NATIONAL DEPARTMENT OF ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA

CORPORATE IDENTITY BRANDING GUIDELINES

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INTRODUCTION

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

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 adaptation 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

30mm

160mm

Letter ends

40mm

Centre
1.3 STATIONERY: FAX COVER SHEET

Fax cover title
Arial Bold: 17pt

Printing Specifications
Paper size: 210mm x 297mm (A4)
Stock: Bond 80gms
Stock colour: White

Address
Arial Plain: 6pt
Colour: Black

Screen: 150
Colours: Black
1.4 STATIONERY: COMPLIMENT SLIP

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>With Compliments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Bold: 8pt</td>
<td>Arial Bold: 8pt</td>
</tr>
<tr>
<td>Colour: Green</td>
<td>Colour: Green</td>
</tr>
<tr>
<td>Alignment: Centre</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Address</th>
<th>Printing Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Plain: 6pt</td>
<td>Paper size: 210mm x 99mm (DL)</td>
</tr>
<tr>
<td>Colour: Black</td>
<td>Stock: Cartridge 100 - 115gsm</td>
</tr>
<tr>
<td>Alignment: Centre</td>
<td>Stock colour: White</td>
</tr>
<tr>
<td></td>
<td>Screen: 133</td>
</tr>
<tr>
<td></td>
<td>Colours: Full colour</td>
</tr>
<tr>
<td></td>
<td>Gold foiling</td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>20mm</th>
<th>15mm</th>
<th>20mm</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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<td></td>
</tr>
</tbody>
</table>
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- Gold foiling
1.5 STATIONERY: FOLDER

<table>
<thead>
<tr>
<th>Descriptor</th>
<th>Printing Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td>Arial Bold: 17pt</td>
<td>Folder flat size: 450mm x 405mm</td>
</tr>
<tr>
<td>Colour: Green</td>
<td>Size closed: 225mm x 310mm</td>
</tr>
<tr>
<td>Border</td>
<td>Stock: Conqueror Contour 300gsm</td>
</tr>
<tr>
<td>Colour: Green</td>
<td>Stock colour: Brilliant white</td>
</tr>
<tr>
<td>Size: 3mm</td>
<td>Screen: 150</td>
</tr>
<tr>
<td></td>
<td>Colours: Full colour</td>
</tr>
<tr>
<td></td>
<td>- Gold foiling</td>
</tr>
<tr>
<td></td>
<td>- Die line</td>
</tr>
<tr>
<td></td>
<td>- Scoring</td>
</tr>
</tbody>
</table>

![Diagram of folder dimensions and design placement](image_url)
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.
1.7 STATIONERY: MEMO

**Memo title**
- Font type: Arial Bold
- Colour: Black
- Alignment: Centre

**Address**
- Arial Regular: 6pt
- Colour: Black

**Printing Specifications**
- Paper size: 210mm x 297mm (A4)
- Stock: Bond 80gsm
- Stock colour: White
- Screen: 133
- Colours: 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

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.**
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.

Primary descriptor - functional name in one line
Font: Gill Sans Regular, lower case
Colour: Corporate Green

Secondary and tertiary descriptor
Font: Arial Regular
Colour: Black

Country descriptor
Font: Arial Bold
Colour: Black

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®
343C
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®
485C
2c, 93m, 99y, 0k
R224, G31, B22

