

Guidelines on the use and application of the **NATIONAL DEVELOPMENT PLAN 2030** logo



planning, monitoring  
& evaluation

Department:  
Planning, Monitoring and Evaluation  
REPUBLIC OF SOUTH AFRICA



### About the NATIONAL DEVELOPMENT PLAN (NDP) 2030

The NDP sets out a vision for South Africa for 2030. It aims to eliminate poverty, and reduce unemployment and inequality by 2030.

### The objectives of the NDP 2030

1. Uniting South Africans around a common programme to achieve prosperity and equity;
2. Promoting active citizenry to strengthen development, democracy and accountability;
3. Bringing about faster economic growth, higher investment and greater labour absorption;
4. Improving key capabilities of people and the State;
5. Improving government's effectiveness by building a capable and developmental state; and
6. Encouraging strong leadership throughout society to work together to solve problems.



### Protecting the NDP 2030 logo

The **NDP 2030** logo/brand is the property of the Department of Planning, Monitoring and Evaluation (DPME). The copyright and reproduction of the logo/brand for commercial or other uses are vested in the DPME. The logo/brand should not be used for fraudulent or unauthorised transactions. The **NDP 2030** logo/brand has considerable legal protection arising from various Acts of Parliament and international agreements and protocols.

The **NDP 2030** logo/brand will enjoy legal protection in most countries. South Africa is a party to the Paris Convention for the Protection of Industrial Property, a treaty that has been signed by most countries. Article 6 provides that all member countries must agree to refuse registration of, and to prohibit use of, armorial bearings and other state emblems of member countries without authorisation.



### Background

The branding architecture is the organising structure of the relationship between the **NDP 2030** logo/brand and its partnerships. In the case of the **NDP 2030**, the mother brand is the **NDP 2030** logo, represented by the South African flag as the country's principal identity, and the main brand is the South African Coat of Arms and stakeholders are co-brands.

The **NDP 2030** logo/brand is the emblem that is managed by the State as an official visual symbol of the **NDP 2030**. It is what differentiates the other logo/brands and is an identity that reflects the past and embraces the future.

### Construction and meaning

The logo reflects the South African flag as the main visual element accompanied by the letters **NDP** and the figure **2030**. The design is modern and dynamic yet bold and legible.

**A) NATIONAL FLAG:** Our National Flag is the most commonly used visual symbol of South Africa. Our National Flag was hoisted for the first time on 27 April 1994. The National Flag is the symbol of unity for South Africa.

**B) TYPOGRAPHY:** The strong typography stands out.






### Colours

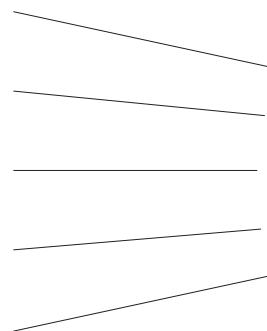
The logo reflects the colours represented in the South African flag. The colours of the National Flag are incorporated in the design. Our National Flag is the most familiar and commonly used visual symbol of South Africa. The colours are there to celebrate our diversity as a country.

### Correct usage of the NDP 2030 logo

#### Typography

“NDP 2030” Font type: Forms part of the logo and can therefore not be separated from the design.

	CMYK: 0c, 79m, 100y, 0k Pantone: 179C
	CMYK: 100c, 0m, 77y, 22k Pantone: 3415C
	CMYK: 100c, 73m, 0y, 2k Pantone: Reflex blue
	CMYK: 0c, 29m, 91y, 0k Pantone: 1235 C
	CMYK: 0c, 0m, 0y, 100k Black



Correct usage of the **NDP 2030** logo

Single colour applications and shades



A white version on black would also apply to one colour applications.

### Correct usage of the **NDP 2030** logo

#### Control grid

To maximise the impact and clarity of the **NDP 2030** logo, a clear space area has been created around the logo.

In order to ensure that our logo is clearly visible in every application, clear space must surround all sides of the logo. No type, graphics or other elements that might cause visual clutter must be present in this space.

The reason for this clear space is to maximise the impact and recognition of our logo.

Protecting the clear space around the logo ensures that the integrity of the logo is maintained and that it is legible.

