



G20

SOUTH AFRICA 2025

2025 G20 South Africa Brand Identity



Application Guidelines

Version 4: 01 March 2025



Solidarity

Equality

Sustainability

#G20SouthAfrica | www.g20.org





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1 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.

2 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.

3 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

3 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, 29 | **RGB:** 0, 133, 74
Pantone: 3415
#00854a



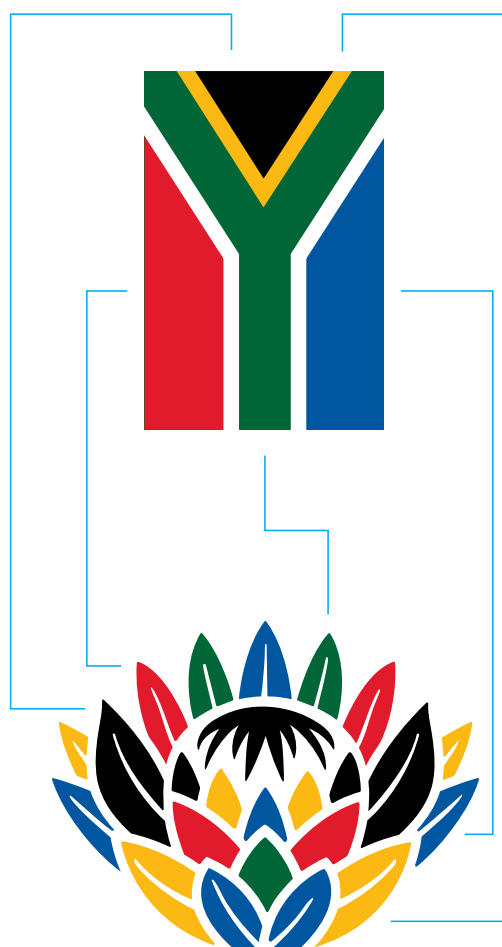
CMYK: 0, 30, 100, 0 | **RGB:** 253, 185, 19
Pantone: 116
#fdb913



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



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



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3 THE G20 SOUTH AFRICA LOGO

3.4 LAYOUT VARIANTS

Vertical



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

Horizontal



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

3 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



3 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



3 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.



3 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.



3 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.

3 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.

3 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 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



3 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

4 TAGLINE/THEME DEVICE

4.1 TAGLINE/THEME VARIATIONS

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.

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



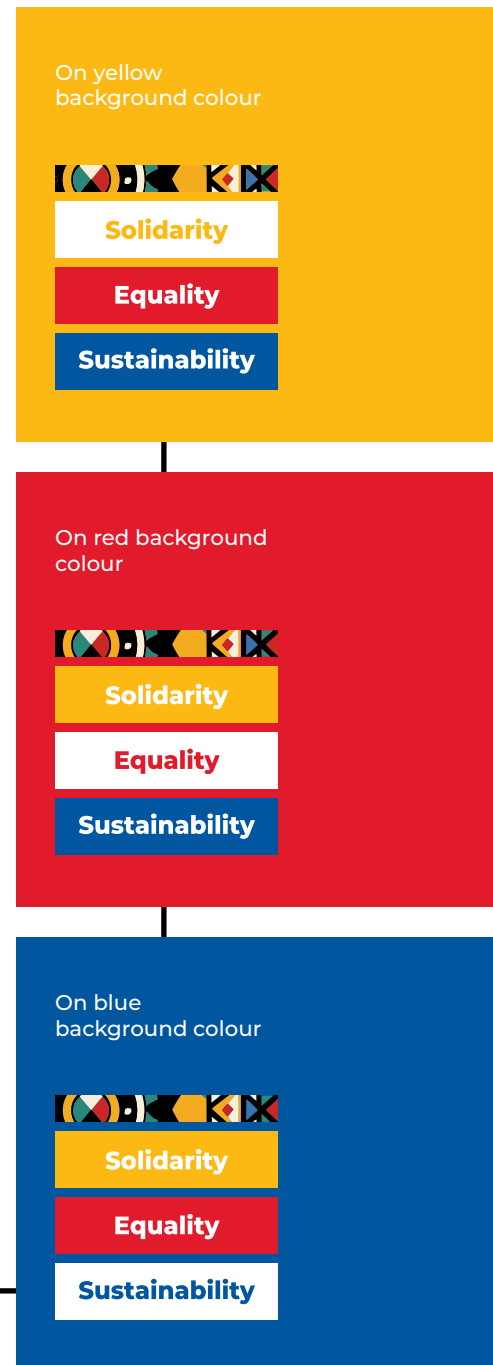
The **horizontal** version is positioned directly below the main logo at the bottom of the page where necessary, such as in wide-format banners, letterheads, or when space needs to be conserved. See example on page **31, 95, 103**.

4 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 35, 41, 65, 71.



5 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.

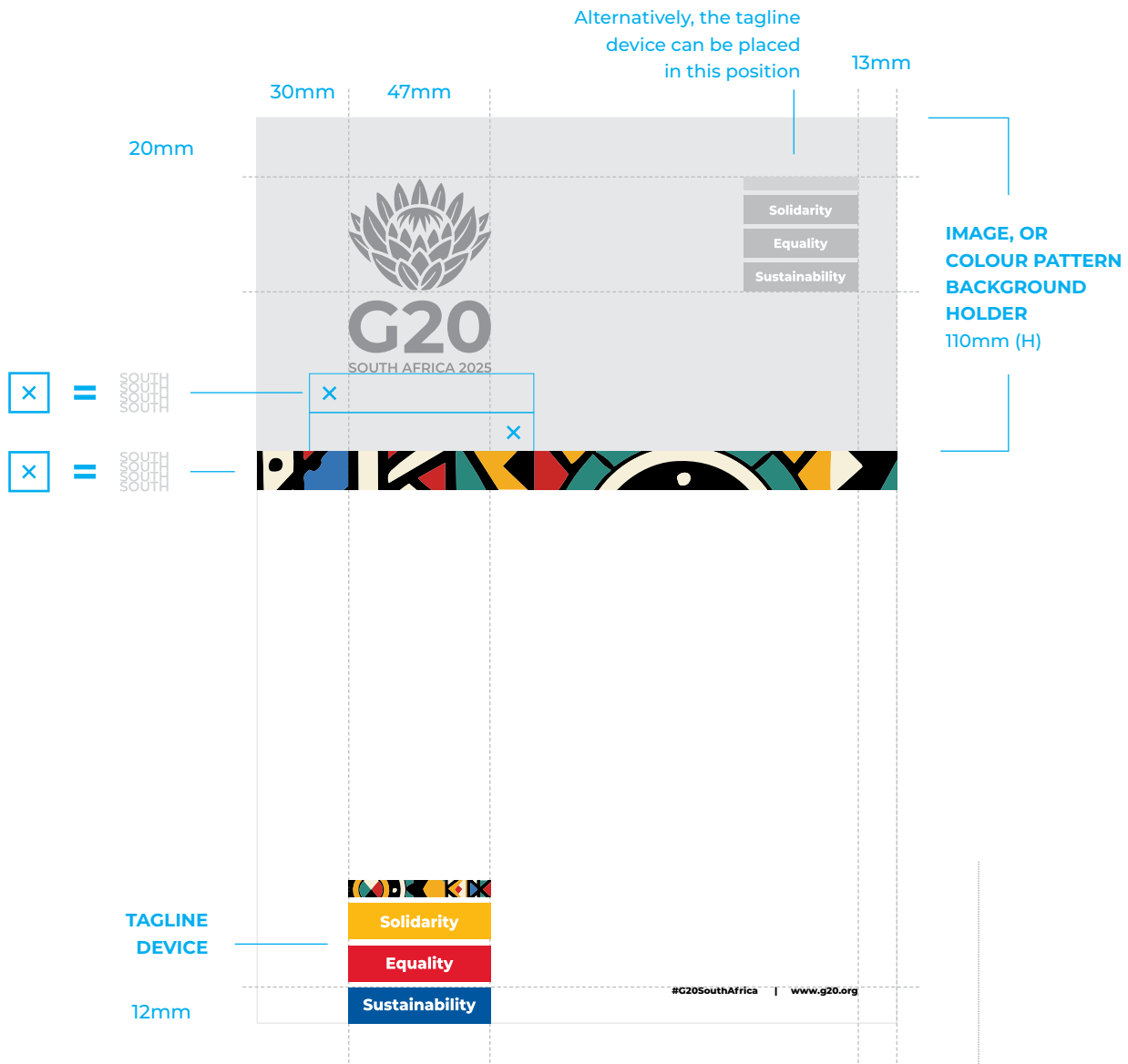
Pattern Strip Examples

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.



5 PATTERN STRIP DIVIDER DEVICE

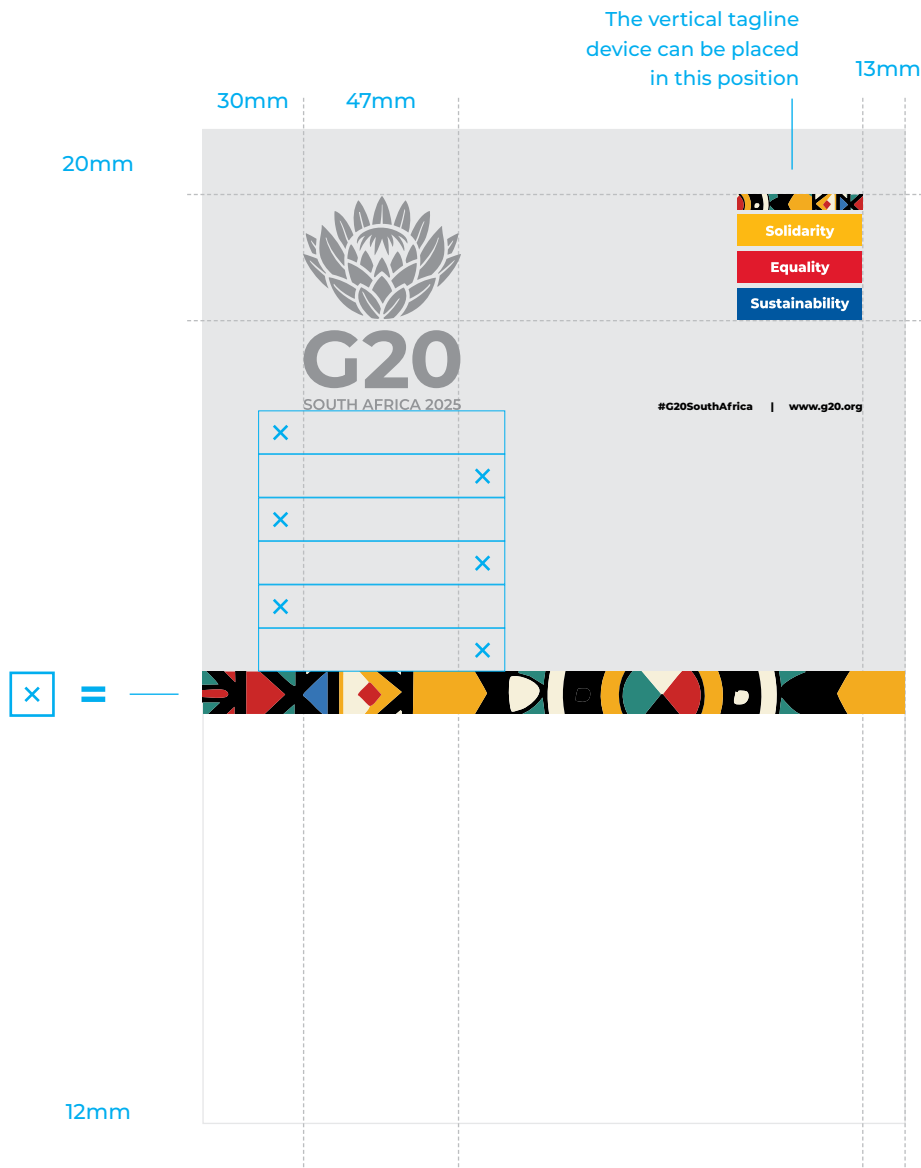
5.1 PATTERN STRIP DIVIDER APPLICATION



See additional examples on pages 19, 33, 55, 65 and 75.

5 PATTERN STRIP DIVIDER DEVICE

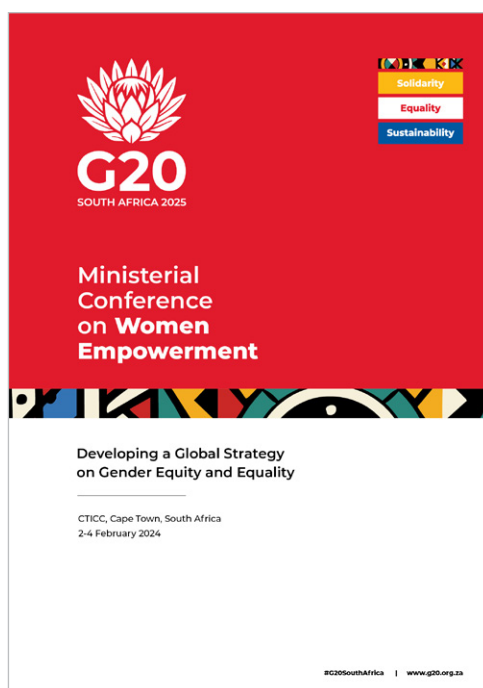
5.1 PATTERN STRIP DIVIDER APPLICATION



5 PATTERN STRIP DIVIDER DEVICE

5.1 PATTERN STRIP DIVIDER APPLICATION

Example

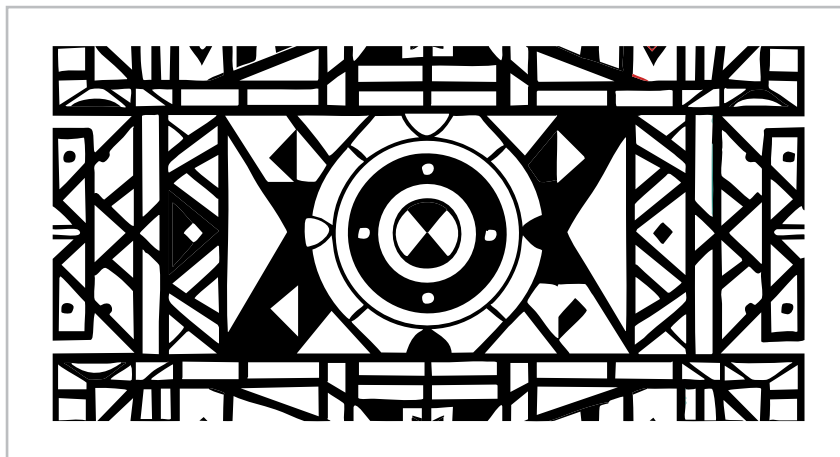


6 PATTERN WATERMARK

6.1 BACKGROUND 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.

6 PATTERN WATERMARK

6.2 BACKGROUND PATTERN WATERMARK APPLICATION



7 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 (MONTERRAT)

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

MONTERRAT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTERRAT BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTERRAT SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTERRAT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

MONTERRAT LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !?£%&*

7 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 !?£%&*

7 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 !?£%&*

7 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

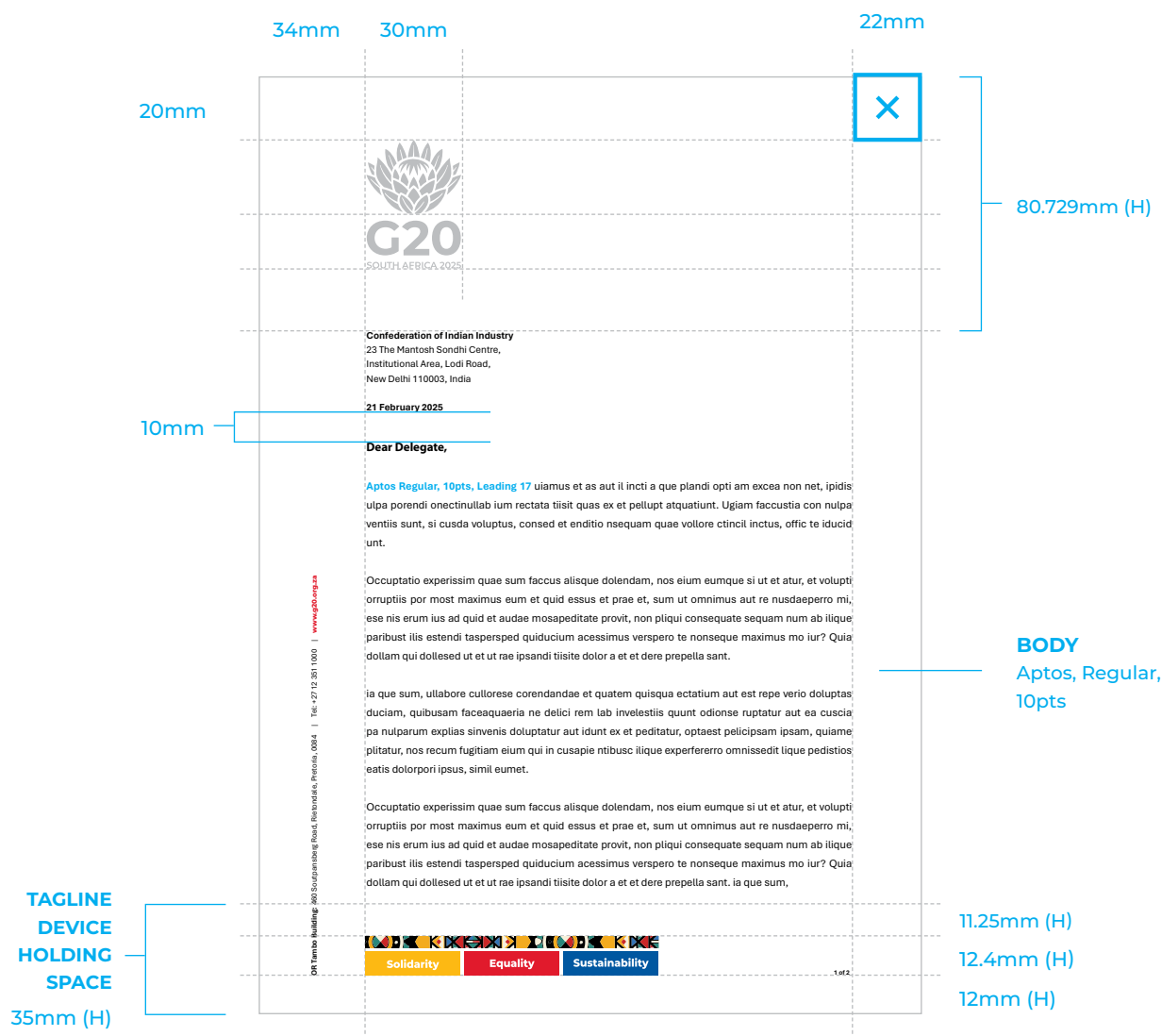


Montserrat, Medium

8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

Generic Letterhead



8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

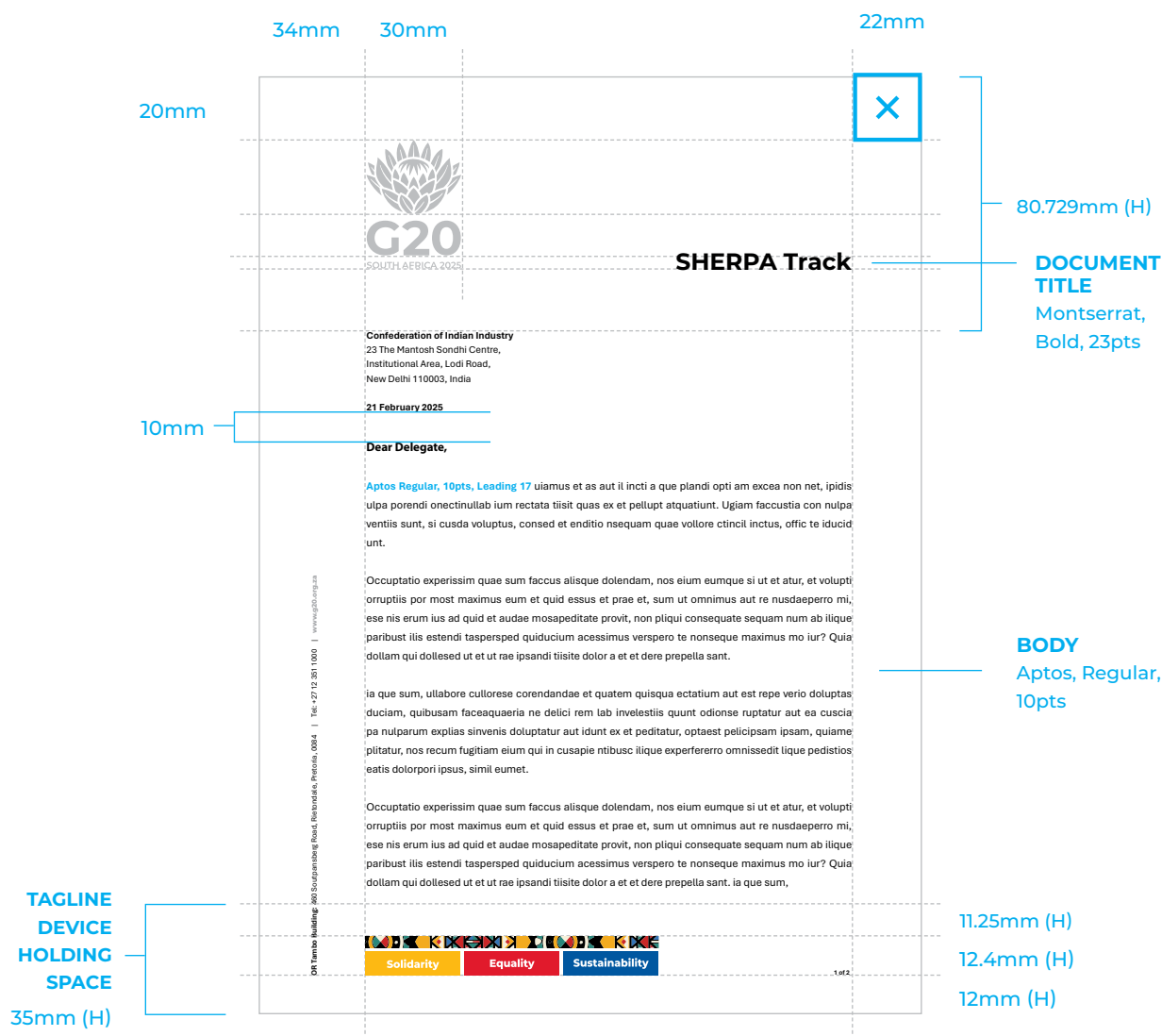
Example



8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

Tracks Letterheads



8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

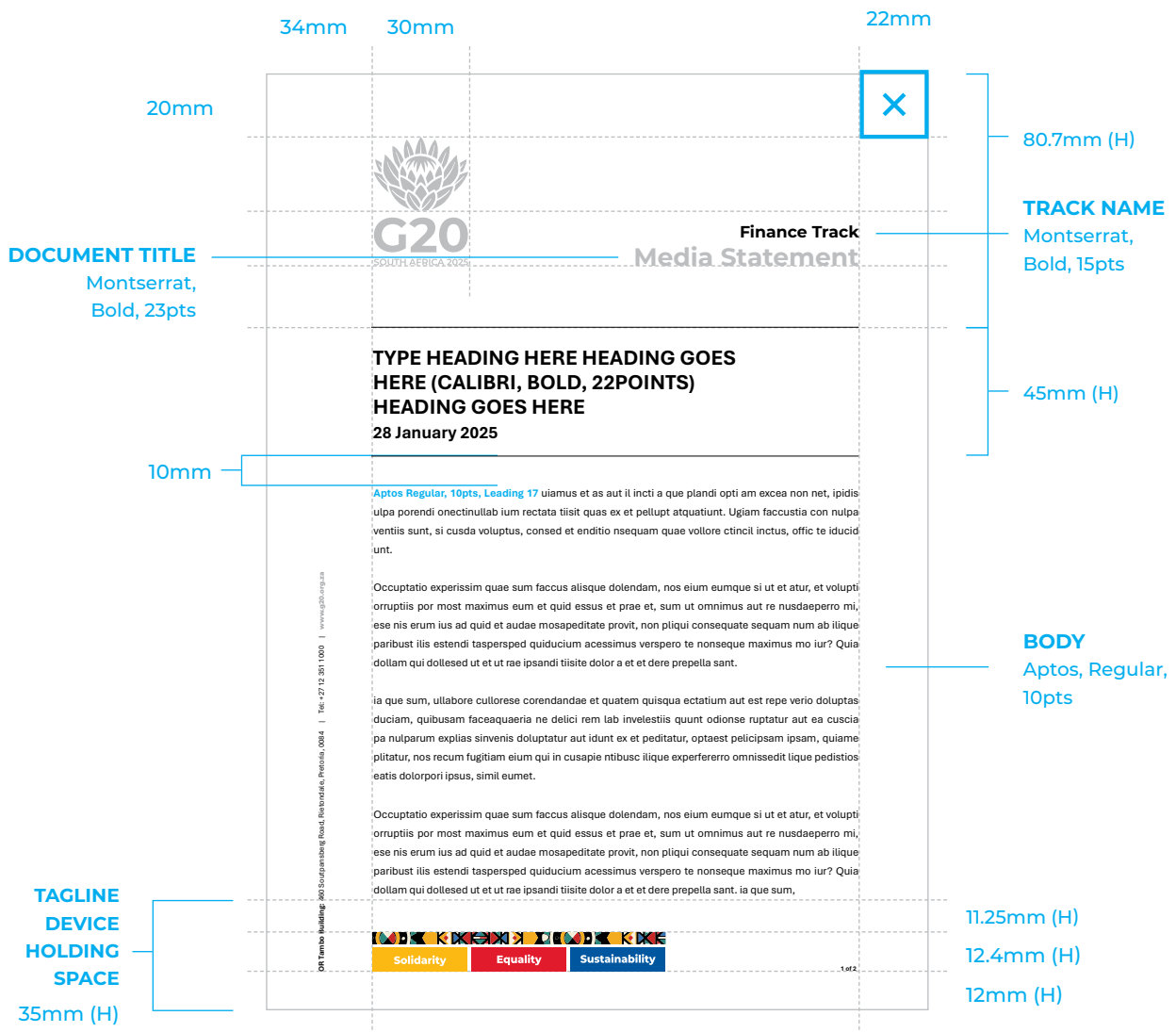
Example



8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

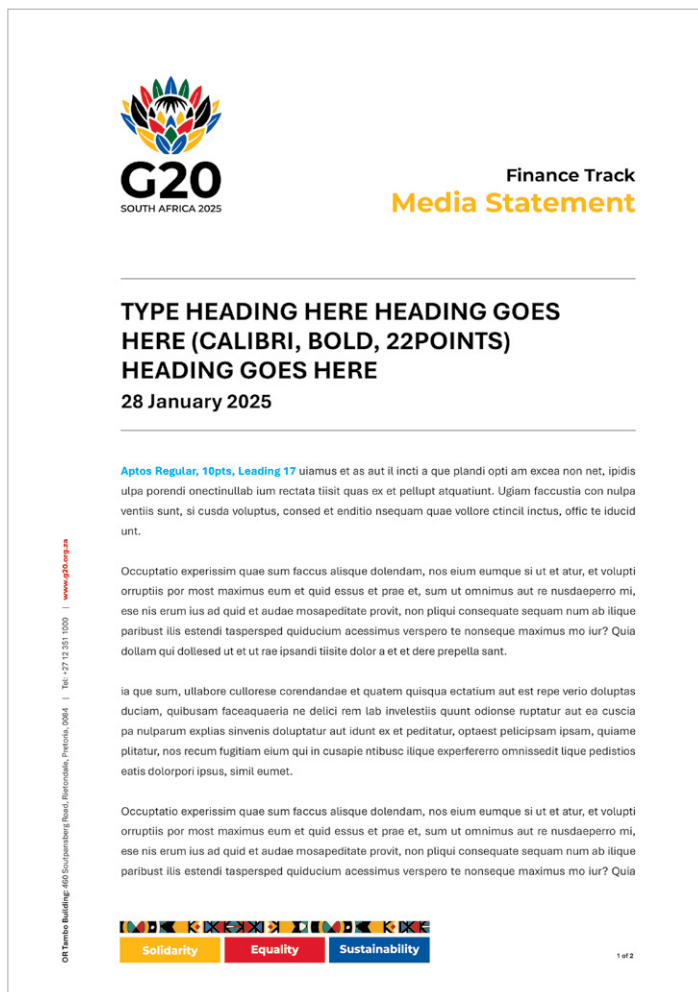
Tracks Media Advisory/Statement Letterhead



