Corporate Identity Guidelines

South Africa

Inspiring new ways

Message from the CEO

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 Corporative 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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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

Brand South Africa logo	Provinces	Cities
Primary or preferred brand *Inspiring new ways* **International and domestic communication**	**Logo with Province as descriptor, secondary brand** *Inspiring new ways* **International communication**	**Logo with City as descriptor, secondary brand** *Inspiring new ways* **International communication**
	Co-branding with Province descriptor *Inspiring new ways* **Domestic communication**	**Co-branding with City descriptor** *Inspiring new ways* **Domestic communication**
	Co-branding with Province descriptor + offering *Inspiring new ways* **Domestic communication**	**Co-branding with City descriptor + offering** *Inspiring new ways* **Domestic communication**

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

Headline placed here in Mundo Sans

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

Go to www.southafrica.info or call 0000 1234 567.
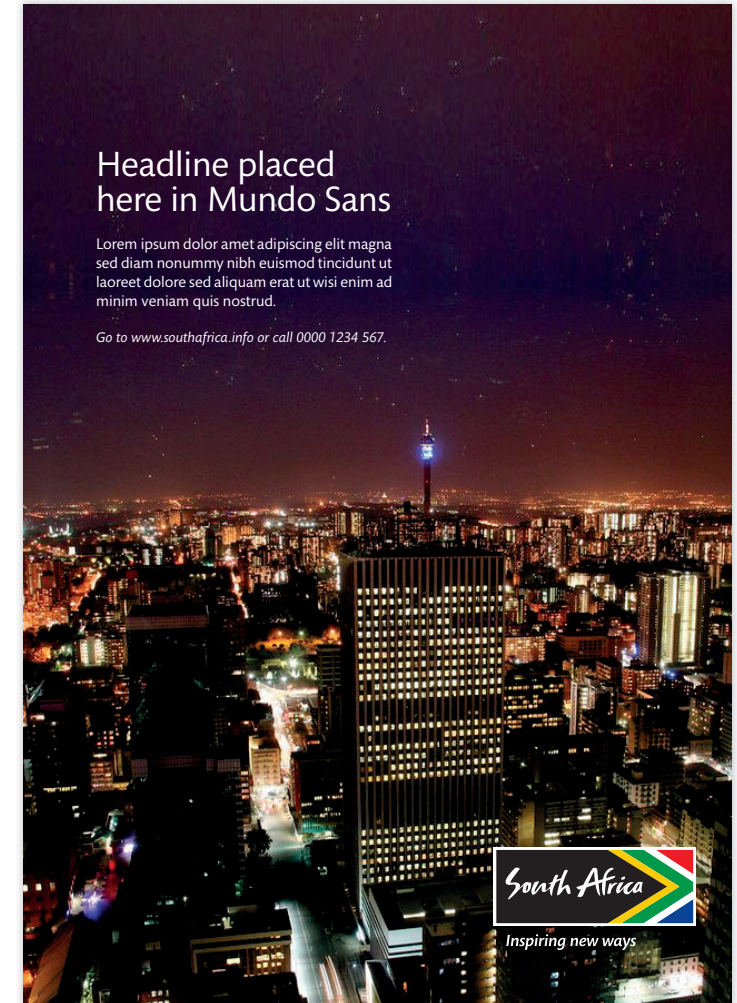
1. Communication Hierarchy

Brand at a glance

Secondary brand

Provincial logos

City logos

EASTERN CAPE
Inspiring new ways

PORT ELIZABETH
Inspiring new ways

FREE STATE
Inspiring new ways

BLOEMFONTEIN
Inspiring new ways

GAUTENG
Inspiring new ways

JOHANNESBURG
Inspiring new ways

Primary brand

Brand South Africa logo

KWAZULU-NATAL
Inspiring new ways

DURBAN
Inspiring new ways

Inspiring new ways

LIMPOPO
Inspiring new ways

POLOKWANE
Inspiring new ways

MPUMALANGA
Inspiring new ways

NELSPRUIT
Inspiring new ways

NORTH WEST
Inspiring new ways

RUSTENBURG
Inspiring new ways

NORTHERN CAPE
Inspiring new ways

KIMBERLEY
Inspiring new ways

WESTERN CAPE
Inspiring new ways

CAPE TOWN
Inspiring new ways

Basic elements

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 Arica 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

Keyline

Logo type

Symbol

Tagline

12

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

X = Height of red triangle

Y = Thickness of white line

Clear space and keyline

Keyline

Inspiring new ways

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

Caption placed here

Inspiring new ways

2.5 X

3 X   1.5 X

Figure 2 - Secondary logo

Caption placed here

Inspiring new ways

2.5 X

3 X   1.5 X

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

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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

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.

Inspiring new ways

3.

INSPIRING NEW WAYS

4.

The place to be

5.

it starts here

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".

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

Afrikaans

Zulu

Seswati

Xhosa

Ndebele

Sotho

Setswana

Sepedi

Venda

Tsonga

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:

33 mm

Inspiring new ways

Figure B:

Less than 33 mm

Figure C:

16 mm

Brand South Africa logo - Secondary brand

Figure A:

33 mm

Inspiring new ways

Figure B:

Less than 33 mm

Figure C:

16 mm
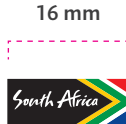
2. Basic Elements

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
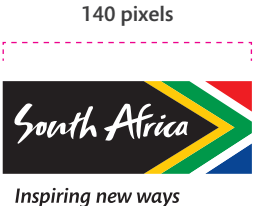
Figure A:

140 pixels

Inspiring new ways

Figure B:

Less than 140 pixels

Figure C:

100 pixels

Brand South Africa logo - Secondary brand

Figure A:

140 pixels

Inspiring new ways

Figure B:

Less than 140 pixels

Figure C:

100 pixels
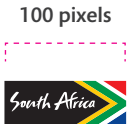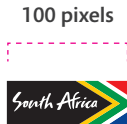
2. Basic Elements

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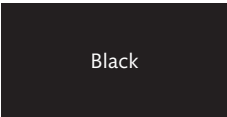
Black		
Pantone:	Black
Process:	0C / 0M / 0Y / 100K
Electronic:	0R / 0G / 0B
Hex	#000000

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

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

Yellow		
Pantone:	1235C
Process:	0C / 20M / 100Y / 0K
Electronic:	255R / 203G / 8B
Hex	#ffcb08
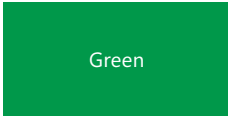
Green		
Pantone:	355C
Process:	100C / 0M / 100Y / 10K
Electronic:	0R / 152G / 74B
Hex	#00984a

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&*( )-_+

Mundo Sans
Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&( )-_+*

Mundo Sans
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&*( )-_+

Mundo Sans
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&( )-_+*

Mundo Sans
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&*( )-_+

Mundo Sans
Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnoqrstuvwxyz
1234567890,./;'\!@£$%^&*( )-_+

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 www.southafrica.info or call 0000 1234 567.

Caption

Caption placed here in Mundo Sans Italic.

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

Text area

Caption placed here

South Africa

Inspiring new ways
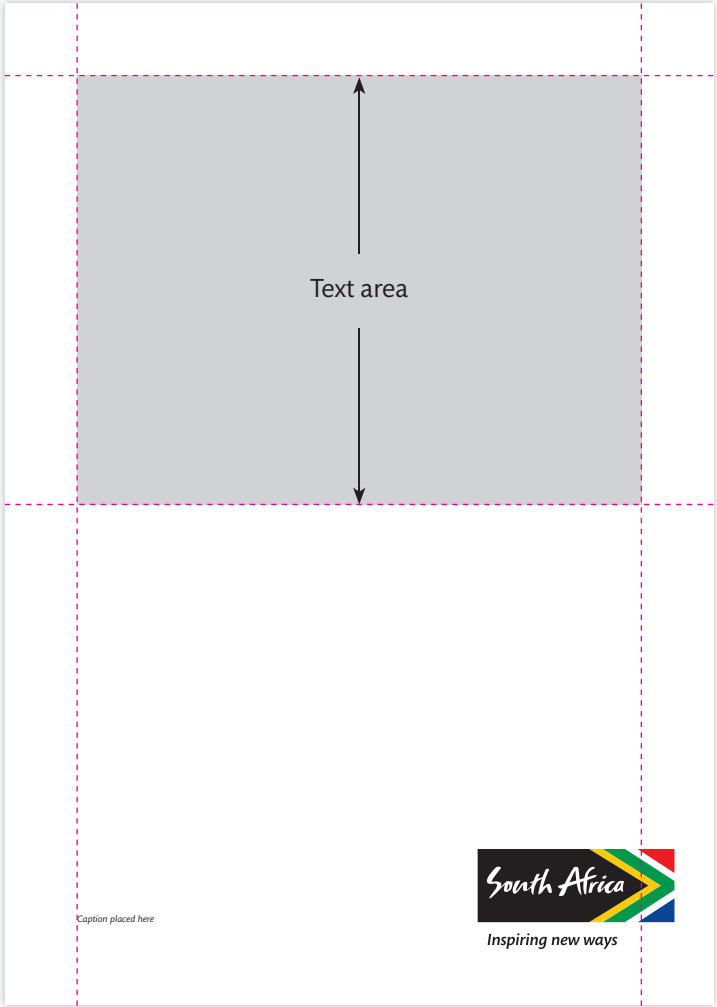
2. Basic Elements

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

Headline placed
here in Mundo Sans

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

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

Caption placed here

South Africa

Inspiring new ways

Right aligned

Headline placed
here in Mundo Sans

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

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

Caption placed here

South Africa

Inspiring new ways

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

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.

Go to www.southafrica.info

1.

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.

Go to www.southafrica.info

2.

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.

Go to www.southafrica.info

3.

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.

Go to www.southafrica.info

4.

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.

Go to www.southafrica.info

5.

Secondary colour application:

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.

Go to www.southafrica.info

1.

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.

Go to www.southafrica.info

2.

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.

Go to www.southafrica.info

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

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.

Go to www.southafrica.info

1.

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.

Go to www.southafrica.info

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Go to www.southafrica.info

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5.

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Go to www.southafrica.info

6.

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.
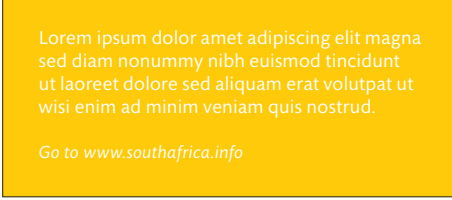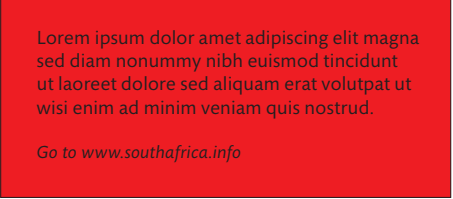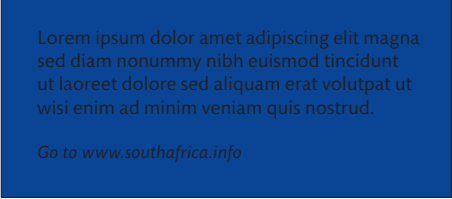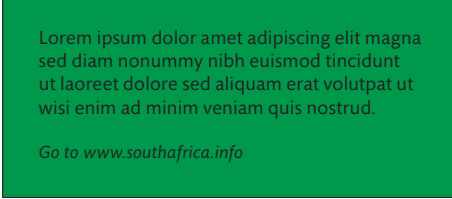
Go to www.southafrica.info

7.

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
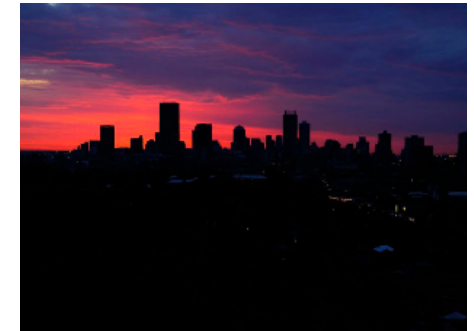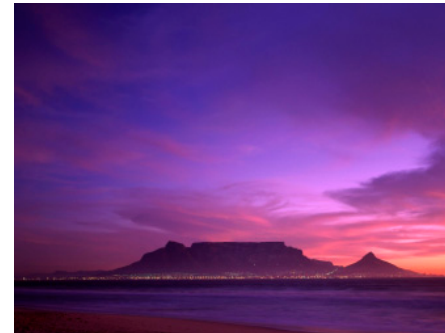
Photographers are expected to shoot believable imagery of real South Africans doing innovative work. The photographers work with a spontaneous approach: They don't get people to pose and don't over direct them. Subjects feel comfortable in the circumstance they are photographed in. Natural light is used 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

South Africa

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

2.5 X

South Africa
Inspiring new ways

2.5 X

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 Patrons: Min. N Surname; 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, Ms. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Ms. N Surname, Prof. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Mr. N Surname, Ms. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Mr. N Surname, Ms. N Surname

1.5 X

2 X   2 X

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

1.5 X

South Africa
Inspiring new ways

Name Surname
Designation **Department**

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
Mobile +27 00 000 0000 Email name@brandsouthafrica.com
Visit us at www.southafrica.info

1.5 X

1.5 X   1.5 X

Back

1.5 X

Text area

1.5 X

1.5 X   1.5 X

35

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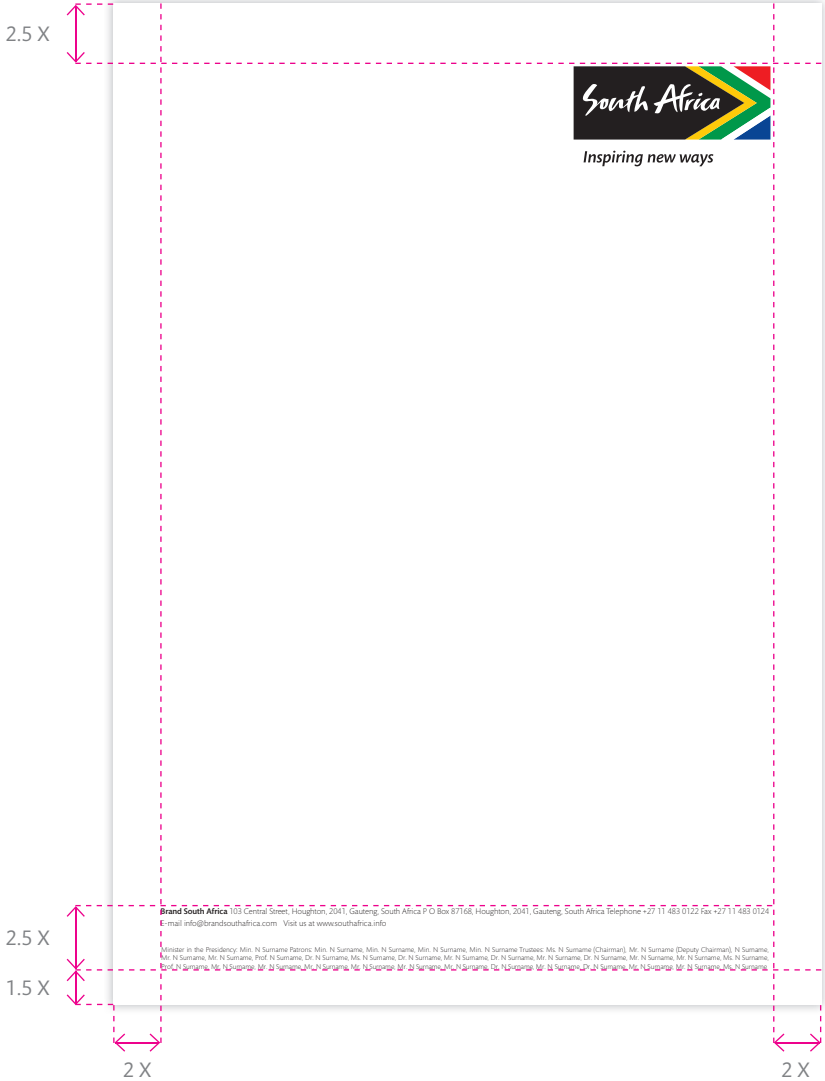
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Front

South Africa

Inspiring new ways

Name Surname
Designation **Department**

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
Mobile +27 00 000 0000 Email name@brandsouthafrica.com
Visit us at www.southafrica.info

Back

Did you know South Africa: is home to 6% of the continent's population, South Africa produces 23% of Africa's GDP, boasts 45% of its mineral production and 50% of its buying power?

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 Mircrosoft 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.
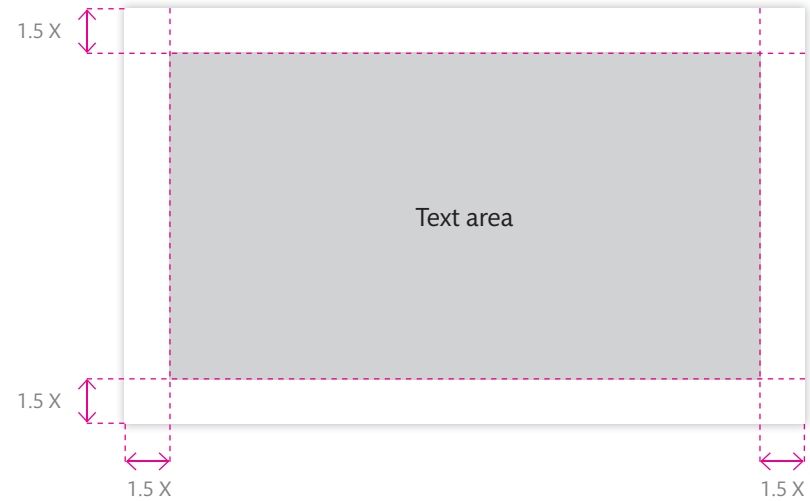
Technical specifications:

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

2.5 X

X

X

Facsimile

Inspiring new ways

To:
From:
Fax:
Pages:
Phone:
Date:
Re:
CC:
Subject:

2.5 X

1.5 X

2 X   2 X

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

Facsimile

South Africa
Inspiring new ways

To:
From:
Fax:
Pages:
Phone:
Date:
Re:
CC:
Subject:

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 Patrons: Min. N Surname, 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, Ms. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Ms. N Surname, Prof. N Surname, Mr. 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, Mr. N Surname, Ms. N Surname

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 Mircrosoft Word format. All editable type is Trebuchet MS because of its good compatibility across different computer platforms.
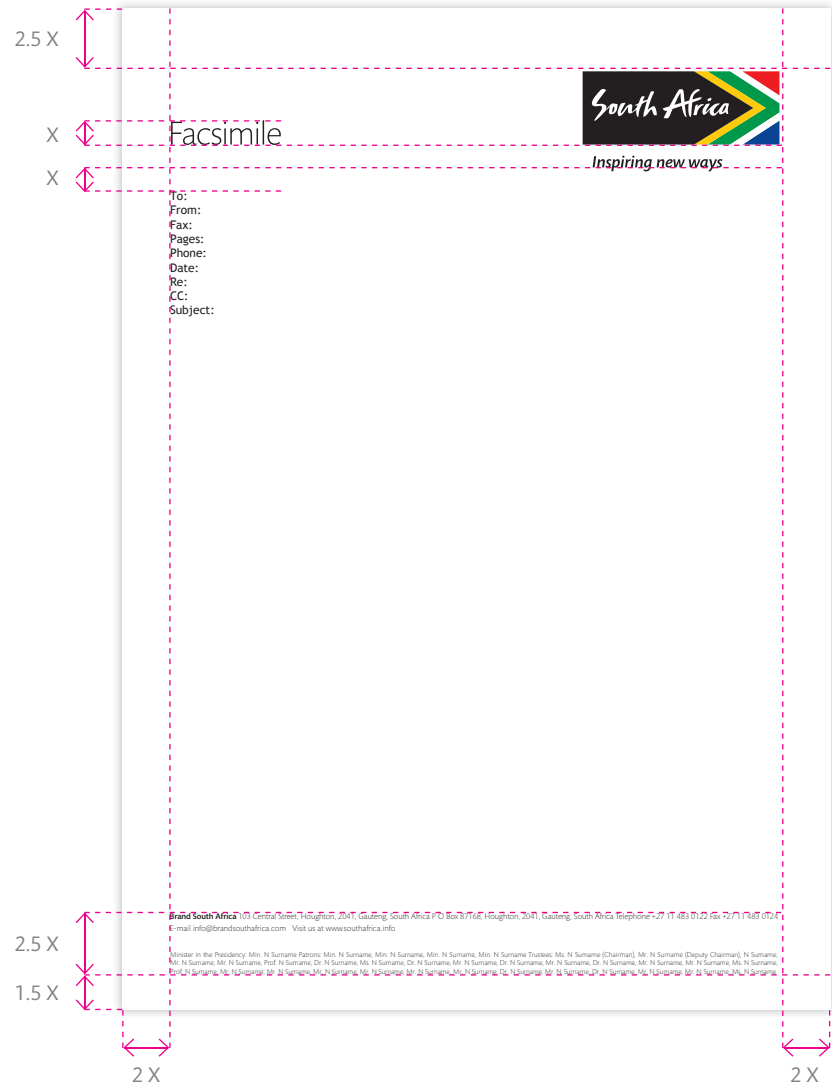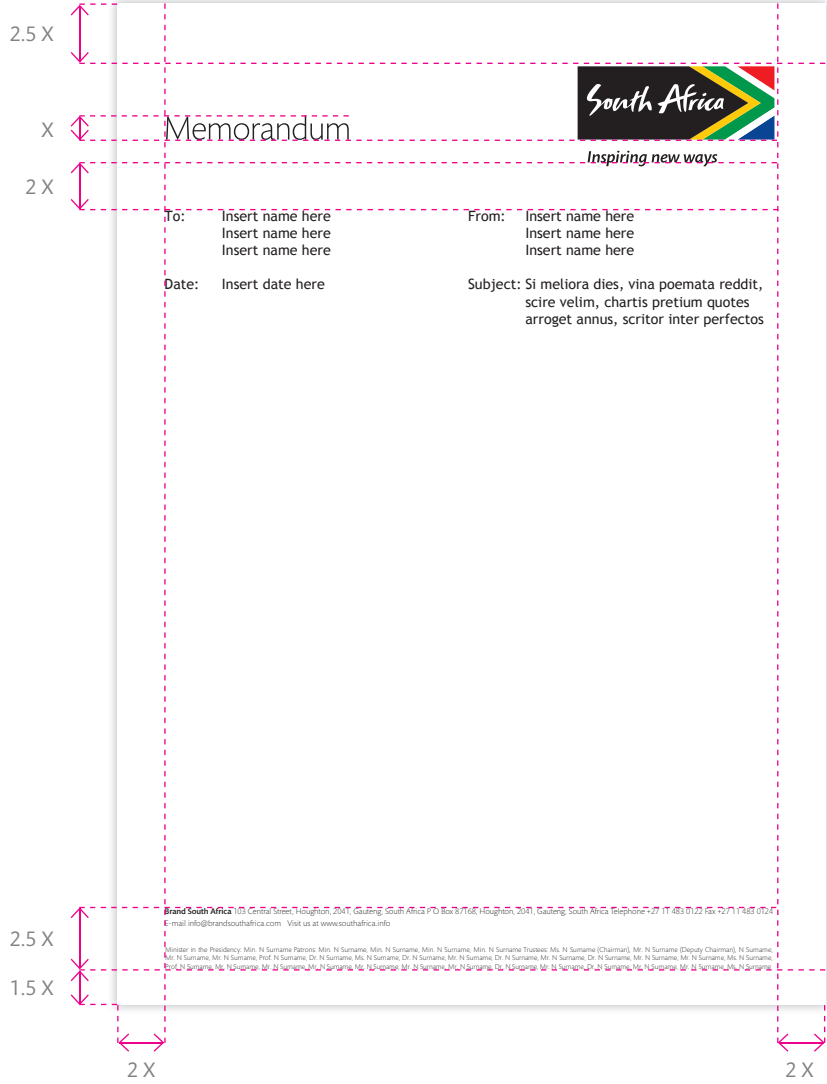
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm
Colour: CMYK
Body copy: Trebuchet MS, 12 pt
Logo width: 60 mm
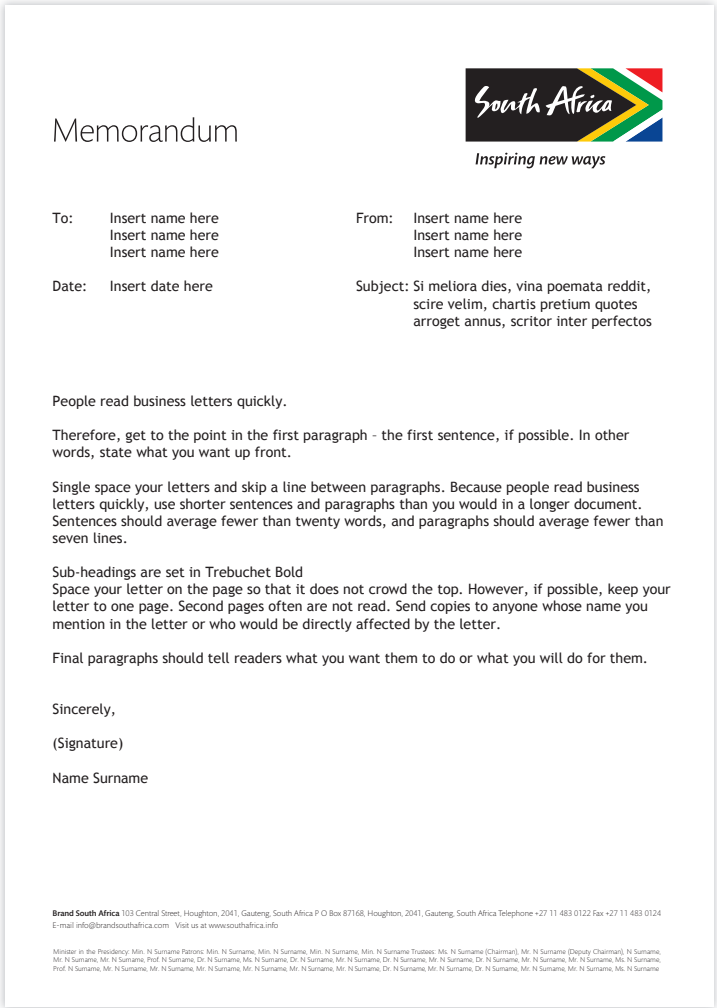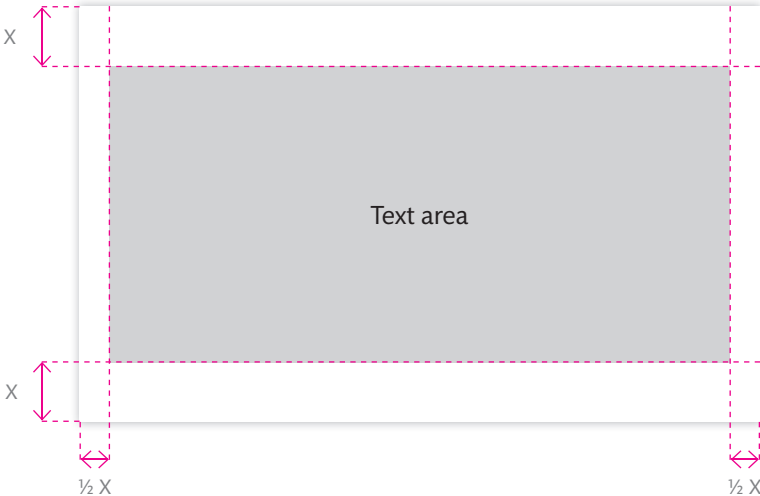
X = height of the red triangle within the logo

