

Corporate Identity Guidelines



Inspiring new ways

Message from the CEO

Esteemed colleagues,

We as South Africans and as the country of South Africa have come a long way from the early days where our country boasted a fresh new democracy, abundant natural resources, and a breath-taking landscape. We have matured beyond our imagination and have been elevated as a people and as a country. While we may still possess many of these attributes, the journey from then and now has reintroduced us to ourselves and we have learned and discovered new talents and limitless capabilities. It's in this discovery that we embarked on a mission to position the country in accordance to this new reality.

In our quest to diagnose and distil what it meant to be a South African and what Brand South Africa should mean, we conducted a national survey both qualitatively and quantitatively among general South African public, business, government, civil society and media.

We considered the results of research surveys and related departmental work conducted by the Department of Arts and Culture, South African Tourism, government Communications Information Services and the Department of Trade and Industry.

We interviewed more than 2 million people across all 9 provinces aged between 18 – 25 and 25 – 50 spread across LSM 1 – 5 and 6 – 10 on an array of platforms from MDDA community, Mobi-sites and

Ibuzz platforms. We gained 8000 interactions through social network programs, Lead SA's and the Brand South Africa website.

The qualitative research also comprised of Business and Corporate interviews with some of the leading names in South Africa like MTN, Cape Town Live, Acqua-online and Faith Based organisations like the Council of Churches. The research was concluded with the DG

Cluster October - December 2011 and this included the Human and Social Protection, GNA, ICTS Manco / FOSAD Cluster and NCOP.

The research informed us that there was a need for our slogan to be more representative of the new South Africa that we had become particularly after the global success and opportunities that had arisen out of the 2010 FIFA World Cup. To this end our slogan and positioning was revitalised to a dynamic new slogan - 'Inspiring new ways'.

As key stakeholders and brand custodians of our nation I have the pleasure of enclosing our new, updated Corporate Identity Manual which has been refreshed and updated with more detailed guidance on how to implement the logo and new slogan.

It is our hope that the new guidelines will provide you with greater clarity and ease of use and that together we will build a consistent, coherent

and single brand identity that will help elevate and increase the global competitiveness of South Africa through a strong Brand South Africa.

Yours sincerely

Miller Matola

CEO

Brand South Africa

Introduction

Welcome to the brand guideline manual for Brand South Africa. Our purpose is to create a positive and compelling brand image for South Africa, both domestically and internationally and in so doing, drive strategic opportunities for trade and tourism.

The Brand South Africa guidelines have been developed to assist users make sure all Brand South Africa branded collateral adheres to the defined approved brand identity.

The guidelines set out in this manual should be strictly adhered to ensure a consistent and distinctive image for Brand South Africa.

For questions or further information on the Brand South Africa Corporate Identity Guidelines, please contact:

The Brand Manager

Brand South Africa

Tel: +27 11 483 0122.

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		Billboard - portrait		Billboard - landscape			
				Billboard - portrait			

Communication Hierarchy

Levels of Communication (see figure 1-3 page 6)

Figure 1:

This model is used to brand or market opportunities by Brand South Africa, or other entities internationally and domestically.

An entity is defined as a national government department or national government agency. e.g. South African Tourism, Department of Trade and Industry.

The Brand South Africa logo is known as the primary brand and is the preferred brand logo to use when marketing opportunities or offerings to an international audience.

Figure 2:

When speaking to an international audience, the Province will take strategic direction from the primary brand in terms of its look and feel.

The Brand South Africa logo is then referred to as the secondary brand logo having a descriptor. The descriptor will be the name of the Province as shown by the example.

When speaking to an internal audience, the Province or entity is allowed to use their own individual logo; however, they may not use their individual logo to communicate internationally.

When communicating domestically, the Province may use the secondary brand logo to co-brand.
A Province may also use the secondary brand to co-brand with an offering using the specially developed co-branding device.

A special rule applies when co-branding together with the Provincial logo. In this instance, only the Provincial Tourism logo is allowed to be used with the secondary brand logo.

Figure 3:

When speaking to an international audience, the City will take strategic direction from the primary brand in terms of its look and feel.

The Brand South Africa logo is then referred to as the secondary brand logo having a descriptor. The descriptor will be the name of the City as shown by the example.

When speaking to an internal audience, the City or entity is allowed to use their own individual logo; however, they may not use their individual logo to communicate internationally.

When communicating domestically, the City may use the secondary brand logo to co-brand.
A City may also use the secondary brand to co-brand with an offering using the specially developed co-branding device.














1. Communication Hierarchy

Levels of Communication

Figure 1

Figure 2

Figure 3

Brand South Africa logo	Provinces	Cities
<p>Primary or preferred brand</p>  <p>International and domestic communication</p>	<p>Logo with Province as descriptor, secondary brand</p>  <p>International communication</p>	<p>Logo with City as descriptor, secondary brand</p>  <p>International communication</p>
	<p>Co-branding with Province descriptor</p> <div></div> <p>Domestic communication</p>	<p>Co-branding with City descriptor</p> <div></div> <p>Domestic communication</p>
	<p>Co-branding with Province descriptor + offering</p> <div></div> <p>Domestic communication</p>	<p>Co-branding with City descriptor + offering</p> <div></div> <p>Domestic communication</p>

- Note:
- In Figure 1, 2, 3 – Using of the more recognised Province or City descriptors is preferred to Municipality descriptors because international audiences identify more with the country geographically.
 - In Figure 2 - Only the Provincial Tourism logo is allowed to be used with the secondary brand logo.

1. Communication Hierarchy

Brand South Africa logo

Classification:

National brand

Purpose:

Marketing of country's offerings on an international and national level

Used by national entities:

Brand South Africa

National Government Departments

National Government Agencies e.g. South African Tourism, National Export Council, etc

Rules and relationships:

The primary brand is the overarching brand of the country. In this layout the logo, with pay-off line underneath, should always be placed on the bottom right hand corner, with no accompanying sub-brands.

Brand South Africa logo - Primary brand

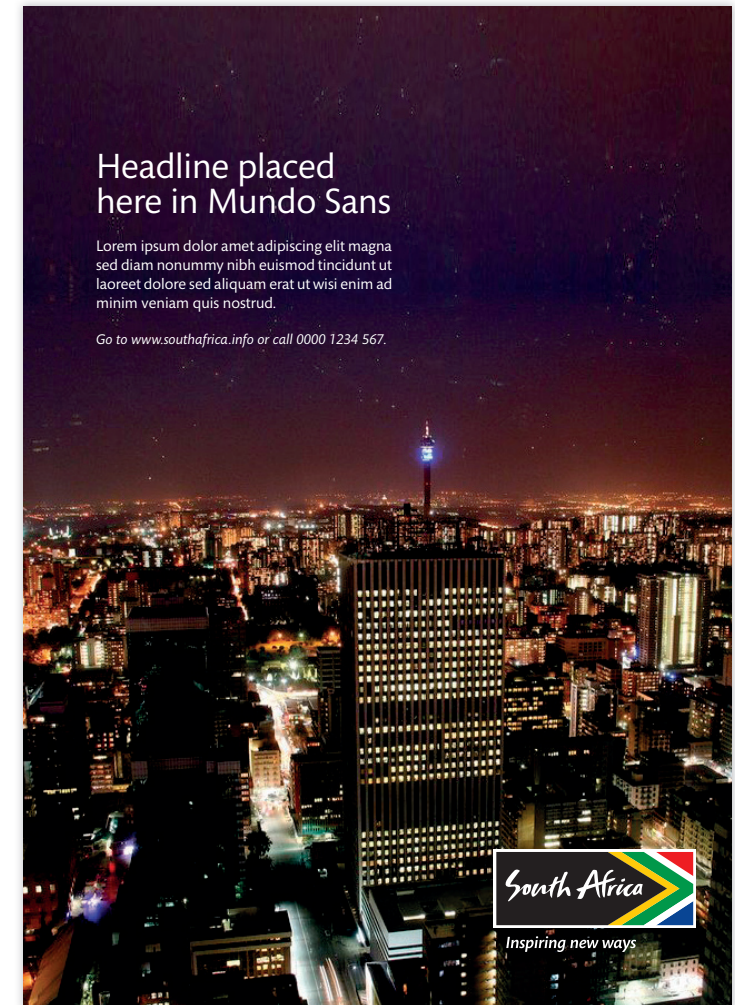


Inspiring new ways

Principle:

Inbound and outbound marketing of a nation:
When entities market to both the international and local market, they market offerings of South Africa. They do not market their own organisation and in so doing South Africa is marketed as a stand-alone brand.

Example



1. Communication Hierarchy

Brand at a glance

Primary brand

Brand South Africa logo



Secondary brand

Provincial logos

City logos



Basic elements



Inspiring new ways

Overview

The following section serves as a guide in applying the basic or standard elements that make up the Brand South Africa Corporate Identity.

In this section, we look at:

- The Brand South Africa logo/
primary brand logo construction
- URL usage
- Logo placement at a glance
- Correct logo usage
- Incorrect logo usage
- Incorrect tagline usage
- Logo translations
- Minimum size for print
- Minimum size for digital
- Colour palette
- Primary font
- Font style guide
- Type area
- Type application
- Correct type colour application
- Incorrect type colour application
- Photographic style

2. Basic Elements

Overview

A brand is more than just a logo. It consists of a number of elements which come together to form our visual language. These elements include, but are not limited to, photographic style, colours, typography and tone of voice.

The guidelines set out in this manual should be strictly complied with to ensure a consistently distinctive image for Brand South Africa.

Logo colour ways and clear space

Primary brand



Secondary brand



Photographic style



Colour palette

BLACK

0C 0M 0M 100K
Pantone Black
R0 G0 B0
#000000

WHITE

0C 0M 0M 0K
Pantone White
225R / 255G / 255B
#ffffff

RED

0C 100M 100M 0K
Pantone 032C
237R / 28G / 36B
#ed1c24

YELLOW

100C 20M 0M 0K
Pantone 1235C
255R / 203G / 8B
#ffcb08

GREEN

100C 0M 100M 10K
Pantone 355C
0R / 152G / 74B
#00984a

BLUE

100C 80M 0M 10K
Pantone 2738C
10R / 69G / 149B
#0a4595

Typeface - Mundo Sans

ABC abc

Mundo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Mundo Sans Light

Mundo Sans Light Italic

Mundo Sans

Mundo Sans Italic

Mundo Sans Medium

Mundo Sans Medium Italic

Style guide

Headline
Headline placed here in Mundo Sans

Body copy
Lorem ipsum dolor amet adipiscing elit magna sed diam nonummy nibh euismod tincidunt ut laoreet dolore sed aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud.

URL and Tel  Go to www.southafrica.info or call 0000 1234 567.

Caption  Caption placed here in Mundo Sans Italic.

2. Basic Elements

Brand South Africa logo

A logo forms the centre point of a brand and is highly instrumental in how a brand is recognised and perceived by its audience.

On the primary brand the Brand South Africa logo comprises two main design elements, i.e. the symbol and logo type. The symbol and the logo type should always appear together. It is vital to be consistent with this application and never to display the logo in configurations other than those shown in this manual.

Please note that our logo type is a hand-crafted font. Never attempt to recreate it or use a substitute font which may appear similar.

The Brand South Africa logo includes a white keyline around the logo and it must always be used like this.

Primary brand



2. Basic Elements

Unit of measurement

The spacing guide has been developed in a proportion system, with 'X' referring to the height of the red triangle in the logo symbol. The proportionate heights and/or widths are given in relation to the height of the 'X'.

Clear space

An identified clear space, comprising of one 'X', must surround the Brand South Africa logo at all times. Clear space must never be encroached upon by photographs, text or illustrations. This is, however, a minimum indication - the space may be larger, but never smaller.

Keyline

The thickness of the keyline is 25% of the white line shown as 'Y'. The keyline is used to frame the Brand South Africa logo when it is placed on a coloured background or images.

Unit of measurement



Inspiring new ways

Clear space and keyline



2. Basic Elements

Logo with URL

The logo may be used with the URL www.southafrica.info on international advertisements and other applications if space permits.

The URL is set in Mundo Sans and may be black or white depending on the background colour or visual.

The clear space is adapted to include the URL. No objects may intrude into this space.

Please note that our logo type is a hand-crafted font. Never attempt to re-create it or use a substitute font which may appear similar. Only official artwork may be used.

In instances where the logo is reduced to a minimum size, and the tagline is too small or dropped off, the URL can be used e.g. promotional items.

Logo with URL



2. Basic Elements

Unit of measurement

The spacing guide has been developed in a proportion system, with 'X' referring to the height of the red triangle in the logo symbol. The proportionate heights and/or widths are given in relation to the height of the 'X'.

Clear space

An identified clear space, comprising of one 'X', must surround the Brand South Africa logo at all times. Clear space must never be encroached upon by photographs, text or illustrations. This is, however, a minimum indication - the space may be larger, but never smaller.

Keyline

The thickness of the keyline is 25% of the white line shown as 'Y'. The keyline is used to frame the Brand South Africa logo when it is placed on a coloured background or images.

Primary brand showing measurement, clear space and keyline



2. Basic Elements

Logo placement at a glance

The images shown in Figures 1 and 2 show a summary of the visual application for the primary and secondary brand logo. When a Provincial or City descriptor is used, the Brand South Africa logo becomes a secondary brand. For rules on the application of the secondary brand, please refer to the co-branding guidelines in section 10.

For further information on the application of the different communication levels, please refer to section 1 on the communication hierarchy at the beginning of this manual.

Figure 1:
The Brand South Africa primary brand application.

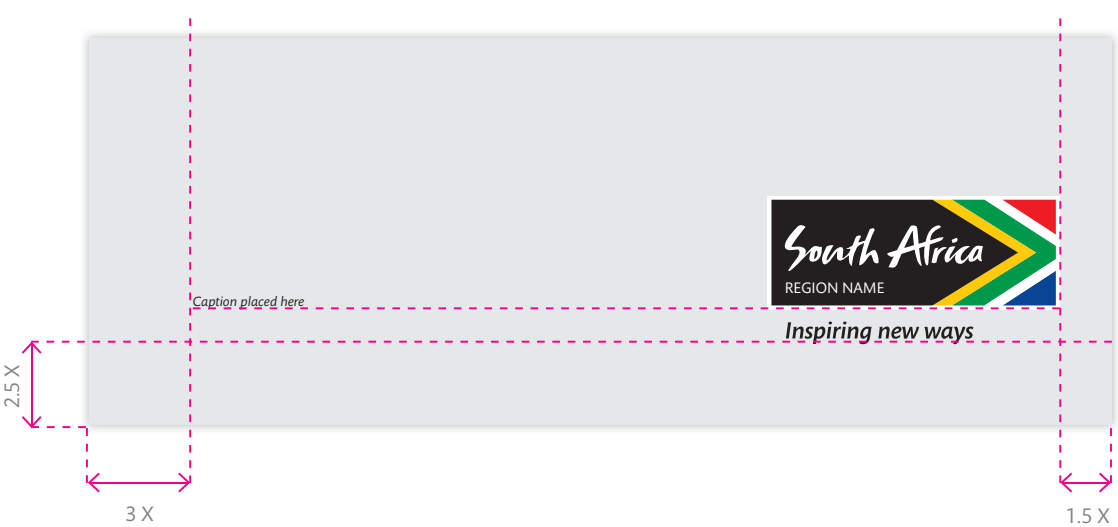
Figure 2:
The Brand South Africa logo with Provincial or City descriptor. The region name is the place holder for the Province or City descriptor. This is also known as the secondary brand logo application.

Application of the primary or secondary brand logo

Figure 1 - Primary logo



Figure 2 - Secondary logo



Note:
The Brand South Africa tagline will always be positioned below the two dotted lines.

2. Basic Elements

Correct logo usage

Consistent use of the Brand South Africa logo is vital to ensure a cohesive brand image. The following guidelines should be followed for the correct logo usage:

1. The full colour logo should be used wherever possible.
2. Where colour is limited, the black and white logo may be used.
3. The full colour logo may be placed on a yellow background.
4. The full colour logo may be placed on a black background.
5. The full colour logo may be placed on an image. If the image is dark, the tagline must be white.
6. The full colour logo may be placed on an image. If the image is light, the tagline must be black.
7. A white keyline appears all around the logo.



Correct logo usage

1.



2.



3.



4.



5..



6.



2. Basic Elements

Incorrect logo usage

All the examples of the Brand South Africa logo illustrated here are unacceptable and the following should be noted:

1. The tagline may not be white on a light background.
2. The logo may not be placed on any of the other brand colours.
3. The white keyline around the logo may not be any other colour besides white.
4. The logo may not be placed on any other colour than what is specified.
5. If the logo is placed on an image and the image is dark, the tagline may not be black.
6. If the logo is placed on an image and the image is light, the tagline may not be white.
7. The logo may never be displayed in reversed colours.
8. The logo may not be altered in any way.
9. The colours within the logo may not be altered in any way.

Incorrect logo usage

1.



2.



3.



4.



5.



6.



7.



8.



9.



2. Basic Elements

Incorrect tagline usage

All the examples of the Brand South Africa tagline illustrated here are unacceptable and the following should be noted:

1. The tagline may not be moved.
2. The tagline may not be increased in size.
3. The tagline may not be displayed using any other font.
4. The tagline may not be replaced by any other wording.
5. Provinces, Cities and/or product offerings may not replace the tagline with their own.
6. The tagline may not be used on its own.

Incorrect tagline usage

1.

Inspiring new ways



2.



3.



4.



5.



6.

Inspiring new ways

The only tagline ever to be used with the Brand South Africa primary or secondary logo is the Brand South Africa tagline, "Inspiring New Ways".

2. Basic Elements

Tagline translations

If the logo and tagline are required to be used in any language other than English, only the Brand South Africa developed and approved tagline translation may be used. The logo type (South Africa); however, is never translated as it is part of the brand symbol.

If you require a tagline translation, please contact:
Brand Manager
Brand South Africa on
Tel: +27 11 483 0122.

Tagline translations

English:



Inspiring new ways

French:



Retrouvez l'inspiration

German:



Südafrika inspiriert

Italian:



Lasciati ispirare

Portuguese:



Inspirando novos caminhos

Spanish:



Nuevas sendas de inspiracion

Mandarin:



新南非·新体验

2. Basic Elements

South African official languages

The regional name is the placeholder for the name of a Province or a City, e.g. Gauteng, Johannesburg. This logo is also known as the secondary brand logo. If the logo is required to be used in any vernacular, only the Brand South Africa developed and approved tagline translation may be used. The logo type; however, is never translated as it is part of the brand symbol.

If you require a tagline translation, please contact:
Brand Manager
Brand South Africa on
Tel: +27 11 483 0122.

Tagline translations

English



Sotho



Afrikaans



Setswana



Zulu



Sepedi



Seswati



Venda



Xhosa



Tsonga



Ndebele



San languages



Waiting for translations

2. Basic Elements

Minimum size for print

To maintain legibility of the logo during reproduction, minimum sizes have been established. The examples on the right are actual size.

Figure A:
The minimum size for the Brand South Africa logo - Primary and secondary brand logo with tagline is 33 mm wide.

Figure B:
When the logo is less than 33 mm wide, the tagline must be removed.

Figure C:
The minimum size of the logo without tagline is 16 mm wide.

The logo does not have a maximum reproduction size.

Brand South Africa logo - Primary brand

Figure A:



Figure B:



Figure C:



Brand South Africa logo - Secondary brand

Figure A:



Figure B:



Figure C:



2. Basic Elements

Minimum size for digital

To maintain legibility of the digital logo in the course of digital application, minimum sizes have been established.

Figure A:
The minimum size for the digital logo with tagline is 140 pixels wide.

Figure B:
When the logo is less than 140 pixels wide, the tagline must be removed.

Figure C:
The minimum size of the logo without tagline is 100 pixels wide.

Figure D:
The social media profile icon may be used when the digital logo does not fit a square proportion.

Brand South Africa logo - Primary brand

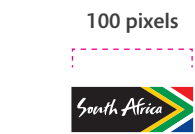
Figure A:



Figure B:



Figure C:



Brand South Africa logo - Secondary brand

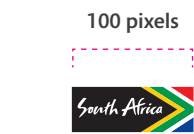
Figure A:



Figure B:



Figure C:



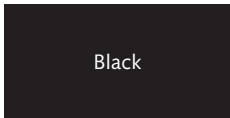
2. Basic Elements

Colour palette

The correct colour application is as much a part of Brand South Africa as the logo itself. The correct application of our logo onto our brand colours is essential to ensure a consistent image for the brand.

The RGB and Hex colour values are only for electronic use. This means colours may appear differently on screen because of monitor calibration.

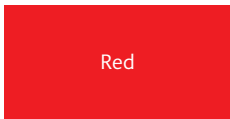
Primary colours



Pantone: Black
Process: 0C / 0M / 0Y / 100K
Electronic: 0R / 0G / 0B
Hex #000000



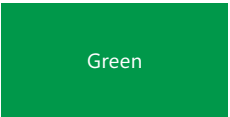
Pantone: White
Process: 0C / 0M / 0Y / 0K
Electronic: 255R / 255G / 255B
Hex #ffffff



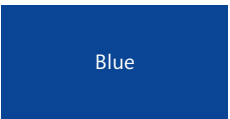
Pantone: 032C
Process: 0C / 100M / 100Y / 0K
Electronic: 237R / 28G / 36B
Hex #ed1c24



Pantone: 1235C
Process: 0C / 20M / 100Y / 0K
Electronic: 255R / 203G / 8B
Hex #ffcb08



Pantone: 355C
Process: 100C / 0M / 100Y / 10K
Electronic: 0R / 152G / 74B
Hex #00984a



Pantone: 2738C
Process: 100C / 80M / 0Y / 10K
Electronic: 10R / 69G / 149B
Hex #0a4595

2. Basic Elements

Primary font

Mundo Sans has been chosen as the primary font for its legibility and simplicity of application. There are three versions of Mundo Sans which may be used, namely Light, Regular and Medium. The Italic version of each of these may also be used.

The Mundo Sans font is available to download from the Brand South Africa marketing portal. Please contact: info@bigmedia.co.za to gain access.

Primary font

Mundo Sans

Mundo Sans Light	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+
<i>Mundo Sans Light Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+ </i>
Mundo Sans Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+
<i>Mundo Sans Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+ </i>
Mundo Sans Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+
<i>Mundo Sans Medium Italic</i>	<i>ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890,./;'\!@£\$%^&*()_+ </i>

2. Basic Elements

Font style guide

Illustrated on the right is an actual-size example of the text in an A4 portrait or A3 landscape.

Headlines:	Mundo Sans	30 pt
Body copy:	Mundo Sans	13 pt
URL & Tel:	Mundo Sans Italic	12 pt
Captions:	Mundo Sans Italic	8 pt

Headlines should ideally not fill more than two lines. The body copy must be written in sentence case and should ideally not fill more than four lines. The caption must always be brief and to the point and descriptive of the image used.

If there is more body copy, for example when the copy is translated, the point sizes may be reduced.

The Mundo Sans font is available to download from the Brand South Africa marketing portal. Please contact: info@bigmedia.co.za to gain access.

Font style guide

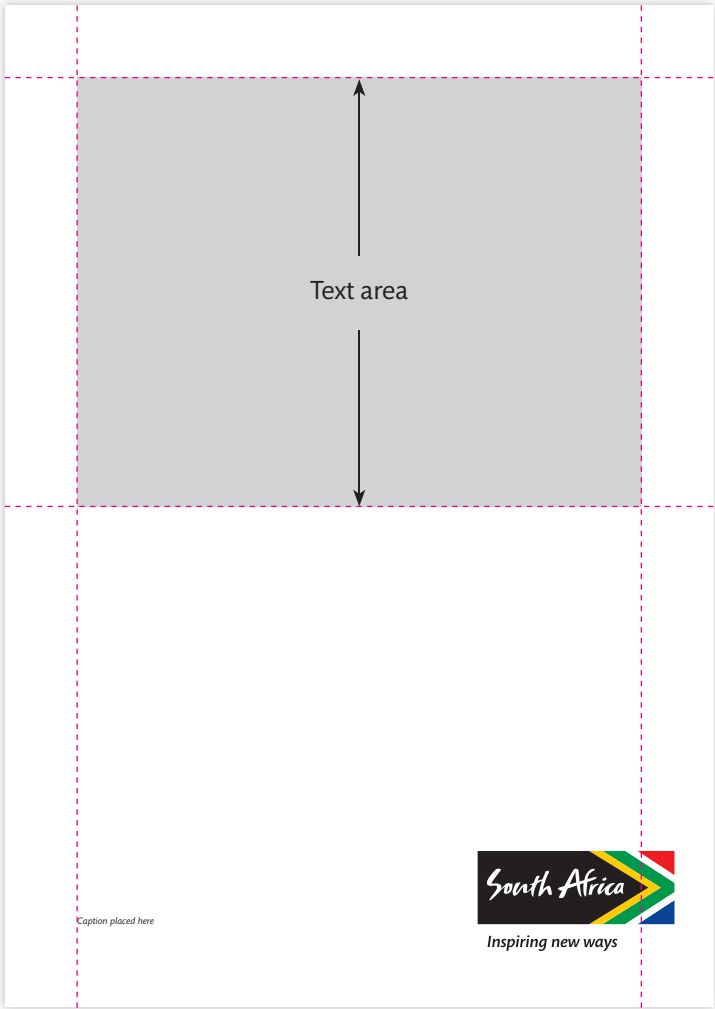
Headline	Headline placed here in Mundo Sans
Body copy	Lorem ipsum dolor amet adipiscing elit magna sed diam nonummy nibh euismod tincidunt ut laoreet dolore sed aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud.
URL and Tel	Go to <i>www.southafrica.info</i> or call 0000 1234 567.
Caption	Caption placed here in Mundo Sans Italic.

2. Basic Elements

Type area

Type must always be displayed within the specified text area. Type may move up or down on a vertical axis within this space but may never extend beyond the specified area. The dimensions of the text area differ from one application to the next and will be illustrated where applicable.

Type area



2. Basic Elements

Type application

As illustrated on the right, copy may be placed in one of two ways:

Left aligned:

When copy is left aligned, it should always be anchored to the left of the text area.

Right aligned:

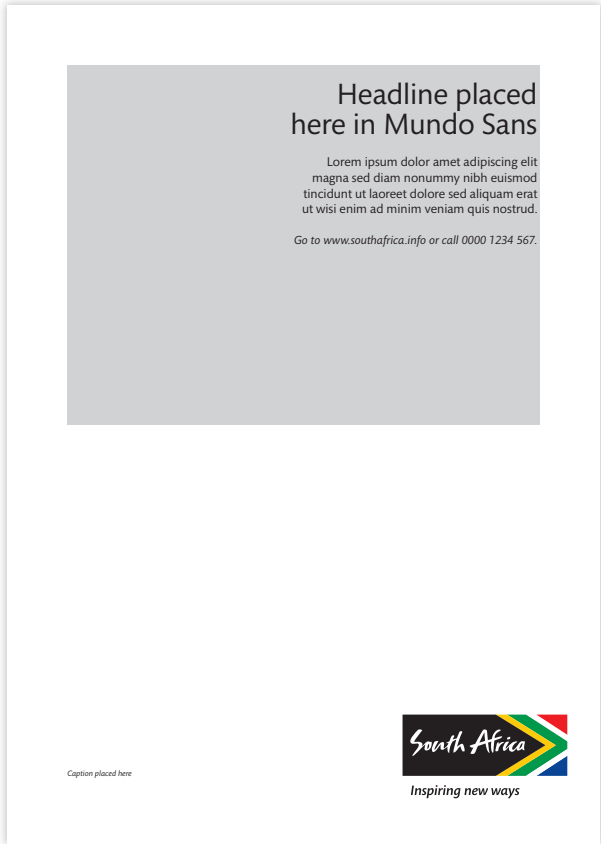
When copy is right aligned, it should always be anchored to the right of the text area.

Copy may move up or down on a vertical axis within this space but may never extend beyond the specified area. Preferably, copy should not extend across the entire text area as illustrated.

Left aligned



Right aligned



2. Basic Elements

Correct type colour application

Primary colour application:

All the examples of the type application illustrated here are acceptable. Primary type application is preferred and should be used wherever possible. The following should be noted:

1. Type may be placed on a white background.
2. Type may be placed on a black background.
3. Type may be placed on a yellow background.
4. If type is placed on an image and the image is dark, the copy should be white.
5. If type is placed on an image and the image is light, the copy should be black.

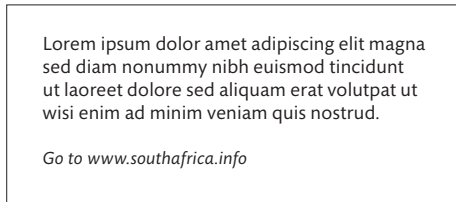
Secondary colour application:

Secondary type application may also be used—but in moderation according to primary colour application. The following should be noted:

1. Type may be placed on a green background.
2. Type may be placed on a blue background.
3. Type may be placed on a red background.



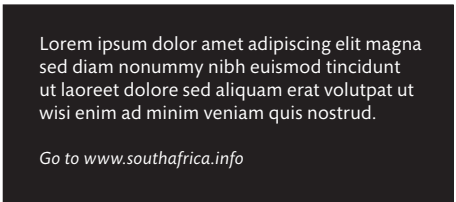
Primary colour application



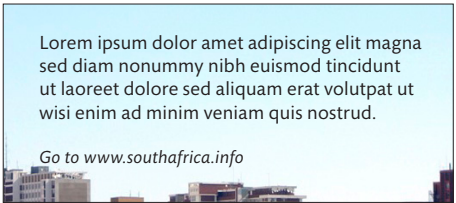
1.



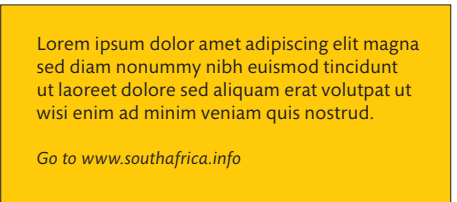
4.



2.



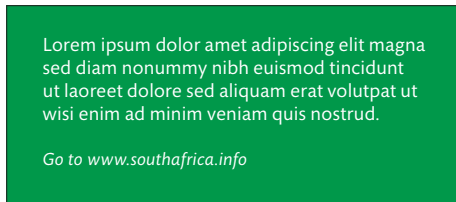
5.



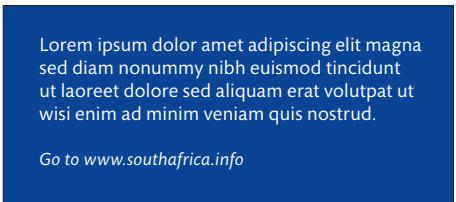
3.



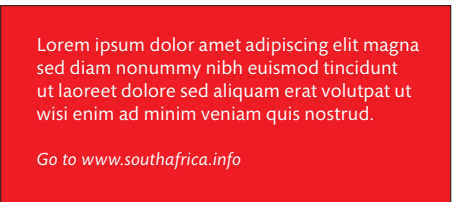
Secondary colour application:



1.



2.



3.

2. Basic Elements

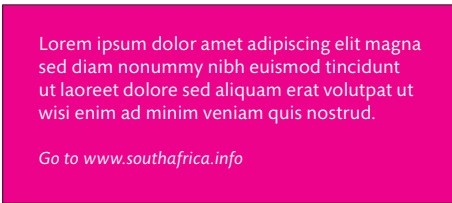
Incorrect type colour application

All the examples of the type application illustrated on the right are unacceptable and the following should be noted:

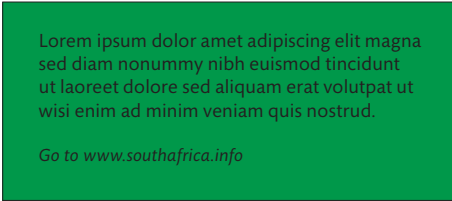
1. Type may not be placed on any other colour except our brand colours.
2. Black type may not be placed on a dark-coloured image.
3. White type may not be placed on a light-coloured image.
4. Black type may never be placed on a green-coloured background.
5. Black type may never be placed on a blue-coloured background.
6. Black type may never be placed on a red-coloured background.
7. White type may never be placed on a red-coloured background.



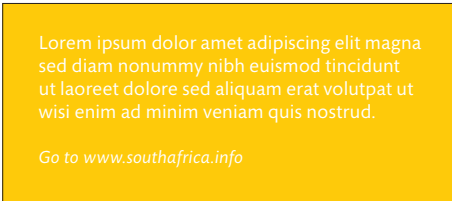
Incorrect colour application



1.



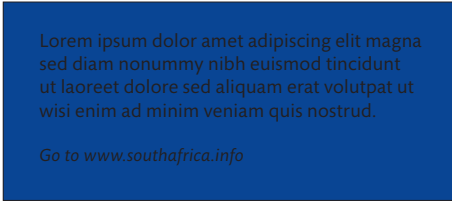
4.



7.



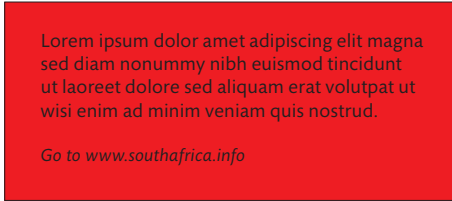
2.



5.



3.



6.

2. Basic Elements

Photographic style

The photographic style used by Brand South Africa is unique to each Province and City according to geographical offerings and subject matter. The photography style used captures the essence of South Africa's richness of culture and heritage in its people as well as the abundant beauty of scenic landscapes and cities.

