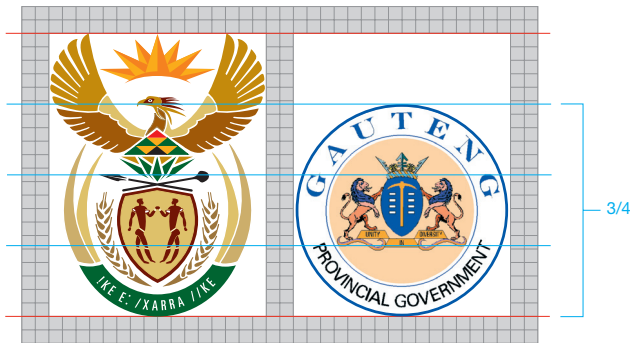




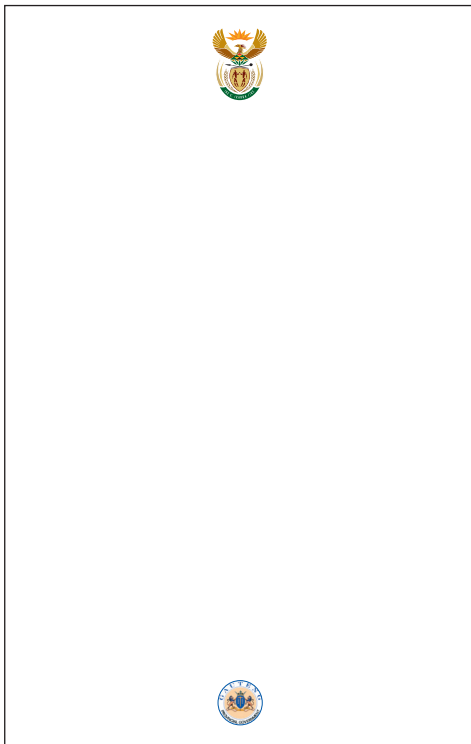
4.3 Co-branding

4.3.1 Level 1-branding partners

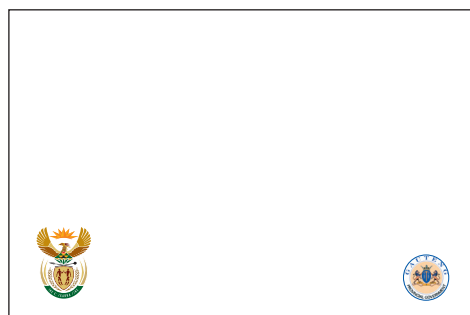
If the national Government is the main sponsor there are two options. In each case the national Coat of Arms should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the national Coat of Arms.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.

For permission e-mail: marketing@gcis.gov.za

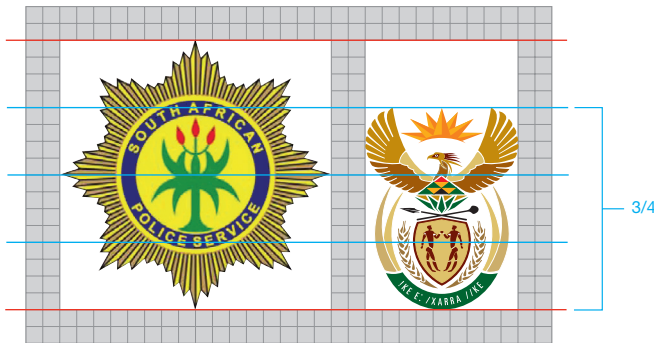
When co-branding with a level 1-branding partner, the national Coat of Arms should always be on the left-hand side or above the provincial coat of arms or municipal logo.



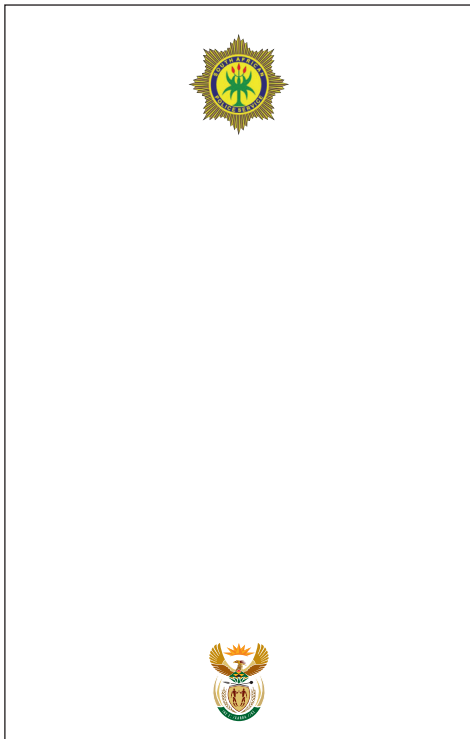
4.3 Co-branding

4.3.2 Level 2-branding partners

Co-branding transversal programmes or entities with parliamentary exemption e.g. SAPS. The national Coat of Arms should be no less than 3/4 of the level 2-branding partner emblem.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.

