

National Science Week

BRANDING GUIDELINES



science & innovation

Department:
Science and Innovation
REPUBLIC OF SOUTH AFRICA



SAASTA
South African Agency for Science
and Technology Advancement

Science Communication Unit

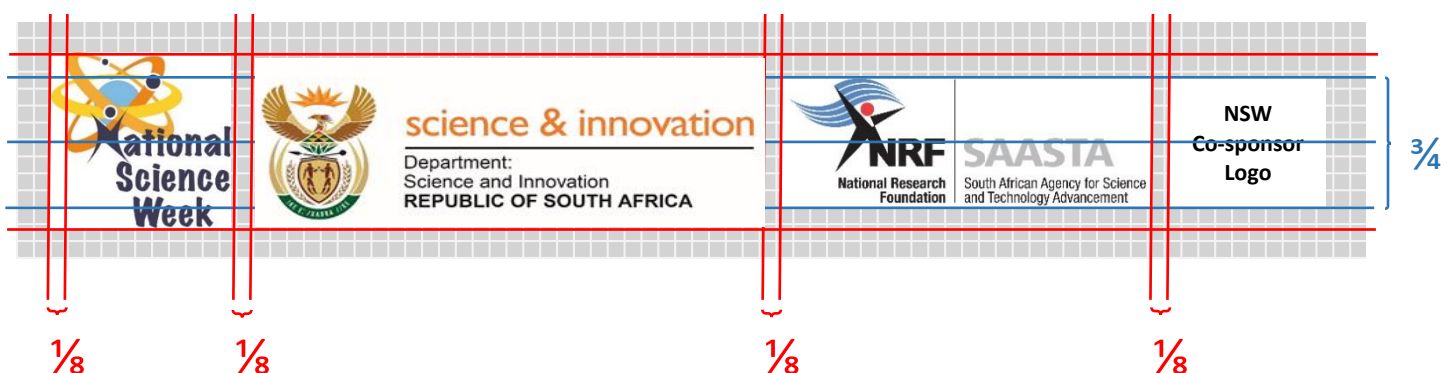
SOUTH AFRICAN AGENCY FOR SCIENCE AND TECHNOLOGY ADVANCEMENT | SAASTA

1. General Guidelines for National Science Week Branding

The Department of Science and Innovation (DSI) is the main sponsor for National Science Week (NSW) and therefore the following branding guidelines should be applied for co-branding:

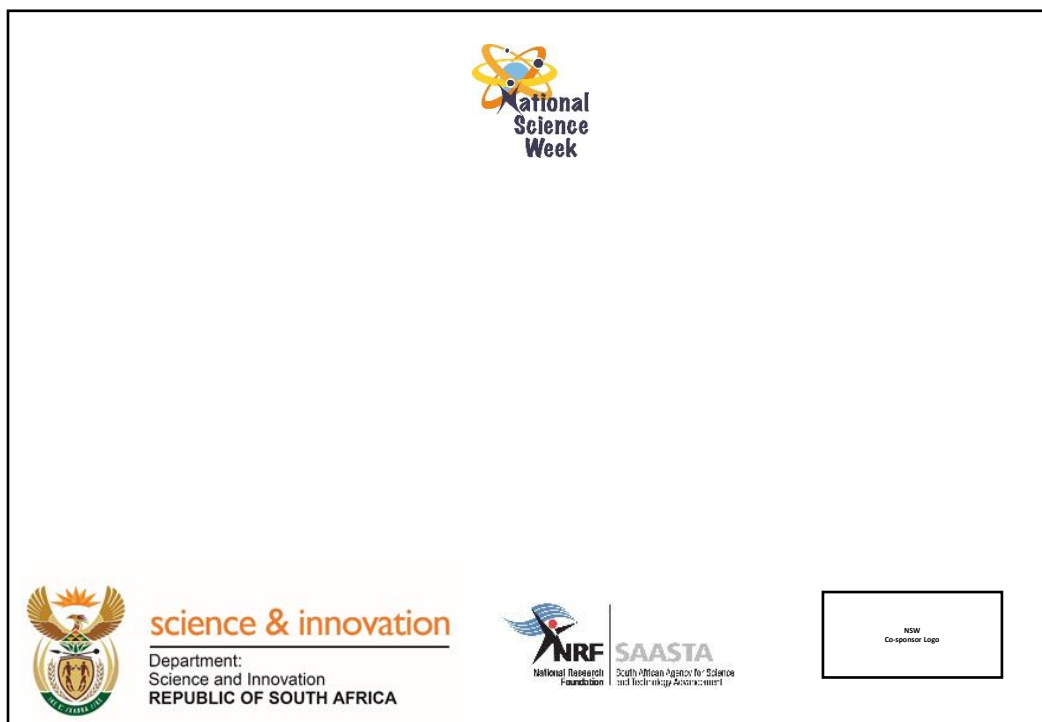
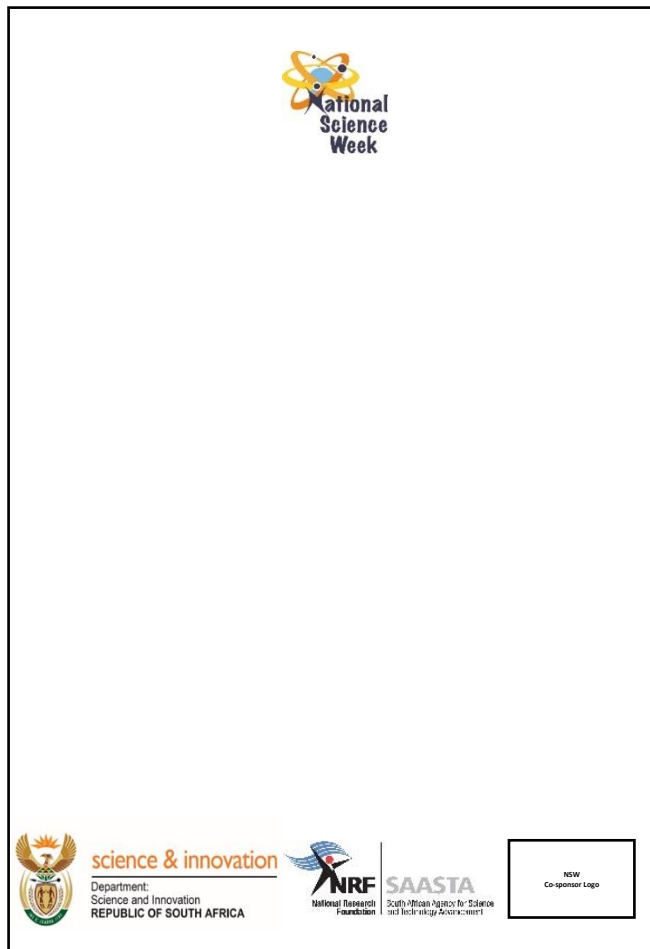
- NSW is a special project of the Department of Science and Innovation and therefore the NSW logo must be above the Department of Science and Innovation logo (**see examples of correct order of logos in portrait and landscape document below**).
- NSW logo must be the same size as the Department of Science and Innovation logo.
- The Department of Science and Innovation Logo should always be the first logo on the left of the co-sponsor logo's including NRF-SAASTA and other NSW stakeholder logos (**see examples of correct order of logos in portrait and landscape document below**).
- The co-sponsor logos (including NRF-SAASTA and other NSW stakeholder organisations) should be not more than 3/4 of the size of the Department of Science and Innovation Logo.
- The NSW logo should always take a position of priority on the document (e.g. top centre).
- Any two logo's must not be closer than one eighth (1/8) of the width of the National Coat of Arms.
- There must be a clear space of no less than one eighth (1/8) of the width of the National Coat of Arms around the edge of the page (as a boarder)
- All NSW Grant Holders must use the DSI, NRF-SAASTA and NSW logos on all materials (this includes educational material) produced for NSW. Logos are available for download from: <http://www.saasta.ac.za/resource-centre/logo-library/>.
- All documents containing NSW branding must be submitted to NRF-SAASTA for approval prior to printing and distribution in order to ensure correct branding.
- The logo's must not:
 - be skewed or distorted with any of the proportional dimensions being altered
 - be overlapped or blended with other visual objects and backgrounds
 - used as a watermark
 - have any of the colours changed (except for black and white versions)

