



**REPUBLIC OF SOUTH AFRICA**

## THE NATIONAL COAT OF ARMS CORPORATE IDENTITY GUIDELINES



Cabinet approved the establishment and roll-out of a uniform Corporate Identity for government on 9 June 2004.

These interim *National Coat of Arms Corporate Identity Guidelines* were developed by Government Communications (GCIS) and the Department of Arts and Culture (DAC) to guide departments in the application of the Government Brand until a comprehensive *Corporate Identity Manual for Government* becomes available.

A comprehensive *Manual* will be developed and distributed to all departments to guide them in the application of the Government Brand. Among other things, the *Manual* will inform standards or benchmarks for multidimensional applications and specifications for the style of the national Coat of Arms. It will inform the colour, palette, typography, layout, paper, templates and procedures for the consistent application of the Government Brand by all departments.

## THE NATIONAL COAT OF ARMS

*Cabinet approved the highest visual symbol of the State, the national Coat of Arms, as the official Corporate Identity for government in March 2000.  
The Coat of Arms is the visual representation of the Government Brand.*

### Design and symbolism of the national Coat of Arms

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

#### The motto:

*Ike e: /xarra /!ke*, written in the language of the /Xam people, literally means *Diverse People Unite*. It calls for the nation to unite in a common sense of belonging and national pride.

#### Elephant tusks:

Symbolise wisdom, strength, moderation and eternity.

#### The ears of wheat:

The circle formed by the tusks symbolises fertility, growth, the nourishment of people and the agricultural aspects of the earth.

#### The shield:

The shape of the gold shield is drum-like. It has a dual function: the display of identity and of spiritual defence.

#### The human figures:

Derived from images on the Linton Stone, a world famous example of South African rock art. The Khoisan, the oldest known inhabitants of our land, testify to our common humanity and heritage as South Africans. The figures are depicted in an attitude of greeting, symbolising unity. It also represents the beginning of the individual's transformation into the greater sense of belonging to the nation and humanity.

#### The spear and a knobkierie:

Dual symbols of defence and authority – also represent the powerful legs of the secretary bird. The spear and knobkierie are lying down, symbolising peace.

#### The protea:

An emblem of beauty of our land and the flowering of our potential as a nation in pursuit of the African Renaissance. It also symbolises the holistic integration of forces that grow from the earth, nurtured from above.

#### The secretary bird:

The secretary bird is characterised in flight, the natural consequence of growth and speed. It is a powerful bird whose legs – depicted as the spear and the knobkierie – serve it well in its hunt for snakes. It is a symbol of divine majesty. Its uplifted wing is an emblem of the ascendance of our nation, while simultaneously offering us its protection.

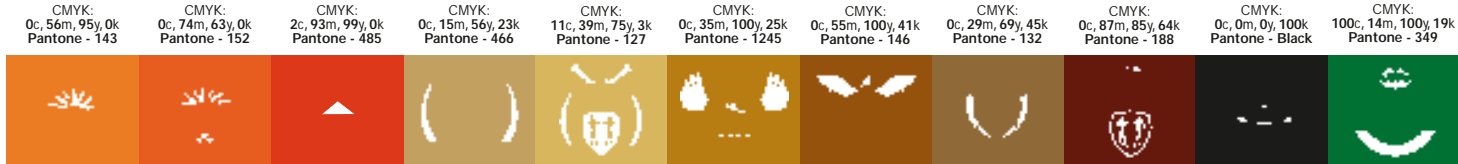
#### The rising sun:

It is an emblem of brightness and splendour. It symbolises the promise of rebirth, the active faculties of reflection, knowledge, good judgement and willpower. It is the very symbol of the source of life, light and the ultimate wholeness of humanity.





