



REPUBLIC OF SOUTH AFRICA

DIGITAL MEDIA BRANDING MANUAL

2022

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1. BACKGROUND

The internet as a platform has made access to information and people quicker and easier. It made it easier for platforms like social media to exist.

Digital media has, over the years, disrupted conventional ways of communication. It has become the quickest way to reach people and interact.

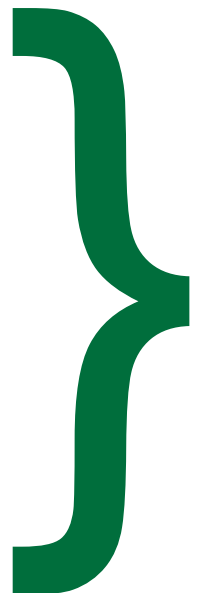
This guide outlines how the Government Coat of Arms (CoA) should and should not be applied on digital media platforms and products.

The Government CoA Guidelines stipulate that the CoA may not appear twice on an artwork/page, this does not completely apply on online platforms.

social media

noun

digital communication channels that enable interaction and sharing of information.





2 APPLICATION



2.1 WEBSITES



2. APPLICATION



2.1 WEBSITES

A website enables an organisation to establish an online presence – both locally and internationally. Branding on all government websites must adhere to the Coat of Arms Guidelines.

2.1.1 Website Structure



- 1 Organisation logo
- 2 Web Header
- 3 Menu

- 4 Web banner
- 5 Posts and feed
- 6 Side bar

User experience is everything – your website must be easy to use and navigate.



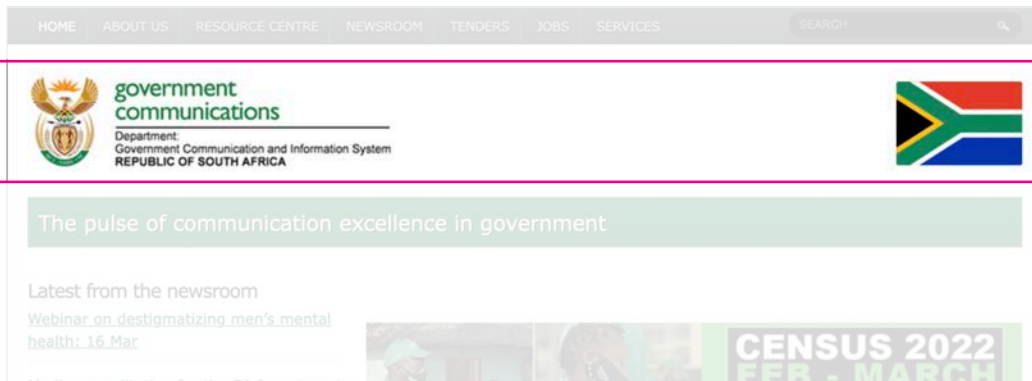
2. APPLICATION



2.1 WEBSITES

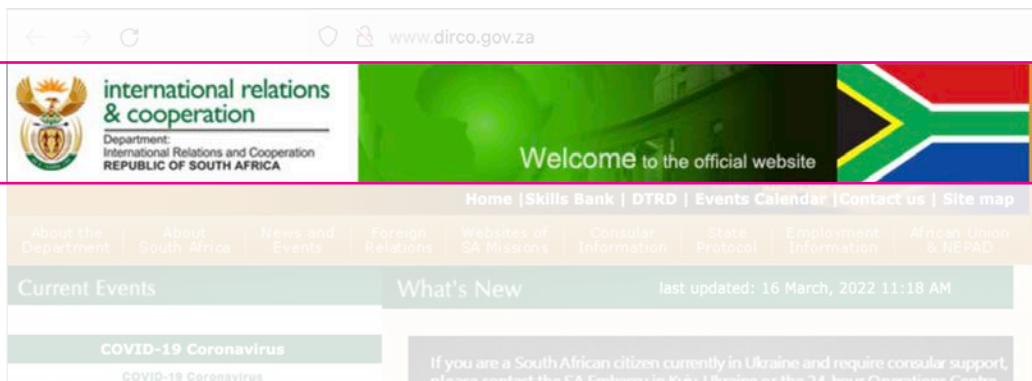
2.1.2 Government Website Header Branding (Dektop)

A departmental logo/CoA must be applied on the far left of a website header. A full colour logo must be on a clean, white background.



