



4.3 Co-branding

4.3.1 Level 1-branding partners

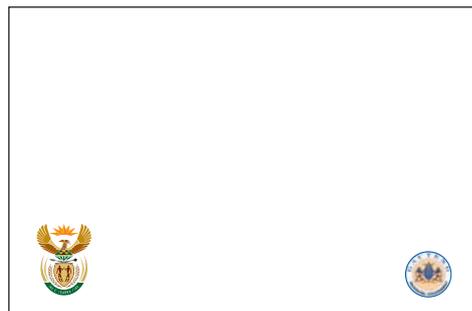
If the national Government is the main sponsor there are two options. In each case the national Coat of Arms should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the national Coat of Arms.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.
For permission e-mail: marketing@gcis.gov.za

When co-branding with a level 1-branding partner, the national Coat of Arms should always be on the left-hand side or above the provincial coat of arms or municipal logo.



4.3 Co-branding

4.3.2 Level 2-branding partners

Co-branding transversal programmes or entities with parliamentary exemption e.g. SAPS. The national Coat of Arms should be no less than 3/4 of the level 2-branding partner emblem.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

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When co-branding with a level 2-branding partner, the national Coat of Arms should always be on the right-hand side or below the party seeking endorsement.



4.3 Co-branding

4.3.3 Level 3-branding partners

If the branding partner is the lead sponsor, the national Coat of Arms should be equal to or no less than 3/4 of the party seeking endorsement. The national Coat of Arms should always be on the right-hand side or below the identity of the party seeking endorsement.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

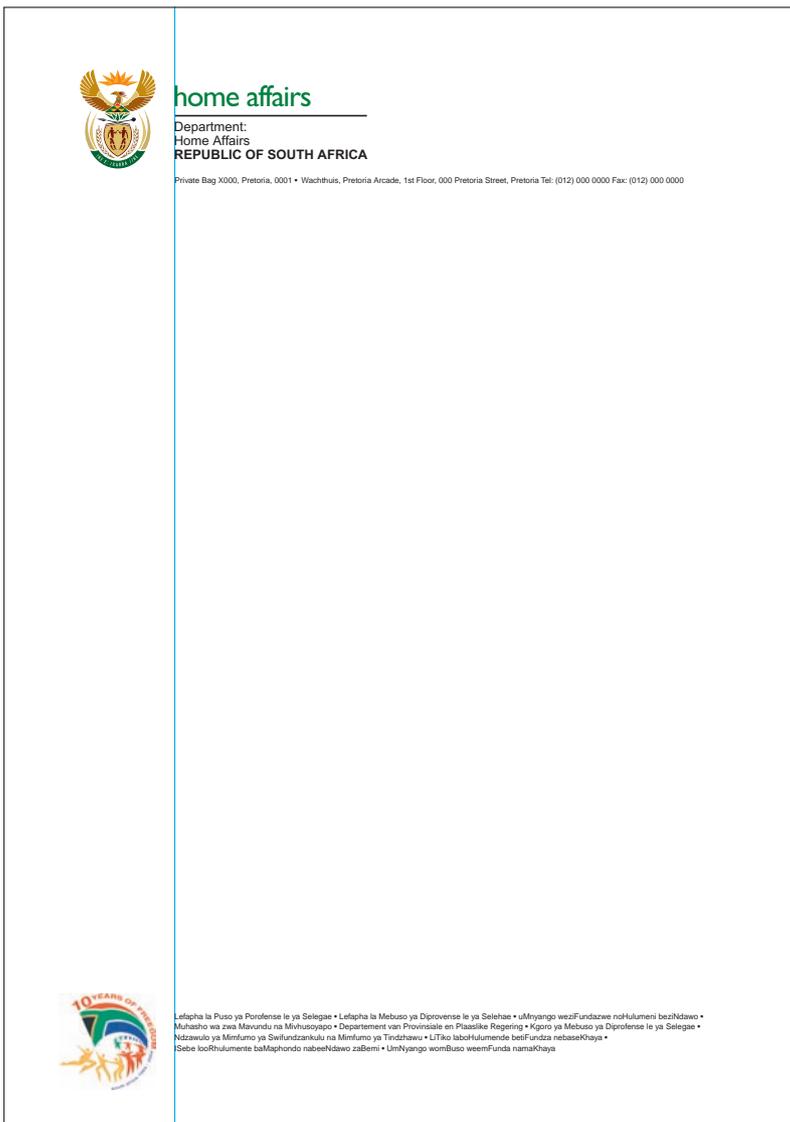
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When co-branding with a level 3-branding partner, the national Coat of Arms should always be on the right-hand side or below the special project logo.