8 LOGO MEDIA APPLICATION

8.1 LETTERHEADS

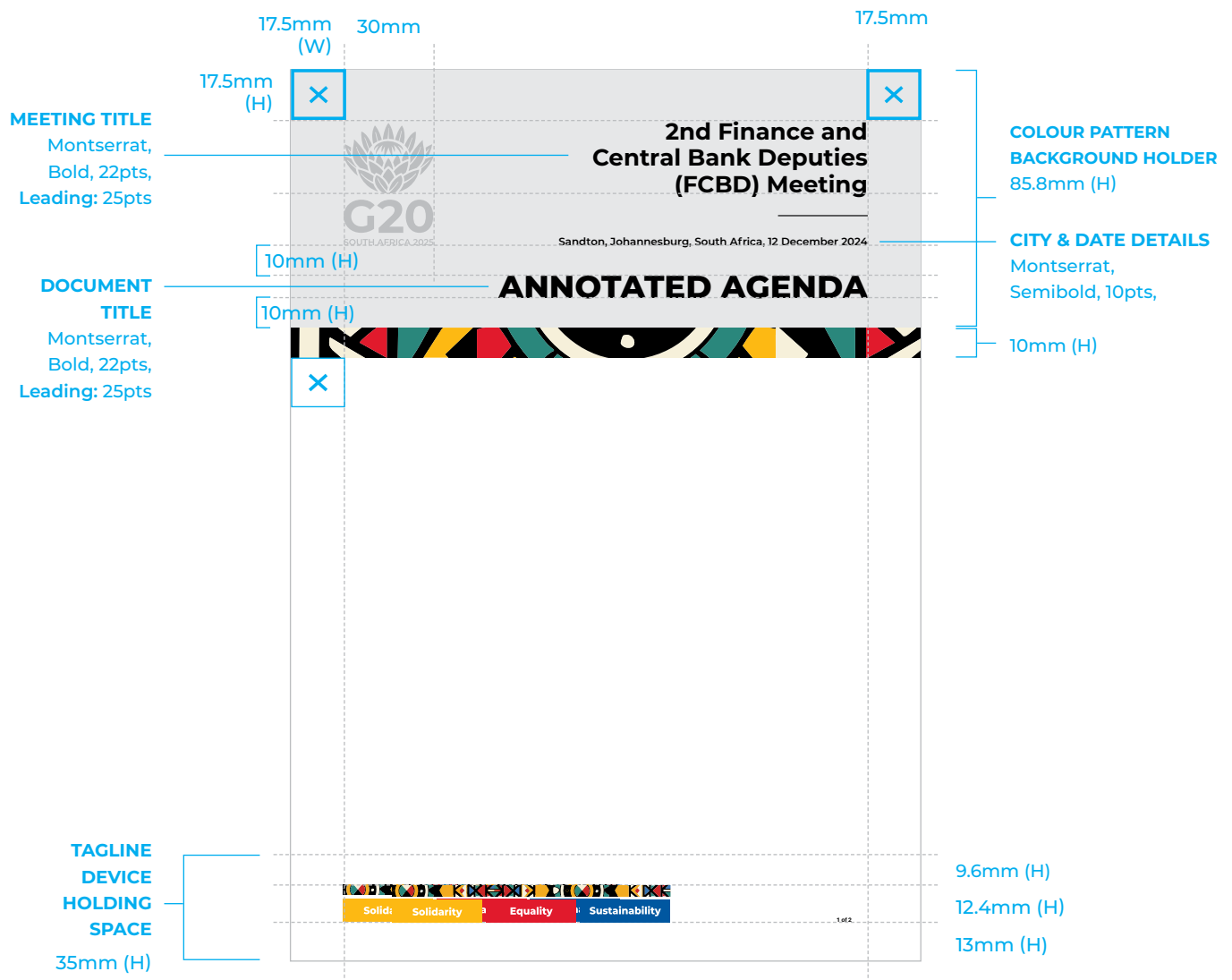
Example



8 LOGO MEDIA APPLICATION

8.2 AGENDA

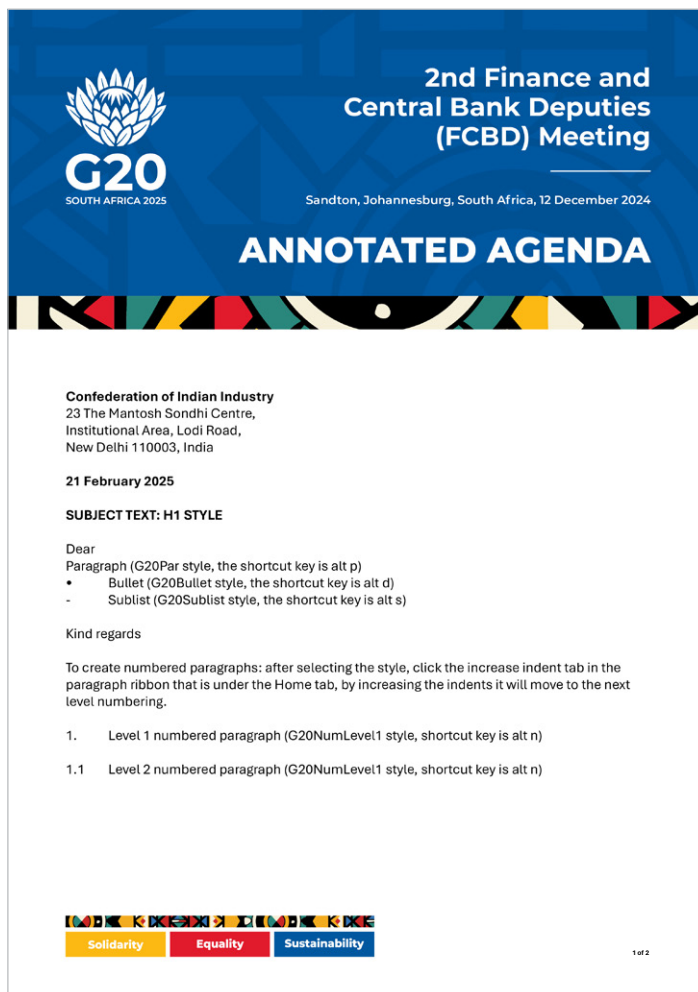
Agenda/Annotated Agenda



8 LOGO MEDIA APPLICATION

8.2 AGENDA

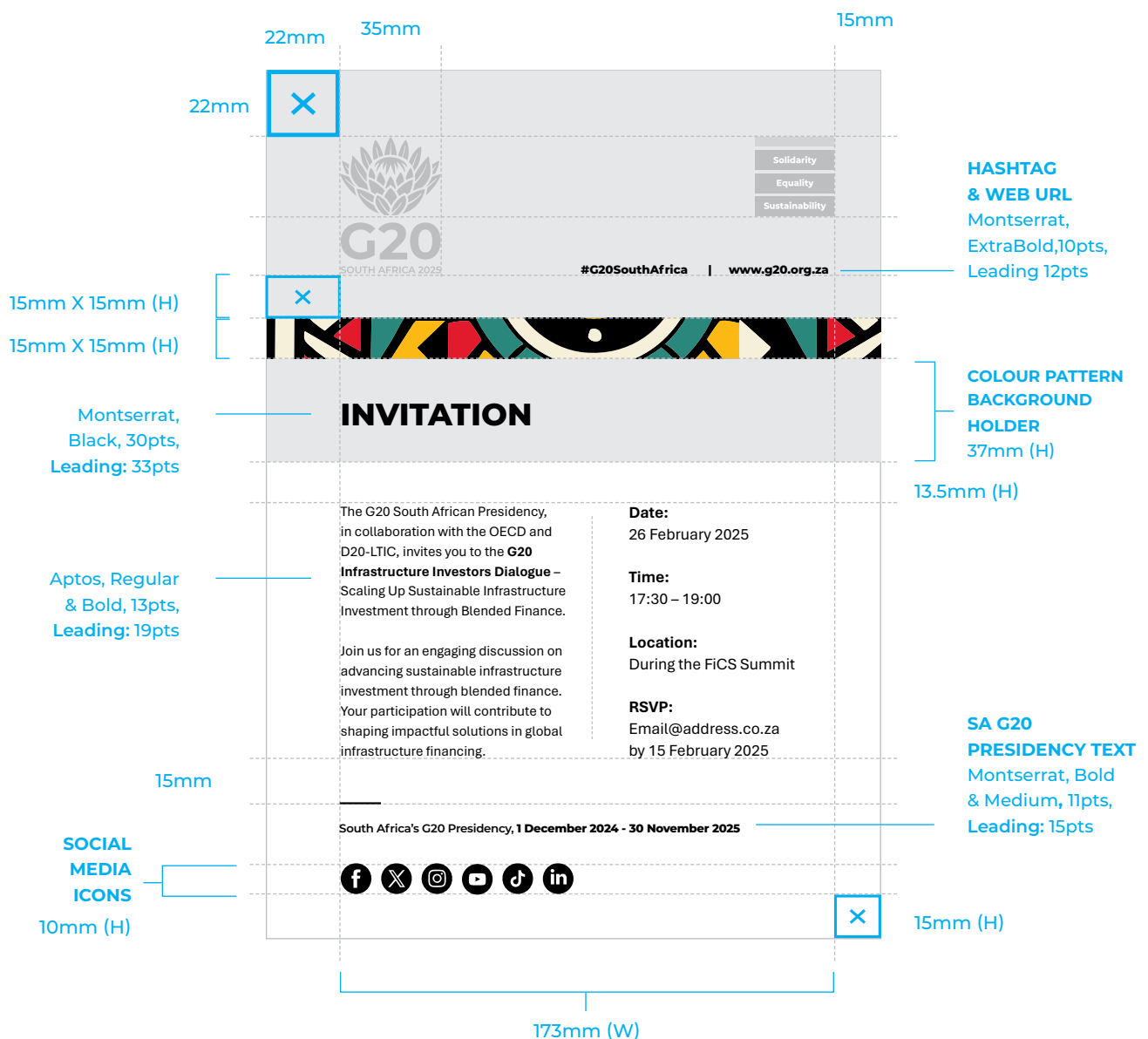
Example



8 LOGO MEDIA APPLICATION

8.3 INVITATION

Generic Invitation



8 LOGO MEDIA APPLICATION

8.3 INVITATION

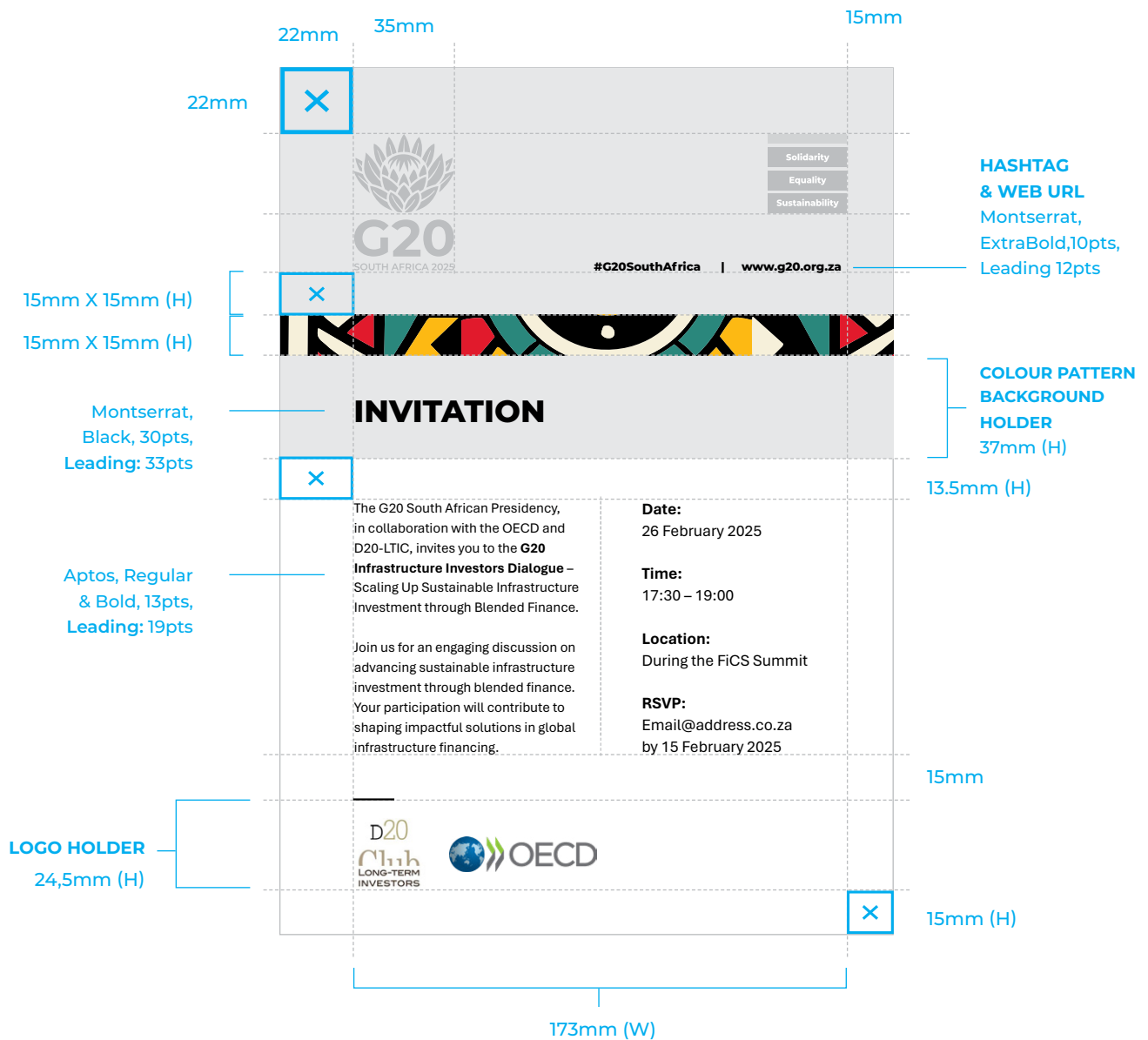
Example



8 LOGO MEDIA APPLICATION

8.3 INVITATION

Co-Branding Invitation



8 LOGO MEDIA APPLICATION

8.3 INVITATION

Example

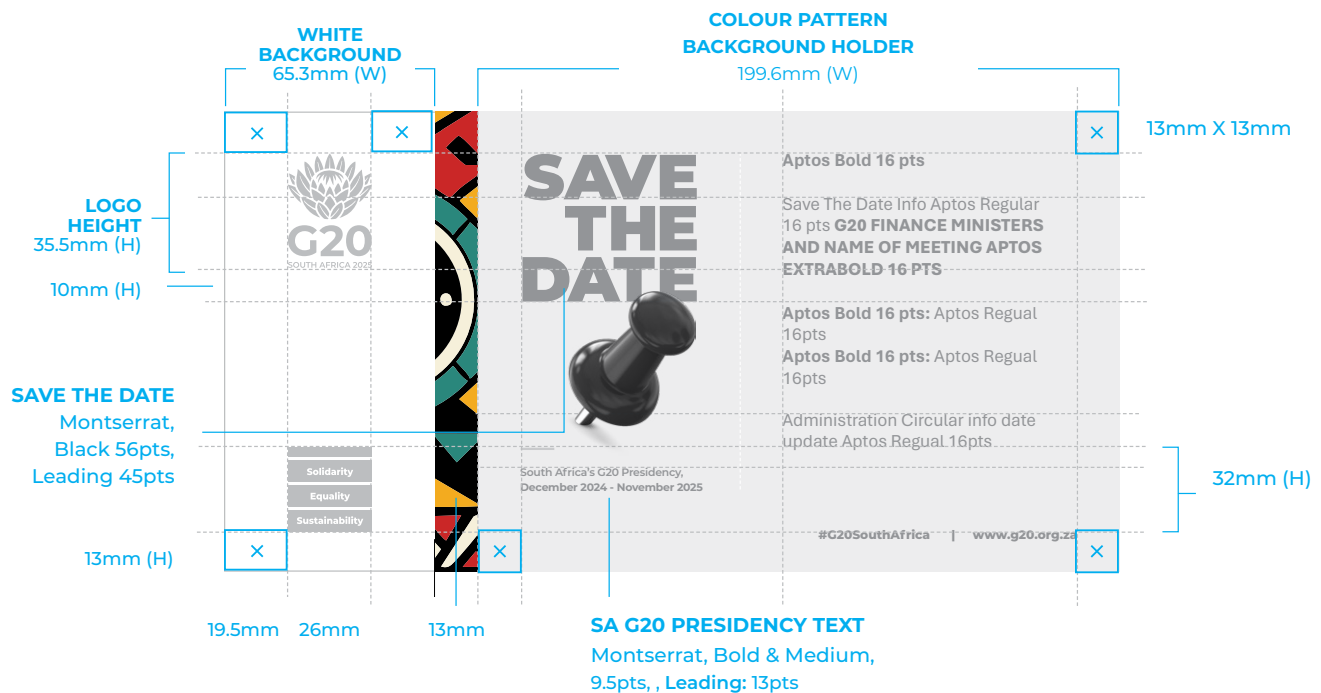


8 LOGO MEDIA APPLICATION

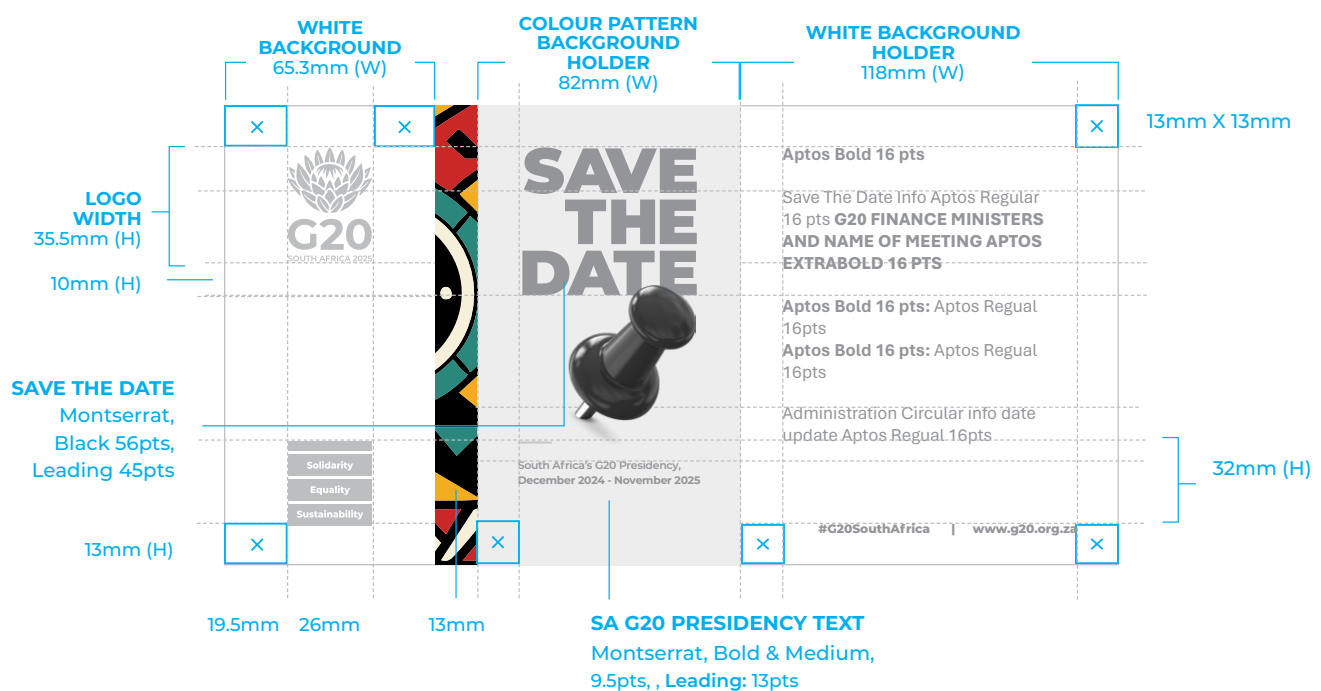
8.4 SAVE THE DATE NOTIFICATION

Generic Save The Date Template

Colour Background



Colour & White Background



8 LOGO MEDIA APPLICATION

8.4 SAVE THE DATE NOTIFICATION

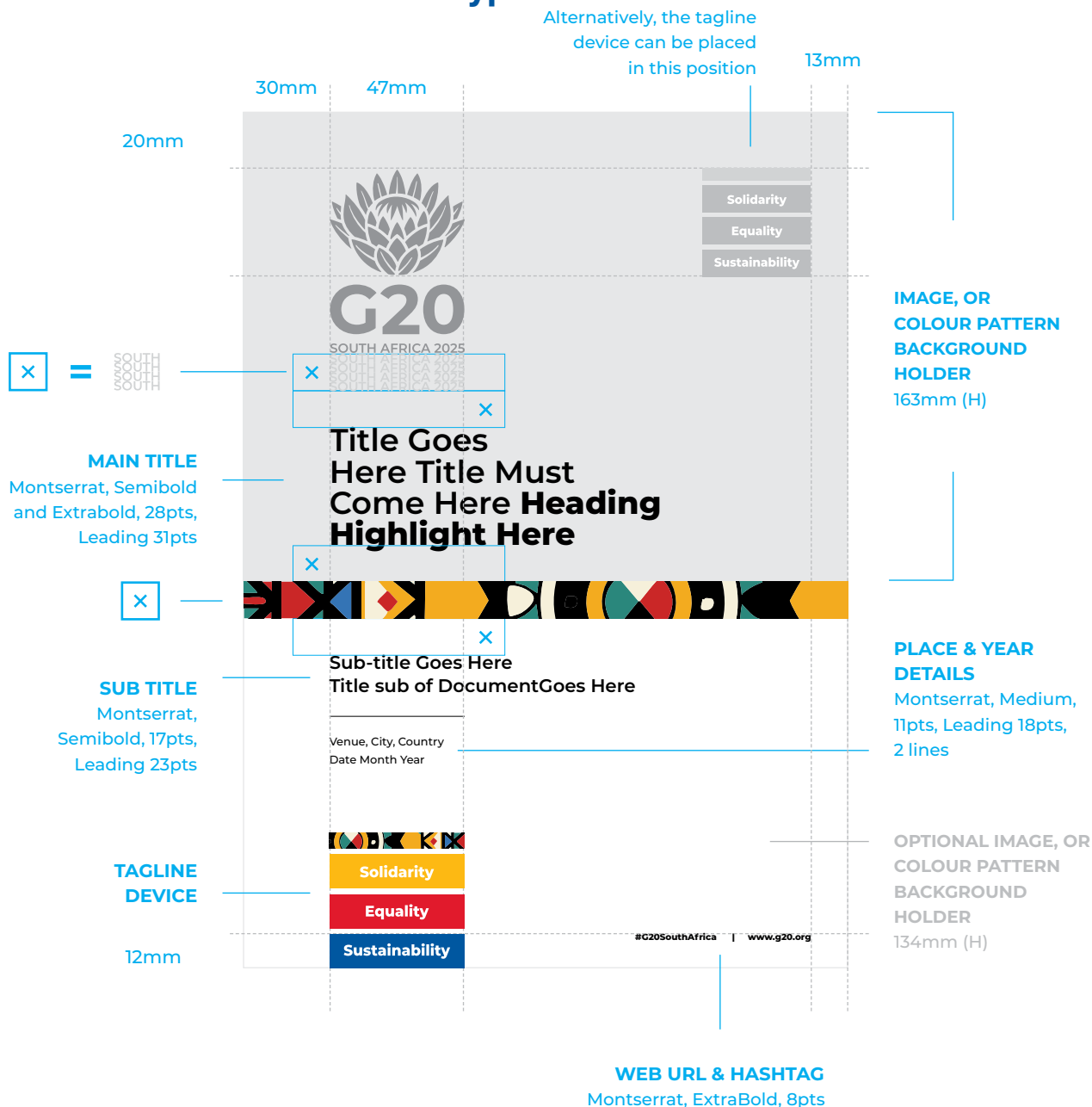
Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

