



KICK OFF TO THE OFFICIAL BAFANA BAFANA LICENSING PROGRAMME

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Link Category Title:

www.slam.co.za

www.bafanaonline.com

Welcome Licensees

On behalf of everyone at SLAM and SAFA, we would like thank you for being a part of the Bafana Bafana Licensing Programme and extend a whole hearted welcome.

As the world readies itself for the Confederations Cup 2009 and World Cup 2010 and all South Africans rally behind our national team, the Bafana Bafana Licensing Programme will be leading the way. South Africa is driven by integrity, commitment, belief and talent that extends far beyond tomorrow and with this all encompassing pure power of our nation, it is ensured that greatness is not too far away.

We have the opportunity of broadening the Bafana Bafana Brand'92s boundaries and showcasing the true passion and spirit of Bafana Bafana, to create a global brand.

Our vision is to build the Bafana Bafana Brand through this meaningful licensing programme and marketing strategy that will elevate the perception of the brand and develop it into the leading sports brand in South Africa.

Our mission is to capture the essence of Bafana Bafana and make it accessible to, through exciting merchandise, to the broadest base of supporters, everyone and everywhere. We will assist in building a lifestyle brand that all South Africans can associate with and be proud of.

We all look forward to working with you and assisting you in any way that we can.



SLAM Website

The website has been officially launch on the 1st of September 2008.

This website is very easy to use and serves as an essential information point and access tool for all licensees, not only providing information but enabling you to download the style guide, logos, pictures and so much more.

Each licensee will be given a unique password that will allow you access into a secure environment where browsing and downloads take place.





Bafana Bafana Style Guide

The Style Guide provides guidelines for the use of the Bafana Bafana trademark and it encompasses the vision, mission, philosophy and culture of the brand.

The Bafana Bafana style guide represents a practical handbook for the correct portrayal of the mark. It includes the symbolic embodiment of all the information connected to the trademark i.e. the name, logo, and other visual elements such as images, fonts, colour schemes, or symbols, in order to ensure correct representation thereof.

The Brand Guide is available online on . Licensees and partner will be able to access the secure Licensee domain via login and password. The domain will contain all the guidelines for the correct application and portrayal of the Bafana Bafana brand and mark as well as all the logos in various formats.

The guide also contains graphics, images, brand protection essentials, marketing strategy and product roll out plan. All logos are available for download in various formats according to the various applications required. This online facility will make all logos and relevant information easily accessible to all licensees.

It is essential for all stakeholders to comply with the guidelines contained in the Brand Guide this in order to ensure the correct portrayal and the protection of the Bafana Bafana brand. Through the consistent application of these guidelines we will be able to manage, control and legitimise the use of the mark as well as assisting in growing the brand and making sure that only authorised manufacturers, licensees and sponsors use this trademark. By following the directions therein contained, we, together with your cooperation, will be able to capture the true essences of the Bafana Bafana Brand through exciting licensed products by making them available to the nation and the world.

For further information, please contact SLAM on (011) 523 3111/55 or e-mail info@slam.co.za