Template

South Africa
Inspiring new ways

Memorandum

To: Insert name here   From: Insert name here
        Insert name here   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, scritor inter perfectos

Brand South Africa 105 Central Street, Houghton, 2041, Gauteng, South Africa P O Box 8/768, Houghton, 2041, Gauteng, South Africa Telephone +27 (1) 483 0121 Fax +27 (1) 483 0124
E-mail info@brandsouthafrica.com   Visit us at www.southafrica.info

2.5 X
X
2 X
2.5 X
1.5 X
2 X   2 X

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.
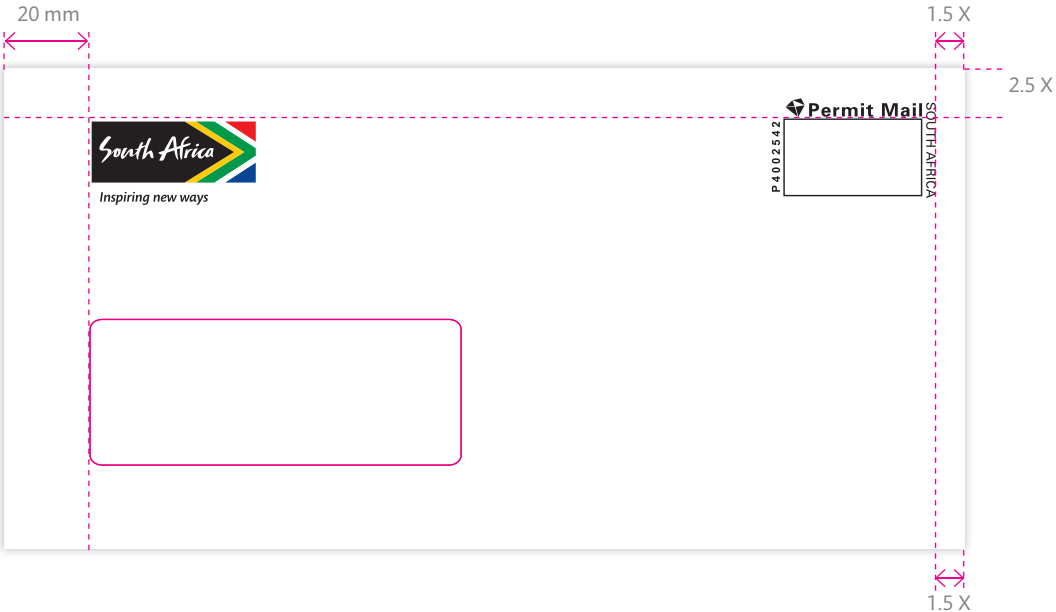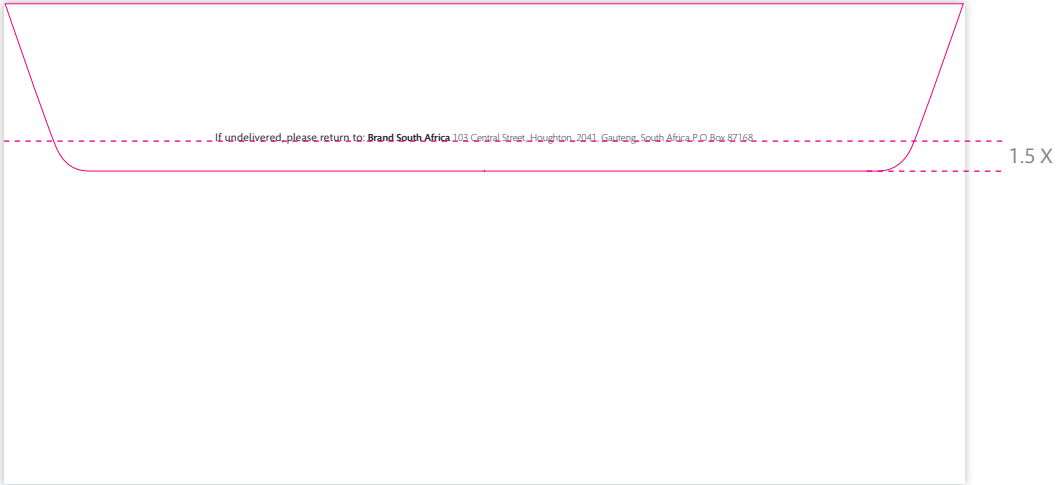
Example

Memorandum

Inspiring new ways

To:	Insert name here	From:	Insert name here
	Insert name here		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, scritor 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 Patrons: Min. N Surname; 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, Ms. N Surname, Dr. N Surname, Mr. N Surname, Dr. N Surname, Mr. N Surname, Mr. 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, Mr. N Surname, Ms. N Surname

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

South Africa

Inspiring new ways

1.5 X   1.5 X

Back

X

Text area

X

½ X   ½ X

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

South Africa

Inspiring new ways

Back

THE SOUTH AFRICAN NATIONAL ANTHEM

Nkosi sikelel' iAfrika
Maluphakanyisw' uphondo lwayo,
Yizwa imithandazo yethu,
Nkosi sikelela, thina lusapho lwayo.

Morena boloka setjhaba sa heso,
O fedise dintwa le matshwenyeho,
O se boloke, O se boloke setjhaba sa heso,
Setjhaba sa South Afrika - South Afrika.

Uit die blou van onse hemel,
Uit die diepte van ons see,
Oor ons ewige gebergtes,
Waar die kranse antwoord gee.

Sounds the call to come together,
And united we shall stand,
Let us live and strive for freedom,
In South Africa our land.

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

20 mm

1.5 X

2.5 X

P4002542

◈ **Permit Mail**

SOUTH AFRICA

South Africa

Inspiring new ways

1.5 X

Back

If undelivered, please return to: **Brand South Africa** 103 Central Street, Houghton, 2041, Gauteng, South Africa, P O Box 87168.

1.5 X

43

3. Stationery

Envelopes DL

Refer to the rules on page 43 for illustrated examples.

Example

South Africa
Inspiring new ways

◆ **Permit Mail**
P4002542
SOUTH AFRICA

If undelivered, please return to: **Brand South Africa** 103 Central Street, Houghton, 2041, Gauteng, South Africa P O Box 87168
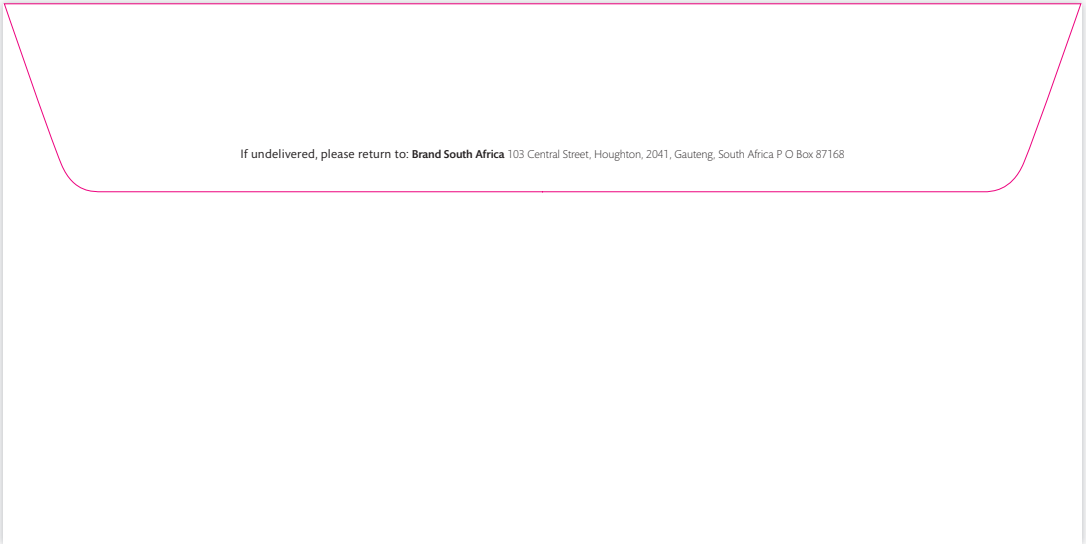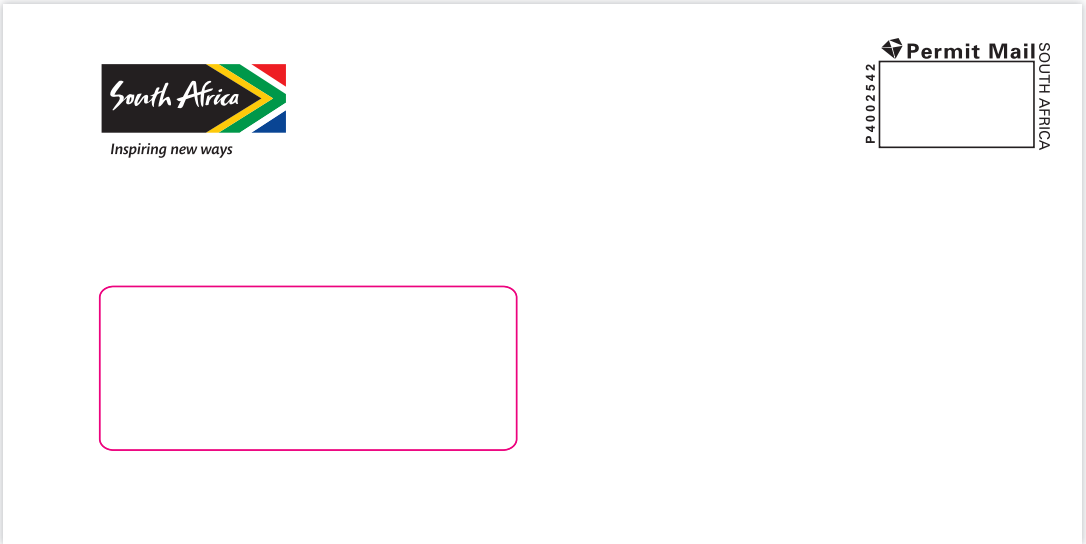
3. Stationery

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

South Africa
Inspiring new ways

Permit Mail
P4002542
SOUTH AFRICA

If undelivered, please return to: **Brand South Africa** 103 Central Street, Houghton, 2041, Gauteng, South Africa P O Box 87168
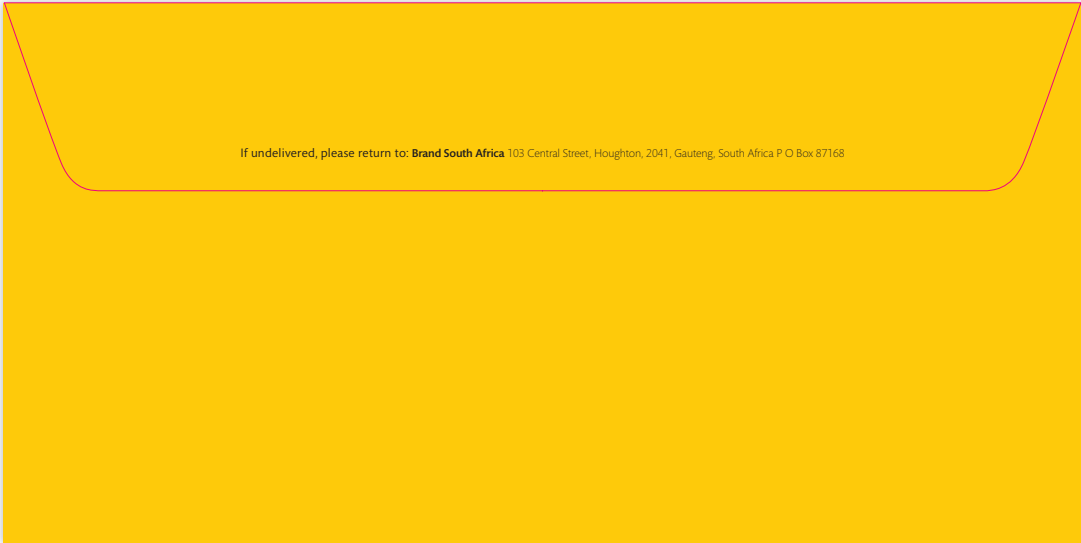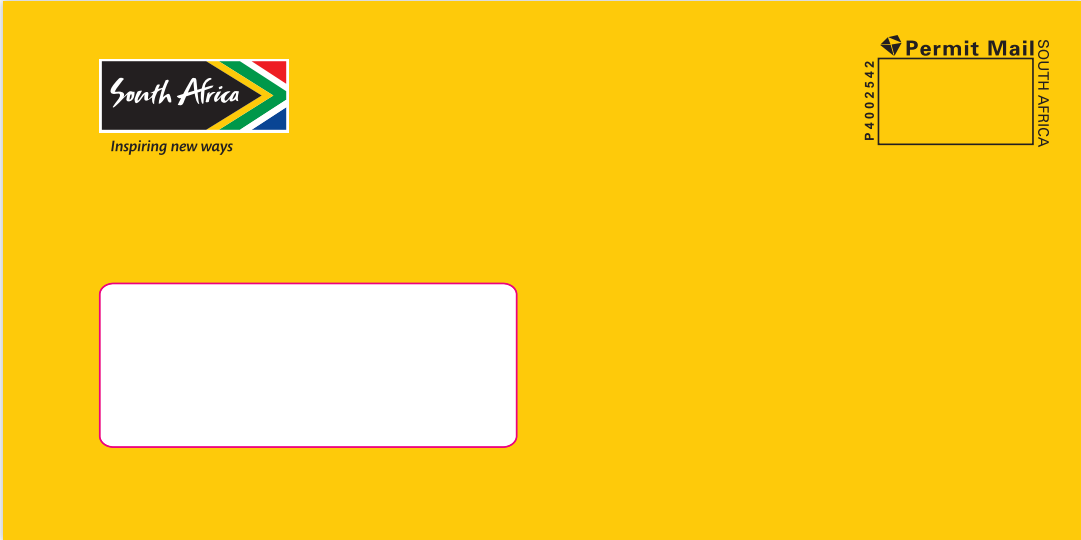
Envelopes C4

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

46

46
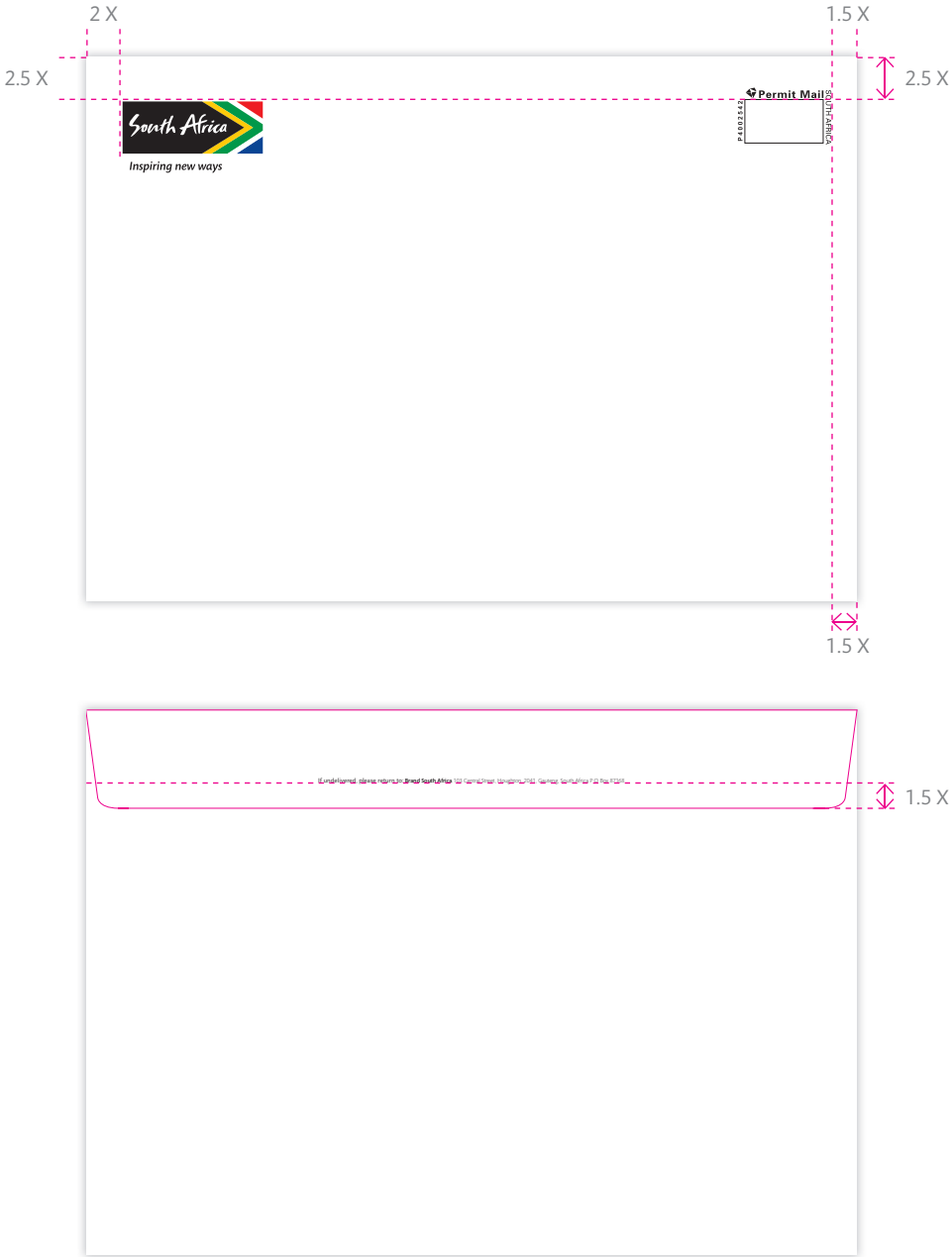
3. Stationery

Envelopes C4

Refer to the rules on page 46 for illustrated examples.
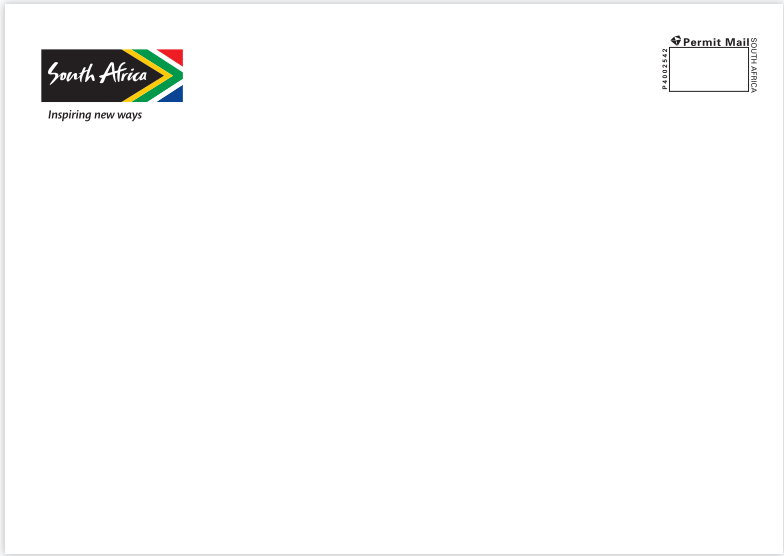
Example

3. Stationery

Envelopes C4

Full-colour background C4 envelopes
specifications

Refer to the rules on page 46 for illustrated
examples.

