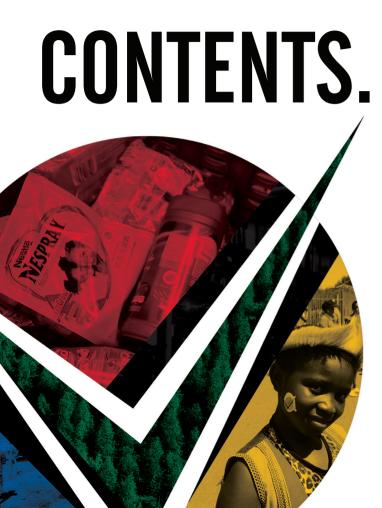


THE BOOK OF PRIDE



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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 iob 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 guality 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.

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.

MISSION

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.

VALUES



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.







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Just like wearing your shoes the wrong way round, or your jersey inside out, using our logo incorrectly is a poor reflection on us all and looks bad in public! So, let's try not get creative with a logo that took us many years to perfect.

Let's embark on the Journey of PRIDE

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.

SUDLY

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

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

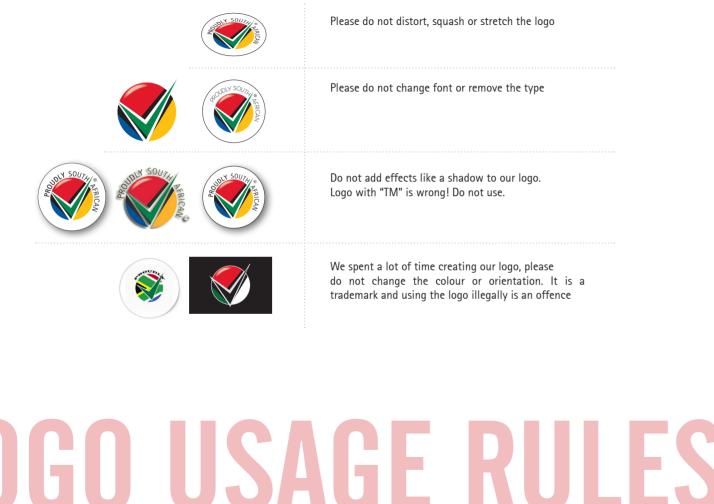




An exception has been made for manufacturers who need to use the logo on smaller packaging such as chocolate wrappers.

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.



NESTLÉ Maggi noodles

Maggi

2. Minute

Morogo/

Imfino

odlee

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: 3415 WEB: #00854a PRINT: C; 100 M; 30 Y; 100 K; 0 WEB: #231f20 PRINT: C; 0 M; 0 Y; 0 K; 100 PANTONE: 287 WEB: #0058a0 PRINT: C; 100 M; 65 Y; 0 K; 10

NAVY BLUE: #000028 FADE: #001343



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.





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.

Light AbBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz AbBbCcDdEeFfGqHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Regular

Bold

ABCDEFGHUKLMNOPORSTUVWXYZ abcdefghijklmnopqrstuvwxyz

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Agfa Rotis Sans Serif

AbBbCcDdEeFfGgHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz abcdefghijklmnopgrstuvwxyz

AbBbCcDdEeFfGqHhliJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz abcdefghijklmnopgrstuvwxyz

Alternate Gothic

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.





2-Minute



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.

STATES **PUSHING THE BOUNDARIES** FOR SOUTH AFRICA Nestlé **Proudly South African** Since 1916 #iFlyMango - **for** -Supporting South African made **A PROUDLY SOUTH** products and **AFRICAN AIRLIN** services at the Local Procurement Summit 2018 nango.





iczema prone skin chy skin & Sensitive Skin lormal & Combination skin lehydrated & Very Very Dry Skin tull skin,Pimples & Uneven skin tone laskheads & Whiteheads









THE EDCON DESIGN



GRANT PATTISON, EDCON CEO & MD, REQUESTS THE HONOUR OF YOUR PRESENCE AT THE 2018 EDCON DESIGN INNOVATION CHALLENGE FASHION SHOW.

CELEBRATE THE SUCCESS STORIES OF 13 YOUNG FASHION DESIGN STARS AND CATCH A GLIMPSE OF THE FUTURE OF FASHION.

FOLLOWING ON THE SUCCESS OF 2017, THE EDCON DESIGN INNOVATION CHALLENGE HAS SUCCESSFULLY BROUGHT 13 DESIGN STARS TO THE END OF THE 2018 PROGRAMME - A LEARNING PLATFORM THAT PUSHES THE ENVELOPE IN FASHION DESIGN AND ENTREPRENEURIAL SKILLS.

GEORGE BIZOS HALL J APARTHEID MUSEUM J BOOYSENS 27 JUNE J 17H30 FOR 18H00 (SHOW STARTS AT 19H00) 55YP TO RSYPERUNWAYRRO. CO.Z.A BY 20 JUNE 2018

EDCON





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