

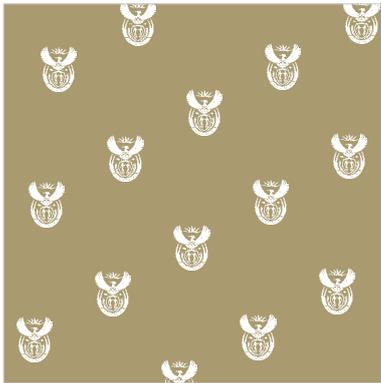


5.6 Promotional Items

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.

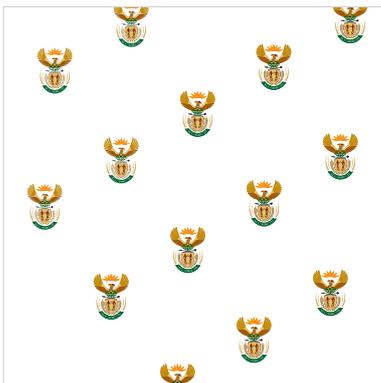
Therefore, the presentation of items and gifts is important. Items should be wrapped in branded paper. Below are three options to choose from.



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



5.6 Promotional Items

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.

Full-colour bag



Two-colour bag
(Pantone 466)



Thematic project bag

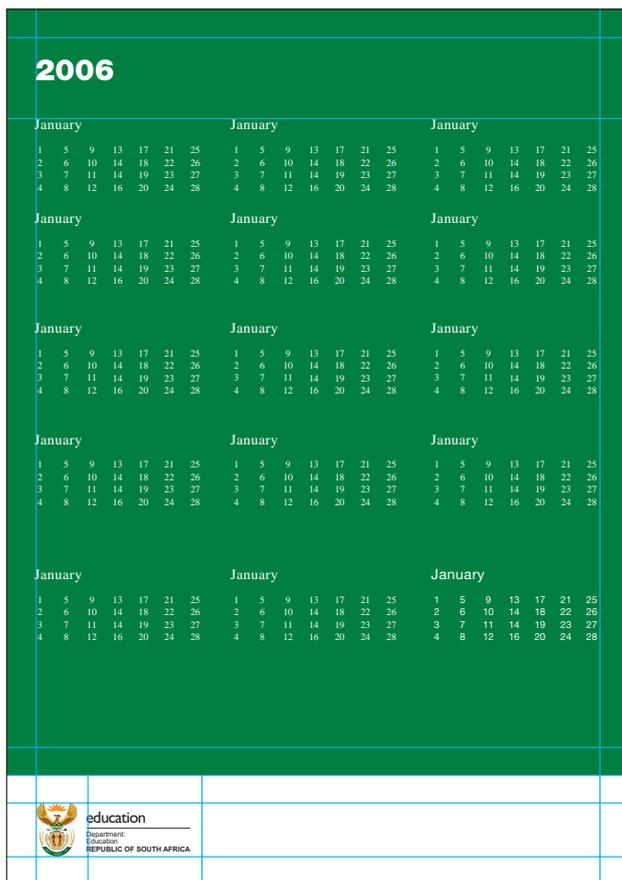




5.6 Promotional Items

5.6.3 Calendars

Wall calendar and desk calendar

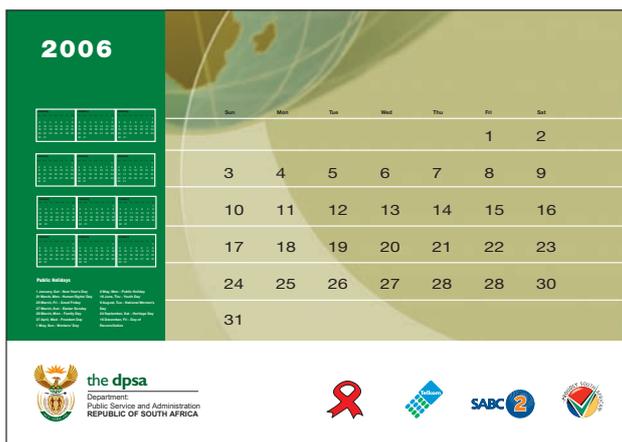


This is how an emblem can be applied to a desk calendar and wall calendar.

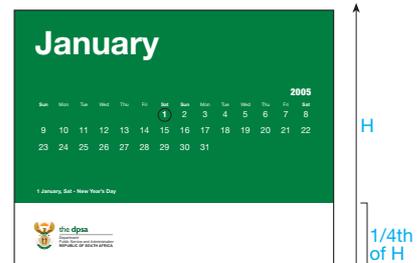
H

1/8th of H

Tent calendar



Desk calendar



H

1/4th of H



5.6 Promotional Items

5.6.4 Mouse pads



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





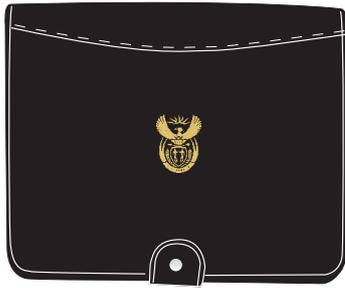
5.6 Promotional Items

5.6.5 Business organiser / filofax / diary

The illustration shows how the emblem should be 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





5.6 Promotional Items

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.