



# CORPORATE IDENTITY BRANDING GUIDELINES



**environmental affairs**

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA



# NATIONAL DEPARTMENT OF ENVIRONMENTAL AFFAIRS REPUBLIC OF SOUTH AFRICA

## CORPORATE IDENTITY BRANDING GUIDELINES

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## INTRODUCTION

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Government wholly, has a responsibility to its public and promises to enhance its service delivery to ensure that it is responsive to the needs of its people. The Government Communications and Information Systems (GCIS), under the direction of The Presidency has developed the National Coat of Arms, which is the State emblem and is the Republic of South Africa's highest visual symbol. It is what differentiate us from other countries and is an identity that reflects a unique history in addition embraces the future.

A uniform national Coat of Arms allows the Government and all its agents - the various departments, foreign missions and entities - to project a uniform, consistent and coherent corporate identity to the public. In turn, all communication from government or any of its national, departmental, foreign missions or embassies or joint project with other departments, provincial or local government, non-governmental agencies, commissions, State-owned enterprises, bearing the national Coat of Arms, implies an unequivocal endorsement by the State. Given its importance, it is thus vital to project and maintain a consistent and coherent application and representation of the national Coat of Arms.

National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that make up the national Coat of Arms from which departments can choose to differentiate themselves: orange, brown, black or green. Departments may not change their colour, once selected.

The Minister of Environmental Affairs chose the colour green as primary colour to represent the department of Environmental Affairs, according to the Corporate Identity guideline of Government.

## INTRODUCTION TO DEA

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The Department of Environmental Affairs (DEA) continuously seeks new ways to improve its contribution to the socio-economic development of South Africa. The Department of Environmental Affairs makes meaningful interventions that have gone a long way in changing the lives of all South Africans. All the interventions of the department are informed by the government's overarching goal of providing a better life for all. In the South African Constitution every person is given the right to an environment that is not harmful to their health or well-being. DEA's broad responsibility is to ensure that this is made a reality.

### Vision

Prosperous and equitable society living in harmony with our natural resources

### Mission

To create a prosperous and equitable society that lives in harmony with our environment.

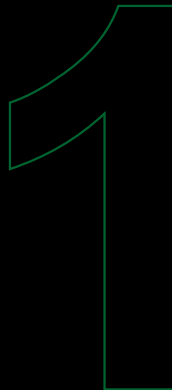
### Strategic Objectives

- To protect, conserve and enhance our environment, natural and heritage assets and resources.
- Proactively plan, manage and prevent pollution and environmental degradation to ensure a sustainable and healthy environment.
- Provide leadership on climate change adaption and mitigation.
- Contribute to suitable development, livelihood, green and inclusive economic growth through facilitating skills development and employment creation.
- Contribute to a better Africa and a better world by advancing national environmental interests through a global suitable development agenda.



# 1. MINISTER AND DEPUTY MINISTER

- 1.1 Logo Construction and Application
- 1.2 Stationery: Letterhead and Continuation Sheet
- 1.3 Stationery: Fax Cover Sheet
- 1.4 Stationery: Compliment Slip
- 1.5 Stationery: Folder
- 1.6 Stationery: Business Cards
- 1.7 Stationery: Memo



## 1.1 LOGO CONSTRUCTION AND APPLICATION

To identify the Minister and Deputy Minister, the tips of the wings and the shield of the national Coat of Arms are foiled with gold or printed in a metallic gold spot colour, Pantone 873. The rest of the printing is in full colour.

**Descriptor: Green - Pantone 349**

**Full colour, 100c 14m 100y 41k**

**Descriptor Font: Arial Bold**

● **Foiled area or printed in Pantone 873 metallic gold**

**NOTE: DO NOT RECONSTRUCT THE LOGO UNDER ANY CIRCUMSTANCES. USE ARTWORK SUPPLIED.**





## 1.2 STATIONERY: LETTERHEAD AND CONTINUATION SHEET

### Descriptor

Font type: Arial Bold  
Colour: Corporate Green

### Address



Arial Regular: 6pt  
Kerning: 0pt  
Leading: 8pt  
Colour: Black  
Alignment: Centre

### Body Copy

Arial Regular: 10pt  
Kerning: 0pt  
Leading: 12pt  
Colour: Black  
Alignment: Left

### Printing Specifications

Paper size: 210mm x 297mm (A4)  
Stock: Cartridge 100 - 115gms  
Stock colour: White  
Screen: 150  
Colours: Full colour  
● Gold foiling

	20mm	170mm	20mm
20mm			
26mm			
21mm		<b>MINISTER WATER AND ENVIRONMENTAL AFFAIRS REPUBLIC OF SOUTH AFRICA</b> <small>Private Bag 9, Hatfield, Pretoria, 0001, Fax: 011 231 3811, Fax: 011 231 2420, Email: water@environment.gov.za</small>	
30mm			
160mm		<p>31 November 2004</p> <p>Addressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit.</p> <p>Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.</p> <p>Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.</p> <p>Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p> <p>Autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugiat nulla facilisis.</p> <p>Yours sincerely</p> <p>Name Surname Designation</p>	
Letter ends			
40mm		Centre	




# 1.3 STATIONERY: FAX COVER SHEET

**Fax cover title**  
 Arial Bold: 17pt

**Address**  
 Arial Plain: 6pt  
 Colour: Black

**Printing Specifications**  
 Paper size: 210mm x 297mm (A4)  
 Stock: Bond 80gms  
 Stock colour: White  
 Screen: 150  
 Colours: Black

	20mm		20mm				
20mm							
26mm							
24mm		MINISTER WATER AND ENVIRONMENTAL AFFAIRS REPUBLIC OF SOUTH AFRICA					
22mm		Private Bag X 442, Pretoria 0001, Postava B, King's Hill, Pretoria, Street, Pretoria, 0002, Tel: 012 310 3011, Fax: 012 302 2476, E-mail: contact@waterandenvi.gov.za					
184mm		<p><b>FAX COVER SHEET</b></p> <p>ROOM NO: <input style="width: 100px;" type="text"/></p> <p>TO:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 30%;">ORGANISATION:</td> <td></td> </tr> <tr> <td>FAX:</td> <td></td> </tr> </table> <p>FROM:</p> <p>TEL:</p> <p style="text-align: right;">DATE: <input style="width: 100px;" type="text"/></p> <p>FAX:</p> <p>NO. PAGES:</p> <p>SUBJECT:</p> <p>MESSAGE:</p>	ORGANISATION:		FAX:		
ORGANISATION:							
FAX:							
20mm							

## 1.4 STATIONERY: COMPLIMENT SLIP

### Descriptor

Arial Bold: 8pt  
Colour: Green

### Address


Arial Plain: 6pt  
Colour: Black  
Alignment: Centre

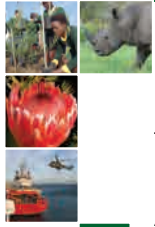
### With Compliments

Arial Bold: 8pt  
Colour: Green  
Alignment: Centre

### Printing Specifications

Paper size: 210mm x 99mm (DL)  
Stock: Cartridge 100 - 115gsm  
Stock colour: White  
Screen: 133  
Colours: Full colour  
● Gold foiling

			10mm
	<b>MINISTER WATER AND ENVIRONMENTAL AFFAIRS REPUBLIC OF SOUTH AFRICA</b>		20mm
	<small>Private Bag X441, Pretoria, 0001, Fichard Building, 315 Pretorius Street, Pretoria, 0002, Tel: 012 310 3811, Fax: 012 322 2476, E-mail: <a href="mailto:corras@environment.gov.za">corras@environment.gov.za</a></small>		16mm
			43mm
	<i>with compliments</i>		10mm



## 1.5 STATIONERY: FOLDER

### Descriptor

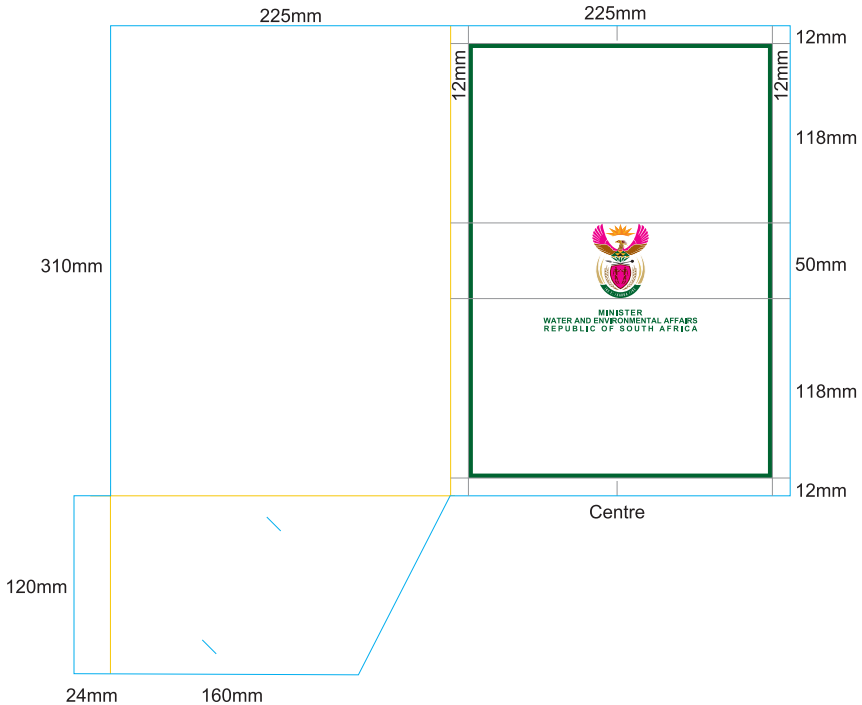
Arial Bold: 17pt  
 Colour: Green

### Border

Colour: Green  
 Size: 3mm

### Printing Specifications

Folder flat size: 450mm x 405mm  
 Size closed: 225mm x 310mm  
 Stock: Conqueror Contour  
 300gsm  
 Stock colour: Brilliant white  
 Screen: 150  
 Colours: Full colour  
● Gold foiling  
● Die line  
● Scoring





## 1.6 STATIONERY: BUSINESS CARDS

### Descriptor

Font type: Arial Bold  
 Colour: Green

### Name

Arial Bold: 9pt  
 Colour: Green  
 Alignment: Centre

### Address

Arial Regular: 6pt  
 Colour: Black  
 Kerning: 3pt  
 Leading: 10pt  
 Alignment: Centre

### Translations

Arial Regular: 6pt  
 Colour: Black  
 Kerning: 3pt  
 Leading: 8pt  
 Alignment: Centre

### Printing Specifications

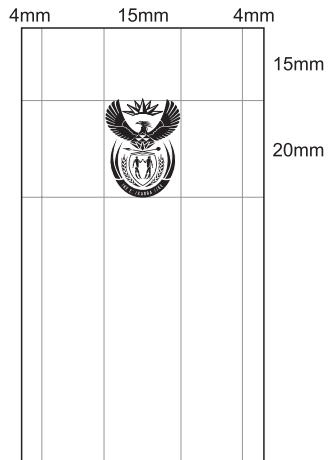
Paper size: 210mm x 297mm (A4)  
 Stock: Cartridge 100 - 115gms  
 Stock colour: White  
 Screen: 150  
 Colours: Full colour  
● Gold foiling