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


## COLOUR APPLICATION

The national Coat of Arms comprises 11 distinct colours:



### DEPARTMENTS

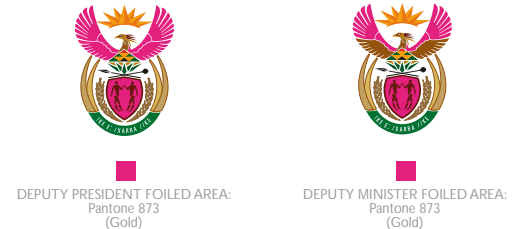
	CMYK	PANTONE	RGB
	0c, 74m, 63y, 0k	PANTONE - 152	239r 71g 24b
	0c, 55m, 100y, 41k	PANTONE - 146	136r 70g 22b
	0c, 0m, 0y, 100k	PANTONE - black	0r 0g 0b
	100c, 14m, 100y, 19k	PANTONE - 349	0r 93g 40b



Four colour options have been selected from the range of colours of the national Coat of Arms. These are: orange, brown, black and green.

Departments will be allowed to choose one of these four colours for their naming structure and visual identity. The CMYK, Pantone and RGB specifications of the four main colours are included in the *Guidelines*.

### MINISTRY



Only the Deputy President, Ministers and Deputy Ministers are allowed to use gold foiling in the prescribed area in addition to the abovementioned colours.



primary descriptor

Secondary Descriptor  
Tertiary Descriptor  
COUNTRY Descriptor

Departments will be permitted to select one of two options – a functional name to depict the core line function of the department (e.g. *Education*), or an acronym (e.g. *the dti*). An acronym must always be preceded by the word ‘the’.

Although an acronym may be optimal for departments with long names, the use of a functional name is encouraged as far as possible, as the core line function of the department would be immediately recognisable to the public. An acronym that the public is not familiar with, may lead to confusion.

In compliance with heraldic prescripts, a department’s name should always be placed on the right-hand side of the Coat of Arms.

## Acronym logo option

X

GillSans } same font size  
GillSans (bold) }

The thickness of the line must correspond with that of (l) in ‘SOUTH AFRICA’.  
The length must correspond to the longest descriptor in the name.

Arial  
Arial-UC (bold) } same font size  
Leading: 0.8  
Kerning: 0

9Xs

## Functional logo option

X

GillSans

The thickness of the line must correspond with that of (l) in ‘SOUTH AFRICA’.  
The length must correspond to the longest descriptor in the name.

Arial  
Arial-UC (bold) } same font size  
Leading: 0.8  
Kerning: 0

9Xs

## APPLYING COLOURS TO NAMING STRUCTURES



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA



the dti

Department:  
Trade and Industry  
REPUBLIC OF SOUTH AFRICA

All naming structures (acronyms or functional) can only be depicted in one of the prescribed colours (orange, brown, black or green) using a similar typeface and font size. No department will be permitted to use any other colour variant.

Black-and-white rendition of the Coat of Arms and departmental names are also permitted where colour application is not possible or practical (e.g. in fax format). Two options are permitted, namely (i) black on white and (ii) white on black reversed.

## TYPOGRAPHY

Consistent typographical application is as important as colour usage to ensure a uniform brand. The following precepts apply to font and font size:

### Primary font for naming:

*GillSans in lower case.*

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy

### Secondary font for naming:

*Arial.*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

This font must be used by all departments, irrespective of the naming structure chosen, functional name or acronym. (See example of application.)

