# OFFICIAL PHOTOGRAPH GUIDELINES -2024



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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.

**Government Communications (GCIS** 

• 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** 

**Two Principals** 



**The Deputy President** 



## **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

**Three Principals** 



**The President** 



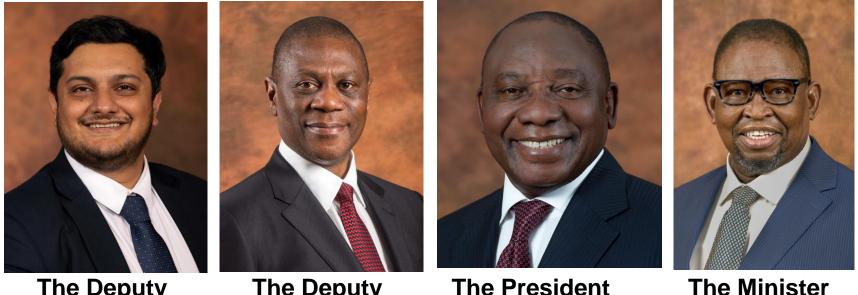
**The Minister** 



## **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 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 President

**The Premier** 

The Deputy President 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

**Three Principals** 



**The President** 



The Executive Mayor

