



# **Draft GRN Corporate Identity Manual 2025**

# Why Corporate Identity guidelines

- **Promote National Identity**  
To strengthen and reflect Namibia's national identity through visual representation and communication practices.
- **Maintain Consistency and Uniformity**  
-professional image of the Government of Namibia across all OMAs and public entities.
- **Standardise Branding Elements**  
To provide guidelines on the correct use of logos, colours, typography, and other branding elements for all government communications and materials.
- **Enhance Government visibility**  
The government is easily recognisable and trustworthy to the public and stakeholders.
- **Prevent Misuse of Government Symbols**  
To control and prevent improper or inconsistent use of official identity.
- **Guide External Stakeholders**  
To assist designers, printers, media, and other service providers in producing materials that align with government branding standards.
- **Support Institutional Accountability**  
To reinforce the credibility, transparency, and accountability of the Government through consistent visual communication.



# Namibian National Symbols

National Coat of Arms



National Seal



National Flag



Presidential Flag



- National Coat of Arms
- National Seal
- National Flag
- Presidential Flag
- National Anthem


















## 2.3 Coat of Arms colour codes guides

### 2.3.1 Full colour 8

	CMYK	PANTONE	RGB
			
			
			
			
	C0 M20 Y100 0K	P 7518	R246 G159 B21
	C50 M65 Y62 38K	P 7518	R79 G55 B53
	C16 M98 Y99 7K	P 7518	R173 G16 B29
	C97 M81 Y10 2K	P 7518	R26 G57 B129
	C100 M40 Y100 0K	P 7518	R22 G72 B35
	C7 M4 Y83 0K	P 7518	R218 G107 B45
	C0 M0 Y0 100K	P 7518	R0 G0 B0

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

CMYK  
C0 M20 Y100 0K  
P 7518

Four colour options have been selected from the range of colours of the national Coat of Arms. These are:  
Departments will be allowed to choose one of these four colours for their naming structure and visual identity. The CMYK, Pantone and RGB specifications of the four main colours are included in the Guidelines.

## 2.2 Incorrect use of the Ministry logo and National Coat of Arms



Do not use any colours other than the ones specified in these guidelines. Use only the colour chosen by the Ministry i.e.: Blue



The logo may not be overlapped or blended with other visual objects, except for security purposes.



No changes may be made to the order of the national Coat of Arms and the Ministry naming structure. The national Coat of Arms must always be on the lefthand side with the descriptors on the right.

- [Video1.html](#)

- <https://www.facebook.com/share/v/1GLYQkLGLd/https://www.facebook.com/share/v/1GLYQkLGLd/>

11:38



ibia flag on the street pole



Instagram



The Namibian | OOPSIDE DOWN ...  
Several African Union flags ...

Images may be subject to copyright.

RELATED IMAGES

SEE MORE



Several African Union flags ...  
www.facebook.com





# OMAs Logo for Branding Purpose



**MAFWLR**  
Ministry of Agriculture, Fisheries,  
Water & Land Reform



**MODVA**  
Ministry of Defence and  
Veterans Affairs



**MEIYSAC**  
Ministry of Education, Innovation,  
Youth, Sport, Arts and Culture



**MEFT**  
Ministry of Environment,  
Forestry & Tourism



**MOF**  
Ministry of Finance



**MGE CW**  
Ministry of Gender Equality and  
Child Welfare



**MHSS**  
Ministry of Health and  
Social Services



**MHAISS**  
Ministry of Home Affairs, Immigration,  
Safety and Security



**MICT**  
Ministry of Information and  
Communication Technology



**MIRT**  
Ministry of International  
Relations & Trade



**MOJLR**  
Ministry of Justice and Labour  
Rerations



**MIME**  
Ministry of Industries,  
Mines and Energy



**MURD**  
Ministry of Urban and Rural  
Development



**MWT**  
Ministry of Works  
and Transport



**OPM**  
Office of the  
Prime Minister



**OP**  
Office of the  
President

# Letterhead Proposal



REPUBLIC OF NAMIBIA

Ministry of Information and Communication Technology

Private Bag 13344, Windhoek | Tel: +264 61 2839111 | Fax: (261-61) 222343 | Email: info@mict.gov.na

Ref: 7/2/2

5 June 2025

Require.....