PANTONE®
Black
0c, 0m, 0y, 100k
R3, G9, B9

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

PANTONE®
188C
0c, 67m, 85y, 64k
R83, G28, B23

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

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

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

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

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

<table>
<thead>
<tr>
<th>Language</th>
<th>English</th>
<th>Xitsonga</th>
<th>Setswana</th>
<th>Siswati</th>
<th>Isizulu</th>
<th>Isixhosa</th>
<th>Tshivenda</th>
<th>Sindebele</th>
<th>Afrikaans</th>
<th>Sepedi</th>
</tr>
</thead>
<tbody>
<tr>
<td>English</td>
<td>Department of Environmental Affairs</td>
<td>Ndzwulo ya Timhaka ta Mbango</td>
<td>Lefapha la Merero ya Tikologo</td>
<td>Litiko Letesimondzawo</td>
<td>uMnyango Wezemvelo</td>
<td>Isebe Lezendalo</td>
<td>Muhasho wa zwa Vhupho</td>
<td>UmNyango WezeBhoduluko</td>
<td>Departement Van Omgewingsake</td>
<td>Kgoro ya Merero ya Tikologo</td>
</tr>
<tr>
<td></td>
<td>Republic of South Africa</td>
<td>Riphabili ya Afrika Dzonga</td>
<td>Repabbageki ya Aforika Borwa</td>
<td>iRiphabliki yeNgingizimu Afrika</td>
<td>uMnyango Wezemvelo</td>
<td>Isebe Lezendalo</td>
<td>Riphabili ya Afrika Tshipembe</td>
<td>iRiphabliki yeSewula Afrika</td>
<td>Republiek van Suid-Afrika</td>
<td>Repabliki ya Afrika Borwa</td>
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<td>Xitsonga</td>
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<td>Siswati</td>
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<td></td>
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</tr>
<tr>
<td>Isizulu</td>
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<tr>
<td>Isixhosa</td>
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<tr>
<td>Tshivenda</td>
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<tr>
<td>Sindebele</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Afrikaans</td>
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<td></td>
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<tr>
<td>Sepedi</td>
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<td></td>
</tr>
</tbody>
</table>
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

---

environmental affairs

---

20mm 20mm

15mm

10mm

20mm

186mm

Letter ends

20mm
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

**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

---

**Fax Cover Sheet**

---

**Environmental Affairs**

---

**Date**

---

**Subject**

---

**Body**

---

**Signature**
3.4 INTERNAL MEMO

**Memo line**
- Arial Bold: 18pt
- Colour: Black
- Kerning: 15pt
- Alignment: Left

**Info titles**
- Arial Regular: 8.5pt
- Colour: Black

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

---

environmental affairs

Department of Environmental Affairs
Republic of South Africa

with compliments

---
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

Business card back

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

---

**Official Envelope - C3**

**Manila Envelope - C4**
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
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 WATERMARK 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.
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
4.2 A4 PORTRAIT AND LANDSCAPE BROCHURE

Portrait Brochure

Headline in Arial Bold
Sub heading in Arial Regular

Area for creative design

Logo positioning
1/8th of total size of page

Landscape Brochure

Headline in Arial Bold
Sub heading in Arial Regular

Area for creative design

Logo positioning
1/4th of total size of page
4.3 PROJECT FOLDER

Headline in Arial Bold
Sub heading in Arial Regular

Area for creative design

Logo positioning 1/8th of total size of page

225mm 14mm 225mm

310mm

14mm

120mm

24mm 14mm

Headline in Arial Bold
Sub heading in Arial Regular
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.

Headline in Arial Bold

Sub heading in Arial Regular

Area for creative design

Logo positioning 1/8th of total size of page
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

**Printed Newsletter**

- 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

Headline in Arial Bold
Sub heading in Arial Regular

Full Page Full Colour Advert

Headline in Arial Bold
Sub heading in Arial Regular

Area for creative design

Logo positioning 1/8th of total page size
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
Headline to be placed here in Arial bold, aligned left
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

Headline in Arial Bold

Follow-up Slides

Headline in Arial Bold

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Subtitle goes here

Sentence starts here goes on and on explaining about the project. Sentence starts here goes on and on explaining about the project. Sentence starts here 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 here

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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.

**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.

**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"`

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.

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**environmental affairs**

Department: Environmental Affairs
REPUBLIC OF SOUTH AFRICA

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**Side view**  **Double unit pylon sign**

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**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.
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.
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.
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.
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.
5.7 WINDOW DECALS

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.
5.9 PULL-UP BANNER

Logo positioning
1/6th of total banner size

Area for creative design

Call Centre: 086 111 2468
5.10 SPECIAL PROJECTS BACKDROPS

This is an example of a special projects backdrop to be used at local events. Departments should use the podium together with the national Coat of Arms, with or without the descriptor no departmental podiums are allowed.

This is an example of special projects backdrop to be used at local events.

This is the departmental backdrop to be used at local events. The size of the logos must not be more than 30mm in height.
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 trousers](image)

Black jacket and grey skirt

![Black jacket and grey skirt](image)

Name Tag

![Name Tag](image)
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