

# POLICY: USE OF CORPORATE LOGO AND OFFICIAL COAT OF ARMS

Item CM 2-2002(C) POLICY ON THE USE OF THE CORPORATE LOGO AND THE  
CM 25/04/2002 OFFICIAL COAT OF ARMS FOR THE EKURHULENI  
METROPOLITAN MUNICIPALITY (CM 2-2002: MC 11-04-2002)

## RESOLVED:

1. **That** the report of the Communications and Marketing Division on the Corporate Identity Policy **BE NOTED**.
2. **That** the policy on corporate identity guidelines, as indicated in the report, **BE ACCEPTED** as the Corporate Identity Policy of the Ekurhuleni Metropolitan Municipality, subject to the following amendments:
  - (a) That the second paragraph of section 1.6 (Approval procedures for printing) be amended to read as follows:
 

The Communications and Marketing Division will not undertake any printing on behalf of a Service Delivery Centre without written approval from the Regional Executive Director, the Strategic Executive Director or the Executive Director.
  - (b) That in section B (Application of the Ekurhuleni Metropolitan Municipality Coat of Arms), the bullet point referring to "Councillors" be deleted.
3. **That** the use of the Coat of Arms and the Corporate Logo **BE RESTRICTED** for Council-use only and that the Coat of Arms and Corporate Logo **BE REGISTERED** as trade marks in terms of the relevant legislation.
4. **That** the Coats of Arms, Corporate Logos and symbols of the disestablished Councils **BE DE-REGISTERED**.

Item B-COM (05-2006) COMMUNICATION AND MARKETING REPORT ON THE  
MC 17/08/2006 IMPLEMENTATION PROCESS OF THE BRAND STRATEGY  
FOR EKURHULENI METROPOLITAN MUNICIPALITY

Mr A Swanepoel of the Directorate: Communications & Marketing made a presentation on the Ekurhuleni Brand Strategy and Internalisation Process.

## RESOLVED:

1. **That** the report and the presentation regarding the implementation of a brand strategy for Ekurhuleni **BE NOTED**.
2. **That** the proposed brand idea of "Access" **BE AGREED TO** by the Ekurhuleni Metropolitan Municipality and **BE IMPLEMENTED** as part of the long-term marketing strategy for Ekurhuleni.
3. **That** the brand strategy action plan **BE ROLLED OUT** in support of the GDS 2025 objective of building a clear city identity.

4. **That** in terms of the usage of the corporate identity, the Coat of Arms **BE USED** only by the Offices of the Mayor, Speaker, Chief Whip, Members of Mayoral Committee and the City Manager and that the Corporate Logo **BE USED** by all other departments and Councillors.
5. **That** the approved Corporate Identity Policy of Ekurhuleni Metropolitan Municipality **BE AMENDED ACCORDINGLY**.
6. **That** the use of “**City of Ekurhuleni**” as a brand name **BE ACCEPTED** for Ekurhuleni Metropolitan Municipality.

**ITEM CM 2-2002 (MC 11/04/2002 and CM 25/04/2002)****POLICY ON THE USE OF THE CORPORATE LOGO AND THE OFFICIAL COAT OF ARMS FOR THE EKURHULENI METROPOLITAN MUNICIPALITY****PURPOSE OF THE REPORT**

To approve the policy on the use of the Ekurhuleni Metropolitan Municipality's Corporate Logo and Coat of Arms

**BACKGROUND:**

The Ekurhuleni Metropolitan Municipality logo and its Coat of Arms are images that depict the essence of the Metropolitan Municipality, its services, goals and vision and, above all, its employees. Both our logo and our Coat of Arms set us apart from other cities and towns.

Both have to be used with care not only because of the financial expenditure involved in the design and initial implementation of the overall Corporate Identity, but moreover because their misuse can dilute the very essence of our image.

It is for these reasons that the Corporate Identity of the Ekurhuleni Metropolitan Municipality, consisting of the Ekurhuleni Metropolitan Municipality Logo and our Coat of Arms, must be guarded, with pride, by the Council and all its employees.