**NOTE: SHOULD THE ADDRESS BECOME LONGER THAN THE EXAMPLE, KEEP THE BASELINE & LEADING THE SAME & MOVE THE TEXT UP.**

### Business Card Front



### Business Card Back





# 1.7 STATIONERY: MEMO

### Memo title

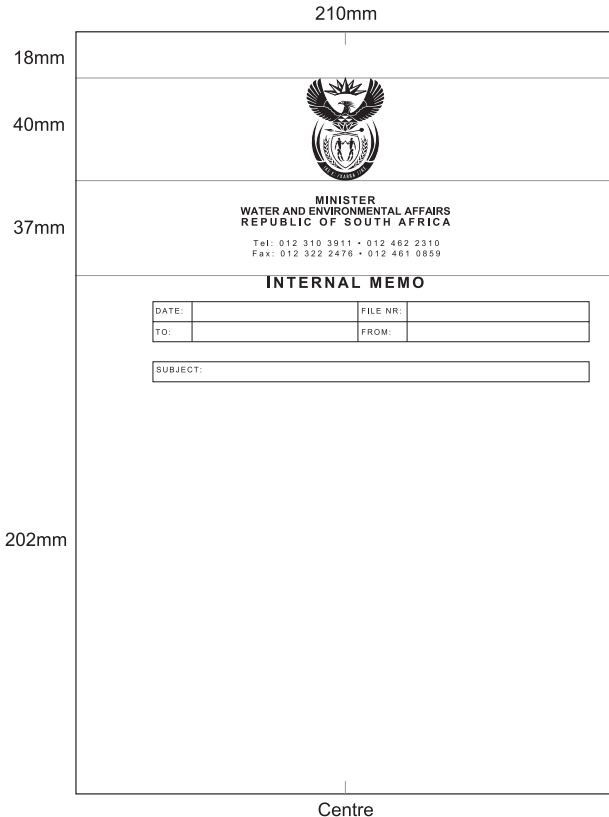
Font type: Arial Bold  
Colour: Black  
Alignment: Centre

### Printing Specifications

Paper size: 210mm x 297mm (A4)  
Stock: Bond 80gsm  
Stock colour: White  
Screen: 133  
Colours: Black

### Address

Arial Regular: 6pt  
Colour: Black



## 2. LOGO CONSTRUCTION AND APPLICATION

- 2.1 DEA logo Construction
- 2.2 Controlling the Logo and Free Space
- 2.3 Monotone Logo
- 2.4 Colour Specifications
- 2.5 Typography
- 2.6 Incorrect use of the DEA logo
- 2.7 Translations in Other Official Languages



## 2.1 DEA LOGO CONSTRUCTION

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All departments are to use the full colour national Coat of Arms or a single colour. No foiling is allowed for the departments. National departments are allowed to distinguish themselves from one another using colour as a primary differentiator. There are four primary colour options that departments had to choose from namely: orange, brown, black or green.

The colour green has been chosen as primary colour to represent the National department of Environmental Affairs, according to the Corporate Identity guideline of Government.

**NOTE: DO NOT RECONSTRUCT THE LOGO UNDER ANY CIRCUMSTANCES. USE ARTWORK SUPPLIED.**



# environmental affairs

---

Department:  
Environmental Affairs  
**REPUBLIC OF SOUTH AFRICA**





## 2.2 CONTROLLING THE LOGO AND FREE SPACE

The grid has been carefully devised to assist in establishing the clear space area around the national Coat of Arms. Do not place any elements, text or graphics within the clear space area. This serves as a guide with which to establish the different sizes on various communication elements.

### Secondary and tertiary descriptor

Font: Arial Regular  
Colour: Black

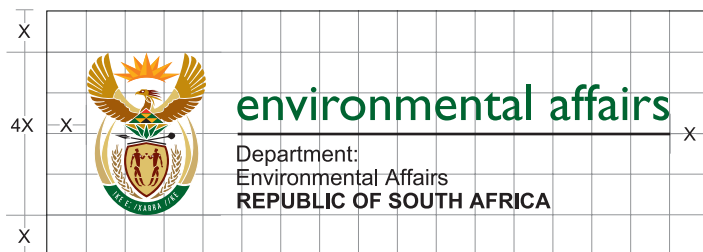
### Country descriptor

Font: Arial Bold  
Colour: Black

### Primary descriptor - functional name in one line

Font: Gill Sans Regular, lower case  
Colour: Corporate Green

**NOTE: TO ACCURATELY CAPTURE THE FINE DETAILS OF THE DEA LOGO, NEVER REPRODUCE THE LOGO LESS THAN 20MM IN HEIGHT**



## 2.3 MONOTONE LOGO

In its basic form, the Environmental Affairs logo may be represented in black or white reflected out of any solid colour background.

One colour solid signatures should only be placed on a solid background, preferable in white or black. This will

apply primarily on signage and corporate gifts. Please avoid placing logos on textures or patterned backgrounds. The reverse version should only be placed on 100% black to 30% black backgrounds, excluding promotional elements where it may also be embossed.

### Black reversed out of white



## environmental affairs

Department:  
Environmental Affairs  
**REPUBLIC OF SOUTH AFRICA**

### White reversed out of black



## environmental affairs

Department:  
Environmental Affairs  
**REPUBLIC OF SOUTH AFRICA**

## 2.4 COLOUR SPECIFICATIONS

### Primary colour

Green is the primary colour.

PANTONE®  
349C  
100c, 14m, 100y, 41k  
R0, G93, B40

### Tertiary colours

These consist of the remaining colours of the South African Coat of Arms.

PANTONE®  
143C  
0c, 37m, 100y, 0k  
R249, G103, B28

PANTONE®  
146C  
0c, 55m, 100y, 41k  
R135, G69, B21

PANTONE®  
485C  
2c, 93m, 99y, 0k  
R224, G31, B22

PANTONE®  
466C  
0c, 15m, 56y, 23k  
R187, G143, B83

PANTONE®  
Black  
0c, 0m, 0y, 100k  
R0, G0, B0

PANTONE®  
132C  
0c, 29m, 69y, 45k  
R130, G91, B50

PANTONE®  
127C  
0c, 11m, 63y, 15k  
R216, G168, B81

PANTONE®  
1245 C  
0c, 35m, 100y, 25k  
R180, G110, B18

PANTONE®  
188C  
0c, 87m, 85y, 64k  
R83, G26, B23

PANTONE®  
152C  
0c, 60m, 100y, 0k  
R239, G71, B24



## 2.5 TYPOGRAPHY

Two typefaces are used, namely Arial and Gill Sans. Arial Bold in upper case is used in the descriptor for “Republic of South Africa”. Arial Bold in upper and lower case is used for “Department: Environmental

Affairs”. Gill Sans is used in lower case only for the logo line “Environmental Affairs”. Arial Black is used for communications’ headlines and sub heads, and Arial Plain is used for body copy.

### PRIMARY DESCRIPTOR

**Gill Sans Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! ? £ % & \***

### PRIMARY DESCRIPTOR

Gill Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? £ % & \*

**Arial Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0 ! ? £ % & \***

Arial Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! ? £ % & \*

## 2.6 INCORRECT USE OF THE DEA LOGO

Do not use any colours other than the ones specified in these guidelines. Use only the colour chosen by the department, namely green.



**environmental affairs**

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA

No changes may be made to the font types or sizes.



**Environmental Affairs**

Department:  
Environmental Affairs  
Republic of South Africa

No changes may be made to the order of the national Coat of Arms and the department's naming structure. The national Coat of Arms must always be on the lefthand side with the descriptors on the right.

**environmental affairs**

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA



The logo may not be overlapped or blended with other visual objects, except for security purposes on items such as the South African passport.



## 2.7 TRANSLATIONS IN OTHER OFFICIAL LANGUAGES

According to the provisions of the Constitution of the Republic of South Africa (1996), national government may use any particular official language for the purposes of government taking into account, among others, target audience, usage, particularity and expense.

### Option 1: English only

Use only English. The name of the communicating department in full, (in the tertiary descriptor) will be replicated in all other official languages and positioned at the bottom of the letterhead, fax or on the back of business cards.

### Option 2: English plus one other language.

The primary descriptor must always be in English. Translated versions may be used in any official language, in the secondary, tertiary and country descriptor. The department's name will be replicated in all other official languages as specified. The department's name may be translated in all official languages and placed under the line in descending order of secondary, tertiary and country descriptors.

### Option 1: English only



## environmental affairs

Department:  
Environmental Affairs  
REPUBLIC OF SOUTH AFRICA

### Option 2: English plus one other language



## environmental affairs

DuMnyango:  
uMnyango Wezemvelo  
IRIPHABHLIKI YENINGIZIMU AFRIKA



## 2.7 TRANSLATIONS IN OTHER OFFICIAL LANGUAGES CONTINUED

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### ENGLISH

Department of Environmental Affairs  
Republic of South Africa

### XITSONGA

Ndzawulo ya Timhaka ta Mbango  
Riphabliki ya Afrika Dzonga

### SETSWANA

Lefapha la Merero ya Tikologo  
Repaboleki ya Aforika Borwa

### SISWATI

Litiko Letesimondzawo  
iRiphabiliki yeNingizimu Afrika

### ISIZULU

uMnyango Wezemvelo  
IRiphabhliki YeNingizimu Afrika

### ISIXHOSA

Isebe Lezendalo  
IRiphabhlikhi yaseMzantsi Afrika

### TSHIVENDA

Muhasho wa zwa Vhupo  
Riphabuliki ya Afrika Tshipembe

### ISINDEBELE

UmNyango WezeBhoduluko  
iRiphabhliki yeSewula Afrika

### AFRIKAANS

Departement Van Omgewingsake  
Republiek van Suid-Afrika

### SESOTHO

Lefapha la Ditaba tsa Tikoloho  
Rephaboliki ya Afrika Borwa

### SEPEDI

Kgoro ya Merero ya Tikologo  
Republiki ya Afrika Borwa

## 3. STATIONERY

- 3.1 Letterhead
- 3.2 Continuation Sheet
- 3.3 Fax Cover Sheet
- 3.4 Internal Memo
- 3.5 Compliment Slip
- 3.6 Business Cards
- 3.7 Folder
- 3.8 Official and Manila Envelopes
- 3.9 White Envelopes
- 3.10 Certificates
- 3.11 Forms
- 3.12 Name Tags
- 3.13 E-mail Signature





### 3.1 LETTERHEAD

#### Address

Arial Regular: 8pt  
 Colour: Black  
 Kerning: 2pt  
 Alignment: Left

#### Translations


Arial: 6pt  
 Leading: 12pt  
 Alignment: Left

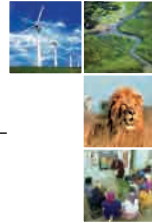
#### Body Copy

Arial Regular: 10pt  
 Kerning: 0pt  
 Leading: 12pt  
 Colour: Black  
 Alignment: Left

#### Printing Specifications

Paper size: 210mm x 297mm (A4)  
 Stock: Cartridge 100 - 115gms  
 Stock colour: White  
 Screen: 133  
 Colours: Full colour

	20mm 20mm		20mm
15mm		 <p><b>environmental affairs</b>                  Department:                  Environmental Affairs                  REPUBLIC OF SOUTH AFRICA</p>	
26mm			
10mm			
20mm			<p>Private Bag X 447, Pretoria, 0001, Fedure Building, 315 Pretorius Street, Pretoria, 0002                  Tel: 012 310 3911, Fax: 012 322 2476, E-mail: contact@environment.gov.za</p>
186mm		<p>Date</p> <p>Adressee</p> <p>Subject heading here</p> <p>Lorem ipsum dolor irsit amoppo et, conioiub edeluer adpiscini, sed diam nonummy nibh euismod tincidunt ut laoreet magna velit aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci as tation ullamcorper suscipit lobortis nist ut aliquip ex eaioe co. Dolorum et velit.Ldmst velit ammodo consequat. Duis autem vel eum irure dolor in hendrerit in valpulate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros accusman et justo odio dignissim qui blandit praesenti luptatum zzril delenit augue duis dolore te feugait nistp ulla facilis&gt;Lorem ipsum dolor sit atkig.</p> <p>facilisis at vero eros et accusman et iustopyi odio dignissim qui blateopstraendit prapkhids laesent luptatum zzril delenit augue duis dolore te feugait nulla facilis.Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci laton ullamcorper suscipit lobortis nist ut aliquip ex ea commodo consequat. Lorem ipsum dolor irsit amoppo et, conioiub edeluer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna velit aliquam erat volutpat. Ut wisi enim Lobortis nist ut aliquip ex eaieuiodo consequat.</p> <p>Duis autem vel eum irure dolor in hendrerit in valpulate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros accusman et justo odio dignissim qui blandit praesenti luptatum zzril delenit augue duis dolore te feugait nistp ulla facilis&gt;Lorem ipsum dolor sit atkig.</p> <p>Nam liber tempor cum soluta nobis steifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p> <p>Lorem ipsum</p> <p>Name Surname</p> <p>Designation</p>	
Letter ends			
20mm			