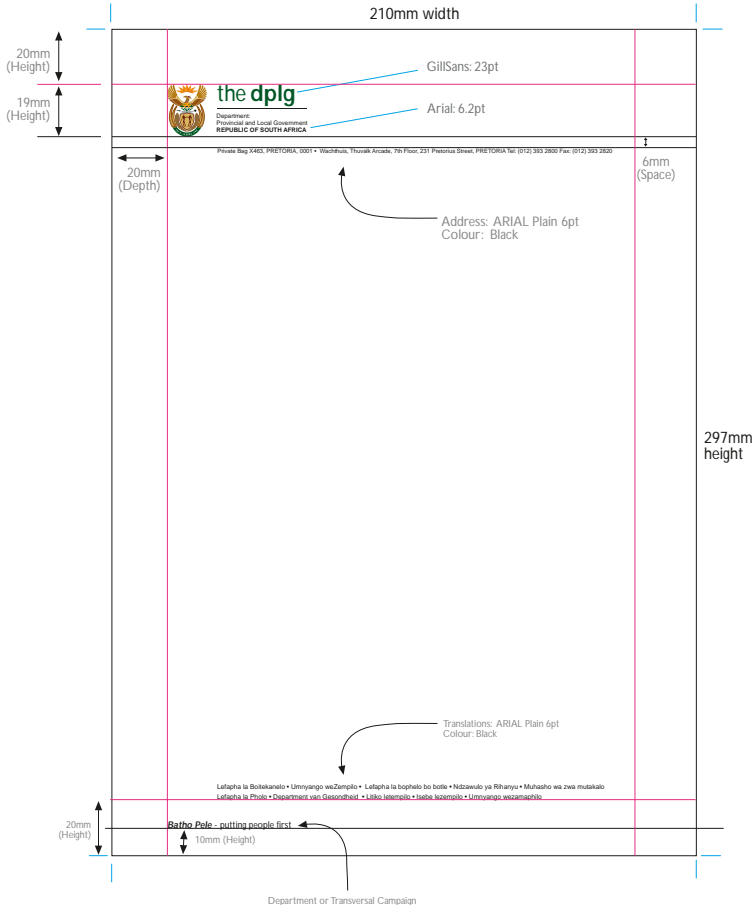
Arial should be used for any other lettering on stationery (see example of application).

### Secondary font for all communications:

*Arial.*

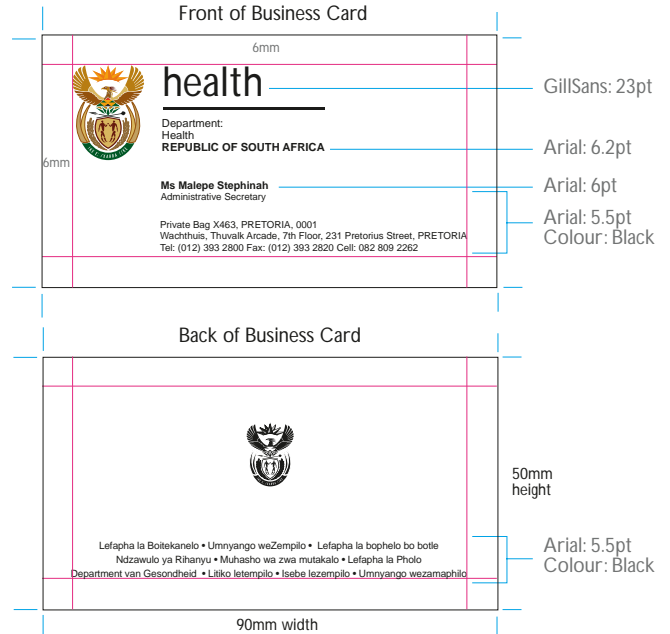
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy

# STATIONERY



The *Guidelines* only feature examples of the most prevalent stationery items, namely letterheads and business cards. Two examples – application of an acronym and functional are included for each of these items.

It is important that all stationery applications adhere to the specified fonts (see page 5), colour (see page 3) and naming structure (see page 4). Departments are not permitted to use any other secondary images on the stationery.



## LANGUAGE AND TRANSLATIONS ON STATIONERY

### Language

With respect to the use of language and translations, the Government Brand has to comply with the founding provisions of the Constitution of the Republic of South Africa, 1996 (Act 108 of 1996). These provisions stipulate that national government may use any particular official language for the purposes of government, taking into account, among other things, usage, particularity and expense (Chapter 1[par 6 (3a)]).

Two language options have been selected for the Government Brand:



# health

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Department:  
Health  
**REPUBLIC OF SOUTH AFRICA**

### Option 1 – English

Use only one language (English) in both the primary and secondary descriptors in the naming structure of the brand. However, the name of the communicating department (in the secondary descriptor) will be replicated in all other official languages and positioned at the bottom of the English letterhead, fax or on the back of business cards (see page 6).