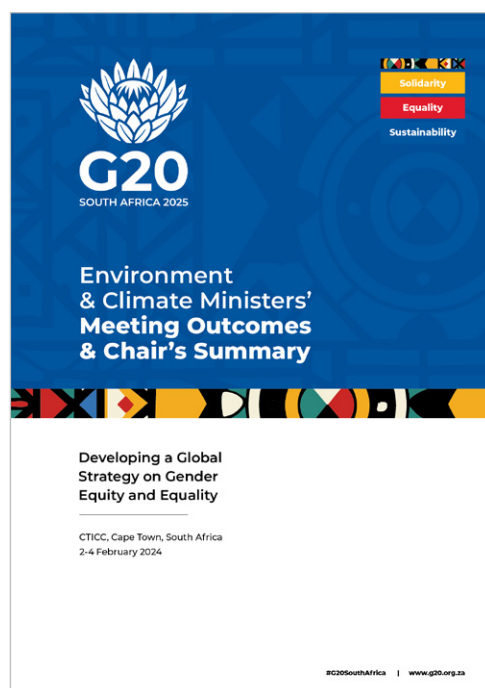
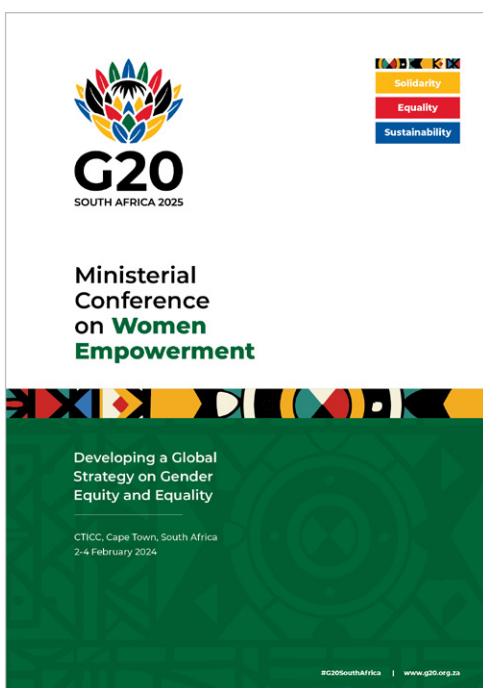
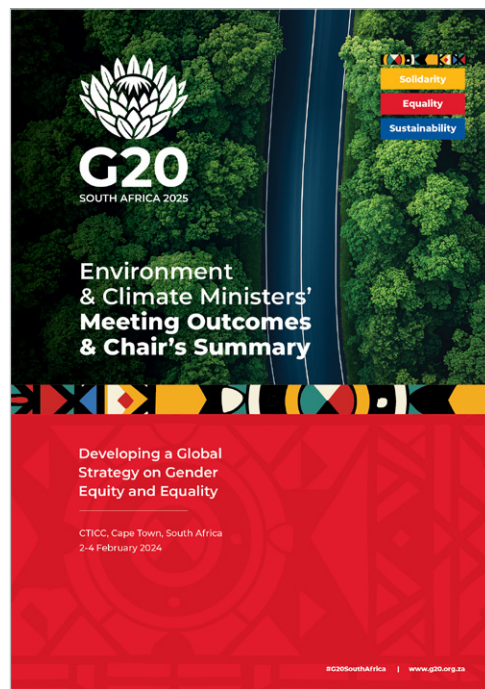
Generic Document Cover Type 1



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

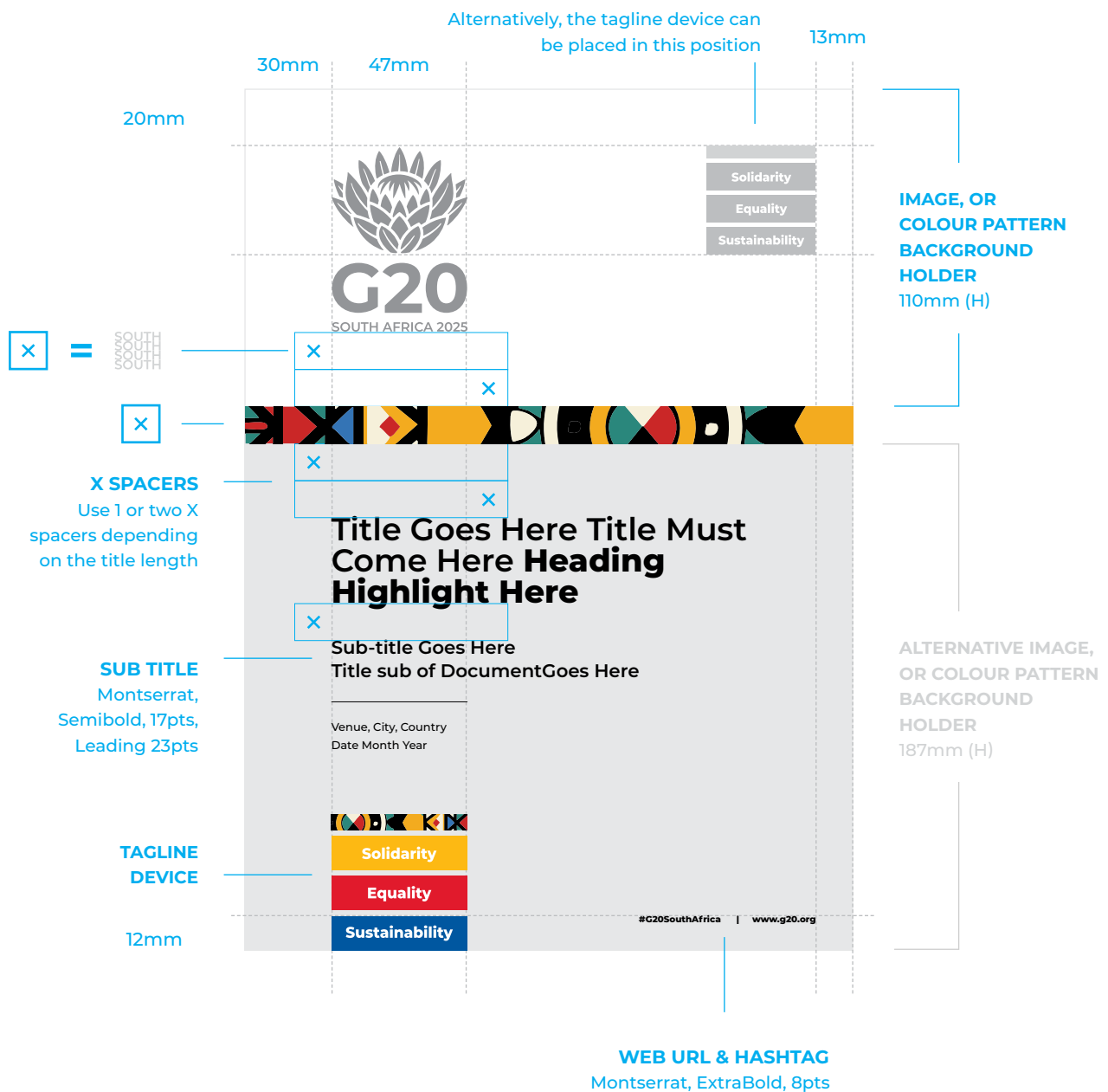
Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

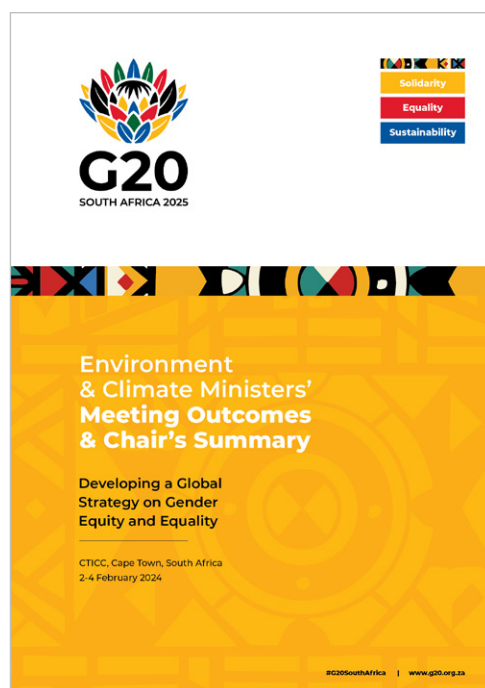
Generic Document Cover Type 2



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

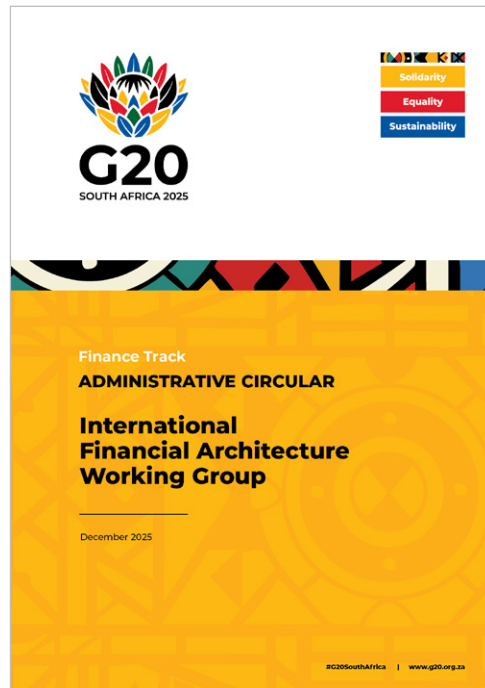
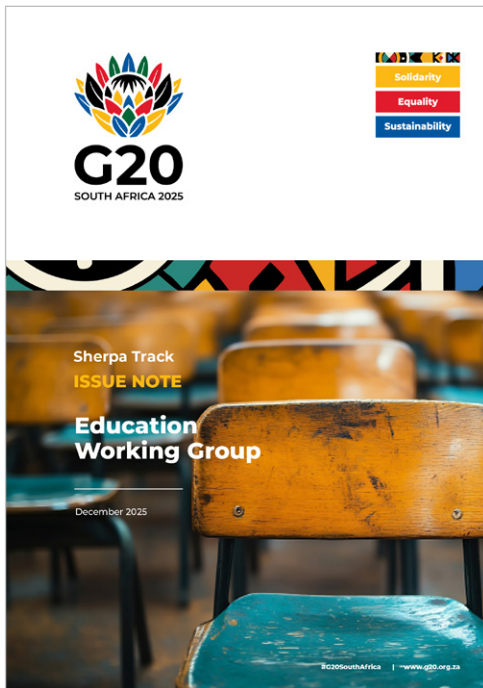
Tracks Issue Notes/Admin Circulars



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

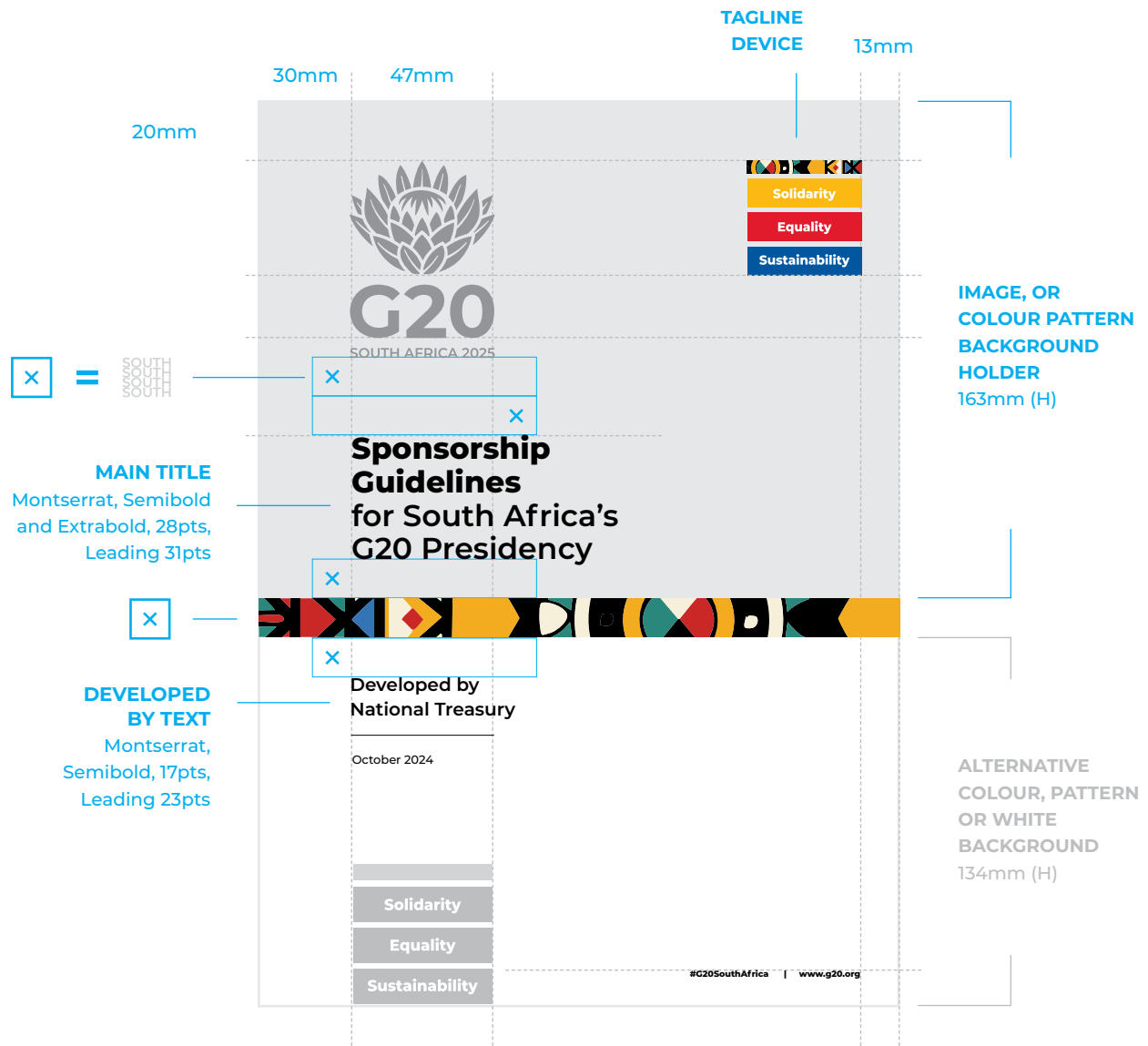
Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

Departmental Guidelines



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

Host Province/City No Co-Branding



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

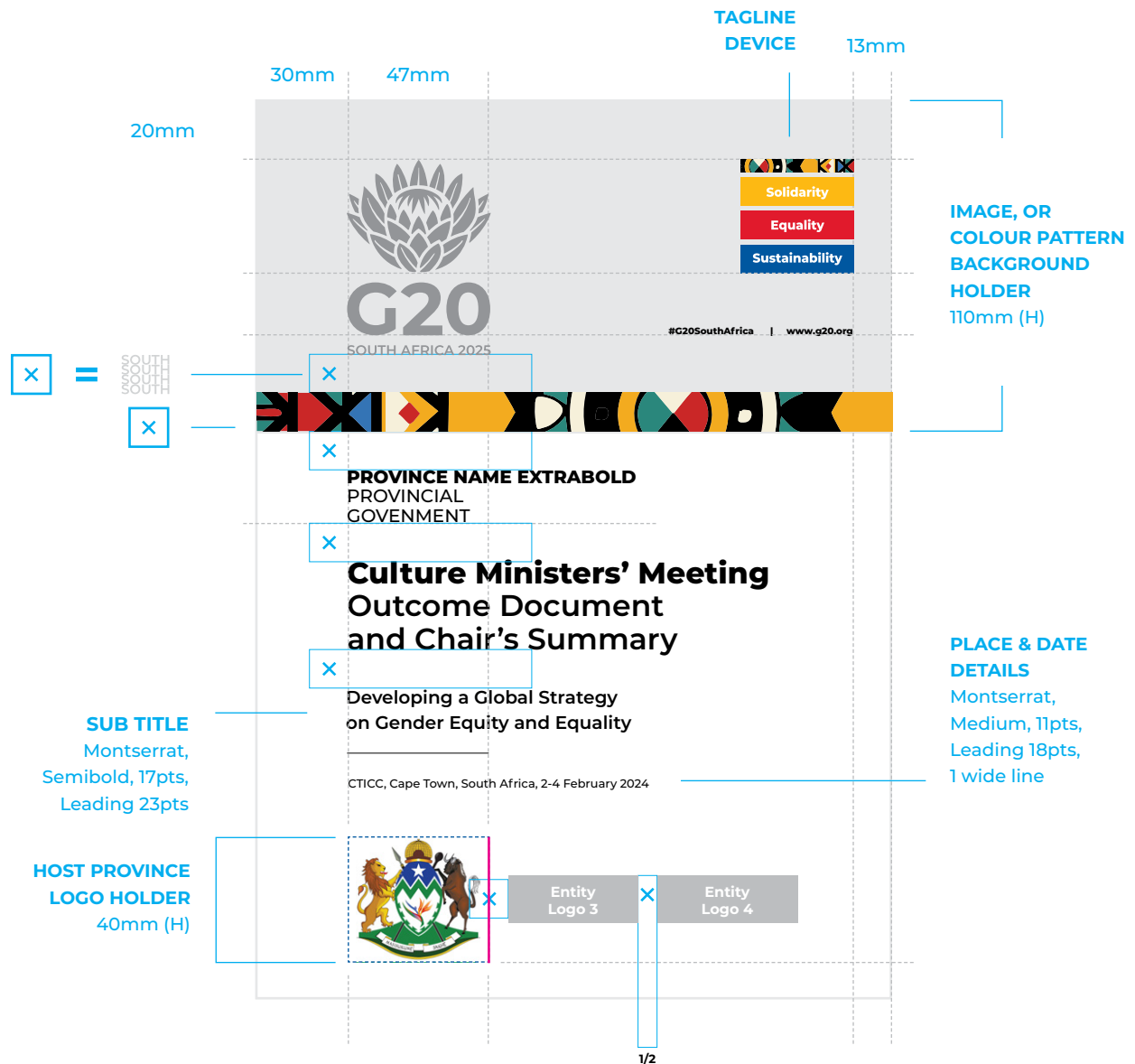
Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

