

ITEM A-CORP (25-2017)  
CM 29/11/2018

CORPORATE & SHARED SERVICES OVERSIGHT COMMITTEE REPORT AND THE REQUEST FOR COUNCIL APPROVAL TO REVIEW THE BRAND MANAGEMENT AND VISUAL IDENTITY POLICY AND THE USAGE OF THE CORPORATE LOGO OF THE CITY OF EKURHULENI

## RESOLVED

1. **That** the Corporate & Shared Service Oversight Committee report on the request for Council approval to review the Brand Management and Visual Identity Policy and the usage of the Corporate logo of the City of Ekurhuleni, **BE NOTED.**
2. **That** the combination of the old policy on the Use of Corporate Logo and Official Coat of Arms into one Brand Management and Visual Identity Policy **BE NOTED.**
3. **That** the combined Policy on Brand Management and Visual Identity for the City of Ekurhuleni, attached to the report as Annexure A; **BE APPROVED.**

**COMMUNICATIONS AND BRAND MANAGEMENT**

**BRAND MANAGEMENT AND VISUAL IDENTITY POLICY-V2**

**POLICY COMPILED BY:**

**POLICY OWNER:**

**POLICY ISSUE NUMBER:**

**POLICY EFFECTIVE DATE:**

**VERSION CONTROL**

<b>Section</b>	<b>Version</b>	<b>Revision</b>	<b>Date</b>	<b>Page</b>	<b>Reason for change</b>

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## **1 SECTION 1: BACKGROUND**

- 1.1 Brand management is the analysis and planning on how a brand is perceived in the market. Developing a good relationship with the target audience is essential for brand management. Tangible elements of brand management include the product itself, look, price, the packaging, etc. The intangible elements are the experience that the consumer has had with the brand, and also the relationship that they have with that brand.
- 1.2 In South Africa, the Heraldry Act, 1962 (Act No. 18 of 1962), provides for the registration and legal protection of coats of arms, badges, emblems, names, logos, special names and uniforms.
- 1.3 In keeping with the principles of Batho Pele (People First) and in fulfilment of the commitment to the highest standards of service delivery, Government seeks to project a distinct and uniform corporate identity to the public. The same approach has been extended to the Municipal systems brand development and corporate identity to distinguish themselves.
- 1.4 The guidelines contained herein serve as the central repository of the application of the Municipal Coat of Arms or corporate identity.
- 1.5 This policy aims to protect the City of Ekurhuleni's image and reputation by clearly defining the Corporate Brand and how it can be used, to ensure the brand's consistent and appropriate application across all areas and agencies that fall within the establishment of the City of Ekurhuleni (CoE).
- 1.6 The CoE has a clear Corporate Brand that is highly regarded and respected, representing CoE brand positioning, trust, integrity and professionalism. It is a powerful brand which must be carefully managed. Creating a consistent corporate image in all our communications will reflect a professional and attractive municipal brand identity.
- 1.7 The CoE brand is our unique promise to our stakeholders. It defines the relationship we have with them and signals a consistent image and promise, shaped by our experience and our vision.
- 1.8 It captures our values as an honest institution that respects and harnesses the diversity of its rich heritage and present. It is what brings our institution alive in an inspiring, vibrant, welcoming and creative way. It represents our identity, our distinctiveness and our competitive advantage. Remaining competitive and distinctive in our service delivery, brand positioning and showing substantial growth requires consistent and coherent custodianship of our most important asset, our brand, as defined in our Brand Identity Guidelines.
- 1.9 Our brand comprises all the identifying symbols, words or marks that distinguish the CoE institutional brand and all its related services and offerings across the world. It positions us as a model of excellence in municipality service delivery activities. We aspire to be the

leading authority in municipal service delivery in South Africa and an employer of choice through our efforts to elevate the City brand.

