

# Seal Branding Guidelines

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# Purpose and Scope of Guidelines

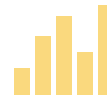


The purpose of these guidelines is to provide the National Statistical System (NSS) with guidance on the proper use of the Statistics Botswana Seal in an effort to manage expectations. The seal is provided for under Section 5 and Section 28 (4) of the Statistics Act. Section 5 prescribes generic use as well as the management of the seal. Section 28 (4) prescribes the use of the seal for authenticating official statistics. The application of the seal for confirmation of official statistics relates to all statistics that is compiled and published from the wider National Statistical System including Statistics Botswana reports. Exclusions will be made in line with the provisions of Botswana Data Quality Assurance Framework (BDQAF).

In supporting the provisions of Section 28 (4) of the Statistics Act of 2009, the guidelines will cover processes for authenticating the provisions of the BDQAF, the assessment processes, positioning of the Seal in Statistics publications/reports, dealing with the printers, variations of the Seal as well as overall management of the Seal.

These guidelines shall be reviewed and refined from time to time to allow for improvements.

# Design Rationale



## STATISTICS ICON

The icons represent methods of presentation of statistics.



## THE STARS

Represent the quality of official statistics.



## CIRCLES

The circle represents unity and commitment amongst users and producers of statistics (the National Statistical System).



## THE NOTARY SEAL

This is the background that embodies all and mimicks the original way of seal application that included a sticker that was embossed.

# Use of Seal



Section 5 of the Statistics Act of 2009 states that:

***'The seal of Statistics Botswana shall be such a device as may be determined by the Board and shall be kept by the Secretary of the Board' and that***

***'The affixing of the seal shall be authenticated by the Chairperson of the Board and the Secretary or any other person authorized by a resolution of the Board'.***

Furthermore, Section 28 (4) prescribes the use of the seal for authenticating official statistics. Statistics Botswana as the coordinator of National Statistical System (NSS), by affixing the seal on all NSS statistical reports, assures users that reports have gone through quality measures as specified in the BDQAF) and that the reports contain official statistics. Proper use of the seal is essential, not only for complying with the Statistics Act 2009, but also for assuring the public that the seal represents the NSS commitment to producing quality official statistics.

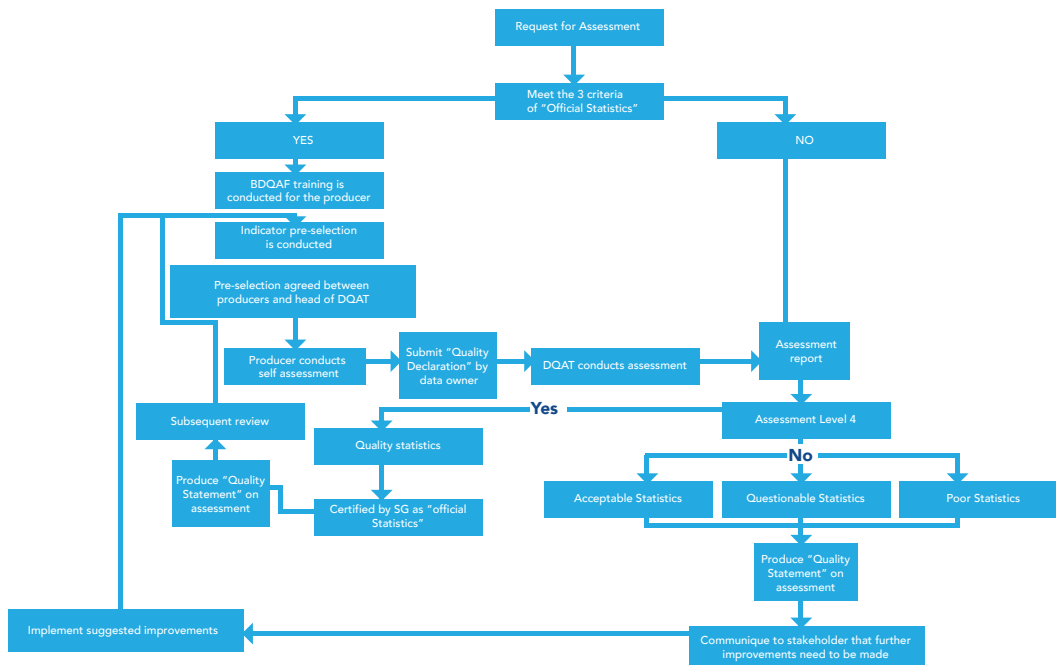
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Dr. Burton Mguni  
**Statistician General**



# The Process of Assessing Statistics & Validating them as Official

For purposes of determining that the statistics are official, the following process has to be undertaken whenever there is a statistical report that has to be validated. This is in line with provisions of the BDQAF. Below is a graphical presentation of the process map.





# Application of Seal

It is important to maintain a standard application of the Seal whenever it is used. The Seal is a brand of Statistics Botswana and its application has to be consistent so as to maintain its integrity. Anybody who applies the Seal without the necessary authority shall be committing an offence. The seal shall be applied as a soft copy prior to print production. It will be provided in **.png** format for placement. The soft copy shall then be placed at the bottom center of the preface page, below the Statistician General's official signature.

