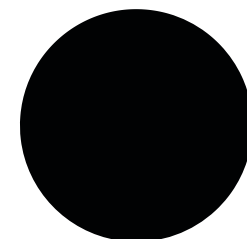
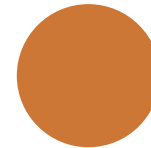
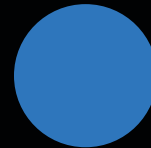




GAUTENG TOURISM

BRAND GUIDELINES.



CONTENTS

3. OUR BRAND

- 3. Welcome
- 5. Wealth within our region
- 6. Our brand ingredients
- 7. Values
- 8. Brand essence
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19. TYPOGRAPHY

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21. PHOTOGRAPHY

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23. GRAPHIC LANGUAGE

- 23. Circles
- 24. Icons

25. REGION & OFFERINGS

26. LOOK AND FEEL EXAMPLES

27. CONTACT INFORMATION

OUR BRAND

WELCOME

Ukwemukela, Welkom, Sondzela, Siyaalemukela, Aloha, Salve, Kamohelo, Ulwamkelo, Bienvenue, Mi Amukeriwile & Karibu, to Gauteng Tourism Authority's brand book, within its pages we will empower you to share why we are the Golden Region that integrates global communities, business and leisure to offer uniquely gilded experiences.



Images are for illustrative purposes only. Rights have not been purchased.

OUR BRAND

Our region was forged from gold with travellers from all over the world rushing for their share of wealth, ultimately creating the largest region in the world not situated on a lake, navigable river or by the coast.

Since then our people and region has evolved but some things have stayed intrinsically true;



Images are for illustrative purposes only. Rights have not been purchased.

OUR BRAND

WEALTH WITHIN OUR REGION

We are a region with communities constantly in transit searching for wealth and then moving on, but what they discover is much more than monetary enrichment:

1

ENRICHMENT OF MIND

We are a region that challenges perceptions, celebrates diversity and enlightens through our own unique culture and destinations.

2

ENRICHMENT OF BODY

We are a region bursting with energy and excitement, our offerings entice travellers to live rather than look.

3

ENRICHMENT OF SOUL

We are a region with a rich history and heritage woven into our offerings that communicates our journey to a promising future.

OUR BRAND

TONE OF VOICE

Our tone of voice is the way in which we write and speak, what we say and how we say it. What we say is dictated by our values and offerings, how we say it is informed by our personality.

1

ENERGETIC

We showcase that as a cosmopolitan community we celebrate our cultures and destinations in a fashion that is unique to Gauteng.

2

WARM

We generously welcome travellers to become a part of our community and holistically enrich their lives.

3

STIMULATING

We challenge traditional and negative perceptions about our region and invites travellers from all walks of life to experience what makes our region unique.

OUR BRAND INGREDIENTS

1

CONTRADICTION

We are a region of contradictions, on one hand, this is where man was born, now we are a region of migrants! (People that come from elsewhere seeking their fortunes). We are a concrete jungle yet we are the largest urban forest in the world! We are big industry and big business, yet we have some of the best climate and bluest skies!

2

ENRICHMENT

We are the “place of gold” the economic power house of Africa from which we invite travellers to join our ever-growing cosmopolitan community. Where we collectively aspire to success that invigorates every resident and traveller. We are a region constantly in transit where travellers truly live and leave enriched.

3

ORIGIN

Gauteng is the source of modern civilisation and is the source for prosperity for all of South Africa. We are a melting pot where the worlds travellers can connect with each other, find success and ultimately come home.

VALUES

1

ORIGINAL

We are the ever growing collection of the world's cultures, skills and experiences that has been focused with Gauteng's flare.

By leveraging our collection we are able to perpetuate a culture focused on unique solutions. Solutions that resonate through our business and leisure offerings.

2

SYNERGY

We are a region that understands the important role the every culture and / or demographic plays.

Furthermore we understand the importance of collaboration between these cultures (including our regions residents) and our business and leisure destinations.

In order to create a holistic offering that appeals to travellers from across the globe.

3

DRIVEN

We are a region with great ambition, through our investments in both our business and leisure offering we constantly strive to be a GCCR.

Within our destinations and communication we deliver the message that we are dedicated to being an international competitor with a unique offering.

OUR BRAND

BRAND ESSENCE

CELEBRATE

Gauteng was seen solely as a business destination, but we have the opportunity to celebrate our region's diverse offering. Creating an enticing region that provides rest and relaxation conveniently within our bustling region.

GOLDEN REGION

Gauteng is a region born out of gold, with the largest city in the world not situated on a lake, navigable river or by the coast.

The region has always provided for its people, attracting travellers from all walks of life creating a unique mixing pot of cultures and concepts.

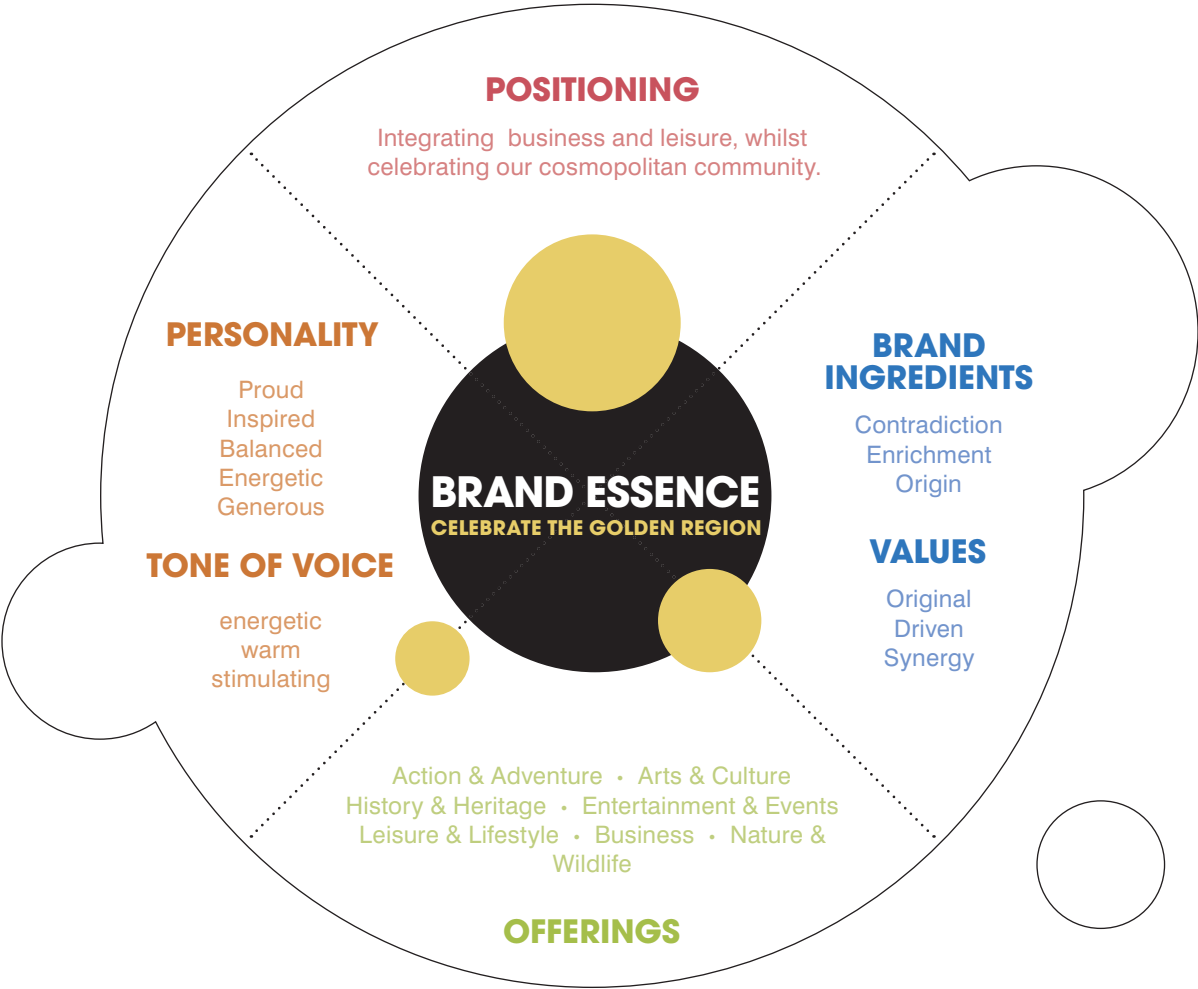
Although times have changed, the atmosphere of gold has remained interwoven into its natural resources, its people and their cultures.

Gauteng is the gilded hub of Africa that radiates South Africa's potential, connecting and celebrating the world's communities.



Images are for illustrative purposes only. Rights have not been purchased.

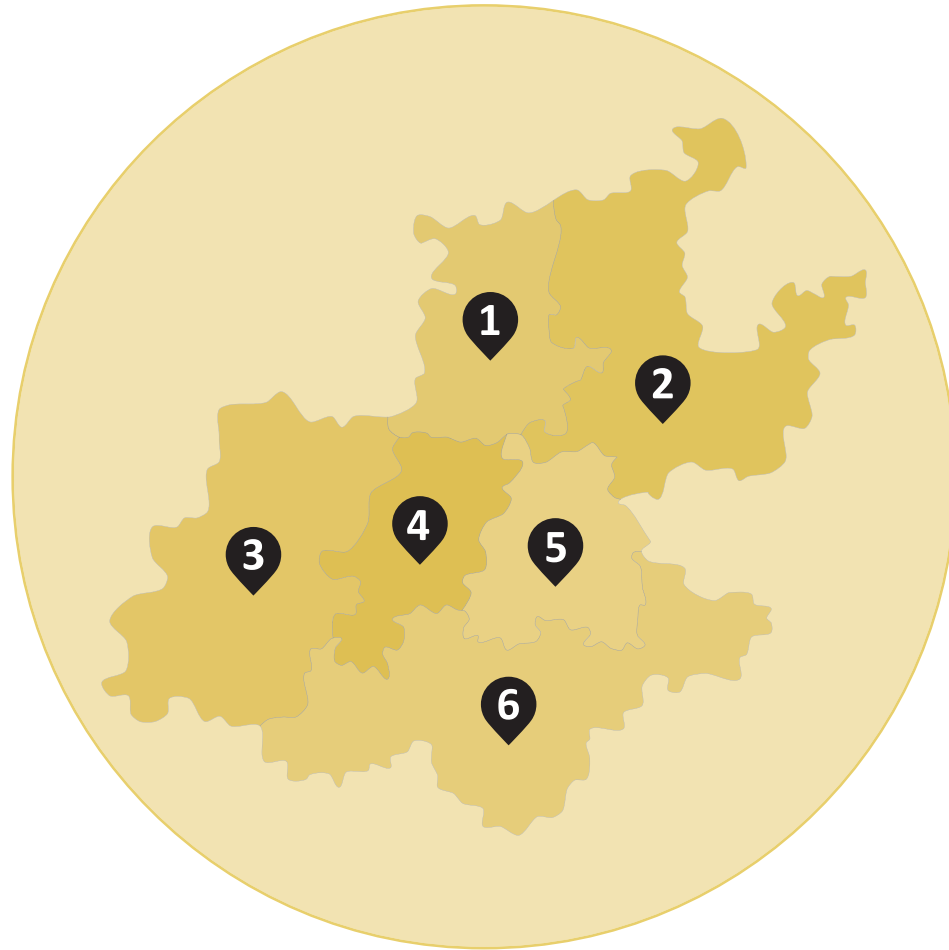
BRAND OVERVIEW



GAUTENG REGIONS

Gauteng province is made up of 6 regions: Tshwane, Metsweding, West Rand, Johannesburg, Ekurhuleni, and Sedibeng.

- ❶ TSHWANE
- ❷ METSWEDING
- ❸ WEST RAND
- ❹ JOHANNESBURG
- ❺ EKHURULENI
- ❻ SEDIBENG



OUR BRAND

BASIC ELEMENTS

A brief visual overview of all the basic elements that make up our brand.



HEADLINE COPY

BOLD / CAPS

SUB HEADLINE COPY

BOLD / CAPS

Body Copy

Regular / Sentence case

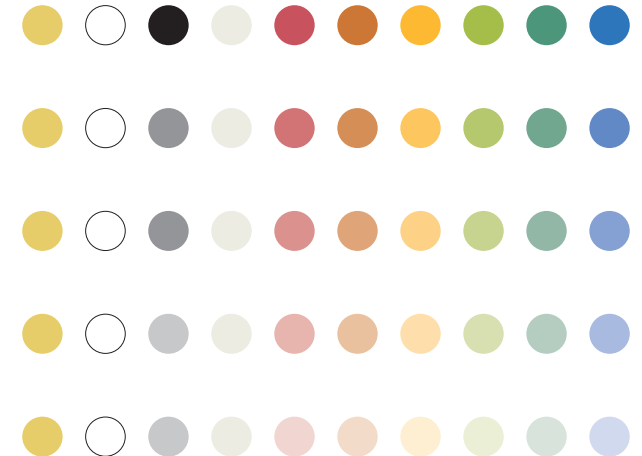
SWISS ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

ITC AVANTE GARDE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR DEMI **BOLD**



Images are for illustrative purposes only. Rights have not been purchased.

LOGO

PRIMARY LOGO

Our logo is our visual signature. Through it, we can communicate our philosophy to the world in a positive manner. It has been carefully designed not only as a symbol of our values, culture and ethos, but as a vibrant and instantly recognisable signal of our presence, anywhere and at any time. It says, “We are here”.



1. LOGO CREATION

The Gauteng logo consists of 3 parts: The black holding shape, the G symbol made up from multiple colour circles and the Gauteng wordmark.



2. CLEAR SPACE

The proportions of the logo are based on the size of the letter “G” in “Gauteng”, as is illustrated above.

It is an accurate indicator of how the logo sits in a space, or on a page. This provides the measures for the fixed exclusion zone around the logo – which ensures that the logo stands out clearly – and the spacing between the text and symbol in the logo itself.

LOGO

INTERNAL LOGO

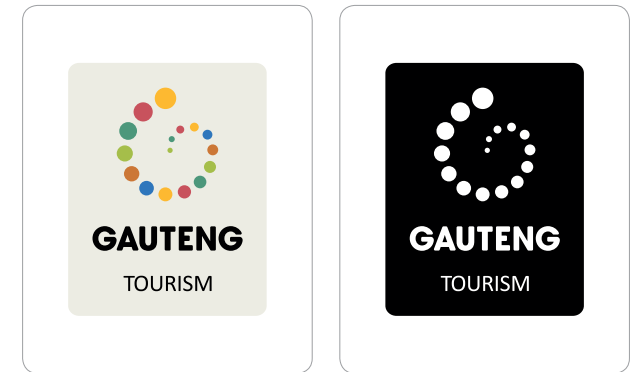
Gauteng Tourism ultimately serves as the “marketing department” of Gauteng, because of that when we communicate externally Logo 1 will be implemented. Example: Advertisement, Websites, Brochures etc.

For administrative purposes and clarity Logo 2 will be used internally. Example: Interdepartmental communication, Intranet and Governmental communication.



1. PRIMARY INTERNAL LOGO

The primary logo should always be used where possible.



2. SECONDARY INTERNAL LOGO

Modifications were made to the colour scheme to extend the primary logo's application scope without affecting its integrity. The neutral background allows the use of the logo against darker colours. The text in the logo, as illustrated above, has changed to black.

3. BLACK AND WHITE INTERNAL LOGO

The black and white alternative facilitates using the logo against a black or dark background, but more importantly, it allows the logo to be used when colour printing options are not available or feasible.

LOGO

COLOUR WAYS

Our logo is the nucleus of our brand, and all visual elements emanate from it. As the logo determines the way the brand is perceived and recognised, it is important for it to be aesthetically flexible while remaining constant and recognisable. To maximise its application without diminishing its impact, secondary logos have been created.



1. PRIMARY LOGO

The primary logo should always be used where possible.



2. SECONDARY LOGO

Modifications were made to the colour scheme to extend the primary logo's application scope without affecting its integrity. The neutral background allows the use of the logo against darker colours. The text in the logo, as illustrated above, has changed to black.

3. BLACK AND WHITE LOGO

The black and white alternative facilitates using the logo against a black or dark background, but more importantly, it allows the logo to be used when colour printing options are not available or feasible.

LOGO

PARTNER LOGO

The architecture has been developed to enable customer navigation by leveraging our colour-coded categories extended to the relevant region.

Furthermore the design serves as a platform for our partners (governmental and non-governmental) from which they are empowered to utilise the equity within our brand.



1. PARTNER LOGO CREATION

Using the same principle of the letter “G” in “Gauteng” to create the logo and clear space, it is used to create the partner logo lock-up, as shown above.

2. SIZE

The Gauteng logo and partner logo are sized to have an equal visual weighting.

3. ALIGNMENT

The partner logo shares the same baseline as the “G symbol” in the Gauteng logo, and the “Region & Offering descriptor” shares the same baseline as the Gauteng wordmark.