When the full logo is used, a clear space of 50% of the logo's height should be maintained. In special circumstances, where a clear space of 50% is not available or possible, please maintain a clear space of 25%.

**Note:** Do not reconstruct it under any circumstances. Use artwork supplied.



**Note:** Minimum size  
To accurately capture the fine details of the **NDP 2030** logo, never reproduce the logo less than 10 mm in height.

### Incorrect usage of the NDP 2030 logo

Incorrect usage of the NDP 2030 logo can result in possible legal action to the perpetrator, the logo may not be used for private purposes.



**Note:** Do not reconstruct it under any circumstances. Use artwork supplied.

Do not reconstruct it under any circumstances. Do not distort



Do not use a colour logo on a colour background, do not emboss, do not give logo a shadow. Use artwork as supplied

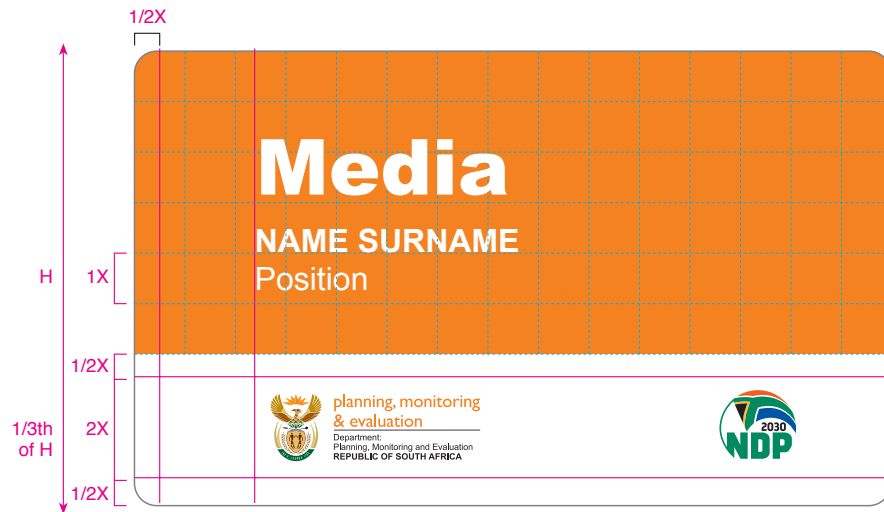
The NDP 2030 logo should not be overlapped by or blended with other visual objects like pictures/clip-art images, etc.

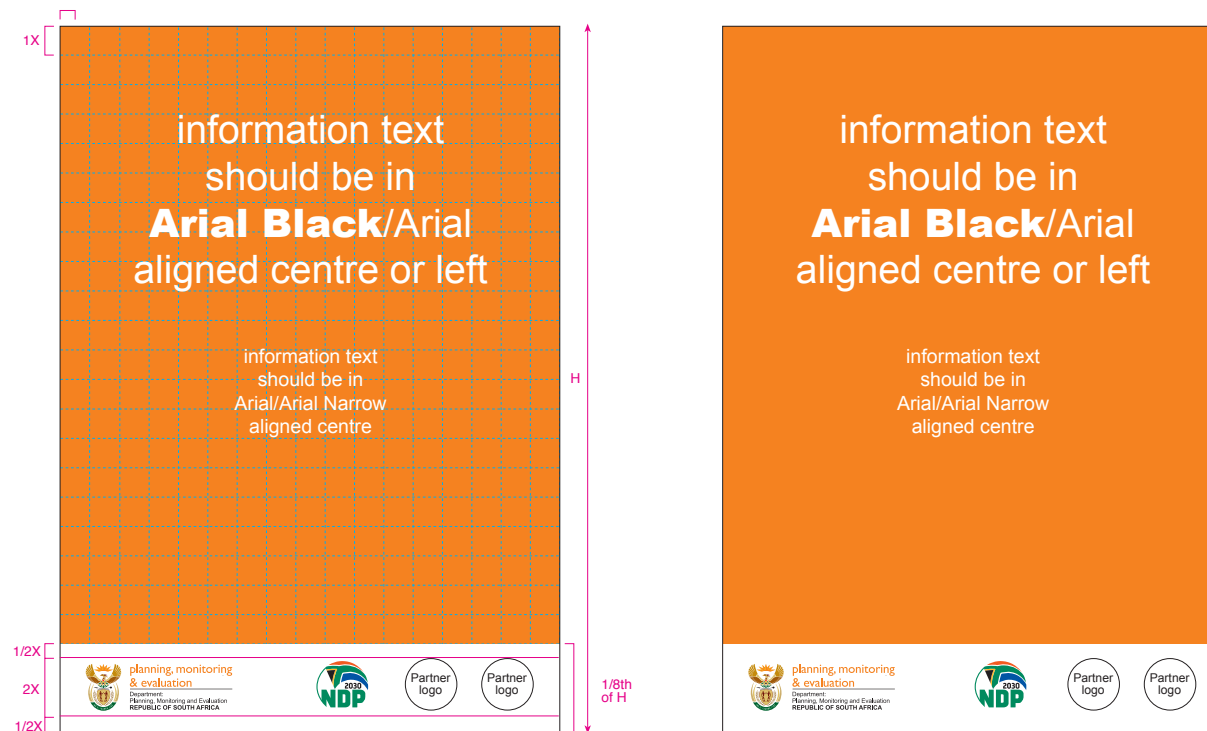
The full/single colour logo must not be applied on any visual background.