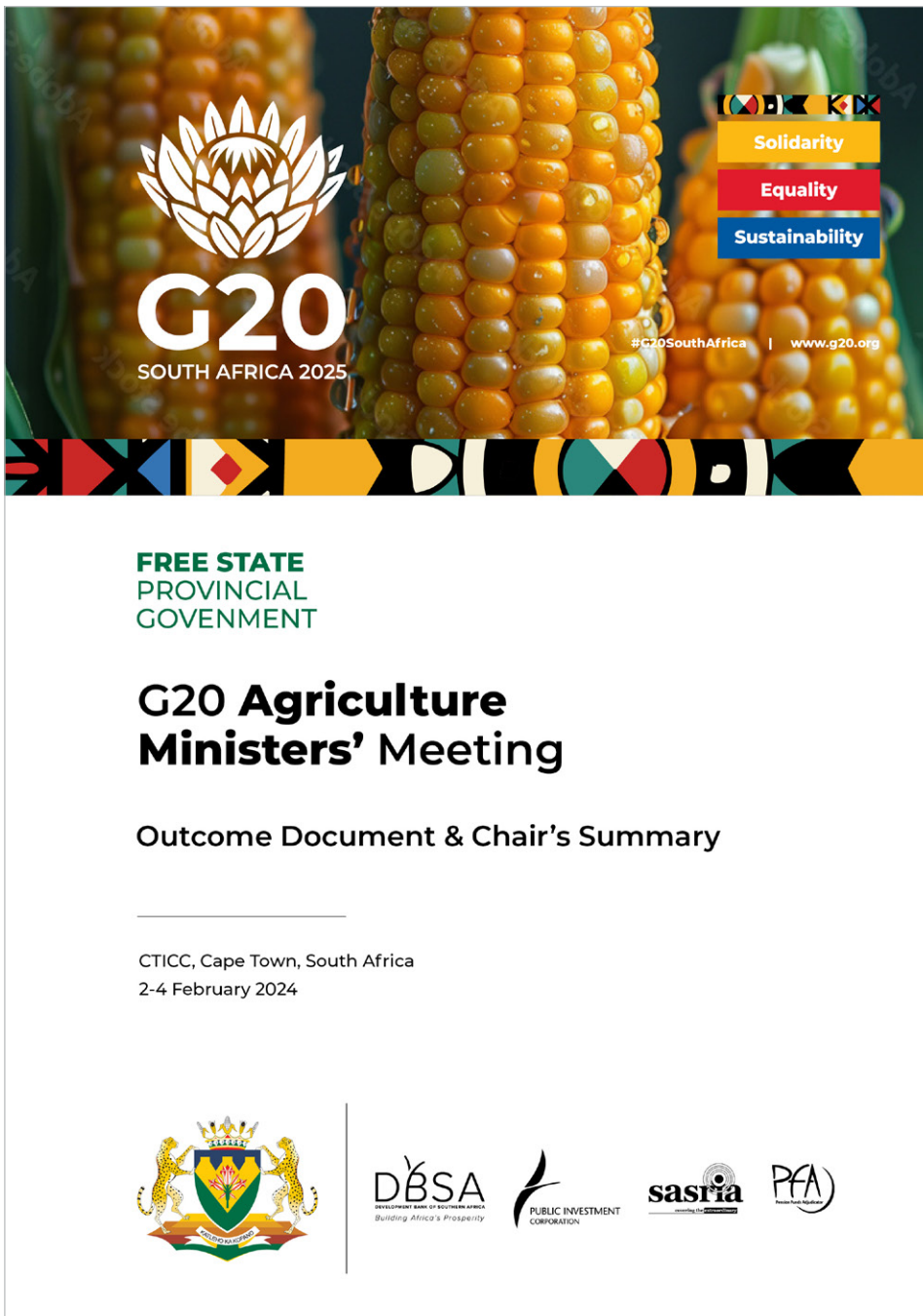
Host Province/City Co-Branding: 1 Row



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

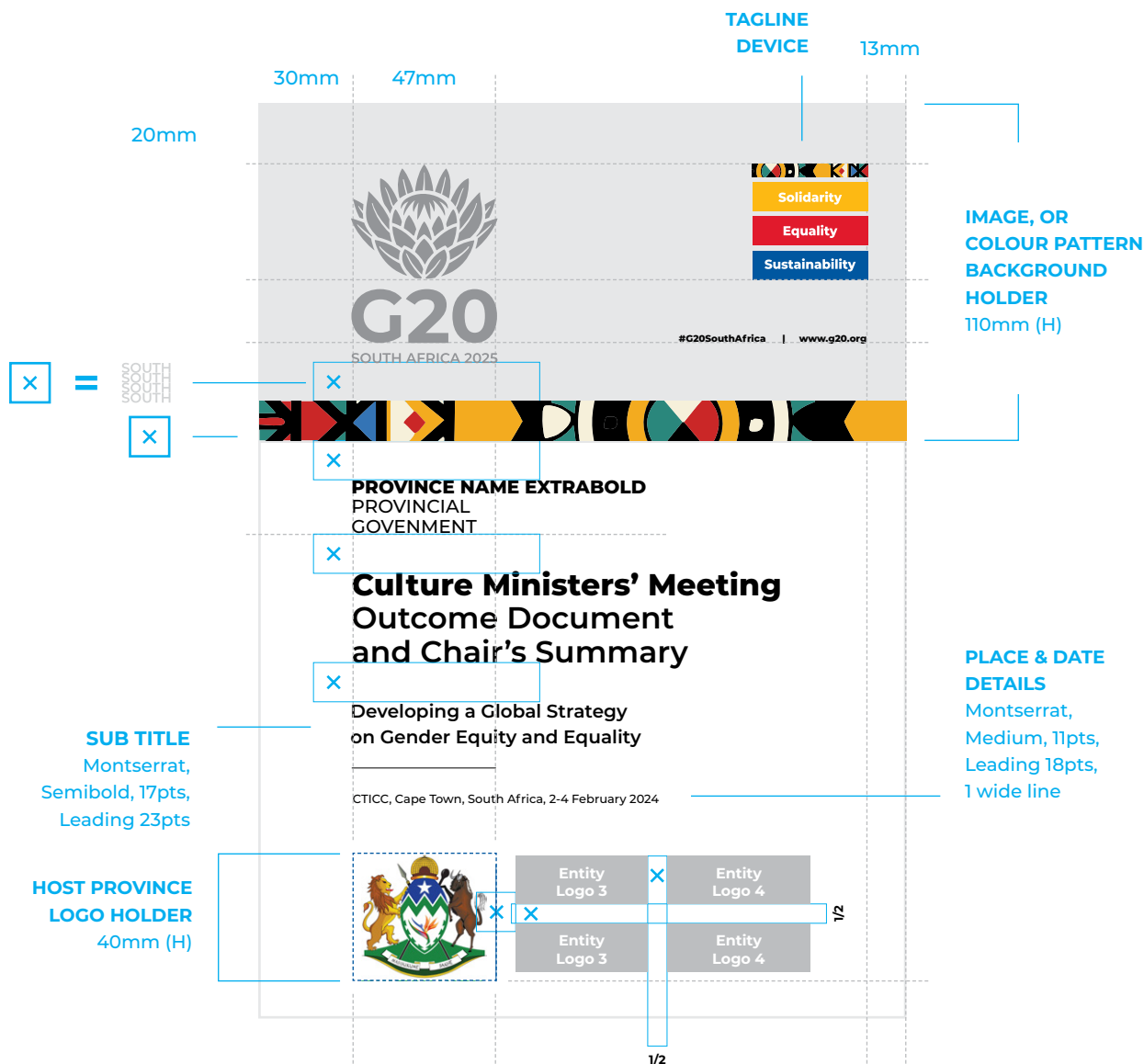
Examples



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

Host Province/City Co-branding: 2 row



8 LOGO MEDIA APPLICATION

8.5 DOCUMENT COVERS

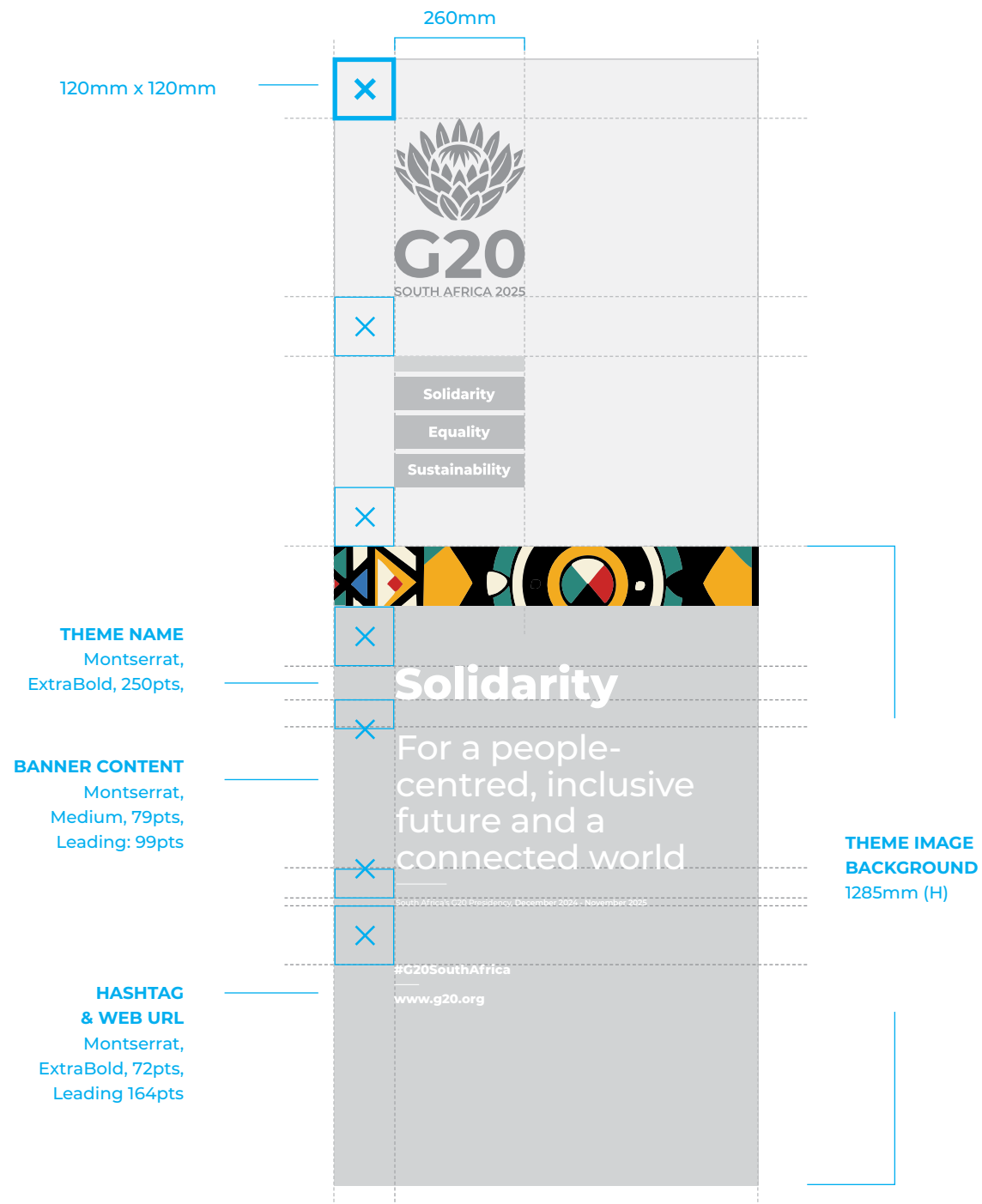
Examples



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Generic Themes Roll-Up



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Examples



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

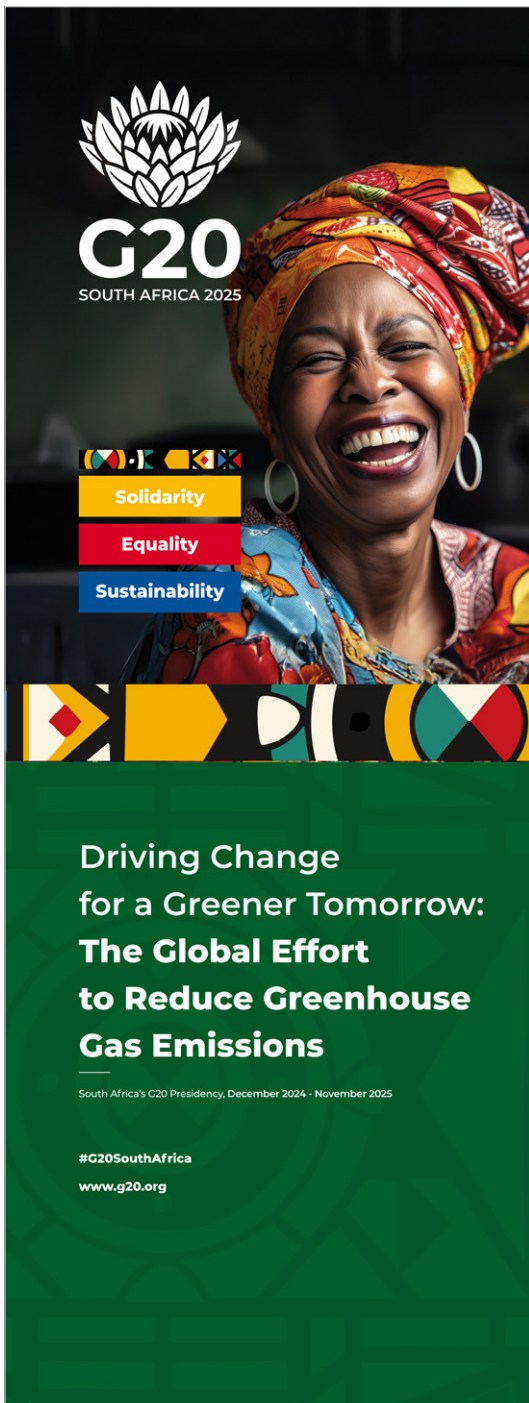
Messaging Roll-Up



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

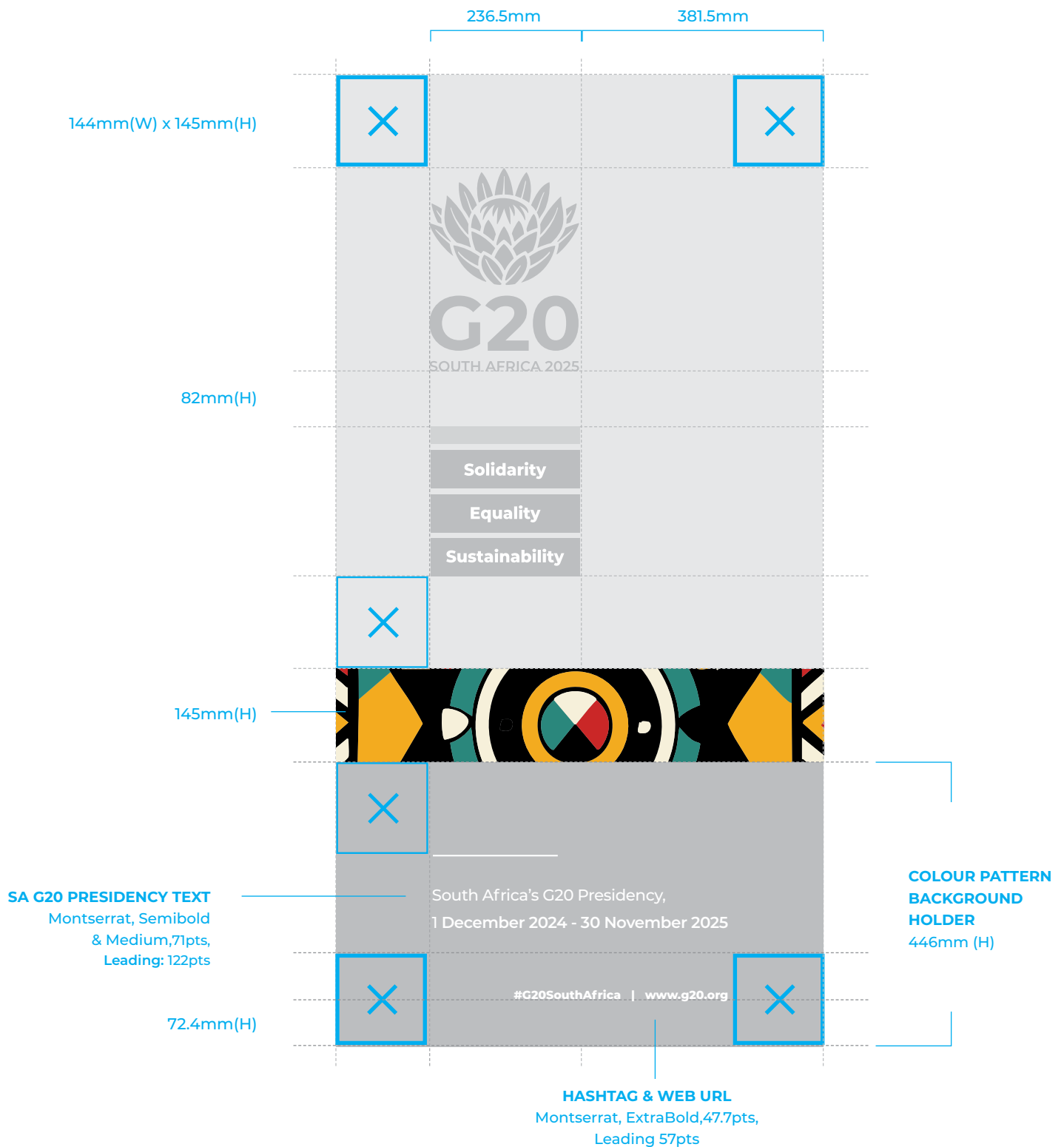
Examples



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Generic Street Pole Banner



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Examples



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Generic Street Pole Banner with Messaging



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Examples

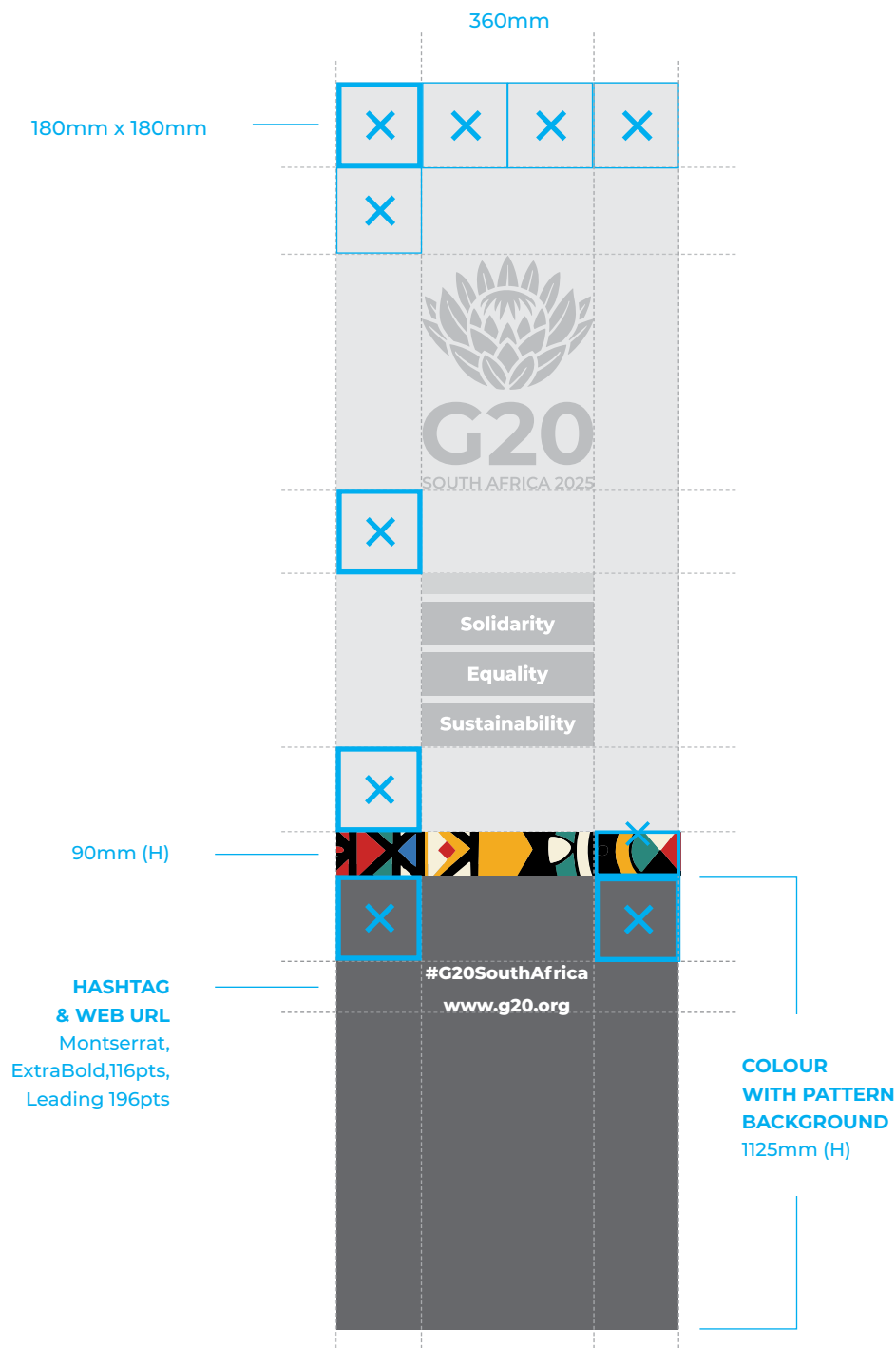


8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

Telescopic/Feather Banners

Only **bow, flag, or telescopic banners** must be used. Teardrop and sharkfin banners are not allowed due to limited space and readability issues.



8 LOGO MEDIA APPLICATION

8.6 PROMOTIONAL BANNERS

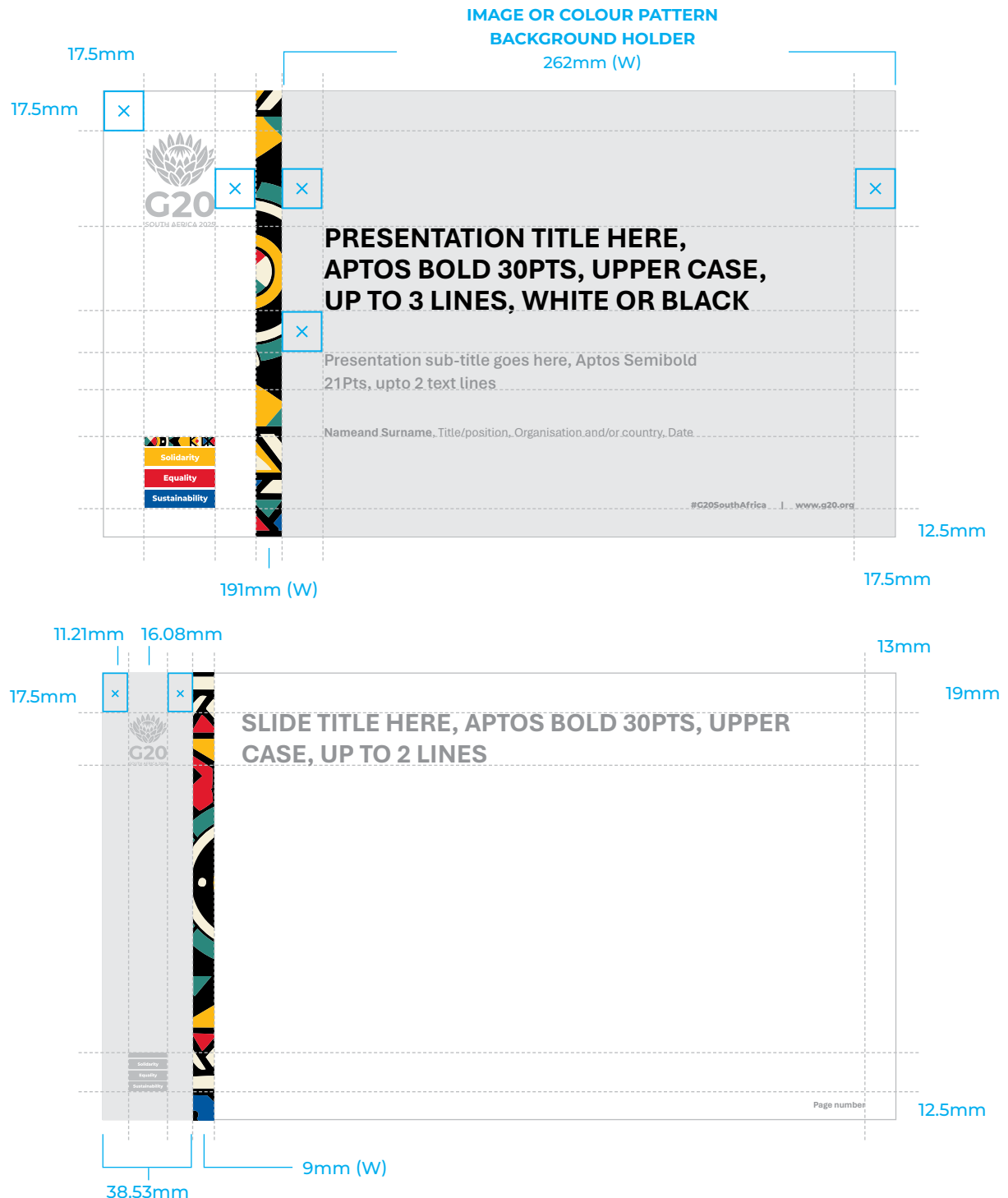
Examples



8 LOGO MEDIA APPLICATION

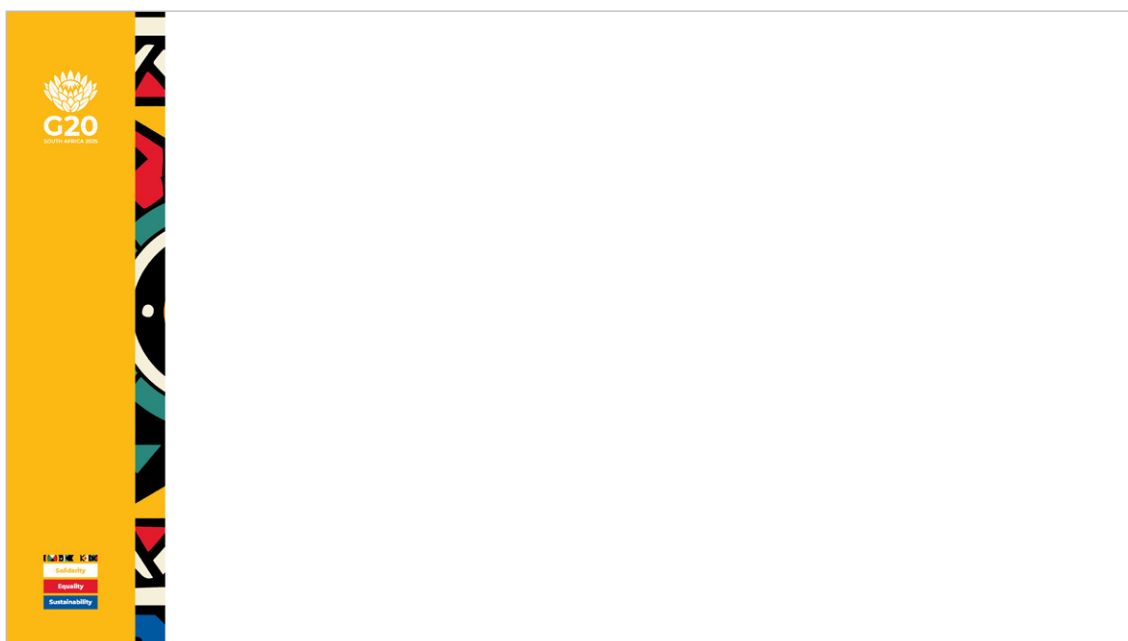
8.7 POWERPOINT TEMPLATES

Generic PowerPoint Template



8 LOGO MEDIA APPLICATION

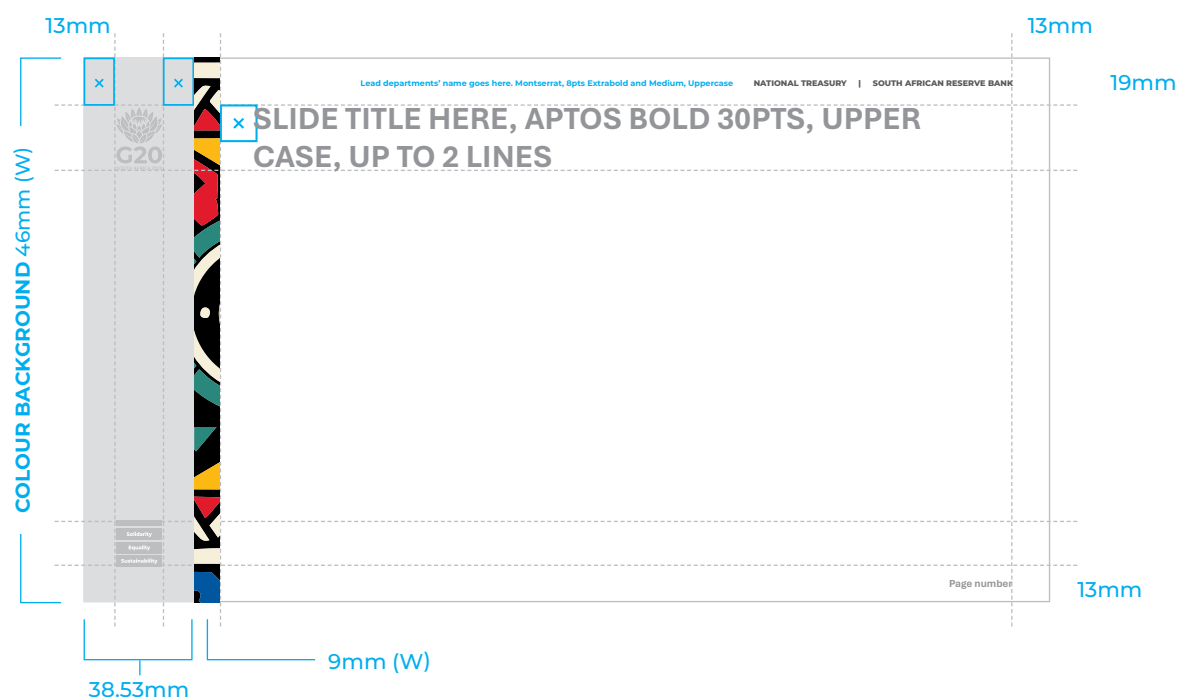
8.7 POWERPOINT TEMPLATES



8 LOGO MEDIA APPLICATION

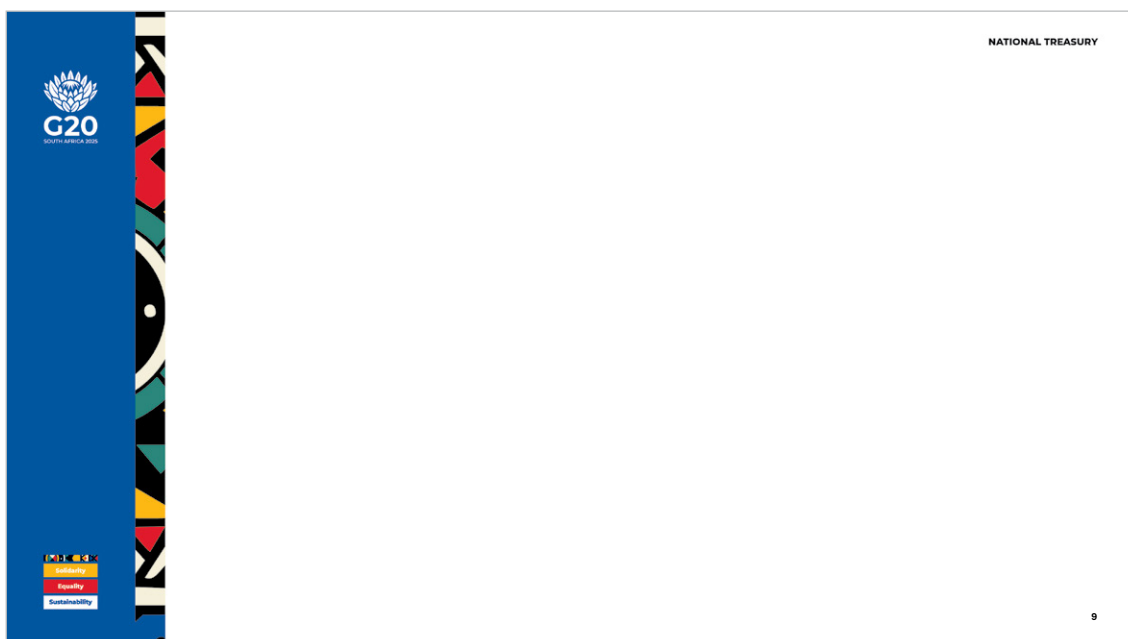
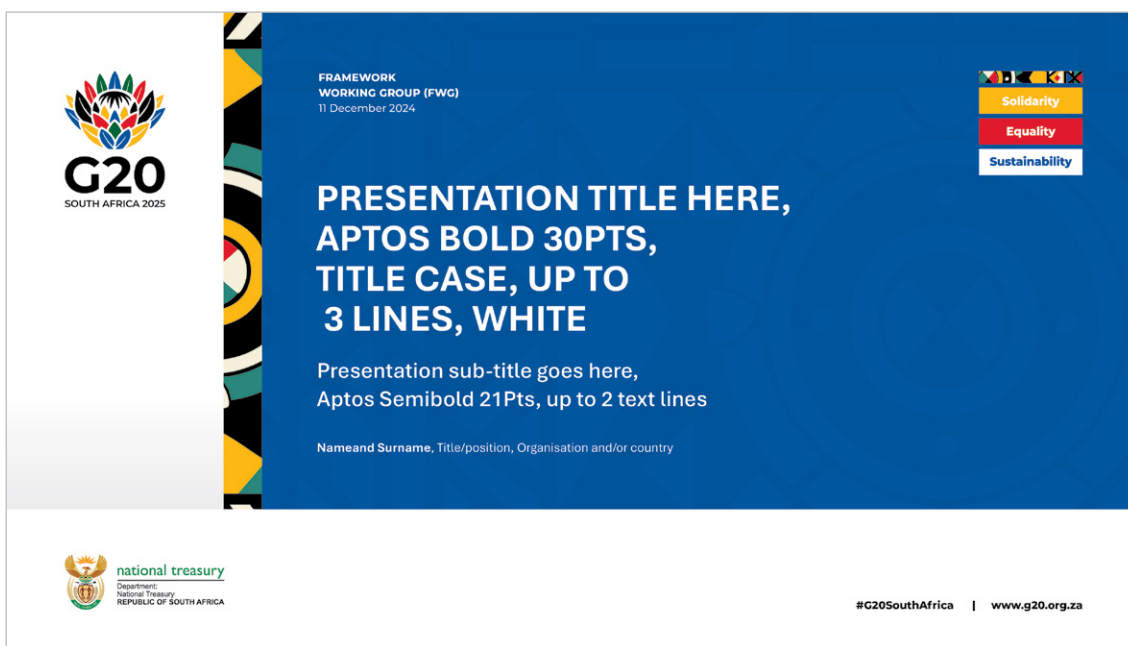
8.7 POWERPOINT TEMPLATES