## 2 SECTION 2: PURPOSE AND CONTEXT

2.1 This document sets out the City of Ekurhuleni's policy on Brand Management and Visual Identity and the procedures and guidelines for its management and enhancement;

2.2 The City needs a consistent and strategic approach to brand management. Positioning the City as a strong brand helps the City to differentiate itself from other comparable metropolitan municipalities across the country and is aimed at giving the City a long-term competitive advantage. Effective brand management is integral to the City's long-term success including community and stakeholders' confidence;

2.3 Clear and effective Brand Management and Visual Identity Policy, which includes Visual Identity and procedures are required to:

- a) protect the image and reputation of the City;
- b) ensure the protection of the visual identity of the City;
- c) provide frameworks for brand and visual identity enhancement and development
- d) ensure a consistent approach in the application of Brand values and visual identity;
- e) help the City' staff, entities and suppliers to maintain a consistent, high-quality visual brand identity to all those who come in contact with the City and the wider community;
- f) guide the development of promotional and other material in both textual and visual context; and
- g) protect the usage of the City of Ekurhuleni related trademarks;

2.4 The Brand Management and Visual Identity Policy and Procedures apply to all forms of promotion and to any material using the City of Ekurhuleni logo or nameplate (or official material); this includes material produced for internal and/or external circulation.

## 3 SECTION 3: DEFINITIONS

For the purposes of this policy, unless the context indicates otherwise, the following terms will be defined as follows:

Term	Meaning
<b>Advertising</b>	means information and/or images published or broadcast in any media. More specifically, drawing public attention to a product, service, or CoE by means of paid announcements so as to affect perception or arouse consumer desire to make a purchase or take a particular action.
<b>Brand</b>	means a brand is a mixture of tangible and intangible attributes that identify and differentiate a product, service, person or organization. It embodies the promise an organization makes to its stakeholders.

	It is a system of values, benefits, attributes, culture and personality defining and differentiating the City of Ekurhuleni.
<b>Brand Architecture</b>	means the visual identity is made up of the logo and a framework or 'architecture' which specifies how it is to be used. The logo on its own does not comprise a visual identity; there are other factors such as fonts, colour palettes, design specifications and templates. These make up our 'architecture'
<b>Brand Image</b>	means the character and image of the City, including the City's name and logo which reflects its culture and is presented to various publics. This image is designed according to the corporate identity and messages to accord with and facilitate the attainment of the City of Ekurhuleni's objectives and mandate. It is usually visibly manifested by way of branding and the use of trademarks
<b>Brand Manual</b>	means a document which specifies the fonts, layouts, rules, colour palettes, use of imagery, and graphic design specifications for the new logo and visual identity
<b>Brand positioning</b>	means the distinctive position that a brand adopts in its competitive environment to ensure that individuals can tell the brand apart from others. Brand positioning involves the careful manipulation of every element of the marketing and communication mix
<b>CBM</b>	means the Communications and Brand Management Department that leads the strategic focus and implementation of the City of Ekurhuleni's Brand Management strategy and focus including: Brand positioning, reputation management, communications and Marketing. It is the department that oversees the quality and standards, branding as well as the sourcing of ALL corporate gifts and promotional items
<b>Co-Branding</b>	means the use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.
<b>CoE / City</b>	means the City of Ekurhuleni .....
<b>Coat of Arms</b>	means a symbolic object or figure, typically displayed on a shield, in conformity with the principles and rules of heraldry. It is the highest graphic representation of the Municipality as represented by the City of Ekurhuleni
<b>Corporate Identity</b>	means the way by which the organization presents itself to its stakeholders and differentiates itself from other entities. It indicates how the City want its inhabitants to perceive its brand
<b>Corporate Gifts</b>	means corporate gifts are promotional items that are branded with the City of Ekurhuleni logo or slogan and are used as a gift in order to promote the City of Ekurhuleni

<b>Heraldry</b>	The system, originating in medieval times, of identifying individuals by hereditary insignia
<b>HoD</b>	means the Head of the Department: CBM.
<b>Promotional items</b>	means a promotional item is a branded item i.e. pens, balloons, magnets-shirts, caps, etc, which is used as a handout at trade fairs, shows, seminars or workshops, for a specific project or programme to promote the City of Ekurhuleni
<b>The City Logo</b>	means the City of Ekurhuleni logo is made of two elements: <ul style="list-style-type: none"> <li>i. the symbol (also known as the City Emblem)</li> <li>ii. the logotype</li> </ul>
<b>Trade Mark</b>	means symbols, devices, names or words recognised under the provisions of the Trade Marks Act 194 of 1993 – South African Government (as may be amended from time to time) which may be registered or unregistered and distinguish and differentiate the goods or services of one trader (including the City) from others.
<b>Visual Identity</b>	means visible elements of a brand such as its colour, shape, schemes, size etc. which encapsulate or captures and conveys the symbolic meaning of the brand. It expresses the values and ambitions of a brand and its characteristics.