The following are guidelines relating to the application of the Seal.

- The seal shall be applied in a clear, visible and legible manner.
- The seal shall be applied on the product that has successfully gone through the quality assessment process, qualified and certified as fit for use, i.e. designated as official statistics as per the provisions of the BDQAF. The seal shall be used on final products which have been prepared by members of the NSS including SB.
- All documents requiring the seal should undergo a quality assessment process and final products shall be brought to the Statistics Botswana for validation before printing
- Statistics Botswana shall keep the final copy of the 'sealed' document for archiving purposes.
  
- For statistical reports, the seal shall be applied on the preface page of the document, below signature, at the bottom and shall be centered.



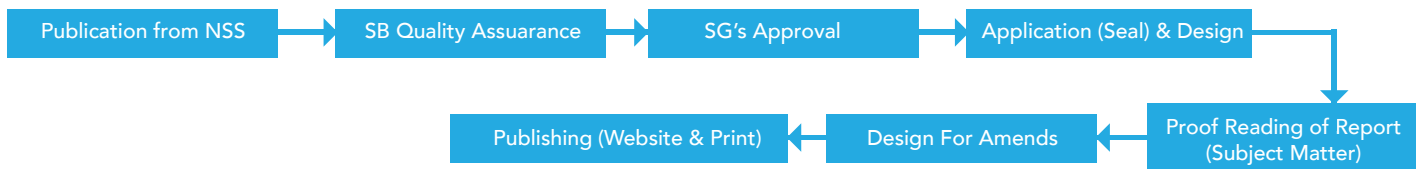
# Professional Responsibility



The responsibility is always on the applicant to ensure that his/her application of the seal is done in a legal, ethical and professional manner. It is the responsibility of the applicant to be aware of any legal or employer limitations or requirements on the use of the seal.

Statistics Botswana will assist by providing general guidelines as necessary. Below is a Process Map which cuts across all the necessary procedures up to the application of Seal.

- Publication from NSS
- SB Quality Assurance
- SG's Approval
- Application (Seal) & Design
- Proof Reading of Report (Subject Matter)
- Design For Amends
- Publishing (Website & Print)





# Official Seal



Aa

a

**Typography**



# Typography

The following are the characteristics of the font (**Georgia**) used in the seal design;

Georgia Regular (Uppercase)

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ



# Colour Palette



The seal is digitally displayed as a gold embossment; This on screen display will cater for any online publications or materials, It shall also be printed in full color when hard copies are produced.

# Introduction to Using Files



In order to accommodate the needs of the various forms of media, a number of official variations of the seal have been created. Specifically, variations have been created for print, large format, digital/online, TV/video and presentations. Several versions of Statistics Botswana Seal exist for use in different displays, both digital and for application on publications (print media) in order to maintain consistency and professionalism.

For any questions or concerns about proper use, correct file format or reproduction of the seal, please contact Directorate of Stakeholder Relations by email at [info@statsbots.org.bw](mailto:info@statsbots.org.bw) or +267 367 1300.

## **Print/Large format**

Use vector EPS files whenever possible. For the best printed reproduction quality, files need to have a resolution of 300 dpi at actual size.

## **Digital/Online**

Use JPEG, GIF, or PNG files. For the best visual appearance online, files need to have a resolution of 72 dpi at actual size. Incorrect use of Seal files could result in a blurry or pixelated reproduction.



# Introduction to Using Files cont'd

## **Presentation**

Use EPS files when possible. Otherwise use PNG files with a minimum resolution of 72 dpi at actual size. Incorrect use of seal files could result in a blurry or pixelated reproduction.

## **General Notes on File Formats**

- EPS format is a vector image, while JPG and PNG are raster images.
- Use EPS files whenever possible. They will scale to recommended size without degrading.
- EPS files supplied are in Adobe CC.
- Saving an EPS file as an EPS 8 file should eliminate cross-platform problems and solve uploading issues for programs that require PC coding.
- Only EPS and PNG formats preserve background transparency.
- PNG format is most suitable for web applications.



# Seal Size & Clearance



## Clear Space

To ensure maximum legibility, a clear space should be observed around the seal. An exclusion zone of 5 mm space should be maintained around the seal.



60 mm

## Minimum Size

Never reproduce the mark smaller than 60 mm wide. There is no maximum size limit, but use discretion when sizing the seal.



# Seal Consistency

It is important that the identity be used consistently based on these guidelines. Here are a few examples of practices to avoid.



**DON'T**  
alter the seal's typeface.



**DON'T**  
change the color of the seal.



**DON'T**  
crop the seal in any way. Also,  
don't rotate the seal in any direction.



**DON'T**  
use a drop shadow behind the seal.



**DON'T**  
place the seal over the "busy"  
area of an image.



**DON'T**  
stretch, condense, or change the  
dimensions of the seal in any way.



**DON'T**  
Reflect or invert the seal in  
any way possible



**DON'T**  
skew or bend the seal in any way.

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