



CI MANUAL

IN 2007 THE DEPARTMENT OF COMMUNICATIONS ANNOUNCED ITS COMMITMENT TO A DIGITAL BROADCASTING PLATFORM IN SOUTH AFRICA. NOT ONLY WILL THIS PLACE THE COUNTRY AT THE FOREFRONT OF DIGITAL BROADCASTING WORLDWIDE, IT WILL HAVE THE POWER TO TRANSFORM AND UPLIFT THE EVERYDAY LIVES OF ALL SOUTH AFRICANS.

ABOUT THE DIGITAL DZONGA

The Digital Dzonga is an Advisory Council established by the Department of Communications (DoC), dedicated to assist the DoC to ensure the migration from an analogue broadcasting platform to a digital one, in line with Government's Broadcasting Digital Migration Policy. It is a non-executive body appointed by the Minister of Communications from nominations received from government, the regulator, industry, consumer bodies and the general public, following a call for members of the public to nominate. It interacts with ICASA, role-players and the DoC throughout the process on all matters relating to digital migration.

The Digital Dzonga is involved in every aspect of the Digital Migration, equipping stakeholders with the necessary skills and information required for the transition. It coordinates the efforts of government, broadcasters and equipment manufacturers, educates South Africans about how digital TV works and protects consumers' rights by regulating the supply and distribution of the new technology.

THE WORLD IS GOING DIGITAL

All around the world, the migration to digital transmission technology has begun. In Europe and Africa, a timeline has been agreed within the framework of an International Telecommunication Union (ITU) treaty. In terms of this, analogue television transmissions will no longer be protected from harmful interference caused by digital TV transmissions in a neighbouring country; neither will analogue TV transmissions be permitted to cause harmful interference to the digital TV transmissions in neighbouring countries after June 2015.

WHAT IS DIGITAL TV?

But why the switch from analogue to digital? Until now, TV and radio signals have been broadcast on an analogue platform. Analogue television requires a large amount of bandwidth to transmit the picture and sound information. Digital signals, on the other hand, require much less bandwidth. In fact, up to 10 times as much digital information can be carried in the same bandwidth.

WHY GO DIGITAL?

Digital broadcasting is the way the world is moving. But in South Africa, it will mean so much more than just keeping up with new international standards. **Our acclaimed plan to go digital aims to enhance the lives of South Africans.** The benefits of digital TV can be summarised as follows:

BETTER QUALITY TV

Digital TV – enabled by a Set Top Box (STB) - offers a sharper, brighter picture, with reduced "ghosting" and interference. What's more, the audio signal is much clearer, so you enjoy improved sound quality.

MORE CHOICE

Digital signals take up much less bandwidth than the analogue signals. That means we can broadcast up to 10 television channels in the space currently used to carry one - giving viewers the potential of many more channels to choose from.

MORE ACCESS

Television opens up the future through watching educational, entertainment, sport, information and cultural programmes. Digital TV will bring so much to South Africans through more choice of channels, content and connectivity. It's exciting that South Africa will be counted among the most advanced countries in the world – going digital in a way that will meet the country's own unique challenges.

The world is going digital. The future is digital – as encapsulated in our slogan, "Go digital!" Soon, we'll all see the difference in our lives.