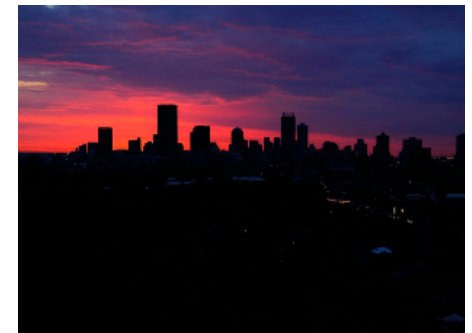
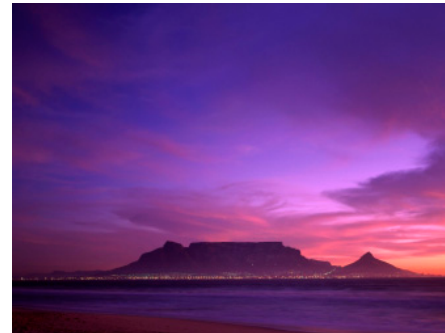
Brand South Africa marketer's portal:

Here you can browse and download high-res images for branding and marketing purposes. The photographic images used in the Brand South Africa communication is an important part of how the brand and the country is positioned in people's minds. This site is managed by Big Media on behalf of Brand South Africa.

To gain access to the portal and approved images, please contact:

Sallyann Niven on sallyannn@bigmedia.co.za,
Nicky Rehbock on nickyr@bigmedia.co.za
or info@bigmedia.co.za

Photographic style



Photographers are expected to shoot believable imagery of real South Africans doing innovative work. The photographers work with a spontaneous approach: They don't get people to pose and don't over direct them. Subjects feel comfortable in the circumstance they are photographed in. Natural light is used to add to the style which portrays the real essence of them. The MediaClubSouthAfrica.com image library, which is a public service offering some 2 000 high-quality photos of South Africa, is available in both low- and high-resolution for use on the web or in print. This service is free of charge.

Stationery



Inspiring new ways

3. Stationery

A4 letterhead template

The A4 letterhead is part of the Brand South Africa stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

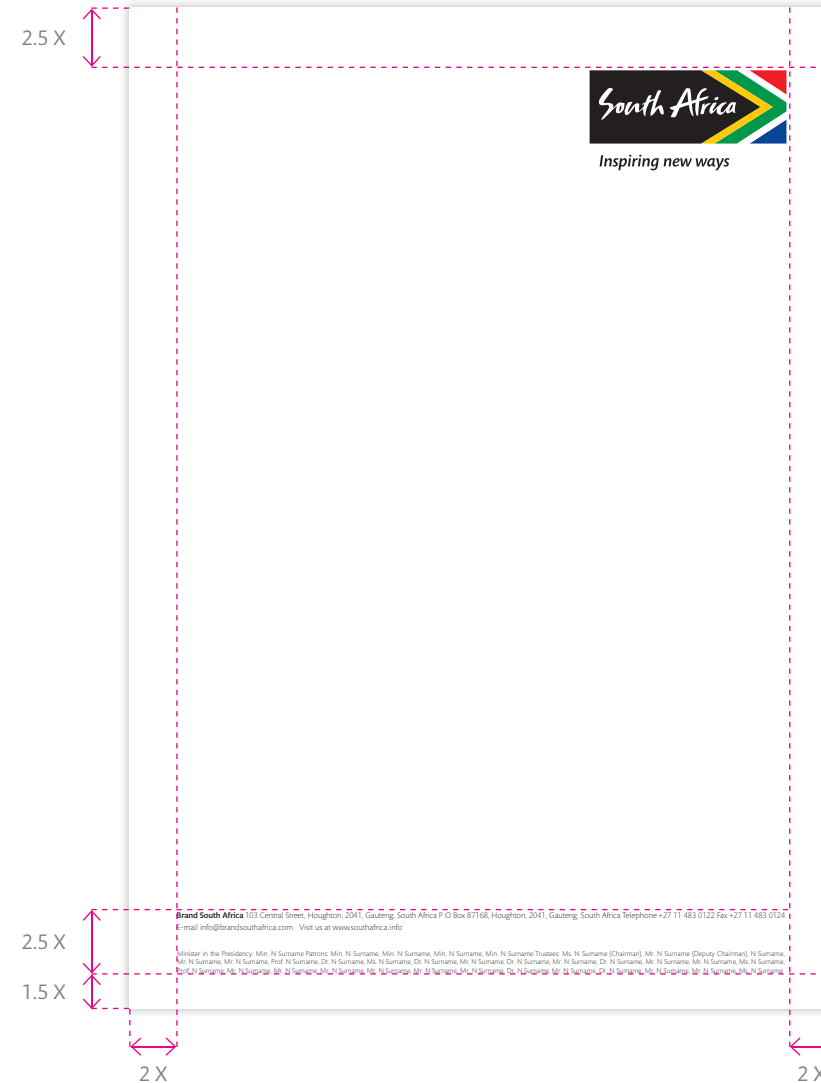
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Body copy: Trebuchet MS, 12 pt
Logo width: 60 mm

X = height of the red triangle within the logo

Template



3. Stationery

A4 letterhead example

The A4 letterhead is part of the Brand South Africa stationery, and guidelines for its use should be followed.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example



3. Stationery

Business card template

The business card is part of the Brand South Africa stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

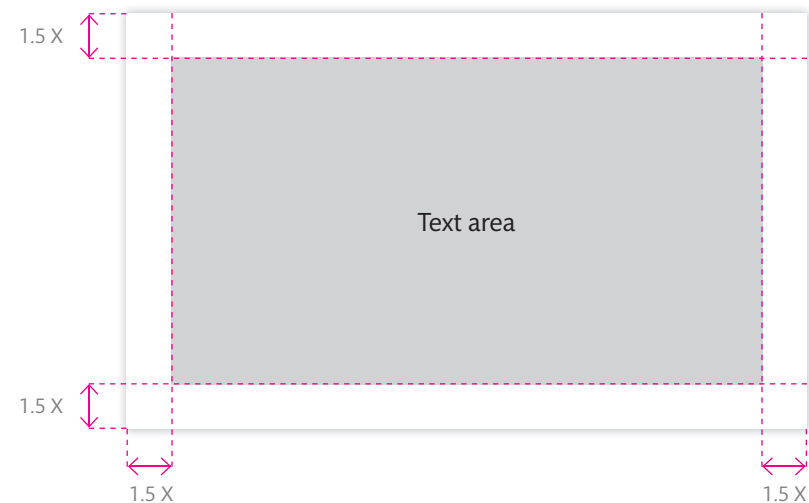
Size: 55 mm x 90 mm
Colour: CMYK
Logo width: 30 mm

X = height of the red triangle within the logo

Front



Back



3. Stationery

Business card example

The business card is part of the Brand South Africa stationery, and guidelines for its use should be followed.

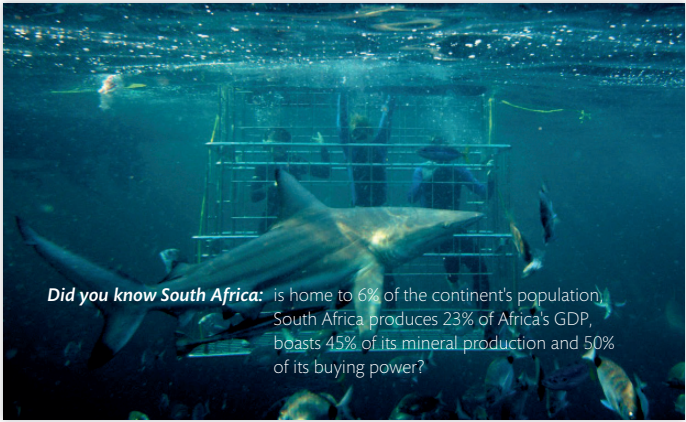
The front of the business card contains all the details and contact numbers. The back of the card contains an image and a fact about South Africa, which also relates to the image.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Front



Back



3. Stationery

Facsimile template

The A4 facsimile is part of the Brand South Africa business stationery, and guidelines for its use should be followed. The facsimile is available in Microsoft Word format. All editable type is Trebuchet MS because of its good compatibility across different computer platforms.

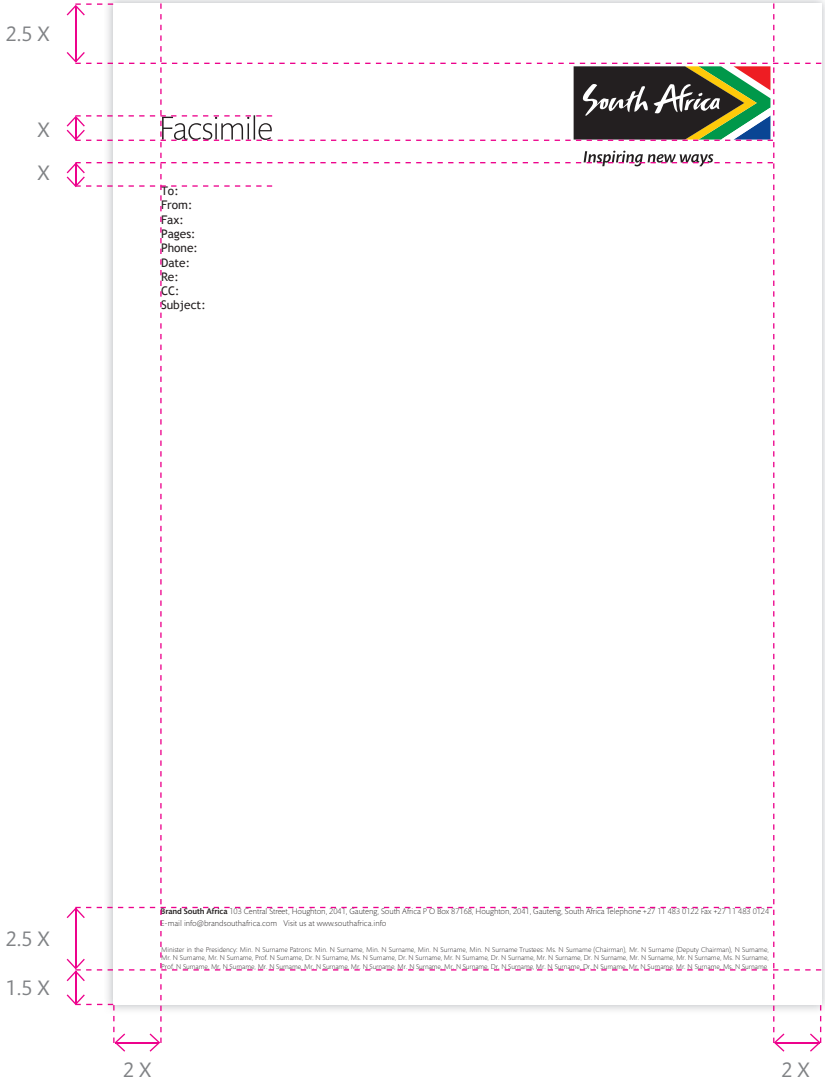
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Body copy: Trebuchet MS, 12 pt
Logo width: 60 mm

X = height of the red triangle within the logo

Template



3. Stationery

Facsimile example

The facsimile is part of the Brand South Africa stationery, and guidelines for its use should be followed.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example



3. Stationery

Memorandum template

The A4 memorandum is part of the Brand South Africa business stationery, and guidelines for its use should be followed. The memorandum is available in Microsoft Word format. All editable type is Trebuchet MS because of its good compatibility across different computer platforms.

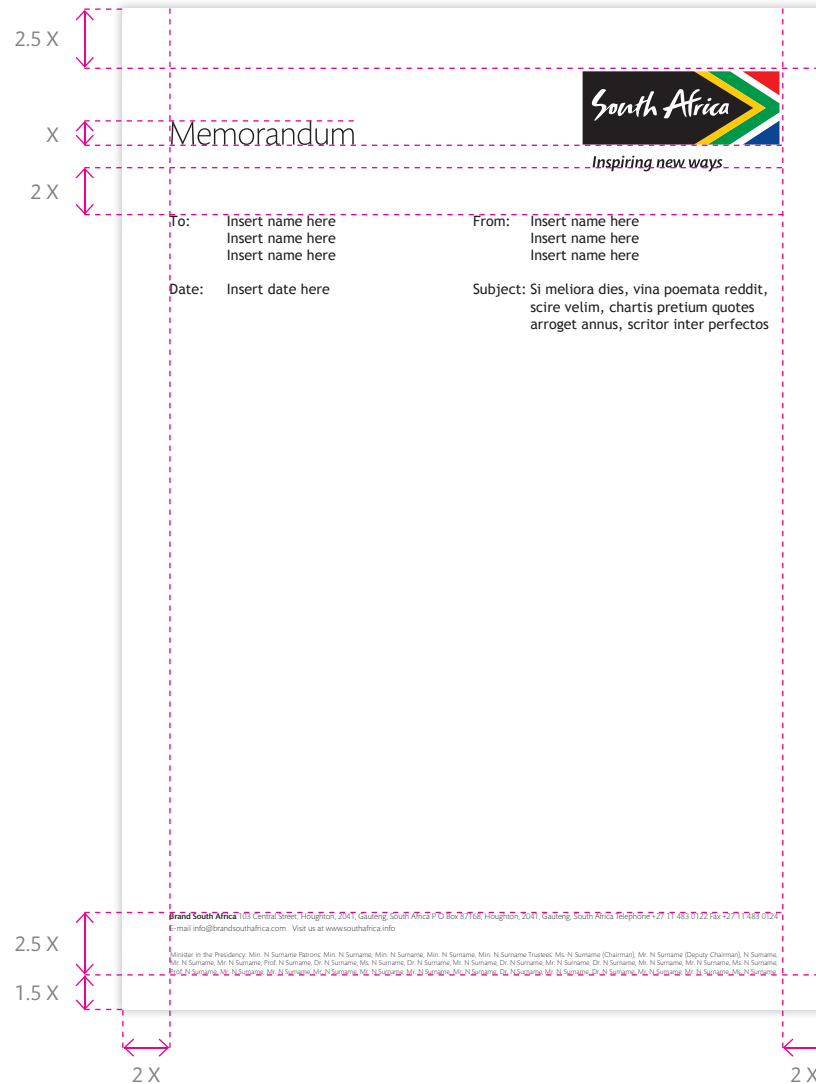
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Body copy: Trebuchet MS, 12 pt
Logo width: 60 mm

X = height of the red triangle within the logo

Template



3. Stationery

Memorandum example

The memorandum is part of the Brand South Africa stationery, and guidelines for its use should be followed.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example

Memorandum



To: Insert name here
Insert name here
Insert name here

From: Insert name here
Insert name here
Insert name here

Date: Insert date here

Subject: Si meliora dies, vina poemata reddit,
scire velim, chartis pretium quotes
arroget annus, scriitor inter perfectos

People read business letters quickly.

Therefore, get to the point in the first paragraph - the first sentence, if possible. In other words, state what you want up front.

Single space your letters and skip a line between paragraphs. Because people read business letters quickly, use shorter sentences and paragraphs than you would in a longer document. Sentences should average fewer than twenty words, and paragraphs should average fewer than seven lines.

Sub-headings are set in Trebuchet Bold

Space your letter on the page so that it does not crowd the top. However, if possible, keep your letter to one page. Second pages often are not read. Send copies to anyone whose name you mention in the letter or who would be directly affected by the letter.

Final paragraphs should tell readers what you want them to do or what you will do for them.

Sincerely,

(Signature)

Name Surname

Brand South Africa 103 Central Street, Houghton, 2041, Gauteng, South Africa P O Box 87168, Houghton, 2041, Gauteng, South Africa Telephone +27 11 483 0122 Fax +27 11 483 0124
E-mail info@brandsouthafrica.com Visit us at www.southafrica.info

Minister in the Presidency; Min. N Surname Patron; Min. N Surname, Min. N Surname, Min. N Surname Trustees; Ms. N Surname (Chairman), Mr. N Surname (Deputy Chairman), N Surname, Mr. N Surname, Mr. N Surname, Prof. N Surname, Dr. N Surname, Mls. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Dr. N Surname, Dr. N Surname, Mr. N Surname, Ms. N Surname, Ms. N Surname, Prof. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Ms. N Surname, Ms. N Surname.

3. Stationery

National anthem card template

The South African national anthem card is part of the Brand South Africa stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

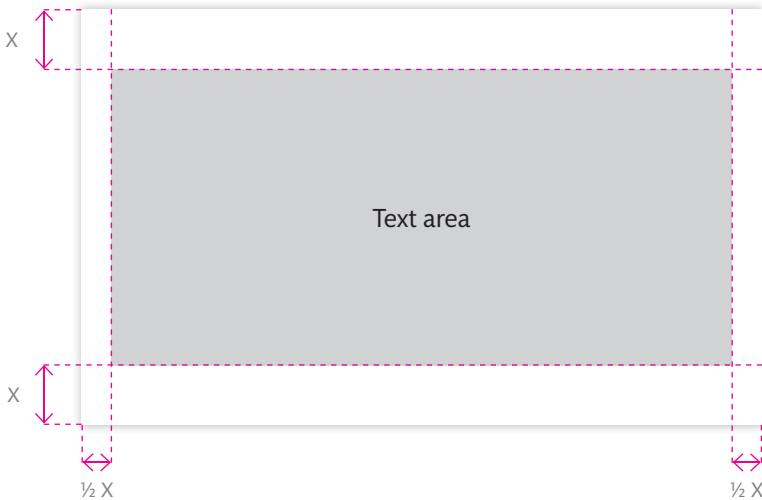
Size: 55 mm x 90 mm
Colour: CMYK
Logo width: 30 mm

X = height of the red triangle within the logo

Front



Back



3. Stationery

National anthem card template

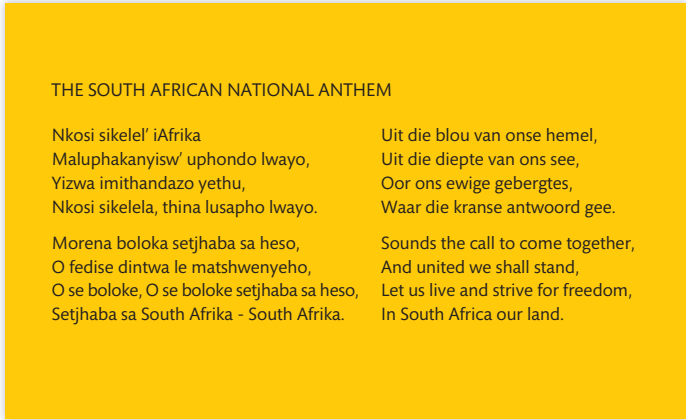
The South African national anthem card is part of the Brand South Africa stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Front



Back



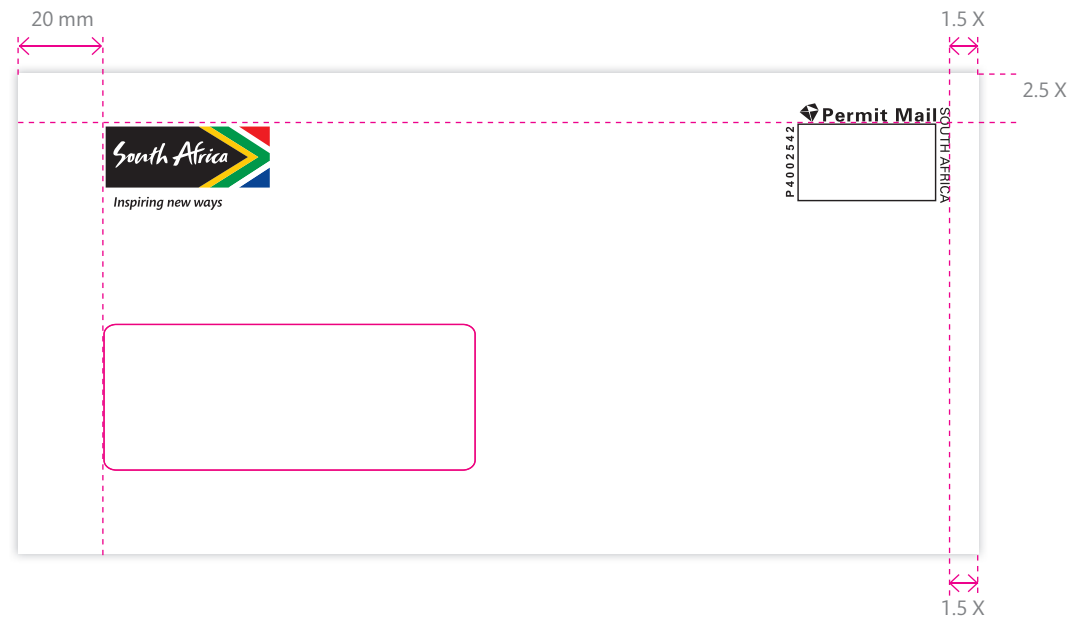
3. Stationery

Envelopes DL

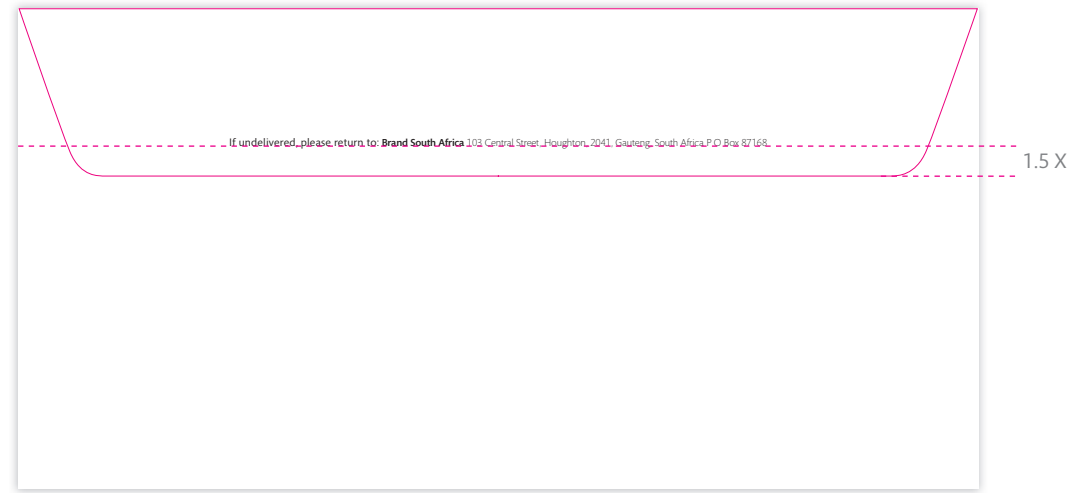
Plain white DL envelopes specifications:
The Brand South Africa logo is aligned to the left edge of the envelope window and positioned 20 mm from the left and 2.5 'X' height spaces from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.

X = height of the red triangle within the logo

Template



Back

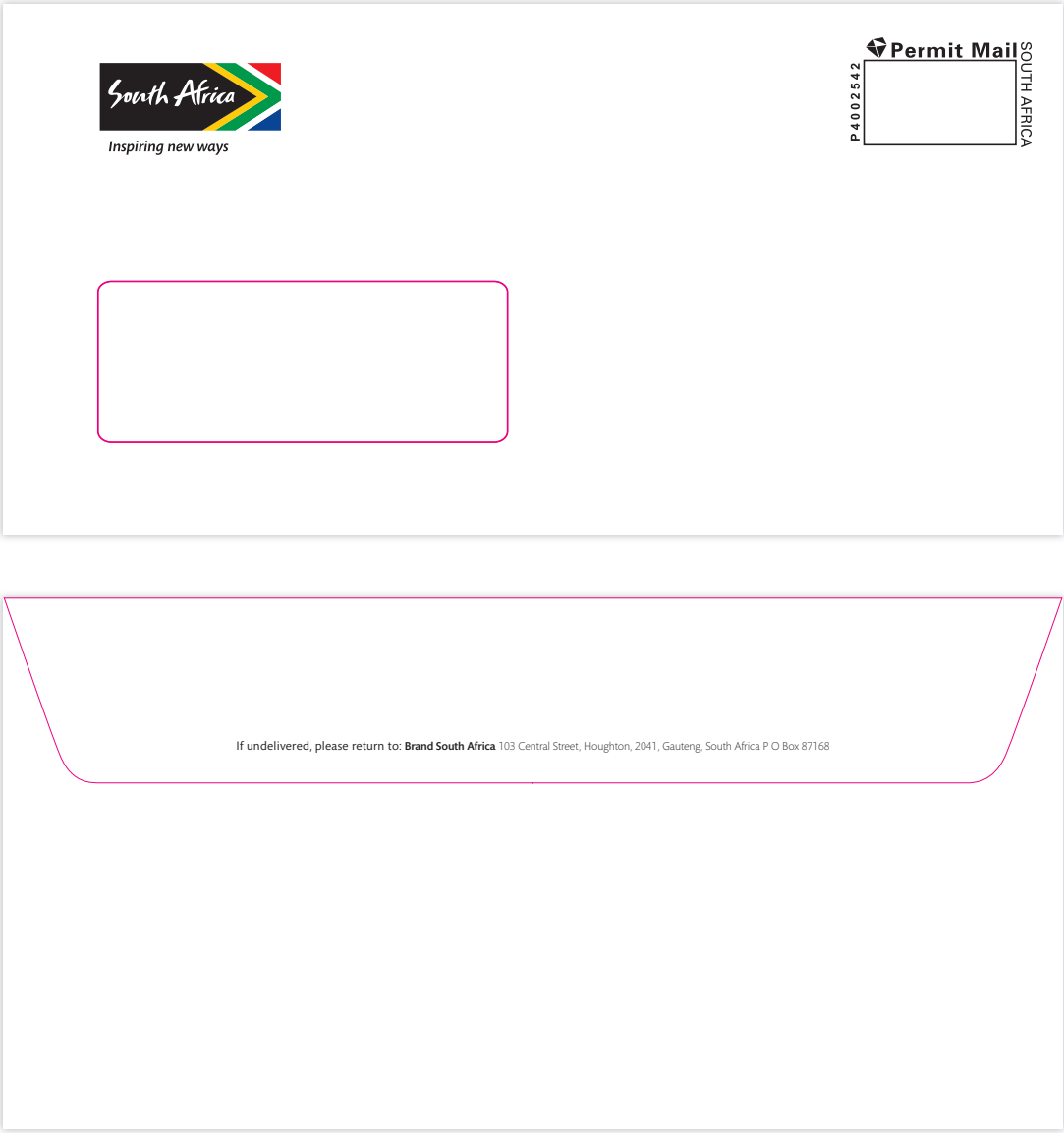


3. Stationery

Envelopes DL

Refer to the rules on page 43 for illustrated examples.

Example



3. Stationery

Envelopes DL

Full-colour background DL envelopes specifications

The Brand South Africa logo is aligned to the left edge of the envelope window and positioned 20mm from the left and 2.5 'X' height spaces from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements section. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.

X = height of the red triangle within the logo

Example



3. Stationery

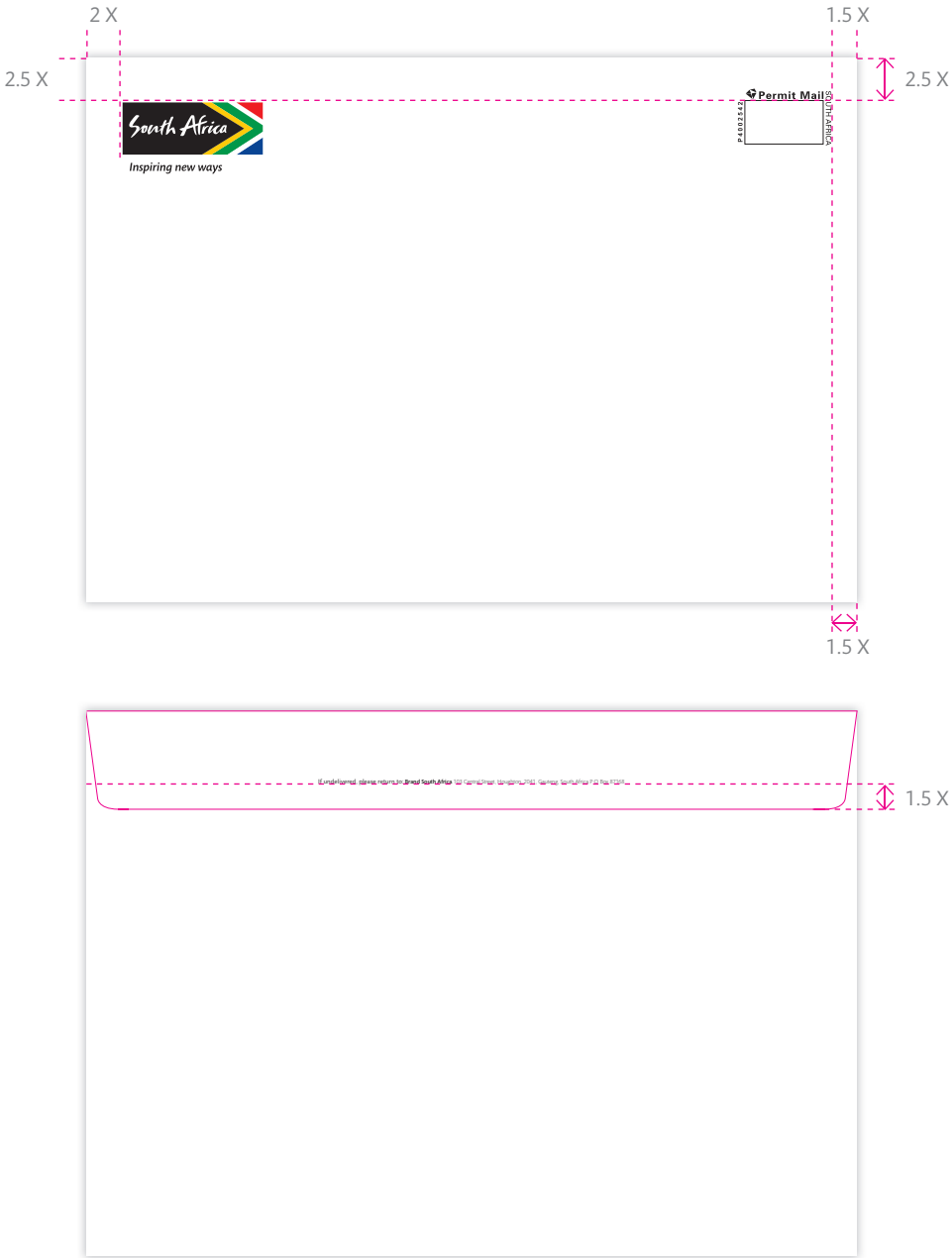
Envelopes C4

Plain white C4 envelopes specifications

The Brand South Africa Logo is aligned to the left edge of the envelope window and positioned 2 'X' height from the left and 2.5 'X' height spaces from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements section. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.

X = height of the red triangle within the logo

Template

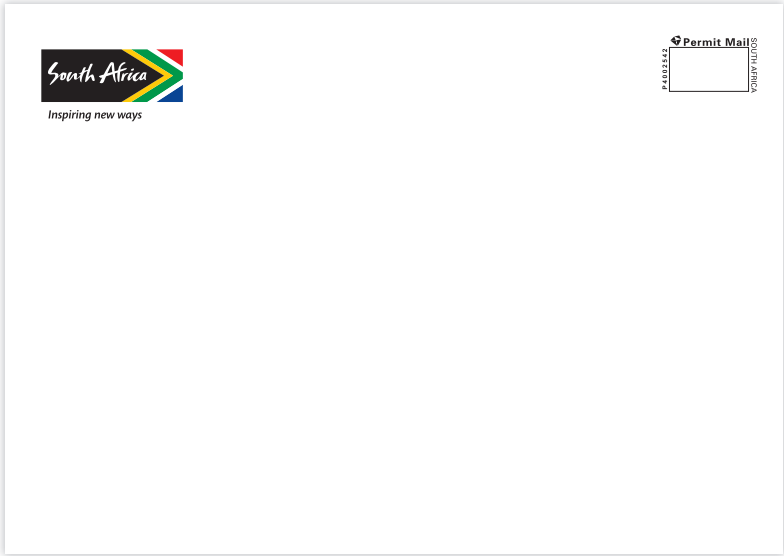


3. Stationery

Envelopes C4

Refer to the rules on page 46 for illustrated examples.

Example



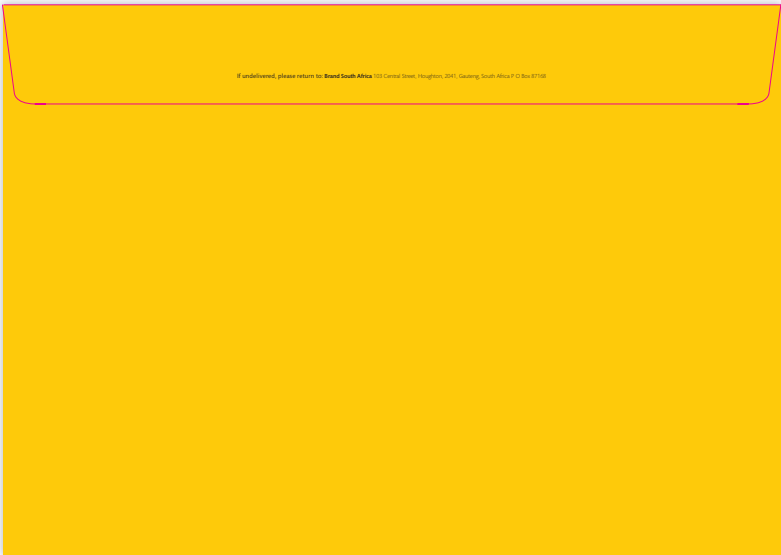
3. Stationery

Envelopes C4

Full-colour background C4 envelopes
specifications

Refer to the rules on page 46 for illustrated
examples.

