

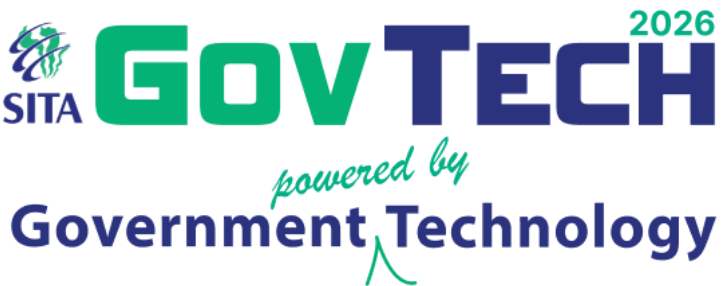
GovTech

2026

Brand & Corporate Identity Guide

Building Towards Digital Sovereignty

21 – 23 September 2026 | Durban ICC, South Africa



Contents

1. About This Document
2. Event Overview
3. Brand Logos & Artwork
4. Colour Palette
5. Typography
6. Brand Voice & Messaging
7. Social Media Guidelines
8. Logo Usage Guidelines
9. Digital Asset Specifications
10. Contact & Asset Downloads

1. About This Document

This Brand & Corporate Identity (CI) Guide is the definitive reference for all GovTech 2026 communications. It is intended for use by:

- SITA Digital Marketing and Communications teams
- Appointed graphic designers, agencies, and production vendors
- Sponsoring organisations producing co-branded materials
- Media partners and accredited press

All parties reproducing the GovTech 2026 brand must adhere to these guidelines. Deviations require written approval from the SITA Marketing Unit prior to production or publication.

2. Event Overview

Event name	GovTech 2026
Edition	20th Anniversary Edition
Theme	Building Towards Digital Sovereignty
Sub-theme	South Africa as an Architect of its Digital Destiny for Citizens
Dates	21 – 23 September 2026
Venue	Durban International Convention Centre (ICC), South Africa
Organised by	State Information Technology Agency (SITA)
Website	www.govtech.gov.za
Email	govtech.registration@sita.co.za
Hashtags	#GovTech2026 #SITA #DigitalSovereignty #PublicSectorInnovation

3. Brand Logos & Artwork

The GovTech 2026 logo is the primary brand identifier for all conference communications. It must always be reproduced faithfully from the approved master artwork files supplied by the SITA Marketing Unit.

3.1 Primary Logo Description

The GovTech 2026 logo features 'GovTech' as the dominant wordmark in bold white, full blue and full colour. The tagline 'Building Towards Digital Sovereignty' appears in gold below the wordmark.



3.2 Approved Logo Versions

Version	Format	Recommended use
Full colour – dark background 	SVG / PNG	Website, digital screens, presentations
Full colour – white background 	SVG / PNG	Print, documents, email
White reversed 	SVG / PNG	Dark backgrounds, stage banners
Single colour white 	SVG / EPS	Screenprint, merchandise
Favicon / 20 Yr Badge 	ICO / PNG	Browser tab, mobile app icon

3.3 Clear Space & Minimum Sizes

- Exclusion zone: minimum equal to the cap-height of 'G' in GovTech on all four sides
- Digital minimum: 120 px wide
- Print minimum: 25 mm wide
- Favicon/icon mark: 16 px minimum

4. Colour Palette

The GovTech 2026 palette is defined by the official CSS brand tokens. All four primary colours are specified below in HEX, RGB, and CMYK for both digital and print use. Use only these approved values.

