

OFFICIAL PHOTOGRAPH GUIDELINES - 2024



government
communications

Department:
Government Communication and Information System
REPUBLIC OF SOUTH AFRICA



Official Photographs

- Official photographs are photographs of serving members of the executive i.e. The President, The Deputy President, Ministers, Deputy Ministers (where applicable) Premiers and Executive Mayors.
- GCIS is the custodian of official photographs. State Protocol is responsible for ensuring the correct hanging and Protocol order of official photographs.



General remarks

- Official photographs should be displayed in the Public Service offices of chief directors and upwards as well as at the entrances/reception areas and public areas such as conference rooms and libraries.
- A large number of national departments, provincial and local governments do not have a photo of The Deputy President.
- It is obligatory to display the photo of The Deputy President.
- Only the latest official photographs from the GCIS may be used.
- It is not obligatory to display photographs of deputy ministers.
- Photographs of directors-general should not be displayed (they are administrative heads of departments and not part of the Executive).
- On a provincial level replace the Minister with the Premier and on local level replace the Minister with the Executive Mayor.
- The above rules apply to the hanging of official photographs on walls and not in publications, websites, etc. In other words this is a ceremonial display of photos.
- The order of displaying official photos on websites, for e.g. would be to show the President at the top, then the Deputy President, then the Minister, etc.



Guidelines for the display of official photographs

- Only approved photographs as supplied by the GCIS may be used.
- Official photographs that are displayed together must be the same size.
- The framing and matting of the photographs should be identical.
- Photographs should be evenly spaced.
- Photographs should be arranged in order of precedence.
- The person with the highest precedence occupies the centre position (when there are an uneven number of photographs).
- When two photographs are displayed the person with the highest order of precedence should be on the viewer's left.
- Photographs should be displayed at the point of greatest visibility i.e. opposite the door through which a room is entered.
- Photographs should be displayed at eye level.



Guidelines for the display of official photographs

- The official photographs is an indicator of the level of government the specific office is reporting to.
- If space does not allow all photographs to be displayed on the same wall then the photograph of The President and The Deputy President may be displayed on one wall – the most prominent wall - and those of the Minister and Deputy Minister on a separate wall.
- Do not place a plaque on the photo frame indicating the principal's name as this should be a known fact.

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President and Deputy President

Option 1:

Two photos: the most senior to the left of the viewer and the next senior to the right



The President



The Deputy President

Two Principals

President and Deputy President

Option 2:

Three photos: the most senior in middle; the second to the left of the viewer; the third to the right of the viewer.



The Deputy President



The President



The Minister

Three Principals



National Government: President, Deputy President, Minister and Deputy Minister

Option 3:

Four photos: the most senior in middle; the second to the left of the viewer; third to the right of the viewer and fourth to the far left of the viewer.



**The Deputy
Minister**



**The Deputy
President**



The President



The Minister

Four Principals



National Government: President, Deputy President, Minister and two deputy ministers

Option 4:

Five principals, when all the deputy ministers are also included: the most senior in middle; the second to the left of the viewer; the third to the right of the viewer; the fourth to the left of the viewer and the fifth to the right of the viewer.



**The Deputy
Minister**



**The Deputy
President**



The President



The Minister



**The Deputy
Minister**

Five Principals



Provincial Government: President, Deputy President and Premier

Option 5:

Three photos: the most senior in middle; the second to the left of the viewer;
the third to the right of the viewer.



The Deputy President



The President



The Premier

Three Principals



Local Government: President, Deputy President and Executive mayor

Option 6:

Three photos: the most senior in middle; the second to the left of the viewer; the third to the right of the viewer.



The Deputy President



The President



The Executive Mayor

Three Principals



Thank You

