CORPORATE IDENTITY MANUAL

VERSION 1.0

MAY 2021

public works & infrastructure

Department:
Public Works and Infrastructure
REPUBLIC OF SOUTH AFRICA

EXPANDED PUBLIC WORKS PROGRAMME

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PREAMBLE

The importance of corporate identity (CI) guidelines

- The implementation of a CI manual is essential for promoting, maintaining and protecting the equity and value of the brand.
- CI guidelines provide technical understanding of the structure and makeup of a visual identity.
- If all role players adhere to specifications and standards in a CI manual, it will ensure a consistent and strong brand presentation. This has a direct and subliminal influence on the perceptions an audience may have of the brand owner.
- This in turn influences the level of trust in the entity.

The challenge

- The Expanded Public Works Programme (EPWP) brand is regularly presented in conjunction with the brands of South Africa's national government departments and other public sector agencies.
- The EPWP brand is therefore at high risk of dilution if not treated with a set of standards in relation to its partners. It is paramount to establish visual and technical uniformity to uphold brand partnerships.
- Notably, EPWP is a programme within the Department of Public Works and Infrastructure (DPWI). Some of the elements featured in this CI manual are guided by the overall departmental corporate branding guide.
- Furthermore, the DPWI brand itself, as with all other national government department brands, is governed by the CI guidelines set out by the Government Communications and Information System (GCIS). Fundamental principles set out by the GCIS are also featured in this CI manual.

The solution

- The EPWP's brand visibility and consistency is improved by establishing and implementing a visual system, to regulate the visual relationship of additional role players on a consistent basis, for all possible marketing applications.
- This system has been established in such a way to give prominence to EPWP wherever possible, but still maintaining respect for the national coat of arms and brands represented by national government departments.

What's new

The catalyst for developing a new edition of this CI manual has been the change in name of what was previously the 'Department of Public Works' to the 'Department of Public Works and Infrastructure'.

The DPWI and EPWP logos are now aligned to one grid construction and area of isolation which has allowed for an enhanced set of visual principles. Certain elements have been aligned with GCIS guidelines. The variety of logo 'don'ts' has been expanded.

Guidelines on stationery items and signage have been defined in more detail. Principles governing co-branding as well as portrait and landscape orientation applications are now concise but interchangeable allowing for streamlined consistency in design.

This new edition of the CI manual presents an opportunity to harness the full potential and representation of the EPWP identity across it's many partnerships.

This is the official logo for the DPWI as designated by the Government Communications and Information System (GCIS). No other version or variation of this logo for the representation of the DPWI is permitted.

The logo is always applied in full colour as presented here. The full colour logo is only ever displayed on a white background.

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NATIONAL COAT OF ARMS

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PRIMARY DESCRIPTOR

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SECONDARY DESCRIPTOR

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TERTIARY DESCRIPTOR

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COUNTRY DESCRIPTOR

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SEPERATOR

The height of the triangle formed by gems in the national coat of arms denotes **1x**.

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The font used in the primary descriptor is **Gill Sans Bold** with a kerning of **0.**

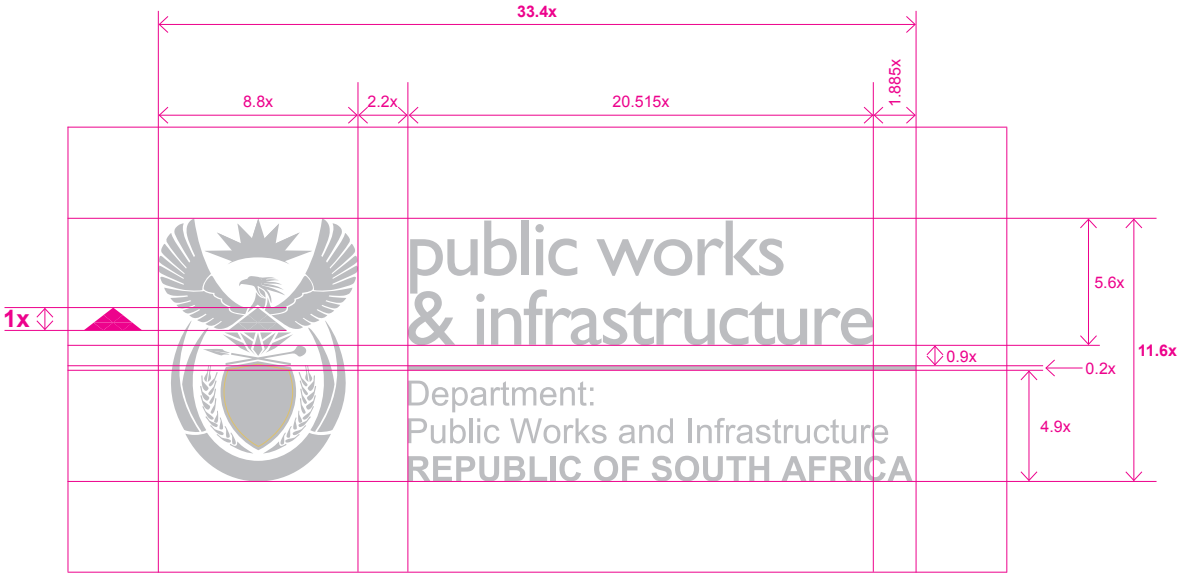
Department:
Public Works and Infrastructure

The font for the secondary and tertiary descriptor is **Arial Regular** with a kerning of **0.**

REPUBLIC OF SOUTH AFRICA

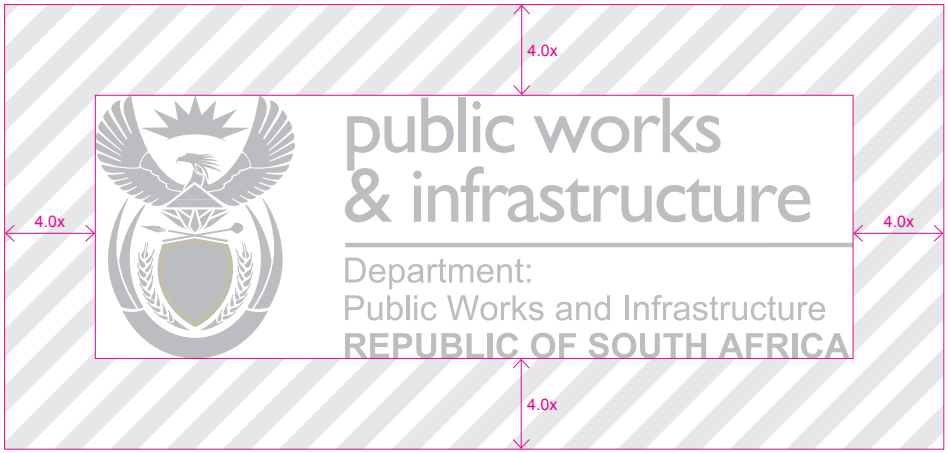
The font for the country descriptor is all caps in **Arial Bold** with a kerning of **0**. The base of the country descriptor aligns with the base of the coat of arms.

The separator between the primary and secondary descriptor is always displayed in solid black and a height of **0.2x**.



The area of isolation is a distance of precisely **4x** around all four edges of the logo. No object, image or item of any kind is ever to appear in the area of isolation. The area of isolation will always be the exact same colour as the colour displayed behind the logo.

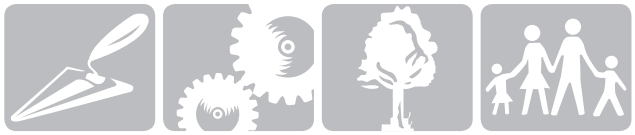
When the logo is applied in full colour or solid black the background is always white. When the logo is applied in solid black reverse, the background is always solid black.



The logo is always applied in full colour as presented here. The full colour logo is only ever displayed on a white background.

The logotype is always displayed in solid black.

