



# BrandSA Identity Toolkit



*Inspiring new ways*



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BrandSA Story

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## NATION Brand

Brand is really just another word for reputation.  
It's what we stand or fall by.

It determines what people think and how they react to us, it has an effect on everyone who comes into contact with us. It is shaped gradually over time, not only in the things that we do, but in the way in which we do them. We can either go with the flow, or we can take control and have a say in how we are perceived.

By presenting ourselves coherently and consistently, we can more clearly articulate who we are and what we stand for. We can stand out and stand tall, united behind an uplifting visual and emotional representation of our nation brand.

South Africa is a place of contrasts and diversity – old and new, traditional and progressive, local and global, city and country, art and commerce. It is these intriguing contradictions that make it such a unique and vibrant nation – a nation where anything seems possible and achievable.

Opening the world's eyes to the endless beauty and possibilities of South Africa brings more opportunities for all of us, and a worthwhile legacy to pass on to our children.

And for visitors and investors, the brand opens doors to a place that's like nowhere else on Earth, one that promises amazing, life-changing and profitable experiences.

An enhanced recognition for South Africa will mean we can welcome more corporate investment, more world-class events, and more visitors from every corner of the globe.

This, in turn, will lead to more economic prosperity, higher levels of employment, and a better standard of living. Which in turn will bring more social cohesion and mobility, more aspiration and optimism. Which will lead to more investment... and so the circle begins again.



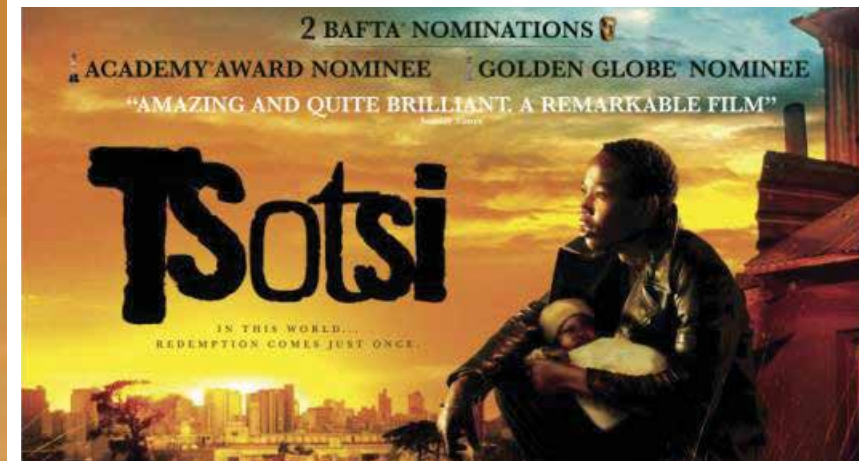
# MANDATE

Build a nation brand reputation that will contribute to South Africa's global competitiveness. That will Inspire and instil active citizenship amongst South Africans.



# VISION

To be a nation our people and the world draw inspiration from; inspiration to find new paths, new solutions, new possibilities, new experiences, new ideas and the will to make it happen.







# MISSION

We will do so by working together and encouraging all to play their part. Building on our achievements, using our own competitive advantages and key positive attributes. Fostering a spirit of pride and optimism, whilst acknowledging and effectively addressing our collective social and economic challenges.

# WE ARE A YOUNG DEMOCRACY

As South Africans we're fiercely proud of our achievements to date, we're also fully aware of the challenges ahead. Though we have huge assets, we are still a nation in flux. Our population continues to grow rapidly, particularly in the urban centres of our major cities, and we need to make sure the social and economic infrastructure is robust enough to cope. South Africa is in the next chapter of development towards being a globally

competitive nation, which seeks to accelerate and broaden economic and social benefits, address poverty, reduce crime and promote social cohesion by using our own competitive advantages and key positive attributes.

We are a young nation and yet have found our way in the world, we however need to urgently and firmly consolidate that position.

We want the word South Africa to be on everybody's lips. When they speak about our country, we want them to feel enthusiastic and inspired. We need to tell our story in a compelling way, and show the world what we have to offer.

