



**REPUBLIC OF SOUTH AFRICA
NATIONAL COAT OF ARMS**

CORPORATE IDENTITY AND BRANDING GUIDELINES

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STRATEGY
Brand Leadership
DESIGN
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Glossary

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



Glossary

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



1. Introduction

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1.1 Foreword

The dawn of freedom and democracy in 1994 heralded the total transformation of South African society. Among the many significant and far-reaching changes was the launch of the new national Coat of Arms on the sixth anniversary of Freedom Day, 27 April 2000.

This milestone reflected yet another important step in our transition to a democratic society imbued with the patriotism of a nation proud to be united in diversity, and to express itself in an idiom rooted in the history and culture of the people as a whole.

The national Coat of Arms expresses the Government's corporate identity as a tribute to all the diverse people of our country, with whom government is forging a partnership in a people's contract to build a better South Africa and a better world.

In keeping with the principles of *Batho Pele* (People First) and in fulfilment of the commitment to the highest standards of service delivery, government seeks to project a distinct and uniform corporate identity to the public.

Any interactive work undertaken by any organ of State should reflect the dignity and aura of a government based on the will of the people.

These Guidelines serve as the central repository of the application of the national Coat of Arms. They are intended as much for civil servants as for the public who are the ultimate authority whom government should serve.

Dr Essop Pahad
Minister in The Presidency



1.2 South Africa's national Coat of Arms

The national Coat of Arms – the State emblem – is the State's highest visual symbol

This national Coat of Arms adopted by the Cabinet in 2000, replaced the one that had served South Africa since 17 September 1910.

The national flag, the national anthem and the national Coat of Arms are the core of the national symbols that identify the Republic of South Africa.

National symbols are those symbols adopted by the people in a particular country to express its values and aspirations. These symbols are key to social cohesion. Some of the roles of the national symbols include nation-building, national identity, unification and land-marking history.

The national Coat of Arms is thus the highest visual symbol of the State. It is the singular identity that spans all spheres of national government, and its communication with its stakeholders.

The national Coat of Arms is also the central part of the Great Seal, traditionally considered to be the highest emblem of the State. Absolute authority is given to every document with an impression of the Great Seal on it, implying that this has been approved by the President of the Republic of South Africa.

A uniform national Coat of Arms allows the Government and all its agents – the various departments, foreign missions and entities – to project a uniform, consistent and coherent corporate identity to the public. In turn, all communication from government or any of its national, departmental, foreign missions or embassies or joint project with other departments, provincial or local government, non-governmental agencies, commissions, State-owned enterprises, bearing the national Coat of Arms, implies an unequivocal endorsement by the State.

Given its importance, it is thus vital to project and maintain a consistent and coherent application and representation of the national Coat of Arms.



1.3 Display of the national Coat of Arms

The national Coat of Arms can be displayed visually or verbally across several spheres of government.

1.3.1 Visual display of the national Coat of Arms

- (i) On the Seal of the Republic of South Africa where it marks or indicates the transference of legitimacy, authenticity and legality.
- (ii) As decoration on the Mace of the National Assembly, by means of which the dignity and power of the South African State is signified.
- (iii) On the national minted and printed coinage and on several medals and National Orders issued.
- (iv) A symbol of The Presidency.
- (v) On government stationery and forms.
- (vi) For branding purposes on the buildings of State institutions, including national government departments.
- (vii) On rank insignia of the South African National Defence Force (SANDF).
- (viii) On crockery used by the Department of Foreign Affairs, the National Parliament and The Presidency.
- (ix) Virtual, as applied on electronic media such as Internet, Intranet and websites.

1.3.2. Placement of the national Coat of Arms

- (i) At the front or reception area of the building occupying a high visibility point.
- (ii) At the entry point of national heritage sites.
- (iii) If on a public building, it should be high enough to avoid it being handled constantly.
- (iv) When placed within easy reach it should be of a durable material and installed in such a way that it is tamper proof.



1.3 Display of the national Coat of Arms

1.3.3 Replacement process of the national Coat of Arms

- (i) The national Coat of Arms that is part of a structure declared by the South African Heritage Resource Agency as a national monument should only be removed with permission of the Agency.
- (ii) If possible, attempts should be made to place new arms without interference to the old Coat of Arms.
- (iii) New national Coat of Arms should be installed creatively in buildings declared national monuments to conceal or preserve the obsolete national Coat of Arms integral to the building.
- (iv) Remains of the obsolete national Coat of Arms removed from buildings should be kept at local and national museums for historical and educational purposes.

1.3.4 Verbal representation of the national Coat of Arms

The art of praise poems is well entrenched in African society. Praise poets can be equated as academics who not only compile the history, but also convey it to a wider audience. The recital of praise songs is thus both celebratory and educational.

It can be argued that the oral tradition (as represented by praise songs) is older than the art of heraldry (represented by the art and science of coats of arms). While the Coat of Arms was meant to identify the individuals and also to indicate lineage, the praise songs also give a unique character to the individual, marking the ancestral lineage through words.

To promote indigenous knowledge systems, the new national Coat of Arms may be accorded praise songs. With the growing popularity of *izimbongi* (praise poets) in South Africa, the recital of official *izimbongo* (praise poems) for the national Coat of Arms promotes the African Renaissance.

The Arms could be recited orally as a praise poem (*isithakazelo*) or delivered musically at selected events. This could be done in a way to popularise the national Coat of Arms and, furthermore, as an endeavour to entrench it deeper in the African oral tradition. Consideration should be taken not to elevate the oral rendering of the national Coat of Arms to a status close to that of the national anthem.



1.4 Protecting the national Coat of Arms

The national Coat of Arms and its motto are the property of the State. The copy and reproduction of the national Coat of Arms for commercial or other uses, is vested in The Presidency.

The national Coat of Arms endorses the seal of authority and integrity and should not be utilised for fraudulent or unauthorised transactions.

The national Coat of Arms has considerable legal protection arising from various Acts of Parliament and international agreements and protocols:

The Trade Marks Act, 1993 (Act 194 of 1993). This legislation allows trade-mark owners to register their trade marks for particular goods and services, and thereby obtain monopoly protection. Section 10(8) provides that the Registrar of Trade Marks must refuse any trade-mark application which consists of the armorial bearings or other State emblem of the Republic, or any imitation thereof from a heraldic point of view, if that application was filed without the necessary authority. The Registrar of Trade Marks is required to refuse any application which conflicts with this section. The Government is not obliged to register the South African national Coat of Arms as a trade mark before this section will apply. The effect of this is that no unauthorised person can register the South African national Coat of Arms as a trade mark.

The Merchandise Marks Act, 1941 (Act 17 of 1941). This legislation prohibits the use of certain marks. Section 14 provides that any person who, without the authority of the Minister of Trade and Industry, uses the South African national Coat of Arms in connection with their business or goods is guilty of an offence. In addition, it is an offence to use in connection with a business, any device, emblem or words which falsely suggest State authority. A fine of R5 000 for each infringing article can be imposed, alternatively, a custodial sentence of three years, or both. Again, no registration of the South African national Coat of Arms by the Government is required before these prohibitions apply. The effect of this is that no unauthorised person can use the South African national Coat of Arms in a commercial manner.



1.4 Protecting the national Coat of Arms

The Heraldry Act, 1962 (Act 18 of 1962). This legislation allows a body to register its coat of arms and thereby stops third-party use of its coat of arms. Once a coat of arms is registered, Section 22 makes it a criminal offence to use that coat of arms or any imitation thereof in the course of trade without the authority of the body in whose name the coat of arms is registered. A fine of R1 000 can be imposed. In addition, Section 21 provides that the body in whose name it is registered can bring a civil action against an infringer, seeking damages and an interdict.

Section 22A of the Heraldry Act, 1962 (Act 18 of 1962), protects the national Coat of Arms from any indecent treatment. Any person who commits any act which displays contempt for the national Coat of Arms of the Republic or which is likely to hold it up to ridicule, shall be guilty of an offence and liable on conviction to a fine not exceeding R10 000 or, in default of payment, to imprisonment for a period not exceeding five years or both.

Section 20 (1) of the Heraldry Act, 1962 protects the national Coat of Arms as heraldic representation from being ridiculed or compromised as part of artistic expression in the public arena.

The South African national Coat of Arms has been registered in the name of the Government. Section 5 (a) provides that the South African national Coat of Arms will be registered automatically by the Bureau of Heraldry without any formal application by the Government being required. Sections 21 and 22 therefore apply to the South African national Coat of Arms.



1.4 Protecting the national Coat of Arms

The Copyright Act, 1978 (Act 98 of 1978), protects a wide range of work, including artistic work from being copied. The national Coat of Arms qualifies as an artistic work. Section provides that the State will enjoy copyright in any work made under the direction or control of the State. Thus, the State, as represented by the Government Printer, has copyright protection until the year 2050.

The creator of the national Coat of Arms has signed a formal assignment of the copyright. The State is entitled to sue anyone who copies the South African national Coat of Arms for copyright infringement, claiming an interdict and damages. In addition, if anyone knowingly trades in goods featuring an unauthorised copy of the South African national Coat of Arms, this will be a criminal offence.

The words appearing on the South African national Coat of Arms – 'Ike e:/xarra //ke' – which mean 'diverse people unite' are declared a prohibited mark under Section 15 of the Merchandise Marks Act, 1941 (Act 17 of 1941). This includes the English translation. The effect of this makes it an offence for anyone to use these words in a commercial context.

The South African national Coat of Arms will enjoy legal protection in most countries. South Africa is a party to the Paris Convention for the Protection of Industrial Property, a treaty which has been signed by most countries. Article 6 provides that all member countries must agree to refuse registration of, and to prohibit use of, armorial bearings and other State emblems of member countries without authorisation.



2. Brand architecture and brand structure

The Branding architecture is the organizing structure of the relationship between the mother brand and the subsidiary brands. In the case of a government, the mother brand is the State represented by the national Coat of Arms as the principal identity, and the sub-brands are the various organs through which the State interacts with its public.

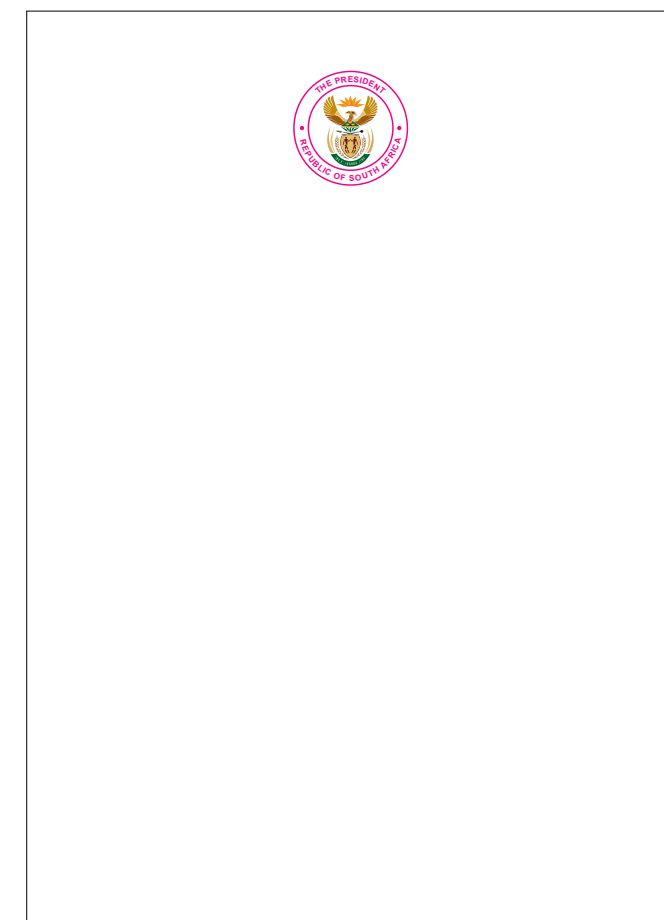
In this section we address the following elements:

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2.2 Level 1-branding

The first order of level one is the Office of the President. Please note that Presidential applications are in the form of the Presidential Seal only.



An example of presidential form of communication using only the Presidential Seal as explained in Level 1.

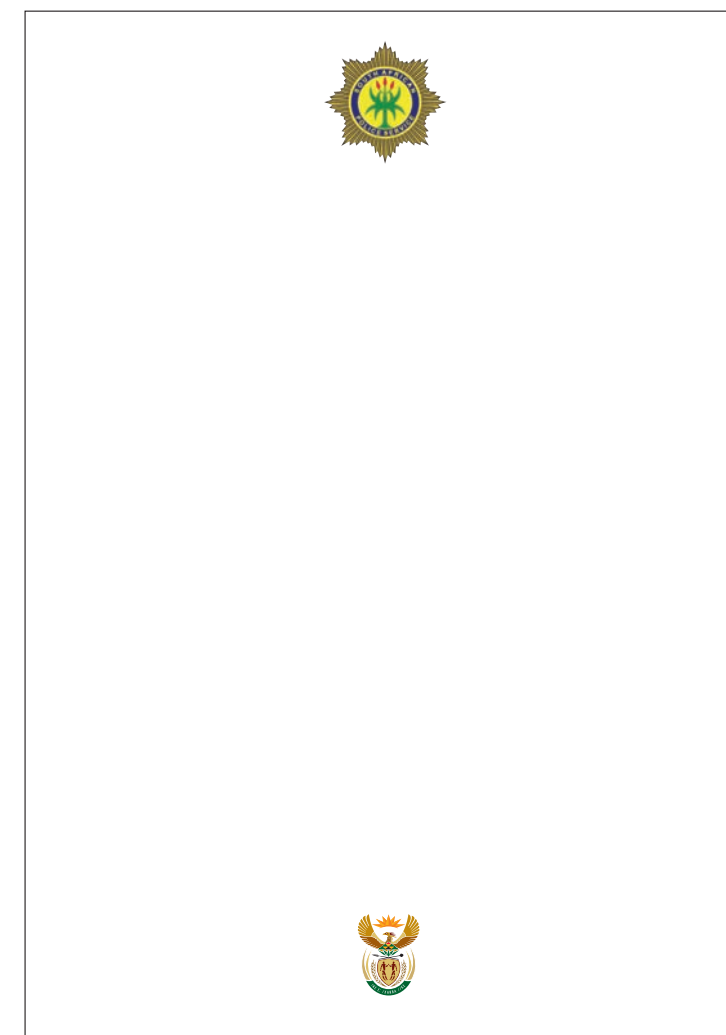
KEY

	Gold-foiling (Pantone 873C)
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2.3 Level 2-branding

Level 2-entities such as the South African Police Service (SAPS) and the South African National Defence Force (SANDF) are exempted from using the national Coat of Arms. National Coat of Arms co-branding rules are specified under the co-branding with the national Coat of Arms section (see Section 5 page 2).



An example of SAPS branding using their badge endorsed by the national Coat of Arms.

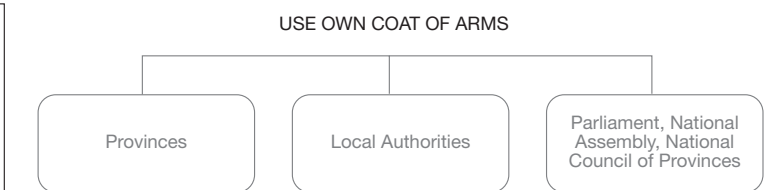
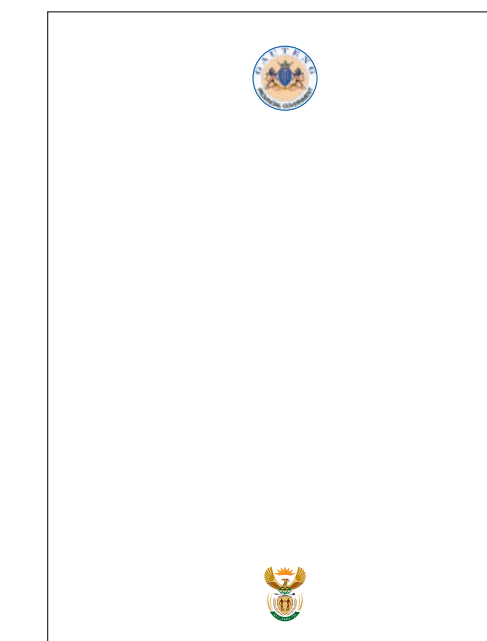
Parliamentary exemptions

Only Parliament has the authority to exempt State organs from utilizing the national Coat of Arms as the singular identity, or as specified in these guidelines. Once granted, that entity is entitled to utilize as its primary identity its own identity co-branded with the national Coat of Arms. In this instance, the entity's identity precedes the national Coat of Arms.

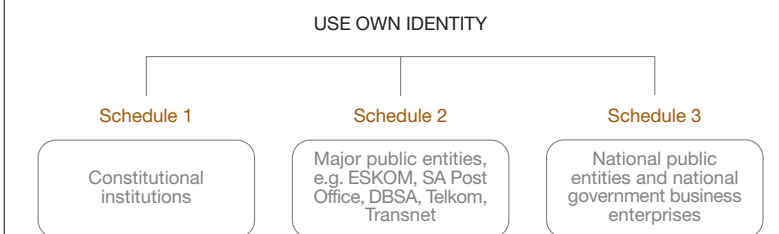
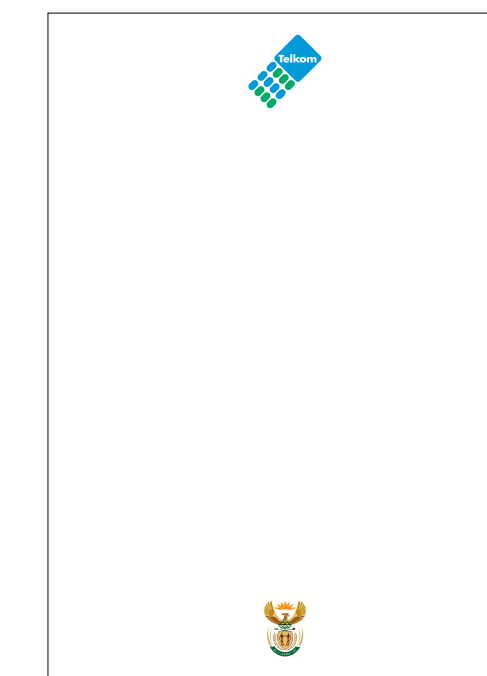


2.4 Level 3-branding

Branding partners in Level 3 use their own identity or own Coat of Arms. If they need to co-brand with the national Coat of Arms, e.g. with the Telkom IPO, co-branding guidelines apply.



An example of provincial form of communication using their coat of arms endorsed by the national Coat of Arms in 2/3 the size of the lead institution.



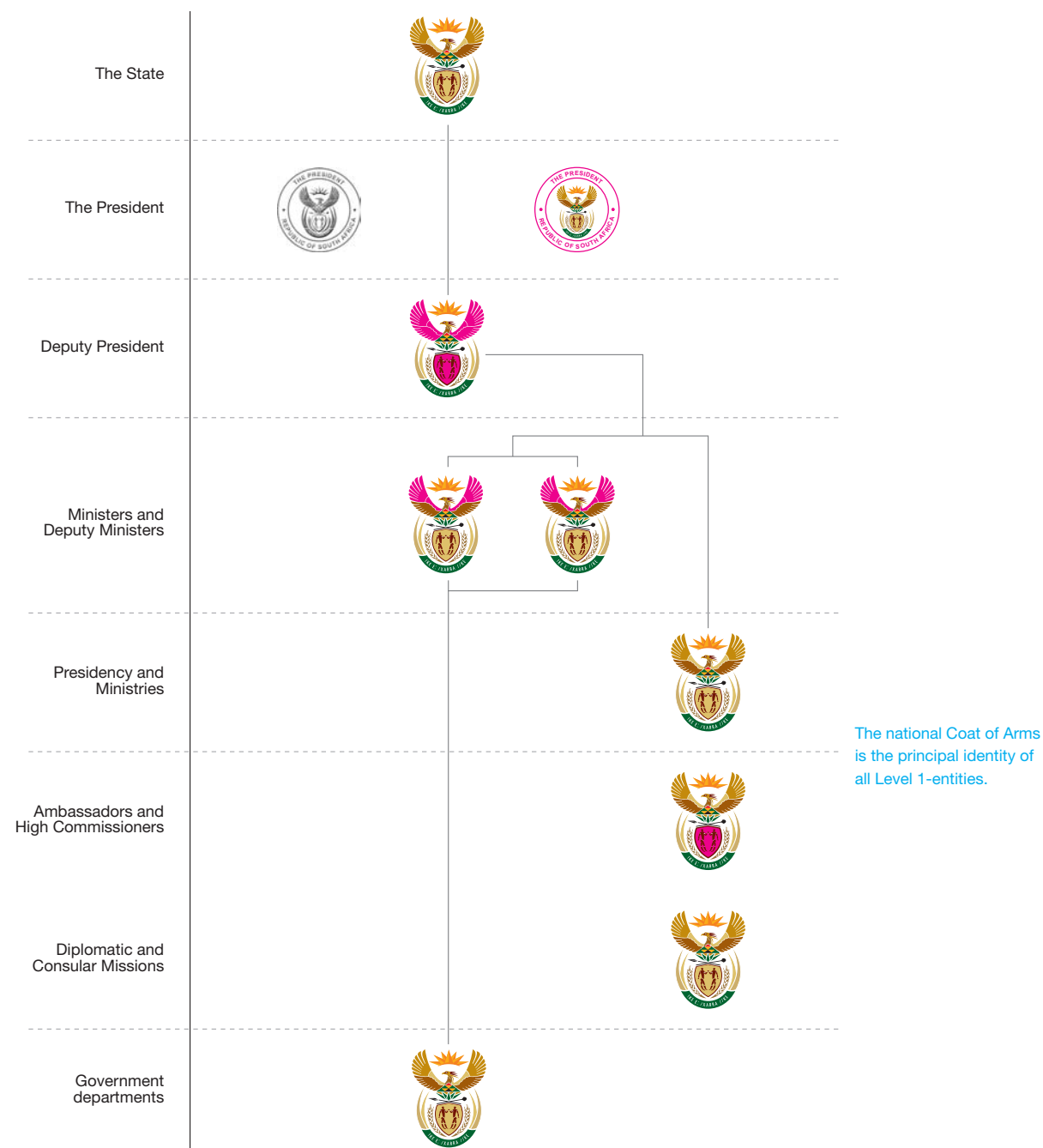
An example of a form of communication using only the national Coat of Arms as explained in Level 1 (see Section 3 page 1).



2.1 The Government Brand Organogram

2.1.1 Brand structure

The hierarchical branding identity structure guides all applications of the national Coat of Arms and differentiates between three levels of government. The national Coat of Arms is the principal identity of Level 1-entities, i.e., the State, national Ministries, foreign missions and national departments.



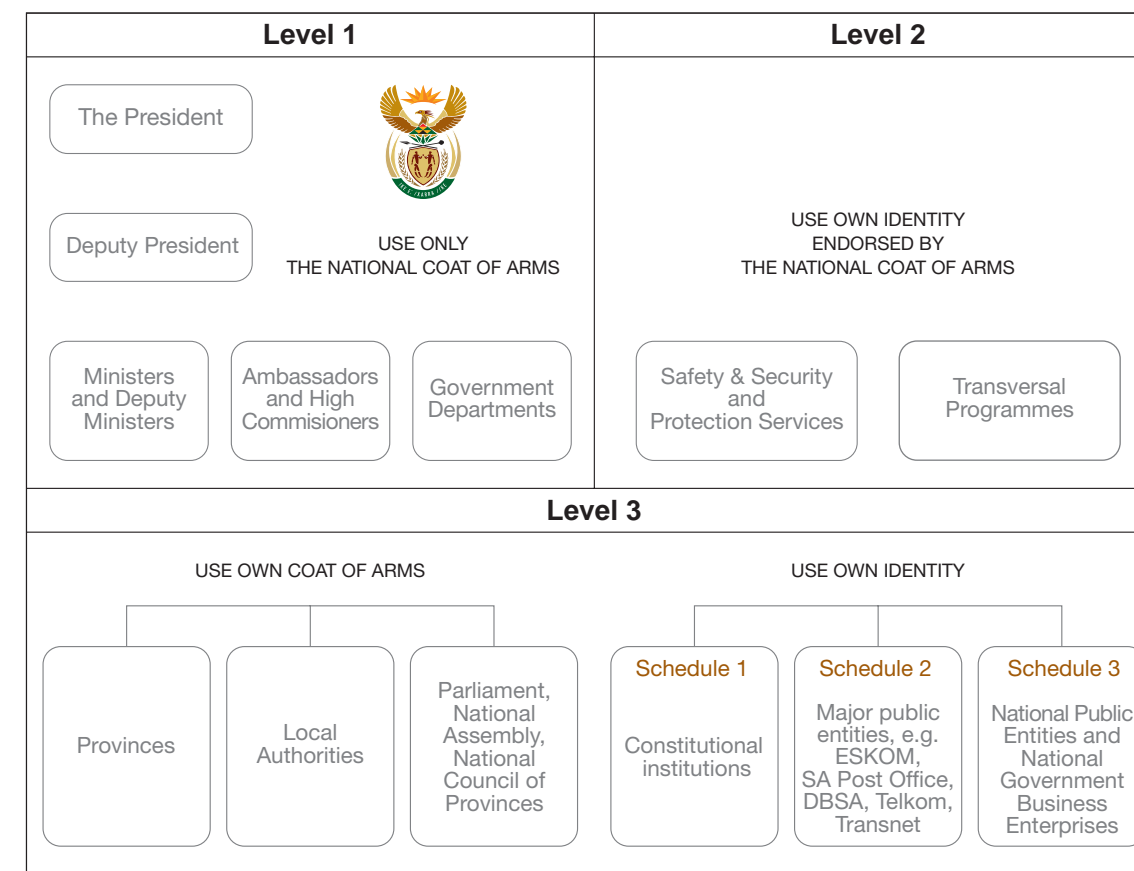
KEY

Gold-foiling (Pantone 873C)



2.1 The Government Brand Organogram

The Government Brand Organogram differentiates between three levels.



Where there is a need for co-branding or endorsed branding, the following principles will apply:

- Permission should be obtained from Government Communications (GCIS) beforehand. GCIS will consult with the Department of Arts and Culture (DAC) to ensure correct specification.
- The national Coat of Arms should never be smaller than 2/3 of the party seeking endorsement.
- The national Coat of Arms must always be placed to the right or directly below the identity of the agency seeking endorsement.
- The national Coat of Arms must always assume the position of priority within the co-branding group.



3. Design of the national Coat of Arms

The national Coat of Arms is the State emblem and is the Republic of South Africa's highest visual symbol. It is what differentiates us from other countries and is an identity that reflects a unique history as well as embracing the future.

In this section we address the following elements:

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3. Design of the national Coat of Arms

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3.1 The national Coat of Arms

The national Coat of Arms is the State emblem and is the Republic of South Africa's highest visual symbol. It is what differentiates us from other countries and is an identity that reflects a unique history in addition to embracing the future.





3.2 The national Coat of Arms - construction and meaning

The national Coat of Arms is a series of elements organized in two distinct circles placed on top of one another.

The complete structure of the national Coat of Arms combines the lower and higher circles in a symbol of infinity. The path that connects the lower edge of the scroll, through the lines of the tusks, with the horizon above from which the sun rises at the top, forms the shape of a cosmic egg from which the secretary bird rises. It symbolizes the rebirth of our great heroic nation.

The lower circle represents the elements of Foundation

The first element is the Motto, in a green semicircle. Completing the semicircle are two symmetrically placed pairs of elephant tusks pointing upwards. Within the circle formed by the tusks are two symmetrical ears of wheat that, in turn, frame a centrally placed gold shield.

The shape of the shield makes reference to the drum and contains two human figures from Khoisan rock art. The figures are depicted facing one another in greeting and in unity.

Above the shield are placed a spear and a knobkierie, crossed in a single unit. These elements are arranged harmoniously to give focus to the shield and complete the lower circle of foundation.