#### 4 SECTION 4: POLICY STATEMENT

The City of Ekurhuleni provides the following principles to give effect to this policy:

- 4.1. It is the policy of the City of Ekurhuleni to manage the brand and image of the City through the implementation of a Corporate Identity, Brand Management and Visual Identity Policy that takes into account related objectives such as compliance to corporate identity regulations, visual language, photographic style and creative concepts;
- 4.2. The City of Ekurhuleni is dependent on its brand identity to achieve a consistent and appropriate brand image for positioning of the City of Ekurhuleni as a “gateway to Africa”/Aerotropolis City. This policy defines the roles, procedures and rules for the City of Ekurhuleni to ensure that the procedures are adhered to and that there is accountability in implementing, streamlining, controlling, managing and maintaining the City of Ekurhuleni brand;
- 4.3. The image of the City of Ekurhuleni and how it is portrayed is paramount as it is a representation of who we are and what we stand for, and has a direct effect on the internal and external perception of both the brand of the City and the City as an institution;
- 4.4. Positioning the City of Ekurhuleni with a strong brand helps the City to differentiate itself from other Metropolitan Municipal institutions and aims to give the City a long-term competitive advantage across a spectrum of many areas that includes staff retention.

The Brand is crucial to the City's long-term success; all staff need to take responsibility for protecting the brand;

- 4.5. The City of Ekurhuleni logo must not be used without prior approval from the Office of the Head of Department: Communications and Brand Management, with the exception of pre-printed stationery, official City forms or pre-approved arrangements;
- 4.6. The City of Ekurhuleni logo is the sole visual identity representation of the City. No other logos, identifiers or variations thereof are permitted;
- 4.7. The development of new City of Ekurhuleni logos or any change to the City logo must only be done in conjunction with the endorsement by the office of the City Manager and approved by Council.
- 4.8. Branding should not be equated with the production of logos, rather as the application of design and communication principles in the development of a visual framework that promotes a set of special characteristics that are relevant to a particular audience, while at all times remaining consistent with the overarching City of Ekurhuleni visual identity;
- 4.9. The Visual Identity will be the official source of information regarding the correct use of the City of Ekurhuleni logo, institutional colours, fonts, design style, and use of visuals in a range of applications;
- 4.10. The applications include but are not limited to institutional stationery and forms, print materials (advertisements, brochures, magazines, direct mail), website, digital media, videos, and signage, vehicles, display materials, and exhibits;
- 4.11. All the City of Ekurhuleni's material and advertising promoting the City must comply with the provisions of all relevant and applicable laws, acts and other by-laws as contemplated in Paragraph eight (8) of this Policy, which apply to such activity and will not be approved or must be withdrawn if it portrays, promotes, implies or suggests any other thing which, in the reasonable view of the Head of Department: Communications and Brand Management, would damage the reputation, integrity, standing or brand of the City of Ekurhuleni;
- 4.12. It is recognised that the City may seek to build partnerships or strategic alliances to enhance the City of Ekurhuleni brand position through co-branding. Co-branding must be approved by the City Manager on the recommendation of the HoD;
- 4.13. The Head of Department: Communication and Brand Management is the official 'Brand Manager' for the City. Final decisions about the use of the logo and identity rest with this position;
- 4.14. As Brand Manager will have oversight of all City advertising and promotional material;



- 4.15. The Brand Manage will work closely with the design, printing services, and approved designers within the City (and/or as delegated) for managing the relationship with external designers and advertising agencies for outsourced work; and
- 4.16. All City design work must be undertaken by the Department of Communications and Brand internal designers or by additional appointed panel of designers through following normal supply chain process.

## **5 SECTION 5: PROCEDURES**

- 5.1. The Office of the HoD: Communications & Brand Management must approve all City of Ekurhuleni material and internal or external advertisement promoting the City before publication or production. Applicable templates for internal stationery and forms will be made available on the intranet.
- 5.2. The Office of HoD maintains a register of all material where use of the City of Ekurhuleni brand and visual identity has been approved. The material on the register may be used without seeking further approval. Where items on the register require an alteration, modification or update, then a new approval must be requested. The register may be accessed from the staff intranet. The Office of HoD will review all requests for approval in a reasonable time frame, having regard for production timelines and market imperatives.
- 5.3. The Office of the HoD has available a series of publications approval procedures. These procedures must be used when seeking approval for material and/or advertising. In most cases the approval procedures will be facilitated by the relevant staff within the Office of HoD. Requests to approve material and advertisements will not be considered without the corresponding approval procedure(s).