## 3.2 CONTINUATION SHEET

### Body Copy

Arial Regular: 9pt  
 Kerning: 0pt  
 Leading: 6pt  
 Colour: Black  
 Alignment: Left

### Printing Specifications

Paper size: 210mm x 297mm (A4)  
 Stock: Cartridge 100 - 115gms  
 Stock colour: White

	45mm	20mm
50mm		
207mm	<p>Lorem ipsum dolor sit amet, congue eadipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet magna vehi aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci as tation.</p> <p>Uamcorper suscipit lobortis nisl ut aliquip ex eaieo co. Dolorum et veli.Ldmst veli anmodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore feugiat nisl ut aliquip ex eaieulodo consequat.</p> <p>facilisis at vero eros et accumsan et iustopyi odio dignissim qui blandiptraendit prapkhds laesent luptatum zzril delenit augue duiis dolore feugiat nulla facilis.Nam Iber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p> <p>Lorem ipsum dolor sit amet, consetetur 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.</p> <p>Uamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, congue eadipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna vehi aliquam erat volutpat. Ut wisi enim Lobortis nisl ut aliquip ex eaieulodo consequat.</p> <p>facilisis at vero eros et accumsan et iustopyi odio dignissim qui blandiptraendit prapkhds laesent luptatum zzril delenit augue duiis dolore feugiat nulla facilis.Nam Iber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p> <p>Lorem ipsum dolor sit amet, consetetur 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.</p> <p>Uamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, congue eadipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna vehi aliquam erat volutpat. Ut wisi enim Lobortis nisl ut aliquip ex eaieulodo consequat.</p> <p>facilisis at vero eros et accumsan et iustopyi odio dignissim qui blandiptraendit prapkhds laesent luptatum zzril delenit augue duiis dolore feugiat nulla facilis.Nam Iber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p>	
Letter ends	<p>Lorem ipsum</p> <p>Name Surname</p> <p>Designation</p>	
40mm		

## 3.3 FAX COVER SHEET

### Address

Arial Regular: 8pt  
 Colour: Black  
 Leading: 2pt  
 Alignment: Left

### Info titles

Arial Regular: 8.5pt  
 Colour: Black  
 Kerning: 15pt

### Fax cover sheet


Arial Bold: 18pt  
 Colour: Black  
 Kerning: 15pt  
 Alignment: Left

### Translations

Arial: 6pt  
 Leading: 6pt  
 Alignment: Left

### Printing Specifications

Paper size: 210mm x 297mm (A4)  
 Stock: Bond 80gsm  
 Stock colour: White  
 Screen: 133  
 Colours: Black

	20mm	20mm	150mm	20mm
15mm				
26mm			<b>environmental affairs</b>	
10mm			Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA	
20mm			Private Bag 447, Pretoria, 0001, Telephone: 012 322 2476, E-mail: contact@environment.gov.za Tel: 012 310 3911, Fax: 012 322 2476, E-mail: contact@environment.gov.za	
186mm			<p><b>FAX COVER SHEET</b></p> <p>DATE: _____</p> <p>TO: _____</p> <p>ORGANISATION: _____</p> <p>FAX: _____</p> <p>FROM: _____</p> <p>TEL: _____</p> <p>ROOM NO: _____</p> <p>FAX: _____</p> <p>NO. PAGES: _____</p> <p>SUBJECT: _____</p> <p>MESSAGE: _____</p> <p>_____</p> <p>Signature</p>	
Letter ends			<small>Republiek van Suid-Afrika   Republika van Suid-Afrika   Republika wa Afrika   Republika Afrika   República de Sudafrica   Republika za Sudafrica   Republika za Sudafrica   Republika za Sudafrica   Republika za Sudafrica   Republika za Sudafrica</small>	
20mm				



## 3.4 INTERNAL MEMO

### Memo line

Arial Bold: 18pt  
 Colour: Black  
 Kerning: 15pt  
 Alignment: Left


### Printing Specifications

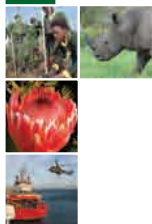
Paper size: 210mm x 297mm (A4)  
 Stock: Bond 80gsm  
 Stock colour: White  
 Screen: 133  
 Colours: Black  
 Printing: Single sided

### Info titles

Arial Regular: 8.5pt  
 Colour: Black

210mm

26mm													
29mm	 <p><b>environmental affairs</b>                  Department:                  Environmental Affairs                  REPUBLIC OF SOUTH AFRICA</p>												
23mm	Tel: _____ Fax: _____												
219mm	<p><b>INTERNAL MEMO</b></p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 25%;">DATE:</td> <td style="width: 25%;"></td> <td style="width: 25%;">FILE NR:</td> <td style="width: 25%;"></td> </tr> <tr> <td>TO:</td> <td></td> <td>FROM:</td> <td></td> </tr> <tr> <td colspan="4">SUBJECT:</td> </tr> </table>	DATE:		FILE NR:		TO:		FROM:		SUBJECT:			
DATE:		FILE NR:											
TO:		FROM:											
SUBJECT:													



## 3.5 COMPLIMENT SLIP

### Address

Arial Regular: 8pt  
 Colour: Black  
 Kerning: 2pt  
 Alignment: Left

### Printing Specifications

Paper size: 210mm x 99mm (DL)  
 Stock: Cartridge 100 - 115gsm  
 Stock colour: White  
 Screen: 133  
 Colours: Full colour

### With Compliments

Arial Bold: 11pt  
 Colour: Corporate green

	20mm	17mm	153mm	20mm
10mm				
22.5mm			<b>environmental affairs</b> <small>Department:                  Environmental Affairs                  REPUBLIC OF SOUTH AFRICA</small>	
7mm			<small>Private Bag X 447, Pretoria, 0001. Fedure Building, 315 Pretorius Street, Pretoria, 0002                  Tel: 012 310 3811, Fax: 012 322 2476, E-mail: <a href="mailto:contact@environment.gov.za">contact@environment.gov.za</a></small>	
6mm				
10mm			<b>with compliments</b>	



## 3.6 BUSINESS CARDS

### Name

Arial Bold: 9pt  
 Colour: Corporate green  
 Alignment: Left

### Translations (Back of Card)

Arial Regular: 6pt  
 Colour: Black

### Position

Arial Regular: 8pt  
 Colour: Black  
 Leading: 8pt  
 Alignment: Left


### Printing Specifications

Paper size: 50mm x 90mm  
 Stock: Matt Art 300gsm  
 Stock colour: White  
 Screen: 150  
 Printing: Double Sided  
 Colours: Front: Full colour  
 Back: Black


### Address

Arial Regular: 6pt  
 Colour: Black  
 Leading: 8pt  
 Alignment: Left

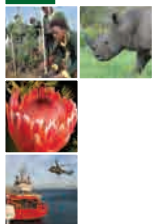
### Business card front

	7mm	83mm	
5mm		<b>environmental affairs</b> Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA	
15mm		<b>JOELEEN MOKOENA</b> Administrative Secretary CEO's Office  Private Bag X 447, Pretoria, 0001 Fedure Building, 315 Pretorius Street, Pretoria, 0002 Tel: 012 310 3911, Fax: 012 322 2476 E-mail: <a href="mailto:contact@environment.gov.za">contact@environment.gov.za</a> <a href="http://www.environment.gov.za">www.environment.gov.za</a>	
5mm			

### Business card back

	90mm
7mm	
17mm	
19mm	Department of Environmental Affairs • Lefapha la Metero ya Tikobogo iMnyango Wezemelo • Mhusho wa zwa Vhupo Department van Omgewingsake • Kgoro ya Metero ya Tikobogo Ndzawulo ya Timela sa Mhango • Likho laetsamontzwa Isobe Lezandaba • UmNyango WezeInoduluko • Lefapha la tsa Tikoboha
7mm	

Centre



## 3.7 FOLDER

### Border

Colour: Corporate green

Size: 3mm

### Printing Specifications

Folder flat size: 450mm x 405mm

Size closed: 225mm x 310mm

Stock: Conqueror Contour  
300gsm

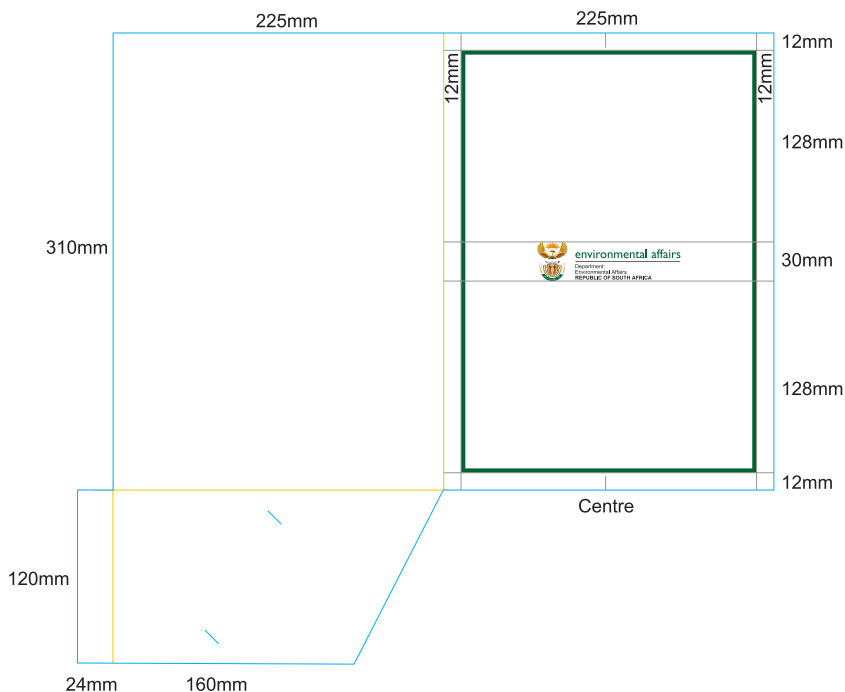
Stock colour: Brilliant white

Screen: 133

Colours: Full colour

● Die line

● Scoring





## 3.8 OFFICIAL AND MANILA ENVELOPES

### OFFICIAL ENVELOPE

#### Official Font

Arial Bold: 50pt  
 Colour: Black

#### Printing Specifications

Envelope size: C3 - 328mm x 458mm  
 Stock: Manila Bond 80gsm  
 Screen: 150  
 Colours: Black