Quality



Choice



Information



Communication



Access



Job Creation





USING THIS CI MANUAL

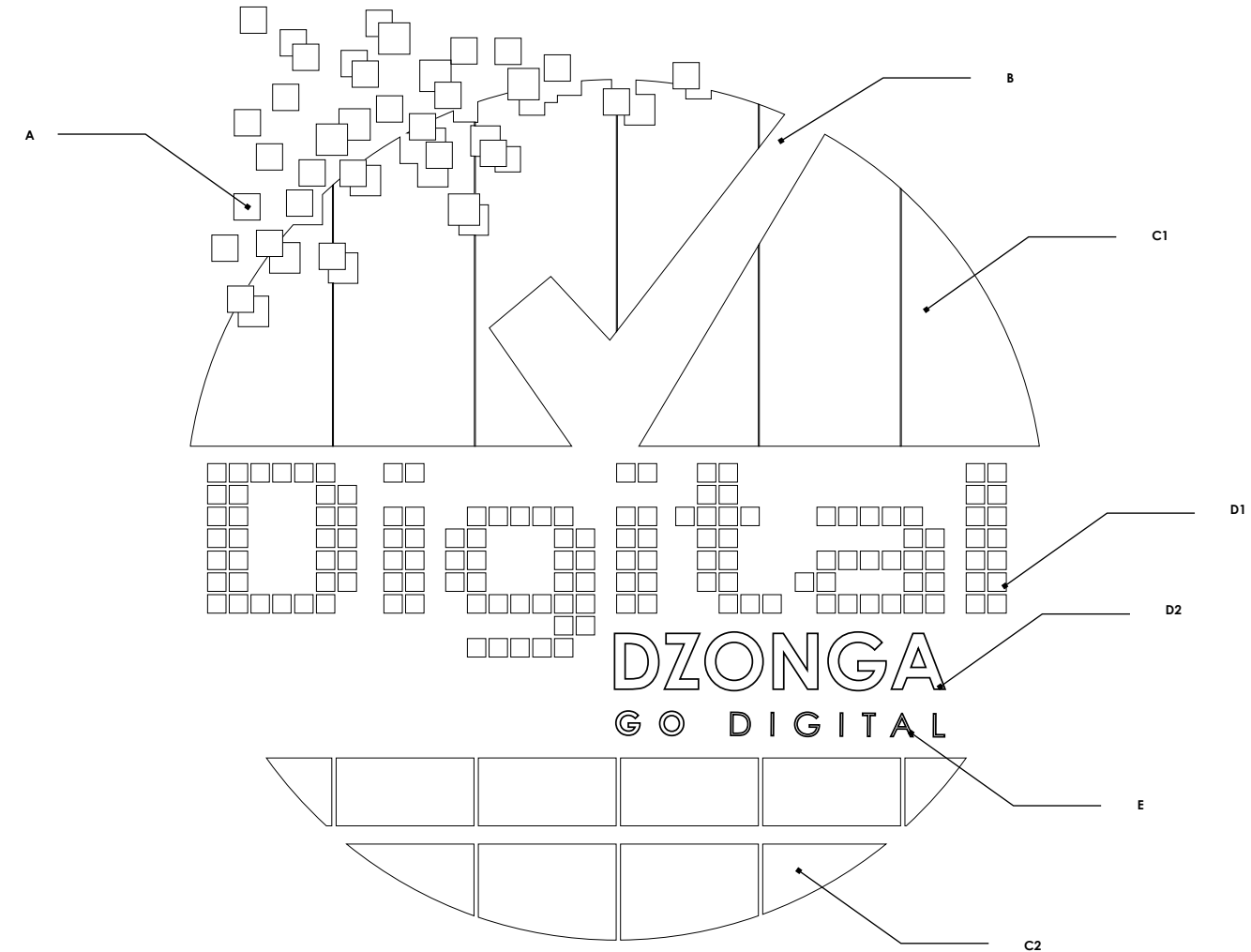
Maintaining the integrity of a brand's Corporate Identity (CI) across all applications is of paramount importance.

Consistency of application is required in order to ensure that the Digital Dzonga brand is always clear, strong, recognisable and memorable.

While the applications detailed herein do allow for flexibility according to the context, no permutations are to be allowed beyond those given.

ELEMENTS OF LOGO

- A. PIXELS:** Represent a Digital age.
- B. TICK:** Positive Symbol, signifies making the correct choice. Also can be a stamp of approval.



C. TEST PATTERN: Identifies the Digital Dzonga's main focus i.e. Digital TV.

D. NAME: Identifies the Digital Dzonga.

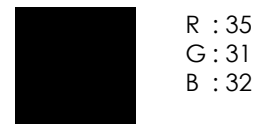
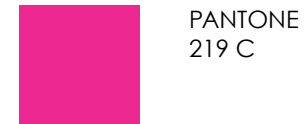
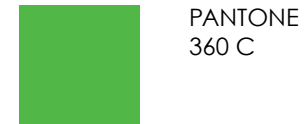
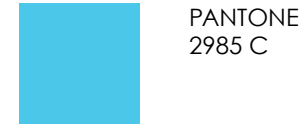
E. PAY OFF LINE: The slogan that defines the Digital Dzonga's mission and its call to action aimed at the populace.

CMYK

RGB

PANTONE

GRAYSCALE



Full colour logo



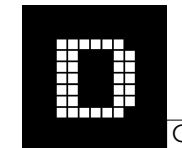
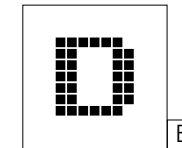
Greyscale logo *

* CMYK and RGB breakdowns match

* GREYSCALE may only be used in full grayscale layouts



XXXX = width of 3 pixels/squares (■)



LOGO RULES

Within a layout no written information or other logos may appear within the grey area marked on example A. The logo may not sit closer to the edge of the "page" than this grey area.