COLOUR PALETTE

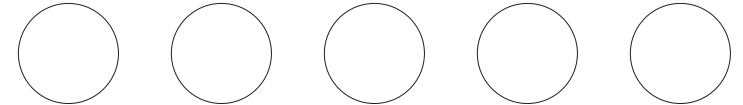
PRIMARY COLOURS

Colour evokes a wide range of emotion and meaning. Our corporate colour palette is as much part of our visual signature as the design of the logo itself, and was chosen to support and entrench the philosophy of our brand.

Print • Pantone 120 • C 10 M 15 Y 70 K 0
Digital • R 229 G 208 B 107 • Hex # E5D06B



Print • Spot White • C 0 M 0 Y 0 K 0
Digital • R 255 G 255 B 255 • Hex # 000000



Print • Pantone Black C • C 60 M 40 Y 20 K 100
Digital • R 0 G 0 B 0 • Hex # FFFFFFFF



COLOUR PALETTE

SECONDARY COLOURS

Our secondary colour palette is as much part of our visual signature as the design of the logo itself, and was chosen to support and entrench the philosophy of our brand.

Print • Pantone Cool Grey 1 C • C 0 M 0 Y 5 K 8
Digital • R 240 G 239 B 232 • Hex # F0EFE8



Print • Pantone 7418 C • C 15 M 80 Y 55 K 5
Digital • R 186 G 116 B 51 • Hex # BA7433



Print • Pantone 7412 C • C 15 M 60 Y 90 K 5
Digital • R 177 G 78 B 88 • Hex # B14E58



Print • Pantone 136 C • C 0 M 30 Y 90 K 0
Digital • R 235 G 185 B 55 • Hex # EBB937



Print • Pantone 583 C • C 40 M 10 Y 90 K 0
Digital • R 177 G 188 B 71 • Hex # B1BC47



Print • Pantone 556 C • C 70 M 20 Y 60 K 6
Digital • R 106 G 149 B 120 • Hex # 6A9578



Print • Pantone 660 C • C 80 M 50 Y 0 K 0
Digital • R 80 G 115 B 181 • Hex # 5073B5



TYPOGRAPHY

PRIMARY & SECONDARY TYPEFACE

Our typeface is as much part of our visual signature as the design of the logo itself, and was chosen to support and entrench the philosophy of our brand.

PRIMARY TYPEFACE

ITC AVANT GARDE BOLD

ITC AVANT GARDE EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC AVANT GARDE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE

DESYREL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY COPY

SWISS ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STYLE GUIDE

Our style guide is our set standards for writing, enabling communication in a fashion that is true to the brand. The implementation of a style guide provides uniformity in style and formatting of a document.

HEADLINE COPY

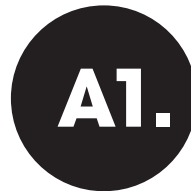
BOLD / CAPS

SUB HEADLINE COPY

BOLD / CAPS

Body Copy

Regular / Sentence case



PARAGRAPH HEADER

Tistem remqui corum sandi sum reperrum repudia.
Idiet moluptas delectium volorist, aut omnisquis di ut
quam nus, pliam aliquaspero coribus.

“Pull quote corum sandi sum reperrum delectium volorist,
aut omnisquis di ut quam nus, quando epliam aliquaspero
coribus pudia. Idiet moluptas delectium”

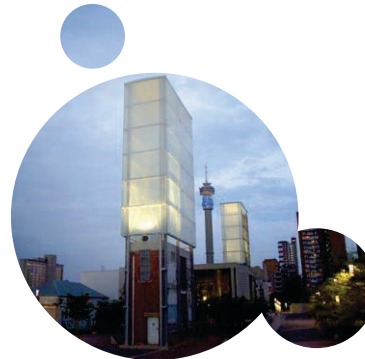
PHOTOGRAPHY

We will source full colour images that accurately communicate the essence of our destinations and offerings.

- 1 **ENTERTAINMENT & EVENTS**
- 2 **HISTORY & HERITAGE**
- 3 **ACTION & ADVENTURE**
- 4 **LEISURE & LIFESTYLE**
- 5 **NATURE & WILDLIFE**
- 6 **ARTS & CULTURE**
- 7 **BUSINESS**



1. Entertainment & Events



2. History & Heritage



3. Action & Adventure



4. Leisure & Lifestyle



5. Nature & Wildlife



6. Arts & Culture



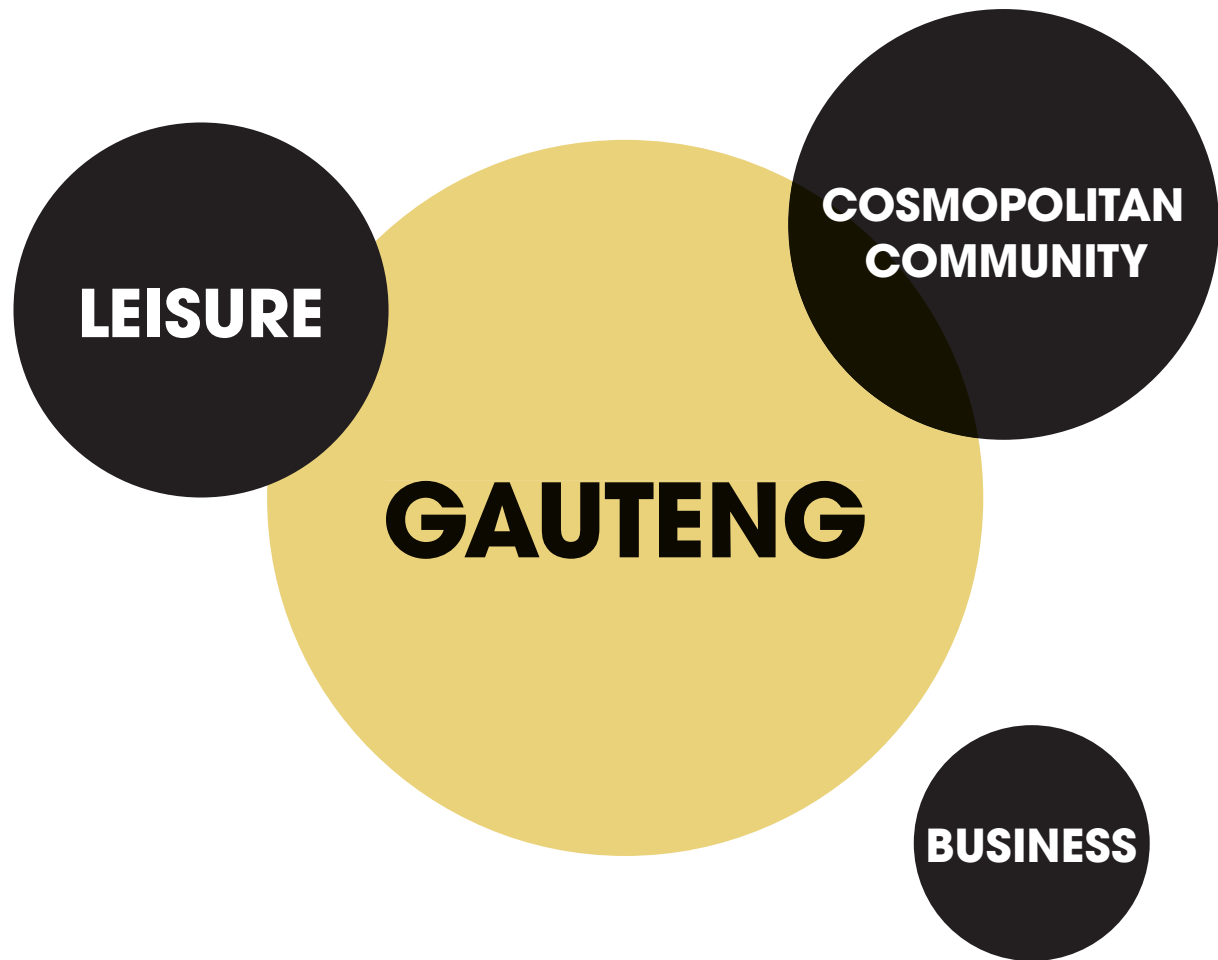
7. Business

Images are for illustrative purposes only. Rights have not been purchased.

INTEGRATION CONCEPT

We are the culmination of business, leisure and the worlds' cultures. Our offering is strengthened by integrating these diverse and unique elements, ensuring consistent and cohesive experiences.

This concept of integration has been extended to our graphic language.



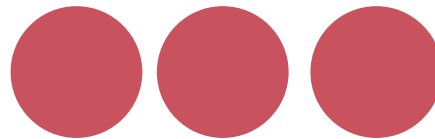
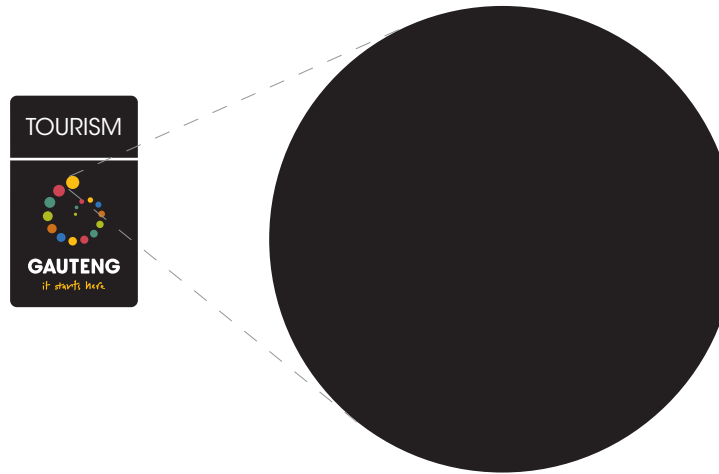
GRAPHIC LANGUAGE

CIRCLES

The design of our logo was extended into our graphic language to foster consistency.

The execution effectively conveys our categories and offerings with the ability to be scaled up and down or overlap for either a single destination or Gauteng as a whole.

Our circular design represents both individuality and inclusivity that can be translated into “a single point on a map” or “a flowing collection of our offerings”.



1. Uniform size side by side



2. Various sizes



3. Overlapping

GRAPHIC LANGUAGE

ICONS

Icons and infographics are used for maps and brochures to help with navigation and for descriptions.



ARTS &
CULTURE



ENTERTAINMENT
& EVENTS



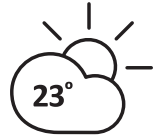
HISTORY &
HERITAGE



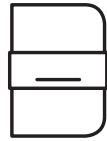
NATURE &
WILDLIFE



DIRECTION



WEATHER



SCHEDULE



INFORMATION



QUOTE



BUS



AIRPORT



TRAINS



MAP
POINTER



MAP
POINTER



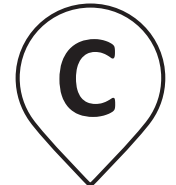
MAP
POINTER



MAP
POINTER



MAP
POINTER



MAP
POINTER

REGION AND OFFERINGS

For each of the regions that make up Gauteng, they all have the same offerings, but are differentiated by colour.

Our diverse range of offerings has been divided into 7 colour-coded categories to facilitate tourism navigation. Colourised breakdown is extended to the relevant region.

Region

•

Offering

ITC AVANT GARDE BOLD

SWISS ROMAN

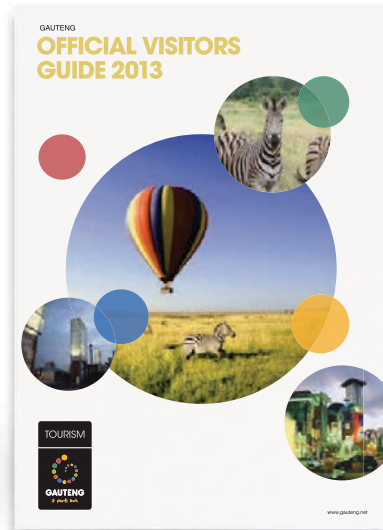
JOHANNESBURG • ENTERTAINMENT & EVENTS	TSHWANE • ENTERTAINMENT & EVENTS	SEDIBENG • ENTERTAINMENT & EVENTS
EKHURULENI • ENTERTAINMENT & EVENTS	METSWEDING • ENTERTAINMENT & EVENTS	WEST RAND • ENTERTAINMENT & EVENTS
JOHANNESBURG • HISTORY & HERITAGE	TSHWANE • HISTORY & HERITAGE	SEDIBENG • HISTORY & HERITAGE
EKHURULENI • HISTORY & HERITAGE	METSWEDING • HISTORY & HERITAGE	WEST RAND • HISTORY & HERITAGE
JOHANNESBURG • ACTION & ADVENTURE	TSHWANE • ACTION & ADVENTURE	SEDIBENG • ACTION & ADVENTURE
EKHURULENI • ACTION & ADVENTURE	METSWEDING • ACTION & ADVENTURE	WEST RAND • ACTION & ADVENTURE
JOHANNESBURG • LEISURE & LIFESTYLE	TSHWANE • LEISURE & LIFESTYLE	SEDIBENG • LEISURE & LIFESTYLE
EKHURULENI • LEISURE & LIFESTYLE	METSWEDING • LEISURE & LIFESTYLE	WEST RAND • LEISURE & LIFESTYLE
JOHANNESBURG • NATURE & WILDLIFE	TSHWANE • NATURE & WILDLIFE	SEDIBENG • NATURE & WILDLIFE
EKHURULENI • NATURE & WILDLIFE	METSWEDING • NATURE & WILDLIFE	WEST RAND • NATURE & WILDLIFE
JOHANNESBURG • ARTS & CULTURE	TSHWANE • ARTS & CULTURE	SEDIBENG • ARTS & CULTURE
EKHURULENI • ARTS & CULTURE	METSWEDING • ARTS & CULTURE	WEST RAND • ARTS & CULTURE
JOHANNESBURG • BUSINESS	TSHWANE • BUSINESS	SEDIBENG • BUSINESS
EKHURULENI • BUSINESS	METSWEDING • BUSINESS	REGION • BUSINESS

REGION AND OFFERING DESCRIPTOR

Each of the offerings dictates the colouration of the full descriptor, please see examples above. For more information on the colour breakdown values, please refer to the colour palette section.

LOOK AND FEEL EXAMPLES

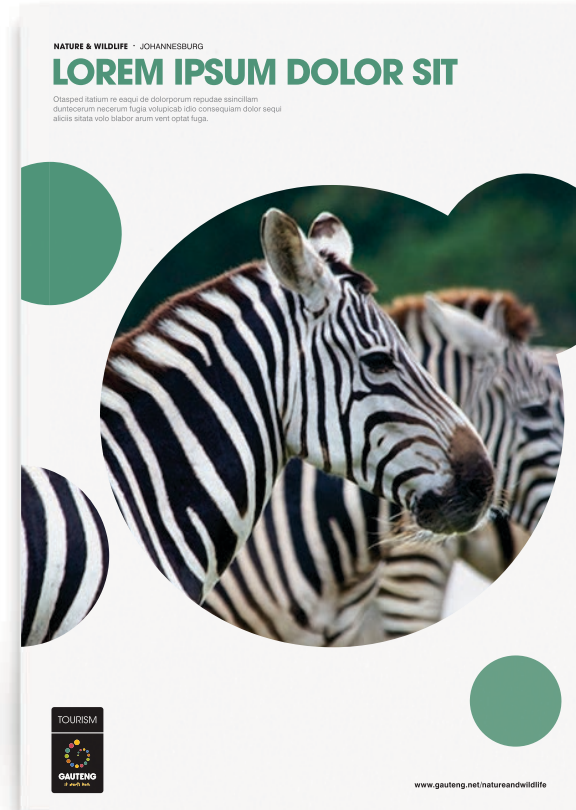
Leveraging both our architecture and graphic language ensures easily identifiable and effective communication, that serves as a platform for all forms of communication.



