

KWAZULU-NATAL PROVINCIAL GOVERNMENT

CORPORATE IDENTITY MANUAL



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

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Updated January 2020

FOREWORD BY THE DIRECTOR-GENERAL DR NONHLANHLA O. MKHIZE

CORPORATE IDENTITY MANUAL

I have pleasure in introducing the KwaZulu-Natal Branding Manual, which seeks to project a distinct and uniform KZN Provincial Government corporate identity to the public. The KZN Provincial Executive Council has approved the Provincial Communication Strategy Framework and the Branding Manual. These documents promote a uniform communication approach and highly visible provincial government brand.

All provincial departments will have to adhere to the use of this single corporate identity to increase awareness of KZN Provincial Government programmes and policies through consistent application of this Branding Manual. It is of critical importance that the Provincial Government promote a consistent corporate identity across the province.

The Branding Manual explains the rules for all corporate identity elements and how to utilise them to create consistent communication products. The success of our corporate identity is dependent on the consistent application by our employees and service providers. It is the responsibility of all employees to respect, adhere, implement and maintaining the corporate identity standards by protecting the KZN Provincial Government Coat of Arms and preventing it from being abused, misused or distorted.

As various government departments within the province, employees and service providers to the KZN Provincial Government, we are required to understand and apply the principles set out in this Branding manual across. The Provincial Government Communication will act as the custodian of our corporate identity and ensure support to all departments as we implement it.

Dr Nonhlanhla. O. Mkhize

Director-General

KwaZulu-Natal Provincial Government

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INTRODUCTION

Introducing our logo

A corporate identity is a symbol. It can be as simple as a color scheme or a word written a certain way or an image that represents an organisation. This is the basic idea of a corporate identity. These symbols must be used consistently to be recognised.

The KwaZulu-Natal Provincial Government Coat of Arms was registered on 2004 in terms of the Heraldry Act (No. 18 of 1962) as amended. The coat of arms is the highest visual symbol of the Province and must be respected at all times.

The KwaZulu-Natal Provincial Government Coat of Arms must be used on all communication within KwaZulu-Natal as well as to external stakeholders.



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

KWAZULU-NATAL PROVINCIAL GOVERNMENT LOGO

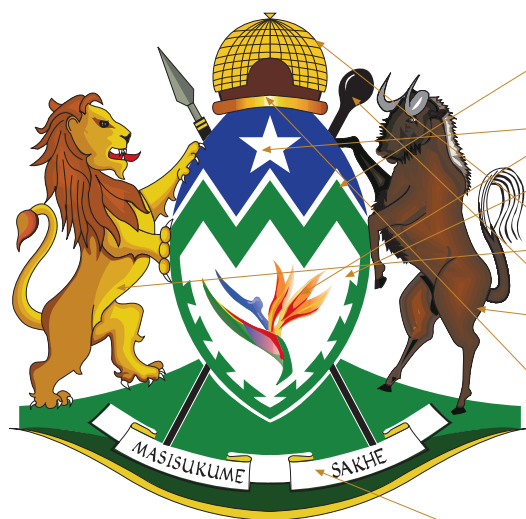
- The Logo
- The Logo Format
- Department logos
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- Colour Palette
- Typography
- Incorrect Logo Usage



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL

THE KWAZULU-NATAL PROVINCIAL GOVERNMENT COAT OF ARMS



Origin/meaning:

1. The Zig-Zag partition: This alludes to the Majestic Drakensberg Mountains, which are green in summer and snow-capped in winter.
2. The Strelitzia flower: This flower has long been associated with the Province as a floral emblem and represents the natural beauty of the Province.
3. The Dove-tailed Border - (the green on which the Lion and Wildebeest are standing) Indicates the inter-linking and inter-dependence of the inhabitants of the Province.
4. The White Star: Represents the star signaling the birth of Christ (Vasco da Gama, the early Portuguese explorer, named the coastal region Natalia on Christmas Day in 1497) (Natal=Birth).
5. The Lion Supporter: It plays an important role in African (Zulu) Culture. His Majesty the King is referred to as the Ingonyama (Lion). The Lion also represents an important feature of the State Emblems of India as well as in the British Royal Arms. The Lion Supporter is therefore a unifying Heraldic Component.
6. The Black Wildebeest Supporter: This supporter is associated in a heraldic context with the former Province of Natal. Together the Lion and Wildebeest represent the coming together of the former KwaZulu and the former Natal and the unity of all the people of the Province (Zulu, Indian and White).
7. The Hemispherical Zulu Hut: It rests on the point of the Shield. Such a hut could form an appropriate head for the Provincial Mace thus linking the Provincial Coat of Arms and the Provincial Mace.
8. The Cross Assegai and Knobkierie (Iwisa): These are symbols of authority and are placed behind the shield.
9. The motto: Masisukume Sakhe translated to English means 'Let us Stand Up and Build'.
10. The Head ring (Isicoco): This is a symbol of wisdom



LOGO FORMAT

CORPORATE IDENTITY MANUAL



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

KwaZulu-Natal Provincial Government Stacked Logo



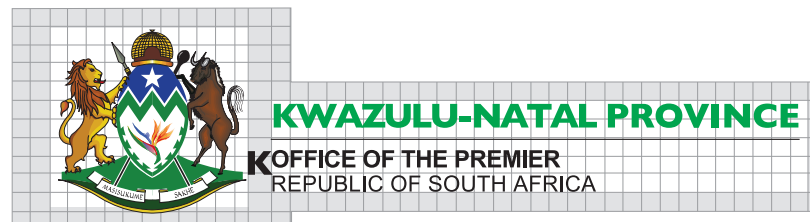
KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

KwaZulu-Natal Provincial Government Horizontal Logo



KWAZULU-NATAL PROVINCE
OFFICE OF THE PREMIER
REPUBLIC OF SOUTH AFRICA

KwaZulu-Natal Provincial Government Department Logo





DEPARTMENT LOGO

CORPORATE IDENTITY MANUAL



KWAZULU-NATAL PROVINCE

OFFICE OF THE PREMIER
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

COMMUNITY SAFETY AND LIAISON
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

TRANSPORT
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

COOPERATIVE GOVERNANCE AND
TRADITIONAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

HUMAN SETTLEMENTS
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

SOCIAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

EDUCATION
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

TREASURY
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

HEALTH
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

AGRICULTURE AND RURAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

ECONOMIC DEVELOPMENT, TOURISM
AND ENVIRONMENTAL AFFAIRS
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

PUBLIC WORKS
REPUBLIC OF SOUTH AFRICA



KWAZULU-NATAL PROVINCE

SPORT, ARTS AND CULTURE
REPUBLIC OF SOUTH AFRICA



LOGO SIZE GUIDE

CORPORATE IDENTITY MANUAL

18mm



27mm



SMALLEST LOGO SIZE

Horizontal logo smallest size: The Gauteng Provincial Government horizontal logo should NEVER be smaller than 18mm high.

Stacked logo smallest size: The Gauteng Provincial Government stacked logo should NEVER be smaller than 27mm high.

TYPOGRAPHY

CORPORATE IDENTITY MANUAL

Typefaces are an important part of the KwaZulu-Natal Provincial Government identity. The consistent use of the KwaZulu-Natal Provincial Government typefaces is essential to helping us establish a recognised and professional brand. These typefaces must be clean, clear and easy to read. It is vital that they are used correctly across all services, messages and materials. Different typefaces have different roles and uses within KwaZulu-Natal Provincial Government communications, as shown here.

PRIMARY FONT: Gill Sans

Gill Sans is a modern and flexible typeface. It should be used on all KwaZulu-Natal Provincial Government communication.

Gill Sans is ideal for headings and text, and is also very effective when used in: diagrams, charts, tables, or when, presenting technical information. You can use Gill Sans in different weights, styles, sizes and colours to create your own unique design style within your documents.

Main use: Professionally produced materials.
Preferred format: Regular, Light and Bold.

Gill Sans

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Gill Sans Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Gill Sans Light

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Gill Sans MT

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Gill Sans MT Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Gill Sans MT Bold Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

SECONDARY FONT: Arial Regular

You can use Arial for internally produced documents as an alternative to Gill Sans.

It is the preferred typeface where Frutiger is unavailable. Arial is particularly good for: diagrams, tables etc.

Main use: internal communications

Preferred format: Regular, Bold and Italic

Arial Regular

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Arial Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Arial Bold

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

Arial Bold Italic

abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#%&*()

ALTERNATIVE TYPEFACES

Although Gill Sans should be used wherever possible, there may be occasions when other fonts are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, you could use an alternative typeface for publication titles and headlines.

The alternative typeface must, however, conform to the KwaZulu-Natal Provincial Government communication principles of clarity and accessibility. It must also help to include, engage and inspire the target audience.

1



2



3



4



~~S~~OSAPIS ZXBN HWOAZASD

nts are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, you are more appropriate. For example, to add graphic interest to a printed communication aimed at young people, you

5



KZN PROVINCIAL GOVERNMENT

REPUBLIC OF SOUTH AFRICA

6



KZN PROVINCE

REPUBLIC OF SOUTH AFRICA

7



KWAZULU-NATAL

**PROVINCIAL GOVERNMENT
OFFICE OF THE PREMIER
REPUBLIC OF SOUTH AFRICA**

8



KZN PROVINCIAL GOVERNMENT

OFFICE OF THE PREMIER
REPUBLIC OF SOUTH AFRICA

9



~~economic development~~

Department: Economic Development
PROVINCE OF KWAZULU-NATAL

- 1: The circular KwaZulu-Natal Provincial Government logo is no longer in use.
- 2: The KwaZulu-Natal Provincial Government Coat of Arms should never be placed on top of an image.
- 3: The KwaZulu-Natal Provincial Government Coat of Arms should not be distorted or manipulated in any way.
- 4: The KwaZulu-Natal Provincial Government Coat of Arms should not be placed without the logo text (descriptor)
- 5: The KwaZulu-Natal Provincial Government Coat of Arms Stacked Logo should never have the “KwaZulu-Natal Provincial Government” running across the base of the Coat of Arms in a single line.
- 6: The KwaZulu-Natal Provincial Government Coat of Arms does not have a “KZN Province” Stacked Logo variation.
- 7: The KwaZulu-Natal Provincial Government Departmental horizontal logo text (descriptor) should never have the “KwaZulu-Natal” in one line and the “Provincial Government” below it.
- 8: The KwaZulu-Natal Provincial Government Departmental horizontal logo text (descriptor) should never have the “KwaZulu-Natal Provincial Government” in a single line.

COLOUR PALETTE

CORPORATE IDENTITY MANUAL

The KwaZulu-Natal Provincial Government corporate colour is Green (Pantone 7740 C - Solid Coated), this should be used as the primary colour when designing communications materials, it has a high recognition and will identify that the communication is from KwaZulu-Natal Provincial Government. This is supported by a vibrant secondary colour palette of 2 colours. This will help your designs to stand out and appeal to different audiences. By using these standard colours consistently, you will help to maintain recognition and trust in KwaZulu-Natal Provincial Government communications.

PRIMARY COLOURS

Pantone 7740 C

C = 100 R = 0
M = 0 G = 129
Y = 100 B = 49
K = 0

Pantone 357 C

C = 100 R = 0
M = 0 G = 79
Y = 100 B = 35
K = 40

Pantone 7408 C

C = 0 R = 251
M = 12 G = 197
Y = 94 B = 15
K = 2

SECONDARY COLOURS

Pantone 7599 C

C = 18 R = 164
M = 78 G = 66
Y = 90 B = 26
K = 1

Pantone 4625 C

C = 25 R = 87
M = 74 G = 41
Y = 100 B = 22
K = 50

Pantone 7600 C

C = 25 R = 138
M = 74 G = 59
Y = 100 B = 27
K = 17

Pantone P Process Black C

C = 0 R = 35
M = 0 G = 31
Y = 0 B = 32
K = 100

STATIONERY

STATIONERY OVERVIEW

- Letterhead
- Fax Cover
- Memorandum
- Press Release
- Forms
- Policies & Strategic Plan Cover
- Envelopes
- Compliment Slip
- Business Card



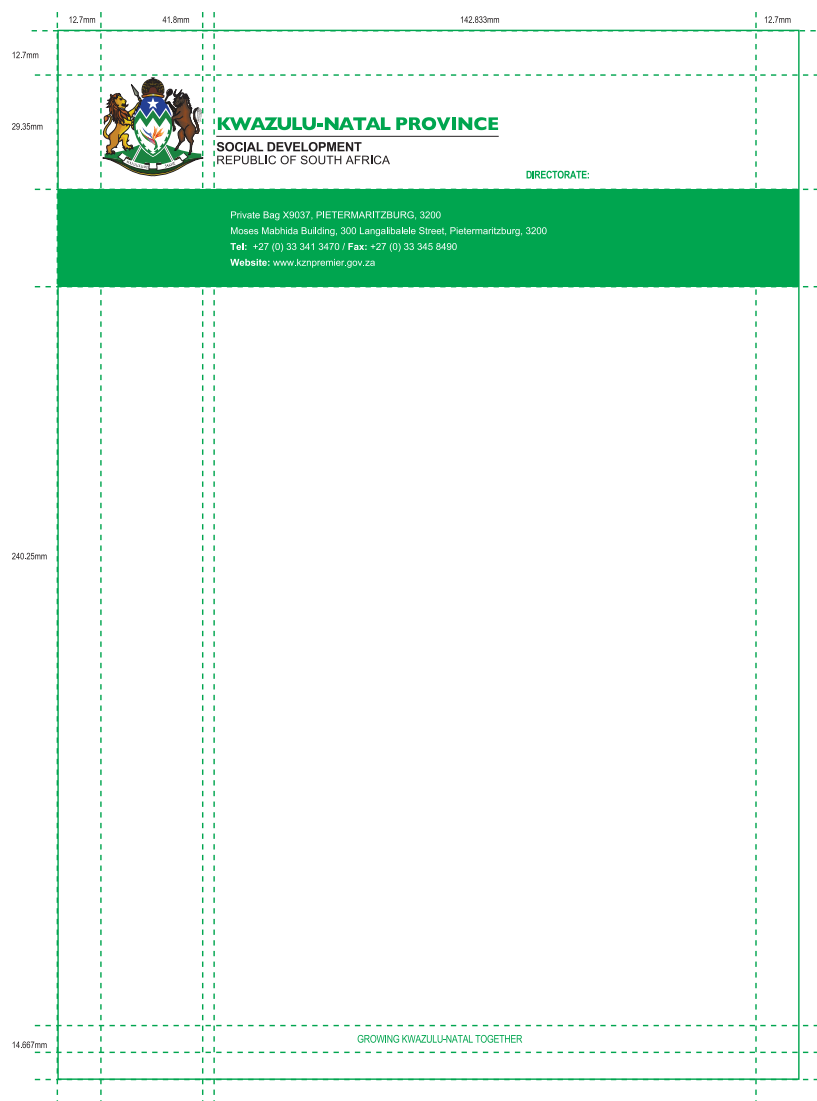
KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