	Die line		Scoring
Size flat:	510 mm X 451 mm	Size folded:	229 mm X 317 mm
Stock:	Conqueror Contour 300 gsm	Stock colour:	White
Printing:	Single sided	Screen:	133
Colours:	Full colour		





Posters come in different sizes, ranging from A4, A3, A2, A1 to A0. Here we have illustrated a basic look. The branding strip placement must be 1/8th of your poster height and the **NDP 2030** logo must always be centred. If co-branded, look at the co-branding section, but the national Coat of Arms must always take the first preference in the group.

Note: The **NDP 2030** logo may be in any one of the approved colours (see single colour applications section).

The diagram illustrates two press advertisement layouts. The left layout is a grid-based template with dimensions: 1/2X for the top margin, H for the main body height, 1X for the first body paragraph, 1/2X for the second body paragraph, 1/5th of H for the branding strip, and 1/2X for the bottom margin. The right layout is a clean version of the same advertisement.

**Layout 1 (Left):**

- Headline:** **Headline to be placed here be in Arial Black/Arial aligned left/centre**
- Text 1:** **Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit loborti s nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor i n hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesen luptatum zzril delenit augue duiis dolore te feugait nulla facilis i.
- Text 2:** **Duis autem vel eum iriure**  
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- Text 3:** **Ut wisi enim ad minim veniam**  
Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipi t lobortis nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriur e dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandi praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilis i. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit loborti s nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor i n
- Branding Strip:**
  - South African Coat of Arms
  - planning, monitoring & evaluation
  - Department: Planning, Monitoring and Evaluation REPUBLIC OF SOUTH AFRICA
  - NDP 2030 logo

**Layout 2 (Right):**

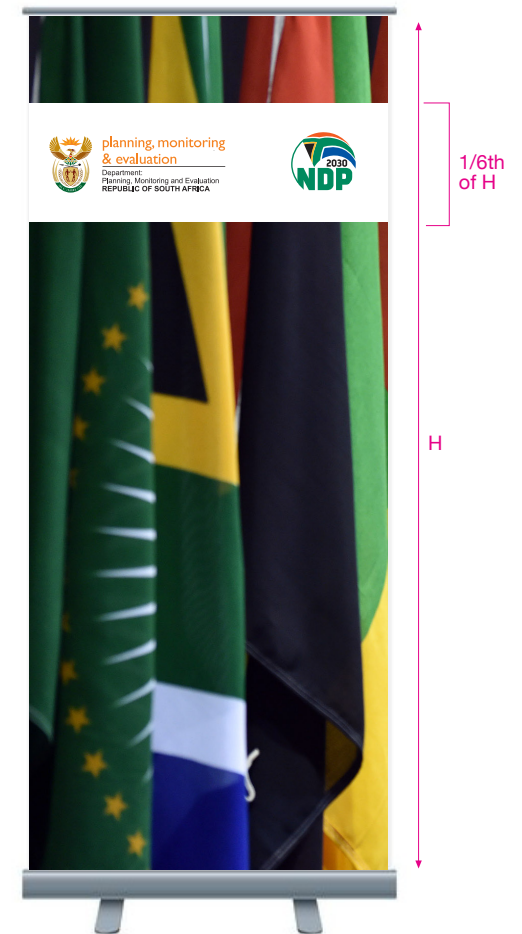
- Headline:** **Headline to be placed here be in Arial Black/Arial aligned left/centre**
- Text 1:** **Lorem ipsum dolor sit amet**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonum my nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis i enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit loborti s nisi ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor i n hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugi at nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesen luptatum zzril delenit augue duiis dolore te feugait nulla facilis i.
- Text 2:** **Duis autem vel eum iriure**  
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- Text 3:** **Ut wisi enim ad minim veniam**  
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- Branding Strip:**
  - South African Coat of Arms
  - planning, monitoring & evaluation
  - Department: Planning, Monitoring and Evaluation REPUBLIC OF SOUTH AFRICA
  - NDP 2030 logo
  - Partner logo