Since the adoption of the Coat of Arms and the Logo of the Council as well as the promulgation of the new name of the Ekurhuleni Metropolitan Municipality the Communication and Marketing Department has been implementing the Corporate Identity on signage, stationary, corporate clothing, etc, throughout the metro.

Of primary importance however was to distinguish between the Coat of Arms, the Logo and their utilisation. After extensive consultation with both Councillors and officials, as well as with other municipalities, national and provincial government the policy has been drafted and includes the comments and concerns of the various departments and Councillors.

**POLICY ON USE OF EKURHULENI METROPOLITAN MUNICIPALITY'S CORPORATE LOGO AND COAT OF ARMS:****1. APPLICATION OF THE EKURHULENI METROPOLITAN MUNICIPALITY LOGO**

The Ekurhuleni Metropolitan Municipality logo should be applied to all items of internal and external stationery by both the Head Office and the various Service Delivery Centres as stipulated below:

**1.1 Letterheads:**

The primary use of Letterheads is for the external communication of information to our various audiences. The distinguishing factor of the letterhead is that it is the only vehicle of official management communication that is printed in full colour.

Full colour letterheads will be used by secretaries, heads of departments, project managers, and any other employee who has the delegated power to write an official letter to a person, organisation, body, company or corporation.

The typeface to be used on letterheads is Arial and the font size (type size) can be either 10 pt or 11 pt Arial.

Each SDC has a personalised letterhead that lists the Region it operates in (Eastern, Southern or Northern) and its name (i.e. Germiston Service Delivery Centre). These identifiers distinguish one Region and Service Delivery Centre from another.

#### **A. Method of print**

Letterheads are printed by a professional printer that is sub-contracted to print a certain quantity of letterheads for a particular Service Delivery Centre according to the Corporate identity guidelines.

Letterheads are printed from full colour positives that have been delivered to each SDC. No aspects of the positives may be changed, unless prior approval is received from the City Manager.

#### **B. Using a letterhead**

The pre-printed full colour letterhead is placed in a desktop printer and the letter is printed - in black ink - onto the letterhead from a personal computer.

#### **C. Ordering of letterheads**

Letterheads are ordered in the same way as other stationery items i.e. from the central stores or the person who is responsible for the ordering of stationery and other printed matter for the department, region or service delivery centre.

### **1.2 Memorandums and Faxes**

The network administrators of each SDC have placed Memorandum and Facsimile templates on the various networks. Employees who use stand-alone PC's (not network linked) should have these templates filed in their Windows template folder. Any employee who does not have a template folder should contact the Communications and Marketing Department to arrange for the loading of the templates.

The font size on the templates default to 10 pt but, if you prefer a larger type size, you can request the Communications and Marketing Department to arrange for the type size to be increased to 11 pt.

Training by the Communication and Marketing Department on the use of templates is ongoing. Departments who need training should contact Communications and Marketing, who will set up a training course on your premises.

The logo on Memorandums and Faxes will print out in shades of black together with the typed letter from a desktop printer.

#### **A. Memorandums**

Memorandums are intended for internal use only and are used by all employees as a general method of communication.

Memorandums are formal vehicles of communication and should not be used for the communication of information that is not directly work related.

## B. Facsimiles

Facsimiles are used externally and internally. The internal use is self-explanatory (inter-departmentally) but the external use of Facsimiles should be restricted to business matters only. Sending a quick fax to a friend using the Councils' Fax template is not allowed.

## 1.3 Typeface of the Ekurhuleni Metropolitan Municipality

The official typeface (font) of the Municipality is Arial - a font that is common to all Windows applications. It was selected because of its modern, clean style, for its legibility and for the fact that most all printers and typesetters have Arial resident on their Desk-Top Publishing systems.

The Arial typeface can be used in any variation on printed items providing the Arial font type selected complements the design.

