1. *Logos*

▶ LOGOS

The logo is the face of the brand and is highly instrumental in how your brand is recognised and perceived by its audience. On the primary brand, the Brand South Africa logo is made up of two main design elements, i.e the symbol and the logo type. The symbol and the logo type should always appear together.

It is vital to be consistent with this application and to never display the logo in any way besides what is shown in this manual.

Please note that our logo type is a hand crafted font. Never attempt to recreate it or use it as a substitute font that may appear similar. The Brand South Africa logo includes a white keyline around the logo and it must always be used like this.

South Africa
Inspiring new ways

South Africa
Inspiring new ways

1

2

↓ | ↓

| DOWNLOAD FILE | DOWNLOAD FILE |

▶ PDF VECTOR - 15KB   ▶ PDF VECTOR - 15KB

▶ PNG - 4KB   ▶ PNG - 4KB

▶ JPEG - 135KB   ▶ JPEG - 135KB

1. *Logos*

Correct and Incorrect

The following examples show the right and wrong way to apply your logo.

Do not flip logo

Do not change colours of the logo