



22 December 2023  
Circular No. 4 of 2023

**TO: All Sheriffs and Acting Sheriffs**

**CC:** The Department of Justice and Constitutional Development  
All voluntary professional organisations and any other association representing sheriffs:

- South African Sheriff Society (SASS)
- South African National Association of Progressive Sheriffs (SANAPS)
- Deputy forums
- WhatsApp groups 1 & 2

**THE SOUTH AFRICAN BOARD FOR SHERIFFS (SABFS) DIRECTIVES TO ALL SHERIFFS OFFICES TO IMPLEMENT THE RENEWED BRAND IDENTITY LAUNCHED ON 29 JUNE 2023 AT THE SHERIFFS NATIONAL CONFERENCE**

1. On 29 June 2023, the SABFS unveiled a new operational Seal and an official Badge/Logo for the sheriffs' profession.
2. The SABFS requires all sheriffs' offices to apply and implement all elements (letterheads, office signage, email signatures, etc.) of the attached Brand Guide in order to establish uniformity throughout the profession.
3. No sheriff or acting sheriff will be exempted from implementing the SABFS approved brand.
4. No deviation from the Brand Guide will be allowed, on such actions will undermine the promotion of the image of the institution.

5. The quality of each designed element must be adhered to as prescribed in the Brand Guide.
6. The graphic designer commissioned to develop both the Seal and the Badge for the SABFS, may be used to assist sheriffs with implementation. However, no sheriff is obligated to use the services of the preferred provider. A design package with prices is attached for easy reference.
7. Sheriffs are to have the contents of this directive implemented as soon as reasonably practical, but not later than 1 January 2024.

**END**

**SOUTH AFRICAN BOARD FOR SHERIFFS**