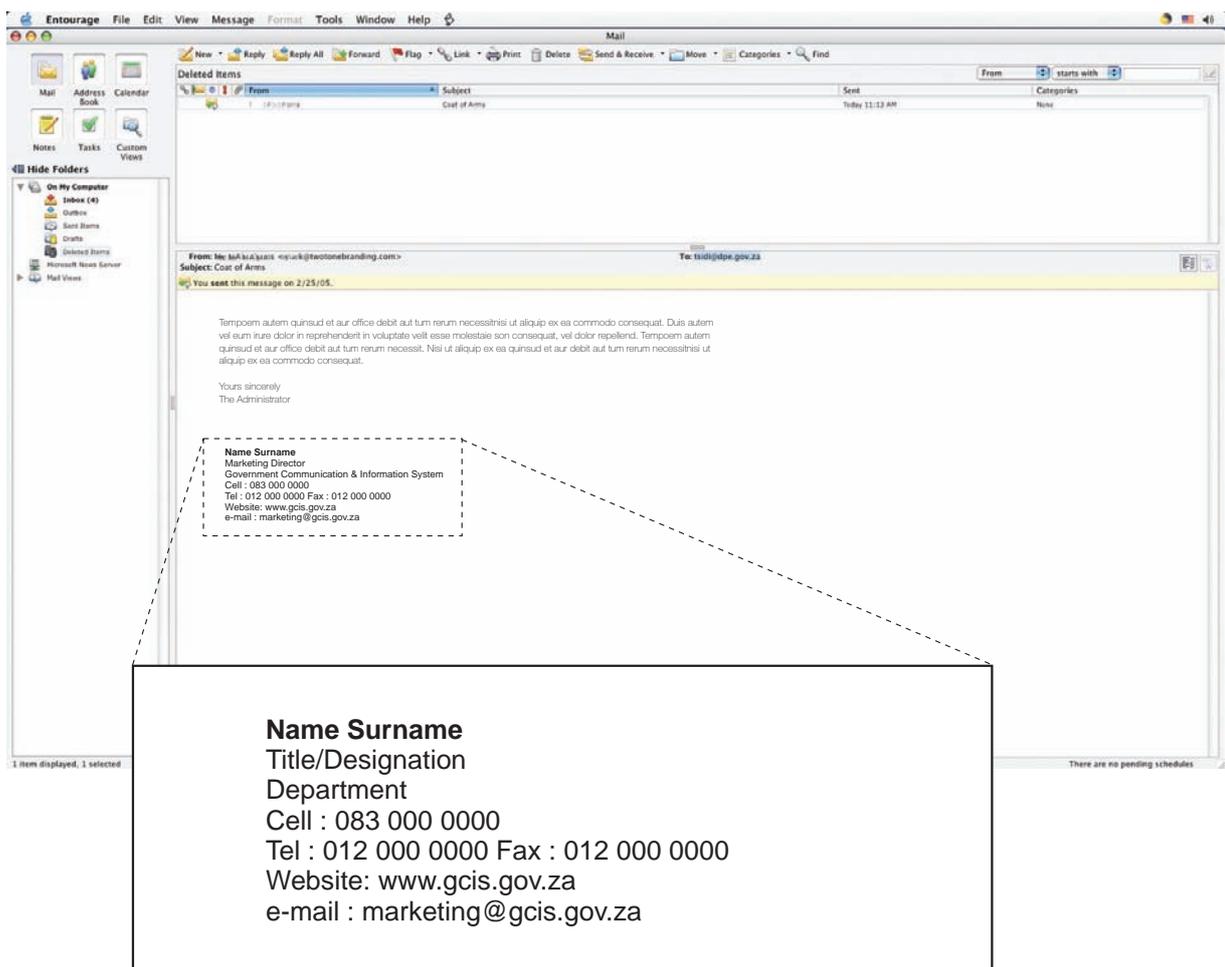




## 4.2 Electronic

### 4.2.1 E-mail signature

Corporate identity manages electronic signature through typographic specification of the sender's signature.



The e-mail signature must be in Arial Regular, black. The person's name must be in Arial Bold.





## 4.2 Electronic

### 4.2.2 Website, departmental

Guidelines for website design incorporating South African Government corporate identity.

The following guidelines have been developed to assist in the design of banners for South African Government national department websites in line with the corporate identity:

#### 1. Resolution

The guidelines are for a screen resolution of 800 x 600 pixels. To allow for the scrolling bar the design has been configured on a width of 795 pixels.

