



G20

SOUTH AFRICA 2025



2025 G20 South Africa Brand Identity



Application Guidelines

Version 3: 02 December 2024



Solidarity

Equality

Sustainability



**SOUTH
AFRICA**



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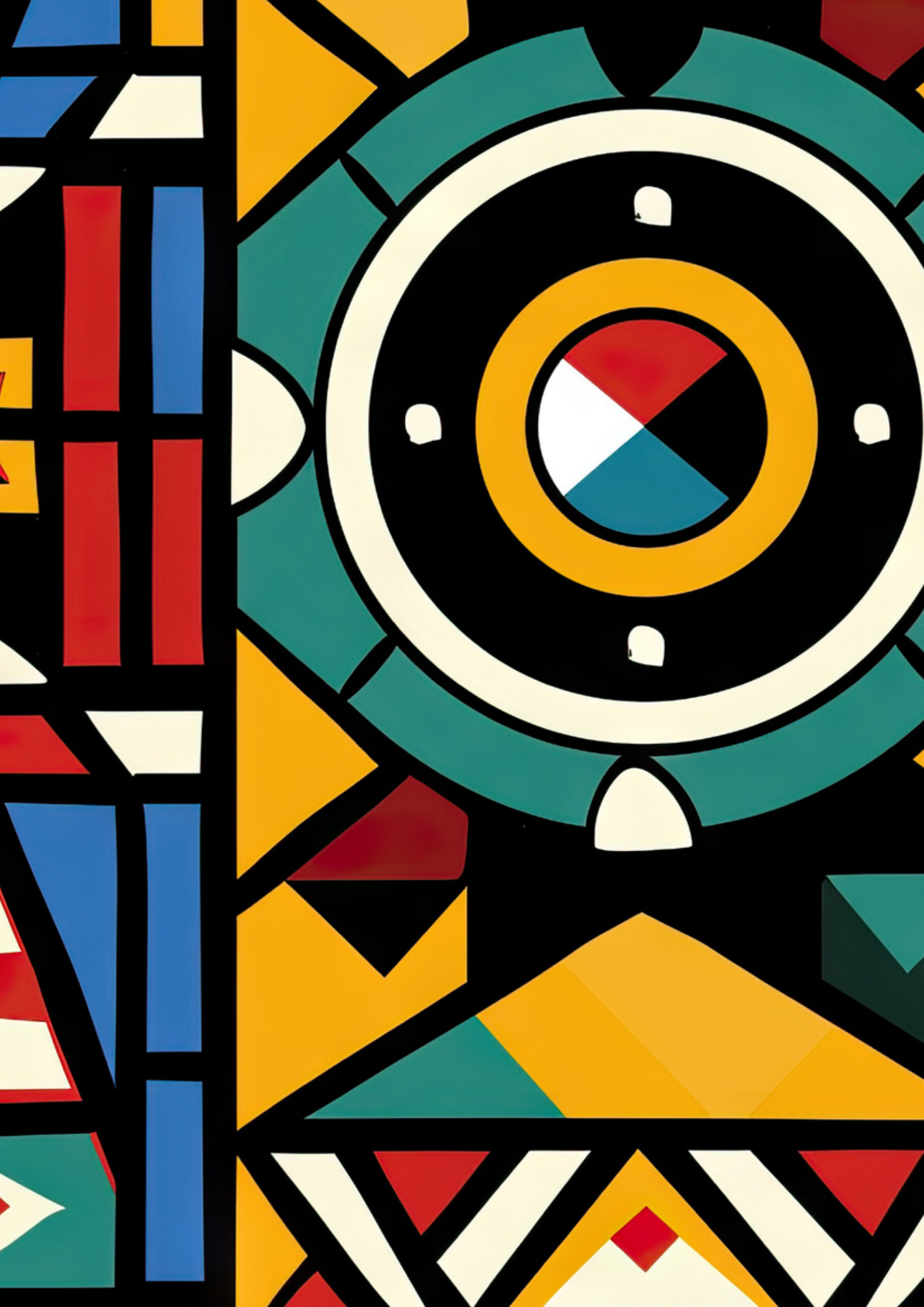
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ABOUT THE G20

The Group of Twenty (G20) comprises 19 countries (Argentina, Australia, Brazil, Canada, China, France, Germany, India, Indonesia, Italy, Japan, the Republic of Korea, Mexico, Russia, Saudi Arabia, South Africa, Türkiye, the United Kingdom, and the United States) and two regional bodies, namely the European Union (EU) and African Union (AU). The G20 members represent around 85% of the global gross domestic product, over 75% of the global trade, and about two-thirds of the world population.

The G20 is the premier forum for international economic cooperation and it plays an important role in shaping and strengthening global architecture and governance on all major international economic issues.

The G20 does not have a permanent secretariat or staff. Instead, the G20 Presidency rotates annually among the members and is selected from a different regional grouping of countries. The 19 member countries are therefore divided up into five groups comprising a maximum of four countries each. Most of the groups are formed on a regional basis, that is, countries from the same region are usually put in the same group. Only Group 1 (Australia, Canada, Saudi Arabia and the United States) and Group 2 (India, Russia, South Africa and Türkiye) do not follow this pattern. Group 3 includes Argentina, Brazil, and Mexico; Group 4 includes France, Germany, Italy, and the United Kingdom; and Group 5 includes China, Indonesia, Japan, and the Republic of Korea. The EU and the AU are not members of any of these regional groups.

Each year, another country from a different group assumes the G20 Presidency. The countries in a group are each equally entitled to take on the Presidency when it is their group's turn. The G20 Presidency is responsible for bringing together the G20 agenda in consultation with other members and in response to developments in the global economy. To ensure continuity, the Presidency is supported by a "troika" made up of the current, immediate past and next host countries. During South Africa's Presidency, the members of the G20 troika are Brazil, South Africa, and the United States.

02 **PROTECTING THE G20 SOUTH AFRICA LOGO**

The G20 South Africa logo/brand is the property of the Department of International Relations and Cooperation (DIRCO). The copy and reproduction of the logo/brand are vested in DIRCO. The logo/brand should not be utilised for fraudulent or unauthorised transactions. The G20 South Africa logo/branding has considerable legal protection arising from various Acts of Parliament, and international agreements and protocols.

The G20 South Africa logo/brand will enjoy legal protection in most countries. South Africa is a party to the Paris Convention for the Protection of Industrial Property, a treaty that has been signed by most countries. Article 6 provides that all member countries must agree to refuse registration of, and to prohibit use of, armorial bearings and other State emblems of member countries without authorisation.

THE G20 SOUTH AFRICA LOGO



3.1 MAIN ELEMENT

The King Protea holds a special place in the hearts of South Africans, making it the national flower of the country.

Cultural Significance: This magnificent flower is deeply intertwined with South African culture. Its unique appearance, with large petals resembling a crown, evokes a sense of pride and identity. It represents the rich diversity of the nation and celebrates its heritage.

Hope and Regeneration: The King Protea's ability to regenerate after fires mirrors the country's spirit of renewal and hope.

Despite hardships, South Africa continues to grow,

heal, and flourish. The flower serves as a reminder that even in the darkest times, there is always a chance for new beginnings. Just like the people of South Africa, who have faced historical struggles and triumphs, the King Protea stands tall even in adversity.

Natural Beauty: The King Protea's striking appearance captures attention. Its large, showy blooms make it a standout in the floral world. Choosing it as the main element of the G20 logo reflects an appreciation for the beauty of South Africa's landscapes.

The King Protea embodies resilience, cultural pride, hope, and natural splendour.

3.2 PRIMARY & SECONDARY DESCRIPTORS

Provides essential information, including the event title and year, and should always appear with the logo to ensure clear identification and consistency across all branding materials.

G20
SOUTH AFRICA 2025

03 THE G20 SOUTH AFRICA LOGO

3.3 LOGO COLOURS

The logo incorporates the colours of the South African flag. These colours represent the diverse heritage and unity of South Africa and are often used in official branding to maintain a connection with the country's national identity. All or specific flag colours must be used in the application of the logo for all meetings and related activities.



CMYK: 0, 100, 90, 5 | **RGB:** 225, 26, 44
Pantone: 1795
#e11a2c



CMYK: 100, 30, 100, 0 | **RGB:** 0, 133, 74
Pantone: 3415
#00854a



CMYK: 0, 30, 100, 0 | **RGB:** 253, 185, 19
Pantone: 116
#fdb913



CMYK: 100, 65, 0, 10 | **RGB:** 0, 88, 160
Pantone: 287
#0058a0



CMYK: 0, 0, 0, 100 | **RGB:** 0, 0, 0
Pantone: Black
#000000



G20
 SOUTH AFRICA 2025

THE G20 SOUTH AFRICA LOGO

3.4 VERTICAL LAYOUT VARIANT

Vertical



G20
SOUTH AFRICA 2025

Best suited for narrow spaces like mobile app icons and product packaging, providing a compact and bold presence where height is emphasised.

Horizontal



G20 SOUTH AFRICA
2025

Ideal for wide applications such as websites, banners, and letterheads, offering clear readability and balance in extended layouts.

03 THE G20 SOUTH AFRICA LOGO

3.5 CONTROL GRID: Clear Space Around the Logo

Maintaining clear spacing around the logo ensures no other elements interfere with or overcrowd the logo. This allows the logo to maintain prominence and visual balance in all applications. Maintaining this spacing is essential for consistency and readability across all platforms.

Vertical Orientation



The vertical logo maintains clear spacing by using the height of "SOUTH" from the secondary descriptor (repeated three times) as the minimum required space around the logo.

The horizontal logo maintains clear spacing by using the height of "SOUTH" from the secondary descriptor (repeated two times) as the minimum required space around the logo.

Horizontal Orientation



THE G20 SOUTH AFRICA LOGO

3.6 CONTROL GRID: Logo Elements Spacing

The logo elements spacing ensures consistent and proportional alignment between the logo's components, using the height of the word "SOUTH" as a guide to maintain balance and visual harmony in both vertical and horizontal layouts.

Vertical Orientation



Horizontal Orientation



03 THE G20 SOUTH AFRICA LOGO

3.7 COLOUR APPLICATION VARIATIONS

The one-colour logo variations should only be placed on backgrounds using the official South African flag colours. This ensures the logo maintains consistency with the national identity while allowing flexibility in design applications. These colour combinations must be adhered to in all branding and communications related to the G20 Summit and associated activities.



THE G20 SOUTH AFRICA LOGO

3.7 COLOUR APPLICATION VARIATIONS



Full-colour on Black

This variant emphasises the vibrant South African flag colours against a bold black background. This version ensures high contrast, making the logo stand out prominently while maintaining its professional and impactful look. It is best suited for high-profile applications where strong visual presence is essential.



03 THE G20 SOUTH AFRICA LOGO

3.8 CORRECT LOGO USAGE

For correct logo usage, always adhere to the brand guidelines by maintaining the original proportions, using approved colours, ensuring clear space around the logo, and placing it on appropriate backgrounds for maximum visibility and consistency.

Full-colour



The full-colour logo must always be placed on a clear white background to ensure optimal visibility and contrast, maintaining the integrity and vibrancy of the brand's colours.



Single colour



The single-colour logo (besides white) must always be placed on a clear colour background to ensure optimal visibility and contrast, maintaining the integrity and vibrancy of the brand's colours.

THE G20 SOUTH AFRICA LOGO

3.9 CORRECT LOGO USAGE ON IMAGES

Full-colour



The full-colour logo can be placed on images, provided the background is bright, clean, and non-complex. This ensures the logo remains clear, visible, and does not compete with the background elements for attention.

Single colour (White)



The white colour logo can be placed on darker backgrounds to ensure high contrast and maintain legibility, allowing the logo to remain clear and visually impactful.

03 THE G20 SOUTH AFRICA LOGO

3.10 INCORRECT LOGO USAGE

Incorrect logo usage compromises the integrity and consistency of the brand. It is important to adhere to the guidelines to ensure that the logo is always used appropriately, maintaining its legibility, impact, and professionalism across all applications.



Do not change the layout of the horizontal and/or vertical logos



Do not combine the full-colour logo mark with colour descriptors



Do not add any effects to the logo, including drop shadows, gradients etc.



Do not use the logo in an outline-only style



Do not add any effects to the logo, including drop shadows, gradients etc.



Do not use the logo on backgrounds that compromise contrast



Do not distort, skew, squash, or stretch the logo



THE G20 SOUTH AFRICA LOGO

3.10 INCORRECT LOGO USAGE



Do not add outlines to the logo or its elements



Do not apply gradients or transparency to the logo



Do not place the full-colour logo on busy or complex backgrounds



Do not use the white logo on low-contrast backgrounds

Other

Unapproved Fonts: Replacing or altering the typeface of the logo, which changes the overall design and reduces consistency.

Partial Usage of the Logo: Using only parts of the logo, such as the icon without the text or vice versa, without prior approval.

Overlaying Text or Images: Placing text or other images on top of the logo, which interferes with its visibility and clarity.



Do not place the one-colour logo on detailed or visually distracting backgrounds

04 TAGLINE/THEME DEVICE

The tagline device, framed by an African-inspired pattern, emphasises the event's core themes while introducing a cultural element to the design. This combination supports visual harmony and consistency, ensuring a unified and professional appearance across all materials.

4.1 TAGLINE/THEME VARIATIONS

Vertical Orientation



There are two variations of the tagline device: Vertical and horizontal.

The **vertical** option is placed either at the bottom of the page or on the top right, parallel to the logo. When positioned below the logo, it must match the width of the main logo and bleed off the bottom of the page. When placed to the side of the logo, it should be the same height as the logo mark.

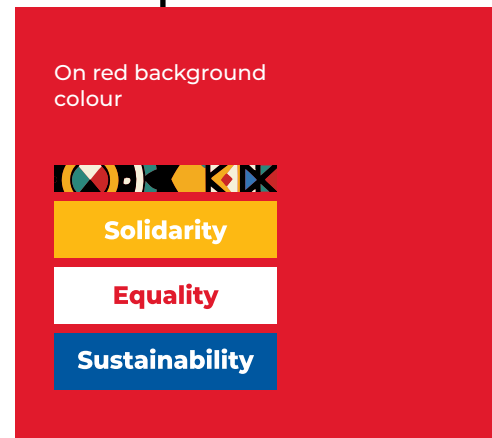
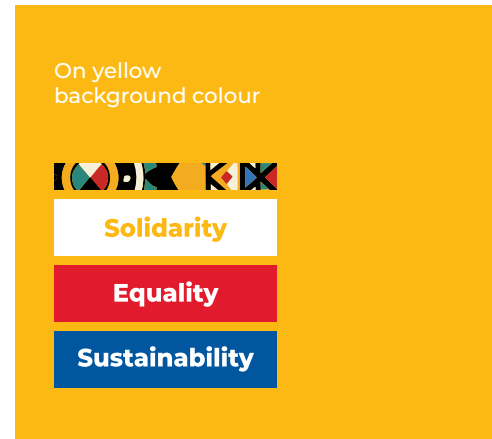
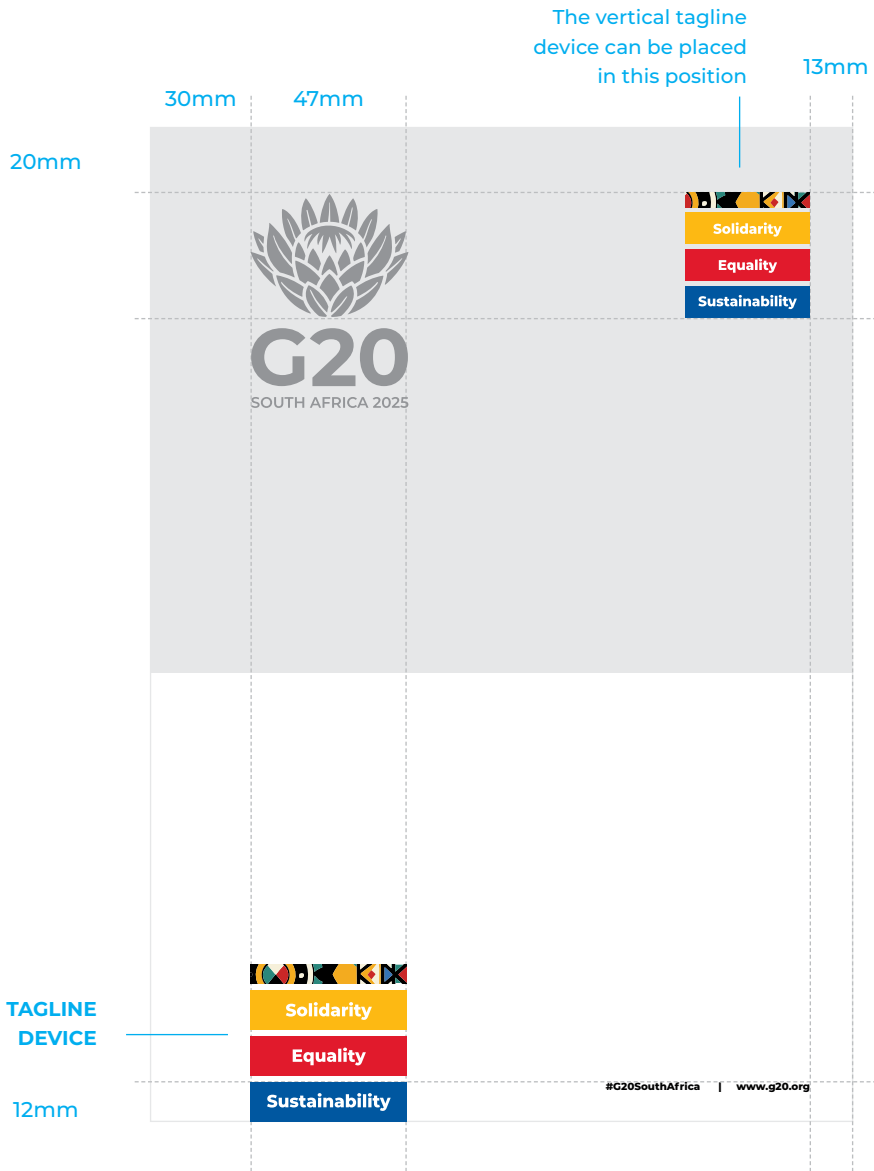
Horizontal Orientation



