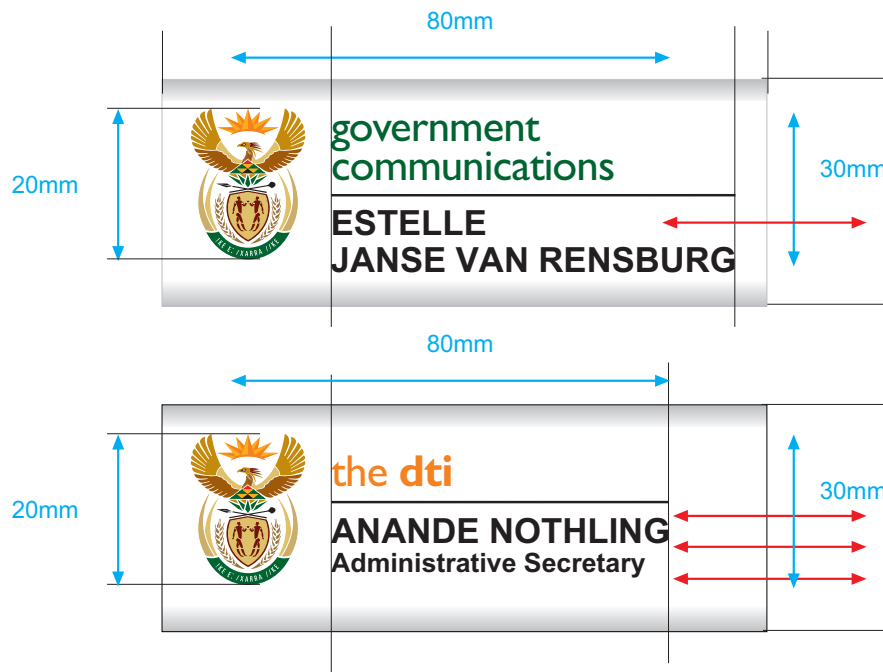




5.8 Corporate clothing

5.8.1 Name tags



Note: All names tags must be printed on a white background.

Name: Arial Bold - 13 pt
Colour: Black

Name: Arial Bold - 13 pt
Designation: Arial Bold - 10pt
Colour: Black



2 line name: Arial Bold - 13 pt
Colour: Black



1 line name: Arial Bold - 13 pt
Colour: Black



Name: Arial Bold - 13 pt
Designation: Arial Bold - 10pt
Colour: Black



5.8 Corporate clothing

5.8.2 General and project-specific clothing

A certain degree of formality is required in uniforms. It should be functional and simple. Branding and colours are kept to a minimum with the emblem providing a focal point of identification on pockets only. In special cases thematic branding is allowed, e.g. 2010 Soccer Bid. Thematic identification of projects can alternatively occur in the form of a pin that may be worn on the left lapel.

General clothing





5.8 Corporate clothing

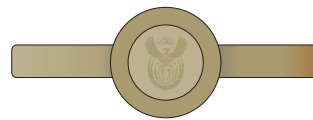
5.8.3 Shirt, tie, cuff links and tie clip



Emblem on a shirt to be embroidered in the same colour as the shirt.



The national Coat of Arms printed in single colour on cuff links.



Tie clip



The national Coat of Arms printed in in single colour on ties.



5.8 Corporate clothing

5.8.4 Informal men and women's wear

5.8.4.1 Sports shirt and jacket

General departmental and special projects. These examples are shown to illustrate the usage of the emblem.

Golf shirt



Jacket





5.8 Corporate clothing

5.8.4 Informal men and women's wear

5.8.4.2 Cap and hat

These examples show the usage of the departmental signature on its own and with a thematic identity. When a thematic identity is the lead communications platform, the departmental signature is placed on the back of the item as shown.

Cap



Project-specific design to go on front of caps and hats.



Caps and hats may have a printed or embroidered application of the emblem in full colour or single colour.

Hat