Lead Department Generic Template



8 LOGO MEDIA APPLICATION

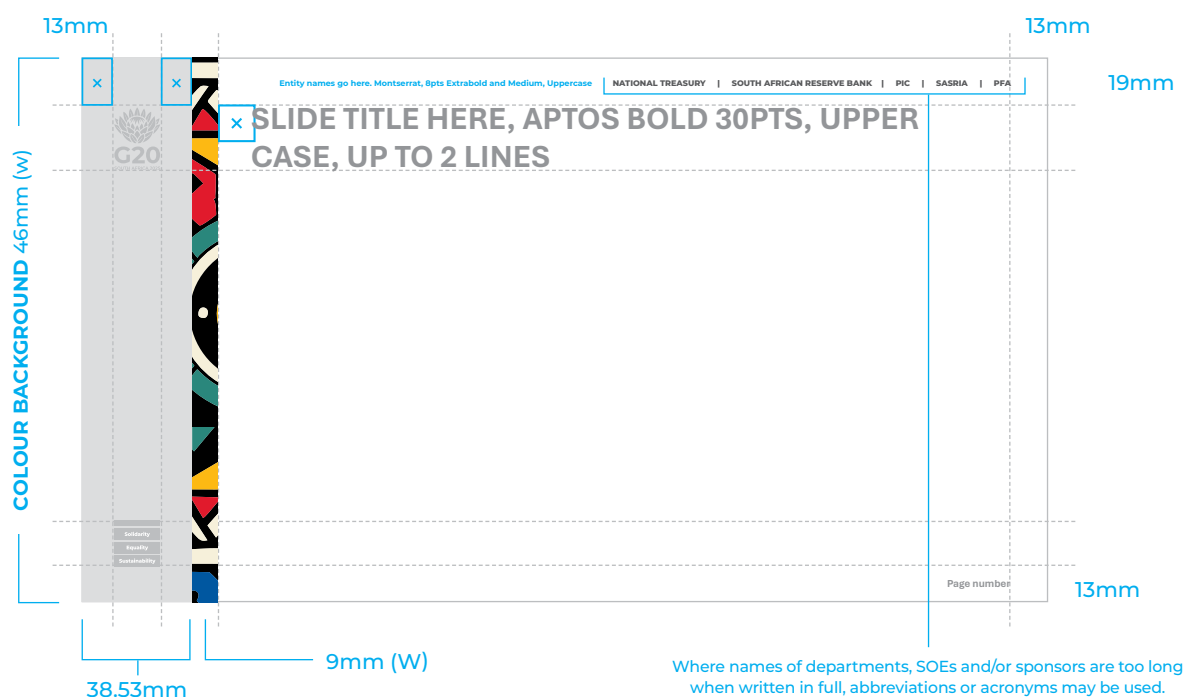
8.7 POWERPOINT TEMPLATES



8 LOGO MEDIA APPLICATION

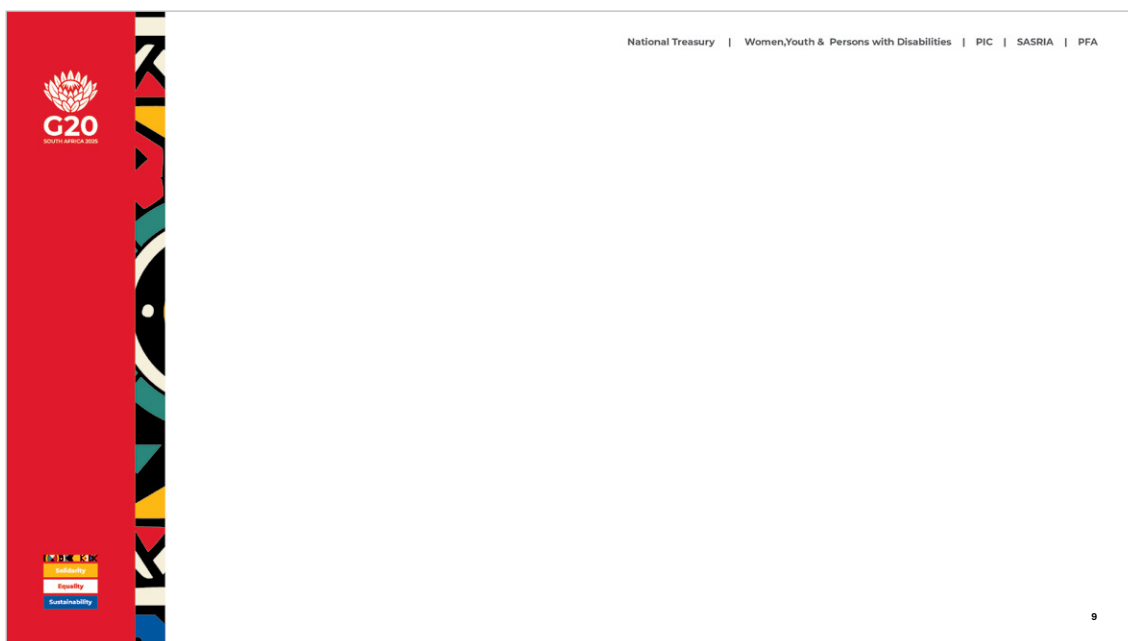
8.7 POWERPOINT TEMPLATES

Lead Departments Co-Branding Template



8 LOGO MEDIA APPLICATION

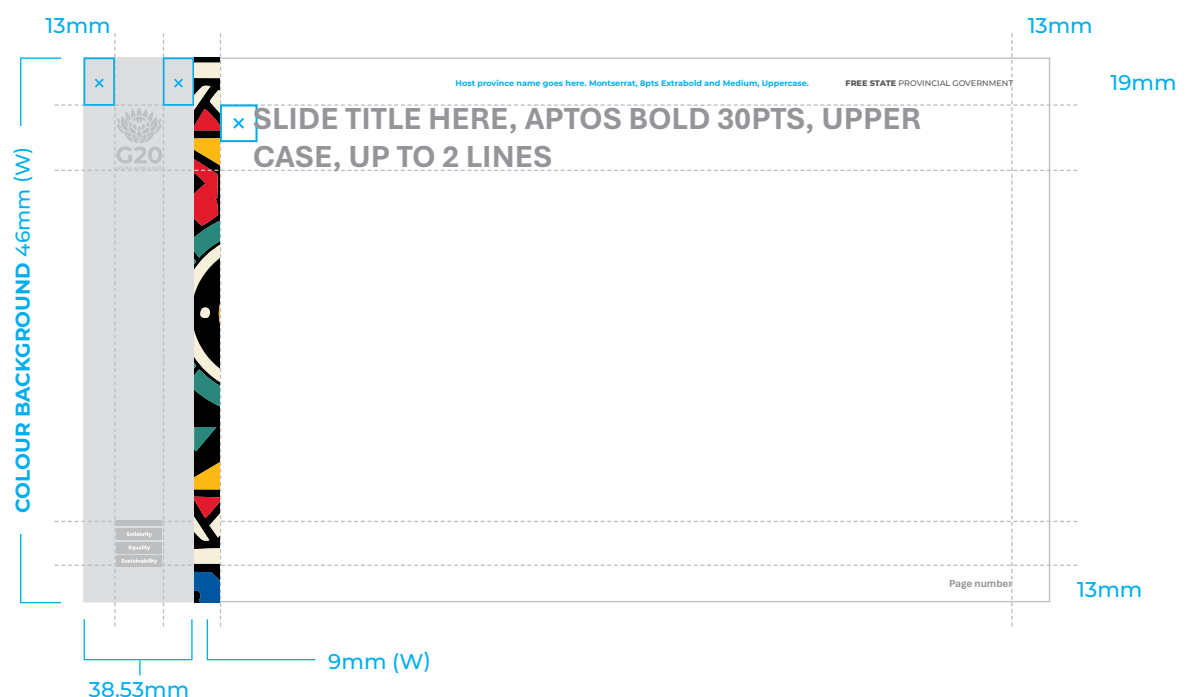
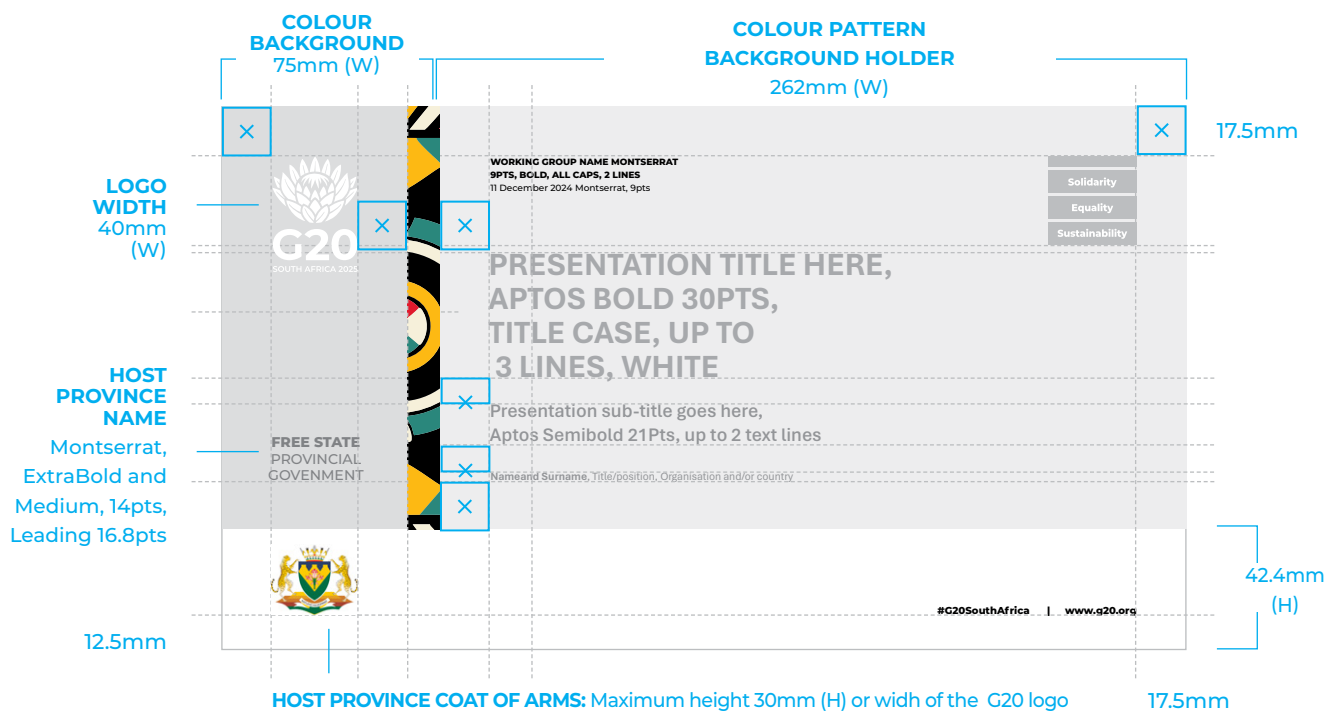
8.7 POWERPOINT TEMPLATES



8 LOGO MEDIA APPLICATION

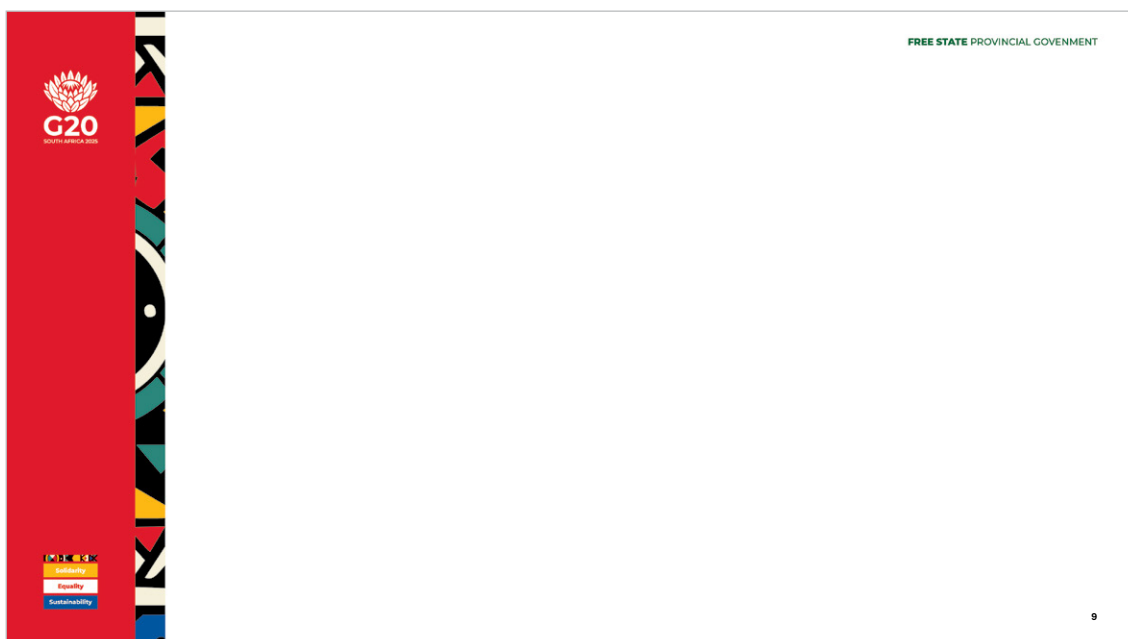
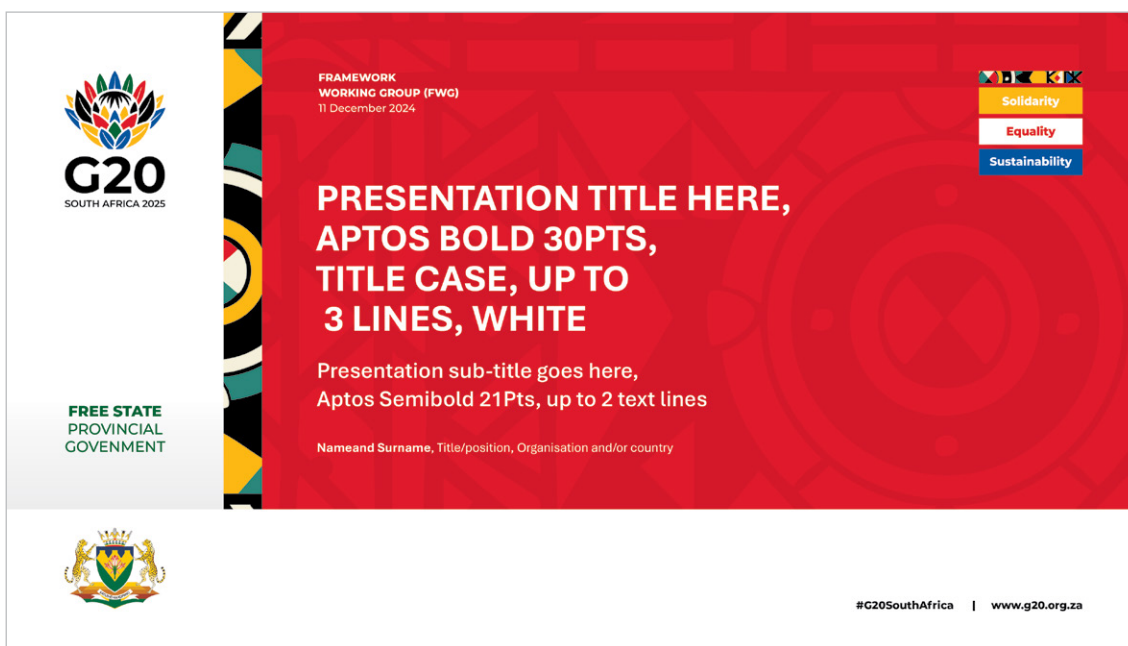
8.7 POWERPOINT TEMPLATES

Host Provinces/City Generic Template



8 LOGO MEDIA APPLICATION

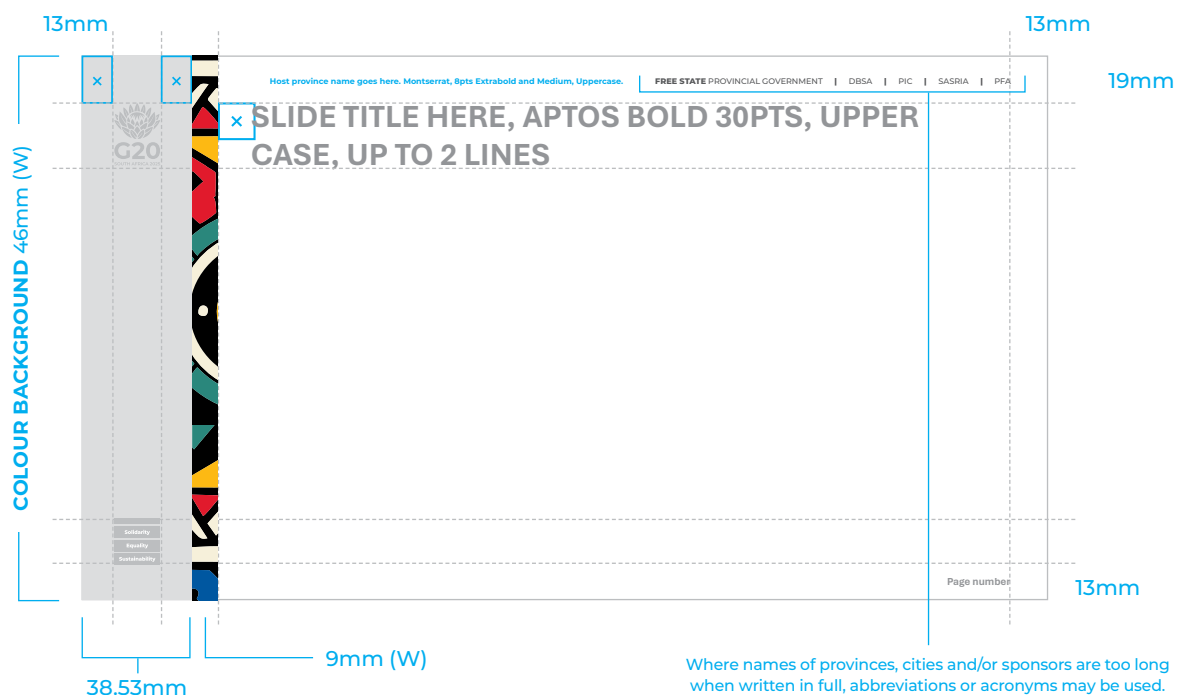
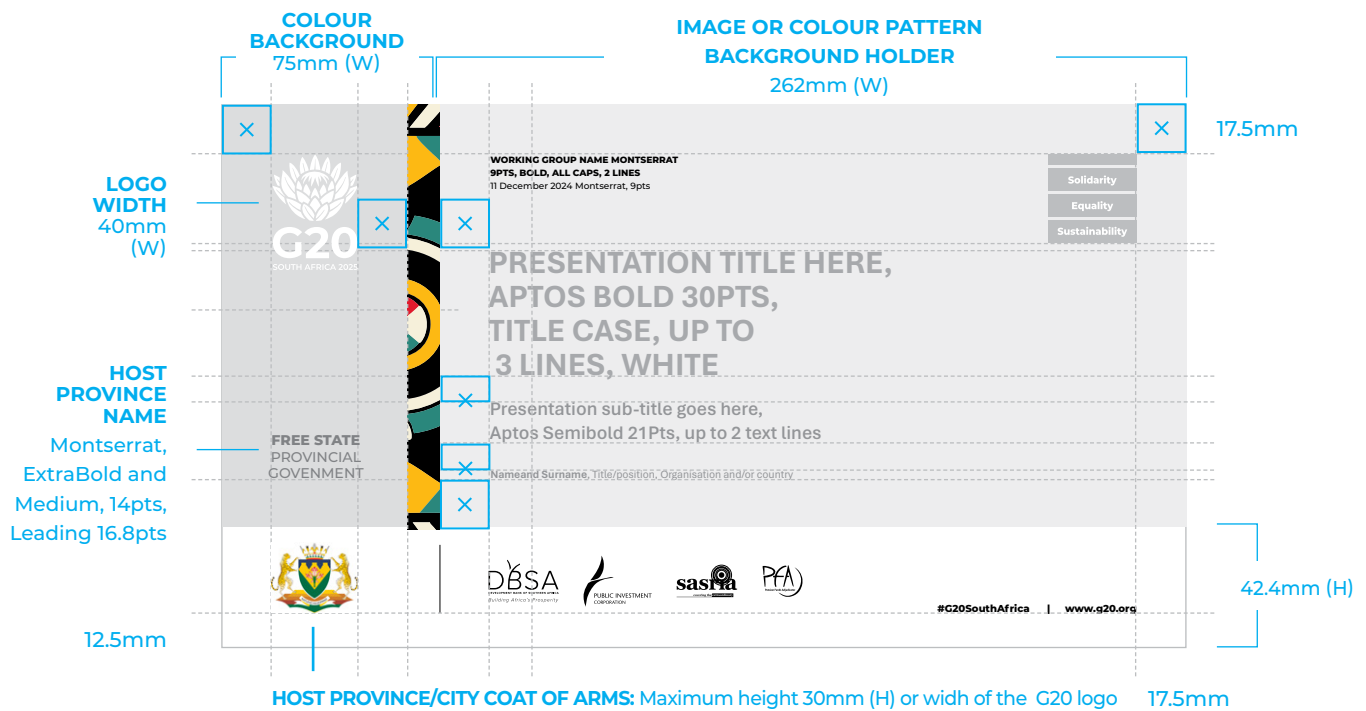
8.7 POWERPOINT TEMPLATES



8 LOGO MEDIA APPLICATION

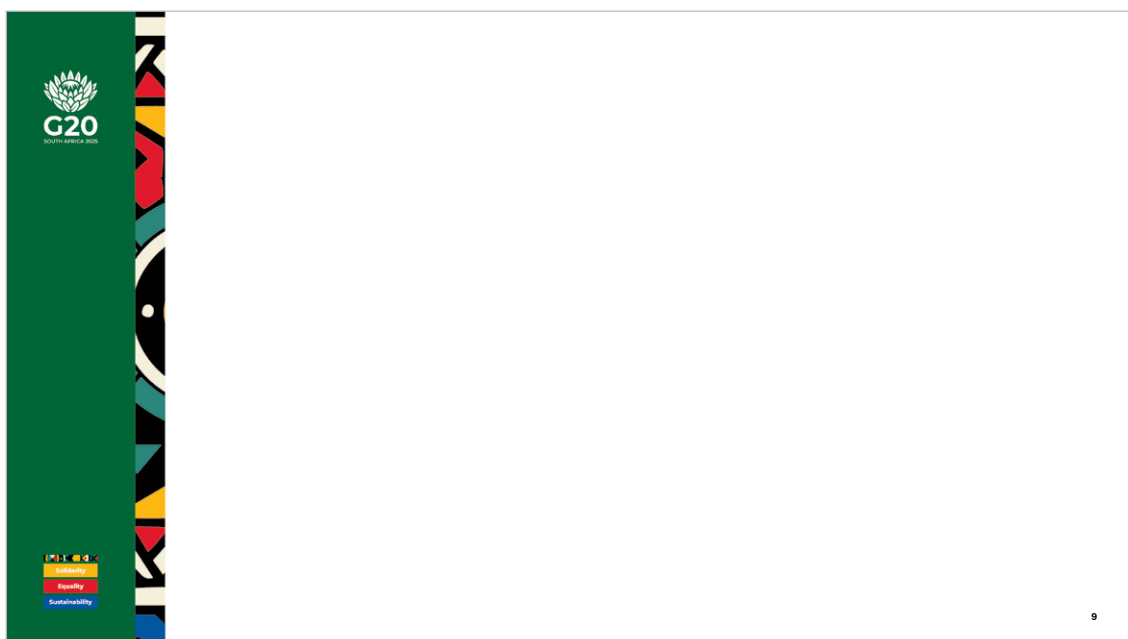
8.7 POWERPOINT TEMPLATES

Host Provinces/City Co-branding Template



8 LOGO MEDIA APPLICATION

8.7 POWERPOINT TEMPLATES

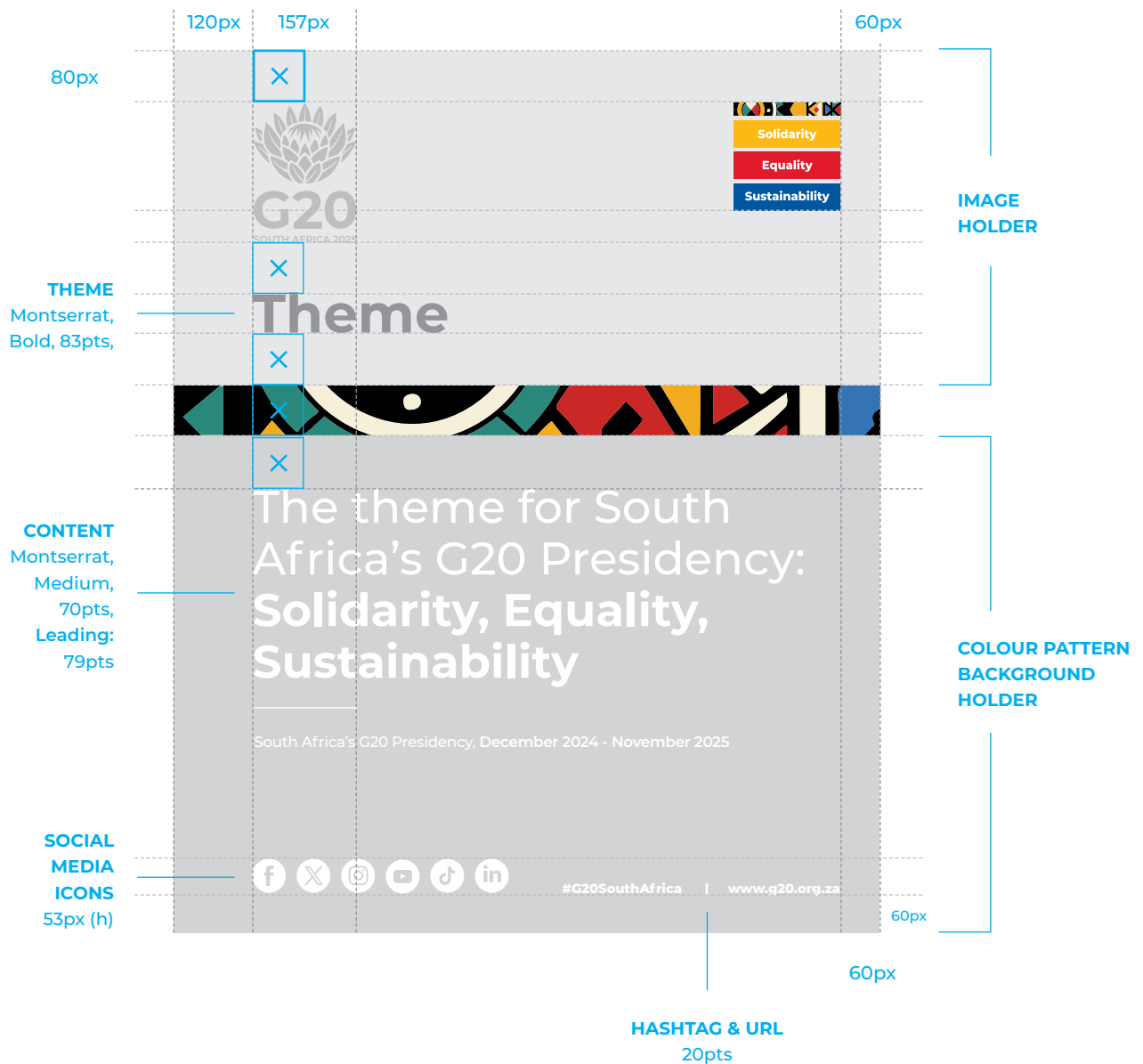


8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

Social media banners must adhere to the standard size of **1080px (w) by 1350px (h)** to ensure optimal display and consistency across platforms, maintaining the integrity of the brand in digital environments.