The circle of Ascendance

Immediately above the circle of foundation, is the visual centre of the Coat of Arms, a protea. The petals of the protea are rendered in a triangular pattern reminiscent of the crafts of Africa.

The secretary bird is placed above the protea and the flower forms the chest of the bird. The secretary bird stands with its wings uplifted in a regal and uprising gesture. The distinctive head feathers of the secretary bird crown a strong and vigilant head.

The rising sun above the horizon is placed between the wing of the secretary bird and completes the circle of ascendance.

The combination of the upper and lower circles intersect to form an unbroken infinite course, and the great harmony between the basic elements results in a dynamic, elegant and thoroughly distinctive design. Yet it clearly retains the stability, gravity and immediacy that a Coat of Arms demands.





3.2 The national Coat of Arms - construction and meaning

3.2.1 The circle of Foundation



The national Coat of Arms is a series of elements organized in two distinct ovals placed on top of one another. The elements in the circle of foundation include the following:

- ① **The motto:** *!ke e:/xarra//ke*, written in the language of the /Xam people, literally means *Diverse People Unite*. It represents the nation uniting in a common sense of belonging and national pride.
- ② **Elephant tusks:** These symbolize wisdom, strength, moderation and eternity.
- ③ **The ears of wheat:** An emblem of fertility, germination, growth and the development of potential. The ears of wheat also relate to the agricultural aspects of the earth.
- ④ **The shield:** The shape of the gold shield is drum-like. It has a dual function: the display of identity and of spiritual defence.
- ⑤ **The human figures:** The figures are derived from images on the Linton Stone, a world-famous example of South African rock art. The Khoisan, oldest known inhabitants of our land, testify to our common humanity and heritage as South Africans. The figures are depicted in an attitude of greeting, symbolizing unity. It also represents the beginning of the individual's transformation into the greater sense of belonging to the nation and humanity.
- ⑥ **The spear and a knobkierie:** Dual symbols of defence and authority, they also represent the powerful legs of the secretary bird. The spear and knobkierie are lying down, symbolizing peace.





3.2 The national Coat of Arms - construction and meaning

3.2.2 The circle of Ascendance



The Circle of Ascendance includes the following elements:

- ⑦ **The protea:** An emblem of beauty of our land and the flowering of our potential as a nation in pursuit of the African Renaissance. It also symbolizes the holistic integration of forces that grow from the earth, nurtured from above.
- ⑧ **The secretary bird:** The secretary bird is characterized in flight, the natural consequence of growth and speed. It is a powerful bird whose legs – depicted as the spear and the knobkierie – serve it well in its hunt for snakes. It is a symbol of divine majesty. Its uplifted wing is an emblem of the ascendance of our nation, while simultaneously offering us its protection.
- ⑨ **The rising sun:** An emblem of brightness and splendour, the sun symbolizes the promise of rebirth, the active faculties of reflection, knowledge, good judgement and willpower. It is the very symbol of the source of life, light and the ultimate wholeness of humanity.

The complete structure of the national Coat of Arms combines the lower and higher circles in a symbol of infinity. The path that connects the lower edge of the scroll, through the lines of the tusks, with the horizon above from which the sun rises at the top, forms the shape of a cosmic egg from which the secretary bird rises. It symbolizes the rebirth of our great heroic nation.





3.3 Correct use of the national Coat of Arms



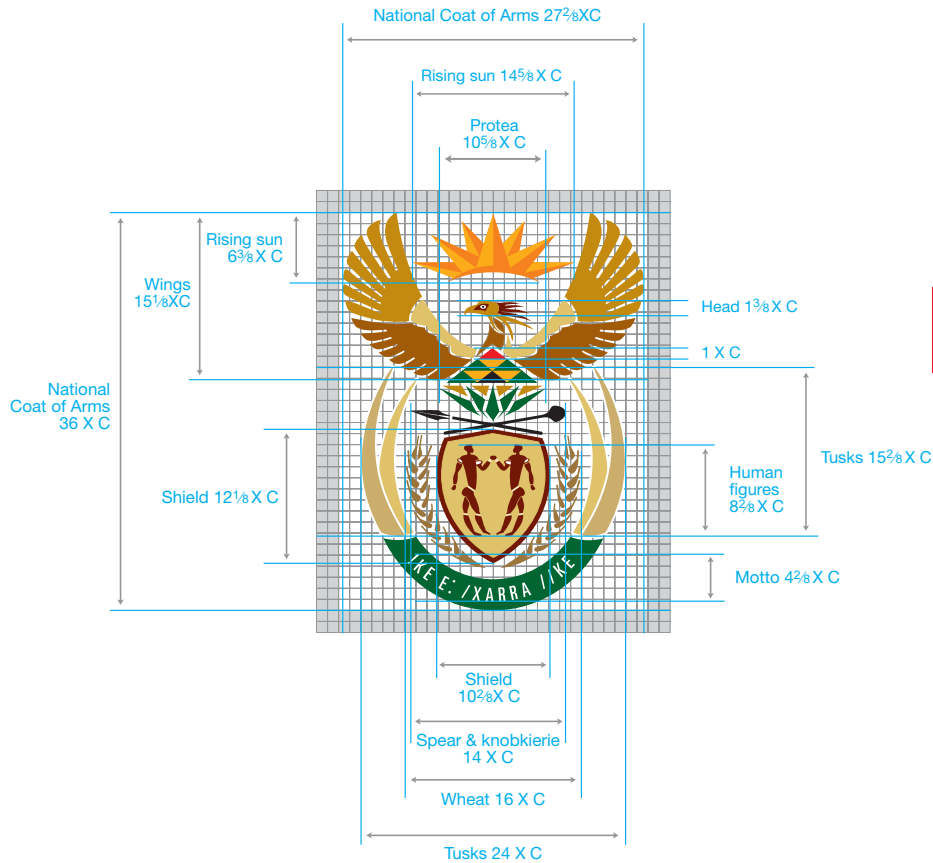


3.3 Correct use of the national Coat of Arms

3.3.1 Sizing grid

The function of the sizing grid is to ensure that the national Coat of Arms is correctly proportioned when manipulated in various sizes and to ensure that there is no distortion or misrepresentation. The national Coat of Arms will always occupy the same space horizontally ($27\frac{2}{3}XC$) and vertically ($36XC$).

The size of the national Coat of Arms varies according to the size of the platform in which it is used. To ensure proportional consistency, the unit measure C is used to represent the base size from which to scale the national Coat of Arms proportionally.



Note: Do not reconstruct it under any circumstances. Use artwork supplied.



Note: Minimum size
To accurately capture the fine details of the national Coat of Arms never reproduce the logo less than 20mm in height.

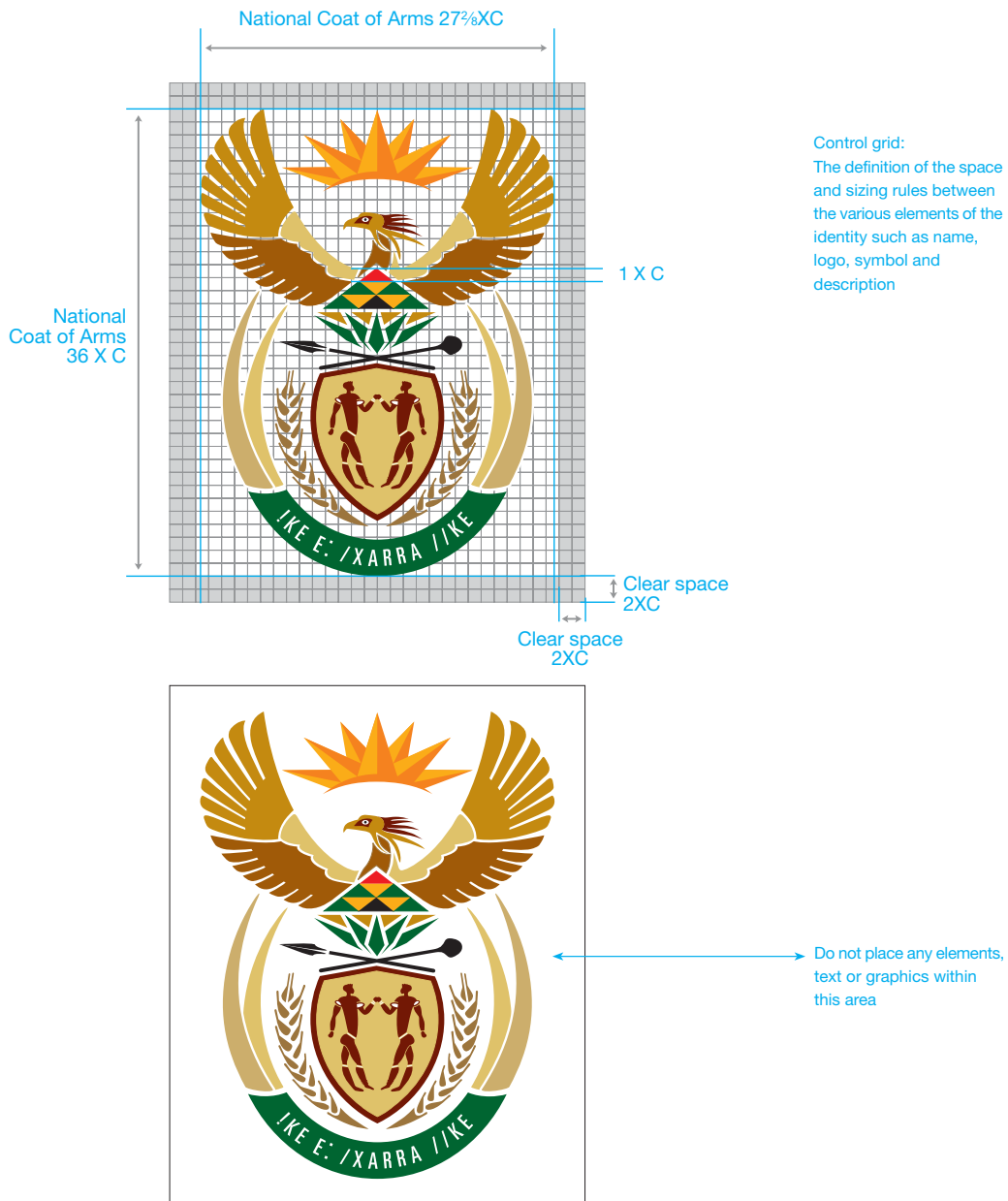




3.3 Correct use of the national Coat of Arms

3.3.2 Control grid

The national Coat of Arms can appear on its own without a descriptive name (The Republic of South Africa) when used for branding and/or communication identification within the Republic of South Africa, or in co-branding State messages or property. To maximise the impact and clarity of the national Coat of Arms, a clear space area has been created around the logo.





3.4 Colours of the national Coat of Arms

3.4.1 Full colour

It has been proven that colour has a psychological effect on people's perceptions and moods. Consequently, colour is used strategically to visually differentiate and position brands to communicate.

The national Coat of Arms is no exception and comprises eleven distinct colours, reflecting South Africa's diversity and eleven languages.

The colours below represent the full spectrum of colours that are used for the national Coat of Arms.

	CMYK: 0c, 37m, 100y, 0k RGB: R249, G103, B28 Pantone: 143C		CMYK: 0c, 60m, 100y, 0k RGB: R239, G71, B24 Pantone: 152C
	CMYK: 0c, 55m, 100y, 41k RGB: R135, G69, B21 Pantone: 146C		CMYK: 0c, 35m, 100y, 25k RGB: R180, G110, B18 Pantone: 1245C
	CMYK: 0c, 29m, 69y, 45k RGB: R130, G91, B50 Pantone: 132C		CMYK: 0c, 11m, 63y, 15k RGB: R216, G168, B81 Pantone: 127C
	CMYK: 0c, 87m, 85y, 64k RGB: R83, G26, B23 Pantone: 188C		CMYK: 2c, 93m, 99y, 0k RGB: R224, G31, B22 Pantone: 485C
	CMYK: 100c, 14m, 100y, 41k RGB: R0, G93, B40 Pantone: 349C		CMYK: 0c, 15m, 56y, 23k RGB: R187, G143, B83 Pantone: 466C
			CMYK: 0c, 0m, 0y, 100k RGB: R0, G0, B0 Pantone: black





3.4 Colours of the national Coat of Arms

3.4.2 Black and White

In its basic form, the national Coat of Arms may be represented in black or white reflected out of any solid colour background.

- White reversed out of black.
- Black reversed out of white.



Application of a black version on white which would also apply to one colour application. When using single colour applications, neutral colours from the palette must be used.

Note: DO NOT USE ANY PRIMARY COLOURS.
See colours used overleaf.



Application of white version on black or dark background



3.4 Colours of the national Coat of Arms

3.4.3 Outline

In its basic form, the national Coat of Arms may be represented in outline black reflected out of any solid colour background.

- Black reversed out of white.



Application of a black outline version
on white.



3.4 Colours of the national Coat of Arms

3.4.4 Single colour applications

Colours that can be used:

CMYK: 0c, 87m, 85y, 64k
Pantone: 188
83r, 26g, 23b



CMYK: 0c, 37m, 100y, 0k
Pantone: 132
130r, 91g, 50b



Single colour application may be used for example on backdrops.

CMYK: 0c, 35m, 100y, 25k
Pantone: 1245
180r, 110g, 18b



CMYK: 0c, 15m, 56y, 23k
Pantone: 466
187r, 143g, 83b





3.4 Colours of the national Coat of Arms

3.4.4 Single colour applications

Colours that can **not** be used:





3.4 Colours of the national Coat of Arms

3.4.5 Watermark

The national Coat of Arms may only be used as a watermark for security purposes, e.g. money; passports, identity documents and official certificates. It may never be in full colour, only 30% or less, black.



Note: Do not use the watermark as a background or design element.



3.4 Colours of the national Coat of Arms

3.4.6 Foiling and metallics

The national Coat of Arms may be produced visually in gold foiling or solid metals depending on the surface.

Please note that these are not the actual colours. Refer to the key below for correct specifications.





Foiling is generally used on printed materials, for example on promotional elements.



Metallics could be used for example, on signage.

KEY

	Gold Foiling (Pantone 873)
	Metallics (Pantone 873)









3.5 Incorrect use of the national Coat of Arms

Locally Recruited Personnel (LRP) may use the South African flag only.
South African Missions Abroad - Business cards: Coat of Arms to be used by transferred officials only.




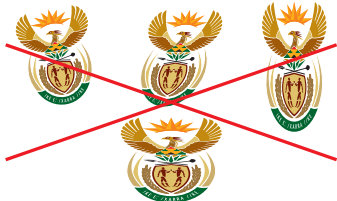
Note: The Coat of Arms may not be used for private purposes.

	<p>The national Coat of Arms should not be overlapped by or blended with other visual objects, unless this is done for security purposes on items such as the South African passport.</p>
	<p>No borders may be drawn around the national Coat of Arms, or changes made to the thickness of lines.</p>
	<p>The national Coat of Arms should be displayed in whole, not in part, sections or detail as this may distort its intended symbolism. Exception to this rule is accorded to those government institutions, such as the SANDF that may have to extract certain elements to design military insignia as part of its branding strategy.</p>
	<p>The composition area of the national Coat of Arms may not be interfered with, defaced or creatively adapted in any form.</p>



3.5 Incorrect use of the national Coat of Arms

Note: The Coat of Arms may not be used for private purposes.

	<p>The national Coat of Arms may not be used as a drop shadow, slanted or skewed.</p>
	<p>No changes may be made to the font type.</p>
	<p>Copying from inferior reproductions is discouraged to avoid poor quality images that may compromise the integrity of the national Coat of Arms.</p>
	<p>No rotation or skewing may be made to the national Coat of Arms.</p>



3.6 The Presidential Seal

To signify presidential status, the Presidential Seal features the national Coat of Arms in full colour, surrounded by two concentric circles.

Only the President is allowed to make use of the Presidential Seal.



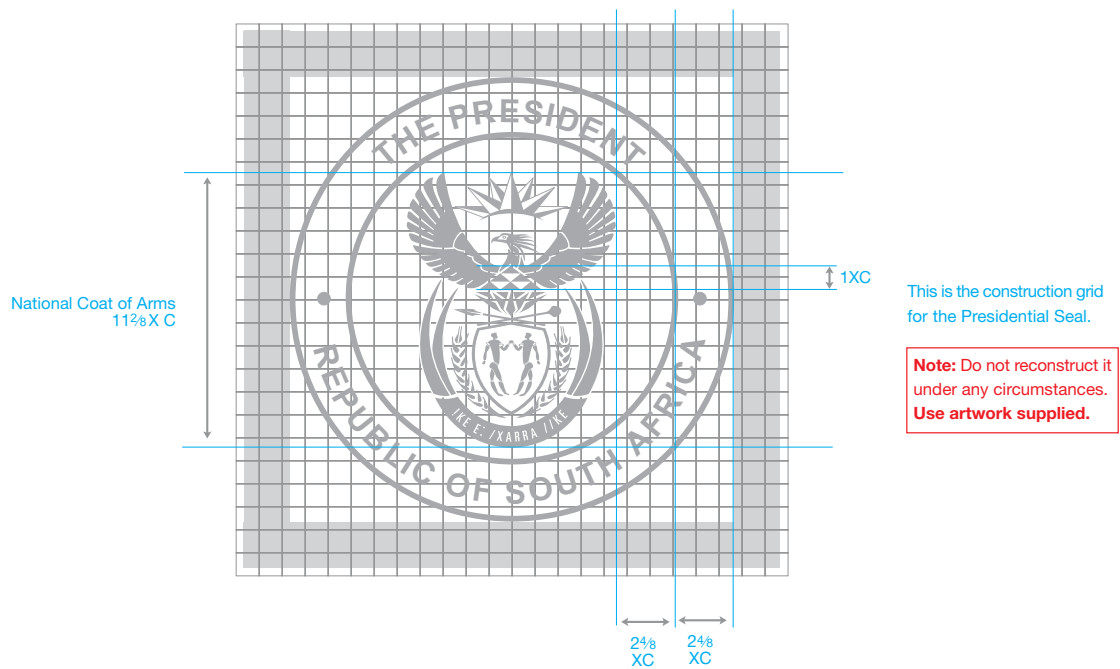


3.6 The Presidential Seal

3.6.1 Foiling

To signify presidential status, the Presidential Seal features the national Coat of Arms in full colour, surrounded by two concentric circles. The circles are foiled in gold (pantone 873).

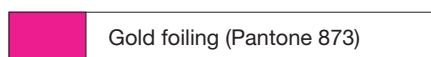
Only the President is allowed to make use of the Presidential Seal.



The Presidential Seal is in full colour surrounded by concentric gold circles.

Note: The colour pink represents gold foil.

KEY



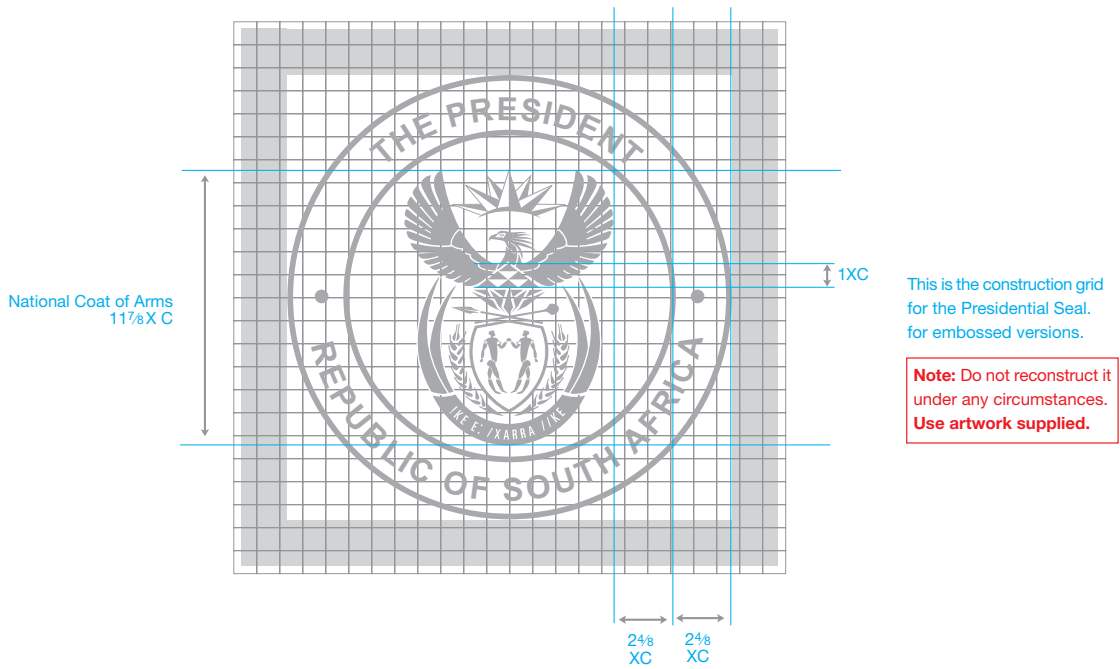


3.6 The Presidential Seal

3.6.2 Embossing

The President may also use the embossed option of the Seal.

Only the President is allowed to make use of the Presidential Seal.



This is an example of an embossed Presidential Seal.



3.6 The Presidential Seal

3.6.3 Typography



Presidential Seal
descriptor

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Note: Arial Bold in upper case is used for the Presidential Seal descriptor



3.7 The President Consort Seal

To signify the status of the Consort of the President, the full colour, national Coat of Arms is used. It is unique as it has been framed with two circles of different weightings.

Only the President's spouse is permitted to use this Seal.



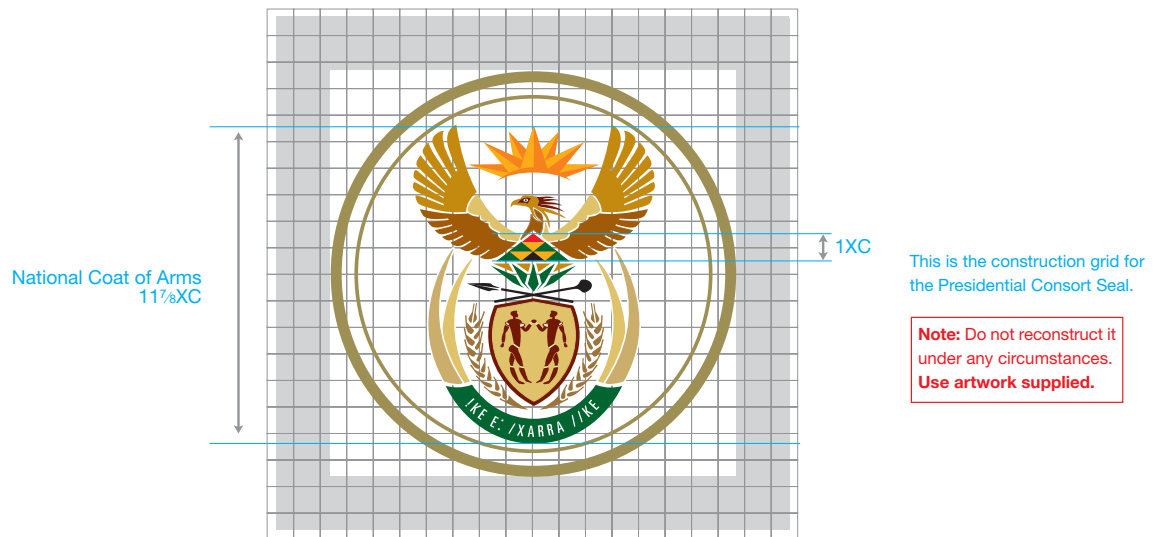


3.7 The President Consort Seal

3.7.1 Construction

To signify the status of the Consort of the President, the full colour, national Coat of Arms is used. It is unique as it has been framed with two circles of different weightings.

Only the President's spouse is permitted to use this Seal.



The Presidential Consort Seal is in full colour surrounded by concentric circles.



3.8 Seal of the Republic of South Africa



Note: This is an example of a Wet seal. Use black ink. Use artwork supplied.



Note: This is an example of a Dry seal. Use artwork supplied.

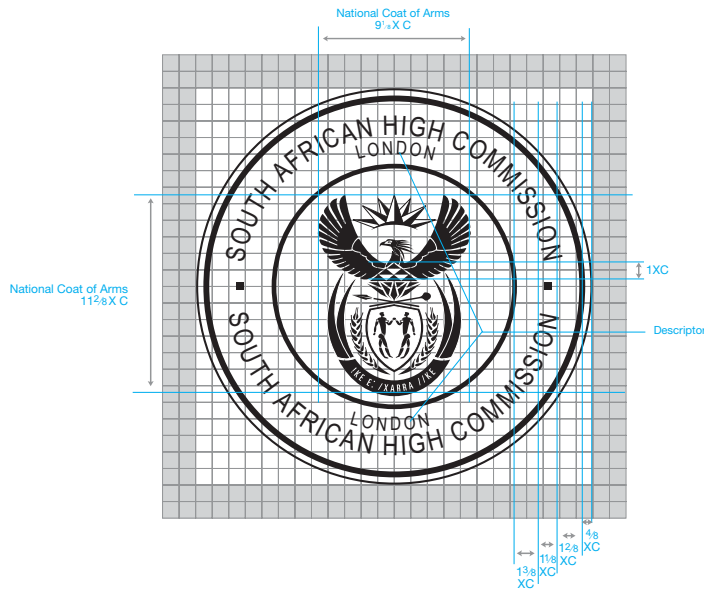


3.8 Seal of the Republic of South Africa

3.8.1 Wet seal

A wet seal of the national Coat of Arms is used on the right-hand side between the last paragraph and the date of the Notes Verbales. An official will initial the original, and the attached copy and forward both Notes Verbales to the other State. One file copy will be signed and kept.

NB: An official communication between South Africa and other States has to be channelled through State Protocol, at the Department of Foreign Affairs. This is according to international Protocol practices.



When translated into the language of the host country, please ensure that the translations are set along the specified curve as per example.

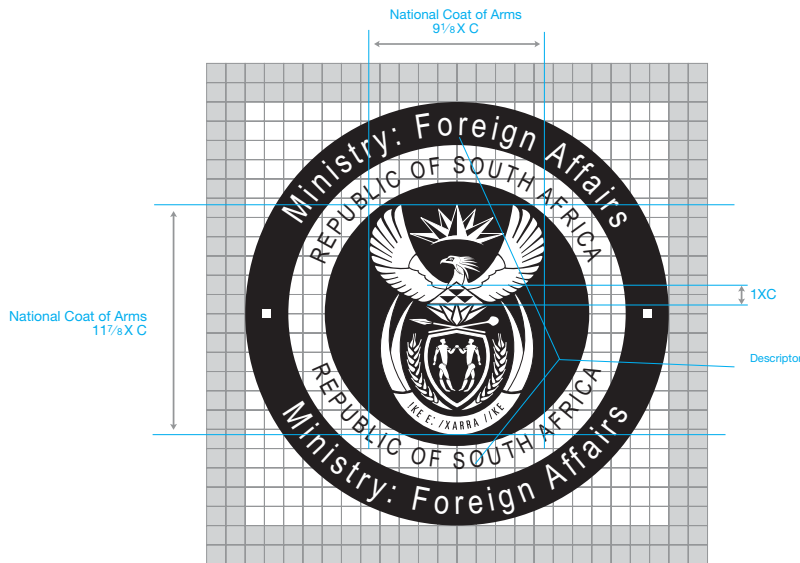
Note: Do not reconstruct it under any circumstances. Use artwork supplied.



3.8 Seal of the Republic of South Africa

3.8.2 Dry seal

A seal is used for endorsement purposes of important and significant state documents and indicates the status of a document. It gives legal status to documents, for example, Letters of Credence and Letters of Recall of Heads of Missions.



A dry seal is embossed. Embossing is the art of embellishing by creating a raised surface.

Font: Arial Narrow

Note: Do not reconstruct it under any circumstances. Use artwork supplied.





3.8 Seal of the Republic of South Africa

3.8.3 Typography



Seal of the Republic of
South Africa descriptor

Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Note: Arial Narrow is
used for the Seal of the
Republic of South Africa
descriptor.