The **horizontal** version is positioned directly below the main logo at the bottom of the page where necessary, such as in wide-format banners, letterheads, or when space needs to be conserved. See example on page 20

TAGLINE/THEME DEVICE

4.2 TAGLINE APPLICATION



When the tagline device is placed on a background colour that matches one of the colour blocks, the individual block must be inverted to white, and the theme word should be displayed in the original colour of the block it sits on. See example on pages XX, XX, XX, XX

05 PATTERN STRIP DIVIDER DEVICE

The pattern strip divider serves as a functional and decorative element in the design layout. It must be positioned horizontally between the image holder or coloured background and the text area. It visually separates these two sections, creating a clear distinction while maintaining aesthetic cohesion. This divider reinforces the cultural identity of the design. It also ensures a harmonious transition between visual and textual elements, providing structure and enhancing the overall visual appeal of the composition.



The pattern strip is derived from the tagline device, seamlessly integrating the visual identity of the G20 South Africa branding into the design. By incorporating the same African-inspired pattern used in the tagline device, the strip reinforces brand consistency while adding a distinct cultural element.

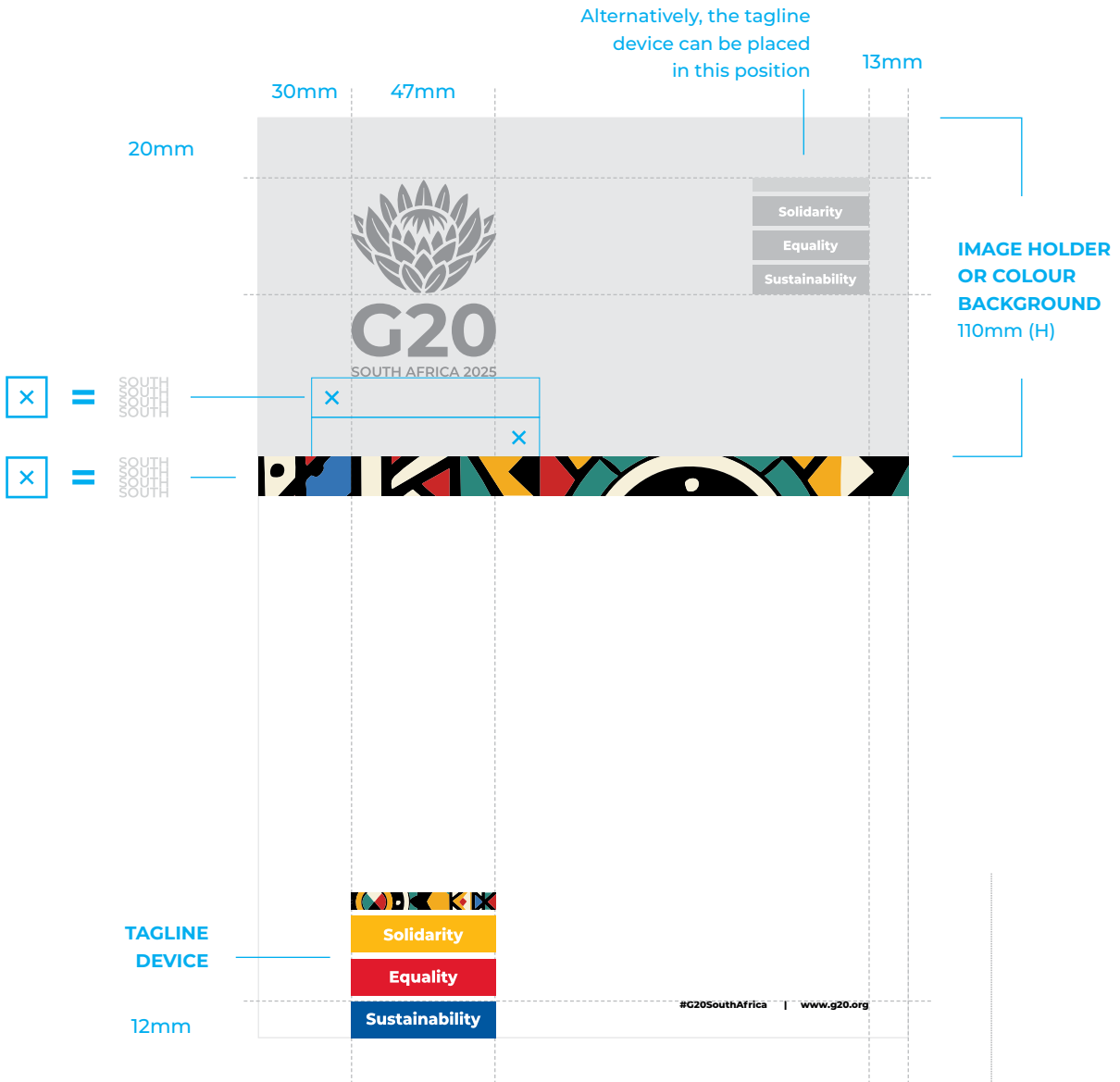
Pattern Strip Examples

The pattern is contained within a holding box. This allows for adjustments and movement within the box to suit various design needs. This feature provides designers with the creative freedom to position the pattern within the box as desired, ensuring it aligns harmoniously with the overall composition of the layout.



PATTERN STRIP DIVIDER DEVICE

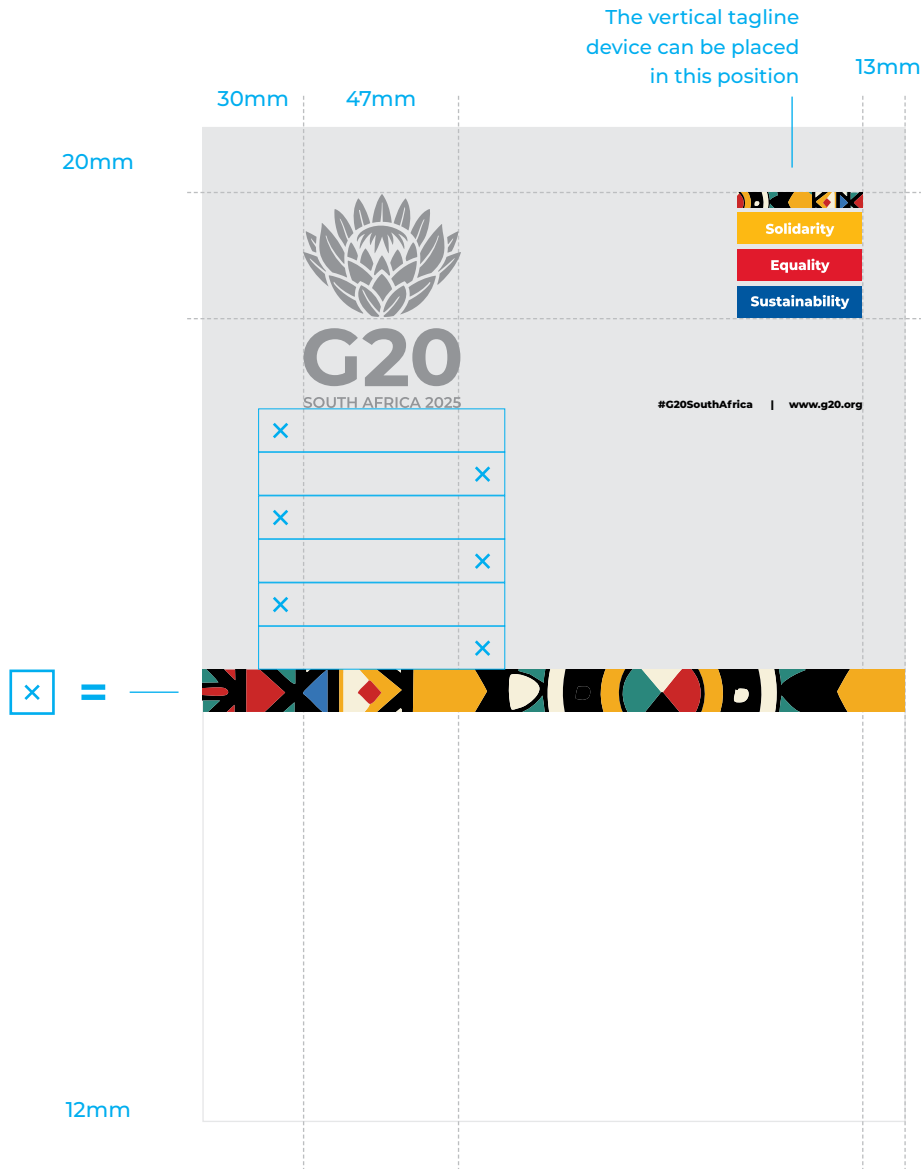
5.1 PATTERN STRIP DIVIDER APPLICATION



See additional examples on pages 19, 20, 21, 46 and 47.

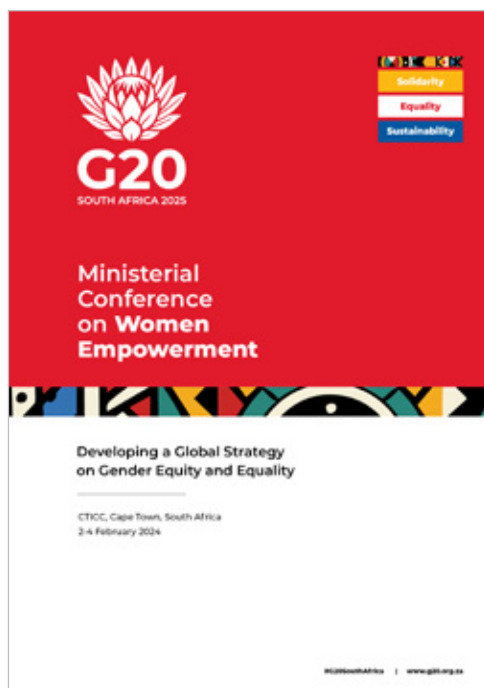
05 PATTERN STRIP DIVIDER DEVICE

5.1 PATTERN STRIP DIVIDER APPLICATION



PATTERN STRIP DIVIDER DEVICE

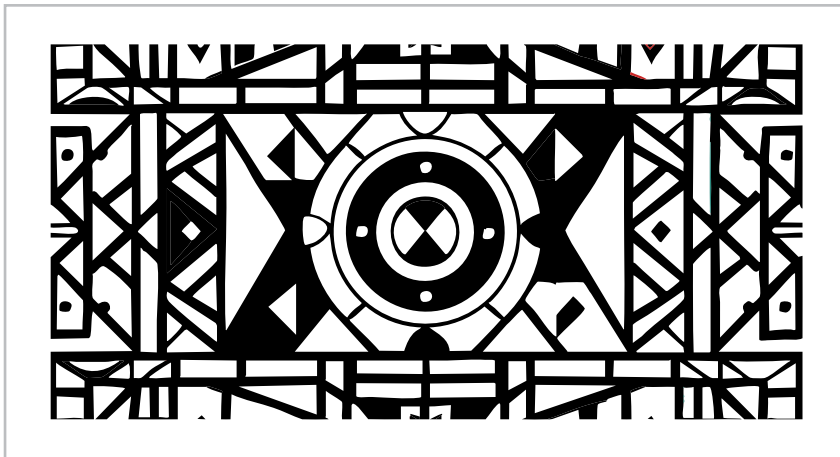
5.2 PATTERN STRIP DIVIDER APPLICATION EXAMPLES



06 **PATTERN** **WATERMARK**

The black and white version of the African-inspired pattern can be used as a subtle watermark on solid colour backgrounds, adding cultural depth while maintaining a clean, professional look. As shown on the blue background, it enhances visual interest without overpowering text or key design elements, ensuring a cohesive and refined aesthetic aligned with the brand.

Black and White Pattern



Black and White Pattern Multiplied on Colour



The black-and-white African-inspired pattern should be applied thoughtfully to maintain balance and legibility in designs.

When used on coloured backgrounds, the pattern must either be **multiplied at between 10 to 15% opacity** to create a subtle overlay effect or **adjusted to be darker than the background colour it is placed on**.

This ensures the pattern remains visible while complementing the overall design without overpowering the primary elements.

PATTERN WATERMARK

6.1 PATTERN WATERMARK APPLICATION EXAMPLES



07 TYPOGRAPHY

Typography is a key element of brand identity, ensuring consistency and professionalism across all communications by using approved fonts, styles, and sizes to maintain readability and reinforce the overall design language.

7.1 PRIMARY FONT FAMILY (MONTSEERRAT)

The primary typeface is Montserrat. All the derivatives of this font may be used.

MONTSEERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTSEERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTSEERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTSEERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTSEERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

TYPOGRAPHY

7.2 SECONDARY FONT FAMILY (MYRIAD PRO)

All the derivatives of this font may be used.

MYRIAD PRO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

07 TYPOGRAPHY

7.3 ONLINE/WEB/MS PRIMARY FONT FAMILY (APTOS)

The Aptos Font Family, a default font in Microsoft Office Templates, may be used for all online content, web applications, and MS Word templates, ensuring consistency across digital platforms and maintaining a cohesive visual identity. All the derivatives of this font may be used.