4.1 Primary Brand Colours

Swatch	Colour name	RGB	CMYK	Primary use
#C9A227	GovTech Gold (Accent)	R:201 G:162 B:39	C:0 M:19 Y:81 K:21	CTAs, headings on dark bg, awards
#E8B84B	GovTech Gold (Hover)	R:232 G:184 B:75	C:0 M:21 Y:68 K:9	Hover states, secondary accents
#0D2A2F	GovTech Navy (Primary)	R:13 G:42 B:47	C:72 M:11 Y:0 K:82	Primary background, nav, headers
#0F3D35	GovTech Teal (Secondary)	R:15 G:61 B:53	C:75 M:0 Y:13 K:76	Secondary backgrounds, panels
#1C4E4A	GovTech Mid Teal	R:28 G:78 B:74	C:64 M:0 Y:5 K:69	Hover states, mid-tone panels
#B0C4C2	GovTech Body Dark	R:176 G:196 B:194	C:10 M:0 Y:1 K:23	Body text on dark backgrounds

4.2 Supporting & Neutral Colours

#FFFFFF	White	R:255 G:255 B:255	C:0 M:0 Y:0 K:0	Light backgrounds, reversed text
#F5F6F4	Off-White	R:245 G:246 B:244	C:0 M:0 Y:1 K:4	Page backgrounds, subtle panels
#CCCCCC	Mid Grey	R:204 G:204 B:204	C:0 M:0 Y:0 K:20	Dividers, borders, rules
#1A1A1A	Near-Black	R:26 G:26 B:26	C:0 M:0 Y:0 K:90	Body text on light backgrounds

4.3 Approved Colour Combinations

Background	Text / element colour	Use case
Navy #0D2A2F	Gold #C9A227 or White	Hero sections, banners, navigation
Teal #0F3D35	Gold #E8B84B or White	Callout panels, subheadings
Mid Teal #1C4E4A	White or Body Dark #B0C4C2	Hover states, feature panels
White #FFFFFF	Navy #0D2A2F or Teal #0F3D35	Documents, body content
Off-White #F5F6F4	Navy #0D2A2F	Sidebar panels, tables
Gold #C9A227	Navy #0D2A2F	Buttons, CTAs, badges

5. Typography

GovTech 2026 uses Poppins exclusively as its brand typeface across all digital and print communications. Poppins is a geometric sans-serif that conveys modernity, authority, and clarity – aligned with the Digital Sovereignty theme.

5.1 Typeface: Poppins

Role	Typeface	Weight	Print size	Digital size
Display / hero	Poppins	Bold 700	60 pt+	56-72 px
H1 – Event title	Poppins	Bold 700	32 pt	32-40 px
H2 – Section head	Poppins	Bold 700	24 pt	24-28 px
H3 – Sub-section	Poppins	Bold 700	18 pt	18-20 px
Body text	Poppins	Regular 400	11 pt	16-18 px
Captions / metadata	Poppins	Regular 400	9 pt	13-14 px
Buttons / labels	Poppins	Bold 700	10 pt	14 px

Google Fonts: fonts.google.com/specimen/Poppins

Web stack fallback: 'Poppins', 'Segoe UI', 'Helvetica Neue', sans-serif

Line height: 1.5 for body; 1.2 for display headings. Minimum print body size: 9 pt.

5.2 Typography Rules

- Bold (700) for all headings, labels, CTAs, and buttons
- Regular (400) for body copy, captions, and supporting text
- Do not use Poppins Light (300) in formal communications
- Sentence case for all headings in body communications
- Title Case reserved for the event name: GovTech 2026
- Letter-spacing: 0 for body copy; +0.05em for uppercase display labels

6. Brand Voice & Messaging

6.1 Positioning Statement

GovTech is South Africa's premier government ICT conference – a year-round enabler and convener driving collaboration, innovation, and tangible solutions for a digitally transformed, citizen-centric public service.

6.2 Theme & Sub-theme

Theme: Building Towards Digital Sovereignty

Sub-theme: South Africa as an Architect of its Digital Destiny for Citizens

6.3 Tone of Voice

- Authoritative but accessible – confident without being exclusive
- Forward-looking – emphasise progress, digital futures, and outcomes
- Inclusive – reflect South Africa's diverse public sector and all nine provinces
- Action-oriented – prefer active voice and concrete calls to action
- Solution-focused – outcomes and deliverables, not just discussions

6.4 Approved Event Name Formats

Always use: GovTech 2026

Never use: Govtech / GOVTECH / gov-tech / Govtech2026

6.5 Approved Hashtags

- #GovTech2026 (primary – always use)
- #SITA (primary – always use)
- #DigitalSovereignty (primary – always use)
- #PublicSectorInnovation
- #GovTech2026SMMEPitching (Secondary)
- #GovTech2026Hackathon (Secondary)
- #DigitalSovereigntyAwards (Secondary)