### A. Letters, Facsimiles and Memorandums

The font that must be used on all correspondence either internally or externally is **ARIAL**. MS Word and other word processing packages have default typeface setting that can be reset to default to Arial.

Font type and size: Arial 11 or Arial 10

#### Examples of various types of ARIAL font:

Arial Normal - listed as Arial on MS Word

**Arial Normal Bold**

*Arial Italics*

***Arial Bold Italics***

Arial Narrow

*Arial Narrow Italics*

**Arial Narrow Bold Italics**

**Arial Black**

***Arial Black Italics***

### B. Creative work

Other typefaces can be used for a more creative feel on folders, exhibition panels, invitations, menus, presentation, etc providing that the Logo typeface is not altered in any way.

### C. Guidelines, logo signatures and colour specifications

Detailed guidelines, examples of logo signatures and Pantone colour specifications are available from the Communications and Marketing Department.

### 1.3 Various logo signatures

Each SDC has a personalised logo signature that states the Region in which it operates and the town or city that it is known by. The logo signatures are available at the SDC's and are also available from the Communications and Marketing Department on request.

#### A. Use of the logo signatures

Each SDC has nine different logo signatures to choose from;

- Three full colour logos
- Three grey scale (shades of black) also called Dual tone logos
- Three solid black

#### B. Full colour logos

Full colour logos are expensive to reproduce because, by their very nature, the logo colour specifications consists of four or more colours that need to be printed from four positives. The cost factor is the major reason behind specifying full colour for the letterheads only and using the shades of black logos for memorandums and faxes. The Pantone colour specifications for the printing of full colour logos are listed at the back of this document.

Printers that are sub-contracted to handle your printing requirements, must follow the Pantone colour specifications and each full colour job that is handed to a printer must be accompanied by a hard copy (print out) of the logo colour specifications.

It is also advised that the printer produces a Chromatin (a pre-print colour proof of the logo colours) that will list the various colours in their correct colour codes so that the job originator can check that the colours the printer intends using are correct according to the Pantone colour specifications.

#### C. Grey Scale logos (Shades of black)

Despite these logos being printed in one colour (black and shades of black) the different logo elements (head, body, arm, etc) are printed in various percentages of the colour black.

Sub-contracted printers must follow the grey scale colour specifications to the letter and each grey scale job that is handed to a printer must be accompanied by a (hard copy) print out of the grey scale specifications.

Although the term grey scale is used, this logo can also be printed in colours other than black. If, for example the colour blue is preferable to black in certain cases, the printer will use the same percentages of blue in varying degrees and he would have used for the black and grey logo. Therefore, if the collar of the Ekurhuleni logo were 20 per cent of black, for a 'shades of black' logo, it would be 20 per cent of blue for a 'shades of blue' logo.

#### D. Solid Black logos

These logos are used when no definition between the different logo elements are required. Typical examples of the use of a solid black logo are ward notices or other posters that are produced either by photo copying or mass printing.

It is not recommended to print the solid black logo in any colour other than black.

#### 1.4 Stationery

Personalised logo signatures are used on stationery particular to a specific SDC, such as refuse removal notices, electricity notices, order forms, security badges and discs, financial stationery and any other printed stationary item that pertains to that particular SDC. All these items must adhere to the corporate identity guidelines as specified in the policy.

#### 1.5 Clothing and corporate gifts

Uniform, corporate wear, Corporate Gifts and Promotional items are project managed by Head Office and, as such all needs should be discussed with the Communications and Marketing Department before an order is placed.

##### **Clothing, Corporate gifts and promotional items include:**

T-shirts; Caps; Ties; Shirts; Overalls; Desk pads; Calendars; Drinking glasses; Pens, pencils, note pads, etc.

#### 1.6 Approval procedures for printing

All printed items that depict the logo, regardless of their nature and intended use, should be approved by the Communications and Marketing Department prior to printing taking place.