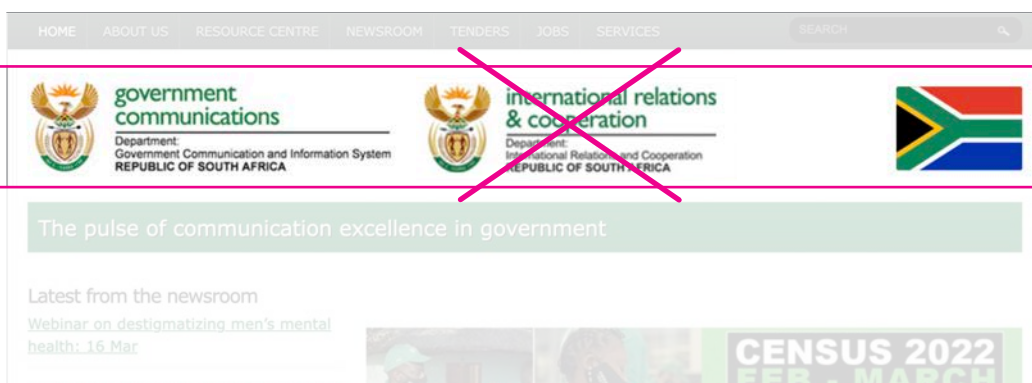
A full colour logo **must** always be used on a government website header.

Unlike the print rules, the CoA logo on a website header does not have to sit on a white strip that runs across the site width.



On a designed header, the logo **must** always be on a white background.

Two departmental Coat of Arms logos may not be placed on the same header.



A co-branded logo may be used on a project website header.

No co-branded logo may be used on a departmental website header.

2. APPLICATION



2.1 WEBSITES

2.1.3 Government Website Header Branding (Mobile)

On mobile platforms, a departmental logo/CoA must be applied on the centre of a website header. A full colour logo must be on a clean, white background.

Headers on mobile platforms need to be simpler for legibility and creative to fit in the digital mobile space.



On mobile websites, the RSA flag sits on navigation bar with the menu and search tab and smaller so to allow the CoA flag to be positioned on the centre and big enough for legibility (unlike in the Corporate Identity Guidelines where it is supposed to be positioned on the far right of the strip with the CoA logo.)

The ZA is to further emphasise that this is a South African website.