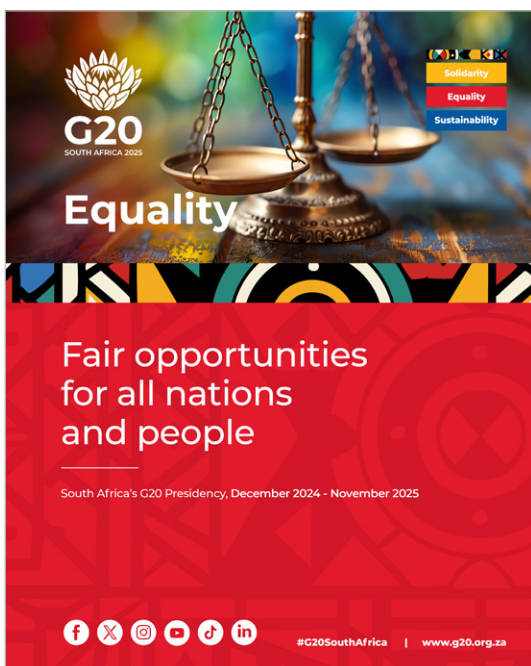
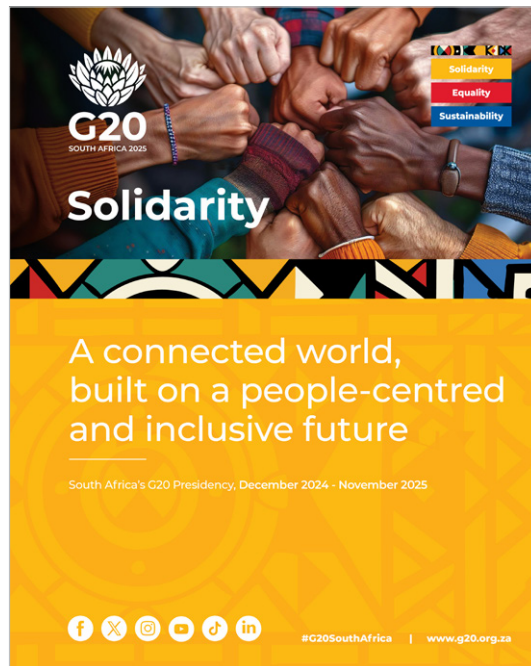
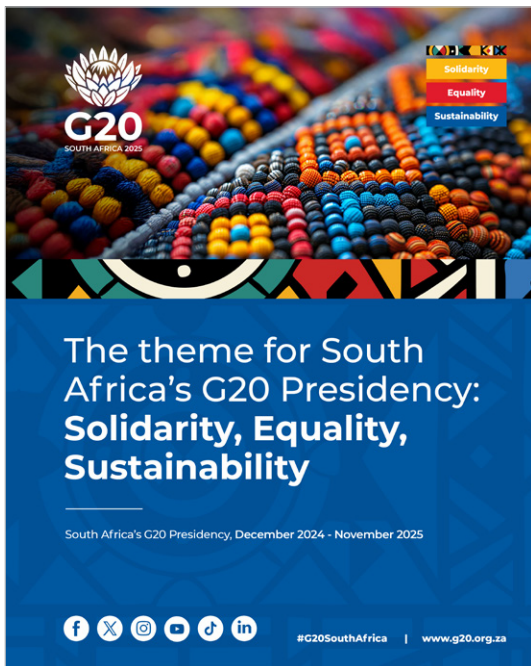
Generic Theme Banners: 1080px X 1350px



8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

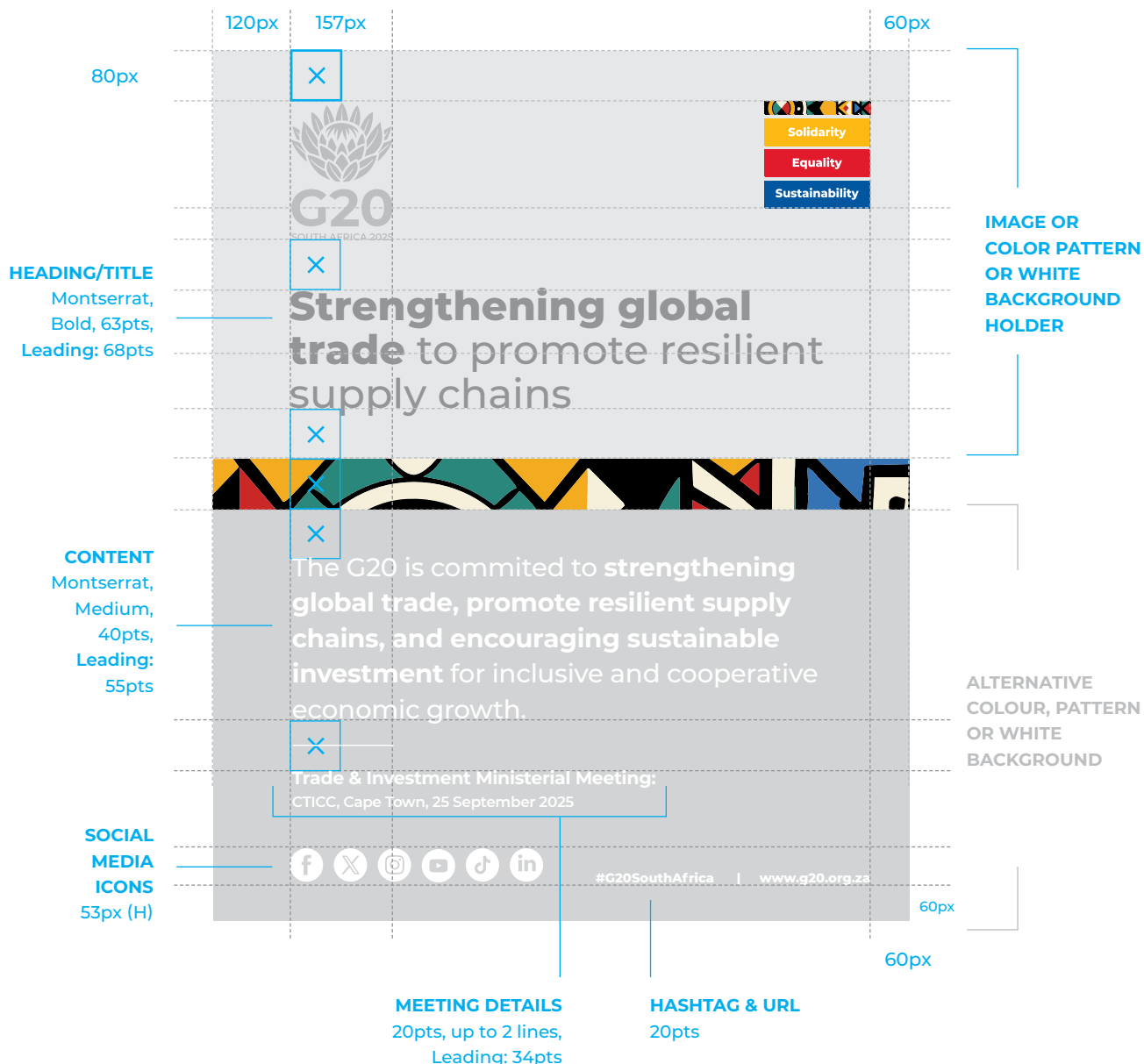
Example



8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

Generic Messaging Banners: 1080px X 1350px



8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

Example



Principals Quotes Banners: 1080px X 1350px



8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

Example



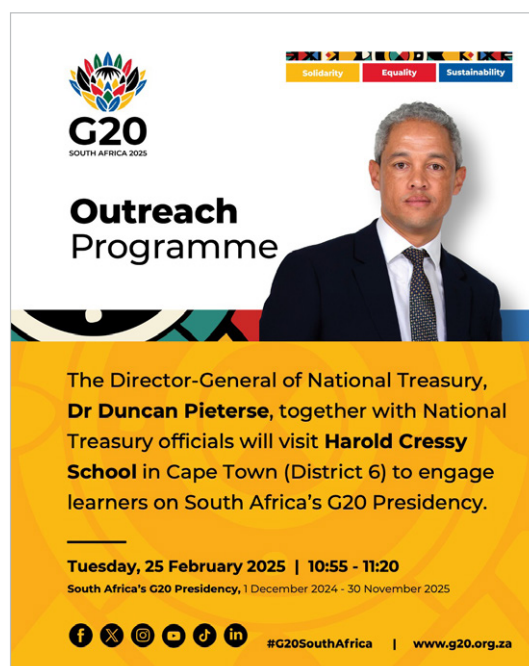
Principals Announcement Banners: 1080px X 1350px



8 LOGO MEDIA APPLICATION

8.8 SOCIAL MEDIA BANNERS

Example



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

Generic Background (16:9)



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

Examples



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

Lead Departments Generic & Co-Branding (16:9)



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

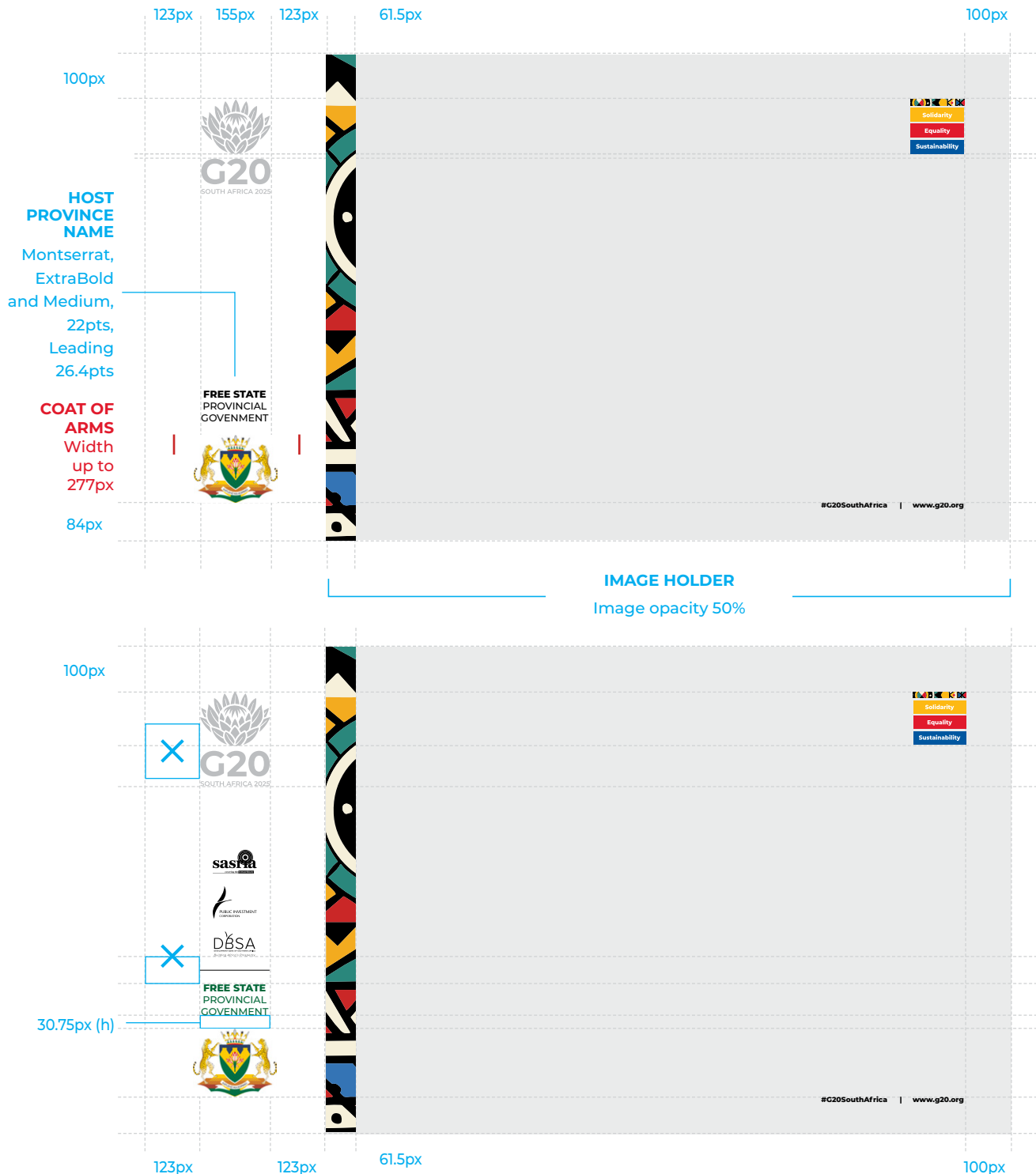
Examples



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

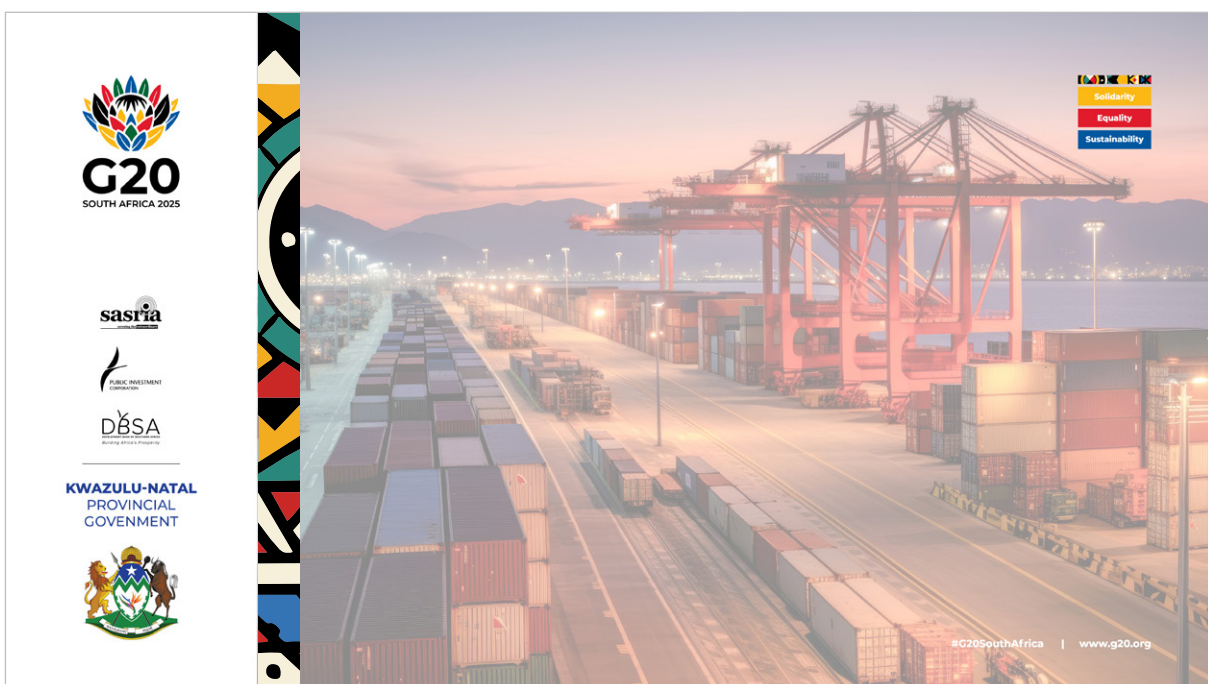
Host Provinces/City Generic & Co-Branding (16:9)



8 LOGO MEDIA APPLICATION

8.9 VIRTUAL BACKGROUND

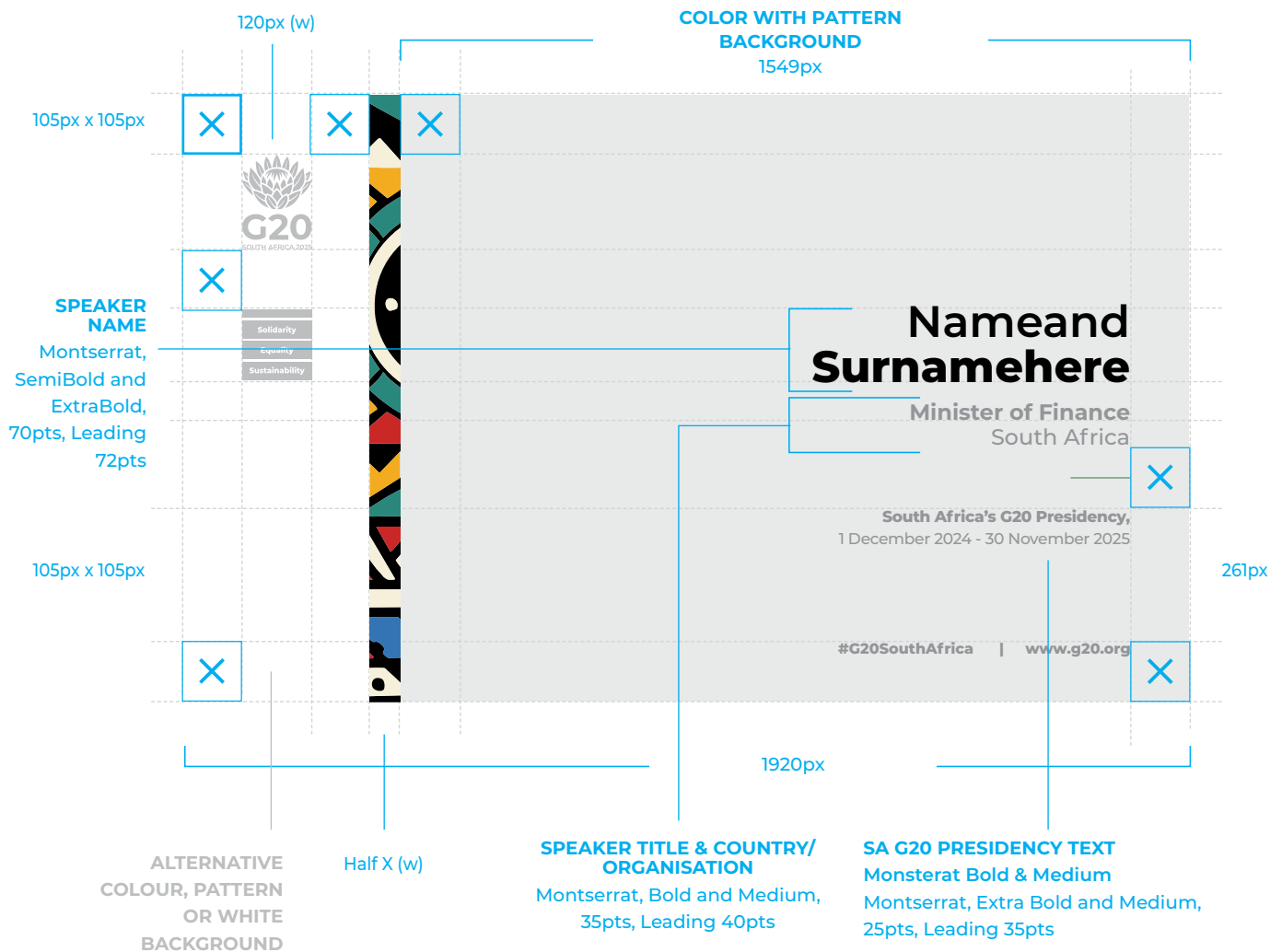
Examples



8 LOGO MEDIA APPLICATION

8.10 EVENT SPEAKER SLIDES

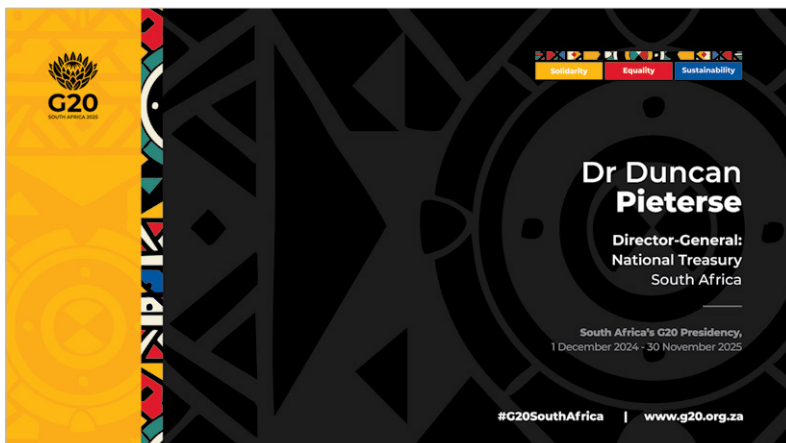
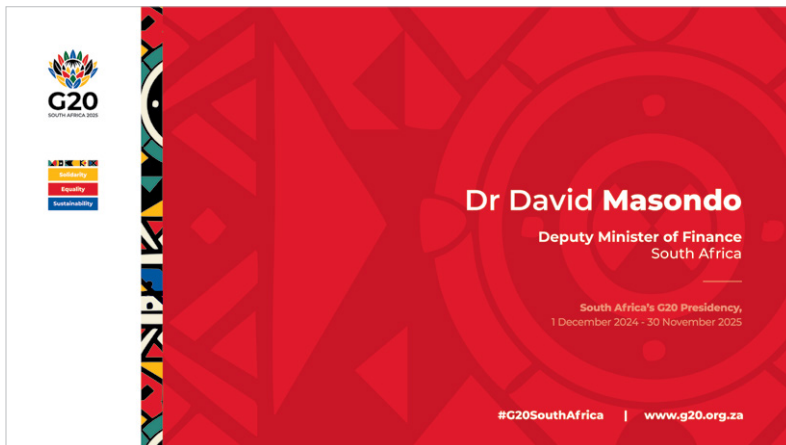
Generic (16:9)



8 LOGO MEDIA APPLICATION

8.10 EVENT SPEAKER SLIDES

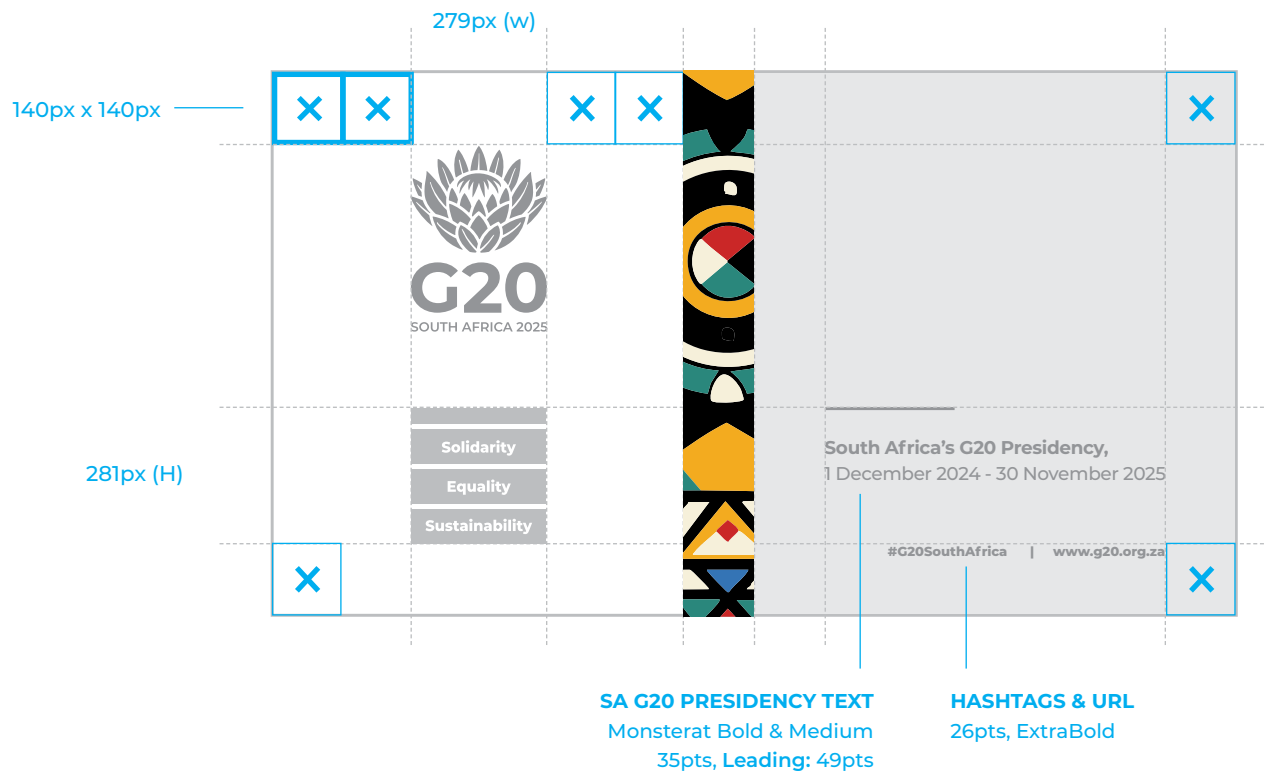
Examples



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

Generic Screens Horizontal 1920x1080 (16:9)



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

Examples



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

LED/Greetings Screens Horizontal 1920x1080 (16:9)



