

# OVERSTRAND MUNICIPALITY



## CORPORATE IDENTITY AND BRANDING POLICY OF THE OVERSTRAND MUNICIPALITY

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## 1. INTRODUCTION AND BACKGROUND

Corporate identity and branding is a combination of many factors, such as the name, logo, symbols, design, packaging, and performance of an organisation, including also the appearance, location, furnishing, maintenance and location of buildings, property and equipment.

Marketing and communication material, such as letterheads, stationery, advertising and instruction manuals must have a consistent quality and character that accurately and honestly reflect the Municipality and its aims. Uniforms and vehicles are visible components that must reflect this consistency.

Direction needs to be provided to all officials of the municipality regarding the basic requirements of corporate identity management within the municipality and standards set for municipal branding.

## 2. DEFINITIONS

**Branding:** the visual representation of the municipality or product, encompassing the municipality's name, logo and visual appeal. The components usually consist of a logo one or two main colours and two or three additional colours; one or two different fonts; and some graphic design rules and elements.

**Image:** the impression clients or consumers have of the municipality's total personality (real and imaginary qualities and shortcomings).

**Corporate identity:** the visual means by which the municipality is recognised. It is also a means of conveying the ways in which it carries out, and values inherent in, its activities.

**Brand identity:** indicates how the municipality wants its inhabitants to perceive its brand.

**Brand management:** is the process of maintaining, improving and upholding a brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and internal communication. Brand management is built on a marketing foundation, but focuses directly on the brand and how that brand can remain favourable to customers.

**Brand equity:** is the value of the positive sentiment that a brand has created amongst the municipal inhabitants.

### **3. PURPOSE**

- To provide guidelines for the management of Overstrand Municipality's corporate identity and branding; and
- To maintain continuity and consistency in all applications of the corporate identity and branding.

### **4. BRANDING POLICY GUIDELINES**

#### **4.1 GENERAL**

- The custodian of the corporate image is the Department of Communication/Office of the Mayor [the department].
- The department must maintain a corporate identity manual, with examples of all approved applications, which must be available in a hard copy format from the relevant manager's office or on the intranet (Overstrand Information Centre) and on the external website ([www.overstrand.gov.za](http://www.overstrand.gov.za));
- The department will facilitate the graphic design process of any new applications needed.
- Deviations from the corporate identity manual must first be approved by the Manager: Communication/Office of the Mayor in consultation with the Executive Management Team.
- The final design of such deviation will be facilitated by the department.

#### **4.2 LANGUAGE POLICY**

- The language policy of Overstrand Municipality, which promotes multilingualism must as far as possible be adhered to.
- If not possible, the following sentence should be added in a smaller font size at the bottom of the application:

On request, this information can be provided in another official language. Contact number: ....

#### **4.3 STATIONERY**

- The corporate identity manual addresses the correct designs for –
  - letterheads;
  - business cards;
  - fax covers;
  - compliments slips;
  - notepads;
  - envelopes; and
  - folders.
- The corporate identity manual provides for printing specifications of stationery.
- Standard letterheads and fax cover pages must be available on the intranet and contact details can be changed according to need

#### **4.3 FORMS FOR EXTERNAL AND INTERNAL USE**

All forms for external and internal use must bear the current Overstrand logo only. No departmental or other logos are allowed.

#### **4.4 PUBLICATIONS**

- The corporate identity manual provides for branding guidelines of publications.
- Designs, layout and content for the following need to be approved by Department of Communication/Office of the Mayor::
  - Newsletters
  - Flyers/information brochures
  - Other special publications (annual reports, reviews, coffee-table books, etc)
- All publications need to be edited by an approved language services provider and, where necessary, translated.

#### **4.5 BRANDING MATERIAL**

- The brand manual deals with branding guidelines of branding material.
- Designs, layout and messages for branding material such as banners, exhibition stands and flags need to be approved by Department of Communication/Office of the Mayor.
- The messages on branding material must be edited by an approved language service provider and, where necessary, translated.
- Events and programmes of the municipality must be used to create brand awareness and recognition, as well as major events of national

and provincial government and community organisations if the necessary permission can be obtained.

