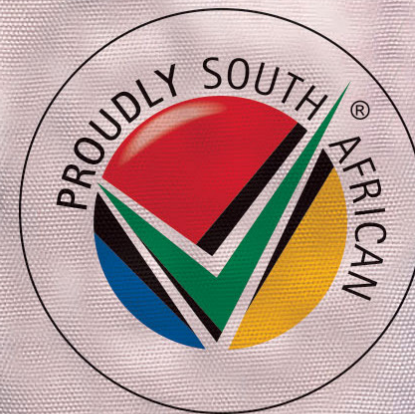


# PROUDLY SOUTH AFRICAN

[Brand Guidelines]





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This style guide has been developed to ensure consistent use of the Proudly South African brand. Please only use the brand elements found in these guidelines. Do not use any Proudly South African brand elements taken from third party sources..

# pride

/prAɪd/

*(n.) A feeling of deep pleasure or satisfaction derived from your own achievements, or those of one's close associates, or from qualities or possessions that are widely admired.*

*“the faces of the children's parents glowed with pride”*

*synonyms: pleasure, joy, delight, gratification, fulfilment, satisfaction, sense of achievement*



01

Who is **Proudly South African?**

---



### **Vision**

Proudly SA encourages the nation to make personal and organisational contributions towards economic growth and prosperity in South Africa, thereby increasing employment opportunities, economic growth and local value add while reinforcing national pride and patriotism.



### **Mission**

Proudly SA's mission is to be an economic prosperity and competitiveness driver and business partner for all South African producers and service providers who are serious about quality and who are committed to creating and sustaining employment and meaningful gain for local industries by joining the organisation.



### **Values**

Proudly SA provides a country-of-origin brand that effectively identifies, differentiates and promotes local companies' products and services which meet the organisation's criteria.

Buying **locally manufactured** goods and services is a recognised contributor to **job retention** and **job creation**.

If we import goods, we export jobs, it's as simple as that.



# PRIDE

The acronym **PRIDE** spells the organisation's vision, mission and strategic focus.

*Patriotism, Partnership & Productivity*

*Reindustrialisation*

*Innovation & Competitiveness*

*Domestic Consumption*

*Entrepreneurs and Enterprise,  
Economic & Exporter  
Development*

## STRATEGY & FOCUS

Proudly South African seeks to influence the public and private sectors as well as consumers in favour of increased procurement of locally produced and manufactured goods and services in order to stimulate economic growth and job creation. Our message aligns with that of government as outlined in the Industrial Policy Action Plan (IPAP) and the National Development Plan (NDP) which speak of the drastic reduction in unemployment.

Proudly South African's work also aligns with the broader national development agenda and the Local Procurement Accord of 2011, the Jobs Summit Framework Agreement of 2018, as well as the Economic Recovery and Reconstruction Plan of 2020.