## **6 SECTION 6: GUIDELINES**

- 6.1. The Corporate Identity Manual (CI manual) is a system of guidelines that apply to a range of applications for the City of Ekurhuleni. These applications include materials produced across all communications platforms such as print, the website, digital media, photography and video as well as stationery, signage, and exhibits. The purpose of these guidelines is to distinguish the City's brand in the community, achieve consistency in how the City is viewed visually. It strengthens the City's identity, and builds brand recognition through integrated efforts.
- 6.2. The role of the brand in the marketing of the City is integral, it reflects the institutional mission, values and strategic objectives. It guides the development of its key messages, positioning strategy and desired and differentiating attributes, this is the brand promise. The role of the brand extends beyond positioning, it concerns itself with the delivery of the promise, including the use of marketing channels, customer service, internal communication, City of Ekurhuleni facilities, technology and other infrastructure. The HoD will provide guidance on aligning the brand promise with the delivery of that promise, that is, service delivery.

- 6.3. The CBM is responsible for leading and developing the City brand systems and resources, and for interpreting and ruling on questions regarding the City brand.

## **7 SECTION 7: SCOPE AND APPLICABILITY**

- 7.1. This policy applies to all staff within the City's establishment and its associated entities within the City's jurisdictional area which may in any way be bound by the City's policies.
- 7.2. This policy also applies to all suppliers, contractors of the City and third parties who have been granted the rights to use the City of Ekurhuleni's brands.
- 7.3. Without affecting the generality of the preceding sections, this policy applies to all communications and visual materials, including, but not limited to all forms of media, printed materials, online representations, PowerPoint presentations, signage, clothing, vehicles and communications and representations created by and for all administrative/support departments.

## **8 SECTION 8: LEGISLATIVE BASIS FOR THIS POLICY**

The following should be read and considered in conjunction with this policy:

- a. Legislation (as may be amended or replaced from time to time):
- i. The Municipal Systems Act, 2000 (Act No. 32 of 2000);
  - ii. The Consumer Protection Act (CPA), 2008 (Act No. 68 of 2008) impacts on direct and indirect marketing practices used by business to promote the supply of goods or services to consumers. The City should take note of the specific requirements and review their marketing practices and methods;
  - iii. Republic of South Africa's National Coat of Arms Corporate Identity and Branding Guidelines;
  - iv. The Bureau of Heraldry and Heraldry Act, 1962 (Act No. 18 of 1962), provides for the registration and legal protection of coats of arms, badges, emblems, names, special names and uniforms;
  - v. Competition Amendment Act, 2009 (Act No. 1 of 2009);
  - vi. Trade Marks Act 194 of 1993;
  - vii. Trademarks Regulations, 1993; and
  - viii. Intellectual Property Laws Amendment Act 2013 (Act No. 28 of 2013).
- b. City of Ekurhuleni Policies, Procedures and Guidelines (as may be amended or replaced from time to time):
- i. Community Engagement –City of Ekurhuleni Rules;
  - ii. Intellectual Property Policy;
  - iii. Communications Management policy;
  - iv. Social Media Policy; and
  - v. Partnership, Sponsorship and Donations Policy.
- c. Other:
- vi. The Advertising Standards Authority of South African code of advertising practice.

- vii. The Direct Marketing Association of South Africa code of ethics and standards of practice.

## **9 SECTION 9: CORPORATE BRAND**

### **9.1. Consistent corporate image**

- 9.1.1. The Corporate Brand is the official identity of the City of Ekurhuleni to the community.
- 9.1.2. The Corporate Brand is the only City of Ekurhuleni brand authorised for external use.
- 9.1.3. The City of Ekurhuleni Corporate Brand is applied to equipment, City vehicles, buildings, signage, social media sites, digital site, stationery and other printed items;
- 9.1.4. It is essential that the City of Ekurhuleni projects a consistent corporate image in all of its dealings with corporate entities and the community. This requires a uniform application of the City of Ekurhuleni Corporate Brand. To ensure a uniform style, application and message, the use of the Corporate Brand set out in this document and must be followed. The Corporate Brand must not be tampered/ interfered with or altered in any way.