EXPANDED PUBLIC WORKS PROGRAMME



EXPANDED PUBLIC WORKS PROGRAMME

LOGOTYPE

EXPANDED PUBLIC WORKS PROGRAMME

ICON SET

EXPANDED PUBLIC WORKS PROGRAMME

SPADE ICON

EXPANDED PUBLIC WORKS PROGRAMME

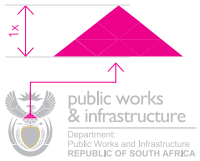
GEAR ICON

EXPANDED PUBLIC WORKS PROGRAMME

TREE ICON

EXPANDED PUBLIC WORKS PROGRAMME

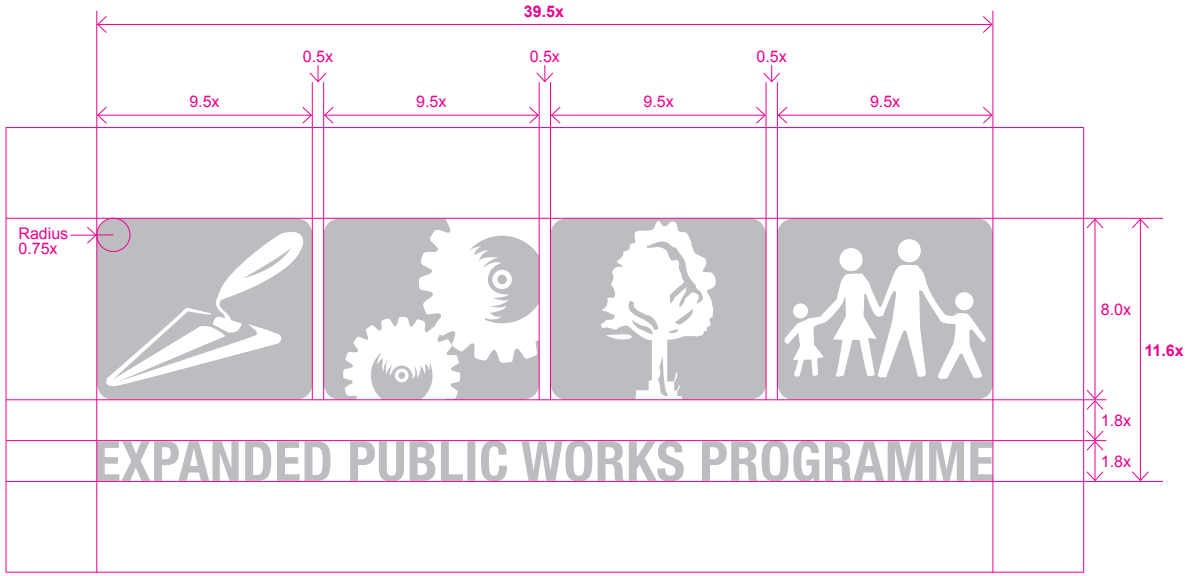
FAMILY ICON



The height of the triangle formed by the gems in the national coat of arms drawn from the DPWI logo denotes **1x**. Note that the DPWI and EPWP logos are constructed on the same grid and are equal in height. Because the two logos are displayed together it is possible to have one indicator to denote **1x**.

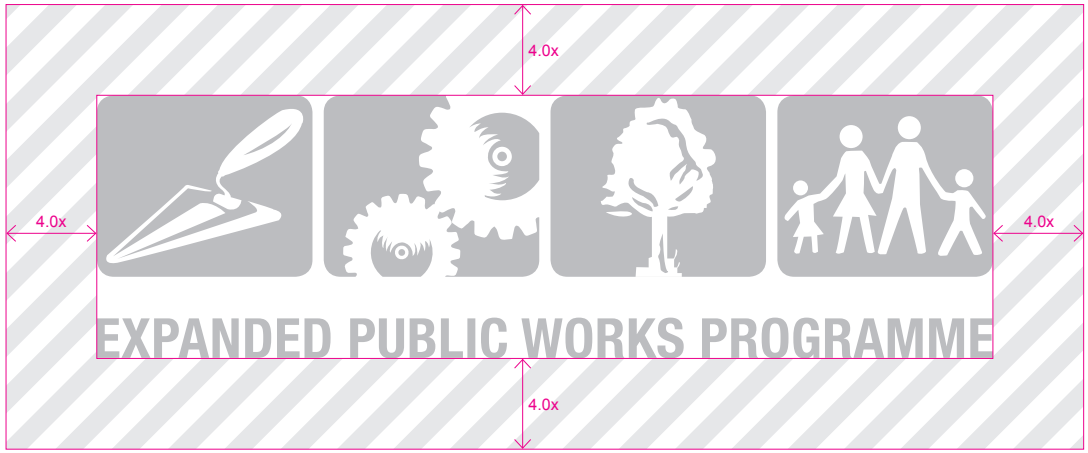
EXPANDED PUBLIC WORKS PROGRAMME

The font used in the logotype is **Helvetica Neue Condensed Bold** with a kerning of **10**. The height of the logotype is **1.8x**.



The area of isolation is a distance of precisely **4x** around all four edges of the logo. No object, image or item of any kind is ever to appear in the area of isolation. The area of isolation will always be the exact same colour as the colour displayed behind the logo.

When the logo is applied in full colour or solid black the background is always white. When the logo is applied in solid black reverse, the background is always solid black.



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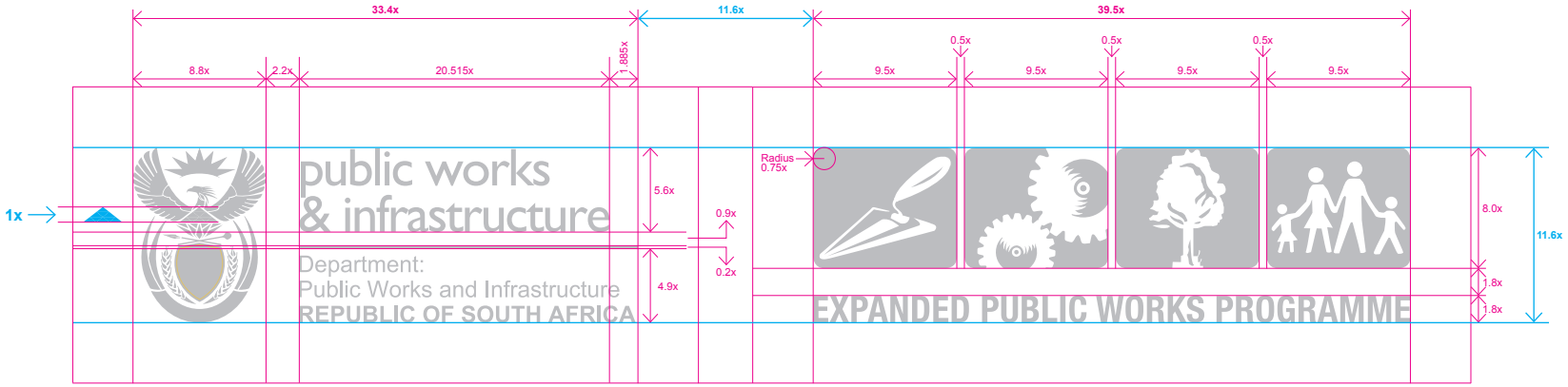
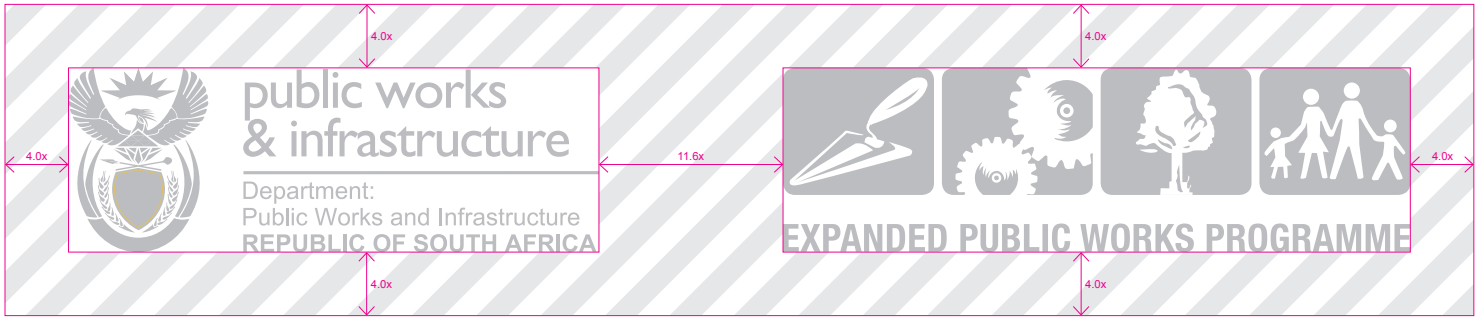
EXPANDED PUBLIC WORKS PROGRAMME

In the joint display of the DPWI and EPWP logos, the DPWI logo is always on the left. The logos are always displayed in full colour on a solid white background.



The two logos are equal in height (11.6x) when displayed together and are constructed on the same grid. The distance between the logos may vary depending on the media format. However, this display demonstrates the minumum distance between the two which is **11.6x** or a distance equivalent to the height of of either logo.



The area of isolation is **4.0x** as is consistent with both logos in isolation. The area between the logos which is a distance of **11.6x** forms part of the area of isolation when the logos are jointly displayed. The area of isolation will always be the exact same colour as the colour displayed behind the logos.

When the logos are applied in full colour or solid black the background is always white. When the logo is applied in solid black reverse, the background is always solid black.

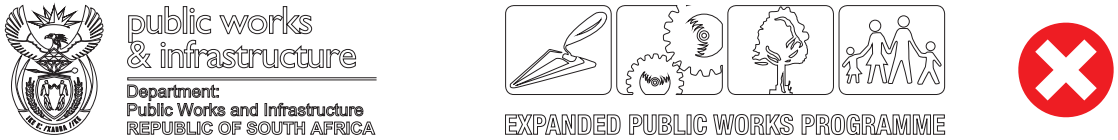
In rare circumstances, the logos may need to be displayed in solid black but this should be avoided unless there is absolutely no other option.

