



Glossary

Acronym	A word formed from the initial letters of other words.
Brand	A brand is a mixture of tangible and intangible attributes that identity and differentiate a product, service, person or organization. It embodies the promise an organization makes to its stakeholders.
Brand architecture	Brand architecture is the organizing structure of the relationship of brands in a portfolio in relation to each other.
Coat of Arms	A symbolic object or figure, typically displayed on a shield, in conformity with the principles and rules of heraldry. It is the highest graphic representation of the State as represented by the national government.
Corporate identity	The way by which the organization presents itself to its stakeholders and differentiates itself from other entities.
Brand management	The management of the intangible and tangible aspects of a brand.
Branding signatures	The composition and placement of the brand's logo and symbols on various elements of communication.
Branding	Branding is the blending of tangible and intangible attributes to identify and differentiate a product, service, person or organization.
Braille	The system of writing or printing for the blind using characters consisting of raised dots.
Column width	The unit of measurement by which space is sold in print media.
Corporate Identity Manual	Comprehensive guidelines and instructions on the correct use of the graphic elements which make up the corporate identity.
Copyright	The exclusive legal right to produce, publish and sell a literary, musical or artistic work for a specified number of years.
Co-branding	The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.
Clear space	The area around the symbol within which no other visual elements can encroach.
CMYK	Cyan, magenta, yellow and black ink used in four-colour process printing to achieve full-colour images or graphics.
Control grid	The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.
Embossing	Creating a raised surface on paper by using metal dye.
Functional naming	Naming of an entity by using descriptive words that define the specific function of the entity.





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Foiling	Application of a thin film of colour or metallic ink to a surface.
Great Seal	The official seal of a nation used for the authentication of State documents.
Heraldry	The system, originating in medieval times, of identifying individuals by hereditary insignia.
Kerning	The space between the individual characters in a line of set type.
Leading	The measurement of space between the lines of type.
Media applications	Specifications for application of the national Coat of Arms in various media platforms.
Monolithic brand	A singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.
Merchandise	Goods, products, stock or commodities.
Naming structure	Guidelines specifying the display and placement of the brand name or sub-brand name in relation to the mother brand and/or logo/symbol.
Point	Unit of measurement of the size of typography.
Pantone	International standard for colour specification and referencing.
RGB	The values of the colours red, green and blue used to make colours seen on screen, e.g. web, television, etc.
Scaling	Altering the horizontal or vertical measurement of any visual element.
Sub-brand	A product or service within a portfolio of brands with a distinct identity from the mother brand.
Stock	Specification of paper in terms of its weight in grammage (gsm) and type (bond or laid).
Symbol	Visual representation of the national Coat of Arms.
Trade mark	The name, symbol, figure, letter, work or mark attached to goods used by a particular firm or individual, and legally reserved for the exclusive use of the owner of the mark as maker or seller.
Typography	The style of characters in type.
UV-varnish	Creating a transparent glossy surface in a selected area.
X-height	The height of a type character.
Y-width	The unit of measurement to determine clear space around an object.

