

Mandela Centenary Co-branding Rationale



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA





Nelson Mandela 100 Centenary 2018

Mandela logo variations



REPUBLIC OF SOUTH AFRICA

Coat of Arms (CoA):

According to the guidelines, the **Republic of South Africa Coat of Arms** sits on a white strip on the centre bottom or top of the page (unless otherwise stipulated for specific products).

The **ONLY** exception is when the co-branding logos that are positioned on the right of the RSA logo do not have enough space. In this case, the RSA logo moves to the far left of the page.



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Departmental **Coat of Arms** ALWAYS sits on the left side of the branding white strip (unless otherwise stipulated for specific products).



NDP:

When co-branding with the Coat of Arms logo, the NDP logo always sits on the immediate right of the CoA logo.





Mandela logo:

When using the vertical Mandela logo, it is positioned on the right of the page.

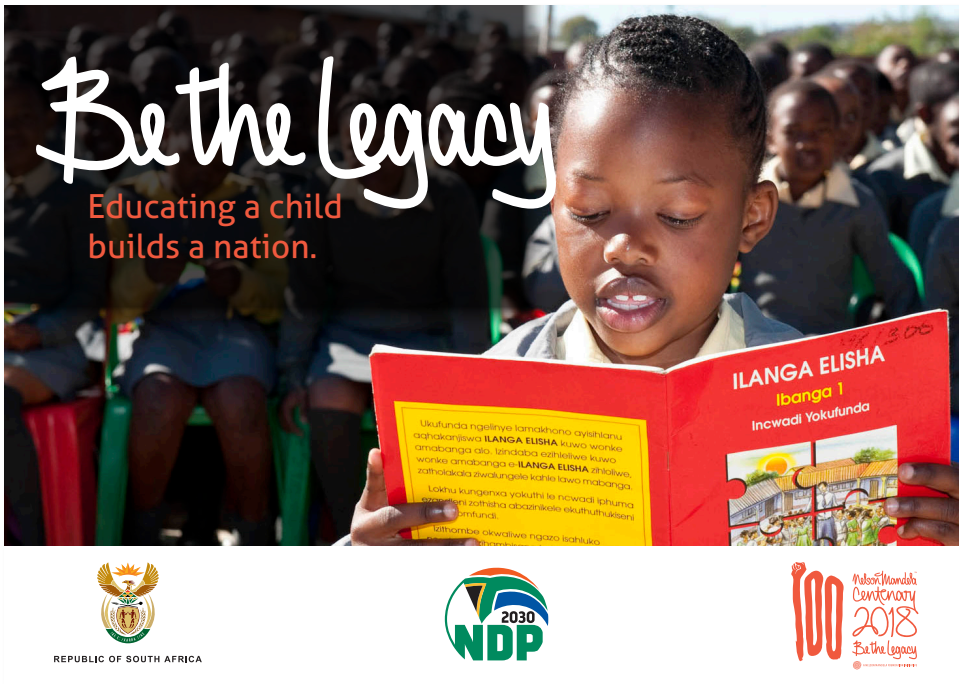
RSA Coat of Arms:

The RSA logo sits in the centre of the page (when co-branding with the NDP only or few logos).

NDP:

When co-branding with the RSA logo only, the NDP logo sits on the far right of the page. If there are other logos, the NDP sits next to the RSA logo on the right.





Mandela logo:

When using the horizontal Mandela logos, they can be positioned on the bottom or top of the page with the other logos.

RSA Coat of Arms:

The RSA logo sits in the centre of the page.

The **only exception** is when the co-branding logos that are positioned on the right of the RSA logo do not have enough space. In this case, the RSA logo moves to the far left of the page to allow enough space for all the logos.

NDP:

When co-branding with the RSA logo and other logo/s, the NDP logo sits immediately next to the RSA logo on the right.





Mandela logo:

When using the vertical Mandela logo, it is positioned on the right of the page as part of the artwork or with other logos if space permits.

Use one of the horizontal Mandela logos when co-branding with other logos on the branding strip.

Departmental Coat of Arms:

The Departmental logo sits on the left of the branding strip followed by the co-branding logos.

When co-branding with the departmental logo only, the NDP logo sits on the far right of the branding strip.

NDP:

When co-branding with multiple partners, the departmental logo sits on the far left of the branding strip followed by the rest.

The NDP logo sits next to the departmental logo on the right. The following logos sit according to priority.