When the logos are applied in solid black the background is always white or 100% solid orange (C0 M60 Y100 K0) as presented here in SOLID BLACK STANDARD and SOLID BLACK ON ORANGE. The only exception is to display the logos in reverse on a solid black background as demonstrated here in SOLID BLACK REVERSE.

SOLID BLACK STANDARD

SOLID BLACK ON ORANGE

SOLID BLACK REVERSE

The logo is never applied in any colour or combination of colours other than the corporate colours and only in the designated combination of the corporate colours.	
The corporate colours of the logo are not allowed to be alternated.	
The logo is never applied entirely in any solid colour or any combination of colours other than the primary corporate colours and only in the designated combination of the primary corporate colours.	
The logos are never applied entirely as a solid in any colour, including the primary and secondary corporate colours. An exception is only allowed in the rare instance when the logos need to be solid black.	
The logos are never outlined.	

The background of the logos cannot be any colour other than solid white. An exception is only allowed in the rare instance when the logos need to be solid white (or reversed out) and applied on a solid black backround.

The logos can never be positioned side by side by a distance of less than 11.6x or a distance that is less than equivalent to the height of the two logos (i.e. 11.6x).

The logos are never applied on an image, visual, vector, shape or any kind of object whether in full colour or solid white.

Drop shadows, 3d effects, lens flares, bevels, embosses, outer glows, inner glows, gradient filters, fish eye filters or any other effects are not permitted on the logos. The logos are only displayed in the solid corporate colours on a solid white background.

The logos are never distorted vertically or horizontally.

The EPWP logo is never displayed before the DPWI logo.	EXPANDED PUBLIC WORKS PROGRAMME public works & infrastructure Department: Public Works and Infrastructure REPUBLIC OF SOUTH AFRICA
The logos are never displayed at any angle other than level.	public works & infrastructure Department: Public Works and Infrastructure REPUBLIC OF SOUTH AFRICA EXPANDED PUBLIC WORKS PROGRAMME
Elements of the logos cannot be used in isolation of the complete logo construction.	
The logos are never displayed in full colour on a black background.	public works & infrastructure Department: Public Works and Infrastructure REPUBLIC OF SOUTH AFRICA EXPANDED PUBLIC WORKS PROGRAMME
The solid black variant of the logo is never displayed on any other colour (inlcuding corporate colours) other than solid white or 100% solid orange (C0 M60 Y100 K0)	public works & infrastructure Department: Public Works and Infrastructure REPUBLIC OF SOUTH AFRICA EXPANDED PUBLIC WORKS PROGRAMME

The DPWI colours are drawn directly from the national coat of arms. These colours are consistent throughout all national government departments.

There is no restriction or ranking in how these colours are used across the departments. However, individual departments are allowed to define a preference on which colours may be dominant in their visual identity. The preference of the DPWI is the use of solid orange (C0 M60 Y100 K0) in conjuction with a 100% solid black.

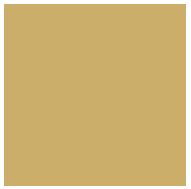
The remaining colours may be used with creative discretion.

Tints and shades of these colours are permitted.

C 00 **M** 60 **Y** 100 **K** 00
R 239 **G** 071 **B** 024
HEX #FF6600
PANTONE 152C

C 00 **M** 00 **Y** 00 **K** 100
R 000 **G** 000 **B** 000
HEX #000000
PANTONE Process Black

C 00 **M** 11 **Y** 63 **K** 15
R 216 **G** 168 **B** 081
HEX #D9C150
PANTONE 127C

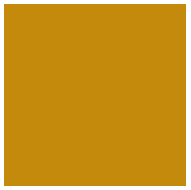


C 00 **M** 15 **Y** 56 **K** 15
R 216 **G** 168 **B** 081
HEX #D9B85F
PANTONE 466C

C 00 **M** 29 **Y** 69 **K** 45
R 130 **G** 091 **B** 050
HEX #8C642B
PANTONE 132C

C 00 **M** 55 **Y** 100 **K** 41
R 135 **G** 069 **B** 021
HEX #964400
PANTONE 146C

C 00 **M** 37 **Y** 100 **K** 00
R 249 **G** 103 **B** 028
HEX #FFA100
PANTONE 143C



C 00 **M** 35 **Y** 100 **K** 25
R 180 **G** 110 **B** 018
HEX #BF7C00
PANTONE 1245C

C 02 **M** 93 **Y** 99 **K** 23
R 224 **G** 031 **B** 022
HEX #C00E02
PANTONE 485C

C 0 **M** 87 **Y** 85 **K** 64
R 083 **G** 026 **B** 023
HEX #5C0C0E
PANTONE 188C

C 100 **M** 14 **Y** 100 **K** 41
R 000 **G** 093 **B** 040
HEX #008100
PANTONE 349C

There are four primary corporate colours for EPWP. At this stage there is no rank among these four colours and they maybe used with creative discretion.

Tints and shades of these colours are permitted.

EPWP BROWN

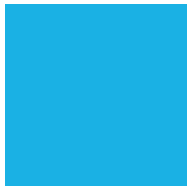
C 27 **M** 81 **Y** 80 **K** 20
R 162 **G** 065 **B** 049
HEX #A24131
PANTONE 181C

EPWP GOLD

C 07 **M** 32 **Y** 100 **K** 00
R 238 **G** 178 **B** 000
HEX #EEB200
PANTONE 124C

EPWP GREEN

C 86 **M** 18 **Y** 96 **K** 04
R 000 **G** 140 **B** 063
HEX #008C3F
PANTONE 7730C



EPWP BLUE

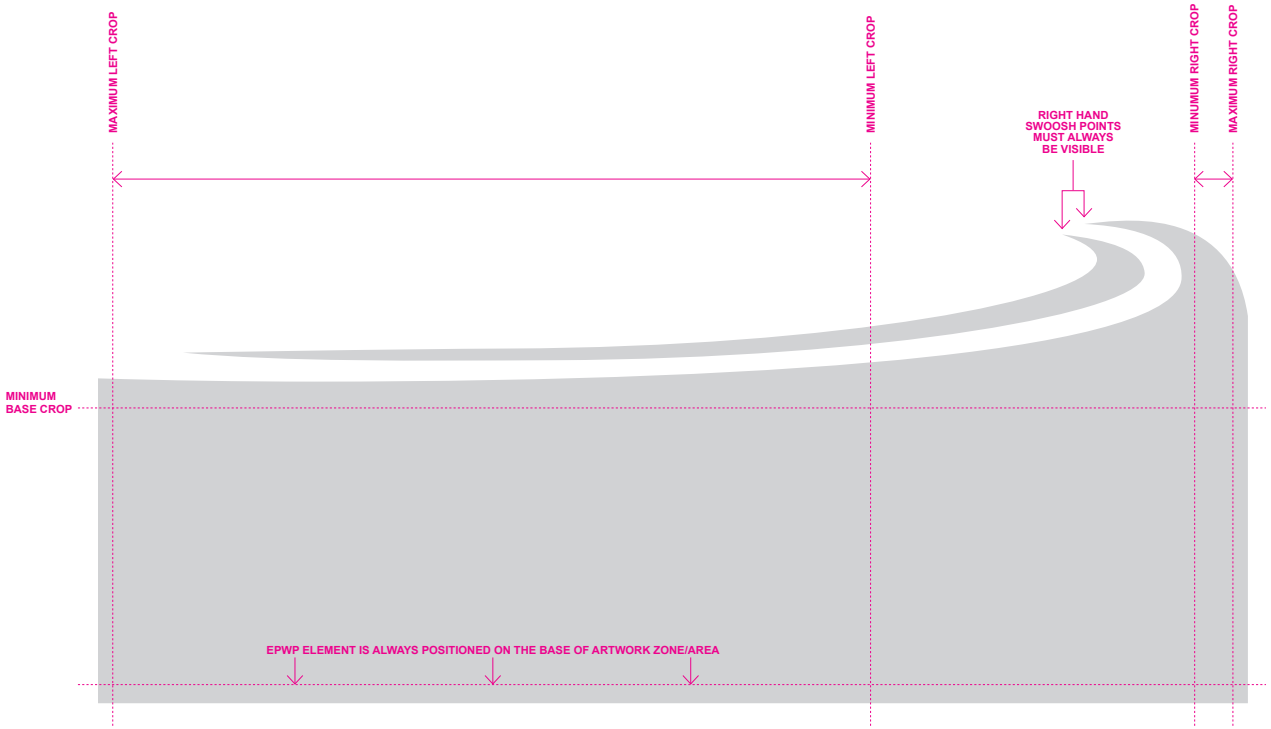
C 71 **M** 09 **Y** 02 **K** 00
R 035 **G** 175 **B** 227
HEX #23AFE3
PANTONE 2190C

HEADINGS: Gill Sans SemiBold	**The quick brown fox jumps over the lazy dog** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**
BODY COPY EMPHASIS/ SUB-HEADINGS: Gill Sans Regular	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
BODY COPY: Gill Sans Light	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

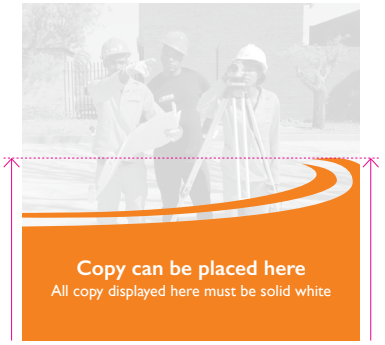
HEADINGS/SUB-HEADINGS/ BODY COPY EMPHASIS: Arial Bold	**The quick brown fox jumps over the lazy dog** **ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz** **0123456789**
BODY COPY: Arial Regular	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789
DIGITAL: Arial Regular	The quick brown fox jumps over the lazy dog ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

The **EPWP element** is an optional design asset. It comprises two swoosh shapes. It is always displayed in 100% solid orange (C0 M60 Y100 K0) or in reverse (i.e. solid white).