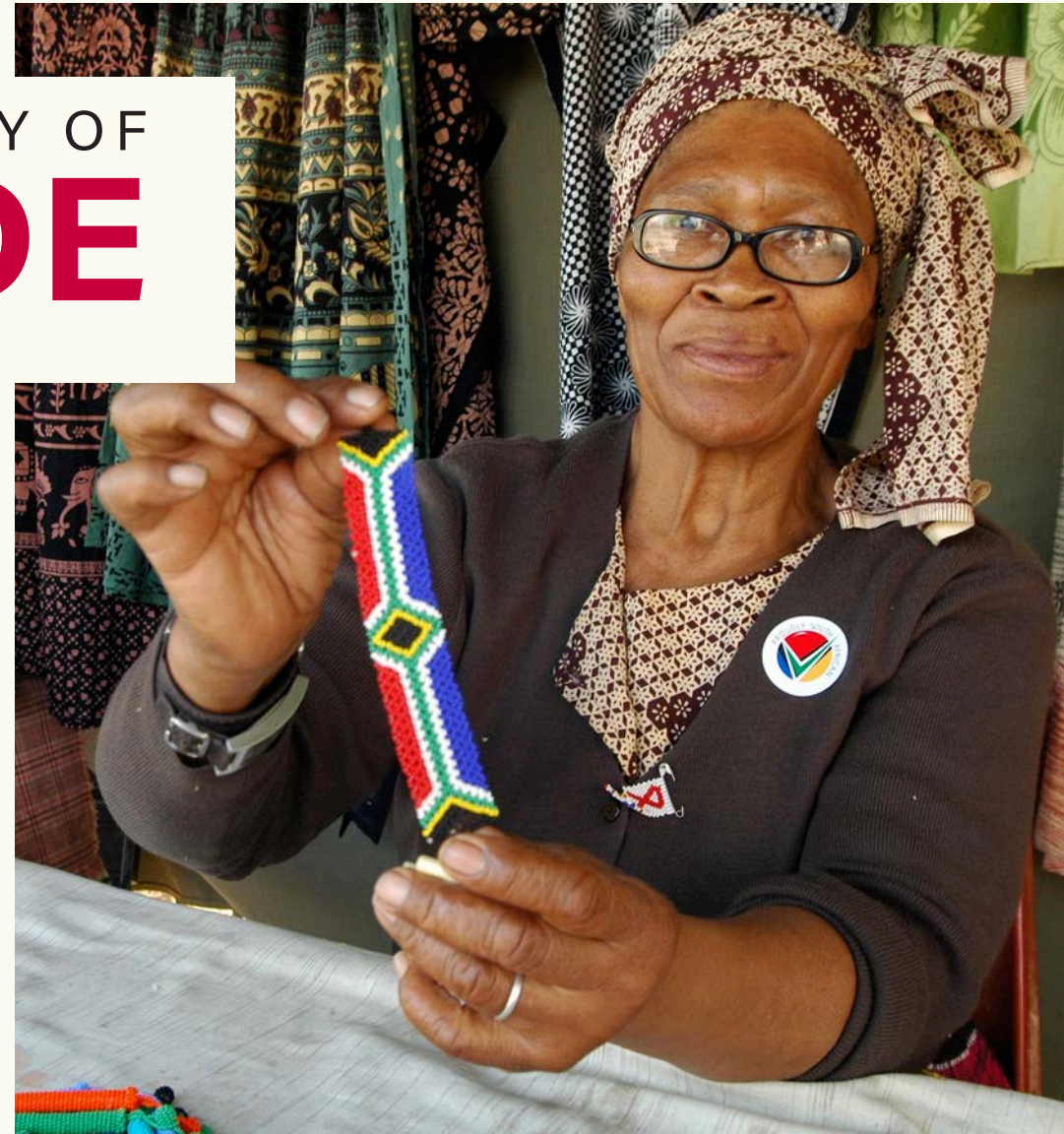
# THE STORY OF **PRIDE**

The story of pride began in 2001 when the Presidential Job Summit convened by the late President Nelson Mandela decided to create a symbol that would be synonymous with national pride and that could tell stories of proud **local manufacturing**. The chosen symbol reflects all the colours of our South African flag which in turn reflects our country in all its diversity.

We wear this symbol, now adopted as our logo, with pride. By displaying it on Proudly South African grown, produced, or manufactured goods and services, we show the world that we are proud. South African stuff is well made. It is beautiful. It is useful. It is quality. We can compete with the best the rest of the world has to offer.

Proudly South African member companies have the privilege of bearing the tick of quality and the symbol which says they are proud to contribute to the growth of our economy and to the creation of jobs. They sell pride.

**If you buy something bearing that tick, you can be proud in the knowledge that you have made a great purchasing decision and that you too are contributing to the strengthening of our country's economy and you may have created or even saved a job in the process.**



# Slogan

A good slogan creates a strong and clear brand image in the customers mind. Our tagline is short and concise, but *\*powerful\**! It defines Proudly South African and helps convey who we are.

**Buy local  
to create jobs.**



02

# Membership

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## It's NOT just a label

Member companies that bear the Proudly South African logo have been audited for local content, quality, fair labour practices and adherence to environmental legislation.



Any company or organisation of any size offering goods and/or services can become a member. Whether a commercial enterprise, NGO, sports team, professional body, educational institution, media house, or government entity – all qualify for membership, provided that the 4 criteria are met:

**See page 14**



## MEMBERSHIP CRITERIA



### Local Content

At least 50% of the cost of production must be incurred in South Africa and there must be “substantial transformation” of any imported materials.



