SOUTH AFRICAN RESERVE BANK

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Currency Management Department

Reproduction of images of the South African Currency Policy

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South African Reserve Bank

APPROVAL AND REVIEW DETAILS

Approval and review	Details	Signature	Date
Approval Authority	Mr EL Kganyago Governor – Governors' Executive Committee		
Group Executive Approval Authority	Mr P Maharaj Group Executive – Currency Cluster		
HoD approval to the Advisory Committee	Ms P Kgalegi HoD: Currency Management Department		
Advisory Committee to Approval Authority	Mr M Mekute CMD Working Committee		
Responsible Policy Officer	Mr T Baloyi CMD Researcher		
Next Review Date	2030		

Reproduction of images of the South African Currency Policy

CONTENTS

1 Purpose

1.1 In view of the primary objective of the South African Reserve Bank (the Bank), which is to protect the value of the currency, it is essential for the Bank to protect the image and integrity of its currency, thereby preserving the public's confidence in it.

1.2 The Governors' Executive Committee (GEC) has the authority to establish, approve or amend policies of the Bank, or where applicable, policies of the SARB Group (i.e. the Bank and its subsidiaries). This Policy has been considered and approved by the Currency Management Department (CMD) as being most appropriate to support the effective and efficient achievement of the Bank/SARB Group’s objectives, while being fair to all stakeholders and in line with sound governance principles.

1.3 In exceptional circumstances, however, the GEC may exercise its prerogative to deviate from the stipulations of this Policy when it is believed to be in the best interest of the Bank /SARB Group. Such deviations shall be formally approved and addressed in a controlled, objective, equitable, and fair manner, in line with the values and objectives of the Bank/SARB Group.

1.4 The purpose of this Policy is to provide the principles for the reproduction of currency to minimise the risk of non-compliance, discourage any attempts at counterfeiting and forgery and to maintain the integrity of the South African currency, as well as to set out the procedures for the submission of an application for any intended reproduction of the currency.

2 Policy scope

2.1 This Policy applies to all instances where images of currency are intended to be reproduced for ostensibly bona fide educational purposes, news,[1] currency collecting or portrayal in simulated commercial transactions by any juristic or natural person, incorporated or domiciled in the Republic of South Africa.

[1] This applies to both banknote and coin

3 Policy statement

3.1 This Policy aims to ensure that the public reproduces images and/or uses images of the currency under specific approved circumstances only, and that any reproduction of images is done in such a manner that:

3.1.1 any risk of misleading or defrauding the public as a result of imitations thereof is prevented; and

3.1.2 the reproduction of images of the currency maintains, and do not detract from the dignity, integrity and national symbolic importance of the currency and any emblem thereof.

3.2 CMD, as part of its operations, is responsible for executing and ensuring that the principles of the reproduction of images of the South African currency are adhered to by the public.

4 Principles

The SARB has the sole discretion to grant or deny permission for the reproduction of images of the currency. Except the circumstances as contemplated in sub-section 4.2 below, any person who produces images of the currency – whether through inappropriate or novel methods, or outside the deemed permissions and conditions for physical or digital reproduction – without the SARB's written authority as envisaged in paragraph 5.4, shall be committing an offence in terms of the section 34 of the South African Reserve Bank Act 90 of 1989 (SARB Act).

4.1 Unauthorised reproduction of images of the currency (banknotes and coin)

It is inappropriate to reproduce and use images of the currency that could be mistaken as genuine currency, considered offensive, or that undermine the integrity of the currency: This includes currency images or imagery that:

4.1.1 Shows the destruction of banknotes and coin (e.g., banknote images being cut or burned) or in such a manner that the SARB, in its sole opinion, believes would undermine the integrity of the currency or put the reputation of the Bank in disrepute.

4.1.2 It is intended to be used for decorative, promotional, or ornamental purposes.

4.1.3 Is intended to be used in any advertisement other than for bona fide educational purposes, banknotes and coin collecting or legitimate economic, financial and business news articles, catalogues and/or brochures.

4.1.4 Associate banknotes and coin with inappropriate content (e.g., sexually explicit images).

4.1.5 Distort the images, shape, colour, design or emblems of banknotes and coin in any manner and may thereby tarnish the dignity and national symbolic importance of banknotes.

4.1.6 Are to be featured in collaboration with any design icon, or person that shows or is alleged to show disrespect to anyone, including a country, race, gender, religion or culture.

4.1.7 Depict any likeness to a banknote or coin for the purposes of producing a promotional coupon or voucher.

4.1.8 Images are printed on both sides to give the impression that the reproduction is a genuine banknote or coin.

4.1.9 Images are printed in the same sizes as genuine banknotes and coin or using similar materials to those of the current and old series banknotes and coin.

4.1.10 Includes genuine currency depicted in a motion picture, for example, on video clips, films and television, unless the portrayal reflects its use in the normal course of commercial transactions or financial exchange.

4.1.11 Use the Bank's name in association with such reproduction to signify the Bank's endorsement thereof.

4.2 Deemed permitted to reproduce images of the currency (banknotes and coin)

4.2.1 The SARB recognises that it is in the public interest that images of the currency be shown from time to time in the print and electronic media and deems this as a manner in which the Bank's ongoing banknote awareness campaign is promoted.

