



THE BOOK OF PRIDE

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PRIDE
(noun)

- 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*



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.

We show pride in many ways. When we sing our national anthem at the top of our lungs. When we dress in our traditional clothes. The way we speak and share many languages. When we are part of the Buy Back South African movement.

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.

This badge of pride is worn on every company touch point from the item itself to company stationery, on digital and electronic platforms such as websites and on email signatures, to posters, advertising and even around the company premises, to remind employees that they too can be proud of their work and contribution.

This book will take you on a journey of pride. It will tell you how, and where to show your pride and how to use our Proudly South African logo, ultimate symbol of that pride.





VISION

Proudly SA encourages the nation to make personal and organisational contributions towards economic growth and prosperity in South Africa, thereby increasing employment opportunities 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.



KEY FOCUS AREAS, AS PER THE STRATEGIC PLAN, INCLUDE:

- Embarking on a national education campaign to educate consumers, the private sector and all spheres of the public sector on the economy-wide benefits of buying locally manufactured products and services;
- Rolling out a national campaign to educate the public about the importance of labels of origin;
- Developing a national supplier database of local products and services.



Our logo is our best foot forward and our not-so-secret handshake. It is a bit like that shiny trophy you won in primary school - we don't shy away from it and we don't miss an opportunity to show it off . It needs a prime space on the bookshelf.

The Proudly South African logo can be placed anywhere on your website that will complement your brand.. 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 Proudly South African brand does not compete with yours but rather adds value and shows your commitment to the development of South Africa.

minimum size:
15 mm (w) x 15 mm (h)



minimum size:
10 mm (w) x 10 mm (h)



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 be removed in order to make the Proudly South African wording legible.



Please do not distort, squash or stretch the logo

Please do not change font or remove the type

Do not add effects like a shadow to our logo. Logo with "TM" is wrong! Do not use.

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 USAGE RULES



NESTLÉ MAGGI NOODLES

Nestlé Maggi Noodles prominently showing off their pride on their packaging.

Consumers cannot miss this sign of pride. If you haven't seen it yet it's probably **SOLD OUT!**

OUR COLOURS

Colour, together with our logo and other brand elements, is the backbone of a strong, recognisable brand.



PANTONE: 1795
WEB: #e11a2c
PRINT: C; 0 M; 100 Y; 90 K; 5

PANTONE: 116
WEB: #fec00f
PRINT: C; 0 M; 30 Y; 100 K; 0

PANTONE: 287
WEB: #0058a0
PRINT: C; 100 M; 65 Y; 0 K; 10

PANTONE: 3415
WEB: #00854a
PRINT: C; 100 M; 30 Y; 100 K; 0

WEB: #231f20
PRINT: C; 0 M; 0 Y; 0 K; 100

NAVY BLUE: #000028
FADE: #001343



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



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 version of the logo on their labels to save costs. 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.



TYPO GRA PH Y

Our primary typeface is Agfa Rotis. It has a selection of weights that can be used, light, regular, bold and italic. Use it for body copy.

Our heading typeface is Alternate Gothic. Used in Advertisement and or Promo material.

Agfa Rotis Sans Serif

Light

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
abcdefghijklmnopqrstuvxyz

Bold

AbBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
abcdefghijklmnopqrstuvxyz

Alternate Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvxyz

OUR ICONOGRAPHY

Illustrated Icons
4 Pillars



We have embraced technology and hope you have, too. We are on all social media and this allows you to keep up with what we're doing, and gives you the inside scoops, including pictures, where they are appropriate. This is also where you'll find out who else is as proud as you are.



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. It must, for example, be ISO accredited or have a certificate of any other accreditation organisation.



Fair Labour Practices

The business/enterprise must comply with labour legislation and adhere to fair labour practices.



Environmental Standards

The business/enterprise must comply with environmental legislation and adhere to production processes that are environmentally friendly and acceptable. This includes recycling methods, waste management, carbon footprint reduction, etc.