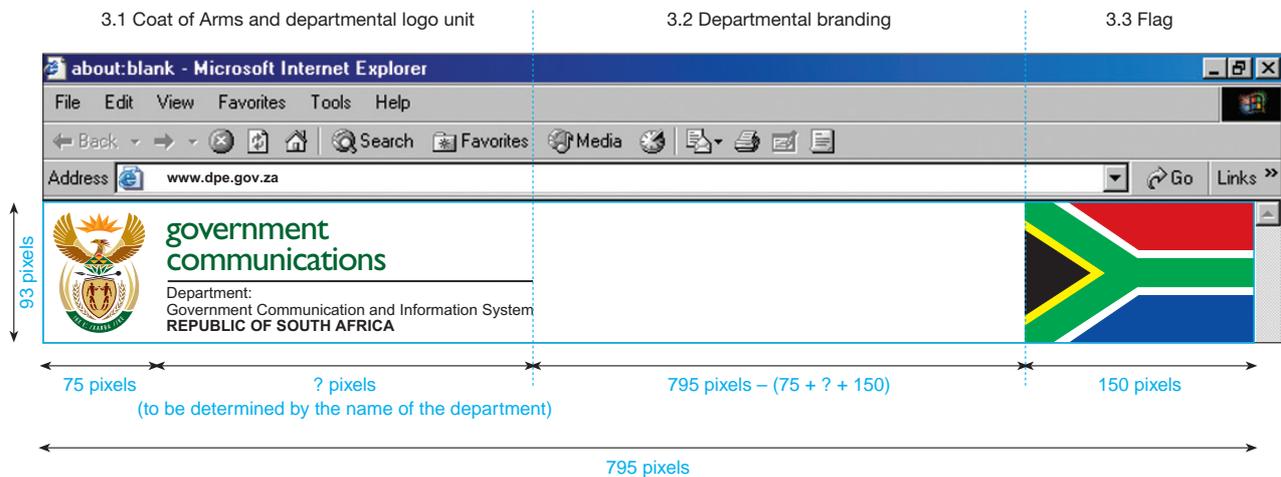
#### 2. Margins

The margins (top and left) of all website pages should be set to 0 pixels e.g. in the html code the <body> tag would include <body topmargin="0" leftmargin="0">.

#### 3. Website banner

The guidelines have been devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to design the banner of a website.

Below is an example of a banner for South African Government national department websites. The blue lines indicate the different sections (boxes) of the banner.





## 4.2 Electronic

### 4.2.2 Website, departmental

#### 3.1 Coat of Arms and departmental logo unit

The unit, which includes the Coat of Arms and the departmental logo, should be designed in line with Section 4 on Implementation of the Coat of Arms Corporate Identity Guidelines. Use the proportions as indicated in 4.12.4 and design the unit on a white background

After designing the unit it should be resized so that the height of the unit is now 93 pixels. This would mean that the size of the Coat of Arms itself should be 60x78 pixels (widthxheight) and borders/margins should be 7.5 pixels. The Coat of Arms box (Coat of Arms and borders/margins) will therefore be 75x93 pixels (widthxheight).

The width of the whole unit will depend on the name of the department.

#### 3.2 Departmental branding

In this space the departments are free to implement their own branding e.g. on the Government information website ([www.info.gov.za](http://www.info.gov.za)) the branding includes the use of a map and the sign. The width of this box will be determined by the width of the departmental logo as the width will be 795 pixels, minus the Coat of Arms box (75 pixels), departmental logo box (depending on width of name of department) and the flag (150 pixels). The height of this box should be 93 pixels.

#### 3.3 Flag

The flag should be inserted on the right-hand side. The size is 150X93 pixels (widthxheight).



## 4.2 Electronic

### 4.2.3 Powerpoint presentations

**Opening Slide (Grey Background):** Headline to be placed here one or two lines. Body copy to be placed as dictated by the artwork / background. Dimensions: 1/2X, 2X, 1/2X. Total height: H.

**Opening Slide (Creative Artwork):** Headline to be placed here one or two lines. Body copy to be placed as dictated by the artwork / background. Dimensions: 1/2X, 2X, 1/2X. Total height: H.

**Text Slide (White Background):** Headline to be placed here in one or two lines using Arial Bold. Body copy to be placed as dictated by the artwork / background. Dimensions: 1/2X, 2X, 1/2X. Total height: H.