The Communications and Marketing Department will not undertake any printing on behalf of an SDC without written approval from the Regional Executive Director or the Strategic Executive Director of the Department

#### 1.7 Vehicle Signage Corporate Logo:

The Corporate Logos for vehicles are available in two sizes as specified in the table below.

##### **Specifications**

The same format should be implemented and the logo is in the decal (sticker) format and that only two sizes of logo should be utilised.

Item	Logo Format	Size (mm)
<b>Corporate Logos</b>	Small Vertical	50 x 200 mm
- Full colour	Rectangular	200 x 460 mm
<b>Black lettering</b>	Small lettering	
(Departmental information)	Medium	
	Large lettering	
<b>Mayoral Vehicles</b>	Coat of arms	200 x 250 mm

### Application of decals and lettering

If a Service Delivery Centre as a vehicle that is not included in the broad description below, the fleet manager should contact the Communication and Marketing Department for clarification on the logo application.

Type of vehicle	Logo size (cm)	Logo format	Application
<ul style="list-style-type: none"> <li>• All passenger cars,</li> <li>• Bakkies and other LDV's</li> <li>• Ventures, Kombi's / other multipurpose vehicles</li> <li>• Trucks and other heavy vehicles</li> </ul>	25 x 20	Vertical	Front door
<ul style="list-style-type: none"> <li>• Tractors, Cranes</li> </ul>	Logo adhered to both sides in either vertical or horizontal format depending on the available space.		
<ul style="list-style-type: none"> <li>• Trailers, and like vehicles</li> </ul>	46 x 30 cm	Horizontal	Either side

Examples of new applications will be added to the current vehicle signage specifications and will be distributed as and when updates are required.

### Application of the new Corporate Logo and other wording

The person responsible for the application of the logo to any vehicle, should contact the Communication and Marketing Department on 820 4315 before completing the job, to ensure that the specifications and standards are adhered to.

Black cut-out lettering, indicating region, SDC and Department, is to be displayed on both the left and right sides of vehicles and equipment in the following manner.

Type faces (fonts) must be Arial and must be according to the following specifications of the example:

Kempton Park Service Delivery Centre (Arial Narrow)  
**Electricity Department, (Arial Regular Bold)**

#### 1.8. Building and Directional Signage

All Ekurhuleni Metropolitan Municipality's buildings must display the new Corporate Logo. The signage will be of a standard size and will be erected on the building surface externally.

The replacement logos must be manufactured by a supplier, in accordance with the building signage policy specifications of the Communications and Marketing Department and the erection of the new signage would be project managed by the Roads, Transport and Civil Works Department.

Approval of design and placement points must be obtained from the Department of Communications and Marketing prior to production and erection of signage.



## 1.9 Usage of logos other than the Corporate Logo

No logo other than the official Ekurhuleni Metropolitan Municipality logo can be used or implemented as either a departmental or corporate logo by any department within the municipality. This means that no department can design or use as their own, logo, image, crest or other graphic to communicate the name of a department within the municipal structure of the Ekurhuleni Metropolitan Municipality.

## 1.10 Unjustified or unapproved reproduction of the logo

The unauthorised reproducing of the logo for personal or general use is a disciplinary offence.

### Examples of such actions are:

- The personal printing of business cards by using a desk-top printer
- The personal printing of security tags or other security related items
- The manipulation of the logo in any way that depicts it in a derogatory or demeaning way.

## B. APPLICATION OF THE EKURHULENI METROPOLITAN MUNICIPALITY COAT OF ARMS

The application of the official Coat of Arms differs from those of the logo in one major aspect and that is one of restricted and discretionary use. The Coat of Arms is a symbol of authority and represents the Council and is for the exclusive use of:

- The Executive Mayor of Ekurhuleni and his office;
- Chief Whip and Speaker of Council and their respective offices;
- Members of the Mayoral Committee
- Councillors;
- The Department of Public Safety

No department or person, other than those listed above, may use the Coat or Arms without the expressed written approval of the City Manager, the Director of the Communications and Marketing Department or the person designated by the Director to grant such approval

## 2.1 Stationery:

Guidelines for the printing of stationery are available from the Communications and Marketing Department. The ordering of Mayoral stationery items (letterheads, envelopes, complement slips, folders, etc) is managed via the office of the Executive Mayor and the production is project managed by the Communications and Marketing Department.