4.2.2 The SARB furthermore recognises the time constraints within which the news media operate. To this end, the Bank grants, as an exception to the application procedures embodied in this Policy, a general permission for the reproduction of images of the currency to:

4.2.2.1 news editors of the print and electronic media.

4.2.2.2 television news producers; and

4.2.2.3 financial and business news reporters.

4.2.3 The permission granted by the Bank, as set out in 4.2.1, 4.2.2 and 4.2.3 above, is granted subject to the conditions set out in 4.3 and 4.4 below, and such reproductions do not have to be submitted to the Bank for approval.

4.3 Conditions for reproduction of BANKNOTE images (physical and digital)

Conditions for physical and digital reproductions of banknote images apply to all currency denominations, including both current and old series currencies.

Reproduction condition	Physical reproductions, e.g., books, newspapers, banners.	Digital reproductions, e.g., on screen only.
4.3.1 The reproduction of images must be printed on a single side only (front), that is, be printed to depict the front or the back of the banknote on one side of paper only but not be printed concurrently to	Required	Not Required

	resemble a genuine banknote or allow abuse by persons to confuse the public as such. The printed face may contain artistically rendered design elements intended solely to suggest a genuine banknote for cinematic or broadcast effect. However, it must not be an exact duplicate of any circulating banknote. Reproductions of images for movie money must omit some key security features without limitation (meaning it could be more than one feature omitted), for example, watermark imagery, security thread(s), holograms, etc., and any machine-readable features to clearly distinguish the item from legal tender.		
4.3.2	The reverse (non-printed) side of every replica/movie money must feature a single, non-detailed field that adopts only the denominational colour associated with that denomination (for example: green for R10, blue for R100). No imagery, portraits, text, microprinting, or security device simulation may appear on the reverse.	Required	Required
4.3.3	The reproduction of the banknotes' images for movie money must not be the same size as the actual banknotes. The banknotes must be at least 30% larger (for enlargements) or at least 30% smaller (for reductions) than the actual banknote size in terms of length and width, while maintaining the aspect ratio.	Required	No Required
4.3.4	Reproductions may not appear in an offensive or inappropriate context or in such a manner that, in the Bank's sole opinion, undermines the integrity of the currency.	Required	Required
4.3.5	There should be no distortion to the banknotes' image (apart from an enlargement, reduction or slant).	Required	Required
4.3.6	The material used for reproduction of images for movie money must be clearly distinguishable from the material used for genuine banknotes.	Required	Not Required
4.3.7	Reproductions showing more or less than 50% of the total surface area of one side must be overprinted diagonally with the words “IMAGE – NOT LEGAL TENDER”.	Required	Required

4.4 Conditions for reproduction of COIN images (physical and digital)

Conditions for physical and digital reproductions of coin images apply to all currency denominations, including both current and old series currencies.

Reproduction condition		Physical reproductions, e.g., books, newspapers, banners.	Digital reproductions, e.g., on screen only.
4.4.1	The reproduction of images must be printed on a single side only (front), that is, be printed to depict the front or the back of the coin on one side only; however, it must not be printed concurrently to resemble a genuine coin or allow abuse by persons to confuse the public as such. The printed face may contain artistically rendered design elements intended solely to suggest a genuine coin for cinematic or broadcast effect visually. However, it must not be an exact duplicate of any circulating coin.	Required	Not Required
4.4.2	The reverse (non-printed) side of every replica/movie money must be a single, non-detailed field adopting only the denominational colour associated with that denomination (for example: Silver for R2, Bronze for R0.50). No imagery, portraits, text, microprinting, or security device simulation may appear on the reverse.	Required	Required
4.4.3	Reproductions may not appear in an offensive or inappropriate context or in such a manner that the SARB, in its sole opinion, believes would undermine the dignity of the image and integrity of the currency.	Required	Required
4.4.4	There should be no distortion to the coin image (apart from an enlargement, reduction or slant).	Required	Required
4.4.5	The material used for reproduction of images for movie money must be clearly distinguishable from the material used for genuine coin.	Required	Not Required
4.4.6	In the event of flat images, it must be in any size other than the actual size of the coin and retain the dominant colours of the original coin or be in black and white.	Required	Not Required
4.4.7	In the event that raised images are used (*i.e.,* embossing, engraving, or otherwise physically	Required	Not Required

	elevated features), the coin must be more than twice the diameter (for enlargements) or less than half the diameter (for reductions) of the original coins.		
4.4.8	In the event of electronic reproductions, the coin must be shown on the slant and not flat on-screen and form part of a larger pictorial design.	Not Required	Required
4.4.9	The event of reproductions on plastic or other non-metal-based tokens (e.g., chocolate coins) must be at least 50% larger or smaller than the normal size of the coin.	Required	Not Required

5 Procedure

5.1 Any person who wishes to reproduce images of the currency must apply, in writing, for the Bank's permission before taking steps for such reproduction. No reproduction of images of the currency is permitted without prior written permission from the Bank.