APTOS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

APTOS BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

APTOS SEMIOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

APTOS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

APTOS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

TYPOGRAPHY

7.4 GENERIC TYPOGRAPHY APPLICATION EXAMPLE

Ministerial
Conference
on **Women**
Empowerment



Montserrat, Medium



Montserrat, ExtraBold

Developing a Global
Strategy on Gender
Equity and Equality



Montserrat, SemiBold

CTICC, Cape Town, South Africa
2-4 February 2024

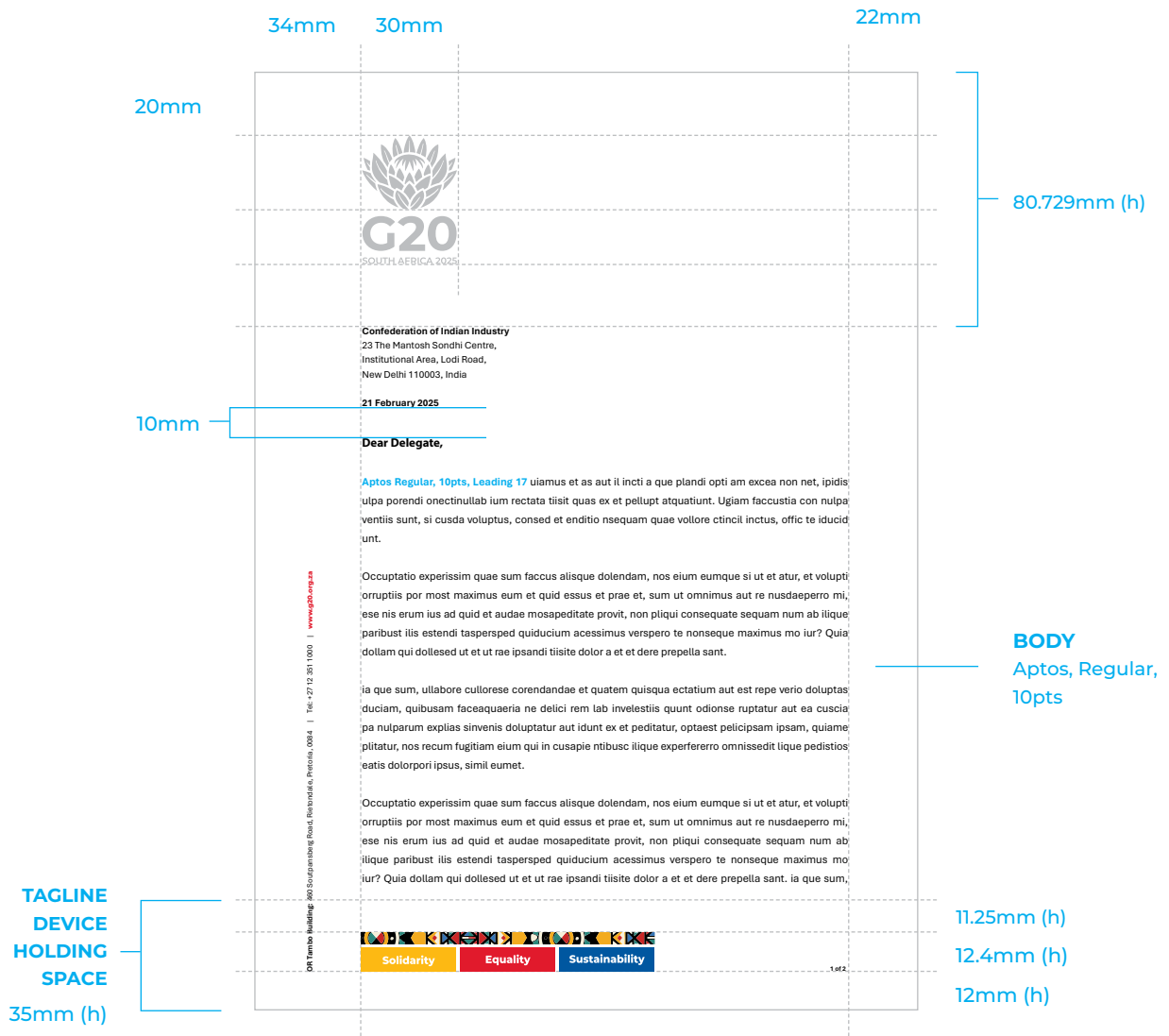


Montserrat, Medium

08 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

Generic



LOGO MEDIA APPLICATION

8.1 LETTERHEADS

Example



Confederation of Indian Industry
23 The Mantosh Soodhi Centre,
Institutional Area, Lodi Road,
New Delhi 110003, India

21 February 2025

Dear Delegate,

Apus Regulas, 10pts, Leading 17 ullam et as aut il incti a que plandi opti am exca non nec, ipda ulpa poredi onectinulab lum rectata tliit quis ex et pellupt atquatunt. Uglam facocustia con nulpae ventis sunt, si cuada voluptus, consed et enditio nasequam quae vollore ctincil inctus, offic te iducid ufe.

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Occupatio experissim quae sum faccus alisque dolendam, nos elum eumque si ut et atur, et volupti orruptis por most maximus eum et quid essus et praee et, sum ut omnimus aut re nusdaepero mi, esse nis enim ius ad quid et audae mosapeditate provit, non pliqui consequate sequam num ab ilique paribust illa estendi taspersp quiducium accessimus verspero te nonseque maximus mo iur? Quia dollam qui dollesed ut et ut nae ipsandi tliite dolor a et et dere prepella sant. lae que sum, ullabore

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Occupatio experissim quae sum faccus alisque dolendam, nos elum eumque si ut et atur, et volupti orruptis por most maximus eum et quid essus et praee et, sum ut omnimus aut re nusdaepero mi, esse nis enim ius ad quid et audae mosapeditate provit, non pliqui consequate sequam num ab ilique paribust illa estendi taspersp quiducium accessimus verspero te nonseque maximus mo iur? Quia dollam qui dollesed ut et ut nae ipsandi tliite dolor a et et dere prepella sant.

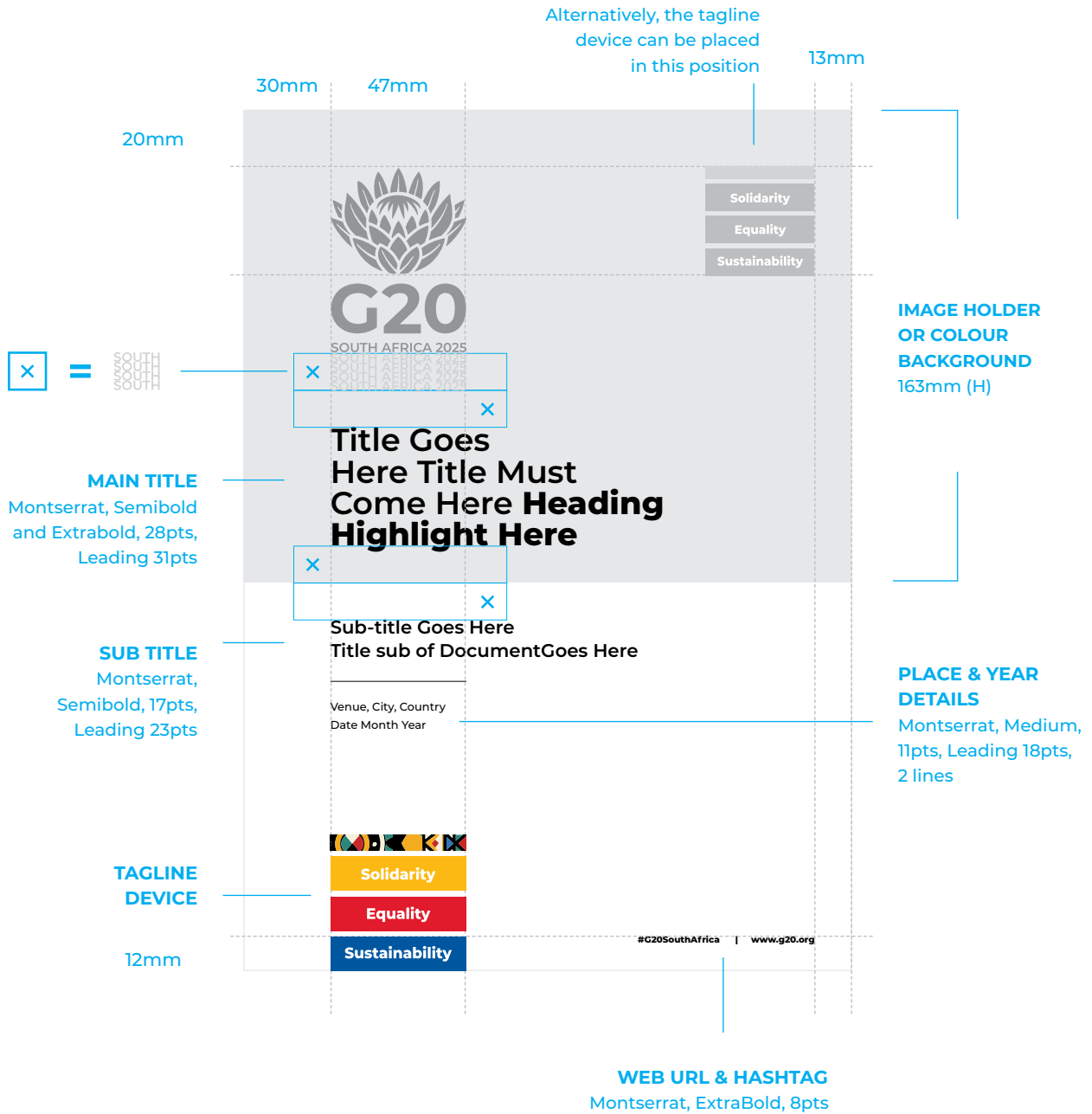
lae que sum, ullabore cultiores corandandae et qualem quisque ectatum aut est repe verio deluptas duocim, quibusam facocquaeria ne dolici rem lab investitio quunt odionse ruptatur aut ea ouocia pa nulpapum exillas sinveria deluptatur aut idunt ex et peditatur, optaest pelicipsam ipsam, quiame plitatur, nos recum fugillam elum qui in cusapie ntbusc ilique experferero ommissedit lique pedistioe eatis dolorpori ipsus, simi eumet.

Occupatio experissim quae sum faccus alisque dolendam, nos elum eumque si ut et atur, et volupti orruptis por most maximus eum et quid essus et praee et, sum ut omnimus aut re nusdaepero mi, esse nis enim ius ad quid et audae mosapeditate provit, non pliqui consequate sequam num ab ilique paribust illa estendi taspersp quiducium accessimus verspero te nonseque maximus mo iur? Quia dollam qui dollesed ut et ut nae ipsandi tliite dolor a et et dere prepella sant. lae que sum, ullabore

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08 LOGO MEDIA APPLICATION

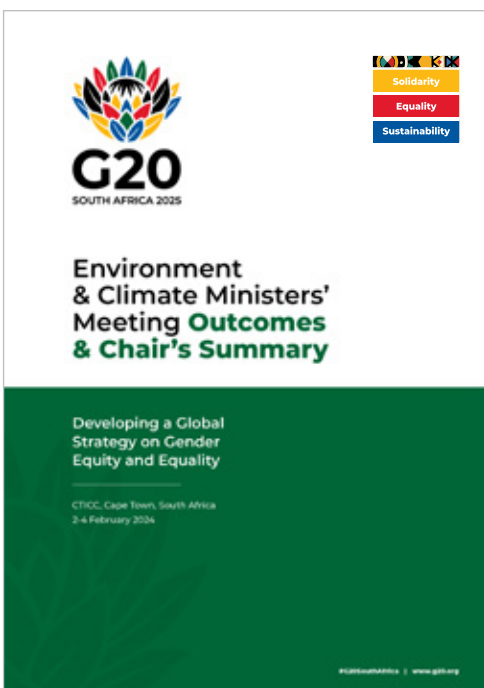
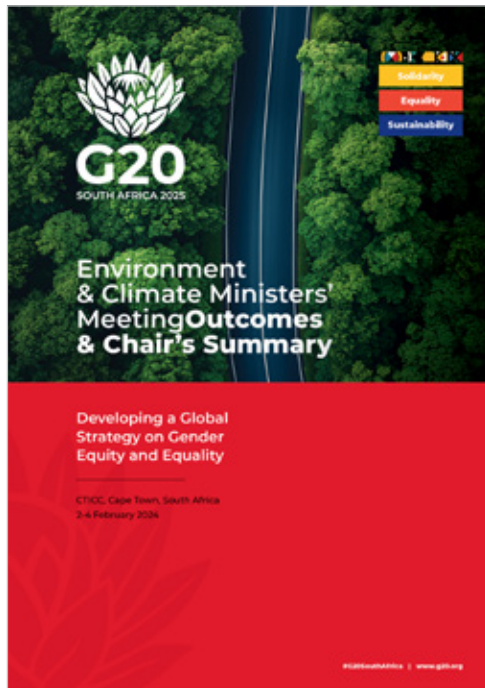
8.2 GENERIC DOCUMENT COVERS