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

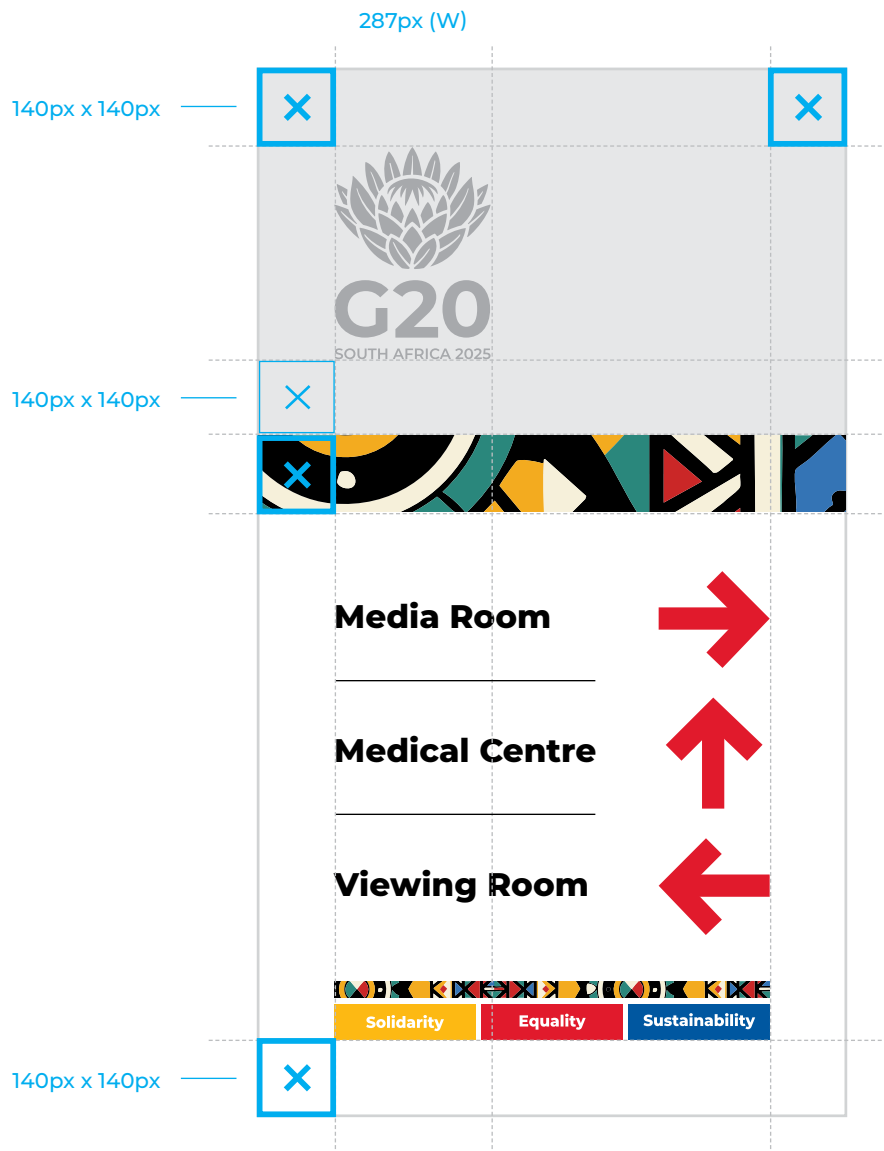
Examples



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

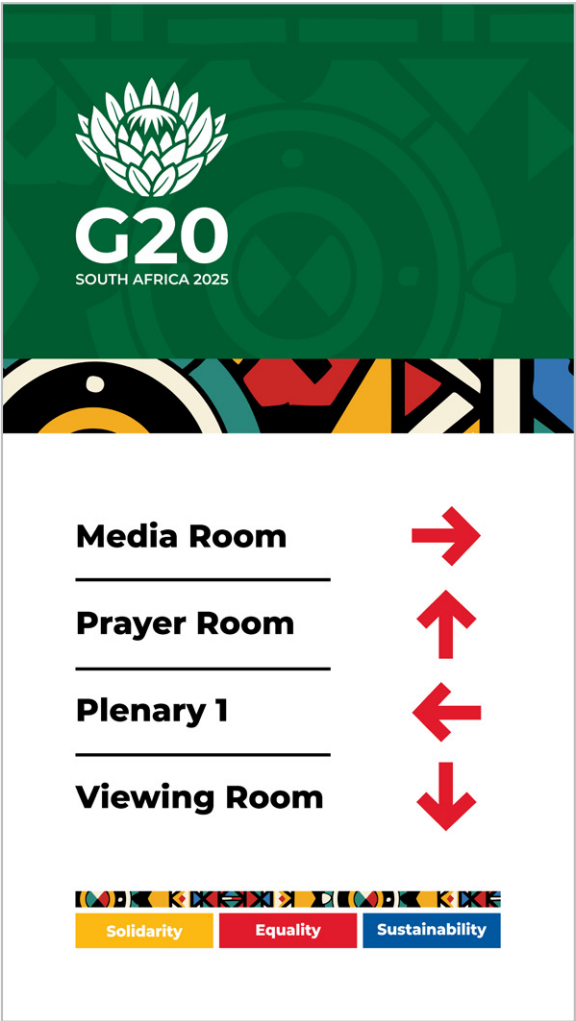
Multi-Direction Screens Vertical 1080x1920 (9:16)



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

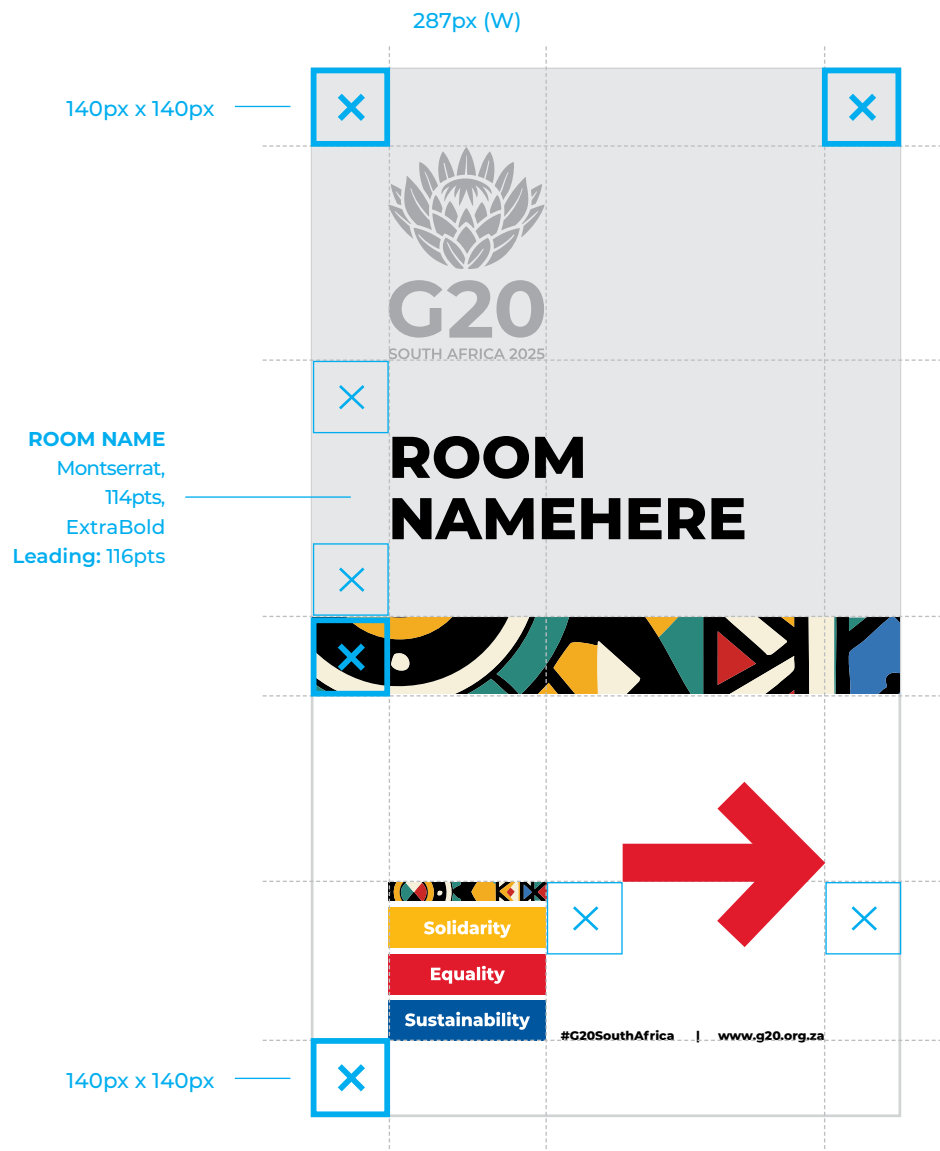
Examples



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

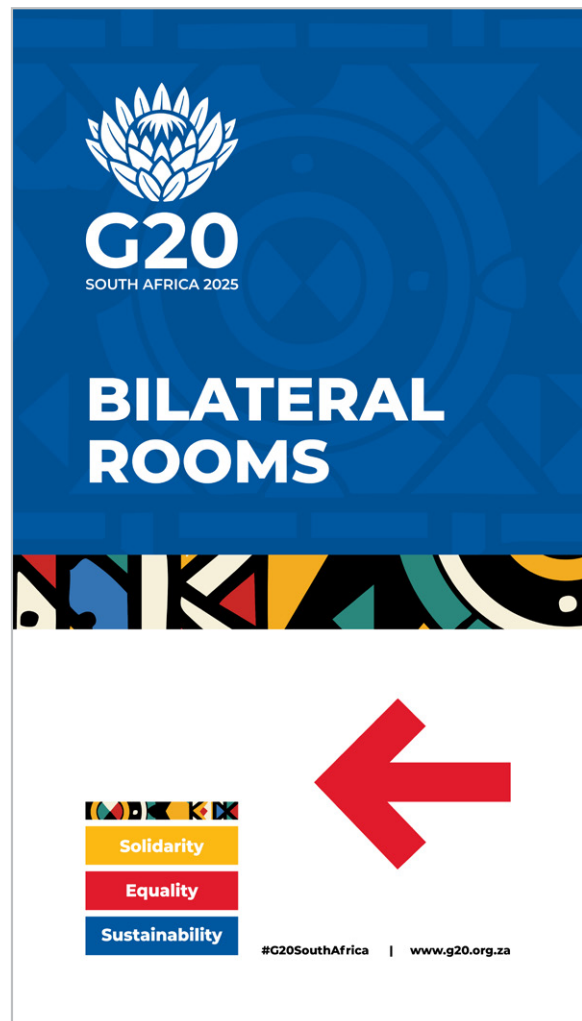
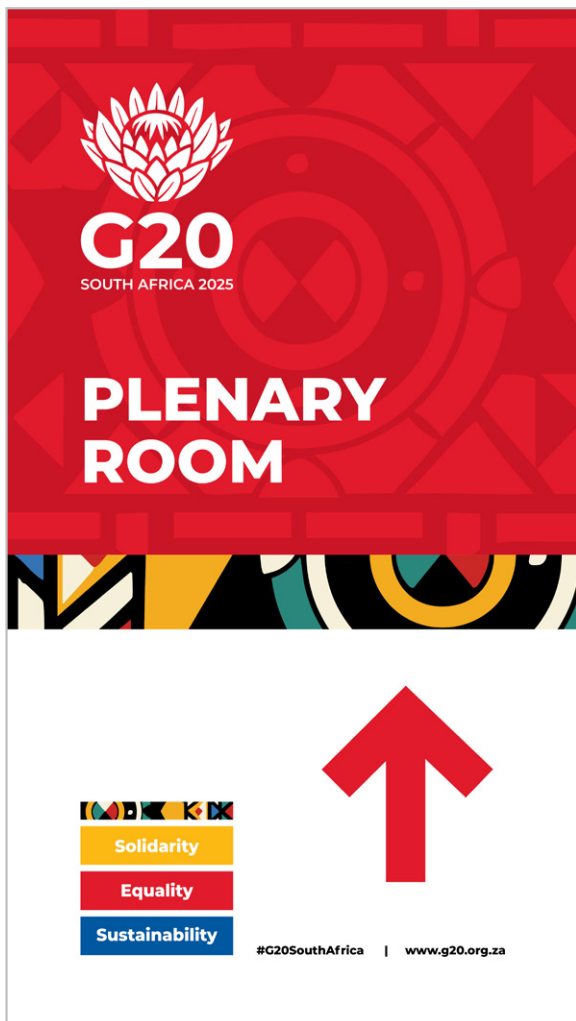
Direction Screens Vertical 1080x1920 (9:16)



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

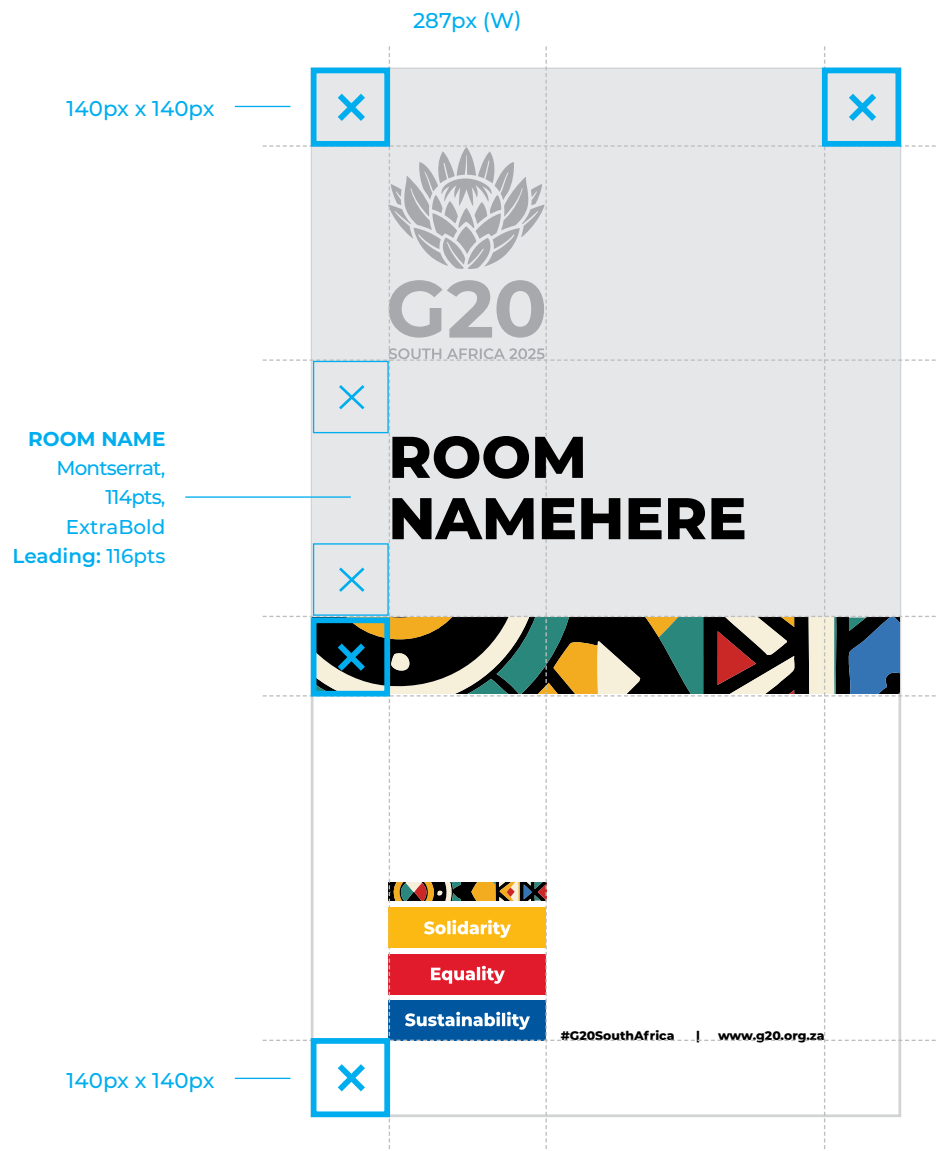
Examples



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

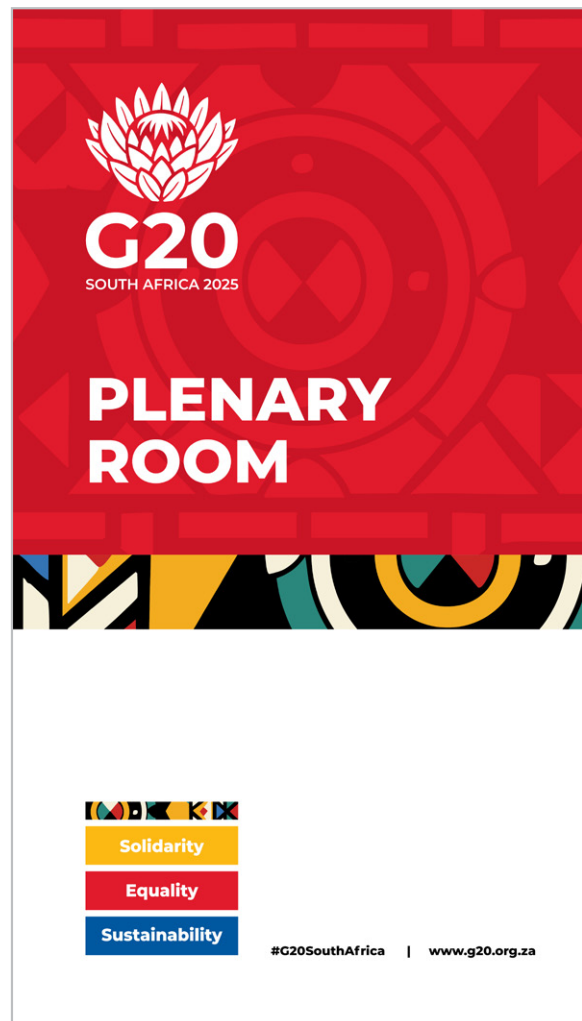
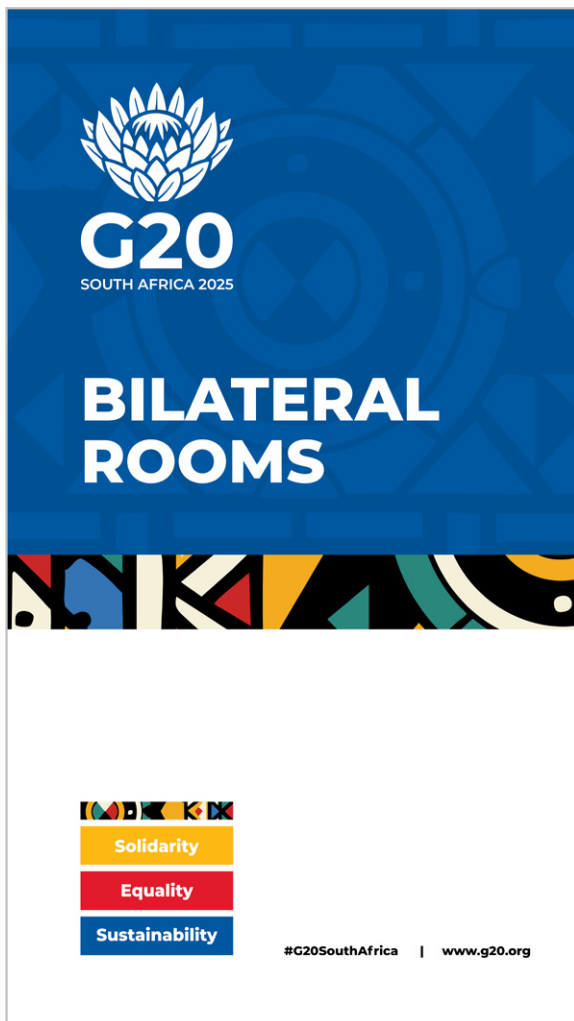
Room Name Vertical 1080x1920 (9:16)



8 LOGO MEDIA APPLICATION

8.11 DIGITAL SCREENS

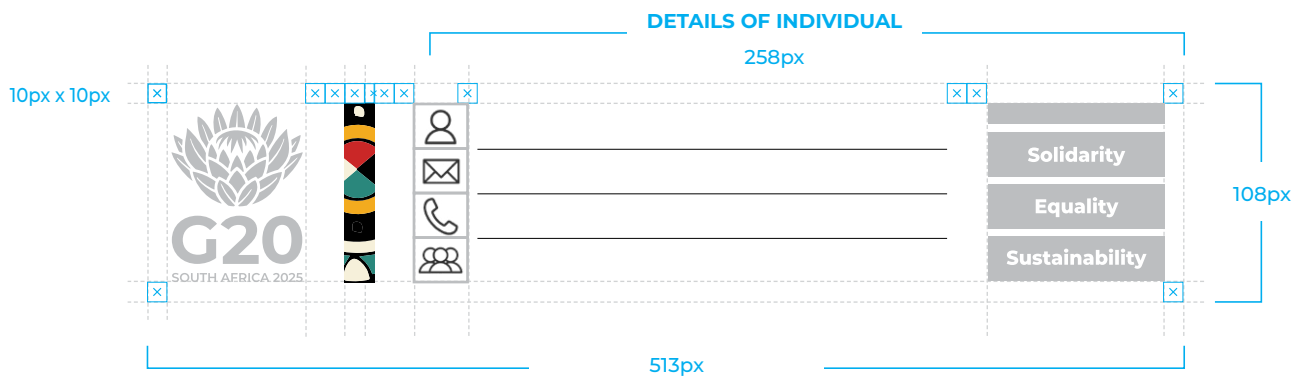
Examples



8 LOGO MEDIA APPLICATION

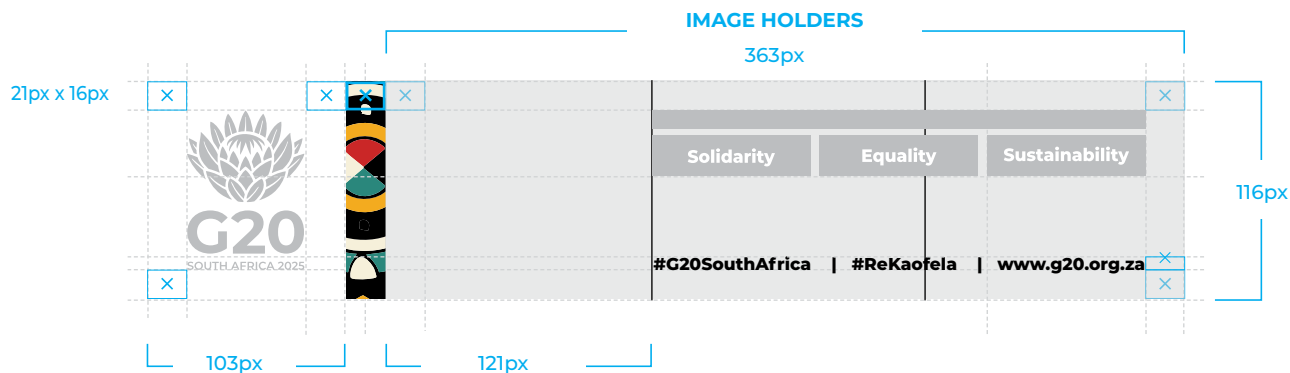
8.12 EMAIL SIGNATURE AND BANNER

Generic Email Signature

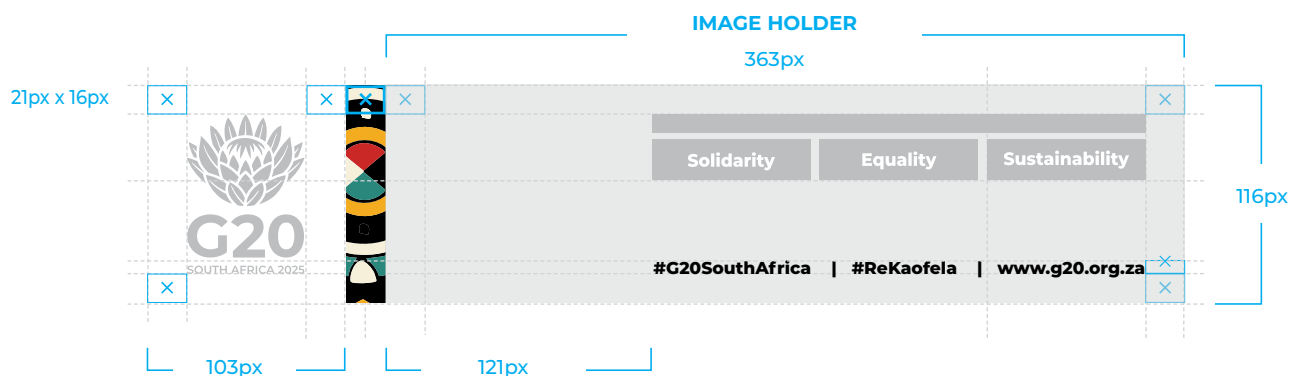


Generic Theme Email Banner

Combo



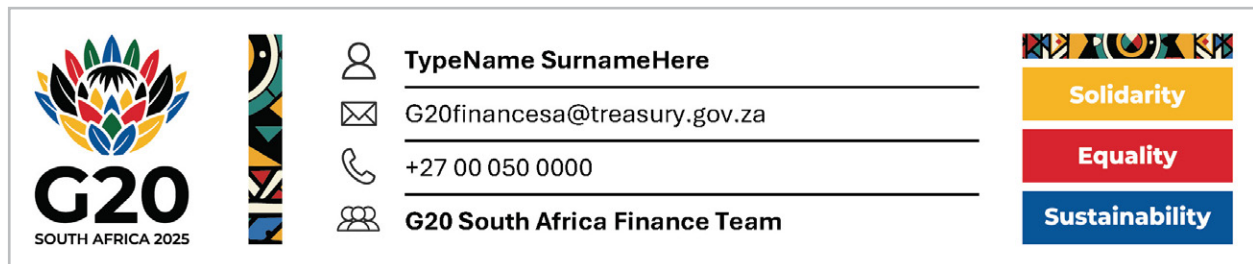
Single



8 LOGO MEDIA APPLICATION

8.12 EMAIL SIGNATURE AND BANNER

Examples

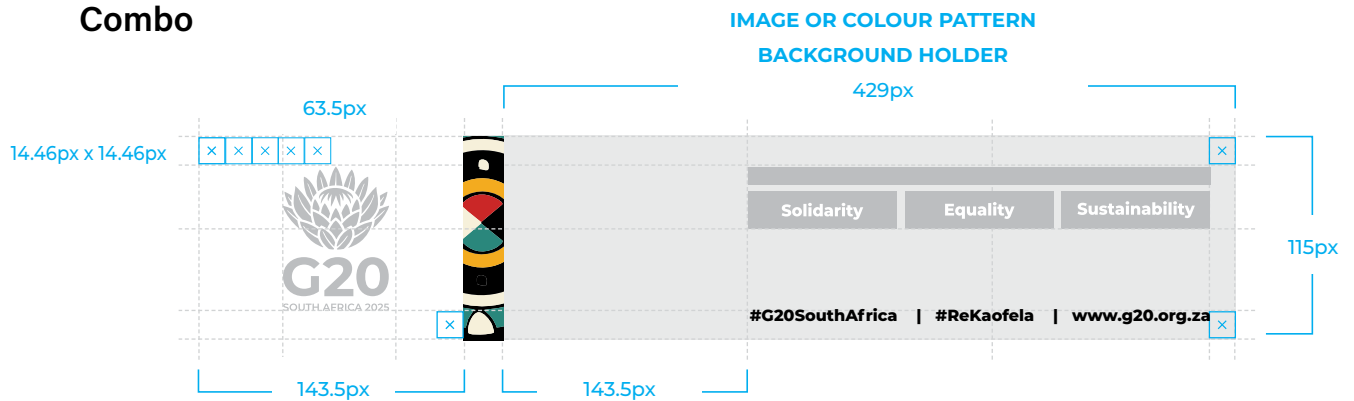


8 LOGO MEDIA APPLICATION

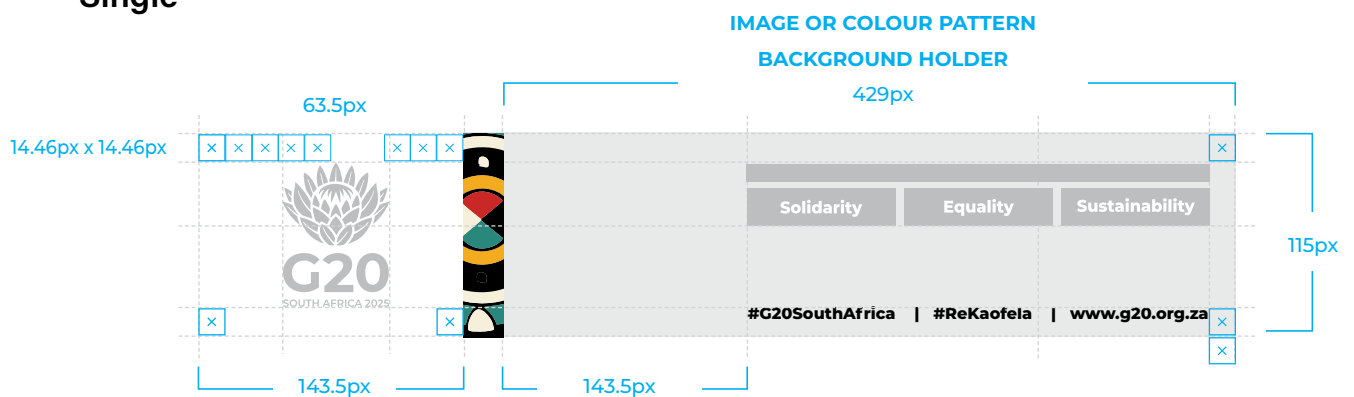
8.13 WEB BANNER

Generic Web Banner (592x115)

