

Celebrating 30 years
of the Constitution.

BRAND GUIDELINES



the doj & cd

Department:
Justice and Constitutional Development
REPUBLIC OF SOUTH AFRICA

ACCESS TO JUSTICE FOR ALL,
A CONSTITUTIONAL IMPERATIVE





Typefaces

DIN Pro Black

This typeface acts as the authoritative anchor, providing the primary heading with permanent stability. Its bold, geometric structure ensures maximum legibility along the circular path.

Acumin Condensed Semibold

This typeface functions as the efficient secondary voice for the smaller subtext. Its condensed width allows the information to fit neatly without overcrowding the design.

DIN Pro

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567810@#\$%&?!±=**

Acumin Condensed

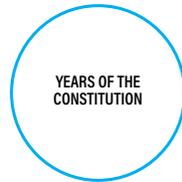
Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567810@#\$%&?!=**



Logo Architecture & Logic

The logo is a composite of several high significance elements. To maintain integrity, these must never be rearranged or skewed.



The “30” Numeral: Integrated with the South African National Flag colors.

The Judicial Symbols: The silhouette of a hand holding the Scales of Justice and a Gavel, representing the rule of law.

The Constitutional Text: A reproduction of the “The Constitution of the Republic of South Africa 1996” cover.

Protea: Located at the base, symbolizing national unity and blooming democracy.

Supporting Text: Flanking the Protea are the words “**YEARS OF THE CONSTITUTION**”, which completes the “30” in the center to read “30 Years of the Constitution.”

The Circular Motto: “**ONE CONSTITUTION, ONE NATION**” (Top) and “**REFLECT. RENEW. RECOMMIT.**” (Bottom).



Official Colour Palette

The palette has been curated to harmonise the vibrant spirit of the National Flag with the professional heritage of the Department of Justice and Constitutional Development

While these are representative shades rather than the flag's legally mandated pigments, strict adherence to this specific seven color palette is mandatory to ensure visual consistency across all brand assets.

<p>Chilli Red</p> <p>#HEX Code E03C31</p> <p>CMYK (Print) 0, 87, 76, 12</p> <p>RGB (Digital) 224, 60, 49</p>	<p>Deep Blue</p> <p>#HEX Code 002395</p> <p>CMYK (Print) 100, 76, 0, 42</p> <p>RGB (Digital) 0, 35, 149</p>	<p>Leaf Green</p> <p>#HEX Code 007749</p> <p>CMYK (Print) 100, 0, 100, 53</p> <p>RGB (Digital) 0, 119, 73</p>	<p>Saffron Gold</p> <p>#HEX Code FFB81C</p> <p>CMYK (Print) 0, 28, 89, 0</p> <p>RGB (Digital) 255, 184, 28</p>	<p>Black</p> <p>#HEX Code 000000</p> <p>CMYK (Print) 0, 0, 0, 100</p> <p>RGB (Digital) 0, 0, 0</p>	<p>White</p> <p>#HEX Code FFFFFF</p> <p>CMYK (Print) 0, 0, 0, 0</p> <p>RGB (Digital) 255, 255, 255</p>	<p>Golden Nectar</p> <p>#HEX Code E8963E</p> <p>CMYK (Print) 0, 35, 73, 9</p> <p>RGB (Digital) 232, 150, 62</p>
---	--	--	---	---	---	--



Usage Rules, Do's & Don'ts

To ensure the brand maintains a professional and high impact presence across all media, it is vital to protect the integrity of the logo. Visual clutter or excessive scaling can dilute brand recognition and diminish the logo's premium feel.

Adhere to the following Clear Space and Minimum Size guidelines to guarantee maximum legibility and visual strength:



- ✔ **Give it Room to Breathe:** Always surround the logo with a **"Safe Zone"** equal to the height of the word **REFLECT**. Imagine it sitting in its own private VIP lounge.
- ✔ **Check Your Ruler:** Ensure the logo is at least 35mm wide for printed materials (like flyers or business cards) to keep the text sharp.
- ✔ **Count Your Pixels:** For websites, emails, or social media, keep the logo at 150px or larger.
- ✔ **Use a "Backer" on Photos:** If you must place the logo over a photograph, place it on a **solid white circular background** first. This ensures even the "1996-2026" text stays crisp and readable.
- ✔ **Lock Your Aspect Ratio:** When resizing, always pull from the corners (hold the **Shift** key) to keep the circle perfectly round.



- ✘ **Don't Squash or Stretch:** Never distort the logo into an oval shape. If it looks **"tall"** or **"flat,"** it's wrong.
- ✘ **Don't Mess with the Colors:** The flag colors inside the **"30"** are sacred. Do not change them to match a specific theme, brand, or aesthetic.
- ✘ **Don't Crowd the Perimeter:** Keep other logos, taglines, or page edges out of the **"Safe Zone."** No **"hugging"** the logo.
- ✘ **Don't Get Lost in the Noise:** Never place the logo directly onto a **"busy"** or high-contrast photo background where the dates become hard to see.
- ✘ **Don't Go "Micro":** Avoid shrinking the logo below the minimum sizes. If the "1996-2026" text requires a magnifying glass to read, the logo is too small.

Bottom line: *Treat the logo like the milestone it represents. If you're ever in doubt, just remember, give it space, keep it round, and let the colors shine. Consistency is what makes our 30 year legacy look legendary.*



Social Media & Event Kit

As we commemorate **30 Years of Democracy**, this kit serves as your essential guide for maintaining a unified and impactful visual identity. By aligning our digital presence, from the smallest email signature to high definition video content, we honor the legacy of our Constitution and speak with one voice.



This kit provides the digital and physical assets required to maintain a unified visual identity across all communication channels. By using these standardized templates and placements, we ensure that the #Constitution30 message is instantly recognizable, professional, and impactful, regardless of the platform or environment.

- 1 Hashtags:** #Constitution30, #OneNation, #30YearsOfDemocracy.
- 2 Email Signature:** The logo should be placed on the bottom right of the signature, no larger than 80px high.
- 3 Video Watermark:** For 30th anniversary interviews, place the logo in the top right corner at 70% opacity.
- 4 Social Media Assets:** * Profile Overlays: Circular frames for official accounts to highlight the anniversary milestone.
- 5 Platform Banners:** Pre sized headers for LinkedIn, X (Twitter), YouTube and Facebook.
- 6 Virtual Meeting Tools:** * Zoom/Teams Backgrounds: Branded backgrounds featuring a clean “30 Years” motif for all official webinars and digital panels.
- 7 Media Wall:** A “step and repeat” pattern for press photography and red-carpet arrivals.
- 8 Pull-up Banners:** Layouts for 2m tall banners, ensuring the logo and primary message are at eye level.
- 9 Presentation Templates:** * Standardized PowerPoint and Keynote slide decks to be used for all anniversary related briefings.



**The Department of Justice
and Constitutional Development**

Momentum Centre: 329 Pretorius Street
(c/o Pretorius & Sisulu Street) Pretoria
Private Bag X81, Pretoria. 0001

Tel: 012 315 1111

www.justice.gov.za

Follow us on  