Visitor's Guide



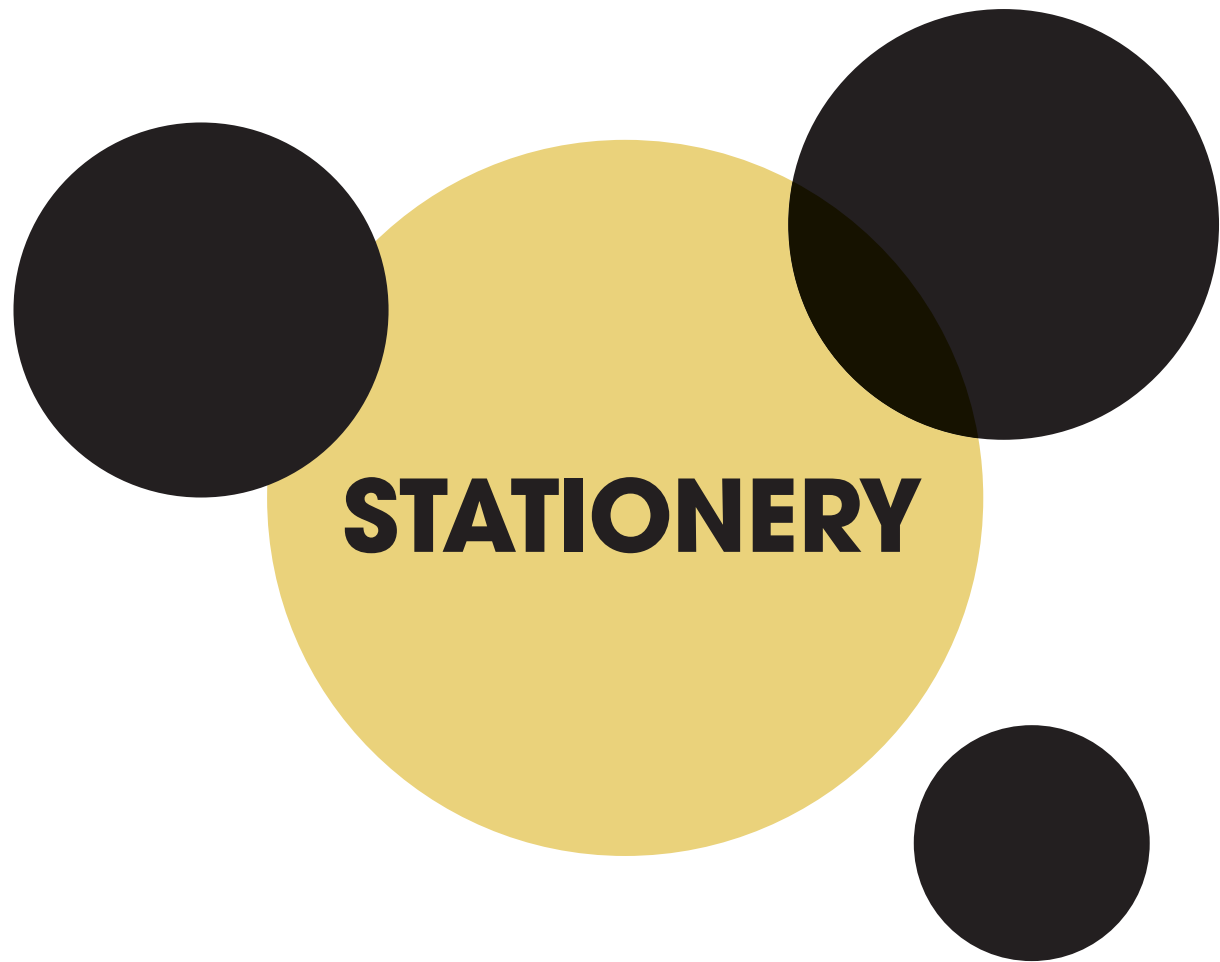
Partner Ad



Offering Specific Ads



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LETTERHEAD

The A4 letterhead is part of the Gauteng Tourism stationery, and guidelines for its use should be followed. The dimensions shown here are intended only as a guide for checking accuracy.

Do not attempt to reproduce any artwork,
or any element of the artwork, from these pages.
Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm

Colour: CMYK

Body copy: Swiss, 8 pt

Logo width: 20 mm

20 mm		15 mm
15 mm		15 mm
23.6 mm		
25.5 mm	JOHANNESBURG	
23 mm	Name Surname Address line One Address line Two Sandton Johannesburg 2196	
	Letterhead Subject Atte pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspel imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspel pelignitem quia nam quamet faccabo reseque vitat ipis inctenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am ipiet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis a qui cumquos ero dolorest pa simendit. Atte pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspel imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspel pelignitem quia nam quamet faccabo reseque vitat ipis inctenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am ipiet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis a qui cumquos ero dolorest pa simendit. Kind regards <i>Signature</i> Name Surname Position	
13.5 mm	Gauteng Tourism • Johannesburg • 124 Main Street T + 27 12 000 0000 F + 27 12 000 0000	
15 mm	www.gauteng.net	Reg No. 00/0000/0000

Letterhead

LETTERHEAD EXAMPLE



GAUTENG TOURISM AUTHORITY

Name Surname
Address line One
Address line Two
Sandton
Johannesburg 2196

Letterhead Subject

Ate pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspel imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eosolor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Ate pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspel imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eosolor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Kind regards

Signature

Name Surname
Position

Tshwane Region · 124 Main Street
T +27 12 000 0000

Johannesburg Region · 124 Main Street
T +27 11 085 2500

West Rand Region · 124 Main Street
T +27 11 000 0000

Metshweding Region · 124 Main Street
T +27 13 000 0000

Ekurhuleni Region · 124 Main Street
T +27 11 000 0000

Sedibeng Region · 124 Main Street
T +27 16 000 0000

www.gauteng.net

Reg No. 00/0000/0000

Letterhead example

FACSIMILE TEMPLATE

The A4 facsimile is part of the Gauteng Tourism business stationery, and guidelines for its use should be followed.
The facsimile is available in Microsoft Word format.

Do not attempt to reproduce any artwork,
or any element of the artwork, from these pages.
Only official artwork may be used for reproduction.

Technical specifications:

Size: 210 mm x 297 mm

Colour: CMYK

Body copy: Swiss, 8 pt

Logo width: 20 mm

20 mm			15 mm
23.6 mm	FAX		
25.5 mm	GAUTENG TOURISM AUTHORITY		
25 mm	Date To From Subject Fax number		
	Letterhead Subject		
	Ate pelendipid quatienetur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe! imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspi! pelignitem quia nam quamet faccabo resequo vitat ipis incenim endae mo conest omninus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos dolorro coninip oraeactatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit. Ate pelendipid quatienetur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe! imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspi! pelignitem quia nam quamet faccabo resequo vitat ipis incenim endae mo conest omninus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos dolorro coninip oraeactatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit. Kind regards Name Surname Position		
13.5 mm	Tshwane Region - 124 Main Street T + 27 12 000 0000	Johannesburg Region - 124 Main Street T + 27 11 085 2500	West Rand Region - 124 Main Street T + 27 11 000 0000
15 mm	Metsweding Region - 124 Main Street T + 27 13 000 0000	Ekhuruleni Region - 124 Main Street T + 27 11 000 0000	Sediberg Region - 124 Main Street T + 27 16 000 0000
	www.gauteng.net		Reg No. 00/0000/0000

Facsimile

FACSIMILE EXAMPLE

FAX



GAUTENG TOURISM AUTHORITY

Date
To
From
Subject
Fax number

Letterhead Subject

Ate pelendipid quatenietur aut volumet, que et quunt faceseq usintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eosolor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis inctenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Ate pelendipid quatenietur aut volumet, que et quunt faceseq usintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eosolor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis inctenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Kind regards

Name Surname
Position

Tshwane Region · 124 Main Street T +27 12 000 0000	Johannesburg Region · 124 Main Street T +27 11 085 2500	West Rand Region · 124 Main Street T +27 11 000 0000
Metsweding Region · 124 Main Street T +27 13 000 0000	Ekurhuleni Region · 124 Main Street T +27 11 000 0000	Sedibeng Region · 124 Main Street T +27 16 000 0000
www.gauteng.net		

Reg No. 00/0000/0000

Facsimile example

MEMORANDUM TEMPLATE

The A4 memorandum is part of the Gauteng Tourism business stationery, and guidelines for its use should be followed. The memorandum is available in Mircrosoft Word format. All editable type is Swiss because of its good compatibility across different computer platforms.

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Technical specifications:

Size: 210 mm x 297 mm

Colour: CMYK

Body copy: Swiss, 8 pt

Logo width: 20 mm

20 mm		15 mm
15 mm	MEMO	
23.6 mm		
25.5 mm	GAUTENG TOURISM AUTHORITY	
25 mm	Date To Cc From Subject	
	Letterhead Subject	Fold line 5 mm
	Ate pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am ipiet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit. Ate pelendipid quiatenietur aut volumet, que et quunt faceseq uisintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molupta volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspit pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am ipiet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit. Kind regards Name Surname Position	
13.5 mm	Tshwane Region · 124 Main Street T + 27 12 000 0000	Johannesburg Region · 124 Main Street T + 27 11 085 2500
15 mm	West Rand Region · 124 Main Street T + 27 11 000 0000	Metsweding Region · 124 Main Street T + 27 13 000 0000
	Ekurhuleni Region · 124 Main Street T + 27 11 000 0000	Sedibeng Region · 124 Main Street T + 27 16 000 0000
	Reg No. 00/0000/0000	
	10 mm	

Memorandum

MEMORANDUM EXAMPLE

MEMO

GAUTENG TOURISM AUTHORITY



Date

To

Cc

From

Subject

Letterhead Subject

Ate pelendipid quiatenietur aut volumet, que et quunt faceseq usintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molutpa volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspi pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Ate pelendipid quiatenietur aut volumet, que et quunt faceseq usintusda sa velliquae lanto voluptistrum sa nonsed et autat aliquo inctur sit dolese dicia nus, soluptates abore pre, oditatemqui aligeni optatiati blaut aditatem faccabor res explautaspe imint, ut exerfer umquae veria voluptatur molutpa volecae pudam, cus eos volor ma aut magnihilit as ea perum volorias dolore doluptaspi pelignitem quia nam quamet faccabo reseque vitat ipis incenim endae mo conest omnimus daerit assitis et quundi illam, sequid quo velliqui officiendi dolecepedio. Et pelis dolore eum facepreperum facerunt, a quo ommos am iplet apera doluptat magnis nos dolorro coninmp oraectatur simolen ducilis quam fuga. Lant doluptaturia con remquam, eum quam etur a qui cumquos ero dolorest pa simendit.

Kind regards

Name Surname

Position

Tshwane Region · 124 Main Street
T +27 12 000 0000

Johannesburg Region · 124 Main Street
T +27 11 085 2500

West Rand Region · 124 Main Street
T +27 11 000 0000

Metsweding Region · 124 Main Street
T +27 13 000 0000

Ekurhuleni Region · 124 Main Street
T +27 11 000 0000

Sedibeng Region · 124 Main Street
T +27 16 000 0000

www.gauteng.net

Memorandum example

EXAMPLES OF DIFFERENT REGIONS

20 mm

15 mm

15 mm

23.6 mm

25.5 mm

25 mm

Fold line
5 mm

13.5 mm

10 mm

FAX

TOURISM
GAUTENG

JOHANNESBURG

Date

To

From

Subject

Fax number

Letterhead Subject

Ata pelendipid quateniatur aut volumet, que et quant faceseq usinitusda sa velliquae lanto volupstistum sa nonsed et autat aliquo inctur sit dolese dica nus, sulptates abore pre, oditatemqui aligeni optatati blaut adiatem faccabor res explautaspe inint, ut exerfer umqueae veria volupstatur molupta volecae pudam, cus eos volor ma aut magnihillt as ea perum volorias dolore doluptaspti pelignitem quia nam quamet faccabo neseque vital ipis incertim endae mo conest omninus dant asatis et quadi ilam, nequid quo velliqui offendi dolecepedio. Et pells dolore eum faccepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos doloro commimp oraeatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur

a qui cumquos ero dolorest pa simendi.

Ata pelendipid quateniatur aut volumet, que et quant faceseq usinitusda sa velliquae lanto volupstistum sa nonsed et autat aliquo inctur sit dolese dica nus, sulptates abore pre, oditatemqui aligeni optatati blaut adiatem faccabor res explautaspe inint, ut exerfer umqueae veria volupstatur molupta volecae pudam, cus eos volor ma aut magnihillt as ea perum volorias dolore doluptaspti pelignitem quia nam quamet faccabo neseque vital ipis incertim endae mo conest omninus dant asatis et quadi ilam, nequid quo velliqui offendi dolecepedio. Et pells dolore eum faccepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos doloro commimp oraeatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur

a qui cumquos ero dolorest pa simendi.

Kind regards

Name Surname

Position

Gauteng Tourism - "Tshwane" - "100 Lynwood Road"

T +27 12 000 0000 F +27 12 000 0000

www.gauteng.net

23.6 mm

25.5 mm

Fold line
5 mm

13.5 mm

15 mm

FAX

TOURISM
GAUTENG

TSHWANE

Date

To

From

Subject

Fax number

Letterhead Subject

Ata pelendipid quateniatur aut volumet, que et quant faceseq usinitusda sa velliquae lanto volupstistum sa nonsed et autat aliquo inctur sit dolese dica nus, sulptates abore pre, oditatemqui aligeni optatati blaut adiatem faccabor res explautaspe inint, ut exerfer umqueae veria volupstatur molupta volecae pudam, cus eos volor ma aut magnihillt as ea perum volorias dolore doluptaspti pelignitem quia nam quamet faccabo neseque vital ipis incertim endae mo conest omninus dant asatis et quadi ilam, nequid quo velliqui offendi dolecepedio. Et pells dolore eum faccepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos doloro commimp oraeatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur

a qui cumquos ero dolorest pa simendi.

Ata pelendipid quateniatur aut volumet, que et quant faceseq usinitusda sa velliquae lanto volupstistum sa nonsed et autat aliquo inctur sit dolese dica nus, sulptates abore pre, oditatemqui aligeni optatati blaut adiatem faccabor res explautaspe inint, ut exerfer umqueae veria volupstatur molupta volecae pudam, cus eos volor ma aut magnihillt as ea perum volorias dolore doluptaspti pelignitem quia nam quamet faccabo neseque vital ipis incertim endae mo conest omninus dant asatis et quadi ilam, nequid quo velliqui offendi dolecepedio. Et pells dolore eum faccepreperum facerunt, a quo omnos am ipiet apera doluptat magnis nos doloro commimp oraeatur simolen ducis quam fuga. Lant doluptaturia con remquam, eum quam etur

a qui cumquos ero dolorest pa simendi.

Kind regards

Name Surname

Position

Gauteng Tourism - "Tshwane" - "100 Lynwood Road"

T +27 12 000 0000 F +27 12 000 0000

www.gauteng.net

Different regions examples

34 ••• Chapter

Gauteng Tourism Guidelines ••• Version 01

COMPLIMENT SLIP

The compliment slip is part of the Gauteng Tourism business stationery, and guidelines for its use should be followed. All editable type is Swiss because of its good compatibility across different computer platforms.

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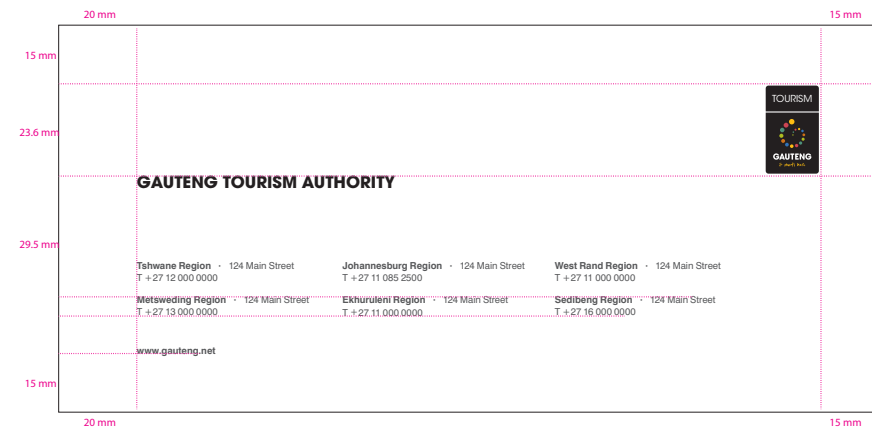
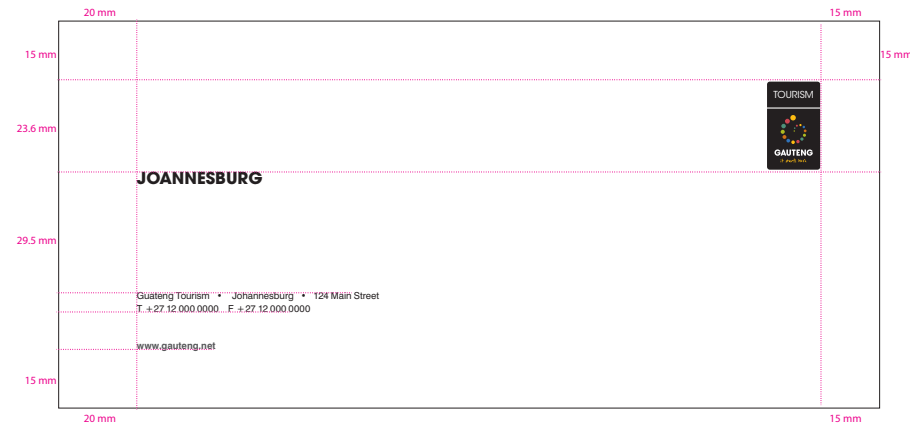
Technical specifications:

Size: 99 mm x 210 mm

Colour: CMYK

Body copy: Swiss, 8 pt

Logo width: 20 mm



Compliment slip

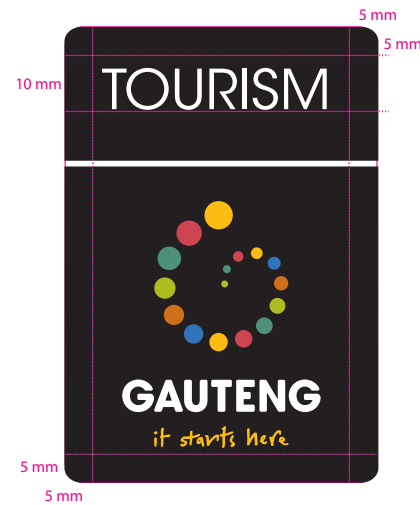
COMPLIMENT SLIP EXAMPLE

JOHANNESBURG	
Gauteng Tourism • Johannesburg • 124 Main Street T +27 12 000 0000 F +27 12 000 0000 www.gauteng.net	