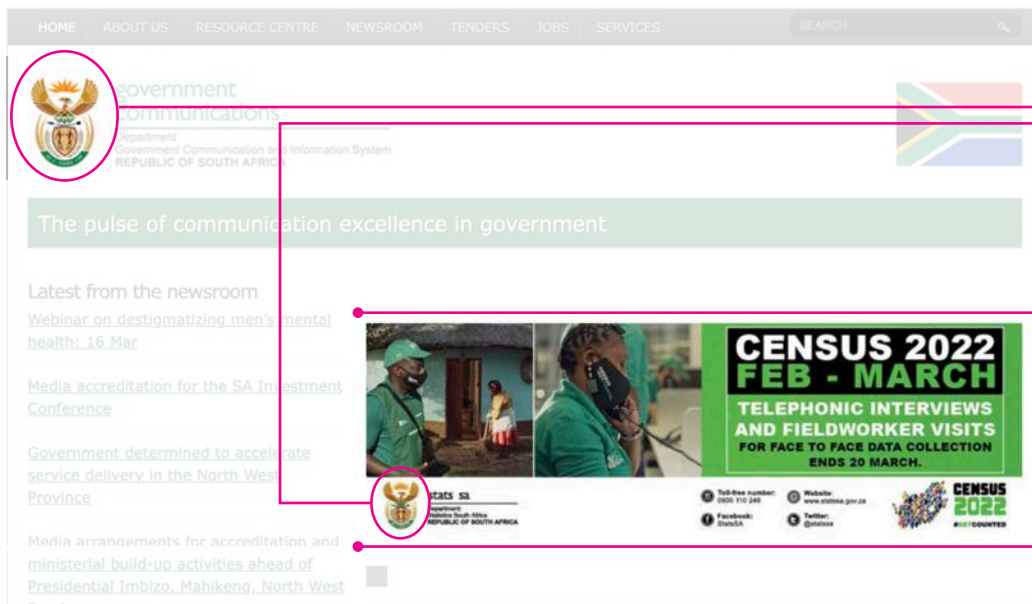
2. APPLICATION



2.1 WEBSITES

2.1.4 Government Website Banners

The Coat of Arms logo may appear on a website banner. According to the Coat of Arms Guidelines, two CoA's may not appear on the same artwork/page. On departmental websites however, the CoA logo may appear twice or more times on a website or website page.



The CoA logo may appear twice on the same website/page.

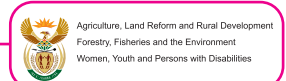
Web banner

Two CoA logos may not appear on the same artwork/banner; only a co-branded CoA logo may be used.



The CoA logo may **not** appear twice on the same website/page.

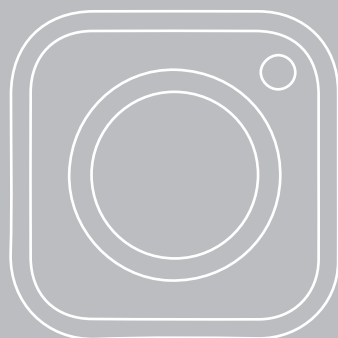
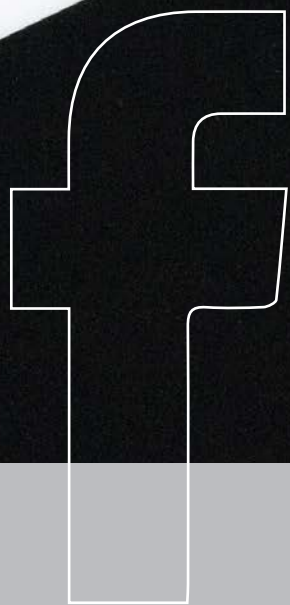
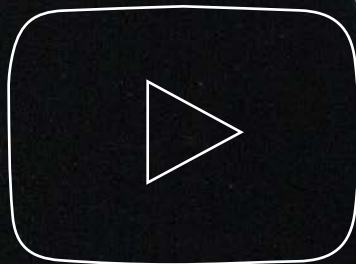
In a case where two or more departments are in partnership, a co-branded logo may be used.