The EPWP element is always placed at the base of the artwork zone or artwork area. Please take note of the crop zones. The minimum base crop indicates the height limit to which the EPWP element can be cropped at the base. A sufficient amount of the orange fill must always be visible across the width of the base.



The positioning height of the **EPWP element** may vary, but the orange or white fill must always flood to the base of the artwork zone. Copy may be applied in the orange fill, but the background is always to remain 100% solid orange or solid white. Only solid white copy is placed on the solid orange fill. Other DPWI corporate colours may be used if the EPWP element is white.



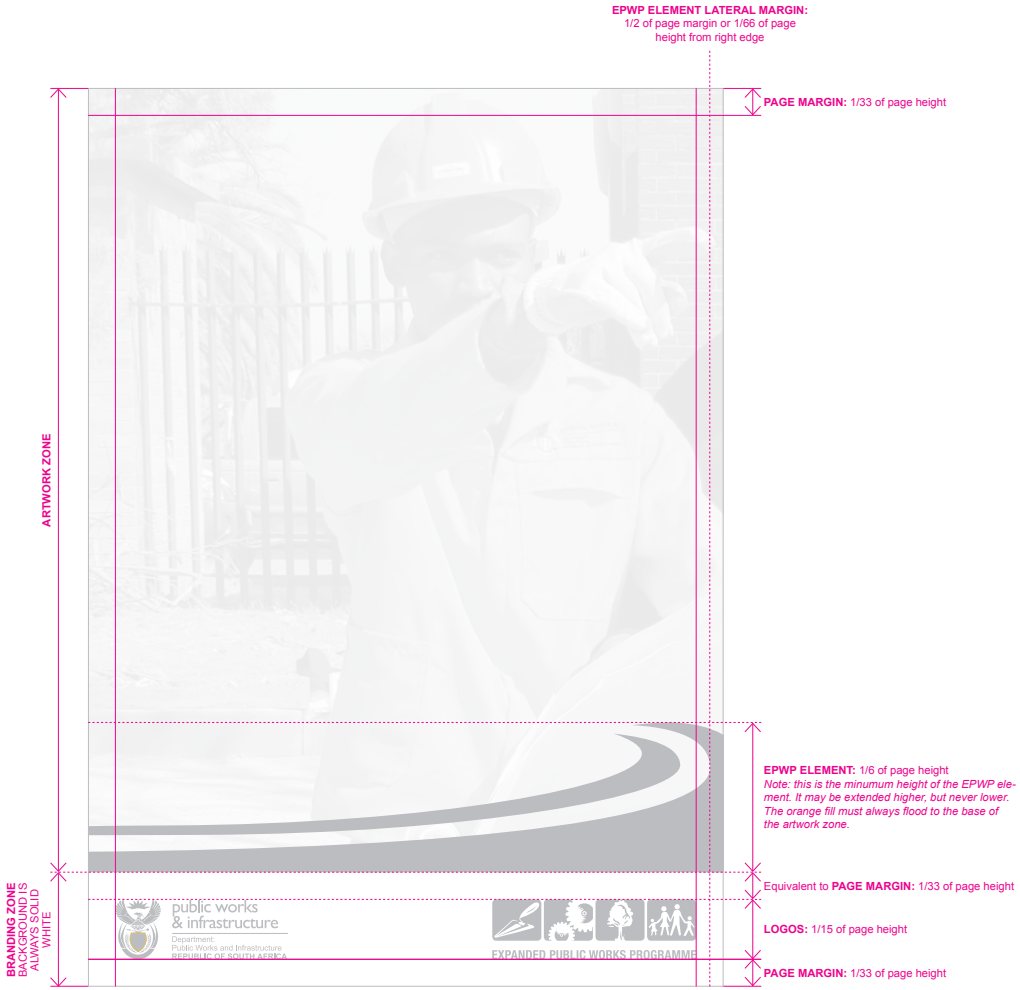
This display demonstrates the positioning of the logos, page margins and the EPWP element in a full colour portrait orientation. This application is ideal for all the A-sizes in portrait which would include report covers and posters.

In preparation of a portrait size artwork, begin with calculating the page margin. The **page margin is 1/33** of the height of the page. The margin runs along all four edges of the page.

Then place the DPWI and EPWP logos. The **height of the two logos is 1/15** of the height of the page. The base of the two logos rests on the bottom page margin. The DPWI logo is left aligned against the left page margin. The EPWP logo is right aligned against the right page margin.

The distance between the top of the logos and the **artwork zone** is equivalent to the page margin (or 1/33). The **branding zone** comprises the sum of this area with the logo height and bottom page margin. **The background of the branding zone is always solid white.**

The minimum height of the **EPWP element is 1/6** of the height of the page. Use of the EPWP element is optional. However, if it is used, it must always rest on the base of the artwork zone. It may be extended higher, but never lower. The orange fill must always flood to the base of the artwork zone. The iiner apex of the second curve is aligned to the halfway point between the right page margin and the page's right edge.



This display demonstrates the positioning of the logos, page margins and the EPWP element in a full colour landscape orientation. This application is ideal for all the A-sizes in portrait which would include report covers and posters.

In preparation of a landscape size artwork, begin with calculating the page margin. The **page margin is 1/20** of the height of the page. The margin runs along all four edges of the page.

Then place the DPWI and EPWP logos. The **height of the two logos is 1/10** of the height of the page. The base of the two logos rests on the bottom page margin. The DPWI logo is left aligned against the left page margin. The EPWP logo is right aligned against the right page margin.

The distance between the top of the logos and the **artwork zone** is equivalent to the page margin (or 1/20). The **branding zone** comprises the sum of this area with the logo height and bottom page margin. **The background of the branding zone is always solid white.**

The minimum height of the **EPWP element is 1/5** of the height of the page. Use of the EPWP element is optional. However, if it is used, it must always rest on the base of the artwork zone. It may be extended higher, but never lower. The orange fill must always flood to the base of the artwork zone. The iiner apex of the second curve is aligned to the halfway point between the right page margin and the page's right edge.

In the event of a square size orientation, the landscape grid takes preference.

This display demonstrates the types of relationships in which the EPWP logo would need to appear. The heirachy of the relationships is as follows:

1. Master Brand
2. Sector Lead Department
3. Provincial ID
4. Project
5. Ad-hoc/Event

MASTER BRAND

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EXPANDED PUBLIC WORKS PROGRAMME

SECTOR LEAD DEPARTMENT

the dtic
Department:
Trade, Industry and Competition
REPUBLIC OF SOUTH AFRICA

EXPANDED PUBLIC WORKS PROGRAMME

PROVINCIAL ID

public works & infrastructure
Department:
Public Works and Infrastructure
REPUBLIC OF SOUTH AFRICA