### **9.2. Corporate Brand Elements**

The Corporate Brand consists of the following:



### **9.3. Secondary Logos**

- 9.3.1 Secondary logos (type/s) are for any other variation of the ideal set of circumstances required by the primary one to be displayed properly. This is based on the premise that it is rarely for one logo to fit and suit all situations. In this respect therefore, the City may choose to have secondary logos for specific application for specific circumstances.
- 9.3.1. Notwithstanding what is set out above, there is only one logo for the City, and all departments, agencies, service units and research centres must use this logo on their material and follow the approved and published City brand rules and architecture. To continue the strong brand management and for cost efficiency reasons secondary logos are not permitted.

#### 9.4. City of Ekurhuleni Coat of Arms



9.4.1. 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.

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

- 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.
- 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:

- 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.
- 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.
- 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 the City.

- 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 typify the character of the region.
- Flanking the crest are two identical supporters in the form of two women, clad in traditionally patterned Ndebele *umbhafo*. The supporters represent famine 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.
- 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 City affords.
- Between the leaves is the symbol for water and lakes, one of the key resources of life, an essential element in the growth and maintenance of life in the region.
- 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.

## **9.5. Use and application of the Coat of Arms**

9.5.1. The Coat of Arms is the City's premier symbol of authority and should become the main visual signal identifying the Mayoral office services and representation of Council. It 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;
- Display of Flags in service delivery centres;
- Display in Town Hall Foyer;
- Mayoral Billboards; and
- Mayoral complimentary slips and other Mayoral stationery.
- Audit Committee, as a sub-committee of Council

9.5.2. Where the symbol is used at official functions i.e. where a Mayoral office bearer or the Mayor is a guest of honour, the coats of arms and flags of all council administrative units shall be displayed at a prominent place at the ceremony.

9.5.3. City of Ekurhuleni is the custodian of the symbol, directing and controlling its use through appropriate bylaws and policies. Such control applies not only to the City's own use of the symbol but also to any commercial applications.

9.5.4. The Mayoral email signature must bear only the Coat of Arms and not any other symbol or City corporate logo.

9.5.5. All Mayoral invitations including events programme thereof shall bear the Municipal coat of Arms on the left hand side of the document followed by the City of Ekurhuleni's corporate logo giving the Coat of Arms taking position of authority and precedence.

9.5.6. The coat of Arms shall only be used in programmes and events that involves the office of the Mayor.

9.5.7. **MAYORAL PROCLAMATIONS, OFFICIAL REPORTS AND OTHER PRINTED DOCUMENTS:** The City must use a full coat of arms in the appropriate form including colours and design on such cases.

9.5.8. **FLAG:** The City Flag will be displayed in the City Council Chambers and another flown outside City Hall.

9.5.9. **DECORATIVE USE: CITY HALL - THE** municipal coat of arms, in full colour, will be displayed in a designated area in the City Hall Council Chambers.

9.5.10. **PINS:** - Lapel pins, key chains, pens, commemorative plates, medallions, ties, etc. for use by members of Council, senior staff and presentation to visitors, can feature the whole coat of arms or the shield only, with motto, in colour. It is permissible to include the municipality's name in a line beneath or in a circle around the design.

9.5.11. It is the position of the City that Ekurhuleni Disaster Management Department (DEMS) as well as Ekurhuleni Metropolitan Police Department (EMPD) must use a Safety Coat of Arms and not the Municipal Coat of Arms.

#### **9.6. Co – Branding Level 1 Branding partner: use and application of the Coat of Arms**

9.6.1. If the City's Mayoral office is the main sponsor, the City Coat of Arms must always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the Municipal Coat of Arms.

#### **9.7. Co – Branding Level 2 Branding partner: use and application of the Coat of Arms**

9.7.1. Co-branding transversal programmes or entities with parliamentary exemption e.g. SAPS. The Municipal Coat of Arms should be no less than 3/4 of the level 2-branding partner emblem.

#### **9.8. Co – Branding Level 3 Branding partner: use and application of the Coat of Arms**

9.8.1. If the branding partner is the lead sponsor, the Municipal Coat of Arms should be equal to or no less than 3/4 of the party seeking endorsement. The Municipal Coat of Arms should always be on the right-hand side or below the identity of the party seeking endorsement.