Example
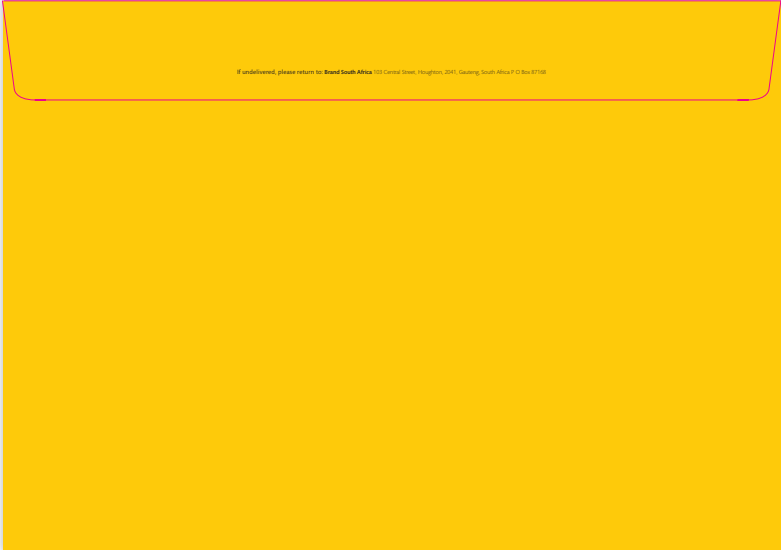
Folders

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

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

Inspiring new ways

2.5X

3X

1.5X
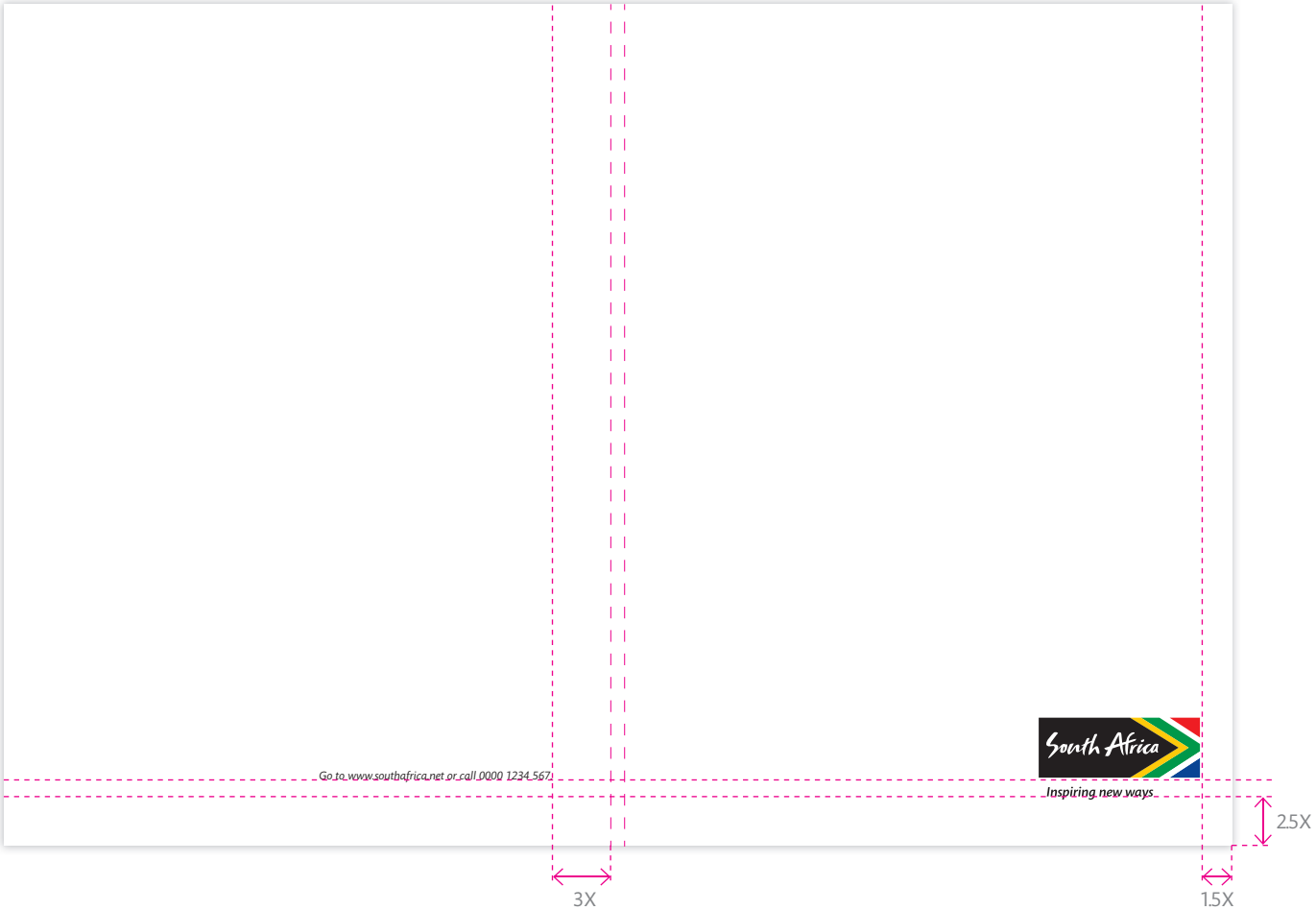
3. Stationery

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
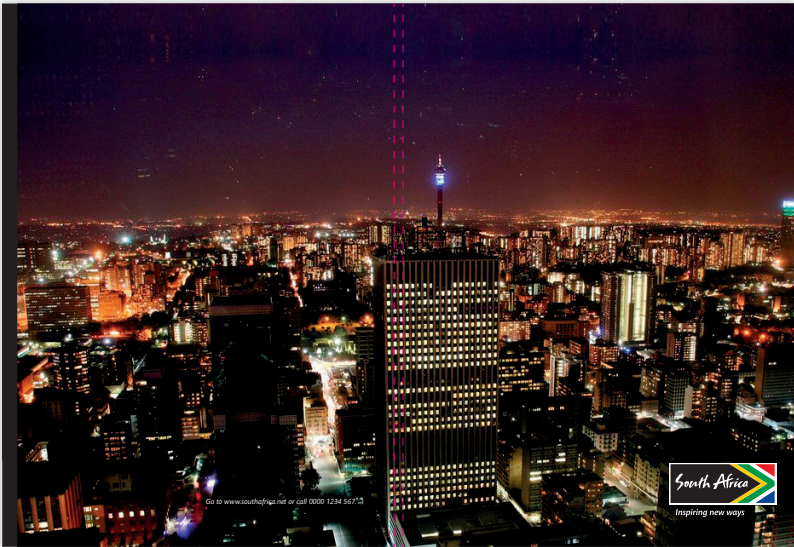
3. Stationery

Folders

Full colour (solid flood coat) A4 folder
specification

Template

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

South Africa
Inspiring new ways

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

Image area

X

X

X

X

South Africa
Inspiring new ways

52

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

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 X

Presentation Title placed here in Trebuchet MS 36 pt

Presenter's Name 24 pt

Date 24 pt

South Africa

Inspiring new ways

X

X

X

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

Inspiring new ways

55

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

4 X

Heading placed here in Trebuchet MS 30 pt

- Body copy placed here in Trebuchet MS 18 pt.
- Lorem ipsum dolor sit amet, consectetuer 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 contendre.
- Quote meon an estimate et non interruptus stadium.

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

South Africa

4 X

4 X

4 X

56

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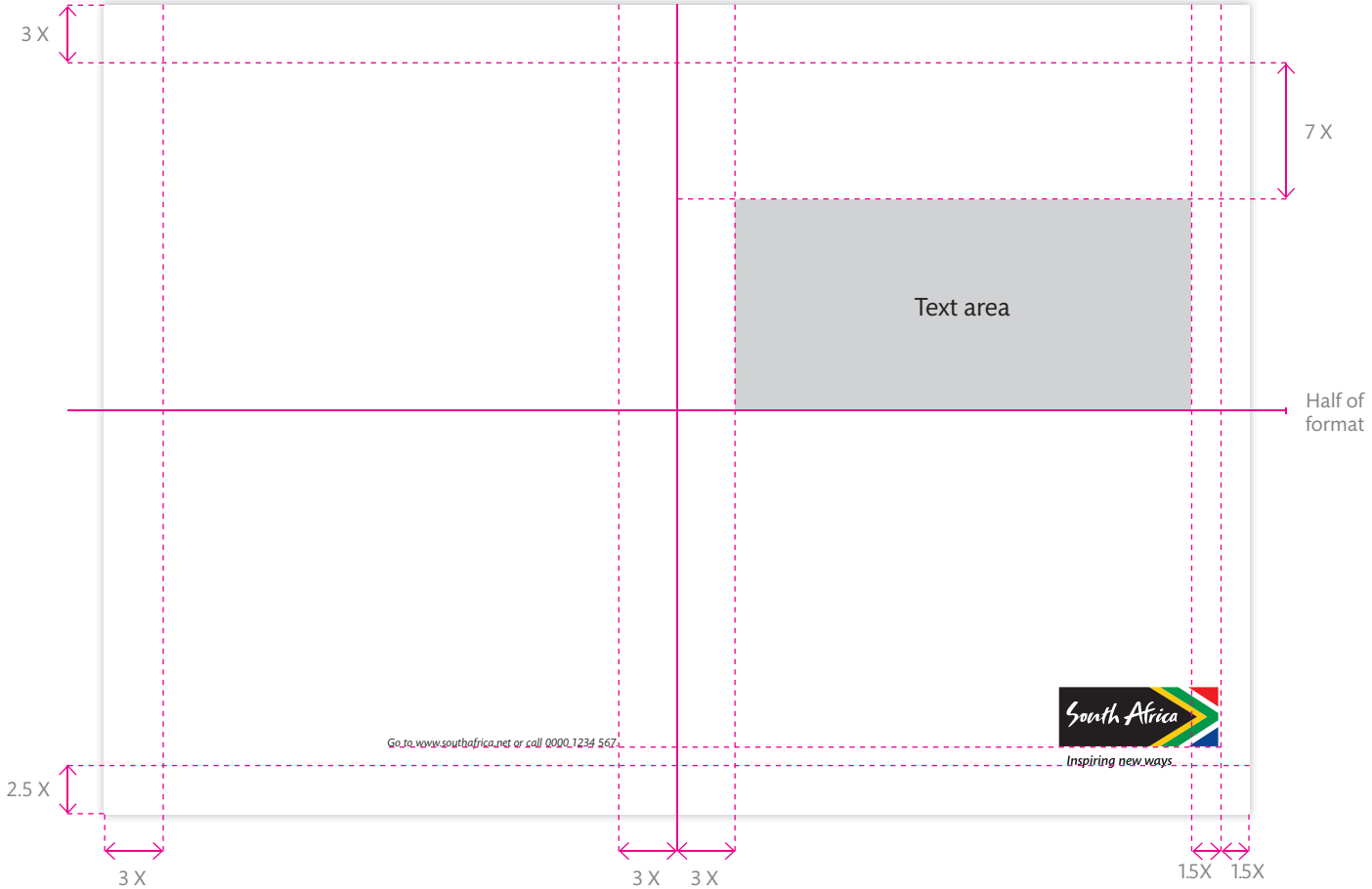
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Example

Heading placed here in Trebuchet MS 30 pt

- Body copy placed here in Trebuchet MS 18 pt.
- Lorem ipsum dolor sit amet, consectetuer 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 contendre.
- Quote meon an estimate et non interruptus stadium.

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

57

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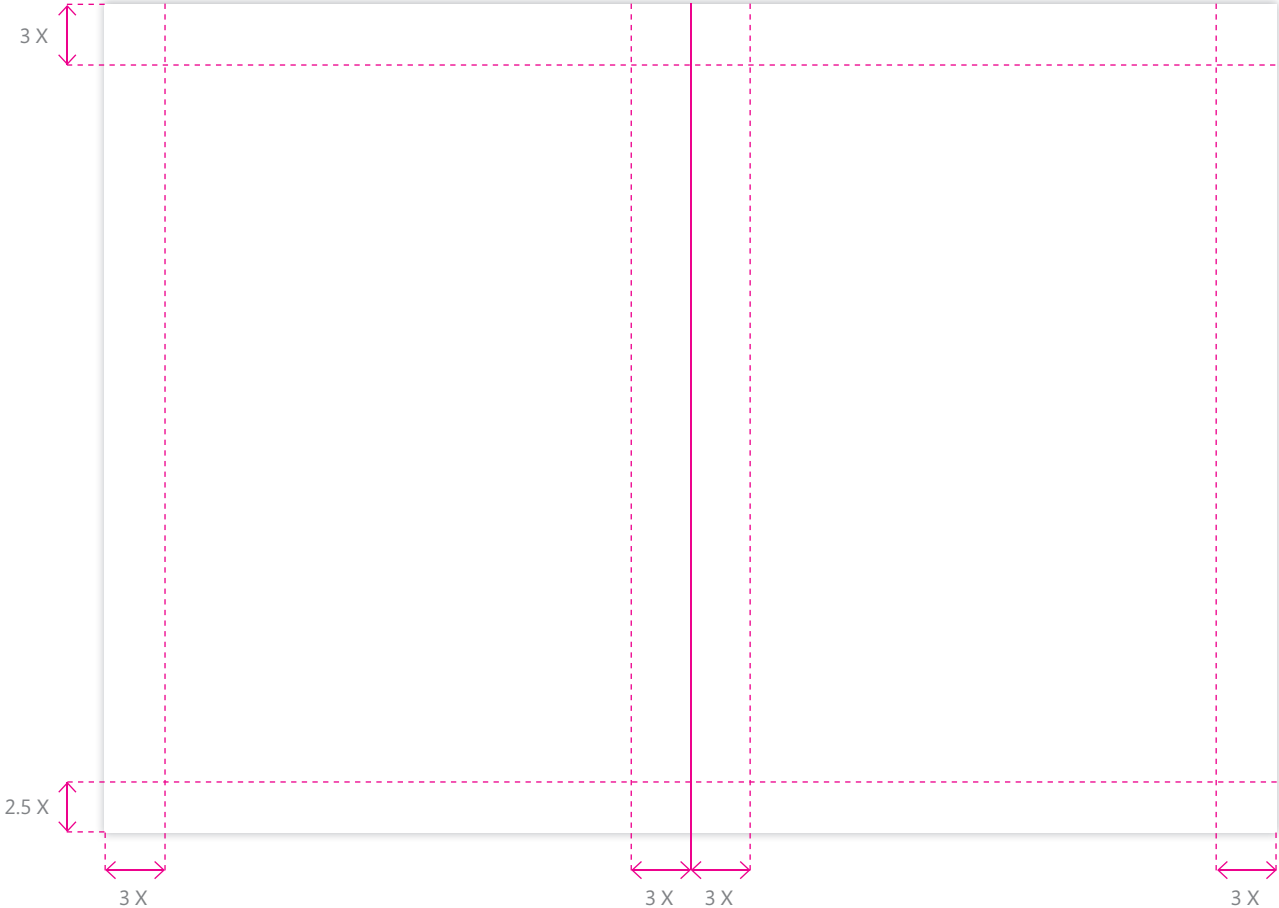
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

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

3 X

7 X

Text area

Half of format

South Africa
Go to www.southafrica.net or call 0000 1234 567
Inspiring new ways

2.5 X

3 X   3 X   3 X   1.5X   1.5X

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
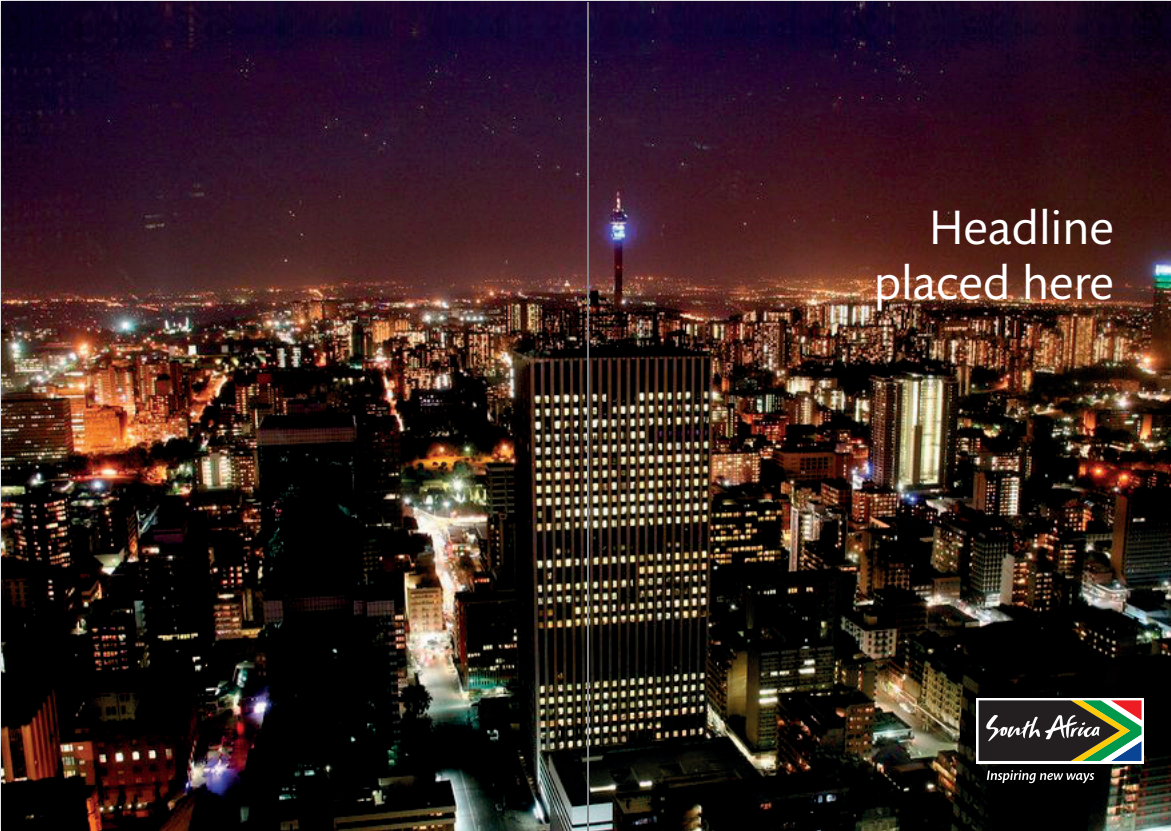
Example

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

3 X

2.5 X

3 X   3 X   3 X   3 X

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

5 mm Gutter   Column
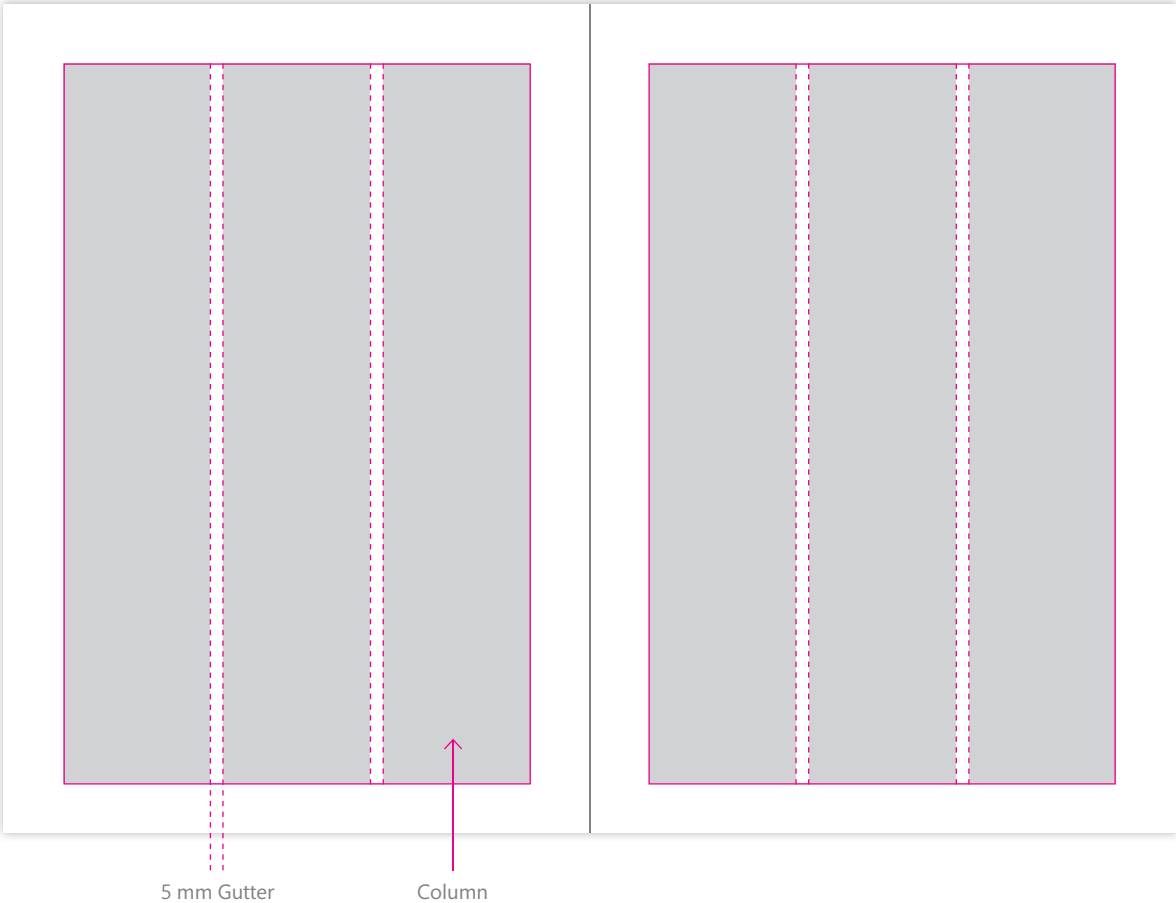
Brochure copy placement

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.
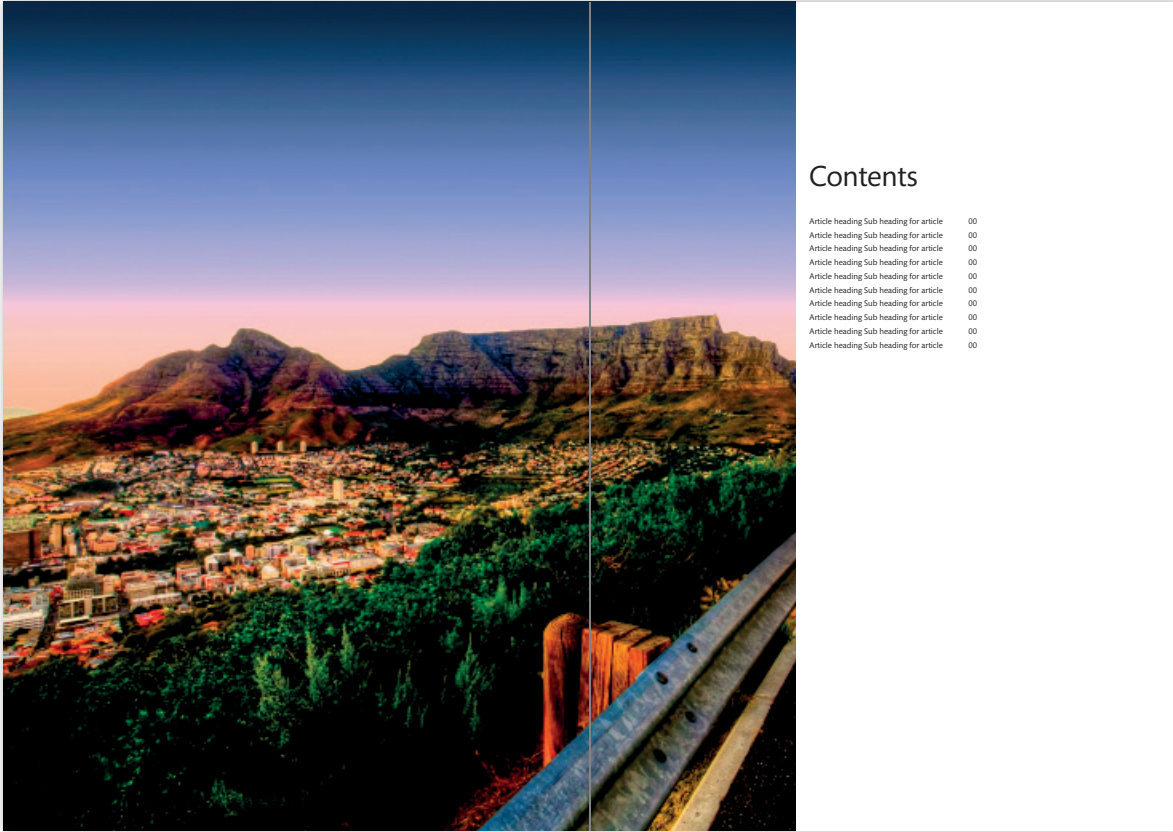
Copy placement

9 X

1.5 X

Headline area

Body copy

Headline area
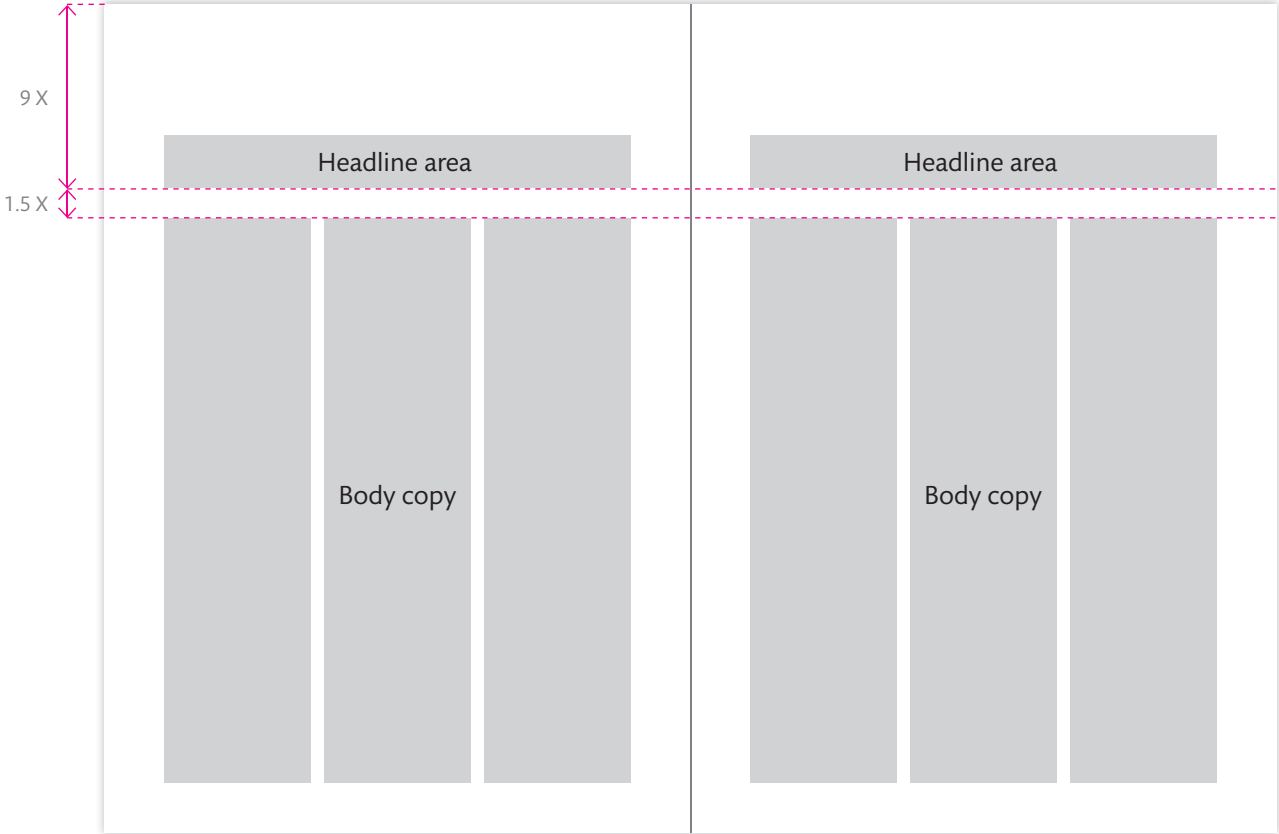
Body copy
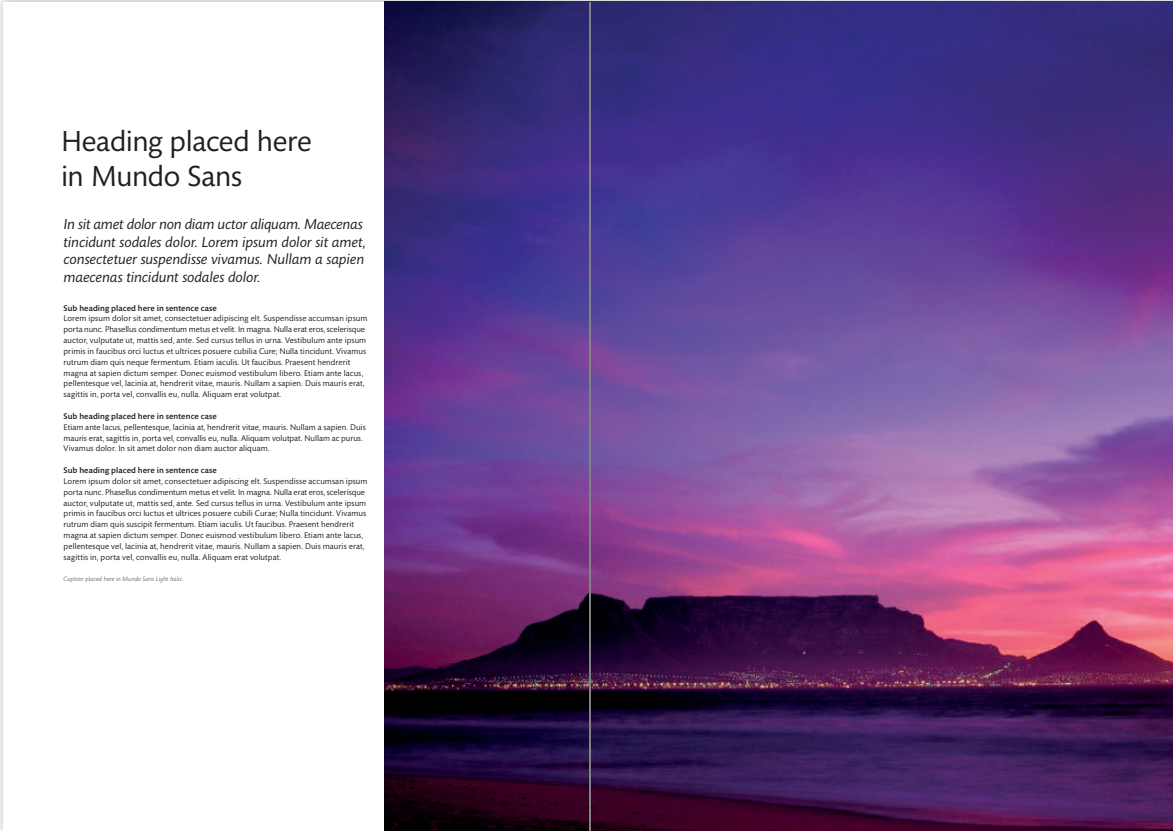
4. Literature

