



SOUTH AFRICAN RESERVE BANK

File ref. no.:13/P/2

**Currency Management Department**

# **Reproduction of images of the South African Currency Policy**

## **South African Reserve Bank**

All rights reserved. No part of this document may be reproduced, translated, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without prior written permission of the owner.

## **1. Purpose**

- 1.1 In view of the primary objective of the South African Reserve Bank (Bank), to protect the value of the currency, it is essential for the Bank to protect the image and integrity of its currency, thereby retaining the confidence of the public therein.
- 1.2 The objective of this policy is to provide the principles for the reproduction of currency in order to minimise the risk of non-compliance, discourage any attempts at counterfeiting and forgery and to maintain the integrity of the national currency, as well as to set out the procedures for the submission of an application for any intended reproduction of the currency.
- 1.3 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) management 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.
- 1.4 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 dealt with in a controlled, objective, equitable and fair manner, in line with the values and objectives of the Bank/SARB Group.

## **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, currency collecting or portrayal in simulated commercial transactions by any juristic or natural person, incorporated or domiciled in the Republic of South Africa.

### **3. Policy statement**

3.1 This policy aims to ensure that the public reproduces 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 One of the key responsibilities of the Bank is to ensure the cost-effective availability and integrity of banknotes and coin.

3.3 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**

#### **Authorised reproduction of images of the currency**

4.1 The Bank has the sole discretion to approve or refuse permission to reproduce images of the currency. With the exception of the circumstances as contemplated in the section below – Deemed permission to produce images of the currency – any person who reproduces images of currency without the Bank's authority, as evidenced by its written permission envisaged in paragraph 5.4, shall be committing an offence in terms of the South African Reserve Bank Act 90 of 1989 (SARB Act).

## **Reproduction shall be permitted only when the following criteria are met:**

### **Reproduction of banknotes in printed media**

- 4.2 Reproduction of banknotes in printed media refers to reproductions of the entire or part of the banknotes placed in printed materials, including books, newspapers, magazines, banners and billboards.
- 4.3 The banknotes must be either black and white, retain the dominant colours of the genuine notes or as provided by the Bank.
- 4.4 The banknotes must be at least 30% larger (for enlargements) or at least 30% smaller (for reductions), than the length and width of the banknote size, and be done while maintaining aspect ratios.
- 4.5 In the event of flat images (whether partially or in full), include in solid black capital letters (not less than one-third of the size of the reproduction) the words “IMAGE – NOT LEGAL TENDER” diagonally across the image of the reproduced banknote, but should not obscure the portrait in any way; this applies whether the entire or partial banknote image is reproduced.
- 4.6 The banknotes must be printed on a single side only, 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 resemble a genuine banknote or allow abuse by persons into confusing the public as such.
- 4.7 The material used for reproductions must be clearly different and distinguishable from the material used for genuine banknotes.
- 4.8 The reproduction must not distort any image on the banknote, apart from enlargement, reduction or slanting.

### **Reproduction of banknotes in a motion picture**

- 4.9 In the event of currency being depicted in a motion picture, for example, on video clips, films and television, the use of the currency must be portrayed as in the normal course of commercial transactions or financial exchange.
- 4.10 The reproduction must not appear in an offensive (e.g. banknote images being cut or burned) or inappropriate context or in such a manner that the Bank, in its sole opinion, believes would undermine the integrity of the currency or put the reputation of the Bank in disrepute.

### **Reproduction of banknotes in electronic and internet based media**

- 4.11 In the event of the currency being depicted in electronic or internet based media, the reproduction must include, in solid black capital letters (not less than one-third of the size of the reproduction) the words “IMAGE – NOT LEGAL TENDER” diagonally across the image of the reproduced banknote;
- 4.12 The banknotes must be shown on the slant and not flat on a screen; and must form part of a larger pictorial design.

### **Reproduction of physical and electronic coins**

- 4.13 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.
- 4.14 In the event of raised images, it must be more than twice the diameter (for enlargements) or less than half the diameter (for reductions) of the original coins.
- 4.15 In the event of reproductions on plastic or other non-metal based tokens, it must be at least 50% larger or smaller than the normal size of the coin.
- 4.16 Include, in solid black capital letters, (not less than one-third of the size of the reproduction) the words “IMAGE – NOT LEGAL TENDER” diagonally across the image of the reproduced coin, but should not obscure the portrait in any way; this applies whether the entire or partial coin image is reproduced.

4.17 The coin should be printed on a single side only, that is, be printed to depict the front and/or the back of the coin on one side only, but not be printed concurrently to resemble a genuine coin and allow abuse by persons into confusing the public as such.

4.18 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.

### **Deemed permission to reproduce images of currency**

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

4.20 The Bank furthermore recognises the time constraints within which the news media operates. 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 currency to:

4.20.1 news editors of the print and electronic media;

4.20.2 television news producers; and

4.20.3 financial and business news reporters.