in



2.2 SOCIAL MEDIA



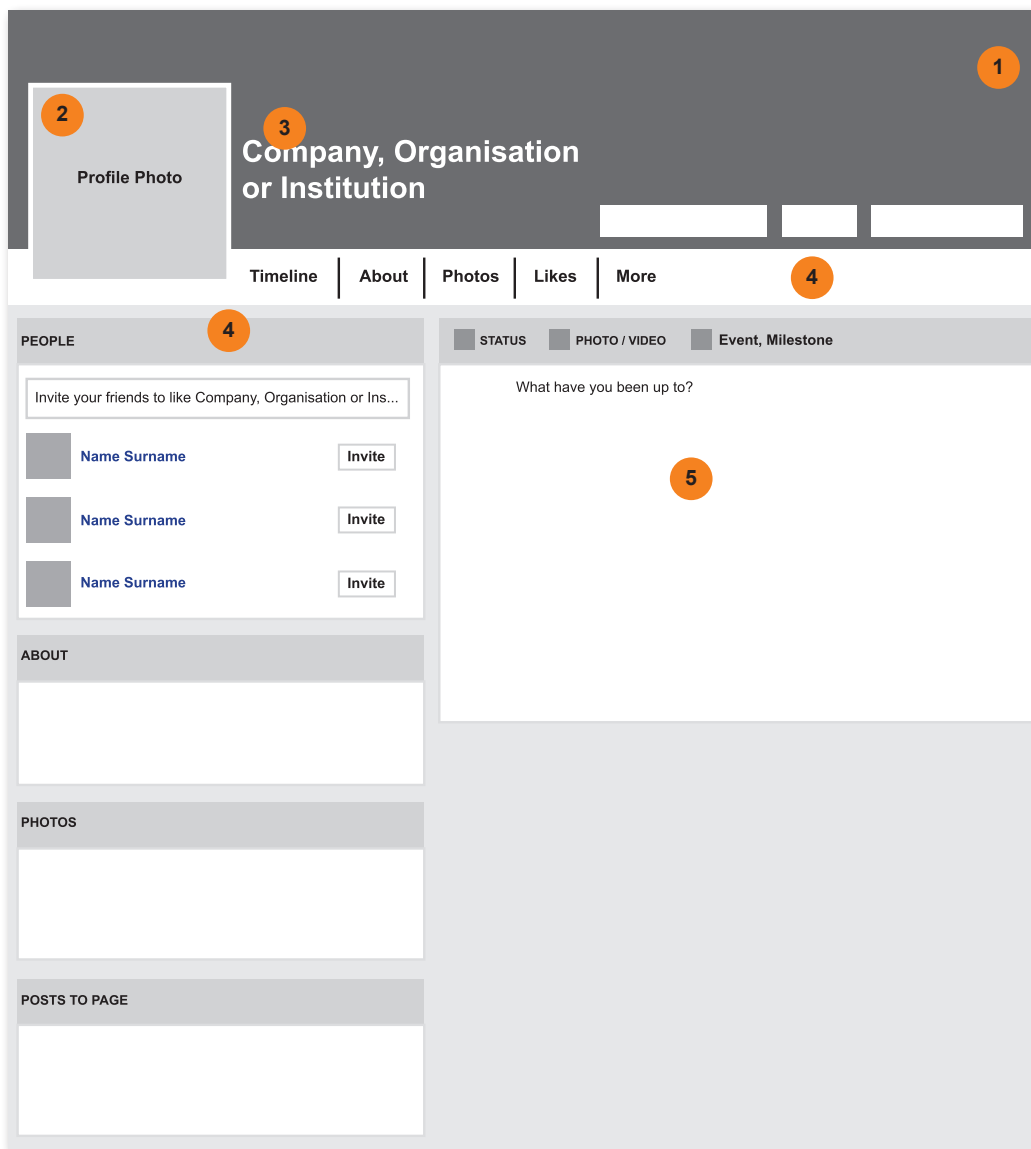
2. APPLICATION



2.2 SOCIAL MEDIA

Social media platforms allow people to have easy connections in order to share moments, information and memories. Government utilises social media to reach people in order to share information on government activities and programmes.

2.2.1 Social media Page Structures



Layout of page structures differ per platform.

- 1** Cover photo/Header

2 Profile Photo

3 Organisation name

- 4** Navigation tabs

5 Post Body

2. APPLICATION



2.2 SOCIAL MEDIA

2.2.2 Government Social Media Page Branding

2.2.2.1 Cover Photo/Header

The cover photo may not have the CoA logo on pages that utilise the CoA as a profile photo.



In instances where the profile photo is not the CoA, the CoA logo may appear on the cover photo.