EXPANDED PUBLIC WORKS PROGRAMME

PROJECT

public works & infrastructure
Department:
Public Works and Infrastructure
REPUBLIC OF SOUTH AFRICA

vuk'uphile
CREATING OPPORTUNITIES

EXPANDED PUBLIC WORKS PROGRAMME

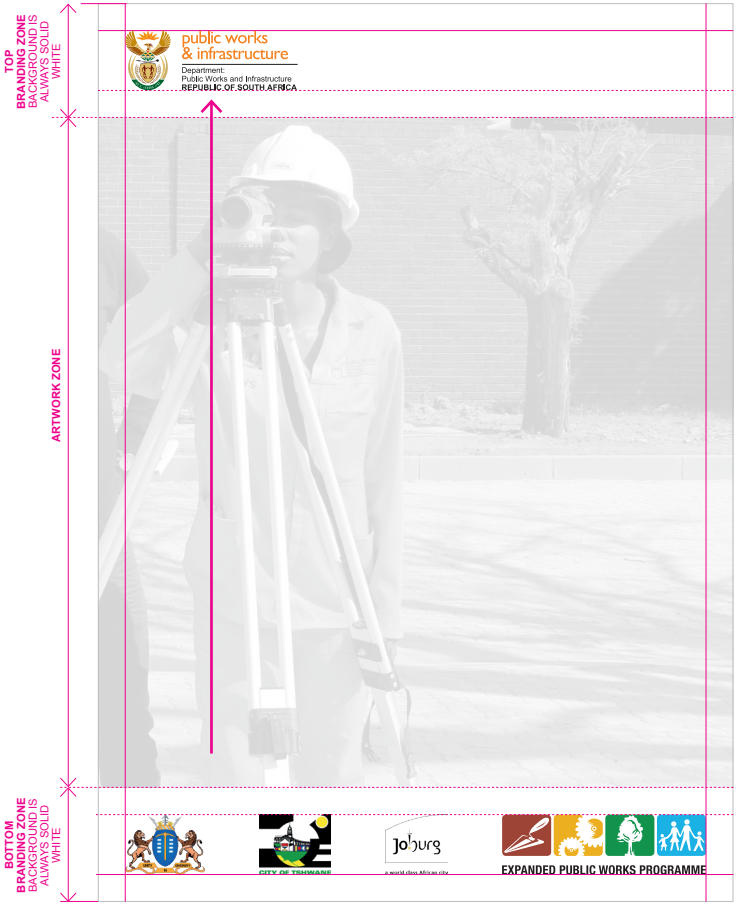
AD-HOC/EVENT

public works & infrastructure
Department:
Public Works and Infrastructure
REPUBLIC OF SOUTH AFRICA

ILO

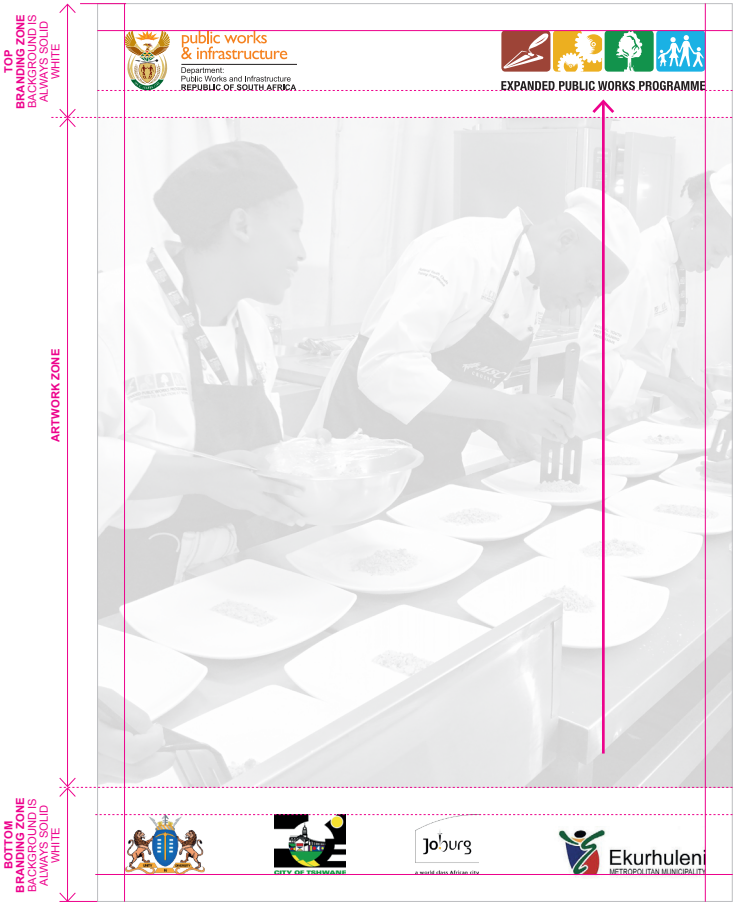
EXPANDED PUBLIC WORKS PROGRAMME

In preparation of applying one additional partner logo, the guidelines for calculations of margins and logo sizes are the same as specified under 'POSITIONING: PORTRAIT GRID' and "POSITIONING: LANDSCAPE GRID'. The partner logo is always equal in height to the DPWI and EPWP logos (i.e. 1/15 of the page height in portrait and 1/10 of the page height in landscape). All logos are horizontallty bottom aligned. The partner logo is always equidistant between the DPWI and EPWP logos.



In some instances, more than one partner logo will need to be applied in co-branding in which case the branding zone at the bottom is not wide enough to accommodate all logos. This same scenario will arise when a partner logo is too wide to fit inbetween the DPWI and EPWP logos.

Create a branding zone at the top of the page equal to the one at the bottom. The DPWI logo then moves to the left of the top branding zone. This will allow for additional partner logos or a wider partner logo. This principle applies to both portrait and landscape orientations.



If more space is required to accommodate even more logos in the bottom branding zone, the EPWP logo may then move to the right of the top branding zone.

All partner logos are positioned equidistant apart from each other. In some instances, such as demonstrated here with the Ekurhuleni Metropolitan Municipality logo, a wide partner logo expanded to a height 1/15 or 1/10 of the page height will overpower the other logos. In this instance, the wider logo should be reduced in height with creative discretion, but always remain horizontally bottom aligned with the other logos.

This is the example of an outdoor sign board displaying the name of a project. The background in the artwork zone is always 100% solid orange. Copy is always solid white in Gill Sans SemiBold. The sign is always in landscape orientation.

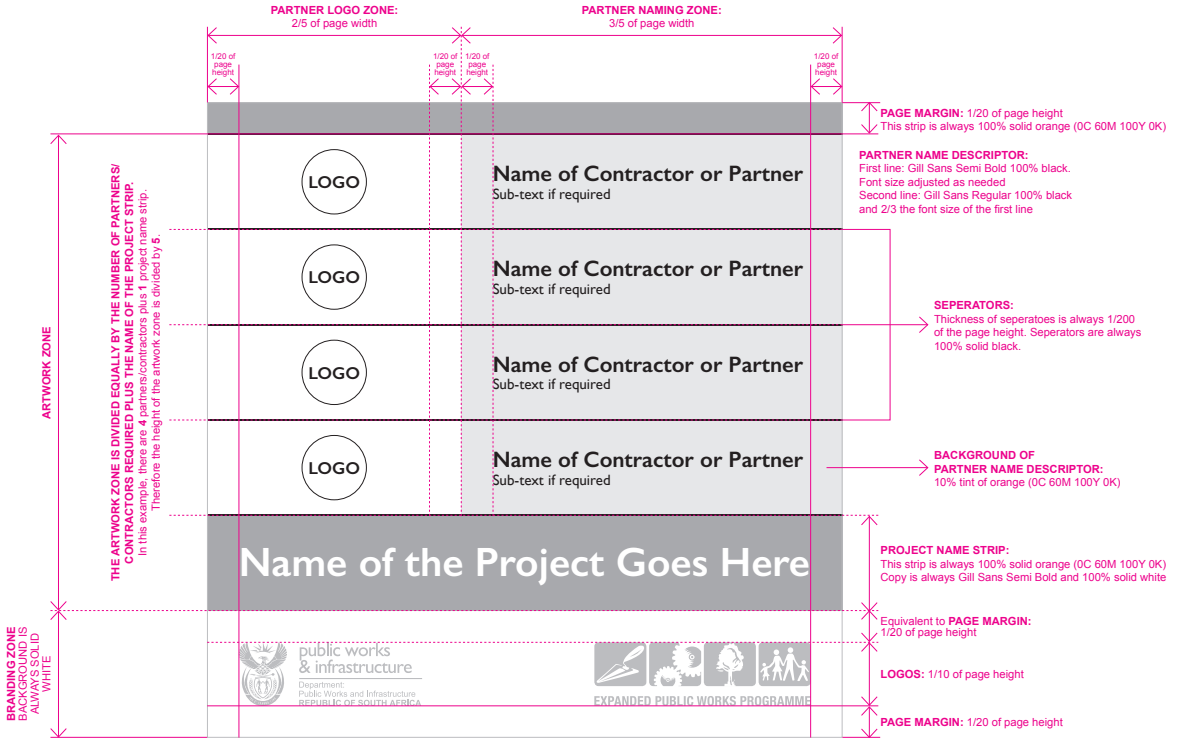
In preparation of the design of the outdoor sign board, start with calculating the page margin (1/20 of the page height) and branding zone as is prescribed in POSITIONING: LANDSCAPE GRID. The EPWP element is exactly **1/5** of the page height. It may be extended higher, but never lower. On project boards the EPWP element is always white. The white fill must always flood to the base of the artwork zone.

This is the example of an outdoor sign board displaying the name of a project with multiple partner or contractor logos and names. Because this artwork displays multiple brands, uniformity in how they are displayed is paramount.