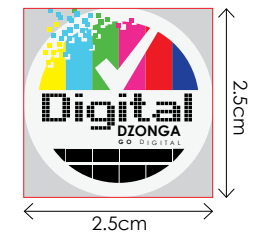
The grey area can be calculated using three times the width of a pixel/square as described on page 3.

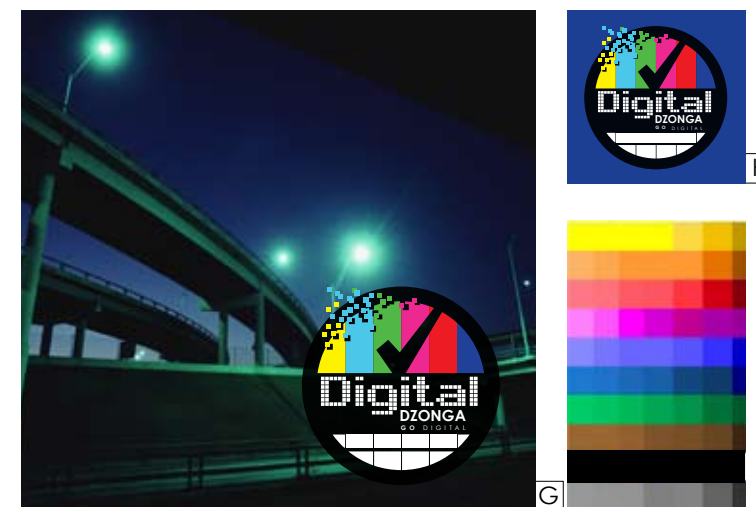
LOGO COLOUR OPTIONS

When the logo is applied on black the lower half of the logo is reversed to white on black. (refer to examples A and B).

SIZE

The logo may not be applied any smaller than **2.5 X 2.5 cm.**





HOLDING DEVICE

When the logo is applied on an image or coloured layout it should be applied with an additional holding device.

This holding device takes the form of a circular band. The band encircles the logo (refer to purple centrepunkt markings on example D). The width of the band must be three times the width of a pixel/ square.

The holding device can be applied as a solid or at 90% opacity.

APPLICATION ON IMAGES AND COLOURED LAYOUTS

The application of the logo can be divided into two options namely **LIGHT** and **DARK**.

- When the layout or image is **LIGHT** the logo with its holding device in white must be used.
(See examples E & F)

- When the layout or image is **DARK** the logo with its holding device in black must be used.
(See examples G & H)

Please refer to colour guide for easy reference for light and dark applications.

GO DIGITAL

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LOGOTYPE

The logo consist of two type elements:

1. The typeface for 'DIGITAL' that has been custom made for the Digital Dzonga.

* It may not be recreated or used as a design element by any entity other than the official advertising agency of the Digital Dzonga.

2. **Century Gothic Bold** and **Regular**, respectively has been used for the words 'DZONGA' and 'GO DIGITAL'.

INVOLVEMENT

Lines relating to Digital Dzonga's involvement in a project must be written as follows:

Typeface to be used is Century Gothic Regular in Sentence case.

The x height of the copy should be equal to the height of three blocks in the capital D (as shown in example).

Type should be fitted tightly to the "non text" area of the logo.



Digital

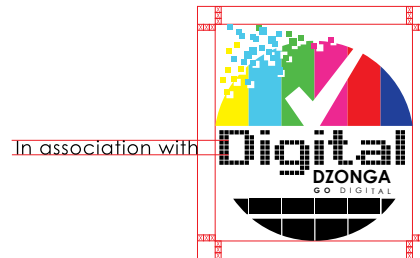
Custom Pixel Font

DZONGA

Century Gothic Bold

GO DIGITAL

Century Gothic Regular



INTERNET ADDRESS

The Digital Dzonga's internet address can be placed like the involvement copy, discussed on left, OR as a "sub line" below the logo. The web address may be set in a bigger typesize but must always be centred to the logo.



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A CLEAR ADVANTAGE

Enabled by a Set Top Box (STB) - Digital TV offers a sharper, brighter picture, with reduced "ghosting" and interference.