5.2 The application must be addressed to:

Head: Currency Integrity Division
370 Helen Joseph Street (formerly Church Street)
Pretoria
0002
Email: currency@resbank.co.za

5.3 The application must include the following:

5.3.1 The details of the applicant (i.e., full name, name of organisation, address, contact numbers, email address and date of application).

5.3.2 The description of the proposed reproduction of images and its purpose.

5.3.3 The material to be used.

5.3.4 The issue of legal tender to be reproduced (current or old).

5.3.5 The manner in which the image of the currency will be reproduced, including but not limited to, whether the obverse or the reverse of a banknote or coin will be reproduced.

5.3.6 A description of the proposed placement and/or distribution of the reproduced images of the currency.

5.3.7 The proposed duration of the reproduction; and

5.3.8 Include an illustration or drawing of how the currency will be depicted or used.

5.4 After consideration of the application, the SARB may, in its sole discretion, either decline permission in writing or grant written permission, but only if there is no risk that the reproduction may give the impression that it is a genuine banknote or coin or may be misused by counterfeiters. Any permission granted may be conditional and applicable for a limited/specified period.

5.5 Each requester (movie house, production company, broadcaster, *etc.*) shall affix a unique serial or identification number supplied and authorised by SARB, linked to the specific series or production for audit, tracking, and reporting purposes. All replicas shall be clearly identifiable as reproductions (for example: “Replica” / “Movie Money”) and must comply with any additional SARB directives relating to issuance and record-keeping.

5.6 Should the Bank approve the application, the reproduction must include an acknowledgement of such approval by reflecting the words “reproduction authorised by the South African Reserve Bank”.

5.7 Any person making reproductions must ensure that items such as photocopies, photographic negatives, positives and scanned images stored on compact disks, graphic files, electronic devices, microfilms, videotapes, slides or other equipment are stored securely and not misused.

5.8 Negatives, photographs, blocks, plates, compact discs, films, microfilms, videotapes, electronic and digital files, slides and any other material used to reproduce or store the reproduction of the currency must be destroyed, deleted or erased upon expiry of the period of permission granted by the Bank.

5.9 The Bank shall require proof to be submitted of such destruction, deletion, or erasure.

5.10 The Bank may require an affidavit as proof of destruction in order to complete the procedure.

5.11 The Bank reserves the right, at any stage without prior notice, to amend or revoke an earlier approval.

6 Responsibilities

6.1 Compliance, Monitoring and Review

The following divisions will be responsible for ensuring that the Policy:

6.1.1 is aligned with relevant legislation and or SARB requirements/strategies values: Research, Policy and Strategy Division.

6.1.2 is implemented and monitored (i.e., the Policy is followed, reflects the changing policy environment, and emerging issues are identified): Currency Integrity Division; and

6.1.3 is reviewed to evaluate its continuing effectiveness (e.g., achieving its purpose, remains relevant/current): Research, Policy and Strategy Division.

6.2 Reporting

6.2.1 Reports should be submitted to the Head, Currency Integrity Division on any infringements of the Policy.

6.2.2 The Policy owner must maintain all records of infringements.

6.3 Records management

6.3.1 Policy owner, with the help of the Management Support Division, must maintain all records relevant to administering this Policy in a recognised record-keeping system.

7. Terms and definitions

Term/acronym	Definition
CMD	Currency Management Department
Coin	Includes circulation and commemorative coins issued by the Bank.
Currency	Means, for this Policy, banknotes and coin issued in terms of section 14 of the SARB Act.
Digital reproduction of images	The act of capturing or copying image(s) using digital technology so that the image(s) can be stored, viewed, edited, or shared electronically.
GEC	Governors' Executive Committee
Legal tender	This means previous, current and future issues of currency for which the Bank assumes liability in terms of section 17 of the SARB Act. Legal tender includes gold coins, such as Krugerrands, as set out in Schedule 2 of the SARB Act, as well as Pounds/Sovereigns and half pounds/half-sovereigns, as listed in the table in Section 15 of the SARB Act.
Movie Money	Fake cash or prop money used in movies or TV shows.
Normal course of commercial transactions	Financial exchange or payment for a good or service.
Physical reproduction of images	Process of creating physical copies of images in books, newspapers, magazines, banners and billboards.
Reproduce or reproduction	Means to copy, depict, make, replicate, imitate, design or simulate any part or the whole of the visual image, contents or appearance of currency, in any manner by means of illustrations, paintings, photographs, pictures, graphics, physical objects, electronic images and cinematography, and through the use of any material or print media or electronic media such as the Internet, television and films
SARB Act	South African Reserve Bank Act 90 of 1989

8. Related legislation and documents

8.1) South African Reserve Bank Act 90 of 1989

8.2) Prevention of Counterfeiting of Currency Act, 1965 (Act No. 16 of 1965)

9. Amendment history

Approval and Amendment History	Details	Date
Original Approval Authority and Date	GEC	First approved date 24/06/2016
Amendment information and date	Full review of the Policy as per the review cycle	31/03/2021
Notes	This updated Policy will replace the current Policy.	