In designing this sign, begin with determining the page margin and branding zone as prescribed in POSITIONING: PORTRAIT GRID or POSITIONING: LANDSCAPE GRID. The top strip of the page margin is always 100% solid orange.

In this artwork, the top strip for the page margin is not included in the artwork zone. The artwork zone is always divided equally by the number of partners/contractors required plus the name of the project strip. In this example, there are 4 partners/contractors plus 1 project name strip. Therefore the height of the artwork zone is divided by 5.

Note that the seperators are solid black. The weight (or thickness) of the seperators is always **1/200** of the page height.



Although the orientation is portrait, the design of pull-up banners deviates from the POSITIONING: PORTRAIT GRID due to their significantly narrow format. The design options are however relatively flexible, provided that the top and bottom branding zones are strictly applied.

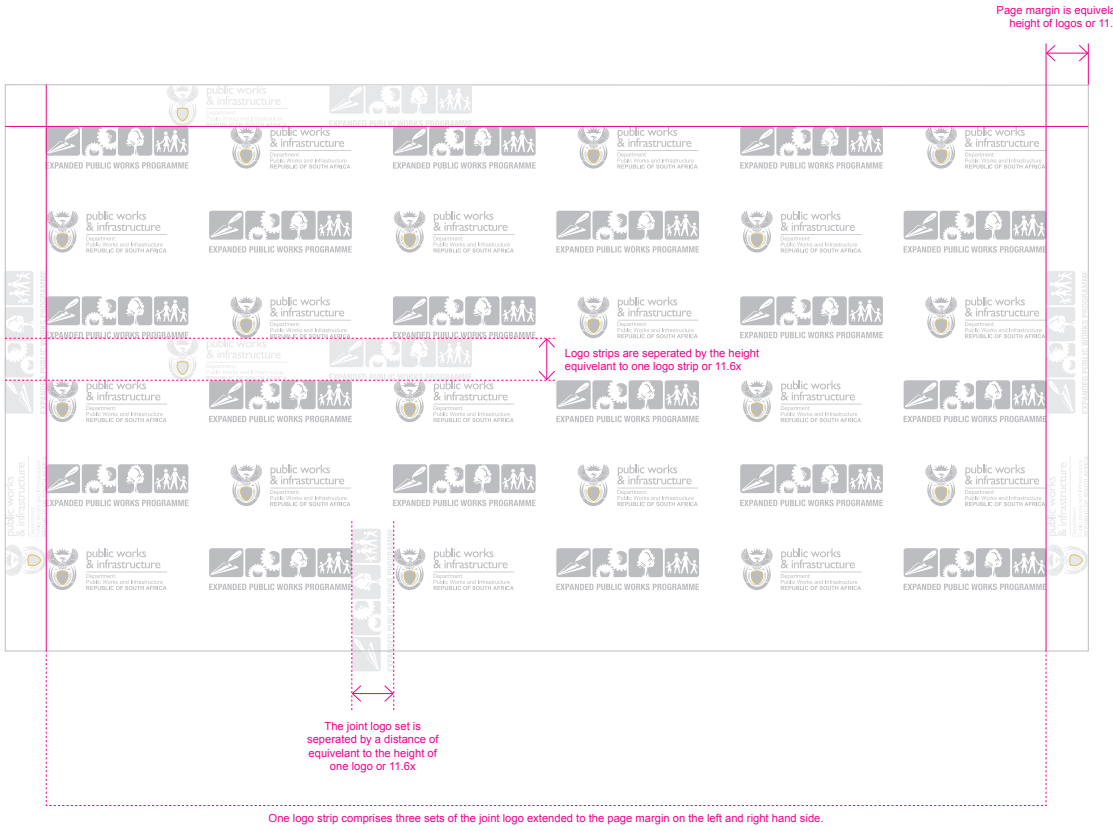
The top and bottom branding zones are first defined by the respective logo heights which are **9/100** or **9%** of the page height. Based on this size, the height of the gems in the national coat of arms no define **1x** (as is indicated under DPWI LOGO DESIGN: GRID CONSTRUCTION).
The page margin is then set at **4x** around all four edges, consistent with the respective logos' area of isolation. Top and bottom page margins may need to increase to accommodate bleed and clearance as manufacurer specifications vary. This clearance area always remains solid white.

If the EPWP element is used, it must be at minimum height of 17/100 of page height. It may be extended higher, but never lower.

The full colour media wall banner is always on a solid white background. The logos are positioned in an alternating series between rows.

The solid black media wall banner is always on a 100% solid orange (0C 60M 100Y 0K) background.

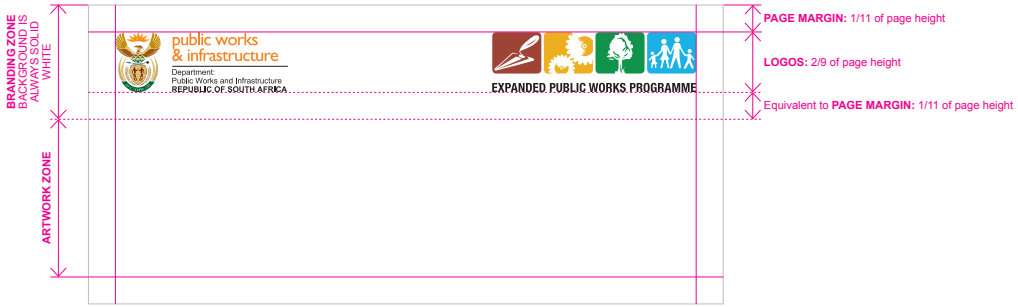
In preparation of designing a media wall banner, begin with the DPWI and EPWP joint logo. Create one full strip with three sets of the joint logo separated by a distance equivalent to the height of the logos or 11.6x. Proportionately extend this strip across the width of the page size. The logo strip must have a clearance from the left and right edge of the page by a distance of at least equivalent to the height of the logos or 11.6x. Proceed to duplicate the strip vertically. Allow each alternating strip begin with the EPWP logo on left and end with DPWI logo on right. Duplicate the strips as many times as the page height allows, provided that the top strip has a clearance from the top edge of the page by a distance at least equivalent to the height of the logos or 11.6x.



In preparation of design the A4 letterhead, the guidelines for calculations of margins and logo sizes are the same as specified under 'POSITIONING: PORTRAIT GRID'. However, the logos are place in the top branding zone which is equivalent in height to the bottom branding zone. The bottom branding zone is reserved for footer copy.

The complimentary slip is always a total size of 210mm x 99mm landscape or DL landscape. Because the complimentary slip is an adaption of the A4 letterhead and part of the stationery set, it does not conform with 'POSITIONING: LANDSCAPE GRID'. Essentially, the complimentary slip is an extraction of the top third of the A4 letterhead.

The ratios vary, but the metric sizes are equal to the A4 letterhead (e.g. the page margin is 9mm).



The business card is always a total size of 90mm x 50mm landscape. Because the business card is part of the stationery set, it does not conform to 'POSITIONING: LANDSCAPE GRID'. The background of the back of the business card is 100% solid orange 0K 60M 100Y 0K.

FRONT

public works & infrastructure
Department:
Public Works and Infrastructure
REPUBLIC OF SOUTH AFRICA