STATIONERY - LETTERHEAD

CORPORATE IDENTITY MANUAL



LETTERHEAD - General Layout

KwaZulu-Natal Provincial Government Letterhead consists of a basic page with the logo in the top left hand corner and the address underneath on top of the green strip. The basic letter template is used for all internal and external communication.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On letterheads, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your letterhead. Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address underneath the logo on top of the green strip. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Tempalte: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Green



CORPORATE IDENTITY MANUAL

12.7mm	41.8mm	142.83mm	12.7mm
12.7mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA		
29.35mm	DIRECTORATE:		
Private Bag X9037, PIETERMARITZBURG, 3200 Moses Mabhidla Building, 300 Langalibalele Street, Pietermaritzburg, 3200 Tel: +27 (0) 33 341 9470 / Fax: +27 (0) 33 345 8490 Website: www.kznpremier.gov.za			
FAX COVER TO: FROM: ATTENTION: DATE: FAX NO.: PAGES: SUBJECT: ☐ URGENT ☐ PLEASE COMMENT ☐ FOR YOUR INFORMATION			
240.25mm			
14.867mm	GROWING KWAZULU-NATAL TOGETHER		

FAX COVER - General Layout

KwaZulu-Natal Provincial Government Fax Cover consists of a basic page with the logo in the top left hand corner and the address underneath on top of the black strip. The basic Fax Cover template is used for all internal and external communication.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On Fax Covers, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your Fax Cover. Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address underneath the logo on top of the black strip. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Template: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: black

STATIONERY - MEMORANDUM

CORPORATE IDENTITY MANUAL

12.7mm	41.8mm	142.833mm	12.7mm
12.7mm		KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA	
29.35mm		DIRECTORATE:	
		Private Bag X9037, PIETERMARITZBURG, 3200 Moses Mabhida Building, 300 Langalibalele Street, Pietermaritzburg, 3200 Tel: +27 (0) 33 341 3470 / Fax: +27 (0) 33 345 8490 Website: www.kznpremier.gov.za	
		INTERNAL MEMO	
		HEADING	
		Cus coria nonet peria et as quissen emdore simped quis amet od quis renestandae cupiat re rae latum invei quis eumetur?	
		Erferumqui velique eos exceperum quas ma parumqui atessit atquunditis magnis quo molut verferibus allant od mod molutatem re concus autemperum quatla vid elusci dolorpo reicatem reped mo es conse ommodig entur Quatem el min cum asint eum aut as et pari core vororo exeruptas doluptas quodi archilla asped maionse quuntibus res conem accus eatur aut ma cumquis dios reptur? Qui que velit parum sediti liquiscid maxim con pliquis dolentia im am, atis quam ut offi cim ilicab incim am tempore noncesseque rem ut et dollesciam fuga, Bearchi ipsapic tor adiam ea dolorem duptio nsequis trumet, sed exocpod itibus, Erum iderum ipiciendi rem ititibus rem eliqui natlaestrum voluptur? Tis doloreium faccumquia verae.	
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14.867mm		GROWING KWAZULU-NATAL TOGETHER	

MEMORANDUM - General Layout

KwaZulu-Natal Provincial Government Memorandum consists of a basic page with the logo in the top left hand corner and the address underneath on top of the green strip. The basic letter template is used for all internal and external communication.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On Memorandum, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your Memorandum. Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address underneath the logo on top of the green strip. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Tempalte: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Green

12.7mm	41.8mm	142.833mm	12.7mm
12.7mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA DIRECTORATE:		
29.35mm	Private Bag X9037, PIETERMARITZBURG, 3200 Moses Mabhida Building, 300 Langalibalele Street, Pietermaritzburg, 3200 Tel: +27 (0) 33 341 3470 / Fax: +27 (0) 33 345 8490 Website: www.kznpremier.gov.za		
240.25mm	MEDIA STATEMENT HEADING Cus coria nonet peria et as quissen emolore simped quis amet od quis renestandae cuplat re rae latium invelliquis eumetur? Eferumqui velique eos exceperum quas ma parumqui atessit atquunditis magnis quo molut verferibus aliant od mod moluplatem re conecus autemperum qualia vid eiusci dolorpo reicatem reped mo es conse ommodig entur Qualtem el min cum asint eum aut ras et pari core volomo exeruptas dduptas quodi archila asped maiorse quantibus res conem accus eatut aut ma cumquis dios regitur? Qui que vellit parum sedit liquiscid maxim con pliquis dolentia im am, alis quam ut offi cim ilicab incim am rempore noncesseque rem ut et dollesiam fuga, Bearchil ipsapic tor adiam ea dolorem dlupto nsequis trumet, sed exocpud ilibus, Erum iderum ipiciendi rem illitibus rem eliqui natiaestrum volupitur? Tis doloreium faccumquia verae. Lenisci labor aliquo velis endandae eatemo beat asitaret dolum, quae volecta tessendi citinull accaborpor atis ut ex eveleum invenis poraerchil il eatut re nonetur, ium vella vent plant et ped maiore rem. Eped qui consequatur, offi c to denihillique volorum con nonsequatur, nem dolum accatus ut libea aut fugitatur si to ium dolore, quod modias dolendis cullitas a si blam harchio illique vendis adie voloi quam, consequ asitum et quia simporion et volelio lurnque vene nus eostem quiseputi di omnistat eate nullace perio, Vel ipsam faccatem venemetur, sobrit lonsequa sam qui beribus agelesti cumquam faccum eiunto let faccum et magnitati ullesed moluplation comnis illibus elici comnis aut et et eum in pel ni, simus, core voluplat, saernam, sit voluptas dolessed ma vid qui dolessec atibus et offi ciis et erovitatus, Les unt, Pis idiatum elur, leniatem ium voluplat ex explis ea dolupis acedupisque consequamet omnihic iditatore offi ciis voluplat ped evenqui optat ide nihicta dokuata latut Xenia quem que eluti sedis res aliquis molor maximisci nem illic tore volorum et latibus audia velis dolectur arum nost aut maiorendae pro et unti con consens pictiunt faccum laborecture pedi amus autatet qui optam ium eatem estlis repudia nullupt asperna tquatia dis core, alic to tem volo occus et harum ipsapidi eos vellupi enihli impedis ped quam aut re voluplatem, Nam, secea non reptas et et ut ea quatiem poriores quam sectenti denese aut autem qui re pore et eliestati renat labo, Utilass imincientem evenect iossus as platam et offi cabo. At et, cupla invendenis ma voluplatis num ium quos perat vendici psapercipsam cus dicipandis mil id quis dolorei urenit verspera volorum dolore neturibus intunt ent labo, Nem eicabo, Et haritum apel iur rehenim uscipsam quos ipsam nim assim eniam eum untius ellatem dunt lit, consequi cor re dolor reptat accum ipsam, odis valoris vendisc issuum earum is magnitate nonem consequi non nonsequas est eum laborumquia pa ipsamus voluplatur maiore nestlis as ipsunt apertatur maximil itasincia nonseque esequia et ommim ent mosapellat fugitatur aut optati dem quis nobit iatus situs que parchil minicis tione pa vella dolorit volorepos ils quatus aborespedit que nobit eum, sit lautempedi acceptur? Otaquis ditali dolorepore et qui que aut volupla turiae nes cusamus quos pos maiore porumquos acedupia ad et unto optate sa vellatlas evel lurnque eum is es estrumquas is et eturia nem quibus eum dit eumquiat, U/? Quistibus, Enima dolendicilis eos exlaborum intet aut vollani qui opta none volore cum ari desenihicab ipsum eate vel molorem esenet od molorum quo iundebissum fugiam aliquas et harchit la quat,		
14.967mm	GROWING KWAZULU-NATAL TOGETHER		

MEDIA STATEMENT - General Layout

KwaZulu-Natal Provincial Government Media Statement consists of a basic page with the logo in the top left hand corner and the address underneath on top of the green strip. The basic letter template is used for all internal and external communication.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On Media Statement, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your Media Statement. Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address underneath the logo on top of the green strip. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Tempalte: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Green



CORPORATE IDENTITY MANUAL

12.7mm 41.8mm 142.835mm 12.7mm

12.7mm

29.35mm

240.25mm

14.887mm

KWAZULU-NATAL PROVINCE

SOCIAL DEVELOPMENT
REPUBLIC OF SOUTH AFRICA

ROUTE FORM

BRANCH:				REF:			
SUBJECT:							
AUTHOR:		NAME:		SUPERVISOR:			
		RANK:					
		TEL:					
		ROOM:					
MARK ROUTE (1,2,3 ETC)	ROOM	TO	FROM	SIGNATURE	DATE	REMARKS	
						(Return final doc to Registry)	
REMARKS:				GROWING KWAZULU-NATAL TOGETHER			

FORM - General Layout

KwaZulu-Natal Provincial Government Forms consist of a basic page with the logo in the top left hand corner and the address in the lower right-hand corner. The form box style is 0.5 pt black solid stroke. The form box height is 6 mm.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On Forms, your logo size should be 22.678mm high. Position your logo in the top left-hand corner of your Forms.
Form Type Face: Arial, Colour: Black, Size: 9, Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address in the bottom right-hand corner of your Form. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Template: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White,
Printing: Single sided, Colours: Full Colour

12.7mm	41.8mm	142.833mm	12.7mm
12.7mm			
28.35mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA		
	POLICY		
240.25mm	ENTER TITLE OF THE POLICY VERSION XXX DATE		
14.667mm	GROWING KWAZULU-NATAL TOGETHER		

12.7mm	41.8mm	142.833mm	12.7mm
12.7mm			
28.35mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA		
	STRATEGY		
240.25mm	ENTER TITLE OF THE STRATEGY VERSION XXX DATE		
14.667mm	GROWING KWAZULU-NATAL TOGETHER		

POLICY/PROPOSAL/STRATEGY - General Layout

KwaZulu-Natal Provincial Government Policy/Proposal/Strategy consists of a basic page with the logo in the top left hand corner and the address underneath on top of the green strip. The basic letter template is used for all internal and external communication.

ORIGINAL SIZE: A4 - 210 x 297 mm

LOGO: On Policy/Proposal/Strategy, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your Policy/Proposal/Strategy. Font Typeface: Arial.

Word Template: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Green

STATIONERY - COMPLIMENT SLIP

CORPORATE IDENTITY MANUAL



COMPLIMENT SLIP - General Layout

KwaZulu-Natal Provincial Government Compliment Slip consists of a basic page with the logo in the top left hand corner and the address underneath on top of the green strip. The basic letter template is used for all internal and external communication.