### A. Letterheads

Letterheads bearing the Coat of Arms must be printed by a professional printer who is sub-contracted to print the required quantity of letterheads at the agreed price, according to the specifications as in the Corporate Identity Policy.

### **Using a letterhead**

The pre-printed full colour letterhead is placed in a desktop printer and the letter is printed, in black ink, onto the letterhead from a personal computer, using the Arial font with font size of 10 or 11.

### **B. Memorandums and Faxes**

Memorandums are intended for internal use only and are used by all employees as a general method of communication. They are formal vehicles of communication and should not be used for the communication of information that is not directly work related.

Memorandum and Facsimile templates have been designed for the designated users as indicated above and would be loaded onto individual Personal Computers and also placed on the network.

Any employee of the designated users officers, who does not have a template, should contact the Communications and Marketing Department to arrange for the loading of the templates.

The font size on the templates default to 10 pt but, if a larger type size is preferred, please place a request with the Communications and Marketing Department who will arrange to have the type size increased..

Training by the Communication and Marketing Department on the use of templates is ongoing. Departments who need training should contact Communications who will set up a training course on your premises.

The designated users Memorandums and Faxes will print the Coat of Arms signature in shades of black.

### **C. Facsimiles**

Facsimiles are used externally and internally. The internal use is self-explanatory (inter departmentally) but the external use of Facsimiles should, be restricted to business matters only. Sending a quick fax to a friend using the Councils Fax template is not allowed.

## **2.2 Coat of Arms application signature**

### **A. Full colour logos**

By their very nature, full colour logos are more expensive to reproduce because the logo colour specifications consists of four colours, which translates into four different colours that need to be printed regardless of positives being used in the reproduction process.

Printers that are sub-contracted to handle the printing of the item on which the Coat of Arms appears, must follow the Pantone or the CMYK colour specifications. Each full colour job handed to a printer must be accompanied by a hard copy (print out) of the logo colour specifications.

It is also advised that the printer produce a Chromalin (a pre-print colour proof of the specified colours) that will list the various colours in their correct colour codes. This is essential for colour cross-referencing purposes.

*Full Colour specifications are available from the Communications and Marketing Department.*

### **1. Grey Scale**

The Coat of Arms has been designed in such a way that the printing of it in one colour (black and shades of black) does not detract from the detail in the design.

Sub-contracted printers must follow the grey scale colour specifications to the letter. Each grey scale job that is handed to a printer must be accompanied by a print out of the grey scale specifications.

### **2. Solid Black**

The Coat of Arms should never be printed in a solid colour.

## **2.3 Corporate Gifts and Promotional items**

Corporate Gifts and Promotional items are project managed by the Communications and Marketing Department and this department would carry a range to be used specifically by the Mayoral office.

## **2.4 Vehicle Signage**

The Mayoral Vehicles will display the Coat of Arms in either decals and l or ceremonial flags in line with the vehicle signage policy.

## **2.5 Building and Directional Signage**

The Coat of Arms will feature in all Council Chambers of the service delivery centres.

## **2.6 Flags**

All service delivery centres will display the Coat of Arms Flag outside the building and in the Council Chamber together with the South African Flag and the corporate logo flag, printed according to the specifications of the corporate identity guidelines.

The Coat of Arms flag and the South African flag will be displayed in the Mayoral office, the office of the Speaker, the office of the whip of Council, offices of the members of the mayoral committee and the office of the City Manager. As per protocol the South African flag will always be displayed on the right hand side of the room and the Ekurhuleni Coat of Arms flag on the left hand side of the room when one is facing forward.

## 2.7 Unjustified or unapproved reproduction of the Coat of Arms

The unauthorised reproducing of the Coat of Arms for personal or general use is a disciplinary offence.