4.21 The permission granted by the Bank, as set out in 4.20 above, is granted subject to the criteria set out in 4.2 to 4.18 above, and such reproductions do not have to be submitted to the Bank for approval.

### **Unauthorised reproduction of images of currency**

4.22 The Bank has the sole discretion to approve or refuse permission to reproduce images of currency. In the event of any application containing any of the following proposals for the replication of images of currency, the Bank will decline such application:

4.23 Banknotes – reproduction of images which:

- 4.23.1 distort the shape, colour, design or emblems of banknotes in any manner and may thereby tarnish the dignity and national symbolic importance of banknotes;
- 4.23.2 depict banknotes protruding from objects or receptacles, overlaid with any object, folded, crumpled, torn, rolled or are otherwise depicted in the shape of any object;
- 4.23.3 portray banknotes other than in the normal course of commercial transactions;
- 4.23.4 are to be featured in collaboration with any design or icon that shows disrespect to anyone, including a country, race, gender, religion and culture;
- 4.23.5 use the Bank's name in association with such reproduction to signify the Bank's endorsement thereof;
- 4.23.6 are intended to be used for decorative, promotional or ornamental purposes;
- 4.23.7 are printed on both sides as to give the impression that reproduction is a genuine banknote;
- 4.23.8 the requestor wishes to produce a promotional coupon or voucher that bears any likeness to a banknote; or
- 4.23.9 are intended to be used in any advertisement other than for bona fide educational purposes, banknotes collecting or legitimate economic, financial and business news articles, catalogues and/or brochures.
- 4.24 Coins – reproduction of images which:
  - 4.24.1 distort the shape, colour, design or emblems of coins in any manner and may thereby tarnish the dignity and national symbolic importance of the coins;
  - 4.24.2 depict coins protruding from objects or receptacles, overlaid with any object, rolled or are otherwise depicted in the shape of any object;

- 4.24.3 portray coins other than in the normal course of commercial transactions;
- 4.24.4 use the Bank's name in association with such reproduction to signify the Bank's endorsement thereof;
- 4.24.5 are to be featured in collaboration with any design or icon that shows disrespect to anyone including country, race, gender, religion and culture;
- 4.24.6 are intended to be used in any advertisement other than for bona fide educational purposes, coin collecting or legitimate economic, financial and business news articles, catalogues and/or brochures;
- 4.24.7 are to be used for decorative, promotional or ornamental purposes, or are metal based;  
or
- 4.24.8 are intended to be used as a promotional coupon or voucher.

## **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 allowed unless the written permission has been granted by the Bank.
- 5.2 The application must be addressed to:
  - 5.2.1 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 details of the applicant (i.e. full name, name of organisation, address, contact numbers, email address and date of application);
- 5.3.2 description of the proposed reproduction and its purpose;
- 5.3.3 material to be used;
- 5.3.4 the issue of legal tender to be reproduced (previous or current);
- 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 an illustration or drawing of how the currency will be depicted or used.
- 5.4 After consideration of the application, the Bank 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 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”.
- 5.6 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.

- 5.7 Negatives, photographs, blocks, plates, compact disks, 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 on expiry of the period of permission granted by the Bank.
- 5.8 The Bank shall require proof to be submitted of such destruction, deletion or erasure.
- 5.9 The Bank may require an affidavit as proof of destruction, in order to complete the procedure.
- 5.10 The Bank reserves the right, at any stage without prior notice, to amend or revoke an earlier approval.
- 5.11 The Bank shall not be obliged to disclose the reasons for withholding its permission.

## 6. Terms and definitions

Term/acronym	Definition
CMD	Currency Management Department
Coin	Includes commemorative coins and gold coins issued by the Bank
Currency	Means, for the purposes of this policy, banknotes and coin issued in terms of section 14 of the SARB Act
GEC	Governors' Executive Committee
Legal tender	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-pound/Half-Sovereigns set out in the table on section 15 of the SARB Act
Normal course of commercial transactions	Financial exchange or payment for a good or service

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

## 7. Related legislation and documents

7.1 South African Reserve Bank Act 90 of 1989

## 8. Disclaimer and rights of the Bank

8.1 The Bank will not be liable for any consequences arising from the granting of permission and/or the amendment or revocation of permission to reproduce images of currency.

8.2 The Bank reserves the right, at any time, after receiving an application, to request further information as it may consider necessary to approve or decline any such application.

8.3 The Bank reserves the right, at any stage, to amend or revoke this policy.

## 9. Communication

9.1 This policy will, as far as possible, be communicated to various stakeholders such as the financial and news media editors, publishers of educational and/or currency related material and banknote collectors, and television producers. The policy will also be published on the Bank's website.