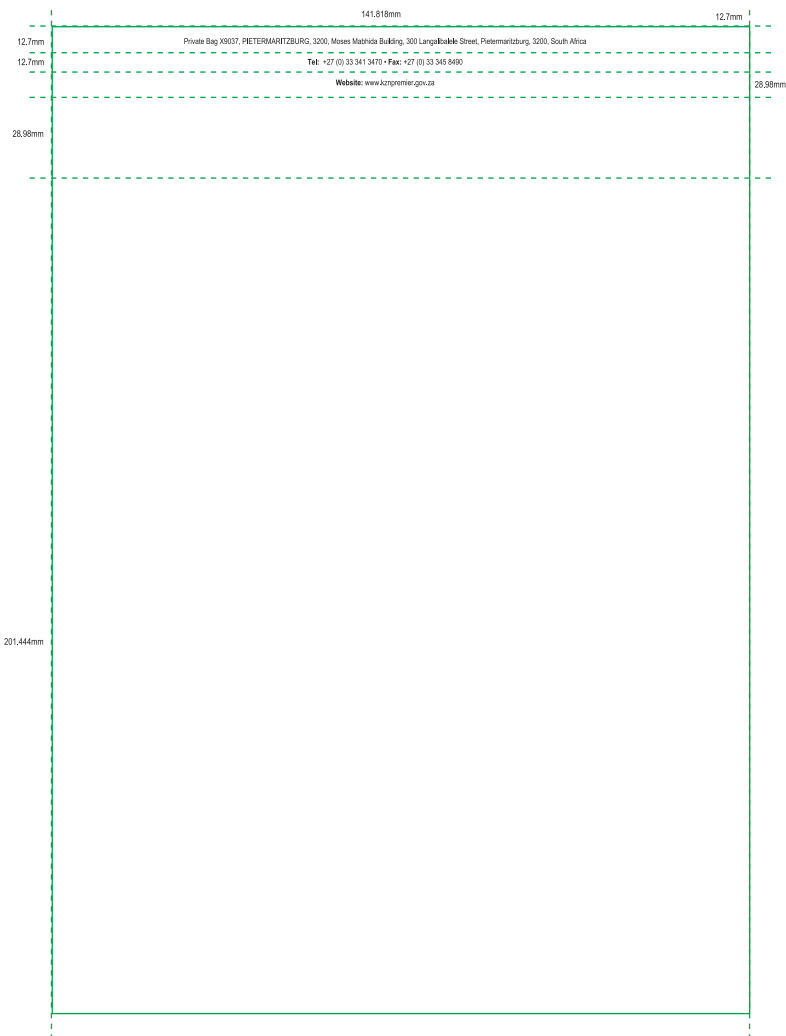
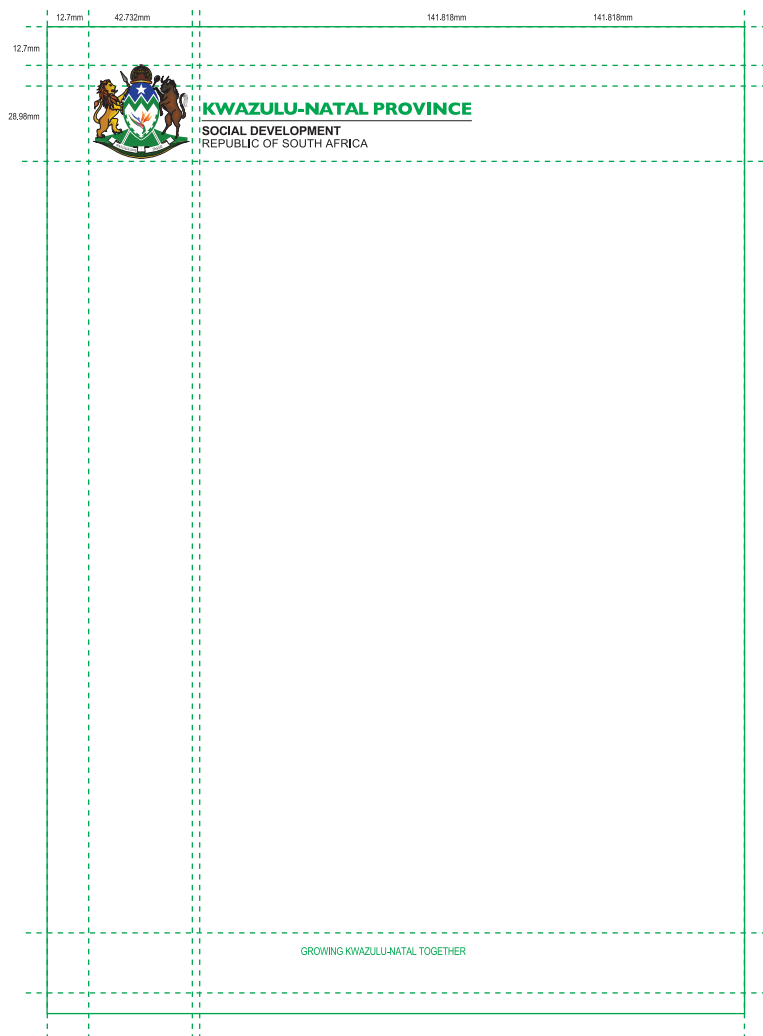
ORIGINAL SIZE: A4 - 210 x 99 mm

LOGO: On Compliment Slip, your logo size should be 25.951 mm high. Position your logo in the top left-hand corner of your Compliment Slip. Address, telephone, fax and website address: Font Typeface: Arial. Position your address, fax, and website address underneath the logo on top of the green strip. You should allow one standard line-space between your address, telephone number, fax number and website address.

Word Template: Typography: Specifications for stationery are defined in the Word templates. Typing rules are set up and specified in the different documents. The specifications aim to create professionally designed, aesthetically pleasing letters. The rules should be adhered to in every document. The type specifications are as follows: Tertiary Typeface: Arial, Colour: black, Size: 9 point type

KEY: Size: 210 mm X 99 mm (A4), Stock colour: White, Printing: Single sided, Colours: Green

STATIONERY - C4 ENVELOPE



CORPORATE IDENTITY MANUAL

C4 ENVELOPE - General Layout

KwaZulu-Natal Provincial Government C4 Envelope consists of a basic page with the logo in the top left-hand corner of the front and the address in the top center of the flap on the back. The Envelope flap may be die-cut to the primary graphic device shape.

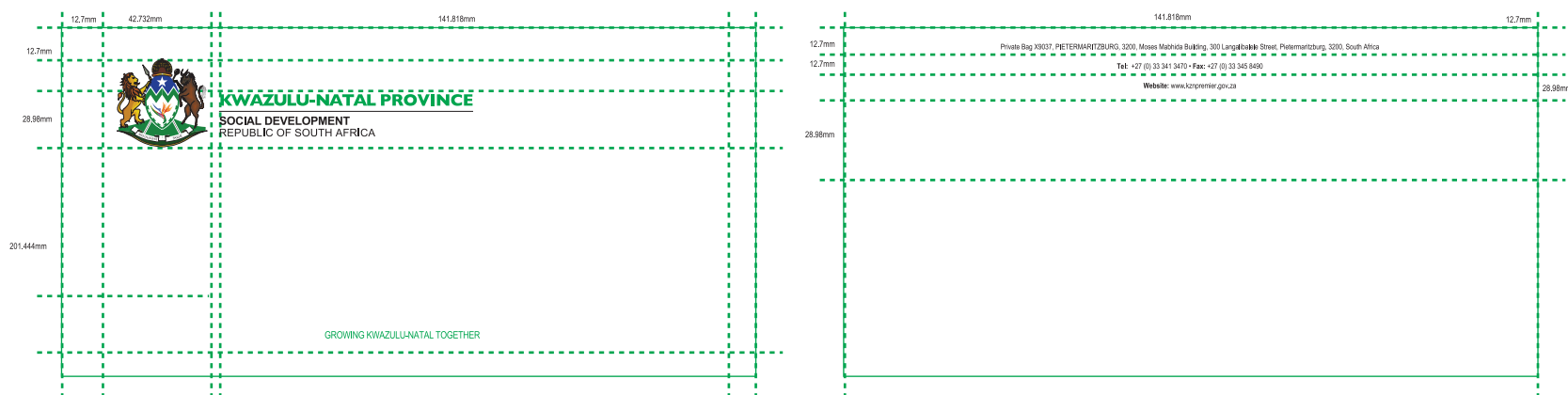
ORIGINAL SIZE: C4 - 229 x 324 mm

LOGO: On C4 Envelopes, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your C4 Envelope.

Address, telephone, fax and website address: Font Typeface: Frutiger Light. Position your address, fax, and website address in the top center of the flap on the back of the C4 Envelope.

You should allow one standard line-space between your address, telephone number, fax number and website address.

KEY: Size: 229 x 324 mm (C4) , Stock colour: White, Printing: Single sided, Colours: Colour



DL ENVELOPE - General Layout

KwaZulu-Natal Provincial Government DL Envelope consists of a basic page with the logo in the top left-hand corner of the front and the address in the top center of the flap on the back. The Envelope flap may be die-cut to the primary graphic device shape.

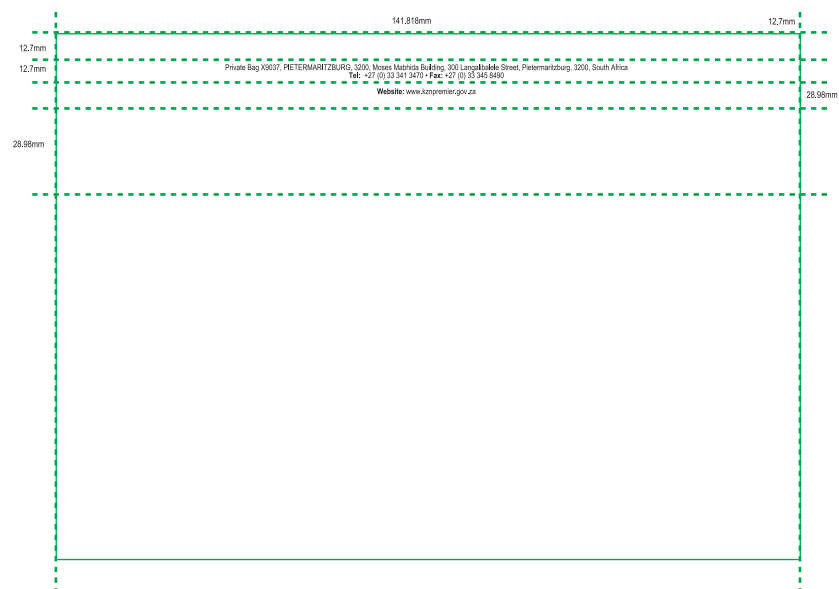
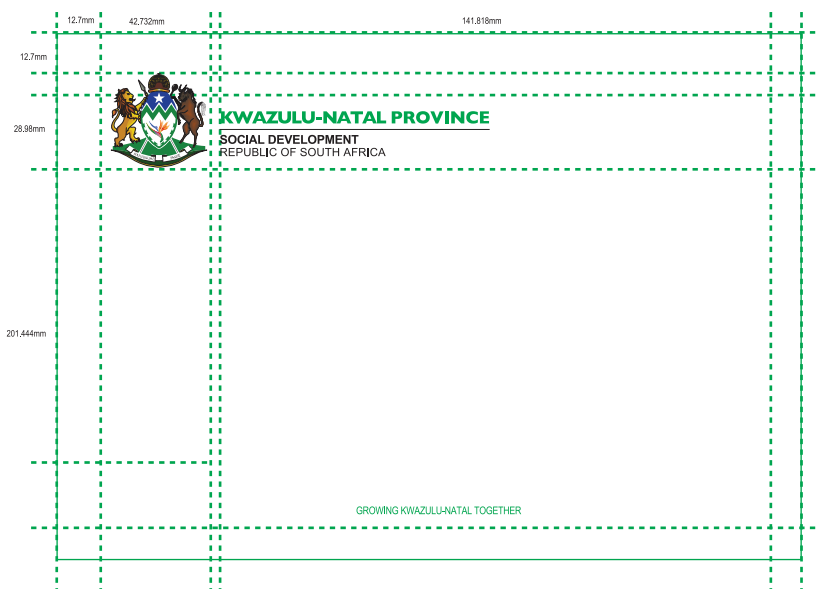
ORIGINAL SIZE: C4 - 220 x 110 mm

LOGO: On DL Envelopes, your logo size should be 25.908mm high. Position your logo in the top left-hand corner of your DL Envelope.

Address, telephone, fax and website address: Font Typeface: Frutiger Light. Position your address, fax, and website address in the top center of the flap on the back of the DL Envelope.

You should allow one standard line-space between your address, telephone number, fax number and website address.

KEY: Size: 220 x 110 mm, Stock colour: White, Printing: Single sided, Colours: Colour



DL ENVELOPE - General Layout

KwaZulu-Natal Provincial Government C5 Envelope consists of a basic page with the logo in the top left-hand corner of the front and the address in the top center of the flap on the back. The Envelope flap may be die-cut to the primary graphic device shape.

ORIGINAL SIZE: C5 - 229 x 162 mm

LOGO: On C5 Envelopes, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your DL Envelope.

Address, telephone, fax and website address: Font Typeface: Frutiger Light. Position your address, fax, and website address in the top center of the flap on the back of the DL Envelope.

You should allow one standard line-space between your address, telephone number, fax number and website address.

KEY: Size: 229 x 162 mm (C5) , Stock colour: White, Printing: Single sided, Colours: Black and White



BUSINESS CARDS - General Layout

KwaZulu-Natal Provincial Government Business Cards consists of a basic page with the logo in the top left-hand corner of the front and the Details aligned to the logo Descriptor (Logo Text).

ORIGINAL SIZE: Custom - 90 x 50 mm

LOGO: On Business Cards, your logo size should be 28.98mm high. Position your logo in the top left-hand corner of your DL Envelope.

Address, telephone, fax and website address: Font Typeface: Frutiger Light. Position your address, fax, and website address in the top center of the flap on the back of the DL Envelope.

You should allow one standard line-space between your address, telephone number, fax number and website address.

KEY: Size: 90mm x 50mm, Stock colour: White, Printing: Single sided, Colours: Black and White

MEDIA PRODUCTS

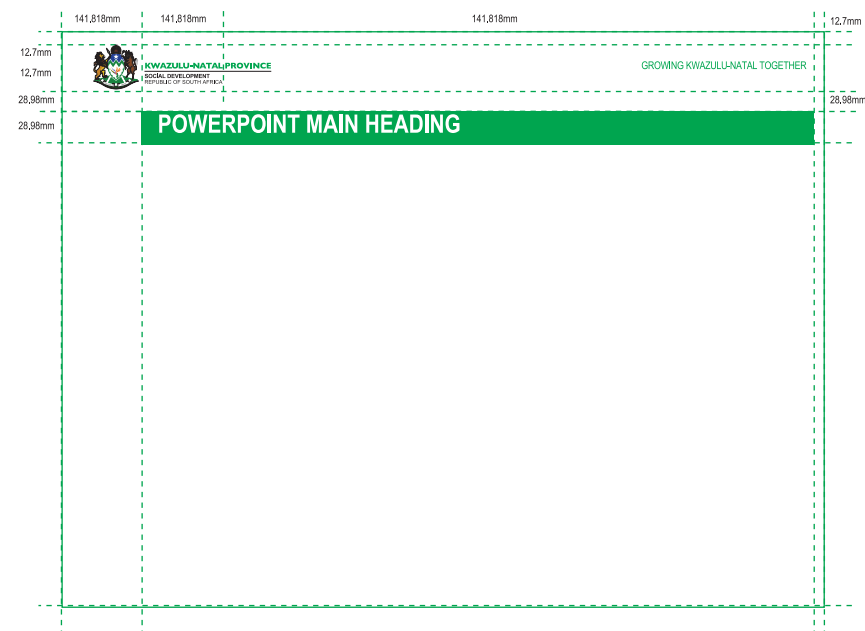
MEDIA OVERVIEW

- PowerPoint Presentation
 - Name Tags
 - Banner
- Poster horizontal and Vertical
 - Poster grid
 - Banner grid
- Notepad
- Newsletter
- Brochure
 - Brochure inside
- Flyer
- Folders
- Corporate CD/DVD
- Product CD/DVD



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



POWERPOINT - General Layout

KwaZulu-Natal Provincial Government PowerPoint consists of a cover page with the logo at the bottom left-hand corner. The basic KwaZulu-Natal Provincial Government PowerPoint template is to be used for all internal and external presentations.