# health

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Umnyango:  
wezamaphilo  
**REPUBLIC OF SOUTH AFRICA**

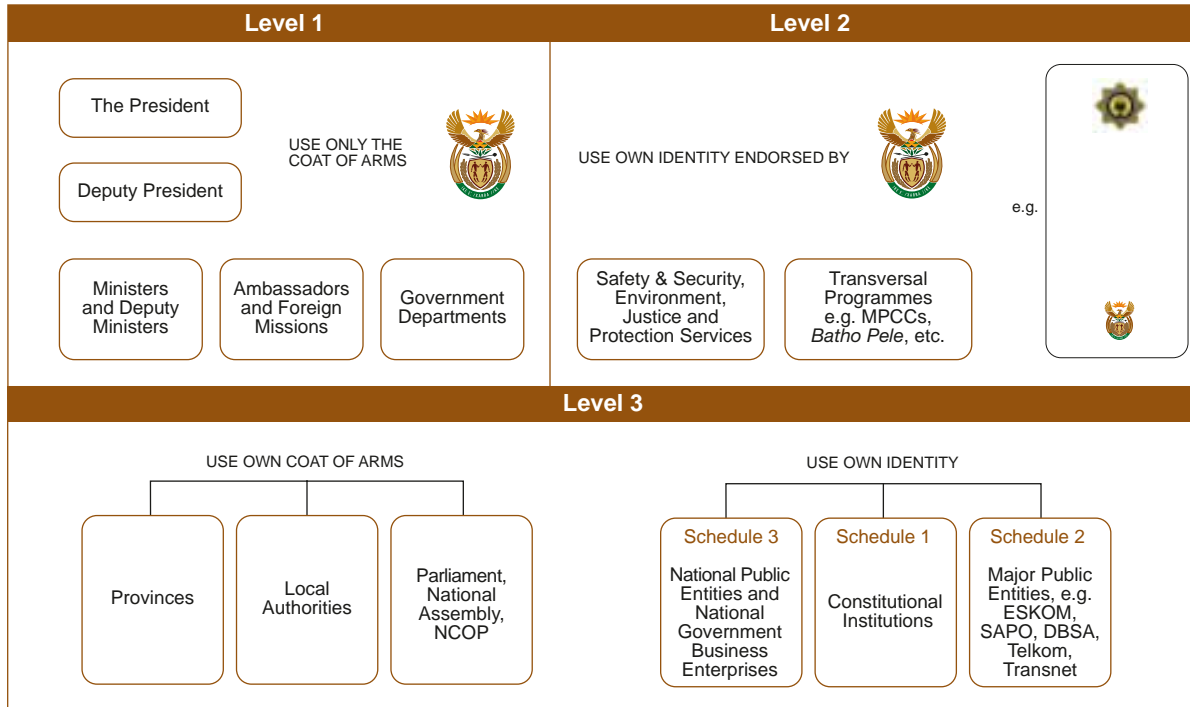
### Option 2 – English plus one other language

Departments have the choice of translated versions of option 1 in any official language in the secondary descriptor. This option would leave the functional name or acronym in English and the rest of the wording translated.



