

# POLICY : CORPORATE SIGNAGE ON COUNCIL VEHICLES

ITEM PT 137-2002  
CM 31.10.2002

ROADS, TRANSPORT AND CIVIL WORKS : CORPORATE SIGNAGE ON  
COUNCIL VEHICLES

## RESOLVED:

1. **That** the report regarding the implementation of the Corporate signage on Council vehicles **BE NOTED** and **ACCEPTED**.
2. **That** all current policies regarding logos and lettering **BE RESCINDED**.
3. **That** the following guidelines regarding vehicle corporate signage as part of the Council's overall Corporate Identity Policy **BE ADOPTED** for the Ekurhuleni Metropolitan Municipality:-
  - (a) All vehicles and relevant equipment in the Ekurhuleni Metropolitan Municipality (Excluding Emergency Services and Metro Police which will be dealt with separately) are to be equipped with a logo on an appropriate position, on the left and right side of the vehicle/equipment, which should be visible and easily identifiable and where possible, the logo also be put on the back of the vehicle/equipment. The logo will be the logo of the Ekurhuleni Metropolitan Municipality and must be made of a stick-on durable material.
  - (b) Coat of Arms with magnetic base to be temporally affixed on the Mayoral vehicles as and when required.
  - (c) 'How am I driving' stickers to be displayed on the rear end of vehicles which will assist in eradicating vehicle abuse by ignorant drivers and personnel : Provided that a centralized contact number is displayed for reporting purposes.
4. **That** the possibility of black cut-out lettering indicating department, region and fleet number of vehicle, to be displayed on the left and right side of vehicles/equipment, **BE INVESTIGATED** and that a further report **BE SUBMITTED** by the Executive Director. Roads, Transport and Civil Works in respect of Corporate logos per department.
5. **That** the Corporate Signage and "How am I driving" stickers **BE PURCHASED** according to Council's financial regulations and **BE IMPLEMENTED** on a phased in approach over the 2002/2003 and 2003/2004 financial years.
6. **That** the Executive Director: Roads Transport and Civil Works **BE REQUESTED** to manage implementation of the vehicle signage process.