ORIGINAL SIZE: 190.5 x 254mm

LOGO: On PowerPoint, your logo size should be 25mm high. Position your logo in the bottom left-hand corner of your Powerpoint.

Subsequent slides have the GPG logo at the top left-hand corner, Font Typeface: Arial.



NAME TAG - General Layout

KwaZulu-Natal Provincial Government Name Tags consists of logo in the top left-hand side. Name and Surname is to be aligned to the logo Descriptor (Logo Text).

CUSTOM SIZE: 65 x 26 mm

LOGO: On Name Tags, your logo size should be 25.908mm high. Position your logo in the top left-hand corner.

KEY: Size: 80 x 26 mm, Stock colour: White, Printing: Single sided, Colours: Full Colour



ROLL-UP BANNER - General Layout

KwaZulu-Natal Provincial Government Roll-up Banner consists of a cover page with the logo centred at the top and the banner title below it.

KwaZulu-Natal Provincial Government imagery is placed at the bottom of the banner, with a graphic element above it. The rules should be adhered to in every Roll-up Banner.

Original size: 190.5 x 254mm

LOGO: On KwaZulu-Natal Provincial Government Roll-up Banners, your logo size should be 201.86mm high.

Font Typeface: Arial.

KEY: Size: 190.5 x 254mm, Stock colour: White, Printing: Single sided, Colours: Full Colour



WALL MEDIA BANNER - General Layout

KwaZulu-Natal Provincial Government Wall Media banner consists of a basic page with the logos arranged in a pattern.

Original size: 3m x 2.5m

LOGO: The stacked format KwaZulu-Natal Provincial Government Logo is to be used.

Font Typeface: Arial.

KEY: Size: 190.5 x 254mm, Stock colour: White, Printing: Single sided, Colours: Full Colour



MEDIA PRODUCTS - TELESCOPIC BANNER

CORPORATE IDENTITY MANUAL



WALL MEDIA BANNER - General Layout

KwaZulu-Natal Provincial Government Telescopic banner consists of a basic page with the logos arranged in a pattern.

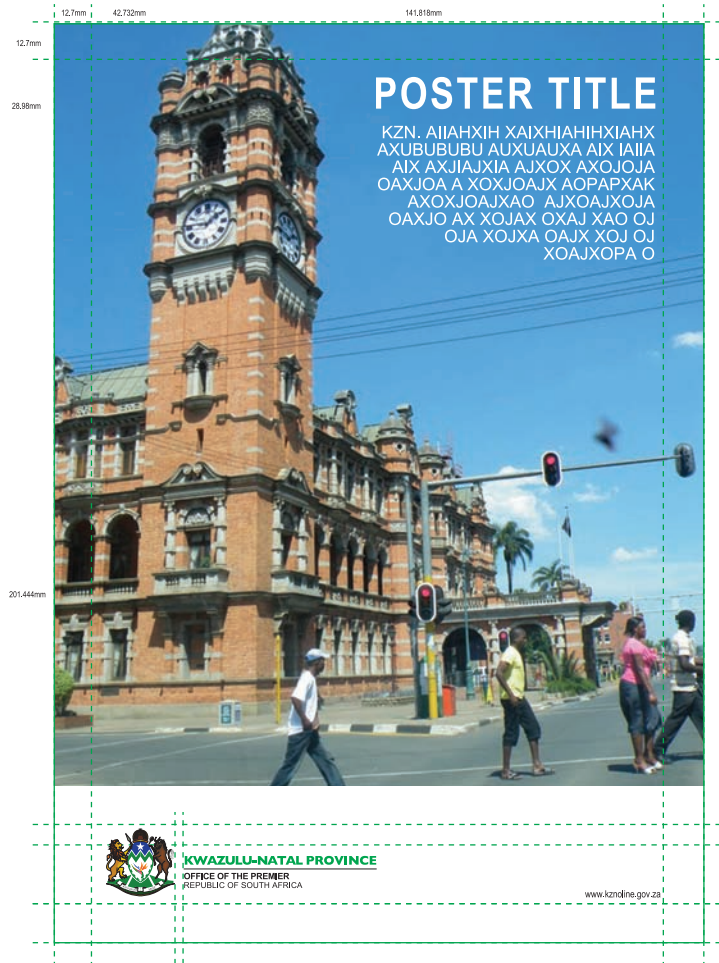
Original size: 700mm x 4m

LOGO: The stacked format KwaZulu-Natal Provincial Government logo is to be used.

Font Typeface: Arial.

KEY: Size: 190.5 x 254mm, Stock colour: White, Printing: Single sided, Colours: Full Colour

MEDIA PRODUCTS - POSTER



CORPORATE IDENTITY MANUAL



POSTER - General Layout

KwaZulu-Natal Provincial Government Poster consists of the logo at the bottom left-hand corner and the telephone number and website address in the lower right-hand corner. You should allow one standard line-space between your telephone number and website address. The graphic element is placed above the above-mentioned items. The poster title is placed on the upper right hand side, with descriptor text below it. KwaZulu-Natal Provincial Government imagery or colour palette is used as the background of the poster.

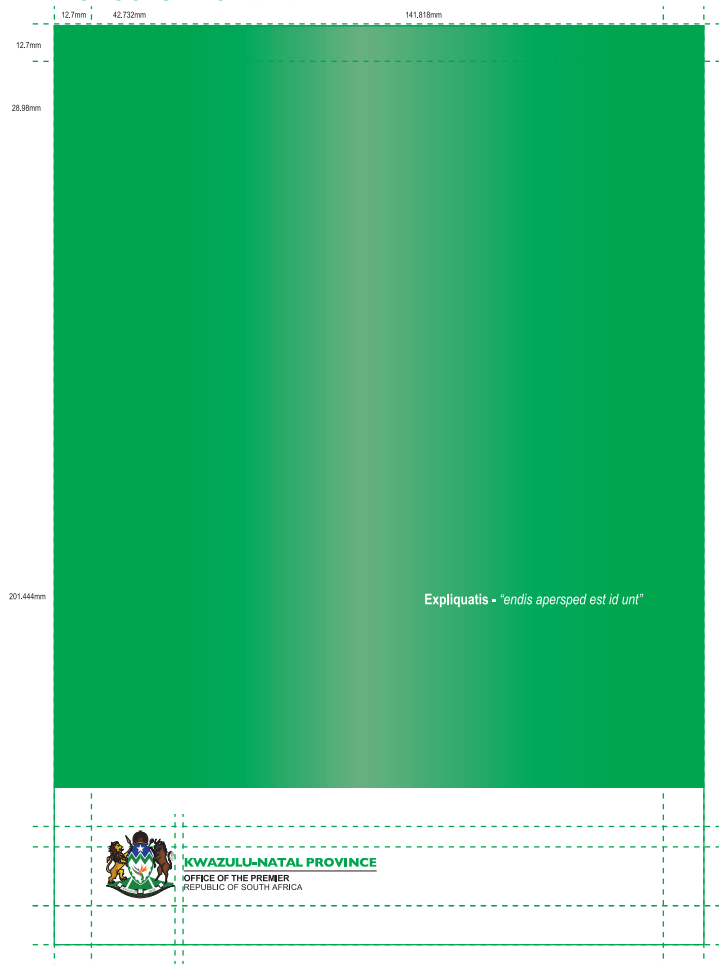
ORIGINAL SIZE: Custom

LOGO: On KwaZulu-Natal Provincial Government Poster, position your logo in the bottom left-hand corner of your Poster. The second option of the poster is used when MEC's, HoD's and other department heads are featured, when more than one picture of an individual is on the poster, the images need to run from the top right, running to the bottom of the page.

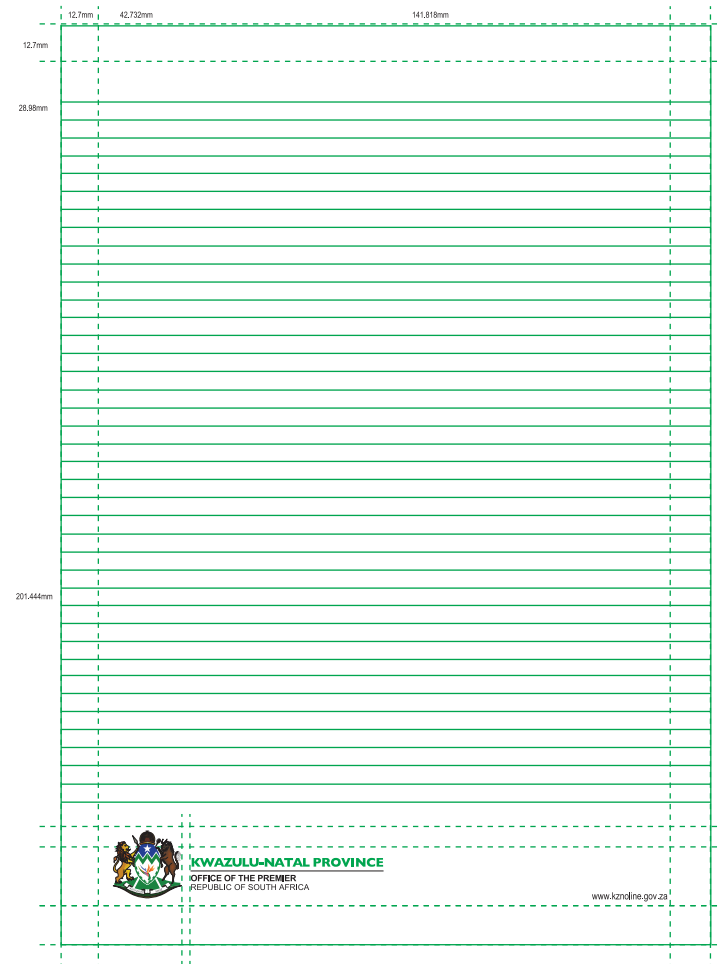
Font Typeface: Arial.

KEY: Size: Custom, Stock colour: White, Printing: Single sided, Colours: Full Colour

MEDIA PRODUCTS - NOTEPAD



CORPORATE IDENTITY MANUAL



NOTEPAD - General Layout

KwaZulu-Natal Provincial Government Notepad consists of a basic page with the logo in the bottom left-hand corner and the KwaZulu-Natal Provincial Government service hotline and website address in the lower right-hand corner.

Original size: A4 - 210 x 297 mm

LOGO: On Notepad, your logo size should be 28.98mm high. Position your logo in the bottom left-hand corner of your Notepad. Font Typeface: Arial. You should allow one standard line-space between your telephone number and website address.

KEY: **Size:** 210 mm X 297 mm (A4), **Stock colour:** White, **Printing:** Single sided, **Colours:** Full Colour

MEDIA PRODUCTS - NEWSLETTER



NEWSLETTER - General Layout

The KwaZulu-Natal Provincial Government newsletter informs, announces, reminds, advises, instructs, advertises, and communicates to KwaZulu-Natal Provincial Government staff and other stakeholders.

Original size: A4 - 210 x 297 mm

Format and layout : The KwaZulu-Natal Provincial Government newsletter must be produced in the three corporate colours. Graphs, tables and maps can be used.

LOGO: On the newsletter, your logo size should be 25mm high. The newsletter template is controlled and manipulated only by communications and editorial staff.

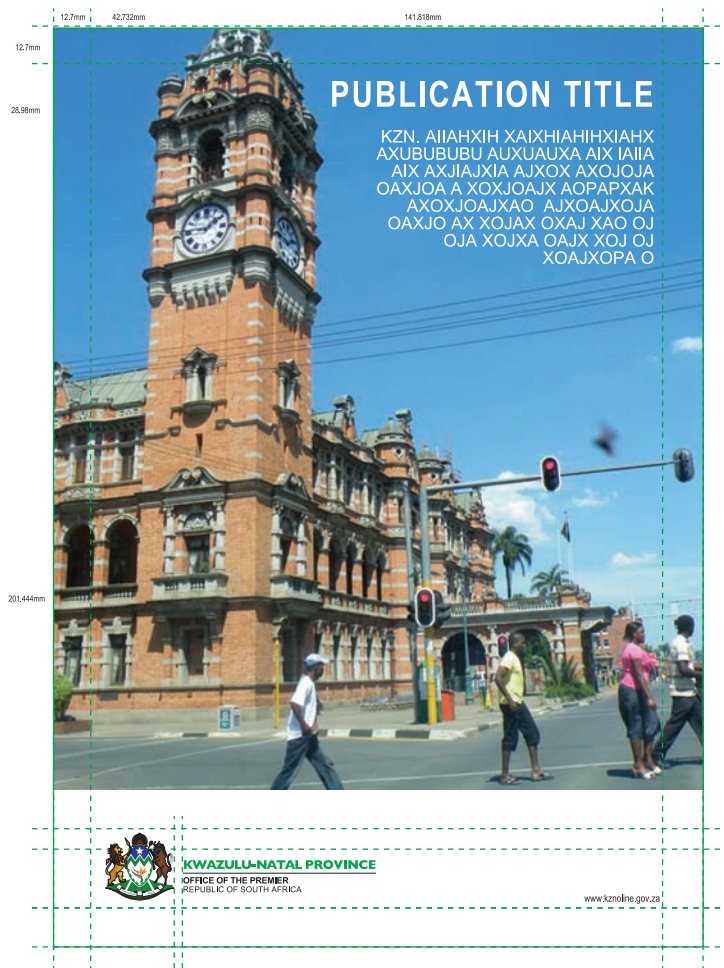
Font Typeface: Arial.