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

Contents

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

Heading placed here in Mundo Sans

In sit amet dolor non diam uctor aliquam. Maecenas tincidunt sodales dolor. Lorem ipsum dolor sit amet, consectetuer suspendisse vivamus. Nullam a sapien maecenas tincidunt sodales dolor.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cure; Nulla tincidunt. Vivamus rutrum diam quis neque fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Sub heading placed here in sentence case
Etiam ante lacus, pellentesque, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam volutpat. Nullam ac purus. Vivamus dolor. In sit amet dolor non diam auctor aliquam.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilii Curae; Nulla tincidunt. Vivamus rutrum diam quis suscipit fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

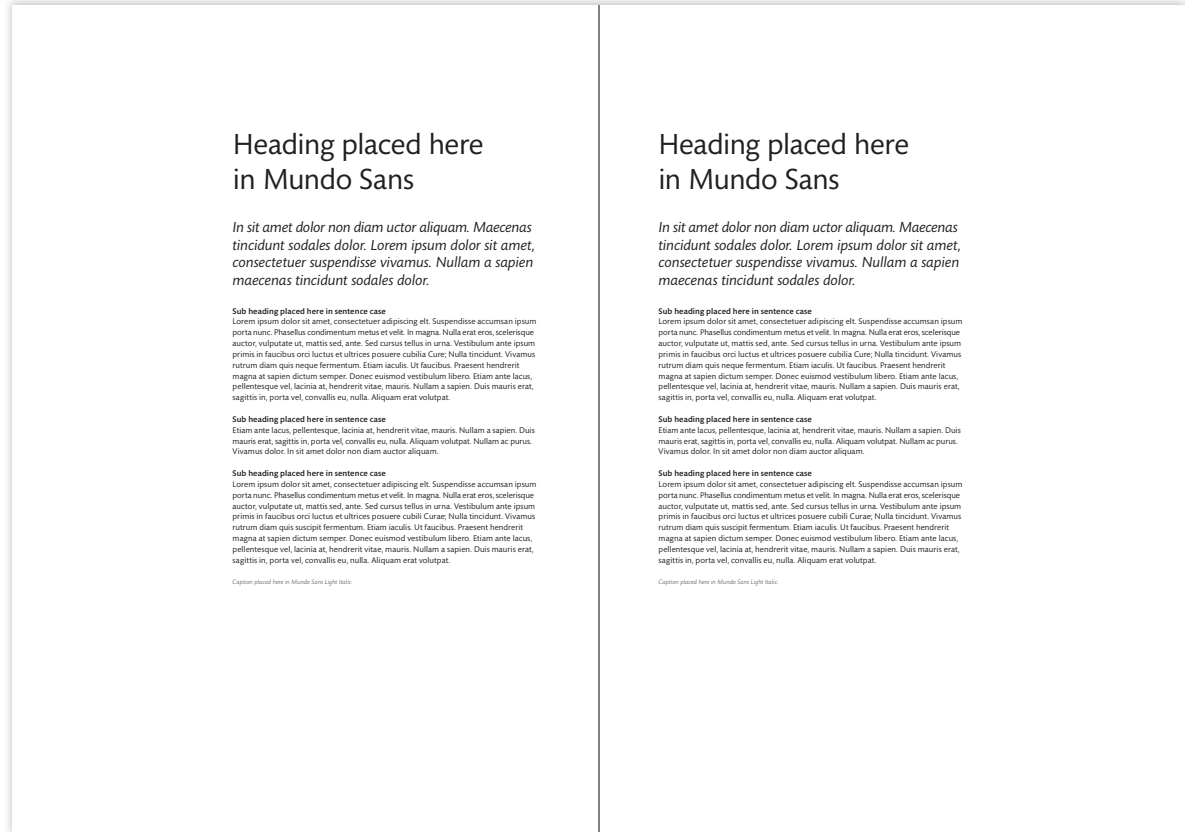*Caption placed here in Mundo Sans Light Italic.*

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

Heading placed here in Mundo Sans

In sit amet dolor non diam uctor aliquam. Maecenas tincidunt sodales dolor. Lorem ipsum dolor sit amet, consectetuer suspendisse vivamus. Nullam a sapien maecenas tincidunt sodales dolor.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cure; Nulla tincidunt. Vivamus rutrum diam quis neque fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Sub heading placed here in sentence case
Etiam ante lacus, pellentesque, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam volutpat. Nullam ac purus. Vivamus dolor. In sit amet dolor non diam auctor aliquam.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubili Curae; Nulla tincidunt. Vivamus rutrum diam quis suscipit fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Caption placed here in Mundo Sans Light Italic.

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

Heading placed here in Mundo Sans

In sit amet dolor non diam uctor aliquam. Maecenas tincidunt sodales dolor. Lorem ipsum dolor sit amet, consectetuer suspendisse vivamus. Nullam a sapien maecenas tincidunt sodales dolor.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cure; Nulla tincidunt. Vivamus rutrum diam quis neque fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Sub heading placed here in sentence case
Etiam ante lacus, pellentesque, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam volutpat. Nullam ac purus. Vivamus dolor. In sit amet dolor non diam auctor aliquam.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubili Curae; Nulla tincidunt. Vivamus rutrum diam quis suscipit fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Caption placed here in Mundo Sans Light Italic.

Heading placed here in Mundo Sans

In sit amet dolor non diam uctor aliquam. Maecenas tincidunt sodales dolor. Lorem ipsum dolor sit amet, consectetuer suspendisse vivamus. Nullam a sapien maecenas tincidunt sodales dolor.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Cure; Nulla tincidunt. Vivamus rutrum diam quis neque fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Sub heading placed here in sentence case
Etiam ante lacus, pellentesque, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam volutpat. Nullam ac purus. Vivamus dolor. In sit amet dolor non diam auctor aliquam.

Sub heading placed here in sentence case
Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubili Curae; Nulla tincidunt. Vivamus rutrum diam quis suscipit fermentum. Etiam iaculis. Ut faucibus. Praesent hendrerit magna at sapien dictum semper. Donec euismod vestibulum libero. Etiam ante lacus, pellentesque vel, lacinia at, hendrerit vitae, mauris. Nullam a sapien. Duis mauris erat, sagittis in, porta vel, convallis eu, nulla. Aliquam erat volutpat.

Caption placed here in Mundo Sans Light Italic.

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

South Africa

Inspiring new ways

X

2.5 X

5 X
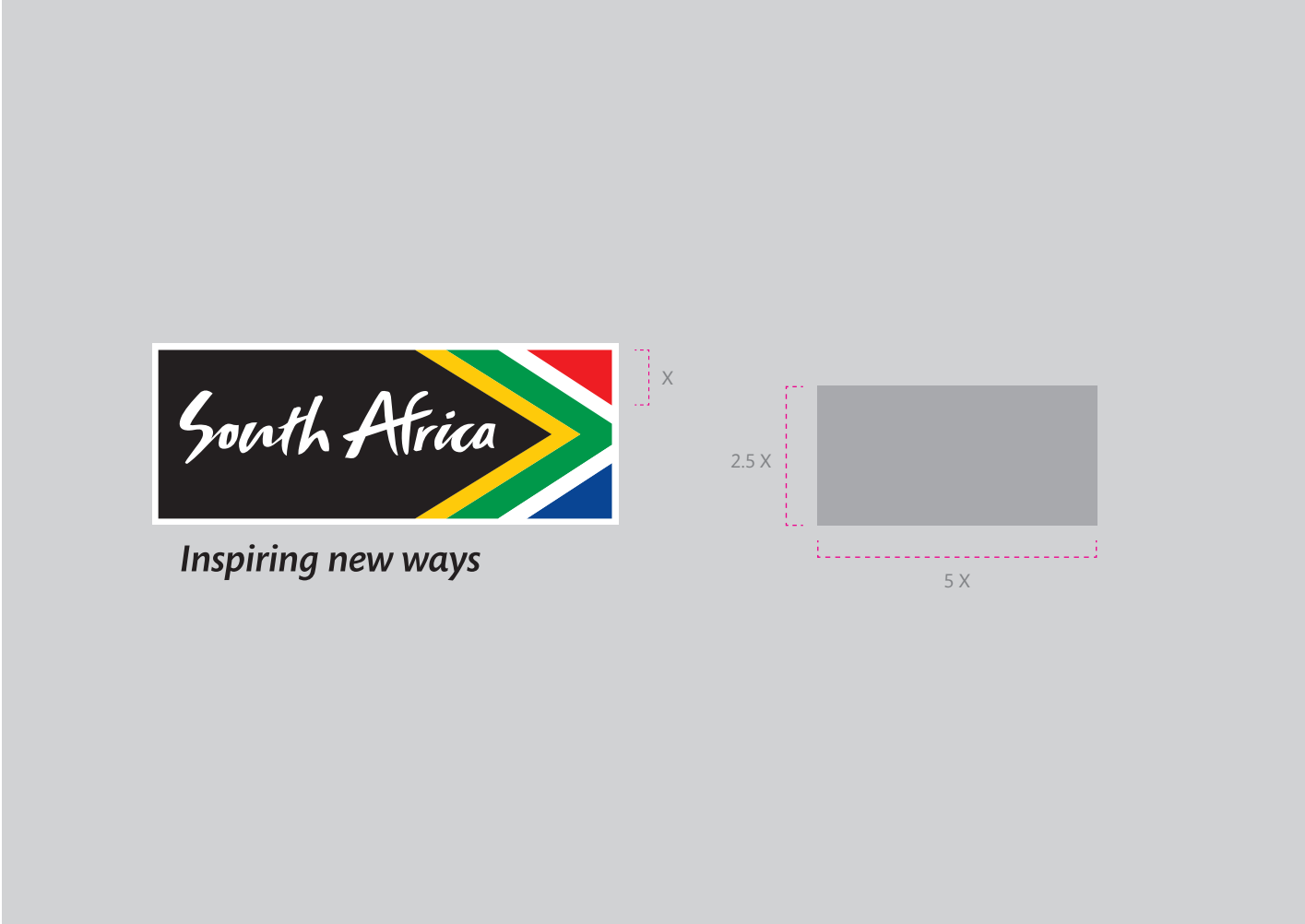
5. Campaigns

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

Anchored bottom left
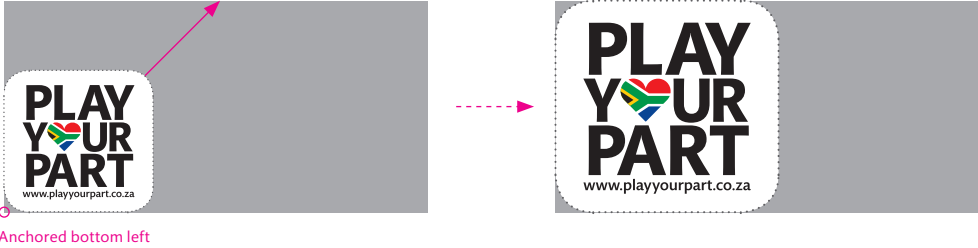
Fig 2: Horizontally orientated logo

Anchored bottom left
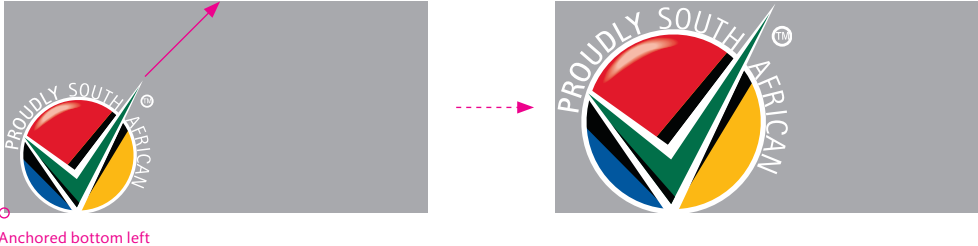
5. Campaigns

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

Headline placed here in Mundo Sans

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

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

Headline placed here in Mundo Sans

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

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

5. Campaigns

Campaign examples

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

Headline placed
here in Mundo Sans

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

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

Headline placed
here in Mundo Sans

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

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

Inspiring new ways

72

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

Name Surname
Brand South Africa
103 Central Street, Houghton, 2041, Gauteng, South AfricaPO 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

Inspiring new ways
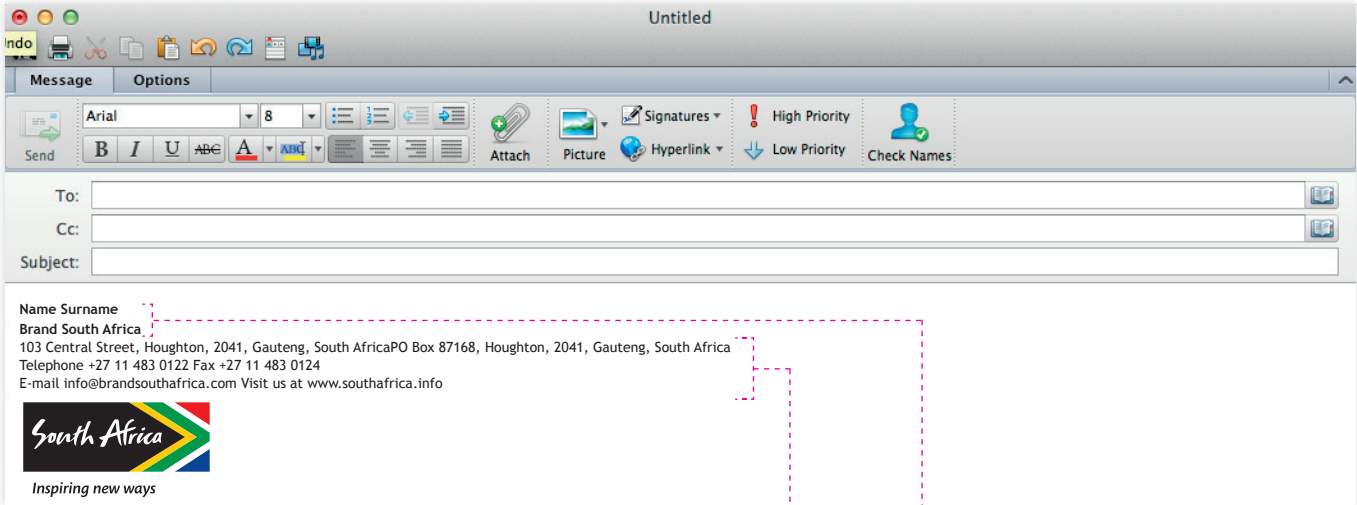
Trebuchet MS   Trebuchet MS Bold

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

Anchored bottom left
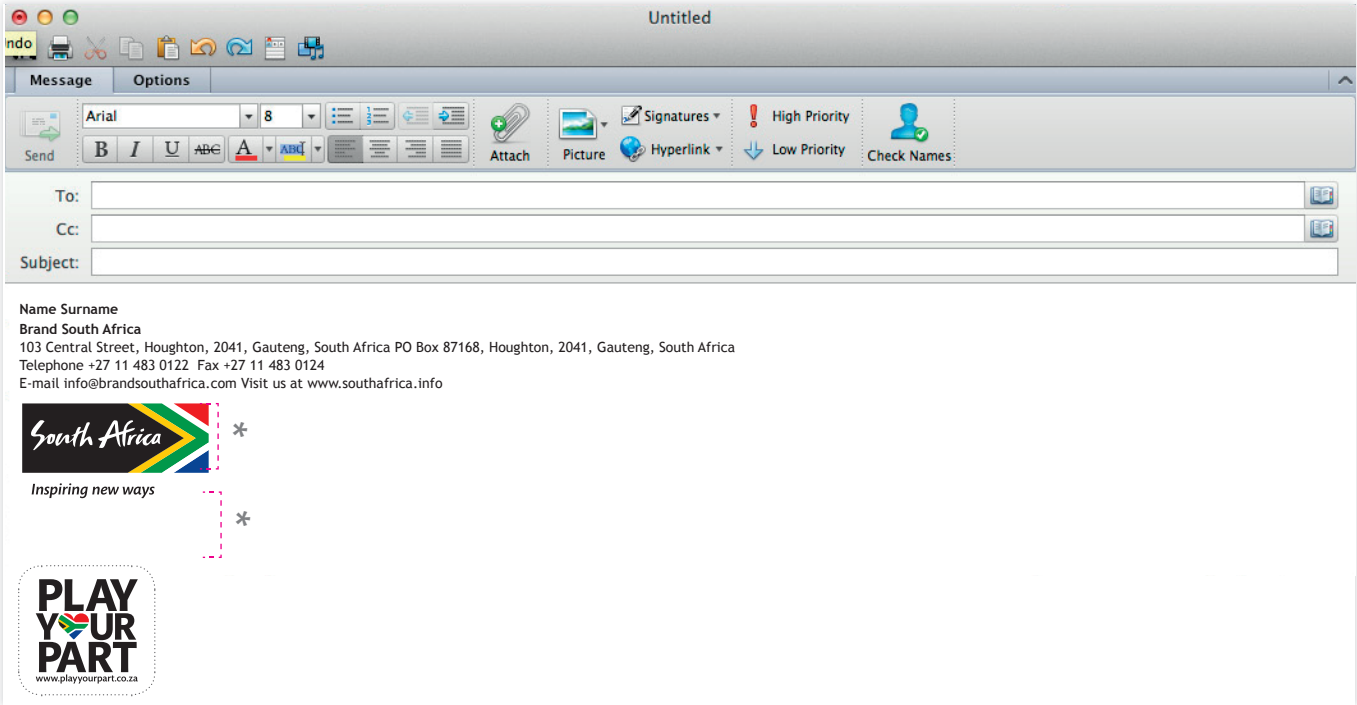
Web banners

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

1X   1X   1X   1X

1X   1X

Text area
Frame one with a max.
of one sentence
in Mundo Sans

1X   1X

1X   1X

1X   1X   1X   1X

1X   1X

Text area
Call to action

1X

South Africa

Inspiring new ways

1X   1X

1X   1X
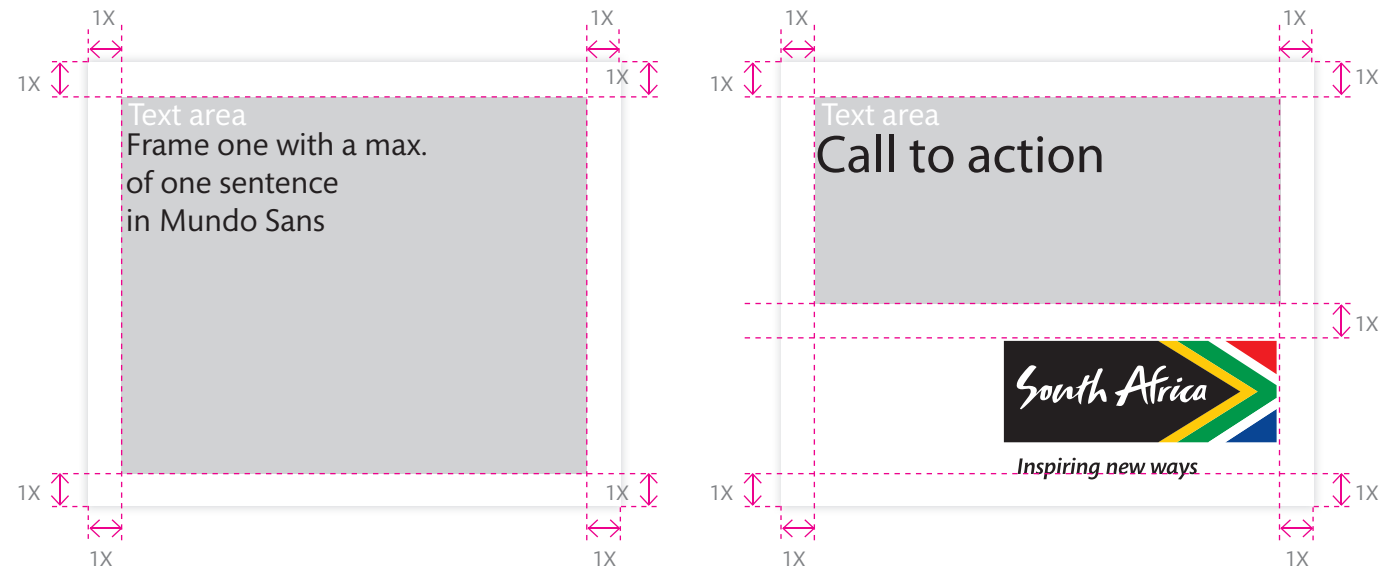
Web banners

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

Frame one with a max..
of one sentence
in Mundo Sans

Call to action

Frame one with a max.
of one sentence
in Mundo Sans
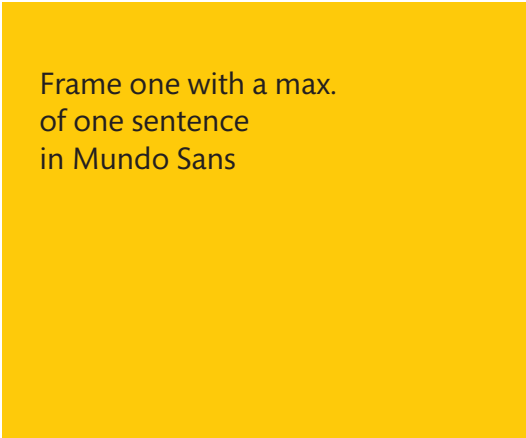
Call to action

