

STAY

HOME



SAVE SOUTH AFRICA

CORPORATE IDENTITY MANUAL



REPUBLIC OF SOUTH AFRICA



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SECTION 1

Corporate Identity architecture



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The STAY HOME logo



The essence of this aspect of the creative is that if you love life, if you love your family and if you love your country... STAY HOME!

The creative device communicates a simple, single-minded message to STAY HOME. The design and the fonts communicate a simple but bold call to action for all South Africans to STAY HOME.

The merging of the message with the South African flag emphasises the ease with which all South Africans can unite around this call and the need to embrace it.

The heart represents that the love of life, love of family, and love of country is the driving force behind the need to STAY HOME during the lockdown.

The STAY SAFE logo



Emphasise the need for continued compliance with the with the State of Disaster regulations and to continue to practice good hygiene and social distancing...

STAY SAFE!

Logo Structure



Typography

Nordinfree Regular in upper case is used in the descriptor for “**STAY**”, DinPro Black in upper for “**HOME**” and DinPro Bold in upper case is used for “**SAVE SOUTH AFRICA**”.

Nordinfree 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

DinPro Black

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 ! ? & * *

DinPro 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 ! ? & * *

Two typefaces
are used,
namely
Nordinfree
and DinPro.

Logo Translations

Xhosa



Ndebele



Sesotho



Siswati



Xitsonga



Afrikaans



Sepedi



Setswana



Tshivenda



Zulu



CORPORATE IDENTITY ARCHITECTURE

DON'T

DO NOT place the logo on a coloured background that distorts the appearance of the logo.



DO NOT crop any part of the logo.

DO NOT place the logo on a textured background that distorts the appearance of the logo.



DO NOT place a stroke or outline on the logo elements.

DO NOT scale or compress the logo in any distorted way.



DO NOT remove any of the elements of the logo.

DO NOT rearrange the logo elements.



DO NOT distort the proportion or scale of the logo elements.

DO NOT change any of the colours in the identity.



The logo should always be used in full colour and not changed to any single colour.

SECTION 2

Graphic Application



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Project Colour Palette

Primary



Colour:
100% Black

Colour:
c4 m33 y97 k0
RGB 244.192.80
Pantone 143 C

Primary Tints



100%

75%

50%

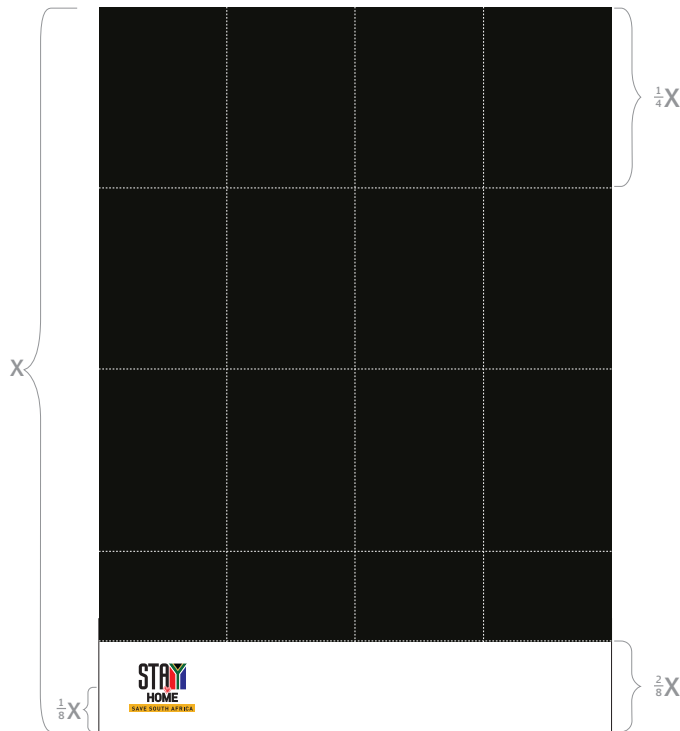
25%

Identity application size

The following grid guidelines illustrate the ratio of logo on products. Due to various uses, sizes and applications; the rules regarding the application are not as set as on stationery.

Please note:

X refers to the full height of the product.



The logo may not be smaller than $\frac{1}{8}$ th of the total height of the product size.

