Expanded Public Works Programme

The brand strategy
Why a corporate identity?
The importance of corporate identity guidelines

- The proper implementation of a corporate identity is essential for promoting, maintaining and protecting the equity and value of the brand.
- CI guidelines provides technical understanding of the structure and makeup of a identity.
- If all role players adhere to specifications and standards outlined in a CI guideline, it will ensure a consistent and strong brand presentation.
- A corporate identity unites the corporation, its divisions and subsidiaries, under one global umbrella.
- CI guidelines will provide the consistency and direction that will help achieve goals and visions.
Why corporate identity guidelines for EPWP?
The problem with the old EPWP identity

- The absence of clear guidelines for the consistent and considered application of the Expanded Public Works Program identity in co-branding situations, has resulted in problems concerning its visibility and consistency.

- This has been compounded by the fact that application of the identity is likely to happen in a co-branding scenario, with a variety of role players. (Municipalities, Provinces, Government departments, etc.)

- The current brand application draws little or no value from the DPW, nor does it contribute much value.
The solution

To improve EPWP’s brand visibility and consistency by:

- Establishing and implementing a visual system, to regulate the proportion and relationship of each of the role players on a consistent basis, for all possible marketing applications.

- Establishing this system in such a way as to give prominence to EPWP wherever possible, through clear brand architecture, and consistent application.

This presents a unique opportunity to harness the full potential of the identity, especially in a marketing context.
How?
Creating EPWP corporate identity guidelines

- Establish practical and effective principles by which the EPWP brand identity can be applied with consistency, as well as flexibility.

- Apply these principles to a range of new and existing brand mediums.

- The ultimate objective being the operational implementation of these principles, by the production of a concise Corporate Identity Guideline booklet.
Where we’ve been...
The old EPWP identity and brand architecture

National government is represented on no fewer than four levels. This is confusing, and repetitive.

The same prominence (level of co-branding) is given to all role players. This negatively affects the presence and visibility of EPWP.
Where we are now...
The EPWP identity
The EPWP brand architecture

The logo spacing guide is used to check relationship of the Public Works Logo and Expanded Public Works Programme logo.

Master Brand

Sector Lead Department

Provincial ID

Project

Ad hoc/Event
The EPWP identity construction

The logo spacing guide is used to check relationship of the Public Works Logo and Expanded Public Works Programme logo.

HORIZONTAL RELATIONSHIP

<table>
<thead>
<tr>
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<tbody>
<tr>
<td><img src="image1" alt="Public Works Logo" /></td>
</tr>
<tr>
<td><img src="image2" alt="Expanded Public Works Programme Logo" /></td>
</tr>
</tbody>
</table>

In the horizontal relationship the DPW logo always appears on the left and EPWP logo on right.

* NOTE The space between the public works logo and EPWP logo may increase but never decrease less than X width. The logos must always bottom align with Y axis.
The EPWP identity construction

DYNAMIC RELATIONSHIP

In the dynamic relationship between the DPW logo and EPWP logo, the logos can be separated. The DPW logo will always move into a primary role (top or front) and EPWP logo a secondary role (bottom or back). This version of the logo is mainly used for primary stationery and apparel.
The EPWP identity with tagline construction

When the EPWP identity appears with the tagline ‘contributing to a nation at work’, these spacing guidelines apply.

**HORIZONTAL RELATIONSHIP**

<table>
<thead>
<tr>
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<th></th>
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</thead>
<tbody>
<tr>
<td>[Public Works logo]</td>
<td>[Expanded Public Works Programme logo]</td>
<td></td>
</tr>
<tr>
<td>Department: Public Works</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Republic of South Africa</td>
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<td></td>
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<td>X</td>
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<tr>
<td>X</td>
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<tr>
<td><strong>Contributing to a nation at work</strong></td>
<td></td>
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</tr>
</tbody>
</table>

Y AXIS: [Diagram indicating the vertical axis]

Z AXIS: [Diagram indicating the vertical axis]
The EPWP identity - Acceptable colour application
The EPWP identity - Unacceptable colour application
The EPWP identity - Typography

The fonts chosen for the EPWP identity is Gill Sans and Arial. The following versions of the Gill Sans and Arial family can be used.