2. APPLICATION

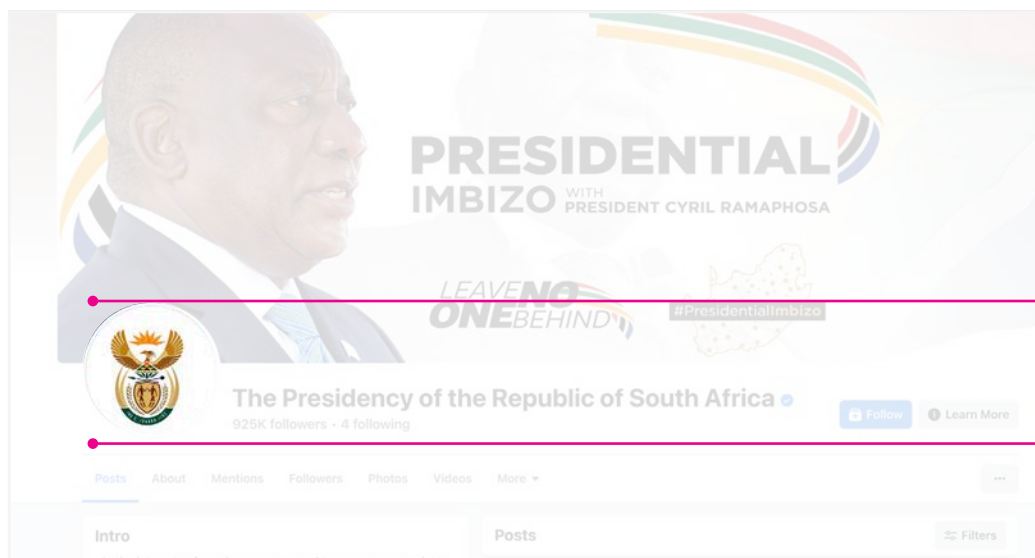


2.2 SOCIAL MEDIA

2.2.2 Government Social Media Page Branding

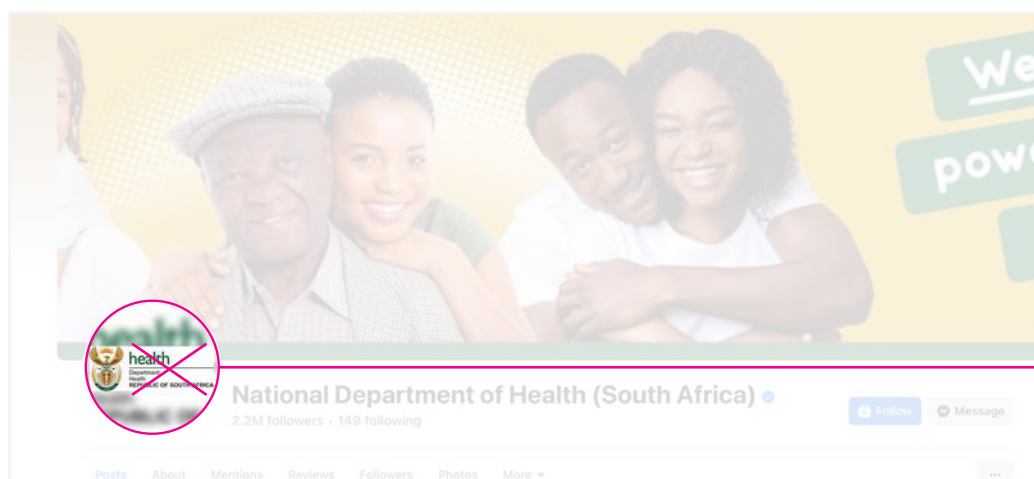
2.2.2.2 Profile Photo

The government Coat of Arms (CoA) may be used as a profile photo.



Profile photo

when utilising a departmental logo as a profile photo, only the CoA may be used.



The departmental descriptor must not be part of the CoA used on the profile photo.

2. APPLICATION



2.2 SOCIAL MEDIA

2.2.2 Government Social Media Page Branding

2.2.2.3 Body/Post artwork

On posted material, artwork may carry the Coat of Arms (CoA).



In the case of digital media, the CoA may appear more than once on a page (facebook page in this example).

The CoA on posted artwork must have a departmental descriptor alongside it as stipulated in the Government Coat of Arms Guidelines.