4.3 Co-branding

4.3.4 Special projects



When co-branding a special project, the national Coat of Arms should always be on the left-hand side or above the special project logo.

This is an example of how it would apply to a departmental letterhead.

Note: When co-branded the national Coat of Arms should always take a position of priority.

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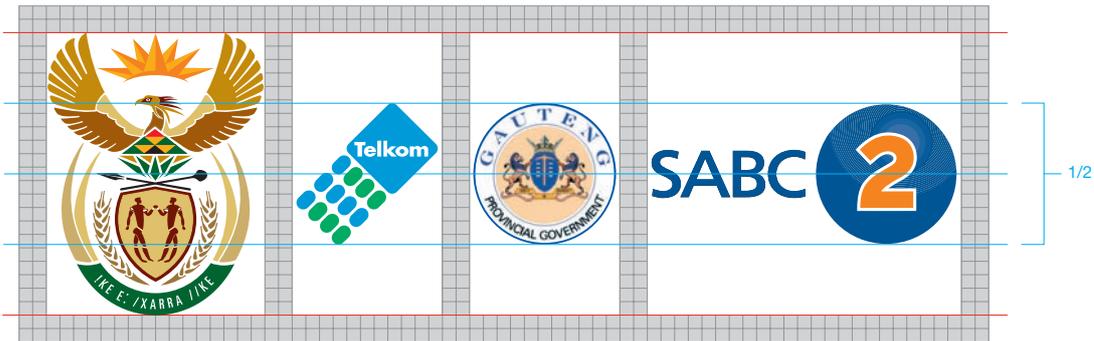


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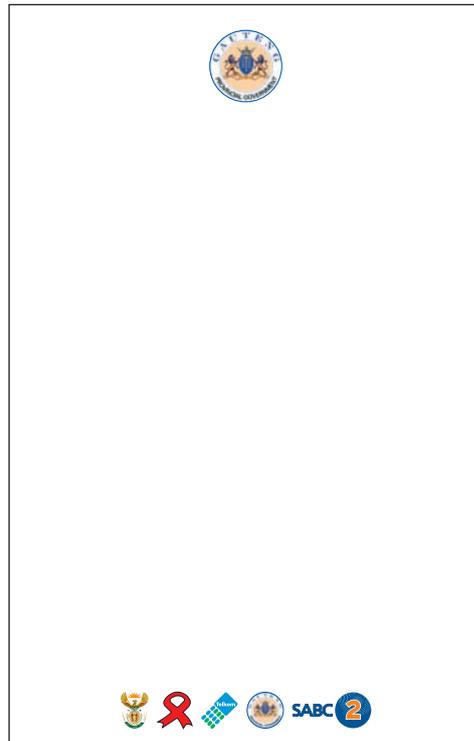
4.3.5 Multiple partners

When the State is the main sponsor, the national Coat of Arms should always be above the co-sponsor logos. The co-sponsor logos should be no more than 1/2 of the national Coat of Arms.

When the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos. The national Coat of Arms and the co-sponsor logos should be same size.



When co-branded with multiple partners if the State is the main sponsor, the national Coat of Arms should always be above the co-sponsor logos.



If the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos.

Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.

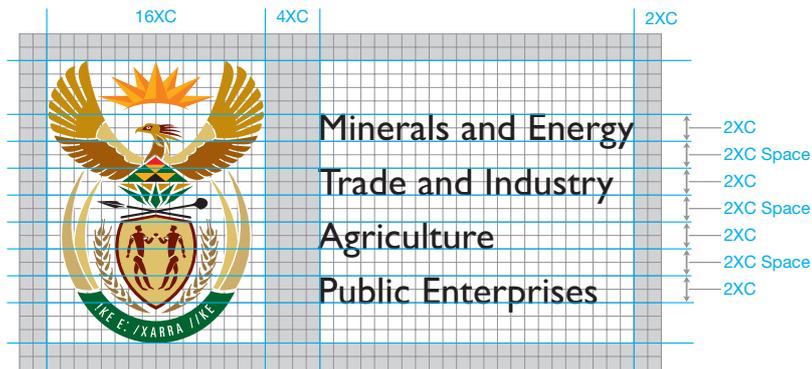
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4.3 Co-branding

4.3.6 National departments co-sponsoring

This branding structure is used if more than two government departments are involved in co-branding or sponsoring a single project. As all departments are communicating on behalf of the national Government, they may use the national Coat of Arms and their departmental names on the right-hand side of the national Coat of Arms.



Departmental names:
Gill Sans: Upper and lower case
Colour: Black
Alignment: Left



Agriculture
Correctional Services
Foreign Affairs
Health
Home Affairs
Minerals and Energy
Public Enterprises
Trade and Industry