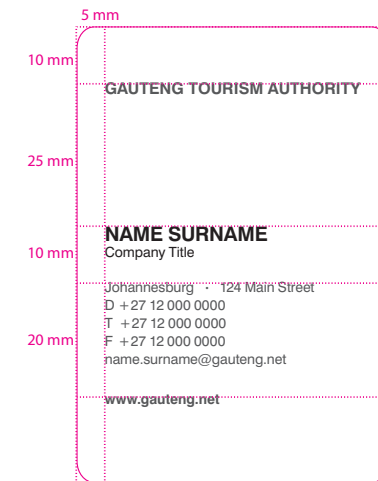
GAUTENG TOURISM AUTHORITY	
Tahwane Region • 124 Main Street T +27 12 000 0000	
Johannesburg Region • 124 Main Street T +27 11 085 2500	West Rand Region • 124 Main Street T +27 11 000 0000
Metsweding Region • 124 Main Street T +27 13 000 0000	Ekurhuleni Region • 124 Main Street T +27 11 000 0000
Sedibeng Region • 124 Main Street T +27 16 000 0000	
www.gauteng.net	

Compliment slip examples

BUSINESS CARDS



Business card front

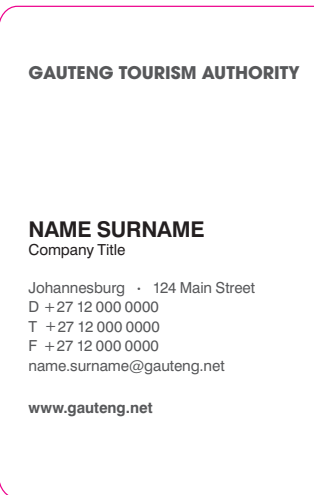


Business card back

BUSINESS CARDS EXAMPLE



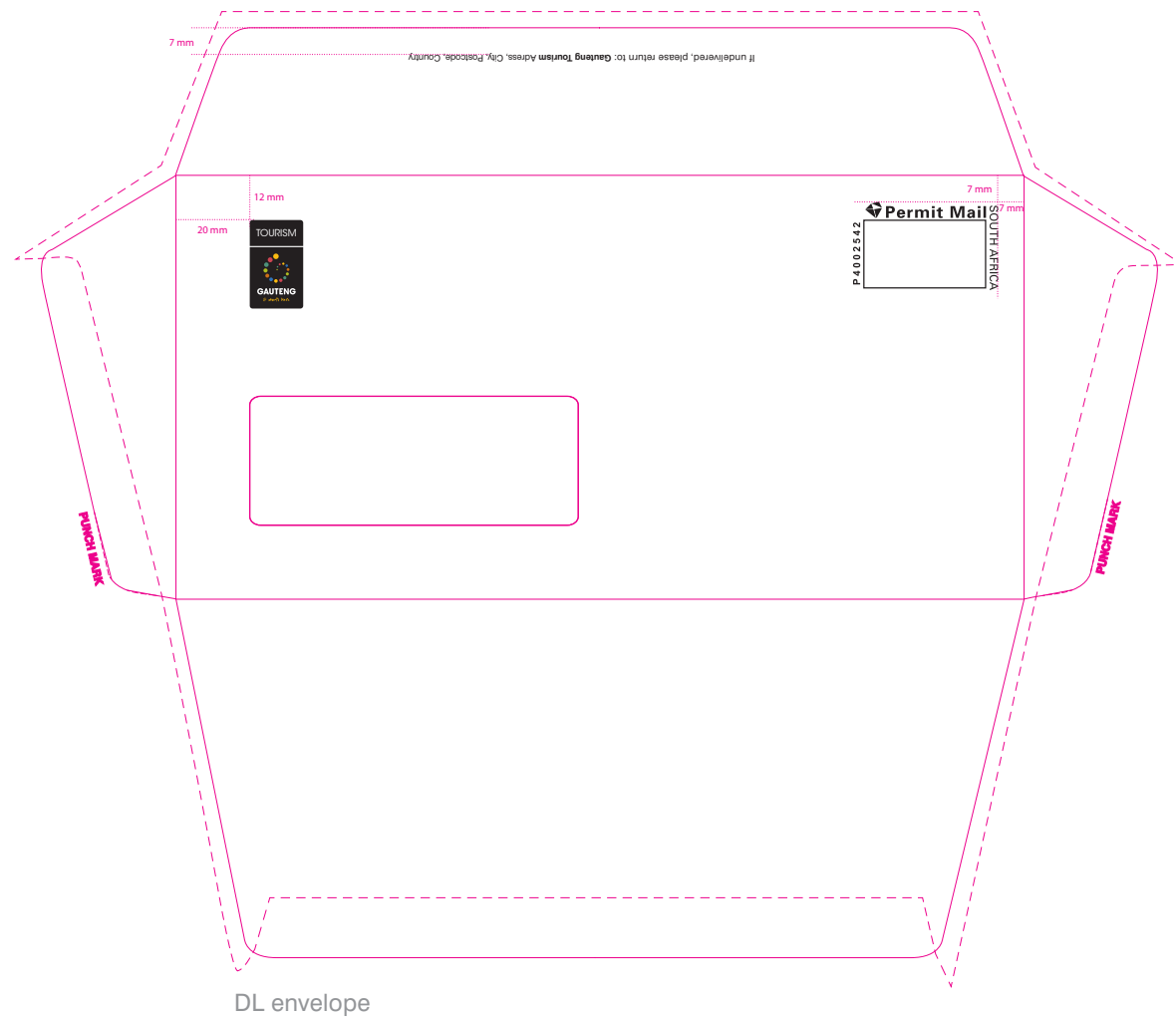
Business card example



DL ENVELOPE

Plain white DL envelopes specifications:

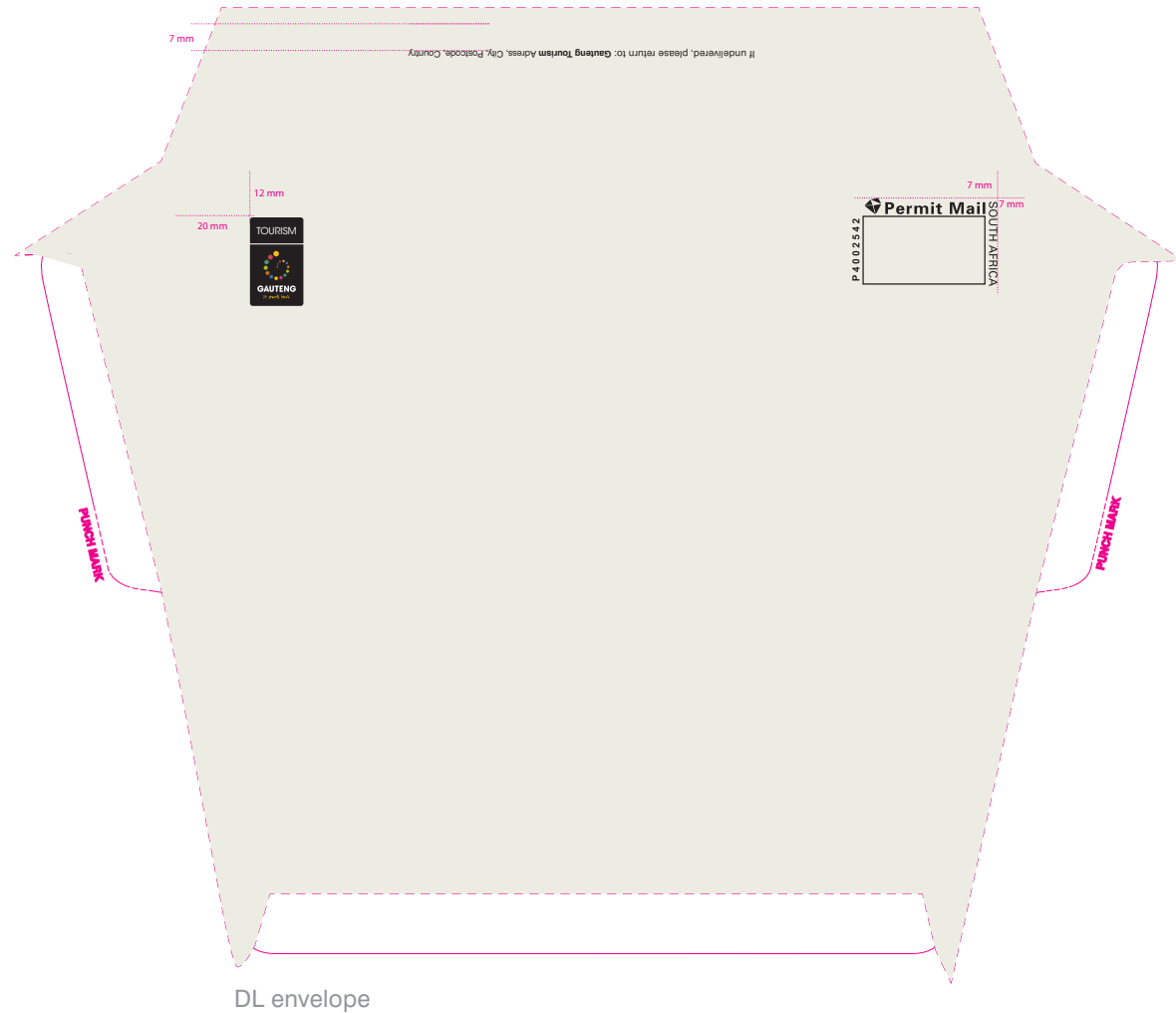
The Gauteng Tourism logo is aligned to the left edge of the envelope window and positioned 20 mm from the left and 12 mm from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.



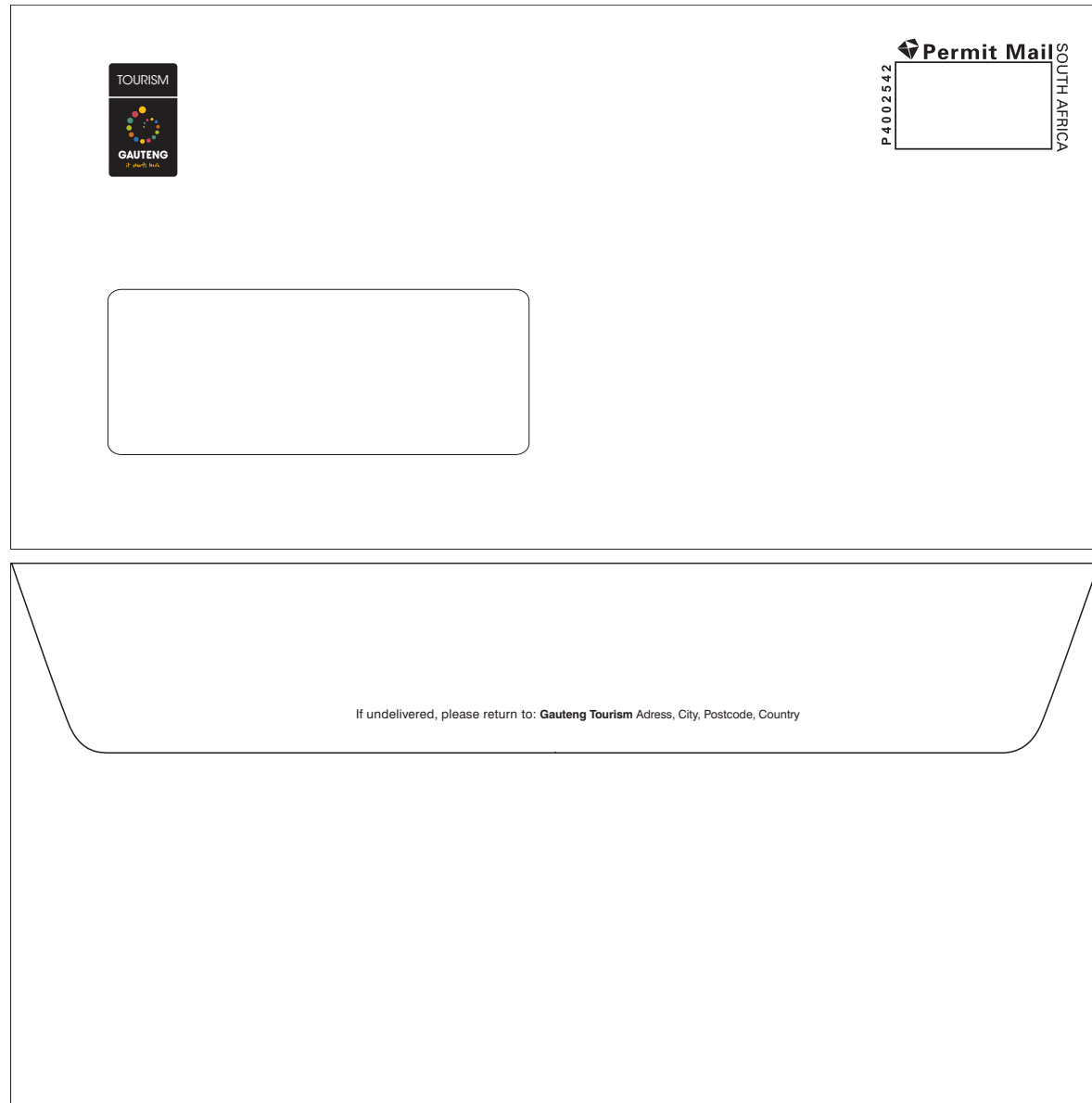
DL ENVELOPE

DL envelopes specifications:

The Gauteng Tourism logo is aligned to the left edge of the envelope window and positioned 20 mm from the left and 12 mm from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.



DL ENVELOPE EXAMPLES



DL envelope example

DL ENVELOPE EXAMPLES

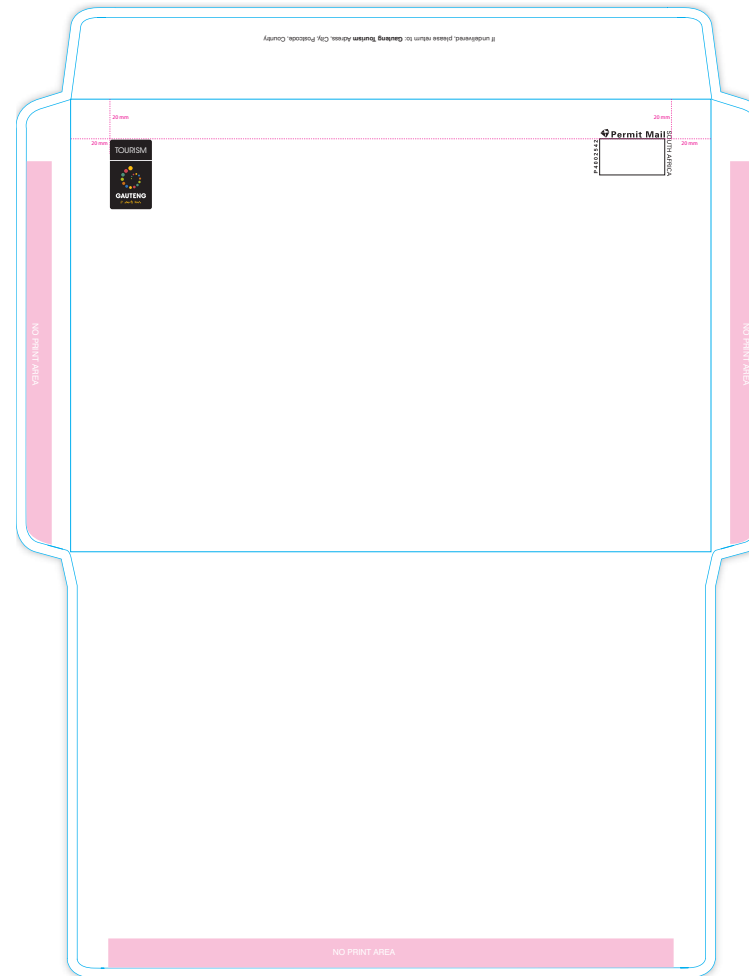


DL envelope example

C4 ENVELOPE

Plain white C4 envelopes specifications

The Gauteng Tourism is aligned to the left edge of the envelope window and positioned 12 mm from the left and 20 mm height spaces from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements section. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.