#### **9.9. Co – Branding Special projects: use and application of the Coat of Arms**

9.9.1. When co-branding a special project such as the Mayoral Inaugural ceremony, the following rules apply: The Municipal Coat of Arms must always be above or on the left-hand side of the special project logo. In this manner the Municipal Coat of Arms will be read first. The Municipal Coat of Arms and the special projects logo should be same size.

#### **9.10. Co – Branding with Multiple Partners: use and application of the Coat of Arms**

9.10.1. When the City's Mayoral office is the main sponsor, the Municipal Coat of Arms must always be above the co-sponsor logos. The co-sponsor logos should be no more than

1/2 of the Municipal Coat of Arms. When the Mayoral office is one of the co-sponsors, the Municipal Coat of Arms should always be on the left-hand side of the other co-sponsor logos. The Municipal Coat of Arms and the co-sponsor logos should be same size.

#### **9.11. When not to use the coat of Arms**

9.11.1. The departments and associated entities are prohibited from using the Coat of Arms where the office of the Mayor is not part of the event or programmes. Only in circumstances where the Mayor is part of an event will the City coat of Arms be used in all branding and brand material display. In this case the Coat of Arms shall take first position followed by the City's corporate logo to the right.

9.11.2. 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 HoD or the person designated by the HoD to grant such approval.

9.11.3. **COMMERCIAL USE:** The City's Coat of Arms must not be made available for use in commercial enterprise. The shield with motto may, however, be used in commercial enterprise subject to the following conditions:

- 1) Specific prior approval must be obtained from Council;
- 2) A sample of the product containing the reproduction of the shield must be submitted to the City Manager prior to production; and
- 3) A minimum of five samples from the first production run must be lodged with the City Manager for approval.

#### **9.12. Use and application of the City Corporate Logo**

9.12.1. The City of Ekurhuleni logo shall be applied to all items of internal and external communications, materials and corporate stationery by both the Head Office and the various Service Delivery Centres as stipulated below:

- Letterheads
- Business cards
- Complimentary slips
- Corporate gifts
- Vehicle signage
- Memoranda
- Fax cover sheets
- Building and directional signage
- Email signatures
- Corporate branding materials
- Printed stationery
- Advertising and billboards
- Other special publications (i.e. annual reports, reviews etc).

9.12.2. Standard letterheads and fax cover pages must be available on the intranet and contact details can be changed according to need.

### **9.13. Slogan**

9.13.1. The City slogan or branding statement “*A partnership that works*”, is not part of the Corporate Brand but can be used with the Corporate Brand where appropriate.

### **9.14. Signature Blocks (Emails)**

9.14.1. Officials’ signature blocks must only feature the Corporate Brand in designs approved by Council; and

9.14.2. In situations where a signature block is used, such as in emails from mobile phones, the sign off must only include (as a maximum) the name, position in the same font, size and colour used in the body of the message

### **9.15. Designing Artwork**

9.15.1. The application of the Corporate Brand on any equipment, vehicle, digital, marketing, training, poster, advertising sign or other promotional material etc., must be strictly in accordance with this Policy’s provisions.

### **9.16. Communications and Marketing Unit assistance**

9.16.1. CBM is the custodian of the City Brand and thus will provide a service to other departments in the design of artwork and promotional material using the Corporate Brand.

9.16.2. Departmental units must consult with the CBM in the development of any proposed artwork, including its design and planned internal or external use. Contact should be made to the Senior Manager Design and Publications in this regard.

### **9.17. Corporate Stationery**

9.17.1. The City of Ekurhuleni has a Municipal and agency wide standard for corporate stationery which is endorsed by the Council and Mayoral Committee. Corporate stationery includes letterheads, business cards, and fax cover sheets with compliment slips. All Corporate stationery features the Corporate Brand. No other logos or mottos are permitted.

9.17.2. Exemptions may be granted for special events celebrations or activities involving multiple agencies. All requests for an exemption must be submitted in writing through the HoD for approval.

9.17.3. Details on corporate stationery standards and the options available for the use, design and layout of corporate stationery, certificates, report covers and power point presentations can be found on the Corporate Design intranet page.