Example



3. Stationery

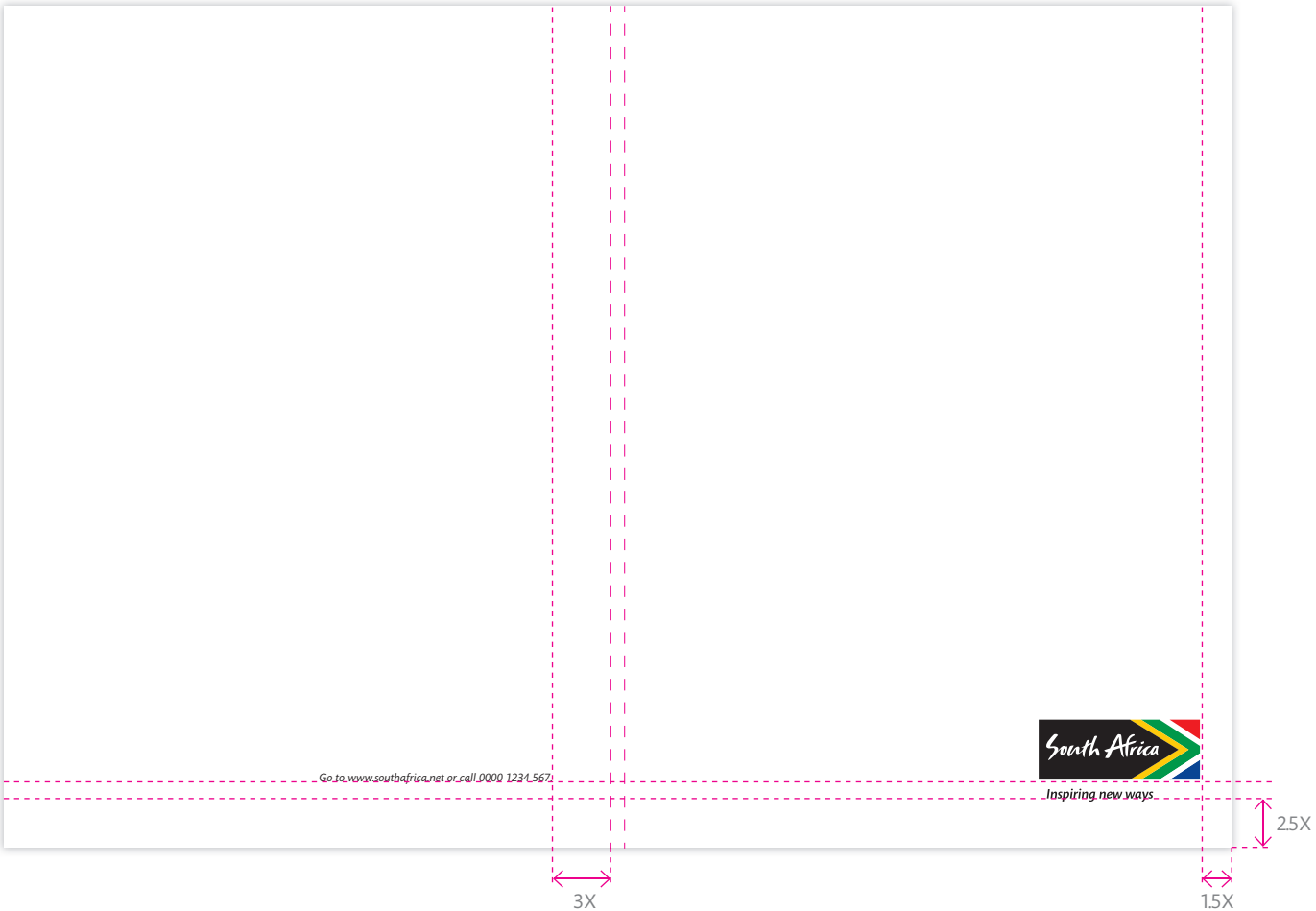
Folders

Plain white A4 folder specifications

The Brand South Africa logo is aligned to the right bottom edge of the folder and positioned 1.5 'X' height from the bottom right and 2.5 'X' height spaces from the side of the folder as illustrated. Please refer to the minimum size rules in the basic elements section. The back of the folder always carries the call to action which is illustrated as the website address and call centre number.

X = height of the red triangle within the logo

Template



3. Stationery

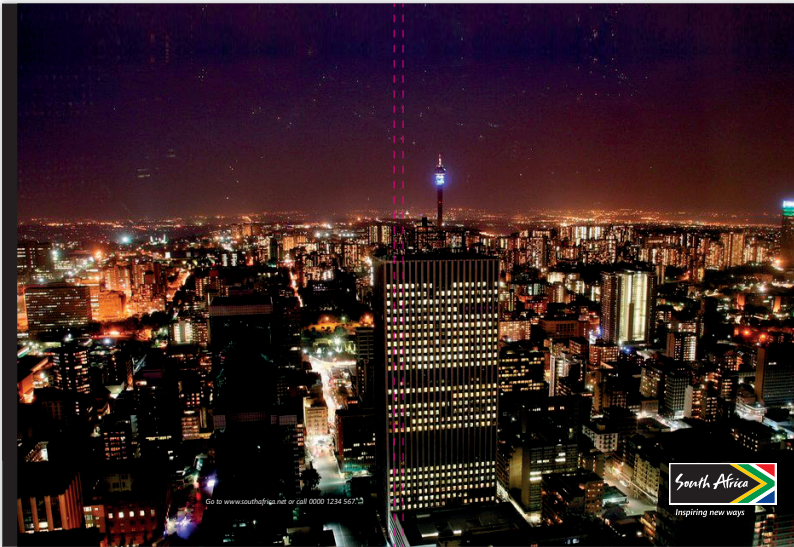
Folders

Full-page visual A4 folder specification

Use of full-colour, full bleed visuals are allowed on folders. Logo position specifications principles are applied as per page 49.

Important to remember, is that the logo must always be visible and the photograph should never interfere with the logo legibility. Inside spread can be flood coat (full colour) as illustrated.

Template



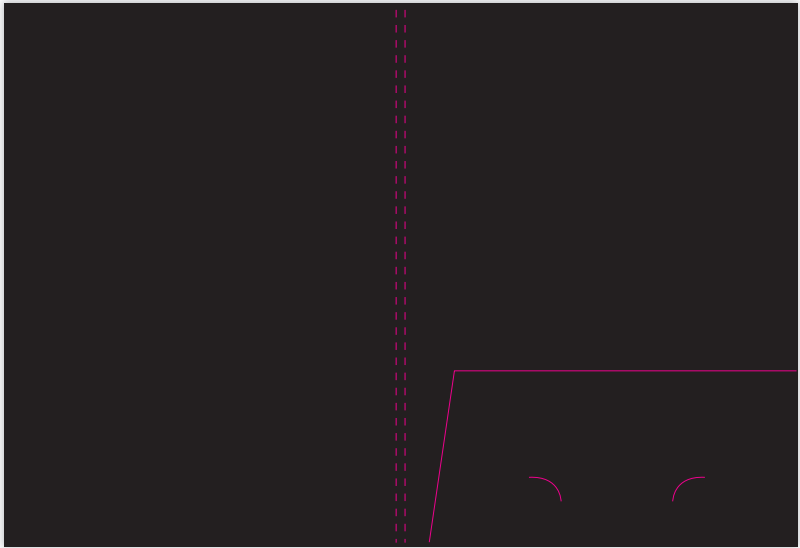
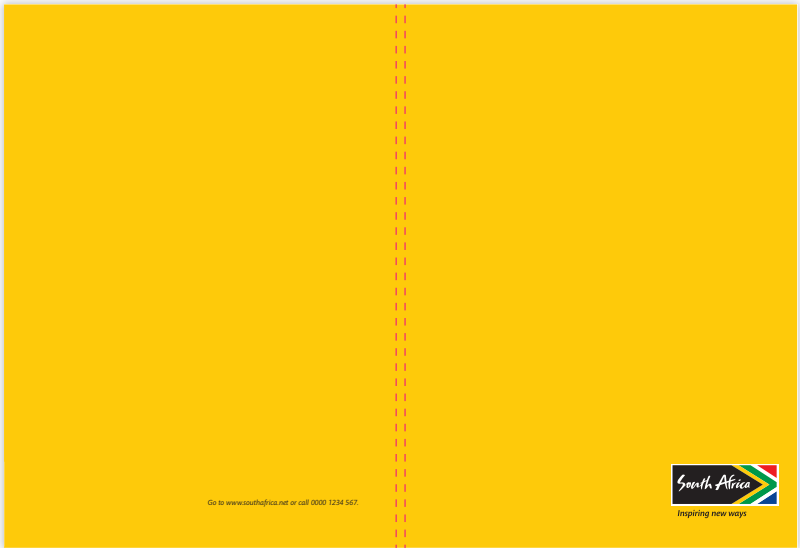
3. Stationery

Folders

Full colour (solid flood coat) A4 folder specification

Refer to rules on page 49.

Template



3. Stationery

PowerPoint: Introduction slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 720 px x 540 px
- Logo width: 60 mm
- Copy: Trebuchet MS
- Colour: RGB

X = height of the red triangle within the logo

Template



3. Stationery

PowerPoint: Introduction slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example



3. Stationery

PowerPoint: Title slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 720 px x 540 px
- Logo width: 60 mm
- Copy: Trebuchet MS
- Colour: RGB

X = height of the red triangle within the logo

Template



3. Stationery

PowerPoint: Title slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example

Presentation Title placed
here in Trebuchet MS 36 pt

Presenter's Name 24 pt

Date 24 pt



3. Stationery

PowerPoint: Content slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

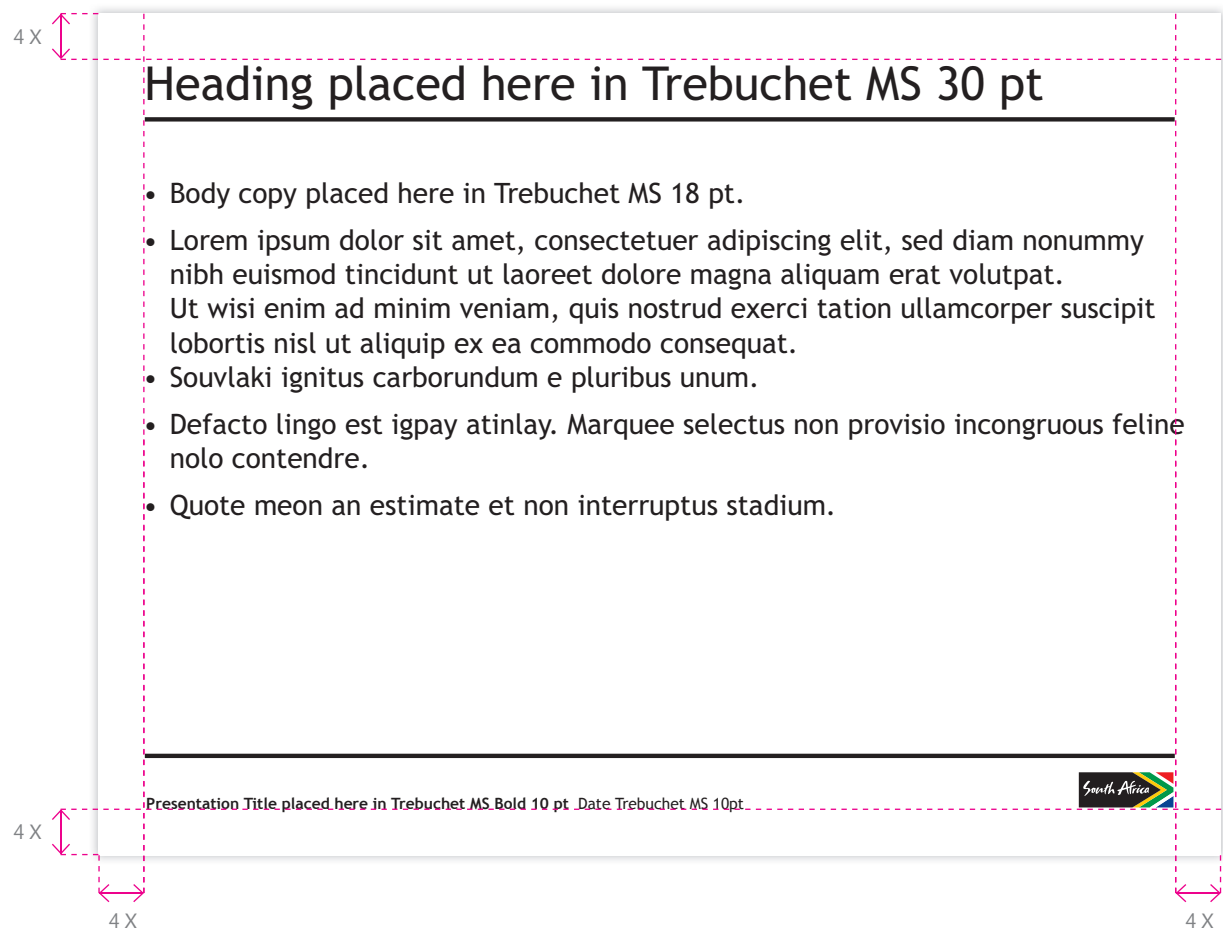
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 720 px x 540 px
Logo width: 22 mm
Copy: Trebuchet MS
Colour: RGB

X = height of the red triangle within the logo

Template



3. Stationery

PowerPoint: Content slide

The PowerPoint presentation is part of the Brand South Africa business stationery, and guidelines for its use should be followed. All editable text is Trebuchet MS because of its good compatibility across different computer platforms.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example

Heading placed here in Trebuchet MS 30 pt

- Body copy placed here in Trebuchet MS 18 pt.
- 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.
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere.
- Quote meon an estimate et non interruptus stadium.

Presentation Title placed here in Trebuchet MS Bold 10 pt Date Trebuchet MS 10pt



Literature

4. Literature

Brochure cover grid

The A4 brochure template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

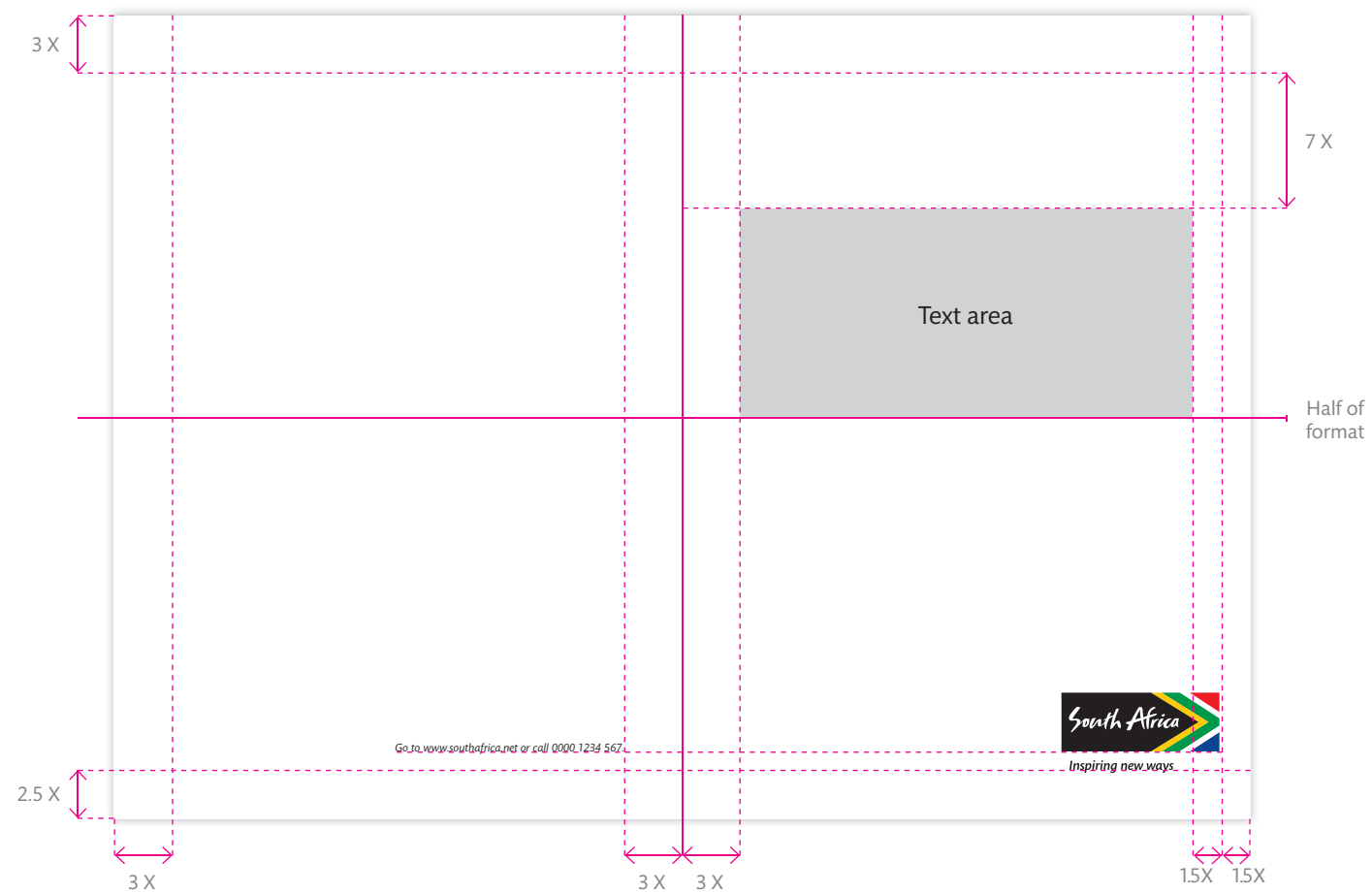
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 210 mm x 297 mm folded
420 mm x 297 mm flat
- Colour: CMYK
- Logo width: 60 mm

X = height of the red triangle within the logo

Template



4. Literature

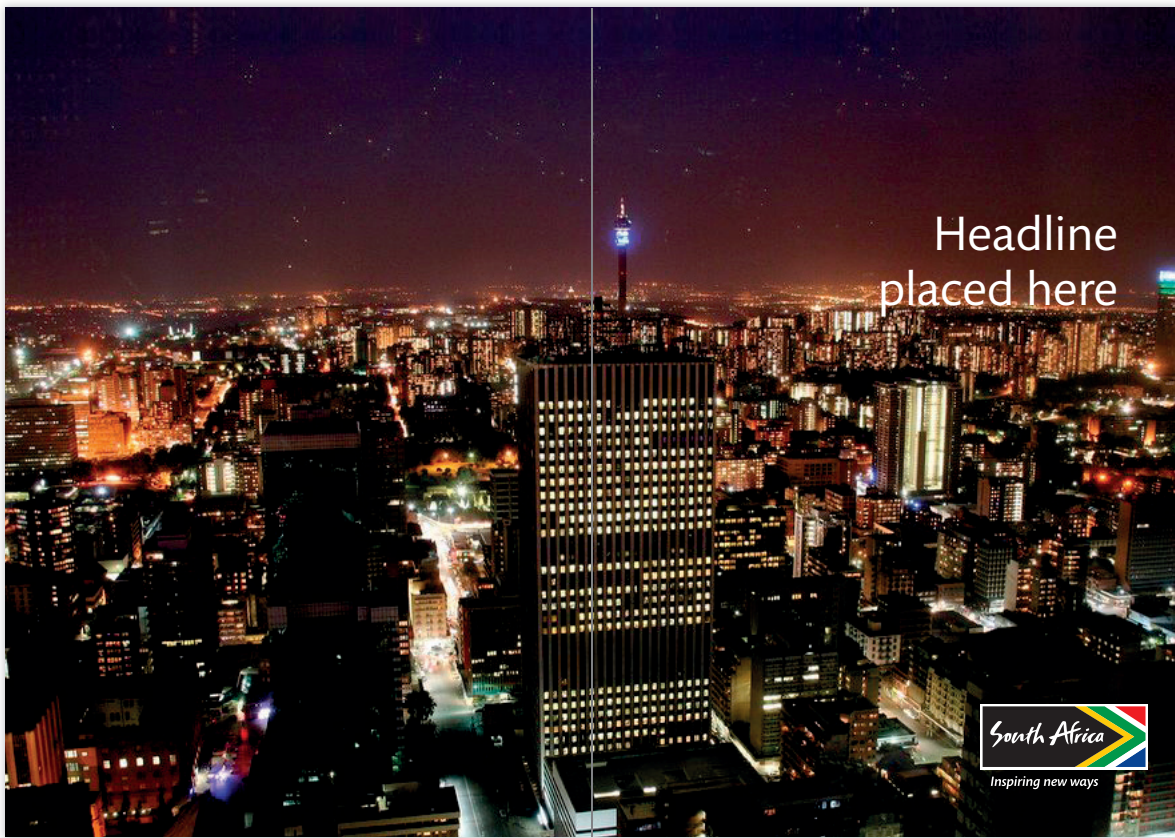
Brochure cover grid

The A4 brochure template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	50 pt
URL & Tel:	Mundo Sans Italic	12 pt

Example



4. Literature

Brochure inside spreads margins

The inside spread margins are all equal, i.e. 3 X. (The 'X' value is determined by the height of the red triangle within the Brand South Africa logo that was used on the cover.)

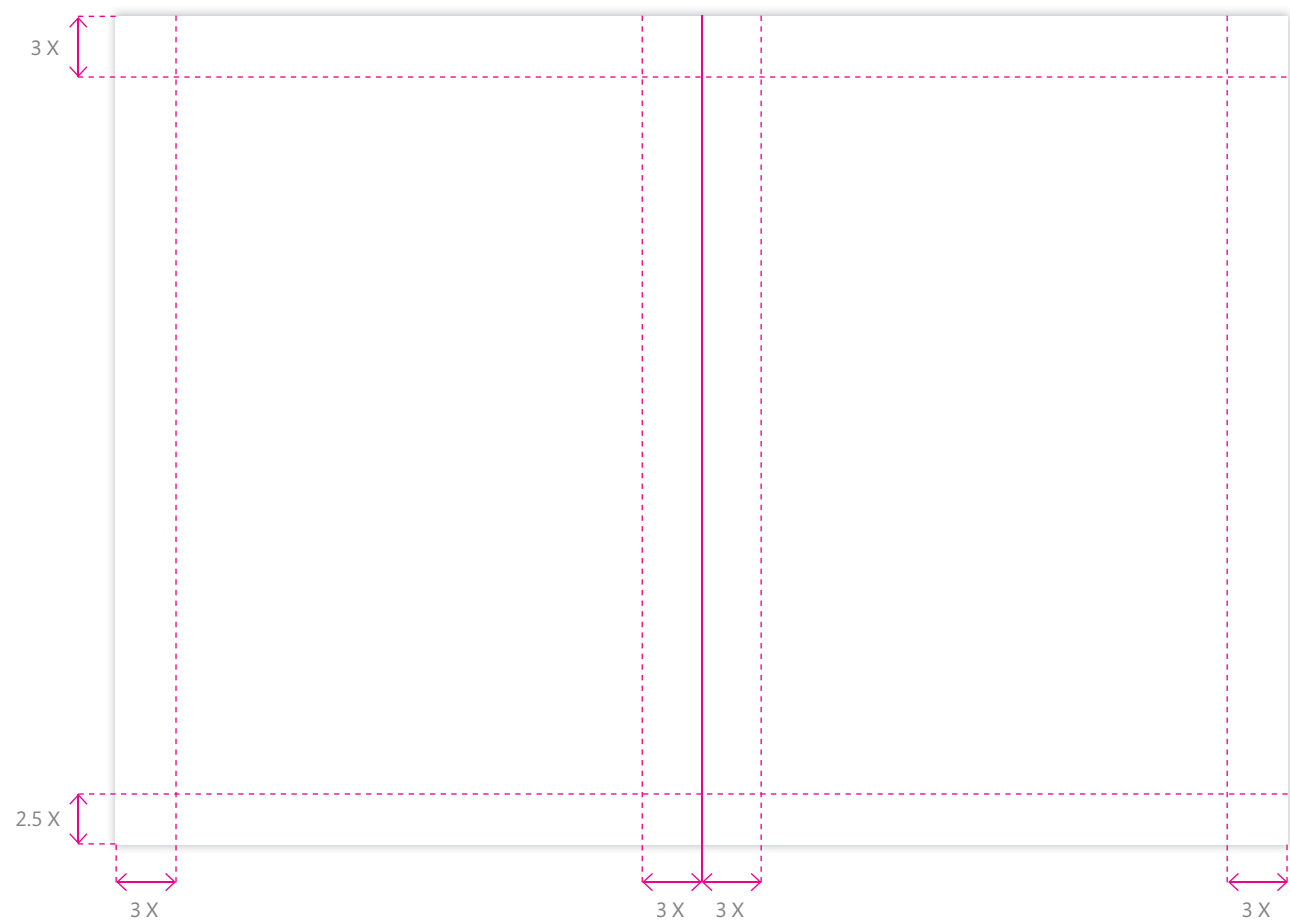
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 210 mm x 297 mm folded
420 mm x 297 mm flat
- Colour: CMYK

X = height of the red triangle within the logo

Margins



4. Literature

Brochure inside spreads columns

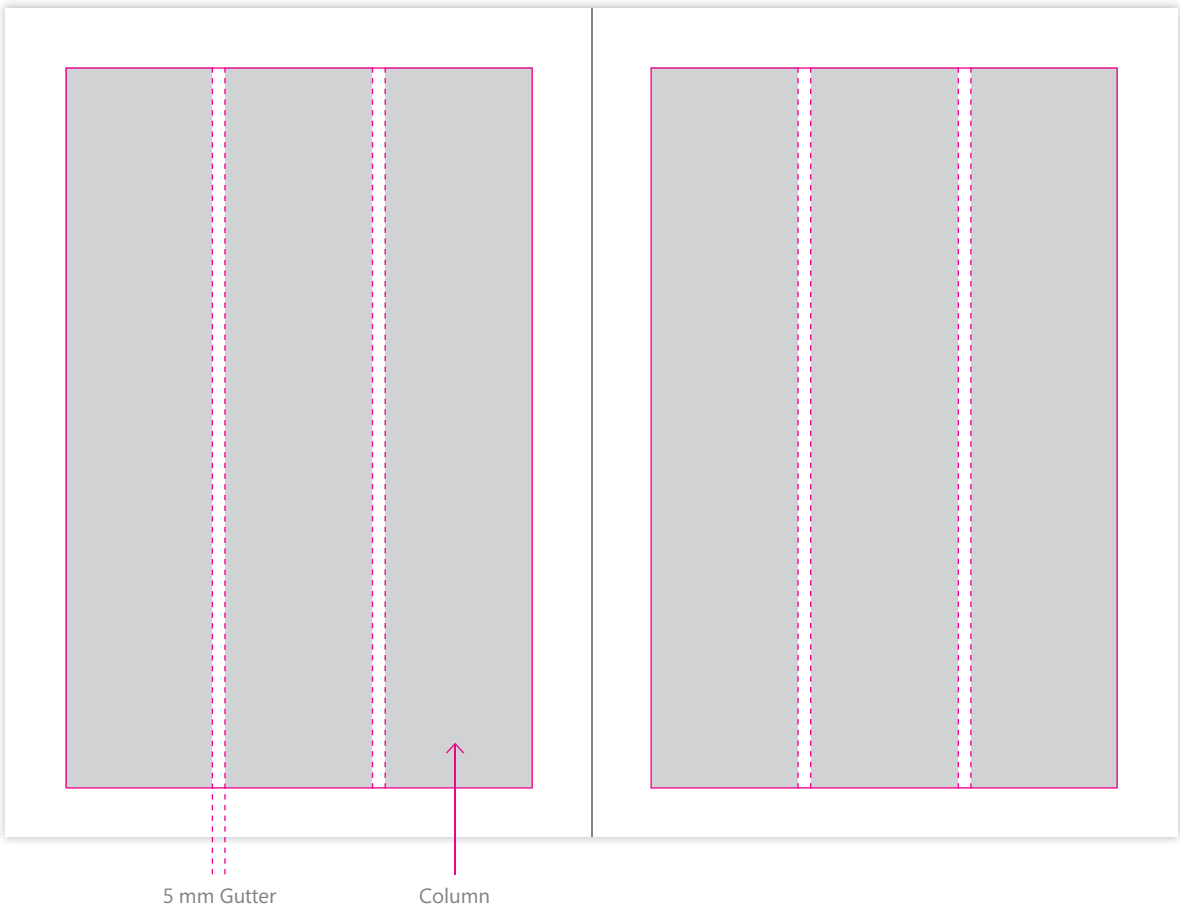
Once the margins have been established, the page is divided into three equal columns with a 5 mm gutter. The gutter is the space between the columns, as illustrated on the right.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Margins: 3 X
- Columns: 3
- Gutter: 5 mm

Columns



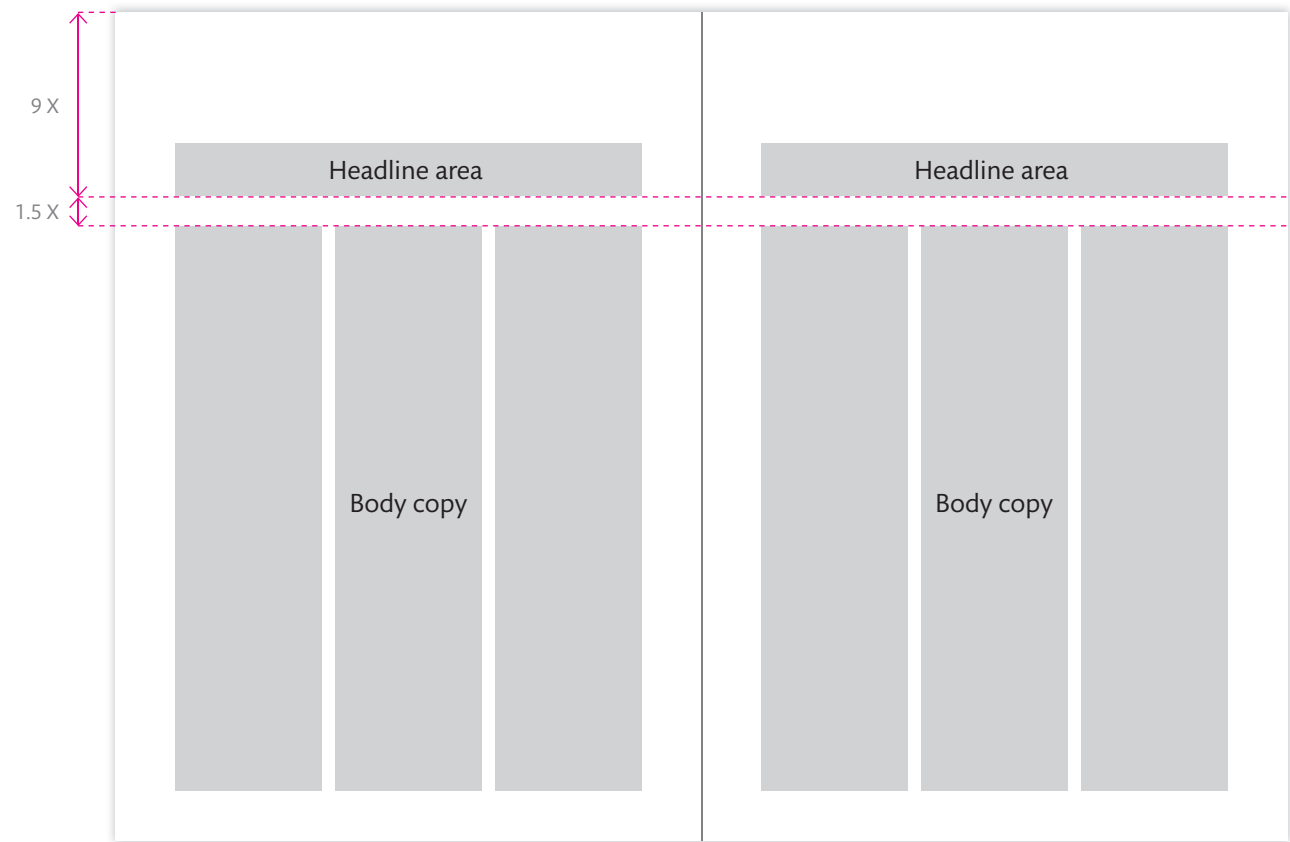
4. Literature

Brochure copy placement

There are designated headline and body copy areas, as illustrated on the right. Copy may be placed in any of the columns and may span over two columns, as shown in the pages to follow.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Copy placement



4. Literature

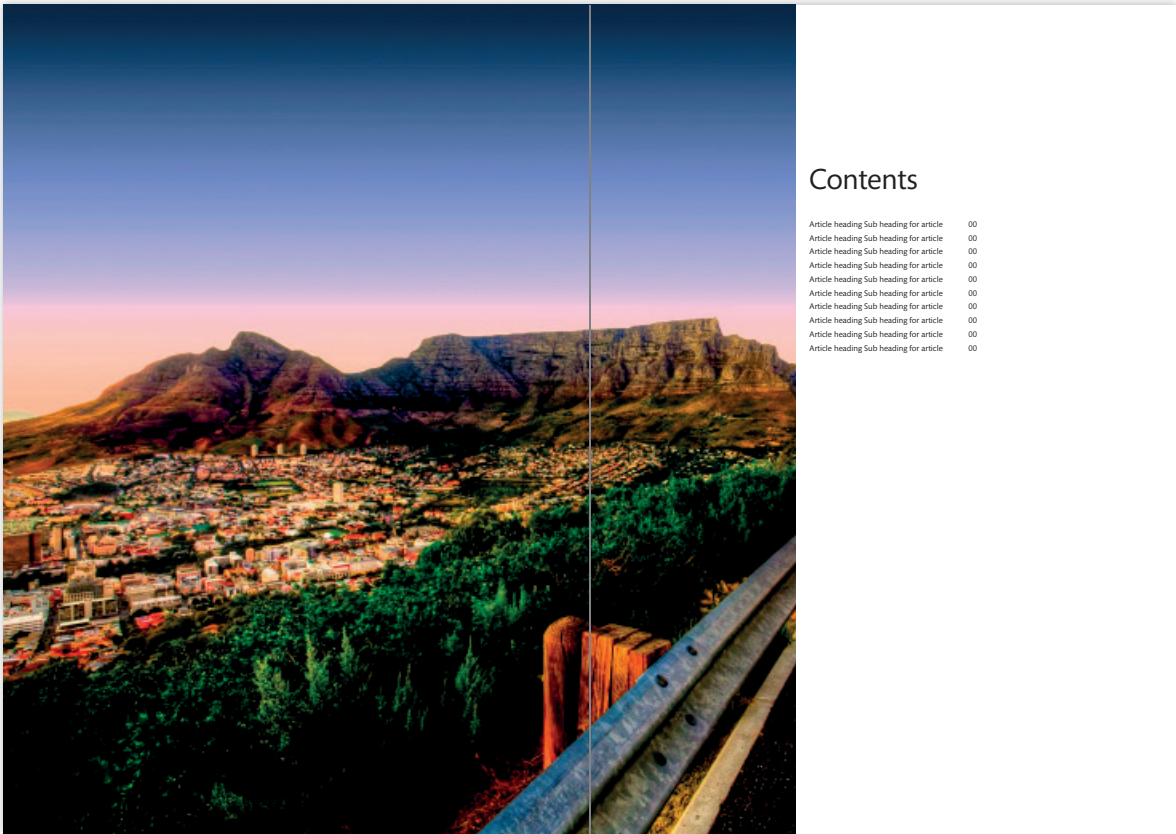
Contents spread example

Illustrated on the right is an example of a content page spread.