Dear Sir/Madam

**Subject Headingher**

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Yours Sincerely



All official correspondence must be addressed to the Executive Director



www.mict.com.na







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Yours Sincerely



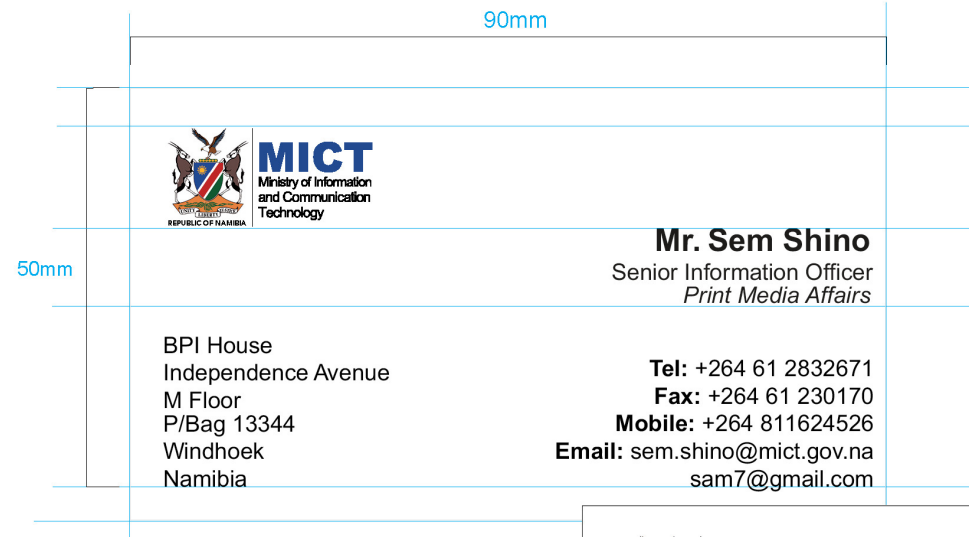
All official correspondence must be addressed to the Executive Director



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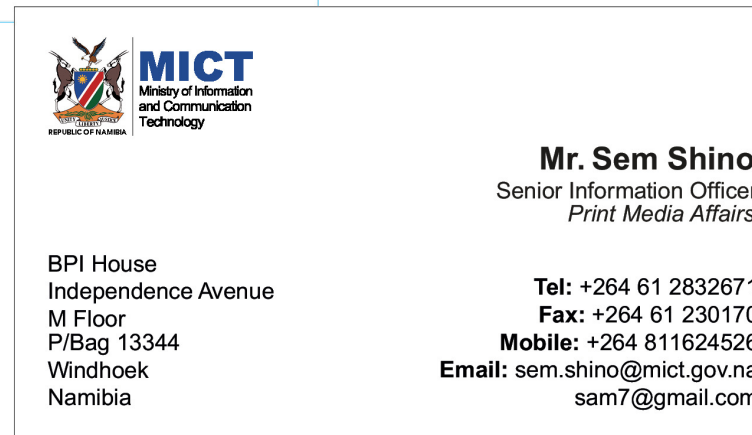
# Business Card



printing paper types for all GRN Business  
card standard: 300GSM, Size 50mmx90mm

Only British English should be used in all  
Government documents and Correspondences

Fonts: Arial Regular and Bold



Front



Back

# Typograpy/fonts

## 3.5 Typography for OMAS letterhead/ Official Correspondences

PRIMARY DESCRIPTOR: (TITLE'S TEXT)  
Times New Roman Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?£%&\***

PRIMARY DESCRIPTOR: ( BODY TEXT)  
Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?£%&\*