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

1X

1X

1X

1X

Frame with a max. of one sentence
in Mundo Sans

Text area

1X

1X

1X

1X

1X

1X

1X

1X

1X

1X

Text area

Call to action

South Africa

1X

1X

1X

1X
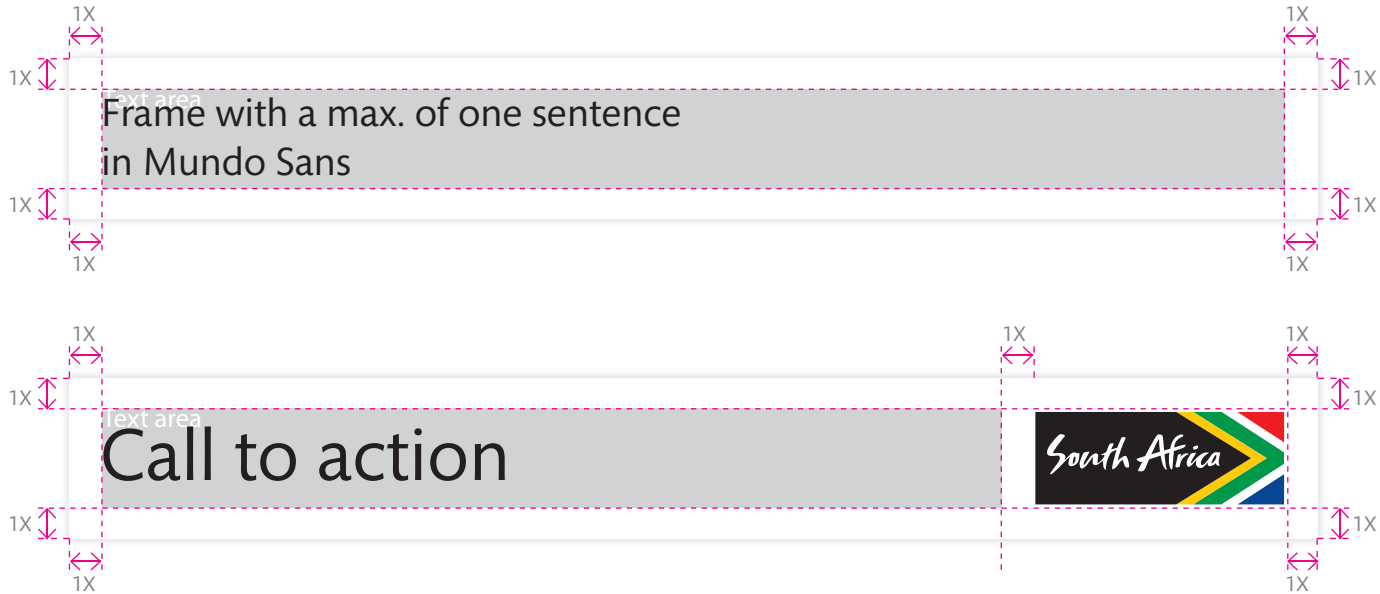
Web Banners

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

Frame with a max. of one sentence in Mundo Sans

Frame with a max. of one sentence in Mundo Sans

Call to action

Call to action
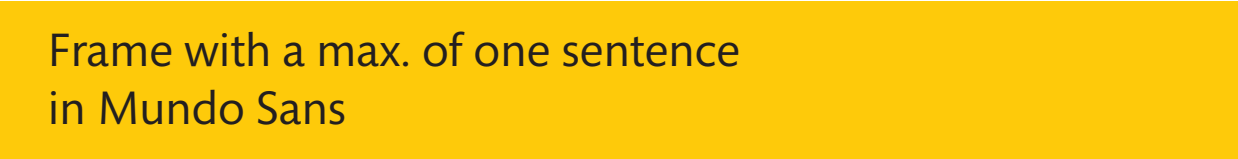
6. Online

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

Lorem ipsum dolor amet

Figure 2
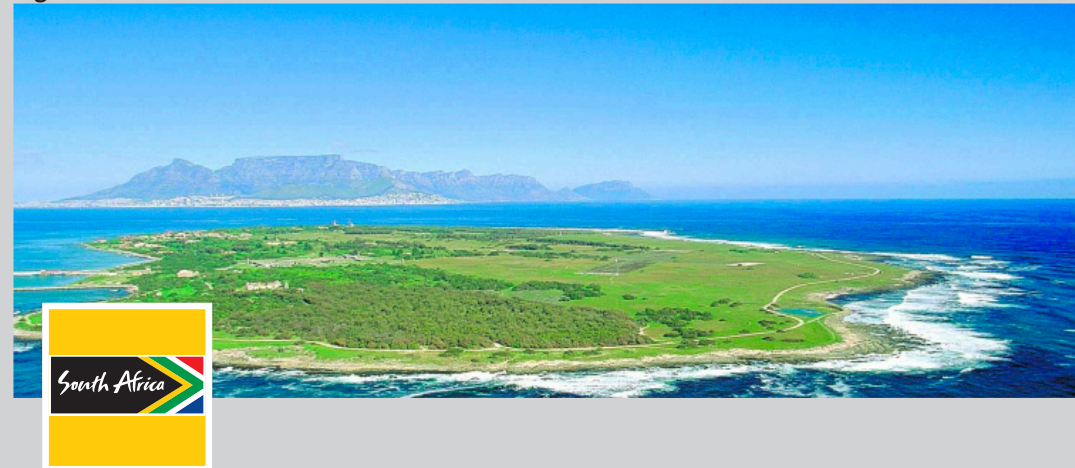
6. Online

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
Minimim width: 1 900 pixels
Minimum height: 1 000 pixels
Maximim height: 1 200 pixels (may be longer)
Maximum width: 2 500 pixels (recommended)

Examples
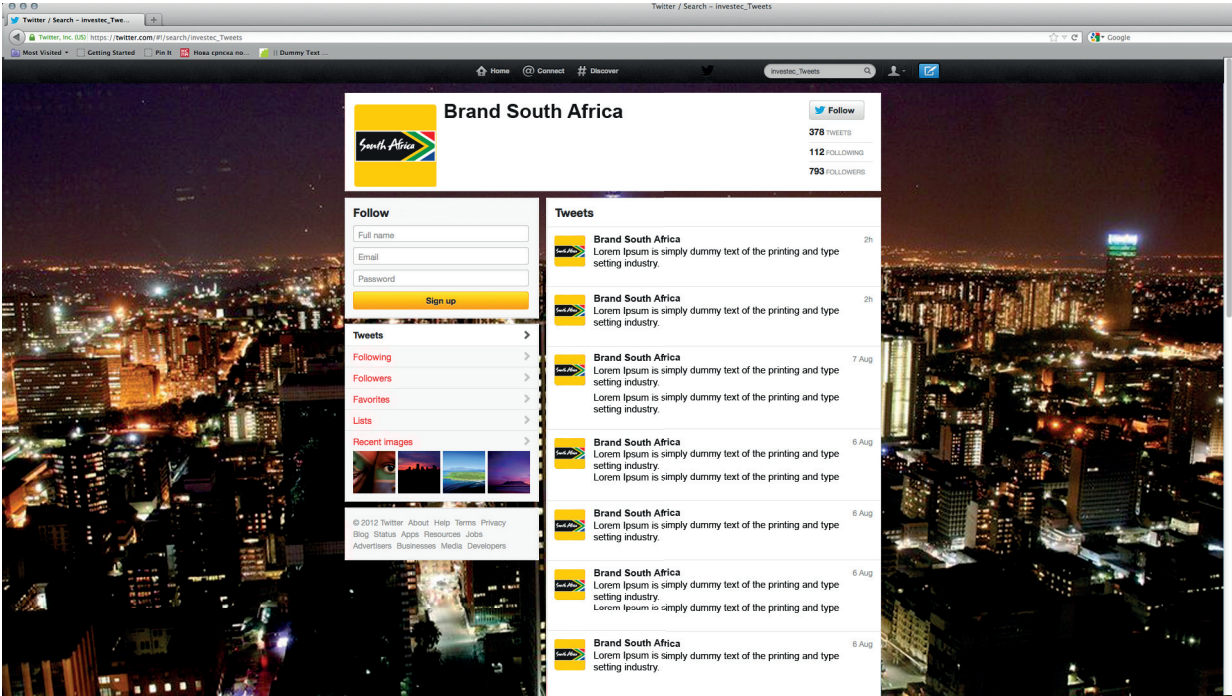
Event branding

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

2 X

South Africa

Inspiring new ways

2 X

Text area

⅔ of format

X X   X X

2 X

South Africa

Inspiring new ways

2 X

Text area

½ of format

X X   X X
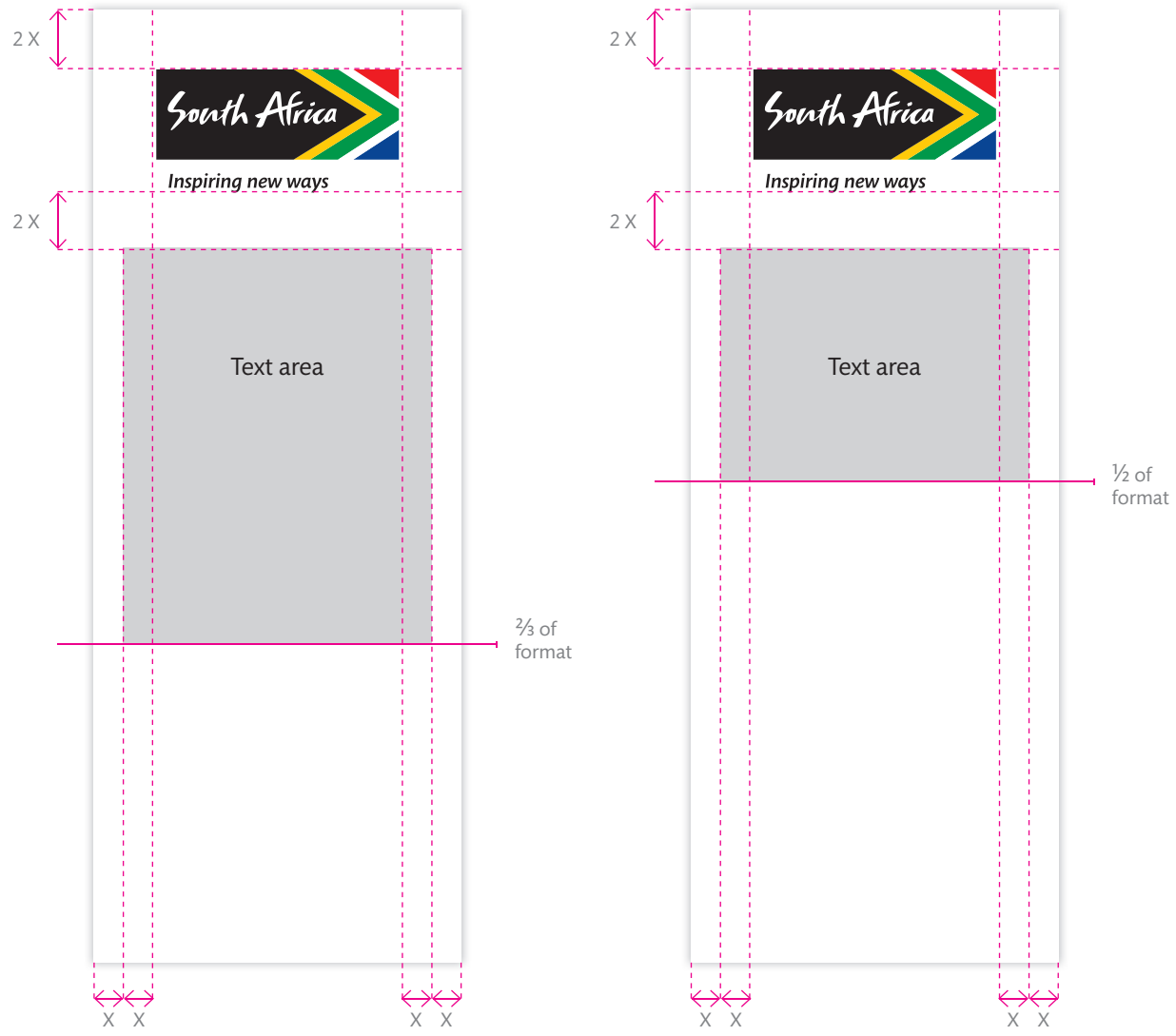
7. Event Branding

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

Inspiring new ways

Headline placed here in Mundo Sans

Lorem ipsum dolor sit amet, consectetuer adipiscing elt. Suspendisse accumsan ipsum porta nunc. Phasellus condimentum metus et velit. In magna. Nulla erat eros, scelerisque auctor, vulputate ut, mattis sed, ante. Sed cursus tellus in urna. Vestibulum ante ipsum primisin faucibus orci luctus

Go to www.southafrica.info

Inspiring new ways

Headline placed here in Mundo Sans

Go to www.southafrica.info

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-shits

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

Heading
placed here

South Africa

Inspiring new ways

Heading
placed here

South Africa

Inspiring new ways

Name tags

Name Surname
Designation

South Africa

Inspiring new ways

Name Surname
Designation

South Africa

Inspiring new ways
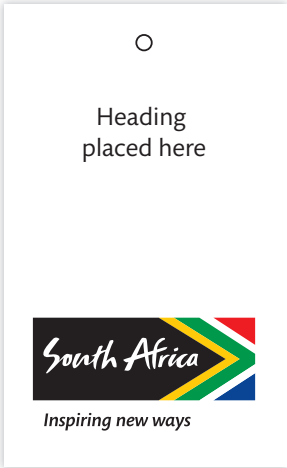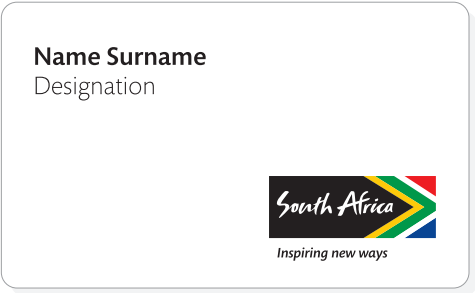
8. Merchandising
Promotional items

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
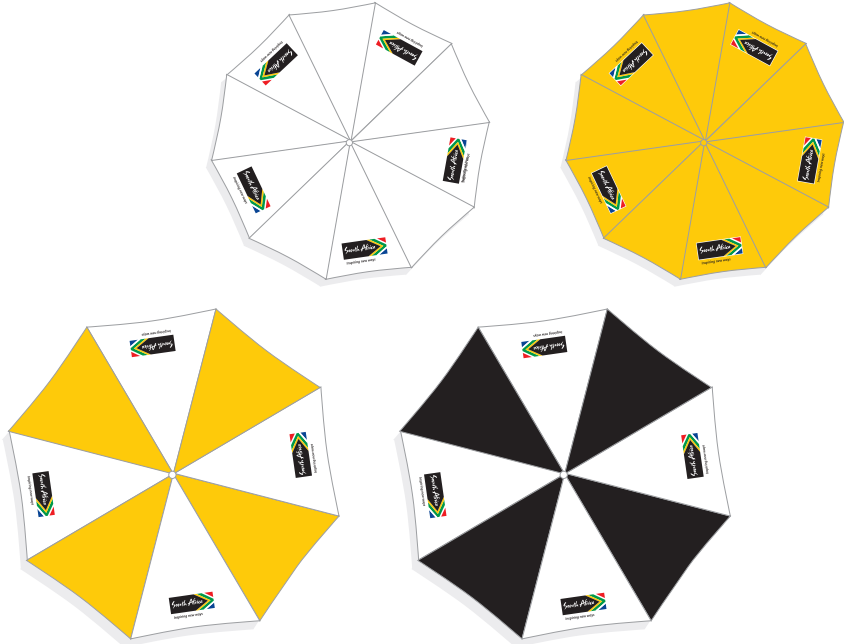
Vuvuzelas
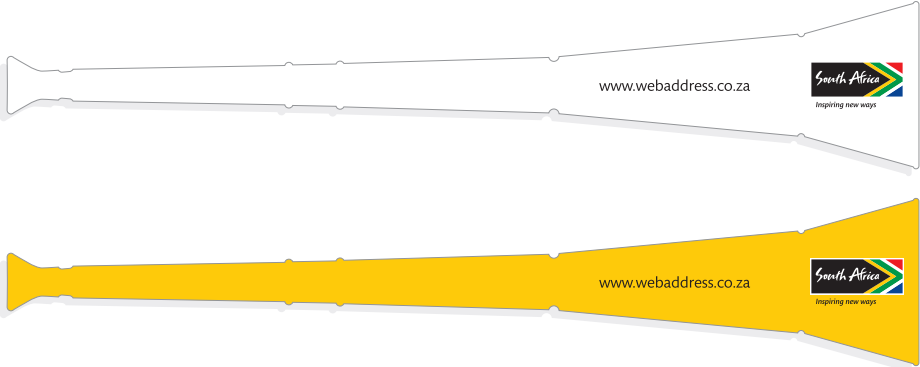
8. Merchandising
Promotional items

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

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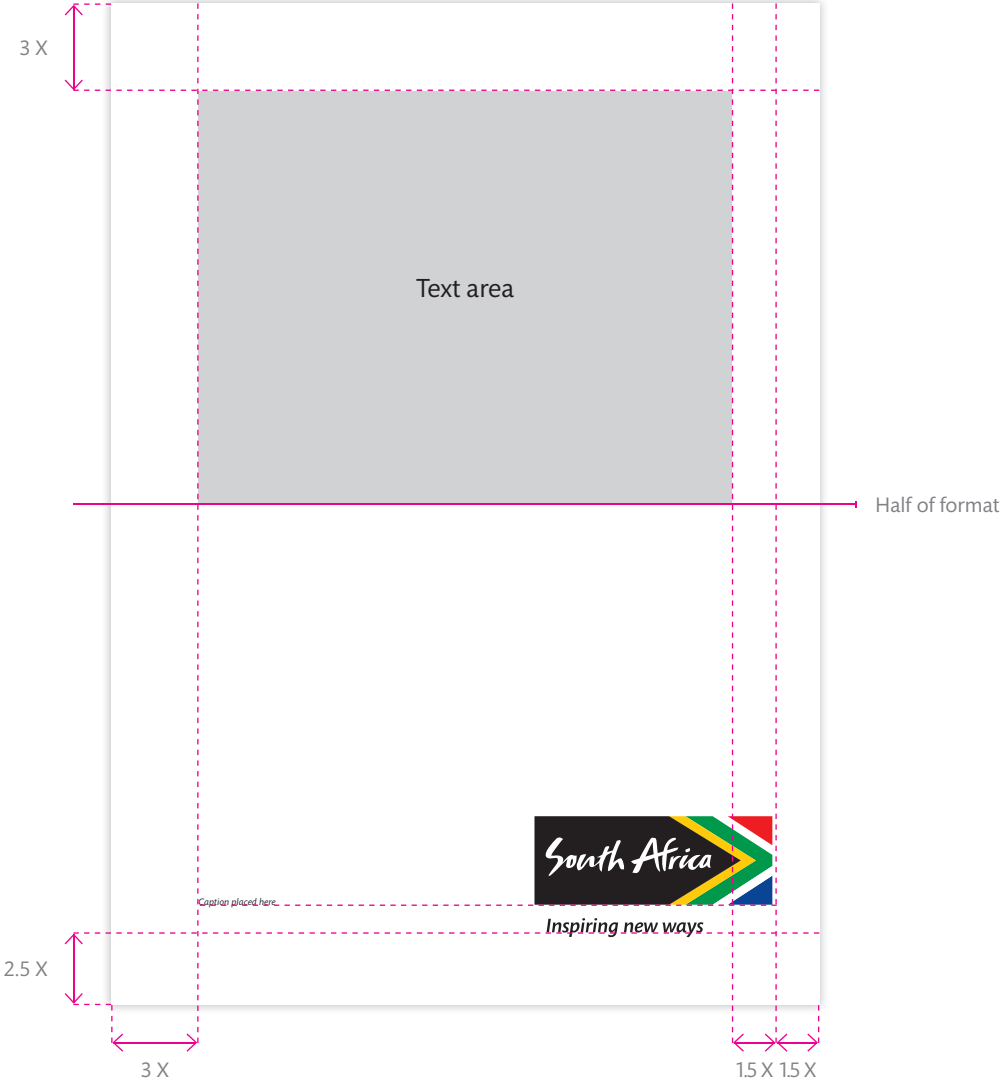
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

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

3 X

Text area

Half of format

Caption placed here

South Africa

Inspiring new ways

2.5 X

3 X

1.5X 1.5X

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

Headline placed here in Mundo Sans

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

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

South Africa
Inspiring new ways

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

3 X

Text area

Text area

Half of
format

Caption placed here

South Africa

Inspiring new ways

2.5 X

3 X

3 X   3 X

1.5X   1.5X
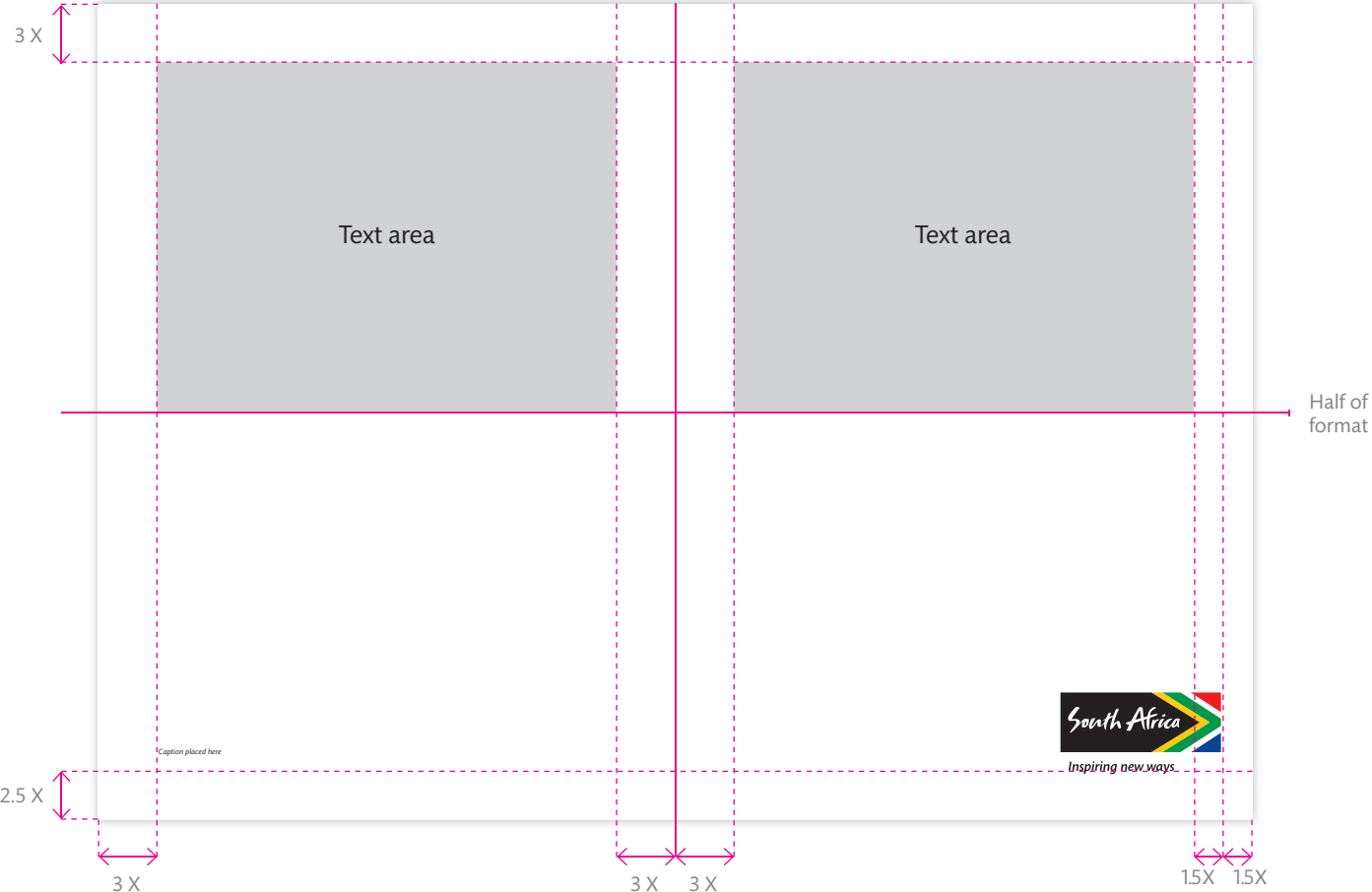
10. Advertising

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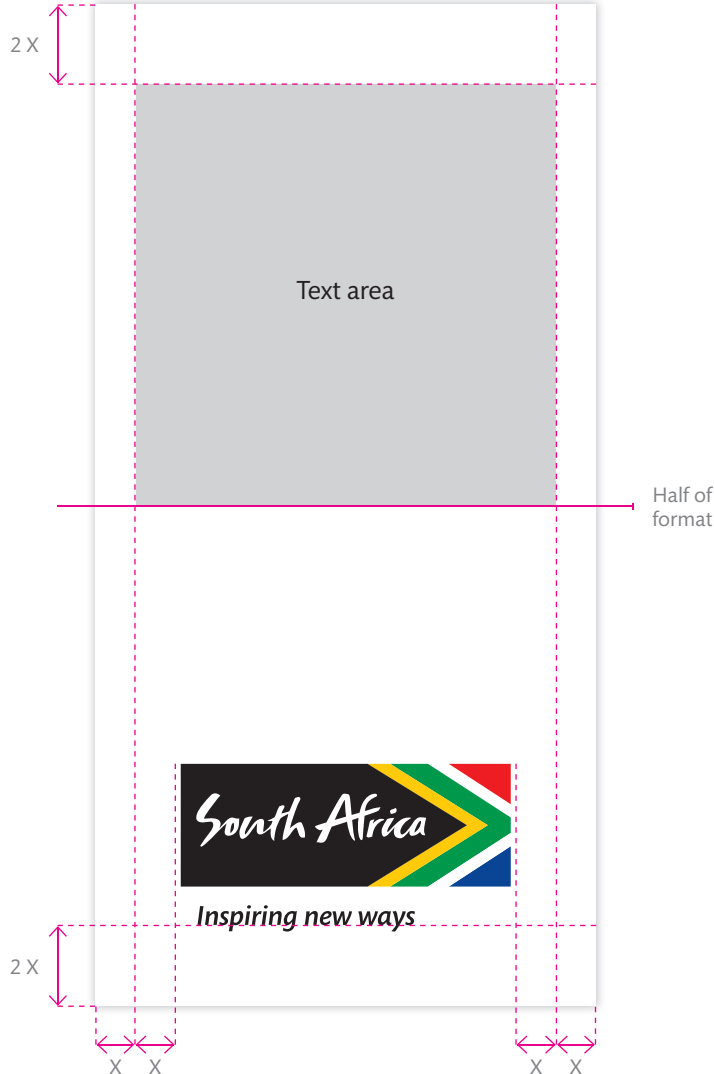
Captions are aligned to the bottom of the Brand South Africa primary or secondary brand logo and should be short and descriptive.