3.9 National Coat of Arms - control grid and typography combination



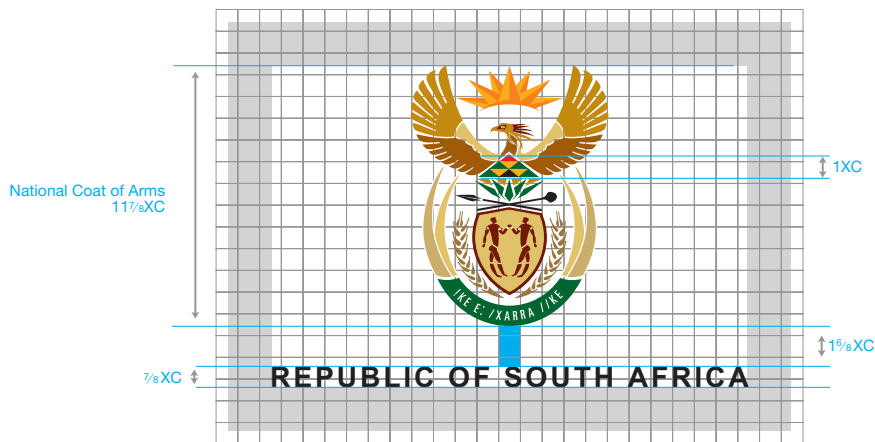
REPUBLIC OF SOUTH AFRICA



3.9 National Coat of Arms - control grid and typography combination

3.9.1 Republic of South Africa

The national Coat of Arms can appear on its own, with a naming structure (Republic of South Africa) when used internally in South Africa as in branding or co-branding State messages or property.



The fixed distance between the symbol and the descriptor is 1 1/8 XC.

The rule of the minimum clear space of 2XC applies when the national Coat of Arms and the descriptor are combined.

Country Descriptor:
Font: Arial Bold
Colour: Black only



REPUBLIC OF SOUTH AFRICA

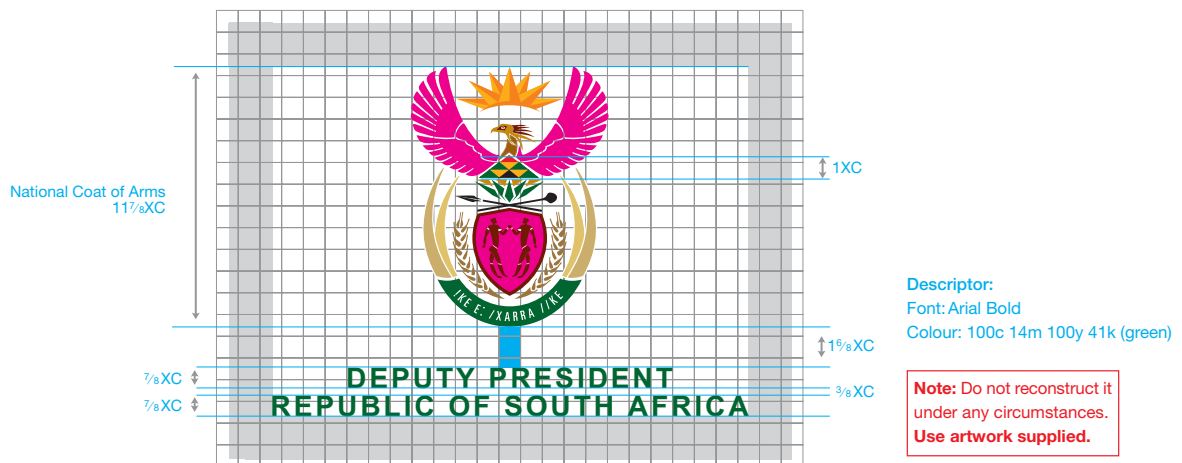
Note: When only the country descriptor appears with the symbol, the name appears in black. **No other colour may be used.**



3.9 National Coat of Arms - control grid and typography combination

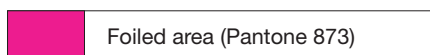
3.9.2 Deputy President

Gold foil is used to differentiate the hierarchical structure within the Government. For the Deputy President, the whole wing and shield must be in gold foil (Pantone 873); the rest of the Coat of Arms in full colour.



DEPUTY PRESIDENT
REPUBLIC OF SOUTH AFRICA

KEY





3.9 National Coat of Arms - control grid and typography combination

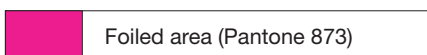
3.9.3 Ministers and Deputy Ministers

To identify Ministers and Deputy Ministers, the tips of the wings and the shield of the national Coat of Arms are foiled with gold (Pantone 873); the rest of the Coat of Arms in full colour.



MINISTER
WATER AFFAIRS AND FORESTRY
REPUBLIC OF SOUTH AFRICA

KEY





3.9 National Coat of Arms - control grid and typography combination

3.9.4 Ministries

To identify Ministries the national Coat of Arms is printed in full colour.



MINISTRY
WATER AFFAIRS AND FORESTRY
REPUBLIC OF SOUTH AFRICA

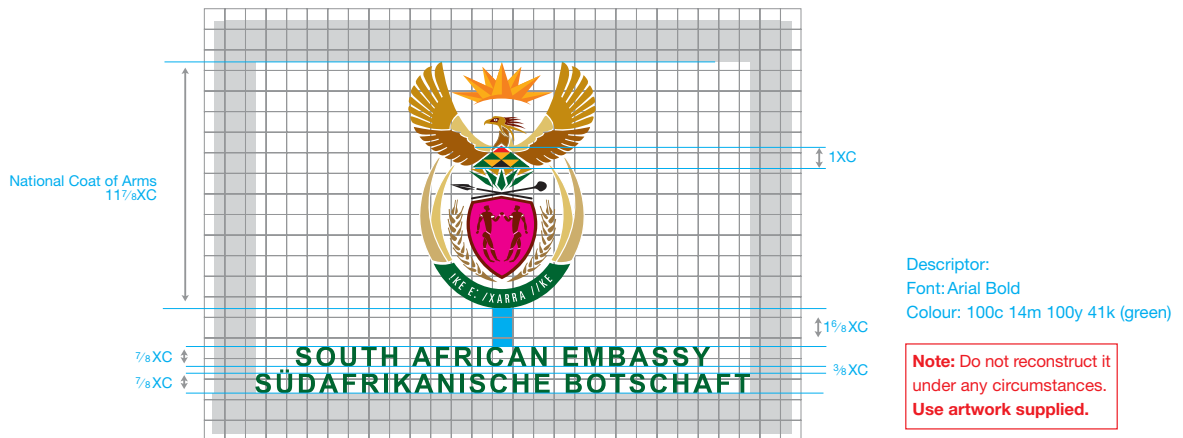


3.9 National Coat of Arms - control grid and typography combination

3.9.5 Ambassadors and High Commissioners

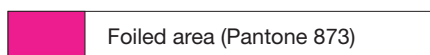
To identify Ambassadors and High Commissioners, the shield on the national Coat of Arms is foiled in gold (Pantone 873); the rest of printing in full colour.

Heads of Consular Missions use the same as the departmental coats.



SOUTH AFRICAN EMBASSY
SÜDAFRIKANISCHE BOTSCHAFT

KEY

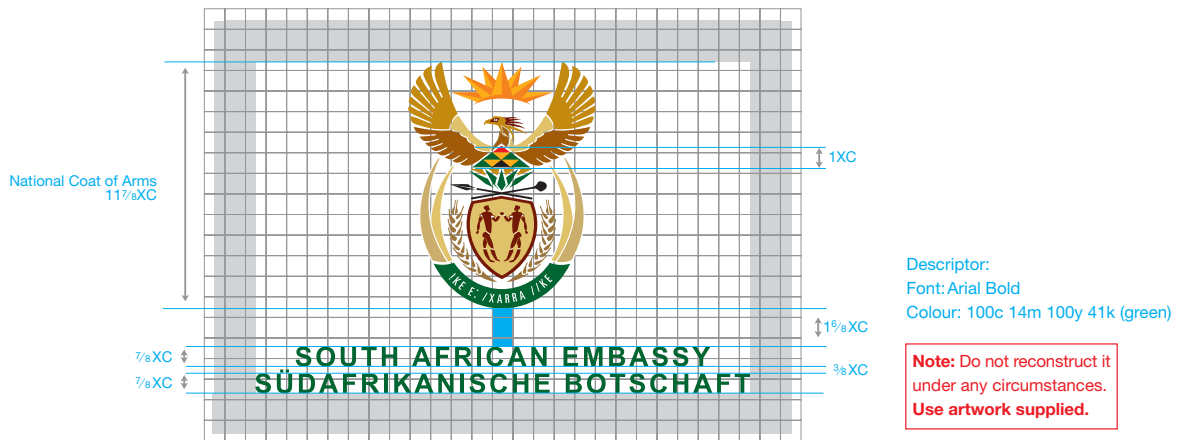




3.9 National Coat of Arms - control grid and typography combination

3.9.6 Diplomatic and Consular Missions

To identify Diplomatic and Consular Missions the national Coat of Arms is printed in full colour.

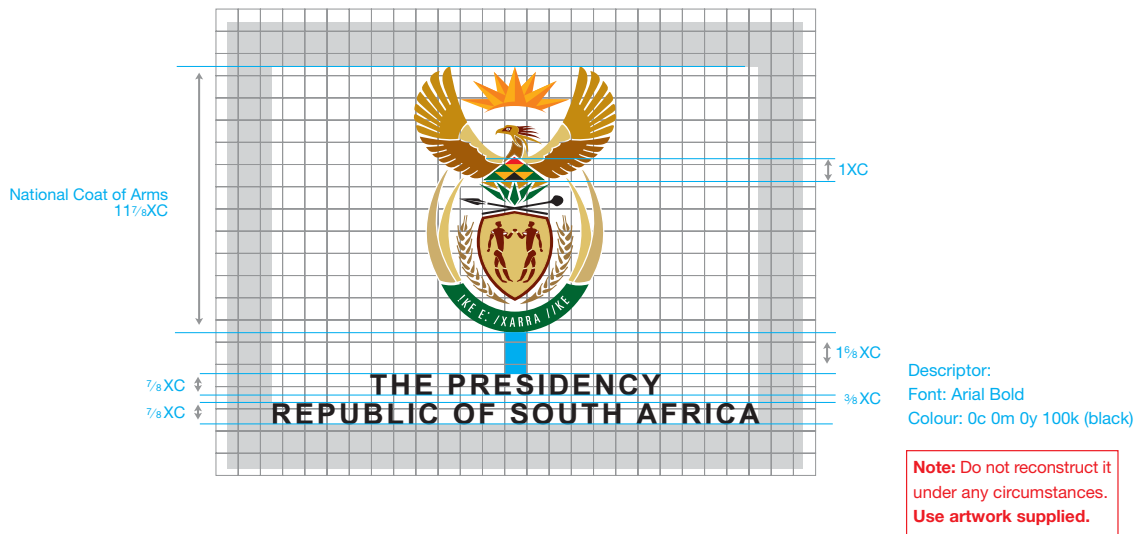


**SOUTH AFRICAN EMBASSY
SÜDAFRIKANISCHE BOTSCHAFT**



3.9 National Coat of Arms - control grid and typography combination

3.9.7 The Presidency



THE PRESIDENCY
REPUBLIC OF SOUTH AFRICA



3.9 National Coat of Arms - control grid and typography combination

3.9.8 Typography



National Coat of Arms
descriptor

**THE PRESIDENCY
REPUBLIC OF SOUTH AFRICA**

Arial Narrow

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&***

Note: Arial Bold is used
for the National Coat of
Arms descriptor.



3.10 Departments

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

All departments are to use either the full colour national Coat of Arms or a single colour. No foiling is allowed for the departments.



primary descriptor

Department:

Department's full name

REPUBLIC OF SOUTH AFRICA

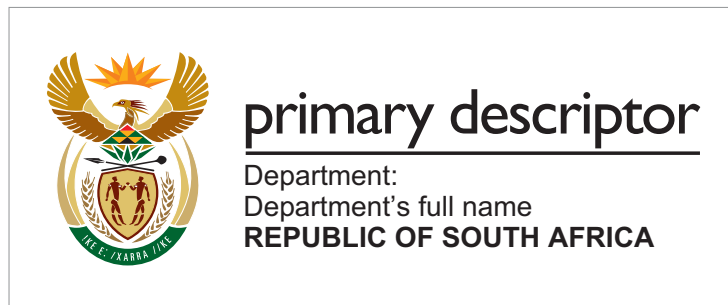
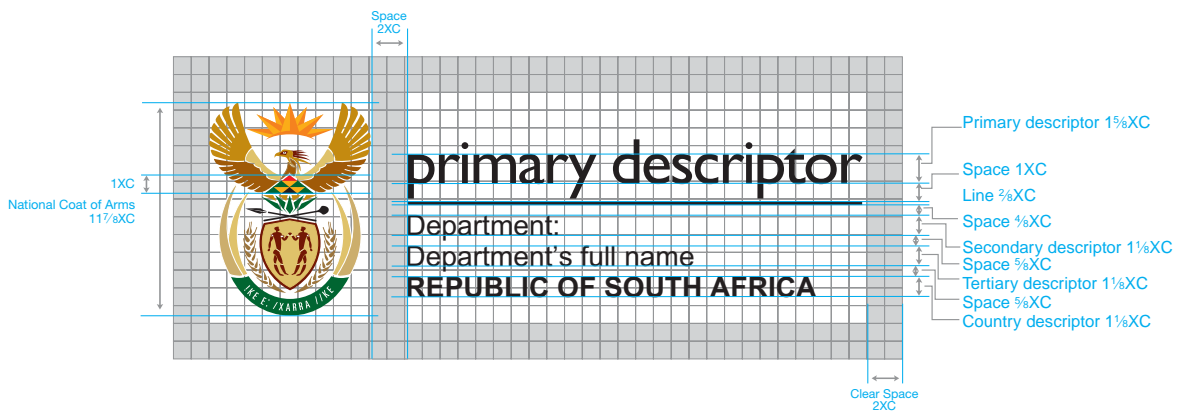


3.10 Departments

3.10.1 Control grid

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

All departments are to use either the full colour national Coat of Arms or a single colour. No foiling is allowed for the departments.



Note: 2XC clear space around the symbol and descriptor.

Do not place any elements, text or graphics within this area.



3.10 Departments

3.10.2 Typographahy

PRIMARY DESCRIPTOR:
Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Gill Sans Bold is only used for acronym naming structure and it must be in lower case.

PRIMARY DESCRIPTOR:
Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Gill Sans Regular is used for acronym and functional naming structure and it may only be used in lower case.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Arial Bold is only used for the country descriptor. It may only be used in upper case and in black.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

Arial Regular is only used for secondary and tertiary descriptors. It may be used in upper and lower case and in black.





3.10 Departments

3.10.3 Translations

According to the provisions of the Constitution of the Republic of South Africa (1996), national government may use any particular official language for the purposes of government taking into account, among other things, target audience, usage, particularity and expense.

Two language options have been selected for the government brand:

OPTION 1: English only

Use **only English**.

The name of the communicating department in full (in the tertiary descriptor) will be replicated in all other official languages and positioned at the bottom of the letterhead, fax or on the back of business cards.



education

Department:
Education
REPUBLIC OF SOUTH AFRICA



OPTION 2: English plus one other language

The primary descriptor must always be in English, and departments may choose to use translated versions, in **any official language, in the secondary, tertiary and country descriptor**.

The name of the communicating department will be replicated in all other official languages as specified. The name of the communicating department will be translated in all official languages and placed under the line in descending order of secondary, tertiary and country descriptors.



education

uMnyango:
wezeMfudo
IRIPHABHLIKI YENINGIZIMU AFRIKA









3.11 Colours of the departmental logo

3.11.1 Full colour

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

	CMYK	PANTONE	RGB
	 Orange 0c, 60m, 100y, 0k	PANTONE - 152C	R239, G71, B24
	 Brown 0c, 55m, 100y, 41k	PANTONE - 146C	R136, G70, B22
	 Black 0c, 0m, 0y, 100k	PANTONE - black	R0, G0, B0
	 Green 100c, 14m, 100y, 41k	PANTONE - 349C	R0, G93, B40

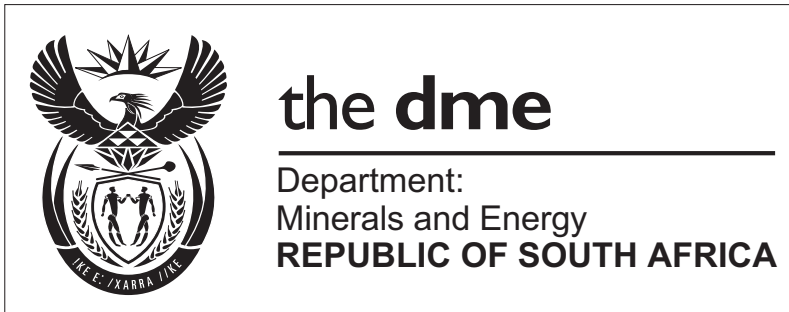


3.11 Colours of the departmental logo

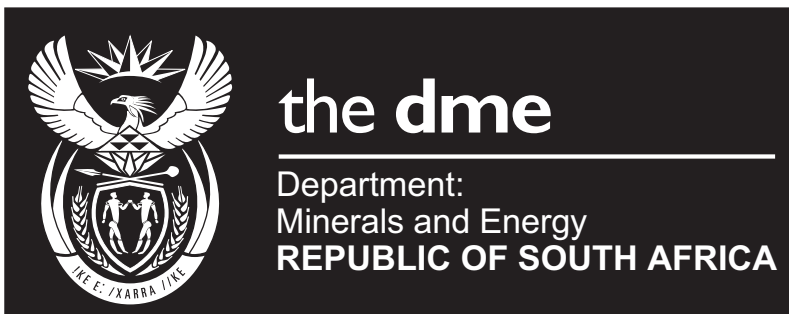
3.11.2 One colour

One colour solid signatures should only be placed on a solid background, preferably white or black. This will apply primarily on signage and corporate gifts. Please avoid placing logos on textured or patterned backgrounds.

The reverse version should only be placed on 100% black to 30% black backgrounds, excluding promotional elements where it may also be embossed.



One colour solid, positive on 100% white background.



One colour solid, reversed out of 100% black background.

Note: See single colour applications in Section 3 on page 11.



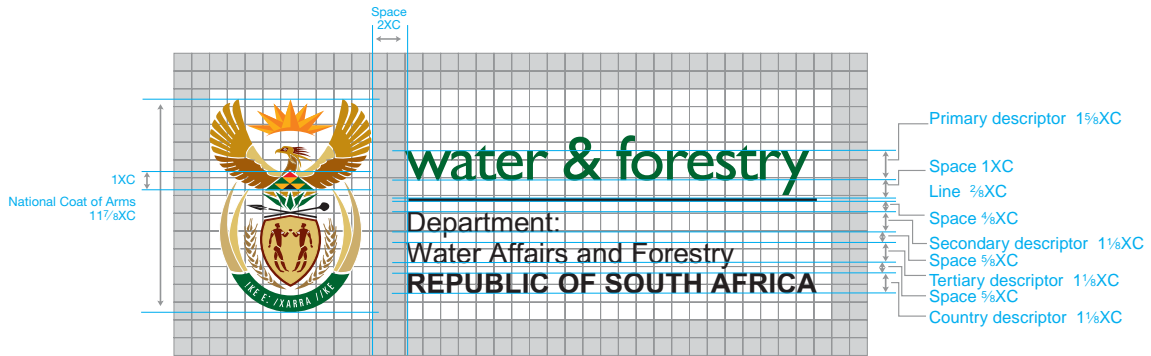
3.12 Examples of implemented departmental logos

3.12.1 Functional naming structure

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. The primary descriptor (functional name of department e.g. water & forestry) is 1⁵/₈XC high. The secondary descriptor (word 'Department') is 1¹/₈XC high. The tertiary descriptor (full name of department e.g. Water Affairs and Forestry) is also 1¹/₈XC high. The Republic of South Africa is 1¹/₈XC high.

Above the line an 'ampersand' (&) symbol is used, whilst below the line an 'and' is used.



water & forestry
 Department:
 Water Affairs and Forestry
 REPUBLIC OF SOUTH AFRICA

Primary descriptor - functional name

Font: Gill Sans Regular
 Colour: Departmental

Secondary and tertiary descriptor

Font: Arial Regular
 Colour: Black only

Country descriptor

Font: Arial Bold
 Colour: Black





3.12 Examples of implemented departmental logos

3.12.2 Functional naming structure in two lines

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. If the department has a long name the primary descriptor (functional name of department e.g. environment & tourism) must be two lines and each line must be 1½XC high. The secondary descriptor (word 'Department') is 1¼XC high. The tertiary descriptor (full name of department e.g. Environmental Affairs and Tourism) is also 1¼XC high. The Republic of South Africa is 1¼XC high.

Above the line an 'ampersand' (&) symbol is used, whilst below the line an 'and' is used.



environment
& tourism

Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA

Primary descriptor - functional name in two lines
Font: Gill Sans Regular
Colour: Departmental

Secondary and tertiary descriptor
Font: Arial Regular
Colour: Black only

Country descriptor
Font: Arial Bold
Colour: Black



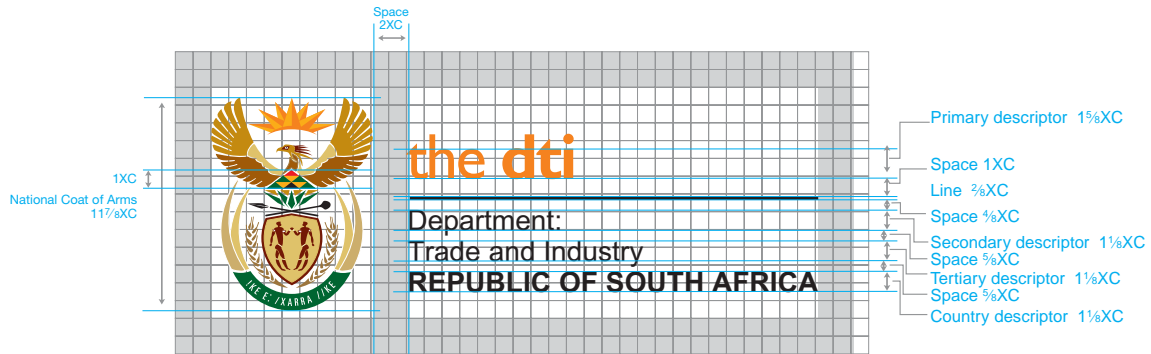
3.12 Examples of implemented departmental logos

3.12.3 Acronym naming structure

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to establish the different sizes on various communication elements.

The clear space around the national Coat of Arms must always be 2XC. The spacing between the national Coat of Arms and the descriptor to the right must be 2XC. The primary descriptor (acronym name of department e.g. the dti) is 1½XC high. The secondary descriptor (word 'Department') is 1¼XC high. The tertiary descriptor (full name of department e.g. Trade and Industry) is also 1¼XC high. The Republic of South Africa is 1¼XC high.

When the name of the department is written as an acronym, it must be preceded by "the".



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA

Primary descriptor - acronym

Font: Gill Sans Regular
Colour: Departmental

Secondary and tertiary descriptor

Font: Arial Regular
Colour: Black only

Country descriptor

Font: Arial Bold
Colour: Black





3.12 Examples of implemented departmental logos

3.12.4 Implemented full colour departmental logos



Note: Only the primary descriptor may be in colour. Secondary, tertiary and country descriptor must always be in black.





3.12 Examples of implemented departmental logos

3.12.4 Implemented full colour departmental logos



Note: Only the primary descriptor may be in colour. Secondary, tertiary and country descriptor must always be in black.





3.12 Examples of implemented departmental logos

3.12.5 Implemented one colour departmental logos



agriculture

Department:
Agriculture
REPUBLIC OF SOUTH AFRICA



health

Department:
Health
REPUBLIC OF SOUTH AFRICA



arts & culture

Department:
Arts and Culture
REPUBLIC OF SOUTH AFRICA



home affairs

Department:
Home Affairs
REPUBLIC OF SOUTH AFRICA



correctional services

Department:
Correctional Services
REPUBLIC OF SOUTH AFRICA



housing

Department:
Housing
REPUBLIC OF SOUTH AFRICA



defence

Department:
Defence
REPUBLIC OF SOUTH AFRICA



**independent complaints
directorate**

Department:
Independent Complaints Directorate
REPUBLIC OF SOUTH AFRICA



education

Department:
Education
REPUBLIC OF SOUTH AFRICA



intelligence

Department:
National Intelligence Agency
REPUBLIC OF SOUTH AFRICA



**environment
& tourism**

Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA



labour

Department:
Labour
REPUBLIC OF SOUTH AFRICA



**government
communications**

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



land affairs

Department:
Land Affairs
REPUBLIC OF SOUTH AFRICA



**government
printing**

Department:
Government Printing Works
REPUBLIC OF SOUTH AFRICA



national treasury

Department:
National Treasury
REPUBLIC OF SOUTH AFRICA

The departmental logos
may only be black
reversed out of white or
white reversed out of
black.



3.12 Examples of implemented departmental logos

3.12.5 Implemented one colour departmental logos



public enterprises

Department:
Public Enterprises
REPUBLIC OF SOUTH AFRICA



the doc

Department:
Communications
REPUBLIC OF SOUTH AFRICA



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA



the doj & cd

Department:
Justice and Constitutional Development
REPUBLIC OF SOUTH AFRICA

The departmental logos may only be black reversed out of white or white reversed out of black.



safety & security

Department:
Safety and Security
REPUBLIC OF SOUTH AFRICA



the dplg

Department:
Provincial and Local Government
REPUBLIC OF SOUTH AFRICA



science & technology

Department:
Science and Technology
REPUBLIC OF SOUTH AFRICA



the dpsa

Department:
Public Service and Administration
REPUBLIC OF SOUTH AFRICA



social development

Department:
Social Development
REPUBLIC OF SOUTH AFRICA



the dti

Department:
Trade and Industry
REPUBLIC OF SOUTH AFRICA



sport & recreation

Department:
Sport and Recreation South Africa
REPUBLIC OF SOUTH AFRICA



the samdi

Department:
SA Management Development Institution
REPUBLIC OF SOUTH AFRICA



the dfa

Department:
Foreign Affairs
REPUBLIC OF SOUTH AFRICA



transport

Department:
Transport
REPUBLIC OF SOUTH AFRICA



the dme

Department:
Minerals and Energy
REPUBLIC OF SOUTH AFRICA



water & forestry

Department:
Water Affairs and Forestry
REPUBLIC OF SOUTH AFRICA





3.13 Incorrect use of the departmental logo

	<p>Do not use any colours other than the ones specified in these guidelines. Use only the colour chosen by the department, i.e.: orange or green or brown or black.</p>
	<p>No changes may be made to the font type or size. The font must always be Gill Sans Regular in lower case. The name must always be in the colour chosen by the department.</p>
	<p>No changes may be made to the order of the national Coat of Arms and the department's naming structure. The national Coat of Arms must always be on the left-hand side with the descriptors on the right.</p>
	<p>The logo may not be overlapped or blended with other visual objects, except for security purposes on items such as the South African passport.</p>
	<p>No rotation, skewing or distortion may be made to the logo. Always follow the rules for the control grid.</p>
	<p>The full colour version of the national Coat of Arms may not be used as a watermark.</p>



4. Media Applications

We use stationery to communicate a clear and consistent message. It is also a direct and personal form of contact. We use a very simple style, allowing for the application of the national Coat of Arms to many different items.

The guidelines contained under media controls, help to ensure that the Government presents a consistent and coherent image.