Press articles come in different sizes. Here we have illustrated a few basic looks. The branding strip placement must be 1/5th of your press advertisement height and the **NDP 2030** logo must always be on the left-hand side if co-branded, look at the co-branding section, but the **NDP 2030** logo must always take the first preference in the group.

**Note:** The **NDP 2030** logo may be in any one of the approved colours. Headline, subhead, body copy and information text may be aligned left or centred, in line with the **NDP 2030**. Pictures must be adapted and cropped to suit the typographic format for size, position and placing.

# EXHIBITIONS

## PULL-UP BANNERS





# EXHIBITIONS

# BANNERS



This example of a banner is for use at all national/international **NDP 2030** events.



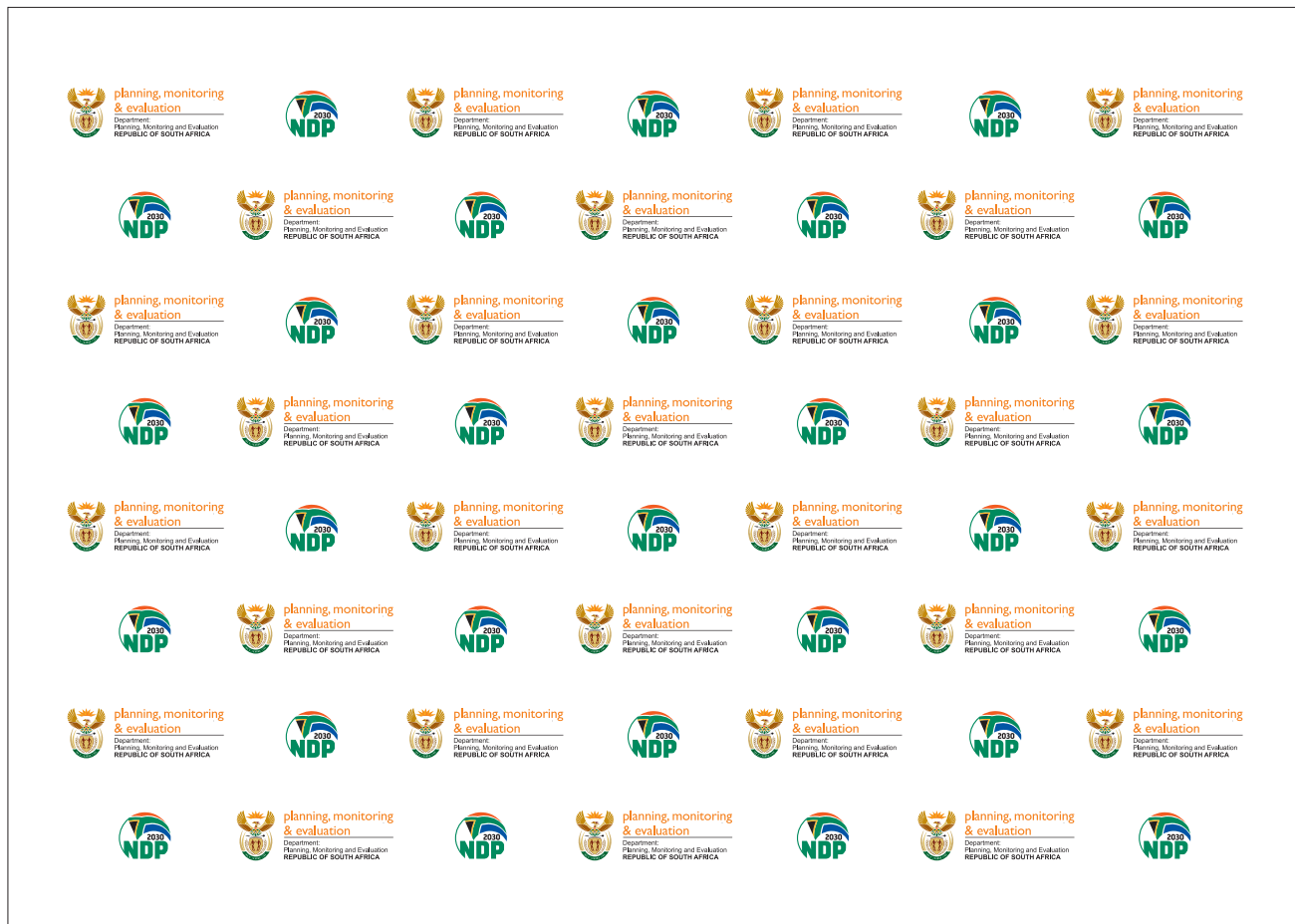


This example of a banner is for use at all national/international NDP 2030 events.

The NDP 2030 logo has to be in full colour.

# EXHIBITIONS

BACKDROP



This example of a backdrop is for use at all national/international NDP 2030 events.

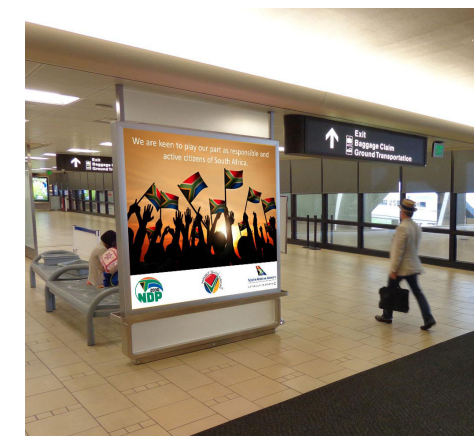
The NDP 2030 logo has to be in full colour.

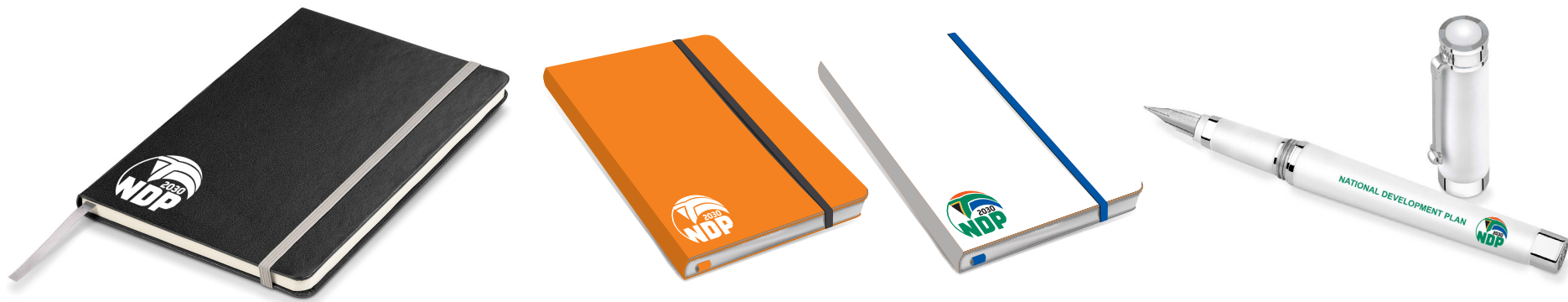




# PROMOTIONAL

# MARKETING COLLATERAL





Pens and notebooks may be printed in full colour (if the items' surface/material is pure white) or one colour.

The **NDP 2030** logo can be in full colour or single colour applications on only **NDP 2030** approved colour background.