The good news is we have plenty to say, plenty to offer, and all the confidence and character it takes.





We have successfully organised and hosted a raft of high-profile sporting, political and cultural events since 1994, which gave us the platform and momentum to educate and inform the world, transforming the perception of the country well into the future.

More specifically we offer;

- A well managed, diversified and productive economy.
- An international trade and tourism destination with world-class infrastructure. The latest testament of which is the Gautrain (the first high-speed rail link in Africa).
- Our continental leadership and strength in governance, trade, technology and tourism has ensured that we remain the primary platform and route to accessing the continent.

The new vision for South Africa is something we can all believe in, something we need to live up to, get right behind and strive to achieve. This vision is based on the single-minded theme of 'Inspiration'.

This theme embodies the beginning of all things, presenting limitless opportunities and exciting new experiences, creating the perfect canvass for new possibilities and ideas.

## ➡ Single minded platform - BrandSA hexagon







## NATION Brand Attributes

Using OUR key attributes in our brand messaging and communication activities we will positively and profitably direct the eyes and attention of the world to our nation;







To be heard above the babble and the competition, we need to speak with one strong collective 'Inspiring' voice. We need to be clear and consistent in what we say, so that through repetition and reinforcement, people come to appreciate the brighter side of South Africa– our history, our culture, our spirit, our go-getting attitude, and our innate love of life.



## The Call to Action

It is important that everyone in South Africa feels included and a part of what's going on. We'd like you to help spread the word and tell our story. That way we can rely on each other's support and encouragement as we develop our destination brand.



Let's work together to encourage positive changes to our lives, our futures and the way we are seen by the rest of the world. Let's seize the moment, make our mark on the international stage and cement our position as a premier global destination, firmly putting South Africa on the world map.



## 4 Tools

Use these brand tools to let the world know where your brand comes from. The more users, the more awareness. More awareness means more knowledge about the diversity and opportunities in our Country. The more opportunities we attract, the more we will prosper.

Play your part for BrandSA

## TOOL 1

 **Logo**

Our logo is one of the most important aspects of our brand. It is the symbol behind which all the many and varied elements of our brand unite and it is often the first and longest lasting impression that is left upon all those that interact with our brand.



***Inspiring new ways***

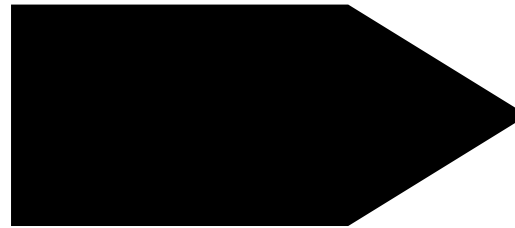


**TOOL 2**

## The Chevron or Arrow Device

The Chevron device represents forward and positive brand movement. It is a signal of a clear path the nation has taken, which is a forward looking, unwavering and all inspiring path, full of possibility.

It also denotes the clarity of purpose, single mindedness and focus of our nation brand.