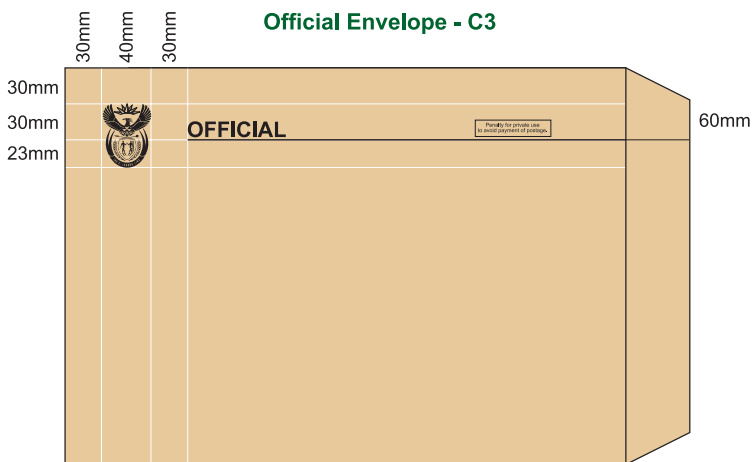
### MANILA ENVELOPE

#### Official Font

Arial Bold: 40pt  
 Colour: Black

#### Printing Specifications

Envelope size: C4 - 229mm x 324mm  
 Stock: Manila Bond 80gsm  
 Screen: 150  
 Colours: Black





## 3.9 WHITE ENVELOPES

### C6 ENVELOPE

#### Printing Specifications

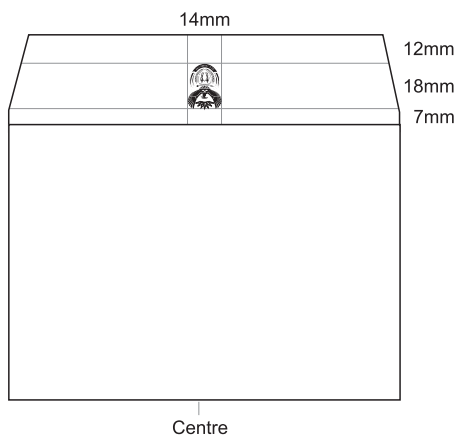
Envelope size: C6 - 114mm x 162mm  
 Stock: Cartridge Bond 80gsm  
 Screen: 150  
 Colours: Black

### DL ENVELOPE

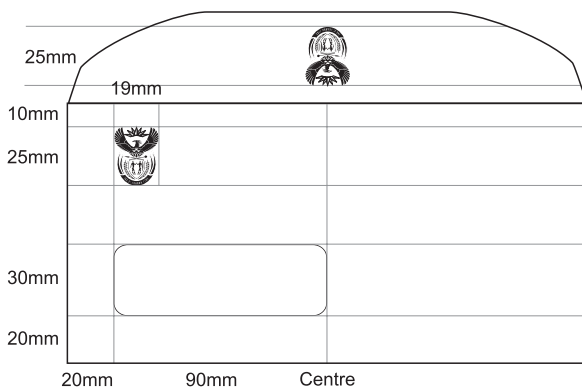
#### Printing Specifications

Envelope size: DL - 110mm x 220mm  
 Stock: Cartridge Bond 80gsm  
 Screen: 150  
 Colours: Black

### C6 Envelope



### DL Envelope

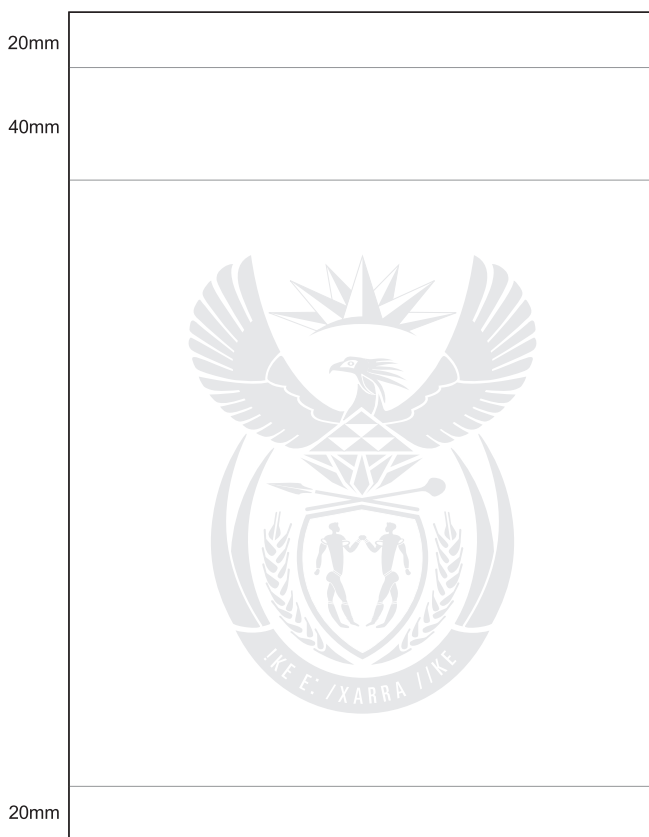


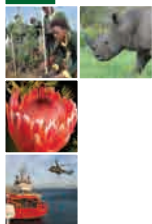


## 3.10 CERTIFICATES

The national Coat of Arms may only be used as a watermark for security purposes, e.g. money, passports, identity documents and official certificates. It may never be in full colour, only 30% or less, black.

**NOTE: DO NOT USE THE WATER-MARK AS A BACKGROUND OR DESIGN ELEMENT.**






### 3.11 FORMS

Many forms exist within the department. For practical purposes, consistent size, position and placing are dedicated for the Environmental Affairs signature.

Environmental Affairs and the Bureau of Heraldry and permission must be granted to use the national Coat of Arms and Environmental Affairs identity.

The example below is of an application form. To maintain a consistent image of the national Coat of Arms, this form has to be completed and reviewed by GCIS,

Any unauthorised use of the national Coat of Arms other than as outlined in the manual, is not permitted without the approval of GCIS and/or the Bureau of Heraldry.

	26mm	26mm
26mm	 <b>environmental affairs</b> Department Environmental Affairs REPUBLIC OF SOUTH AFRICA	
26mm	REFERENCE NO: ..... <b>APPLICANT</b> Company/department ..... Submitted by: ..... Designation ..... Contact details: Tel: (.....) ..... Fax: (.....) ..... E-mail: ..... Address: ..... Date submitted: ddMMYYYY Date of intended first use: ddMMYYYY	
	<b>USE OF COAT OF ARMS</b> <input type="checkbox"/> Amendment of existing branding <input type="checkbox"/> New application <input type="checkbox"/> Extension of existing branding	
	<b>NATURE OF BRANDING</b> <input type="checkbox"/> Endorsement <input type="checkbox"/> Primary branding <input type="checkbox"/> Co-branding <input type="checkbox"/> Broadcast (TV and cinema) <input type="checkbox"/> Print <input type="checkbox"/> Outdoor <input type="checkbox"/> Digital (Internet, CD, etc.) <input type="checkbox"/> Merchandising	
	<b>SCOPE</b> <input type="checkbox"/> Local <input type="checkbox"/> Provincial <input type="checkbox"/> National <input type="checkbox"/> International (specify).....	
	<b>PERIOD</b> <input type="checkbox"/> Once-off project <input type="checkbox"/> Permanent (part of long-term branding of entity)	
	<b>PRODUCTION STAGE OF MATERIAL SUBMITTED FOR APPROVAL</b> <input type="checkbox"/> Concept/rough artwork <input type="checkbox"/> Finished artwork/proofs <input type="checkbox"/> Other (specify).....	
	<b>APPROVAL</b> <input type="checkbox"/> Approved Date ddMMYYYY <input type="checkbox"/> Not approved Date ddMMYYYY	
	<b>COMMENTS</b> ..... .....	
	<b>AUTHORITY</b> <input type="checkbox"/> GCIS <input type="checkbox"/> DAC Representative ..... Designation ..... Signature ..... Date ddMMYYYY	



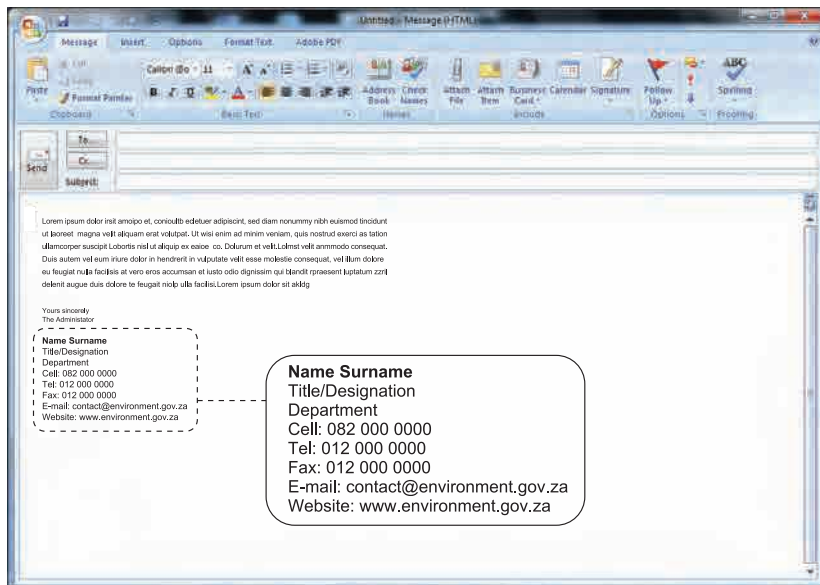
## 3.12 NAME TAGS

Main heading: Arial Bold 44pt  
 Name: Arial Bold 12pt upper  
 case  
 Position: Arial Bold 12pt  
 Leading: 14pt



## 3.13 E-MAIL SIGNATURE

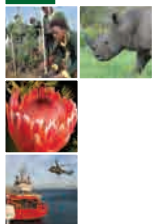
The e-mail signature must be in Arial 10pt, black. The person's name must be in Arial Bold and the title must be in Arial Regular.



## 4. MEDIA APPLICATIONS

- 4.1 Co-branding with Associates or Joint Ventures
- 4.2 A4 Portrait and Landscape Brochure
- 4.3 Project Folder
- 4.4 Posters
- 4.5 Invitation
- 4.6 Programme
- 4.7 Newsletters
- 4.8 CD and CD Cover
- 4.9 Full Page and Half Page Advert
- 4.10 Advertorials
- 4.11 Outdoor Advertising
- 4.12 Television
- 4.13 Powerpoint Presentation
- 4.14 Website





## 4.1 CO-BRANDING WITH ASSOCIATES OR JOINT VENTURES

If the department is the main sponsor, there are two options for logo placement. In each case the Environmental Affairs logo should always take a position of priority. There must also be a clear space of no less than 2X around the edge of the page.

**Option 1:** Logos should be next to each other at the bottom with the Environmental Affairs logo on the left-hand side and the partner's logo on the right. The partner's logo should be 2/3 smaller than the Environmental Affairs logo.

**Option 2:** The Environmental Affairs logo can be placed at the top left and the partner's logo at the bottom left directly below the Environmental Affairs logo.

In cases where the partner is the main sponsor, the Environmental Affairs logo should never be smaller than 2/3 of the partner's logo.



When co-branded with multiple partners and Environmental Affairs is the main sponsor, the logo must appear at the top left and co-sponsors next to each other at the bottom of the page. If Environmental Affairs is one of the co-sponsors, the logo must always be on the left-hand side of the other sponsors so that it reads first.