For permission e-mail: marketing@gcis.gov.za

When co-branding with a level 2-branding partner, the national Coat of Arms should always be on the right-hand side or below the party seeking endorsement.



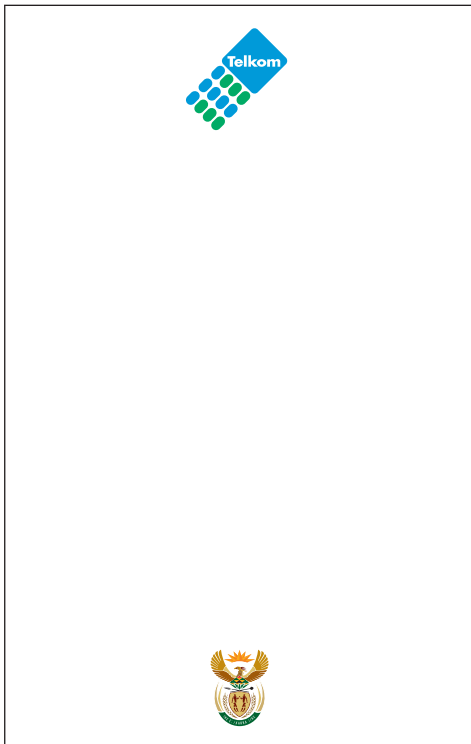
4.3 Co-branding

4.3.3 Level 3-branding partners

If the branding partner is the lead sponsor, the national Coat of Arms should be equal to or no less than 3/4 of the party seeking endorsement. The national Coat of Arms should always be on the right-hand side or below the identity of the party seeking endorsement.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.
For permission e-mail: marketing@gcis.gov.za

When co-branding with a level 3-branding partner, the national Coat of Arms should always be on the right-hand side or below the special project logo.



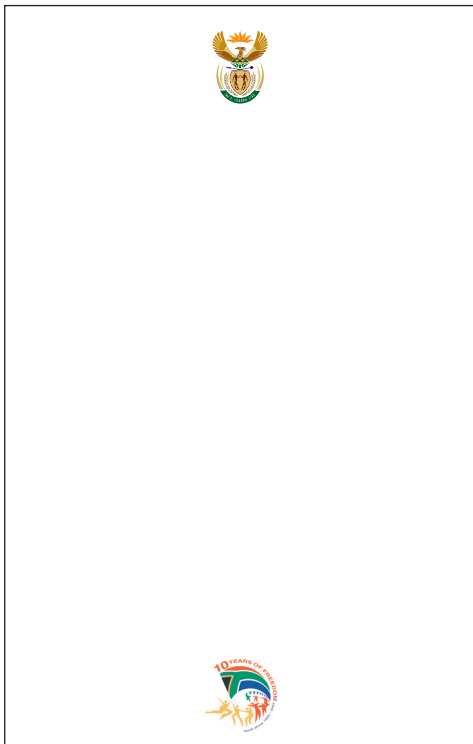
4.3 Co-branding

4.3.4 Special projects

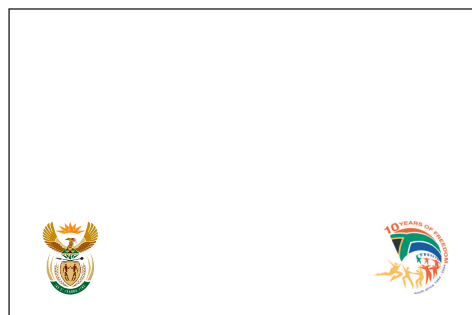
When co-branding a special project such as 10 years of Freedom, or the Presidential Inauguration, the following rules apply: the national Coat of Arms must always be above or on the left-hand side of the special project logo. In this manner the national Coat of Arms will be read first. The national Coat of Arms and the special projects logo should be same size.