Headlines should ideally not fill more than two lines. The body copy to be written in sentence case. Captions must always briefly describe the image used.

Headlines:	Mundo Sans	30 pt
Introduction:	Mundo Sans Italic	15 pt
Body copy:	Mundo Sans	8.5 pt
Sub-headings:	Mundo Sans Medium	8.5 pt
Captions:	Mundo Sans Light Italic	6.5 pt

Content page example



4. Literature

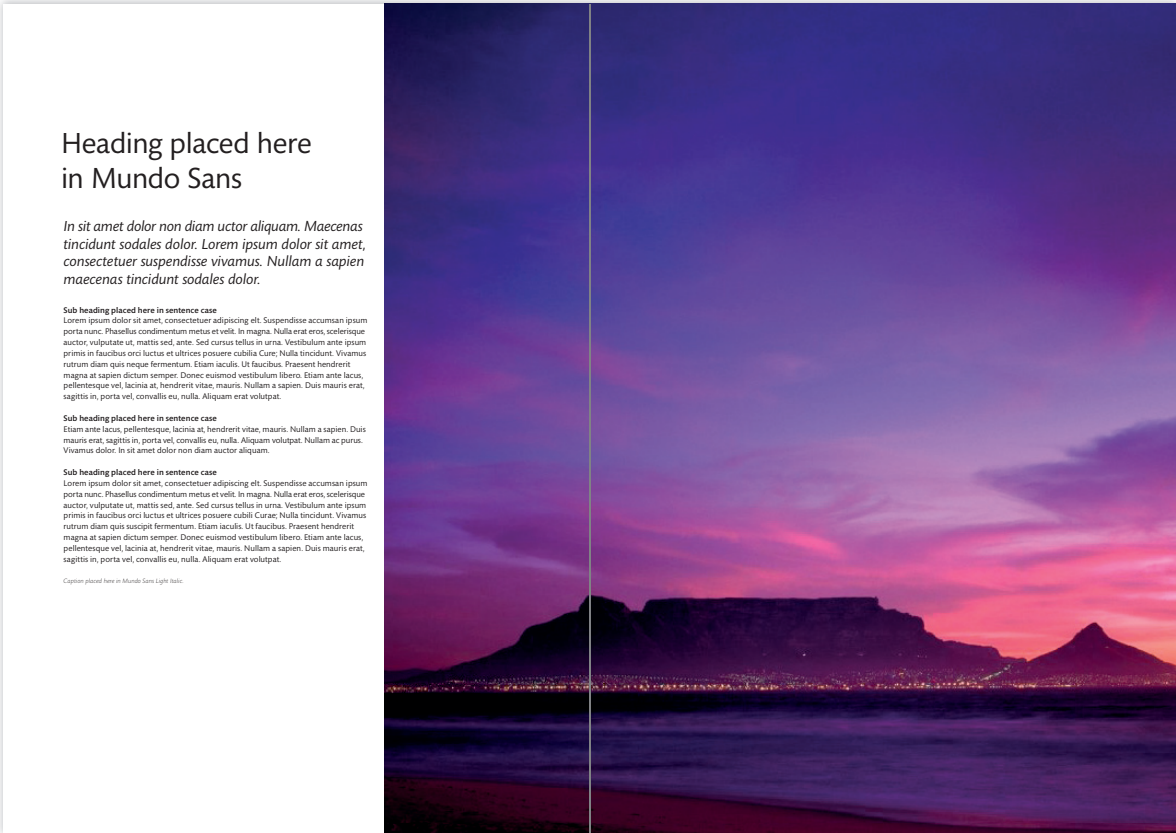
Typical spread example

Illustrated on the right is an example of a typical DPS.

Headlines should ideally not fill more than two lines. The body copy to be written in sentence case. Captions must always briefly describe the image used.

Headlines:	Mundo Sans	30 pt
Introduction:	Mundo Sans Italic	15 pt
Body copy:	Mundo Sans	8.5 pt
Sub-headings:	Mundo Sans Medium	8.5 pt
Captions:	Mundo Sans Light Italic	6.5 pt

DPS example



4. Literature

Typical spread example

Illustrated on the right is an example of a typical DPS.

Headlines should ideally not fill more than two lines. The body copy to be written in sentence case. Captions must always briefly describe the image used.

Headlines:	Mundo Sans	30 pt
Introduction:	Mundo Sans Italic	15 pt
Body copy:	Mundo Sans	8.5 pt
Sub-headings:	Mundo Sans Medium	8.5 pt
Captions:	Mundo Sans Light Italic	6.5 pt

DPS example



4. Literature

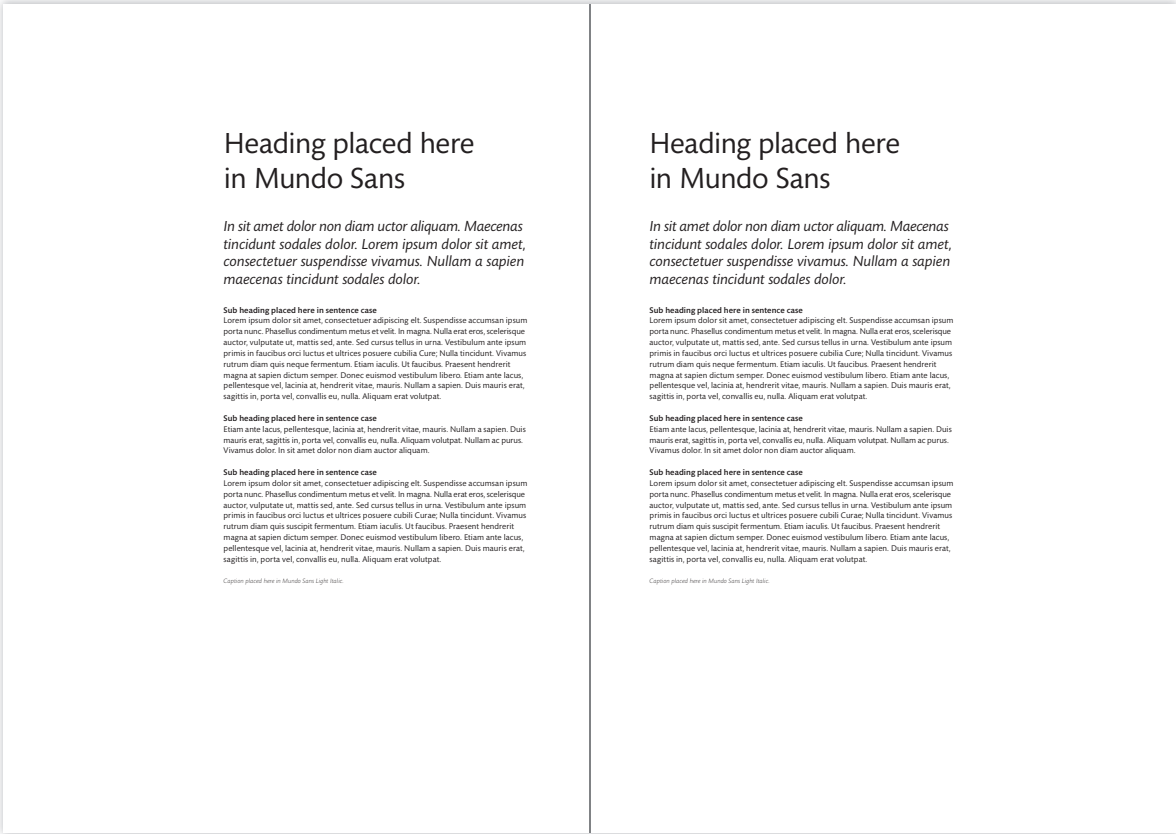
Typical spread example

Illustrated on the right is an example of a typical DPS.

Headlines should ideally not fill more than two lines. The body copy to be written in sentence case. Captions must always briefly describe the image used.

Headlines:	Mundo Sans	30 pt
Introduction:	Mundo Sans Italic	15 pt
Body copy:	Mundo Sans	8.5 pt
Sub-headings:	Mundo Sans Medium	8.5 pt
Captions:	Mundo Sans Light Italic	6.5 pt

DPS example



Campaigns

5. Campaigns

Holding device construction

Campaign logos are placed in a holding device similar to that of the logo, as illustrated on the right. The size of the campaign logo is determined by the 'X'-height.

The holding device is constructed by multiplying the 'X'-height found in the Brand South Africa logo by two and a half to establish the height. The width of this unit is equal to five times the height of the 'X'.

X = height of the red triangle within the logo

Construction



5. Campaigns

Scaling of campaign logos

When scaling a campaign logo, one starts off by anchoring it to the bottom left corner of the holding device, as can be seen on the right. The logo is then scaled in proportion until it reaches either the height or the width of the unit - depending on which occurs first.

Figure 1 and 2 illustrate a horizontally orientated logo that is scaled until it reaches the width of the device.

Campaign scaling

Fig 1: Horizontally orientated logo

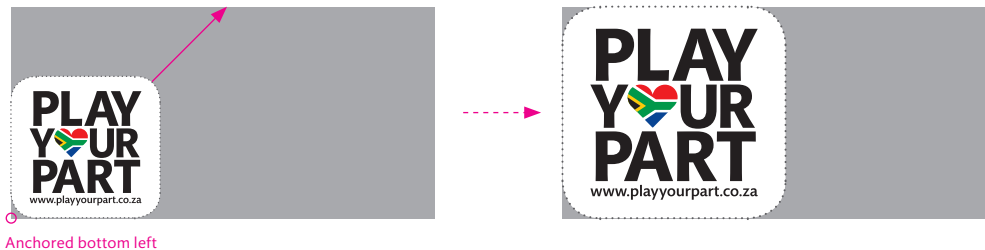
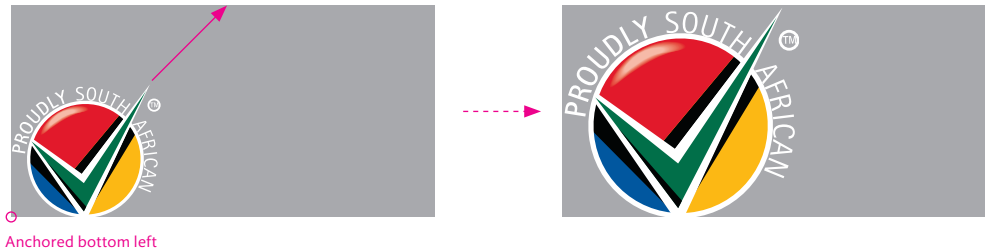


Fig 2: Horizontally orientated logo



5. Campaigns

Campaign branding

Campaign branding is placed in a holding device similar to that of the logo.
See page 69 for rules about the device.

The campaign logo is always placed on the left side of page with the Brand South Africa logo on the right side.

The size of the campaign logos, in relation to the Brand South Africa logo, will be explained in the pages to follow.

Example

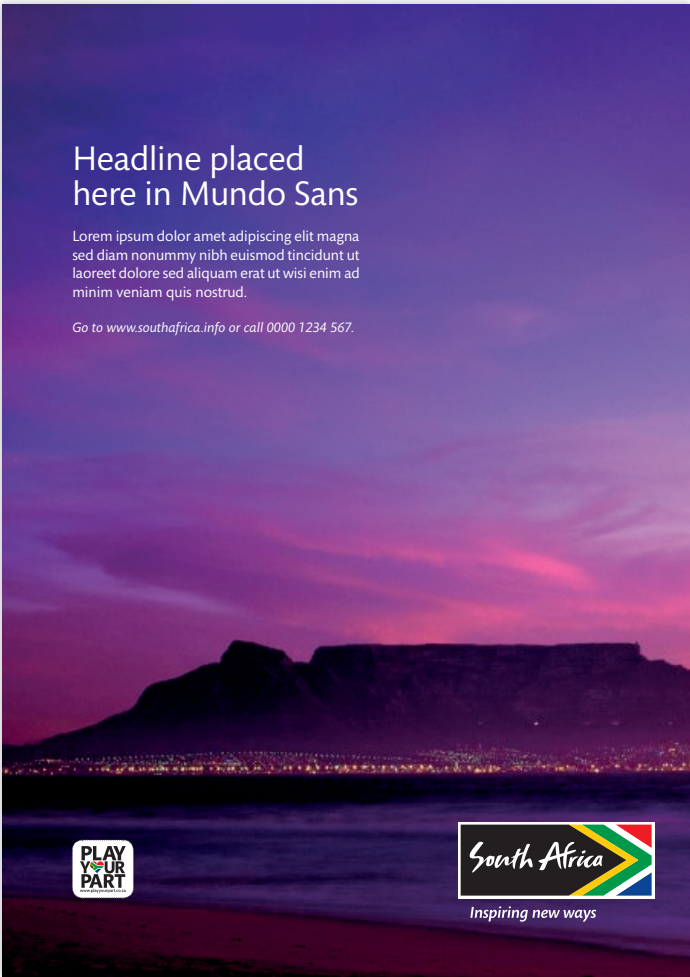


5. Campaigns

Campaign examples

Illustrated on the right are some examples of the correct campaign application.

Campaign examples



Online

6. Online

E-mail signatures

This is the official Brand South Africa e-mail signature. This format should always be used when communicating externally to ensure consistent brand alignment.

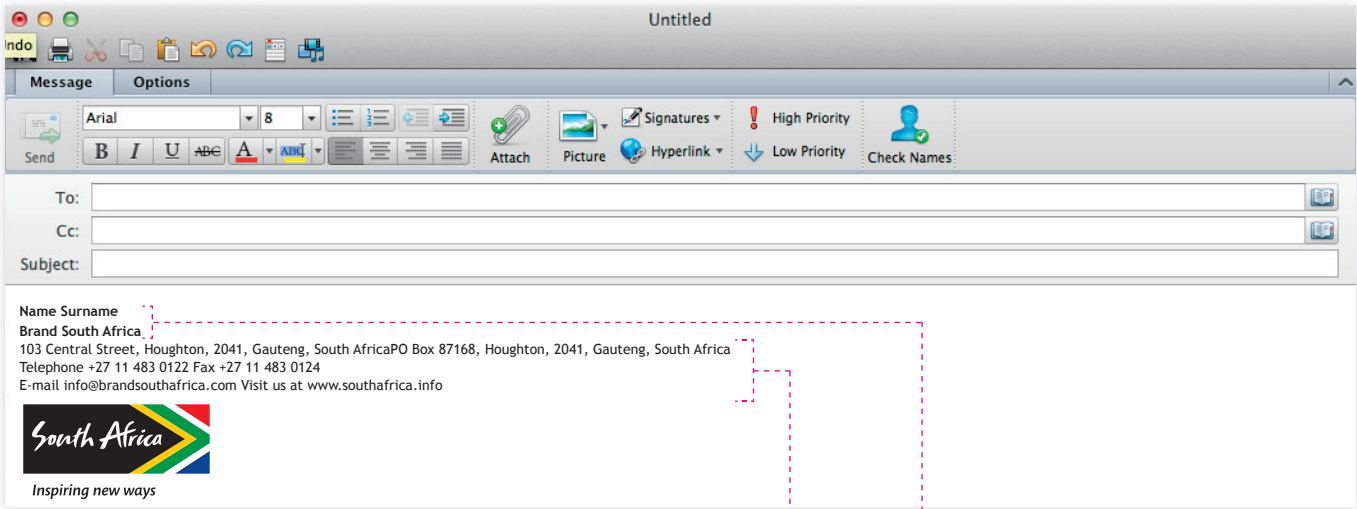
No other images or creative e-mail stationery, colours or font types may be used.

Font used: Trebuchet MS

Font size: 11 px on 14 px

Logo size: 150 px wide

E-mail signatures - Communication to external audiences



Trebuchet MS

Trebuchet MS Bold

6. Online

E-mail signatures

This is the official Brand South Africa e-mail signature. This format should always be used when communicating externally to ensure consistent brand alignment.

When co-branding with a campaign logo or other logo, this would be placed underneath the primary brand logo, using a spacing equal to the height of the primary brand logo.

No other images or creative e-mail stationery, colours or font types may be used.

Font used: Trebuchet MS
Font size: 11 pt on 14 pt
Logo size: 150 px wide

E-mail signatures - Communication to external audiences

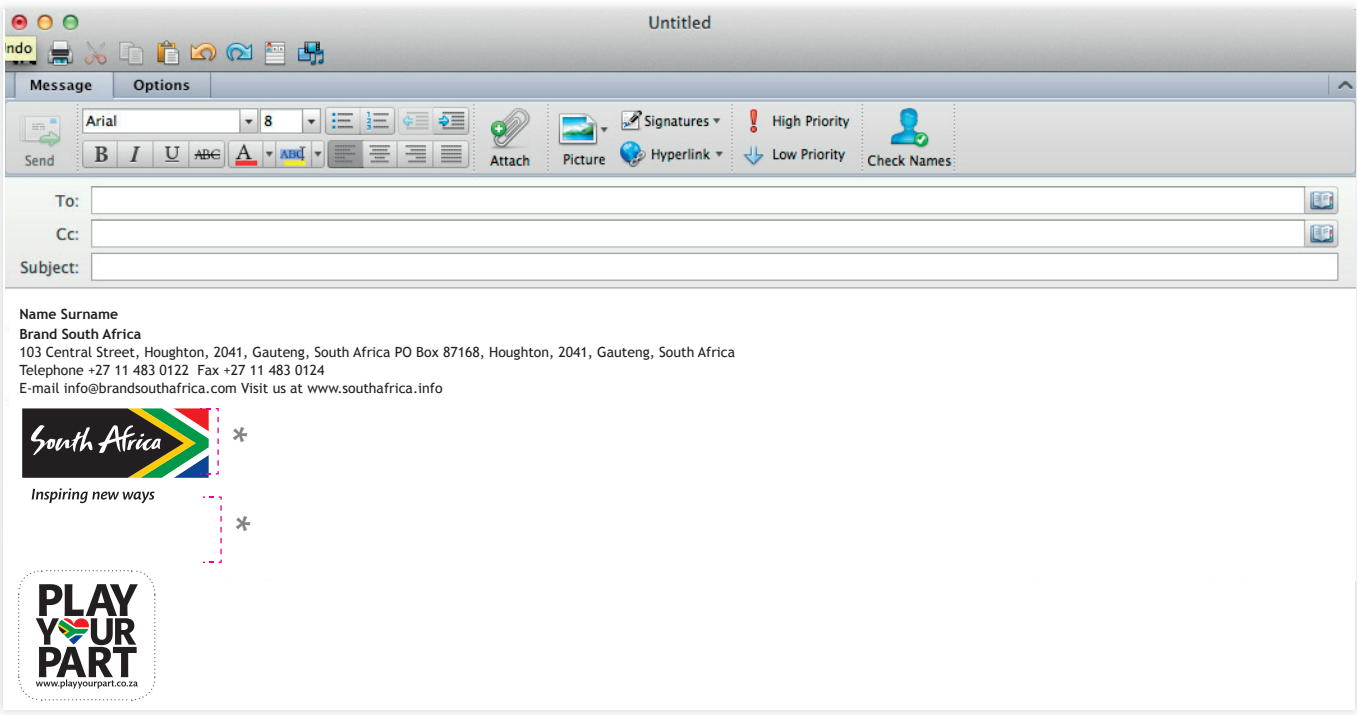
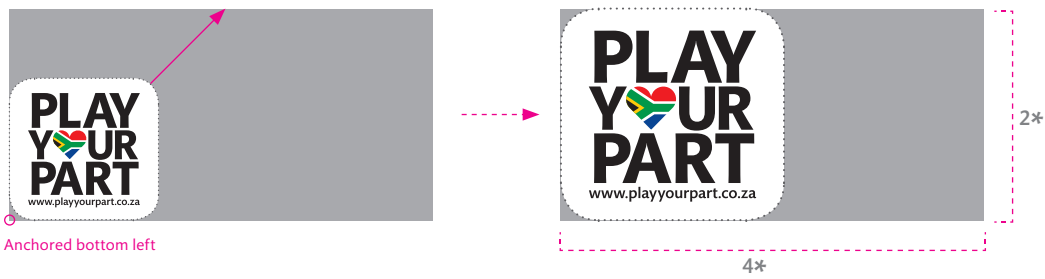


Fig 1: Horizontally orientated logo



6. Online

Web banners

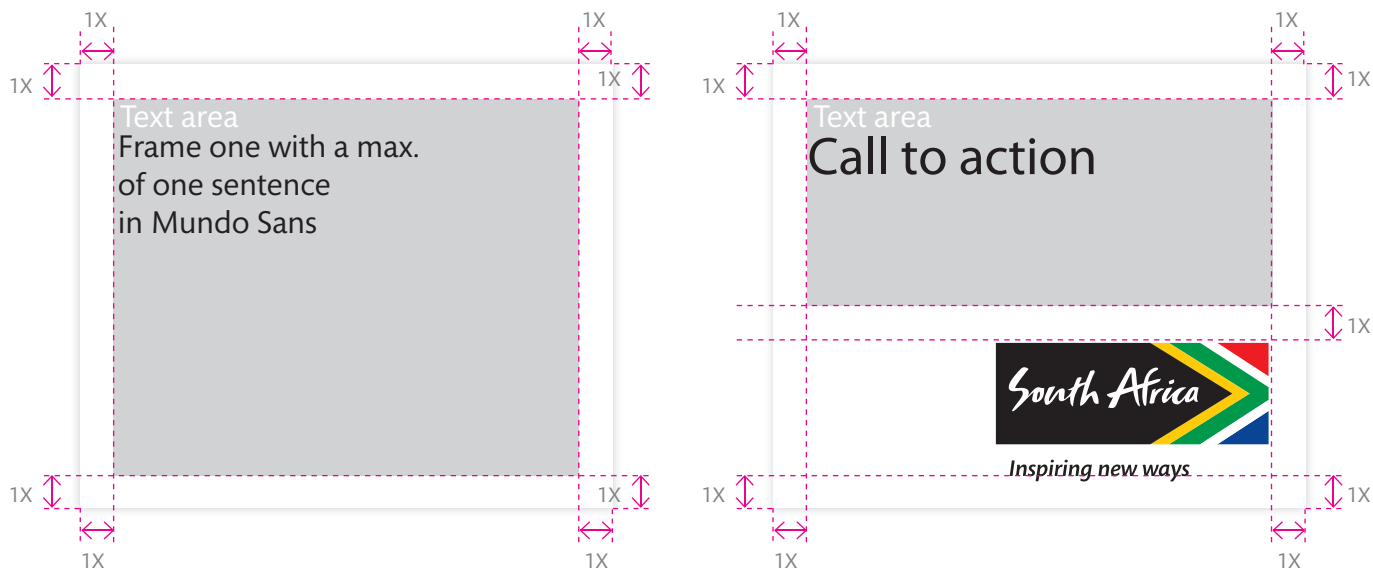
Web banners can have multiple frames called an animated gif. This displays multiple messages over looped animated frames. On this banners, keep your messages short and visible. Keep in mind that the size of the web banner may be very small when displayed, so legibility is important.

As illustrated to the right, copy is always left aligned. When copy is placed left aligned it should always be anchored to the left of the text area. Copy may move up or down on a vertical axis within this space but may never extend beyond the specified text area frame (as illustrated in grey). Copy should preferably not extend across the entire text area as illustrated. Always end the animated gif on large call to action with the Brand South Africa logo.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

X = height of the red triangle within the logo

Template



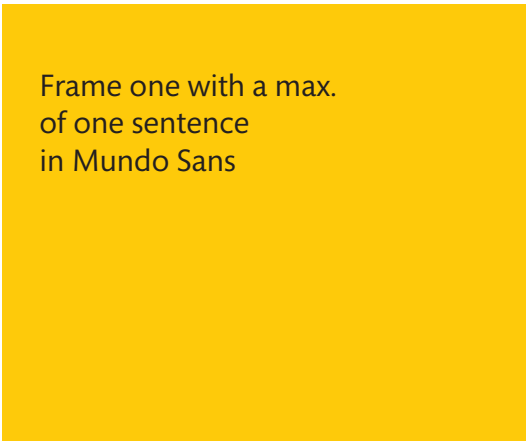
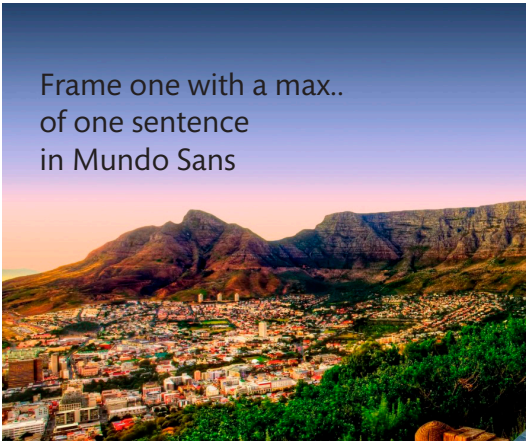
6. Online

Web banners

Web banner backgrounds can either be text only or can also carry an image behind the message. Important to remember when using images is that the text must be legible. The same principles that apply to page 78 apply here as well.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

Examples



6. Online

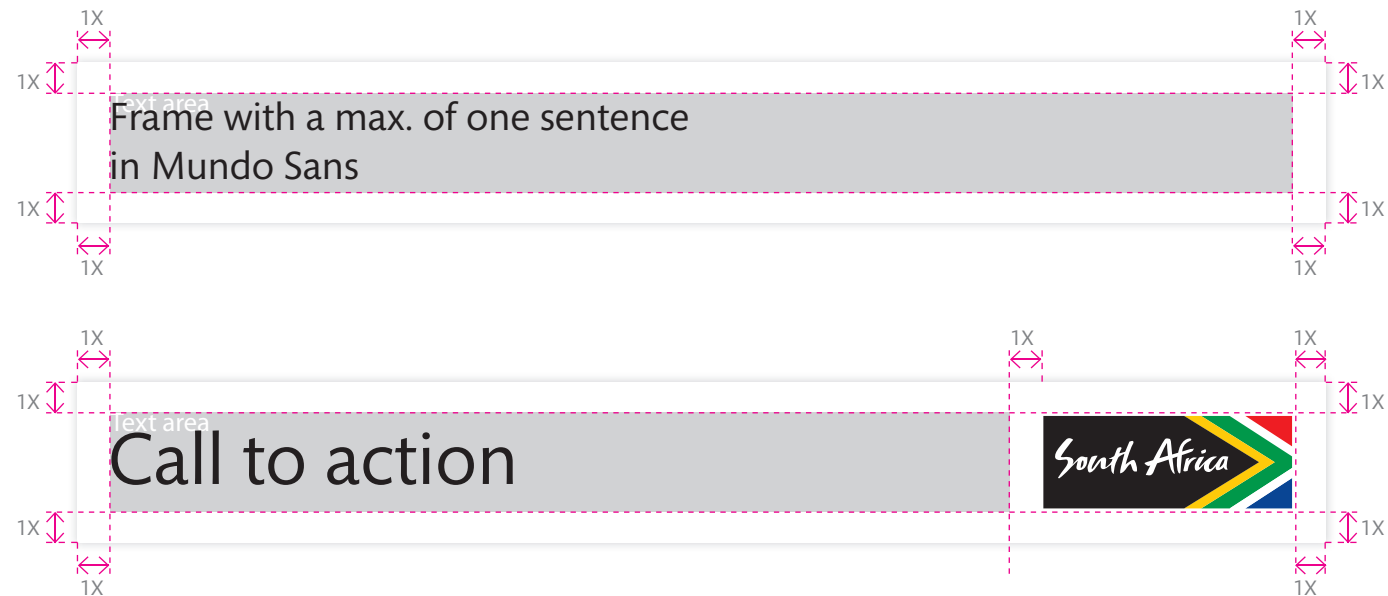
Web Banners

Web banners come in various sizes and formats, and serve different purposes. To the right is an example of a horizontal banner. Remember here to keep message and the call to action legible. Keep the message simple and to the point. The principles on page 79 apply here.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

X = height of the red triangle within the logo

Template



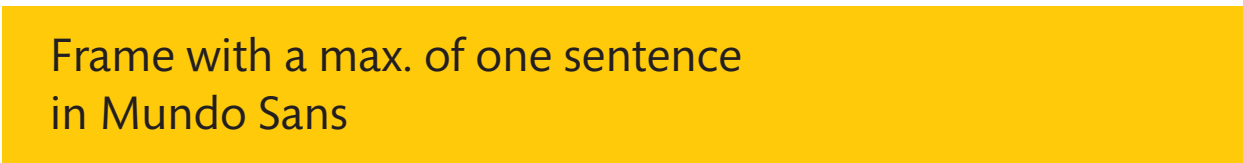
6. Online

Web Banners

Web banner backgrounds can either be text only or can also carry an image behind the text. Remember to keep the text legible when using images. The principles on page 79 apply here.

End frame recommendations: Always end on a clean text-based slide without images. This will allow the logo to be the primary visible element on the banner.

Examples



6. Online

Facebook

Facebook profile picture:
Profile pictures are square and display at 180 x 180 pixels. The image you upload must be at least 180 x 180 pixels.
To align to the Brand South Africa guidelines, the profile picture must only display a cropped logo represented by the South African flag. For consistency, the same profile picture should always be used across all social media.

Facebook cover image:
Cover images must be at least 850 x 315 pixels wide.
If a headline or copy is used, it must be left aligned and set in Mundo Sans.

Images:
Please refer to the basic elements section of these guidelines for access to the Brand South Africa marketing portal. Images from the photo library may be used but are not limited as this area may also be used to promote campaigns and activities.

Figure 1:
Facebook cover page with headline

Figure 2:
Facebook cover page with image only

Examples

Figure 1



Figure 2



6. Online

Twitter

Twitter profile picture:

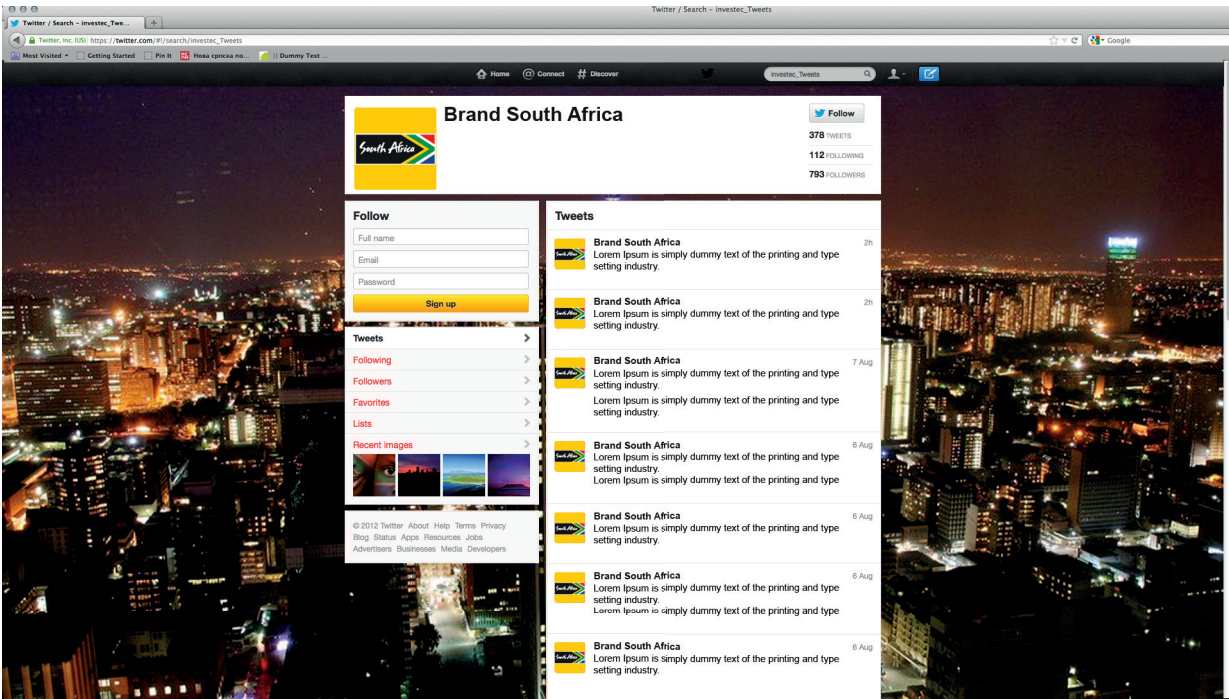
The profile pictures are square with rounded corners and display at 128 x 128 pixels. The image you upload must be at least 128 x 128 px. To align with the Brand South Africa guidelines, only use the profile picture to display the primary brand logo on the yellow background.