LOGO MEDIA APPLICATION

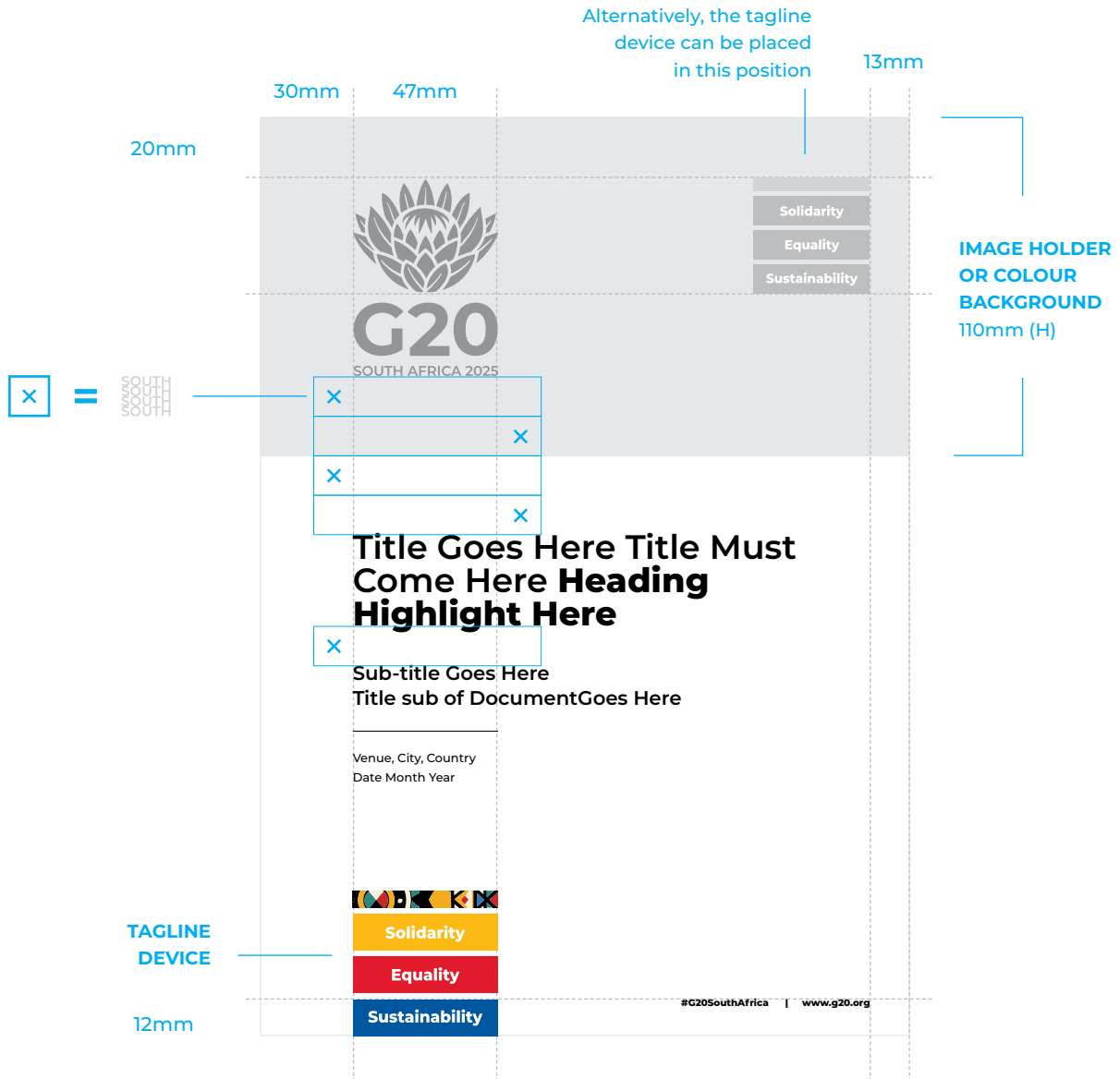
8.2 GENERIC DOCUMENT COVERS

Examples



08 LOGO MEDIA APPLICATION

8.3 GENERIC DOCUMENT COVERS: TYPE 2



LOGO MEDIA APPLICATION

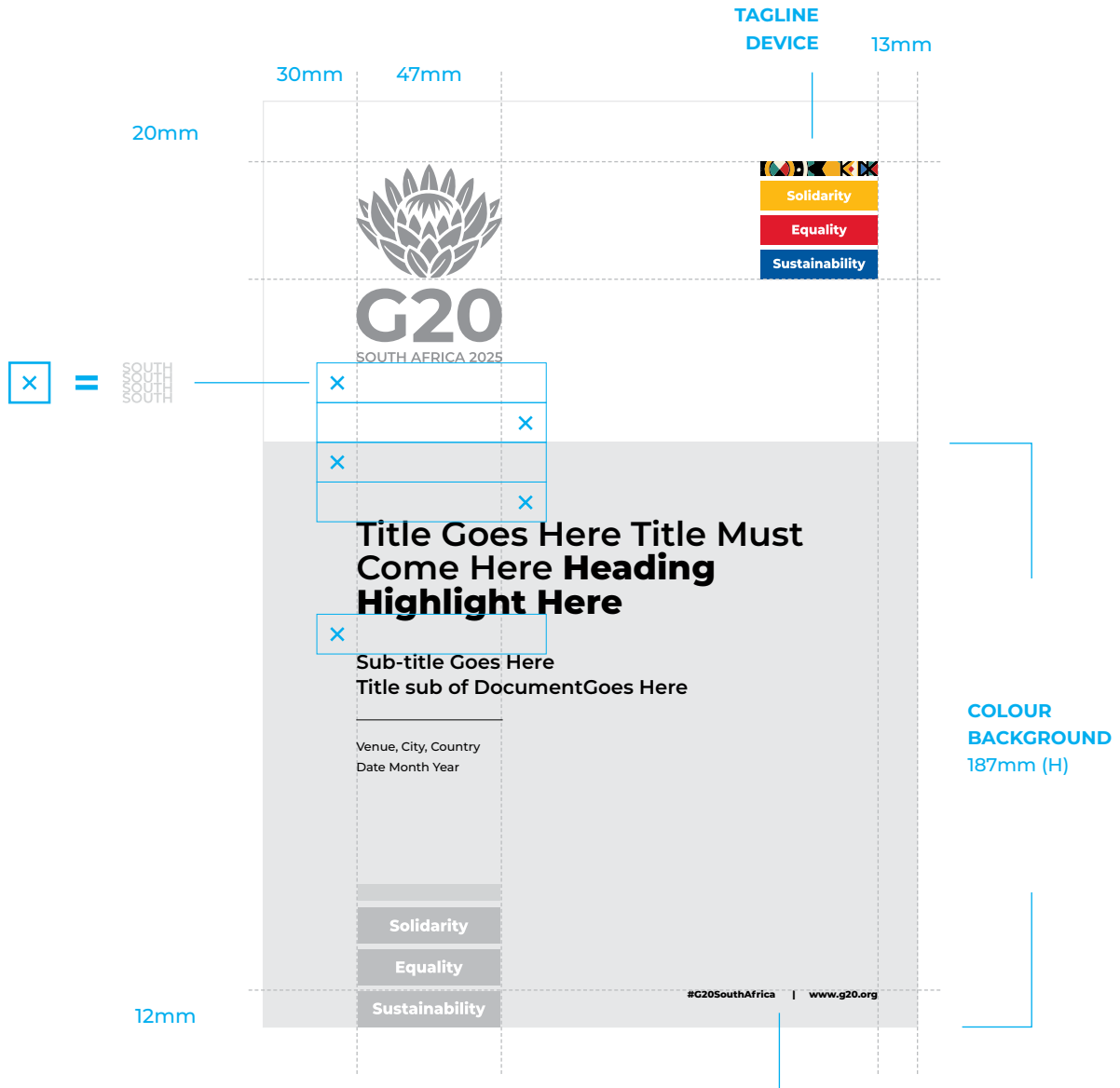
8.3 GENERIC DOCUMENT COVERS: TYPE 2

Examples



08 LOGO MEDIA APPLICATION

8.4 GENERIC DOCUMENT COVERS: TYPE 2.1



LOGO MEDIA APPLICATION

8.4 GENERIC DOCUMENT COVERS: TYPE 2.1

Examples



08 LOGO MEDIA APPLICATION

8.5 WORKING GROUPS

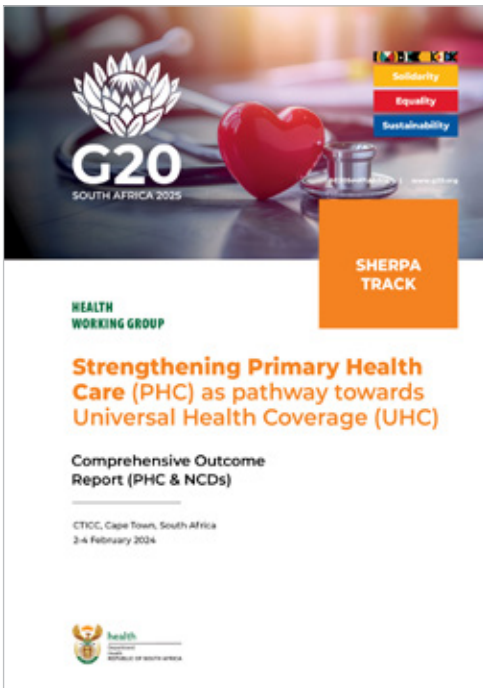
Generic Reports



LOGO MEDIA APPLICATION

8.5 WORKING GROUPS

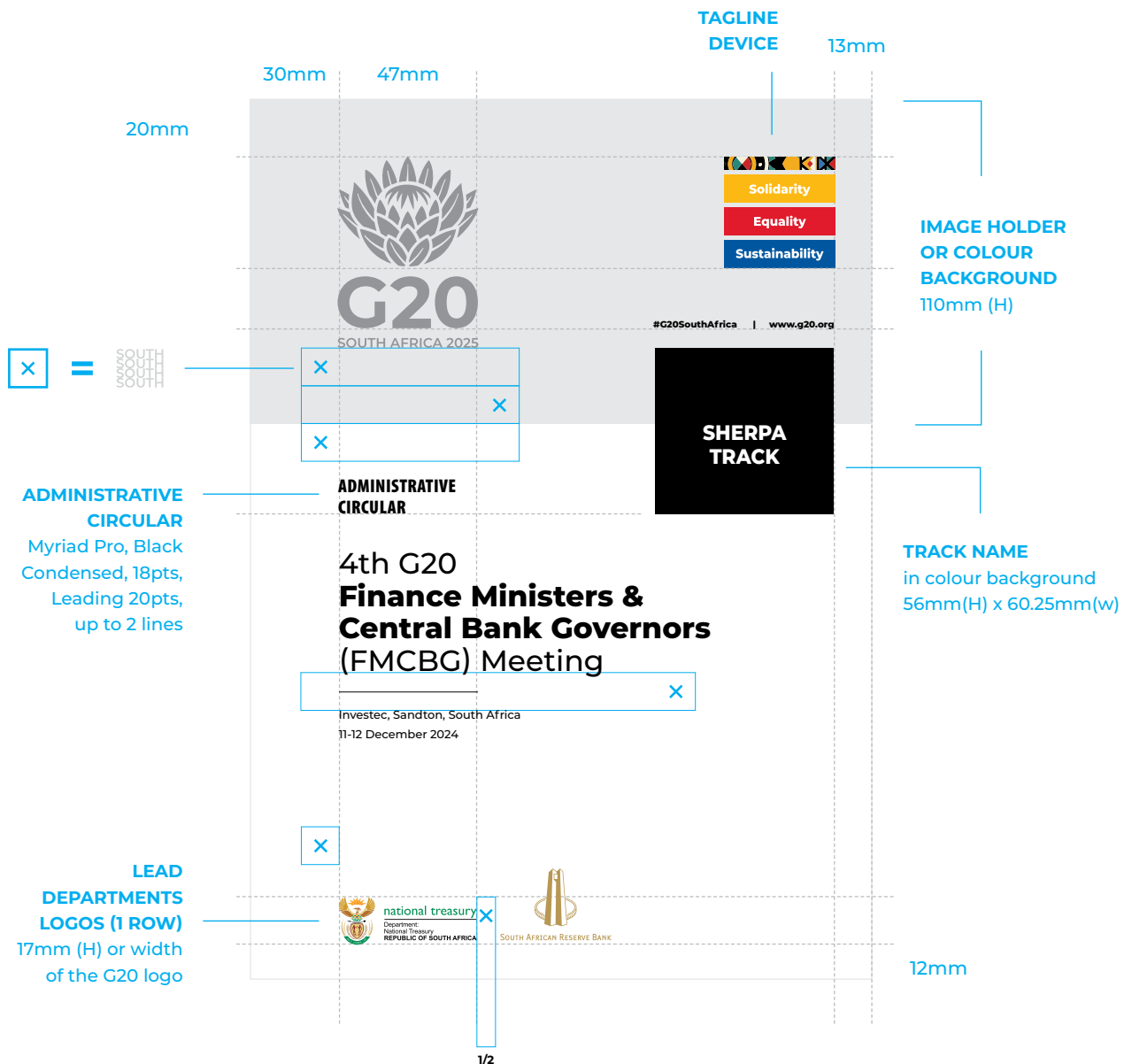
Examples



08 LOGO MEDIA APPLICATION

8.5 WORKING GROUPS

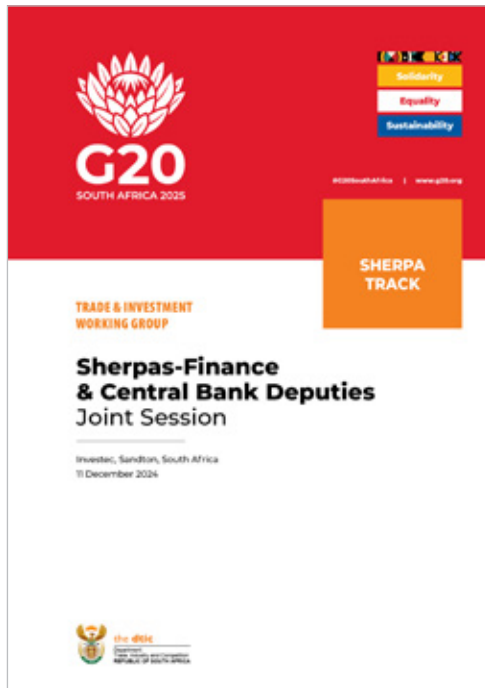
Administration Circulars Covers



LOGO MEDIA APPLICATION

8.5 WORKING GROUPS

Examples



REVERSED

08 LOGO MEDIA APPLICATION

8.6 DEPARTMENTAL GUIDELINES COVERS



LOGO MEDIA APPLICATION

8.6 DEPARTMENTAL GUIDELINES COVERS

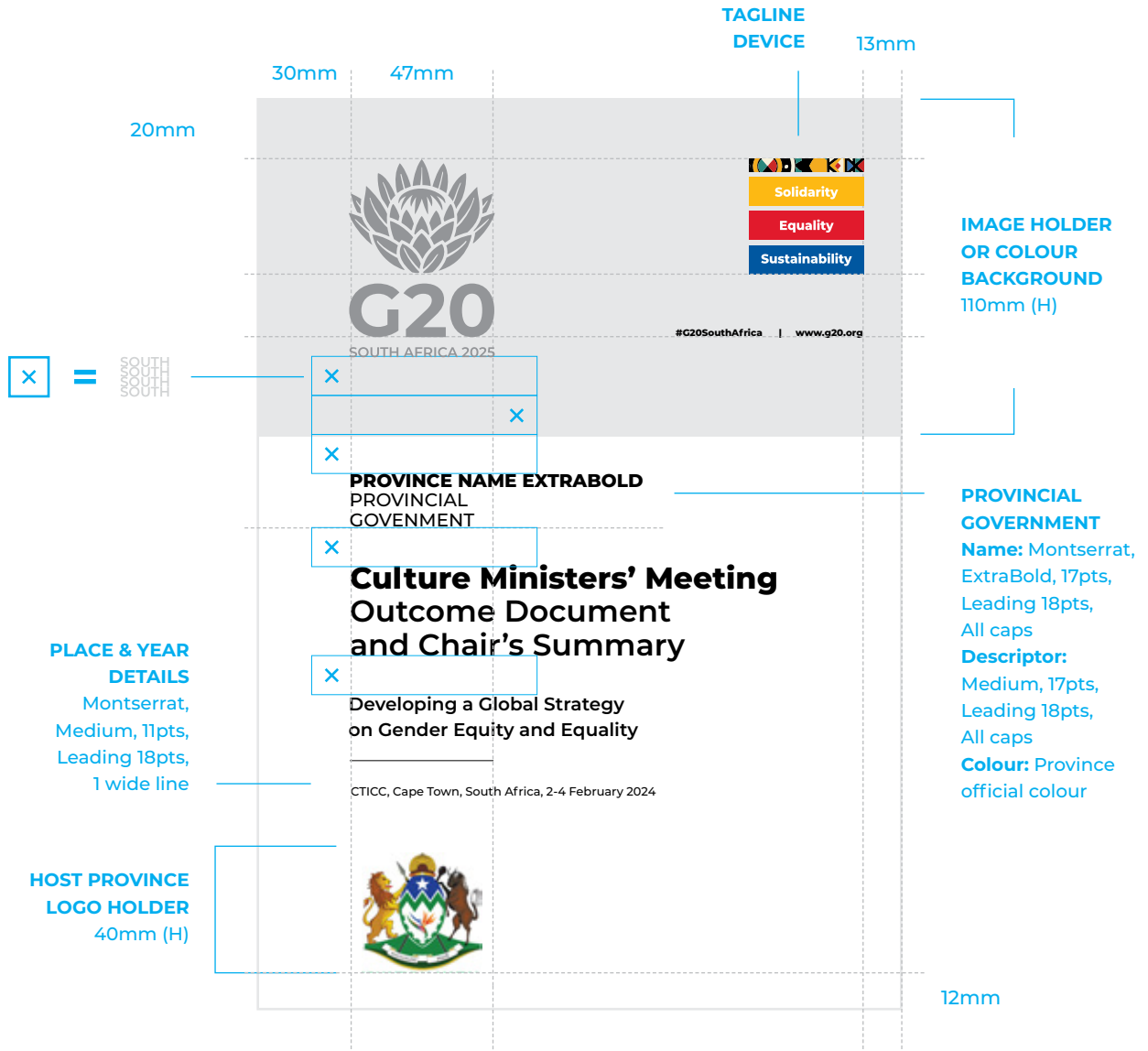
Examples



08 LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

No Co-Branding



LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

No Co-Branding Example



KWAZULU-NATAL
PROVINCIAL
GOVERNMENT

Culture Ministers' Meeting Outcome Document and Chair's Summary

Developing a Global Strategy
on Gender Equity and Equality

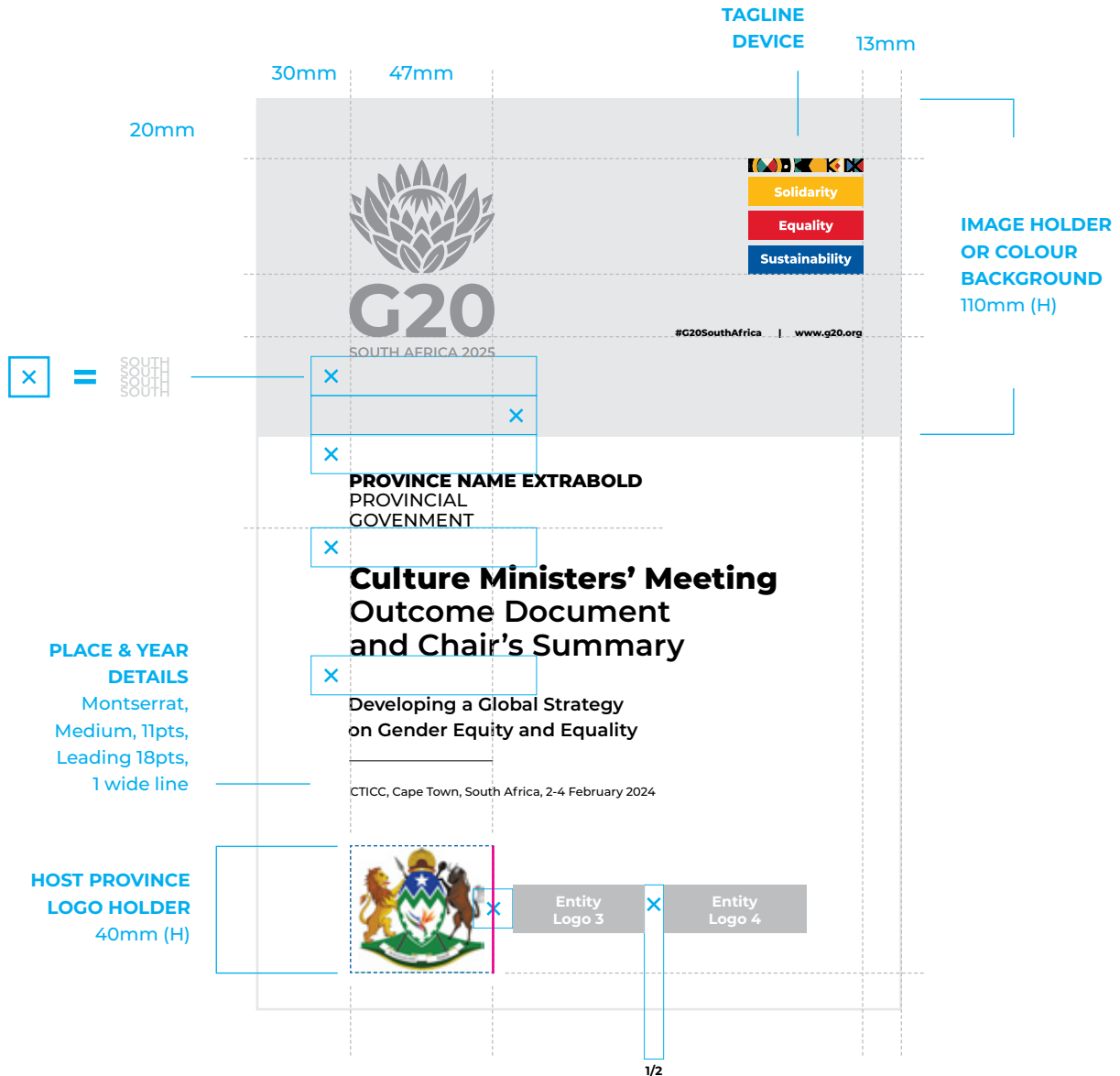
CTICC, Cape Town, South Africa, 2-4 February 2024