- To ensure that consistency is applied and events and programmes are correctly branded on time, the following rules must be adhered to:
  - Only events or programmes approved by the Municipal Manager will be branded by the Department of Communication/Office of the Mayor.
  - The Department of Communication/Office of the Mayor must form part of the project team from the start.
  - Branding requests must be submitted at least 5 working days prior to an event or programme.
  - In instances where more than one venue has to be branded for one event, a detailed programme and directions to the venues must be made available to Department of Communication/Office of the Mayor.
  
- Typical events which qualify for branding are:
  - Mayoral function/events
  - National or provincial events
  - Imbizos/indabas/information sessions
  - Press conferences
  - Departmental events
  - Commemorative days events
  - Memorial services of councillors and top management
  
- Typical events that are excluded from being branded are:
  - Political rallies
  - Funerals of councillors and officials
  - Memorial services of officials
  - Internal events such as strategic planning sessions, social functions, such as year end functions of officials and councillors
  - Site inspections
  - Multiple visits at one time (moving around)
  
- Branding material or items must be returned forthwith to the Department of the Communication Manager/Office of the Mayor at the event. On the return of the material or items, they will be inspected by an official from Department of Communication/Office of the Mayor in the presence of the representative returning the material.
  
- If the material or items referred to above are damaged, the department or section concerned will be responsible for repairing or replacing the damaged material or items.

#### 4.6 ADVERTISING MATERIAL

- The corporate identity manual provides for branding guidelines of advertising material.
- The design, layout and advertising messages of the following need to be approved by Department of Communication/Office of the Mayor:
  - Posters
  - Flyers
  - Bus advertisements
  - Bus shelter advertisements
  - Billboard advertisements
  - Refuse bin advertisements
  - Standard layouts for tenders, vacancies and notices.
- Advertisements need to be edited by an approved language service provider and, where necessary translated.
- Advertisements need to comply with the advertising by-laws of the municipality.

#### 4.7 PROMOTIONAL MATERIAL AND CORPORATE GIFTS

- The corporate identity manual addresses branding guidelines of promotional material.
- The purchasing of promotional material and corporate gifts must be done in strict consultation with the Department of Communication/Office of the Mayor. Department of Communication/Office of the Mayor must give written approval before purchases can take place.
- All designs for promotional material and corporate gifts need to be approved by Department of Communication/Office of the Mayor.
- Only the approved corporate colours, typefaces and fonts can be used.
- The project manager of a department or section must complete application form requesting promotional material, which application form is available from the Department of Communication/Office of the Mayor at [maycomsec@overstrand.gov.za](mailto:maycomsec@overstrand.gov.za) or at 028 313 8002.
- The Department of Communication/Office of the Mayor must evaluate the request and decide if it requires new material to be procured or items to be given from existing stock.
- After approval has been given, the material or items can be collected from Department of Communication/Office of the Mayor a day or two before the event. The representative of the department, division or section must sign for the material or items.

## 4.8 ELECTRONIC COMMUNICATION

- For PowerPoint presentations the prescribed template available on the intranet must be used.
- The approved corporate colours, with blue as the predominant colour, and the logo must be used for electronic newsletters and notices. Branding guidelines in the brand manual on the intranet should also be followed.
- The design and content of electronic newsletters need to be approved by the Department of Communication/Office of the Mayor.
- Electronic newsletters need to be edited by an approved language service provider and, where necessary, translated.
- For email signatures, the following standardised format should be used (use Arial font and 10 pt font size):

Name  
Designation  
Department  
Location  
Telephone number  
Fax number  
Email address

### *Example*

Fanie Krige  
Manager: Communication/Office of the Mayor  
Overstrand Head Office, Hermanus  
Tel: 028 313 8043  
Fax: 028 313 8067  
Email: fkrige@overstrand.gov.za

### Note:

- The email signature must be at the bottom left.
- The use of background (Outlook stationery), decorations other distracting elements is prohibited. **C 2 / 008**
- The logo must not be placed in the email signature.
- No slogans, quotations or other tag lines must be placed below the email signature, except for the municipality's standard indemnity as is provided by the Department Information Communication Technology.

## **4.9 NOTICEBOARDS AND NOTICES**

- Noticeboards must be kept tidy, updated and relevant.
- No handwritten notices must be placed on noticeboards.
- Notices on noticeboards must provide information, at the bottom, who issued the notice and the contact person and telephone number.
- All notices must be put on noticeboards only and not be placed on walls, doors, windows, etc. Temporary signage such as directions to an event is permitted.