# PROMOTIONAL

# MARKETING COLLATERAL



T-shirts and baseball caps may be printed in full colour (if the items' surface/ material is pure white) or one colour.

The **NDP 2030** logo can be in full colour or single colour applications on only **NDP 2030** approved colour background.

Together we move  
South Africa forward



# PROMOTIONAL

# MARKETING COLLATERAL

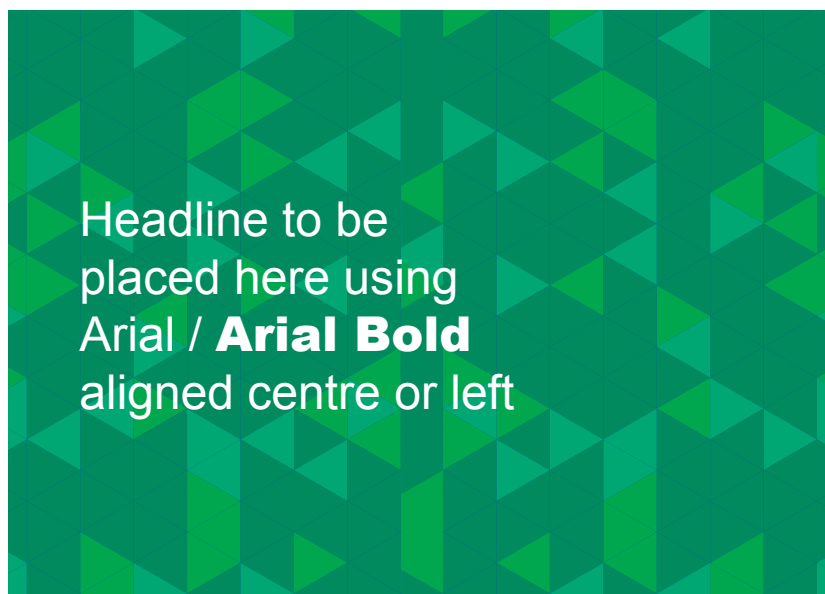


T-shirts and baseball caps may be printed in full colour (if the items' surface/ material is pure white) or one colour.

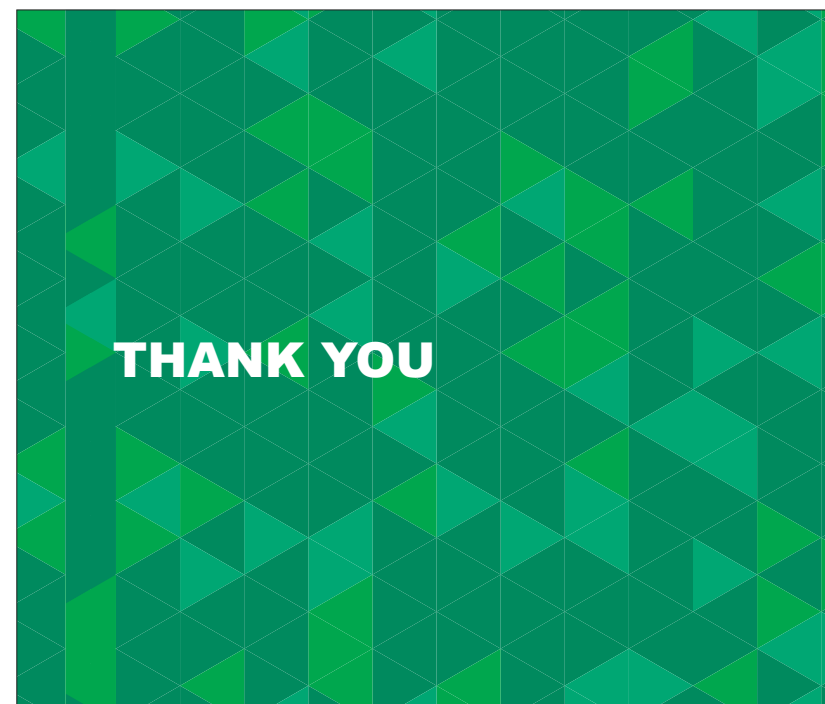
The NDP 2030 logo can be in full colour or single colour applications on only NDP 2030 approved colour background.