**NOTE: AT ALL TIMES PERMISSION TO CO-BRAND OR TO ACQUIRE ENDORSEMENT, CONTACT THE CHIEF DIRECTOR: COMMUNICATIONS.**





## 4.1 CO-BRANDING WITH ASSOCIATES OR JOINT VENTURES CONTINUED

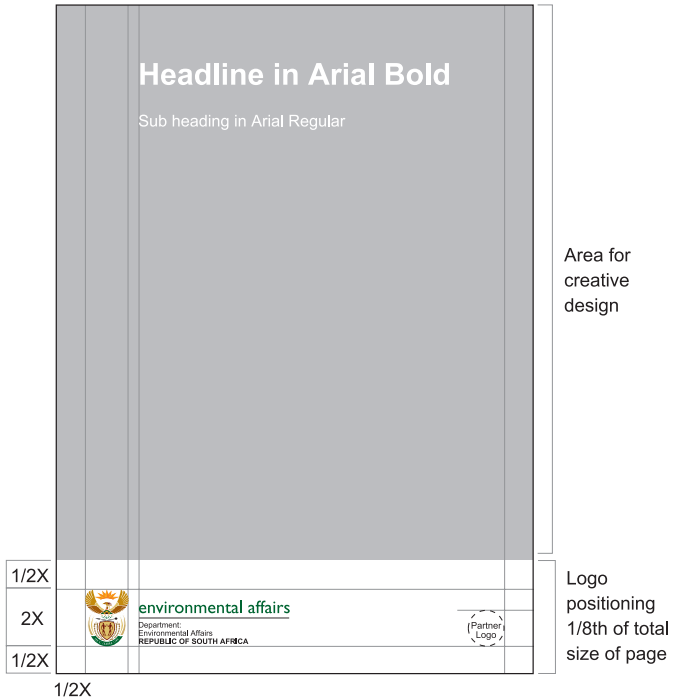
	<b>environmental affairs</b> Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA
	

	<b>environmental affairs</b> Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA
	

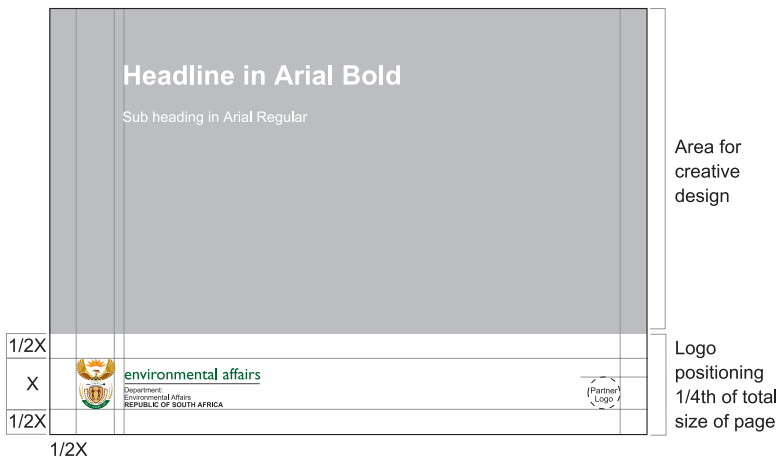


## 4.2 A4 PORTRAIT AND LANDSCAPE BROCHURE

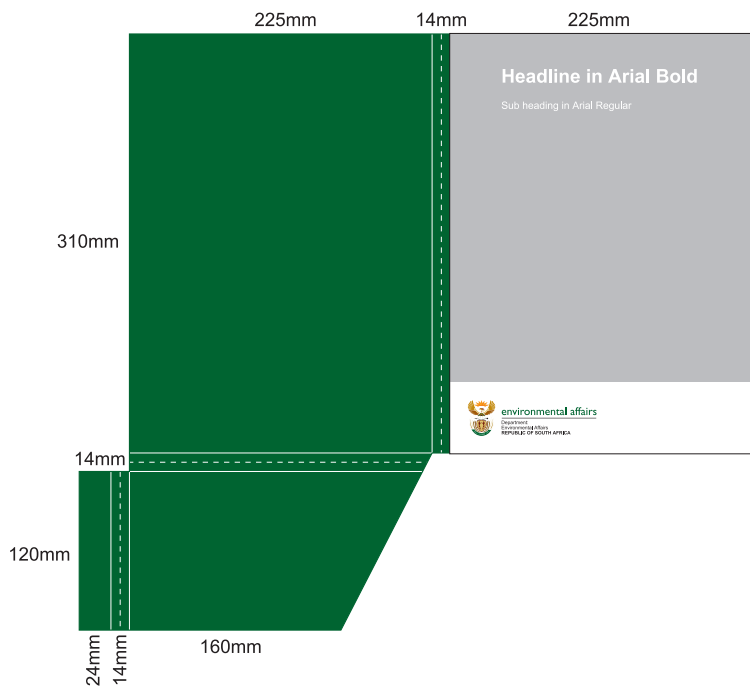
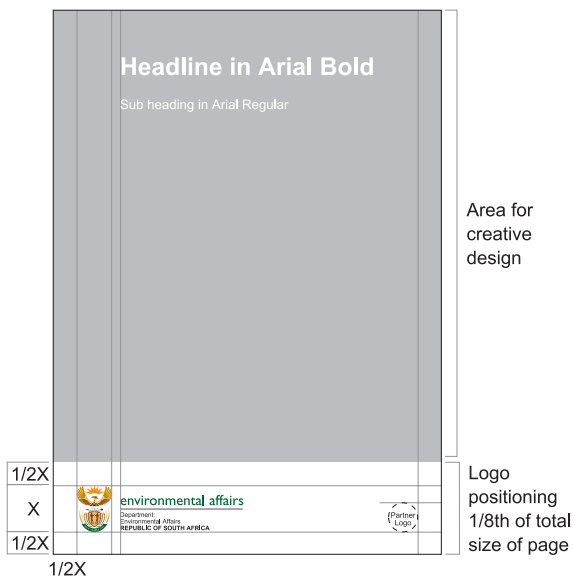
### Portrait Brochure



### Landscape Brochure



## 4.3 PROJECT FOLDER





## 4.4 POSTERS

Posters come in different sizes ranging from A4, A3, A2, A1 and A0. The logo placement must be 1/8th of the poster height, and the Environmental Affairs logo must always be on the left-hand side. If co-branded, refer to the co-

branding section. The national coat of Arms must always take the first preference in the group. The partner's logo must be on the right-hand side and 3/4 smaller than the Environmental Affairs logo.





## 4.5 INVITATION

### Headline

Arial bold

### Body copy

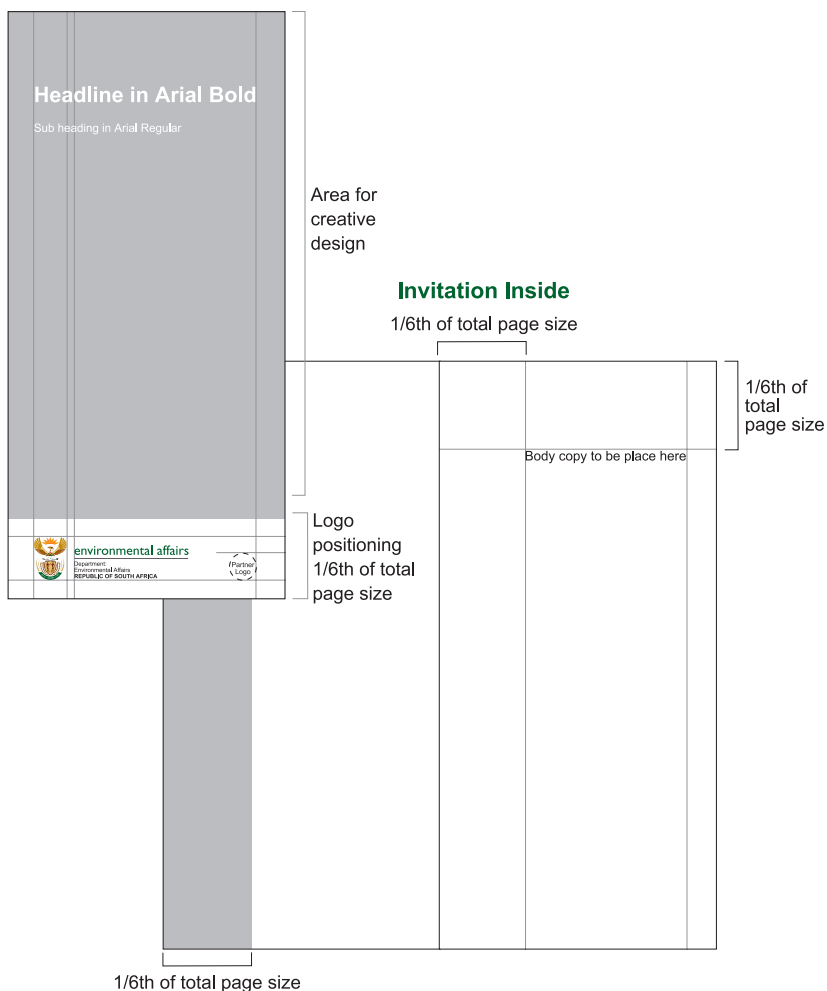
Arial Regular: 9pt

Leading: 6pt

### Sub heading

Arial Regular

### Invitation Front





## 4.6 PROGRAMME

A4 programme printed front and back with image placed in grey panel.

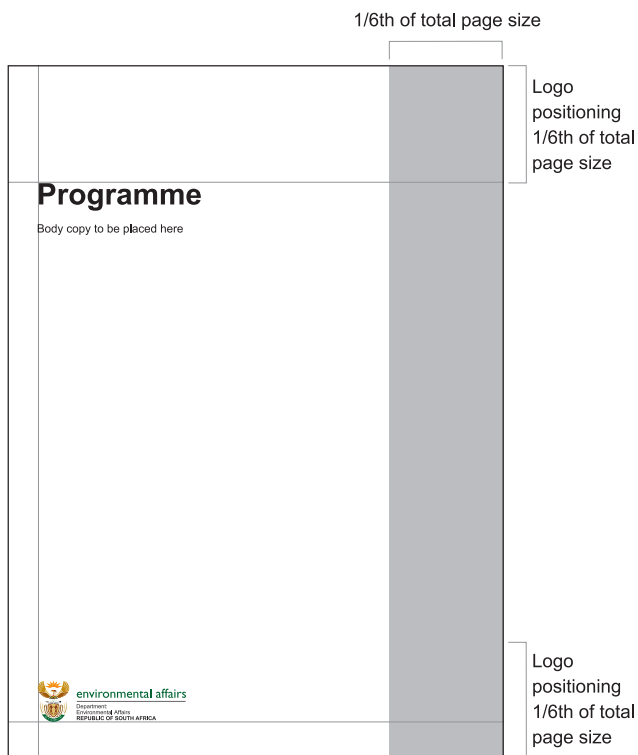
**Headline**

Arial Bold: 36pt

**Body copy**

Arial Regular: 12pt

Leading: 6pt



## 4.7 NEWSLETTERS

1/2X

### Printed Newsletter

2X

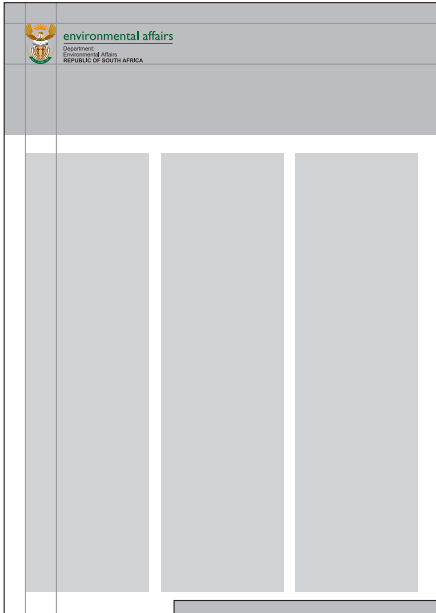


Image area for top banner. Logo to be placed in this area on the left hand side.