08 LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

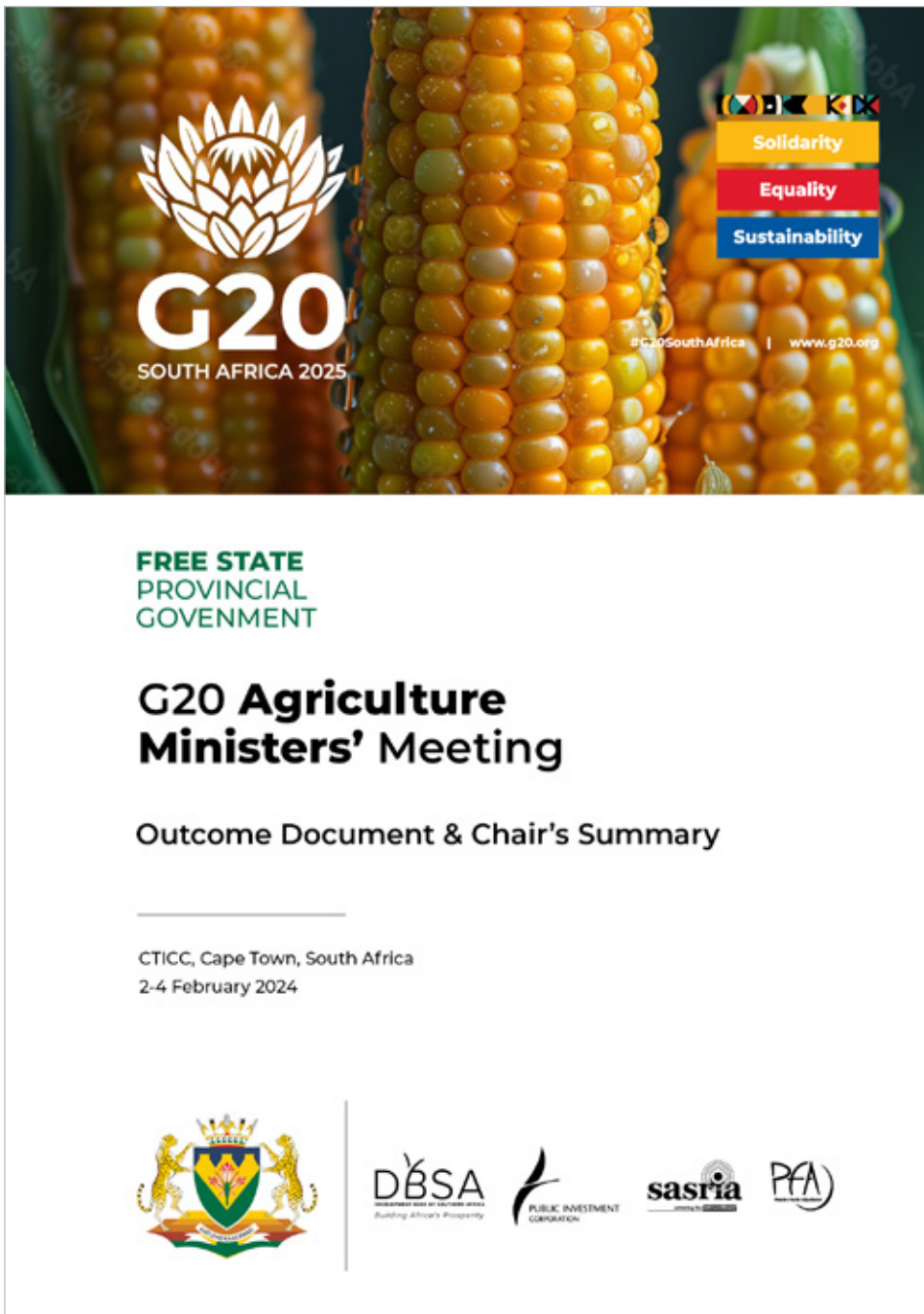
1 Row Co-Branding



LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

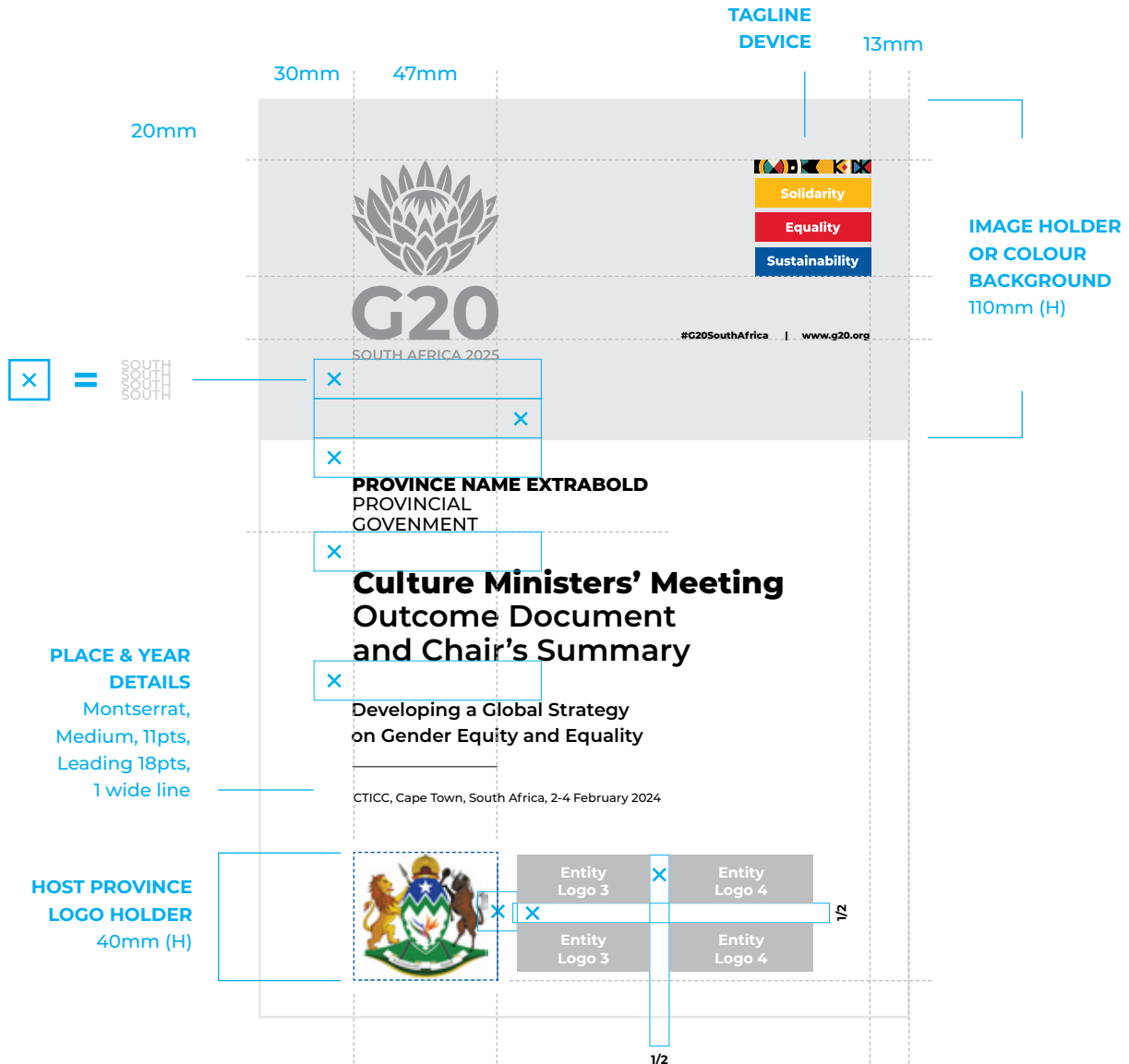
1 Row Co-Branding Example



08 LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

Co-branding 1 (2 row)



LOGO MEDIA APPLICATION

8.7 HOST PROVINCES COVERS/BRANDING

Co-branding 1 (2 row) Example



EASTERN CAPE
PROVINCIAL
GOVERNMENT

G20 Labour & Employment Ministers' Meeting

Policy Priorities on Adequate and
Sustainable Social Protection and Decent
Work for Gig and Platform Workers

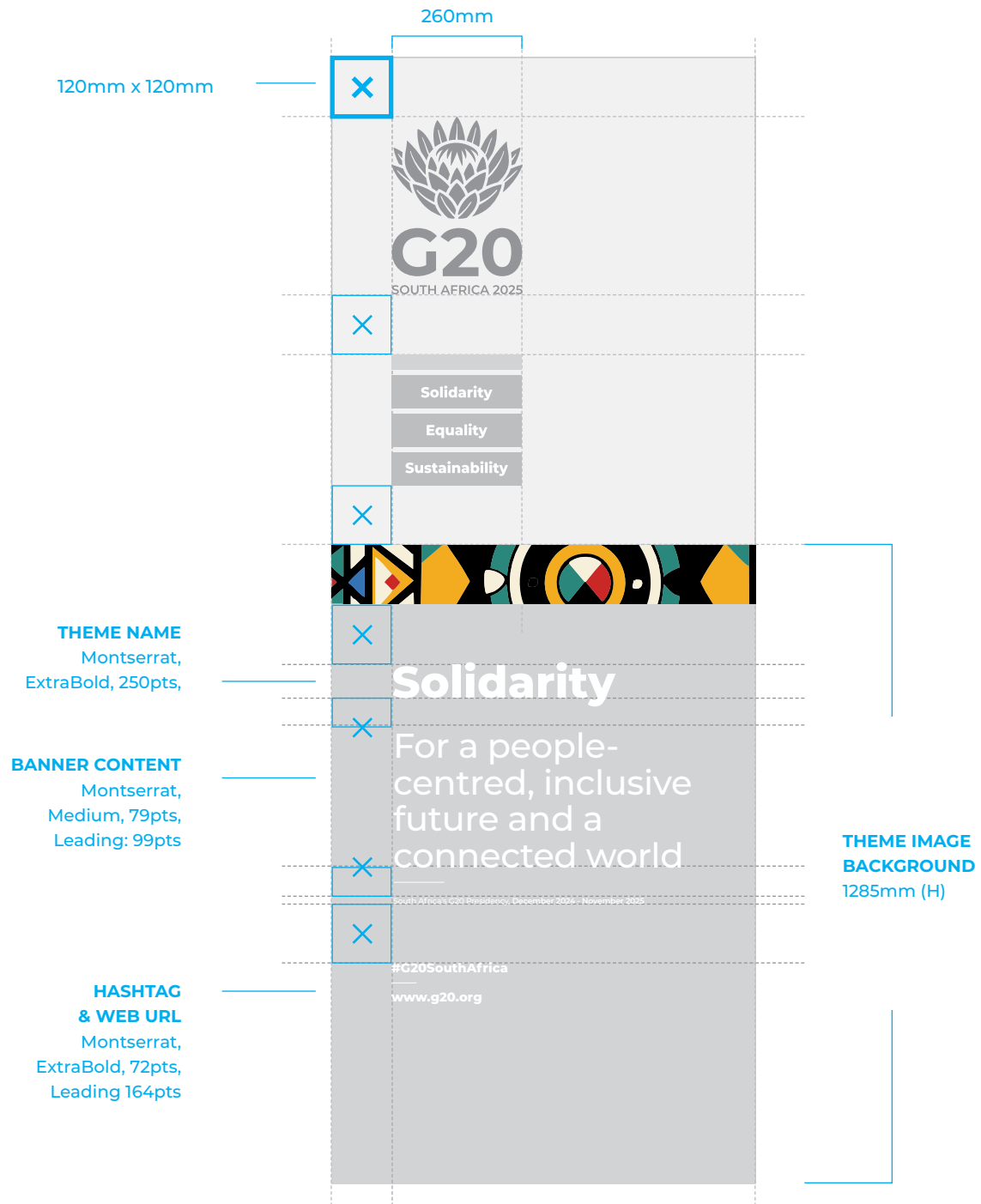
CTICC, Cape Town, South Africa, 2-4 February 2024