## **10 SECTION 10: USING THE CORPORATE BRAND**

### **10.1. Corporate Brand Application**

10.1.1. The Corporate Brand can be used in accordance with the conditions set out in this policy in Paragraph 4 and reproduced according to the requirements set out therein.

10.1.2. Any request to use the Corporate Brand outside the corporately approved templates, or for any purpose other than its official use within the City of Ekurhuleni establishment, must be approved in accordance with this policy. In general, authorisation will only be given where its use will support core City objectives. One example of an external application of the Corporate Brand is its use in connection with a City of Ekurhuleni endorsed event being held by a government agency, not for profit community organisation or charity. Another example is when the Corporate Brand is used in connection with a sponsorship agreement with an external organisation or person. **See the Sponsorship Policy for details.**

### **10.2. When the Corporate Brand must not be Used**

Any part of the Corporate Brand must not be used:

10.2.1. On stationery (including business cards) of any organisations external to the City of Ekurhuleni regardless of any commercial arrangements between the parties.

10.2.2. In the manufacture or sale of merchandise unless specifically authorised in accordance with the provisions of this document on any non-standard issue of the City of Ekurhuleni equipment, unless approved.

10.2.3. To endorse any commercial organisation, product or service, consistent with the City of Ekurhuleni Endorsement Policy.

10.2.4. On sponsored vehicles or trailers unless in accordance with the Sponsorship, Donation and Partnership Policy.

10.2.5. To promote political, ethnic, religious or any issues specific to any group and individuals that do not represent the position or views of the City.

10.2.6. In a context in which the statues, regulations, By-Laws, policies and procedures of the City or the laws of the Country are being flouted, or in situations portraying obnoxious or socially unacceptable conduct, such as denigration of political, moral, ethnic, religious, cultural or societal norms and values.

### **Policy compliance**

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

Disciplinary action up to and including employee termination may be taken against employees who fail to comply with the provisions of this policy.

## **11 SECTION 11: ENDORSEMENT**

### **11.1. Support for Agency, Charity or Community Event**

#### **11.1.1. Use of corporate brand in City of Ekurhuleni endorsement**

The Corporate Brand may be authorised for use by the City of Ekurhuleni to support events organised by a government agency, not for profit community organisation or charity, provided the event:

- 11.1.1.1. Supports the City of Ekurhuleni mission to work with the community in service delivery.
  - 11.1.1.2. Does not create an actual, potential or perceived conflict of interest between the endorsement recipient organisation and the City of Ekurhuleni.
  - 11.1.1.3. Provides a positive image for the City of Ekurhuleni, and does not provide a commercial benefit or profit.
- i. This use of the Corporate Brand is an endorsement and must be organised and approved in accordance with the Endorsement Policy.
  - ii. No individual or organisation can make a profit from the use of the Corporate Brand at a City of Ekurhuleni endorsed event. Any money made from the use of any part of the Corporate Brand must directly benefit the objective of the event, agency, charity or community. While some of the funds raised may be used to pay reasonable costs and expenses for the event, none can be transferred directly or indirectly by way of dividend, bonus, profit or return of capital to any person or organisation.
  - iii. Where approval is given for the use of the Corporate Brand, then its design and use on banners, clothing, event signage or promotional items must also be approved by the CBM. This will require event organisers to submit draft artwork for approval before the application of the Corporate Brand to any products.

## **12 SECTION 12: CORPORATE GIFTS**

Corporate gifts and promotional items are tools that are used to assist in branding the City of Ekurhuleni. Both categories, namely corporate gifts and promotional items, have the same purpose but different definitions.

### **12.1. Functions and Roles of Departments on corporate gifts**

#### **12.1.1. City of Ekurhuleni Central procurement office**

- The City of Ekurhuleni's central procurement office, in this instance, is the Municipal Store in Germiston, will act as agent by keeping the City corporate gifts and promotional items.

### **12.1.2. Department of Communications and Brand Management**

- The function of CBM is to oversee the quality and standards, branding as well as the sourcing of ALL corporate gifts and promotional items. Although the process of selecting, branding and sourcing is implemented by CBM, the storing and selling of the items is implemented by the Finance Department through the Germiston Store.

### **12.1.3. Finance Department**

- 12.1.3.1. The function of the Finance Department is for purchase, store and sell the corporate gifts as well as promotional items selected by the Department: Communications and Brand Management, to the City of Ekurhuleni clients. In doing so, adhering to all financial and stock keeping by-laws.
- 12.1.3.2. The Chief Procurement Officer, in conjunction with the HoD will determine minimum and maximum stock levels.