### Quality

The product or service must be of a proven high quality.



### Fair Labour Practice

The company must comply with labour legislation and adhere to fair labour practices



### Environmental Standards

The company must be environmentally responsible and adhere to production processes that are environmentally friendly and acceptable. Services must demonstrate a willingness to recycle and reduce their carbon footprint.

Branding is a very important asset of any organisation and has the capacity to increase the value of a company.

Used as a tool to promote the specific message of the organisation which crafts it, brand messaging and management include above and below the line campaigns that educate consumers, in the case of Proudly South African, to

**support local services and buy local goods.**

All the elements of a brand need to be looked at holistically where the components work in synergy, in order to give the organisation a brand identity. We do this through our events, advertisements, internal documents, presentations and all our touch points with internal and external stakeholders.

A strong, recognisable brand creates value with the simple familiarity of its logo. It can buy customer retention and reduce buyer dissonance, but only providing it can be trusted. As more businesses recognise the importance of their brand in the space in which they operate, they have begun to invest more into brand credibility and the added value it can bring their bottom line.

The Proudly South African brand is no different, and we have worked to build a brand proposition that can add value to those companies that carry our logo.



The Proudly South African brand does not compete with yours but rather adds value and shows your commitment to the development of South Africa.

**BUY  
LOCAL**

03

# Our **Logo & usage**

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The Proudly South African logo is a way in which our members can boast about their role in buying back South Africa.

The logo means '***we made this here***'. It tells consumers that they can have faith in the quality and integrity of the company that displays it.





# Brand Trademark

Proudly South African is an internationally recognised organisation and is South Africa's national "Buy Local" campaign. In South Africa, Proudly SA is the proprietor of the trademark phrase, 'Proudly South African'.

As the proprietor of the trademark registration, Proudly South African is protected in terms of the Trade Marks Act 194 of 1993, against any third party from using a mark that is identical or confusingly similar to the Proudly South African logo in the course of trade, without Proudly South African's authority. The trademarks (the phrase and logo) are also legally protected in accordance with the Merchandise Marks Act, Counterfeit Goods Act and Common Law.

Only registered members of the Proudly South African campaign (and those given special permission) are authorised to use the trademarks.

**The right to use the logo lies solely with Proudly South African and we reserve the right to grant or decline its use.**



## Unauthorised use of Trademark

The use of the Trademarks is monitored both internally and through Proudly South African's intellectual property lawyers, Adams and Adams. Illegal use of the logo includes:

- A company continuing to use the logo when they have not renewed their membership;
- A company that is not a registered member of the Campaign using the logo;
- Using the incorrect logo;
- Misleading the public by using wording that is confusingly similar to that of the Campaign, to gain undue benefits from association with the Campaign; and
- Misleading the public by using a logo that is confusingly similar to that of the Campaign, to gain undue benefits from the association with the Campaign;

Illegal use of the logo results in a cease and desist letter sent by Proudly SA. Failure to comply with the request will result in the matter being raised with our IP lawyers, Adams & Adams. Cases are monitored with the law firm through monthly meetings, updates on open cases as well as new infringement cases.





*The Proudly South African logo can be placed anywhere on platforms of approved members in order to complement their brand.*

## Correct use of the Trademark

Upon approval of their membership, Proudly South African companies are given access to a members' portal on the ProudlySA website. Here they are able to download the Proudly South African corporate identity and logos for use on packaging, marketing and branding materials.

Members are encouraged to forward their designs to Proudly South African, to ensure that the logo is applied correctly. A Corporate Identity Manual was repackaged to give users of the logo a guideline on the use and application of the logo, pantone colours etc.

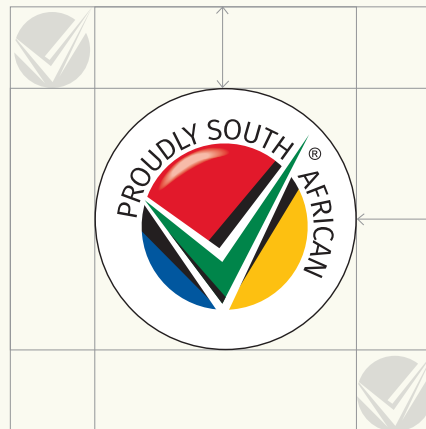
Continuous communication and marketing of the logo is used to educate members about correct logo use and application and of the importance of using it wherever possible to promote their membership of the Proudly SA campaign.