08 LOGO MEDIA APPLICATION

8.8 PROMOTIONAL BANNERS

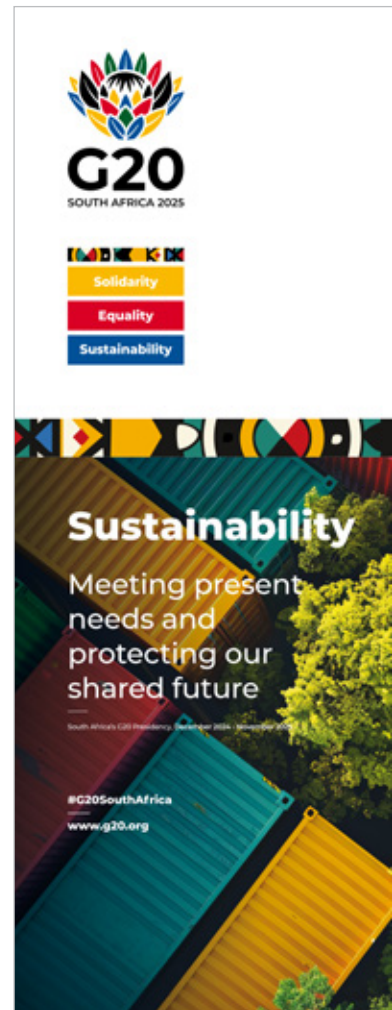
Generic Themes Roll-Up



LOGO MEDIA APPLICATION

8.8 PROMOTIONAL BANNERS

Examples



08 LOGO MEDIA APPLICATION

8.8 PROMOTIONAL BANNERS

Messaging Roll-Up



LOGO MEDIA APPLICATION

8.8 PROMOTIONAL BANNERS

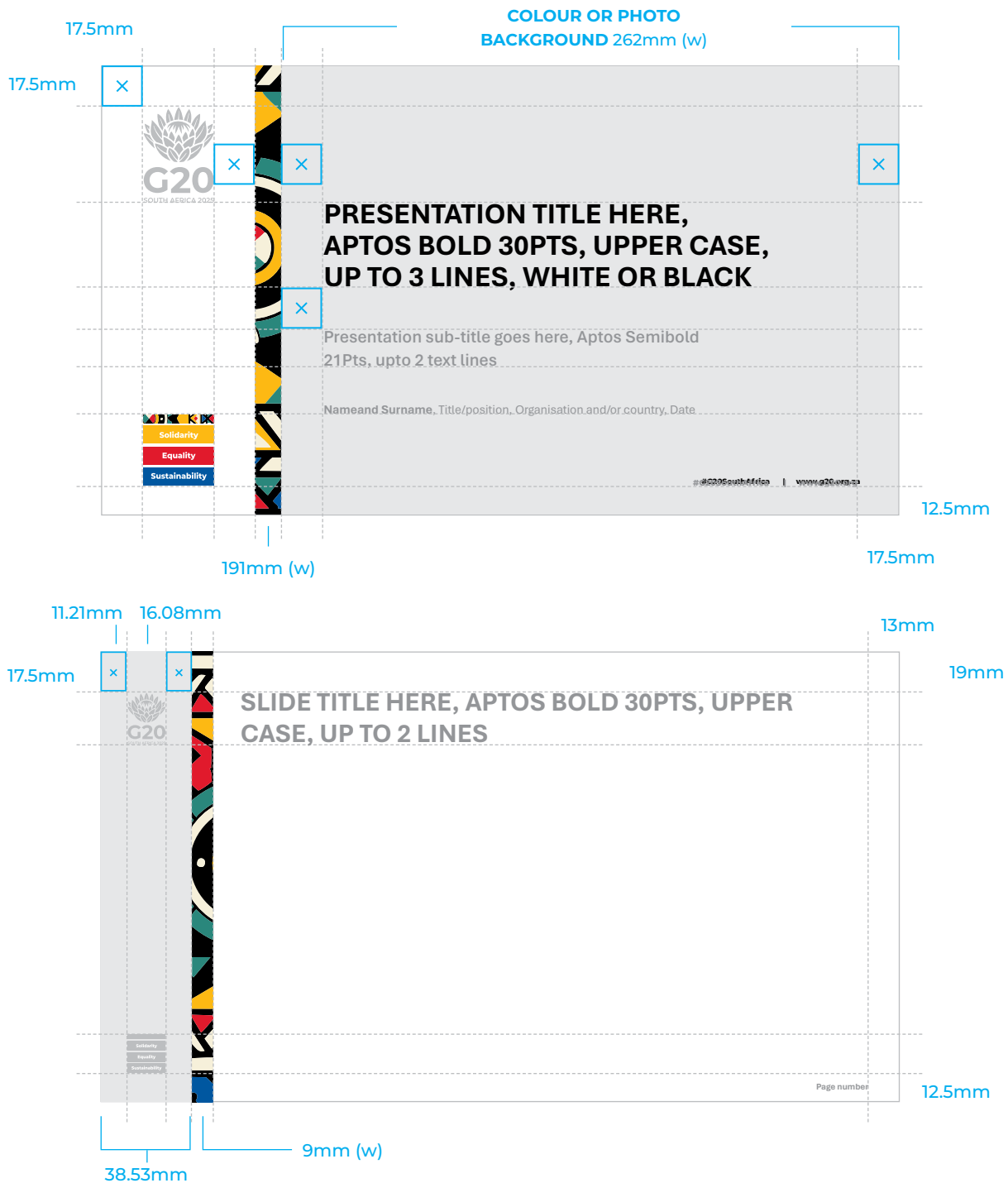
Messaging Roll-Up Examples



08 LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

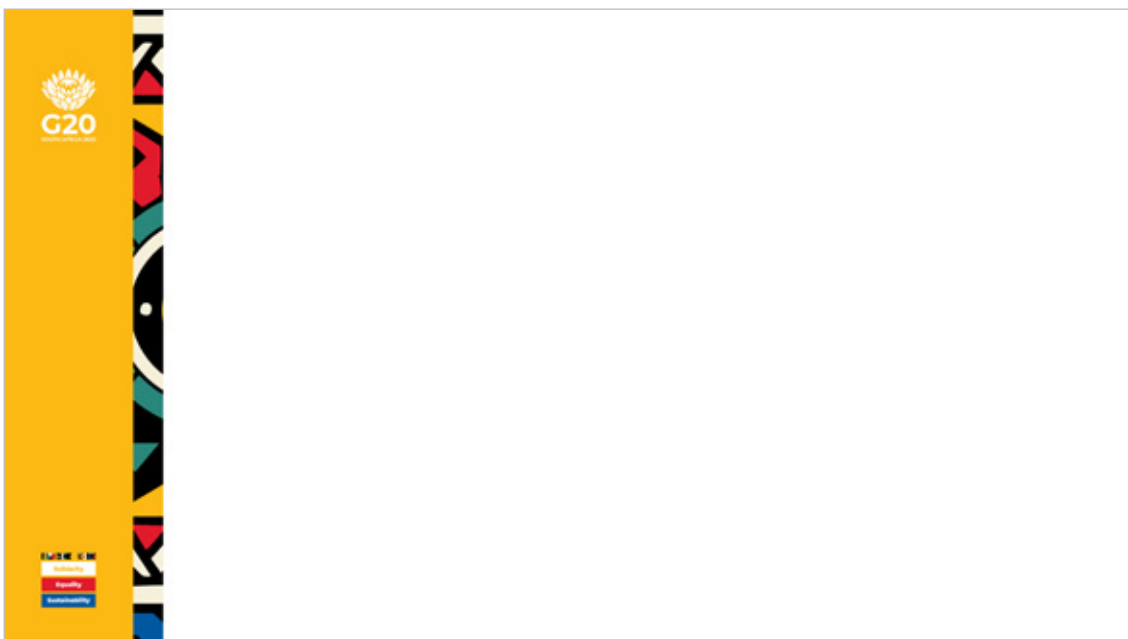
Generic Template



LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

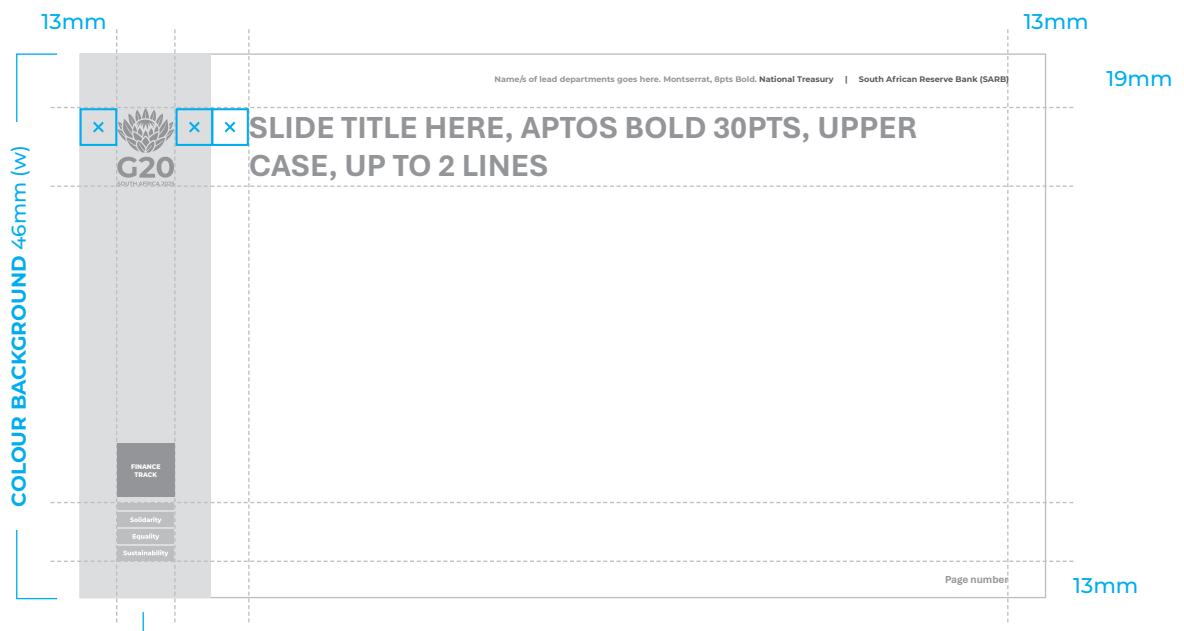
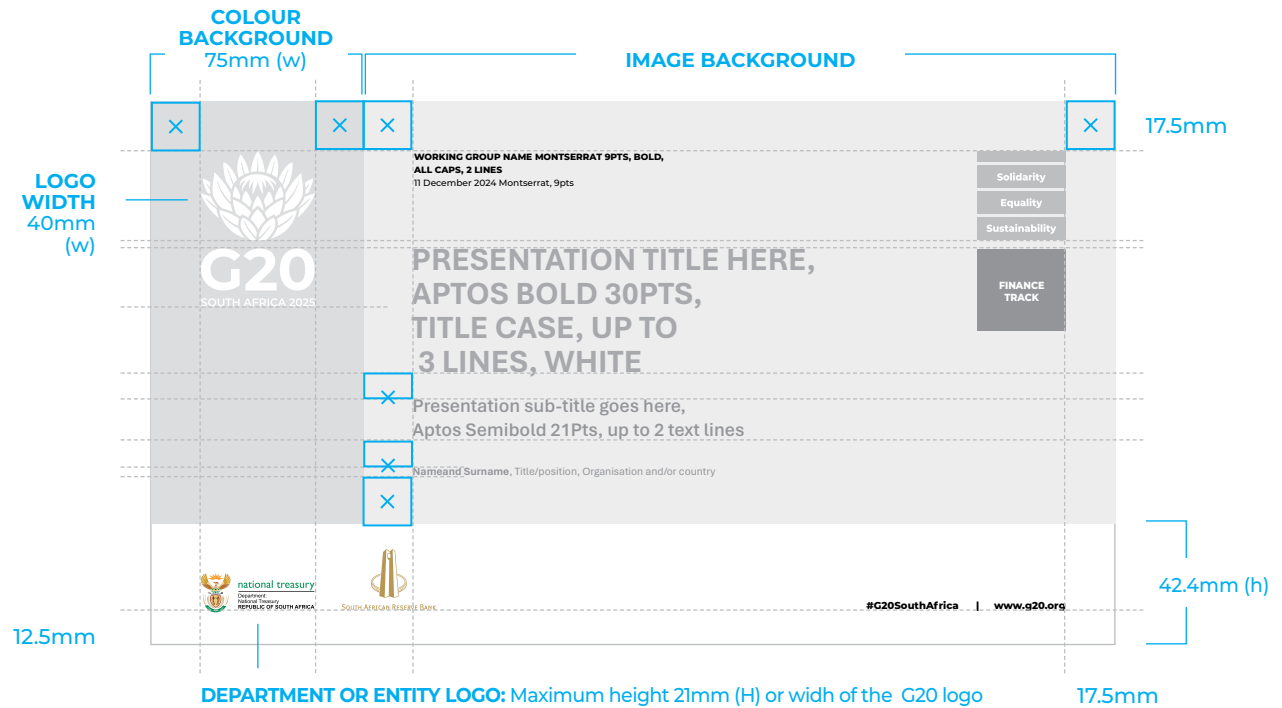
Example



08 LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

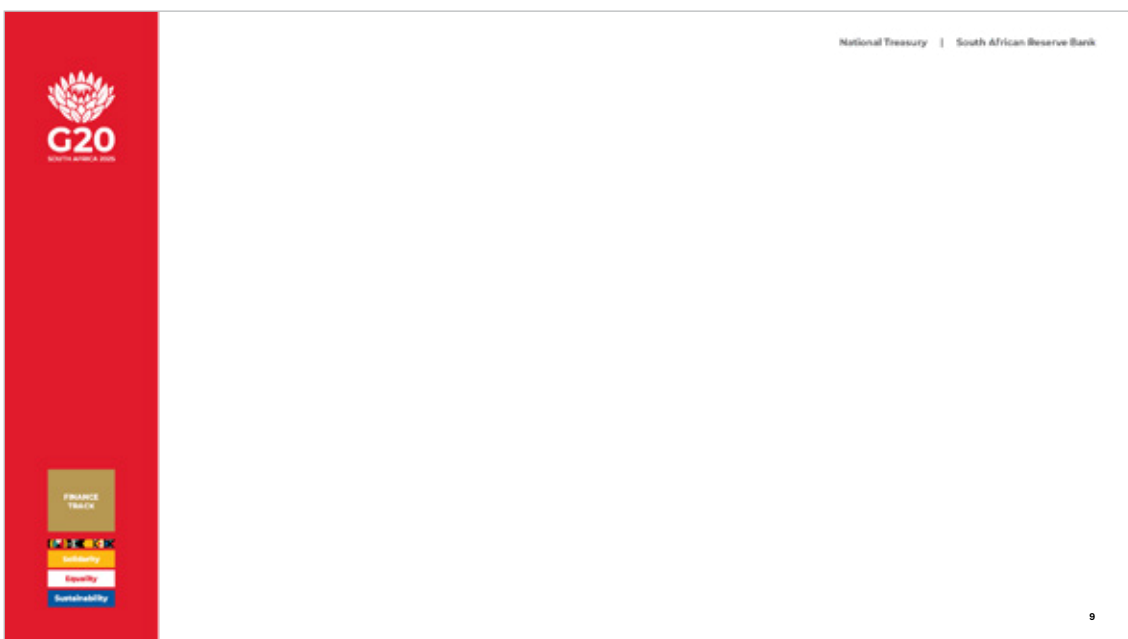
Tracks/Working Groups Template



LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

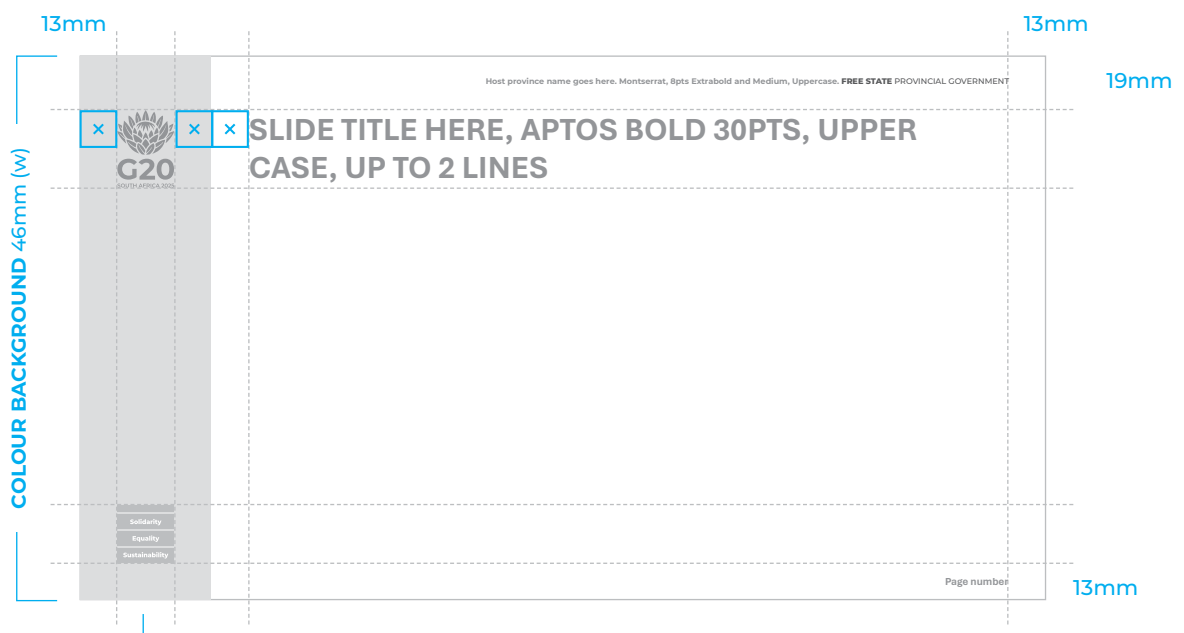
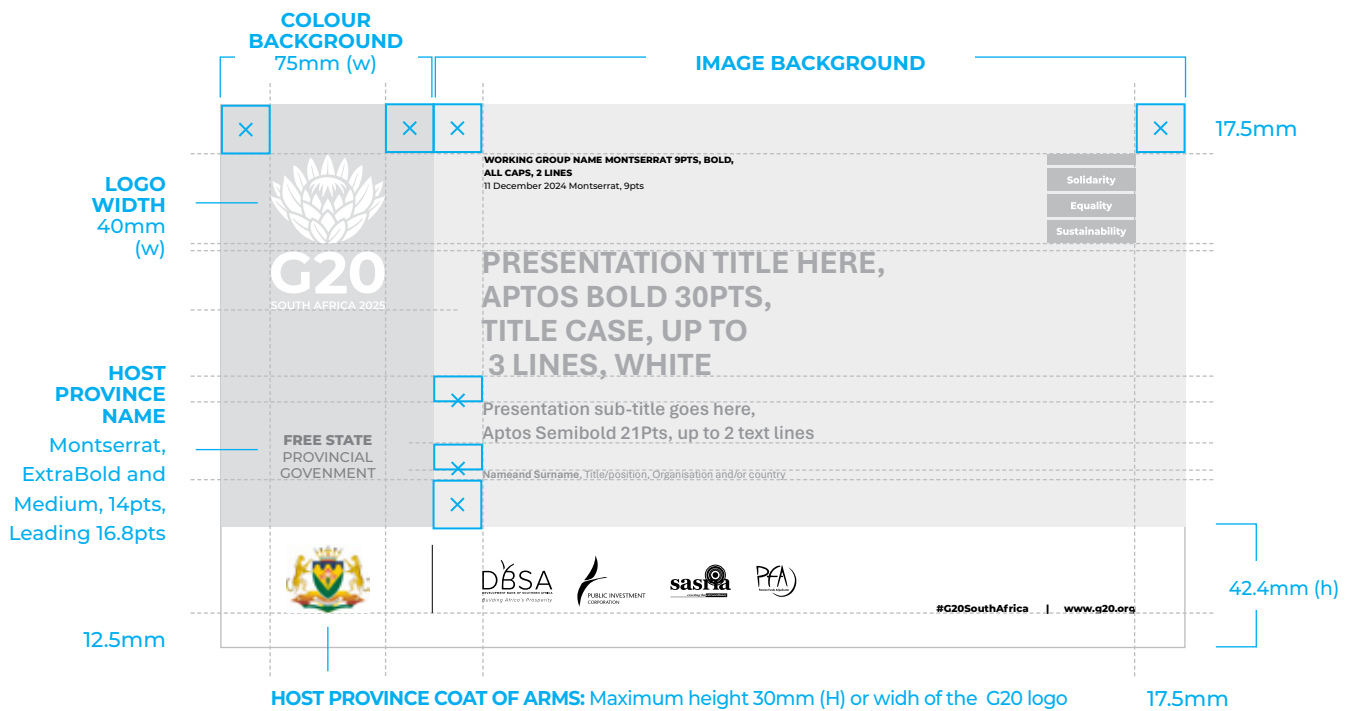
Example