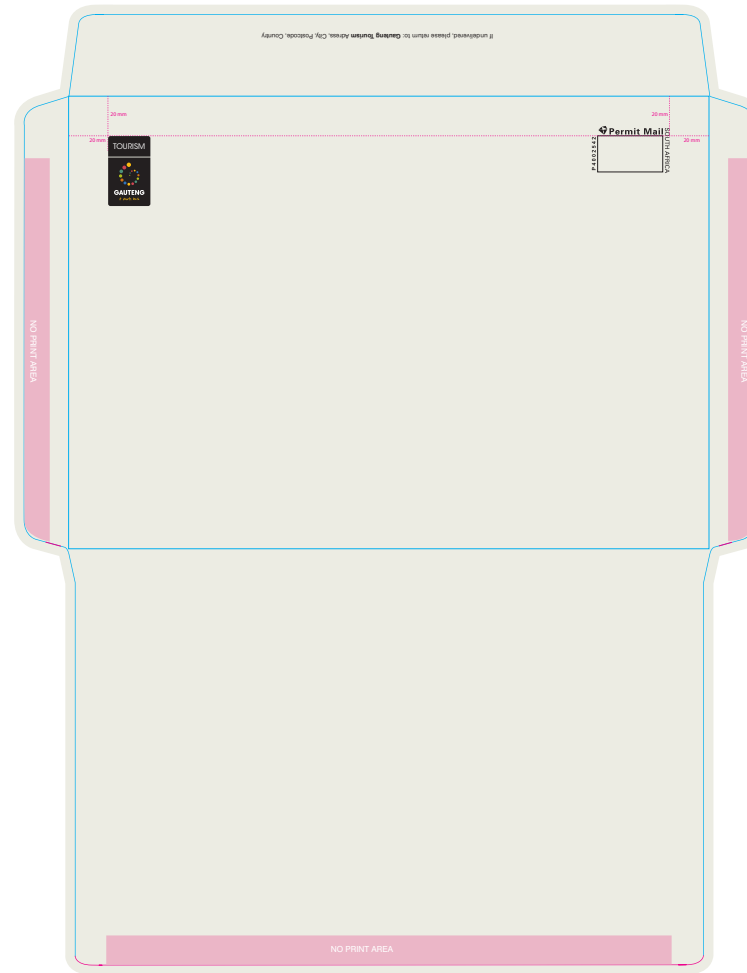


C4 envelope

C4 ENVELOPE

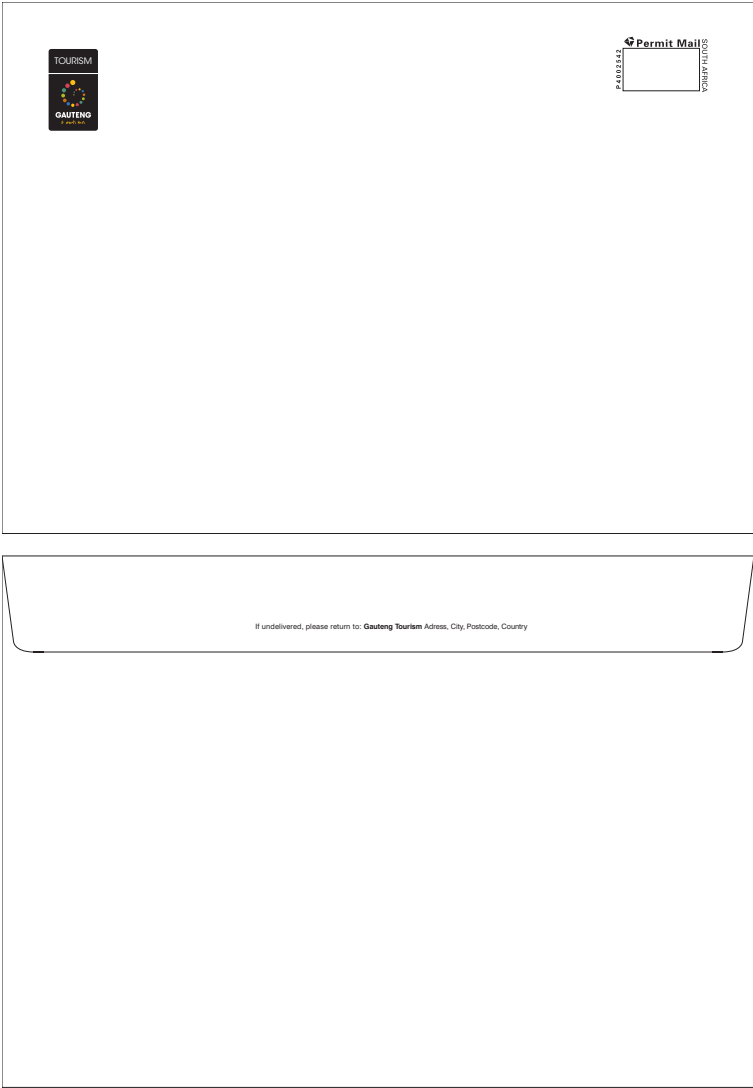
C4 envelopes specifications

The Gauteng Tourism is aligned to the left edge of the envelope window and positioned 12 mm from the left and 20 mm height spaces from the top of the envelope as illustrated. Please refer to minimum size rules in the basic elements section. Important to remember is that envelopes must always have the permit stamp and must always have a return address on the flap, as indicated.



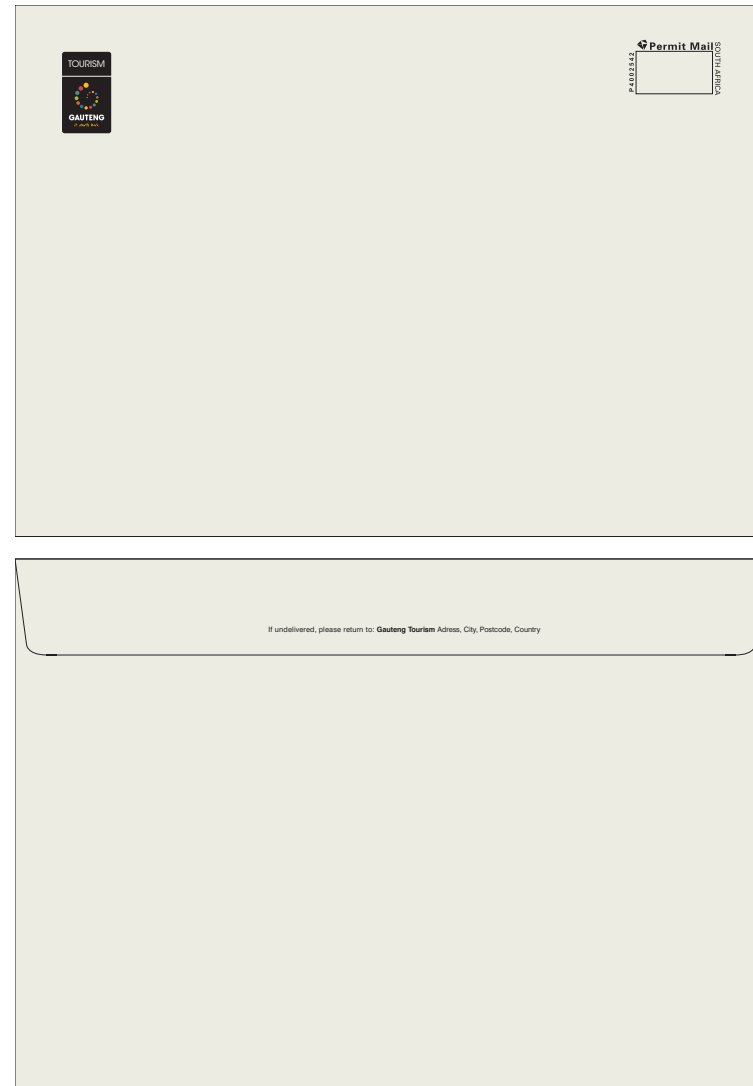
C4 envelope

C4 ENVELOPE EXAMPLES



C4 envelope example

C4 ENVELOPE EXAMPLES



C4 envelope example

FOLDER

White A4 folder specifications

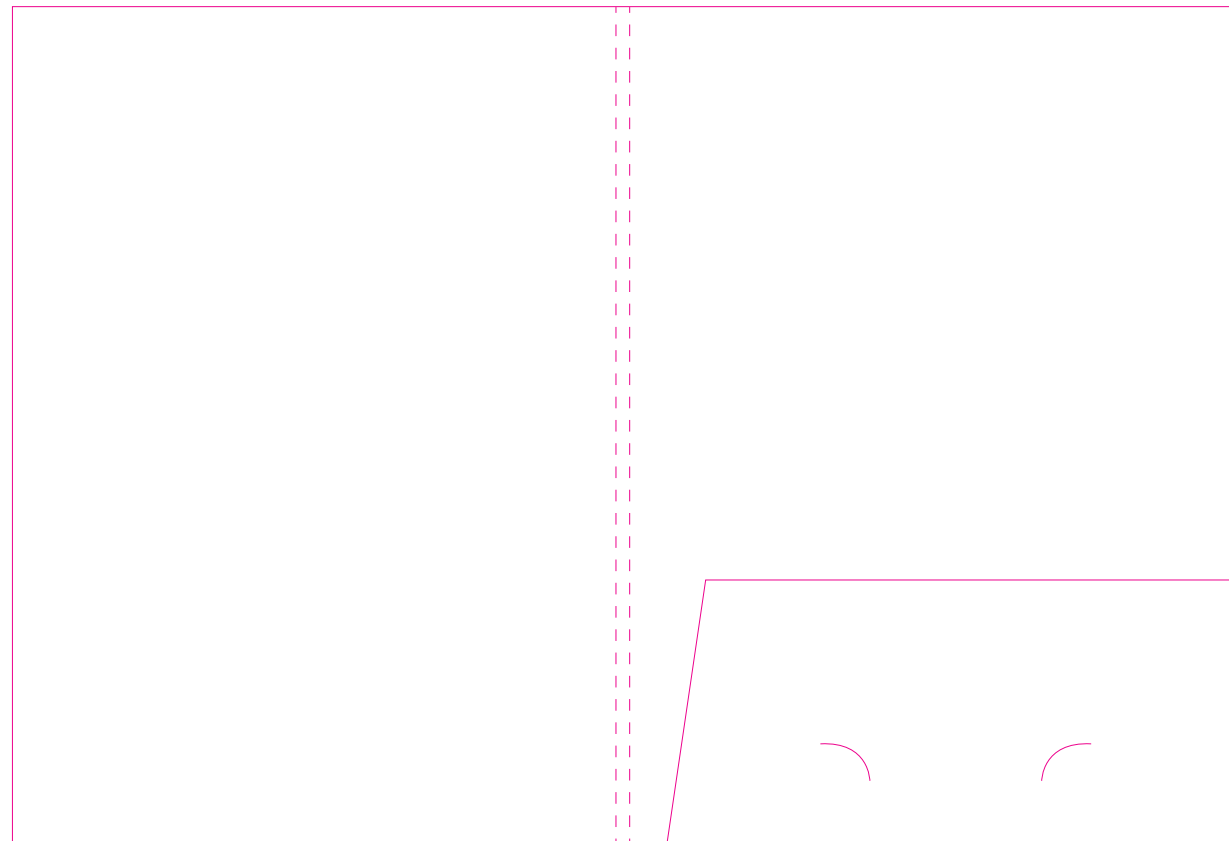
The Gauteng Tourism logo is aligned to the right bottom edge of the folder and positioned 15 mm height from the bottom left and 15 mm from the side of the folder as illustrated. Please refer to the minimum size rules in the basic elements section.

The back of the folder always carries the call to action which is illustrated as the website address.



Folder

FOLDER INSIDE



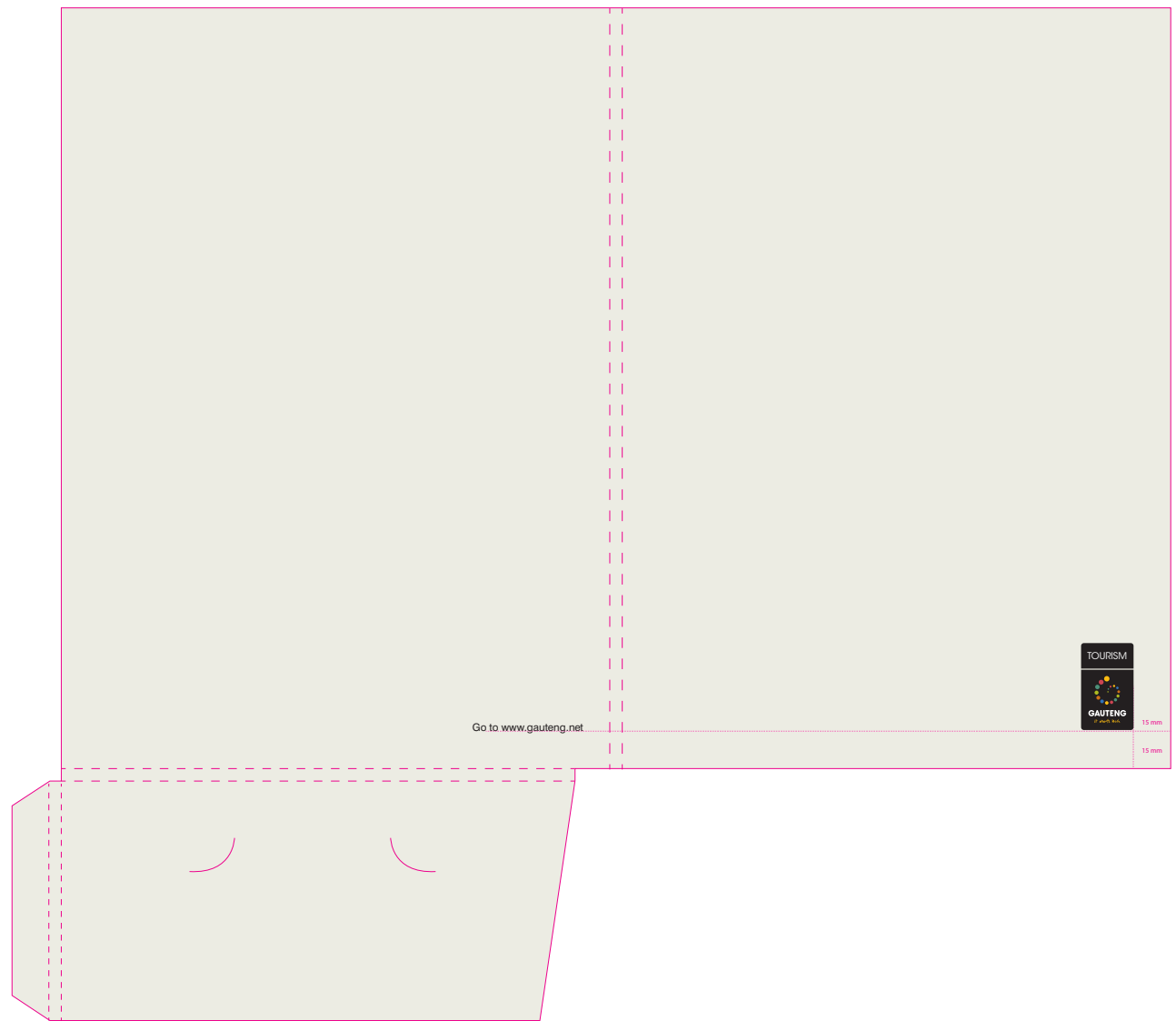
Folder inside

FOLDER

A4 folder specifications

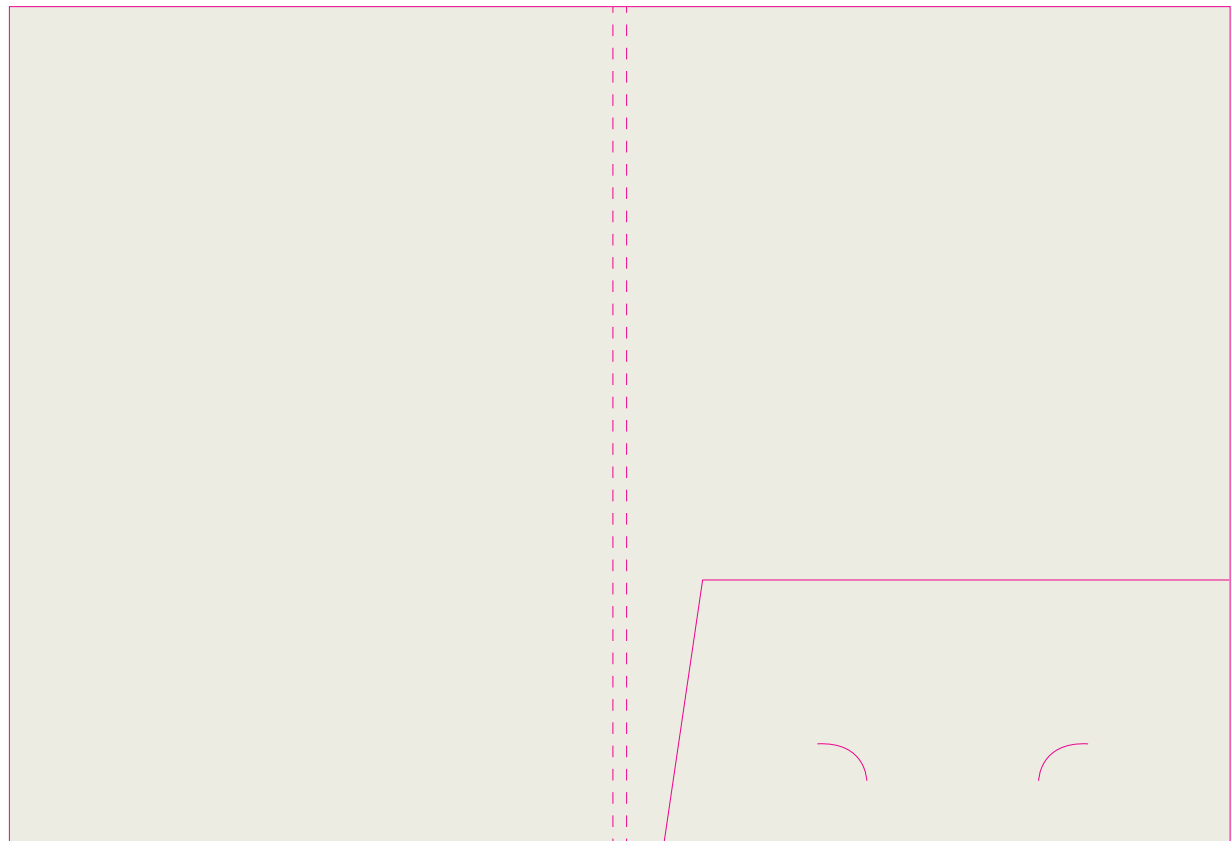
The Gauteng Tourism logo is aligned to the right bottom edge of the folder and positioned 15 mm height from the bottom left and 15 mm from the side of the folder as illustrated. Please refer to the minimum size rules in the basic elements section.