Opening slide



Closing slide







In all instances, the basic principles of colour usage, size, typography and control grid must be applied.

The **NDP 2030** logo should always be equal to any sponsor/partnership logo. The national Coat of Arms logo should always be centred or aligned on the left-hand side or above the identity of the party seeking endorsement.

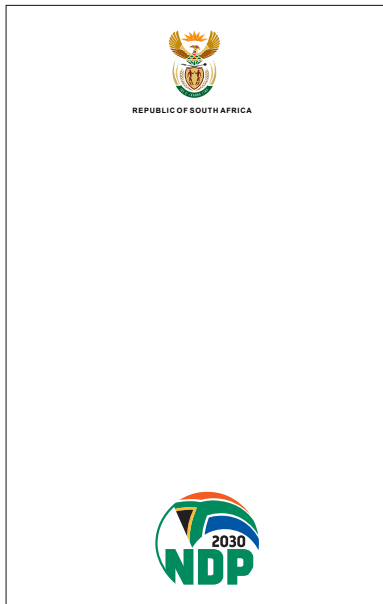


Note: When co-branded, the national Coat of Arms logo should always take a position of priority.

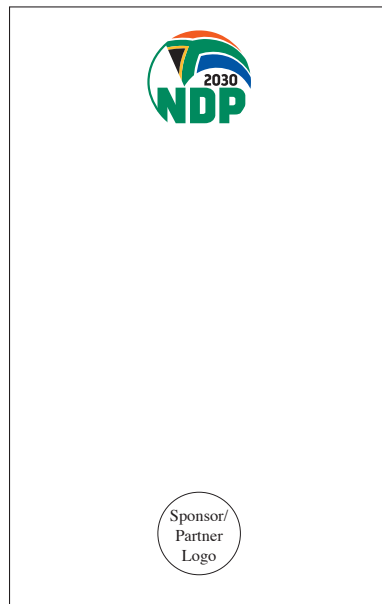
The two symbols must not be closer, there must also be a clear space around the edge of the page. At all times, permission to co-brand with the **NDP 2030** logo should be obtained from the DPME Head Office.

For permission, email: [Sandisiwe@dpme.gov.za](mailto:Sandisiwe@dpme.gov.za) / [Mmabatho.Ramompi@dpme.gov.za](mailto:Mmabatho.Ramompi@dpme.gov.za)

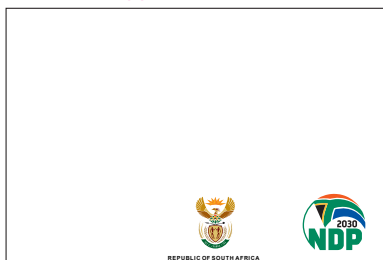
Vertical application



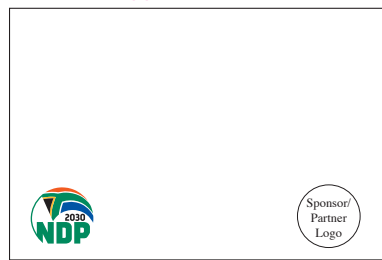
Vertical application



Horizontal application



Horizontal application



In all instances, the basic principles of colour usage, size, typography and control grid must be applied.

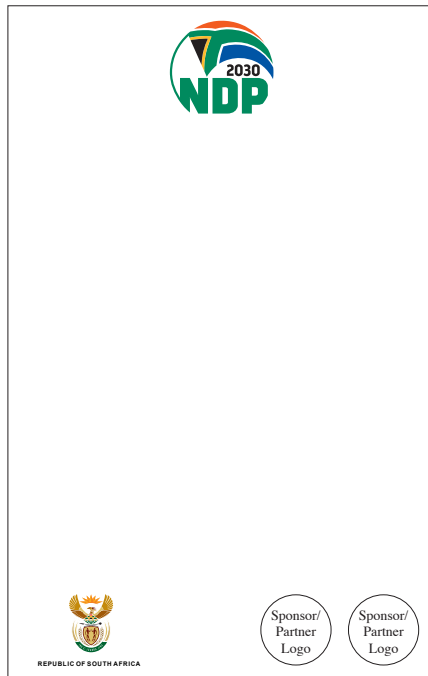
The **NDP 2030** logo should always be equal to any sponsor/partnership logo. The national Coat of Arms logo should always be centred or aligned on the left-hand side or above the identity of the party seeking endorsement.