The Proudly South African logo is our stamp of trust, we must take care when using it

It should be used in all cases possible, unless shape or length create an issue.

Consistent use of the mark is essential to maintaining our identity and building a brand equity across all marketing channels and media.



#### Spacing & minimum height

Our logo needs breathing space. Allow at least the height of the tick on all sides.

[see page 20]



The Proudly South African logo represents a symbol of excellence, reliability, and adherence to stringent standards for products and services produced in South Africa. It serves as a visual assurance to consumers that they are purchasing or supporting a product or service that meets the highest quality benchmarks set by the organisation. The logo features a circular design with a prominent green tick mark in the center, symbolising approval and validation.

The tick mark signifies that the product or service has undergone a rigorous assessment process and has been deemed to meet the criteria set by Proudly South African for quality, local content, fair labour practice and environmental standards.

# Clear space

A logo is the embodiment of the brand. It is the brand simply summed up in one tiny, neat little package. Therefore the logo must at all times be perfectly legible and without obstructions.

## Don't cramp our style.

When placing our logo on any media, give it some breathing room to ensure visibility and impact. When you are working in a small format, leave at least the minimum clear space around the logo. If you're feeling generous, you may leave more, but never less.

The grey area around the logo defines the minimum space that must be left between the logo and any other graphic elements such as text, illustrations and borders. This is to ensure that the logo retains a strong presence wherever it appears. The tick measurements in this diagram are used to indicate equal spaces of the height/width of the logo.

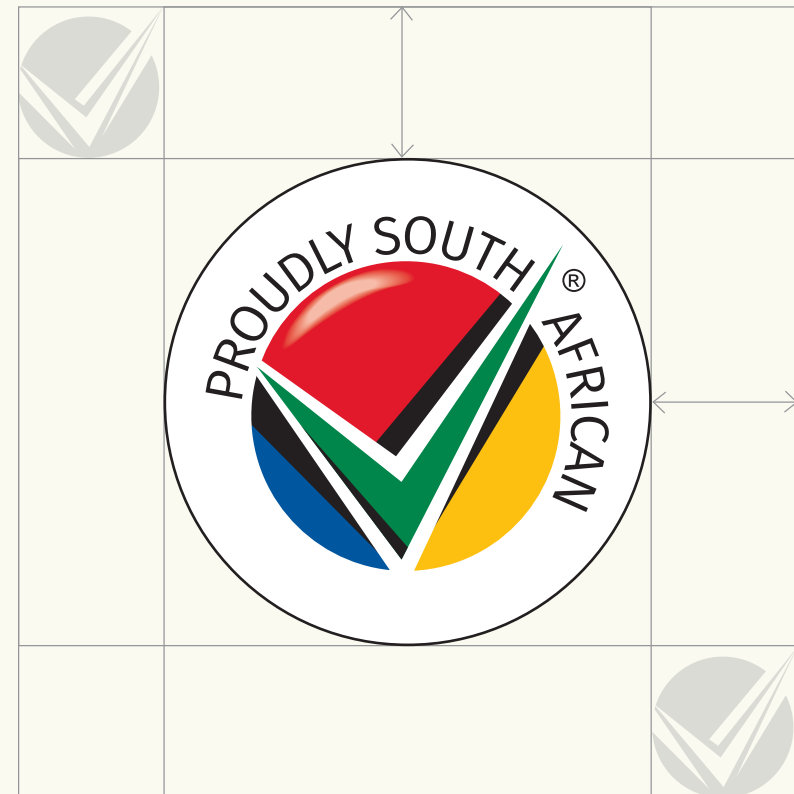
Proudly South African's logo and all of its variations, must at all times have a clear space that is specified on this page.

## Digital + Promo items:

To ensure legibility and impact, the Proudly SA logo should never be reproduced smaller than 70px in any digital communication

## Print:

To ensure legibility and impact, the Proudly SA logo should never be reproduced smaller than 30mm in any print communication.



Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in the application. Due to the higher resolution available in print vs that of screen based media (300dpi vs 72dpi) respectively, we are able to produce the logo at a fractionally smaller size in print without any graphic deterioration.

An exception has been made for manufacturers who need to use the logo on smaller packaging such as chocolate wrappers. **The logo may be reduced to a size of 10mm x 10mm.**

The Registered Trademark and circle around the logo must **never** be removed in order to make the Proudly South African wording legible.



## Full colour logo

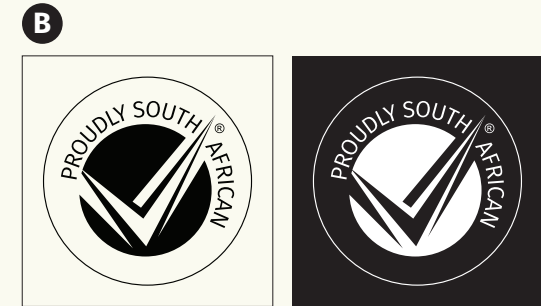
In the Proudly South African identity, the use of colour is a very important aspect. The full colour logo should be used whenever possible. The consistent use of these colours brands Proudly South African's communications for immediate recognition. It is important to reproduce the colour as consistently as possible.



# Secondary logo

Proudly South African is aware that the printing of a six colour logo on packaging will add to manufacturers' costs, therefore members are able to use the white/black version of the logo on their labels to save costs. **(A)**

A single colour logo or a black and white logo can only be used when printing, specifications do not allow for a two colour or a CMYK print. **(B)**



Members are also allowed to use a single colour that is in line with their brand identity.





# Incorrect Logo usage

Our logo is important to us and we ask that designers and users keep it in its pure form and within the rules specified in this guide book.

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outliers.

Here are a few examples of some ways you should NEVER consider using the logo.



Please do not distort, squash or stretch the logo



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



Do not omit the white circle around the logo as this allows you to place the logo on any background.



Please do not change font or remove the type



We spent a lot of time creating our logo, please do not change the colour or orientation. It is a trademark and using the logo illegally is an offence

# Logo on photographs

Always place the full colour logo directly on photographs and colour backgrounds when possible. Choose photographs and colour backgrounds that have sufficient contrast to the logo colours to preserve the logo's integrity.

When it is not possible to place the logo directly on a photograph or colour background, a colour band is acceptable to place the logo on, as shown in the following examples. In some cases, the reversed logo should be used.



# Partnerships

Aligning partnership logos should follow clearspace rules. The separating line between logos can be created using the logo at a minimum of 10mm and maximum of 20mm.





04

# Our **Colours & Fonts**

---

# Colour

In the Proudly South African identity, the use of colour is a very important aspect. The full colour logo should be used whenever possible. The consistent use of these colours brands Proudly South African's communications for immediate recognition. It is important to reproduce the colour as consistently as possible.

## Digital:

Use RGB color values for all digital applications.

## Print:

Use Pantone color values when printing stationery or logo to ensure correct branding color. Use CMYK color values for all other print applications.



# Typography

Our primary typeface is Acumin Variable Concept. It has a nice selection of weights that can be used. Use it for headlines and body copy.

Our Secondary typeface is Fira Sans and it is used for body copy

**Acumin Variable Concept Pro  
Condensed Bold**  
(Headlines)

Area of use  
Headings

**Acumin Variable Concept  
Regular**  
(Subheading)

Area of use  
Subheadings  
Quotes  
Preambles

**Fira Sans Book**  
(Body copy)

This font is used in more extensive texts for subheadings, preambles. A bolder variant can be used for emphasis.

Area of use  
Text (body copy)  
Preambles

THIS IS THE SUBHEADING

## THIS IS THE HEADLINE

This is your body copy. The body copy supports the main idea and is what ultimately persuades a person to buy a product or service. This text goes into the details of the product and explains why the product or service will benefit the customers.

You want your body copy to persuade your readers to take some sort of action. In order to persuade them to do what you want, make a purchase, sign up for newsletters, etc. you need to know how to write a powerful body copy.