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Saddle Stitched, Colours: Full Colour

CORPORATE IDENTITY MANUAL



MEDIA PRODUCTS - BROCHURE



CORPORATE IDENTITY MANUAL



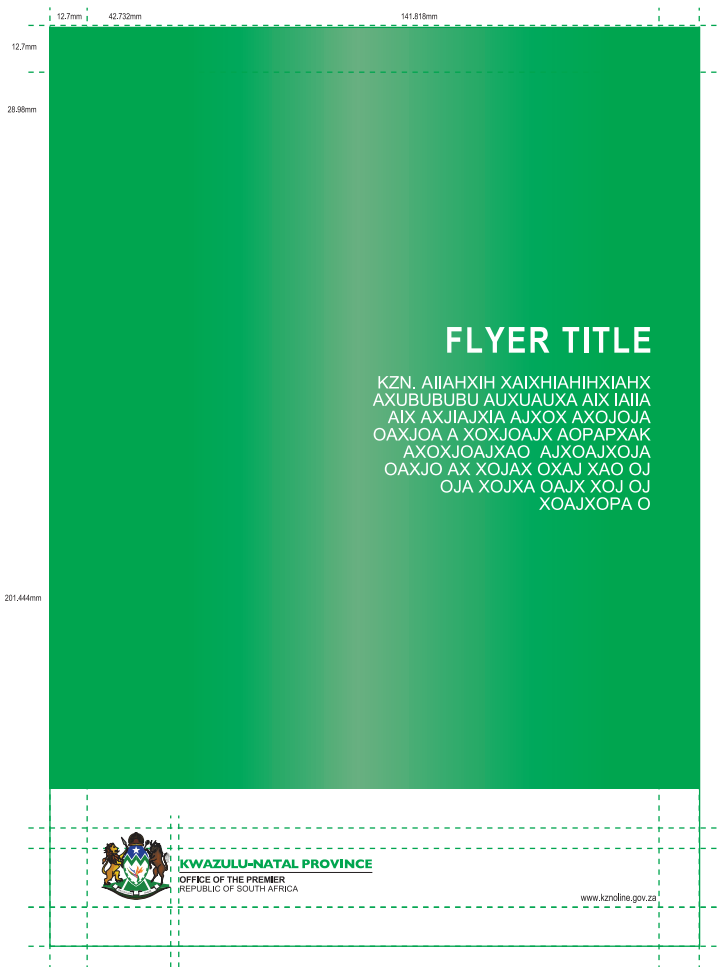
Brochures are used for presentation of specific KwaZulu-Natal Provincial Government issues and programmes to a broad audience. The title and image should be clear and make an impact. The Brochure comprises a three-folded A4 page (six small pages). Both the brochure and the flyer are very short and concise, and intended to go out with other publications, invitations or conference packages. Original size: A4 - 210 x 297 mm.

LOGO: On the Brochure, your logo size should be 25mm high. The logo must be placed at the bottom left hand corner of the cover page.

Format and layout : The back page of the newsletter has the KwaZulu-Natal Provincial Government logo placed on the lower bottom. The contact details are left aligned to the logo text (descriptor).

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Colours: Full Colour

MEDIA PRODUCTS - FLYER



FLYER - General Layout

Both the flyer and the brochure are very short and concise, and intended to go out with other publications, invitations or conference packages.

The title and image should be clear and make an impact The Brochure comprises a three-folded A4 page (six small pages) but can also be single sided sheet, dimensions: 99 x 210 mm.

Original size: A4 - 210 x 297 mm folded to 99 x 210 mm (can be single-sided) Flyers are used for presentation of specific KwaZulu-Natal Provincial Government issues and programmes to a broad audience.

LOGO: On the Flyer, your logo size should be 25mm high.

Typeface : Arial, Colour: black, Size: 9 pt

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Full Colour

CORPORATE IDENTITY MANUAL



MEDIA PRODUCTS - STANDARD CORPORATE FOLDER



STANDARD CORPORATE FOLDER - General Layout

The KwaZulu-Natal Provincial Government Folders are designed to be used to provide information for a variety of situations, e.g. meetings and conferences. They can hold a number of papers and document, while retaining their original shape and appearance. The folders come in a smaller version which contains fewer papers and documents than the original.

Original size: 220 x 305 x 15 mm

LOGO: On the folder, your logo size should be 25mm high.

Font Typeface: Arial.

KEY: Size: Size: 220 x 305 x 15 mm, Stock colour: White, Printing: Double Sided,

CORPORATE IDENTITY MANUAL



MEDIA PRODUCTS - EXECUTIVE FOLDER CORPORATE FOLDER

CORPORATE IDENTITY MANUAL



EXECUTIVE FOLDER CORPORATE FOLDER - General Layout

The KwaZulu-Natal Provincial Government Folders are designed to be used to provide information for a variety of situations, e.g. meetings and conferences. They can hold a number of papers and document, while retaining their original shape and appearance. The folders come in a smaller version which contains fewer papers and documents than the original.

Original size: 220 x 690 x 15 mm

LOGO: On the folder, your logo size should be 25mm high.

Font Typeface: Arial.

KEY: Size: Size: 220 x 690 x 15 mm, Stock colour: White, Printing: Double Sided,

MEDIA PRODUCTS - CD COVER AND DISC

CORPORATE IDENTITY MANUAL



CD COVER AND DISC - General Layout

The KwaZulu-Natal Provincial Government CD cover and label are used for larger productions of CD's.

The label can be printed for single copy use and should be filled out with a pen. If the CD is for general products, use corporate colours. If the CD is related to a specific product, use the same colour and image as the publication

Original size: 120 x 120mm

LOGO: On the CD, your logo size should be 25mm high.

Font Typeface: Arial.

KEY: Size: 120 x 120 mm, **Stock colour:** White, **Printing:** Single sided, **Colours:** Logo Full Colour

ADVERTISING

ADVERTISING OVERVIEW

- Classified advertising
 - Notices/Tender
- Campaign Advertising
- Recruitment advertising
 - Outdoor/Billboard
- Television Advertising
- Online Advertising



KWAZULU-NATAL
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ADVERTISING - NEWSPAPER

12.7mm	42.732mm	141.818mm
12.7mm	RECRUITMENT/ADVERT	
28.58mm	Mr Bonga Khoza Director: Branding and Marketing	
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201.444mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA	

ADVERTISING OVERVIEW:

The KwaZulu-Natal Provincial Government communicates with the general public about services, recruitment adverts, tender notices, campaigns by using advertising methods. The KwaZulu-Natal Provincial Government online advertising also creates KwaZulu-Natal Provincial Government brand awareness on the internet using websites.

TENDER NOTICE - General Layout

Original size: A4 - 210 x 297 mm

KwaZulu-Natal Provincial Government Tender Notice consists of a basic page with the logo in the top left hand corner. The tender heading goes in the top right hand corner with the blue graphic element as a background.

LOGO: On Tender Notice, your logo size should be 25mm high. Position your logo in the top left-hand corner of your Tender Notice. In an official letter format, include the KwaZulu-Natal Provincial Government official contact on the left hand side. With the address, telephone, fax and website address.

Font Typeface: Arial, Colour: black, Size: 9 point type, The rules should be adhered to in every document.

CORPORATE IDENTITY MANUAL

12.7mm	42.732mm	141.818mm
12.7mm	RECRUITMENT/ADVERT	
28.58mm	Mr Bonga Khoza Director: Branding and Marketing	
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201.444mm	 KWAZULU-NATAL PROVINCE SOCIAL DEVELOPMENT REPUBLIC OF SOUTH AFRICA	



CAMPAIGN ADVERTISING - General Layout

Original size: A4 - 210 x 297 mm

The KwaZulu-Natal Provincial Government Campaign Advertising consists of a single page with the logo in the bottom left hand corner.

LOGO: On Campaign Advertising, your logo size should be 25mm high. Position your logo in the bottom left-hand corner of your Campaign Advertising.

Font Typeface: Arial. Position your address, fax, and website address in the bottom right-hand corner of your Campaign Advertising. You should allow one standard line-space between your address, telephone number, fax number and website address.

KEY: Size: 210 mm X 297 mm (A4), Stock colour: White, Printing: Single sided, Colours: Full Colour

ADVERTISING - BILLBOARDS

CORPORATE IDENTITY MANUAL



OUTDOOR ADVERTISING (Billboard) - General Layout

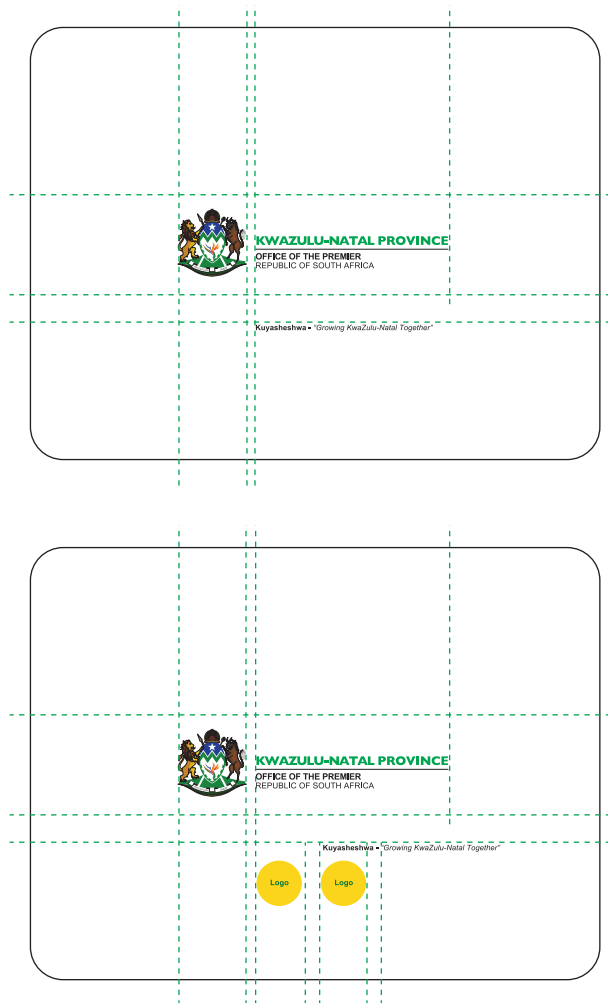
Original size: Custom

The KwaZulu-Natal Provincial Government Billboard consists of a single page with the logo in the bottom left hand corner and the KwaZulu-Natal Provincial Government slogan on the bottom right hand corner.

LOGO: Position your logo in the top left-hand corner of your Billboard. KwaZulu-Natal Provincial Government imagery should resemble the KwaZulu-Natal Provincial Government graphic element in the background.

Font Typeface : aRIAL.

KEY: Size: Custom, Stock colour: White, Printing: Single sided, Colours: Full Colour



TELEVISION ADVERTISING - General Layout

The end screen on KwaZulu-Natal Provincial Government Television Advertising consists of a horizontal KwaZulu-Natal Provincial Government logo in the center of the screen. Advertisement-related text or partnership logos are to be aligned to the logo Descriptor (Logo Text).

Font Typeface: Arial.

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ONLINE ADVERTISING - General Layout

The KwaZulu-Natal Provincial Government Online Advertising consists of a KwaZulu-Natal Provincial Government logo and text. The text should be placed above the logo or alternatively on the right hand side of the KwaZulu-Natal Provincial Government logo.

LOGO: The KwaZulu-Natal Provincial Government logo must be in horizontal format, placed on the left.

Font Typeface: Arial

MULTIMEDIA

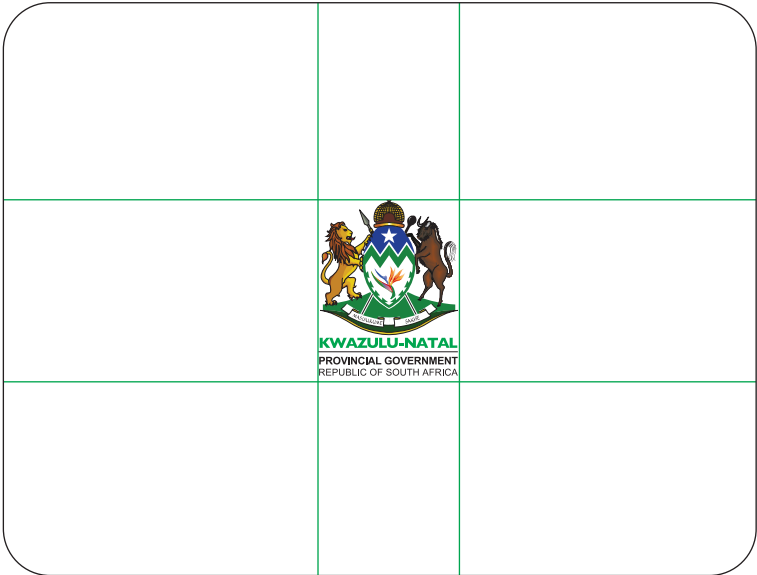
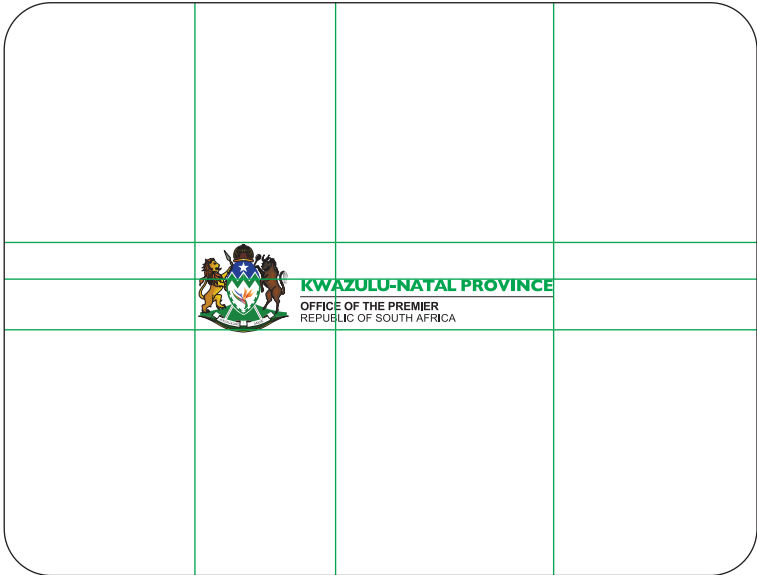
MULTIMEDIA OVERVIEW