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4. Media Applications


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4.1 Print

4.1.1 Stationery: The Presidential Seal

4.1.1.1 Letterhead

	20mm	27mm	143mm	20mm
31.5mm				
35mm	PRESIDENT		REPUBLIC OF SOUTH AFRICA	
20mm				
183mm	<p>Addressee,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> kindest Regards</p> <p>Name Surname Designation</p>			
Letter ends				
35mm				

Body Copy:
 Arial Regular: 10pt
 Kerning: 0pt
 Leading: 12pt
 Colour: Black
 Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Colours:	Black and Embossed






4.1 Print

4.1.1 Stationery: The Presidential Seal

4.1.1.2 Continuation sheet

	20mm	27mm	143mm	20mm
31.5mm				
21.5mm				
20mm				
183mm		<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p>		
Letter ends		<p>Kindest Regards Name Surname Designation</p>		
35mm				

Body Copy:
 Arial Regular: 10pt
 Kerning: 0pt
 Leading: 12pt
 Colour: Black
 Alignment: Left

Note: All correspondence to be set in Arial.

KEY

Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Colours:	Embossed



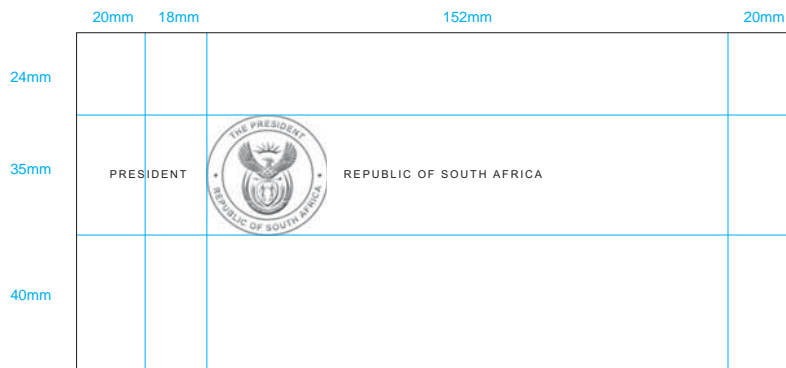


4.1 Print

4.1.1 Stationery: The Presidential Seal

4.1.1.3 Compliment slip

These specifications will ensure consistency of application on the compliment slip.



The embossed version of the compliment slip only has the Presidential Seal.



KEY

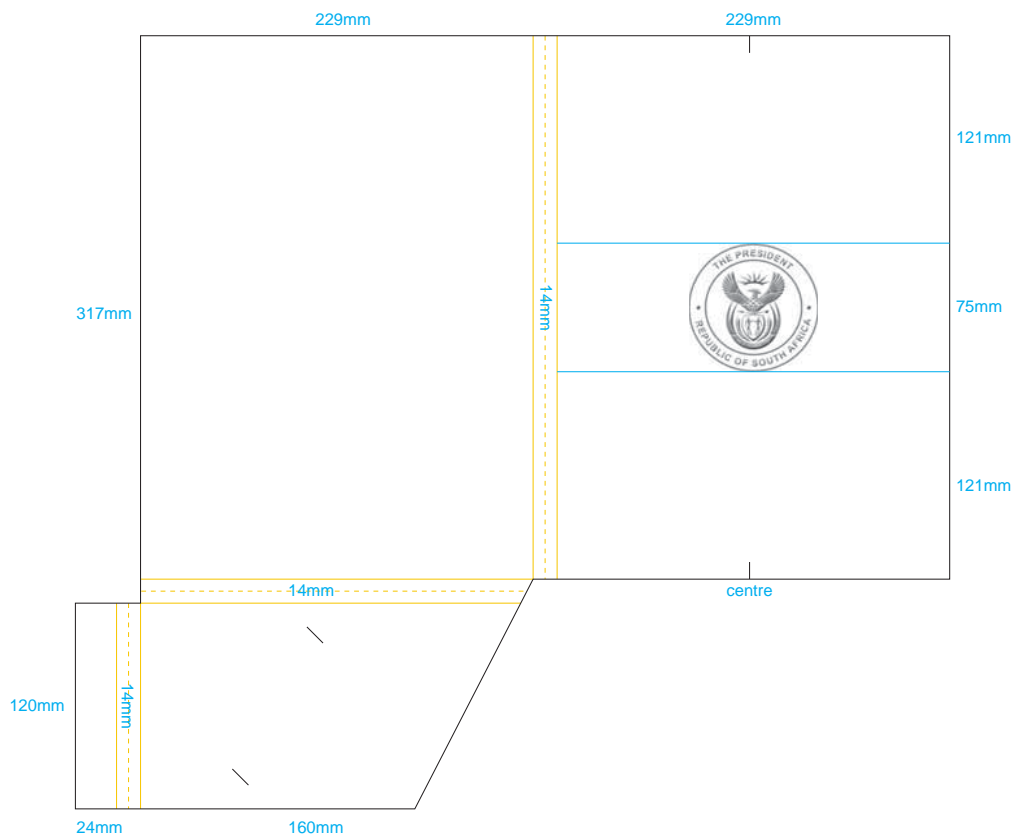
Size:	210 mm X 99 mm (DL)		
Stock:		Stock colour:	White
Printing:	Single sided	Colours:	Black and Embossed



4.1 Print

4.1.1 Stationery: The Presidential Seal

4.1.1.4 Folder



KEY

Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:		Stock colour:	Brilliant White
Printing:	Single sided	Colours:	Embossed and UV varnish



4.1 Print

4.1.2 Stationery: Deputy President

4.1.2.1 Letterhead

		
	<p>DEPUTY PRESIDENT REPUBLIC OF SOUTH AFRICA</p>	
	<p>Addressee,</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	

centre

Descriptor:
Arial Bold
Colour: Green

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY


	Gold-foiling (Pantone 873C)		
Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		





4.1 Print

4.1.2 Stationery: Deputy President 4.1.2.2 Continuation sheet

		
20mm		
35mm		
40mm		
162mm	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Yours sincerely</p> <p> Name, Surname Designation</p>	
letter ends		
40mm		

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY

	Gold-foiling (Pantone 873C)		
Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		

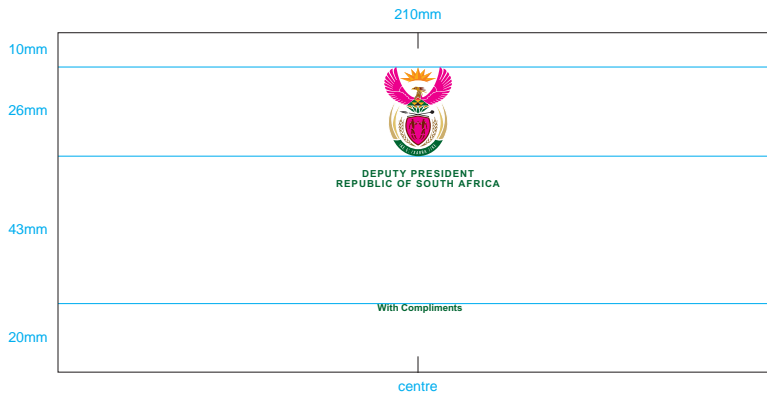




4.1 Print

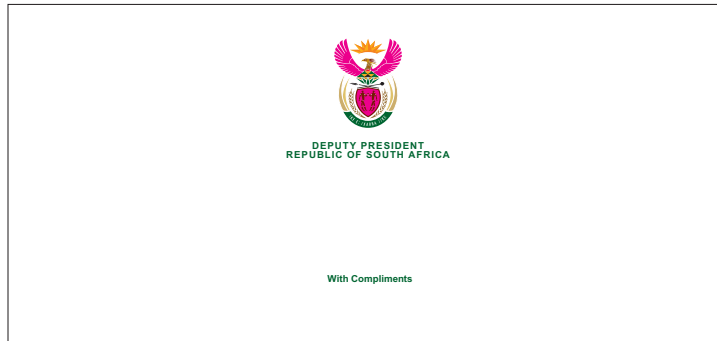
4.1.2 Stationery: Deputy President

4.1.2.3 Compliment slip



Descriptor:
Arial Bold
Colour: Green

With Compliments:
Arial Bold: 8pt
Kerning: 0pt
Colour: Green



KEY

	Gold-foiling (Pantone 873C)		
Size:	210 mm X 99 mm (DL)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		

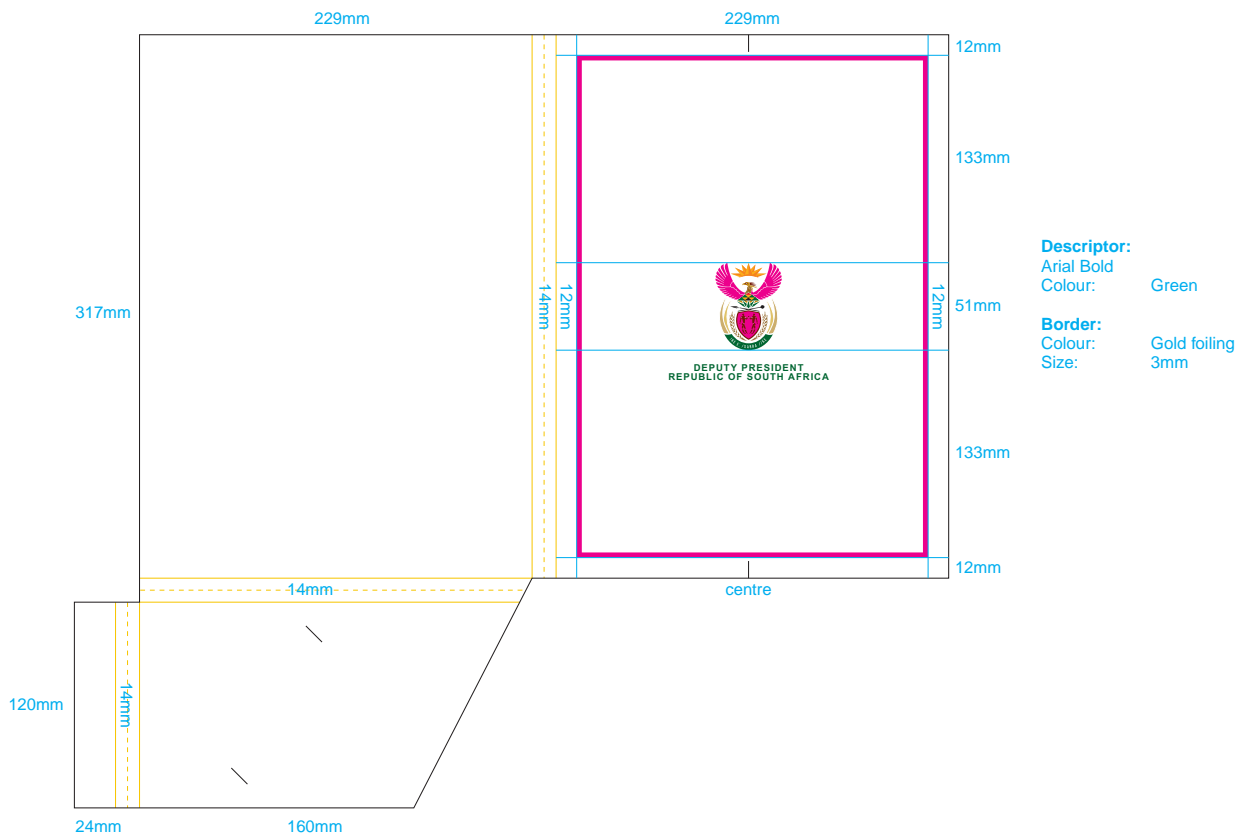




4.1 Print

4.1.2 Stationery: Deputy President

4.1.2.4 Folder



KEY

Gold-foiling (Pantone 873C)		Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm		
Stock:	Conqueror Contour 300 gsm	Stock colour:	Brilliant White		
Printing:	Single sided	Screen:	133		
Colours:	Full colour and foiling				

ብሔራዊ ጥቅም ላይ የዋለው የሥነ ምግባር ምርመራ ማዕከል



4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.1 Letterhead

		
	<p>MINISTER WATER AFFAIRS AND FORESTRY REPUBLIC OF SOUTH AFRICA</p>	
	<p><small>Private Bag X463, PRETORIA, 0001 • Wacothrus, Thabau Arcade, 7th Floor, 231 Pretorius Street, PRETORIA Tel: (012) 383 2800 Fax: (012) 383 2820 www.waf.gov.za</small></p>	
	<p>01 November 2004</p> <p>Addressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	
Letter ends		

Descriptor:
Arial Bold
Colour: Green

Address:
Arial Regular: 6pt
Kerning: 0pt
Leading: 8pt
Colour: Black
Alignment: Centre

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

centre

KEY

	Gold-foiling (Pantone 873C)		
Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		





4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.2 Continuation sheet

		
	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Yours sincerely</p> <p> Name Surname Designation</p>	

Body copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY

	Gold-foiling (Pantone 873C)		
Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		

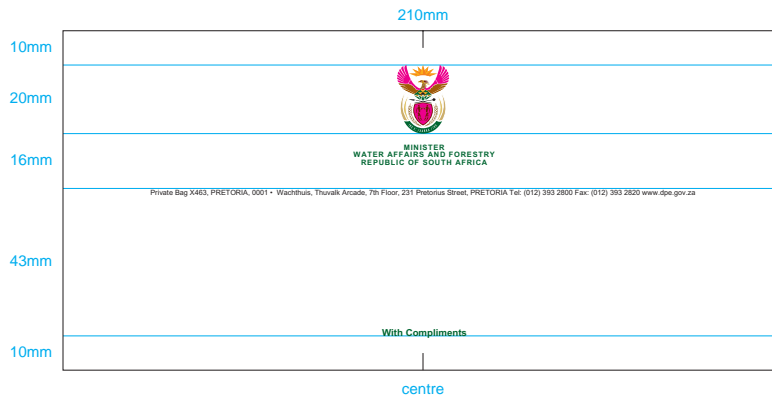




4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.3 Compliment slip



Descriptor:

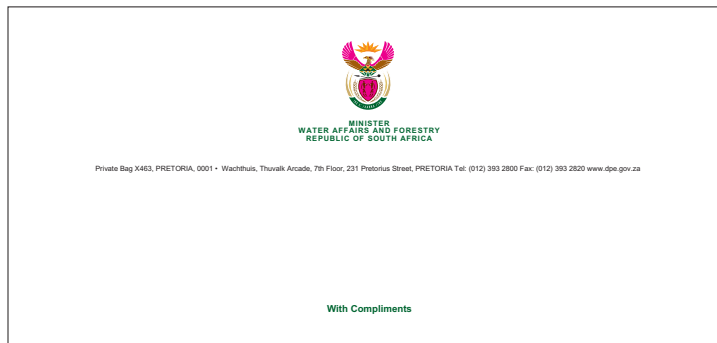
Arial Bold
Colour: Green

Address:

Arial Regular: 6pt
Kerning: 0pt
Colour: Black
Alignment: Centre

With Compliments:

Arial Bold: 8pt
Kerning: 0pt
Colour: Green
Alignment: Centre



KEY

	Gold-foiling (Pantone 873C)		
Size:	210 mm X 99 mm (DL)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour and foiling		



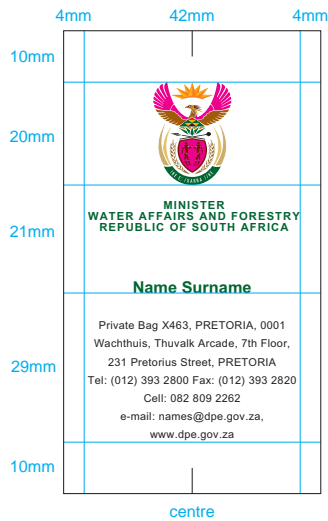


4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.4 Business cards

These specifications will ensure consistency of application on the business cards.



Ministers' and Deputy Ministers' business cards use the same specifications. Please refer to the Ministers' logo grids.

Descriptor:

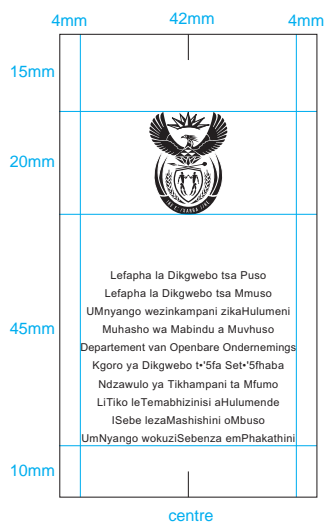
Arial Bold
Colour: Green

Persons Name:

Arial Bold: 9pt
Kerning: 0pt
Colour: Green
Alignment: Centre

Address:

Arial Regular: 6pt
Kerning: 3pt
Leading: 10pt
Colour: Black
Alignment: Centre



Note: Should the address become longer than the example, keep the baseline and leading the same and move text up.

Translations:

Arial Regular: 6pt
Kerning: 3pt
Leading: 8pt
Colour: Black
Alignment: Centre

KEY

	Gold-foiling (Pantone 873C)		
Size:	50 mm X 90 mm (DL)		
Stock:		Stock colour:	White
Printing:	Double sided	Screen:	133
Colours front:	Full colour and foiling	Colours back:	Black





4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.5 Fax cover sheet

These specifications will ensure consistency of application on facsimiles.

			<p>Descriptor: Arial Bold Colour: Black</p> <p>Address: Arial Regular: 6pt Kerning: 0pt Leading: 8pt Alignment: Centre</p> <p>Fax Cover Title: Arial Bold: 17pt Kerning: 15pt Alignment: Left</p>	<p>Note: All printing to be in black.</p>
	 MINISTER PUBLIC ENTERPRISES REPUBLIC OF SOUTH AFRICA			
	<small>Private Bag 5463, PRETORIA, 0001 • Wacothrus, Thibault Arcade, 7th Floor, 231 Pretorius Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.dpe.gov.za</small>			
			<div style="border: 1px solid black; padding: 10px;">  DEPUTY MINISTER PUBLIC ENTERPRISES REPUBLIC OF SOUTH AFRICA <small>Private Bag 5463, PRETORIA, 0001 • Wacothrus, Thibault Arcade, 7th Floor, 231 Pretorius Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.dpe.gov.za</small> FAX COVER SHEET </div>	
			centre	

KEY

Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Black		

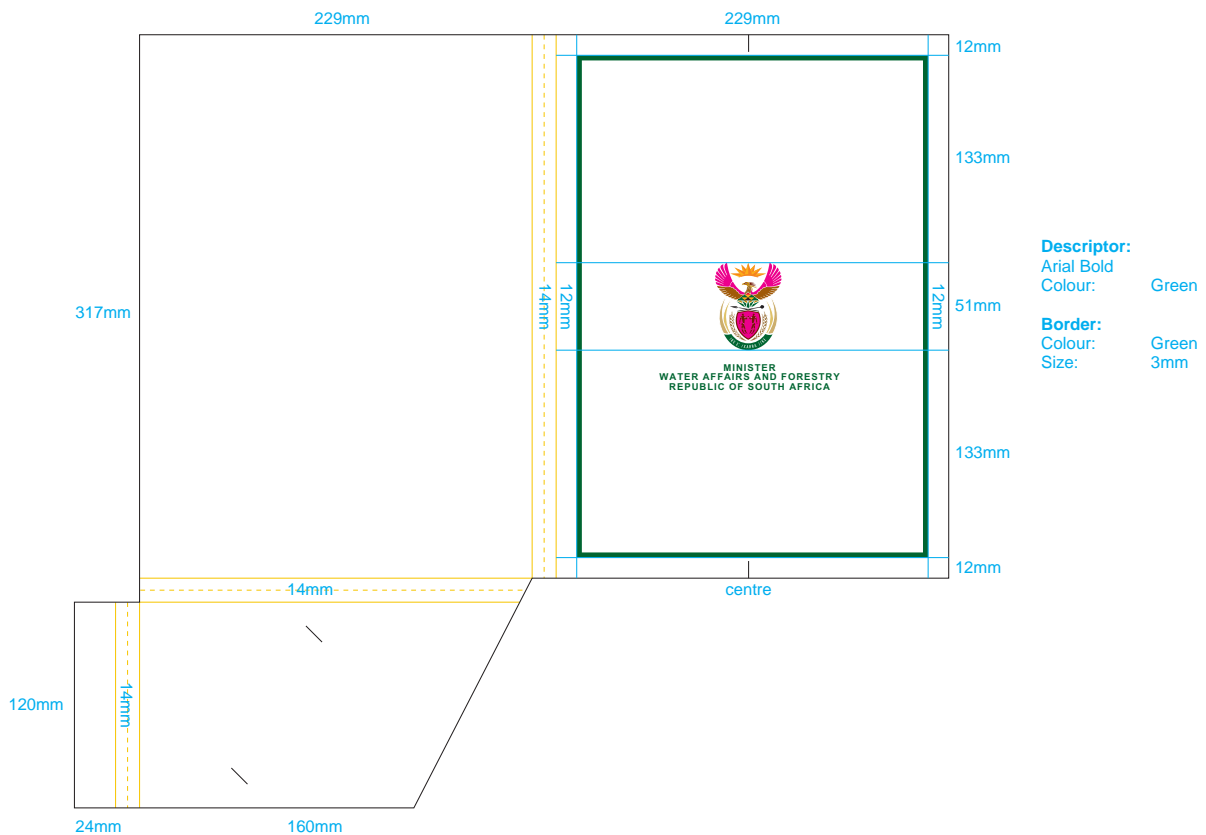




4.1 Print

4.1.3 Stationery: Minister / Deputy Minister

4.1.3.6 Folder



KEY

Gold-foiling (Pantone 873C)		Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm		
Stock:	Conqueror Contour 300 gsm	Stock colour:	Brilliant White		
Printing:	Single sided	Screen:	133		
Colours:	Full colour and foiling				

Water Affairs and Forestry



4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.1 Letterhead

		
	<p>THE PRESIDENCY REPUBLIC OF SOUTH AFRICA</p>	
	<p>Private Bag X463, PRETORIA, 0001 • Wachhuis, Thunak Arcade, 76 Floor, 231 Pieterus Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.wal.gov.za</p>	
	<p>01 November 2004</p> <p>Addressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	
Letter ends		

Descriptor:
Arial Bold
Colour: Black

Address:
Arial Regular: 6pt
Kerning: 0pt
Leading: 8pt
Colour: Black
Alignment: Centre

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		





4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.2 Continuation sheet

		
	<p> Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p> Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p> Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p> Yours sincerely</p> <p> Name Surname Designation</p>	
	centre	

Body Copy:
 Arial Regular: 10pt
 Kerning: 0pt
 Leading: 12pt
 Colour: Black
 Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		

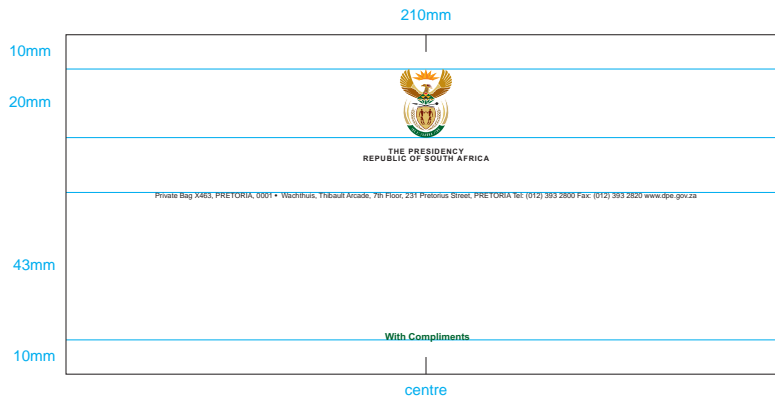




4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.3 Compliment slip



Descriptor:

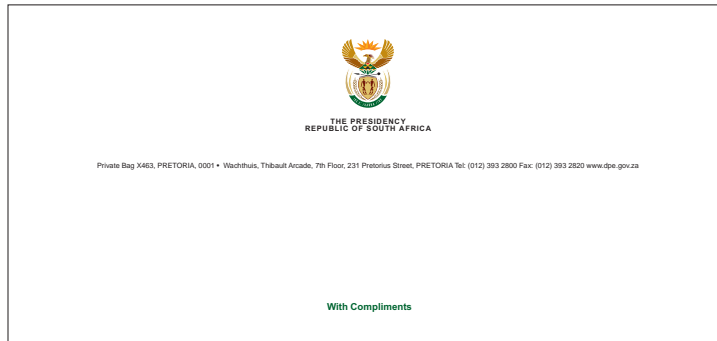
Arial Bold
Colour: Black

Address:

Arial Regular: 6pt
Kerning: 0pt
Colour: Black
Alignment: Centre

With Compliments:

Arial Bold: 8pt
Kerning: 0pt
Colour: Green
Alignment: Centre



KEY

Size:	210 mm X 99 mm (DL)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



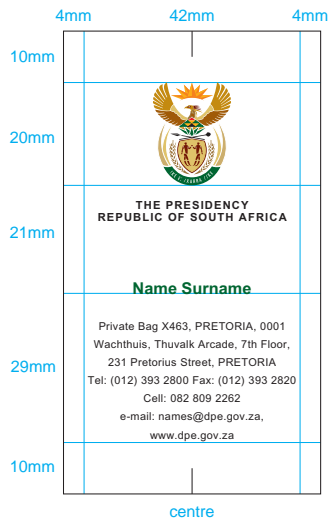


4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.4 Business cards

These specifications will ensure consistency of application on the business cards.



Please refer to the Presidency's logo grids.

Descriptor:

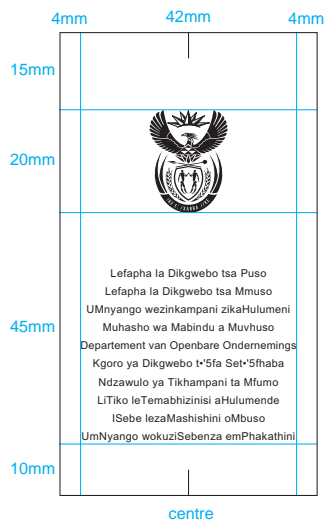
Arial Bold
Colour: Green

Persons Name:

Arial Bold: 9pt
Kerning: 0pt
Colour: Green
Alignment: Centre

Address:

Arial Regular: 6pt
Kerning: 3pt
Leading: 10pt
Colour: Black
Alignment: Centre



Note: Should the address become longer than the example, keep the baseline and leading the same and move text up.

Translations:

Arial Regular: 6pt
Kerning: 3pt
Leading: 8pt
Colour: Black
Alignment: Centre

KEY

Size:	50 mm X 90 mm		
Stock:	Matt Art 300 gsm	Stock colour:	White
Printing:	Double sided	Screen:	133
Colours front:	Full colour and foiling	Colours back:	Black





4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.5 Fax cover sheet

These specifications will ensure consistency of application on facsimiles.

	 THE PRESIDENCY REPUBLIC OF SOUTH AFRICA					
	<small>Private Bag X463, PRETORIA, 0001 • Wachthuis, Thibault Arcade, 7th Floor, 231 Pretorius Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.dpa.gov.za</small>					
	FAX COVER SHEET					
	ROOM NO: <input type="text"/>					
	TO:					
	<table border="1" style="width: 100%;"> <tr> <td style="width: 20%;">ORGANISATION:</td> <td></td> </tr> <tr> <td>FAX:</td> <td></td> </tr> </table>	ORGANISATION:		FAX:		
ORGANISATION:						
FAX:						
	FROM:					
	TEL:					
	DATE:					
	FAX:					
	NO. PAGES:					
	SUBJECT:					
	MESSAGE:					

Descriptor:
Arial Bold
Colour: Black

Address:
Arial Regular: 6pt
Kerning: 0pt
Leading: 8pt
Alignment: Centre

Fax Cover Title:
Arial Bold: 17pt
Kerning: 15pt
Alignment: Left

Note: All printing to be in black.

