5.6 Promotional Items

5.6.1 Wrapping paper

Branded gifts and promotional items create an impression. Because of this, it is important that the item chosen reflect the Government brand characteristics. The following pages provide a guide to the correct application of the national Coat of Arms as well as the selection of appropriate items.

Therefore, the presentation of items and gifts is important. Items should be wrapped in branded paper. Below are three options to choose from.

Paper printed with gold (Pantone 873), national Coat of Arms reversed out in white.

Paper printed with one colour only (Pantone 466).

White wrapping paper with a repetition of a full-colour emblem.

Paper stock: Dukuza Plus Gloss
Grammage: 80gsm
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5.6.2 Paper bag

There are three kinds of paper bags: the basic bag in a single colour, a full-colour bag and a thematic project bag.
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5.6.3 Calendars

Wall calendar and desk calendar

This is how an emblem can be applied to a desk calendar and wall calendar.
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5.6.4 Mouse pads

Mouse pad
Example of use on mouse pad. May be printed in full colour or one colour.

Communication to be placed here in Arial bold, aligned left
5.6 Promotional Items

5.6.5 Business organiser / filofax / diary

The illustration shows how the emblem should placed.

A5 Organiser

Foiled  Full colour  Gold

A4 Organiser

Foiled

Pens and pencils may be printed in full colour and one color.

1. Gold-foiled
2. Single colour silkscreened gold
3. Full colour silkscreen
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5.6.6 Umbrellas, bags and keyrings

The national Coat of Arms printed in full colour on umbrella.
Choice of four colours to be used on colour palette (Pantone 466).

The national Coat of Arms printed in full colour on handbag.

The national Coat of Arms printed in full colour or engraved on metals.