Primary

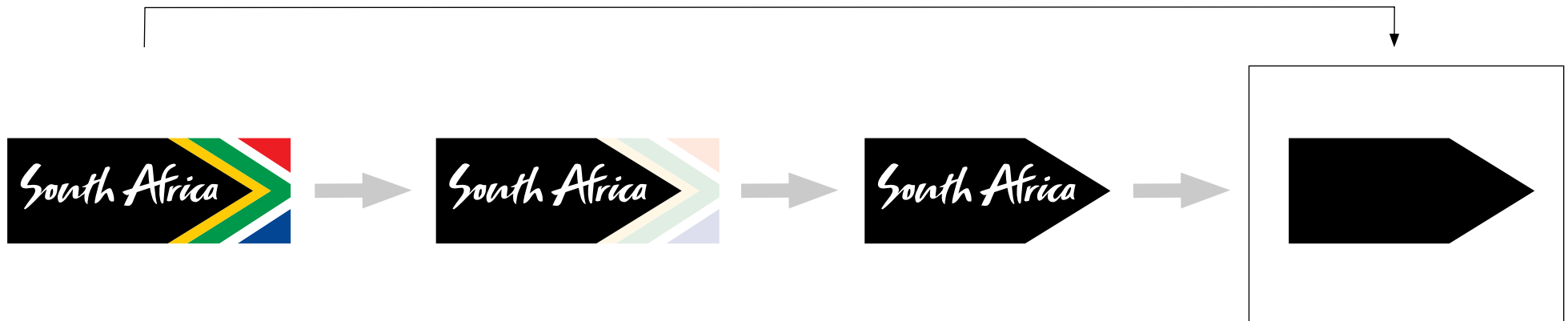


Secondary

## TOOL 2

## Primary Chevron

Where it is derived from.



## TOOL 2

### ► Secondary Chevron

Where it is derived from.



## TOOL 2

## ► The Chevron or Arrow Device Colours

THE COLOUR **YELLOW**: (Creativity / New Ideas)

Yellow is the color of the mind and the intellect. Yellow stimulates the logical side of the brain and mental clarity. It promotes wisdom and academic proficiency. It inspires original thinking creative communication and new ideas. Yellow shines with optimism, enlightenment, happiness, confidence, originality, creativity, wisdom and logic.

### Nation Brand



#### Primary

c0 m20 y100 k0  
r254 g192 b0



#### Secondary

c55 m46 y44 k10  
r100 g101 b103

Color is a symbolic and key part of your brand visual communication and differentiation. Used correctly it should support and underpin your brand message.



## TOOL 3



## Primary Font

Mundo Sans has been chosen as the primary font for its legibility and simplicity of application. There are three versions of Mundo Sans which may be used, namely Light, Regular and Medium. The Italic version of each of these may also be used headlines, body copy and subheads.

Mundo Sans Std light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

---

Mundo Sans Std Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

---

Mundo Sans Std Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

---

Mundo Sans Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

---

Mundo Sans Std Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
10234567890

## TOOL 3



## Font Style Guide

Illustrated on the right is an actual-size example of the text in an A4 portrait or A3 landscape.

**Headlines: Mundo Sans 30 pt**

Body copy: Mundo Sans 13 pt

**URL & Tel: Mundo Sans Italic 12 pt**

Captions: Mundo Sans Italic 8 pt

Headlines should ideally not fill more than two lines. The body copy must be written in sentence case and should ideally not fill more than four lines. The caption must always be brief and to the point and descriptive of the image used.

Headline

# Headline placed here in Mundo Sans

Body copy

Lorem ipsum dolor amet adipiscing elit magna sed diam nonummy nibh euismod tincidunt ut laoreet dolore sed aliquam erat volutpat ut wisi enim ad minim veniam quis nostrud.

URL and Tel

Go to [www.southafrica.info](http://www.southafrica.info) or call 0000 1234 56.

Caption

*Caption placed here in Mundo Sans Italic.*

If there is more body copy, for example when the copy is translated, the point sizes may be reduced. The Mundo Sans font is available to download from the Brand South Africa marketing portal.

**Please contact:**

info@bigmedia.co.za  
to gain access.

# TOOL 4

## Self-help Tools

Self-help Tools ranging from marketing collateral, images and messaging are available as open files and content for reproduction at own cost to assist stakeholders and partners in their various endeavours in support of building the nation brand.

Please visit [www.brandsouthafrica.com](http://www.brandsouthafrica.com)



## GUIDELINES TO APPLYING TOOLS

### ► Stakeholder Toolkit use or Application Matrix:

Consistent with BrandSA's key mandate of assisting stakeholders in aligning their communications strategies with the country messaging where relevant and appropriate.