# CO-BRANDING

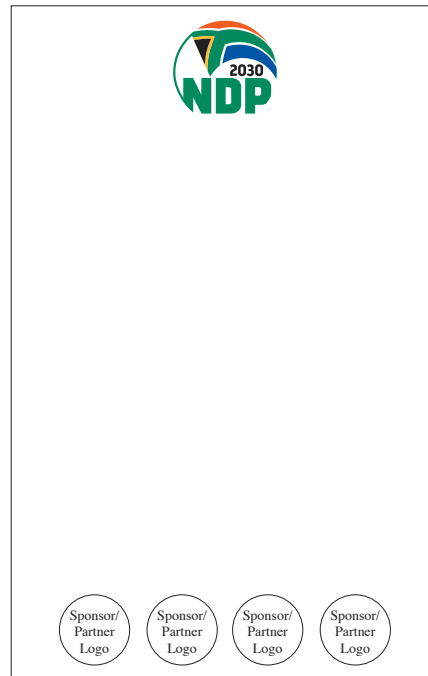
## MULTIPLE SPONSOR/PARTNER APPLICATIONS



Vertical application



Vertical application



The **NDP 2030** logo and the co-sponsor logos should be the same size.

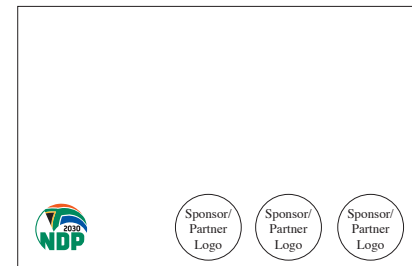
If the State is one of the co-sponsors, the national Coat of Arms should always be on the left-hand side of the other co-sponsor logos.

The placement of logos will be determined in the order of the main sponsor to the least sponsor.

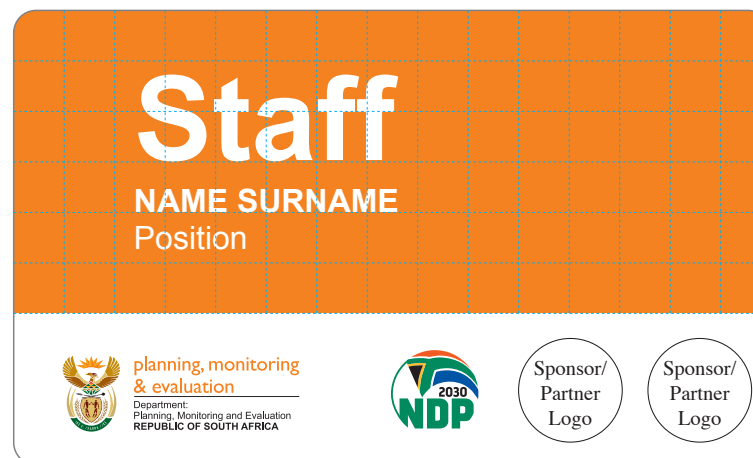
Horizontal application



Horizontal application









## Own masthead

**Headlines are regarded as information text and should be in Arial Black/ Arial Narrow, aligned left/right/centre**

Text could go here in one two or three columns. It must align to the left. It may be in any preferred font. Text could go here in one two or three columns. It must align to the left.

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## Headline to be placed here be in Arial Black/Arial aligned left/centre

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# CONTACTS

## TERMS OF USE

The following terms provide the general guidelines to use the official **NDP 2030** logo before, during and after an event. This includes events, side events and activities. The application of the brand will be regulated on all goods and services for the South African Government.

The DPME will approve the use of the **NDP 2030** logo/brand. Requests can be emailed to:

» *Sandisiwe@dpme.gov.za*

» *Mmabatho.Ramompi@dpme.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:
  - a. Main line of business.
  - b. Goods or services provided.
  - c. Description of the project in which the logo is going to be used, supporting the request and explaining the purpose for using the logo.
  - d. Mass media where it is intended to be used, including frequency of the use.
  - e. Time and period of use.