Text and image area in 3 columns

### Electronic Newsletter

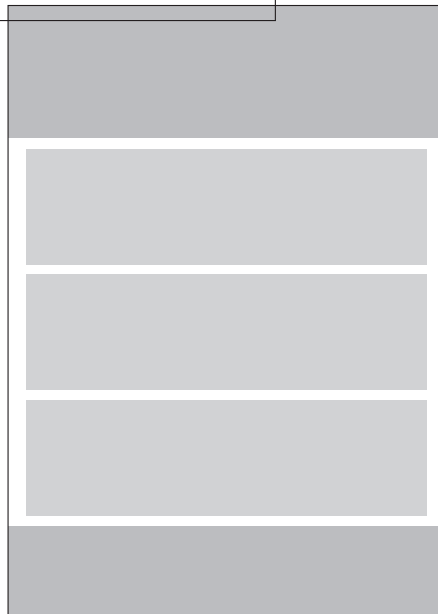


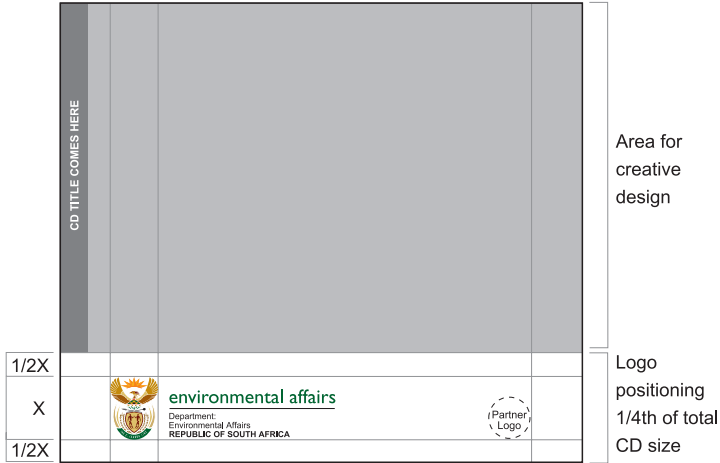
Image area for top banner. Logo to be placed in this area on the left hand side.

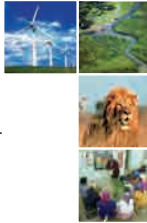
Text and image area for articles

Image area for end banner

## 4.8 CD AND CD COVER


On the CD or DVD disc, the label is printed in one colour only because it is very disposable and not a good investment to spend a lot for printing labels.






# 4.9 FULL PAGE AND HALF PAGE ADVERT

## Half Page Black and White Advert

		<p><b>Headline in Arial Bold</b></p> <p>Sub heading in Arial Regular</p>		Area for creative design
		<p><small>BODY COPY PLACED HERE IN ARIAL REGULAR 9PT. set diam nonummy eusmod tempor incididunt ut laboree et dolore magna aliquam erat volupat. Ut enim ad mini minim veniam quis nostrud exercitation ullamcorper suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat. vel illum dolore eu fugiat nulla paratur. At vero eos et accusam et justo odio dignesim qui blandit praesent luptatum dolerit aigue duos dolor et molestias exceptur sint</small></p>		
1/2X				Logo positioning 1/8th of total page size
X		<u>environmental affairs</u> Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA		
1/2X				

1/2X

## Full Page Full Colour Advert

		<p><b>Headline in Arial Bold</b></p> <p>Sub heading in Arial Regular</p>		Area for creative design
		<p><small>BODY COPY PLACED HERE IN ARIAL REGULAR 9PT. set diam nonummy eusmod tempor incididunt ut laboree et dolore magna aliquam erat volupat. Ut enim ad mini minim veniam quis nostrud exercitation ullamcorper suscipit laboris nisi ut aliquip ex commodo consequat. Duis autem vel eum irere dolor in reprehenderit in volupate velit esse molestiae son consequat. vel illum dolore eu fugiat nulla paratur. At vero eos et accusam et justo odio dignesim qui blandit praesent luptatum dolerit aigue duos dolor et molestias exceptur sint occaecat cupidit non provident, similis tempor sunt in culpa qui placeat facer possim omnis ea volupate assumenda est, omnis dolor repellend. Temporem autem quibus et aur</small></p>		
1/2X				Logo positioning 1/8th of total page size
X		<u>environmental affairs</u> Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA		
1/2X				

1/2X





## 4.10 ADVERTORIALS

Newspaper advertorials come in different sizes ranging from 2 columns up to 7 columns. The logo placement must be 1/8th of the page height, and the Environmental Affairs logo must always be on the left-hand side. If co-branded, the partner's logo must be on the right-hand side and 3/4 smaller than the

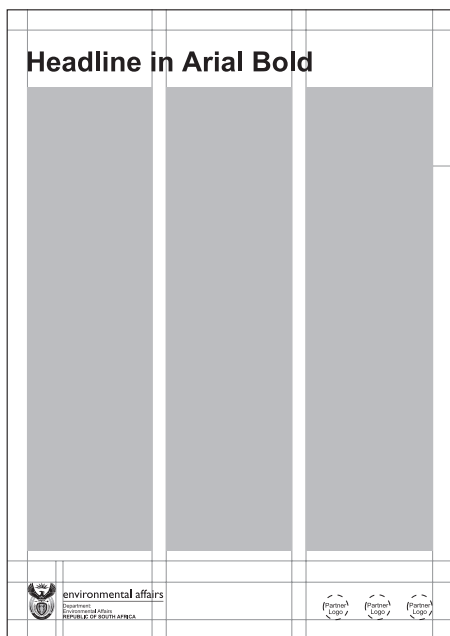
Environmental Affairs logo. Here are examples of a 3 and 5 column layout.

**Headline**

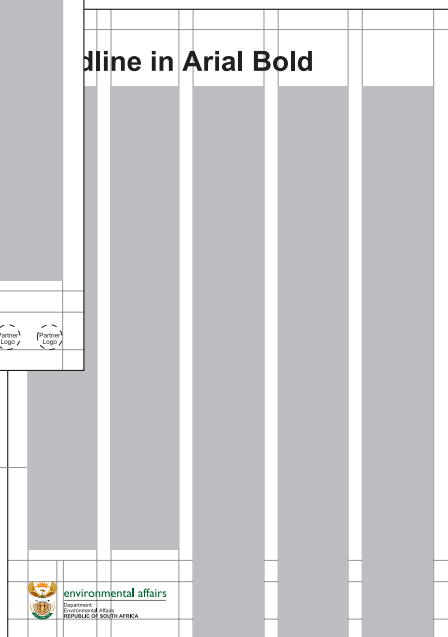
Arial Bold

**Body copy**

Arial Regular: 9pt



Body copy area  
in 3 columns



Body copy area  
in 5 columns



## 4.11 OUTDOOR ADVERTISING

Area for creative design

1/4X

Headline to be placed here  
in Arial bold, aligned left

1/4X

X

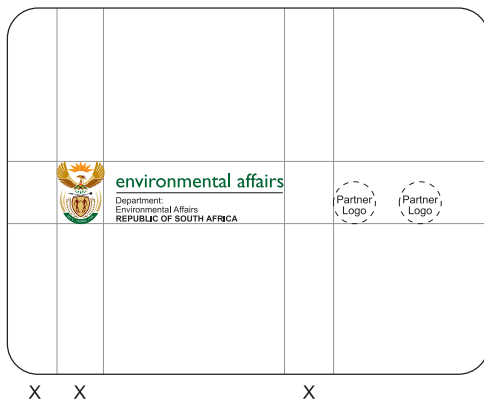
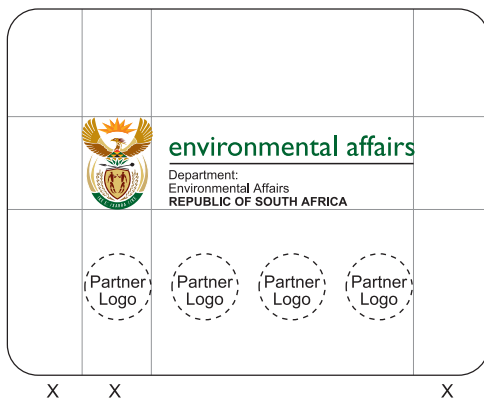
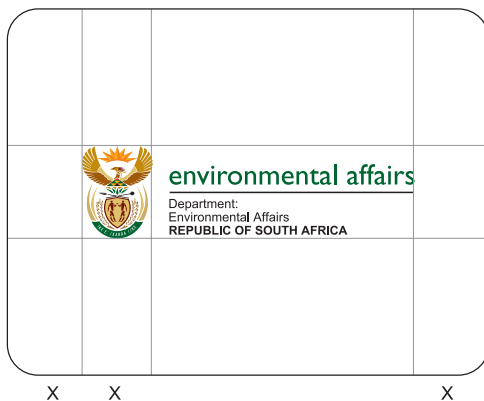
1/4X

1/4X

environmental affairs  
DEPARTMENT OF  
ENVIRONMENTAL AFFAIRS  
REPUBLIC OF SOUTH AFRICA

1/4X

## 4.12 TELEVISION - END FRAME



## 4.13 POWERPOINT PRESENTATION



### Headlines

Arial Bold between 18 and 24pt

### Body copy

Arial Regular between 12 and 16pt

### Opening Slide

		<b>Headline in Arial Bold</b>		Area for creative design
1/2X				
2X		<u>environmental affairs</u> Department of Environmental Affairs REPUBLIC OF SOUTH AFRICA		Logo positioning 1/8th of total slide size
1/2X				

### Follow-up Slides

## Headline in Arial Bold

---

**Subtitle comes here**

A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project. A sentence starts here and goes on and on explaining about the project.

- A point goes here
- Another point goes here
- Yet another point goes here
- A point goes here
- A point goes here explaining more

---

## 4.14 WEBSITE

The following guidelines have been developed to assist in the design of banners for South African Government National Departments websites in line with the Corporate Identity.

### Resolution

The guidelines are for a screen resolution of 800x600 pixels. To allow for the scrolling bar the design have been configured on a width of 795 pixels.

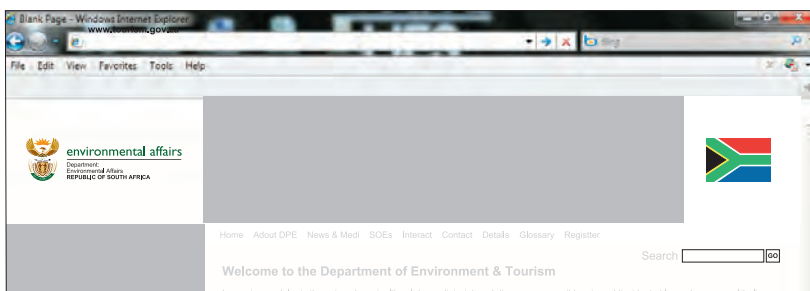
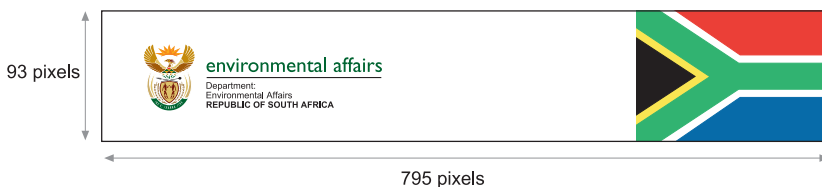
### Margins

The margins(top and left) of all website pages should be set to 0 pixels e.g in the htm 1 code be <body> tag would include <body topmargin = "0" leftmargin = "0"

### Website Banner

The guidelines have been devised to assist in establishing the clear space area around the national Coat of Arms and serves as a guide with which to design the banner of the website.

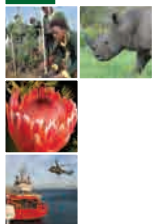
Below is an example of a banner for South African Government National Department website. The top part of the web page must always have the Environmental Affairs logo on the left and the South African flag on the right. The grey areas indicate the different sections (boxes) of the banner for all communications or graphics needed on the website.