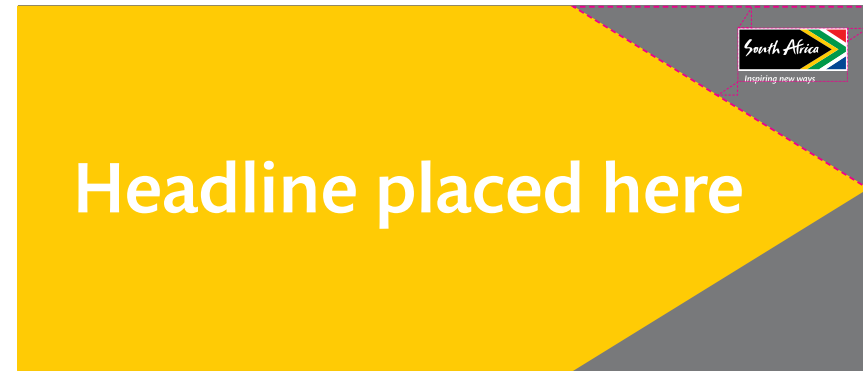
The matrix below and application examples seek to serve as a guideline on how stakeholders may or can use the various brand tools. You can be as subtle and use the Logo or Chevron only, or be big and bold by using all of the tools or brand elements provided.

Whilst there are some ground rules we would like you to adhere to when using the brand and its various tools, we believe the toolkit will provide enough flexibility

and diversity allowing creative and innovative use with your communication strategies.

|                            | Logo | Chevron | Image    | Font     |
|----------------------------|------|---------|----------|----------|
| <b>Government:</b>         | Yes  | Yes     | Yes      | Yes      |
| <b>Business:</b>           | Yes  | Yes     | Optional | Optional |
| <b>Civil society:</b>      | Yes  | Yes     | Optional | Optional |
| <b>Influential Forums:</b> | Yes  | Yes     | Optional | Optional |

## ► Logo Positioning and use with Chevron





## Primary Chevron Application with logo



Chevron with headline and picture



Chevron with headline, picture and paragraph text



Chevron with headline and no picture



Chevron with paragraph text, headline and no picture



Chevron with paragraph text, headline and picture



Chevron with paragraph text, headline and picture

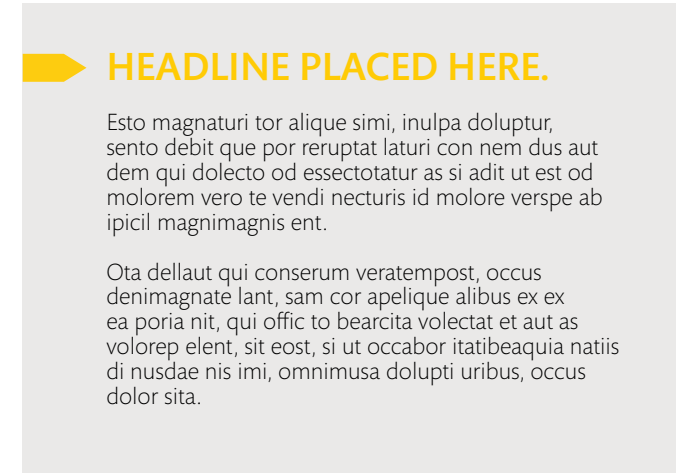
## Primary Chevron Application without logo