For consistency, the same profile picture should always be used across all social media.

Background image specifications:

- File size to be 256 kb or smaller
- Minimum width: 1 900 pixels
- Minimum height: 1 000 pixels
- Maximum height: 1 200 pixels (may be longer)
- Maximum width: 2 500 pixels (recommended)

Examples



Event branding

7. Event Branding

Pull-up banners

The text area is positioned in the top half of the pull-up banner. Copy may be aligned left or right, and may be moved anywhere up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

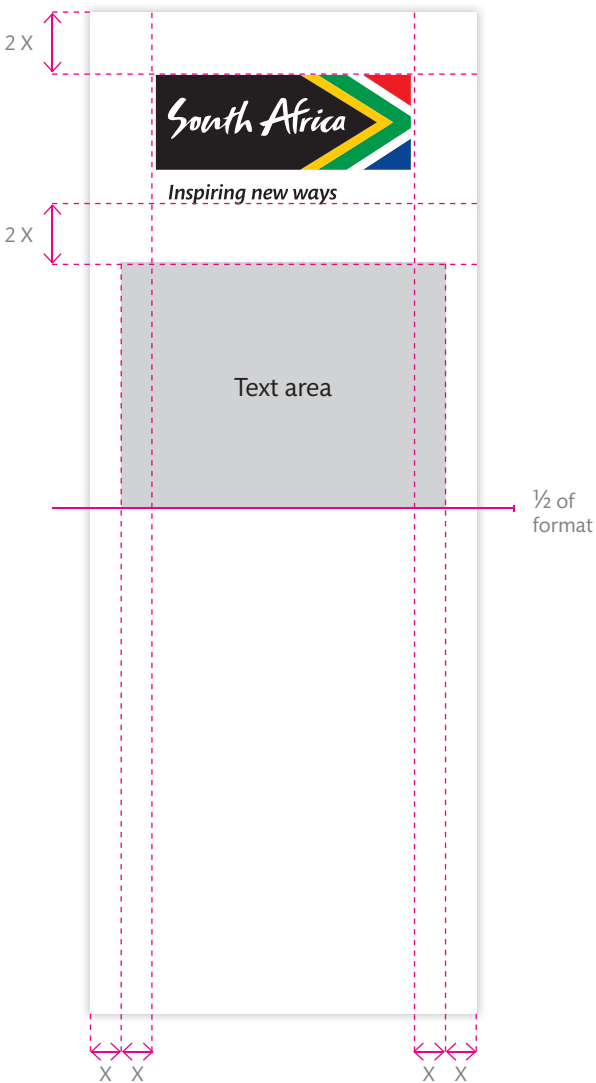
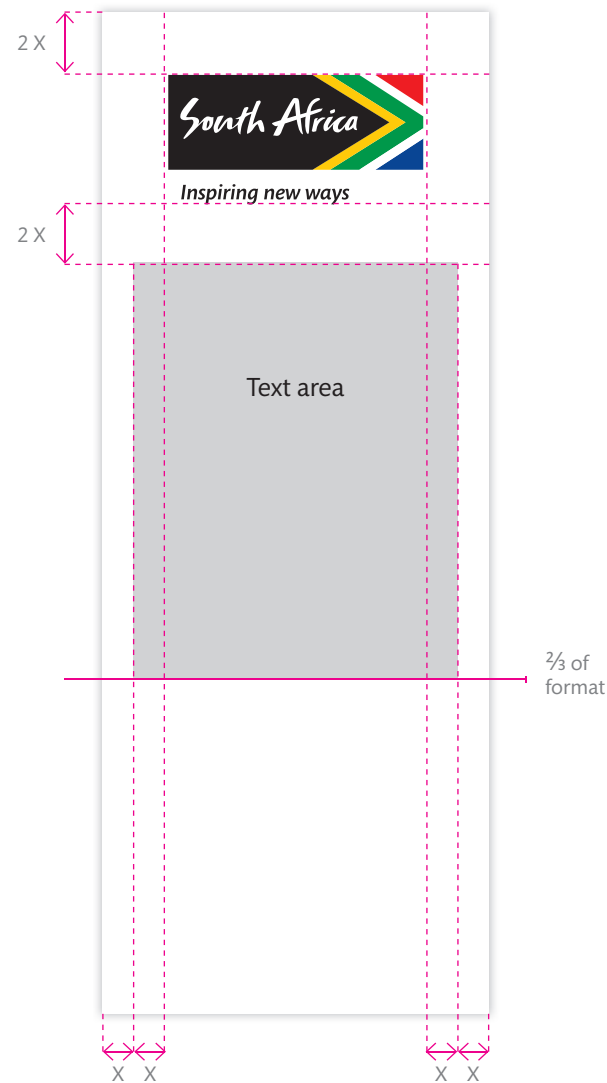
Technical specifications:

Size: 2.2 m x 0.85 m

Logo width: 1 600 mm

X = height of the red triangle within the logo

Template



7. Event Branding

Pull-up banners

The text area is positioned in the top half of the pull-up banner. Copy may be aligned left or right, and may be moved anywhere up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	250 pt
URL & Tel:	Mundo Sans Italic	170 pt

Examples



7. Event Branding

Media backdrop

Media backdrops are an important part of gaining visibility for the Brand South Africa brand. Because of the limited camera view, the logo is stepped and repeated as illustrated to ensure that the logo is always visible from any camera angle. Keep the minimum clear space around the logo at all times. Illustrated as 'X' height. On camera, at least one full logo must be visible so ensure that the logo size is never too large.

X = height of the red triangle within the logo

Template showing clear space



7. Event Branding

Media backdrop

Example - Yellow background



7. Event Branding

Media backdrop

Example - Black background



Merchandising Promotional items

8. Merchandising Promotional items

Promotional items

Wherever possible, and for maximum visibility, the Brand South Africa logo must be applied in full with the tagline or URL. It must be sized accordingly. (Please refer to the basic elements section of this guide on the rules and correct application of the logo, clear space and logo size).

Sizing on promotional items:

The minimum size of the Brand South Africa logo with tagline is 33 mm wide.

When the logo is less than 33 mm wide, the tagline must be removed.

The minimum size for the logo without tagline is 16 mm wide.

For small and unusual items, like lanyards and wrist bands, a step and repeat pattern can be followed using the URL address with the Brand South Africa logo on either side.

Bags and backpacks



Lanyards and USB flash drives



8. Merchandising Promotional items

Promotional clothing and caps

Caps:

The full Brand South Africa logo with tagline is used and placed on the front centre of the cap where it is most visible.

T-shirts:

The full Brand South Africa logo with tagline is used and placed on the front left of the T-shirt where it is most visible.

Caps



T-shirts



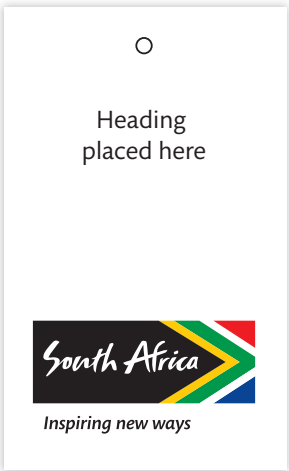
8. Merchandising Promotional items

Event collateral

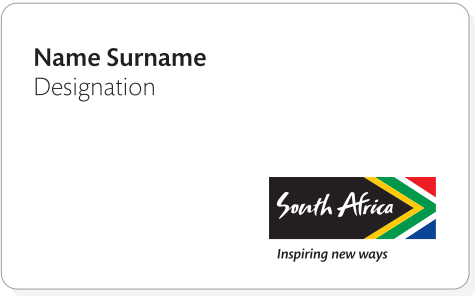
The full Brand South Africa logo with tagline is used where it is most visible. The minimum size of the logo with the tagline is 33 mm wide.

(Please refer to the basic elements section of this guide on the rules and correct application of the logo clear space and logo size).

Gift tags



Name tags



8. Merchandising Promotional items

Golf day items

Golf shirts:

The full Brand South Africa logo with tagline is used and placed on the front left of the item where it is most visible.

Golf towels and golf balls:

The full Brand South Africa logo with tagline is used and placed on the front bottom left of the item where it is most visible.

Because of the size of the golf ball, the minimum logo size that can be used without the tagline is 16 mm wide.

Golf shirts



Golf towels and golf balls



8. Merchandising Promotional items

Promotional items

Leather folders:

The full Brand South Africa logo with tagline is embossed onto the folder.

Pens and pencils:

Because of the size, the smallest Brand South Africa logo without the tagline is used - 16 mm wide. On these items, the URL address is also applied.

Leather folders



Pens and pencils



8. Merchandising Promotional items

Promotional items

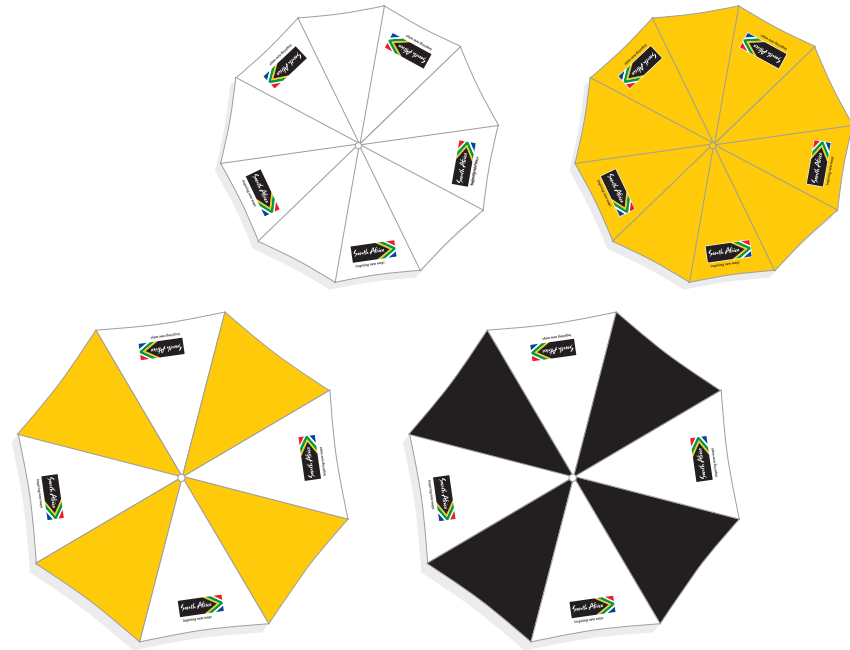
Umbrellas:

Wherever possible the full Brand South Africa logo and tagline are used for maximum visibility.

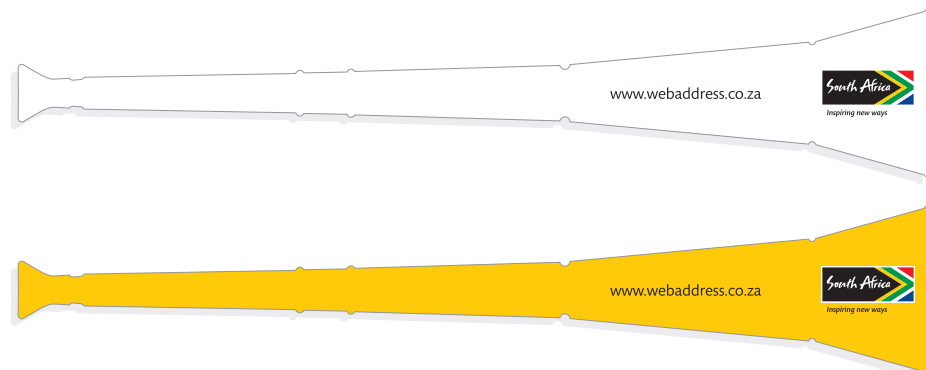
Vuvuzelas:

The full Brand South Africa logo and tagline are applied horizontally so that when used, the branding is easy to read and visible. The URL address is also used.

Umbrellas



Vuvuzelas



8. Merchandising Promotional items

Promotional items

Mugs and cups:

The full Brand South Africa logo with tagline is used and placed on the front centre of the item and as well as the opposite side, where it is most visible.

Mugs and cups



Advertising



Inspiring new ways

Overview

The following section serves as a guide in applying advertising to market the country at a national or international level.

The Brand South Africa logo is known as the primary brand and is the preferred brand logo to use when marketing the country's opportunities or offerings to an international audience.

An entity can be defined as national government department or national government agency, e.g. South African Tourism, national export councils, the Department of Trade and Industry (DTI), etc.

When entities market to an international audience, they market the offerings of South Africa as a nation. Entities are therefore only facilitators in promoting what South Africa has to offer.

Rules:

The primary brand is the overarching brand for the country. The primary brand will always set the look, feel and strategic direction for secondary brands (Provinces, Cities, entities etc.) when branding or marketing opportunities or offerings for the country.

Individual organisations are NOT to use their own logo when communicating to an international audience. However, when the same entity conducts day-to-day business they may use their own corporate logo, e.g. coat of arms. Secondary brands are NOT to be used alongside the primary brand.

10. Advertising

A4 advertisement template

The A4 advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

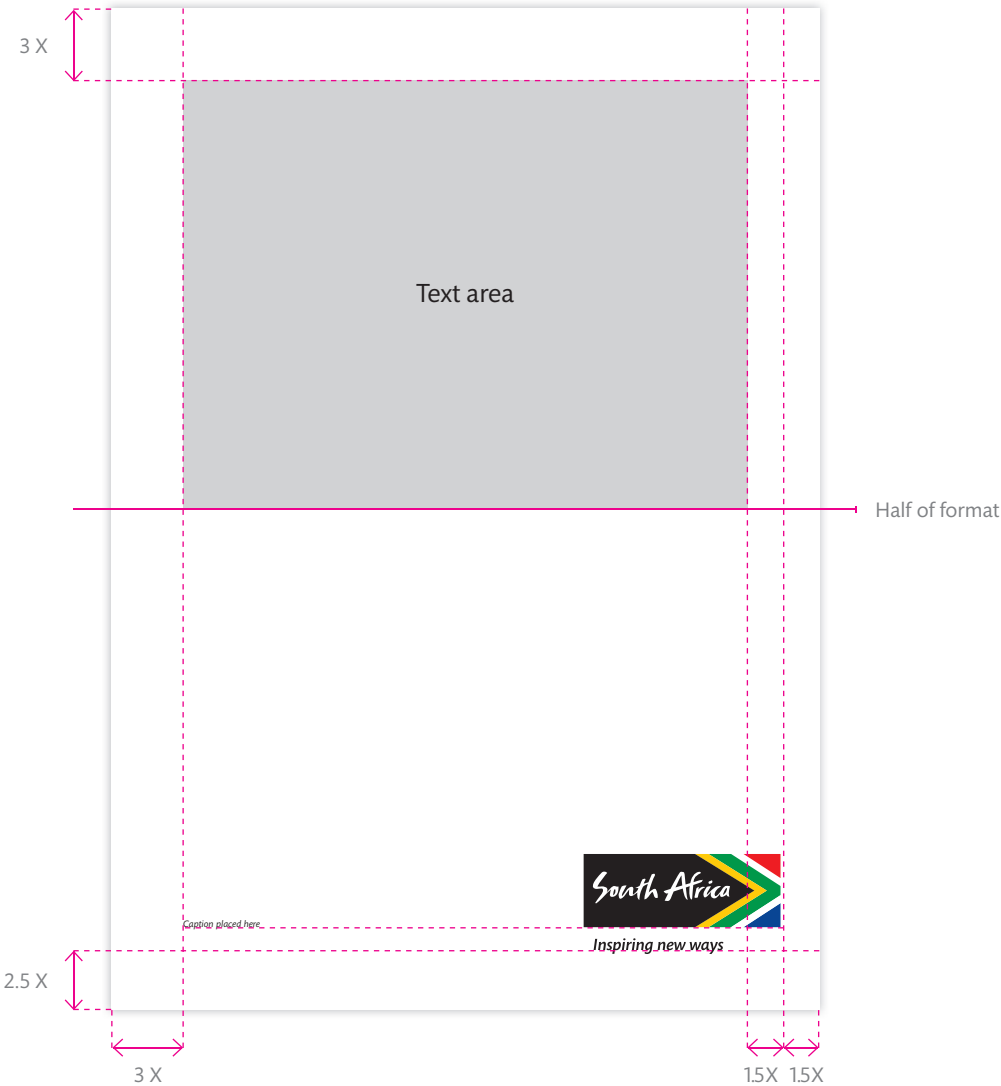
Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be a short description of the image used.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Logo width: 60 mm

X = height of the red triangle within the logo

Template



10. Advertising

A4 advertisement example

The A4 advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

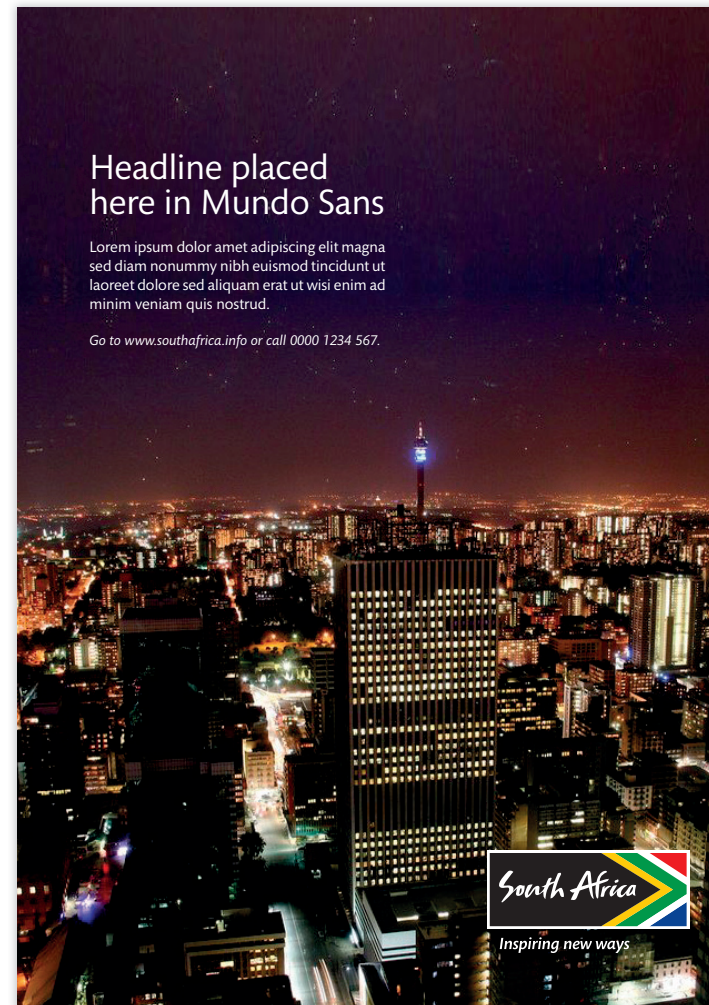
Technical specifications:

Size: 210 mm x 297 mm

Colour: CMYK

Logo width: 60 mm

Example



10. Advertising

A4 DPS advertisement template

The A4 DPS advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

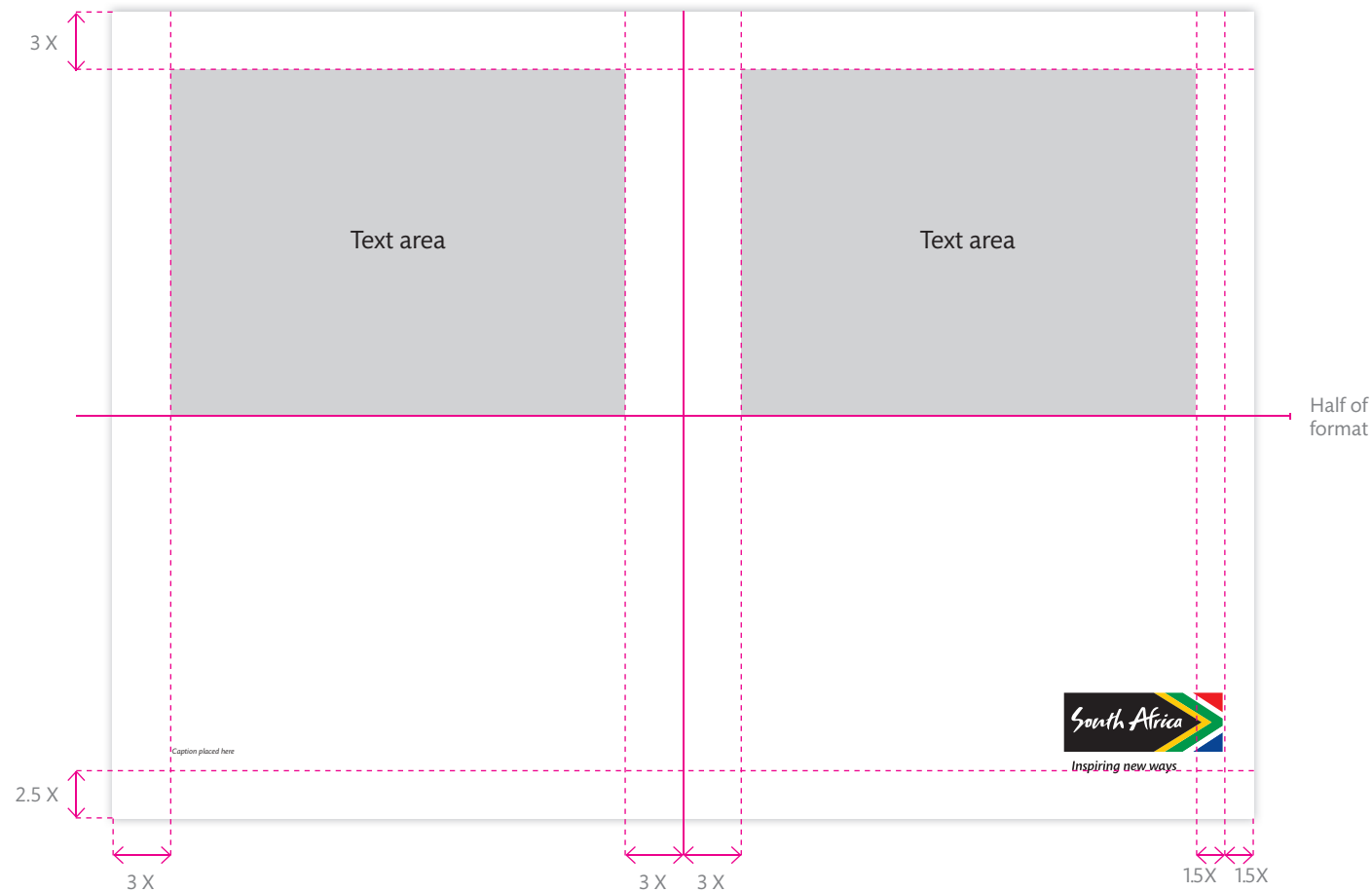
Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be a short description of the image used.

Technical specifications:

Size: 420 mm x 297 mm
Colour: CMYK
Logo width: 60 mm

X = height of the red triangle within the logo

Template



10. Advertising

A4 DPS advertisement example

The A4 DPS advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be short and descriptive.

Technical specifications:

Size: 420 mm x 297 mm

Colour: CMYK

Logo width: 60 mm

Example



10. Advertising

A2 poster template

The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

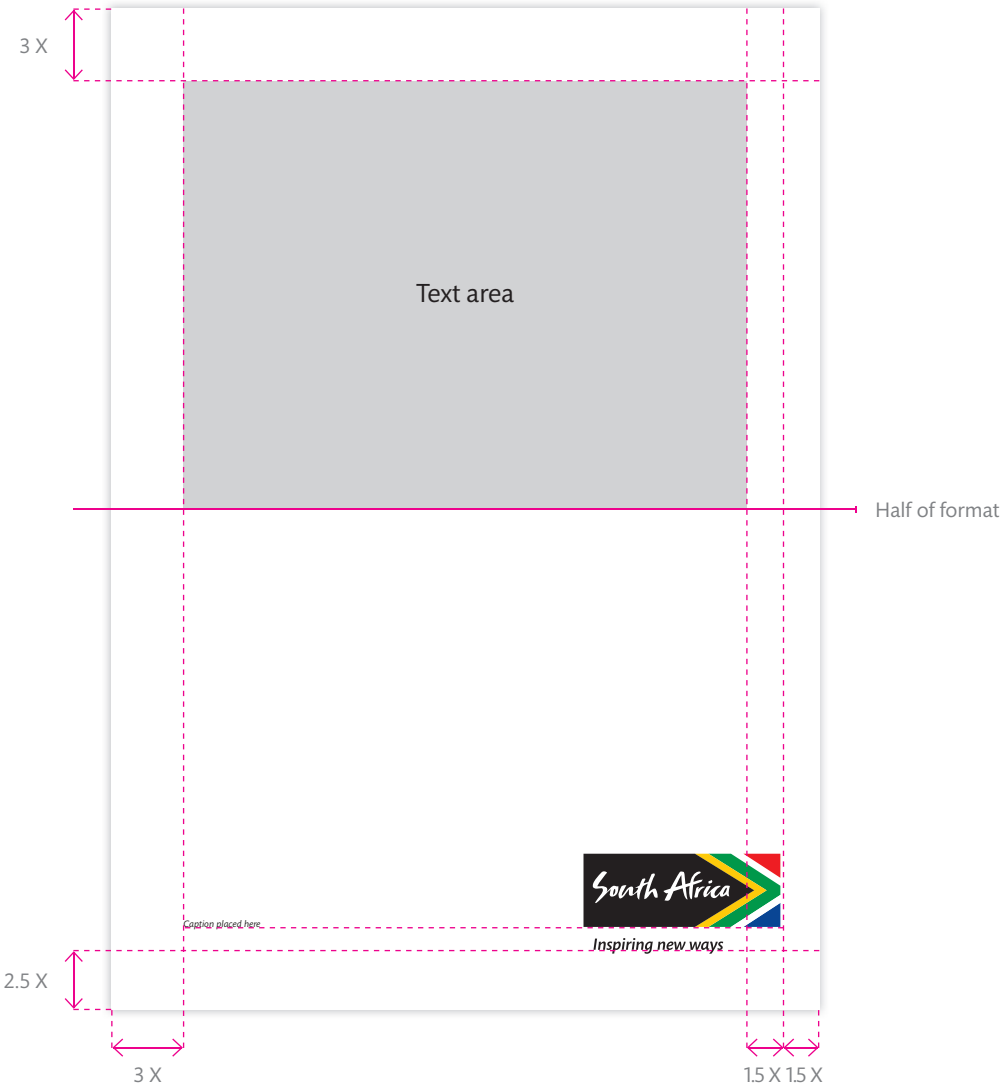
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 420 mm x 594 mm
Colour: CMYK
Logo width: 120 mm

X = height of the red triangle within the logo

Template



10. Advertising

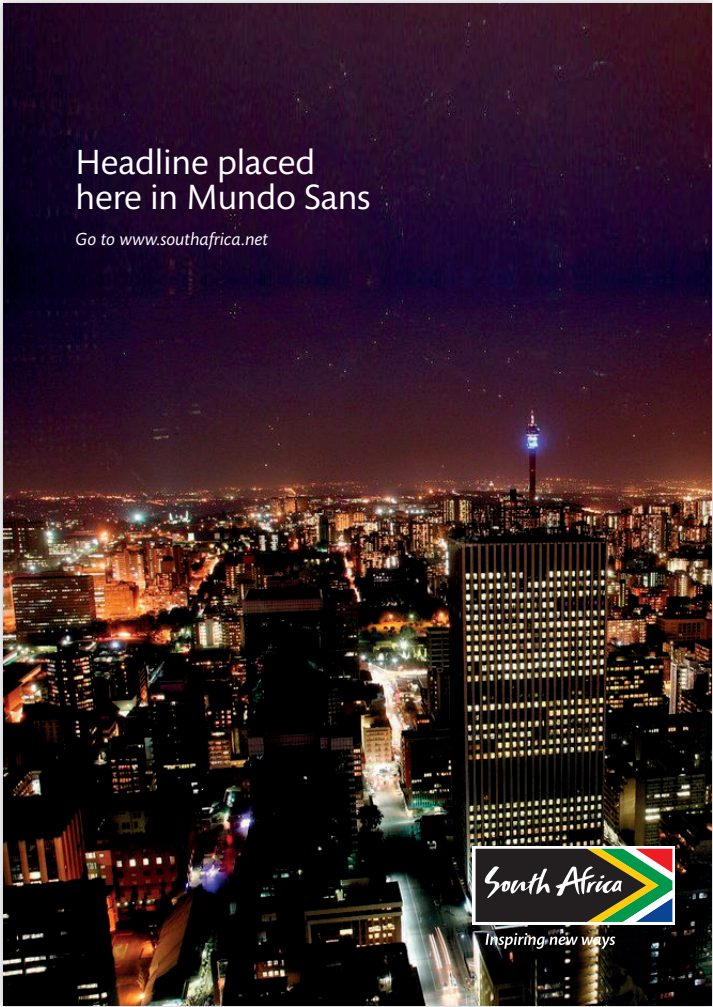
A2 poster example

The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	60 pt
URL & Tel:	Mundo Sans Italic	30 pt
Captions:	Mundo Sans Italic	16 pt

Example



10. Advertising

Street pole template

The street pole template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

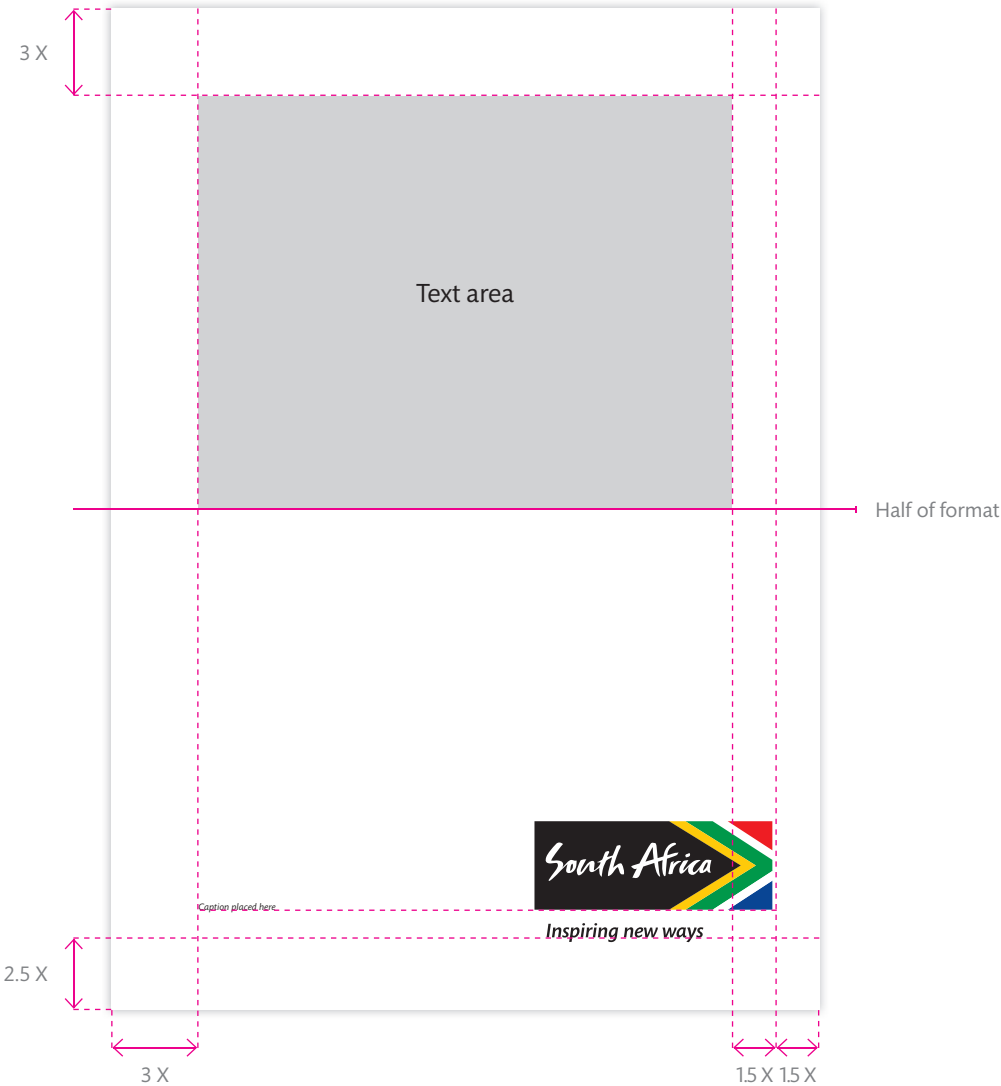
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 420 mm x 594 mm
- Colour: CMYK
- Logo width: 145 mm

X = height of the red triangle within the logo

Template



10. Advertising

Street pole example

The street pole is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

The Brand South Africa logo and headlines are larger on street pole advertisement for visibility reasons.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	120 pt
URL & Tel:	Mundo Sans Italic	50 pt
Captions:	Mundo Sans Italic	16 pt

Example



10. Advertising

Billboard: 3 x 12 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 3 m x 12 m

Logo width: 1 600 mm

Headlines: Mundo Sans 1 240 pt

URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



Example



10. Advertising

Billboard: 3 x 6 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 3 m x 6 m

Logo width: 1 600 mm

Headlines: Mundo Sans 1 240 pt

URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



Example



10. Advertising

Billboard: 3 x 1.5 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 3 m x 1.5 m

Logo width: 1 007 mm

Headlines: Mundo Sans 440 pt
URL & Tel: Mundo Sans Italic 300 pt

X = height of the red triangle within the logo

Template



Example



Secondary brand Co-branding



Inspiring new ways

Overview

The following section serves as a guide on how to apply co-branding and advertising to market the geographic regions or entities of South Africa.

