



CWP CORPORATE BRANDING REQUIREMENTS

TO BE FOLLOWED BY ALL SITES



cooperative governance

Department:
Cooperative Governance
REPUBLIC OF SOUTH AFRICA

Creating Visual Elements of the Brand

Please note that for all elements branded with DCOG, DTA and CWP, it is imperative that the DCoG and DTA are consulted and approve of any such elements relevant to the brand.

Corporate colours

The corporate colours are an integral part of the visual identity. The specific colours must be used at all times and applied correctly for visual continuity and branding. It is essential to ensure that the image reflected to the public is consistent and coherent with one Government.

The DCoG Logo may appear in:

- Full Colour
- Black & White
- One Spot Colour

The DCoG Logo placement

The DCoG Logo should always be on the left side or above the party seeking endorsement. The Level 1 branding partner emblem should be no more than $\frac{3}{4}$ of the DCoG logo.

Key CWP Message

Restoring Dignity Through Work Opportunities

For further enquiries

For all the brand elements, please ensure that you contact the following Lima representative to settle any confusion.

Name: Sandra Badenhorst

Tel no: (033) 342 9043

Email: sandrab@lima.org.za

Corporate colours

The specified colours for each logo must be used at all times and applied correctly for visual continuity and branding. Process colours (CMYK) refer to full colour printing applications below, which will be applied for the DCOG, DTA and CWP logo:



GREEN

Pantone 349 C

Cyan 100

Magenta 14

Yellow 100

Black 41



ORANGE

Pantone 152 C

Cyan 0

Magenta 60

Yellow 100

Black 0



BLACK

Pantone black

Cyan 0

Magenta 0

Yellow 0

Black 100



LIGHT ORANGE

Pantone Light Orange

Cyan 0

Magenta 5

Yellow 10

Black 0

Branding Clothing Items



EMBROIDED LOGOS ON ALL CLOTHING ITEMS

Please ensure the front of all t-shirts, golf shirts, dust coats and conti suits are embroidered with the CWP logo on the right hand side and the DCoG logo on the left.

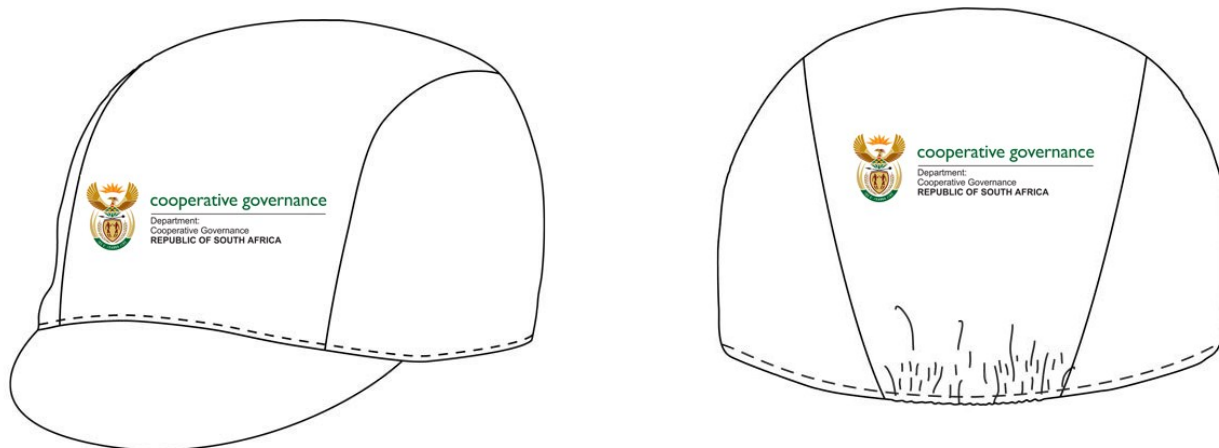
BACK OF THE CLOTHING ITEMS



GARMENT SPECIFICATIONS

Please ensure the CWP logo is centred on the back of all clothing items with the slogan “Restoring Dignity Through Work Opportunities” below the logo in font type Arial (black).

Branding Cricket Hats and Peak Caps



FRONT AND BACK OF CAP

GARMENT SPECIFICATIONS

Please ensure that the front and back part of the hat or cap has the DCoG logo embroidered or screen printed on in full colour.

The left and right hand side of the caps need to have the CWP logo embroidered or screen printed on in full colour.



BOTH LEFT AND RIGHT SIDE OF CAP

CWP Back Packs



FRONT OF BACK PACK

PRINTING SPECIFICATIONS

Please ensure that the lower part of the front of the bag has the DCoG logo CENTRED and screen printed on in full colour.

The upper part of the bag needs to have the CWP logo CENTRED and screen printed on in full colour.