## 5. SIGNAGE

- 5.1 Pylon
- 5.2 Wall-mounted Signs
- 5.3 Wall Projecting Signs
- 5.4 Combined Pylon
- 5.5 Way-finding Signs
- 5.6 Basic Emergency Signage
- 5.7 Window Decals
- 5.8 Office Hours
- 5.9 Pull-up Banner
- 5.10 Special Projects Backdrops
- 5.11 Podium





## 5.1 PYLON

The pylon is the primary element of the signage range and should be positioned in prominent locations. Pylons should always feature the Environmental Affairs logo at the top. Viewing distances must always be taken into account to ensure legibility. Also be aware of any obstructions which may impair visibility.

Please note the clear space around the logo as shown. The same clear space

measurements must be used to create equal spacings on the entire signage.

### Material and structure

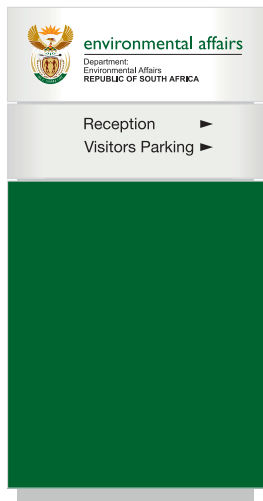
All materials have been considered for durability, ease of maintenance and manufacturing qualities, which is why external signage must be made of aluminium. For assistance in choosing materials contact the GCIS on (012) 413 2231.



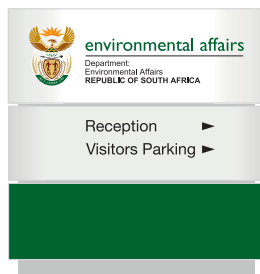
### Side view



### Double unit pylon sign



### Single unit pylon sign



## 5.2 WALL-MOUNTED SIGNS

Wall-mounted signs typically appear in prominent positions where they can be seen by members of the public. They carry directional arrows, content that informs visitors and staff, or business and building names.

Legibility and location should be the determining factor in selecting the size of the required wall-mounted sign.

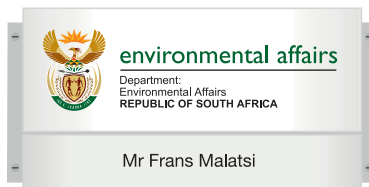
### Visitors information indicating floor of department



### Way-finding sign



### Personal sign specification of offices



### Horizontal arrangement







## 5.3 WALL PROJECTING SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They carry directional arrows, content that informs visitors and staff, or business and building names.

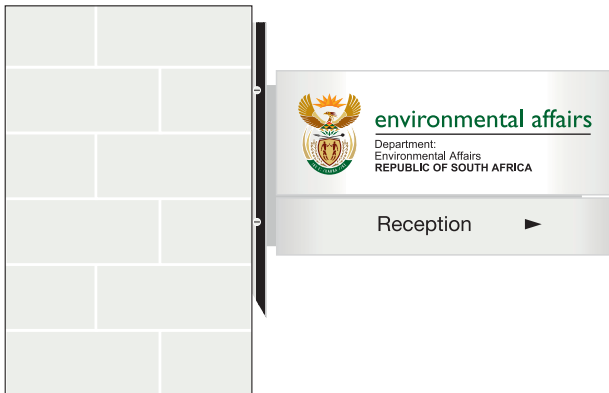
Legibility and location should be the determining factor in selecting the size of the required wall-mounted sign.

Wall projecting signs are set at right angles to the mounting surface.

### Visitors and staff information



### Way-finding sign

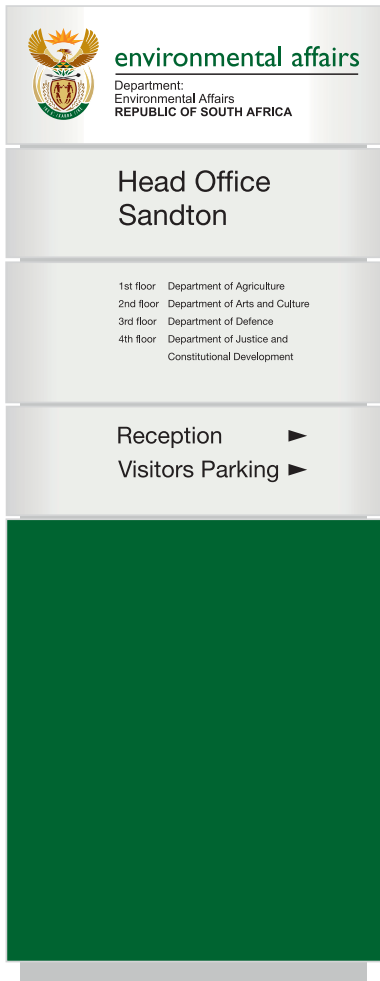


## 5.4 COMBINED PYLON

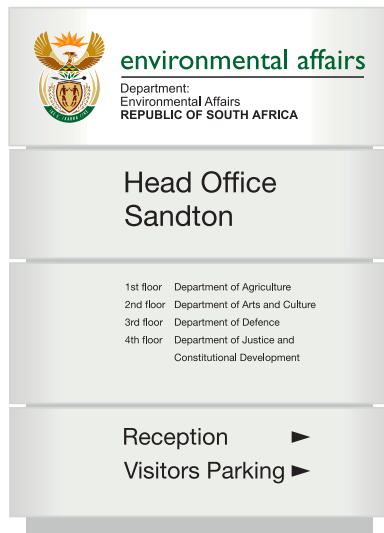
The combined pylon brings together all classes of signage in a unit. It gives immediate overall orientation in a single

sign. It is made up of the departmental identifier, information signage and way finding.

### Double unit pylon combined sign

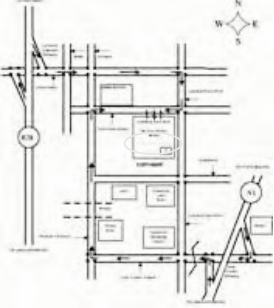



### Single unit pylon combined sign



## 5.5 WAY-FINDING SIGNS

Way-finding signage is used to direct people to the right building or department. Office signs indicate the direction or the building block.





**environmental affairs**  
 Department:  
 Environmental Affairs  
 REPUBLIC OF SOUTH AFRICA

---

Block A ▶  
 Block B ▶  
 Block C ▶

Private Bag X 447  
 Pretoria, 0001  
 Fedsure Building  
 315 Pretorius Street  
 Pretoria, 0002  
 Tel: 012 310 3911  
 Fax: 012 322 2476

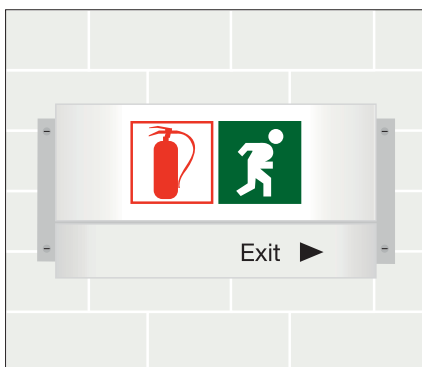
---

Block A ▶  
 Block B ▶  
 Block C ▶

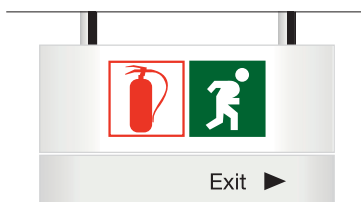
## 5.6 BASIC EMERGENCY SIGNAGE

Safety is of the utmost importance to us. Visibility is essential and these signs should never be obscured. The signs can be ceiling suspended or wall projected.

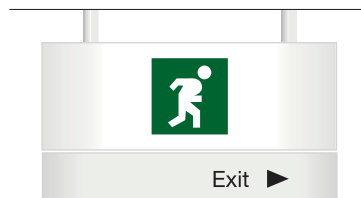
Wall mounted sign



Ceiling mounted sign



Ceiling mounted sign





## 5.7 WINDOW DECALS

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The full emblem, in light grey (sandblast effect) should be placed on glass doors and windows to enhance safety and visibility of the emblem.





## 5.8 OFFICE HOURS

The light grey (sandblast effect) should be placed on glass doors and windows to enhance safety, visibility and to communicate important information. All text to be reversed out of a cool grey background.

### Double doors

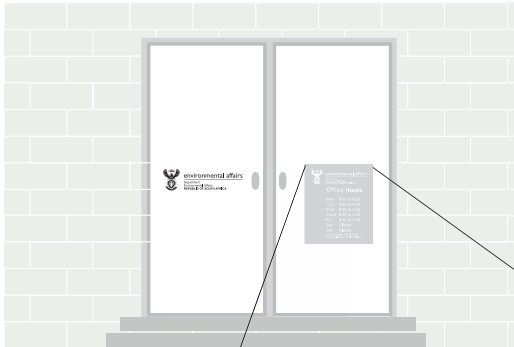
The Environmental Affairs logo should be placed on the left door and the “office hours” and other information should be on the right.


### Information sign

Size: 400mm x 460mm  
 Headline: Arial Bold 95pt  
 Information: 65pt  
 Other information: 30pt

### Single doors

The Environmental Affairs logo should be placed at the top and all other information below the logo.

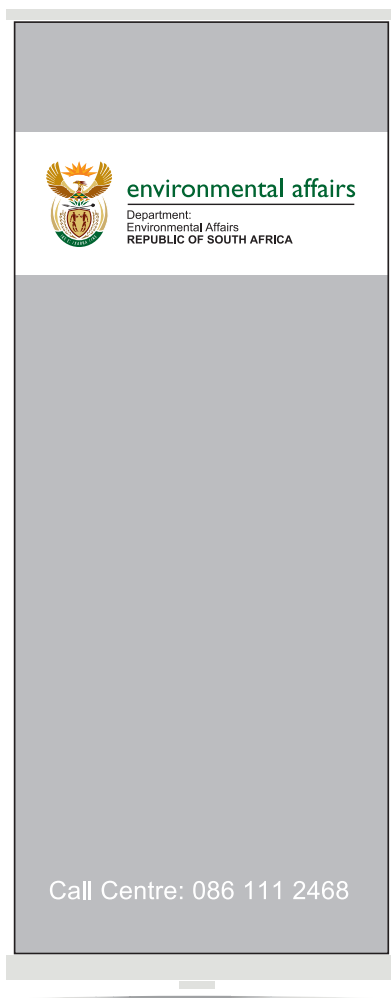


		environmental affairs
		Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA
		<b>Office Hours</b>
	Mon	8:30 to 4:30
	Tues	8:30 to 4:30
	Wed	8:30 to 4:30
	Thurs	8:30 to 4:30
	Fri	8:30 to 3:30
	Sat	Closed
	Sun	Closed
		Lunch between 13h00-14h00 We are closed on Public Holidays



## 5.9 PULL-UP BANNER

---



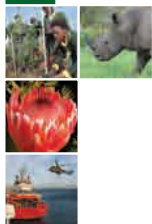
Logo  
positioning  
1/6th of total  
banner size

Area for  
creative  
design

Call Centre: 086 111 2468



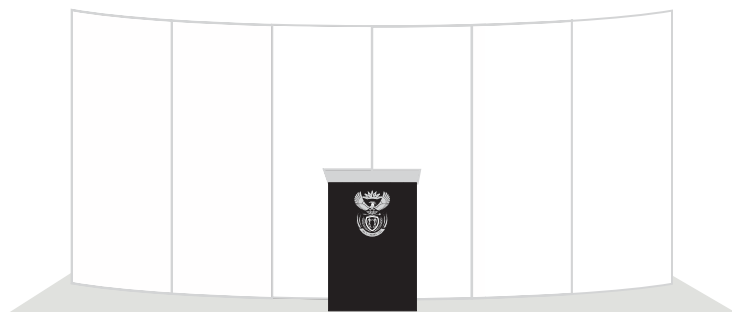
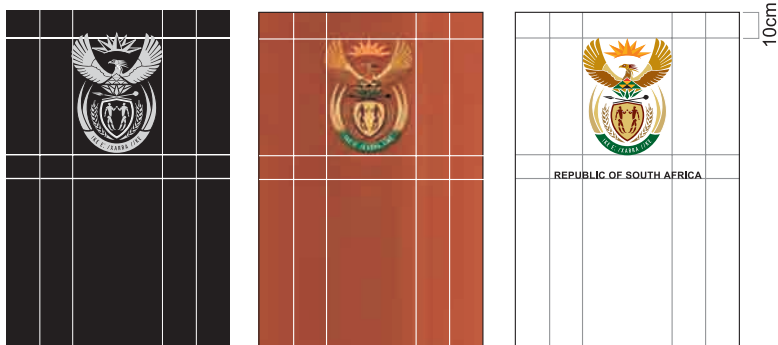




## 5.11 PODIUM

Podiums must always have a space of 10cm from the top to the tip of the national Coat of Arms's wings. The same spacings apply whether the emblem is printed on material or it is gold-foiled onto the actual wood or any other material.