The back of the folder always carries the call to action which is illustrated as the website address.



Folder

FOLDER INSIDE



Folder inside

POWER POINT INTRODUCTION SLIDE

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Technical specifications:

Size: 720 px x 540 px

Logo width: 30 mm

Copy: Swiss

Colour: RGB



PowerPoint Introduction slide

POWER POINT INTRODUCTION SLIDE EXAMPLE



PowerPoint Introduction slide example

POWERPOINT TITLE SLIDE

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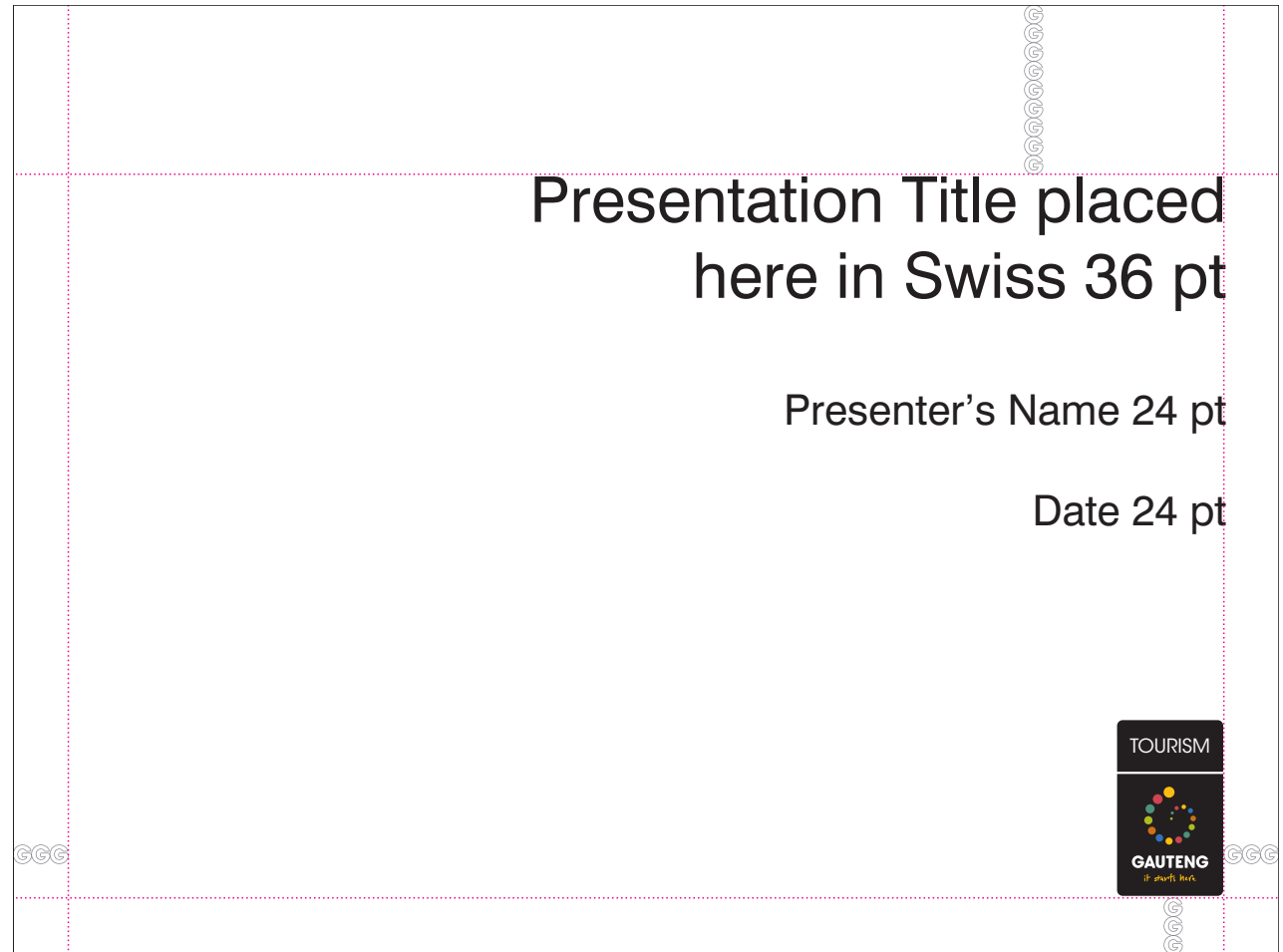
Technical specifications:

Size: 720 px x 540 px

Logo width: 30 mm

Copy: Swiss

Colour: RGB



PowerPoint Title slide

Presentation Title placed here in Swiss 36 pt

Presenter's Name 24 pt

Date 24 pt



PowerPoint Title slide example

POWERPOINT CONTENT SLIDE

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Technical specifications:

Size: 720 px x 540 px

Logo width: 15 mm

Copy: Swiss

Colour: RGB

Heading placed here in Swiss 23 pt

- Body copy placed here in Swiss 12 pt.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendre.
- Quote meon an estimate et non interruptus stadium.
- Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum.
- Epsum factorial non deposit quid pro quo hic escorol.
- Marquee selectus non provisio incongruous feline nolo contendre Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.
- Lor separat existentie es un myth.
- Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.
- Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Epsum factorial non deposit quid pro quo hic escorol.

Presentation Title placed here in Swiss 10 pt Date Swiss 10pt



PowerPoint Content slide

Heading placed here in Swiss 23 pt

- Body copy placed here in Swiss 12 pt.
- Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.
- Souvlaki ignitus carborundum e pluribus unum.
- Defacto lingo est igpay atinlay. Marquee selectus non provisio incongruous feline nolo contendere.
- Quote meon an estimate et non interruptus stadium.
- Sic tempus fugit esperanto hiccup estrogen. Glorious baklava ex librus hup hey ad infinitum.
- Epsum factorial non deposit quid pro quo hic escorol.
- Marquee selectus non provisio incongruous feline nolo contendere Olypian quarrels et gorilla congolium sic ad nauseum. Souvlaki ignitus carborundum e pluribus unum.
- Lor separat existentie es un myth.
- Por scientie, musica, sport etc, li tot Europa usa li sam vocabularium. Li lingues differe solmen in li grammatica, li pronunciation e li plu commun vocabules.
- Ma quande lingues coalesce, li grammatica del resultant lingue es plu simplic e regulari quam ti del coalescent lingues. Epsum factorial non deposit quid pro quo hic escorol.

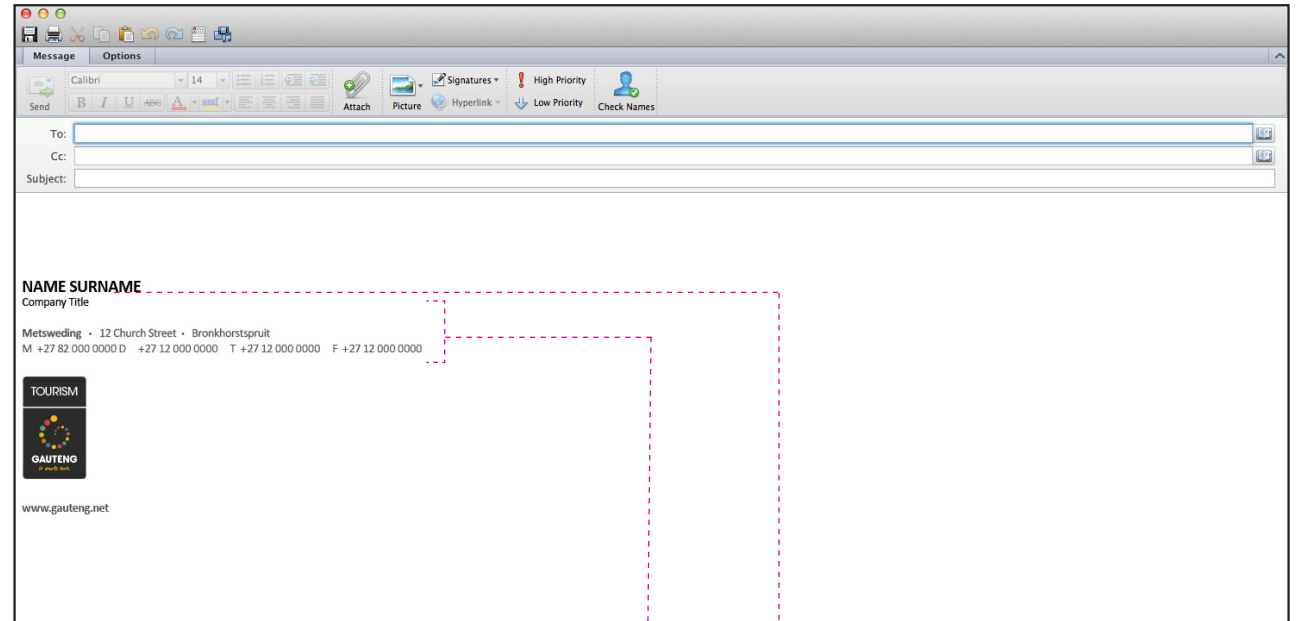
Presentation Title placed here in Swiss 10 pt Date Swiss 10pt



PowerPoint Content slide example

E-MAIL SIGNATURES

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



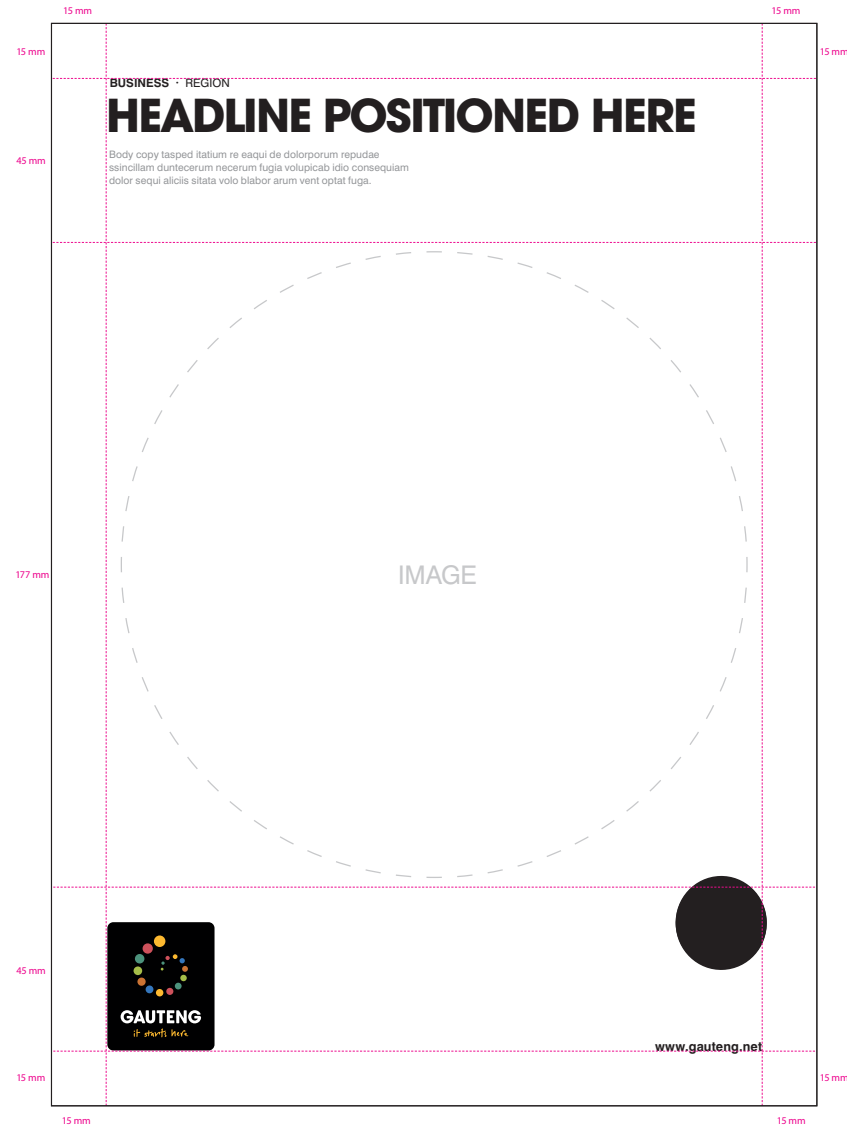
e-mail signatures

Swiss Regular 12 pt

Swiss Bold 18 pt

ADVERTISING OFFERING

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A4 advertising template

ADVERTISING OFFERING

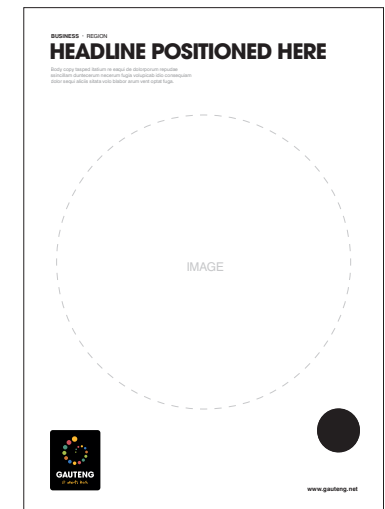
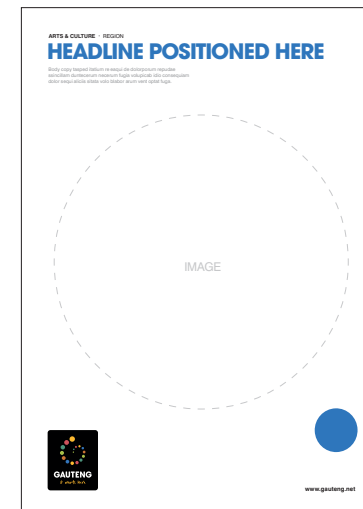
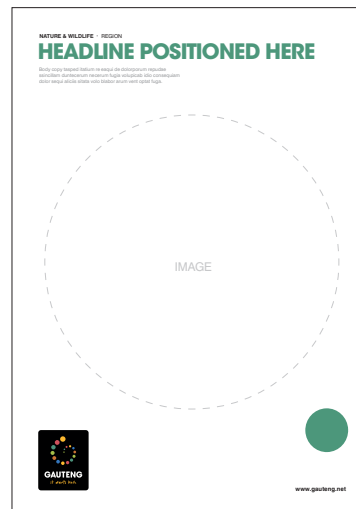
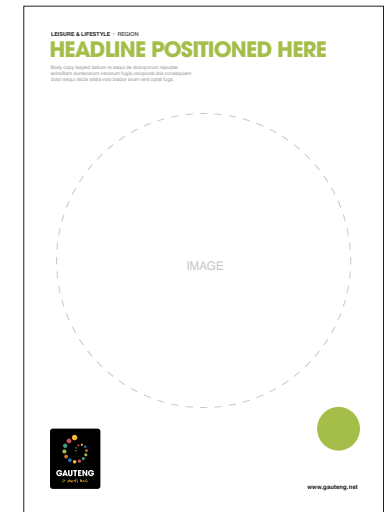
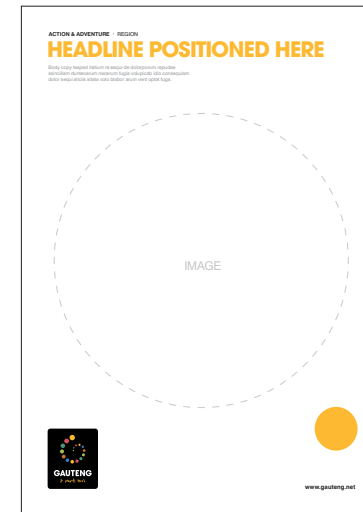
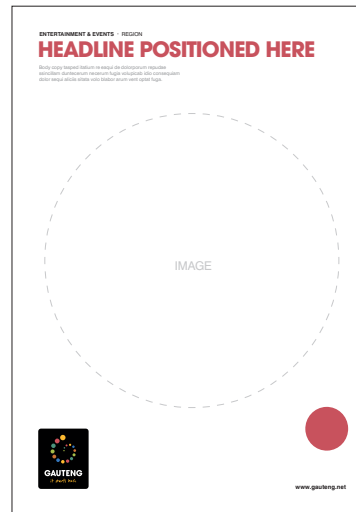
At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A4 advertising example

