

**AGENDA of the
Portfolio Committee: Management Services
22 March 2017
(Also the agenda for the Mayoral Committee Meeting: 29 March 2017)**

**3.
REVISED CORPORATE IDENTITY AND BRANDING POLICY**

2/B

N Zweni

(028) 313 8911

Corporate Head Office

13 February 2017

1. Executive Summary

The purpose of this report is to recommend to Council the approval of the Revised Corporate Identity and Branding Policy.

2. Service Delivery and Budget Implementation Plan - IGNITE

Directorate: Management Services
Department: Communication

3. Compliance with Strategic Priorities

Provision of democratic, accountable and ethical governance
Provision and maintenance of municipal services
Creation and maintenance of a safe and healthy environment

4. Delegated Authority

None

5. Legal Requirements

Constitution of the Republic of South Africa, Act 2000 of 1996
Section 4 of the Local Government: Municipal Systems Act (No. 32 of 2000)

6. Background/Discussion/Evaluation/Conclusion

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

Marketing and communication material, from letterheads and stationery to advertising to instruction manuals, must have a consistent quality and character that accurately and honestly reflect the organisation and its aims. Uniforms and vehicles are all visible components that should reflect this consistency.

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7. Financial Implications

None

8. Staff Implications

None

9. Comments from other Departments, Divisions and Administrations

The revised Corporate Identity and Branding policy was discussed with the Director: Management Services and all inputs were integrated into the Revised Corporate Identity policy. However, significant changes were made to the policy and it is thus recommended that the policy be considered afresh.

10. Annexures

Annexure A: Corporate Identity and Branding Policy

RECOMMENDATION TO THE COUNCIL:

1. that the Corporate Identity and Branding Policy for the Overstrand Municipality **be approved**; and
2. that implementation of the Communication Policy be attended to by the Manager: Communication.

RESPONSIBLE OFFICIAL :

N ZWENI

TARGET DATE FOR IMPLEMENTATION :

1 APRIL 2017

Annexure A P1/12

**OVERSTRAND
MUNICIPALITY**



**CORPORATE IDENTITY AND BRANDING
POLICY OF THE OVERSTRAND
MUNICIPALITY**

*Approved by Council
30 November 2011*

CORPORATE IDENTITY AND BRANDING POLICY OF THE OVERSTRAND MUNICIPALITY

1. INTRODUCTION AND BACKGROUND

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

Marketing and communication material, from letterheads and stationary to advertising to instruction manuals, must have a consistent quality and character that accurately and honestly reflect the organisation and its aims. Uniforms and vehicles are all visible components that should reflect this consistency.

Overstrand's Department of Communication has identified the management of the corporate brand as one of its priorities. This policy seeks to provide direction to all officials of the municipality regarding the basic requirements of corporate identity management within the municipality and aims to set the standards for municipal branding.

2. DEFINITIONS

Branding:	the visual representation of an organisation or product, encompassing the organisation's name, logo and visual appeal. The components usually consist of a logo one or two main colours and two or three additional colours; one or two different fonts; and some graphic design rules and elements.
Image:	is the impression clients or consumers have of an organisation's total personality (real and imaginary qualities and shortcomings).
Corporate identity:	is the visual means by which organisations are recognised and distinguished from each other. It is also a means of conveying the ways in which they carry out, and values inherent in, their activities.
Brand identity	indicates how the organisation wants the consumer to perceive its brand. Organisations try to bridge the gap between the brand image and the brand identity.

Annexure A P3/12

Brand management	is the process of maintaining, improving, and upholding a brand so that the name is associated with positive results. Besides corporate identity, brand management involves a number of important aspects such as customer relations and satisfaction, business processes, staff motivation and internal communication. Brand management is built on a marketing foundation but focuses directly on the brand and how that brand can remain favourable to customers.
Brand equity	is the value of the positive sentiment that a brand has created amongst its audiences, in other words, if an organisation has managed to build a recognisable brand.

3. PURPOSE

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

4. BRANDING POLICY GUIDELINES**4.1 GENERAL**

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

4.2 LANGUAGE POLICY

- The language policy of Overstrand Municipality, which promotes multilingualism and is available on the intranet and external website, must as far as possible be adhered to.
- If not possible, the following sentence should be added in a smaller font size at the bottom of the document:

On request, this information can be provided in one of the three official languages of the Western Cape, which are English, Afrikaans and isiXhosa. Contact number: ...

4.3 STATIONERY

- Refer to the brand manual for the correct designs for –
 - letterheads;
 - business cards;
 - fax covers;
 - compliments slips;
 - notepads;
 - envelopes; and
 - folders and other official documents
- Refer to the brand manual for the printing specifications of stationery. Each department is responsible for procuring its own printed stationery when needed.
- Standard letterheads and fax cover pages are also available on the intranet. Contact details can be changed on this according to need

4.4 FORMS FOR EXTERNAL USE

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

4.5 PUBLICATIONS

- Refer to the brand manual on the intranet for branding guidelines of publications.
- Designs, layout and content for the following need to be approved by Department of Communication:
 - Newsletters
 - Flyers/information brochures

Annexure A P5/12

- Other special publications (annual reports, reviews, coffee-table books, etc)
- All publications need to be edited by an approved Language Services Provider and, where necessary, translated.