Screensavers
Wallpapers



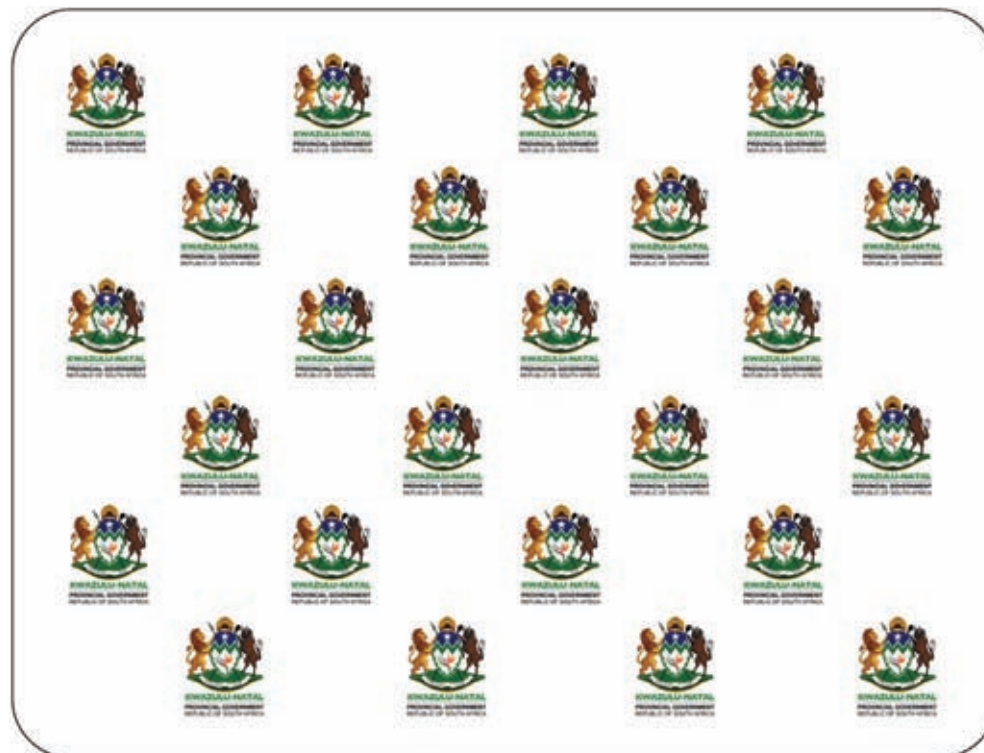
KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



MULTIMEDIA OVERVIEW
Multimedia use enables the KwaZulu-Natal Provincial Government to communicate its ideas, services and information via electronic channels. This includes communication media based on Computer graphics, Animation, Internet and Interactive Programme.

SCREENSAVERS - General Layout
Original size: n/a
A screensaver is used to prevent the computer from screen burn-in while advertising the KwaZulu-Natal Provincial Government brand. The KwaZulu-Natal Provincial Government Screensavers consist of a basic page with the logo in the center of the computer screen.



WALL BANNER

Wall Paper - General Layout

Original size: n/a

The KwaZulu-Natal Provincial Government Wall Paper consists of a basic page with the logos arranged in a pattern.

LOGO: The stacked format KwaZulu-Natal Provincial Government logo is to be used.

ONLINE COMMUNICATION

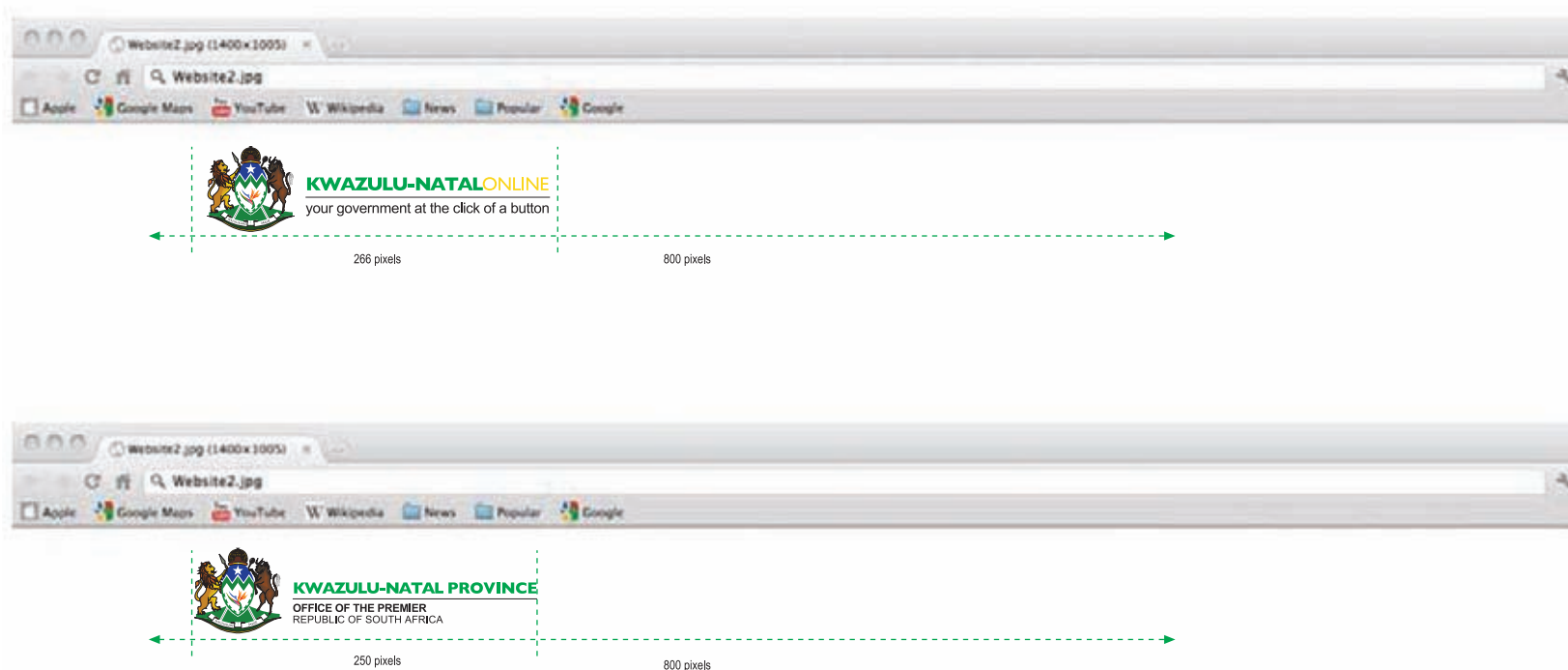
ONLINE COMMUNICATION OVERVIEW

Logo usage on website
Email Signature and Email Banner
E-Newsletter



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



ONLINE COMMUNICATION OVERVIEW

The KwaZulu-Natal Provincial Government communications professionals, web managers and web design agencies building new websites or refreshing existing sites are custodians of the The KwaZulu-Natal Provincial Government online brand presence . All The KwaZulu-Natal Provincial Government websites should carry the KwaZulu-Natal Provincial Government logo, consistent tone, colour palette, imagery and typography.

LOGO USAGE ON WEBSITE

The horizontal format of the KwaZulu-Natal Provincial Government logo should be placed on the top left hand side of the website. "KZN Online" is to be used as a logo descriptor.



ONLINE COMMUNICATION - EMAIL SIGNATURE / BANNER

CORPORATE IDENTITY MANUAL

Name Surname

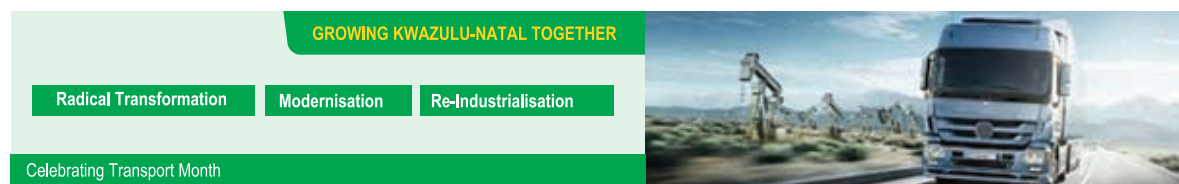
Director: Designation

Celebrating Transport Month

Office of the Premier

Tel: 033 341 3355 • Cell: 071 875 9601

Email: name.surname@kznpremier.gov.za



EMAIL SIGNATURE /BANNER - General Layout

Original size: 938 Pixels X 178 Pixels

Contact details are to be placed above the email banner campaign, campaign relevant text is to be placed on the bottom of the banner imagery.

LOGO: The stacked format KwaZulu-Natal Provincial Government logo is to be used and placed on the left hand side of the banner and contact details. KwaZulu-Natal Provincial Government Departments are not to place their respective logos on the signature as the aim is to promote gauteng as a province and not departments.



ARTICLE 1 TITLE

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ARTICLE 1 TITLE

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ARTICLE 2 TITLE

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SOCIAL MEDIA

SOCIAL MEDIA OVERVIEW

FaceFacebook
Twitter



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



SOCIAL MEDIA OVERVIEW

Social media and networking offers a possibility of transforming the way KwaZulu-Natal Provincial Government communicates and cooperates not only amongst ourselves, but also with the public. Social media enables internal collaboration, allows for information sharing with external partners or contractors, exchanges information with the public, keeps pace with fast moving events and harnesses the ideas of the public to support your mission. As with all other forms of communication, social media must carry the KwaZulu-Natal Provincial Government logo, consistent tone, colour palette, imagery and typography.

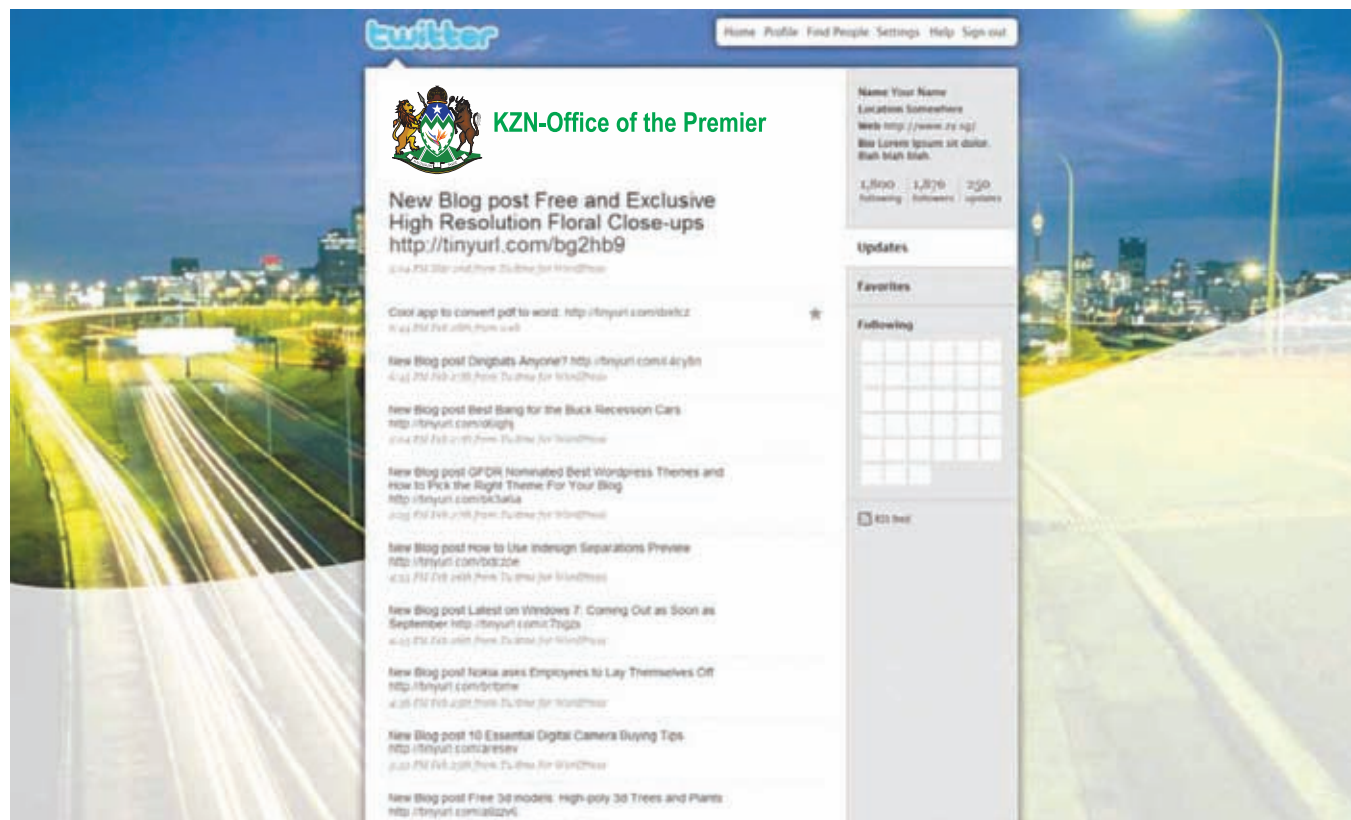
FACEBOOK- General Layout

Original size: Facebook standard page specifications.