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Black		

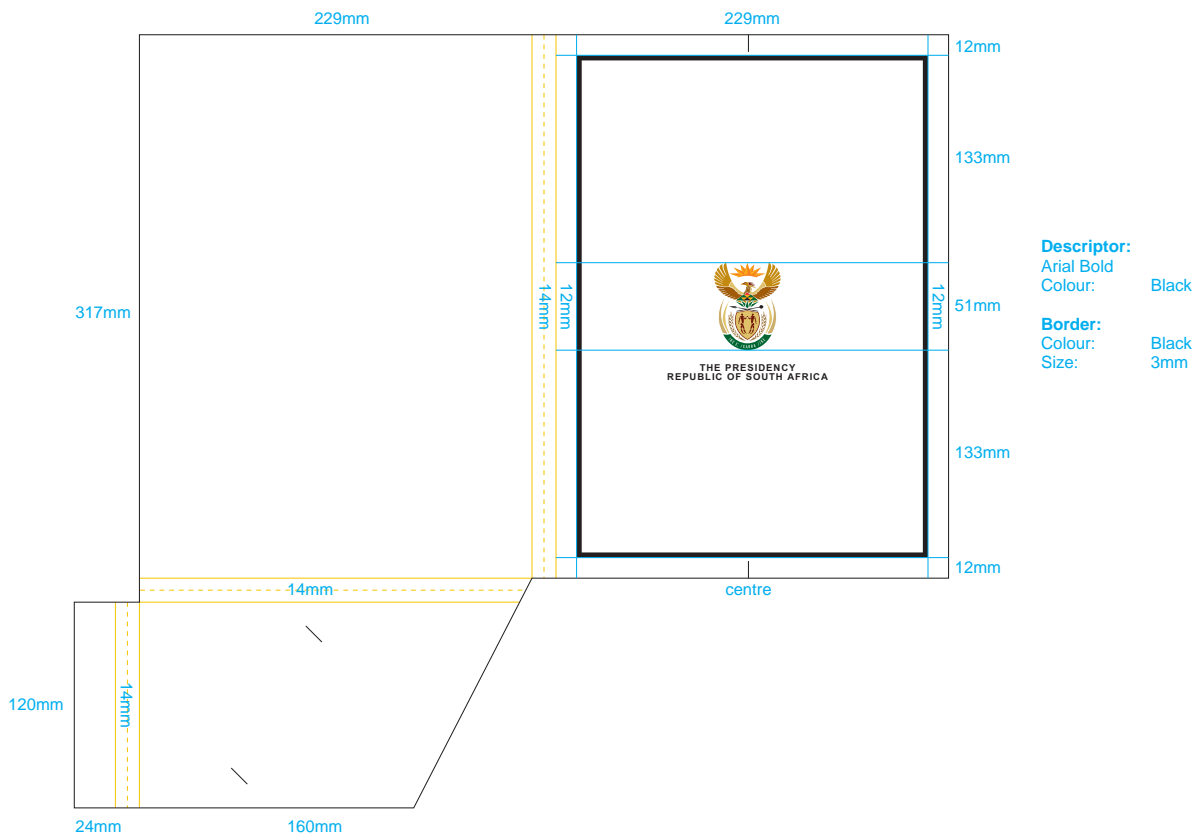




4.1 Print

4.1.4 Stationery: The Presidency

4.1.4.6 Folder



KEY

Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:	Conqueror Contour 300 gsm	Stock colour:	Brilliant White
Printing:	Single sided	Screen:	133
Colours:	Full colour		

ብሔራዊ ጥቅም ላይ የዋለው የሥራ ስልጠና



4.1 Print

4.1.5 Stationery: Ministry

4.1.5.1 Letterhead

	20mm	170mm	20mm
20mm			
26mm	<p>MINISTRY PUBLIC ENTERPRISES REPUBLIC OF SOUTH AFRICA</p>		
21mm	<p>Private Bag X463, PRETORIA, 0001 • Wadhuis, Thibault Arcade, 7th Floor, 231 Pieterburg Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.wal.gov.za</p>		
30mm	<p>01 November 2004</p> <p>Addressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>		
160mm			
Letter ends			
40mm			
	centre		

Descriptor:

Arial Bold
Colour: Green

Address:

Arial Regular: 6pt
Kerning: 0pt
Leading: 8pt
Colour: Black
Alignment: Centre

Body Copy:

Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		





4.1 Print

4.1.5 Stationery: Ministry

4.1.5.2 Continuation sheet

	20mm	170mm	20mm
20mm			
26mm			
30mm			
181mm		<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	
Letter ends			
40mm			
		centre	

Body Copy:
 Arial Regular: 10pt
 Kerning: 0pt
 Leading: 12pt
 Colour: Black
 Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		






4.1 Print

4.1.5 Stationery: Ministry

4.1.5.3 Internal Memo

210mm



**MINISTRY: MINERALS AND ENERGY
REPUBLIC OF SOUTH AFRICA**

Tel: (27-12) 322 8695 • (27-12) 462 2310
Fax: (27-12) 322 8699 • (27-12) 461 0859

INTERNAL MEMO

DATE:		FILE NR:	
TO:		FROM:	

SUBJECT:

202mm

centre

KEY

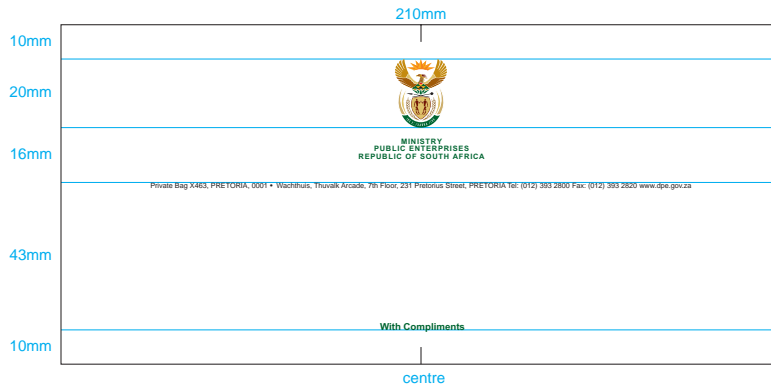
Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Colours:	Black



4.1 Print

4.1.5 Stationery: Ministry

4.1.5.4 Compliment slip



Descriptor:

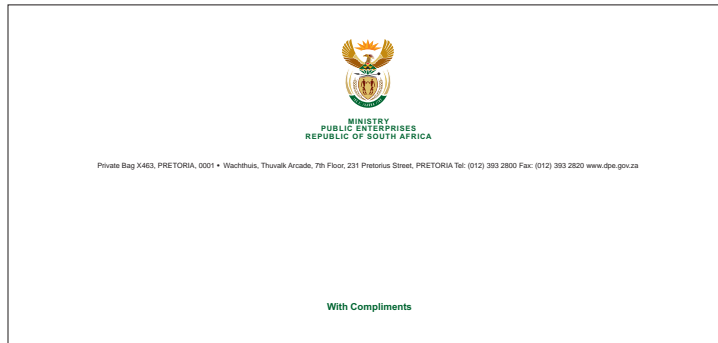
Arial Bold
Colour: Green

Address:

Arial Plain 6pt
Kerning: 0pt
Colour: Black
Alignment: Centre

With Compliments:

Arial Bold 8pt
Kerning: 0pt
Colour: Green
Alignment: Centre



KEY

Size:	210 mm X 99 mm (DL)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



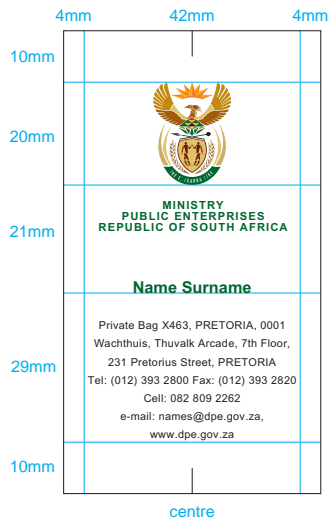


4.1 Print

4.1.5 Stationery: Ministry

4.1.5.5 Business cards

These specifications will ensure consistency of application on the business cards.

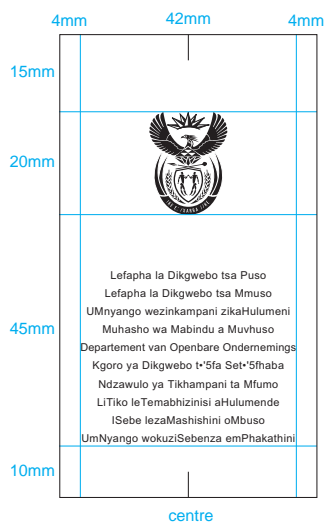


Please refer to the Ministry's logo grids.

Descriptor:
Arial Bold
Colour: Green

Persons Name:
Arial Bold: 9pt
Kerning: 0pt
Colour: Green
Alignment: Centre

Address:
Arial Regular: 6pt
Kerning: 3pt
Leading: 10pt
Colour: Black
Alignment: Centre



Note: Should the address become longer than the example, keep the baseline and leading the same and move text up.

Translations:
Arial Regular: 6pt
Kerning: 3pt
Leading: 8pt
Colour: Black
Alignment: Centre

KEY

Size:	50 mm X 90 mm		
Stock:	Matt Art 300 gsm	Stock colour:	White
Printing:	Double sided	Screen:	133
Colours front:	Full colour and foiling	Colours back:	Black






4.1 Print

4.1.5 Stationery: Ministry

4.1.5.6 Fax cover sheet

These specifications will ensure consistency of application on facsimiles.

	 MINISTRY PUBLIC ENTERPRISES REPUBLIC OF SOUTH AFRICA <small>Private Bag X463, PRETORIA, 0001 • Wachhuis, Thibault Arcade, 7th Floor, 231 Pretorius Street, PRETORIA Tel: (012) 393 2800 Fax: (012) 393 2820 www.dpe.gov.za</small>	
	FAX COVER SHEET	
	TO: <input type="text"/> ROOM NO: <input type="text"/> ORGANISATION: <input type="text"/> FAX: <input type="text"/> FROM: <input type="text"/> TEL: <input type="text"/> DATE: <input type="text"/> FAX: <input type="text"/> NO. PAGES: <input type="text"/> SUBJECT: <input type="text"/> MESSAGE: <input style="height: 100px;" type="text"/>	
	centre	

Descriptor:
 Arial Bold
 Colour: Black

Address:
 Arial Regular: 6pt
 Kerning: 0pt
 Leading: 8pt
 Alignment: Centre

Fax Cover Title:
 Arial Bold: 17pt
 Kerning: 15pt
 Alignment: Left

Note: All printing to be in black.

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Bond 80 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Black		

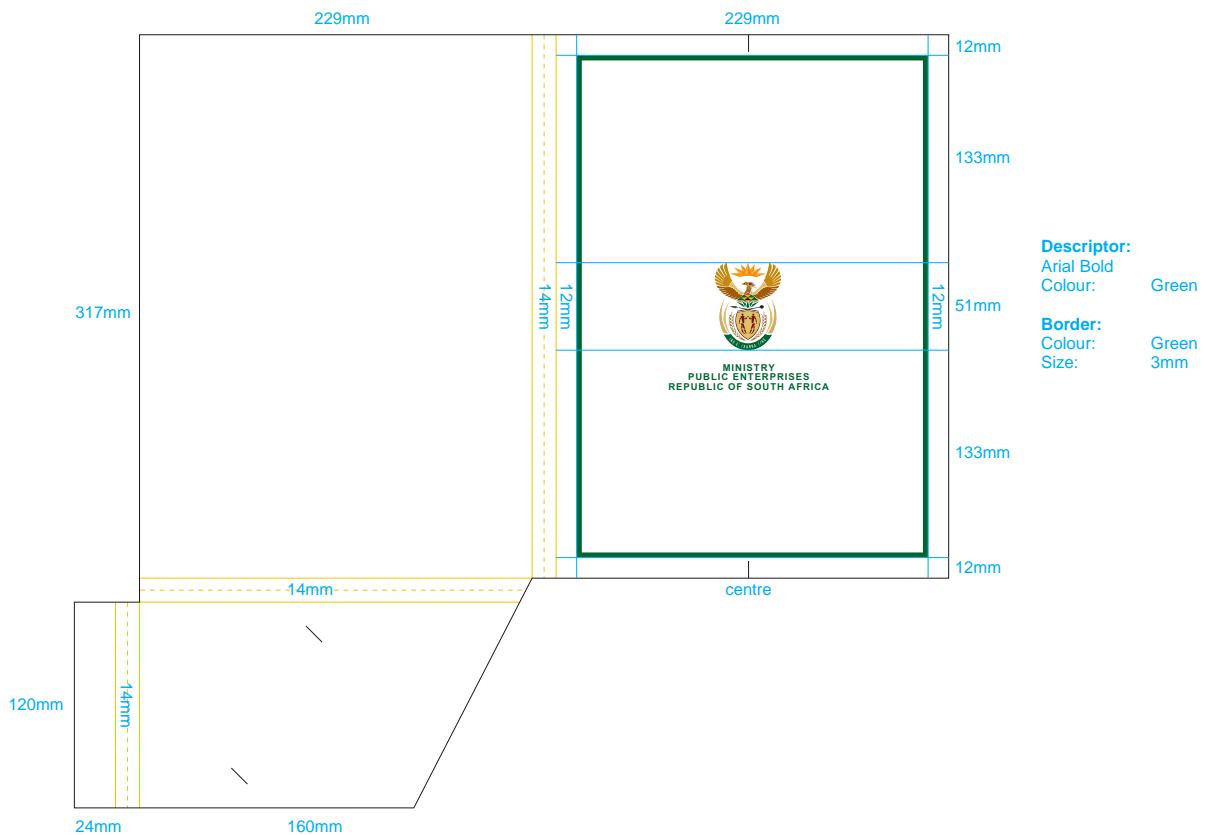




4.1 Print

4.1.5 Stationery: Ministry

4.1.5.7 Folder



KEY

Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:	Conqueror Contour 300 gsm	Stock colour:	Brilliant White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



4.1 Print

4.1.6 Stationery: Departmental

4.1.6.1 Letterhead

Stationery plays an essential role in our communication. These specifications will ensure consistency of application of the national Coat of Arms on letterheads.

	 <p>government communications Department: Government Communication and Information System REPUBLIC OF SOUTH AFRICA</p>	
	<p>Private Bag x 174, PRETORIA, 0001 Midtown Building, C/O Prinsloo and Vermeulen Street, PRETORIA Tel (012) 314 2900, Fax (012) 314 2344</p>	
	<p>01 November 2004</p> <p>Addressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, nisl ut aliquip ex ea commodo consequat.</p> <p>Yours sincerely</p> <p>Name, Surname Designation</p>	
	<p>Kommunikasie: en -inligtingstelsel • Dithaaletsano tsa Puso • Teluchumana taHulumende • EzokuHumana koMbuso • Dikgokahano tsa Mmuso Vhubehithetzi ha Mabusu • Dikgokagano la Mmuso • Inkonzo zokubekelwano lukaShulumende • Vutlanganis tsa Mmuso • UkuThitaniisa koMbuso</p>	
	<p>Batho Pele - putting people first</p>	

Descriptor:
Gill Sans
Colour: Departmental

Secondary and Tertiary Descriptor:
Arial Regular
Colour: Black

Country Descriptor:
Arial Bold Caps
Colour: Black

Address:
Arial Regular: 8pt
Kerning: 0pt
Leading: 10pt
Colour: Black
Alignment: Centre

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

Translations
Arial Regular: 6pt
Kerning: 0pt
Leading: 12pt
Alignment: Left

Departmental, transversal or other campaign
Gillsans Bold Italic: 10pt
Gillsans Plain: 10pt
Kerning: 0pt
Leading: 12pt
Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		





4.1 Print

4.1.6 Stationery: Departmental 4.1.6.2 Continuation sheet

50mm	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	
207mm		
Letter ends		
40mm		

Body Copy:
Arial Regular: 10pt
Kerning: 0pt
Leading: 12pt
Colour: Black
Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Black		






4.1 Print

4.1.6 Stationery: Departmental 4.1.6.3 Internal Memo

210mm

26mm



**government
communications**
Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

29mm

23mm

Tel: _____ Fax: _____

INTERNAL MEMO

DATE:		FILE NR:	
TO:		FROM:	

SUBJECT: _____

219mm

KEY

Size:	210 mm X 297 mm (A4)		
Stock:		Stock colour:	White
Printing:	Single sided	Colours:	Black



4.1 Print

4.1.6 Stationery: Departmental 4.1.6.4 Fax cover sheet

20mm 170mm 20mm

15mm

26mm

10mm

20mm

206mm

10mm

10mm

government
communications
Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA

Private Bag x 174, PRETORIA, 0001 Midtown Building, C/O Prinsloo and Vermeulen Street, PRETORIA
Tel (012) 314 2900, Fax (012) 314 2344

FAX COVER SHEET

ROOM NO:

TO: _____

ORGANISATION: _____

FAX: _____

FROM: _____

TEL: _____ DATE: _____

FAX: _____

NO. PAGES: _____

SUBJECT: _____

MESSAGE: _____

Kommunikasie- en-inligtingstelsel • Dithaletsano tsa Puso • Tiekuchumana laHulumende • EzokuKhumana koMbuso • Dikgokahano tsa Mmuso
Vhubvhubzari na Muvhubo • Dikgakagano t a Mmu o • Inkonzo zoVivibelelwano laKaRhulumente • Vuhlanganis oya Mlomo • UkuTshintshisa koMbuso

Batho Pele - putting people first

Descriptor:
Gill Sans
Colour: Black

Secondary and Tertiary Descriptor:
Arial Regular
Colour: Black

Country Descriptor:
Arial Bold Caps
Colour: Black

Address:
Arial Regular: 8pt
Kerning: 0pt
Leading: 10pt
Alignment: Left

Fax Cover Title:
Arial Bold: 17pt
Kerning: 15pt
Alignment: Left

Translations:
Arial Regular: 6pt
Kerning: 0pt
Leading: 6pt
Alignment: Left

**Departmental, transversal
or other campaign**
Gillsans Bold Italic: 10pt
Gillsans Plain: 10pt
Kerning: 0pt
Leading: 12pt
Alignment: Left

KEY

Size:	210 mm X 297 mm (A4)		
Stock:	Bond 80 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Black		






4.1 Print

4.1.6 Stationery: Departmental

4.1.6.5 Compliment slip

	20mm	170mm	20mm
10mm	 <p>government communications</p> <p>Department: Government Communication and Information System REPUBLIC OF SOUTH AFRICA</p> <p>Private Bag x 174, PRETORIA, 0001 Midtown Building, C/O Prinsloo and Vermeulen Street, PRETORIA Tel.(012) 314 2900, Fax. (012) 314 2344.</p>		
22.6mm			
7mm			
6mm			
10mm	with compliments		

Descriptor:

Gill Sans
Colour: Departmental

Secondary and Tertiary Descriptor:

Arial Regular
Colour: Black

Country Descriptor:

Arial Bold Caps
Colour: Black

Address:

Arial Regular: 8pt
Kerning: 0pt
Leading: 10pt
Alignment: Left

With Compliments:

Arial Bold: 11pt - Lowercase
Kerning: 0pt
Colour: Departmental
Alignment: Left



KEY

Size:	210 mm X 99 mm (DL)		
Stock:	Cartridge 100-115 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



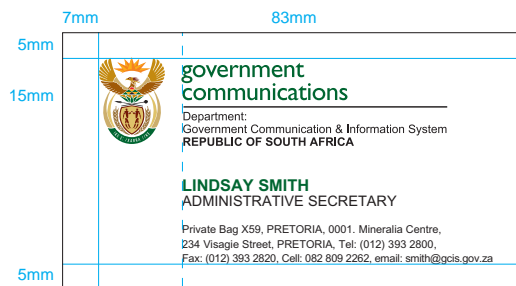


4.1 Print

4.1.6 Stationery: Departmental

4.1.6.6 Business cards

These specifications will ensure consistency of application on the business cards.



Descriptor - functional:
Gill Sans
Colour: Departmental

Descriptor - acronym:
Gill Sans
Regular and Bold
Colour: Departmental

Secondary and Tertiary Descriptor:
Arial Regular
Colour: Black

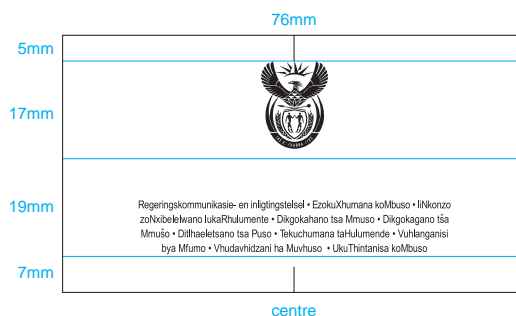
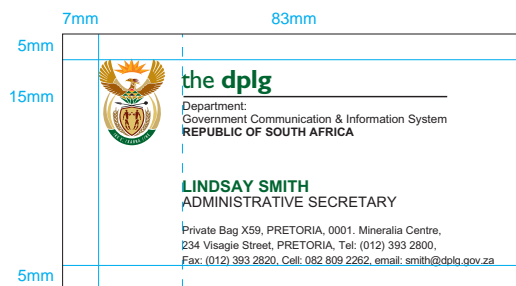
Country Descriptor:
Arial Bold Caps
Colour: Black

Name:
Arial Bold: 9pt
Colour: Departmental
Leading: 9pt
Alignment: Left

Position:
Arial Regular: 8pt
Colour: Black
Leading: 8pt
Alignment: Left

Address:
Arial Regular: 6pt
Colour: Black
Leading: 8pt
Alignment: Left

Note: Should the address become longer than the example, keep the baseline and leading the same and move text up.



Translations:
Arial Regular: 6pt
Colour: Black
Kerning: 0pt
Leading: 8pt
Alignment: Centre

KEY

Size:	50 mm X 90 mm		
Stock:	Matt Art 300 gsm	Stock colour:	White
Printing:	Double sided	Screen:	133
Colours front:	Full colour	Colours back:	Black





4.1 Print

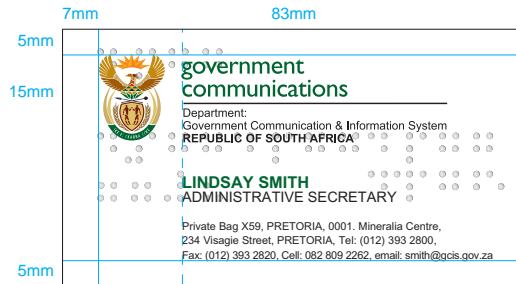
4.1.6 Stationery: Departmental

4.1.6.7 Braille Business cards

Braille only appears in one standard size. Braille can only have 13 characters in one line.

The stock used for Braille business cards must not to exceed 240 gsm in thickness.

The A4 stock must be untrimmed.



Descriptor - functional:

Gill Sans
Colour: Departmental

Secondary and Tertiary Descriptor:

Arial Regular
Colour: Black

Country Descriptor:

Arial Bold Caps
Colour: Black

Name:

Arial Bold: 9pt
Colour: Departmental
Leading: 9pt
Alignment: Left

Position:

Arial Regular: 8pt
Colour: Black
Leading: 8pt
Alignment: Left

Address:

Arial Regular: 6pt
Colour: Black
Leading: 8pt
Alignment: Left

Note: Should the address become longer than the example, keep the baseline and leading the same and move text up.

Note: The stock used for Braille business cards must not to exceed 240 gsm in thickness.

KEY

Size:	50 mm X 90 mm		
Stock:	Matt Art 240 gsm	Stock colour:	White
Printing:	Double sided	Screen:	133
Colours front:	Full colour	Colours back:	Black

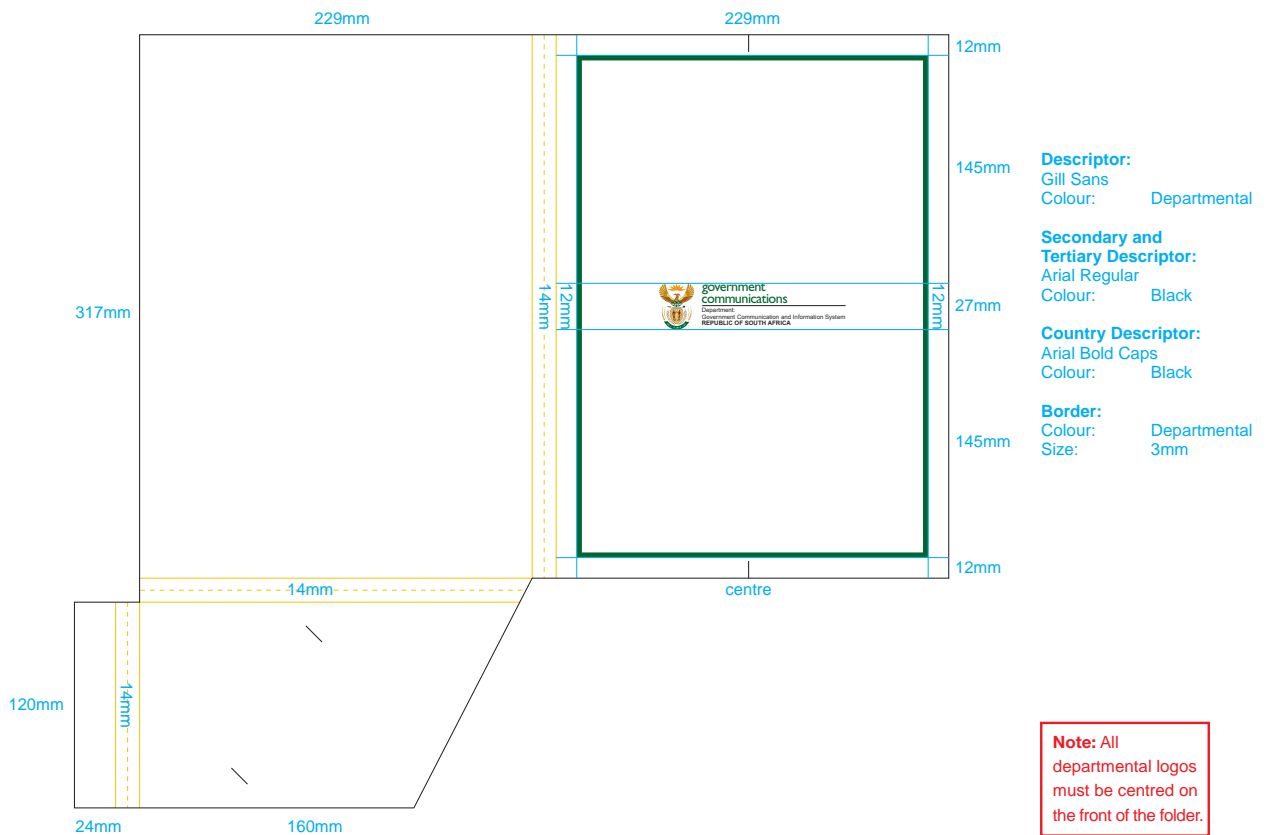




4.1 Print

4.1.6 Stationery: Departmental

4.1.6.8 Folder



KEY

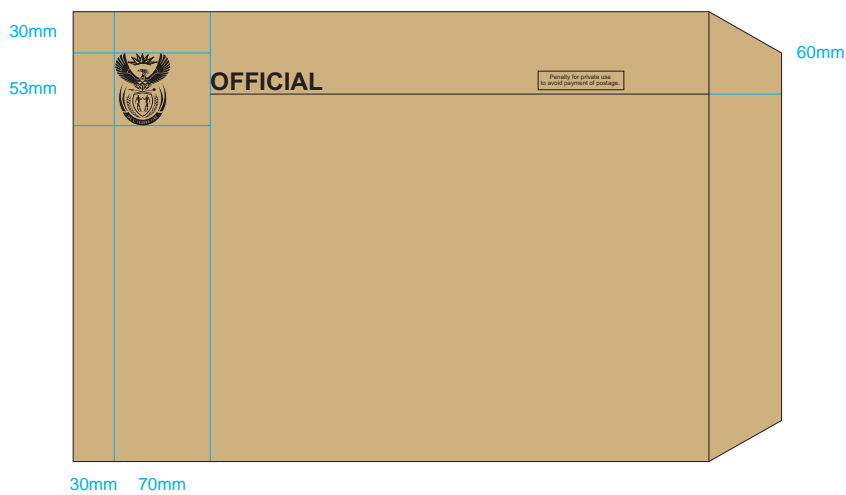
Die line		Scoring	
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:	Conqueror Contour 300 gsm	Stock colour:	Brilliant White
Printing:	Single sided	Screen:	133
Colours:	Full colour		



4.1 Print

4.1.6 Stationery: Departmental

4.1.6.9 Official and Manila envelopes



C3 Envelope:
324mm X 458mm

Official font:
Arial Bold: 50pt

Note: All printing to
be in black.