Examples of such actions are:

- The personal printing of business cards by using a desk-top printer
- The personal printing of security tags or other security related items
- The manipulation of the logo in any way that depicts it in a derogatory or demeaning way.

### RECOMMENDATION:

1. **That** the report of the Communications and Marketing department on the corporate identity policy **BE NOTED**.
2. **That** the policy as indicated in the report on corporate identity guidelines **BE ACCEPTED** as the Corporate identity policy of the Ekurhuleni Metropolitan Municipality.

# Head Office Corporate Identity



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY



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METROPOLITAN MUNICIPALITY



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY  
Northern Service Delivery Region  
KEMPTON PARK SERVICE DELIVERY CENTRE



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY

#### KEMPTON PARK LOGO SPECIFICATIONS



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY

RED	PANTONE 485
YELLOW	PANTONE 1235
BLUE	PANTONE 286
GREEN	PANTONE 343
BLACK	BLACK

ITAL REGULAR
ITAL UPPER REGULAR
ITAL BOLD
ITAL REGULAR
ITAL BOLD



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY

PANTONE DUAL TONE SPECIFICATIONS	
Head	100% Black / other colour
Collar	20% Black / other colour
E-mail	80% Black / other colour
Letter w/ area	70% Black / other colour
Line w/ area	80% Black / other colour
Ekurhuleni	100% Black / other colour
Metropolitan Municipality	100% Black / other colour



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY

**ONE COLOUR SPECIFICATIONS**  
All aspects of logo and signs to be printed in 100% Black.  
Do not print the logo in a color other than black.

DEVELOPED BY THE COMMUNICATIONS AND MARKETING DEPARTMENT  
For assistance call Isabel Bowden on 052 456 1309 or Priscilla Hamdi on 011 520 4321



**Ekurhuleni**  
METROPOLITAN MUNICIPALITY

Northern Service Delivery Region  
KEMPTON PARK SERVICE DELIVERY CENTRE  
City Centre  
225/226/227/228/229/230/231/232  
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## A Coat of Arms for Ekurhuleni Metropolitan Council

The Coat of Arms is based on heraldic principles of organisation. It is radically symmetrical, it represents symbolic content in all the assigned positions required by heraldic science, in a modern way, that identifies key assumptions held by the Leadership of the Metropolitan Council.

The guiding theme of the Coat of Arms is contained in the meaning of the word Ekurhuleni a place of peace.

1. Reading the narrative of the Coat of Arms from the top, the primary statement is the name of the region. Ekurhuleni as a concept of peace holds the promise of reconciliation and a peaceful realm for the region to nature its great potential.
2. Centrally underneath the name, a blue firmament holds a graphic symbol of peace - a white dove with the olive branch - another symbol of peace. The bird is a symbol of the Spirit and the olive branch symbolises the growth of that peace.

The central shield is divided into three realms:

3. At the bottom centre of the shield is the depiction of the historical strength of the region gold and related industrial capacity. This region is known as the industrial powerhouse of South Africa.
4. At the top left is a symbol for nuclear fusion: this symbol represents scientific development and progress in a general sense. It guides the evolution of the industrial, heritage into a new scientific era of technological evolution. This represents the rational ambitions of the region.
5. The top right trifle features a combination of a Kudu horn and a trumpet. They are both musical instruments, the one is traditional and the latter, a modern expression of music or general calling to an artistic vocation, it is a link to the spiritual realm through the practise of the arts, and in this way the recognition of the need for higher values vested in the people of Ekurhuleni.

Seen together, the three aspects of the shield form a unified, holistic idea of human needs : the need to work and grow, the need for intellectual development and the need for spiritual fulfilment. These three elements reflect the essential core values that typifies the character of the region.