**Footer (Common to all):** social development  
Department: Social Development  
REPUBLIC OF SOUTH AFRICA

**Text slide**

OPENING SLIDE: Grey represents the area in which you can place your visuals or any creative artwork

OPENING SLIDE: e.g. Department example of creative artwork placed on the grey area

OPENING SLIDE: Example of joint project

**Headline to be placed here one or two lines**

**Subtitle comes here**

A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project.

- ✦ A point goes here
- ✦ Another point goes here
- ✦ Yet another point goes here
- ✦ A point goes here
- ✦ A point goes here explaining more
- ✦ Yet another point goes here

The white strip running across on the Powerpoint presentation is 1/8th of the template size. On the cover page it can be moved up or down to accommodate your creative artwork, headline, date or any information.

On the text slide it must always be at the bottom, and always in white to ensure the uniformity of government communication. The body copy font should be between 12 and 16pt in Arial and the headline between 18 and 24pt.

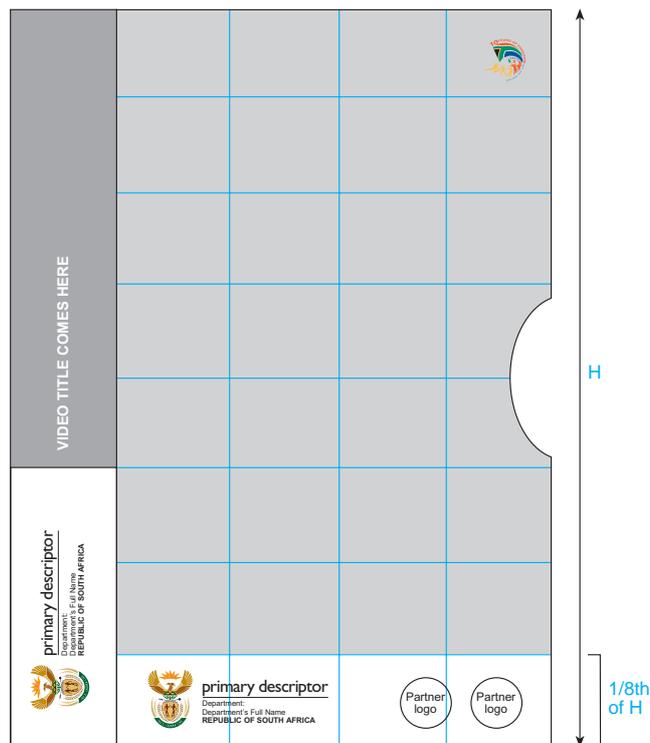
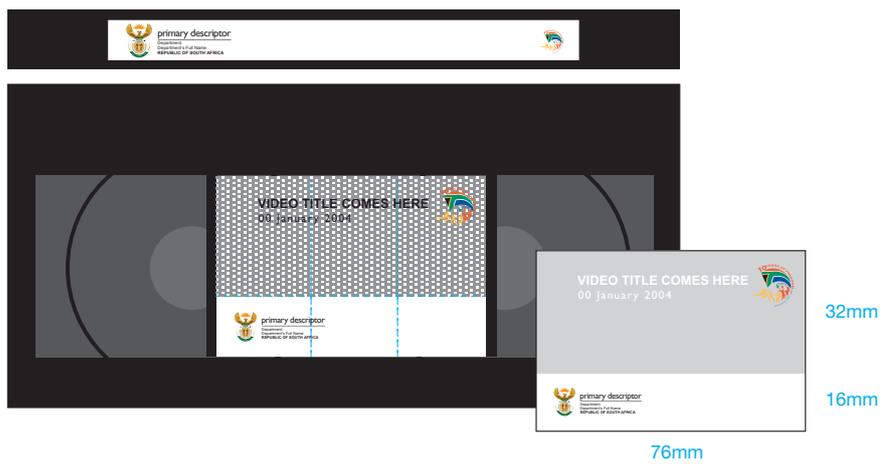






## 4.2 Electronic

### 4.2.5 Video cassettes and video covers



An example of how a video cassette and cover will look. The Coat of Arms occupies 1/3rd of the label on the white space indicated. On the cover that space is 1/8th of the entire front.



## 4.2 Electronic

### 4.2.6 Television

End-frame

This is how the end-frame  
will look on a television  
screen.