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TYPE IN LAYOUTS

Only the **Century Gothic** family may be used in official Digital Dzonga layouts.

Century Gothic **Bold** is the type to be used for main headdings. Headings are to be written in Capitals at all times.

Century Gothic **Regular** is the type to be used in subheadings and body copy.

Headings and subheadings should be written and sized to run over a maximum of two lines. Kerning at 10pt is recomended

Important sections of body copy may be set in bold and technical details may also be set in italics.

For consistency the main headings must be set in blue and the subheading in any of the following colours: green, pink, red or black.

Please refer to Colour breakdown on page 6.



USING THE LOGO IN LAYOUTS

In the three examples the logo has been placed in some design formats for your easy reference.

A: Poster

- Logo with black holding device applied on dark background.

B: Advertorial / Article

- Logo applied on plain white

C: Banner / small advertisement

- Logo with white holding device applied on light background.

In the layouts you will notice that the logo is applied in the bottom-right hand corner and in the bottom-centre.

In this regard the logo should be applied in the bottom-right for wider applications like examples A and B, and in the centre on slimmer applications like example C.



DIGITAL IS HERE

Get it now!

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Digital DZONGA
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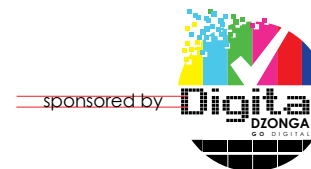
EASY ROAD TO DIGITAL

Digital television launched in South Africa.

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Available now...

SEE THE DIFFERENCE IN YOUR LIFE!

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To ensure the quality and conformance of product offerings relating to digital television, the Digital Dzonga has developed a Conformance Mark.

For the purpose of recognition the Conformance Mark has been designed as a variation of the Digital Dzonga logo. The same rules relating to colour thus apply (see page 4).

The Conformance Mark exists within a holding device. Unlike the Digital Dzonga logo however, this holding device must be solid WHITE at all times.

AUTHORISED USE

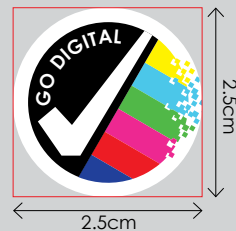
The Conformance Mark may not be used on any product that have not been approved by the Digital Dzonga Council.

To attain permission please contact the Go Digital Call Centre toll free on 0860 463 444 or info@godigitalsa.co.za.

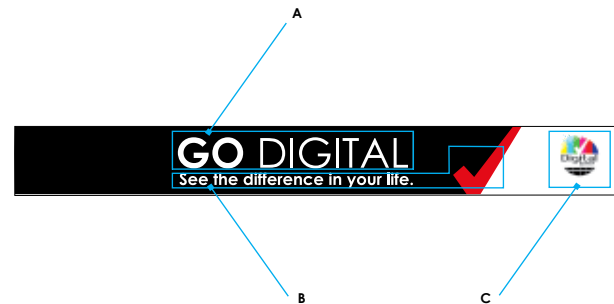
SIZE AND PLACEMENT

The Digital Dzonga Conformance Mark must be placed on the front of set top boxes and their packaging. Placing the logo on more than one side of the packaging is permitted.

The Conformance Mark may not be applied any smaller than **2.5 X 2.5cm**.



Conformance Mark and Messages to the Public



When speaking to the public the key focus should be on the call to action: **“GO DIGITAL”**

The Digital Dzonga Corporate identity thus needs to be shifted in campaigns and messages to ensure this focus.

- Relevant examples would be:
- Television adverts
 - Websites
 - Print campaigns etc.

To explain this “shift” we have prioritised the Conformance Mark, content and logo accordingly. Within a layout, these elements will be emphasized by size and position.

A. **Conformance Mark or “Go Digital” slogan** is prioritised as the most important element as it is the one element we want the viewer to recognise and retain.

B. The **content or design** of the campaign/message element is the second most important element.

C. The Digital Dzonga **logo** is least prominent.

This thus means that the Conformance Mark or “Go Digital” slogan may be used as the hero or main CI tool within messages aimed at the public with the intention of promoting a move to digital TV and not the Digital Dzonga council itself.

www.godigitalsa.co.za

GO DIGITAL - Call Centre

- Tel: 0800 463 444 (Toll free) or 0860 463 444 (Share call)
- Fax: +27 (0)11 399 6023
- SMS: 40714
- Email: info@godigitalsa.co.za