C4 Envelope:
229mm X 324mm

Official font:
Arial Bold: 40pt

KEY

C3 Envelope:	328 mm X 458 mm
Stock:	
Screen:	133
Colours:	Black

KEY

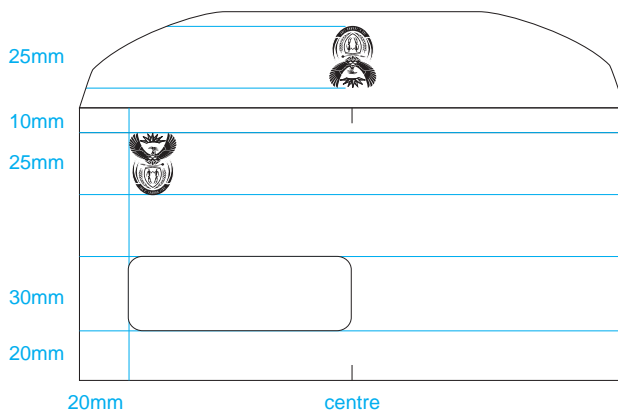
C4 Envelope:	229 mm X 324 mm
Stock:	
Screen:	133
Colours:	Black



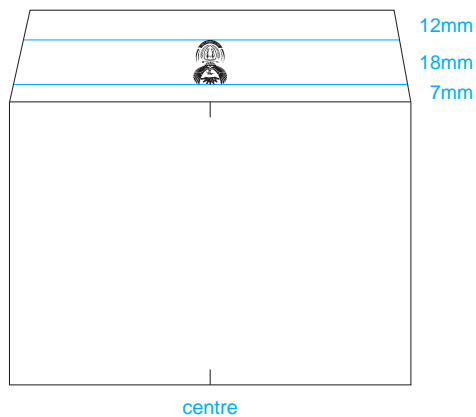
4.1 Print

4.1.6 Stationery: Departmental

4.1.6.10 White envelopes



DL Envelope:
110mm X 220mm



Note: All printing to
be in black.

C6 Envelope:
114mm X 162mm

KEY

DL Envelope:	110 mm X 220 mm
Stock:	
Screen:	133
Colours:	Black

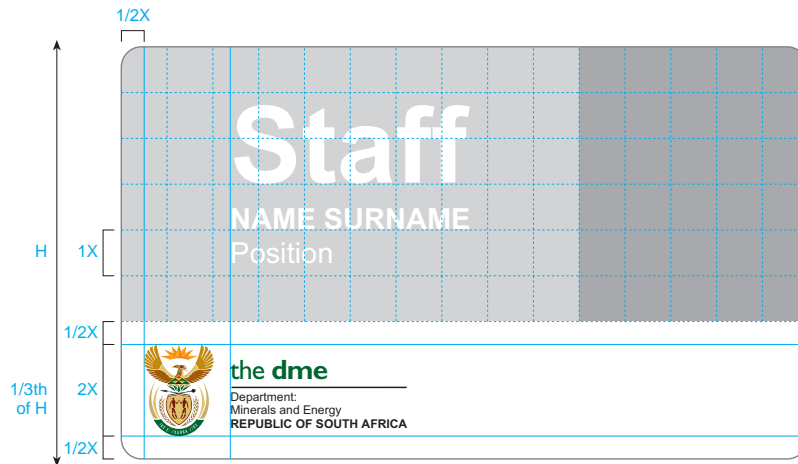
KEY

C6 Envelope:	114 mm X 162 mm
Stock:	
Screen:	133
Colours:	Black



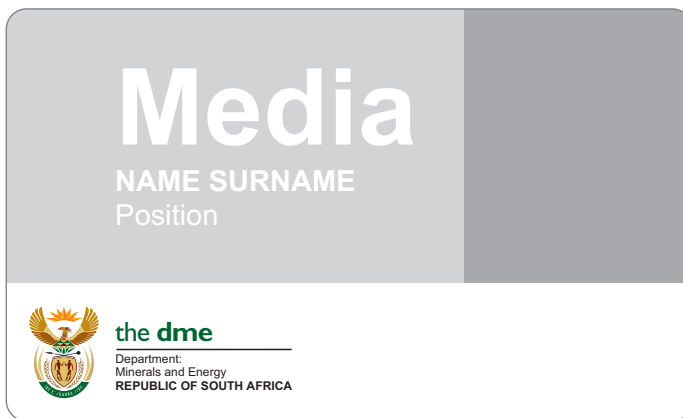
4.1 Print

4.1.7 Name tags



Staff:
Arial Bold: 44pt

Name and Position:
Arial Bold: 12pt
Leading: 14pt





4.1 Print

4.1.8 Forms

Many forms exist within government departments. For practical purposes, consistent size position and placing are dedicated for the departmental signature.

The diagram illustrates the placement of a 26mm signature line on three different forms. The top form is a header with the 'home affairs' logo and text. The middle form is an application form with fields for personal particulars and official use. The bottom form is a detailed personal particulars form with numbered sections.



4.1 Print

4.1.9 Government Gazette





4.1 Print

4.1.10 Newsletters and magazines

4.1.10.1 Front cover

Example

Layout Specifications:

- Vertical dimensions:**
 - 1/8th of H (top header area)
 - 1/2X (width of top header)
 - 1/2X (width of top-left section)
 - 2X (width of top-right section)
 - 1/2X (width of bottom-right section)
 - H (total height)
 - 1/5th of H (width of bottom-left section)
 - H (total height for bottom row)
- Text alignment:** Headlines are regarded as information text and should be in Arial, aligned left.
- Masthead:** If the national Coat of Arms forms part of the Masthead the name of the magazine must be Arial.
- Text alignment:** Headlines are regarded as information text and should be in Arial, aligned left.

Note: Every government magazine or newsletter must contain the South African national Coat of Arms on the front or back cover.

The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead and body copy should align left, in line with the text on the right-hand side of the national Coat of Arms.

The organization of the magazine cover must follow the specifications. Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

Masthead:
If the national Coat of Arms forms part of the Masthead the name of the magazine must be Arial.

Mastheads may have own visual identity.



4.1 Print

4.1.10 Newsletters and magazines

4.1.10.1 Front cover

1/2X

Own masthead

Headlines are regarded as information text and should be in Arial, aligned left

Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font.

1X

1/2X

2X

1/2X

1/8th of H

Example

Government Agricultural Digest

December 2004 Volume 00 No 00

Headline in Arial

Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font.

agriculture

Department of Agriculture
REPUBLIC OF SOUTH AFRICA

Own masthead

Headlines are regarded as information text and should be in Arial, aligned left

Subhead to go here, Subhead to go here, Subhead to go here

Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font.

BUA

the right to know

December 2004 Volume 00 No 00

Headlines are regarded as information text and should be in Arial, aligned left

Subhead to go here, Subhead to go here, Subhead to go here

Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left. It may be in any preferred font.

Note: Every government magazine or newsletter must contain the South African national Coat of Arms on the front or back cover.

The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead and body copy should align left, in line with the text on the right-hand side of the national Coat of Arms.

The organization of the magazine cover must follow the specifications. Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

Masthead:
If the national Coat of Arms forms part of the Masthead the name of the magazine must be Arial.

Mastheads may have own visual identity.





4.1 Print

4.1.10 Newsletters and magazines

4.1.10.2 Back cover

1/2X

1/2X

2X

1/2X

1X

H

H

1/2X

2X

1/2X

Example

Note: Every government magazine or newsletter must contain the South African national Coat of Arms on the front or back cover.

The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

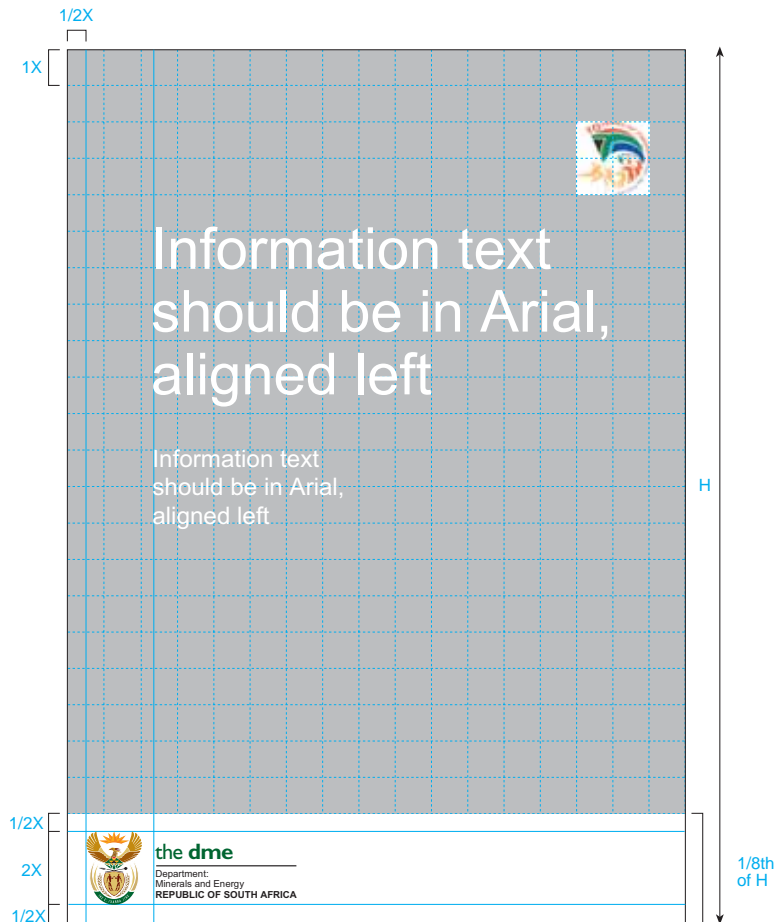
Headline, subhead and body copy should align left, in line with the text on the right-hand side of the national Coat of Arms.

The organization of the magazine cover must follow the specifications. Pictures must be adapted and cropped to suit the typographic format for size, position and placing.



4.1 Print

4.1.11 Posters



Posters come in different sizes, ranging from A4, A3, A2, A1, A0. Here we have illustrated a basic look.

The branding strip placement must be 1/8th of your poster height and the national Coat of Arms must always be on the left-hand side.

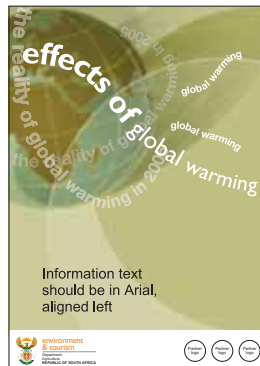
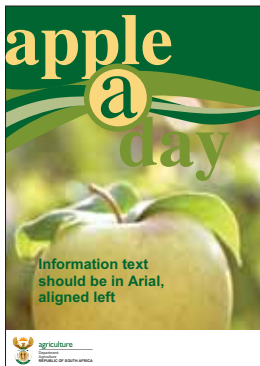
If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text should align left, in line with the text on the right-hand side of the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.





4.1 Print

4.1.12 Brochures

4.1.12.1 A4 Horizontal brochure



On brochures, the branding strip placement must be 1/6th of your brochure height and the national Coat of Arms must always be on the left-hand side.

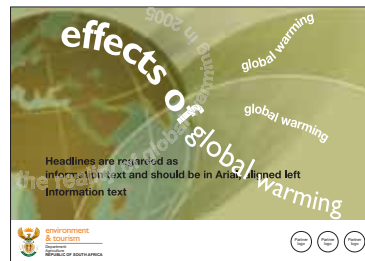
When co-branding with a special project, the special project logo must be placed in the upper or lower right hand corners.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text should align left, in line with the the text on the right-hand side of the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

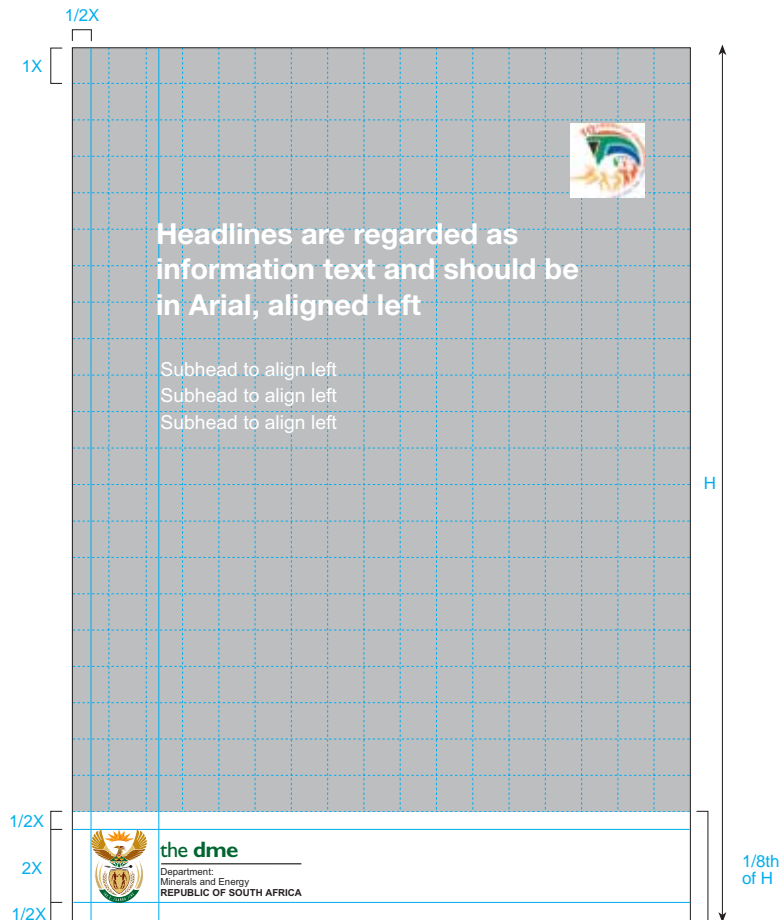




4.1 Print

4.1.12 Brochures

4.1.12.2 A4 Portrait brochure



On brochures, the branding strip placement must be 1/8th of your brochure height and the national Coat of Arms must always be on the left-hand side.

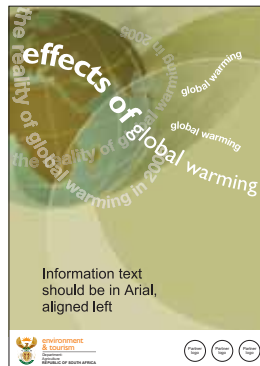
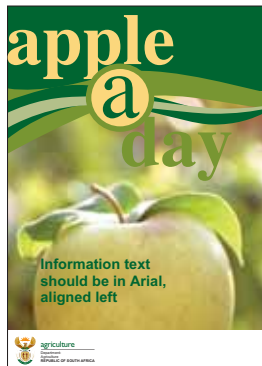
If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text should align left, in line with the text on the right-hand side of the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

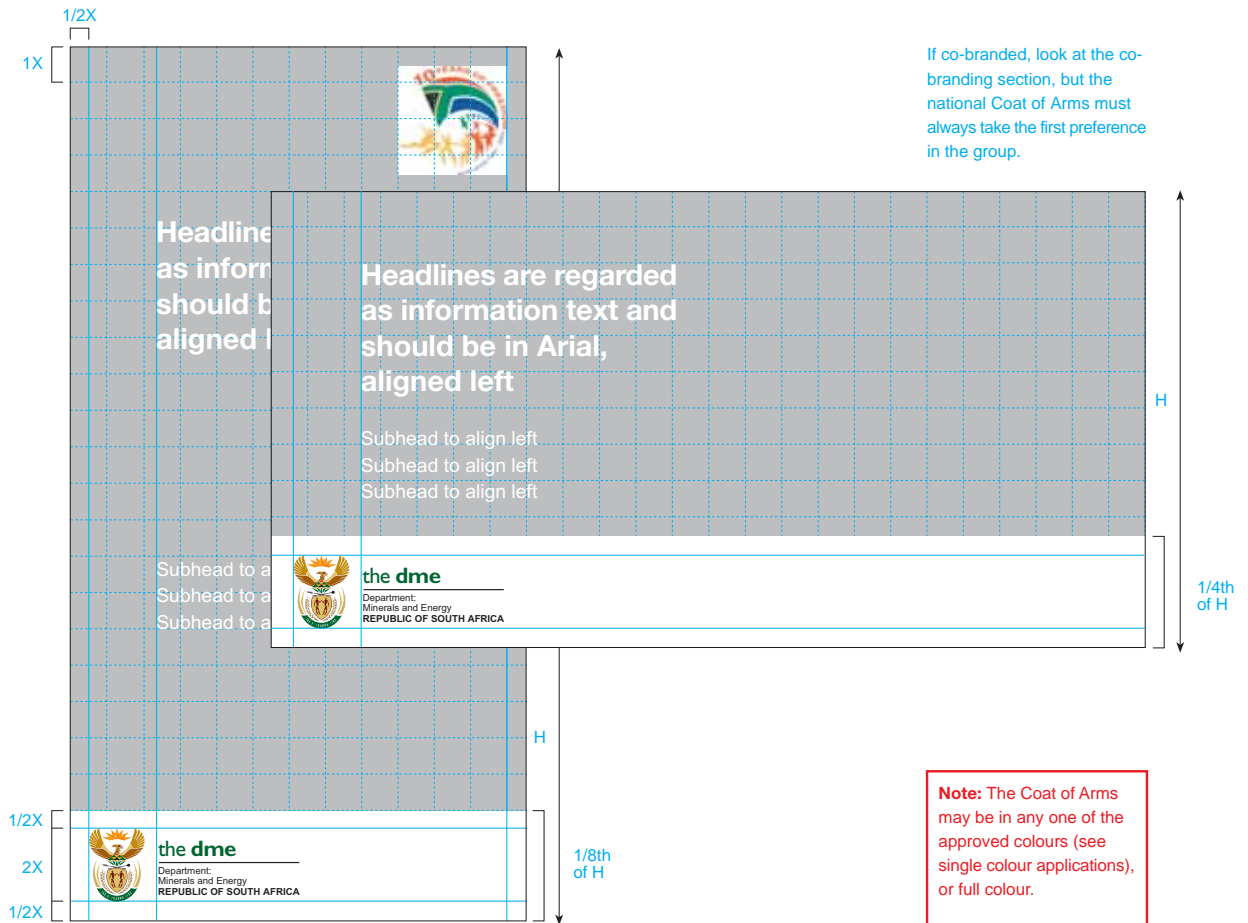




4.1 Print

4.1.12 Brochures

4.1.12.3 DL brochure



4.1 Print

4.1.13 Project advertisements
4.1.13.1 39X7 (390 X 264mm)

Advertisement layout showing headline placement (Arial bold, aligned left), logo placement (water & forestry), and vertical alignment markers (1/2X, 1X, 2X, 1/2X).

Advertisement layout showing headline placement (Arial bold, aligned left), logo placement (water & forestry), and vertical alignment markers (1/2X, 1X, 2X, 1/2X).

Press advertisements come in different sizes, here we have illustrated a few basic looks.

The branding strip placement must be 1/8th of your press advertisement height and the national Coat of Arms must always be on the left-hand side.

If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text may be aligned left, in line with the text on the right-hand side of the national Coat of Arms. If space does not allow, left in line with the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

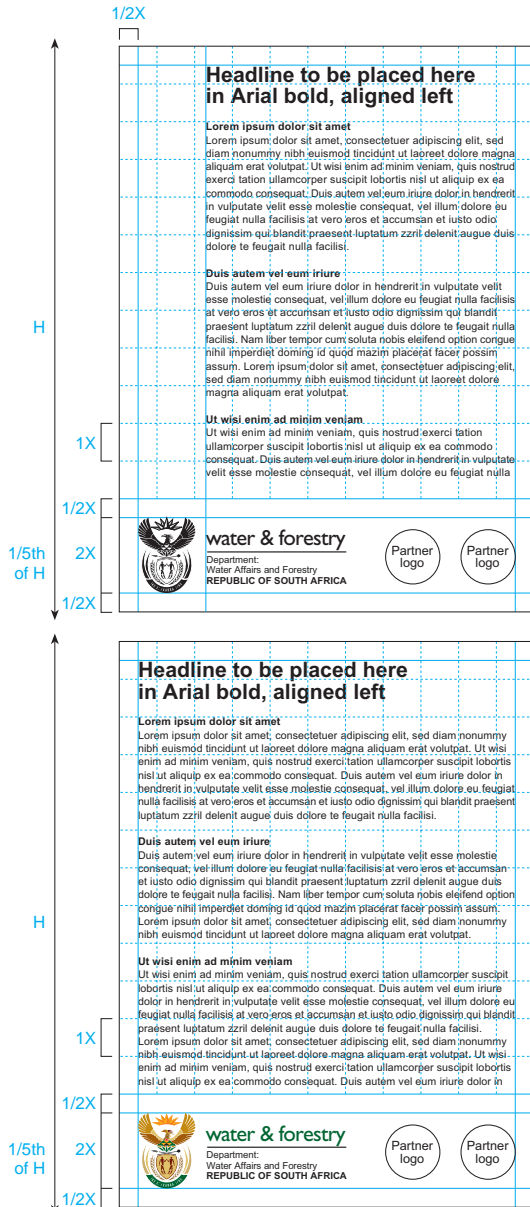
Advertisement layout showing headline placement (Arial bold, aligned left), logo placement (water & forestry), and vertical alignment markers (1/2X, 1X, 2X, 1/2X).

Advertisement layout showing headline placement (Arial bold, aligned left), logo placement (water & forestry), and vertical alignment markers (1/2X, 1X, 2X, 1/2X).



4.1 Print

4.1.13 Project advertisements 4.1.13.2 15X3 (150x110mm)



Headline to be placed here in Arial bold, aligned left

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

Duis autem vel eum iriure
Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

water & forestry
Department: Water Affairs and Forestry
REPUBLIC OF SOUTH AFRICA

Partner logo Partner logo

Headline to be placed here in Arial bold, aligned left

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.

Duis autem vel eum iriure
Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulpate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis.

water & forestry
Department: Water Affairs and Forestry
REPUBLIC OF SOUTH AFRICA

Partner logo Partner logo

Press advertisements come in different sizes, here we have illustrated a few basic looks.

The branding strip placement must be 1/5th of your press advertisement height and the national Coat of Arms must always be on the left-hand side.

If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text may be aligned left, in line with the the text on the right-hand side of the national Coat of Arms. If space does not allow, left in line with the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

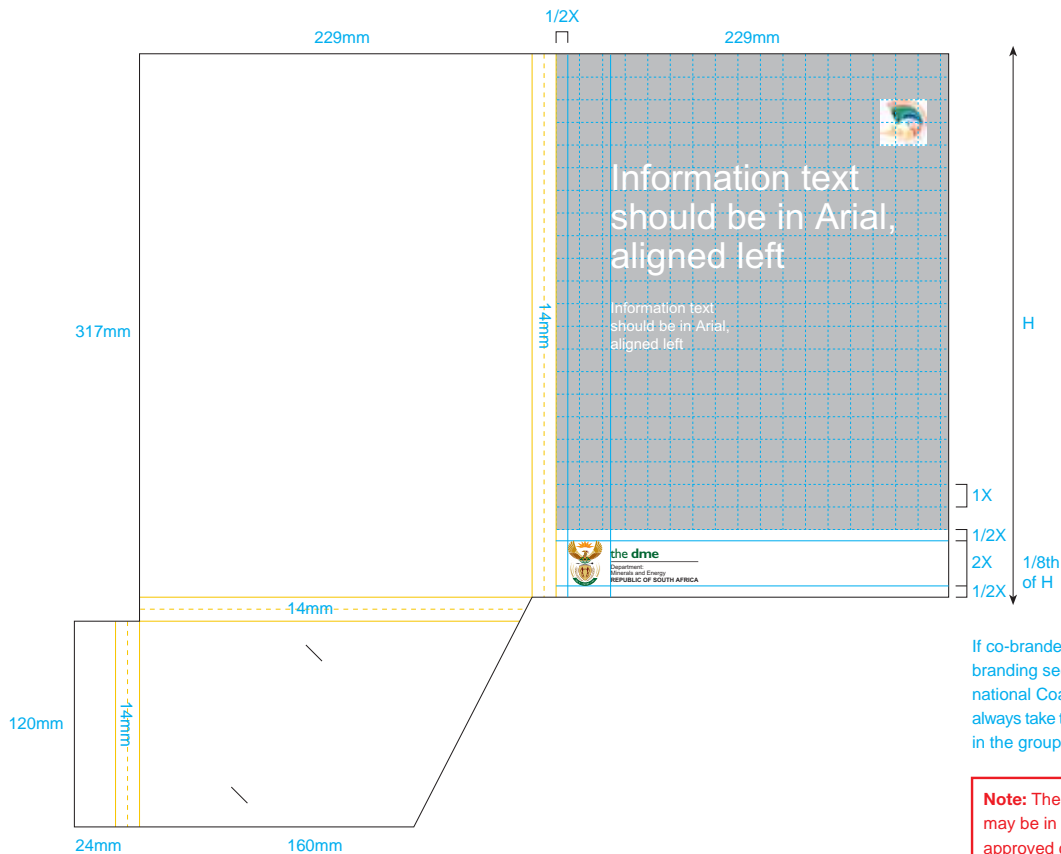
Pictures must be adapted and cropped to suit the typographic format for size, position and placing.





4.1 Print

4.1.14 Project folders



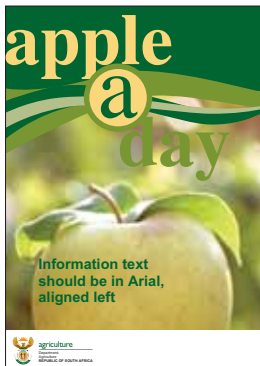
If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The Coat of Arms may be in any one of the approved colours (see single colour applications), or full colour.

Headline, subhead, body copy and information text may be aligned left, in line with the the text on the right-hand side of the national Coat of Arms.

Headline, subhead, body copy and information text may move up and down the vertical axis.

Pictures must be adapted and cropped to suit the typographic format for size, position and placing.





4.2 Electronic

4.2.1 E-mail signature

Corporate identity manages electronic signature through typographic specification of the sender's signature.

The screenshot shows an email client interface with a message body containing a signature. A dashed box highlights the signature text, and a callout box provides the following details:

- Name Surname**
- Title/Designation**
- Department**
- Cell : 083 000 0000**
- Tel : 012 000 0000 Fax : 012 000 0000**
- Website: www.gcis.gov.za**
- e-mail : marketing@gcis.gov.za**

The e-mail signature must be in Arial Regular, black.
The person's name must be in Arial Bold.



4.2 Electronic

4.2.2 Website, departmental

Guidelines for website design incorporating South African Government corporate identity.

The following guidelines have been developed to assist in the design of banners for South African Government national department websites in line with the corporate identity:

1. Resolution

The guidelines are for a screen resolution of 800 x 600 pixels. To allow for the scrolling bar the design has been configured on a width of 795 pixels.

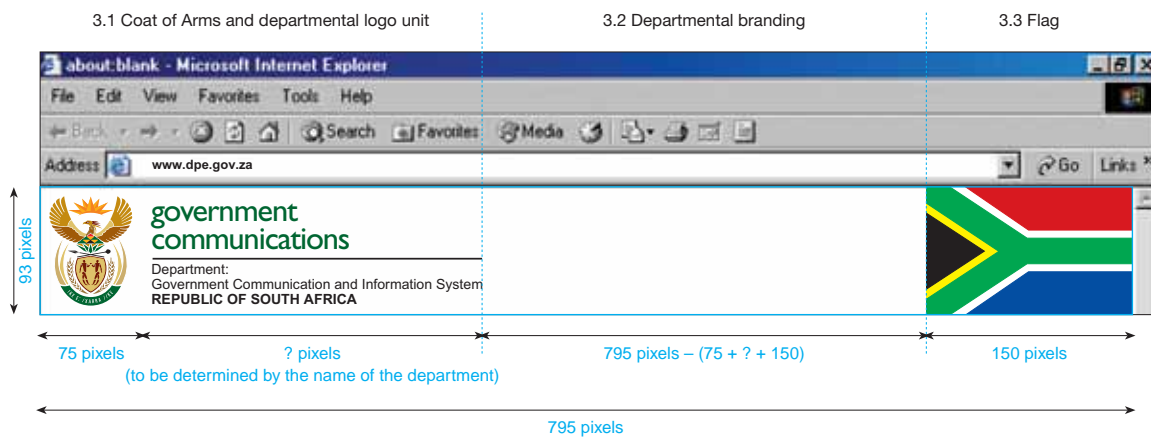
2. Margins

The margins (top and left) of all website pages should be set to 0 pixels e.g. in the html code the <body> tag would include <body topmargin="0" leftmargin="0">.

