



## Glossary

<b>Acronym</b>	A word formed from the initial letters of other words.
<b>Brand</b>	A brand is a mixture of tangible and intangible attributes that identity and differentiate a product, service, person or organization. It embodies the promise an organization makes to its stakeholders.
<b>Brand architecture</b>	Brand architecture is the organizing structure of the relationship of brands in a portfolio in relation to each other.
<b>Coat of Arms</b>	A symbolic object or figure, typically displayed on a shield, in conformity with the principles and rules of heraldry. It is the highest graphic representation of the State as represented by the national government.
<b>Corporate identity</b>	The way by which the organization presents itself to its stakeholders and differentiates itself from other entities.
<b>Brand management</b>	The management of the intangible and tangible aspects of a brand.
<b>Branding signatures</b>	The composition and placement of the brand's logo and symbols on various elements of communication.
<b>Branding</b>	Branding is the blending of tangible and intangible attributes to identify and differentiate a product, service, person or organization.
<b>Braille</b>	The system of writing or printing for the blind using characters consisting of raised dots.
<b>Column width</b>	The unit of measurement by which space is sold in print media.
<b>Corporate Identity Manual</b>	Comprehensive guidelines and instructions on the correct use of the graphic elements which make up the corporate identity.
<b>Copyright</b>	The exclusive legal right to produce, publish and sell a literary, musical or artistic work for a specified number of years.
<b>Co-branding</b>	The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.
<b>Clear space</b>	The area around the symbol within which no other visual elements can encroach.
<b>CMYK</b>	Cyan, magenta, yellow and black ink used in four-colour process printing to achieve full-colour images or graphics.
<b>Control grid</b>	The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.
<b>Embossing</b>	Creating a raised surface on paper by using metal dye.
<b>Functional naming</b>	Naming of an entity by using descriptive words that define the specific function of the entity.





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<b>Foiling</b>	Application of a thin film of colour or metallic ink to a surface.
<b>Great Seal</b>	The official seal of a nation used for the authentication of State documents.
<b>Heraldry</b>	The system, originating in medieval times, of identifying individuals by hereditary insignia.
<b>Kerning</b>	The space between the individual characters in a line of set type.
<b>Leading</b>	The measurement of space between the lines of type.
<b>Media applications</b>	Specifications for application of the national Coat of Arms in various media platforms.
<b>Monolithic brand</b>	A singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.
<b>Merchandise</b>	Goods, products, stock or commodities.
<b>Naming structure</b>	Guidelines specifying the display and placement of the brand name or sub-brand name in relation to the mother brand and/or logo/symbol.
<b>Point</b>	Unit of measurement of the size of typography.
<b>Pantone</b>	International standard for colour specification and referencing.
<b>RGB</b>	The values of the colours red, green and blue used to make colours seen on screen, e.g. web, television, etc.
<b>Scaling</b>	Altering the horizontal or vertical measurement of any visual element.
<b>Sub-brand</b>	A product or service within a portfolio of brands with a distinct identity from the mother brand.
<b>Stock</b>	Specification of paper in terms of its weight in grammage (gsm) and type (bond or laid).
<b>Symbol</b>	Visual representation of the national Coat of Arms.
<b>Trade mark</b>	The name, symbol, figure, letter, work or mark attached to goods used by a particular firm or individual, and legally reserved for the exclusive use of the owner of the mark as maker or seller.
<b>Typography</b>	The style of characters in type.
<b>UV-varnish</b>	Creating a transparent glossy surface in a selected area.
<b>X-height</b>	The height of a type character.
<b>Y-width</b>	The unit of measurement to determine clear space around an object.