## Typography for Business Card

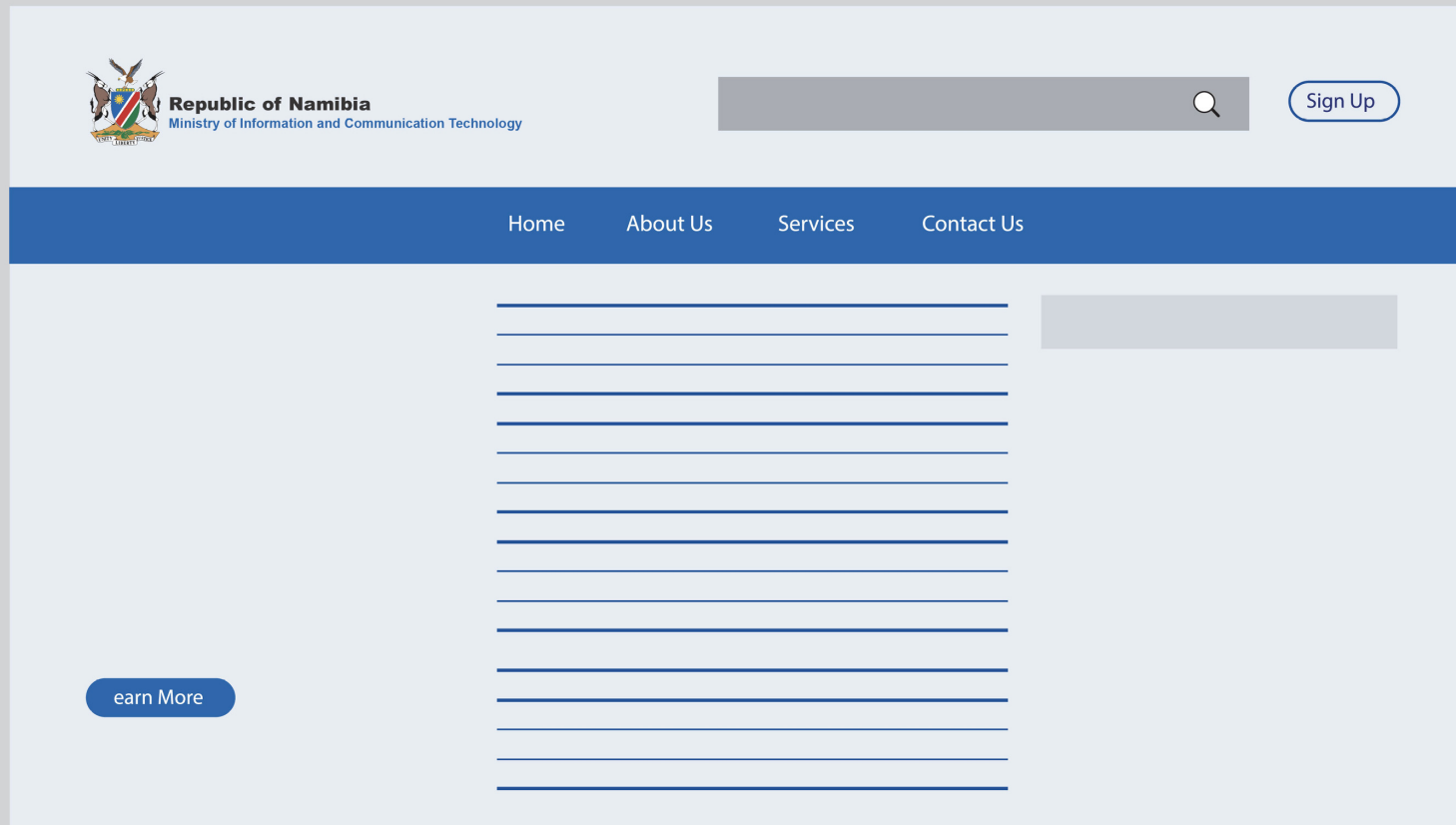
PRIMARY DESCRIPTOR:  
Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !?£%&\***

PRIMARY DESCRIPTOR:  
Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !?£%&\*