4.6 BRANDING MATERIAL

- Refer to the brand manual on the intranet for branding guidelines of branding material.
- Designs, layout and messages for branding material such as banners, exhibition stands and flags need to be approved by Department of Communication.
- The messages on branding material need to be edited by an approved Language Service Provider and, where necessary, translated.
- Events and programmes of the municipality should be used to create brand awareness and recognition, as well as major events of national and provincial government and community organisations if the necessary permission can be obtained.
- To ensure that consistency is applied and events and programmes are correctly branded on time, the following rules must be adhered to:
 - Only approved events or programmes (by means of approved portfolio, mayoral or council reports) will be branded by the Department of Communication.
 - Department of Communication should form part of the project team from the start. In that way, branding needs can be determined and planning is done in advance.
 - Any branding request should be done at least 5 working days prior an event or programme.
 - In instances where more than one venue has to be branded for one event, a detailed programme and directions to the venues should be made available to Department of Communication.
 - Typical events which qualify for branding are:
 - Mayoral function/events
 - National or provincial events
 - Outreach programmes/indabas/information sessions
 - Press conferences
 - Approved departmental events
 - Commemorative days events
 - Memorial services of councillors and top management

Annexure A P6/12

- Typical events that are excluded from being branded are:
 - Political rallies
 - Funerals of councillors and officials
 - Memorial services of officials
 - Internal events such as strategic planning sessions, social functions like year-end parties of officials and councillors
 - Site inspections
 - Multiple visits at one time (moving around)
- If Department of Communication agrees to set up branding material or items for the venue, the branding material or items will be set up at least one hour before the start of the event and be removed immediately after the event.
- If Department of Communication requests a department to set up branding material or items for the venue, the branding material or items can be collected from the department one working day before the event, and the representative of the department, division or section must sign for the material/items or fill in the branding sign out form which is available on the intranet and send to the Communication Officer or the Social Media/Media liaison officer.
- Training will be given to ensure that officials know how to use the material or items. The department, division or section is responsible for providing transport for the material or items and must ensure that they are stored safely. (Note: in the case of a public holiday, the material or items must be collected one working day before the public holiday.)
- Branding material or items must be returned within one working day after the event. On the return of the material or items, they will be inspected by an official from Department of Communication in the presence of the representative returning the material.
- If the material or items are found to be in the same condition as issued, they will be signed off by both the official of Department of Communication and the representative. However, if the material or items are damaged, the department, division or section concerned will be responsible for repairing or replacing the material or items.

4.7 ADVERTISING MATERIAL

- Refer to the brand manual on the intranet for branding guidelines of advertising material.
- The design, layout and advertising messages of the following need to be approved by Department of Communication:
 - Posters
 - Flyers
 - Pamphlets
 - Billboard advertisements

- Refuse bin advertisements
- Standard layouts for tenders, vacancies and notices.
- Advertisements need to be edited by an approved Language Service Provider and, where necessary translated.
- Advertisements need to comply with the advertising by-laws of the municipality and need to be approved by Outdoor Advertising.

4.8 PROMOTIONAL MATERIAL AND CORPORATE GIFTS

- Refer to the brand manual on the intranet for branding guidelines of promotional material.
- The purchasing of promotional material and corporate gifts should be done in strict consultation with Department of Communication. Department of Communication should give written approval before the purchase can take place.
- All designs for promotional material and corporate gifts need to be approved by Department of Communication.
- Use the approved corporate colours.
- Use the approved typefaces and fonts.
- The project manager of the department, division or section must complete an application form requesting promotional material. An electronic application form can be requested from Department of Communication from the Communication Officer or at 028 313 5025.
- The completed form must be emailed to the Communication Officer, or handed in at Department of Communication, Overstrand Civic Centre, Hermanus, at least one month before the event or project.
- Department of Communication will evaluate the request and decide if it requires new material to be procured or items to be given from existing stock. Written feedback on the application will be given within five working days of receipt.
- After approval has been given, the material or items must be collected from Department of Communication a day or two before the event. The representative of the department, division or section must sign for the material or items.

4.9 ELECTRONIC COMMUNICATION

- For PowerPoint presentations, use the prescribed template available on the intranet.
- For electronic newsletters/notices, use the approved corporate colours, with blue as the predominant colour, and the logo. Branding guidelines in the brand manual on the intranet should also be followed.