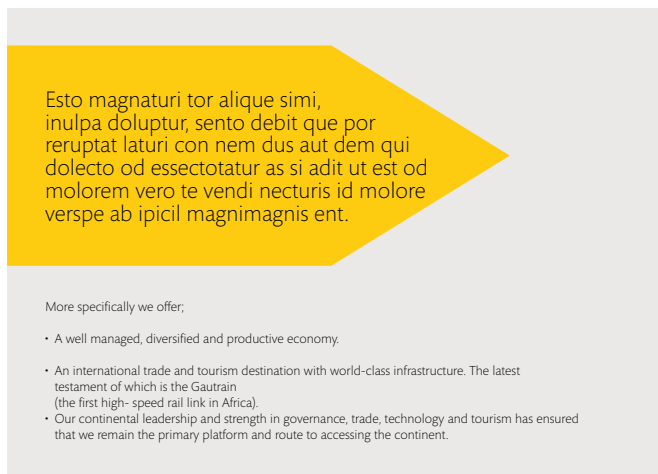
Chevron with headline and picture



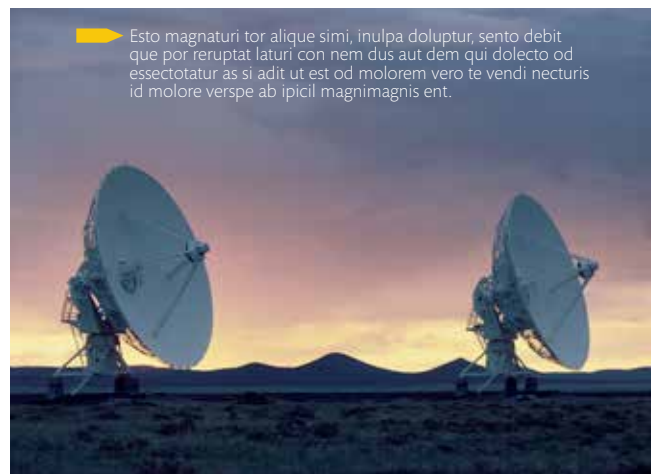
Chevron Arrow with headline and picture



Chevron Arrow with headline and paragraph text



Chevron with paragraph text

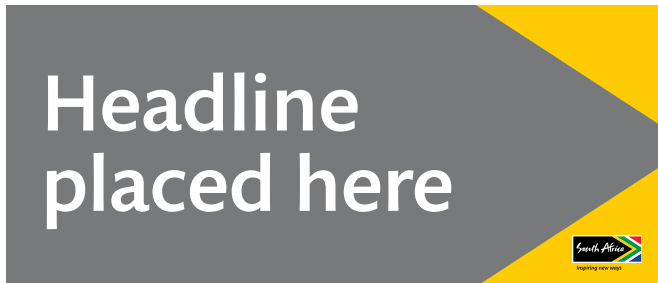


Chevron Arrow with paragraph text

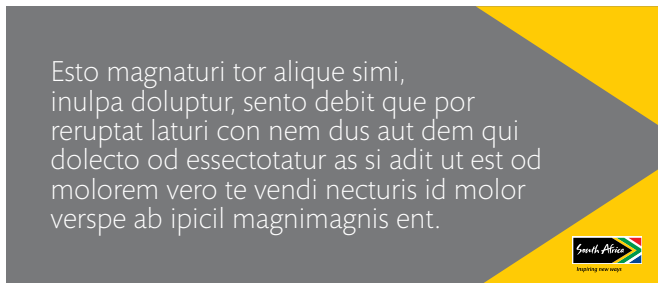
## Secondary Chevron Application with logo



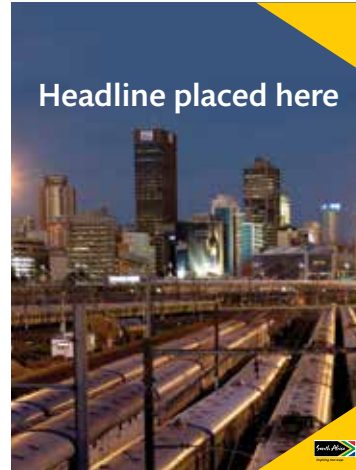
Chevron with headline and picture



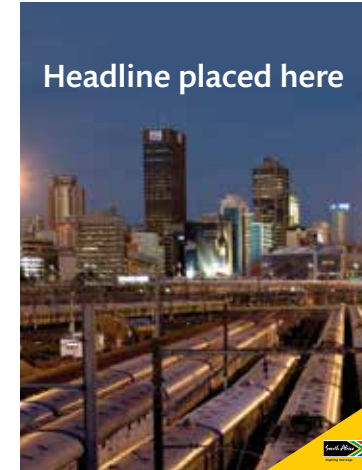
Chevron with headline and no picture



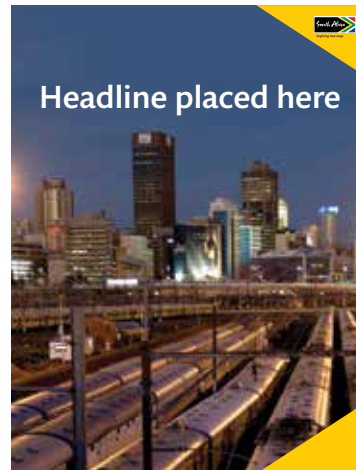
Chevron with paragraph text, no headline and no picture