An entity can be defined as national government departments or national government agencies e.g. South African Tourism, national export councils, the Department of Trade and Industry (DTI) etc.

When a Province or City advertises to an external audience on a local or national level (i.e. domestic level) special co-branding rules will apply.

Rules:

Co-branding is placed in a holding device similar to that of the logo. The Brand South Africa logo with Provincial or City descriptor is used (secondary brand).

When co-branding a Province with the secondary brand only the Provincial Tourism logo is allowed to be used, the Provincial Government logo is not used (i.e. Coat of Arms). The Province or City logo is always placed on the right of the page using the special device to scale it proportionately, horizontally or vertically, to size.

The secondary brand will always be positioned on the left of the page.

10. Secondary brand Co-branding

Overview

A brand is more than just a logo. It consists of a number of elements which come together to form our visual language. These elements include, but are not limited to, photographic style, colours, typography and tone of voice.

The guidelines set out in this manual should be strictly followed to ensure a consistently distinctive image for Brand South Africa.

Secondary logo with co-branding

Province



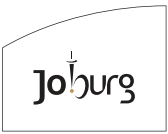
Inspiring new ways



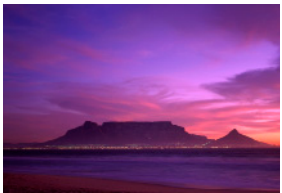
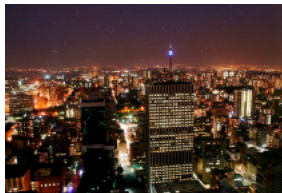
City



Inspiring new ways



Photographic style



Colour palette

BLACK

0C 0M 0M 100K
Pantone Black
R0 G0 B0
#000000

WHITE

0C 0M 0M 0K
Pantone White
225R / 255G / 255B
#ffffff

RED

0C 100M 100M 0K
Pantone 032C
237R / 28G / 36B
#ed1c24

YELLOW

100C 20M 0M 0K
Pantone 1235C
255R / 203G / 8B
#ffcb08

GREEN

100C 0M 100M 10K
Pantone 355C
0R / 152G / 74B
#00984a

BLUE

100C 80M 0M 10K
Pantone 2738C
10R / 69G / 149B
#0a4595

Typeface - Mundo Sans

ABC abc

Mundo Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

1234567890!@£\$%^&*()

Mundo Sans Light

Mundo Sans Light Italic

Mundo Sans

Mundo Sans Italic

Mundo Sans Medium

Mundo Sans Medium Italic

Style Guide

Headline

Headline placed here in Mundo Sans

Body copy

Lorem ipsum dolor amet adipiscing elit magna sed diam nonummy nibh euismod tincidunt ut laoreet dolore sed aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud.

URL and Tel

Go to www.southafrica.info or call 0000 1234 567.

Caption

Caption placed here in Mundo Sans Italic.

10. Secondary brand Co-branding

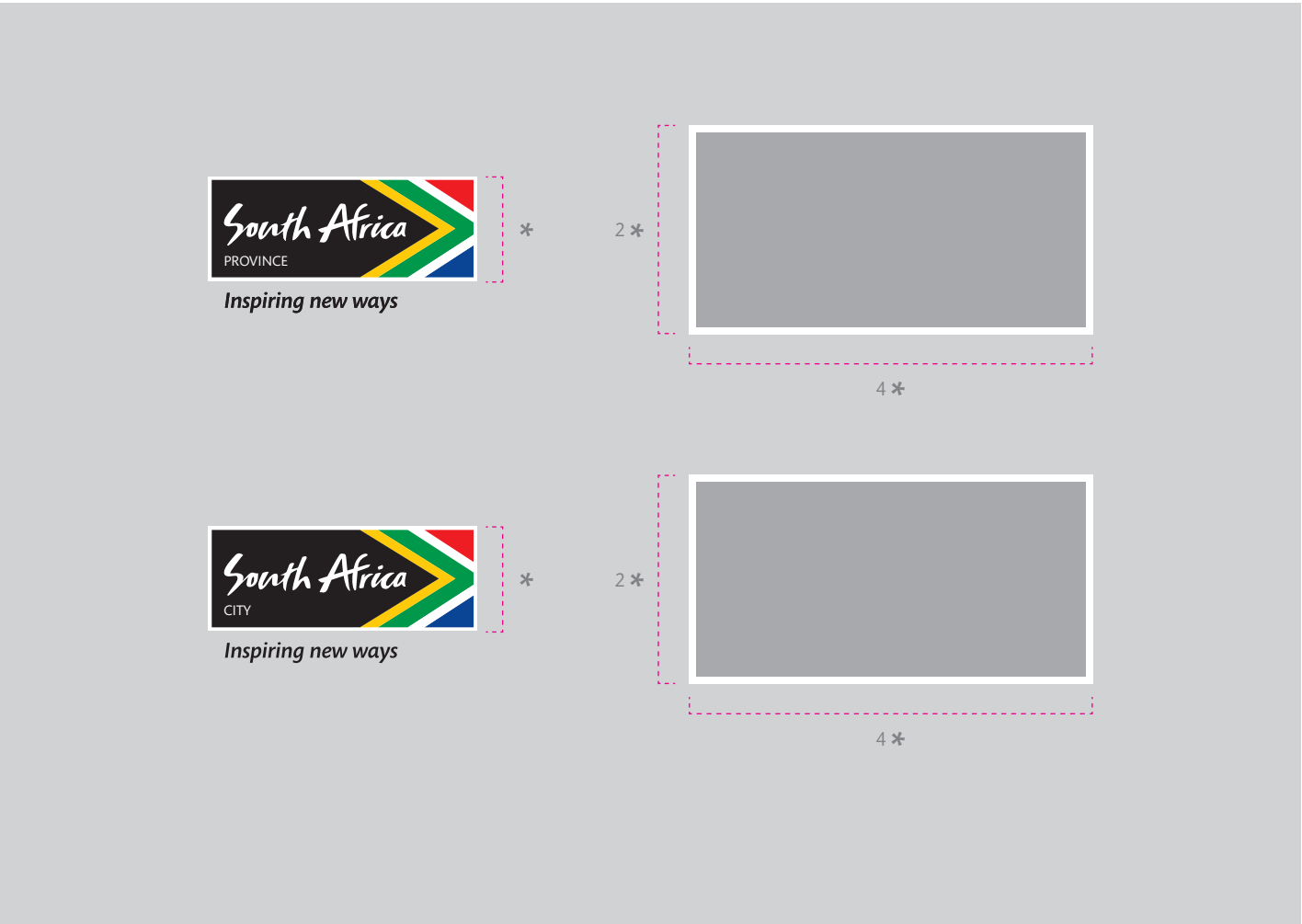
Co-branding device

Co-branding is placed in a within a holding device similar to that of the logo, as illustrated on the right. The size of this co-branding area is determined by the height of the Brand South Africa logo.

Co-branding device is constructed by multiplying the height of the Brand South Africa logo by two as shown on the right. The width of this unit is equal to four times the height of the Brand South Africa logo. In co-branding the primary brand logo is preferred; however, the secondary brand logo can be used.

✱ = height of the Brand South Africa logo

Construction



10. Secondary brand Co-branding

Scaling of co-branding logos

When scaling a co-branding logo, one starts off by anchoring it to the bottom left corner of the co-branding device, as can be seen on the right. The logo is then scaled proportionally until it reaches either the height or the width of the unit—depending on which occurs first.

Figure 1 illustrates a horizontally orientated logo that is scaled until it reaches the width of the co-branding device.

Figure 2 illustrates what happens when a vertically or square-orientated logo that is scaled until it reaches the height of the co-branding device.

Co-branding scaling

Figure 1: Horizontally orientated logo

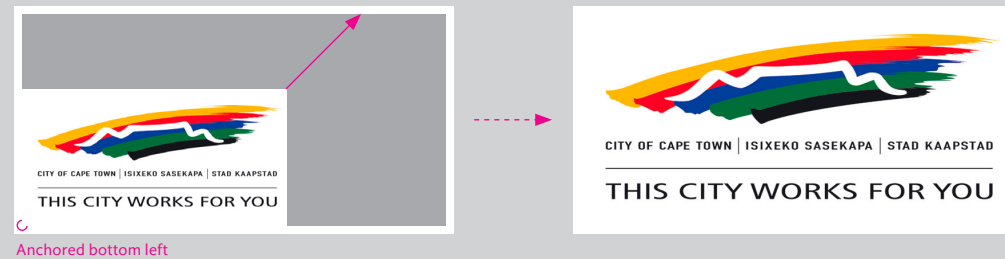
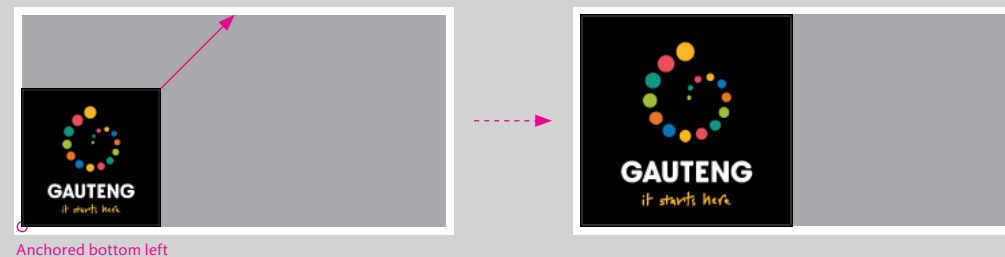


Figure 2: Vertical or square-orientated logo

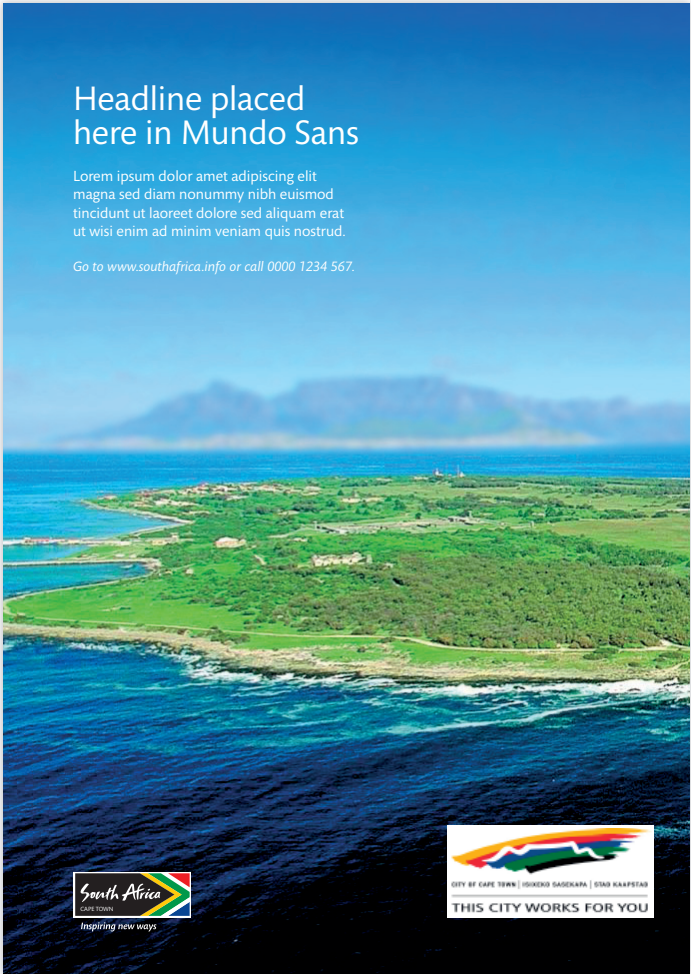


10. Secondary brand
Co-branding

Co-branding examples

Illustrated on the right are two examples of correct co-branding application.

Co-branding examples - Province and City

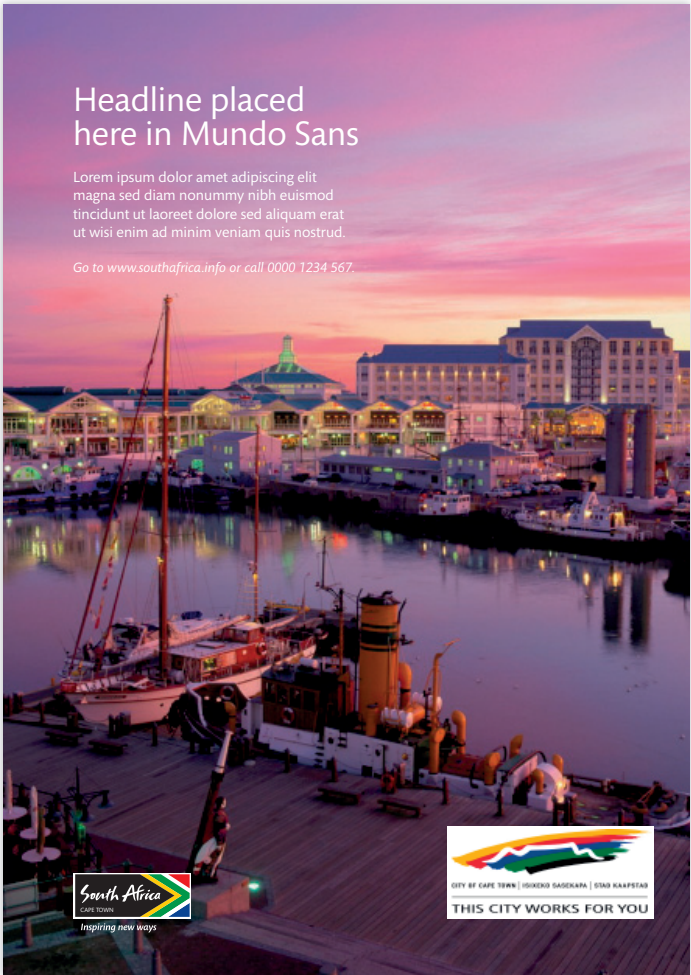
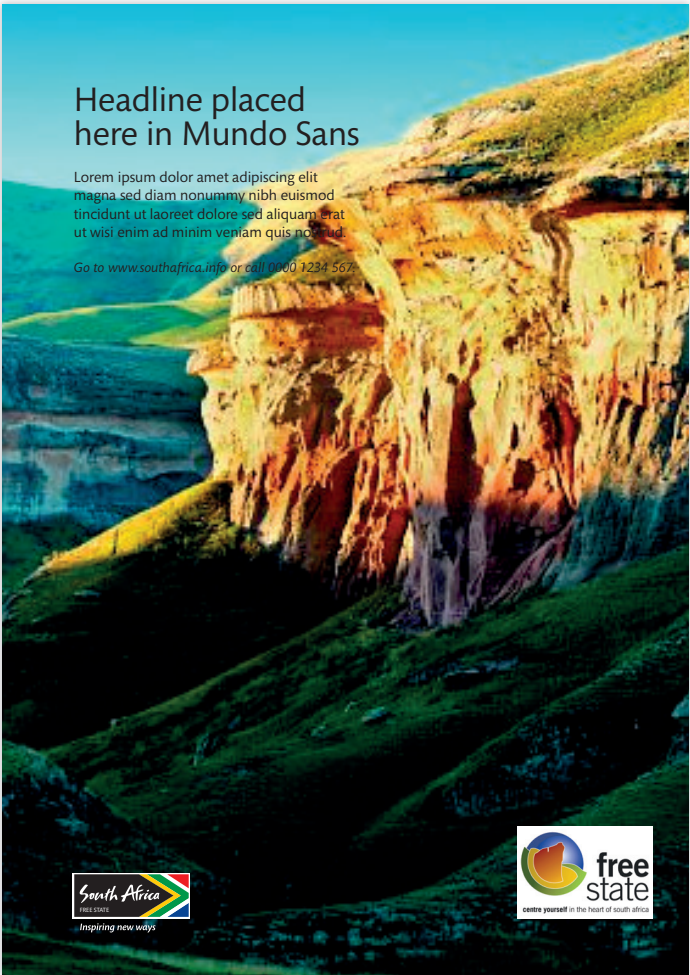


10. Secondary brand
Co-branding

Co-branding examples

Illustrated on the right are two examples of correct co-branding application.

Co-branding examples - Province and City



10. Secondary brand Co-branding

A4 advertisement template

The A4 advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

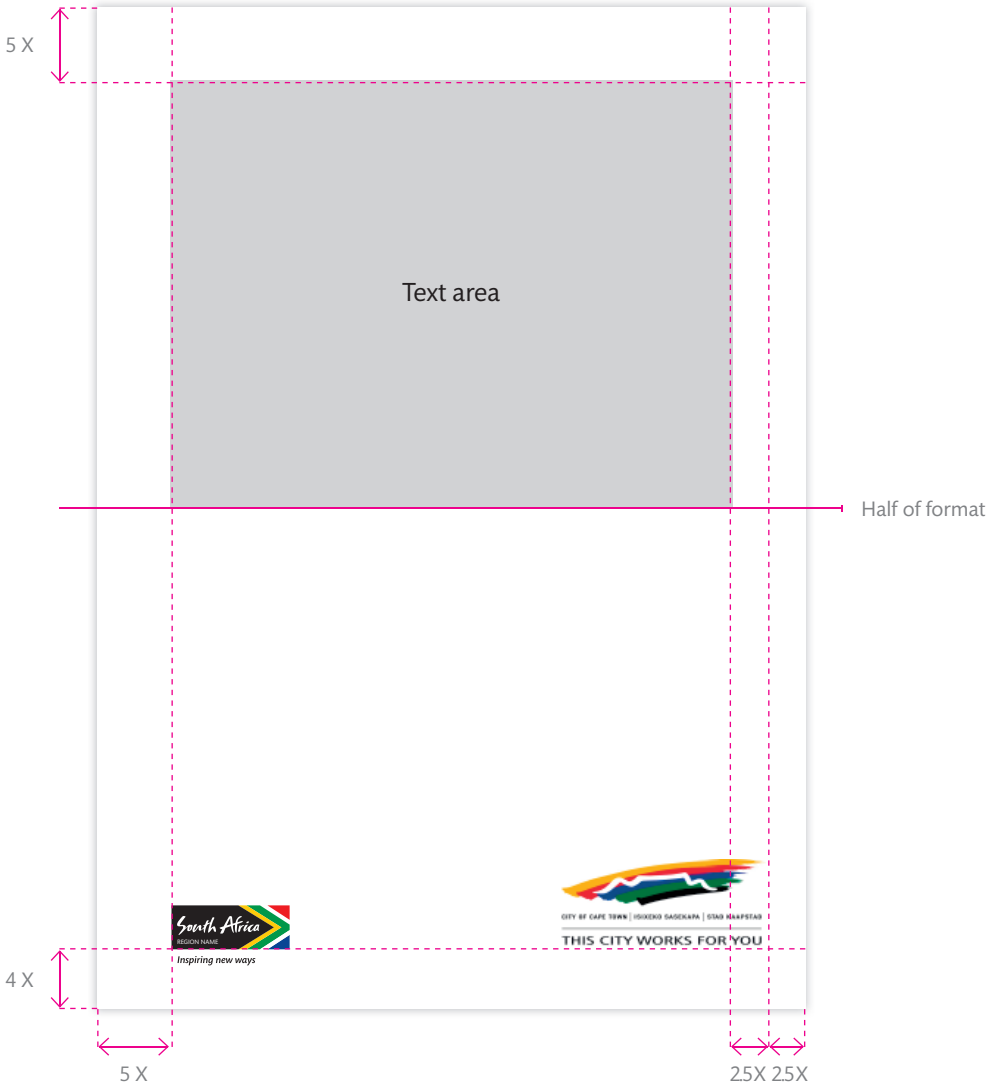
Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be a short description of the image used.

Technical specifications:

- Size: 210 mm x 297 mm
- Colour: CMYK
- Logo width: 60 mm

X = height of the red triangle within the logo

Template



10. Secondary brand
Co-branding

A4 advertisement example

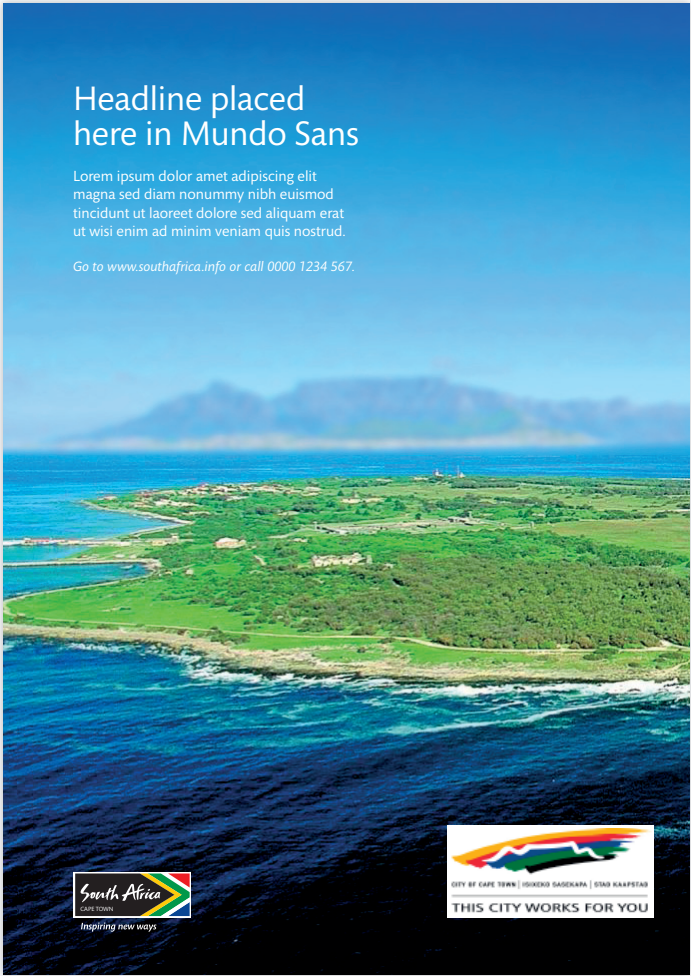
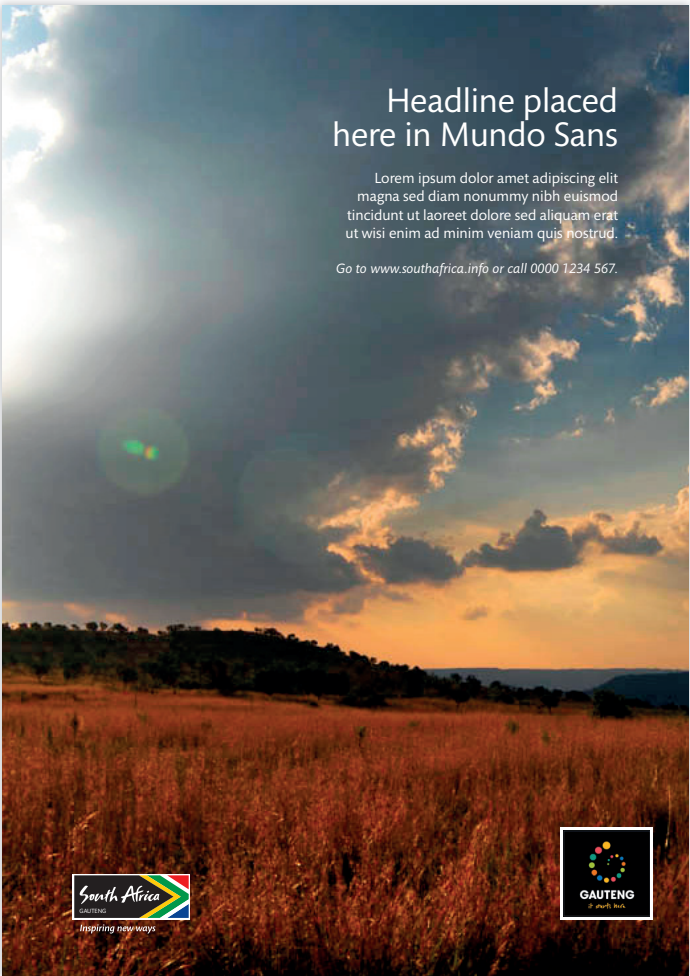
The A4 Advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 210 mm x 297 mm
- Colour: CMYK
- Logo width: 60 mm

Co-branding examples - Province and City



10. Secondary brand Co-branding

A4 DPS advertisement template

When a Province or City advertises to an external audience, on a local or national level, then they must make use of the Brand South Africa logo and guidelines.

Co-branding is placed in a holding device similar to that of the logo, as illustrated on the right.

The Province or City logo is always placed on the left of the co-branding area with the offerings on the right-hand side.

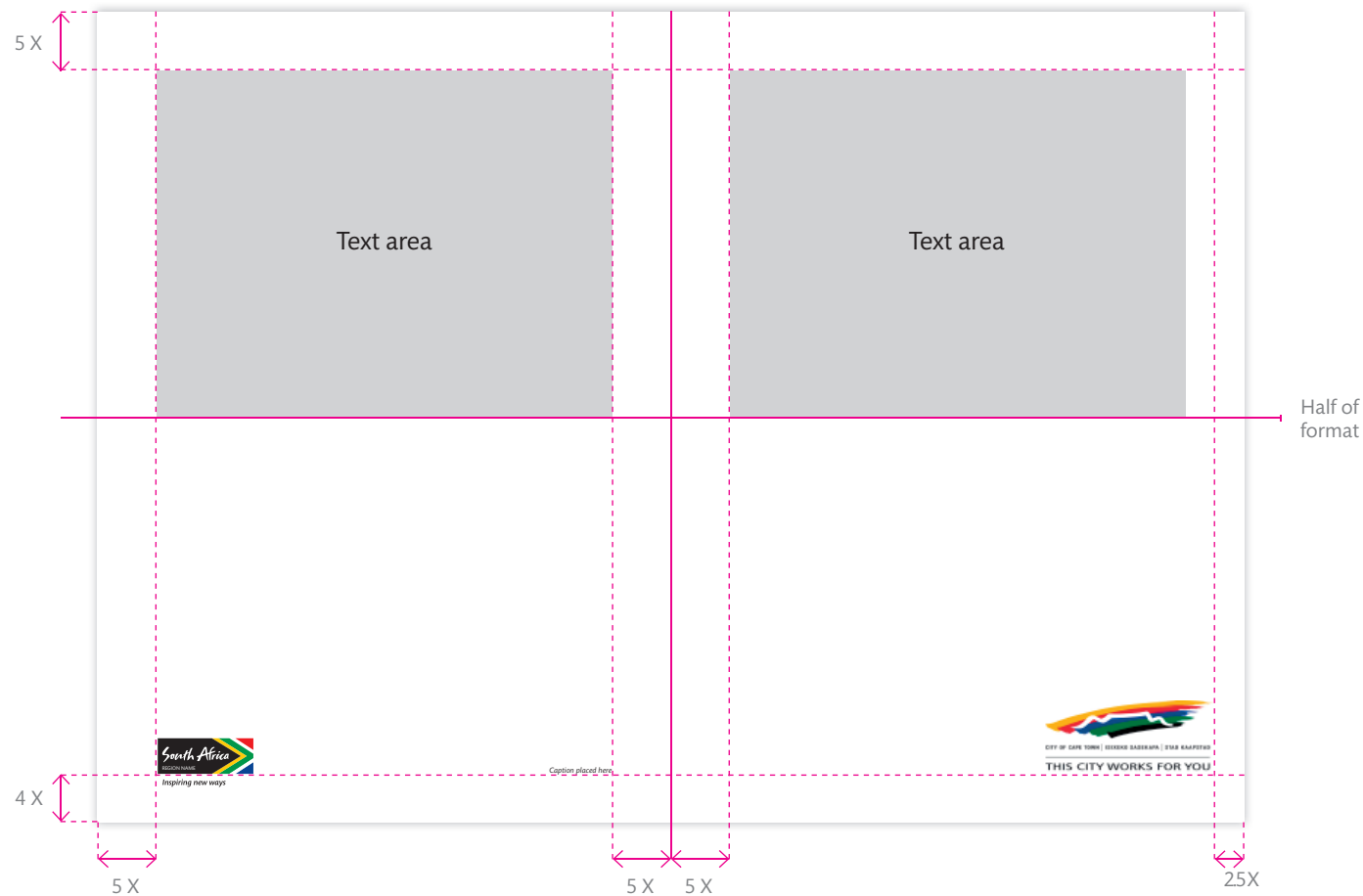
The size of the co-branding logos in relation to the Brand South Africa primary or secondary brand logo is explained in the co-branding section of this manual.

Technical specifications:

Size: 420 mm x 297 mm
Colour: CMYK
Logo width: 36 mm

X = height of the red triangle within the logo

Template



10. Secondary brand Co-branding

A4 DPS advertisement example

The A4 DPS Advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be short and descriptive.