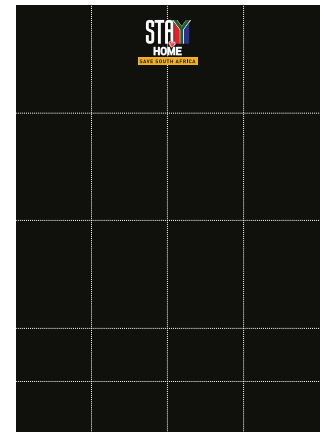
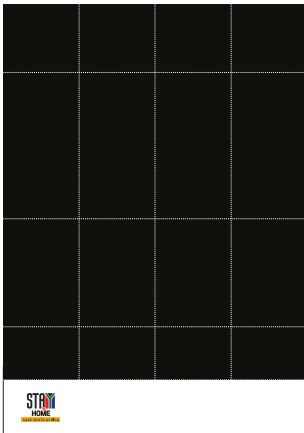


The logo may not be applied smaller than 15mm to preserve its legibility.

GRAPHIC APPLICATION

Logo Placement

The logo may be placed anywhere on the artwork. The placement should, however, not distort the logo or infringe on its integrity.



The logo may not be smaller than 15mm in height on the artwork.

GRAPHIC APPLICATION

Co-branding



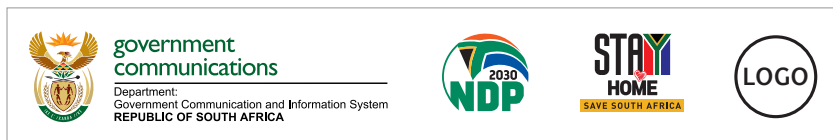
The STAY logo can be co-branded with other logos as long as it is in a manner that does not distort the logo or infringe on its integrity.



The STAY logo may only sit on the right of the RSA Coat of Arms **ONLY** on COVID-19 communication.



The RSA Coat of Arms may sit on the far right of the logo strip **ONLY** when co-branding with many logos.



The STAY logo can be co-branded with other logos as long as it is in a manner that does not distort the logo or infringe on its integrity.



There should always be enough clear space around the logo; a minimum of 2x the width of the letter “S” of the word **STAY**.

Project Look and Feel

The STAY logo on the artwork is applied in a clear manner to clearly identify COVID-19 communication.

Primary Project Colours:

Colour:

100% Black

Colour:

c4 m33 y97 k0

RGB 244.192.80

Pantone 143 C



The logo strip on the STAY artwork consist of the Corona emergency contacts, the RSA Coat of Arms and the NDP logo.

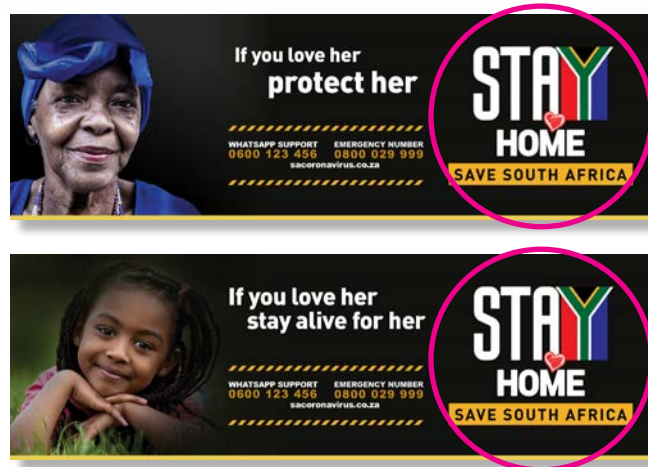


The yellow and black chevron forms part of the artwork elements (it is not mandatory to appear in all artwork).

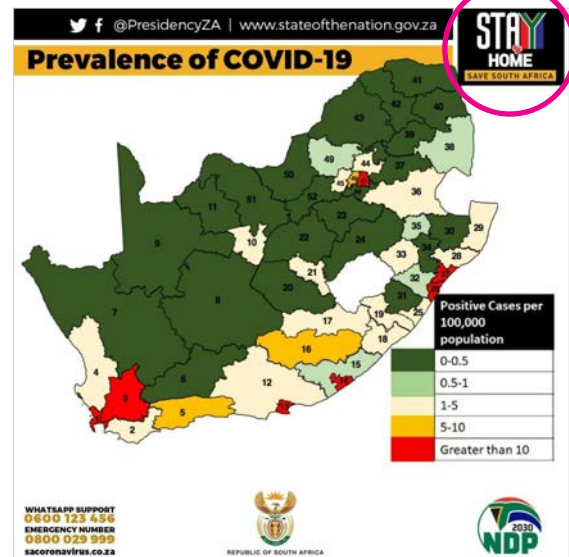
GRAPHIC APPLICATION

Project and Logo Application

The background on the STAY artwork can be black or white.