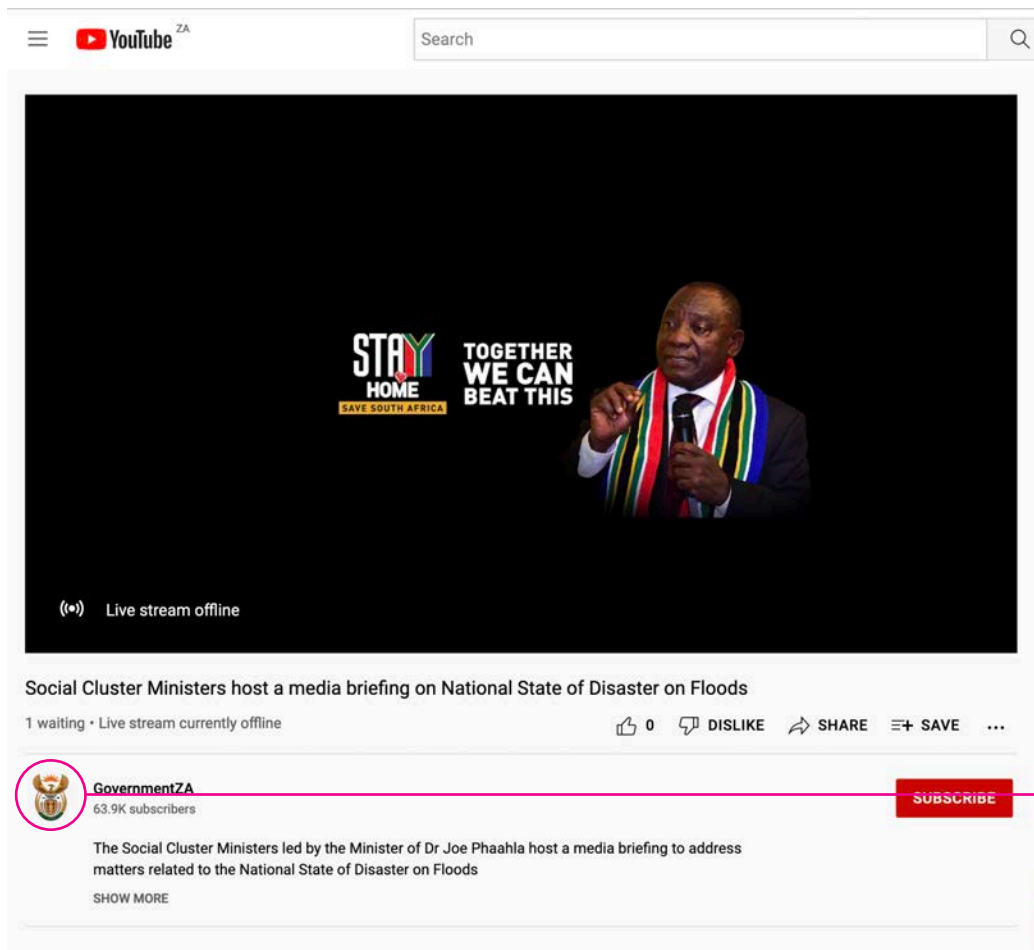
2. APPLICATION



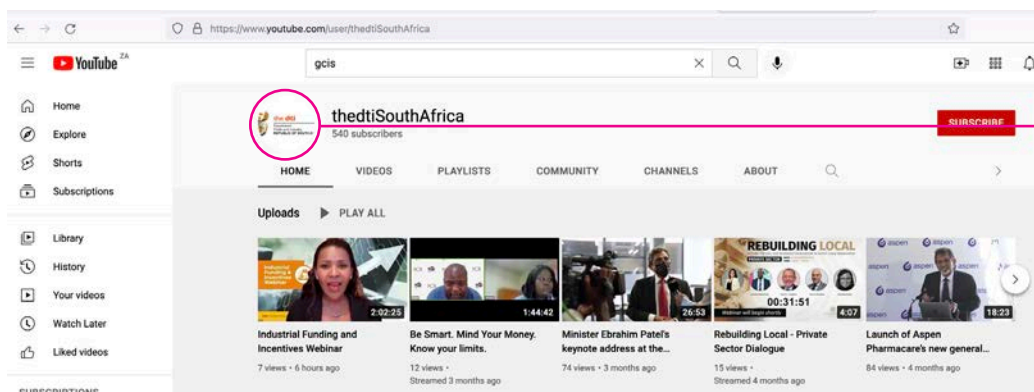
2.2 SOCIAL MEDIA

Youtube is a free online video-sharing platform that allows people to share video content. Government utilises Youtube to reach people in order to share information on government activities and programmes.

2.2.3 Youtube Page Structure



The CoA logo may be used as a thumbnail icon on Youtube (without a departmental descriptor).



The CoA logo thumbnail icon may NOT have a departmental descriptor).