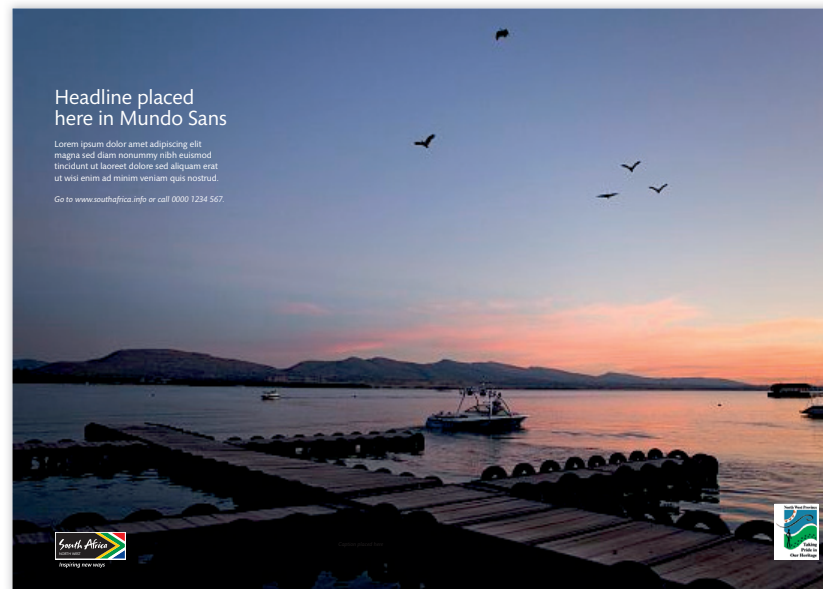
Technical specifications:

Size: 420 mm x 297 mm

Colour: CMYK

Logo width: 36 mm

Examples - Province and City



10. Secondary brand Co-branding

A2 poster template

The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

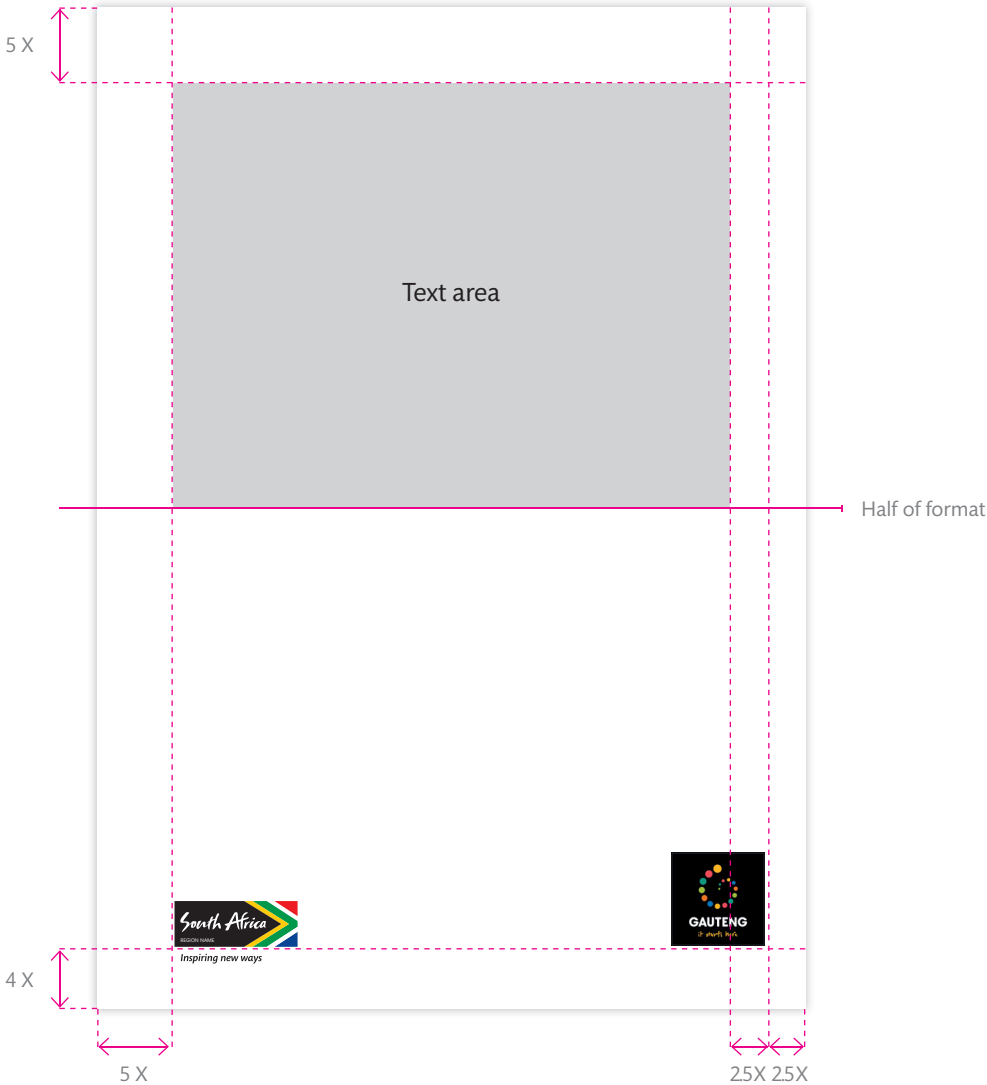
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 420 mm x 594 mm
- Colour: CMYK
- Logo width: 75 mm

X = height of the red triangle within the logo

Template



10. Secondary brand Co-branding

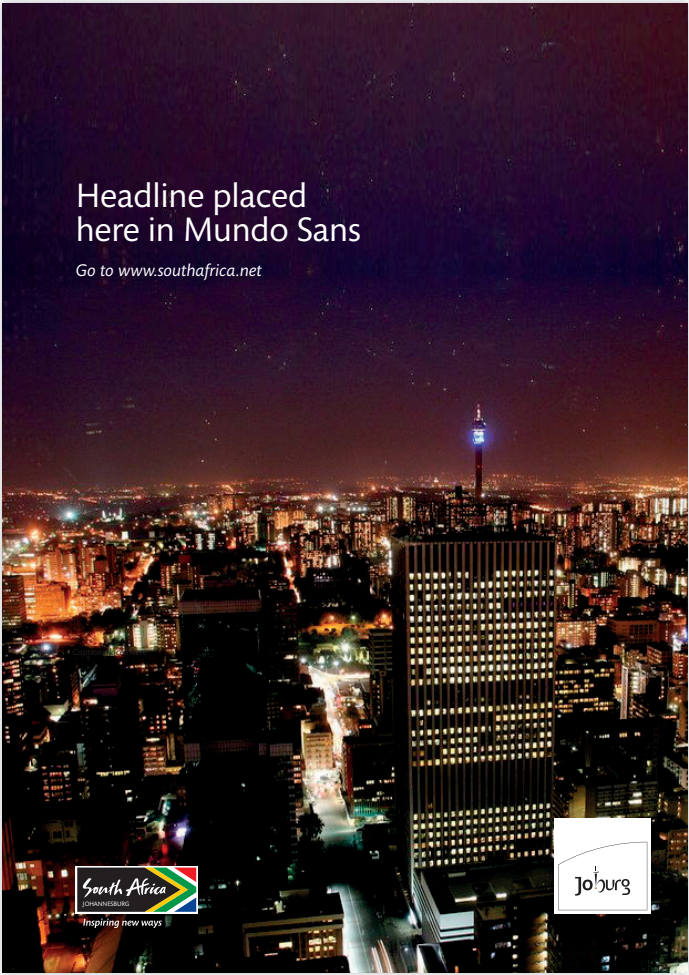
A2 Poster example

The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	60 pt
URL & Tel:	Mundo Sans Italic	30 pt
Captions:	Mundo Sans Italic	16 pt

Examples - Province and City



10. Secondary brand Co-branding

Street pole template

The street pole template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

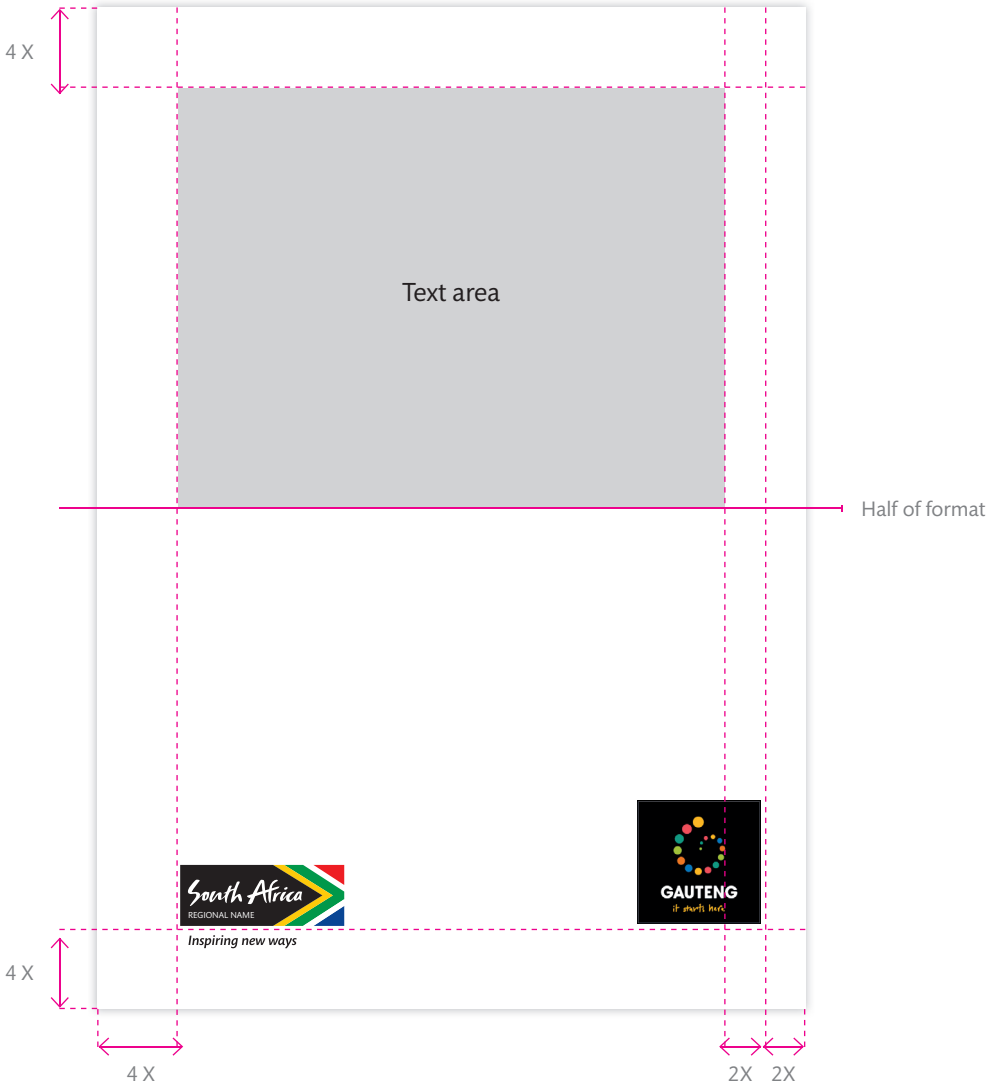
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 420 mm x 594 mm
- Colour: CMYK
- Logo width: 100 mm

X = height of the red triangle within the logo

Template



10. Secondary brand
Co-branding

Street pole example

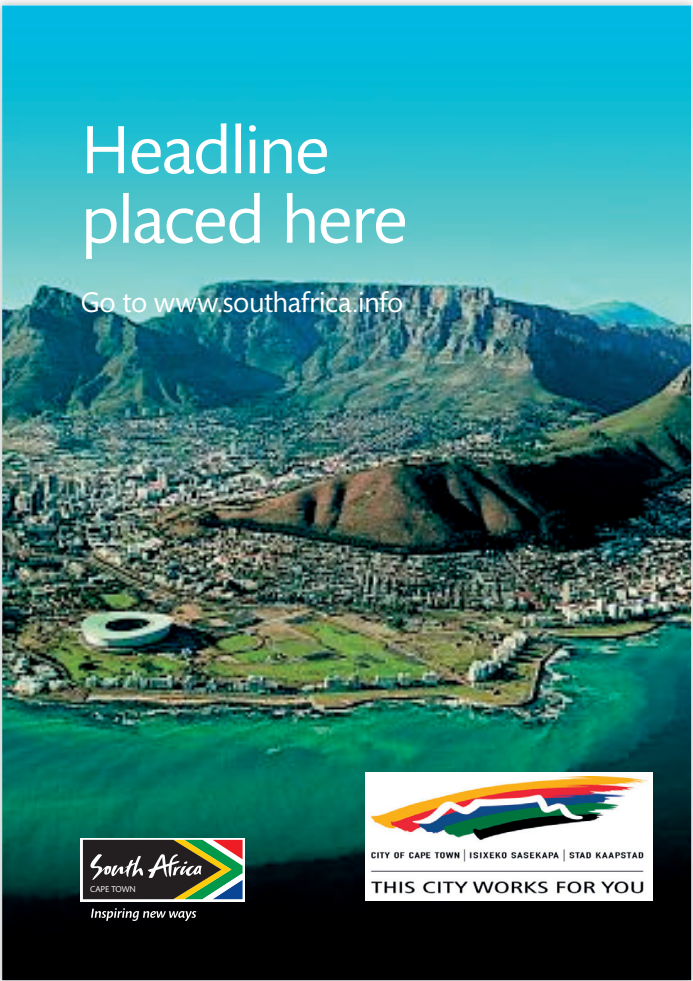
The street pole is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

The Brand South Africa logo and headlines are larger on street pole advertisement for visibility reasons.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	120 pt
URL & Tel:	Mundo Sans Italic	50 pt
Captions:	Mundo Sans Italic	16 pt

Examples - Province and City



10. Secondary brand Co-branding

Billboard: 3 x 12 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

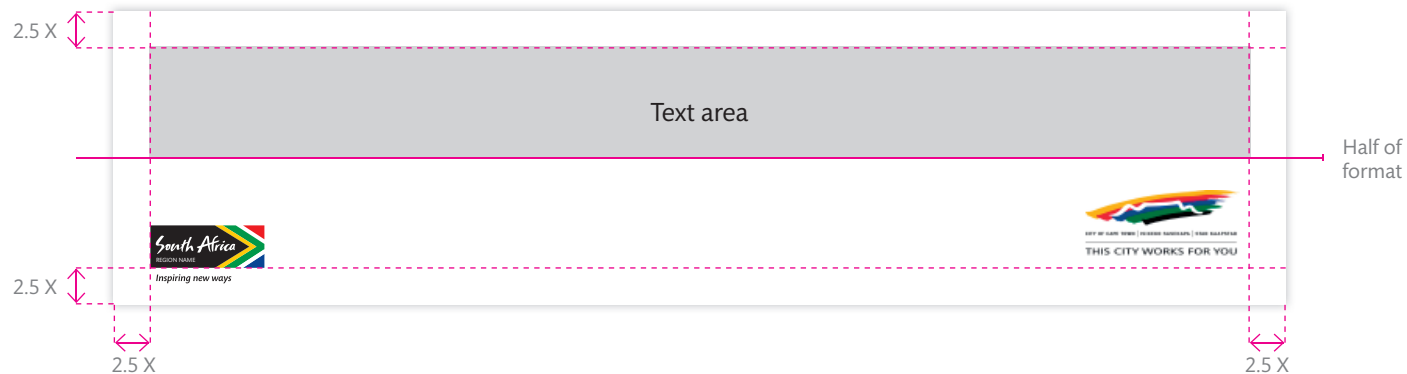
Size: 3 m x 12 m

Logo width: 1 200 mm

Headlines: Mundo Sans 1 240 pt
URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



Examples - Province and City



10. Secondary brand Co-branding

Billboard: 3 x 6 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 3 m x 6 m

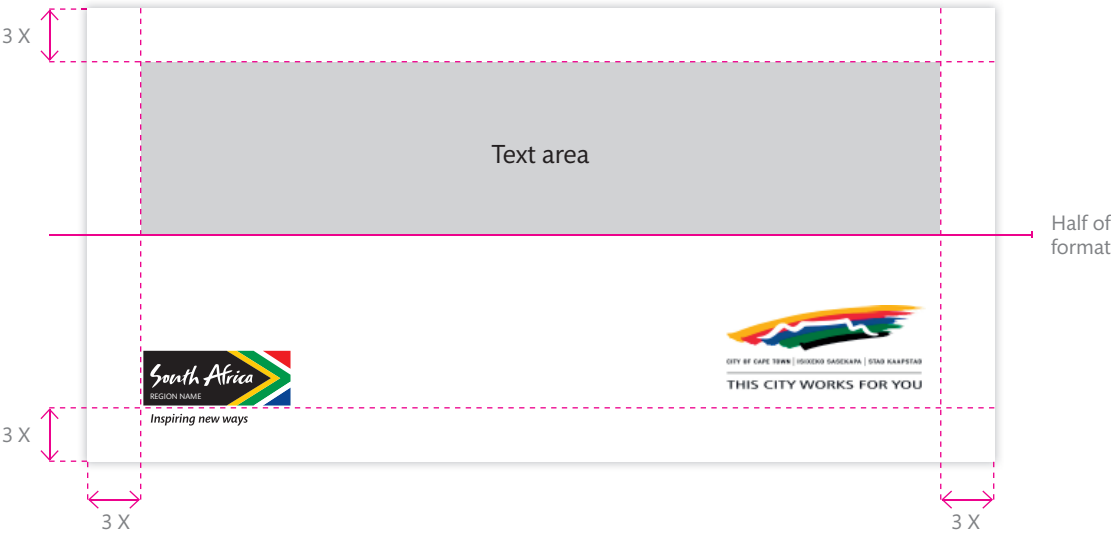
Logo width: 1 000 mm

Headlines: Mundo Sans 1 240 pt

URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



10. Secondary brand
Co-branding

Billboard: 3 x 6 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

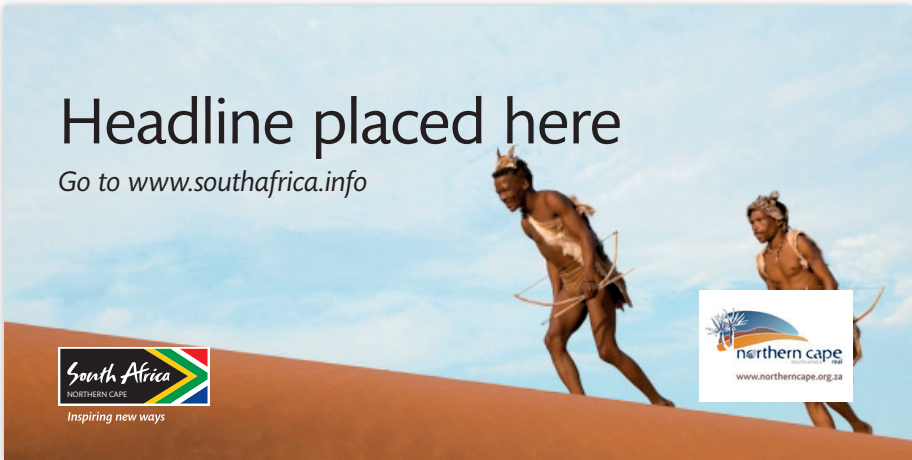
Size: 3 m x 6 m

Logo width: 1 000 mm

Headlines: Mundo Sans 1 240 pt
URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Examples - Province and City



10. Secondary brand Co-branding

Billboard: 3 x 1.5 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

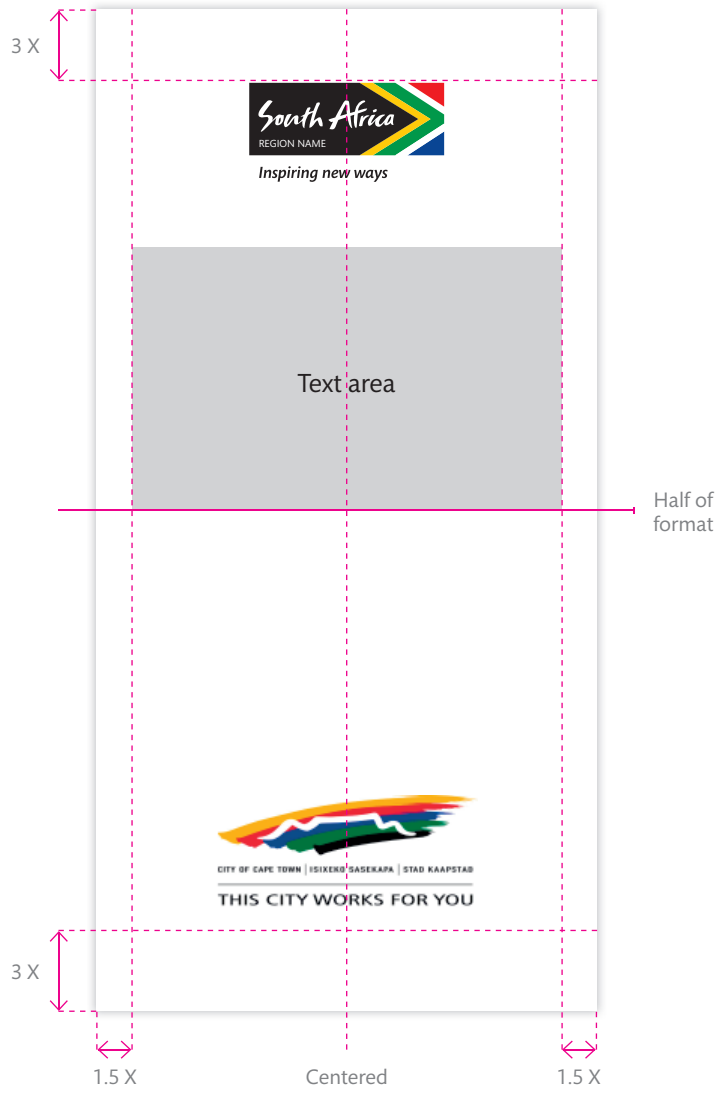
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 3 m x 1.5 m
- Logo width: 1 007 mm
- Headlines: Mundo Sans 440 pt
- URL & Tel: Mundo Sans Italic 300 pt

X = height of the red triangle within the logo

Template



10. Secondary brand
Co-branding

Billboard: 3 x 1.5 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

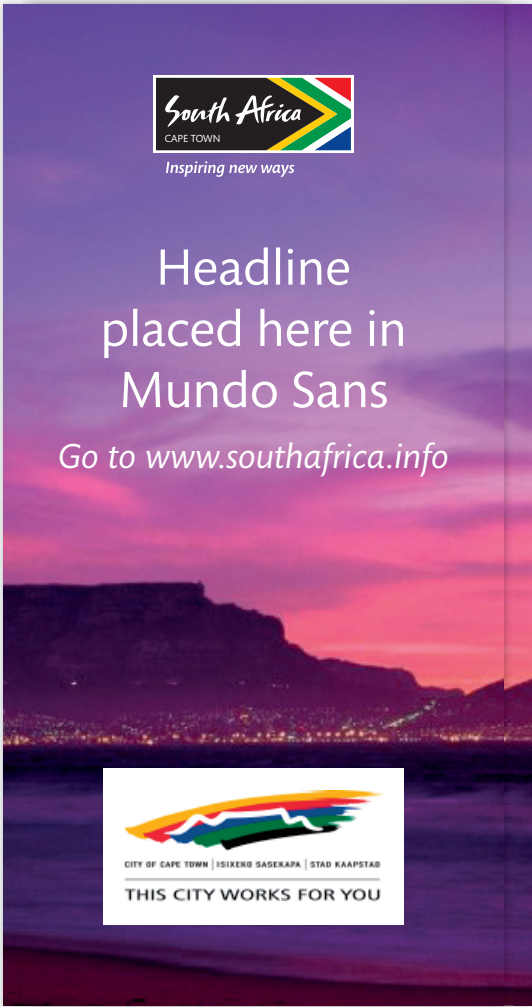
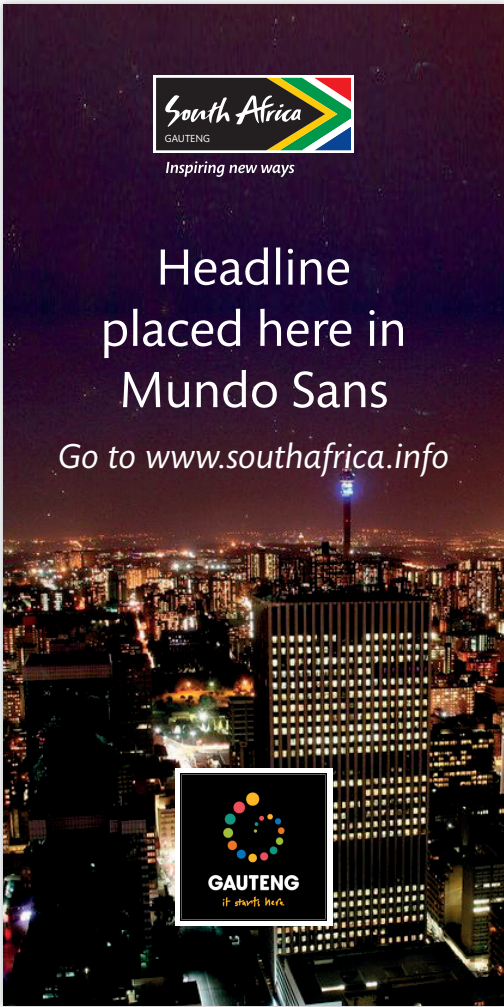
Size: 3 m x 1.5 m

Logo width: 1 007 mm

Headlines: Mundo Sans 440 pt
URL & Tel: Mundo Sans Italic 300 pt

X = height of the red triangle within the logo

Examples - Province and City



Co-branding with an Offering



Inspiring new ways

Overview

The following section serves as a guide on how to apply co-branding and advertising to market the local destination or offerings of geographic regions or entities of South Africa.

An entity can be defined as national government departments or national government agencies e.g. South African Tourism, national export councils, the Department of Trade and Industry (DTI) etc.

When a Province or City advertises to an external audience on a local or national level (i.e. domestic level) they may wish to promote a special geographical offering, in this instance a special co-branding rule will apply for use with multiple logo's

Rules:

Co-branding is placed in a holding device similar to that of the logo. The Brand South Africa logo with Provincial or City descriptor is used (secondary brand).

When co-branding a province with the secondary brand only the Provincial Tourism logo is allowed to be used, the Provincial Government logo is not used (i.e. Coat of Arms). The Province or City is always placed on the left of the holding device followed by the offering to the right. (e.g. City of Cape Town, Robben Island).

The holding device is used to scale the logo's horizontally or vertically to size.

The secondary brand will always be positioned on the left of the page.

There can only be a maximum of up to three logos: The secondary brand, the regional brand logo (Province or City) and offering.

11. Co-branding with an Offering

Overview

A brand is more than just a logo. It consists of a number of elements which come together to form our visual language. These elements include, but are not limited to, photographic style, colours, typography and tone of voice.

The guidelines set out in this manual should be strictly followed to ensure a consistently distinctive image for Brand South Africa.

Primary or secondary brand logo co-branding with offering



Photographic style



Colour palette

BLACK
0C 0M 0M 100K Pantone Black R0 G0 B0 #000000
WHITE
0C 0M 0M 0K Pantone White 225R / 255G / 255B #ffffff
RED
0C 100M 100M 0K Pantone 032C 237R / 28G / 36B #ed1c24
YELLOW
100C 20M 0M 0K Pantone 1235C 255R / 203G / 8B #ffcb08
GREEN
100C 0M 100M 10K Pantone 355C 0R / 152G / 74B #00984a
BLUE
100C 80M 0M 10K Pantone 2738C 10R / 69G / 149B #0a4595

Typeface - Mundo Sans

ABC abc

Mundo Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()

Mundo Sans Light Mundo Sans Light Italic
Mundo Sans Mundo Sans Italic
Mundo Sans Medium Mundo Sans Medium Italic

Style Guide

Headline [Headline placed here in Mundo Sans]

Body copy [Lorem ipsum dolor amet adipiscing elit magna sed diam nonummy nibh euismod tincidunt ut laoreet dolore sed aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud.]

URL and Tel [Go to www.southafrica.info or call 0000 1234 567.]

Caption [Caption placed here in Mundo Sans Italic.]

11. Co-branding with an Offering

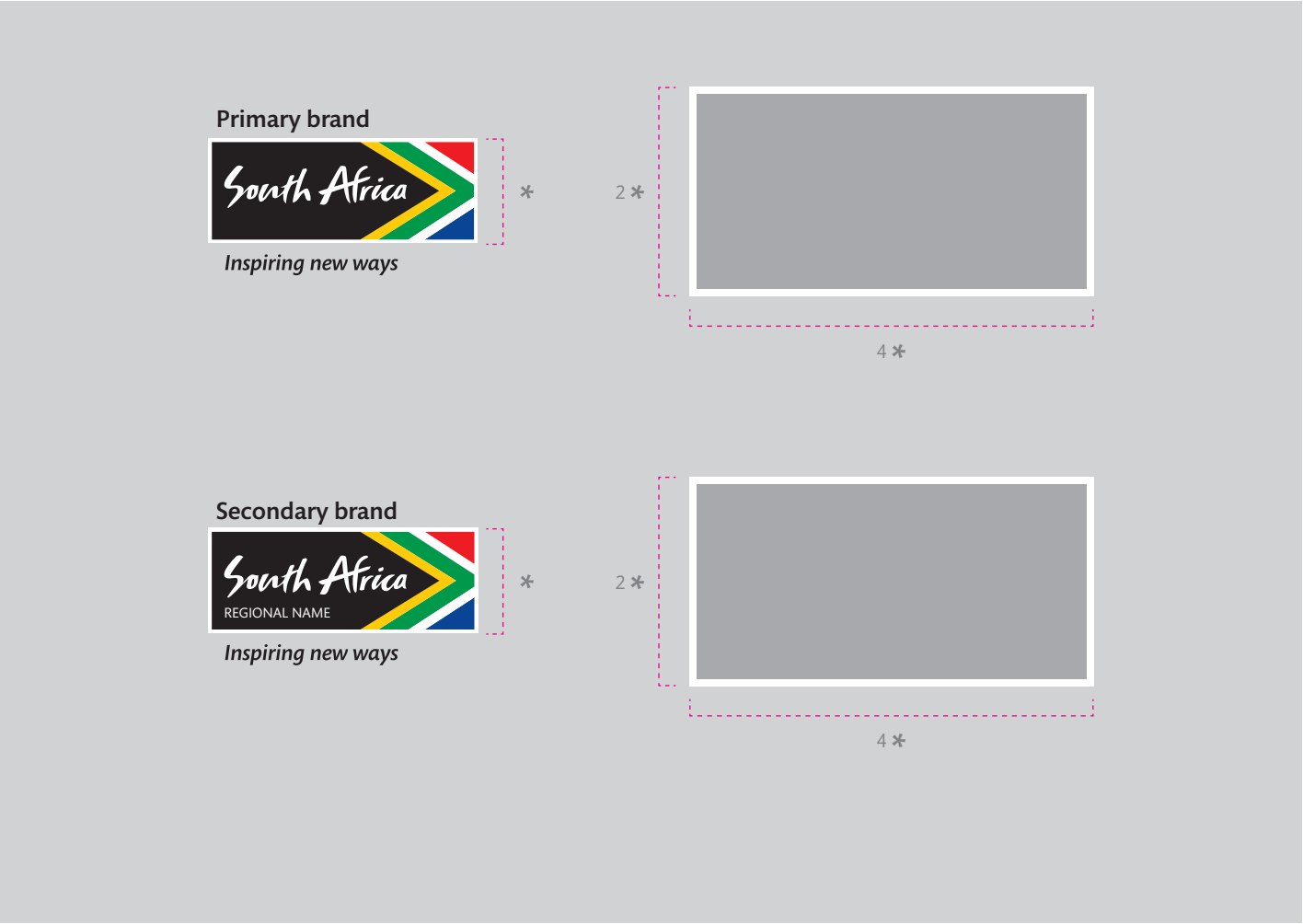
Co-branding device

Co-branding is placed in a holding device similar to that of the logo, as illustrated on the right. The size of this co-branding area is determined by the height of the Brand South Africa logo.

The device is constructed by multiplying the height of the Brand South Africa logo by two, as shown on the right. The width of this unit is equal to four times the height of the Brand South Africa logo.

* = height of the Brand South Africa logo

Construction



11. Co-branding with an Offering

Scaling of co-branding logos

When scaling a co-branding logo, one starts off by anchoring it to the bottom left corner of the holding device, as can be seen on the right. The logo is then scaled in proportion to the device until it reaches either the height or the width of the unit, depending on which occurs first.

Figure 1 illustrates a horizontally orientated logo that is scaled until it reaches the width of the holding device.

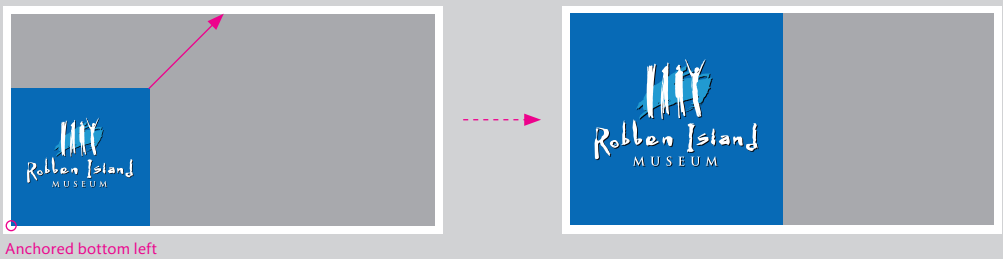
Figure 2 illustrates what happens when a vertically or square-orientated logo that is scaled until it reaches the height of the holding device.

Co-branding scaling

Figure 1: Horizontally orientated logo



Figure 2: Vertical or square-orientated logo



11. Co-branding with an Offering

Co-branding - Multiple logos

When co-branding, the Province or City logo is always placed on the left with the offerings on the right. Both logos are scaled using the method explained on the previous page and are placed next to each other, as can be seen on the right.

Co-branding with an offering



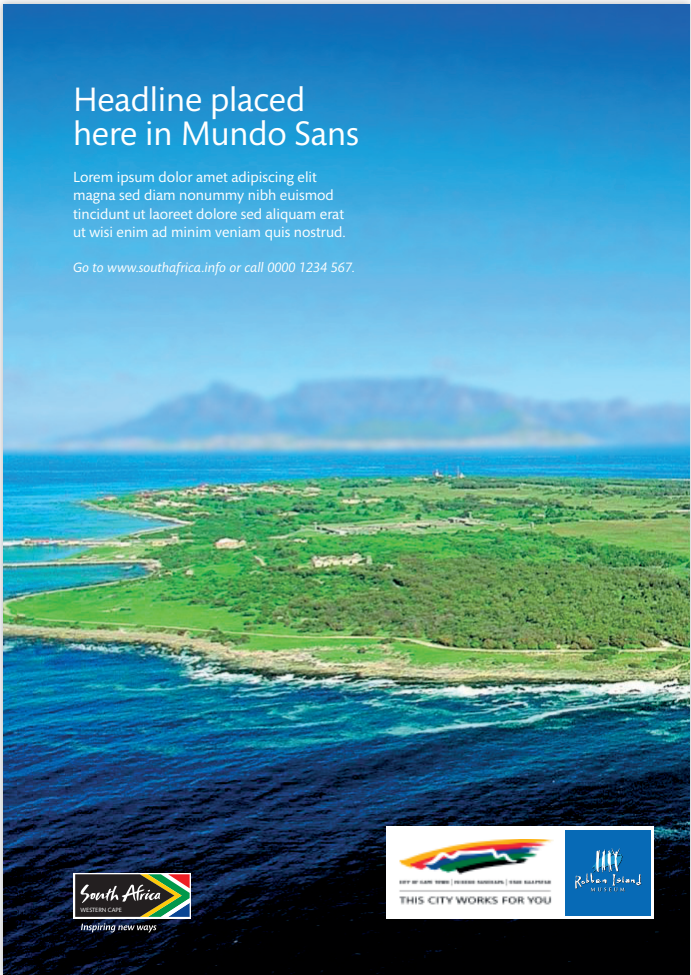
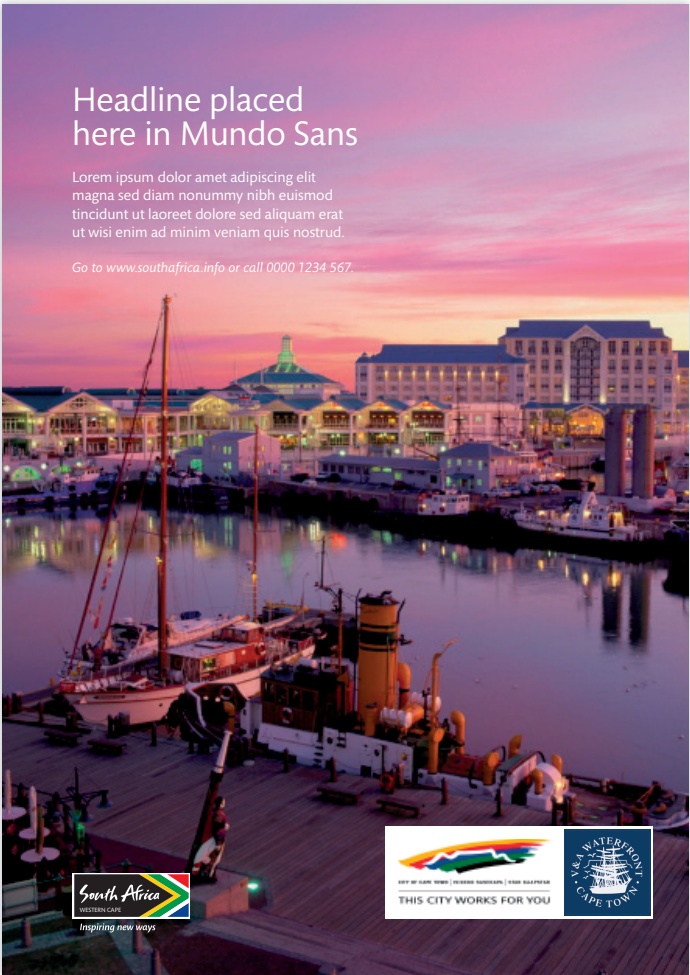
NB: Not more than two logos should be used on the holding device.