### **12.1.4. Other departments**

- 12.1.4.1. No other department is allowed to introduce new corporate gifts or promotional items into the corporate gift register without prior consultation and approval of the HoD. This is to avoid duplication, ensure proper management and control of the items and to maintain corporate identity guidelines.
- 12.1.4.2. The Corporate gift policy aims to provide a structured platform when designing and purchasing Corporate and branded City gifts.
- 12.1.4.3. Departments throughout the City of Ekurhuleni needs pertaining to gifts might differ due to the nature of their work. The corporate gift policy makes provision for the design and purchasing of any industry specific corporate gifts; this process shall be managed in a collective manner by CBM and other City departments on an ad-hoc basis.
- 12.1.4.4. All departments within the City of Ekurhuleni Metropolitan Municipality shall forward all industry specific gifts requirements to the CBM during July of each financial year in order to assist all departments on an *ad-hoc* basis relating to industry specific corporate gifts.
- 12.1.4.5. All departments shall Budget for any cost pertaining to designing and production of such industry specific corporate gifts.

## **13 SECTION 13: PURCHASING PROCESS**

Corporate gifts and promotional items can be drawn at the City of Ekurhuleni's Germiston Municipal Stores through the following processes:

### **13.1. Direct Purchasing**

All corporate gifts and promotional items can be purchased by staff or the public, for personal or private use, at Germiston Municipal Stores. All transactions will only be dealt with in cash and all items will be sold at cost.

### **13.2. Stores Order**

All corporate gifts and promotional items for official use can be drawn from the Stores with an official electronic generated stores order. The operator (purchaser) has a personal user code and will be the responsible person for the purchase. All departments would have to provide budgets and vote numbers to purchase these items.

## **14 SECTION 14: SUBSTORES**

14.1. According to the financial By-laws, no sub-stores are allowed unless Council's permission has been obtained for such a sub-store. Currently an approved sub-store for corporate gifts and promotional items exists within CBM under the auspices of the HoD. This store is used mainly for marketing purposes and items are issued under the discretion of the HoD in support of specific marketing or communications objectives on behalf of the City of Ekurhuleni.

14.2. This sub store must be maintained to supply corporate gifts and promotional items on short notice, for ad hoc functions or dignitaries visiting the area on behalf of the Executive Mayor or City Manager.

14.3. All items for this store will be purchased through the main store in Germiston and the normal stock control principals will be applied by the HoD or his/her nominee.

## **15 SECTION 15: COSTING/PRICING**

15.1. All Corporate gifts and promotional items will be sold both internally and externally at the cost price.

## **16 SECTION 16: CORPORATE GIFT AND PROMOTIONAL ITEMS CATALOGUE**

16.1. The HoD will develop and post on the intranet/internet an electronic catalogue of all items available. This catalogue will be regularly updated as and when new items are sourced and become available.

## **17 SECTION 17: SELECTION AND SOURCING OF ITEMS**

17.1. All new items will be sourced and approved by the HoD or his/her nominee. All items will bear the CoE logo and will be used for promotional purposes. Selected items for use only by the Executive Mayor will bear the Coat of Arms.

## **18 SECTION 18: POLICY REVIEWS**

18.1 This policy shall be effective from date of approval by Council;

18.2 The policy shall be reviewed once in three years; and may also be reviewed as and when the need to do so arises which may depend on a change in circumstances, such as the law or national policy on the matter or issue, etc. The policy with any proposed amendments shall also be submitted to Council for approval;

**19 The policy shall be disseminated to all Department following approval by Council.**

**20 SECTION 20: PRECEDING POLICIES RESCINDED**

Please note that all previous policies in respect of this subject are repealed.

**21 SECTION 21: SIGN OFF**

The signatories hereof, confirm their acceptance of the contents and recommend the adoption of this policy thereof.

<b>DESIGNATION</b>	<b>SIGNATURE</b>	<b>DATE SIGNED</b>
<b>POLICY OWNER</b>		
<b>HoD: COMMUNICATIONS AND BRAND MANAGEMENT</b>		
<b>CITY MANAGER</b>		
<b>DATE OF REVIEW</b>		