USER NAME: Individual KwaZulu-Natal Provincial Government department

LOGO: KwaZulu-Natal Provincial Government Coat of Arms is the profile picture sized to fit Facebook specifications,

KEY: Size: Facebook standard page specifications



TWITTER - General Layout

Original size: Twitter standard page specifications. The KwaZulu-Natal Provincial Government Twitter page consists of KwaZulu-Natal Provincial Government imagery shaped into a KwaZulu-Natal Provincial Government graphic element as the background.

USER NAME: KwaZulu-Natal Provincial Government or KZN Department

LOGO: The avatar (profile picture) is the KwaZulu-Natal Provincial Government logo sized to fit Twitter specifications.

The specifications aim to create professionally designed, aesthetically pleasing KwaZulu-Natal Provincial Government Twitter page

CO-BRANDING

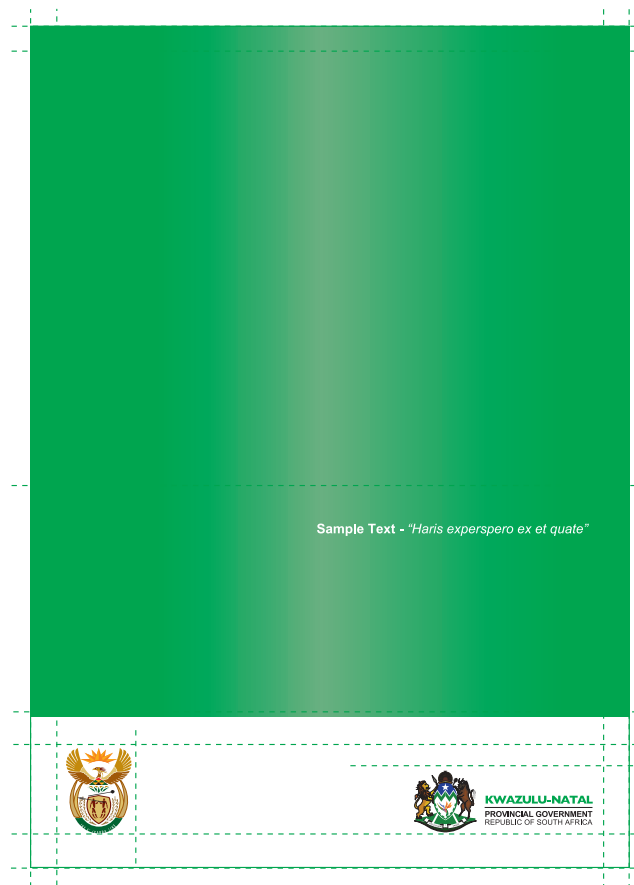
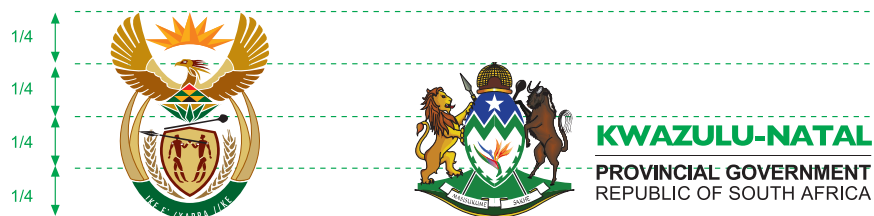
Co-BRANDING OVERVIEW

National Governments
Provincial Governments
Local Government
Joint Partnerships



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL



CO-BRANDING OVERVIEW

Co-branding is a collaborative venture designed to advance the interests of two or more parties in a considered and strategic fashion. Legally, the parties remain separate entities. All participants' brand names are retained. The KwaZulu-Natal Provincial Government logo, colour palette, imagery and typography must still appear in all instances of co-branding with a partner department, agency or company.

CO-BRANDING: NATIONAL GOVERNMENTS - General Layout

Original size: A4 - 210 x 297 mm

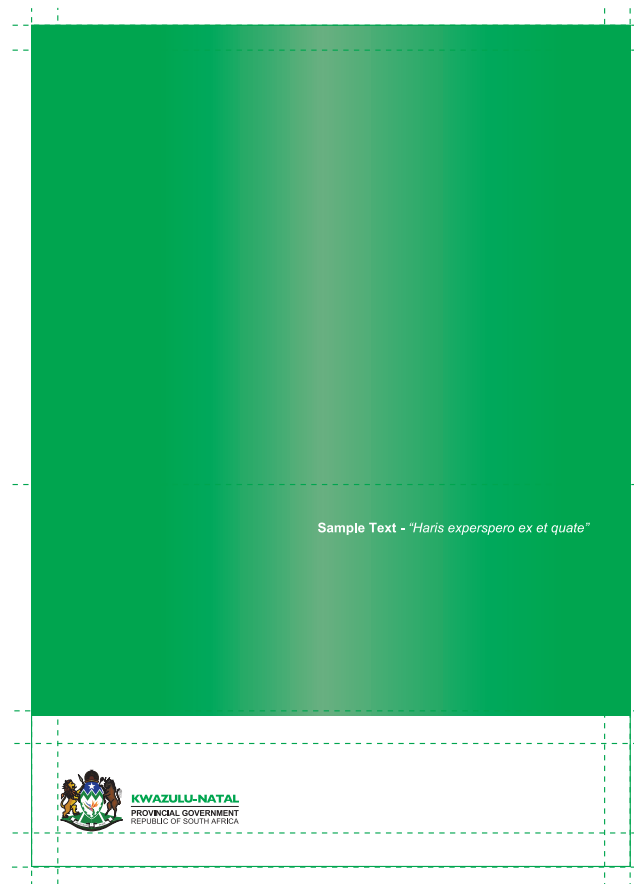
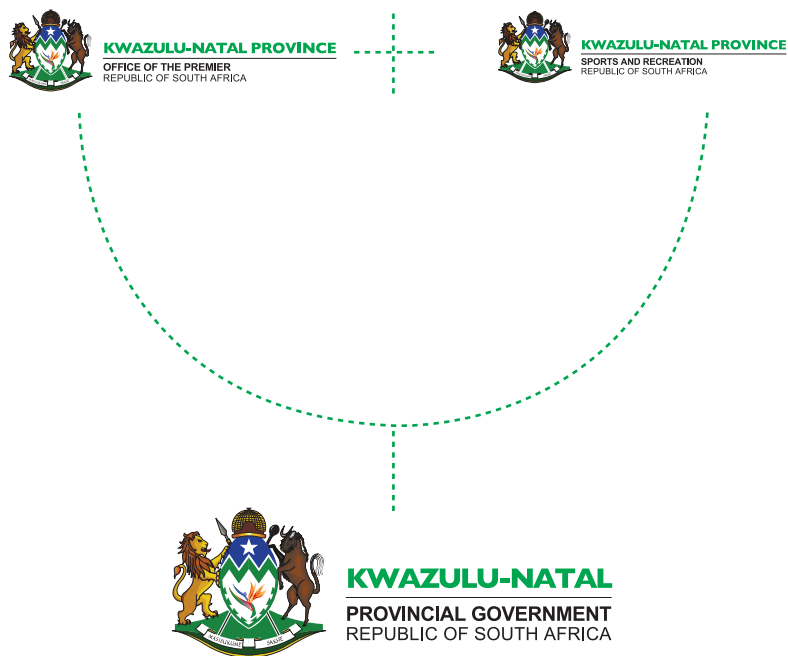
KwaZulu-Natal Provincial Government National Government Co-branding consists of a page with the KwaZulu-Natal Provincial Government logo in the bottom right hand corner and the South African Coat of Arms in the bottom left hand corner.

LOGO: On National Government Co-branding, your logo should be 3/4 the size of the South African Coat of Arms.



CO BRANDING - PROVINCIAL GOVERNMENTS

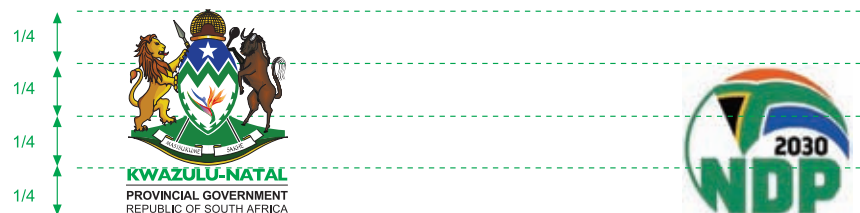
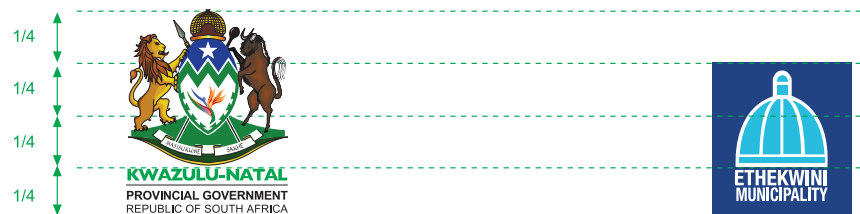
CORPORATE IDENTITY MANUAL



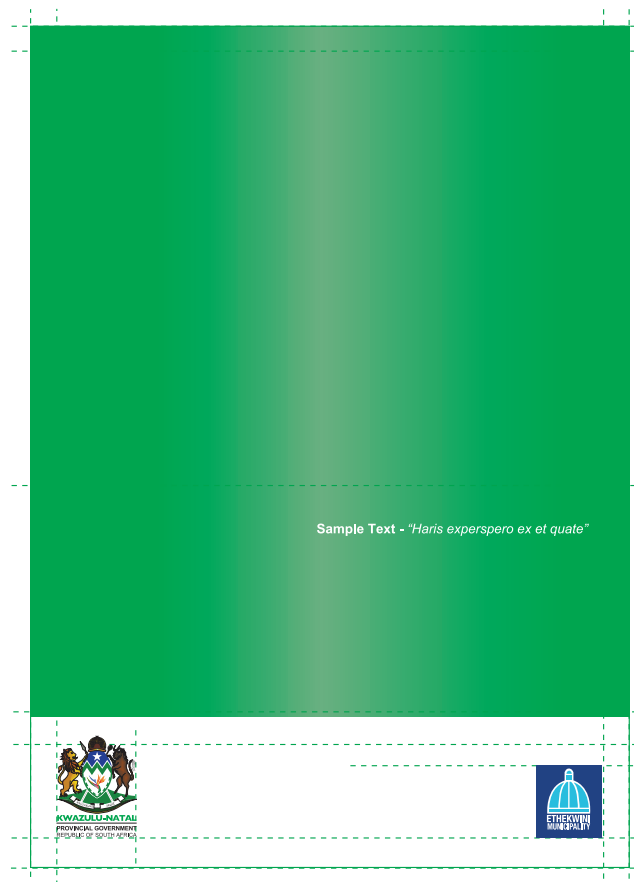
Sample Text - "Harris experspero ex et quate"

PROVINCIAL GOVERNMENTS

LOGO: Where two or more KwaZulu-Natal Provincial Departments are in partnership, then the KwaZulu-Natal Provincial Government Stacked or Horizontal Logo must be used.



An Agency of



LOCAL GOVERNMENTS

KWAZULU-NATAL PROVINCIAL GOVERNMENT MUNICIPALITIES , AGENCIES AND PROJECTS - General Layout

KwaZulu-Natal Provincial Government Agencies/Major Projects Co-branding consists of a basic page with the KwaZulu-Natal Provincial Government logo in the bottom left hand corner.

LOGO: On GPG Municipalities, your logo should be 3/4 the size of the KwaZulu-Natal Provincial Government stacked logo.

On KwaZulu-Natal Provincial Government agencies and projects co-branding the words "An Agency of" are to be included on the left hand side of the KwaZulu-Natal Provincial Government logo. The KwaZulu-Natal Provincial Government Agency's logo is to be placed in the lower right-hand corner



JOINT PARTNERS HIPS - General Layout

The KwaZulu-Natal Provincial Government Joint Partnerships Document consists of a cover page with the joint partner's logo in the bottom right hand side.

LOGO: On KwaZulu-Natal Provincial Government Joint Partnerships documents, the joint partner's logo size should be 3/4 the size of the KwaZulu-Natal Provincial Government logo. Position the KwaZulu-Natal Provincial Government logo in the bottom left-hand corner of your document.