## CORPORATE BRANDING AND ENDORSEMENTS

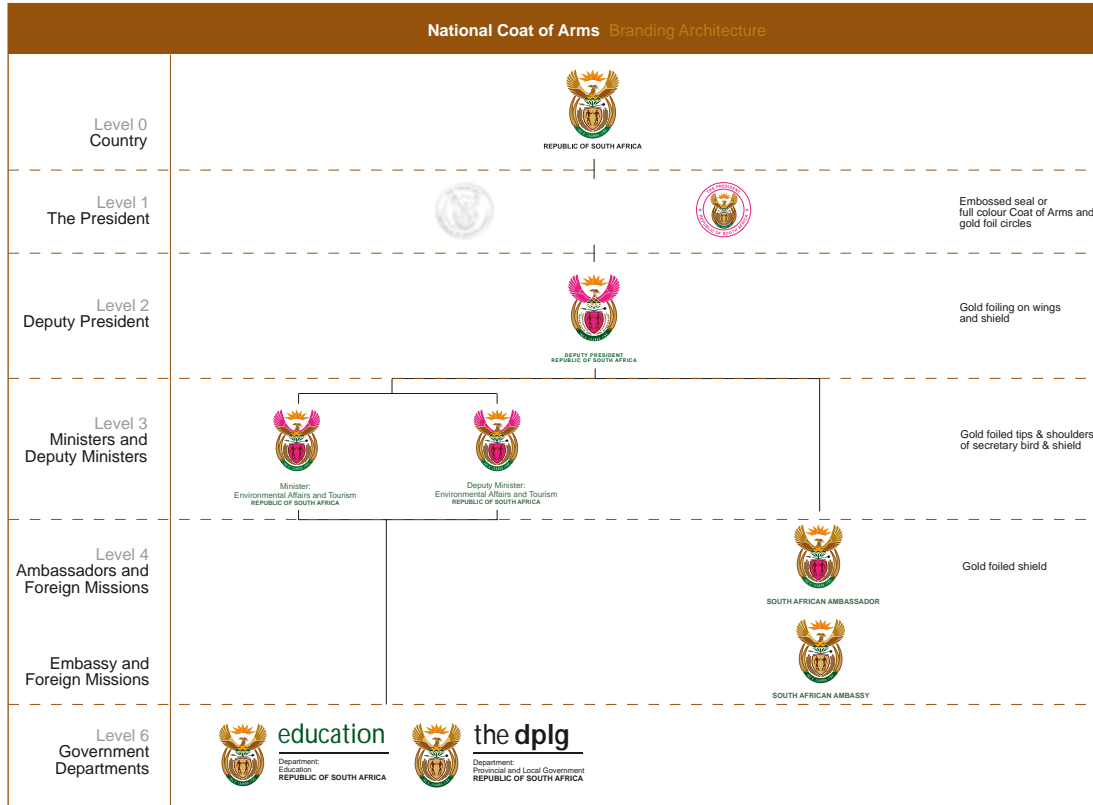
The Government Brand organogram differentiates between three levels:



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

- Permission should be obtained from the GCIS beforehand. The GCIS will consult with the DAC.
- The Coat of Arms should never be smaller than 2/3 of the party seeking endorsement.
- The Coat of Arms must always be placed to the right or directly below the identity of the agency seeking endorsement.
- The Coat of Arms must always assume the position of priority within the co-branding group.

## CORPORATE BRANDING AND ENDORSEMENTS



## DEPARTMENTAL CORPORATE IDENTITY PREFERENCE SELECTION FORM

Please indicate your Department's preference with regard to the following:

Colour preference (see page 3):

Orange		Brown		Black		Green	
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*(Please note: gold foiling is reserved for use by the Deputy President, Ministers and Deputy Ministers.)*

Naming structure preference (see page 4):

Acronym		Functional	
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Preferred functional name or acronym, e.g. public enterprises, the dti, etc: \_\_\_\_\_

Language for secondary descriptor:

Afrikaans  isiNdebele  Sepedi  Sesotho  Siswati

Xitsonga  Setswana  Tshivenda  isiXhosa  isiZulu

Name of the Accounting Officer:

Signature of the Accounting Officer: \_\_\_\_\_

Date: 

DAY	MONTH	2004

**Please fax and post to:** Government Communications (GCIS)  
Private Bag X745  
PRETORIA  
0001

Fax: 012 323 5524

Attention: Ms Anande Nöthling / Ms Lynette Rippel

DEADLINE: 31 AUGUST 2004





These interim Guidelines have been developed to assist departments in building a uniform Government Brand. Building a strong and coherent Government Brand will require a commitment from all departments to adhere to the stipulations contained in these *Guidelines*. A comprehensive *Corporate Identity Manual for Government* will be published in due course.

Any enquiries regarding the application of the Government Brand and the specifications contained in these *Guidelines* should be addressed to the GCIS at: [marketing@gcis.gov.za](mailto:marketing@gcis.gov.za). An electronic version of this Manual is also available at: [www.gcis.gov.za/services/govt/corpid.pdf](http://www.gcis.gov.za/services/govt/corpid.pdf)  
Tel: (012) 314 2373 / (012) 314 2231; Fax: (012) 323 5524.



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