3. Website banner

The guidelines have been devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to design the banner of a website.

Below is an example of a banner for South African Government national department websites. The blue lines indicate the different sections (boxes) of the banner.





4.2 Electronic

4.2.2 Website, departmental

3.1 Coat of Arms and departmental logo unit

The unit, which includes the Coat of Arms and the departmental logo, should be designed in line with Section 4 on Implementation of the Coat of Arms Corporate Identity Guidelines. Use the proportions as indicated in 4.12.4 and design the unit on a white background

After designing the unit it should be resized so that the height of the unit is now 93 pixels. This would mean that the size of the Coat of Arms itself should be 60x78 pixels (widthxheight) and borders/margins should be 7.5 pixels. The Coat of Arms box (Coat of Arms and borders/margins) will therefore be 75x93 pixels (widthxheight).

The width of the whole unit will depend on the name of the department.

3.2 Departmental branding

In this space the departments are free to implement their own branding e.g. on the Government information website (www.info.gov.za) the branding includes the use of a map and the sign. The width of this box will be determined by the width of the departmental logo as the width will be 795 pixels, minus the Coat of Arms box (75 pixels), departmental logo box (depending on width of name of department) and the flag (150 pixels). The height of this box should be 93 pixels.

3.3 Flag

The flag should be inserted on the right-hand side. The size is 150X93 pixels (widthxheight).



4.2 Electronic

4.2.3 Powerpoint presentations

Headline to be placed here one or two lines

Body copy to be placed as directed by the speech's background

social development
Department of Social Development
REPUBLIC OF SOUTH AFRICA

Headline to be placed here one or two lines

Body copy to be placed as directed by the speech's background

social development
Department of Social Development
REPUBLIC OF SOUTH AFRICA

Headline to be placed here in one or two lines using Arial Bold

Body copy to be placed as directed by the speech's background

social development
Department of Social Development
REPUBLIC OF SOUTH AFRICA

Text slide

OPENING SLIDE: Grey represents the area in which you can place your visuals or any creative artwork

OPENING SLIDE: e.g. Department example of creative artwork placed on the grey area

OPENING SLIDE: Example of joint project

The white strip running across on the Powerpoint presentation is 1/8th of the template size. On the cover page it can be moved up or down to accommodate your creative artwork, headline, date or any information.

On the text slide it must always be at the bottom, and always in white to ensure the uniformity of government communication. The body copy font should be between 12 and 16pt in Arial and the headline between 18 and 24pt.

Headline to be placed here one or two lines

Subtitle comes here

A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project.

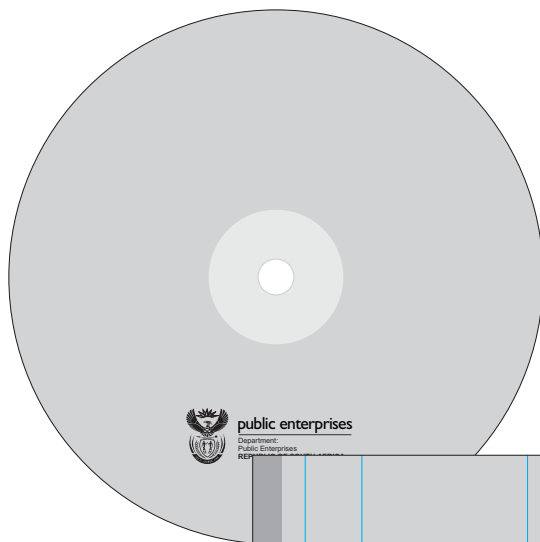
- ✦ A point goes here
- ✦ Another point goes here
- ✦ Yet another point goes here
- ✦ A point goes here
- ✦ A point goes here explaining more
- ✦ Yet another point goes here





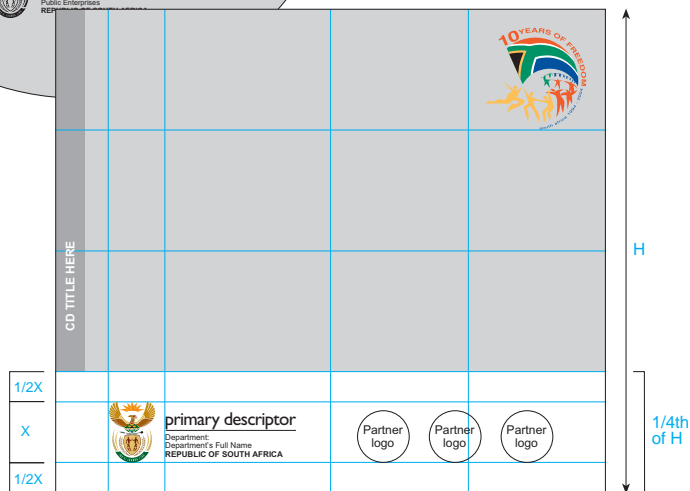
4.2 Electronic

4.2.4 CD and CD covers



On the CD or DVD cover the white strip must always be 1/4th in height and be at the bottom. The national Coat of Arms to be placed on the left-hand side. The top part is for your creative artwork.

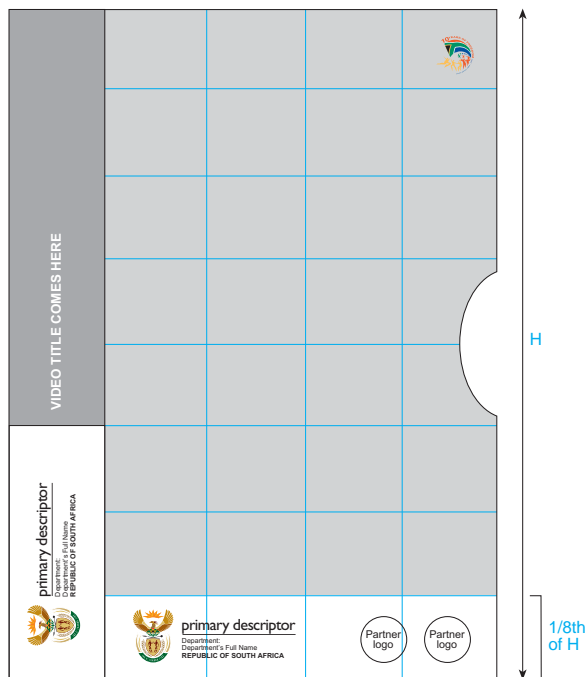
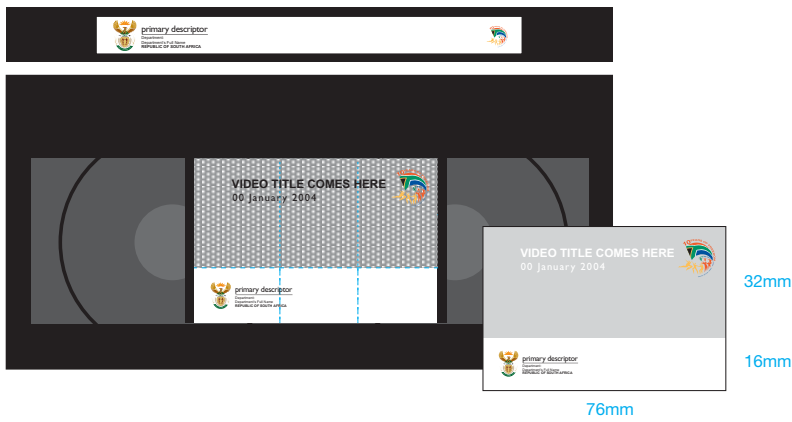
The CD or DVD label is printed in one colour.





4.2 Electronic

4.2.5 Video cassettes and video covers



An example of how a video cassette and cover will look. The Coat of Arms occupies 1/3rd of the label on the white space indicated. On the cover that space is 1/8th of the entire front.

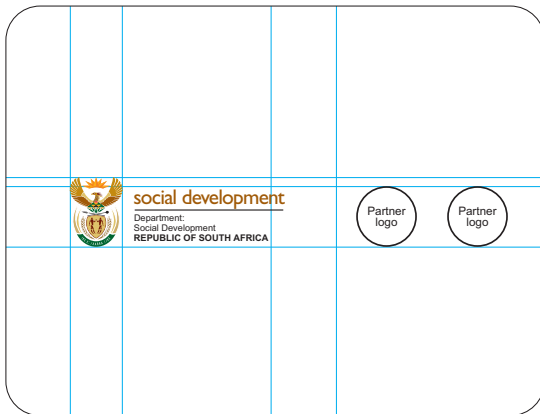
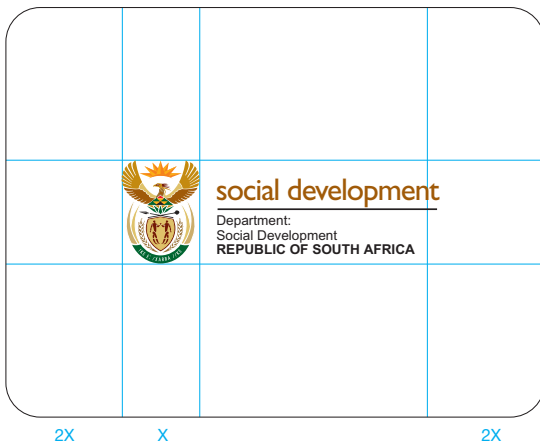


4.2 Electronic

4.2.6 Television

End-frame

This is how the end-frame will look on a television screen.

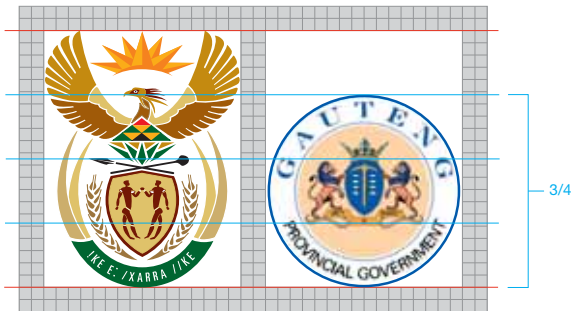




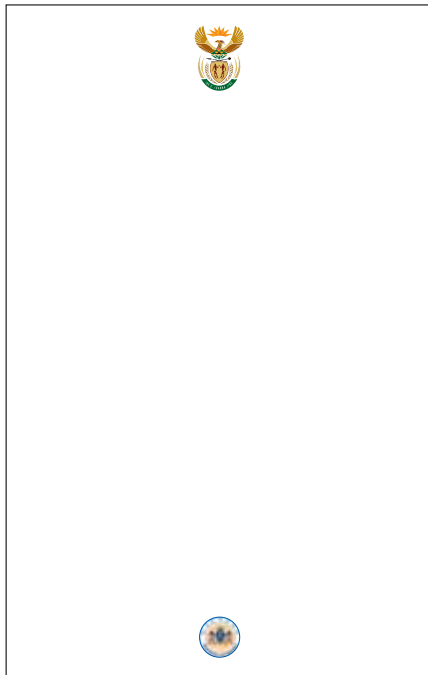
4.3 Co-branding

4.3.1 Level 1-branding partners

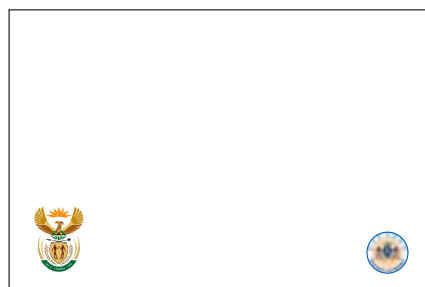
If the national Government is the main sponsor there are two options. In each case the national Coat of Arms should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the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



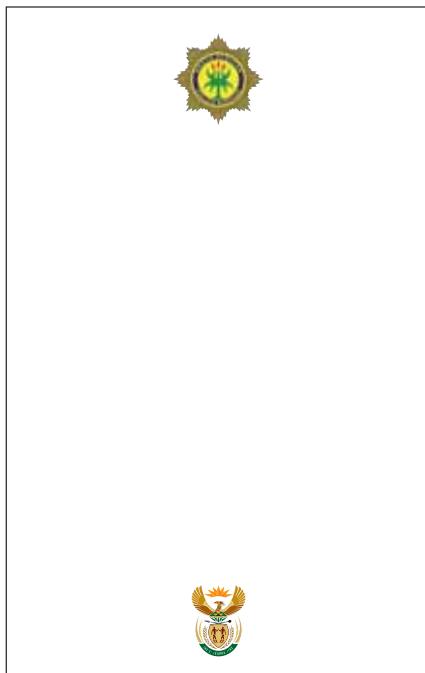
4.3 Co-branding

4.3.2 Level 2-branding partners

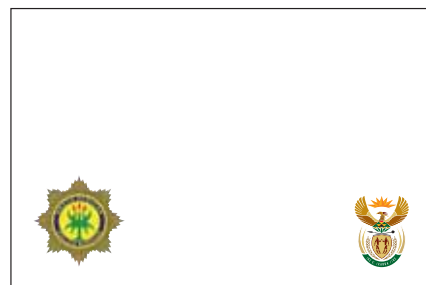
Co-branding transversal programmes or entities with parliamentary exemption e.g. SAPS. The national Coat of Arms should be no less than 3/4 of the level 2-branding partner emblem.



Vertical application



Horizontal application



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

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

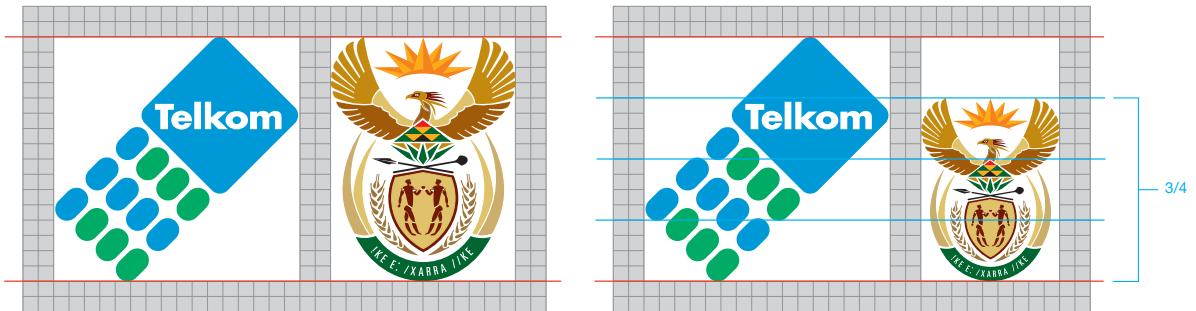
When co-branding with a level 2-branding partner, the national Coat of Arms should always be on the right-hand side or below the party seeking endorsement.



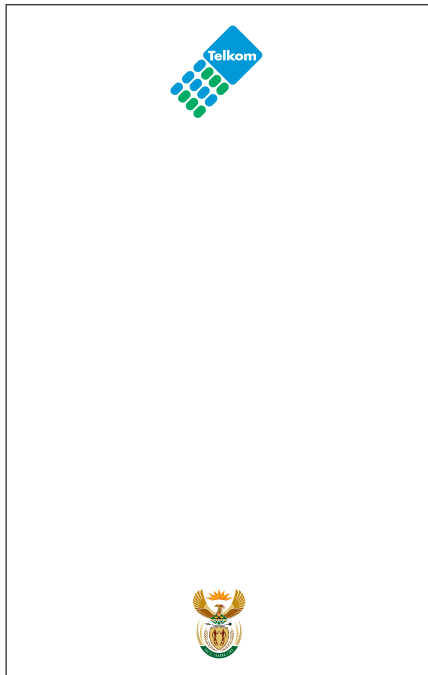
4.3 Co-branding

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.

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



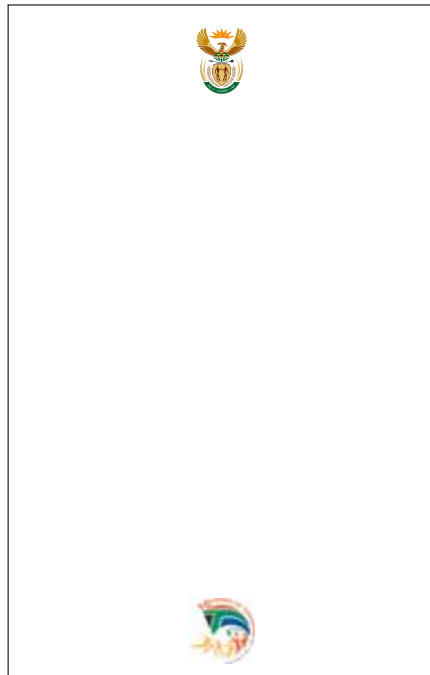
4.3 Co-branding

4.3.4 Special projects

When co-branding a special project such as 10 years of Freedom, or the Presidential Inauguration, the following rules apply: the national Coat of Arms must always be above or on the left-hand side of the special project logo. In this manner the national Coat of Arms will be read first. The national Coat of Arms and the special projects logo should be same size.



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

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.

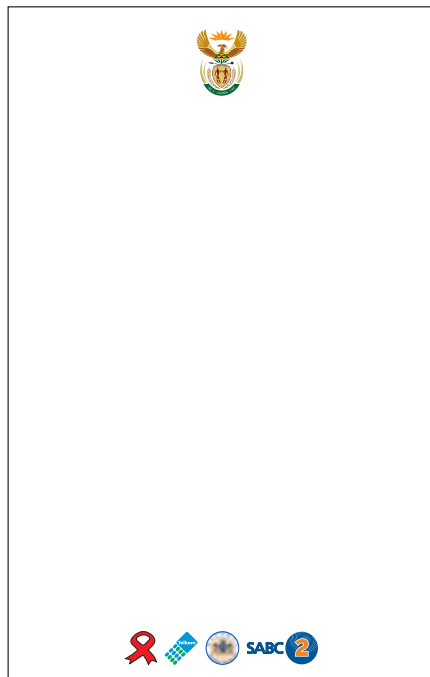
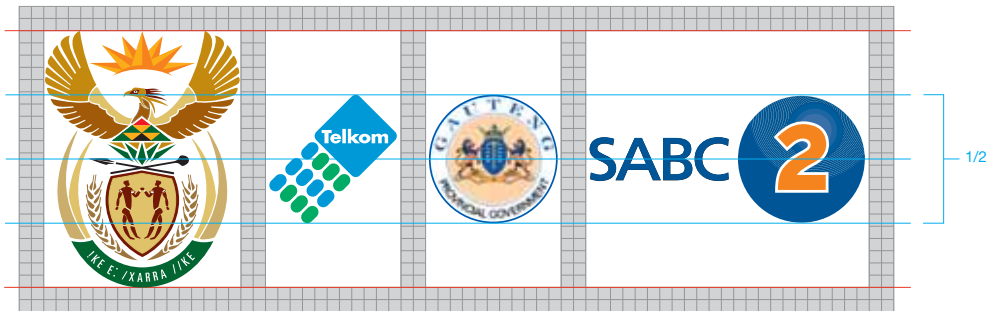
For permission e-mail: marketing@gcis.gov.za



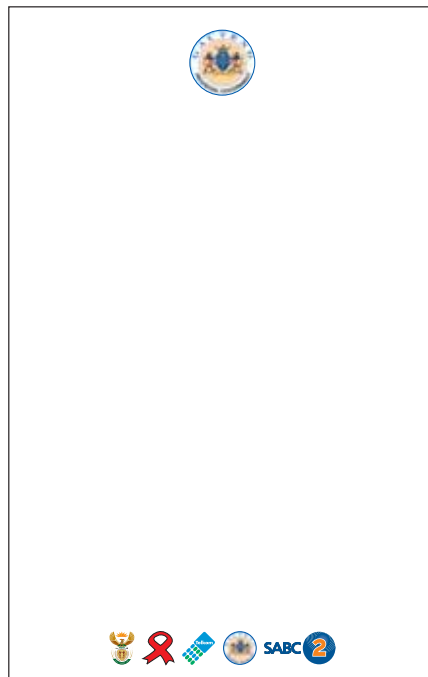
4.3 Co-branding

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.

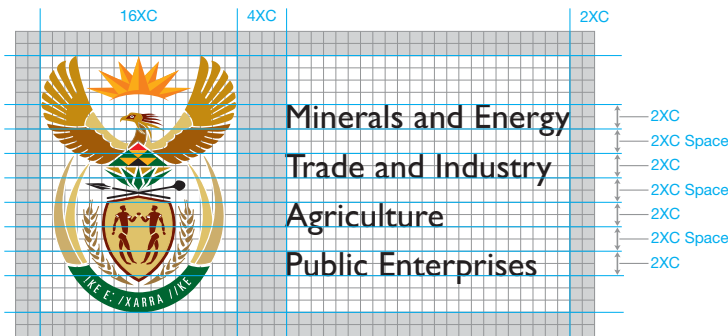
Note: When co-branded the national Coat of Arms should always take a position of priority. The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page. At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry. For permission e-mail: marketing@gcis.gov.za



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



5. Environmental

Signage is one of the most visible manifestations of our emblem. We include in the following section a comprehensive range of signs for use at different locations both internally and externally. Not only does our signage need to communicate the national Coat of Arms effectively, but it must also communicate relevant information.

All signs or configurations must carry the national Coat of Arms. Our signs fall into the different categories listed below:

5.1	Identification signage	
5.1.1	Pylon	1
5.1.2	Wall-mounted signs	2
5.1.3	Wall projecting signs	3
5.2	Information signage	
5.2.1	Combined pylon	4
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5.2.3	Wall-mounted signs	6
5.2.4	Way finding signs	7
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5.6.5	Business organiser / filofax / diary	21
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5. Environmental

5.7 Livery

5.7.1	Pick-up truck without canopy	23
5.7.2	Hatchback	24
5.7.3	Panel van with full side windows	25
5.7.4	Single-decker bus	26

5.8 Corporate clothing

5.8.1	Name tags	27
5.8.2	General and project-specific clothing	28
5.8.3	Shirt, tie, cuff links and tie clip	29
5.8.4	Informal men's and women's wear	
5.8.4.1	Sports shirt and jacket	30
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5.9 Hospitality

5.9.1	Crockery and cutlery	32
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5.1 Identification signage

5.1.1 Pylon

The pylon is the primary element of the signage range, and should be positioned in prominent locations. Pylons should always feature the departmental logo at the top. Viewing distances must always be taken into account to ensure legibility. Also be aware of any obstructions which may impair visibility.



Please note that the clear space around the emblem must always be 2XC. The same clear space measurements must be used to create equal space on the entire sign.

Note: See control grid in Section 3 on page 37.

Double unit pylon sign



Single unit pylon sign



Material and Structure
All materials have been considered for the durability, ease of maintenance and manufacturing qualities, which is why external signage must be made of aluminium.

For assistance in choosing materials contact the GCIS.

Side view



5.1 Identification signage

5.1.2 Wall-mounted signs

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.

Primary departmental identifier



This is the primary component, the departmental identifier.

Primary departmental identifier with information component



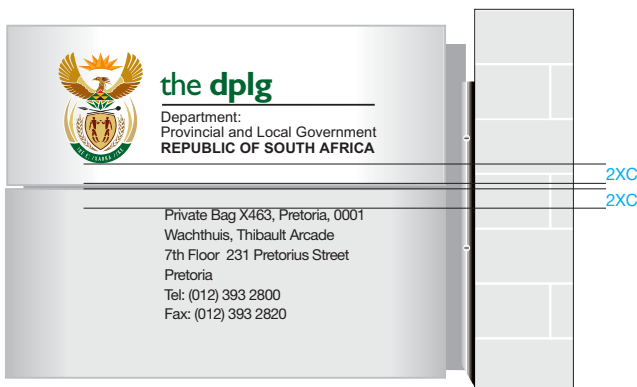
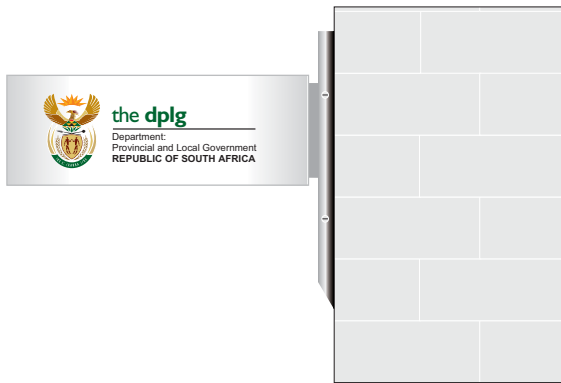
This is the primary identifier with the information component in a vertical arrangement.



5.1 Identification signage

5.1.3 Wall projecting signs

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff. Wall projecting signs are set at right angles to the mounting surface.





5.2 Information signage

5.2.1 Combined pylon

The combined pylon brings together all classes of signage in a unit. It gives immediate overall orientation in a single sign.

Double unit pylon combined sign



This is a combined pylon. It is made up of the departmental identifier, information signage and way finding.

Single unit pylon combined sign





5.2 Information signage

5.2.2 Wall-projecting signs

Wall projecting signs can be used to indicate business and building names. Legibility and location should be the determining factor in selecting the size of the required sign. Wall projecting signs are set at right angles to the mounting surface.



Vertical arrangement of information signage in relation to primary identifier of departments.



Horizontal arrangement of information signage in relation to primary identifier of departments.



5.2 Information signage

5.2.3 Wall-mounted signs

Wall-mounted signs can be used to indicate business and building names.

Legibility and location should be the determining factor in selecting the size of the required wall-mounted sign.



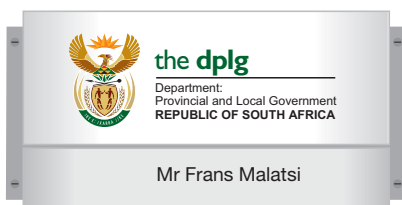
Visitors information
indicating floor or
department.



Signage for reception.



Personal sign specification
of offices.

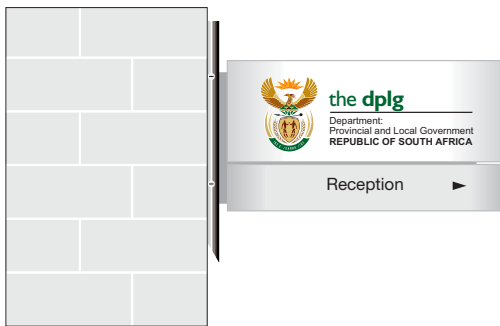




5.2 Information signage

5.2.4 Way finding signs

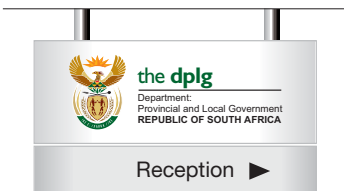
Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.



Wall-mounted signs indicate the direction or the building block.



Wall-mounted sign.



Ceiling-mounted sign.



5.2 Information signage

5.2.5 Window Decals

The full emblem, in light grey (sandblasted effect) should be placed on glass doors and windows, to enhance safety and visibility of the emblem.