THIS IS YOUR BUTTON



# 05

## Co-branding

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## Your logo and ours

We believe that by leveraging our respective strengths and brand equity, we can create a powerful collaboration that benefits both our organisations and captivates our target audience.

While you have the freedom to be imaginative with the placement of the logo, the manner in which it is used should remain consistent. However, it's always a good idea to confirm with us first to avoid any issues. We want you to show your pride, but not back to front or inside out.



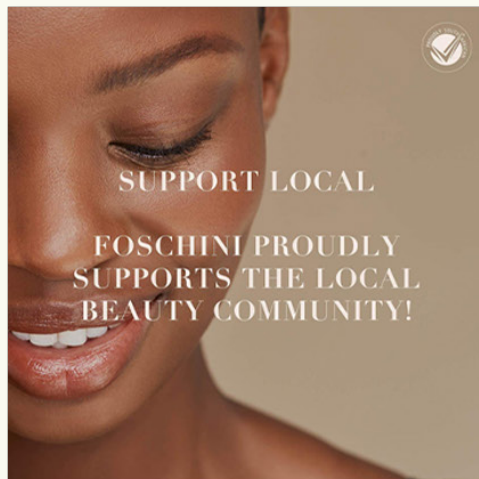




- Promotional items: business cards, brochures, flyers, apparel
- Exhibition stand
- Company branding: internal and external
- Indoor and Outdoor advertising: Pull up banners, Wall banners etc
- Packaging
- **Advertising:** Print, digital, outdoor and even on the radio (it takes 3 seconds of a 30 second ad to say 'My company is a registered Proudly South African member')
- Website: Top of page or footer, Web banners
- Email signature
- Branded company car
- Social media