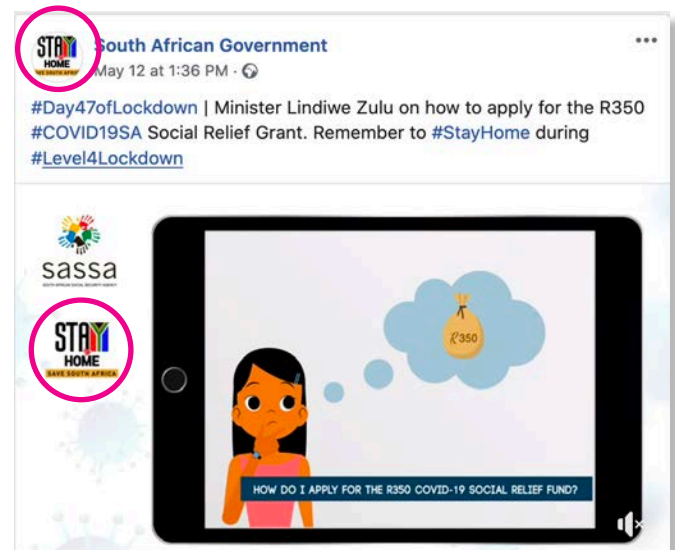
The STAY logo on the artwork should be applied in a clear manner to clearly identify COVID-19 communication.



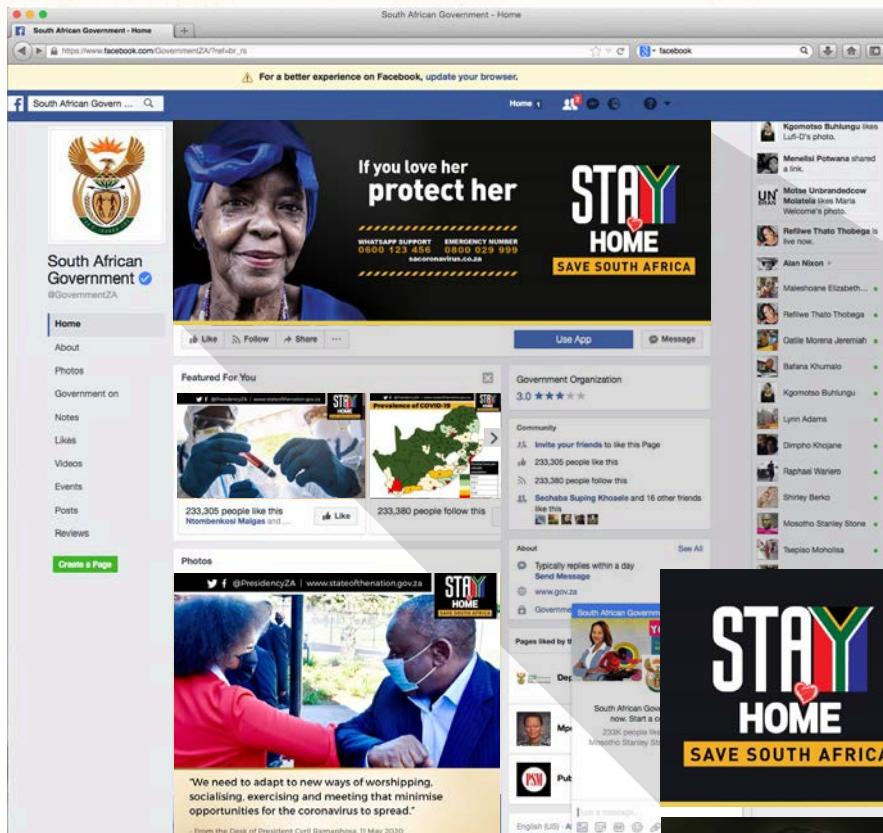
GRAPHIC APPLICATION

Audio-Visual

The STAY Logo usage on video depends on the creative execution of the video. Application of the logo must not be in a manner that distorts the appearance of the logo.



Social Media



The STAY logo on the artwork should be applied in a clear manner to clearly identify COVID-19 communication.



Presentation Applications



Presentation template



Name table card



Name tag

Promotional material



Promotional collateral should be printed in full colour and the item's surface/material texture and/or colour should not distort the logo.

SECTION 3

CONTACTS



TERMS OF USE

The following terms provide the general guidelines to use the official SEE logo, this includes events, side events and activities. The application of the brand will be regulated on all goods and services.

The GCIS will approve the use of the STAY logo/brand. Requests can be emailed to:

Mr. Andrew Mohamed
Government Communications (GCIS)
Director: Media Production
Tel: 012 473 0015
andrew@gcis.gov.za

The request shall be submitted or sent by email printed on a letterhead. Authorisation for the use of the logo shall be granted after assessment by the appointed official and the artwork will then be provided.

The application must consist of the following information:

- » Main line of business.
- » Goods or services provided.
- » Description of the project in which the logo is going to be used, supporting the request and explaining the purpose for using the logo.
- » Mass media where it is intended to be used, including frequency of the use.
- » Time and period of use.