Vertical application



Horizontal application



Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

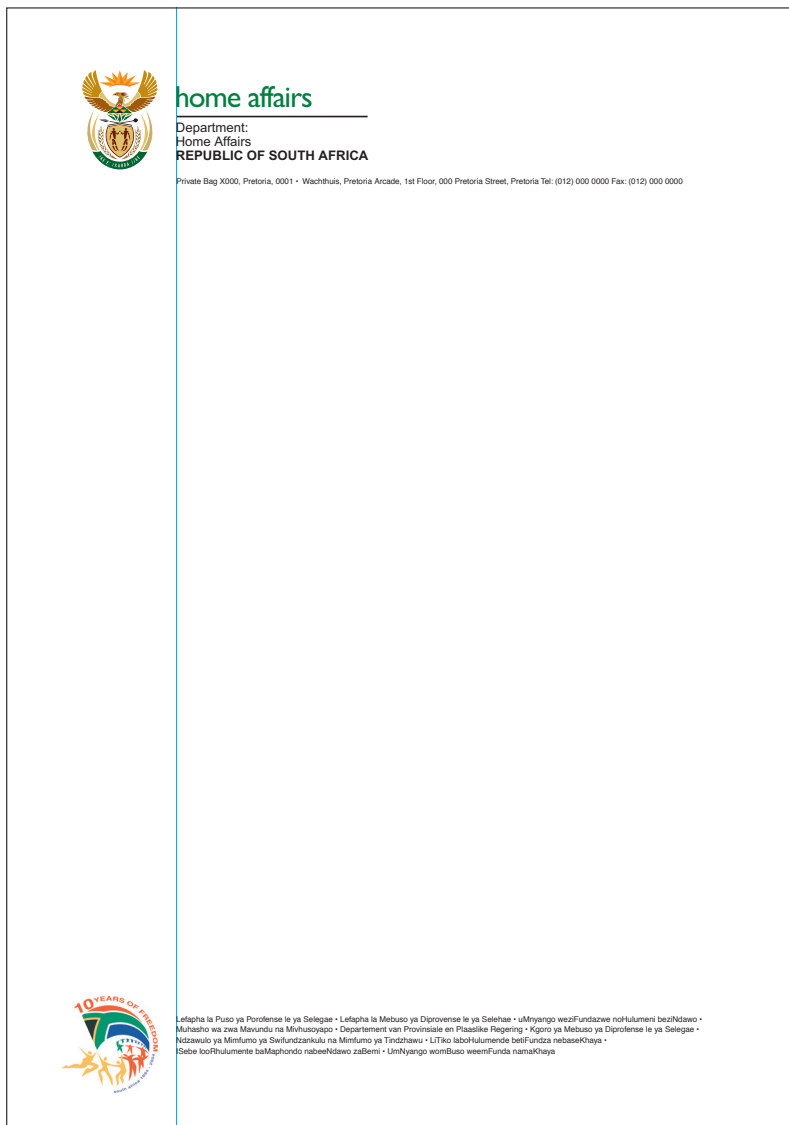
At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.
For permission e-mail: marketing@gcis.gov.za

When co-branding a special project, the national Coat of Arms should always be on the left-hand side or above the special project logo.



4.3 Co-branding

4.3.4 Special projects



When co-branding a special project, the national Coat of Arms should always be on the left-hand side or above the special project logo.

This is an example of how it would apply to a departmental letterhead.

Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.

For permission e-mail: marketing@gcis.gov.za

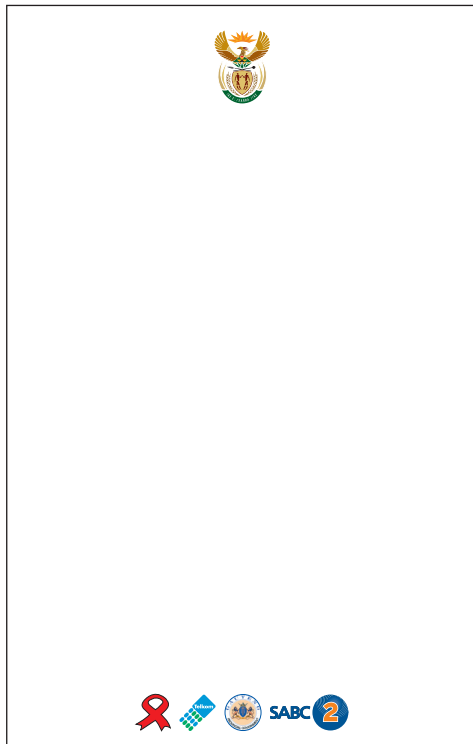
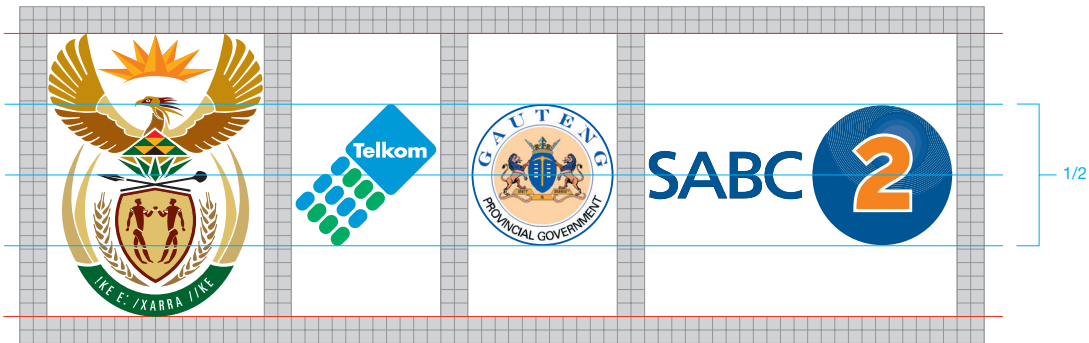