## LOGO APPLICATION BY TFG



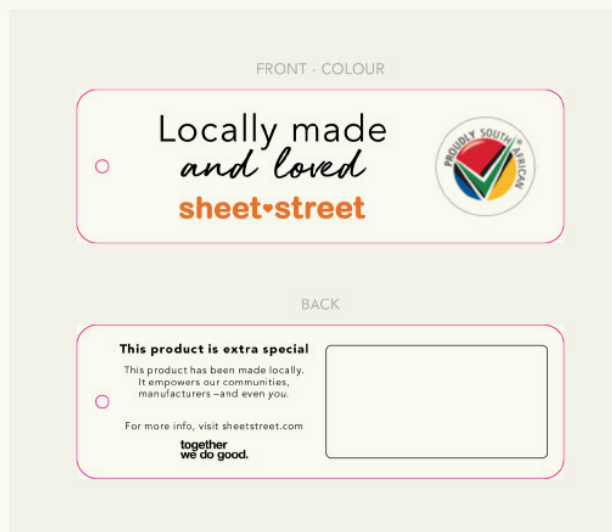




# LOGO APPLICATION BY MR PRICE GROUP

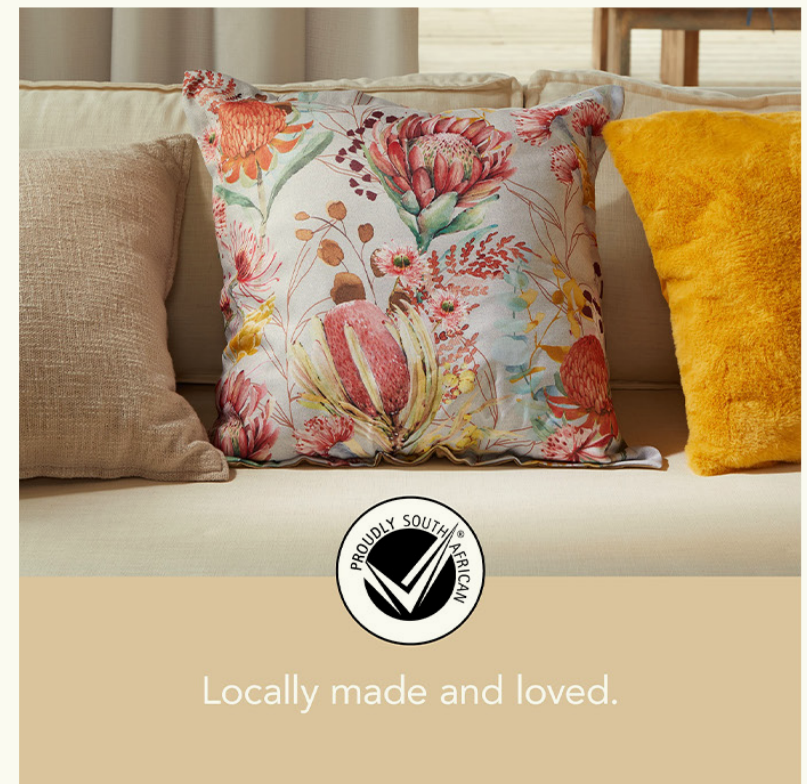


10 x 1.5m



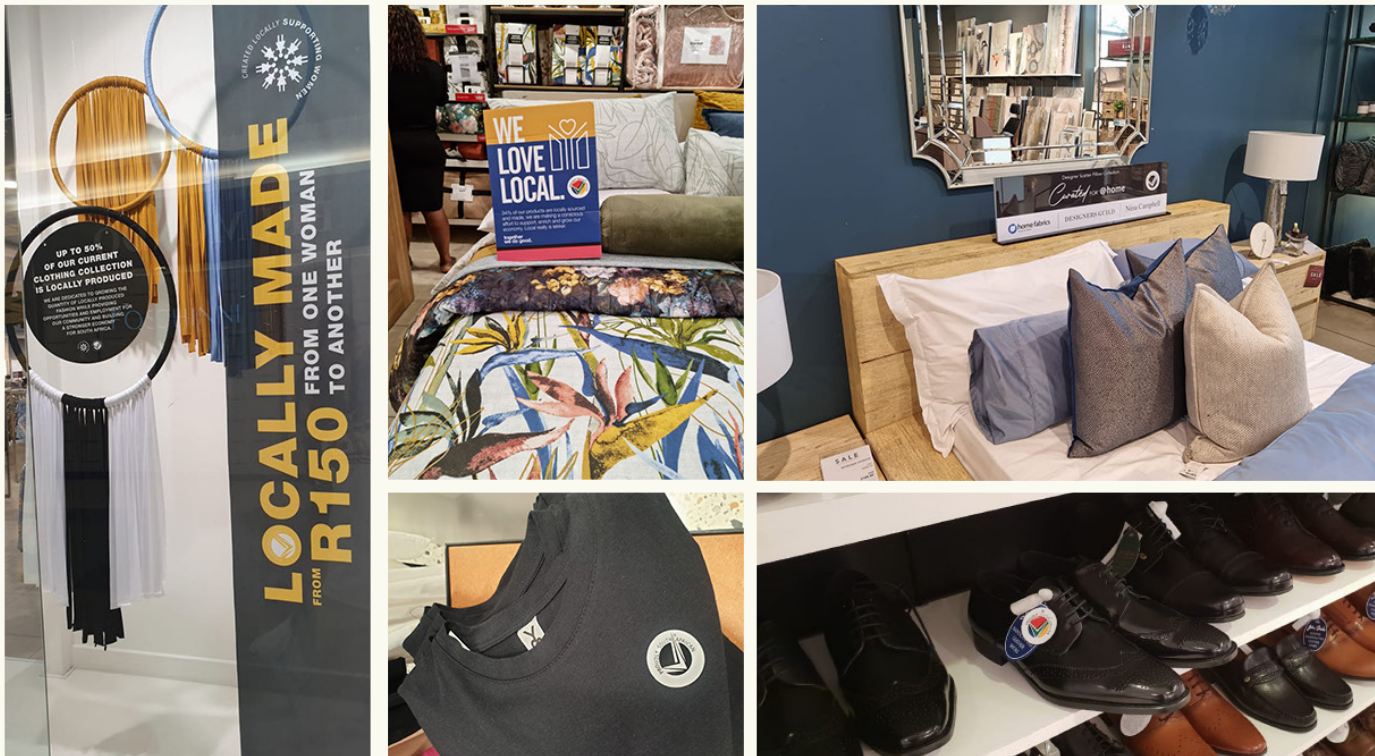


## LOGO APPLICATION BY MR PRICE GROUP





## RETAIL LOGO APPLICATION EXAMPLES



# LOGO APPLICATION BY EDGARS



Print adverts



Event Invitation



Store front



Swing tags



# LOGO APPLICATION BY LEMAITRE



LEMAITRE PRODUCTS ABOUT DISTRIBUTORS TECHNICAL CONTACT US CAMPAIGNS

DOWNLOAD CATALOGUE

NEW STYLES JUST LAUNCHED

SEE MORE

RAPTOR RANGE  
Torsion Control

APOLLO RANGE  
Slip-resistance

MAXECO RANGE  
All-round safety

PARABOLIC RANGE  
Comfort and anti-fatigue

INYATI RANGE  
Protection and Resistance

MADE FOR WORKERS BY

**Our commitment to support local**

With our procurement processes, Lemaître recognises its responsibility to earnestly support local businesses and SMMEs by sourcing key components and outsourcing some of our production work. This ensures that Lemaître is contributing to the local economy and the communities beyond even our own workforce.

We believe in manufacturing locally. With over 400 employees, we are serious about job creation. Most of the work and labour required in manufacturing our safety footwear goes into the upper construction. Lemaître uppers are produced in South Africa in our factory in Port Elizabeth and also through various independent CMFs. Together, we produce proudly South African safety footwear that protects the workforce across various industries, and lays the foundations of positive change.

By manufacturing and distributing safety footwear products of the highest quality, we are looking out for the hardworking people who are building a stronger South Africa. Lemaître Safety Footwear is proudly manufactured for workers, by workers. It's time for us to all play our part in rebuilding the economy - as a major enterprise, small business or even an individual consumer - let's start interrogating our purchasing decisions and support each other in pursuit of a brighter future for all.