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<th>Secondary typography: Arial Bold</th>
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<table>
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<th>Secondary typography: Arial Regular</th>
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<td>abcdefghijklmnopqrstuvwxyz</td>
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<tr>
<td>1234567890 *!@</td>
</tr>
</tbody>
</table>
The EPWP identity - Colour palette

The Primary colour palette for the EPWP identity is Black and Yellow. The Secondary colour palette appear in the logo and is an integral part of the EPWP identity.

**PRIMARY COLOUR PALETTE**

![Black and Yellow Pantone Colors](image)

**SECONDARY COLOUR PALETTE**

![Additional Pantone Colors](image)
Co-branding
The EPWP co-branding in stationery & publications

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios applies.

**National branding scenario**

In the dynamic relationship the master brand logo is separated. The DPW logo is applied to the top-left and EPWP logo at bottom-right.

**Master Brand logo version**
The EPWP co-branding in stationery & publications

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios applies.

**Provincial co-branding scenario**

In the dynamic relationship the master brand logo is separated. The DPW logo is applied to the top-left and EPWP logo at bottom-right. Provincial ID endorsing logo bottom-left.

**Provincial ID logo version**

[Diagram showing co-branding logos]
The EPWP co-branding in stationery & publications

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios applies.

**Municipal co-branding scenario**

In the dynamic relationship the master brand logo is separated. The DPW logo is applied to the top-left and EPWP logo at bottom-right. Municipality endorsing logo bottom-left.

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**Public Works**

*Department:* Department of Public Works
*Republic of South Africa*
The EPWP co-branding in print advertising

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the horizontal version of the EPWP identity the following scenarios applies.

**National branding scenario**
The master brand logo is applied to the bottom. The EPWP logo appears on the right and DPW logo to the left.

**Master Brand logo version**

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[Images of logos and icons related to public works and expanded public works programme]
The EPWP co-branding in print advertising

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios applies.

**Provincial co-branding scenario**

The master brand logo is applied to the bottom. The EPWP logo appears on the right and DPW logo to the left with Provincial ID logo bottom-centre.

**Provincial ID logo version**
The EPWP co-branding in print advertising

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios applies.

**Municipal co-branding scenario**

The master brand logo is applied to the bottom. The EPWP logo appears on the right and DPW logo to the left with Municipality logo bottom Centre.

**Co-branding**

**Municipality**

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[Logos and graphics related to EPWP and municipalities]
The EPWP co-branding in promotional material

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the horizontal version of the EPWP identity the following scenarios applies.

**National branding scenario**

The EPWP master brand logo is applied to the front, with the sector indicated on the back. The project identity is always applied to the left sleeve.

**Master Brand logo version**

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**Public Works**
Department: Public Works
REPUBLIC OF SOUTH AFRICA

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**Expanded Public Works Programme**
The EPWP co-branding in promotional material

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the horizontal version of the EPWP identity the following scenarios applies.

**Provincial co-branding scenario**

The EPWP master brand logo is applied to the front, with the Provincial ID logo as indicated on the back. The project identity is always applied to the left sleeve.

**Provincial ID logo version**
The EPWP co-branding in promotional material

The Expanded Public Works Programme corporate identity is likely to be applied in conjunction with many other role players. When using the horizontal version of the EPWP identity the following scenarios applies.