7. Social Media Guidelines

7.1 Official Social Media Handles

Platform	Handle	URL
LinkedIn	@SITAGovTech	linkedin.com/company/sitagovtech
X (Twitter)	@govtechza	x.com/govtechza
Facebook	@SITAGovTech	facebook.com/SITAGovTech
YouTube	@SITAGovTechZ	youtube.com/@SITAGovtechZA

7.2 Social Content Rules

- Always include #GovTech2026 as the primary hashtag in all posts
- Tag the official platform handles when referencing GovTech in third-party content
- Sponsors must not post GovTech branded content without prior SITA approval
- Cover images: sourced from the approved digital asset library only
- Image captions and post copy must align with the approved tone of voice

8. Logo Usage Guidelines

8.1 Do and Do Not

DO	DO NOT
✓ Use approved master artwork files only 	✗ Recreate or redraw the logo 
✓ Maintain minimum clear space on all sides 	✗ Crowd the logo with other elements 
✓ Use white/reversed logo on dark backgrounds 	✗ Place the dark logo on dark backgrounds 
✓ Scale proportionally (lock aspect ratio) 	✗ Stretch, distort, or skew the logo 
✓ Use only approved colour versions  ✓ Meet minimum size requirements at all times	✗ Apply unauthorised colour variations  ✗ Reproduce the logo below minimum size



✓ Include SITA co-branding on all official materials



✓ Submit co-branded materials to SITA for approval



✗ Remove or obscure the SITA endorsement



✗ Print co-branded items without sign-off

8.2 Co-branding with Sponsors

- GovTech 2026 logo appears first (left or top) in all co-branded layouts
- A visible vertical rule or space separates GovTech from sponsor logos
- Sponsor logos must not exceed the height of the GovTech logo (Zetabyte tier: 1:1 ratio)
- All co-branded materials require written approval from SITA before print or publication

9. Digital Asset Specifications

Asset	Dimensions	Format	Notes
Website hero banner	1920 x 800 px	JPG / WebP	Max file size 300 KB
Facebook cover	820 x 312 px	JPG / PNG	Keep logo within safe zone
X / Twitter cover	1500 x 500 px	JPG / PNG	Keep logo within safe zone
LinkedIn cover	1584 x 396 px	JPG / PNG	Keep logo within safe zone
Social post – square	1080 x 1080 px	JPG / PNG	Primary post format
Social post – landscape	1200 x 628 px	JPG / PNG	LinkedIn link sharing
Social story / reel cover	1080 x 1920 px	JPG / PNG / MP4	Keep text in central 80%
YouTube thumbnail	1280 x 720 px	JPG / PNG	Minimum 72 dpi
Email header	600 x 200 px	JPG / PNG	Max 100 KB for deliverability
Email signature logo	200 x 60 px	PNG (transparent bg)	On white/light background
Speaker digital badge	400 x 400 px	PNG (transparent bg)	Circular crop preferred
Sponsor digital badge	400 x 400 px	PNG (transparent bg)	Per tier size ratio
Presentation title slide	1920 x 1080 px	PPTX / PDF	16:9 widescreen
Favicon	32 x 32 px	ICO / PNG	Single colour gold mark

10. Contact & Asset Downloads

All master logo files, brand templates, and approved artwork are available from the SITA Digital Marketing team. External requests require a signed Partnership or Sponsorship Agreement.

Digital Marketing Unit	SITA Marketing Unit, Erasmuskloof, Pretoria
Event registrations	govtech.registration@sita.co.za
Website	www.govtech.gov.za
LinkedIn	linkedin.com/company/sitagovtech (@SITAGovTech)
X (Twitter)	x.com/govtechza (@govtechza)
Facebook	facebook.com/SITAGovTech (@SITAGovTech)
YouTube	youtube.com/@SITAGovtechZA (@SITAGovTechZ)

Document version: 3.0 | Issued: June 2026 | Review: August 2026