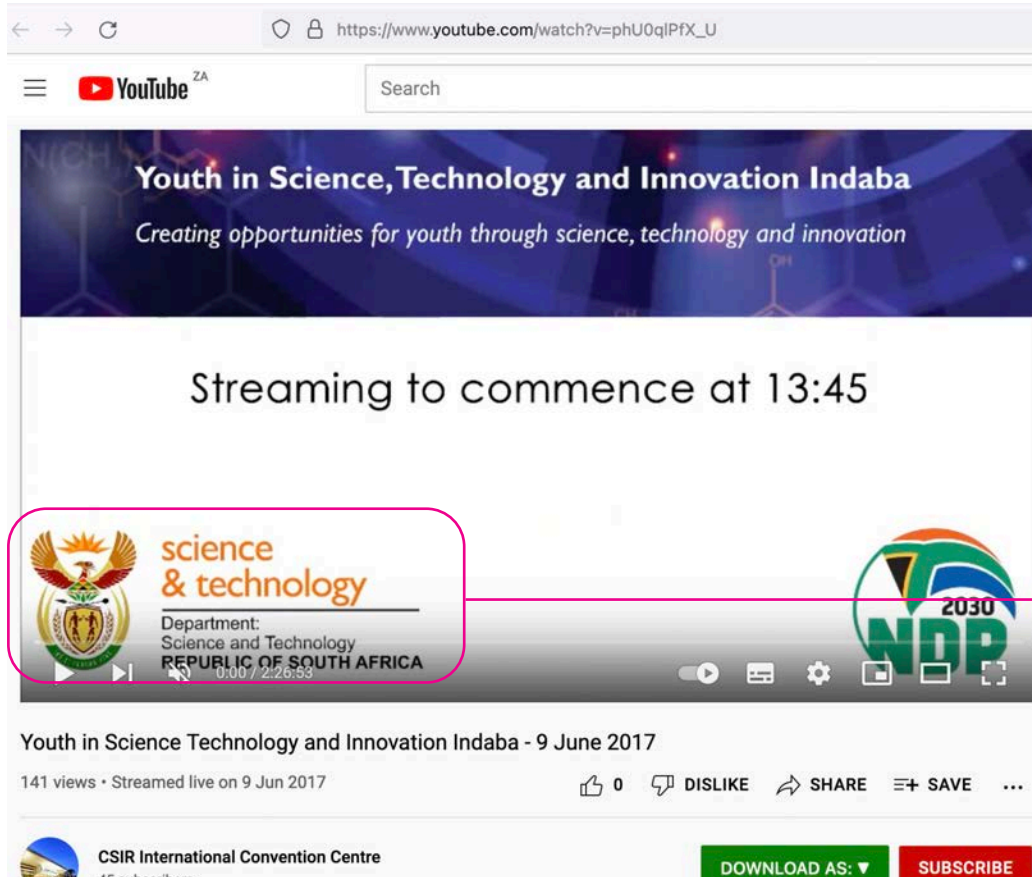
The descriptor may be written on the side as the page name as seen alongside the CoA in the sample.