6. Flanking the crest are two identical supporters in the form of two women, clad in traditionally patterned Ndebele umbhafo. The supporters represent feminine aspects of nurturing and guidance within the greater human family. Their responsibility is to uphold the values represented in the central shield, by tending to the needs of education, physical well - being and morality.
7. At the base of the supporters are symmetrically placed oak leaves. They represent the promise of growth, from acorn to oak, that the soil of Ekurhuleni affords.
8. Between the leaves is the symbol for water and lakes, one of the key resources of life, an essential element is the growth and maintenance of life in the region.
9. The motto completes the Coat of Arms. It expresses the essential mission and hope of the region. To prosper in Peace. The motto summarises in words what has been described in graphic and symbolic, form throughout the Coat of Arms.



Agency's creative interpretation of Ekurhuleni Metropolitan Council's brief for new corporate identity programme.

In response to client's brief to design an exciting, dynamic corporate identity encompassing the extremely broad and diverse range of elements and considerations detailed in the briefing document, Deadline Advertising & Design is proud to present its rationale and graphic interpretations.

Agency has placed strong focus on designing a logo that is ideally suited to all forms of electronic exposure while still presenting a powerful and dynamic image when utilised in print form. Whether utilised in major communications campaigns or in simplistic stationery applications, we firmly believe that in whichever medium the logo is presented, it will prove highly engaging to all sectors of the community

- encouraging a sense of self- recognition and belonging. -

It should be noted that particular attention has been paid to the core elements referred to in the brief - i.e. that the corporate identity should reflect non-bureaucratic image; that it should be artistic in design - without clutter or attempting to project too many facets; and that simplicity with artistic flair is a prerequisite.

### **Corporate Mark:**

In focusing on the letter 'E' as the foundation element in designing the logo, we have added an arm to its basic italic construction -introducing a human feel.

- The green of our central 'person' represents the environment and agriculture pertaining to the Ekurhuleni region
- For the ellipse that forms the head of our human figure, we selected black to represent the importance of coal
- The irregular triangle shaped element between the head and body of our human figure represents the gold mining industry
- The large, irregular blue shape represents the vitally important aviation and water elements
- The vibrant and dynamic red area serves as both a balancing element to give the logo shape and as the remaining colour that makes up our South African flag

### **Corporate Signature:**

In composing the full corporate signature for Ekurhuleni Metropolitan Council, we have selected the simple yet modern Arial typeface - with Ekurhuleni in bold upper and lower case and Metropolitan Council in capitals.

Three signatures have been designed for various applications and it will be noted that they are ideally suited and easily adapted for use in black & white. They can also be reduced to extremely small sizes without any significant loss in legibility.

Deadline Advertising & Design would be pleased to submit further signature designs once all the different applications are known.



**ITEM B-COM (05-2006) MAYORAL COMMITTEE 17/08/2006****COMMUNICATION AND MARKETING REPORT ON THE IMPLEMENTATION PROCESS OF THE BRAND STRATEGY FOR EKURHULENI METROPOLITAN MUNICIPALITY****1. PURPOSE OF THE REPORT**

To inform the Council of the processes to be followed to implement the Brand Strategy for Ekurhuleni Metropolitan Municipality.

**2. BACKGROUND**

Brand specialists Interbrand Sampson has been contracted to work with the Ekurhuleni Marketing and Communications team to help define the EMM brand. The whole project includes the following five phases:

- Phase 1 - Brand discovery
- Phase 2 - Brand platform
- Phase 3 - Brand architecture
- Phase 4 - Brand internalisation
- Phase 5 - Brand plan

A full presentation has been presented to all senior management meeting at the meeting of the City Manager in June 2006 and all input received has been included in this report.

**3.1 Brand Discovery**

During this period, Interbrand Sampson conducted extensive research and focus groups with a broad spectrum of stakeholders, including Councillors, staff members and residents of Ekurhuleni in understanding and defining the Ekurhuleni brand.

**3.2 Brand platform**

The purpose of developing a brand platform is basically about setting and agreeing the right direction for the brand going forward. Many components of the brand remain the same, as can be seen below. In essence, broad-based agreement and buy-in was required and led to a few key outcomes. These are discussed in more detail below.