# OMAs Website

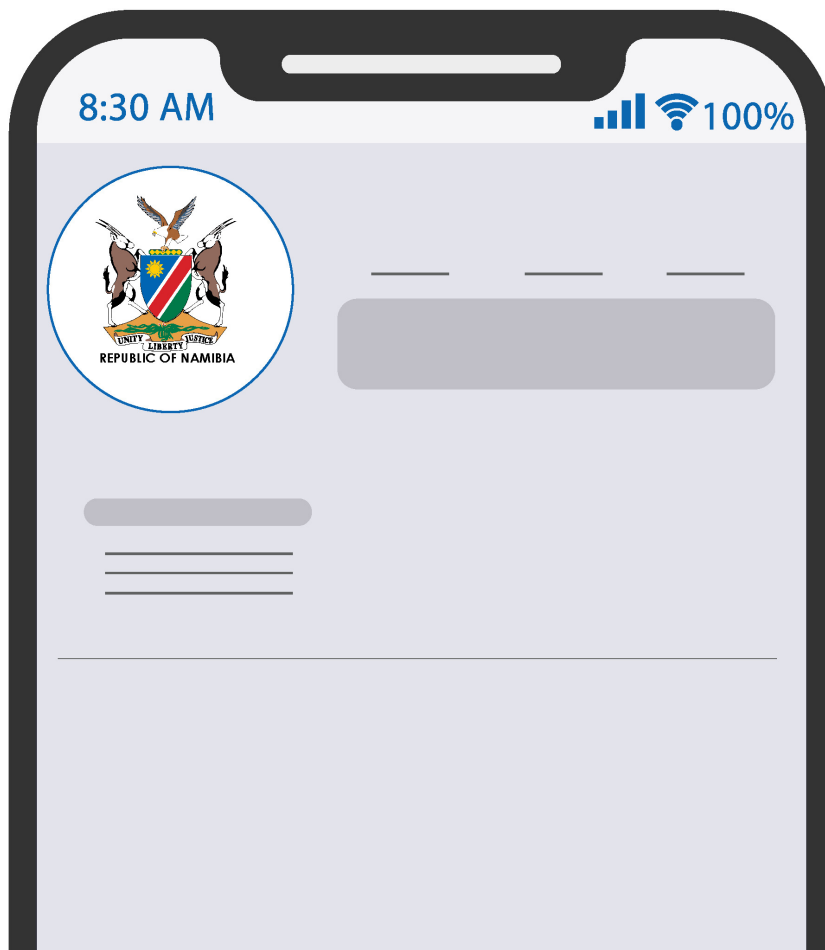
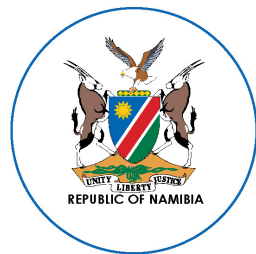


# Social Media Profile

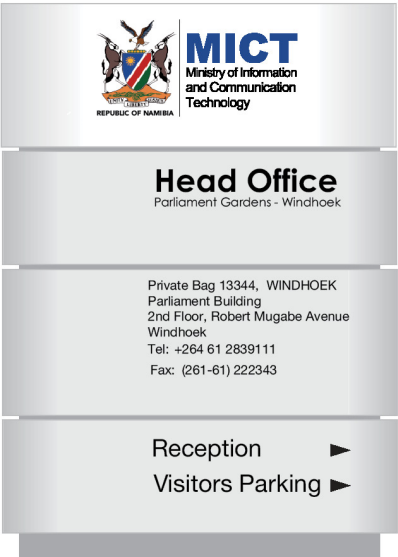
All departments must use the crest for their display pictures on social media channels such as **Instagram, LinkedIn, Twitter, YouTube** and **Facebook**.

The emblem is always in full-colour, centred on a white background with sufficient clear space around it.