11. Co-branding with an Offering

Co-branding examples

Illustrated on the right are two examples of correct co-branding application.

Co-branding examples

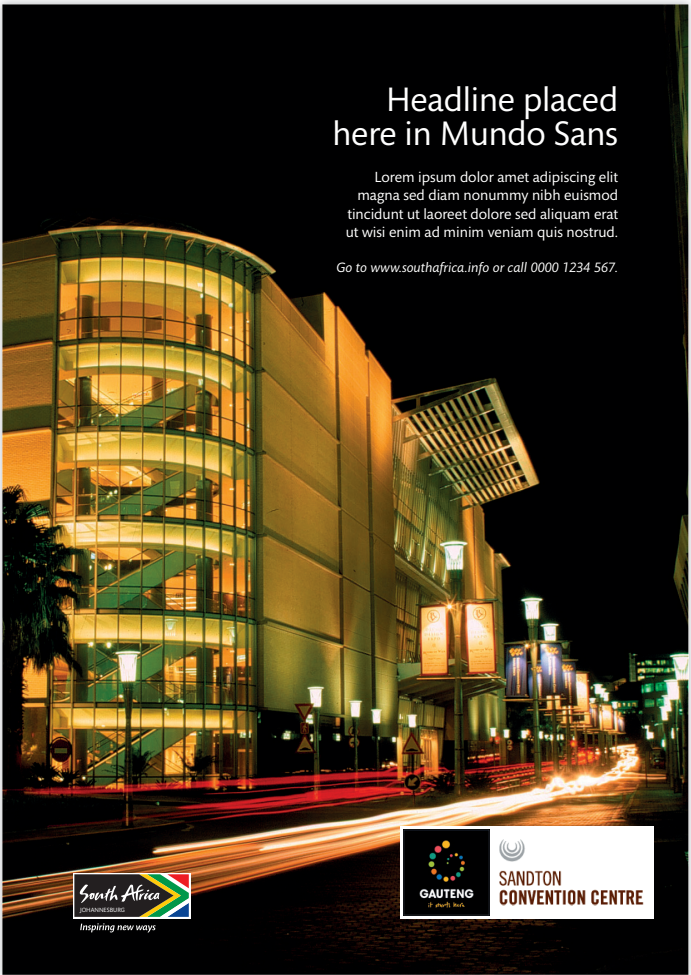


11. Co-branding with an Offering

Co-branding examples

Illustrated on the right are two examples of correct co-branding application.

Co-branding examples



11. Co-branding with an Offering

A4 advertisement template

When a city or offering advertises to an external audience, on a local or national level, then they must make use of the Brand South Africa primary brand or secondary brand logo and guidelines.

Co-branding is placed in a holding device similar to that of the logo, as illustrated on the right.

The Province or City is always placed on the left of the co-branding area with the offerings on the right.

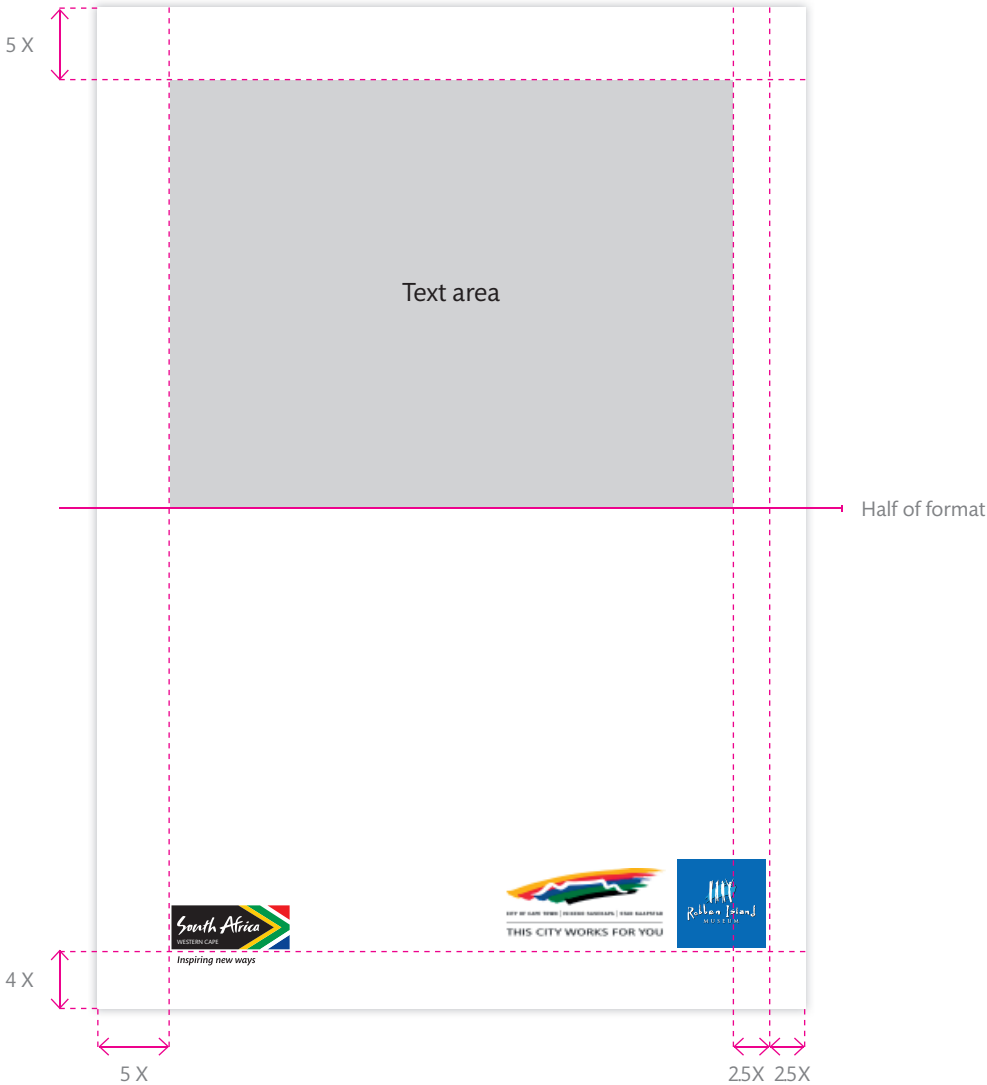
The size of the co-branding logos, in relation to the Brand South Africa primary and secondary brand logo, is explained in the co-branding section of this manual.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Logo width: 36 mm

X = height of the red triangle within the logo

Template



11. Co-branding with an Offering

A4 advertisement example

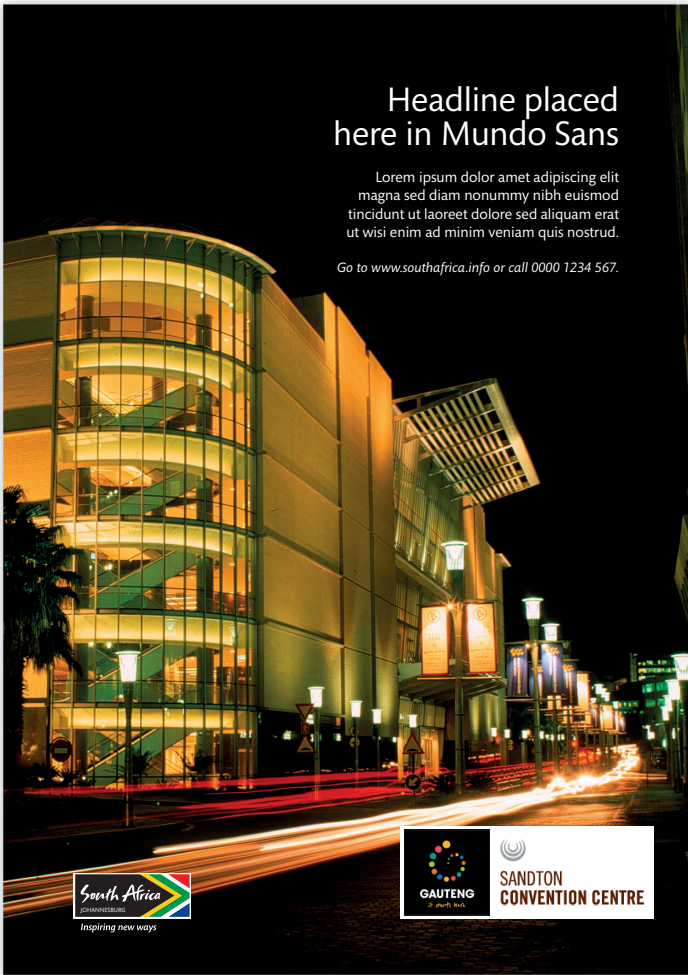
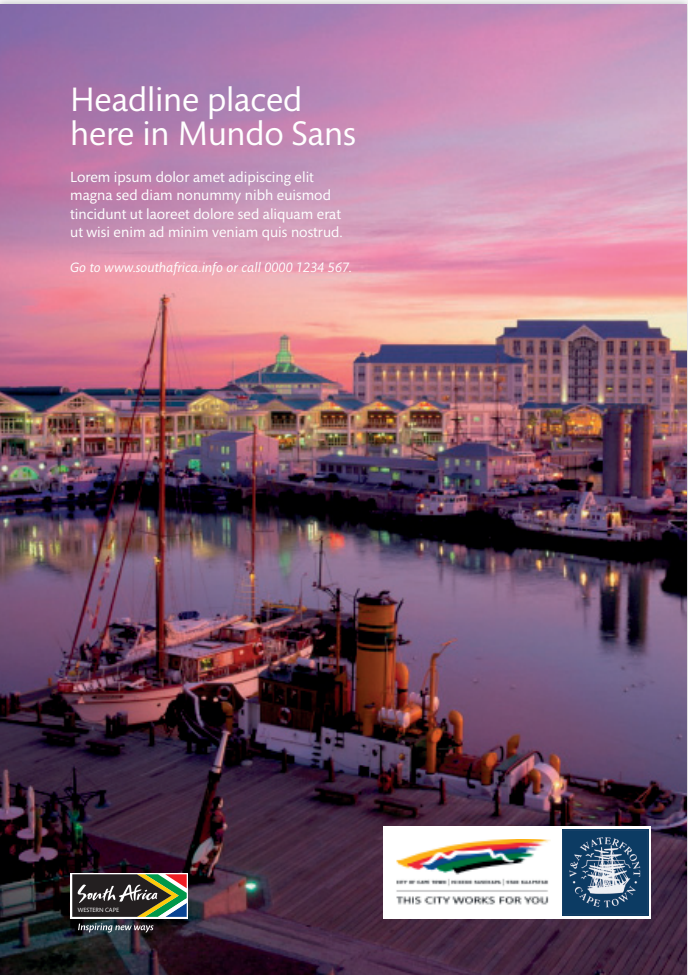
The A4 advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 210 mm x 297 mm
- Colour: CMYK
- Logo width: 36 mm

Example



11. Co-branding with an Offering

A4 DPS advertisement template

When communicating to an external audience, on a local or national level, please make use of the Brand South Africa logo and guidelines.

Co-branding is placed in a holding device similar to that of the logo, as illustrated on the right.

The Province or City is always placed on the left of the co-branding area with the offerings on the right.

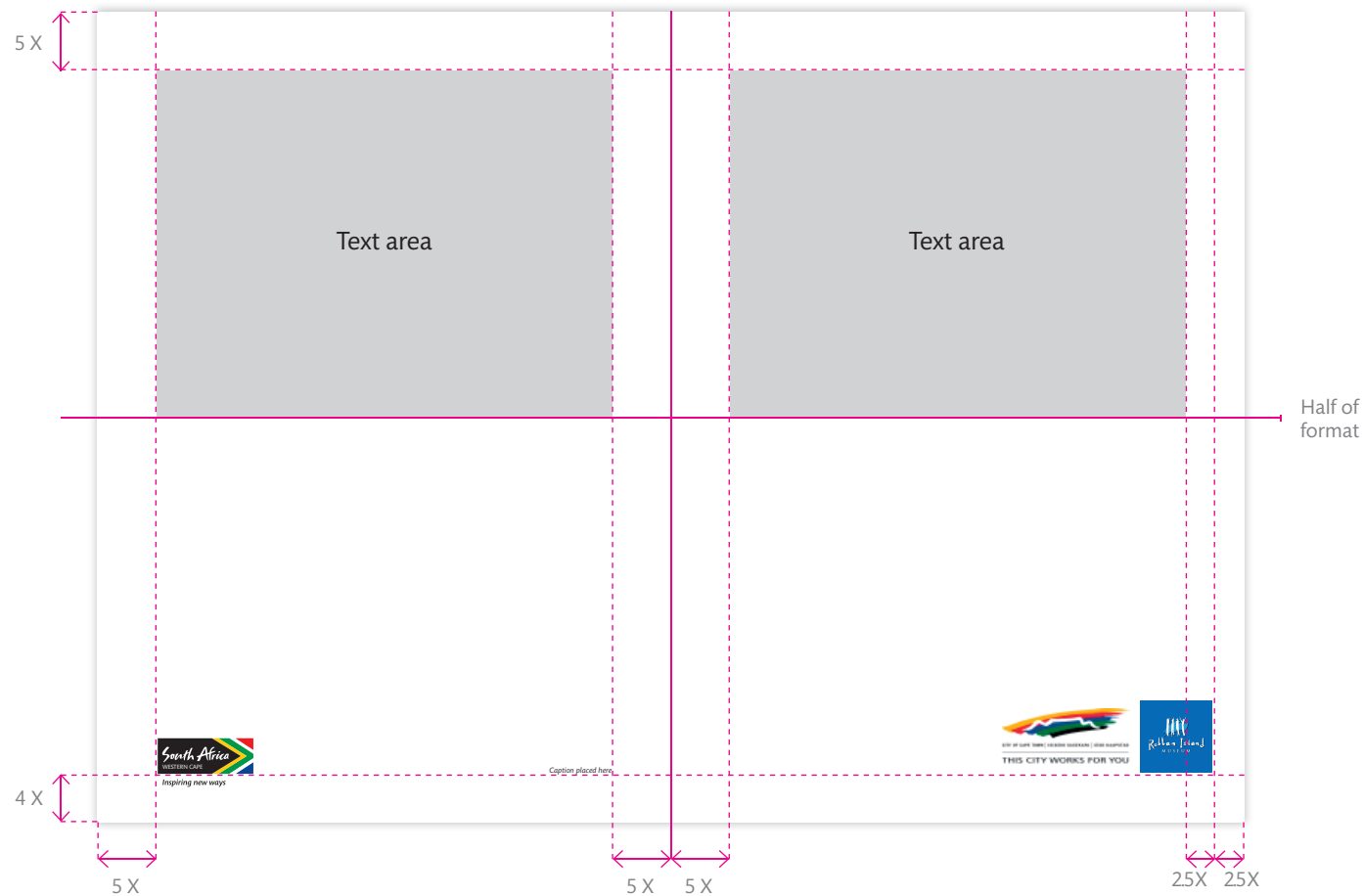
The size of the co-branding logos, in relation to the Brand South Africa primary and secondary brand logo, is explained in the co-branding section of this manual.

Technical specifications:

Size: 420 mm x 297 mm
Colour: CMYK
Logo width: 36 mm

X = height of the red triangle within the logo

Template



11. Co-branding with an Offering

A4 DPS advertisement example

The A4 DPS advertisement template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be short and descriptive.

Technical specifications:

- Size: 420 mm x 297 mm
- Colour: CMYK
- Logo width: 36 mm

Example



11. Co-branding with an Offering

A2 poster template

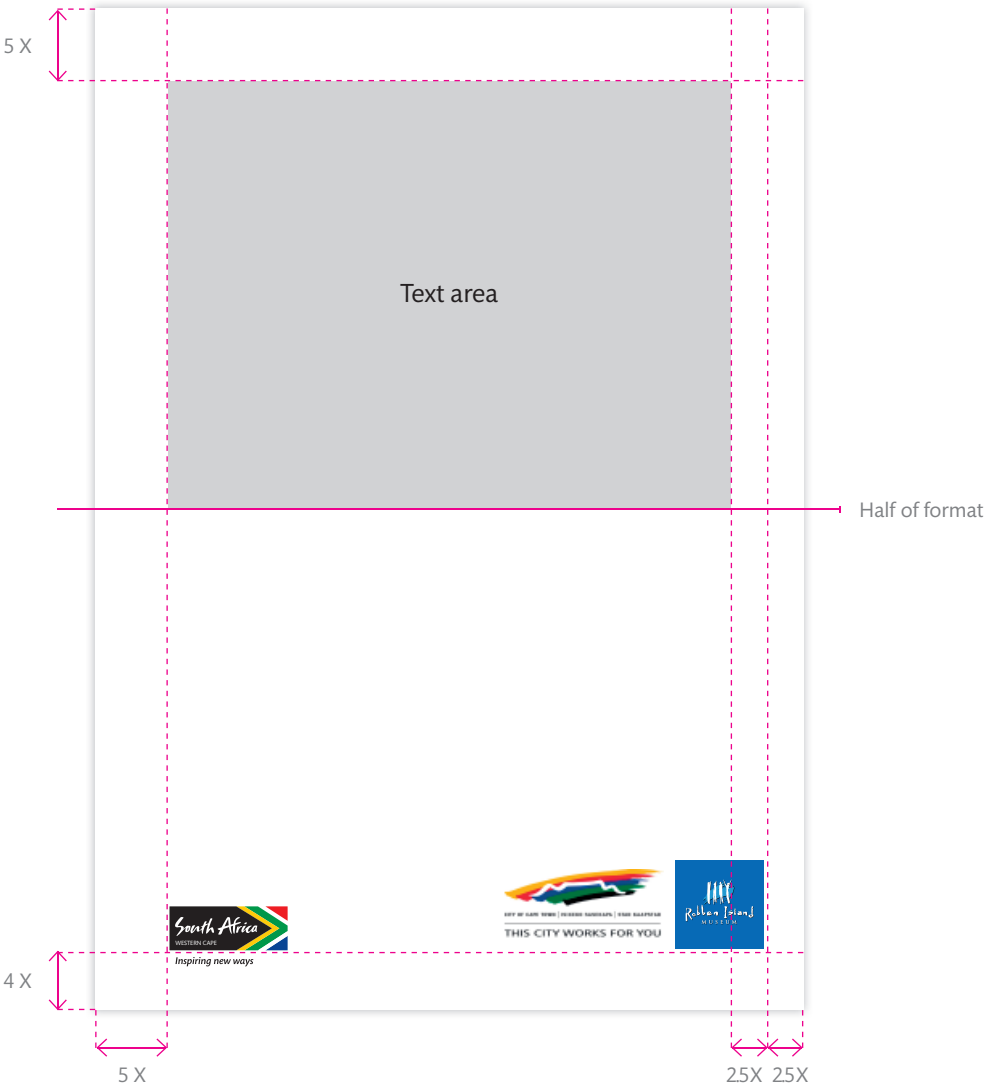
The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 420 mm x 594 mm
- Colour: CMYK
- Logo width: 75 mm

X = height of the red triangle within the logo



11. Co-branding with an Offering

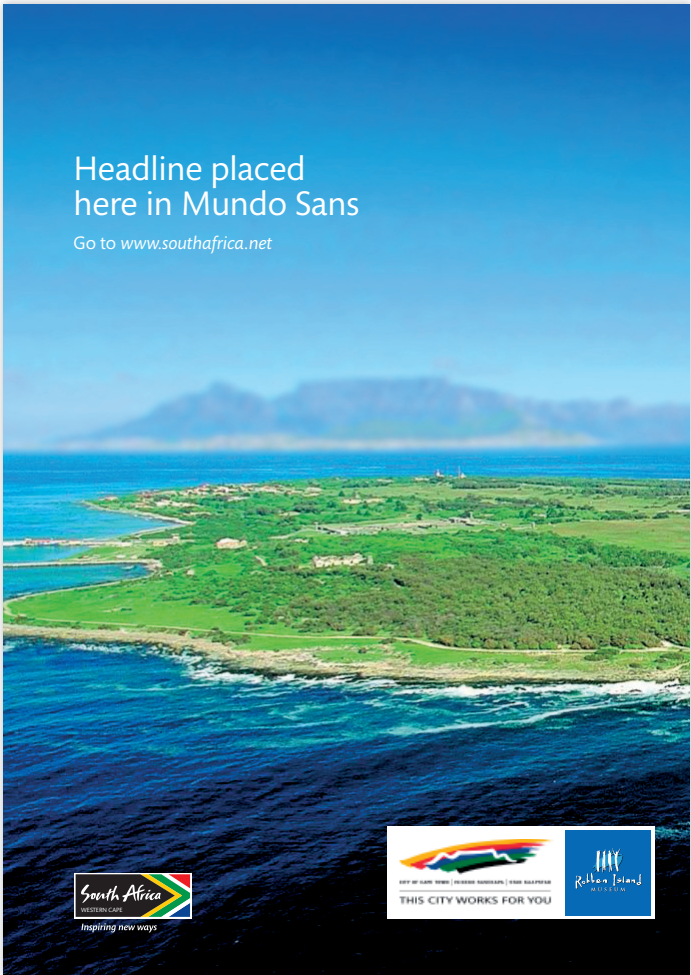
A2 poster example

The A2 poster template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	60 pt
URL & Tel:	Mundo Sans Italic	30 pt
Captions:	Mundo Sans Italic	16 pt

Example



11. Co-branding with an Offering

Streetpole template

The streetpole template is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

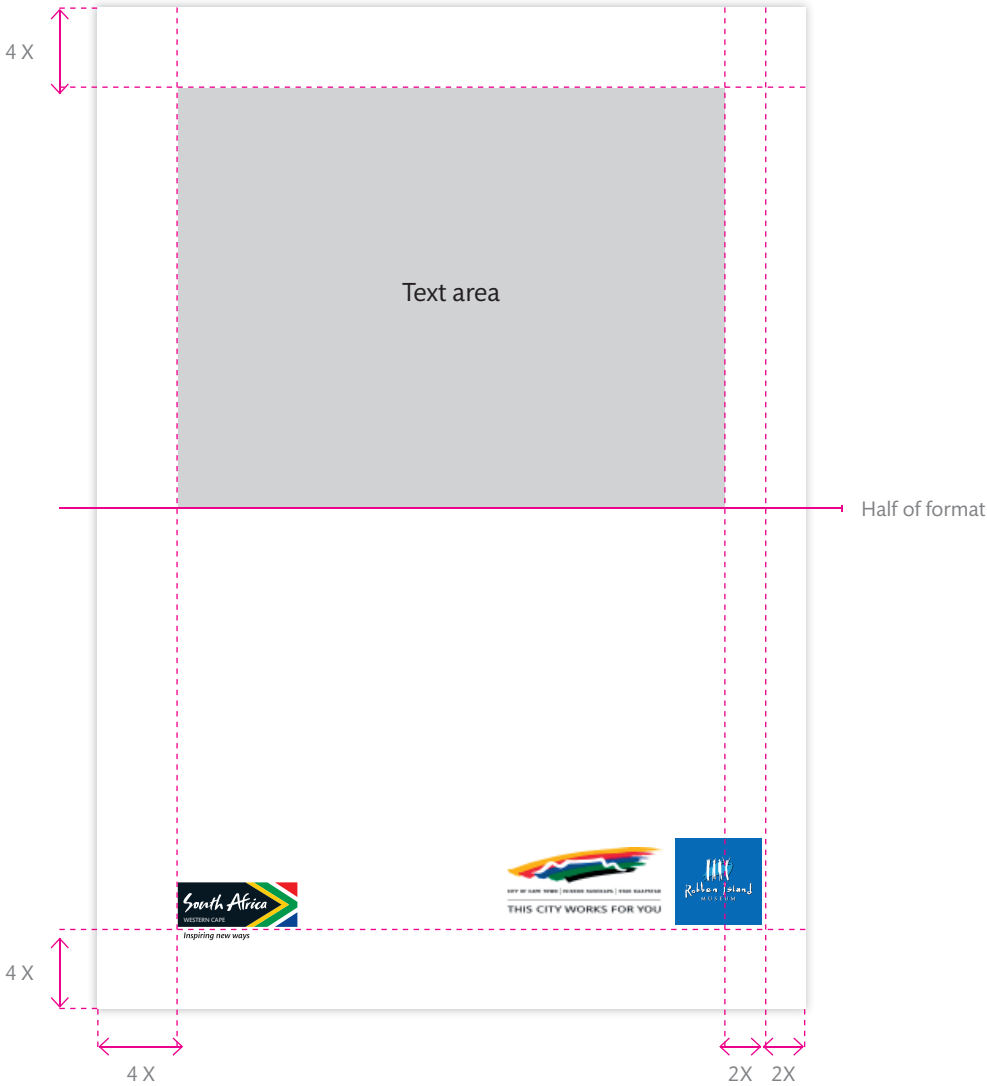
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

- Size: 420 mm x 594 mm
- Colour: CMYK
- Logo width: 100 mm

X = height of the red triangle within the logo

Template



11. Co-branding with an Offering

Streetpole example

The streetpole advertisement is part of the Brand South Africa communication collateral, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

For visibility reasons the Brand South Africa primary or secondary brand logo and headlines are larger on street pole advertisements.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines:	Mundo Sans	120 pt
URL & Tel:	Mundo Sans Italic	50 pt
Captions:	Mundo Sans Italic	16 pt

Example



11. Co-branding with an Offering

Billboard: 3 x 12 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 3 m x 12 m

Logo width: 1 200 mm

Headlines: Mundo Sans 1 240 pt

URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



Example:



11. Co-branding with an Offering

Billboard: 3 x 6 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

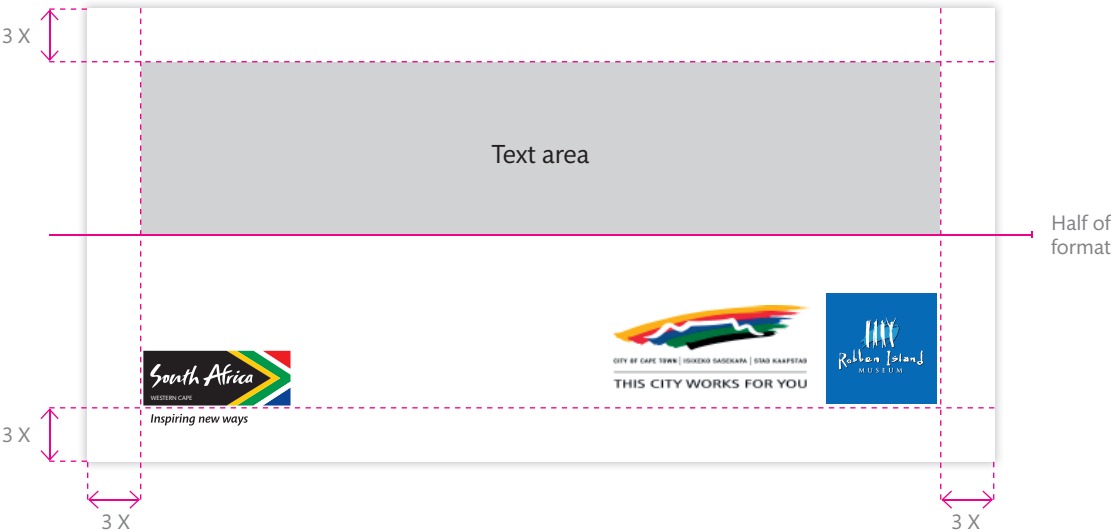
Size: 3 m x 6 m

Logo width: 1 000 mm

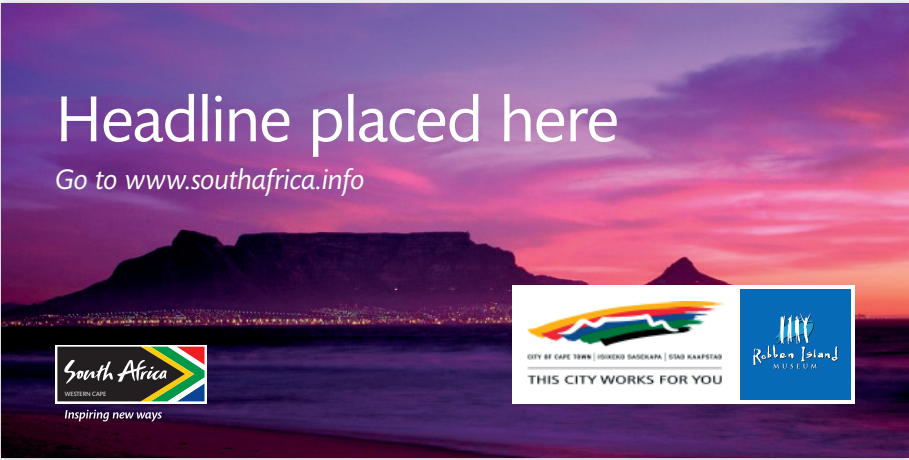
Headlines: Mundo Sans 1 240 pt
URL & Tel: Mundo Sans Italic 540 pt

X = height of the red triangle within the logo

Template



Example



11. Co-branding with an Offering

Billboard: 3 x 1.5 m

The text area is positioned in the top half of the billboard. Copy may be aligned left or right and may be moved anywhere, up or down, on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

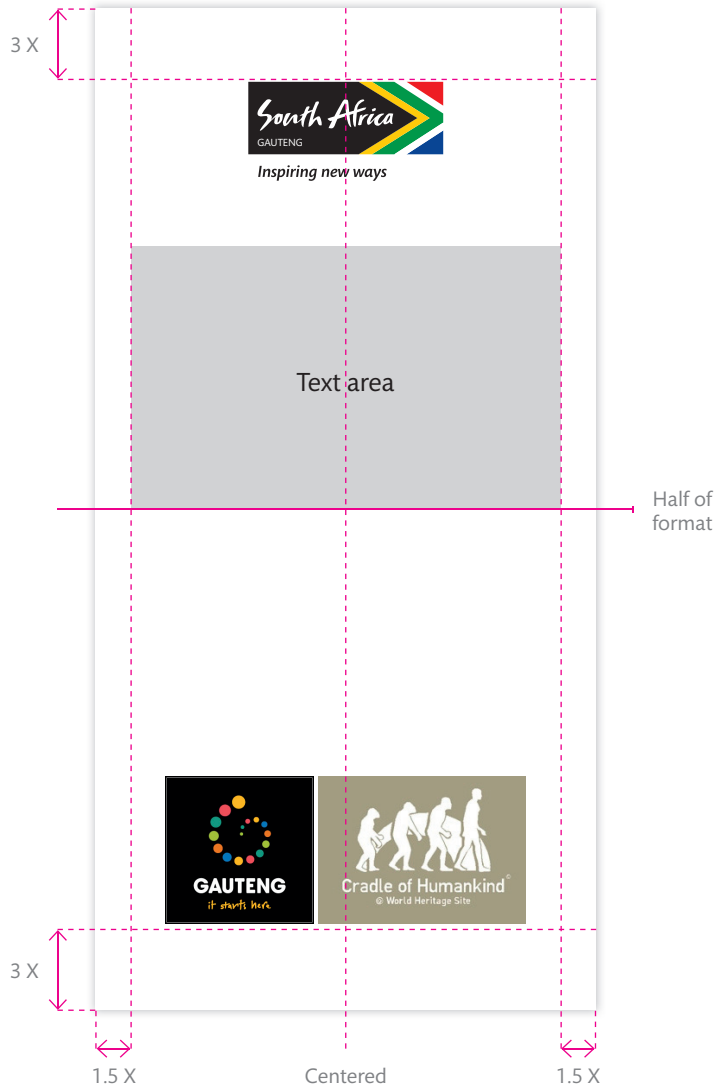
Size: 3 m x 1.5 m

Logo width: 1 007 mm

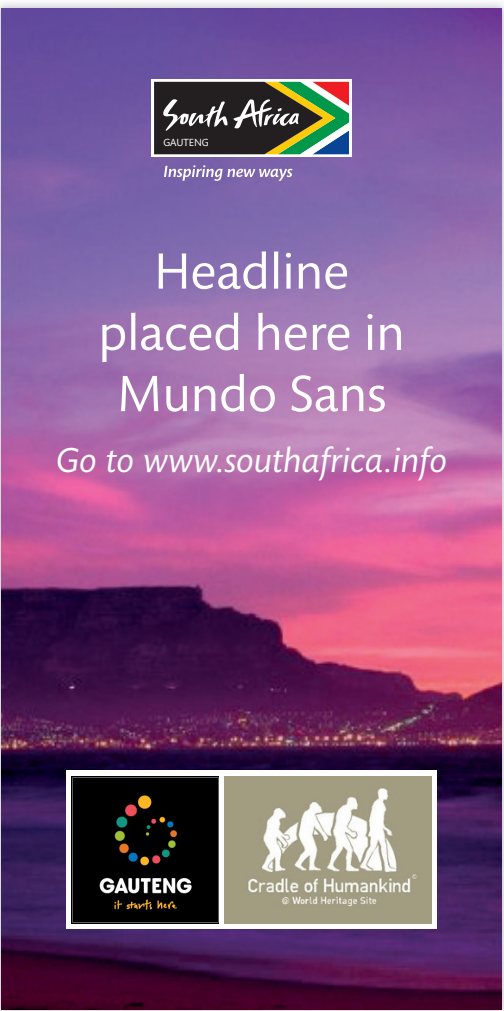
Headlines: Mundo Sans 440 pt
URL & Tel: Mundo Sans Italic 300 pt

X = height of the red triangle within the logo

Template



Example



Contact information

For questions or further information
on the Brand South Africa Corporate Identity Guidelines please contact:

The Brand Manager
Brand South Africa
Tel: +27 11 483 0122