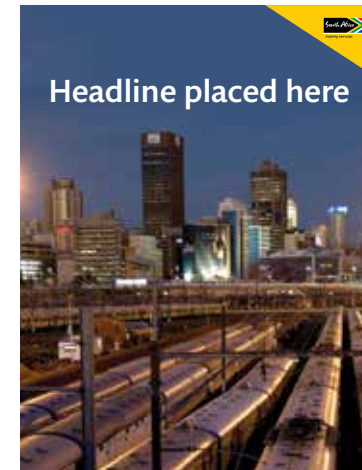
Chevron with headline and picture



Chevron with headline and picture

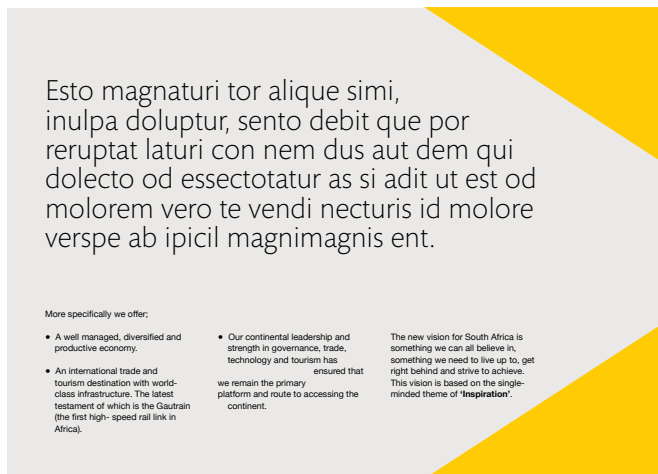


Chevron with headline and picture



Chevron with headline and picture

## Secondary Chevron Application with and without logo



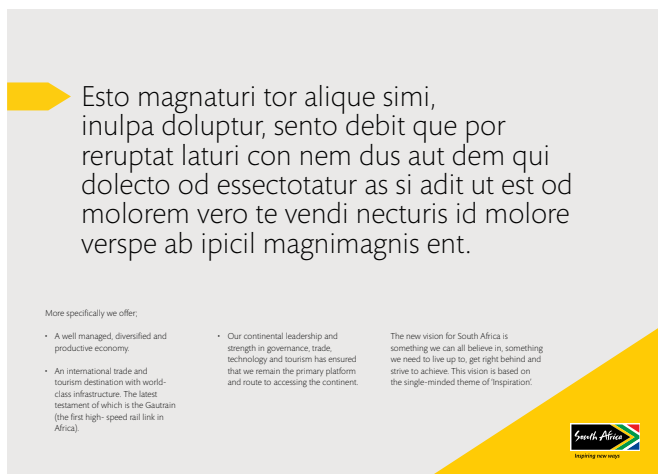
Chevron with paragraph text



Chevron with headline and picture



Chevron with headline and picture



Chevron Arrow with paragraph text



Chevron Arrow with paragraph text and picture

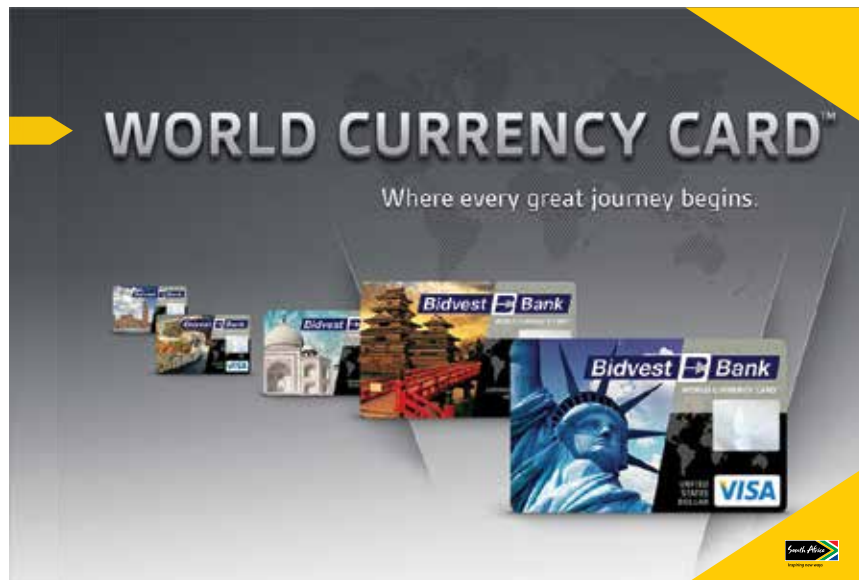
## Terms & Conditions

It's important to understand our objective with the toolkit in order for us to move the brand forward.

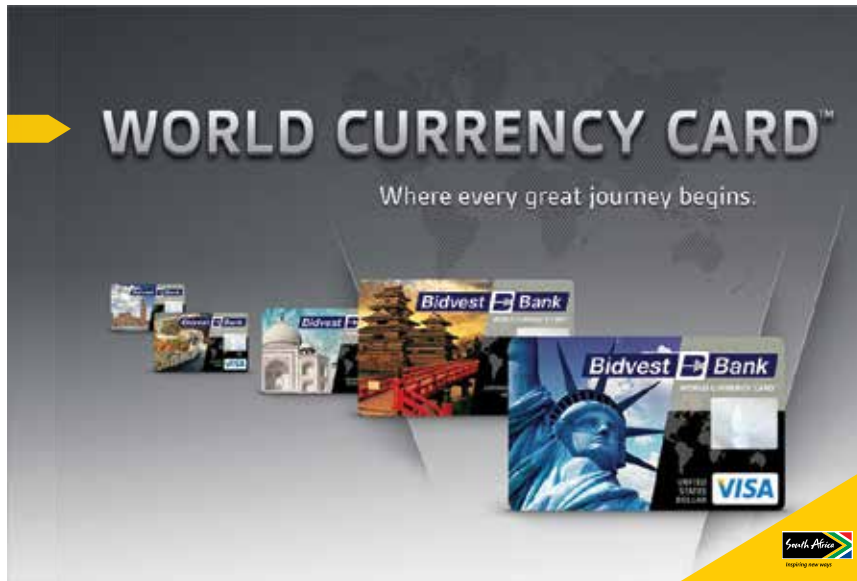
- The toolkit serves to ensure that all stakeholders can maximise the impact of their communication when they independently market their offerings and/or brands globally. We therefore request that you remain within the guidelines that have been provided.
- Do not alter artwork elements provided. Kindly contact BrandSA should you require any alternative elements.
- Do make use of the country messaging and facts that are available from BrandSA.
- Register online in order to access materials provided in the toolkit. Then, please share all artwork that incorporates elements of the toolkit with BrandSA



## ➡ Co-branding



## Co-branding



## Co-branding



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**INTERNATIONAL CALL BUNDLE** Lowest MTN Call rates in Nigeria

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| Surprise Package          | How To Activate           | Features                                                                                                                                                                         |
|---------------------------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
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| Bonus on Recharge         | Recharge your MTN account | Recharge from R20 - R4000 get 10% bonus credit (R100 credit for R4000 recharge). Available to all prepaid subscribers.                                                           |
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**BIDNESS ETC**

**SAB MILLER**

**TSOGO SUN**

Headline placed here

South Africa Inspiring new ways



*Inspiring new ways*

[www.brandsouthafrica.com](http://www.brandsouthafrica.com)