4.3 Co-branding

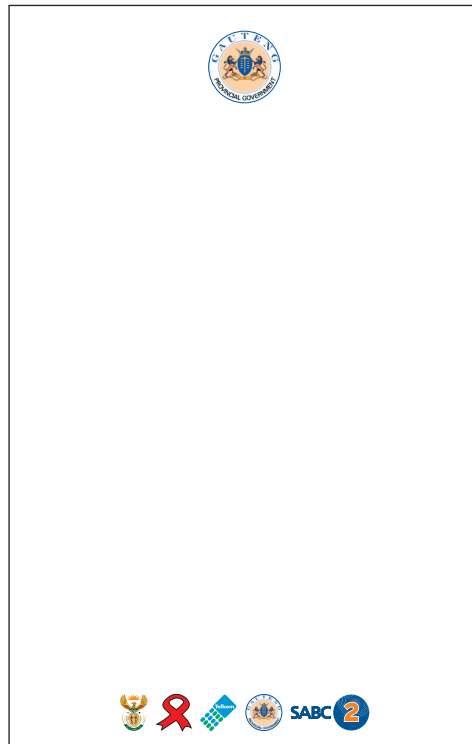
4.3.5 Multiple partners

When the State is the main sponsor, the national Coat of Arms should always be above the co-sponsor logos. The co-sponsor logos should be no more than 1/2 of the national Coat of Arms.

When the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos. The national Coat of Arms and the co-sponsor logos should be same size.



When co-branded with multiple partners if the State is the main sponsor, the national Coat of Arms should always be above the co-sponsor logos.



If the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos.

Note: When co-branded the national Coat of Arms should always take a position of priority.

The two symbols must not be closer than 2XC. There must also be a clear space of no less than 2XC around the edge of the page.

At all times, permission to co-brand with the national Coat of Arms or to acquire endorsement of the State should be obtained from GCIS and/or the Bureau of Heraldry.

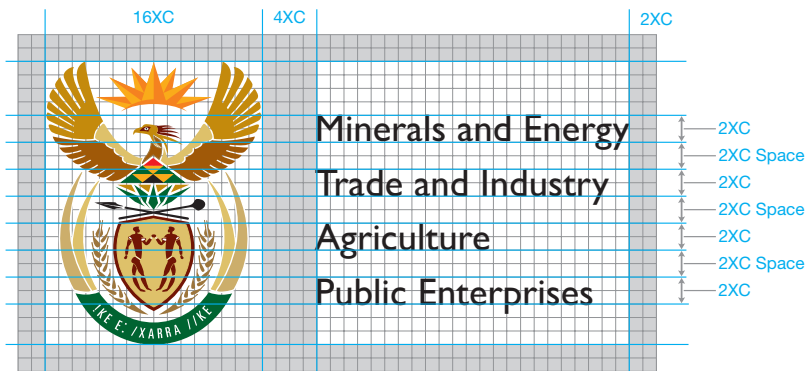
For permission e-mail: marketing@gcis.gov.za



4.3 Co-branding

4.3.6 National departments co-sponsoring

This branding structure is used if more than two government departments are involved in co-branding or sponsoring a single project. As all departments are communicating on behalf of the national Government, they may use the national Coat of Arms and their departmental names on the right-hand side of the national Coat of Arms.



Departmental names:
Gill Sans: Upper and lower case
Colour: Black
Alignment: Left



- Agriculture
- Correctional Services
- Foreign Affairs
- Health
- Home Affairs
- Minerals and Energy
- Public Enterprises
- Trade and Industry