69y, 45k RGB: R130, G91, B50 Pantone: 132C		CMYK: 0c, 11m, 63y, 15k RGB: R216, G168, B81 Pantone: 127C
	CMYK: 0c, 87m, 85y, 64k RGB: R83, G26, B23 Pantone: 188C		CMYK: 2c, 93m, 99y, 0k RGB: R224, G31, B22 Pantone: 485C
	CMYK: 100c, 14m, 100y, 41k RGB: R0, G93, B40 Pantone: 349C		CMYK: 0c, 15m, 56y, 23k RGB: R187, G143, B83 Pantone: 466C
			CMYK: 0c, 0m, 0y, 100k RGB: R0, G0, B0 Pantone: black



3.4 Colours of the national Coat of Arms

3.4.2 Black and White

In its basic form, the national Coat of Arms may be represented in black or white reflected out of any solid colour background.

- White reversed out of black.
- Black reversed out of white.



Application of a black version on white which would also apply to one colour application. When using single colour applications, neutral colours from the palette must be used.

Note: DO NOT USE ANY PRIMARY COLOURS.
See colours used overleaf.



Application of white version on black or dark background



3.4 Colours of the national Coat of Arms

3.4.3 Outline

In its basic form, the national Coat of Arms may be represented in outline black reflected out of any solid colour background.

- Black reversed out of white.



Application of a black outline version on white.



3.4 Colours of the national Coat of Arms

3.4.4 Single colour applications

Colours that can be used:

CMYK: 0c, 87m, 85y, 64k
Pantone: 188
83r, 26g, 23b



CMYK: 0c, 37m, 100y, 0k
Pantone: 132
130r, 91g, 50b



Single colour application may be used for example on backdrops.

CMYK: 0c, 35m, 100y, 25k
Pantone: 1245
180r, 110g, 18b



CMYK: 0c, 15m, 56y, 23k
Pantone: 466
187r, 143g, 83b





3.4 Colours of the national Coat of Arms

3.4.4 Single colour applications

Colours that can **not** be used:





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3.4.5 Watermark

The national Coat of Arms may only be used as a watermark for security purposes, e.g. money; passports, identity documents and official certificates. It may never be in full colour, only 30% or less, black.



Note: Do not use the watermark as a background or design element.



3.4 Colours of the national Coat of Arms

3.4.6 Foiling and metallics

The national Coat of Arms may be produced visually in gold foiling or solid metals depending on the surface.

Please note that these are not the actual colours. Refer to the key below for correct specifications.



Foiling is generally used on printed materials, for example on promotional elements.



Metallics could be used for example, on signage.

KEY

	Gold Foiling (Pantone 873)
	Metallics (Pantone 873)