2. APPLICATION

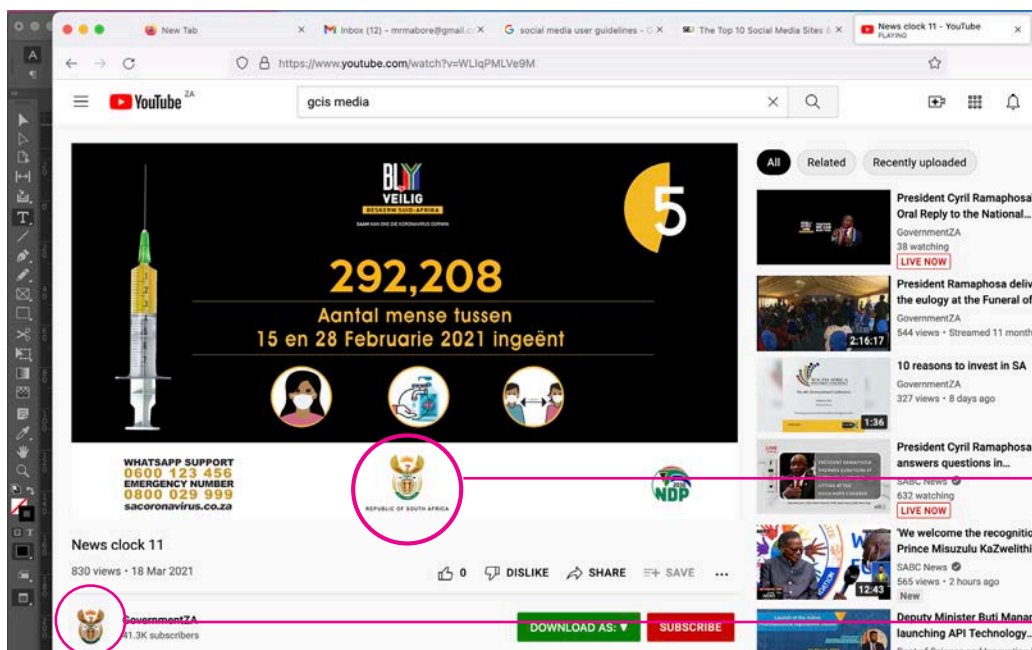


2.2 SOCIAL MEDIA

Actual videos on Youtube may display the CoA, even when the departmental thumbnail is also the CoA.



The CoA logo on the videos MUST have a correct departmental descriptor.



The CoA is permitted to appear twice on the same page on Youtube (unlike on printed material as stipulated by the CoA Guidelines).

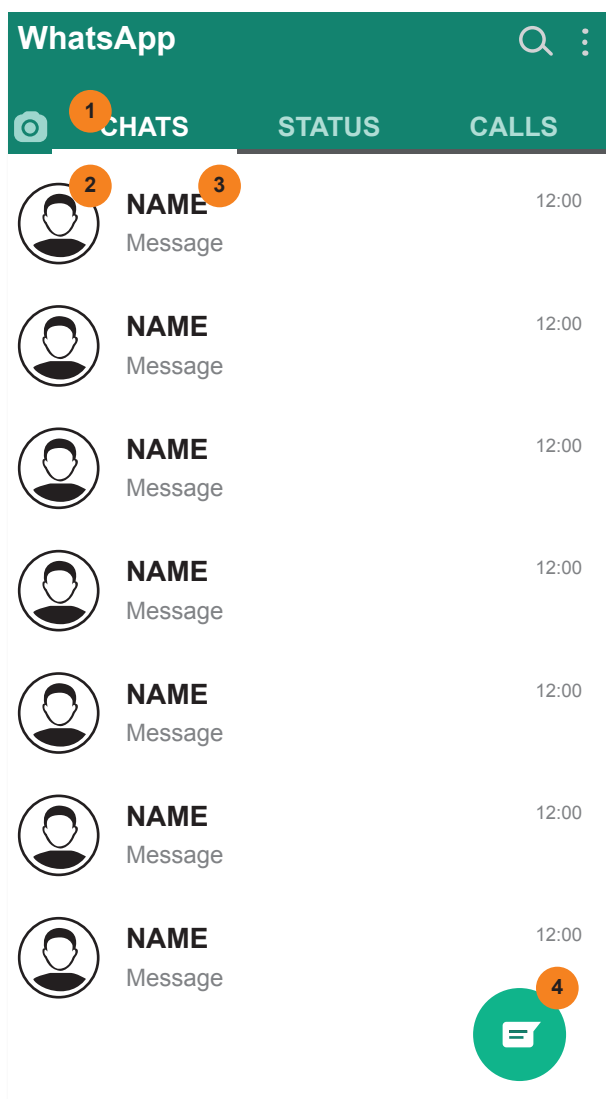
2. APPLICATION



2.2 SOCIAL MEDIA

Social media platforms allow people to have easy connections in order to share moments, information and memories. Government utilises social media to reach people in order to share information on government activities and programmes.

2.2.4 Whatsapp Page Structure



- 1** Category navigation bar/header

- 3** Person/organisation name and part message

- 2** Profile Photo

- 4** New text/message

2. APPLICATION



2.2 SOCIAL MEDIA

2.2.4 WhatsApp Page Structure

2.2.4.1 Profile Photo/Header

The CoA logo may be used as a profile photo.



The CoA without the descriptor may be used as a profile photo.

The CoA is permitted to appear twice on the same page on WhatsApp (unlike on printed material as stipulated by the CoA Guidelines).

3. CONTACTS



For any queries and/or more information, please contact:

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