NAME SURNAME
Title First Line
Title Second Line

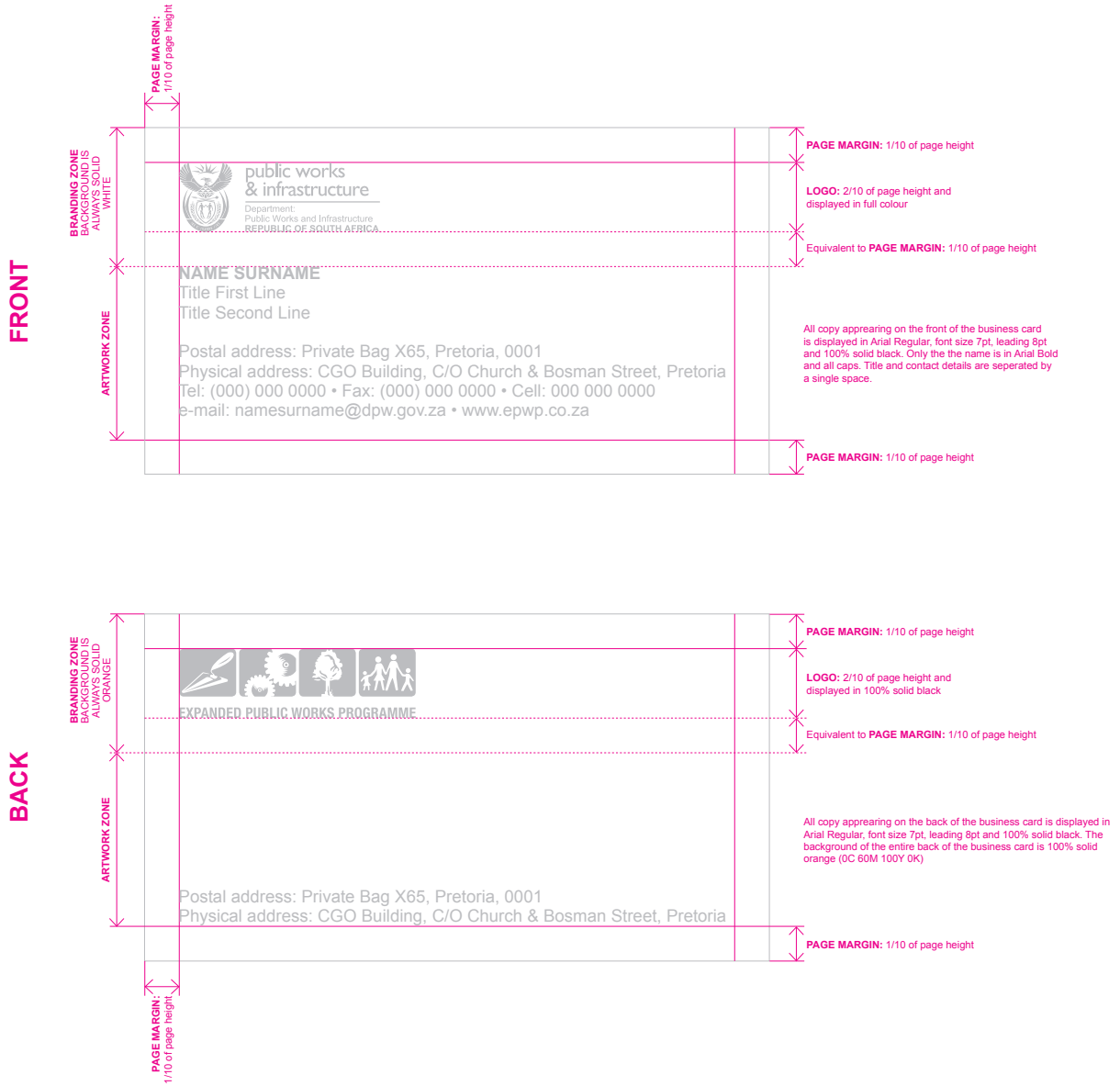
Postal address: Private Bag X65, Pretoria, 0001
Physical address: CGO Building, C/O Church & Bosman Street, Pretoria
Tel: (000) 000 0000 • Fax: (000) 000 0000 • Cell: 000 000 0000
e-mail: namesurname@dpw.gov.za • www.epwp.co.za

BACK

EXPANDED PUBLIC WORKS PROGRAMME

Postal address: Private Bag X65, Pretoria, 0001
Physical address: CGO Building, C/O Church & Bosman Street, Pretoria

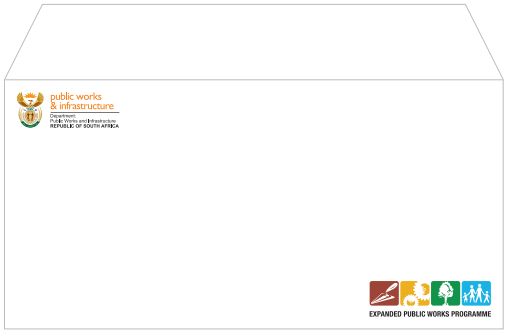
The page margin of the business card is **1/10** of the page height (or 5mm) on all four edges.



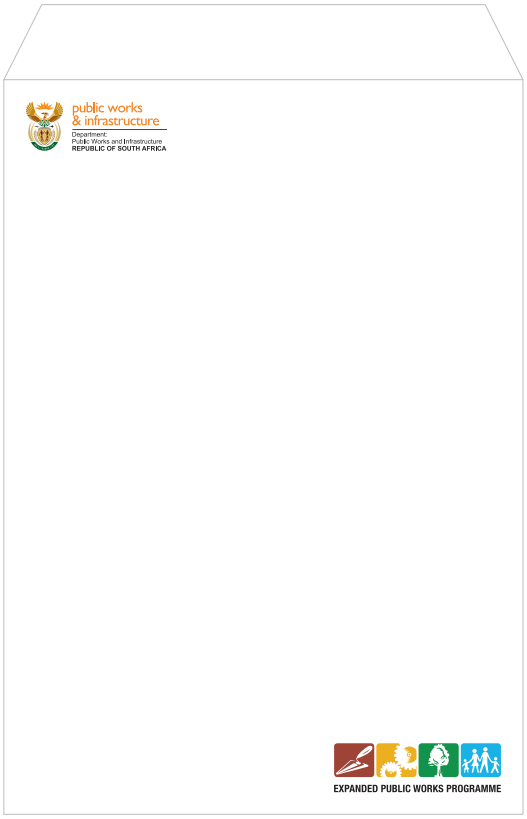
The three most commonly required envelope sizes are displayed here in full colour, namely C4, C5 and DL. The positioning of the logos on the envelopes deviates from the general corporate identity. The DPWI always appears top left and the EPWP logo always appears bottom right. This is to accommodate a stamp in the top right area. Some envelopes have windows and some not, however, these guidelines can be used for either.