Annexure A P8/12

- The design and content of electronic newsletters need to be approved by Department of Communication.
- Electronic newsletters need to be edited by an approved Language Service Provider and, where necessary, translated.
- For email signatures, the following standardised format should be used (please use Arial font and 10 pt font size):

Name
 Designation
 Department
 Mobile number
 Telephone number
 Fax number
 Email address
 Logo
 Location
 Vision statement

Example

Noluthando Zweni
Manager: Communication
Overstrand Municipality

M: +27 (0) 83 552 5192 | T: +27 (0) 28 313 8911 | F: +27 (0) 28 313 8067 | E: tzweni@overstrand.gov.za

**Overstrand Municipality**

A: 1 Magnolia Street, Hermanus, 7200 | P: P.O. Box 20, Hermanus, 7200

T: +27 (0) 313 8000 | F: +27 (0) 312 1894

E: enquiries@overstrand.gov.za | W: www.overstrand.gov.za

Vision Statement: "To be a centre of excellence for the community"

Note:

- The email signature should be at the bottom left.
- Do not use a background (Outlook stationery), decorations or any other distracting elements.
- All staff members must use e-mail signature designed and approved by Communication Department in conjunction with ICT department.
- No slogans, quotations or other tag lines should be placed below the email signature.

4.10 NOTICEBOARDS AND NOTICES

- Keep noticeboards tidy, updated and relevant.
- No handwritten notices should be placed on noticeboards.
- Notices on noticeboards should provide information, at the bottom, about who issued the notice, and the contact person and telephone number.
- Ideally, all notices should be put on noticeboards and not placed all over, e.g. on walls, doors and windows. However, temporary signage such as directions to an event is permitted.

4.11 MUNICIPAL VEHICLES

- Refer to the brand manual on the intranet for branding guidelines of municipal vehicles.
- The full-colour logo should appear on all fleet vehicles.
- The design of vehicle advertisements other than the prescribed designs in the brand manual needs to be approved by Department of Communication and Outdoor Advertising.
- Any text appearing on municipal vehicles (eg the name of the department) needs to be edited by an approved Language Service Provider.

4.12 INTERNAL AND EXTERNAL SIGNAGE

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

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

A complete set of signage has been developed for the municipality. To ensure consistent implementation, the design and specifications of signage boards must be approved by the Department of Communication before procurement occurs.

- Refer to the brand manual on the intranet for branding guidelines of municipal signage.
- The content of the signs needs to be edited by an approved Language Service Provider and, where necessary, translated.
- No paper and/or handwritten signage are allowed. If the budget does not allow the prescribed signage temporary signage should be designed by the municipality's graphic designers taking the branding guidelines in consideration. These should be laminated to give a more professional look. However, this is just a temporary solution and departments should budget every year for permanent signage.

Note:

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

4.13 INTERIORS OF AND ENTRANCES TO MUNICIPAL BUILDINGS AND FACILITIES

From a branding standpoint, every interaction with your clients is an opportunity to reinforce the image you want to create for the organisation. The physical space where your business is located in can reinforce or degrade the value of your organisation depending on the physical appeal it has. Therefore, care should be taken, especially with customer centres, how they look. The challenge here is to be consistent by having certain elements being repeated to create brand recognition.

Branding of customer care centres and outlying administrations

Consult with Department of Communication, for guidelines and approval of any branding planned at customer care centres and regional offices. Guidelines are given in the manual with regard to the above.

Municipal entrances

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

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

4.14 UNIFORMS AND CORPORATE CLOTHING IN GENERAL

- Use the approved corporate colours and the logo as indicated in the brand manual on all uniforms. The only deviation from this guideline is when the codes of professions dictate specific uniforms and colours.
- Use the approved typefaces and fonts.

Annexure A P11/12

- The design and content of text on uniforms and corporate clothing should be done in strict consultation with Department of Communication
- Messages on uniforms, if any, need to be edited by an approved Language Service Provider.

4.15 TELEPHONE ETIQUETTE

- Do not leave phones unattended, activate your voice mail if you will be out of the office and attend to messages promptly on your return. Alternatively, forward your phone calls to a colleague that can attend to it promptly.
- Telephones need to be answered by the third ring.
- State the name of the organisation first when answering external calls, for example: "Overstrand Municipality, Lena Smith speaking. Good day."
- Always be helpful and friendly both to internal and external clients.
- When putting clients through to other staff, make sure it is the correct number.

4.16 CO-BRANDING

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

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

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

For more information on co-branding refer to the brand manual on the intranet.

Consult with Department of Communication on any special needs regarding the co-branding of an event, programme or project.

5. BREACH OF POLICY GUIDELINES

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

Department of Communication will only exempt a department from compliance with these guidelines on the basis of a national emergency, extreme urgency or other extraordinary reason Department of Communication considers appropriate.

Annexure A P12/12

Non-compliance of this policy is deemed as a breach of the Code of Conduct for Municipal Staff Members and will be referred to the relevant department for corrective measures or disciplinary action.

6. SUPPORTING POLICIES AND GUIDELINES

Other guidelines and policies available to support this policy include:

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

These supporting documents will be made available on the intranet.

7. POLICY REVIEW

This policy is a managed document and will be reviewed at least every year and be amended should legislation or a change in policy requires it.

Policy Section	Communication
Current update	20 February 2017
Approval by Council	30 November 2011