The approved brand platform for Ekurhuleni is indicated as follows:

**Brand Vision**

- The Smart, Creative and Developmental City

**Brand Mission**

- To provide sustainable, people centred services of high quality, focused on regeneration of communities

**Brand Values**

- Excellence, Integrity, Community centred, Transparency

A clear description of our target audience should be the starting point when developing a communications program.

### Brand Target Audience:

The common rule is identifying whom we are talking/selling to, and how and why. This will help us to communicate relevantly and effectively to our intended audience. We aim to position Ekurhuleni as a place to live, work, play, visit and a place to do business at.

We define Ekurhuleni's primary target audience as:

- Ekurhuleni residents/communities
- Business community – both existing and prospective investors in Ekurhuleni
- Tourists – both domestic and international tourists

and we define Ekurhuleni's secondary target audience as:

- Employees
- Government
- Media/journalists
- Vendors/suppliers

### Fundamental Offering

- Ekurhuleni facilitates and creates opportunities for development to impact positively on quality of life

### Functional Benefits

- Affordability, Wide choice, Industrial hub
- Logistics and warehousing
- Employment, Travel facilities
- Open spaces

### Emotional Benefits

- Caring, High quality standards, About People, Vibrant, Peaceful

### Brand idea

- ACCESS

The brand idea (ACCESS) was adopted at a senior level within the Municipality, with endorsement by the Mayor and City manager. Along with this, the in-principle decision to adopt the region as a city was agreed upon. To ensure consistency of the brand and broad-based refrain of this identity, it was recommended that only the Mayor use the Mayoral crest in official communiqués from the Mayoral Office. The offices and political entities of the Metro will use the Ekurhuleni logo and it will be adapted for use in all the various applications such as vehicle livery, signage and the like.

The brand idea of ACCESS will be adapted as a central theme to all future marketing material, such as in advertising – not by way of using the word, but by implication in all messaging.

These applications are explained for clarity under the heading Brand Architecture, below:

## 3.3

### Brand architecture

Brand architecture is how an organization structures and names the brands within its portfolio.

The name “Ekurhuleni” is relatively new. And to make sure that we continue to build the brand awareness and equity of the Ekurhuleni brand, Ekurhuleni has adopted a master brand architecture going forward. This means that we will always use the Ekurhuleni brand name on all the services, towns and areas of Ekurhuleni.

The main goal of this master brand strategy is to create consistency and clarity in the way Ekurhuleni names its services, towns and areas.

Attached as **Annexure “A”** is the proposed new brand architecture.

### 3.4 Brand Internalisation

The new EMM brand platform and architecture has been approved. Now the EMM brand is ready to be implemented across all the appropriate channels so that it reaches the audience for which it is intended. The brand needs to be communicated across appropriate brand contact points in the most relevant and effective way.

Broadly speaking, the goal of this brand plan is to outline a “to do” list – a guide to action. But first things first – what do we want to accomplish with the brand in light of the newly defined brand platform and architecture?

Our main goals are simply to:

- Communicate the new brand idea relevantly and uniquely to both internal and external audiences
- Implement the new brand architecture

The first part of internalisation will commence with a presentation to the Mayoral Committee and thereafter by way of workshops with senior personnel of Ekurhuleni to ensure that the brand is cascaded throughout the organisation. Perhaps the most important comment regarding the Ekurhuleni brand is that, **unless every single employee projects all that the brand stands for, it will remain a promise, lacking substance.**

Activity	Time frame
Initial presentation to Mayoral committee	August 2006
Internal branding campaign	September – June 2007
Production of Brand Film	August 2006
Training and workshops on branding and customer service	September 2006
Creation of a brand booklet	September 2006
Present the brand story in organization-wide meetings	1 September – June 2007
Develop Brand identity guidelines	September 2006
Implement External signage	Ongoing together with RTCW
Implement Vehicle Signage	Rescind previous resolution and implement new changes