2. Proportional Size of the logo's to be used:









**Note: grey background and dimensions only used for guidance in branding manual and should not be used on NSW material*

3. Examples of correct order of logos in portrait and landscape document:

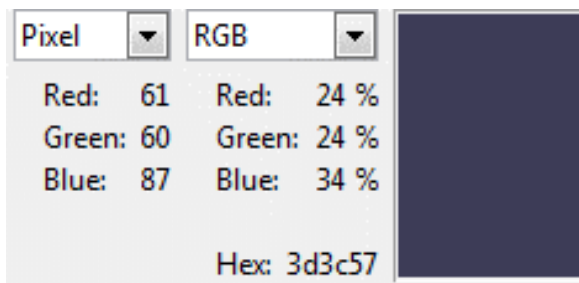
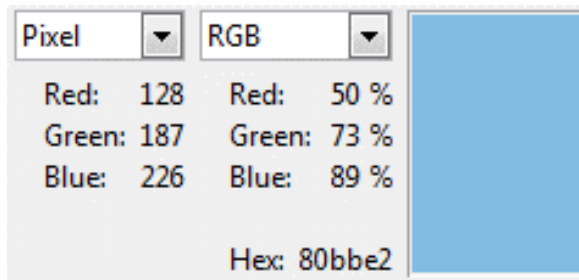
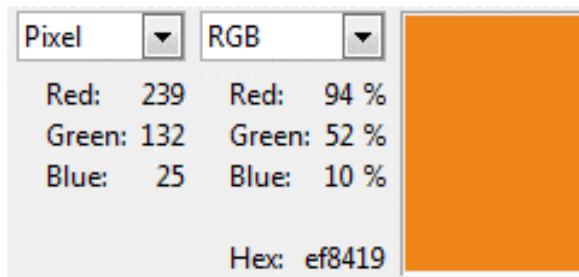
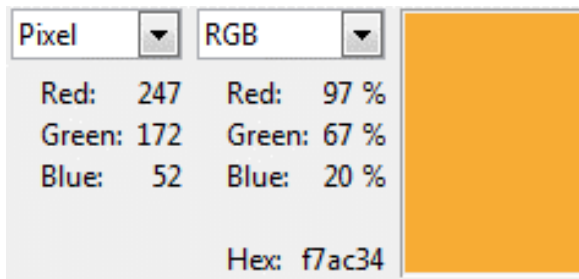
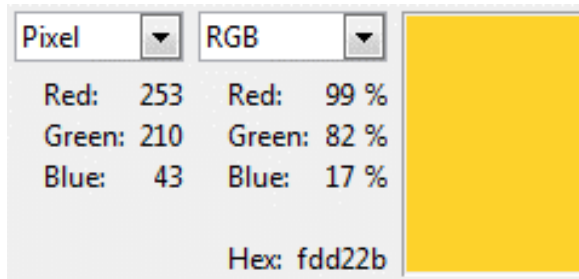


4. Incorrect Use of the Department of Science and Innovation, National Science Week or NRF-SAASTA Logos

	<p>Do not use any colours other than the ones specified in these guidelines. Use only the colour chosen by the department, i.e.: orange or green or brown or black.</p>
	<p>No changes may be made to the font type or size. The font must always be Gill Sans Regular in lower case. The name must always be in the colour chosen by the department.</p>
	<p>No changes may be made to the order of the national Coat of Arms and the department's naming structure. The national Coat of Arms must always be on the left-hand side with the descriptors on the right.</p>
	<p>The logo may not be overlapped or blended with other visual objects, except for security purposes on items such as the South African passport.</p>
	<p>No rotation, skewing or distortion may be made to the logo. Always follow the rules for the control grid.</p>
	<p>The full colour version of the national Coat of Arms may not be used as a watermark.</p>

5. Colours used in the National Science Week logo.

If you are designing any materials, we recommend sticking to these colours to support a unified look throughout.



Reference:

http://www.gcis.gov.za/sites/www.gcis.gov.za/files/docs/resourcecentre/guidelines/corpid/4_3.pdf