**AN OPEN LETTER TO ALL WORKERS**

WORK IS NOT JUST WORK.  
WORK IS A REFLECTION OF WHO WE ARE.  
IT'S HOW WE ARE SEEN AND WHAT WE WANT TO BE KNOWN FOR.  
IT'S OUR EXPRESSION.  
AN HONEST DAY'S WORK IS ONE THAT WE CAN SAY WITH PRIDE,  
ONE THAT IS DEPENDABLE,  
RESPECTFUL,  
HARD-WORKING.  
IT'S APPRECIATION FOR A JOB WELL DONE.  
IT'S OUR BREAD AND BUTTER.  
IT'S WHAT OUR FAMILY CHAMPIONS US FOR.  
WE ARE RELIED ON FOR OUR EXPERT SKILLS.  
WE PRIDE OURSELVES ON OUR WORKMANSHIP.  
FROM STITCH TO STEP, WE ACKNOWLEDGE THOSE WHO WORK JUST AS HARD.  
FROM ONE WORKER, TO ANOTHER,  
LEMAITRE SAFETY FOOTWEAR.

# LOGO APPLICATION BY NATIONAL SECURITY

CHUBB IS REBRANDED TO NATIONAL SECURITY & FIRE



**INTELLIGENCE IN ACTION**



## Protecting your world

National Security and Fire, through its people and processes will protect the lives and property of its customers. We continuously provide modern technology and service excellence, by qualified personnel who thoroughly understand our customers' needs.

SMS "YES" to **44812** & a National Security and Fire agent will call you back

**OUR SERVICES**

- Monitoring & Armed Response
- Intruder Detection Alarms
- CCTV
- Access Control Systems
- Fire Detection & Extinguishing Systems
- Guarding

**0861 00 22 11**  
www.national.co.za

FOLLOW US  



## Pull-Up Banners and Flag Banners



**National**  
SECURITY & FIRE

0861 021 911  
www.national.co.za



Desmond Watton  
082 385 2692  
0861 012 911  
www.national.co.za

**National**  
SECURITY & FIRE

www.national.co.za





# LOGO APPLICATION BY HISENSE



# LOGO APPLICATION ON PACKAGING





## LOGO APPLICATION ON PACKAGING







**Embrace Your Proudly  
South African Identity.  
Use the Logo with  
Confidence!**



For further enquiries please contact Zineida Pomuser

[zineida@proudlysa.co.za](mailto:zineida@proudlysa.co.za)

011 327 7778

*Be Proudly South African. Buy local to create jobs.*