CO BRANDING

Some things are just better together. Bread and jam. Salt and pepper. Bacon and eggs. The TV and your couch. **YOUR LOGO AND OURS.**

It makes sense to put your brand next to ours. Co branding buys you more bang for your buck. It gives us all more visibility. Greater audience reach. More market share.

Remember the definition of Pride we gave you at the beginning?

"The pleasure of the achievements of close associates! That's you and us, celebrating each other's achievements together. "

Have you ever imagined how a football game would be without the crowd? Or karaoke without the music? No? Nor can we. You can do it alone, but together it's **AMAZING.**



TREND GUIDE

MAC MY DAY
You can now get all your favourite M.A.C products online at edgars.co.za. As the first SA retailer to offer M.A.C online, Edgars will treat the first 1000 customers to purchase M.A.C products online to complimentary Express Make-up Application voucher valued at R100. Shop online now using your Thank U card and only pay later.

FACE BRUSHING
Love the conversation-boosting benefits of dry body brushing? Try face brushing to improve skin tone and texture, for a revitalized, fresh-faced and glowing complexion. Using a soft brush, sweep in gentle upward motions until your heart rate is elevated. Brushing from your chin to your forehead can both tone your face. Finish off by applying a skin oil to further nourish your skin from within.

Made in SA
We're proud of SA! Whenever you see this badge on an item in this issue, you know it's locally made.

RELOUCE
RELOUCE
R1995

FREE 280-290 FORMAL SHIP ON 280-290-280-280-280

RELOUCE
RELOUCE
R1995

FREE 280-290 FORMAL SHIP ON 280-290-280-280-280

RELOUCE
RELOUCE
R1995

FREE 280-290 FORMAL SHIP ON 280-290-280-280-280

RELOUCE
RELOUCE
R1995

FREE 280-290 FORMAL SHIP ON 280-290-280-280-280

Modern botanics
Fresh botanicals soften softest ensembles and offer subtle sensuality for spring.

WIN
ONE OF FIVE FREE ROOM AND BREAKFAST VOUCHERS EACH COMPLETE WITHOUT THE JEWELS TO SHINE THE LOCAL PROMOTION TO WIN YOURS ENTER BY USING ADDRESS ACCOUNT NUMBER TO ACCESS ONLINE DRAWINGS AT OCTOBER 2015 TIMES AND CONDITIONS APPLY.

70 YEARS OF WRANGLER
The American apparel company is celebrating its 70th year and Wrangler products are now in store at Edgars. Further expanding Edgars' stylish collection for SA men. Visit selected Edgars stores or shop online at edgars.co.za/brands/wrangler. Have an eye out for awesome Wrangler competitors to come.



In putting your logo and ours together (that's co-branding) you are showing your pride and telling consumers that your product is great, because you say so, and we agree. And that it's made here. In South Africa.

- Business cards
- Promotional items
- Promotional brochures
- On the fascia of your exhibition stand
- Wherever you have company branding, internal and external
- On your product's artwork
- In all your advertising whether print, digital, outdoor and even on the radio (it takes 3 seconds of a 30 second ad to say 'My company name is a Proudly South African company')
- Website, at the top, on your home page
- Company banner
- Incorporated into your email signature
- Branded company car

You can get creative with where you use the logo; how you use it, not so much. See our earlier note. But always best to check with us first. Just in case. We want you to show your pride, but not back to front or inside out.



Proudly South African Since 1916










PUSHING THE BOUNDARIES FOR SOUTH AFRICA



#iFlyMango

— for —

A PROUDLY SOUTH AFRICAN AIRLINE

Supporting South African made products and services at the Local Procurement Summit 2018






IMAGERY

Professional Personality

They say a picture is worth a thousand words. Through our imagery we are able to tell our story. A story of joy, a story of **PRIDE**. The journey from conceptualisation to manufacturing of local products. We could tell you what we see on a day to day basis. From factory visits to business forums, images tell the better story. The story we like to show is one of a growing thriving economy and we will continuously portray this through the lens of our camera.



THANK YOU