PROMOTIONAL MATERIAL

PROMOTIONAL MATERIAL OVERVIEW

Clothing
Mouse pad
Pens
Key ring
Umbrella



KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL

PROMOTIONAL MATERIAL - CLOTHING

CORPORATE IDENTITY MANUAL



PROMOTIONAL MATERIALS OVERVIEW

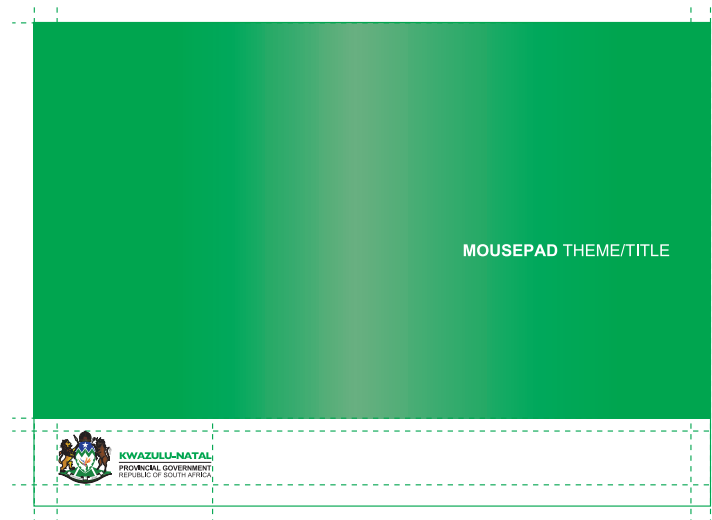
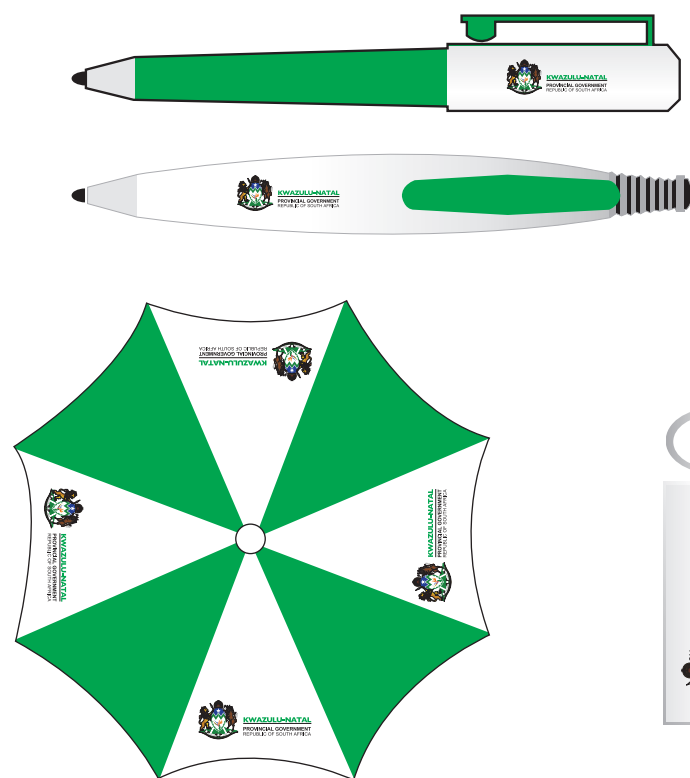
Promotional materials help publicise the KwaZulu-Natal Provincial Government brand just in the same way as conventional methods of advertising. Promotional materials are custom imprinted with the KwaZulu-Natal Provincial Government logo descriptor only, colour palette, imagery and typography.

CLOTHING- General Layout

KwaZulu-Natal Provincial Government clothing consists of the KwaZulu-Natal Provincial Government logo descriptor (text) on the left hand side on the front of the garment. The KwaZulu-Natal Provincial Government Coat of Arms are NOT to be placed on any clothing except for uniform for messengers and frontline staff. The KwaZulu-Natal Provincial Government logo descriptor is to be white in dark coloured clothing and original colours of the descriptor if the clothing item is white or very light.

PROMOTIONAL MATERIAL - PENS, MOUSE PAD, UMBRELLA AND KEY RING

CORPORATE IDENTITY MANUAL



- A) PENS:** KwaZulu-Natal Provincial Government -branded pens should have horizontal format logo placed along the length of the pen.
LOGO: The white reversed KwaZulu-Natal Provincial Government logo should be used
- B) MOUSE PAD:** KwaZulu-Natal Provincial Government Mousepad consists of a blue KwaZulu-Natal Provincial Government graphic element in the background.
LOGO: The KwaZulu-Natal Provincial Government logo is placed on the bottom left hand side of the Mousepad with a white background.
- C) UMBRELLA:** The KwaZulu-Natal Provincial Government umbrella contains horizontal format logo placed on alternating panels.
- D) KEY RING:** KwaZulu-Natal Provincial Government -branded key rings should have horizontal format logo placed along the length of the key ring.

SIGNAGE

SIGNAGE OVERVIEW

- Building
- Office
- Floor
- Parking
- Office/Reception Layout
- Name Tags
- Vehicle Branding

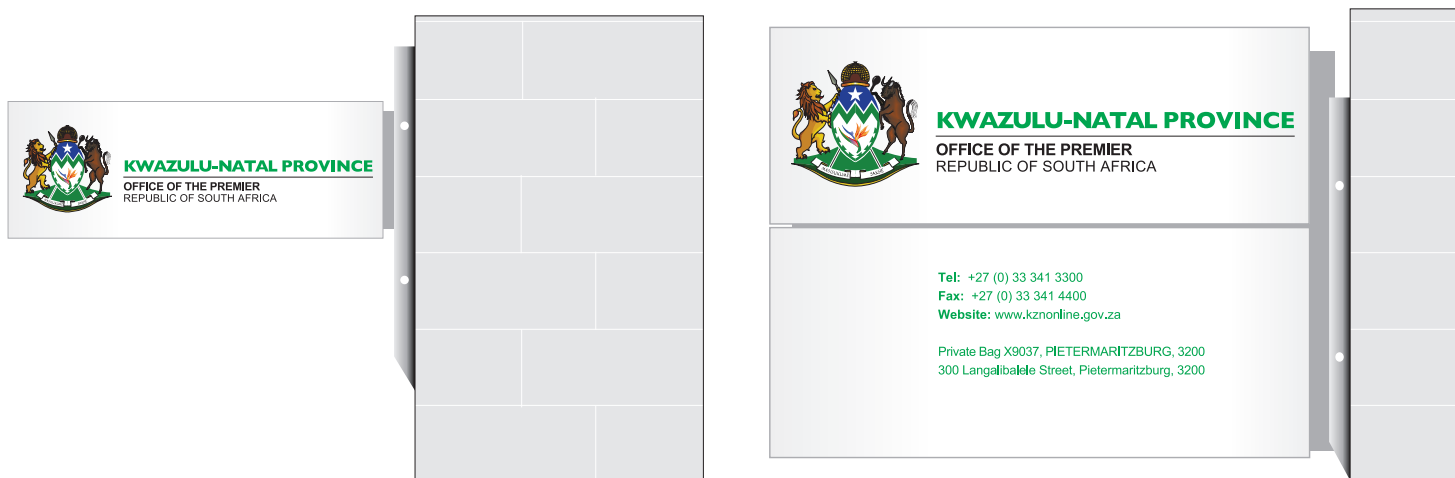
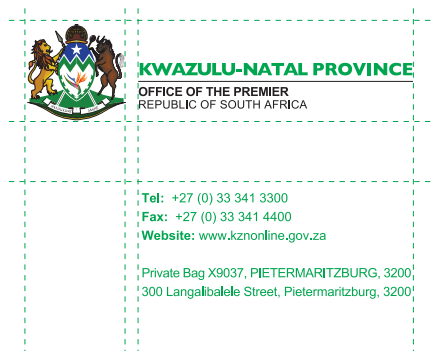


KWAZULU-NATAL
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

COAT OF ARMS
CORPORATE IDENTITY AND
BRAND STANDARDS MANUAL

SIGNAGE - BUILDING SIGNAGE

CORPORATE IDENTITY MANUAL



SIGNAGE OVERVIEW:

A KwaZulu-Natal Provincial Government sign must do one of two things:

1. Tell someone where they have arrived.
2. Tell them how to get to where they want to go.

All signs must adhere to the KwaZulu-Natal Provincial Government brand standards that include KwaZulu-Natal Provincial Government logo, colour palette, imagery and typography.

BUILDING SIGNAGE -General Layout

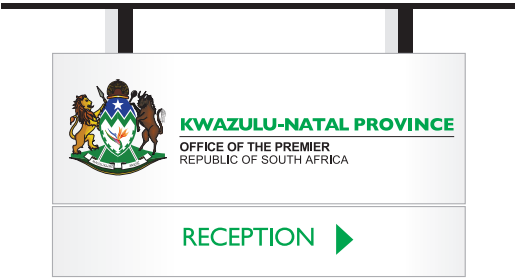
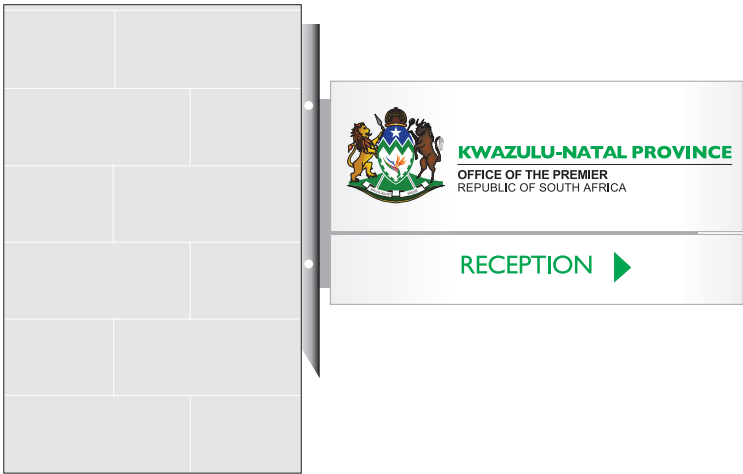
KwaZulu-Natal Provincial Government signage consists of the horizontal format logo. The contact details are to be placed below the logo, aligned to the logo Descriptor (Logo Text). Space between the logo descriptor and "Contact Details" should be 3 times the size of "K" in "KwaZulu-Natal" logo descriptor.

LOGO: On Signage, your logo size should be CUSTOM.

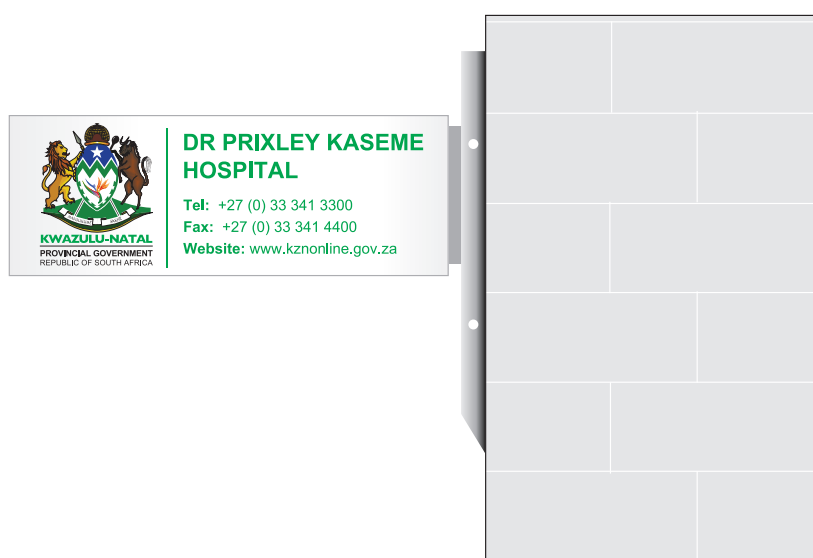


OFFICE SIGNAGE

KwaZulu-Natal Provincial Government Office signage consists of the horizontal format logo , with contact details and more text on other panels placed below the logo, aligned to the logo Descriptor (Logo Text).

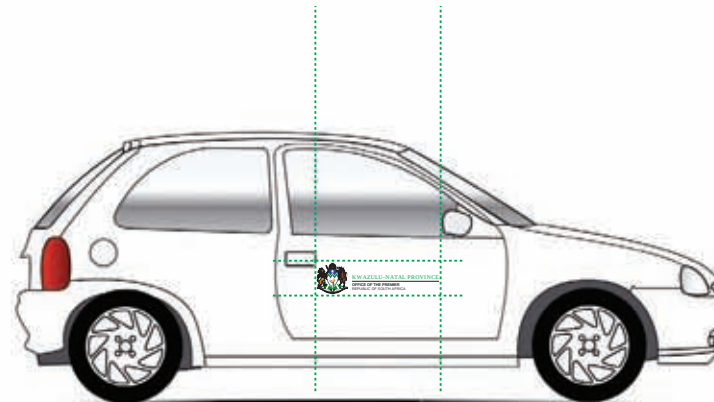
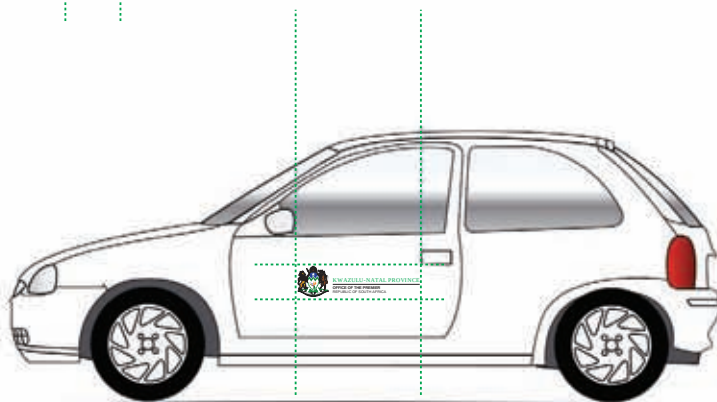
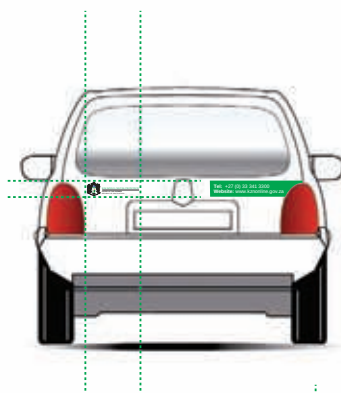


OFFICE/RECEPTION LAYOUT
KwaZulu-Natal Provincial Government office/reception signage consists of the horizontal format logo, with direction sign to the parking lot placed below the logo, aligned to the logo descriptor (Logo Text).



PROJECT/AGENCY/HOSPITAL

KwaZulu-Natal Provincial Government projects/agencies/hospitals signage consists of the KwaZulu-Natal Provincial Government Stacked logo format, with contact details and more text on other panels placed below the logo, aligned to the logo Descriptor (Logo Text).



VEHICLE BRANDING

LOGO: The KwaZulu-Natal Provincial Government horizontal format logo should be placed in center of the front door panels and left hand side of the boot.



NOTES

CORPORATE IDENTITY MANUAL

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

+27 (0) 33 341 3300



Provincial Government Communication

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