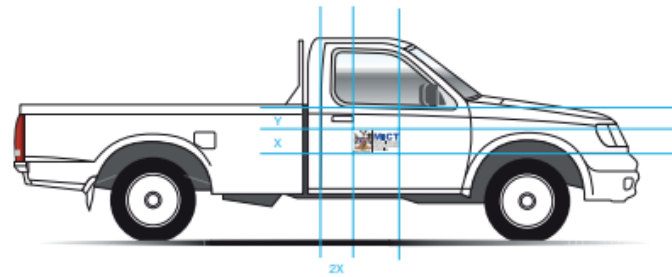
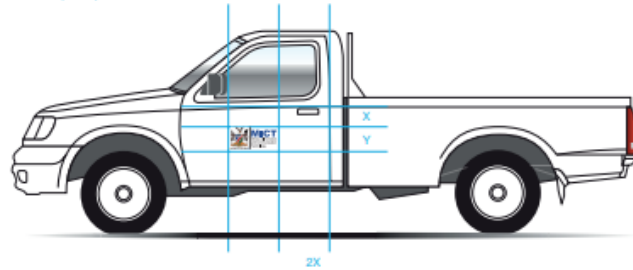
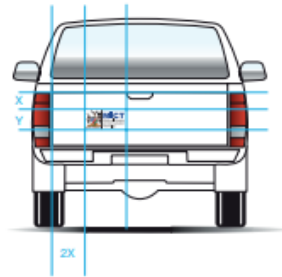
- Do not use the single-colour logo or any logo variation containing the wordmarks as the display picture.
- Use the full-colour emblem for official profile display pictures.
- Ensure that the emblem is displayed fully and not cropped in official profile display picture.



# Pylon Signs



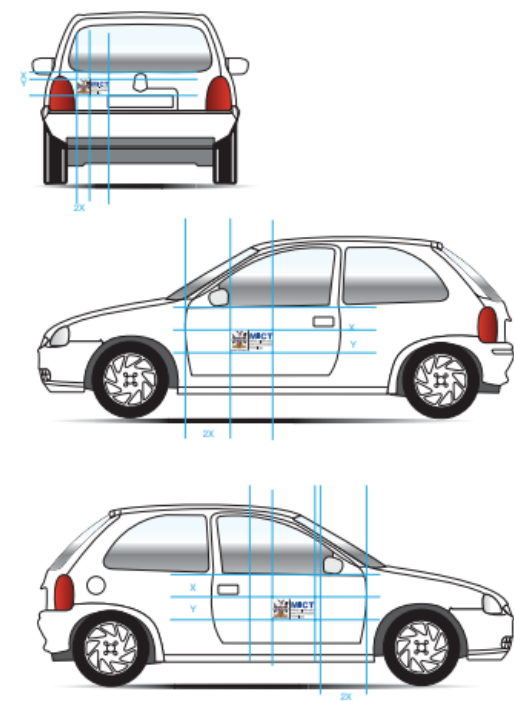
#### Pick-up car without canopy



This is a general reference for decal placement and alignment relationships. All motor vehicle signage is to be produced in high-quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the following pages. Only white vehicles to be used as it enables our emblem to stand out more prominently.

Hatchback

This is a general reference for decal placement and alignment relationships.





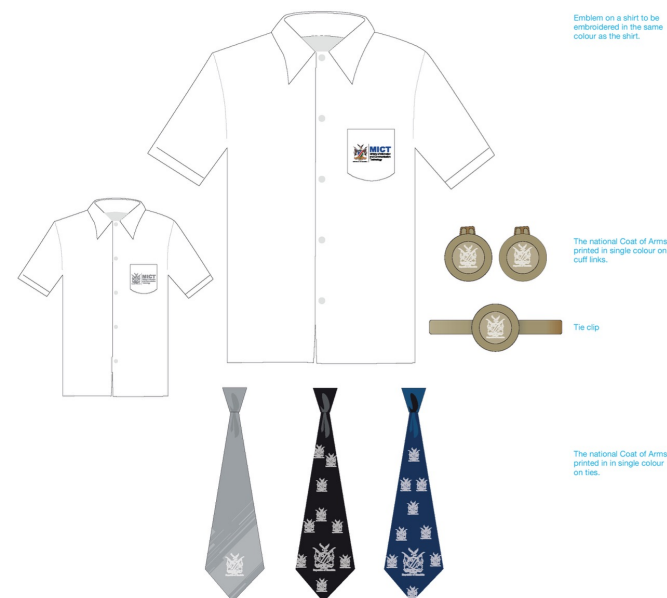
# Corporate clothing

Golf shirt



Golf shirts and jackets may have a printed or embroidered application of the emblem in full colour or single colour.

Jacket



Emblem on a shirt to be embroidered in the same colour as the shirt.

The national Coat of Arms is printed in single colour on cuff links.

Tie clip

The national Coat of Arms printed in in single colour on ties.