08 LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

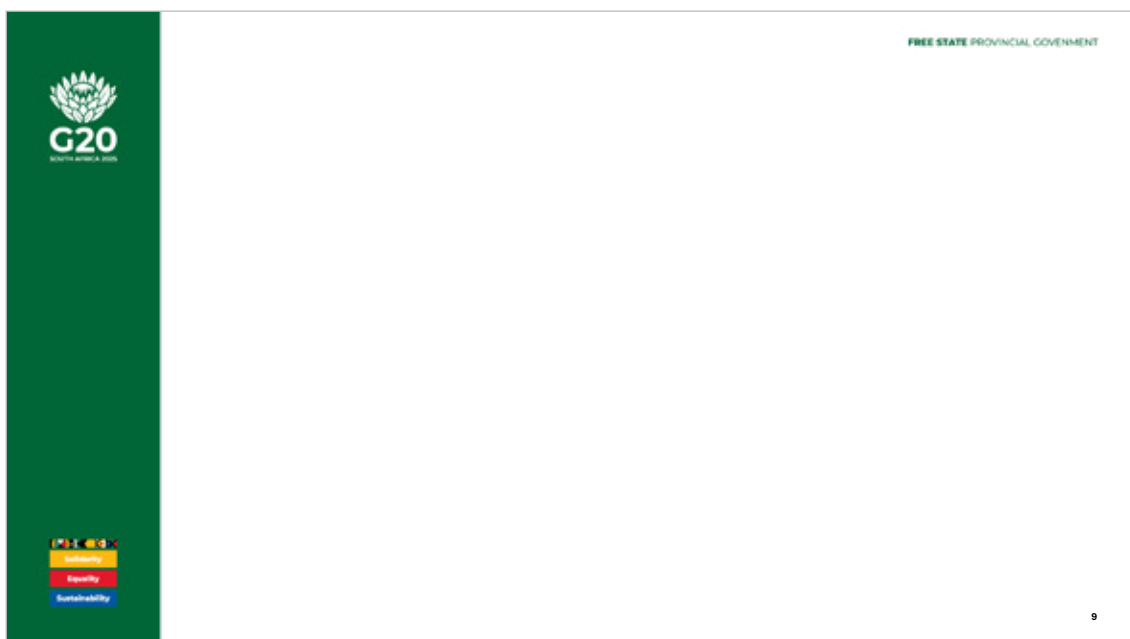
Host Provinces/Co-branding Template



LOGO MEDIA APPLICATION

8.9 POWERPOINT TEMPLATES

Example

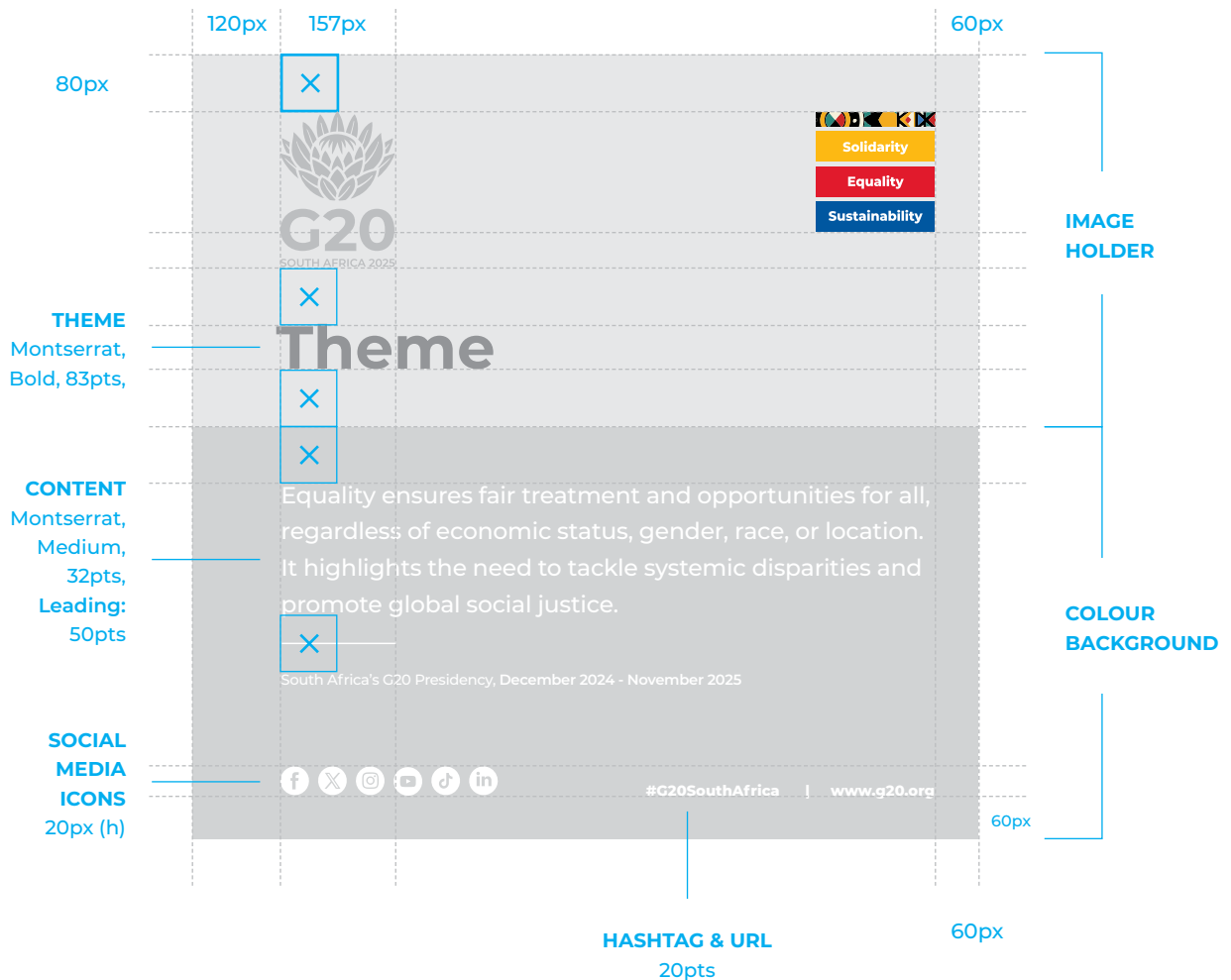


08 LOGO MEDIA APPLICATION

8.10 SOCIAL MEDIA BANNERS

Social media banners must adhere to the standard size of 1080px by 1080px (Square Post) to ensure optimal display and consistency across platforms, maintaining the integrity of the brand in digital environments. **Where necessary, a taller format of 1080px (w) x 1350px (h) may be used.**