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
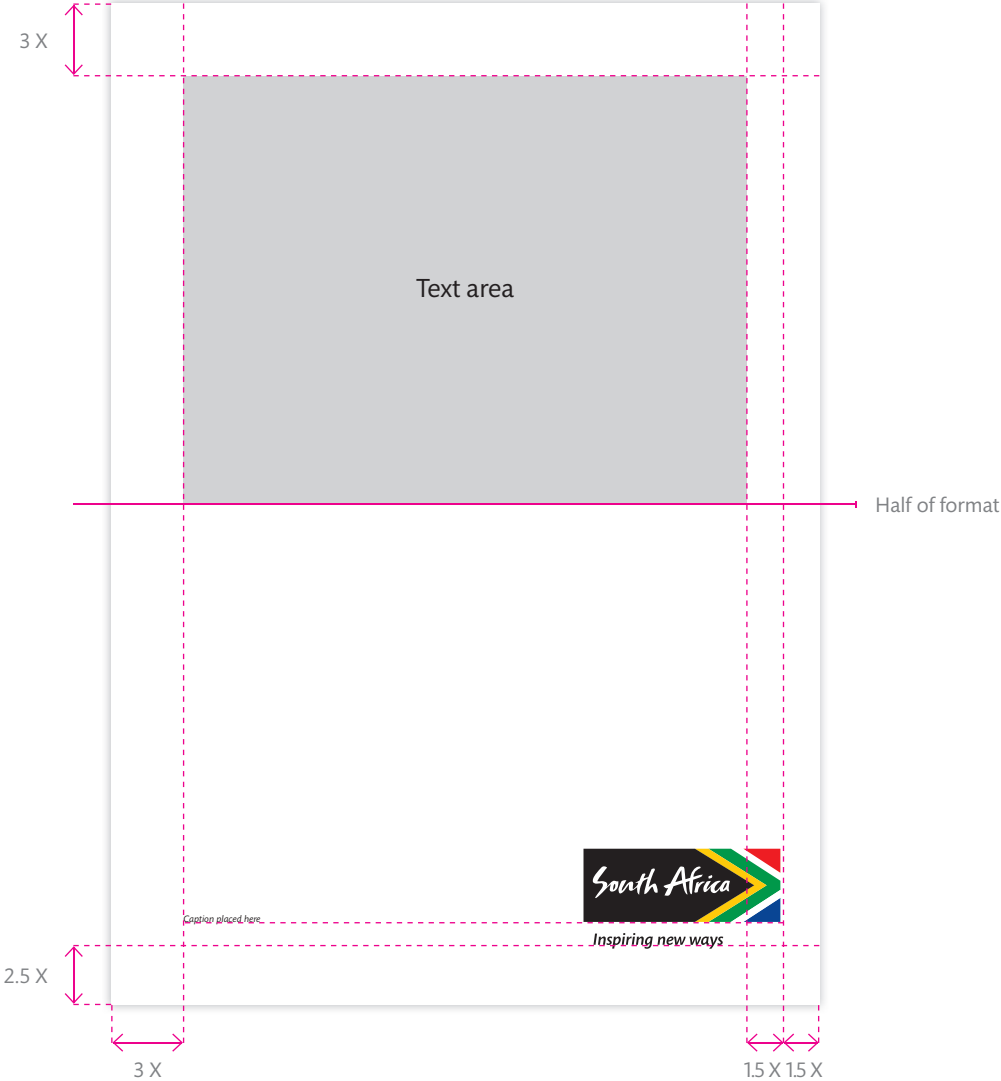
Template

3 X

Text area

Half of format

South Africa

Caption placed here

Inspiring new ways

2.5 X

3 X

1.5 X 1.5 X

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

Headline placed
here in Mundo Sans
Go to www.southafrica.net

South Africa
Inspiring new ways

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

3 X

Text area

Half of format

Caption placed here

Inspiring new ways

2.5 X

3 X

1.5 X 1.5 X
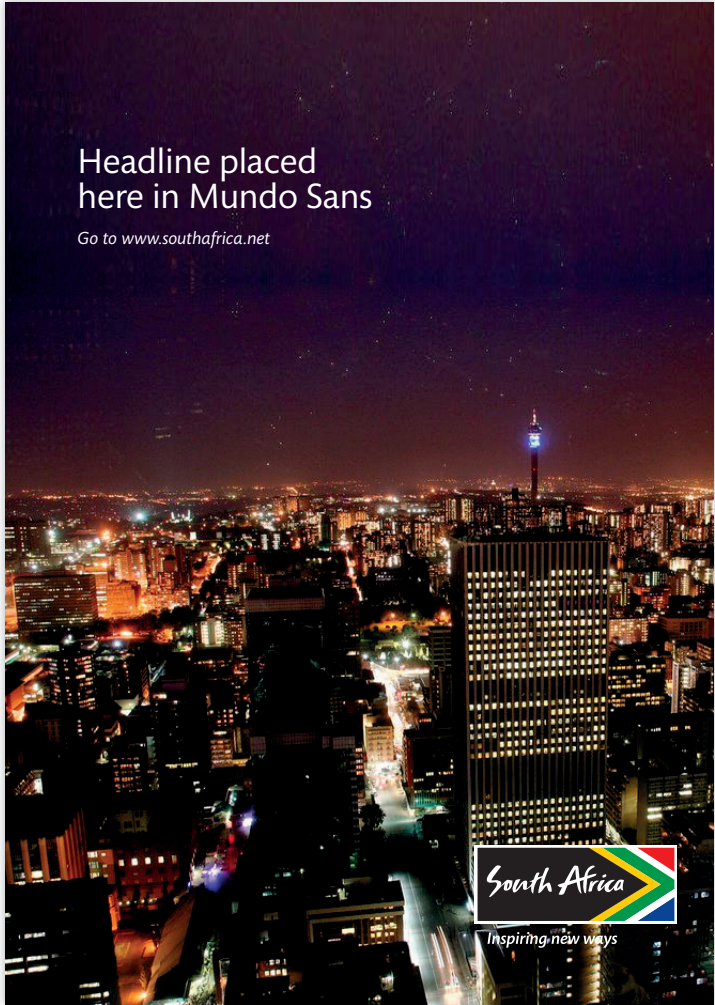
10. Advertising

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

Headline placed here

Go to www.southafrica.info

South Africa

Inspiring new ways

105

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

2 X

Text area

Half of format

2 X

2 X

2 X

Example

Headline placed here in Mundo Sans
Go to www.southafrica.net

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

Text area

Half of
format

2 X

2 X

2 X

2 X

Example

Headline placed here
Go to www.southafrica.info

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

2 X

Text area

Half of
format

Inspiring new ways

2 X

X   X   X   X

Example

Headline
placed here in
Mundo Sans

Go to www.southafrica.info

Inspiring new ways

Secondary brand
Co-branding

South Africa
REGIONAL NAME

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 ion 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.

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

GAUTENG

Inspiring new ways

City

Joburg

Inspiring new ways

Photographic style

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.*

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

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
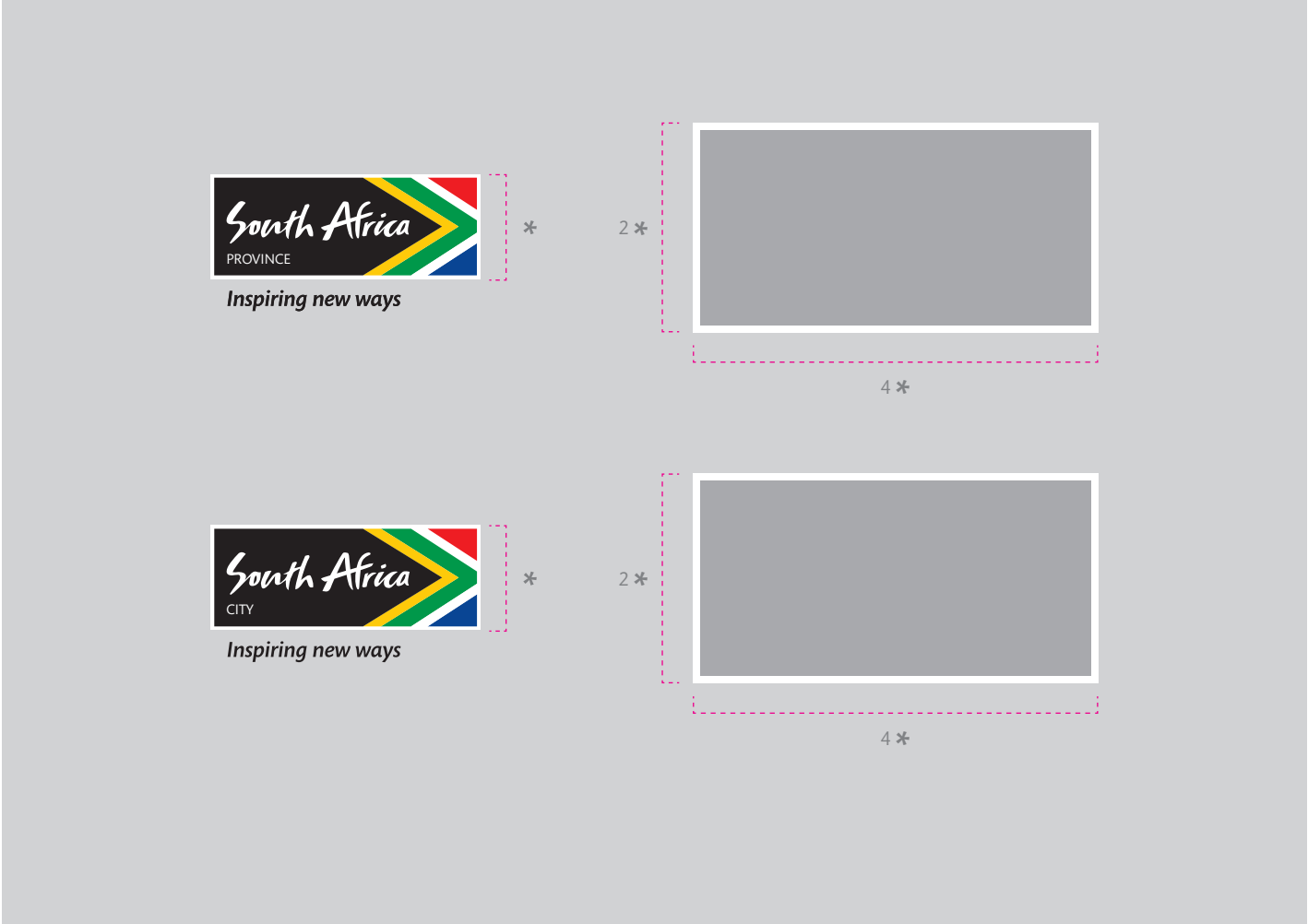
10. Secondary brand
Co-branding

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

Anchored bottom left

Figure 2: Vertical or square-orientated logo

Anchored bottom left

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

Headline placed here in Mundo Sans

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

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

Headline placed here in Mundo Sans

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

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

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

Headline placed here in Mundo Sans

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

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

Headline placed here in Mundo Sans

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

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

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
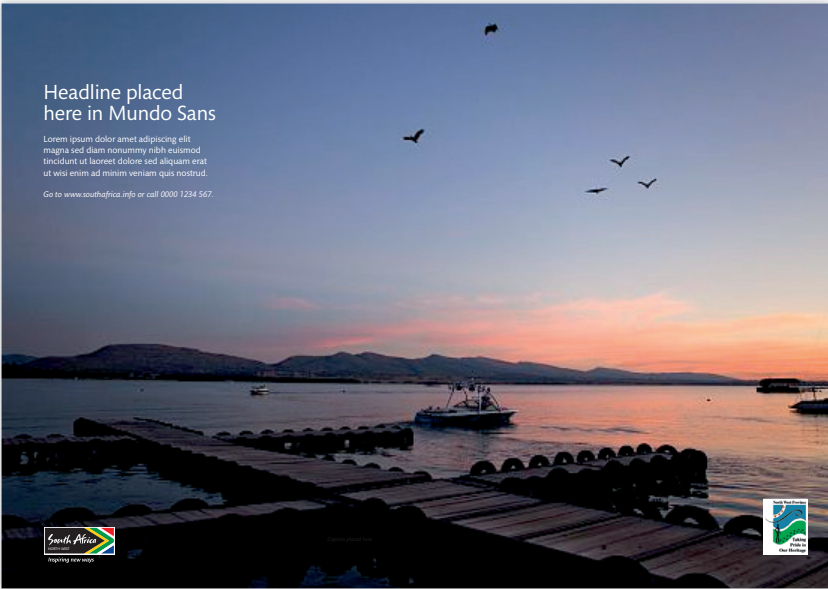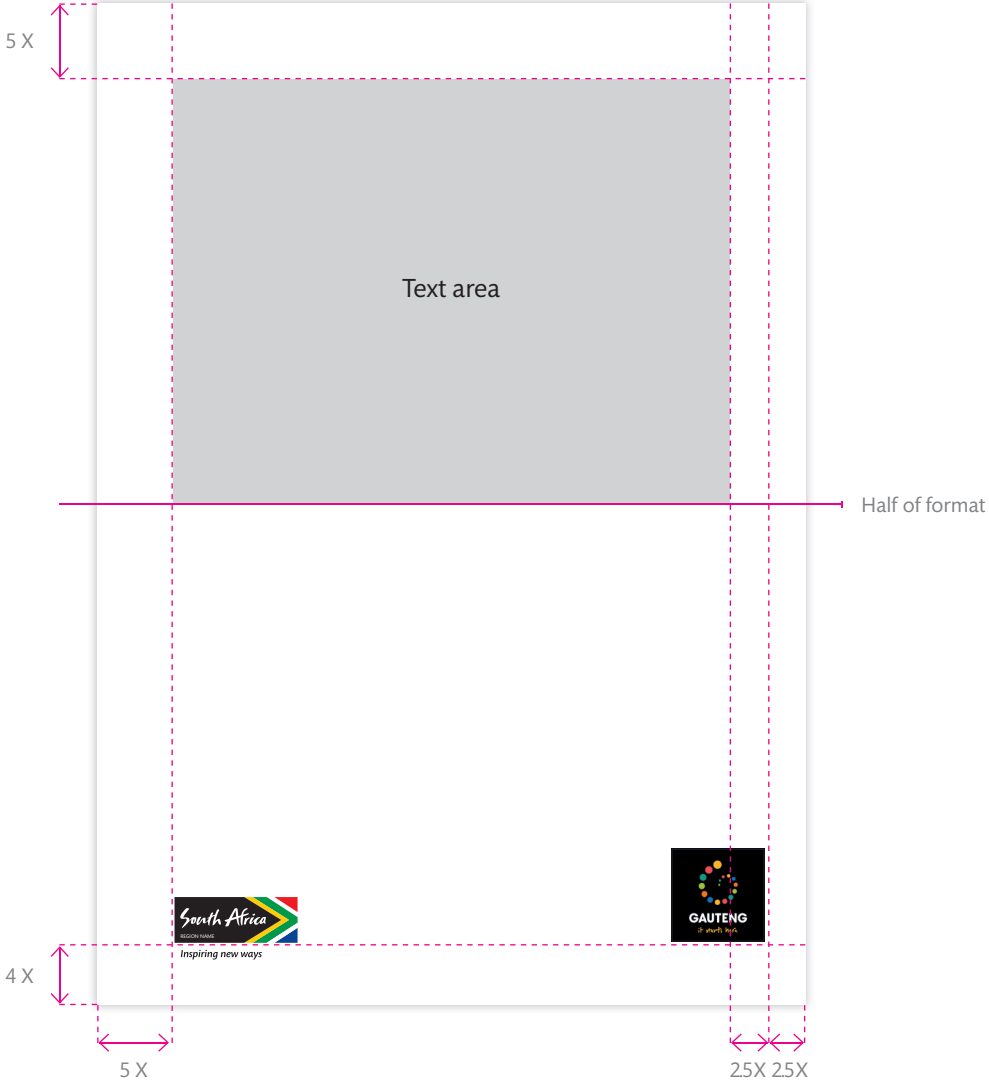as a guide for checking accuracy.

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

5 X

Text area

Half of format

CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

South Africa
REGION NAME
Inspiring new ways

4 X

5 X

2.5X 2.5X
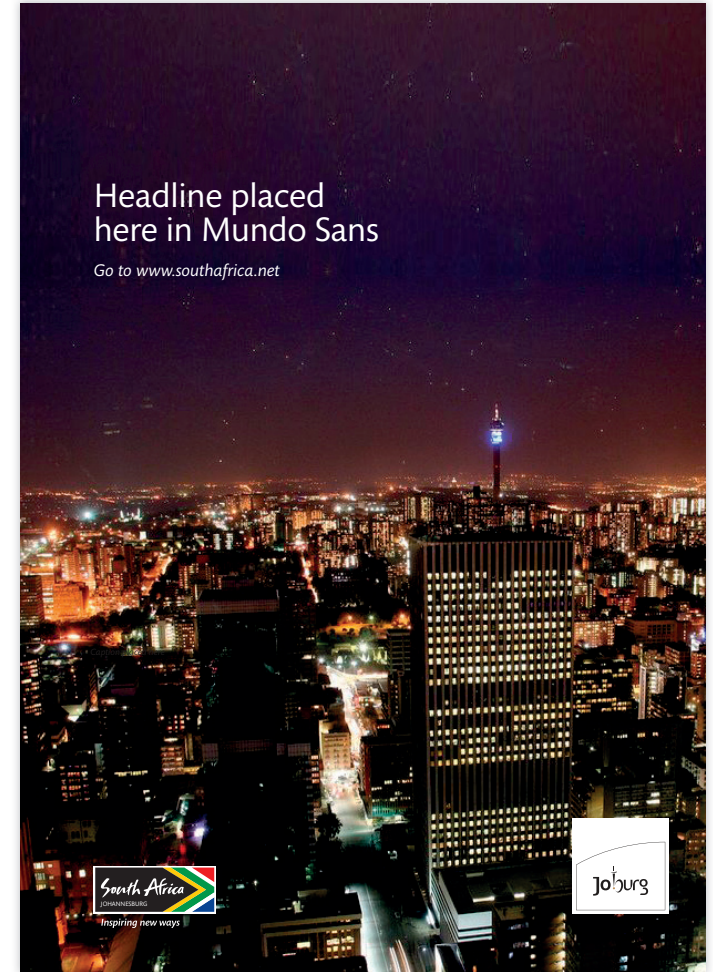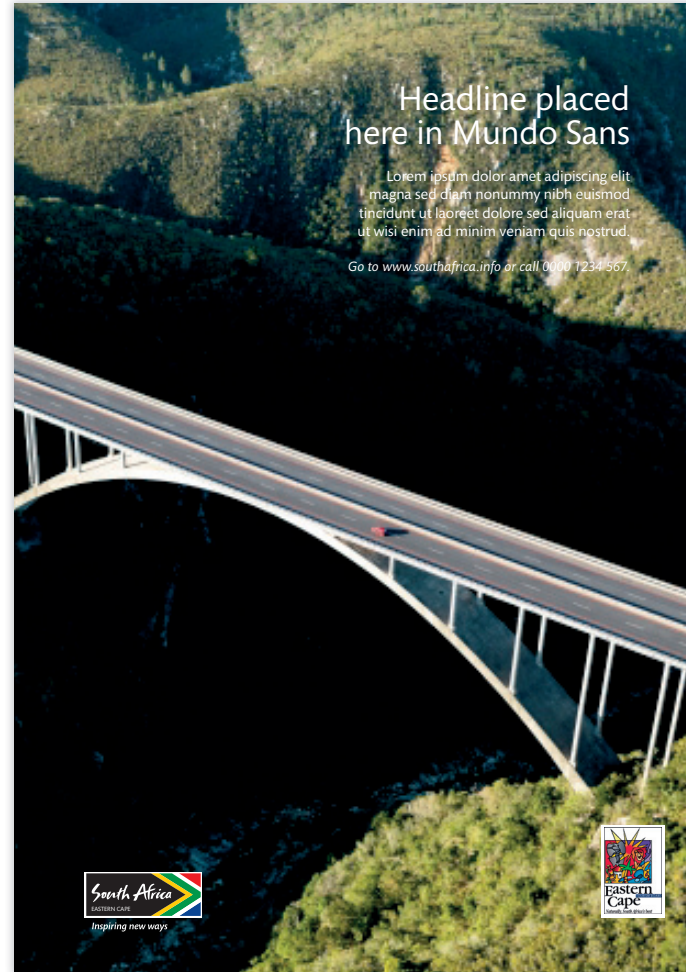
10. Secondary brand Co-branding