Combo



Single



8 LOGO MEDIA APPLICATION

8.13 WEB BANNER

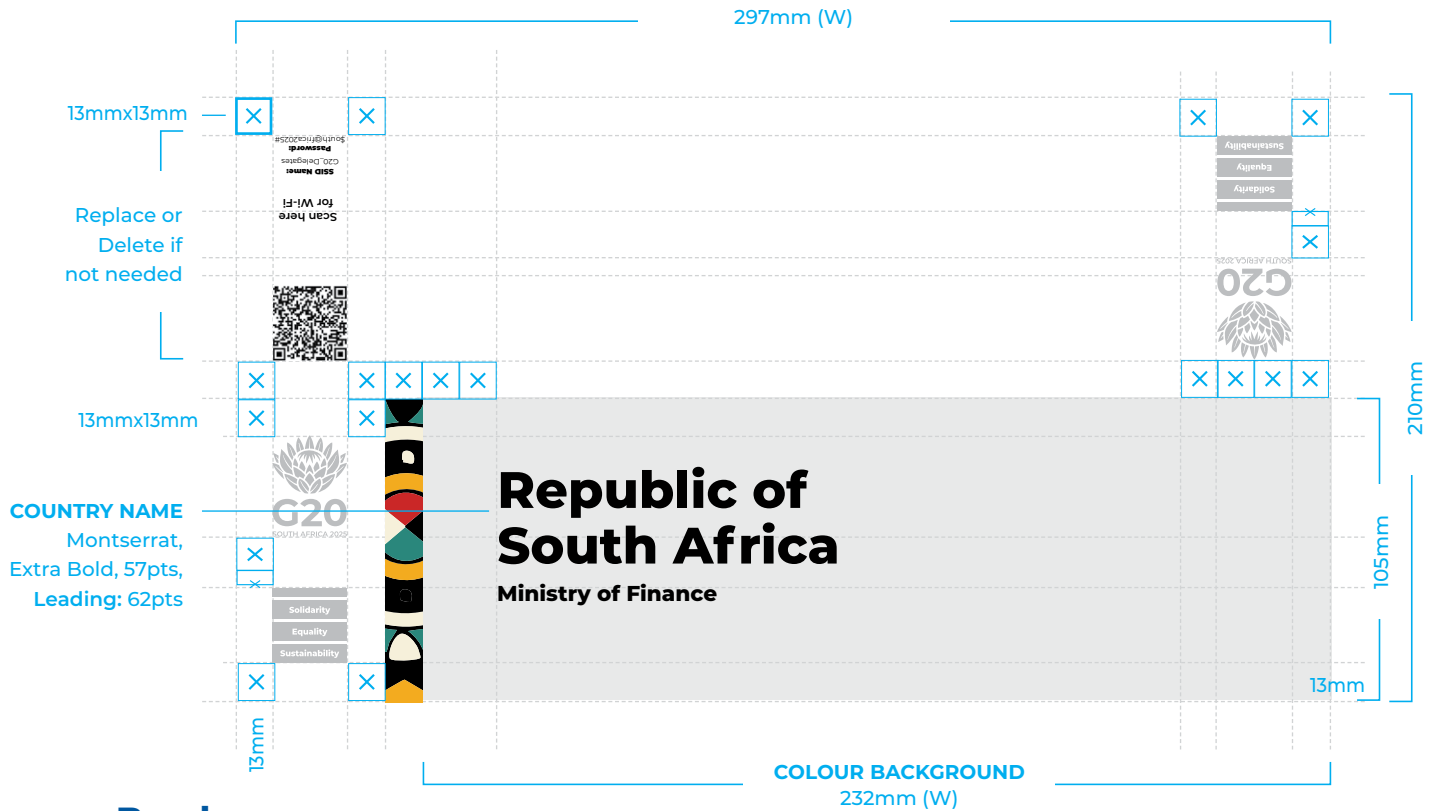
Examples



8 LOGO MEDIA APPLICATION

8.14 A4 NAME TENTS

Bleed



Border



8 LOGO MEDIA APPLICATION

8.14 A4 NAME TENTS

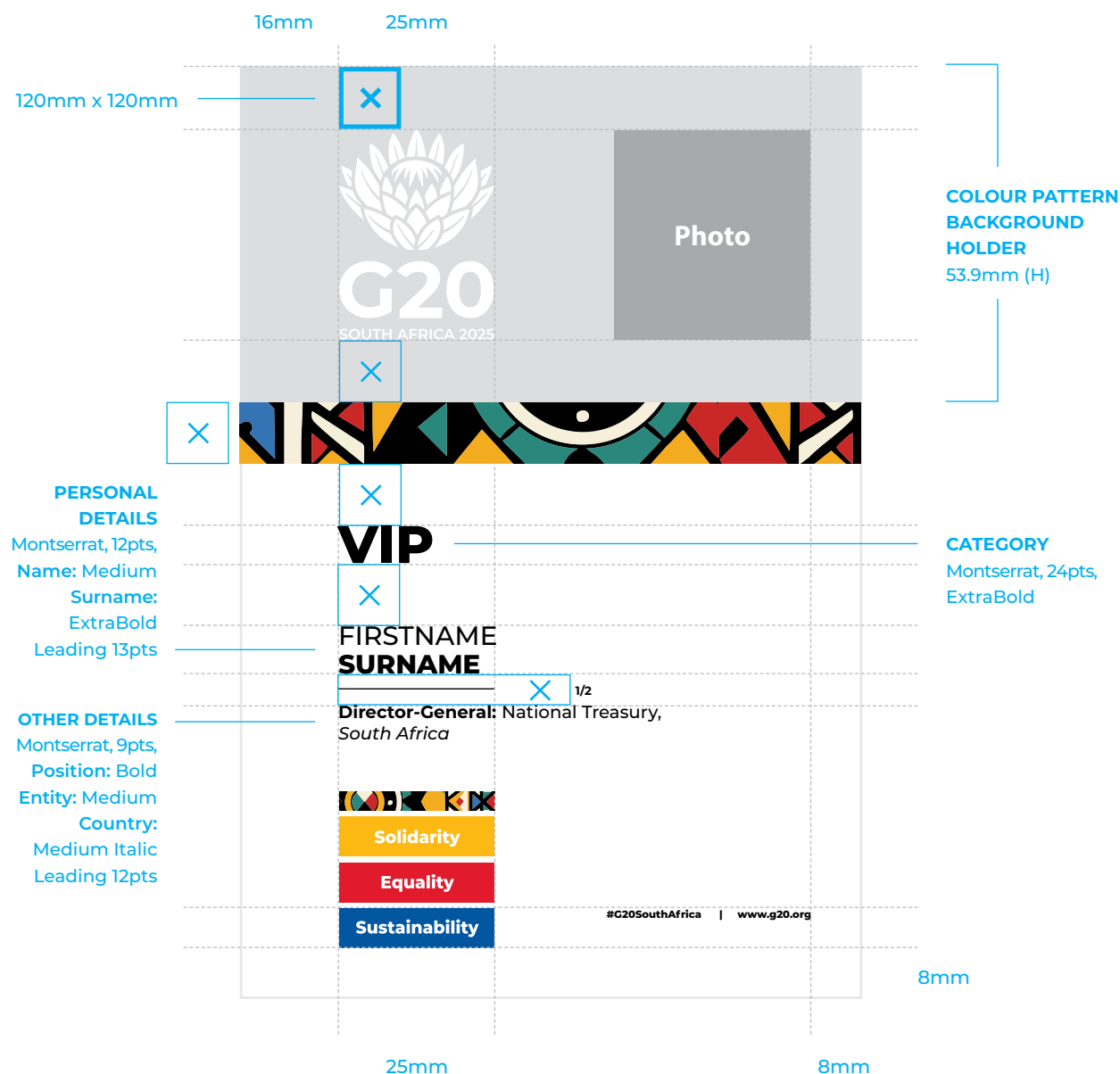
Examples



8 LOGO MEDIA APPLICATION

8.15 ACCREDITATION CARDS

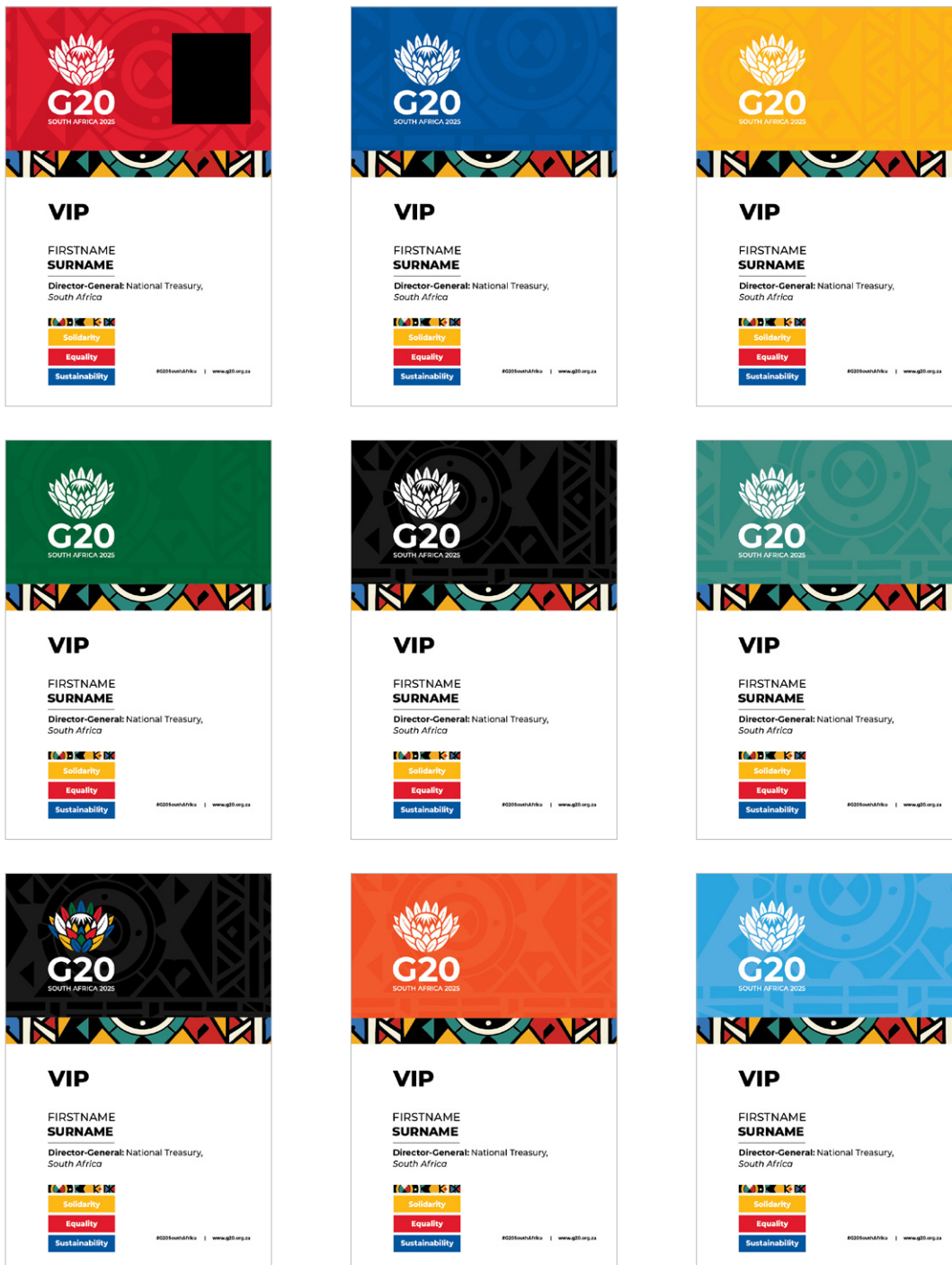
Large Cards - 100mm(w) X 150mm(h)



8 LOGO MEDIA APPLICATION

8.15 ACCREDITATION CARDS

Examples



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

USB Drive



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Example



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Notebook



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Paper/Tote Bag



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Duffel Bag



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Laptop Bag



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 1 - Silkscreen



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 2 - Silkscreen



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 1 - Embroidery



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Merchandise: Golf Shirt 2 - Embroidery



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Merchandise: Lanyards

20mm (h)



More colour variations are available in the designassets folder.



8 LOGO MEDIA APPLICATION

8.16 PROMOTIONAL ITEMS

Pin Badge



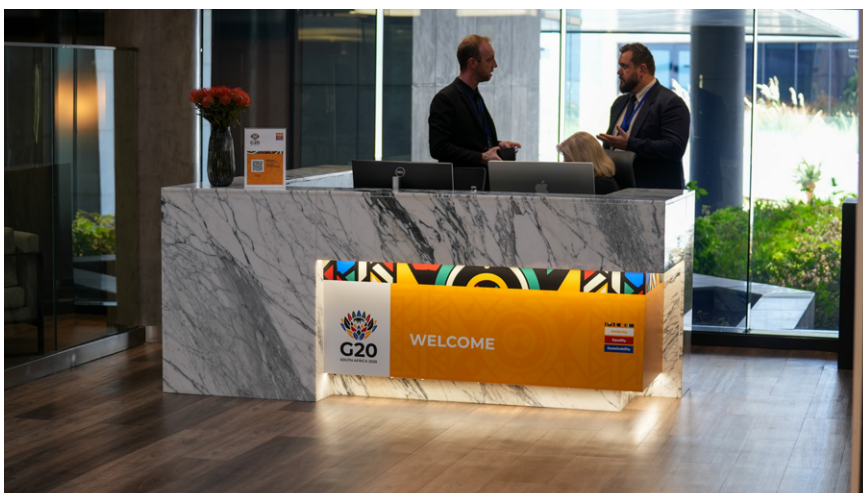
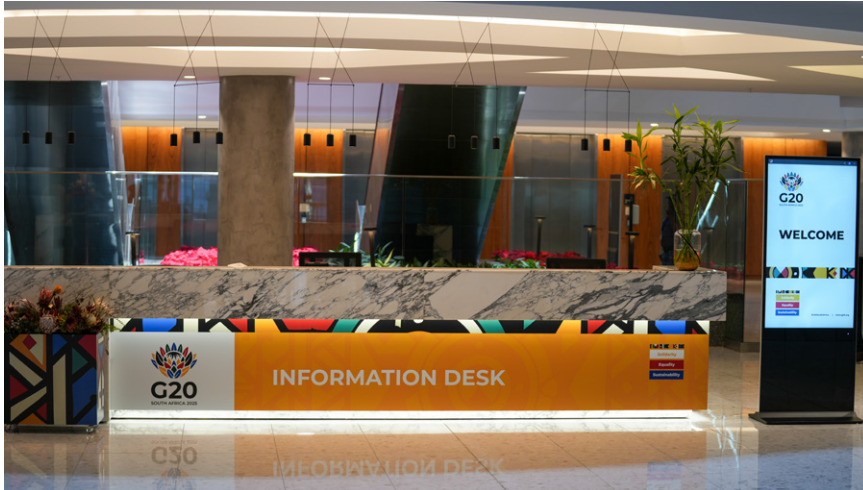
9 EXAMPLES OF EVENT BRANDING

9.1 ELEVATOR



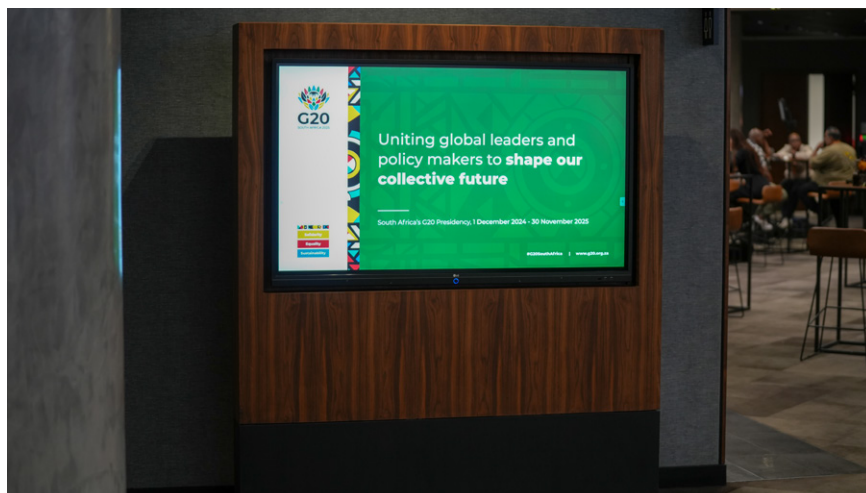
9 EXAMPLES OF EVENT BRANDING

9.2 RECEPTION DESK



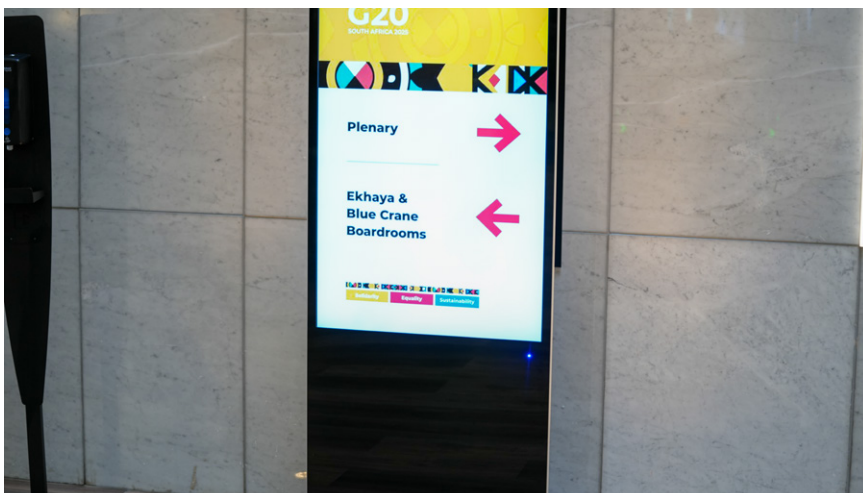
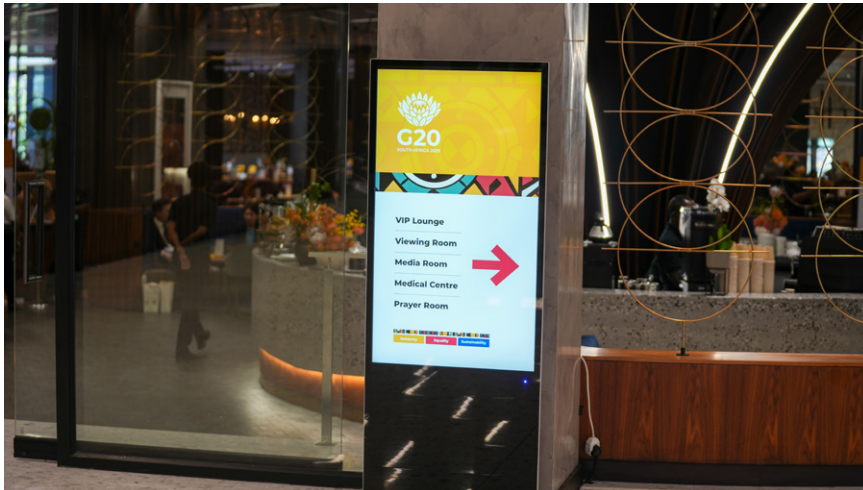
9 EXAMPLES OF EVENT BRANDING

9.3 DIGITAL SCREENS



9 EXAMPLES OF EVENT BRANDING

9.3 DIRECTIONAL DIGITAL SCREENS



9 EXAMPLES OF EVENT BRANDING

9.3 DIGITAL SCREENS



9 EXAMPLES OF EVENT BRANDING

9.3 DIGITAL SCREENS



9 EXAMPLES OF EVENT BRANDING

9.4 PODS



9 EXAMPLES OF EVENT BRANDING

9.4 PODS



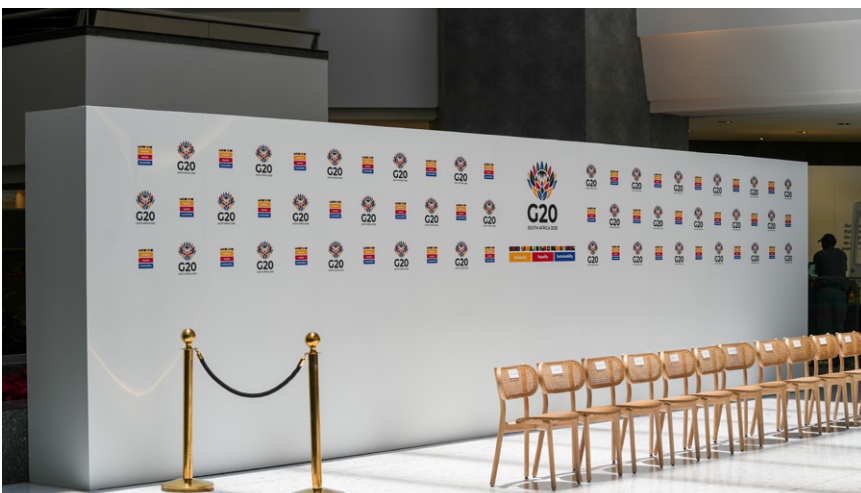
9 EXAMPLES OF EVENT BRANDING

9.5 WALL BANNERS



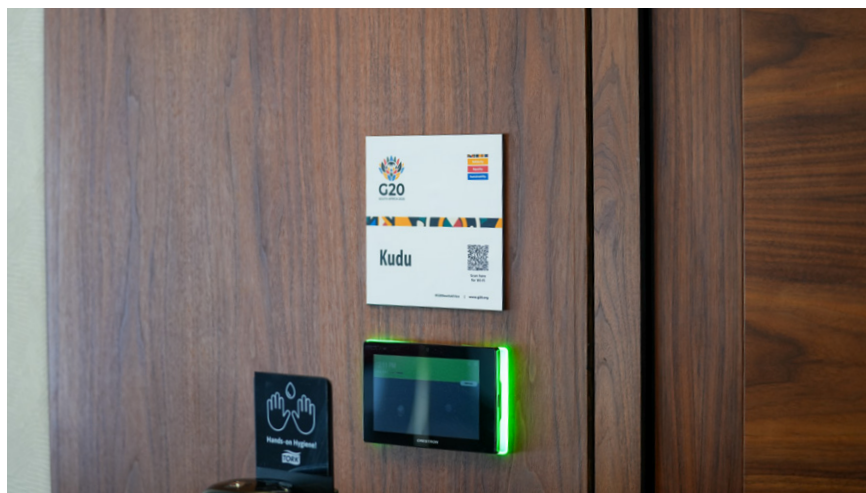
9 EXAMPLES OF EVENT BRANDING

9.5 WALL BANNERS



9 EXAMPLES OF EVENT BRANDING

9.6 ROOM SIGNAGE



9 EXAMPLES OF EVENT BRANDING

9.7 DEVICE CHARGING STATION & A4 WI-FI SCANNER



9 EXAMPLES OF EVENT BRANDING

9.8 CONFERENCE BRANDING



9 EXAMPLES OF EVENT BRANDING

9.9 COCKTAIL BRANDING



9 EXAMPLES OF EVENT BRANDING

9.10 ENVIRONMENT BRANDING



9 EXAMPLES OF EVENT BRANDING

9.10 ENVIRONMENT BRANDING



9 EXAMPLES OF EVENT BRANDING

9.10 ENVIRONMENT BRANDING



9 EXAMPLES OF EVENT BRANDING

9.11 ESCALATOR BRANDING



9 EXAMPLES OF EVENT BRANDING

9.11 ESCALATOR BRANDING



9 EXAMPLES OF EVENT BRANDING

9.12 CONFERENCE ROOM BRANDING



9 EXAMPLES OF EVENT BRANDING

9.12 CONFERENCE ROOM BRANDING



9 EXAMPLES OF EVENT BRANDING

9.12 CONFERENCE ROOM BRANDING





NOTES

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

NOTES

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2025 G20 South Africa Brand Identity

Application Guidelines

Version 4: 01 March 2025

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Solidarity

Equality

Sustainability