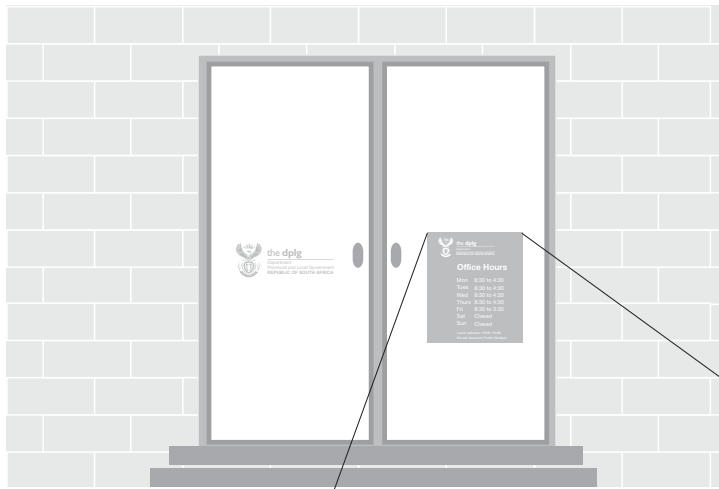





5.2 Information signage

5.2.6 Office hours sign

The light grey (sandblasted effect) should be placed on glass doors and windows, to enhance safety, visibility and to communicate important information. All text to be reversed out of a cool grey background. Double doors: The department logo should be placed on the left door. The 'office hours' and or other information should be on the right. Single doors: The department logo should be above and all other information below.



Size: 400mmX460mm
Headline: Arial Blod
Size: 95pt
Information: 65pt
Other info: 30pt

		the dplg Department: Provincial and Local Government REPUBLIC OF SOUTH AFRICA		2XC
		Office Hours		
Mon	8:30 to 4:30			
Tues	8:30 to 4:30			
Wed	8:30 to 4:30			
Thurs	8:30 to 4:30			
Fri	8:30 to 3:30			
Sat	Closed			
Sun	Closed			
Lunch between 13h00-14h00 We are closed on Public Holidays				2XC



5.3 Directional signage

5.3.1 Way finding signage

Way finding signage is used to direct people to the right building or department.

Office signs indicate the direction or the building block.

2XC
2XC

the dplg
Department:
Provincial and Local Government
REPUBLIC OF SOUTH AFRICA

the dplg
Department:
Provincial and Local Government
REPUBLIC OF SOUTH AFRICA

Private Bag X463, Pretoria, 0001
Wachthuis, Thibault Arcade
7th Floor 231 Pretorius Street
Pretoria
Tel: (012) 393 2800
Fax: (012) 393 2820

Block A ▶
Block B ▶
Block C ▶

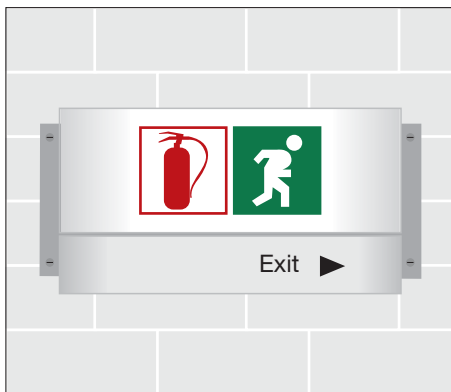
Block A ▶
Block B ▶
Block C ▶



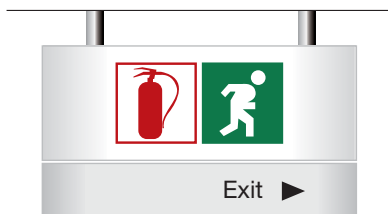
5.4 Emergency signage

5.4.1 Basic emergency signage

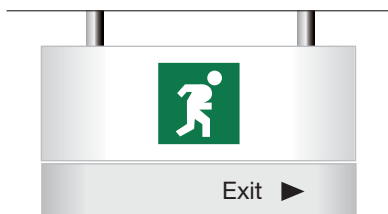
Safety is of the utmost importance. Visibility is essential and these signs should never be obscured. The signs can be ceiling suspended or wall projected. The following are examples of emergency signage:



Wall-mounted sign.



Ceiling-mounted sign.



Ceiling-mounted sign.



5.5 Exhibition

5.5.1 Pull-up banners





5.5 Exhibition

5.5.2 Podium

				
	REPUBLIC OF SOUTH AFRICA			

10cm

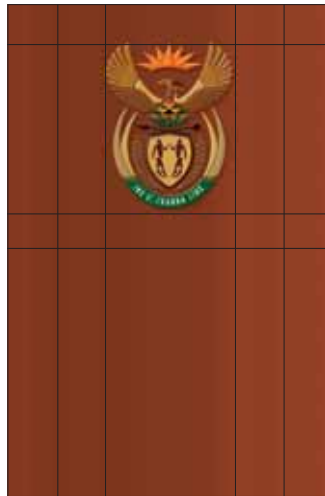
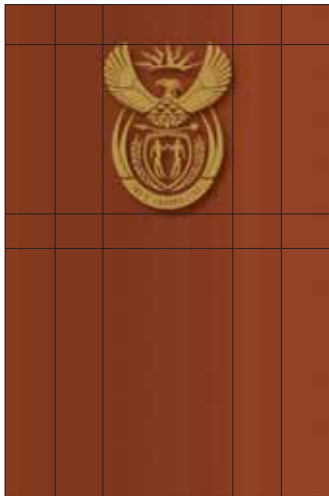
Podiums must always have a space of 10cm from the top to the tip of the national Coat of Arms's wings.

The same spacings apply whether the emblem is printed on the material or it is gold-foiled onto the actual wood or any material the podium might be.

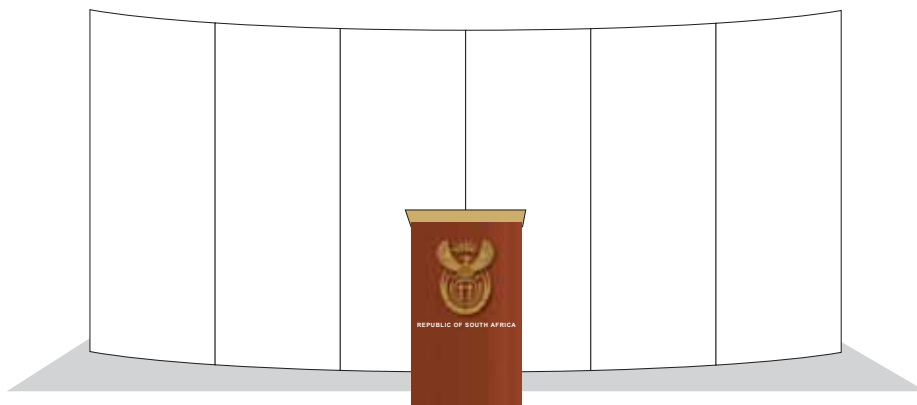


5.5 Exhibition

5.5.2 Podium



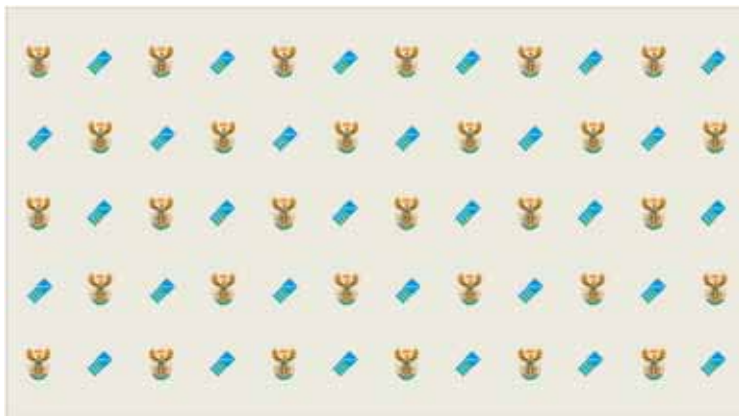
When a podium is to be used for international events
the national Coat of Arms must appear with a descriptor.
The emblem can be used in one colour or full colour.





5.5 Exhibition

5.5.3 Backdrop



These backdrops are to be used at either local or international events. When co-branding, please refer to the co-branding section for sizes and the importance of parties sponsoring.

The size of the logos must not be more than 30mm in height.



This example of a backdrop is for use at national conferences or at governmental events. The national Coat of Arms can be in full colour or embossed as illustrated below.



An example of a backdrop with the podium.



5.5 Exhibition

5.5.4 Special projects backdrop



This is the departmental backdrop to be used at local events.

The size of the logos must not be more than 30mm in height.



This is an example of a special projects backdrop to be used at local events.

Please refer to co-branding section for sizes of partners' logos.



This is an example of a special projects backdrop to be used at local events.

Departments should use the podium together with the national Coat of Arms, with or without the descriptor. No departmental podiums are allowed.

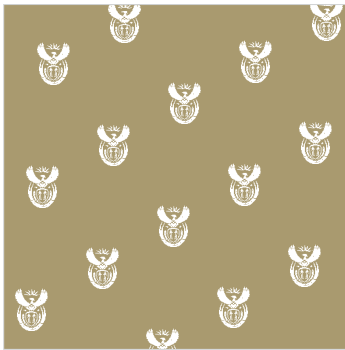


5.6 Promotional Items

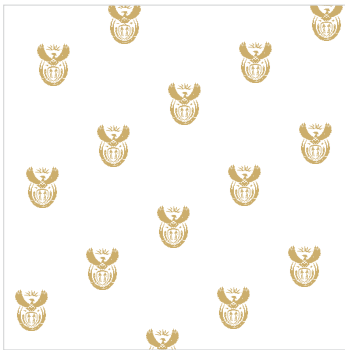
5.6.1 Wrapping paper

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.

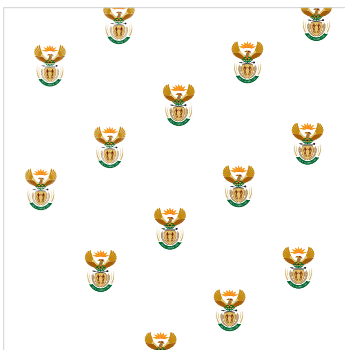
Therefore, the presentation of items and gifts is important. Items should be wrapped in branded paper. Below are three options to choose from.



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

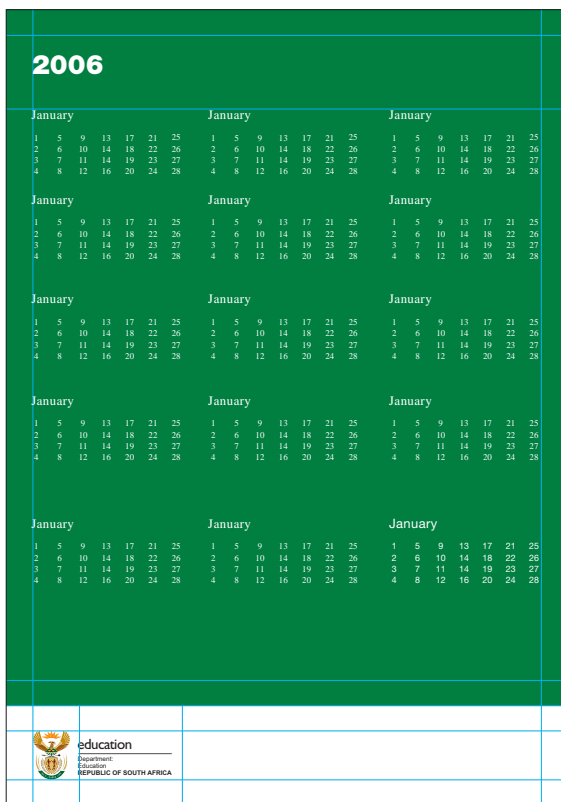




5.6 Promotional Items

5.6.3 Calendars

Wall calendar and desk calendar

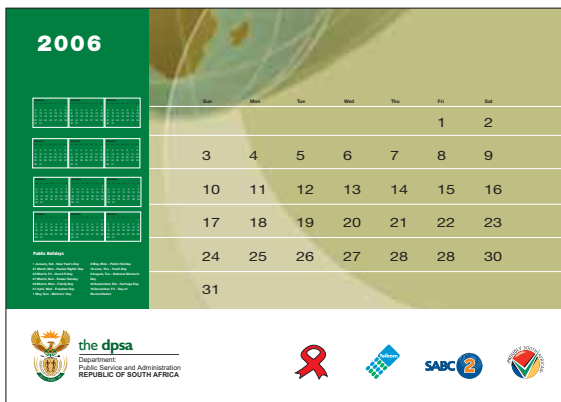


This is how an emblem can be applied to a desk calendar and wall calendar.

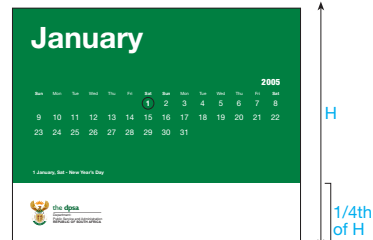
H

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.

H

1/4th of H



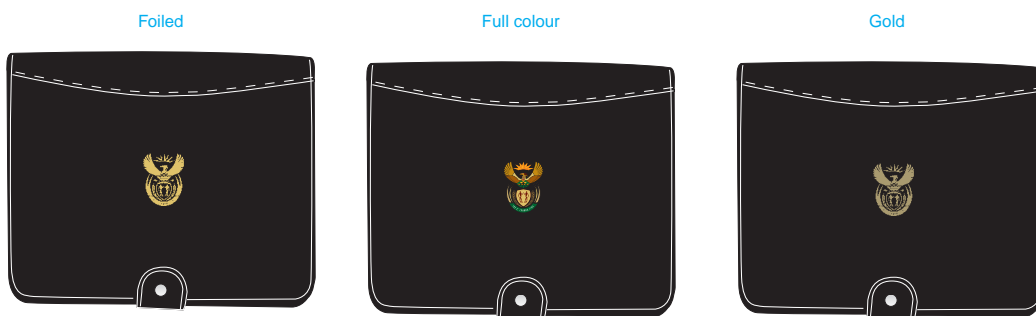


5.6 Promotional Items

5.6.5 Business organiser / filofax / diary

The illustration shows how the emblem should be placed.

A5 Organiser



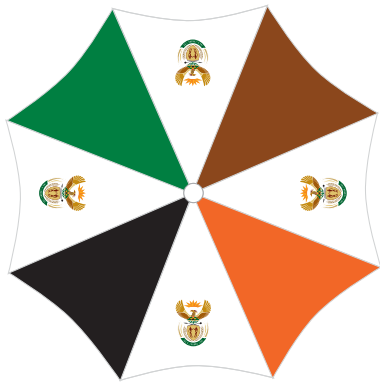
A4 Organiser





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.



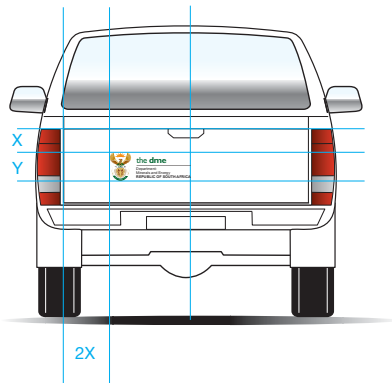
The national Coat of Arms printed in full colour or engraved on metals.



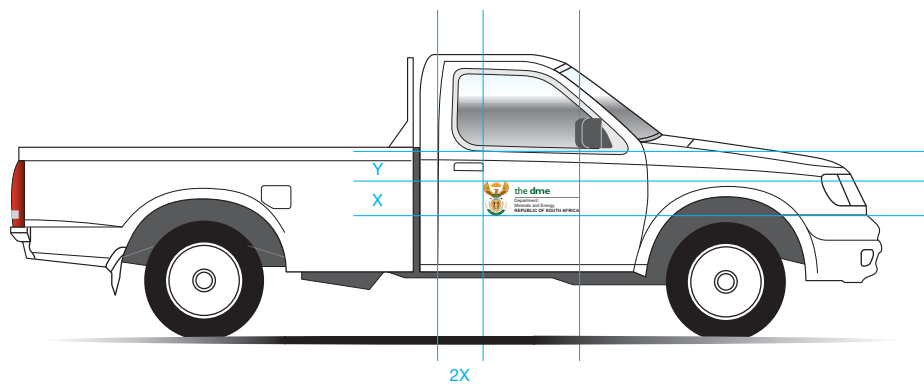
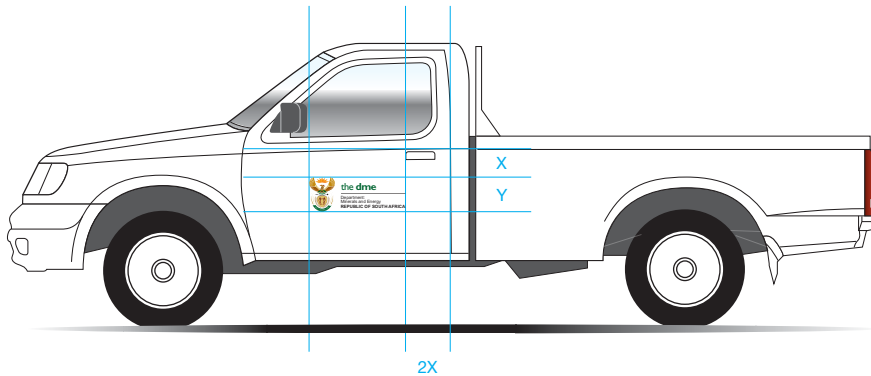
5.7 Livery

5.7.1 Pick-up truck without canopy

This is a general reference for decal placement and alignment relationships.
All motor vehicle signage is to be produced in high-quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the following pages.
Only white vehicles to be used as it enables our emblem to stand out more prominently.



Logo centre-aligned within door panel on left side.
If body trim restricts the available space, the decal should be centre-aligned within the available space.

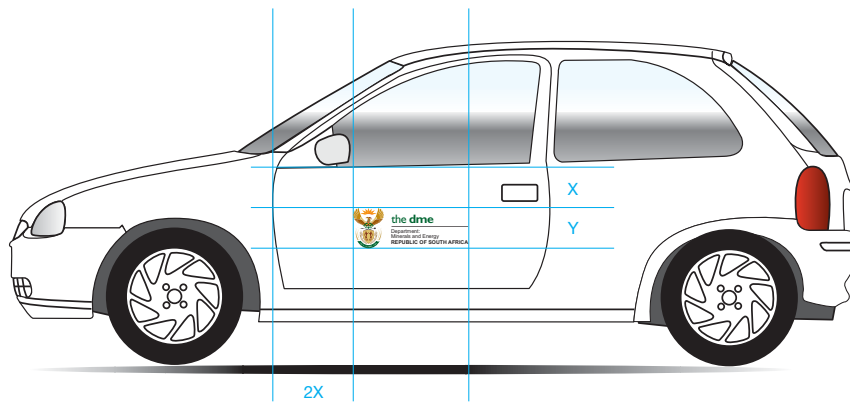
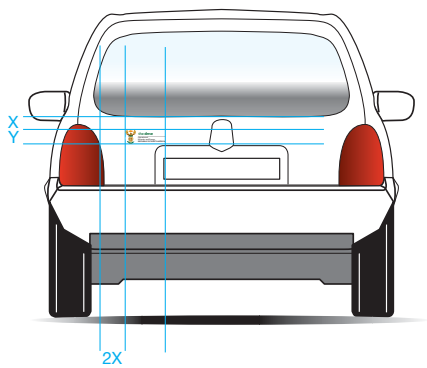




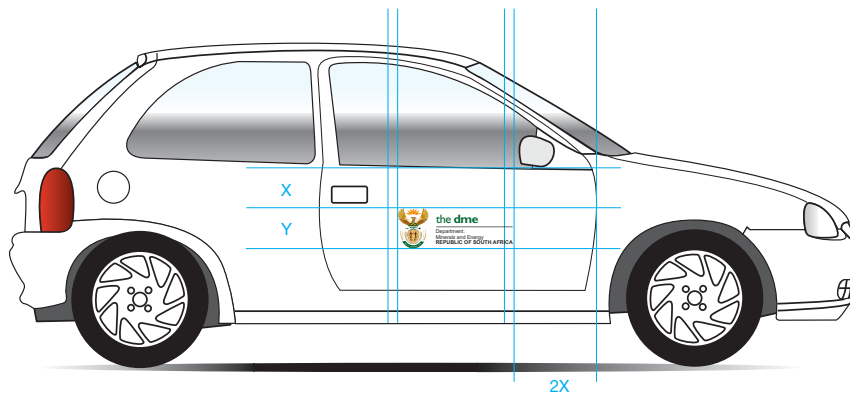
5.7 Livery

5.7.2 Hatchback

This is a general reference for decal placement and alignment relationships.



If manufacturer's badges or any other fixed items prevent the application of our emblem on the right-hand side of the hatch, then position our emblem on the left-hand side as shown.

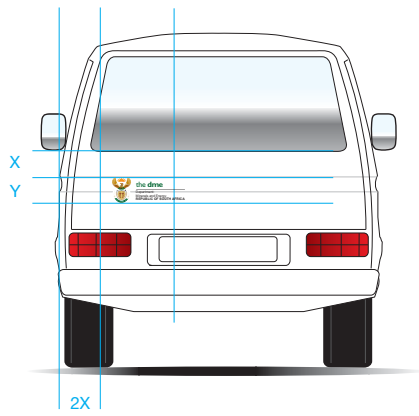




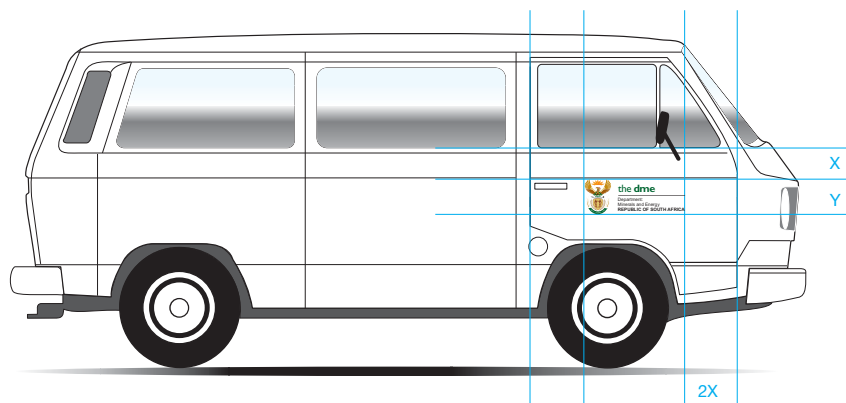
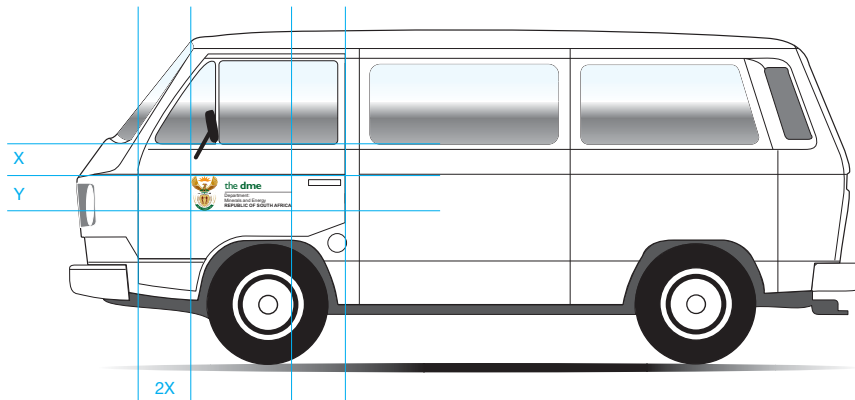
5.7 Livery

5.7.3 Panel van with full side windows

This is a general reference for decal placement and alignment relationships.



An execution on a
panel van or minibus.

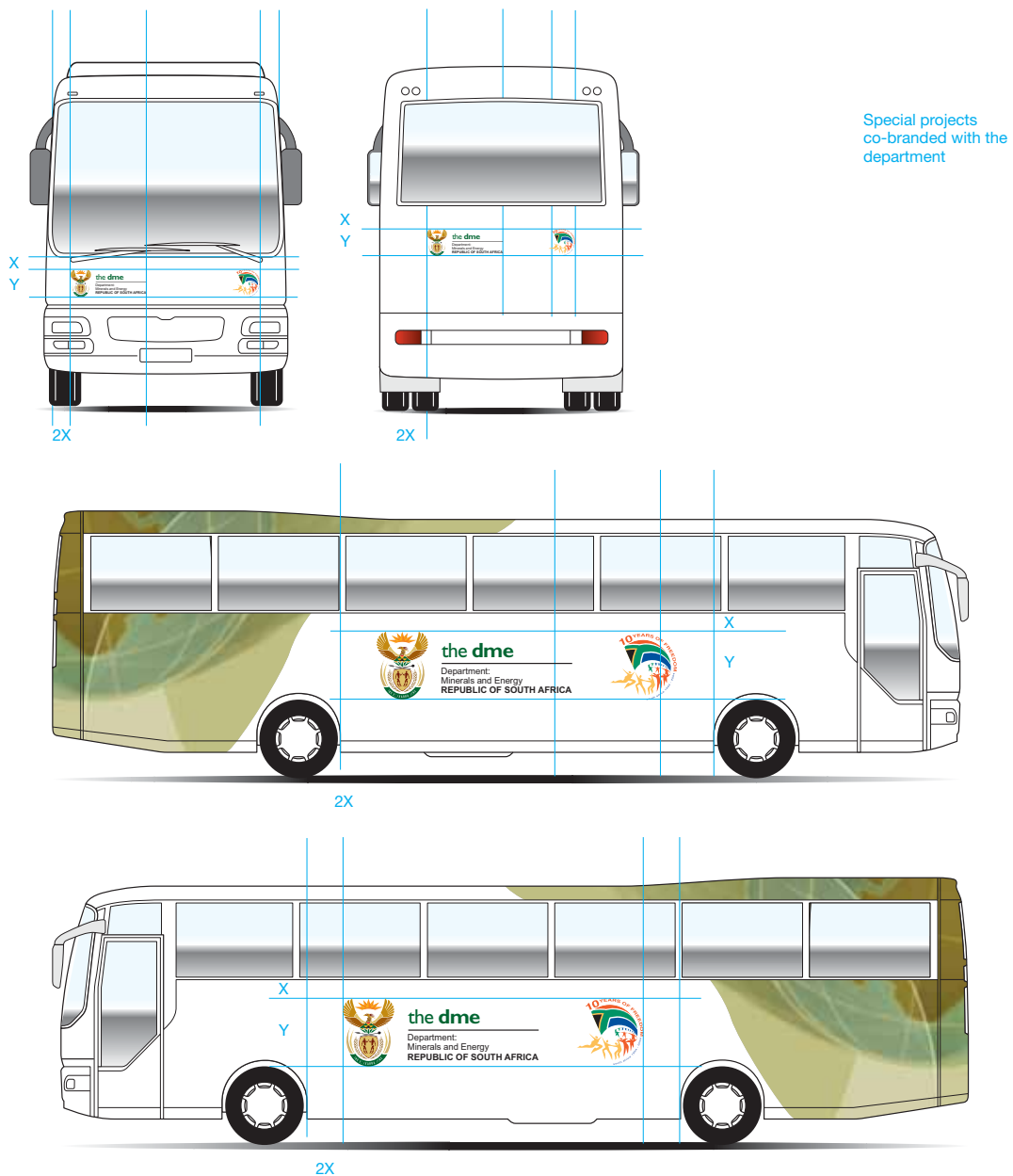




5.7 Livery

5.7.4 Single-decker bus

This is a general reference for decal placement and alignment relationships.





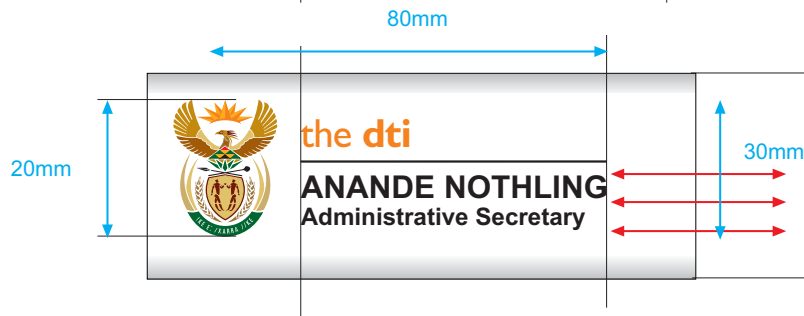
5.8 Corporate clothing

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

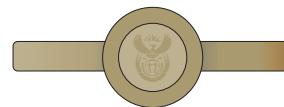
5.8.3 Shirt, tie, cuff links and tie clip



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



Golf shirts and jackets may have a printed or embroidered application of the emblem in full colour or single colour.

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