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

Headline placed here in Mundo Sans

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

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

Headline placed here in Mundo Sans

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

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

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

5 X

Text area

Text area

Half of format

5 X

4 X

South Africa
REGION NAME
Inspiring new ways

Caption placed here

CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD
THIS CITY WORKS FOR YOU

5 X   5 X   5 X   25 X
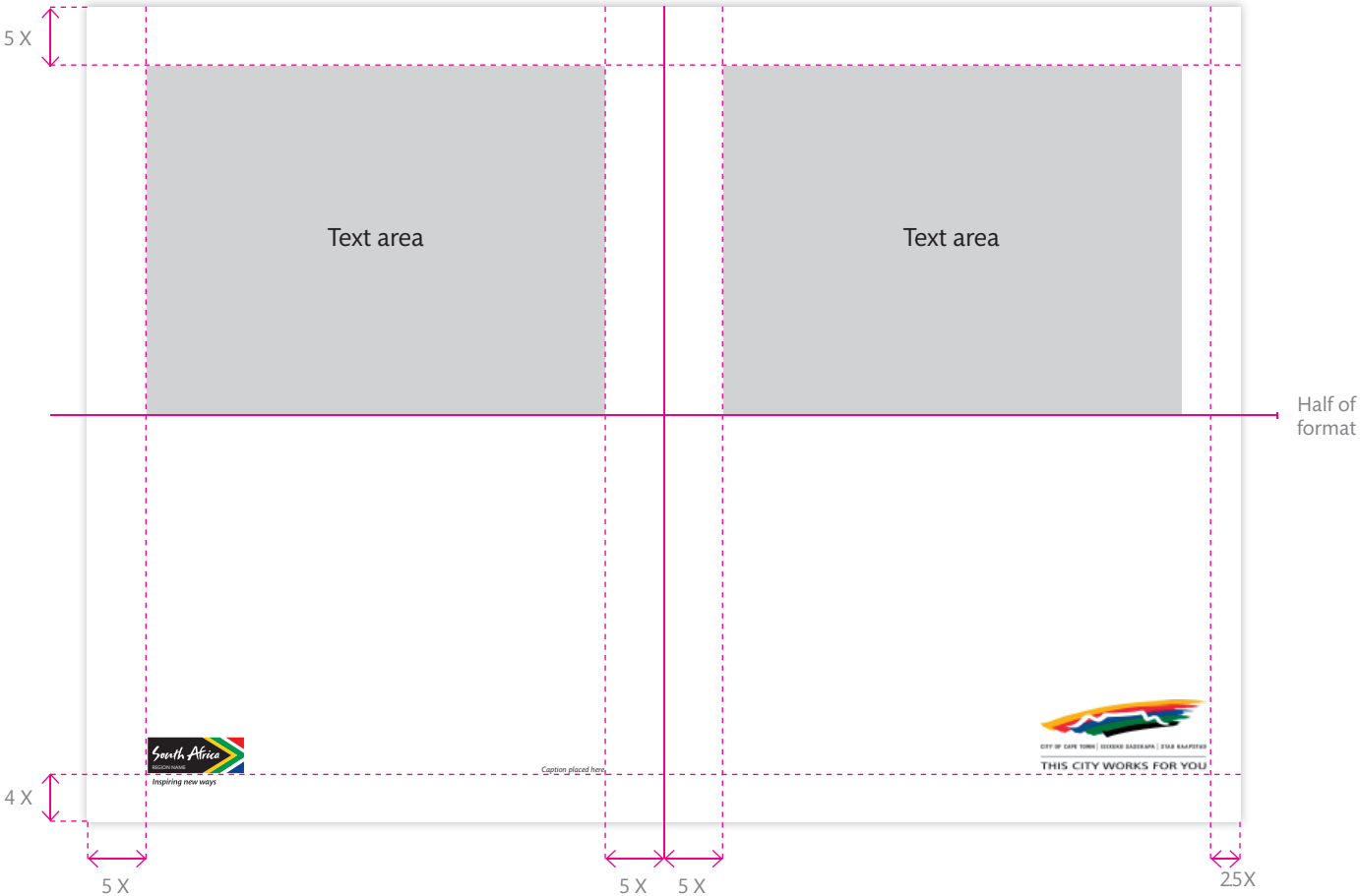
10. Secondary brand
    Co-branding

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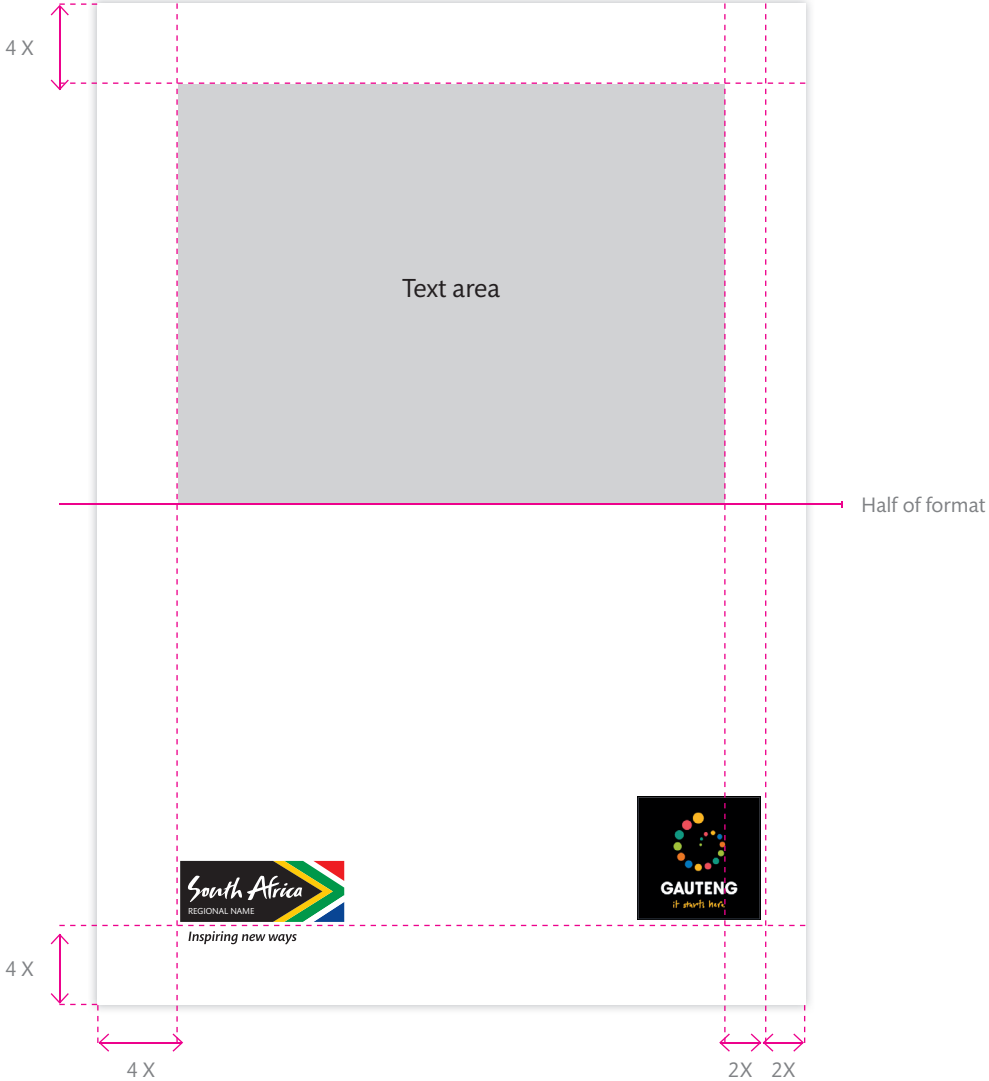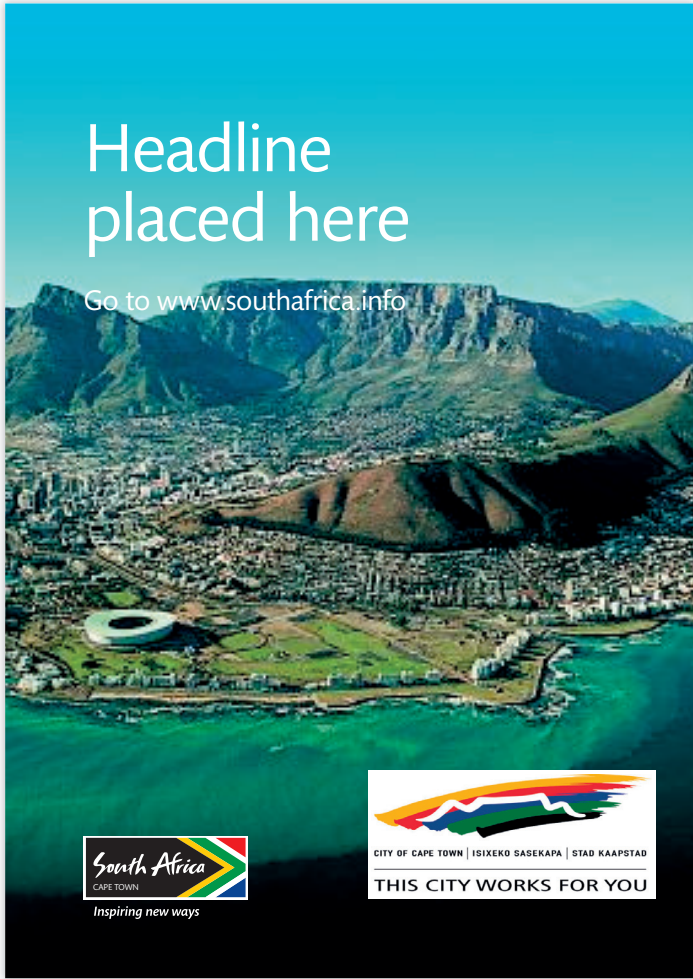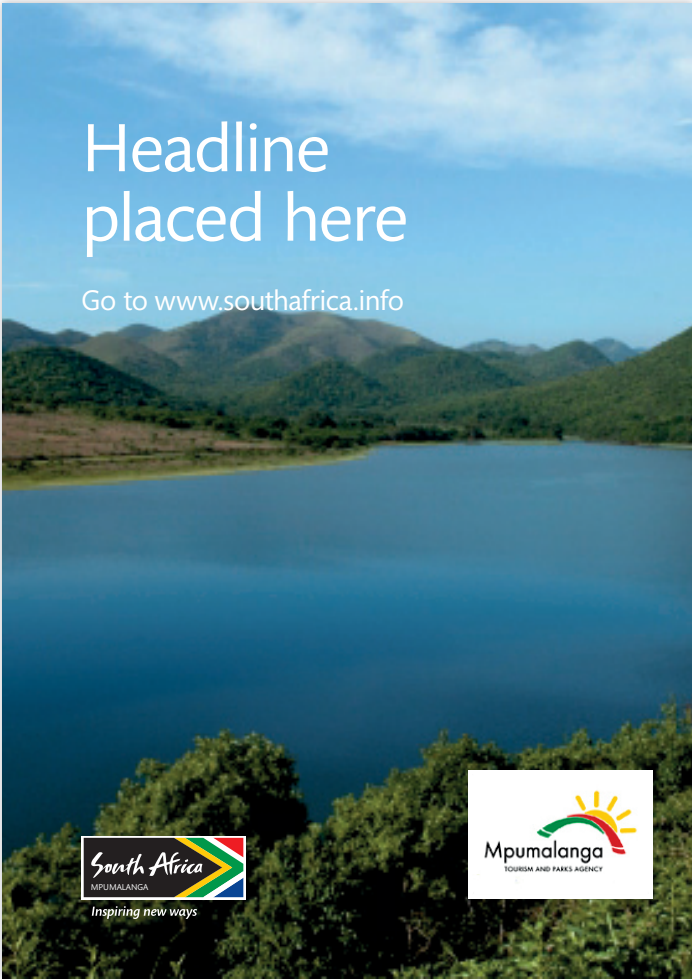
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

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

5 X

Text area

Half of format

South Africa
REGION NAME
Inspiring new ways

GAUTENG
it starts here

4 X

5 X

2.5X 2.5X

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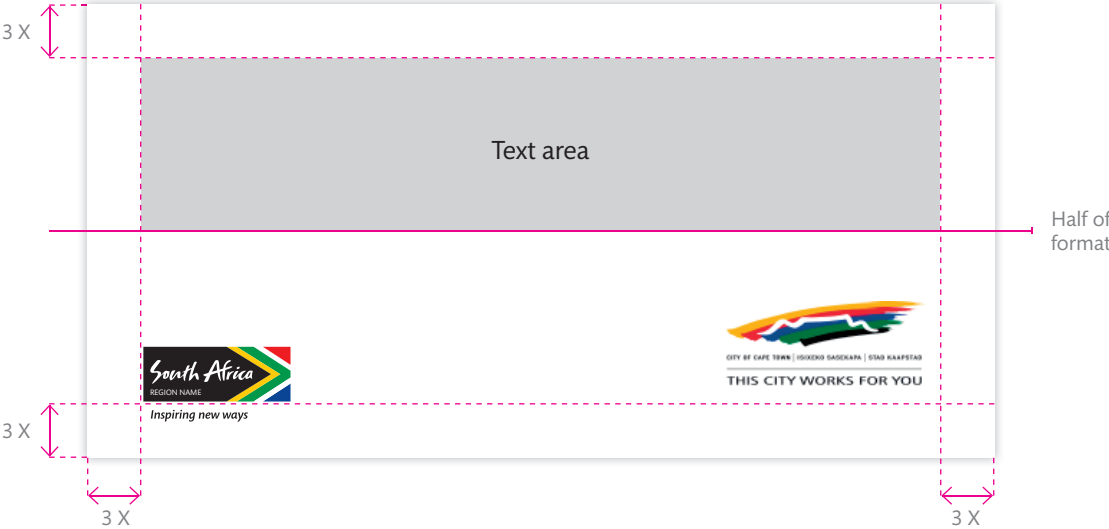
Headlines:	Mundo Sans	60 pt
URL & Tel:	Mundo Sans Italic	30 pt
Captions:	Mundo Sans Italic	16 pt

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

4 X

Text area

Half of format

South Africa
REGIONAL NAME

Inspiring new ways

GAUTENG
it starts here

4 X

4 X

2X   2X

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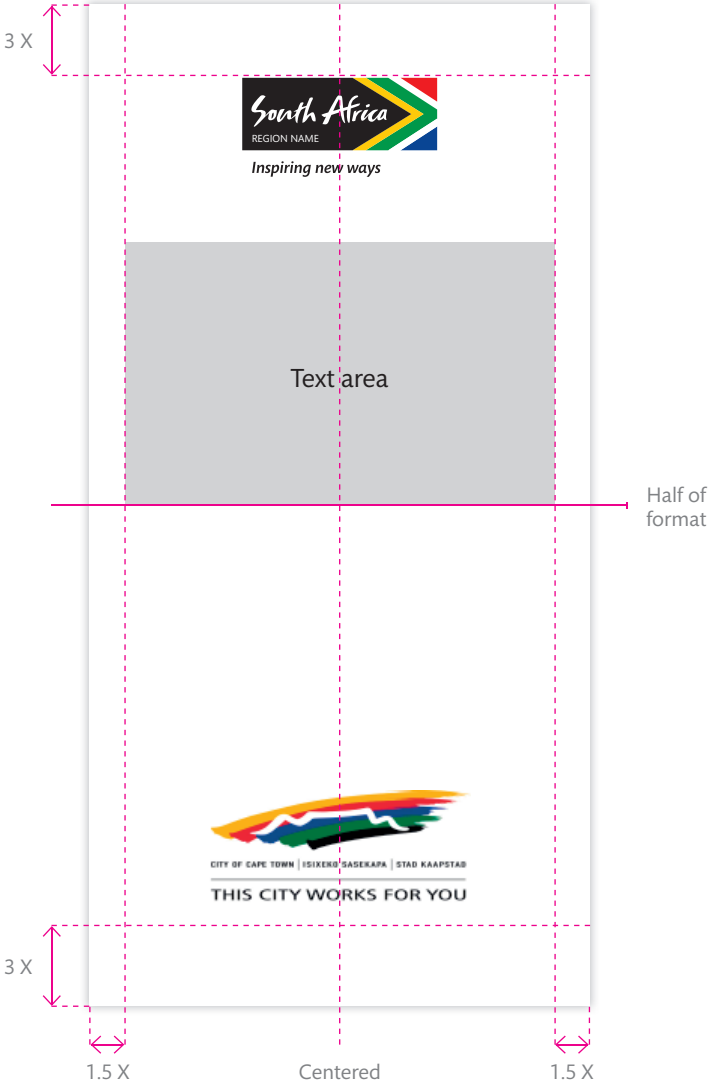
Headlines:	Mundo Sans	120 pt
URL & Tel:	Mundo Sans Italic	50 pt
Captions:	Mundo Sans Italic	16 pt

Examples - Province and City

Headline placed here

Go to www.southafrica.info

South Africa
MPUMALANGA
Inspiring new ways

Mpumalanga
TOURISM AND PARKS AGENCY

Headline placed here

Go to www.southafrica.info

South Africa
CAPE TOWN
Inspiring new ways

CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD
THIS CITY WORKS FOR YOU

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.
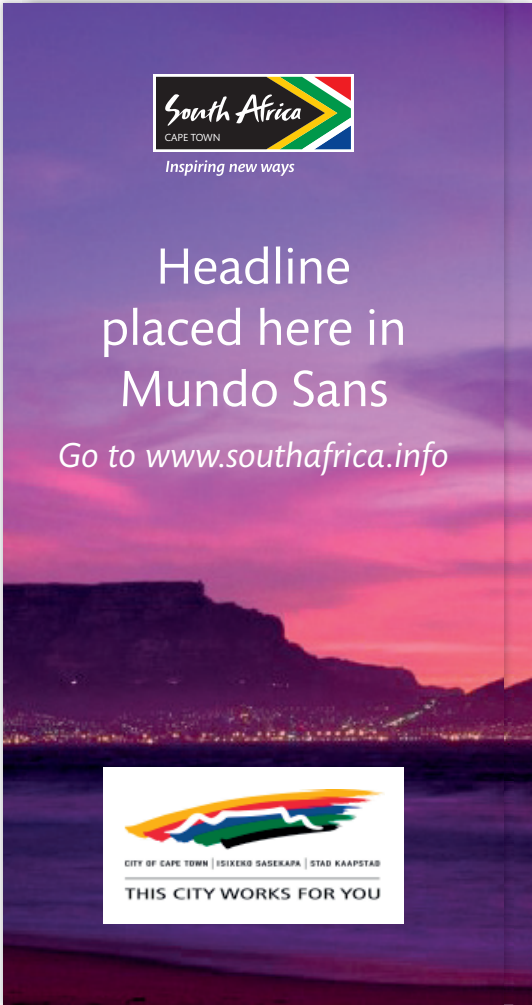
Technical specifications:
Size: 3 m x 12 m
Logo width: 1 200 mm

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

X = height of the red triangle within the logo

Template

Text area

2.5 X

2.5 X

2.5 X

2.5 X

Half of format

Examples - Province and City

Headline placed here in Mundo Sans
Go to www.southafrica.net

Headline placed here in Mundo Sans
Go to www.southafrica.net

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.
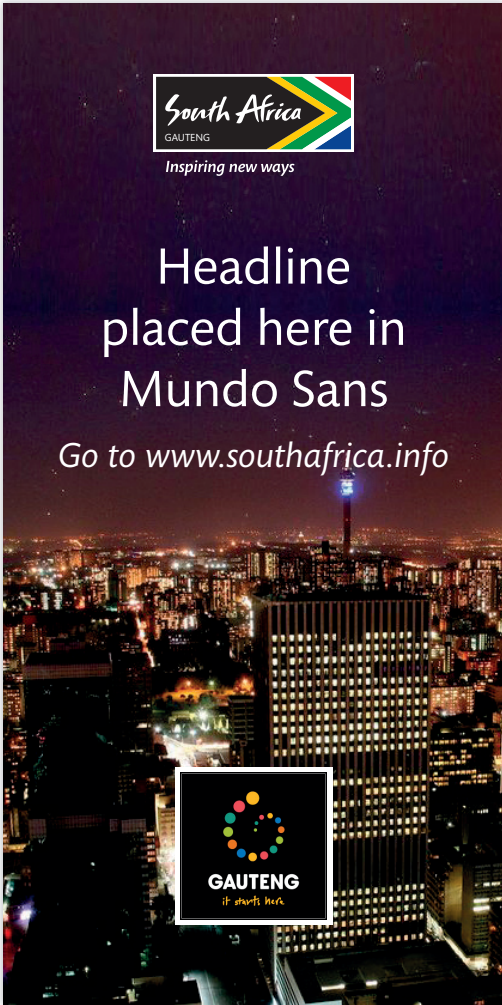
Technical specifications:
Size: 3 m x 6 m
Logo width: 1 000 mm

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

X = height of the red triangle within the logo

Template

Text area

Half of format

3 X

3 X

3 X

3 X

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

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

South Africa
GAUTENG
Inspiring new ways

Headline
placed here in
Mundo Sans

Go to www.southafrica.info

GAUTENG
it starts here

South Africa
CAPE TOWN
Inspiring new ways

Headline
placed here in
Mundo Sans

Go to www.southafrica.info

CITY OF CAPE TOWN | ISIXEKO SASEKAPA | STAD KAAPSTAD

THIS CITY WORKS FOR YOU

Co-branding with an Offering

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

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.

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

South Africa
REGIONAL NAME

Inspiring new ways

GAUTENG
it starts here

SANDTON CONVENTION CENTRE

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.

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
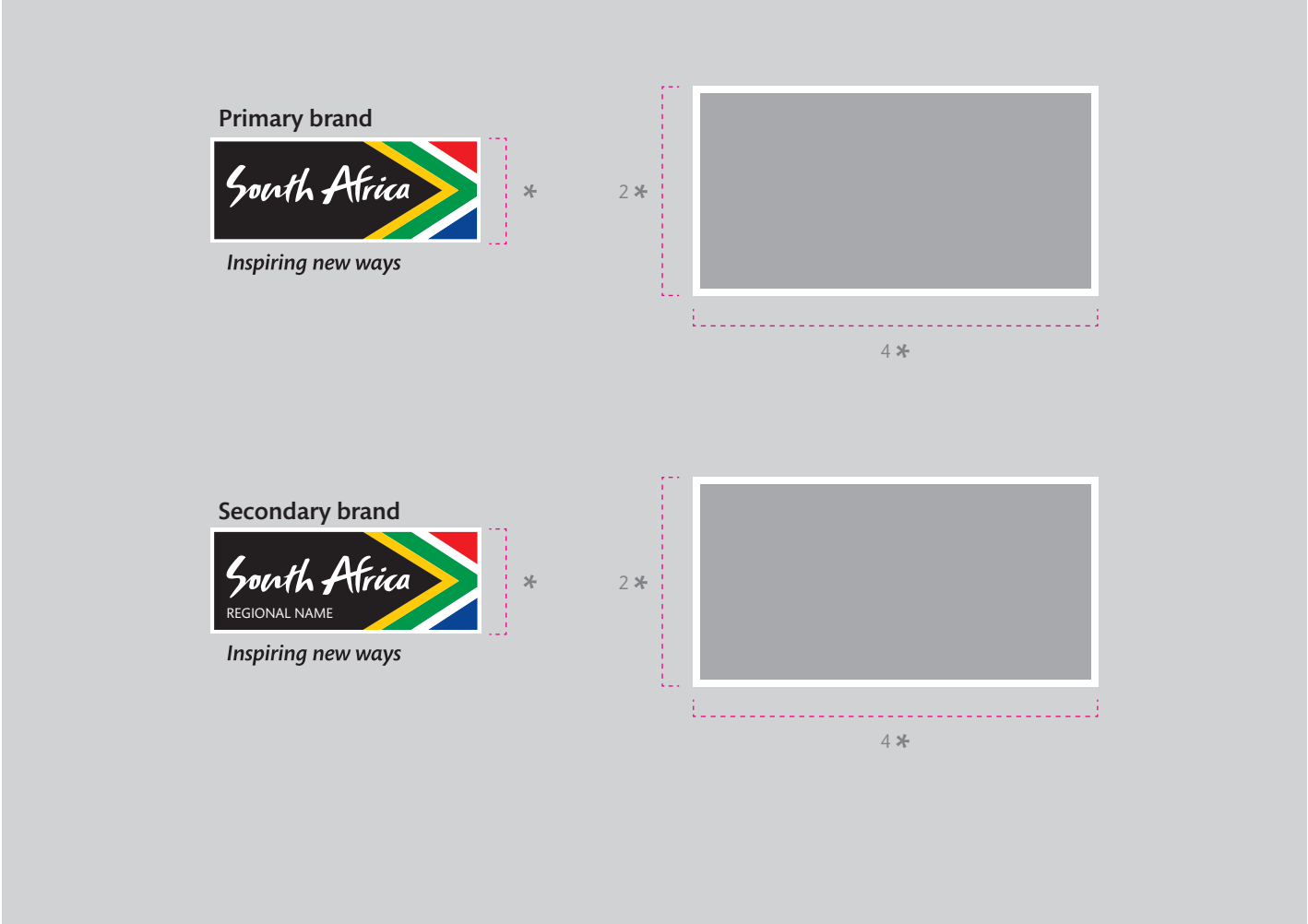
Construction

Primary brand

South Africa

Inspiring new ways

✳   2 ✳

4 ✳

Secondary brand

South Africa
REGIONAL NAME

Inspiring new ways

✳   2 ✳

4 ✳

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

Anchored bottom left

Figure 2: Vertical or square-orientated logo

Anchored bottom left

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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

Province/City ↓   Offering ↓

↑ Holding device

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

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

Headline placed
here in Mundo Sans

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

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

Headline placed
here in Mundo Sans

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

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

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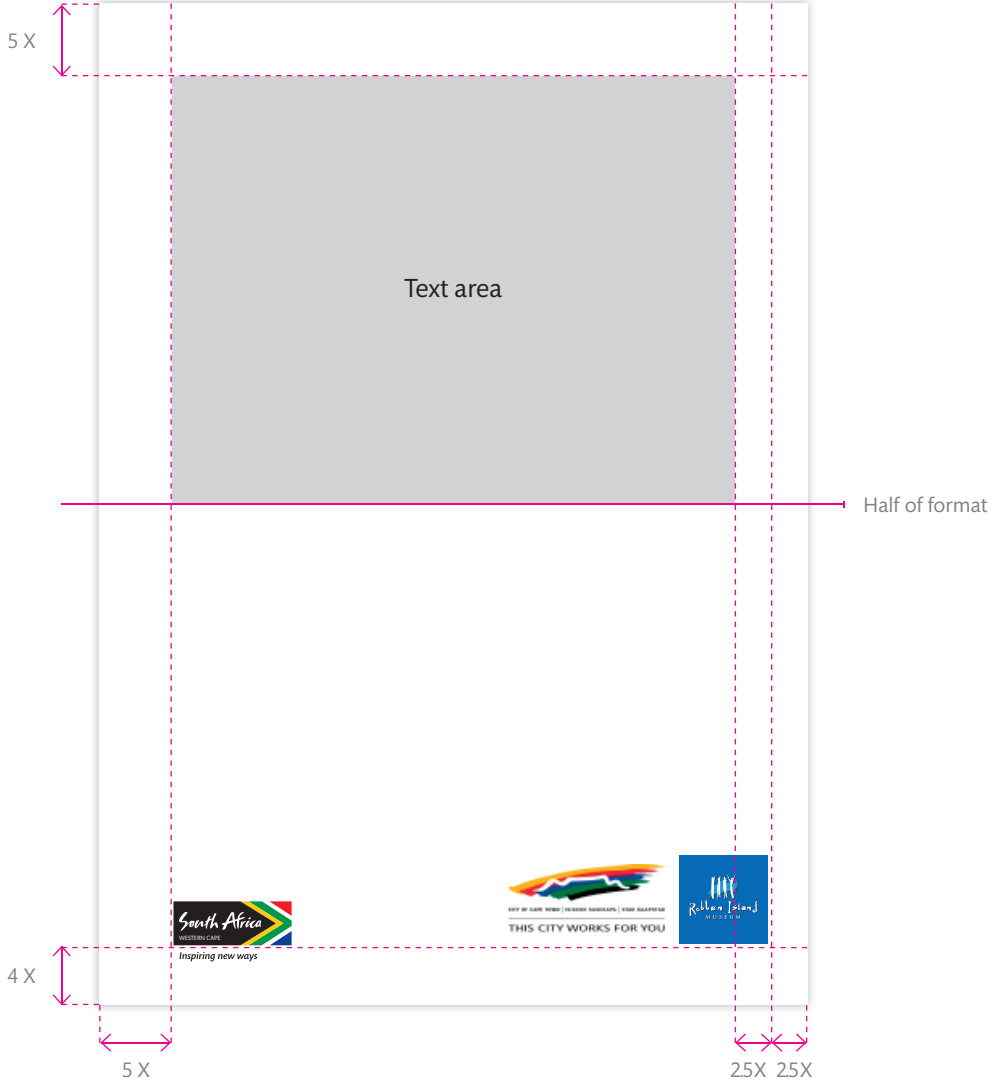
The size of the co-branding logos, in relation to the Brand South Africa primary and secondary brand logo, is explained in the co-branding section of this manual.