**Municipal co-branding scenario**

The EPWP master brand logo is applied to the front, with the Municipality logo as indicated on the back. The project identity is always applied to the left sleeve.
Applications
Applications - letterhead

The EPWP corporate letterhead displays the logo in full colour on white. The secondary font “Arial Regular” is used on all conventionally printed stationery as well as the content of the letter which is printed electronically. Always use the supplied guides and format in order to keep the stationery consistent.
Applications - business card

The EPWP corporate business card displays the logo in full colour on white on the front with a black logo on a yellow background on the back. Except for the logotype, the secondary font “Arial Regular” is used throughout. Always use the supplied guides and format in order to keep the stationery consistent.
Applications - compliment slip

The EPWP corporate compliment slip displays the logo in full colour on white. The secondary font “Arial Regular” is used on all conventionally printed stationery. Always use the supplied guides and format in order to keep the stationery consistent.
Applications - envelope

The EPWP corporate DL envelope displays the logo in black on the EPWP yellow. The secondary font “Arial Regular” is used on all conventionally printed stationery as well as the address on envelope which is printed electronically. Always use the supplied guides and format in order to keep the stationery consistent.
Applications - certificate

The EPWP corporate certificate displays the logo in full colour on white. Always use the supplied guides and format in order to keep the stationery consistent.
I’m not just building bridges, I’m bridging the poverty gap

Mare sopusale maximus
Corpus digitus recusus est. Haec sedes madre del sierra. Quod as delina bolum gale domus sino. Dominus adica el salvus Guro in haste camisa del verte inop veritas assai. Lex ad gladium in perpetuam dominus adica jeho a mastesa in laudis ad saltus.
I’m not just building bridges, I’m bridging the poverty gap.
Dear Contributor

The Expanded Public Works Programme (EPWP) is one of an array of government strategies aimed at addressing unemployment. The causes of unemployment in South Africa are manifold and complex. It is important to note that there is substantial agreement that the cause of unemployment is structural rather than cyclical.

The magnitude of South Africa’s unemployment crisis is such that in September 2003, 4.6 million people were unemployed in terms of the strict definition and 8.3 million in terms of the broad definition. High and growing rates of unemployment are a consequence of dynamics on both the demand and supply sides of the labour market. On the supply-side, increasing rates of labour force participation has significantly expanded...
Welcome to the Expanded Public Works Programme.

The Expanded Public Works Programme (EPWP) is one of an array of government strategies aimed at addressing unemployment. The causes of unemployment in South Africa are manifold and complex. It is important to note that there is substantial agreement that the cause of unemployment is structural rather than cyclical.

The magnitude of South Africa’s unemployment crisis is such that in September 2003, 4.6 million people were unemployed in terms of the strict definition and 8.3 million in terms of the broad definition. High and growing rates of unemployment are a consequence of dynamics on both the demand and supply sides of the labour market. On the supply-side, increasing rates of unemployment reflect significantly expanded numbers of job seekers. On the demand-side, there has been some growth in employment between 1995 and 2002, but it has not been sufficient to absorb new labour market entrants. Hence the unemployment rate has been growing by 1% to 2% per annum, reaching 30.7% by September 2002.

Website: Home page

For any assistance, please visit us at www.epwp.gov.za

Dear Sir,

Ref: EPWP account in your area

The Expanded Public Works Programme (EPWP) is one of an array of government strategies aimed at addressing unemployment. The causes of unemployment in South Africa are manifold and complex. It is important to note that there is substantial agreement that the cause of unemployment is structural rather than cyclical.

The magnitude of South Africa’s unemployment crisis is such that in September 2003, 4.6 million people were unemployed in terms of the strict definition and 8.3 million in terms of the broad definition.

Sincerely,

Joe Molaoane
CGO, Department of Public Works
Project signage
Department of Roads and Public Works Province of the Eastern Cape

PROJECT DESCRIPTION

Upgrading of internal streets to surfaced standard
Mdantsane Zone 15 - EPWP 1

LUKHOZI
Consulting Engineers (Pty) Ltd
Contractor: Roberts Bros

Project name INFRASTRUCTURE
Signage - separate EPWP board

The EPWP project board may appear as a separate unit alongside project Co-sponsor board. This is an secondary option to previous one unit boards.
Summary

The EPWP corporate identity is a valuable visual endorsement to the many projects with which it is involved.

Maximum visibility of the EPWP identity is therefore a benefit to all parties involved. The Expanded Public Works Programme corporate identity is likely to be applied over a vast range of media application, in conjunction with many other role players. The challenge is to ensure that the corporate identity’s is augmented by the consistent application of the principles contained in the guidelines.
Thank You