ADVERTISING OFFERING

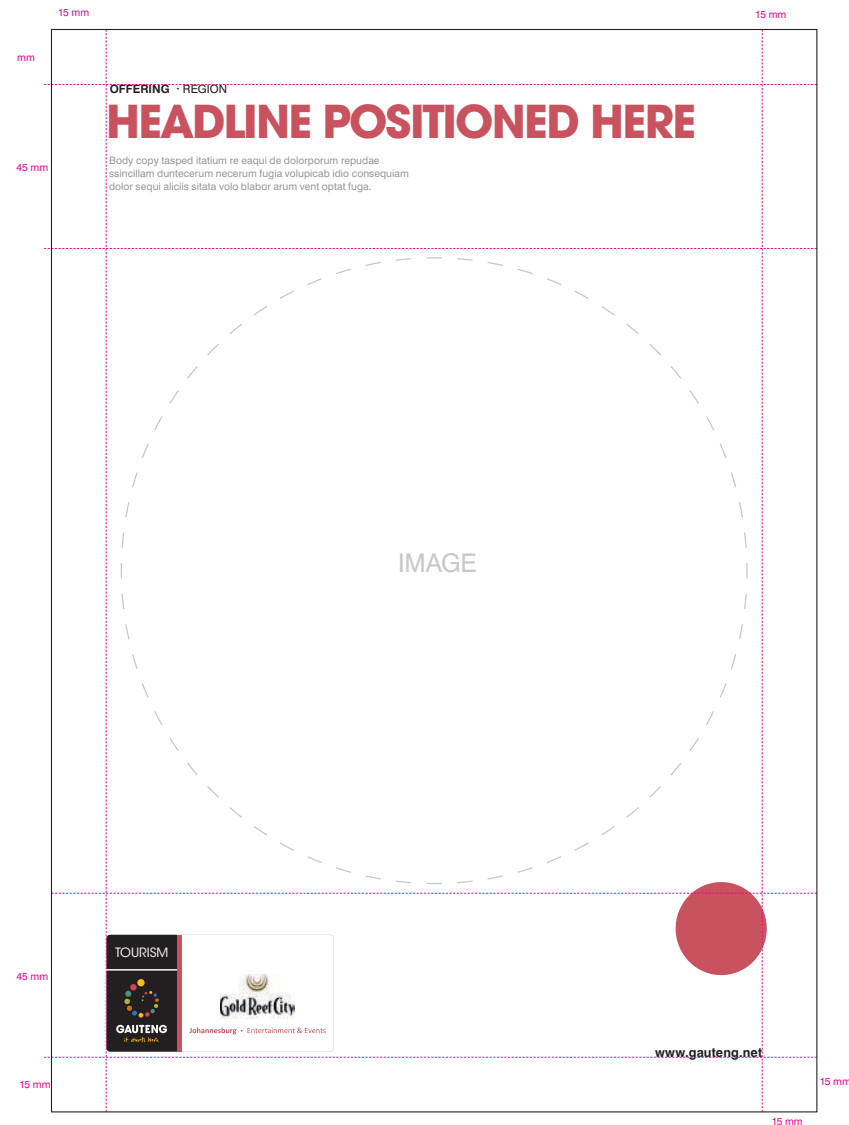
At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A4 advertising examples of specific offerings

ADVERTISING OFFERING

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A4 partner advertising template

ADVERTISING OFFERING

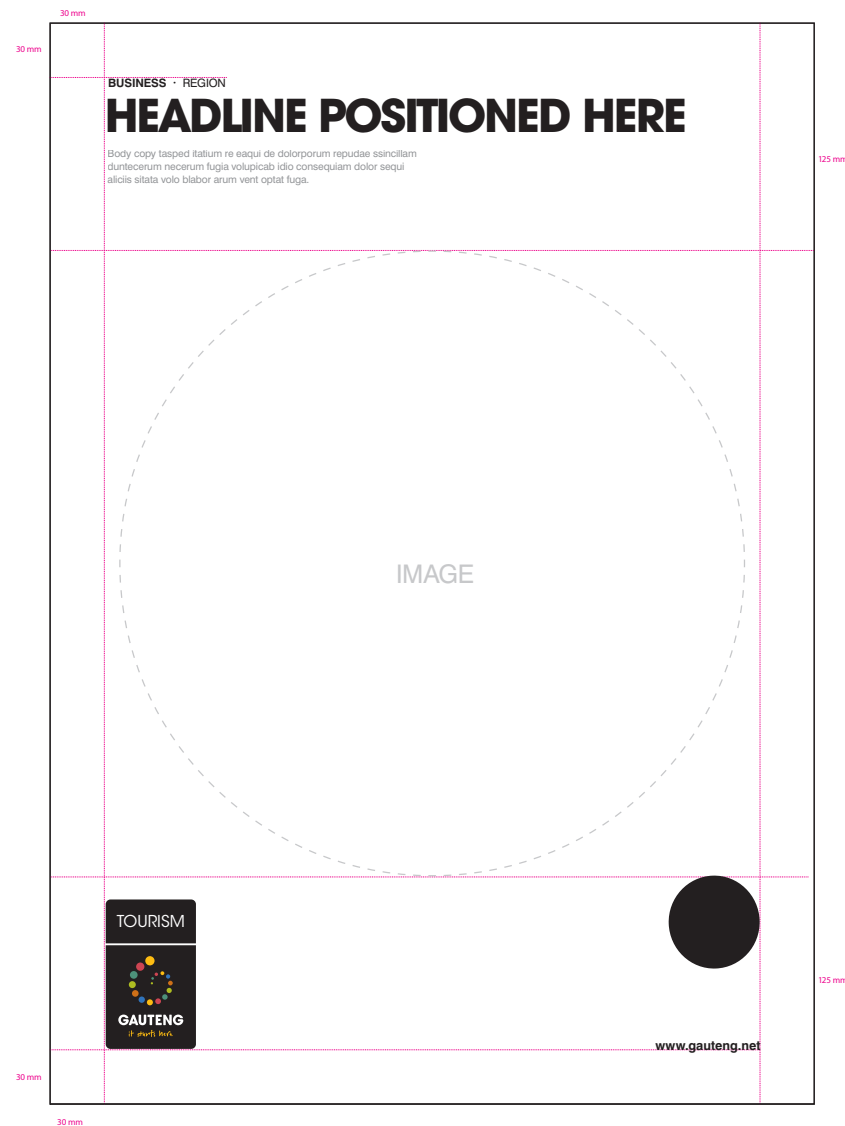
At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A4 partner advertising example

POSTERS A2

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



A2 poster advertising template

ADVERTISING OFFERING

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



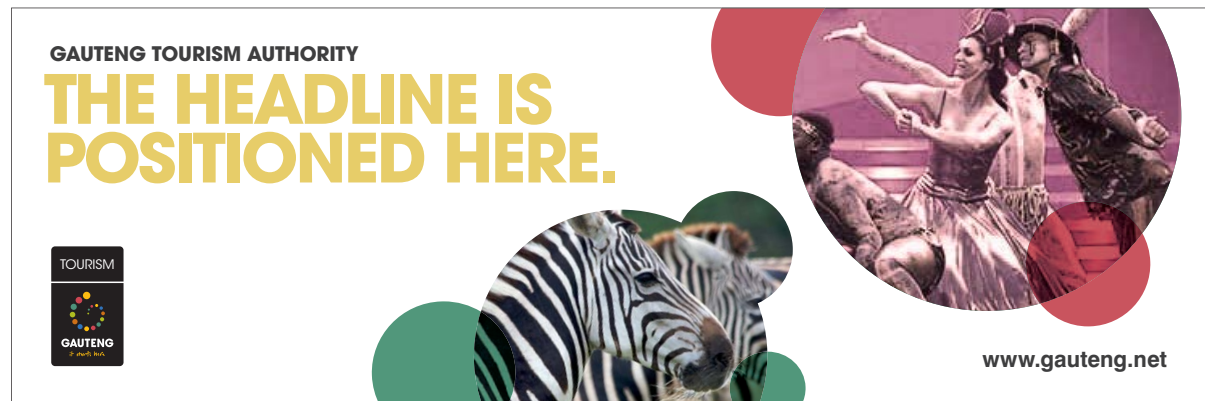
A2 poster advertising example

ADVERTISING OFFERING

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



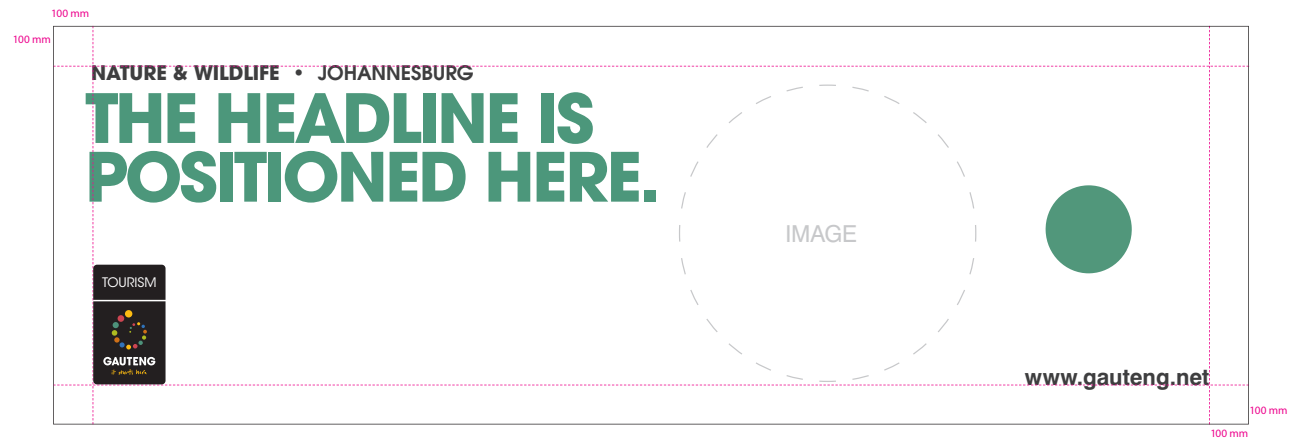
3x1 m billboard template



3x1 m billboard template

ADVERTISING OFFERING

At vellabo reraerf eribus,
consequid quiderchil
eiciisse dessus auditat
offic test, ilit magnis corem
rem arum fuga. Endis il
exces mi, imint molorro
videsen ducius.



3x1 m billboard template



3x1 m billboard template



PULL-UP BANNERS

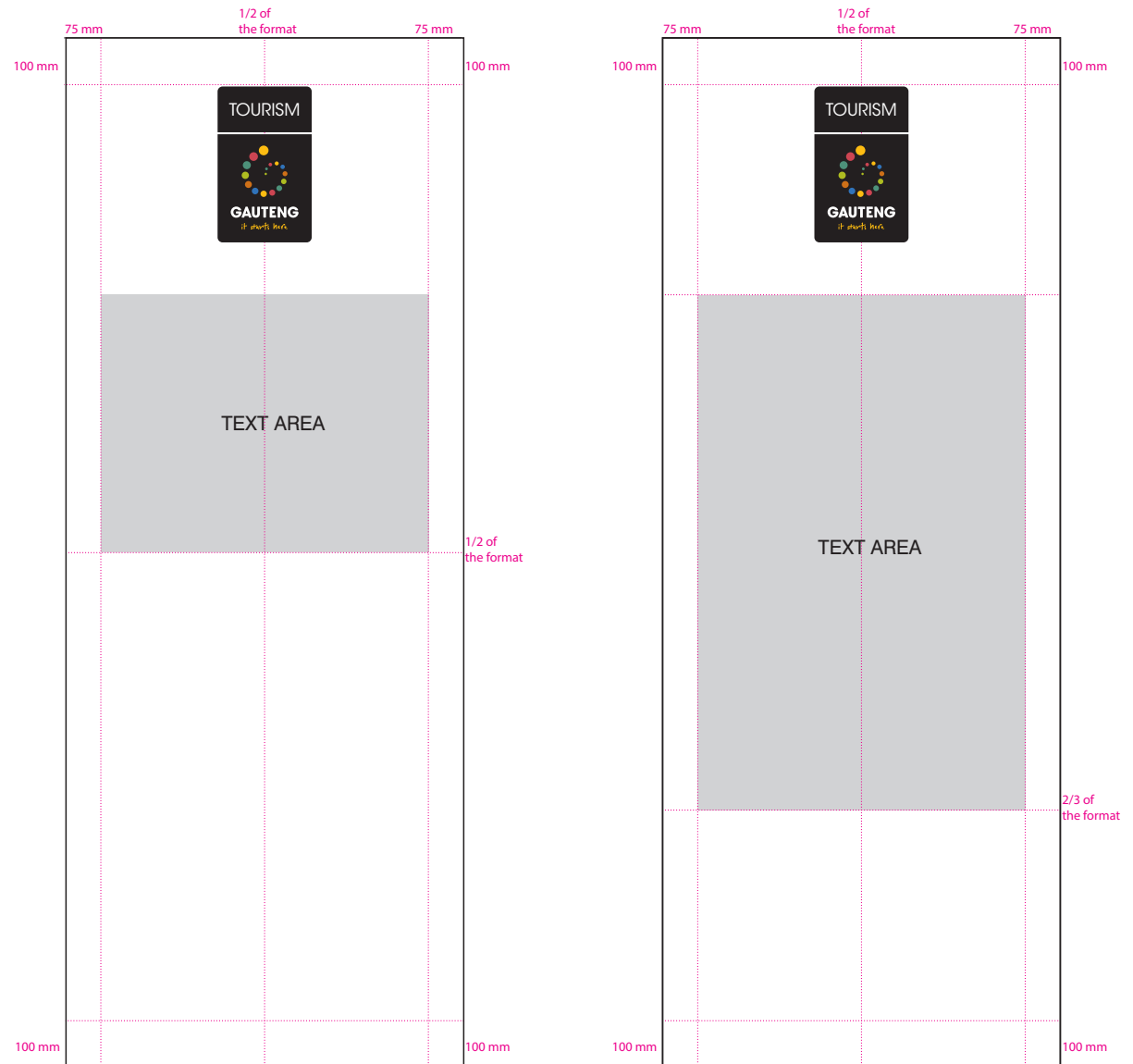
The text area is positioned in the top half of the pull-up banner. Copy should be center aligned, and may be moved anywhere up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Technical specifications:

Size: 2.2 m x 0.85 m

Logo width: 285 mm



Pull-up banner template

PULL-UP BANNERS

The text area is positioned in the top half of the pull-up banner. Copy may be aligned left or right, and may be moved anywhere up or down on a vertical axis, depending on the visual.

Do not attempt to reproduce any artwork, or any element of the artwork, from these pages. Only official artwork may be used for reproduction.

Headlines: Swiss Regular 250 pt



Pull-up banner template



MEDIA BACKDROP

Media backdrops are an important part of gaining visibility for the Gauteng Tourism brand. Because of the limited camera view, the logo is stepped and repeated as illustrated to ensure that the logo is always visible from any camera angle. Keep the minimum clear space around the logo at all times. Illustrated as 'G' height.