When a podium is to be used for an international event, the national Coat of Arms must appear with a descriptor. The emblem can be used in one colour or full colour.



## 6. LIVERY

- 6.1 Pick-up Truck without Canopy
- 6.2 Hatchback
- 6.3 Panel Van with Full Side Windows
- 6.4 Single-decker Bus

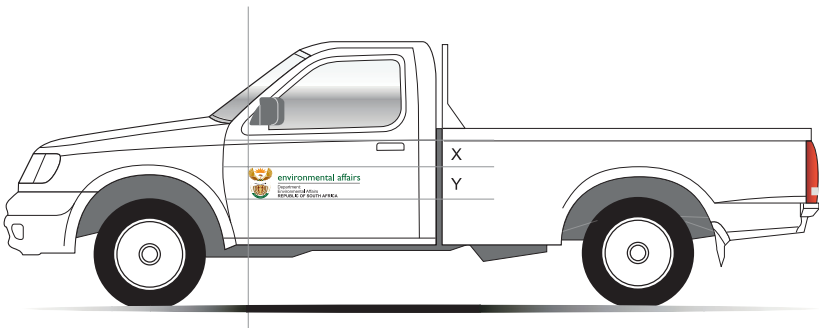
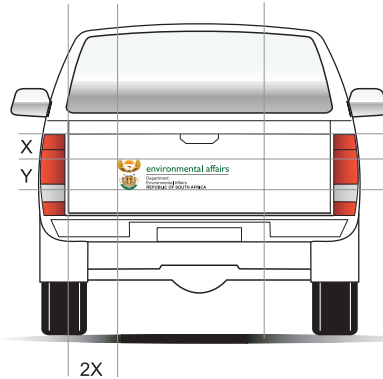


## 6.1 PICK-UP TRUCK WITHOUT CANOPY

This is a general reference for decal placement and alignment relationships. All motor vehicle signage is to be produced in high quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the following pages. Only white vehicles to be used as it enables

our emblem to stand out more prominently.

The logo should be left aligned in the centre of the door panel. If body trim restricts the available space, the decal should be centre aligned within the available space.

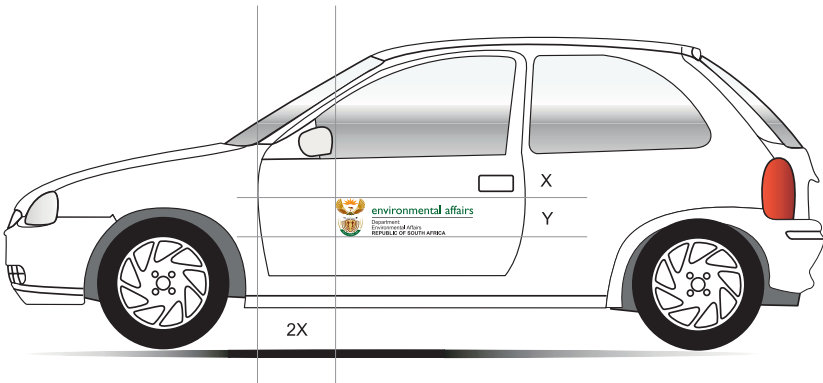
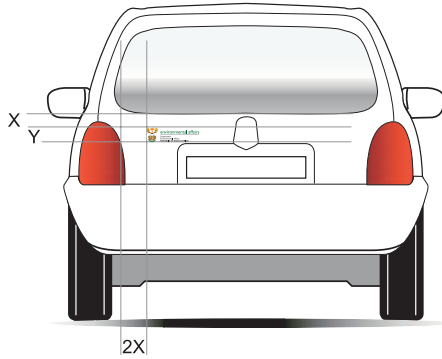




## 6.2 HATCHBACK

This is a general reference for decal placement and alignment relationships. If manufacturer's badges or any other fixed items prevent the application of our

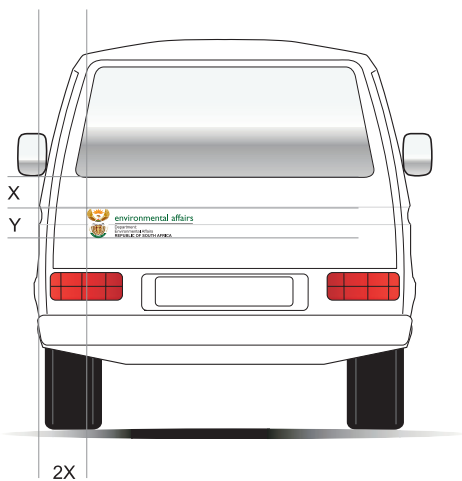
emblem on the right-hand side of the hatch, then position our emblem on the left-hand side as shown.



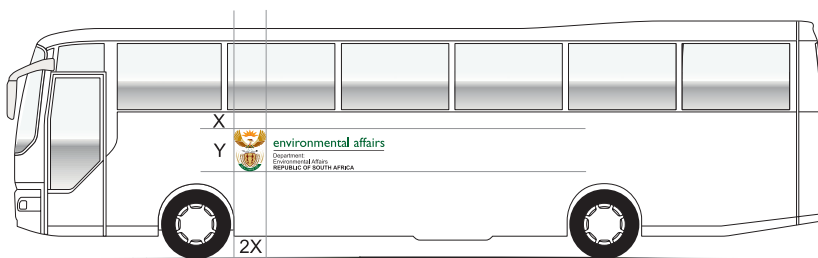
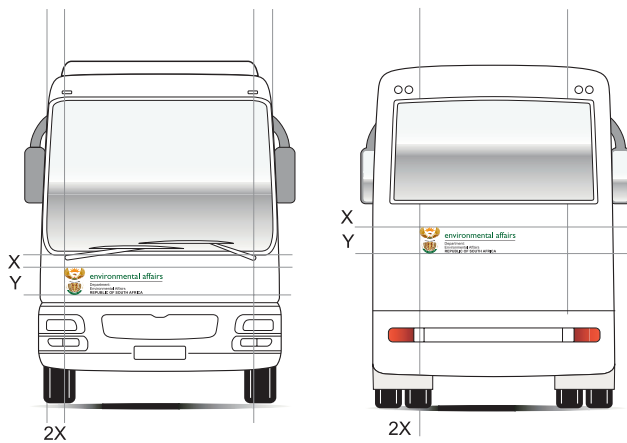


## 6.3 PANEL VAN WITH FULL SIDE WINDOWS

An execution on a panel van and minibus.



## 6.4 SINGLE-DECKER BUS



## 7. CORPORATE CLOTHING

- 7.1 Corporate Clothing
- 7.2 Project Specific Clothing
- 7.3 Cap and Hat



## 7.1 CORPORATE CLOTHING

A certain degree of formality is required in uniforms. It should be functional and simple. Branding and colours are kept to a minimum with the emblem providing a focal point of identification on pockets only. In special cases thematic branding is allowed, e.g. 2010 Soccer Bid. Thematic identification of projects can alternatively occur in the form of a pin that may be worn on the left lapel.

**NOTE: TO ACCURATELY CAPTURE THE FINE DETAILS OF THE ENVIRONMENTAL AFFAIRS LOGO, NEVER REPRODUCE THE LOGO LESS THAN 20MM IN HEIGHT.**

### Name Tag

Name: Arial Bold 7pt

Position: Arial Regular 7pt

Colour: Black

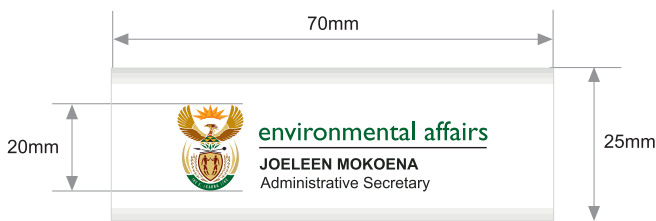
### Black jacket and grey trousers



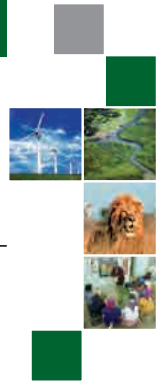
### Black jacket and grey skirt



### Name Tag



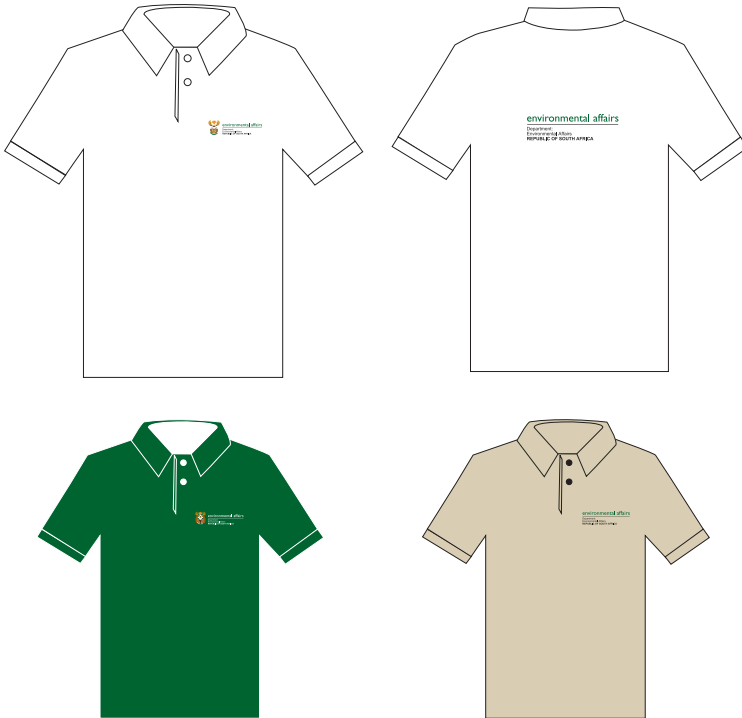




## 7.2 PROJECT SPECIFIC CLOTHING

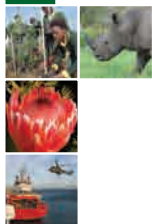
---

### Golf Shirts



### Jacket





## 7.3 CAP AND HAT

Caps and hats may have a printed or embroidered application of the emblem in full colour or one colour.

When a thematic identity is the lead communications platform, the Environmental Affairs logo is placed on the back of the item as shown.

### Departmental cap



### Project specific cap



### Hat