## **4.10 MUNICIPAL VEHICLES**

- The corporate identity manual addresses branding guidelines of municipal vehicles.
- The full-colour logo must appear on all fleet vehicles.
- The design of vehicle advertisements other than the prescribed designs in the brand manual must be approved by the Department of Communication/Office of the Mayor.
- Any text appearing on municipal vehicles (eg the name of the department) needs to be edited by an approved language service provider.

## **4.11 INTERNAL AND EXTERNAL SIGNAGE**

Internal signs refer to all permanent information signs that are put up inside municipal buildings and that bear the logo and information, such as office nameplates and departmental name boards.

External signs refer to all permanent information signs that are put up outside municipal buildings and that bear the logo and information, such as departmental name boards.

To ensure consistent implementation, the design and specifications of signage boards must be approved by the Department of Communication/Office of the Mayor before procurement occurs.

- The corporate identity manual addresses the branding guidelines for municipal signage.
- The content of the signs needs to be edited by an approved language service provider and, where necessary, translated.
- No paper and/or handwritten signage is allowed, however, as a temporary measure temporary signage must be designed by the municipality's graphic designers taking the branding guidelines into consideration. These must be laminated to give a more professional look.

Note:

- Standard safety signs and road direction signs are excluded from this approval process.

#### **4.12 INTERIORS OF AND ENTRANCES TO MUNICIPAL BUILDINGS AND FACILITIES**

The Department of Communication/Office of the Mayor must be consulted for guidelines and approval of any branding planned at customer care centres and regional offices. Guidelines must also be provided for in the corporate identity manual with regard to customer care centres and outlying administrations.

As far as Municipal offices are concerned:

- Counters must be tidy and staffed at all times.
- All entrances must always be clean.
- All signage must comply with the guidelines as set out in the corporate identity manual.
- All notices must be on noticeboards and not on windows, doors or walls. Temporary signage such as directions to an event is an exception.

Municipal facilities used by sport clubs and community organisations, such as rugby, soccer and netball fields and community halls, must be provided with municipal name boards, which display municipal branding, unless there is a long term lease agreement in place allowing the club or organisation the exclusive use of the facility.

#### **4.13 UNIFORMS AND CORPORATE CLOTHING IN GENERAL**

- The approved corporate colours and the logo as indicated in the brand manual must be used on all uniforms. The only deviation from this guideline is when the codes of professions dictate specific uniforms and colours.
- The approved typefaces and fonts must be used at all times
- The design and content of text on uniforms and corporate c must be done in strict consultation with the Department of Communication/Office of the Mayor. **C 2 / 010**
- Messages on uniforms, if any, need to be edited by an approved language service provider.

#### **4.14 CO-BRANDING**

Generally the Overstrand logo may be used together with the logos of other stakeholders.

The role of the Municipality should, however, be defined. Phrases such as the following may be used to illustrate the municipality's relation to the event or programme. It must be written just below the logo.

- Proudly sponsored by Overstrand Municipality
- Proudly supported by Overstrand Municipality
- Co-organised by the Overstrand Municipality.

## **5. BREACH OF POLICY GUIDELINES**

This policy needs to be read in conjunction with other requirements that govern the expenditure of public funds. All campaigns are subject to the Local Government: Municipal Finance Management Act, 2003, and the Advertising Standards Authority of South Africa's (ASA) Code of Advertising Practice and other relevant legislation and policies

Exemption from compliance with these guidelines will only be granted on the basis of a national emergency, extreme urgency or other extraordinary reasons considered appropriate by the Municipal Manager.

Non-compliance of this policy is furthermore deemed as a breach of the Code of Conduct for Municipal Staff Members as is provided for in Schedule 2 of the Local Government: Municipal Systems Act, 2000 (Act 32 of 2000) and will be referred to the relevant directorate for corrective measures or disciplinary action.

## **6. SUPPORTING POLICIES AND GUIDELINES**

Other guidelines and policies available to support this policy include:

- Corporate Identity Manual of the Overstrand Municipality, 2007
- Language Policy of the Overstrand Municipality, 2007

**C 2 / 011**

## **7. POLICY REVIEW**

This policy must be reviewed at least every year and be amended annually or as and when amendments to legislation and/or policies necessitate amendments to this policy.

<b>Policy Section:</b>	Manager: Communication
<b>Current Update:</b>	N/A
<b>Previous Review:</b>	N/A
<b>Approval by Council:</b>	30 November 2011