



**THE OFFICIAL LOGO FOR THE RUBY JUBILEE
OF HIS MAJESTY KING MSWATI III's
CORONATION**



THE LOGO EXPLAINED



This is the official logo for the Ruby Jubilee (40th Anniversary) of His Majesty King Mswati III's Coronation. This document explains the logo construction, its colours, fonts and elements and their symbolism. It has been meticulously crafted utilising a combination of Ai tools to give it an elegant regal look.

The primary custodian and owner of this logo is the Eswatini Government's Ministry of Home Affairs which holds full rights on its application or usage.

THE LOGO ELEMENTS



THE CROWN

The crown is the most important and enduring symbol of royalty, deriving its importance from several aspects including, Sacred and Ceremonial, Authority and Sovereignty, National Identity and Unity, Responsibility and Prestige.



HIS MAJESTY'S BUST

The primary feature of the logo is the elegant 3D golden bust of His Majesty King Mswati III, derived from national currency coins. Unlike the typical symbol of the lion which is often favoured as the primary and ultimate symbol depicting His Majesty, his face has been used as a reminder of his youthful years at the genesis of his leadership forty decades ago.

Poised against a backdrop of a wondrous halo composed of a seamless radial vignette combining a royal blue colour and the blue colour of the national flag, His Majesty's bust is harmoniously complemented by the rest of the elements.



THE WOODMARK NUMBER 4

Merging with the encircled bust of His Majesty and the other grouped elements, the striking Number 4 rendered in various shades of gold, conveys and pronounces the 40 years marking the celebrations.



THE FOUR STARS

The four stars scattered around His Majesty's face are symbols of celebration and each represent a decade of Ingwenyama's epic milestone as the sovereign of the Kingdom of Eswatini.

THE LOGO ELEMENTS



THE WREATHS

Wreaths, especially olive ones which have been used on this logo, endure as symbols in royal anniversary iconography because they combine ancient prestige, visual elegance, and powerful meanings.

They represent unbroken lineage, civic virtue and harmony, prosperity, continuity, legitimacy and peace. They also represent enduring rule or legacy.

THE RUBY JUBILEE OF HIS MAJESTY'S CORONATION

ANNIVERSARY NAME

A 40-Year celebration is commonly known as a Ruby Jubilee, hence this line has been chosen as a fitting description for His Majesty's four decades in sovereignty.



THE SCROLL AND NATIONAL FLAG

The scroll's primary role is to hold the dates depicting the era being celebrated, hence the 1986 and 2026, respectively. The Eswatini flag has been positioned in the middle as an iconic national symbol of the country upon which his Majesty has reigned. It has been rendered in red and gold colours.

OTHER LOGO VERSIONS



This is a full colour vector version of the logo which can be used as an option where the integrity or composition of the original bitmap logo or Photoshop version is compromised when applied on certain surfaces or materials.

It's ideal for usage in design programmes such as Illustrator and CorelDraw.

THE LOGO VERSIONS

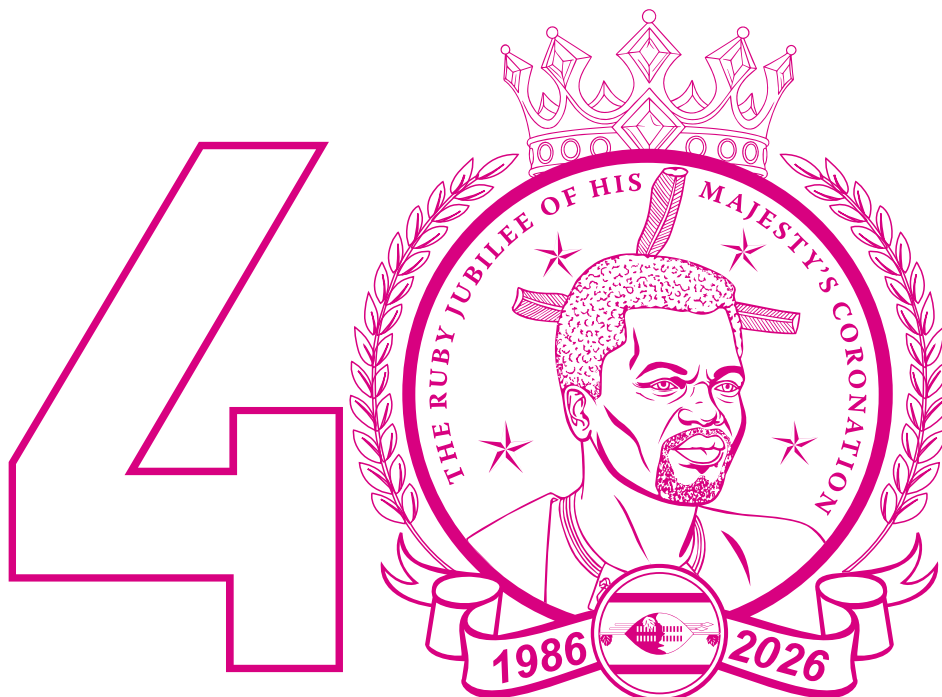


This is a grey-scale vector version of the logo which can be used in Black and white newspaper pages or where only the artwork in which it has to be incorporated only requires shades of Black.

THE LOGO VERSIONS



This is a solid black vector logo which can be used for embroidery, frosting or engraving on wooden or metallic surfaces. The logo is saved as a Spot colour in Magenta (Dark Pink) or Black when it has to be used in other colours besides its full colour or Black versions. The Magenta serves as a base colour where printers and screen printers have to select a special colour, e.g.; Gold which is then used in place of, or substitutes, the Magenta.



THE LOGO VERSIONS



The option shows the logo with the number 4 and the olive wreaths in their solid forms for pronounced or bold appearance.

THE LOGO COLOURS

ESWATINI FLAG COLOURS



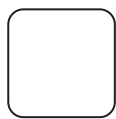
PANTONE BLACK

Process: C = 0 M = 0
Y = 0 K = 100



PANTONE 542 C

Process: C = 51 M = 16
Y = 0 K = 0



WHITE



PANTONE 803 C

Process: C = 0 M = 9
Y = 100 K = 0



PANTONE 157 C

Process: C = 0 M = 88
Y = 85 K = 0



PANTONE 132 C / GOLD

Process: C = 28 M = 48
Y = 100 K = 9



PANTONE 1385 C / DARK GOLD

Process: C = 28 M = 59
Y = 100 K = 31



PANTONE 119 C

Process: C = 44 M = 40
Y = 98 K = 34



PANTONE 7403 C / LIGHT GOLD

Process: C = 9 M = 15
Y = 55 K = 0



PANTONE 7667 C / ROYAL BLUE

Process: C = 100 M = 90
Y = 10 K = 0



PANTONE 7620 C / RUBY RED

Process: C = 27, M = 100
Y = 100, K = 0

THE LOGO COLOURS



THE LOGO FONTS

A B C D E F G H I J K L N O P Q R S T U V W X Y Z

The font that has been used on the curving text inside the circle is Warnock Pro Bold Caption. It should not be substituted with any other font For suppliers who might have a need to use it, the font will be supplied with the logo.

1 2 3 4 5 6 7 8 9 0

Arial Bold Italic has been used on the dates (1986 - 2026) that appear on the scroll of the logo.