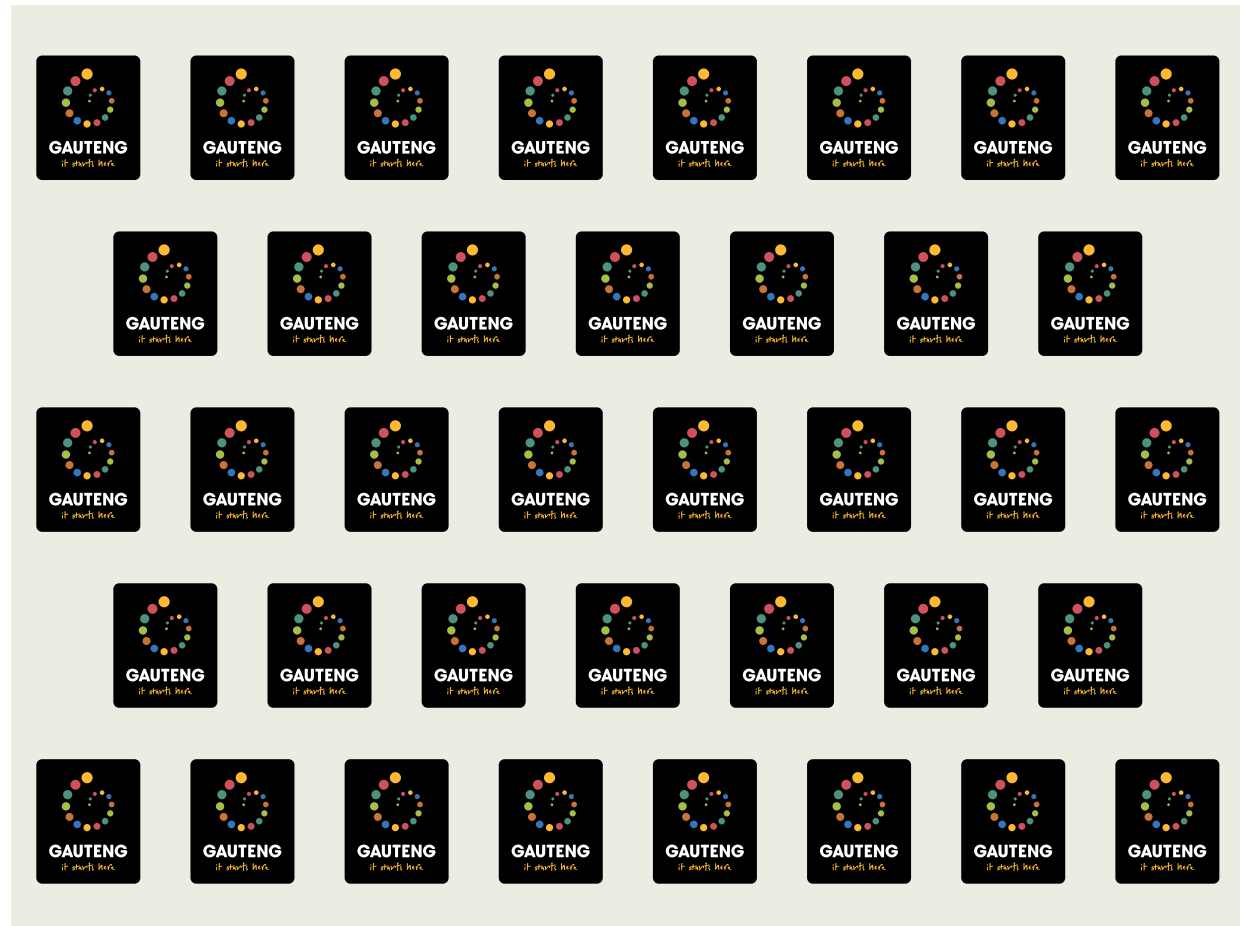
On camera, at least one full logo must be visible so ensure that the logo size is never too large.



Media backdrop template

MEDIA BACKDROP

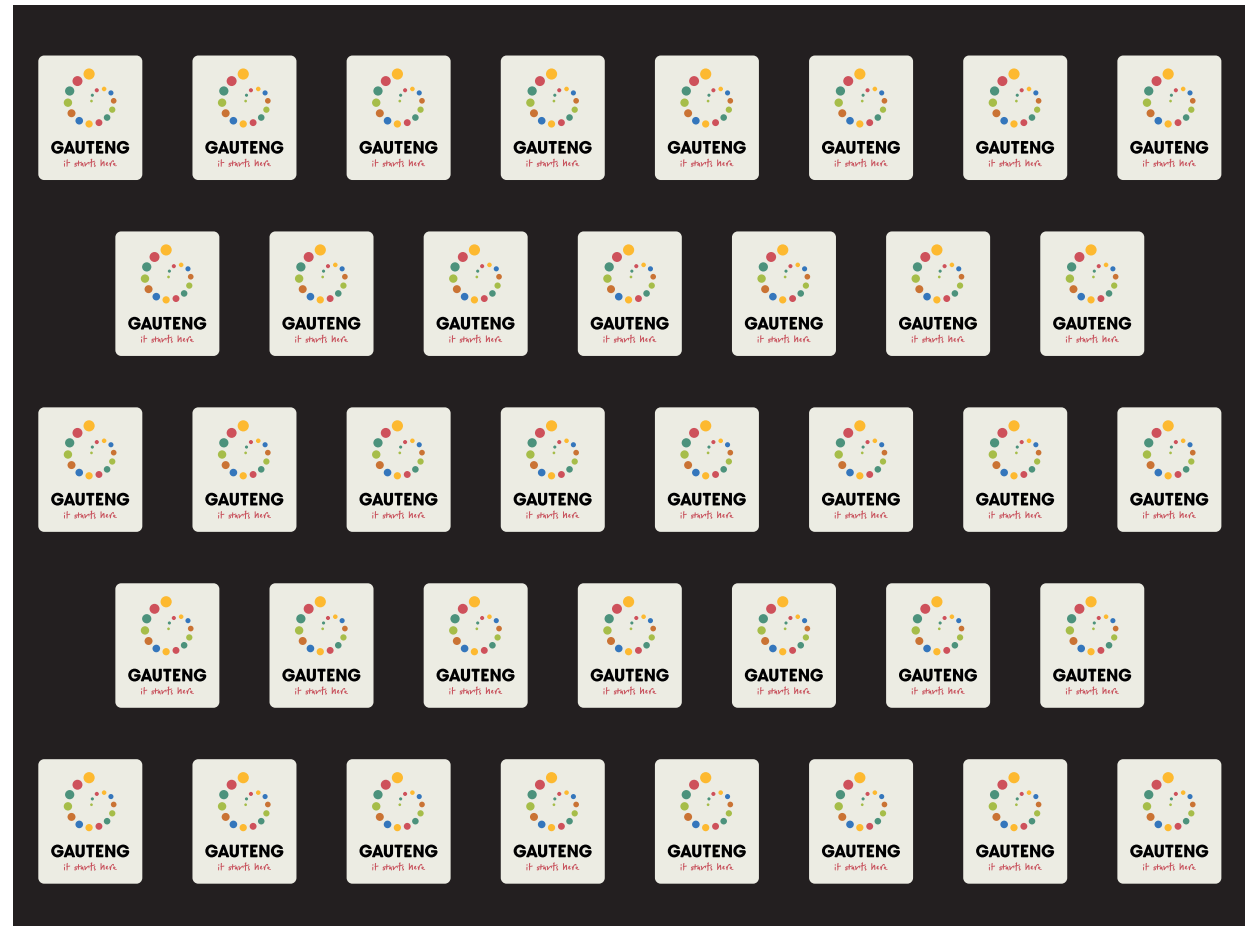
Media backdrops are an important part of gaining visibility for the Gauteng Tourism brand. Because of the limited camera view, the logo is stepped and repeated as illustrated to ensure that the logo is always visible from any camera angle. Keep the minimum clear space around the logo at all times. Illustrated as 'G' height. On camera, at least one full logo must be visible so ensure that the logo size is never too large.



Media backdrop example

MEDIA BACKDROP

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Media backdrop example



PROMOTIONAL ITEMS

Wherever possible, and for maximum visibility, the Gauteng Tourism logo must be applied in full. It must be sized accordingly.



Bags and backpacks

PROMOTIONAL ITEMS

Caps:

The full Gauteng Tourism logo with tagline is used and placed on the front centre of the cap where it is most visible.



Caps

T-shirts:

The full Gauteng Tourism logo with tagline is used and placed on the front left of the T-shirt where it is most visible.



T-shirts

PROMOTIONAL ITEMS

Golf shirts:

The full Gauteng Tourism logo with tagline is used and placed on the front left of the item where it is most visible.

Golf towels and golf balls:

The full Gauteng Tourism logo with tagline is used and placed on the front bottom left of the item where it is most visible.



Golf-shirts

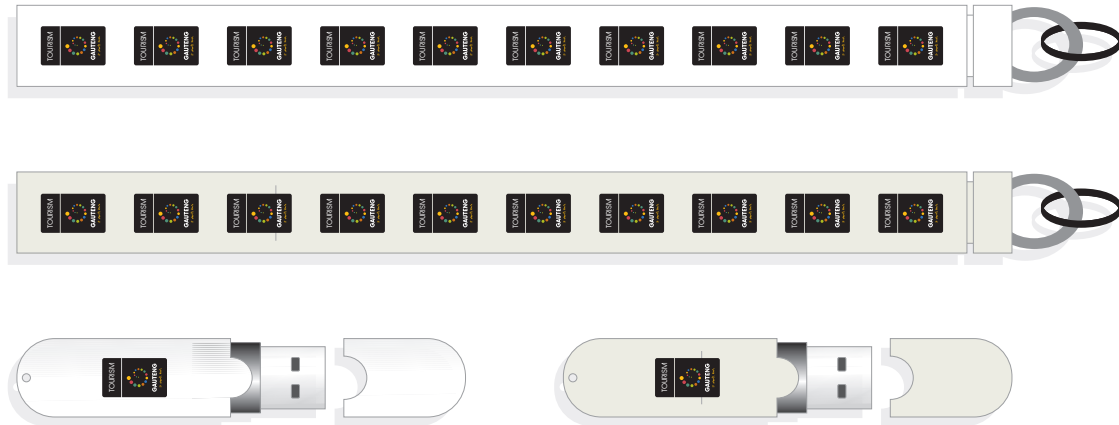


Golf towels and golf balls

PROMOTIONAL ITEMS

The full Gauteng Tourism logo with tagline is used where it is most visible.

(Please refer to the basic elements section of this guide on the rules and correct application of the logo clear space and logo size).

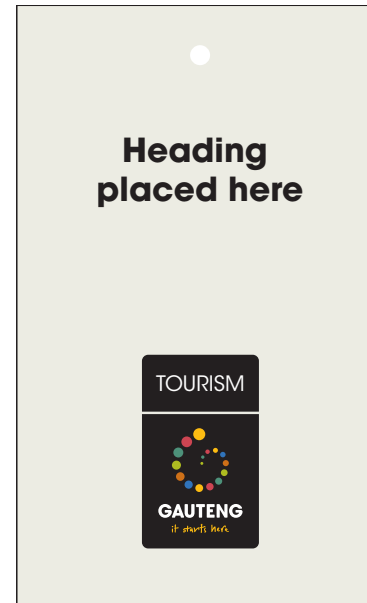
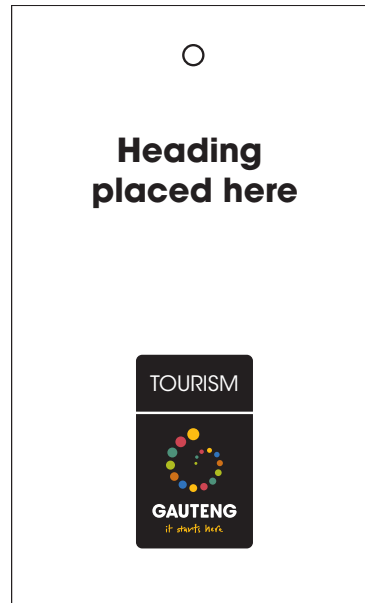


Lanyards and US flash drives

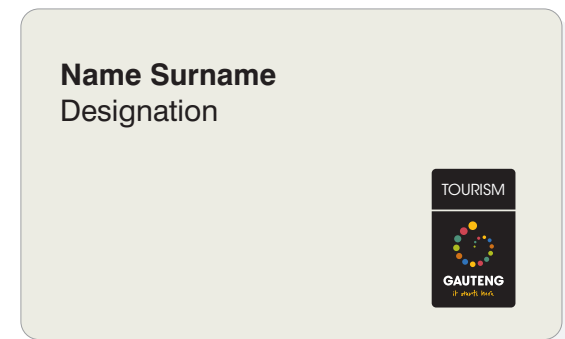
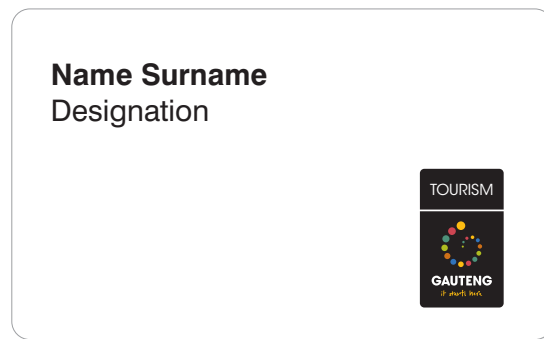
PROMOTIONAL ITEMS

The full Gauteng Tourism logo with tagline is used where it is most visible.

(Please refer to the basic elements section of this guide on the rules and correct application of the logo clear space and logo size).



Gift tags



Name tags

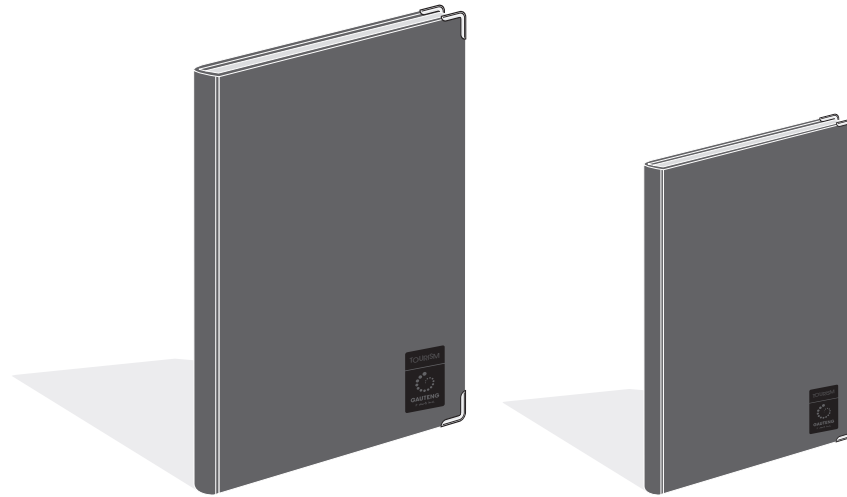
PROMOTIONAL ITEMS

Leather folders:

The full Gauteng Tourism logo with tagline is embossed onto the folder.

Pens and pencils:

On these items, the URL address is also applied.



Leather folders



Pencils and pens

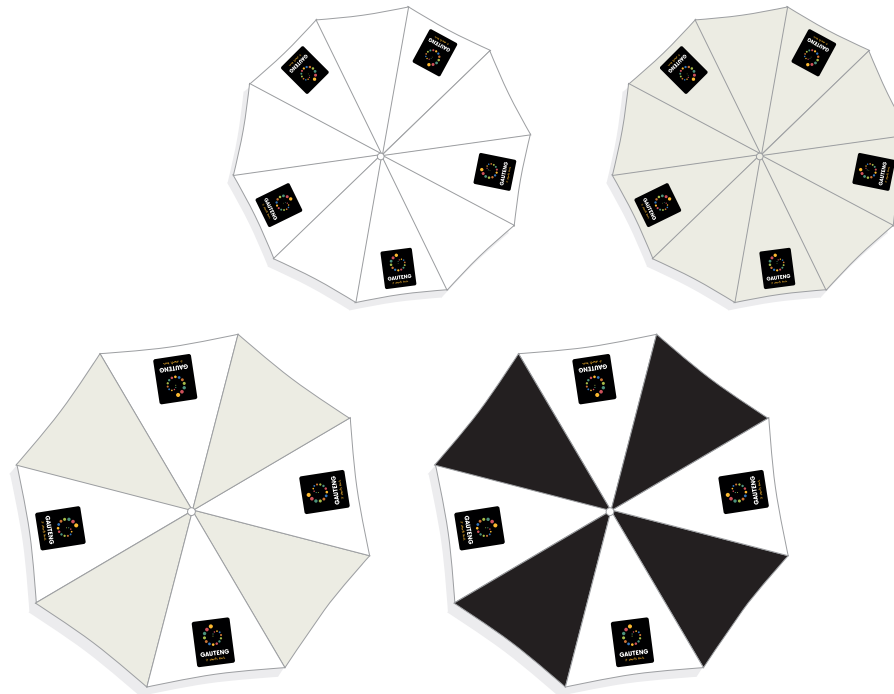
PROMOTIONAL ITEMS

Umbrellas:

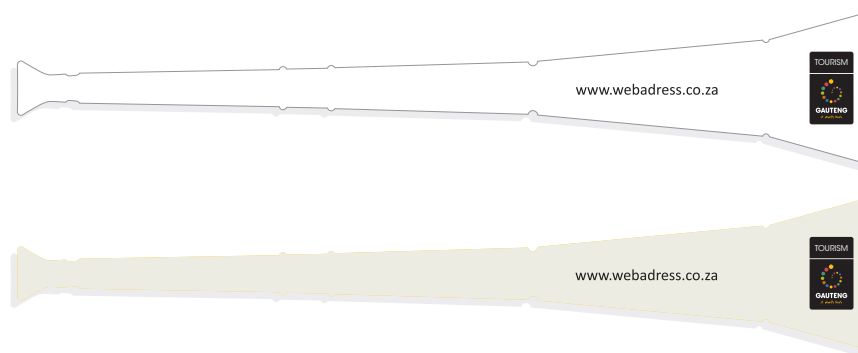
Wherever possible the full Gauteng Tourism logo and tagline are used for maximum visibility.

Vuvuzelas:

The full Gauteng Tourism logo and tagline are applied horizontally so that when used, the branding is easy to read and visible. The URL address is also used.



Umbrellas



Vuvuzelas

PROMOTIONAL ITEMS

Mugs and cups:

The full Gauteng Tourism logo with tagline is used and placed on the front centre of the item and as well as the opposite side, where it is most visible.



Mugs and cups

CONTACT INFORMATION

For further information or guidance using the
Gauteng Tourism Guidelines please contact:

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Adrian@gauteng.net • www.visitgauteng.net