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

X = height of the red triangle within the logo

Template

5 X

Text area

Half of format

4 X

5 X

2.5X 2.5X

South Africa
WESTERN CAPE
Inspiring new ways

THIS CITY WORKS FOR YOU

Robben Island
MUSEUM

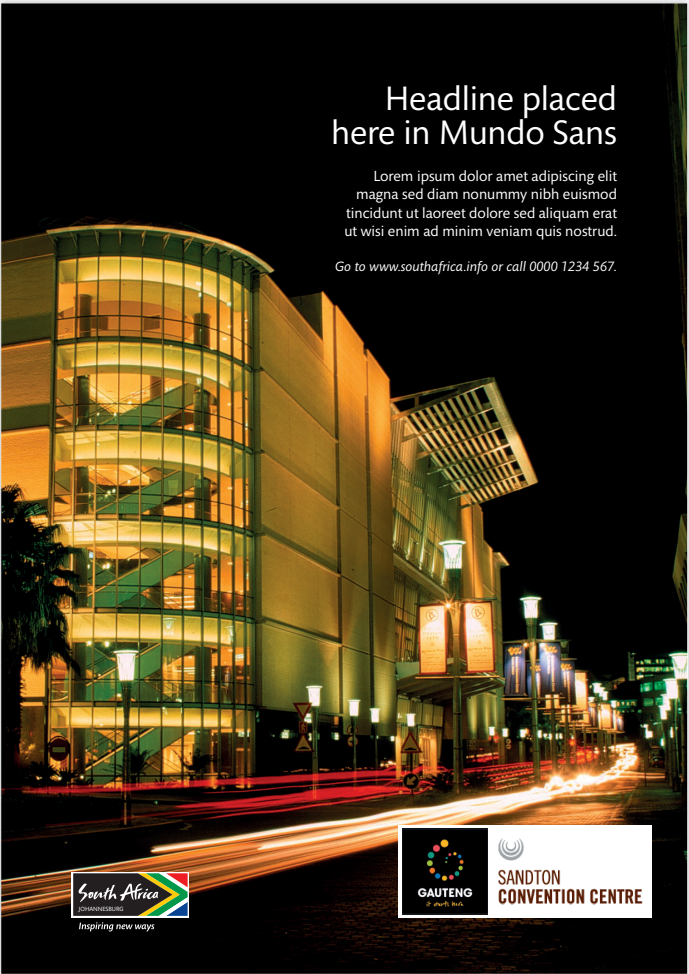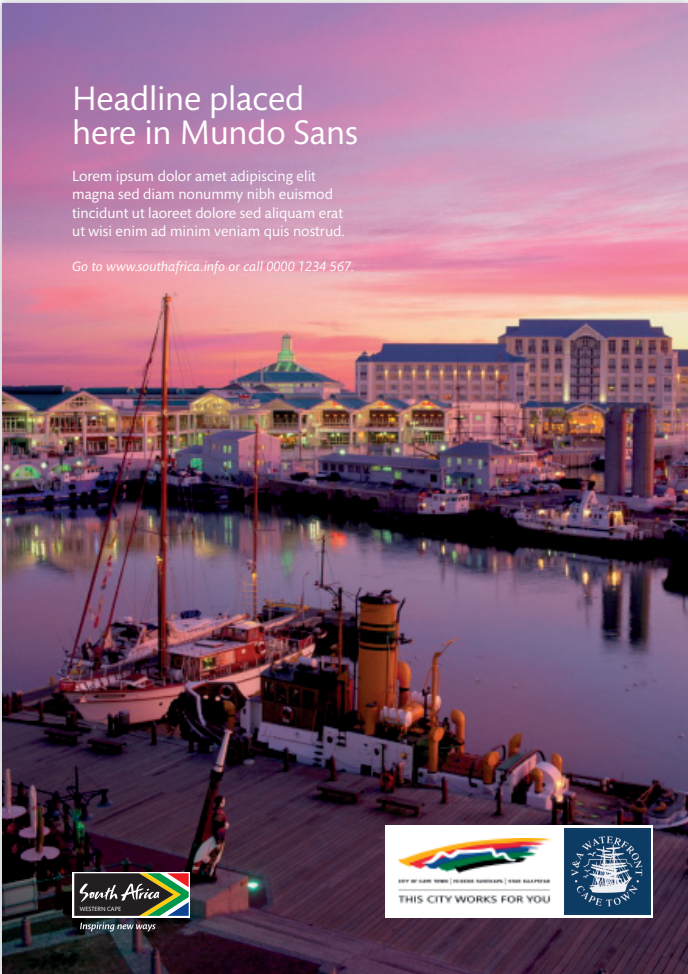# 11. Co-branding with an Offering

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

Headline placed
here in Mundo Sans

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

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

Headline placed
here in Mundo Sans

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

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

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.

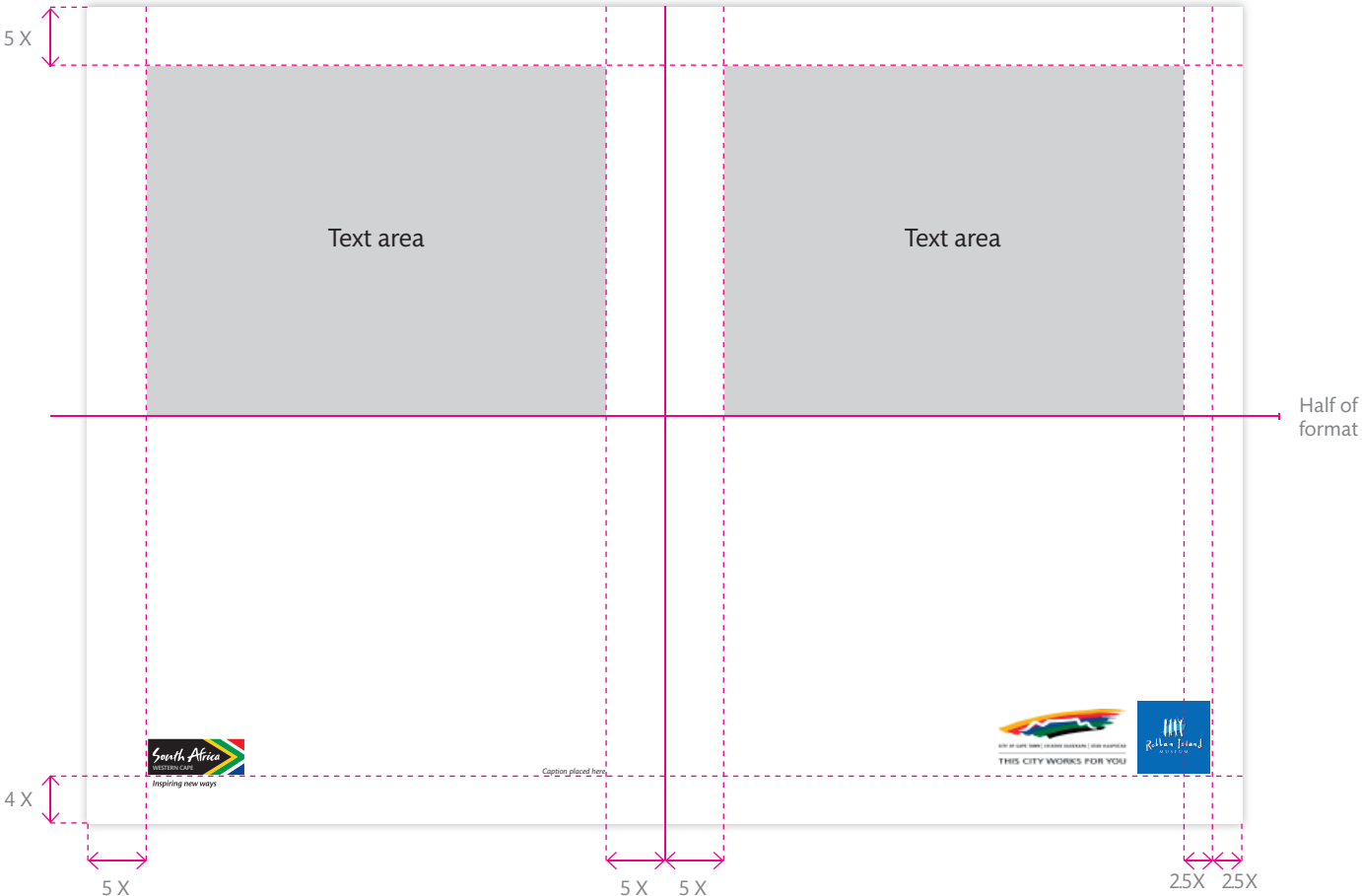The Province or City is always placed on the left of the co-branding area with the offerings on the right.

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

5 X

Text area

Text area

Half of format

Caption placed here

Inspiring new ways

4 X

5 X   5 X   5 X   2.5 X   2.5 X

11. Co-branding with an Offering
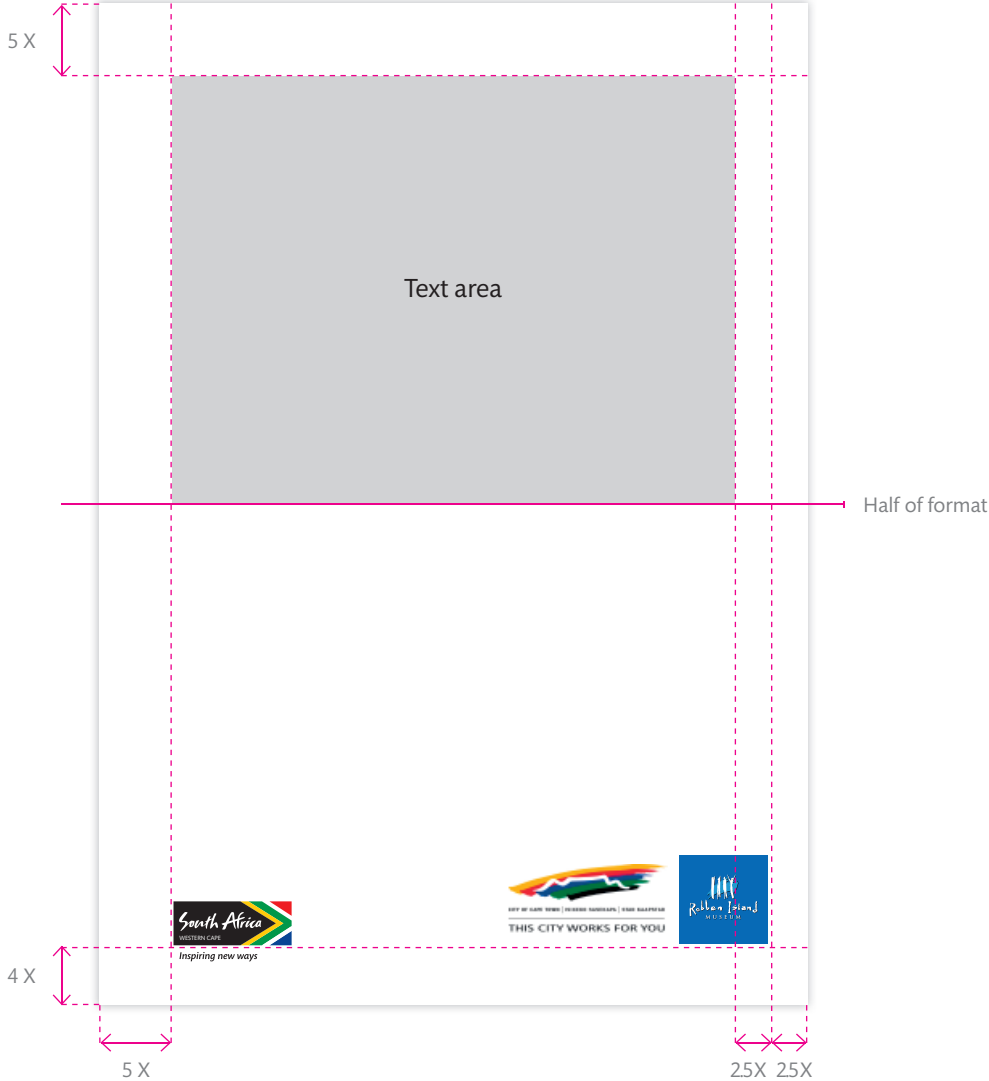
A4 DPS advertisement example

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

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

5 X

Text area

Half of format

4 X

South Africa
WESTERN CAPE
Inspiring new ways

THIS CITY WORKS FOR YOU

Robben Island
MUSEUM

5 X

2.5X 2.5X

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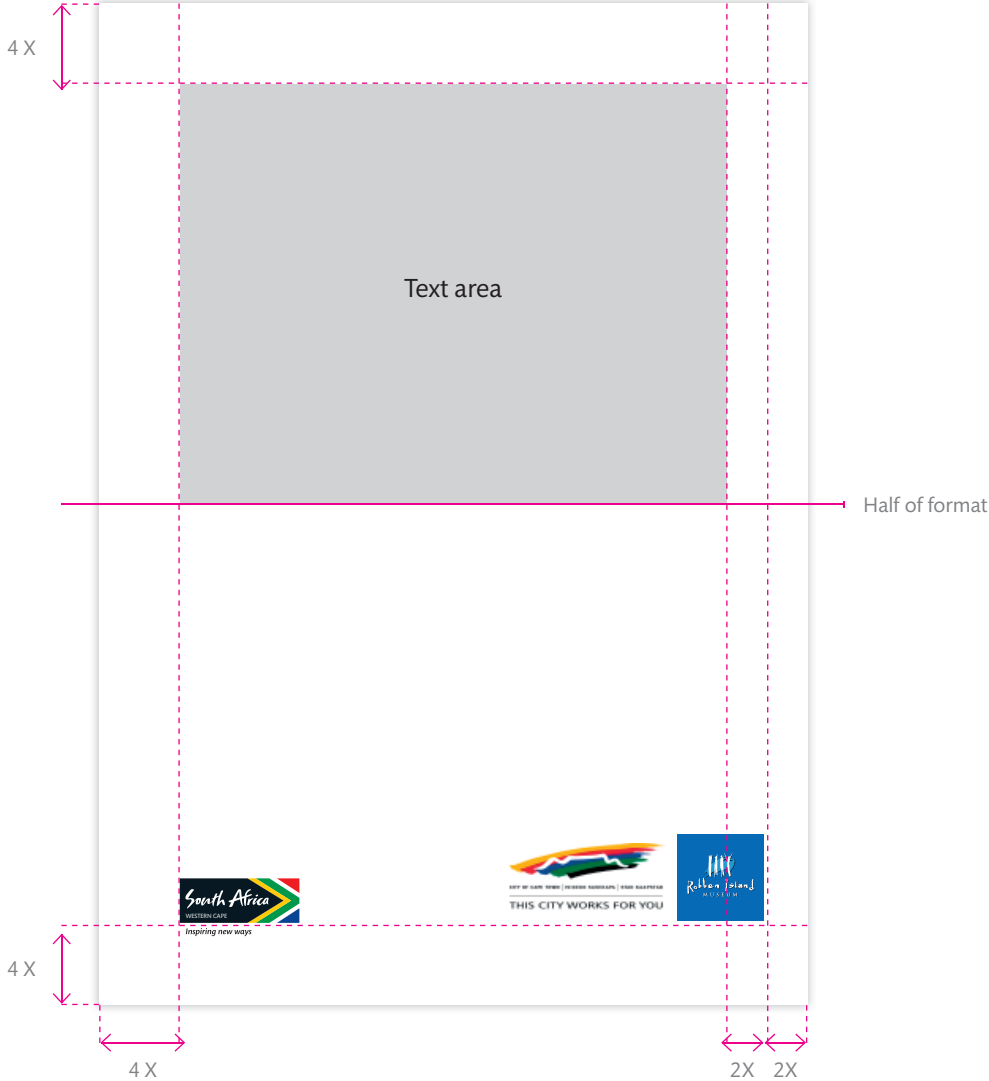
Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

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

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Example

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

4 X

Text area

Half of format

4 X

4 X

2X 2X

143

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.

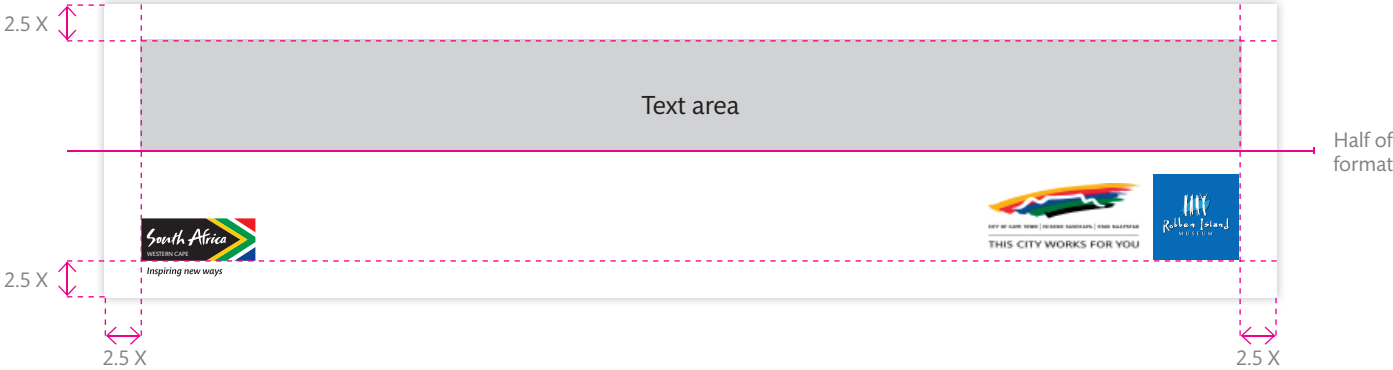|		
Headlines:	Mundo Sans	120 pt
URL & Tel:	Mundo Sans Italic	50 pt
Captions:	Mundo Sans Italic	16 pt

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

2.5 X

Text area

Half of format

2.5 X

2.5 X

2.5 X

Example:

Headline placed here in Mundo Sans
Go to www.southafrica.net

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.
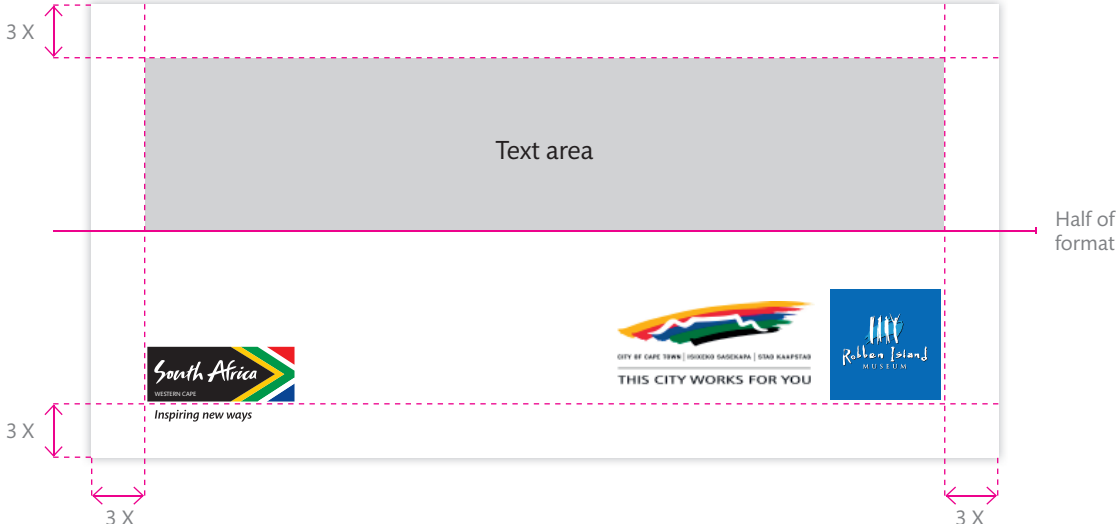
Technical specifications:
Size: 3 m x 6 m
Logo width: 1 000 mm

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

X = height of the red triangle within the logo

Template

3 X

Text area

Half of format

3 X

3 X

3 X

Example

Headline placed here
Go to www.southafrica.info

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.
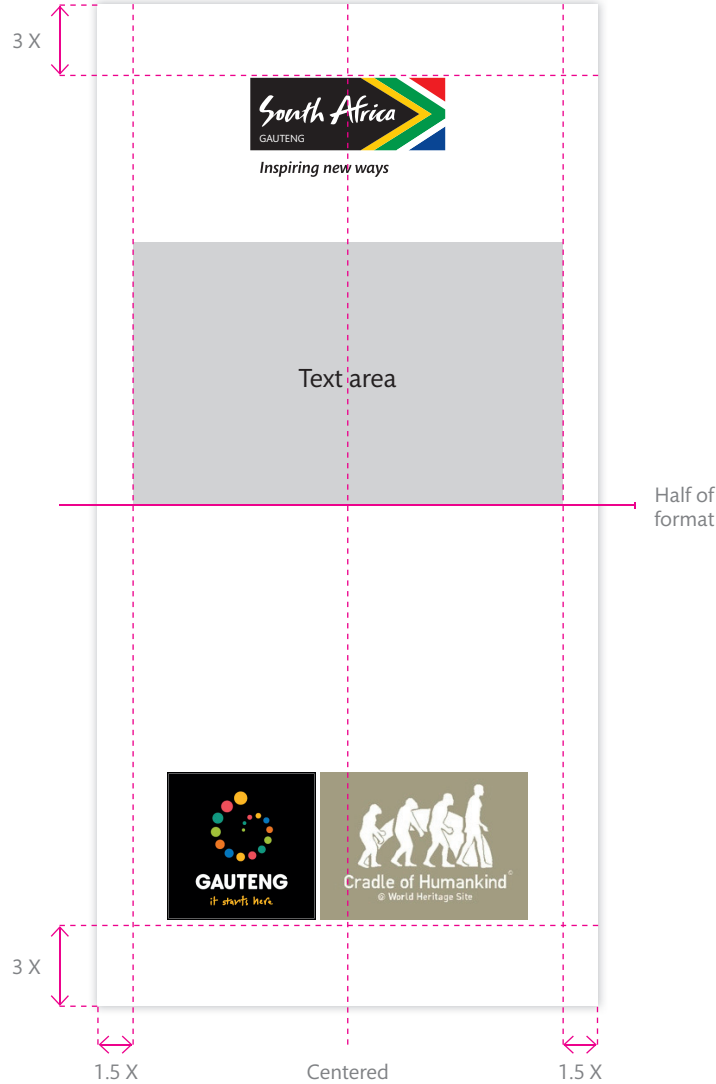
Technical specifications:
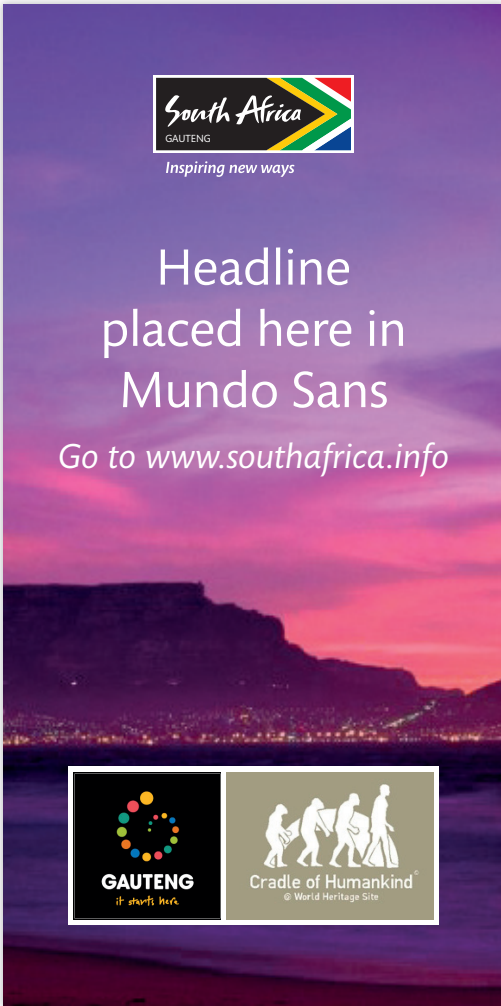Size: 3 m x 1.5 m
Logo width: 1 007 mm

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

X = height of the red triangle within the logo

Template

3 X

Text area

Half of format

3 X

1.5 X   Centered   1.5 X

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