Generic Theme: 1080px X 1080px



LOGO MEDIA APPLICATION

8.10 SOCIAL MEDIA BANNERS

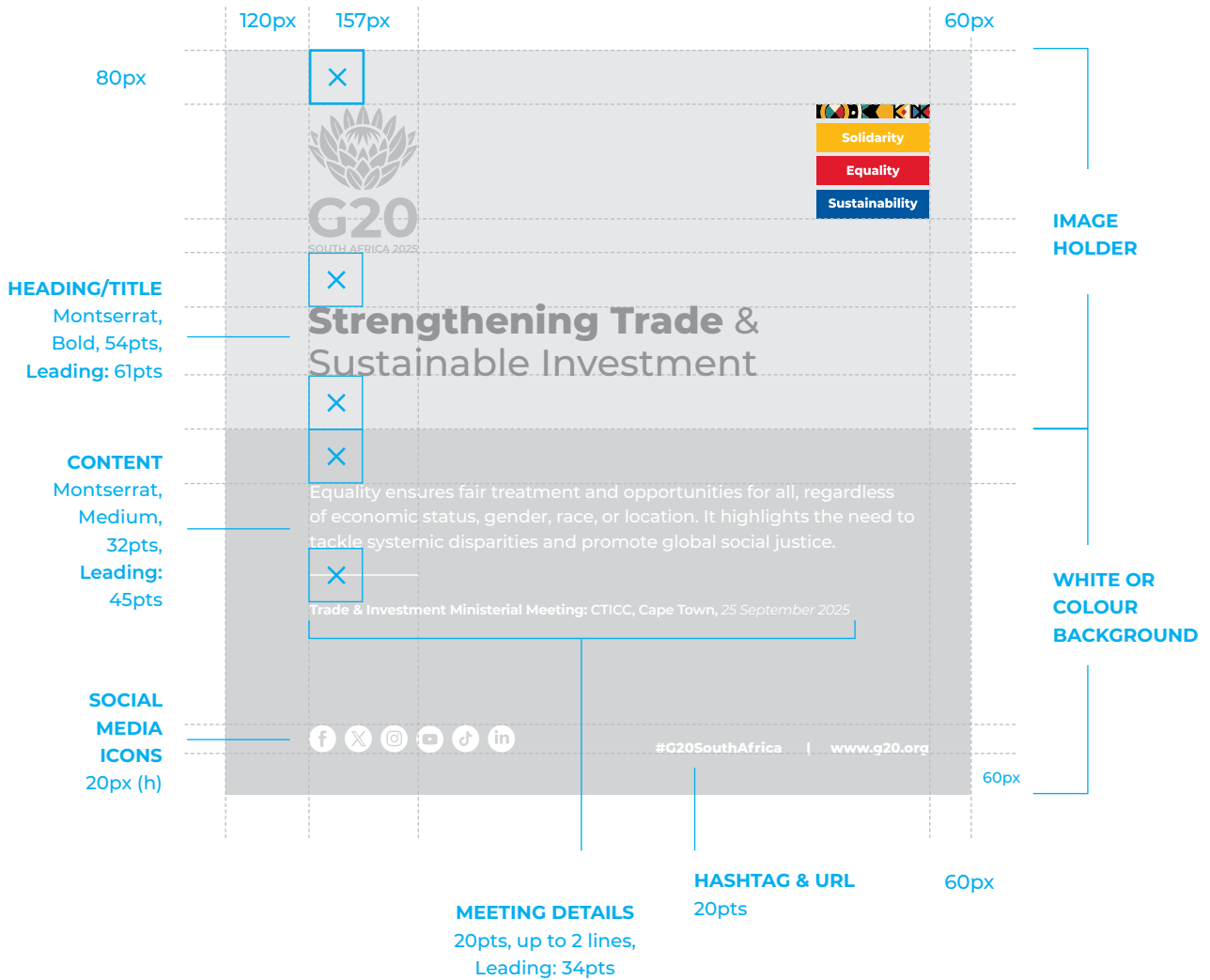
Examples



08 LOGO MEDIA APPLICATION

8.10 SOCIAL MEDIA BANNERS

Messaging: 1080px X 1080px



LOGO MEDIA APPLICATION

8.10 SOCIAL MEDIA BANNERS

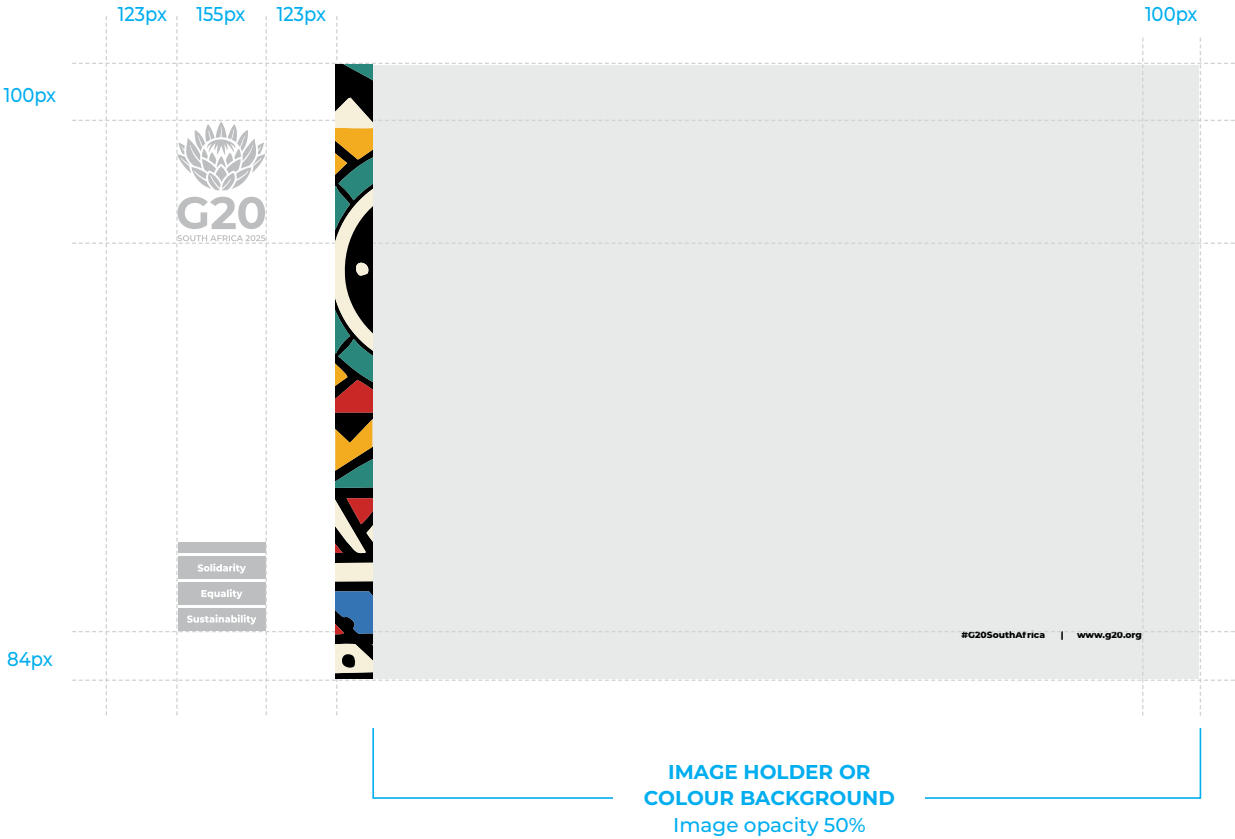
Messaging Examples



08 LOGO MEDIA APPLICATION

8.11 VIRTUAL BACKGROUNDS

Generic Background



LOGO MEDIA APPLICATION

8.11 VIRTUAL BACKGROUNDS

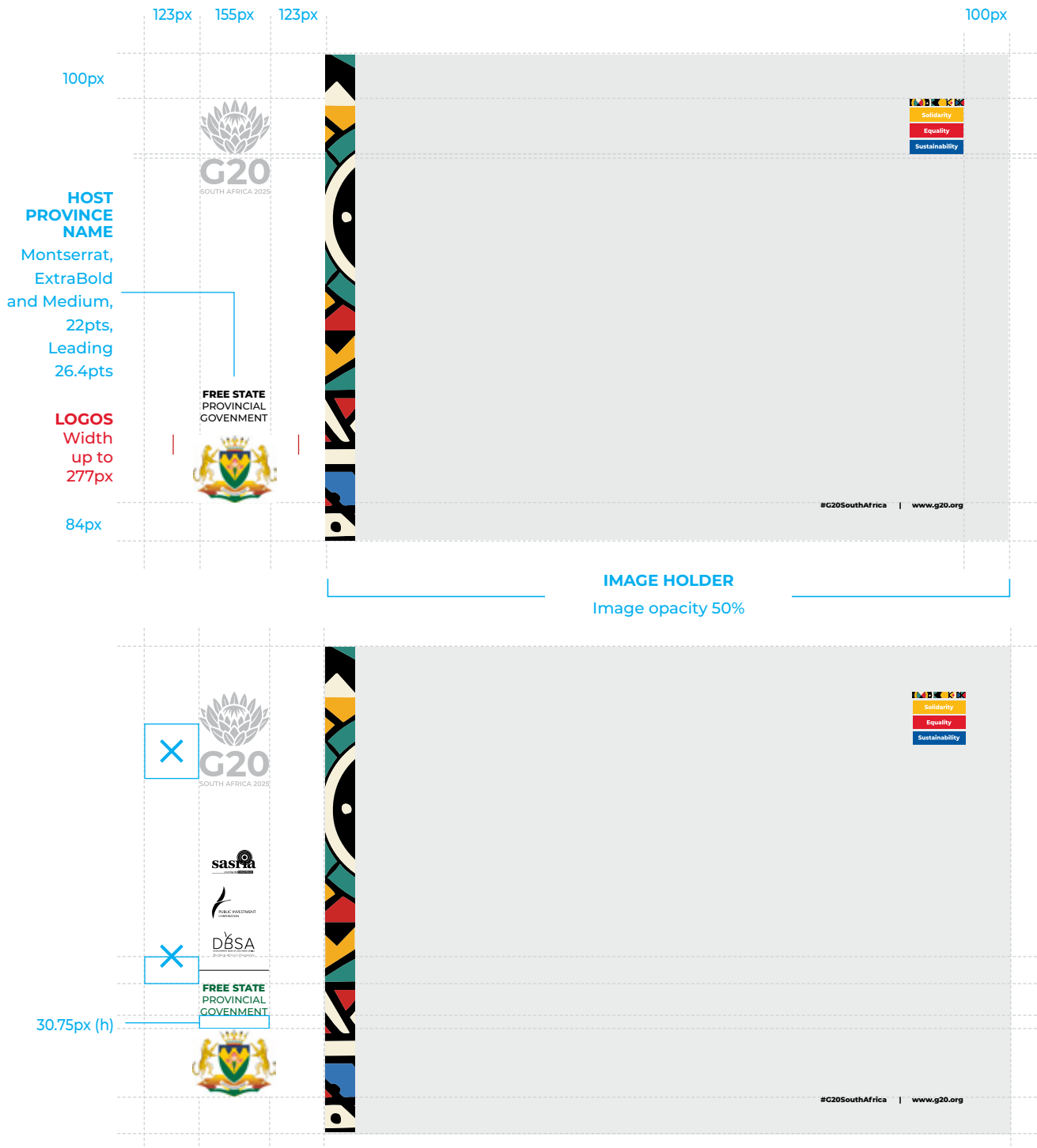
Examples



08 LOGO MEDIA APPLICATION

8.11 VIRTUAL BACKGROUNDS

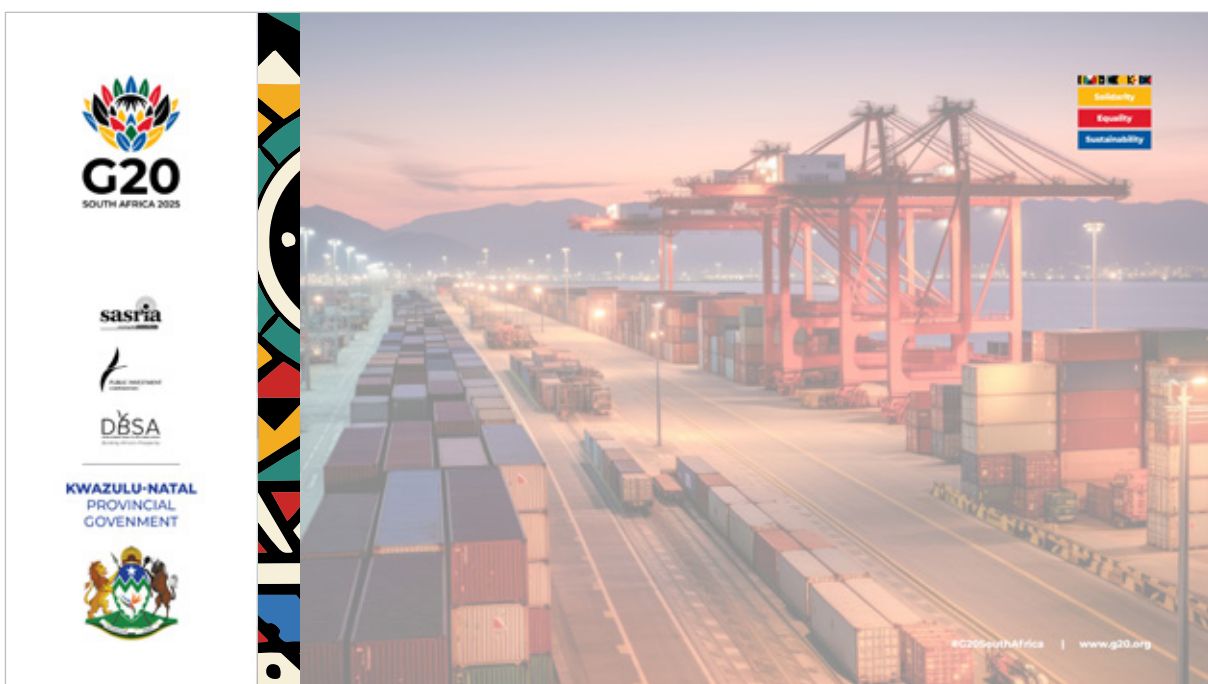
Host Provinces/Co-Branding



LOGO MEDIA APPLICATION

8.11 VIRTUAL BACKGROUNDS

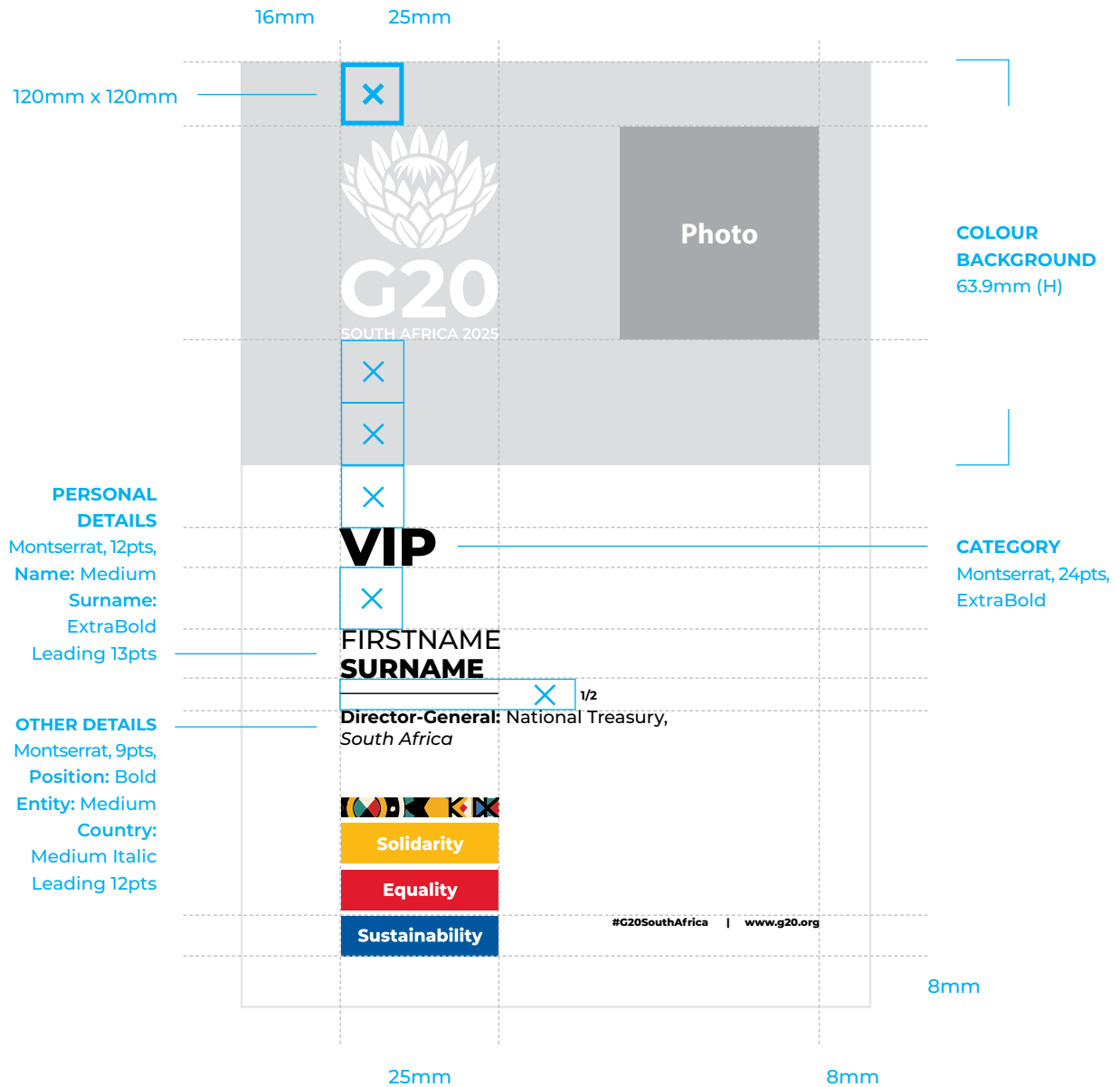
Examples



08 LOGO MEDIA APPLICATION

8.12 ACCREDITATION CARDS

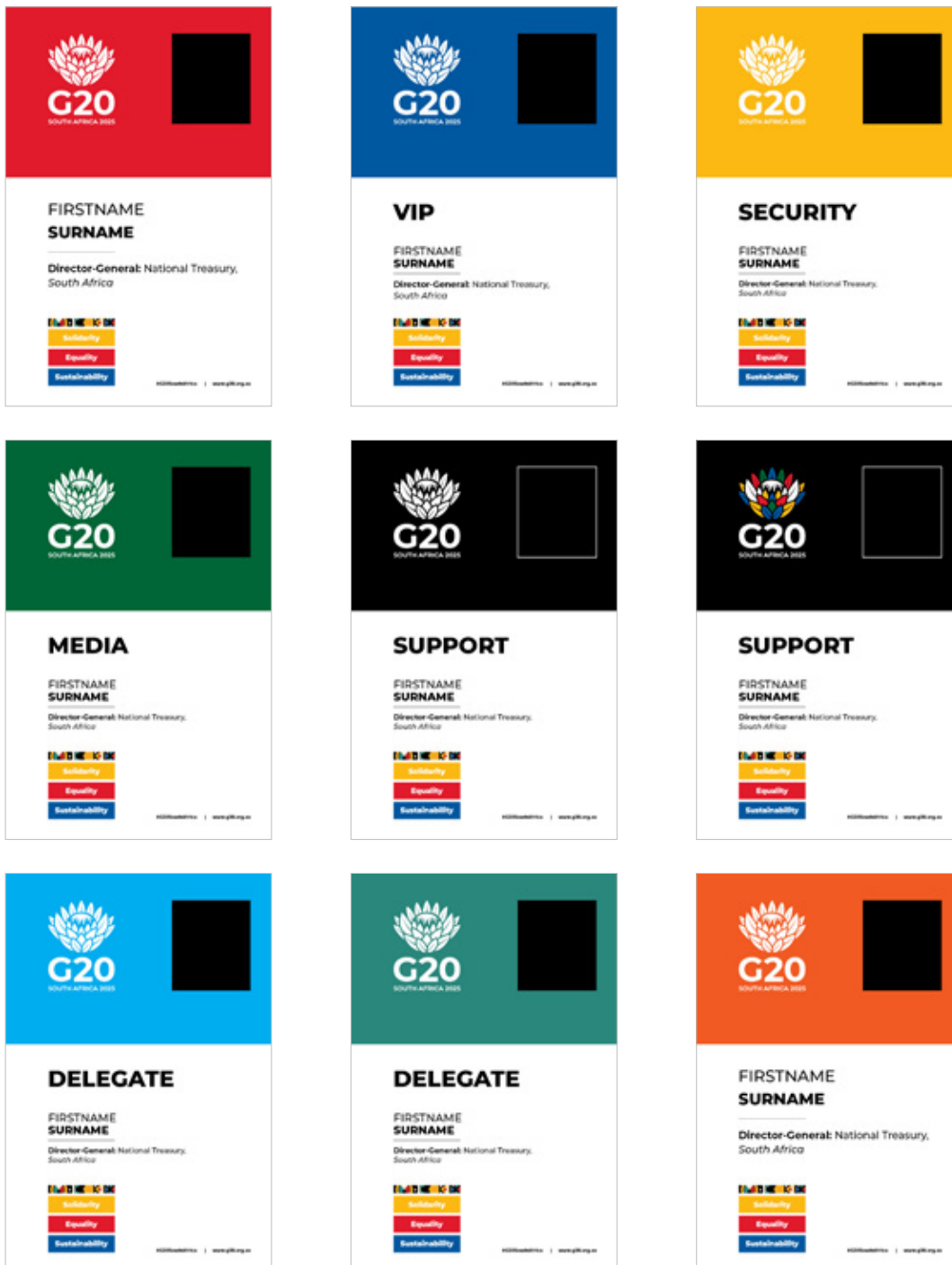
Large Cards - 100mm(w) X 150mm(h)



LOGO MEDIA APPLICATION

8.12 ACCREDITATION CARDS

Large Cards - 100mm(w) X 150mm(h) Examples



08 LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

USB Drive



LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Pens



08 LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Notebook



LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Paper/Tote Bag



08 LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Duffel Bag



LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Laptop Bag



08 LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 1



LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 2



08 LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Merchandise: Lanyards

20mm (h)



More colour variations are available in the designassets folder.



LOGO MEDIA APPLICATION

8.13 PROMOTIONAL ITEMS

Pin Badge









2025 G20 South Africa Brand Identity

Application Guidelines

Version 3: 02 December 2024

BRAND MANAGEMENT TEAM

Ms Michelle Greeff (Manager)
Acting CD, Marketing & Stakeholder Relations: DIRCO
greeffm@dirco.gov.za | +27 83 287 3930

Mr Maru Tsoametse (Creative Director)
Design Studio Manager: National Treasury
maru.tsoametse@treasury.gov.za | +27 72 997 9562

Mr Trudie Buys-du Plessis (Contributer)
Manager - Visual Communications: SARB
Trudie.Buys-DuPlessis@resbank.co.za

Ms Mulalo Raedani (Contributer)
Intern Graphic Designer: National Treasury
mulalo.raedani@treasury.gov.za

Mr Keitumetse Kgokong (Contributer)
Graphic Designer: National Treasury
keitumetse.kgokong@treasury.gov.za



Solidarity

Equality

Sustainability