C5

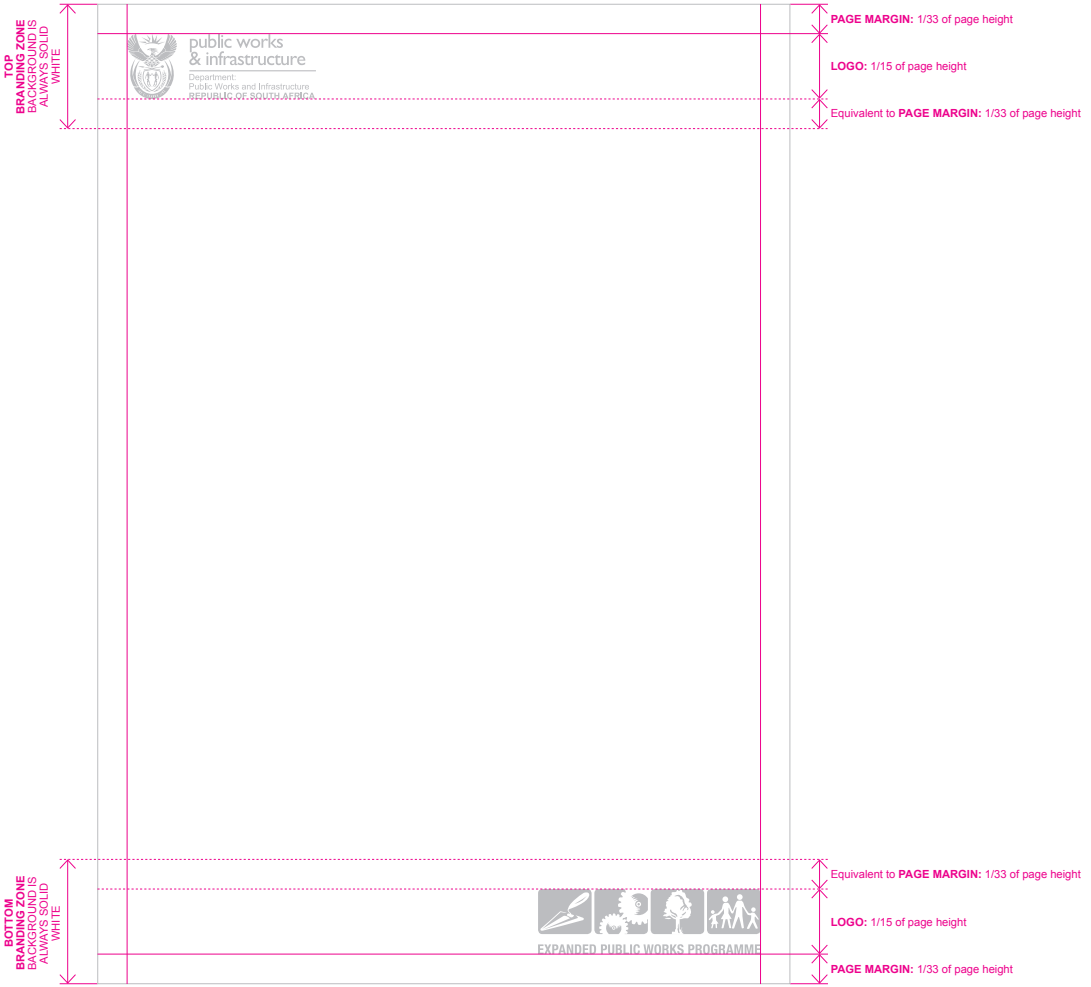
DL



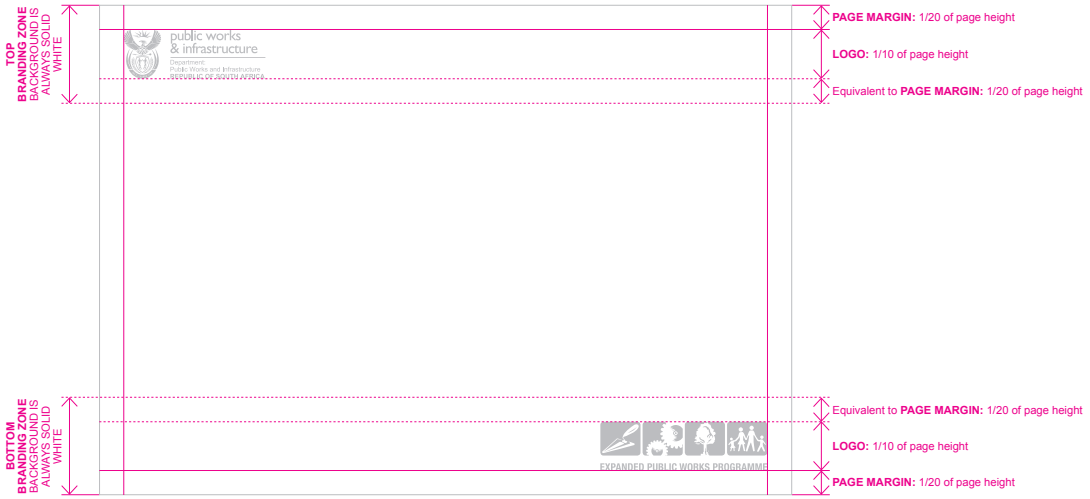
C4



The closed size of a C4 envelope is 324mm x 229mm portrait and is designed to accommodate A4 sized documents. When setting up artwork for a C4 envelope, the guidelines for calculations of margins and logo sizes are the same as specified under 'POSITIONING: PORTRAIT GRID'



The closed size of a C5 envelope is 229mm x 162mm landscape and is designed to accommodate A5 sized documents. When setting up artwork for a C5 envelope, the guidelines for calculations of margins and logo sizes are the same as specified under 'POSITIONING: LANDSCAPE GRID'



The closed size of a DL envelope is 220mm x 110mm landscape and is designed to accommodate DL (210mm x 99mm) sized documents or A4s folded to a 210mm x 99mm size. When setting up artwork for a DL envelope, the guidelines for calculations of margins and logo sizes are not all the same as specified under 'POSITIONING: LANDSCAPE GRID'. This is because of the particularly narrow shape of the DL envelope.

The height of the logos is **1/7** of the page height (or 15.7mm in height).

This an example of a full colour design of the outside of a folder that can accommodate A4 sized documents.

The guidelines for calculations of margins and logo sizes as specified under 'POSITIONING: PORTRAIT GRID' must be applied to the closed facing page of a folder, particulalry when positioning the logos.

In this display, the closed facing page of the folder is based on a dimension of 303mm x 215mm portrait. It is reasonably accepted that folder sizes will vary, but the most important principle to apply here is the positioning of the logos and branding zone on the closed facing page. The remainder of the artwork can be applied with creative discretion.

If the EPWP element is used, it must be at minimum height of 1/5 of page height. It may be extended higher, but never lower.

This display demonstrates a full colour example of an A4 portrait certificate. Note that all copy presented here is purely for mock-up purposes.

The EPWP Element, DPWI and EPWP logos must always be present on a certificate design as demonstrated here. The EPWP Element is always 100% solid orange (0C 60K 100M 0K).

The remainder of the artwork and copy can be applied with creative discretion.

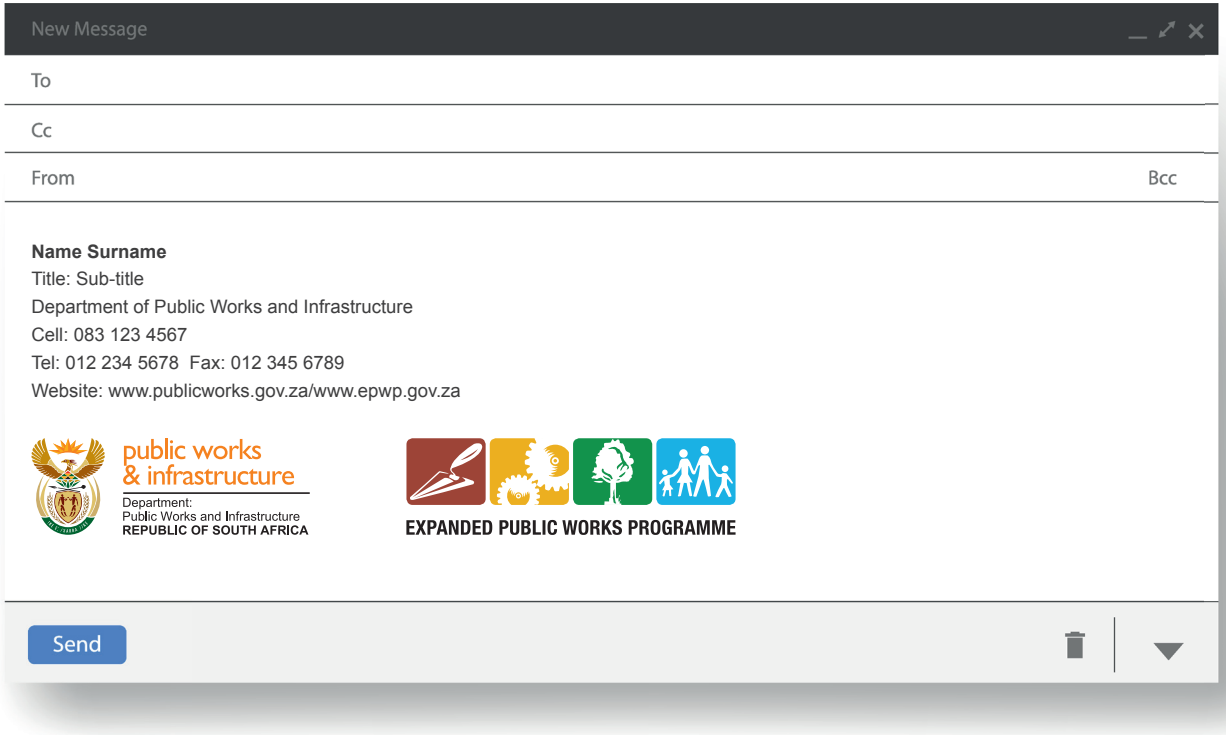
In preparation of the design of an A4 portrait certificate, the guidelines for calculations of margins and logo sizes are the same as specified under 'POSITIONING: PORTRAIT GRID'.

An email signature is arguably the most viewed element of visual collateral for any brand. Email communication is the foundation of all work related communication. It is critical that email signature is applied consistently thtoughout the organisation.

This guideline sets out to assist representatives of the brand to apply their email signatures as simply and consistently as possible.

The signature's design should be kept concise while providing the most important contact information. Include alternative business related contact field, only if you have a unique role that requires this information and if the inclusion of such information is necessary.

Special email poster or information can be included as and when Government has a campaign or celebration. Staff members may not use any motivational phrases or other personal messaging on their email signatures.



Emails and email signatures are always left aligned. The name marks the first line of the email signature. The email signature is always seperated by one space below the end of the email text.

The DPWI and EPWP logos are always seperated by a distance of one space from the end of the text in the email signature. The DPWI and EPWP logos are positioned according to their minimum distance apart. The height of the logos is equivalent to the height (or as close as possible) to **four lines** of text. in the email body.

The font of the email is always **Arial Regular** and solid black. The size and style of the font in the email signature is always the same as the text in the body. Only the name is displayed in **Arial Bold**.

Although personal preferences may vary on font size for an email, it should never be more than **12** points or less than **9** points. Spacing for all text must be set to **1.5** lines.

Shirts are always white or orange. The orange material must be matched as close to **0C 60M 100Y 0K** as possible. Items should resemble solid white or solid orange as far as possible.

The DPWI and EPWP logos are always full colour on white apparel. The DPWI and EPWP logo are always solid black on orange apparel.

On front view display, the DPWI logo is always positioned on the left chest and the EPWP logo is always on the right chest. Partner logos may appear on sleeves. Partner logos must also always be in full colour on white apparel and solid black on orange apparel.

Overalls are always white or orange. The orange material must be matched as close to **0C 60M 100Y 0K** as possible. Items should resemble solid white or solid orange as far as possible.

The DPWI and EPWP logos are always full colour on white apparel. The DPWI and EPWP logo are always solid black on orange apparel.

On front view display, the DPWI logo is always positioned on the left chest and the EPWP logo is always on the right chest. Partner logos may appear on sleeves. Partner logos must also always be in full colour on white apparel and solid black on orange apparel.

Hard hats are always orange. The orange material must be matched as close to **0C 60M 100Y 0K** as possible. Hard hats should resemble solid orange as far as possible.

The DPWI and EPWP logo are always solid black on orange the orange hard hats.

On front view display, the DPWI logo is always positioned on the left of the head and the EPWP logo is always on the right of the head.