

Expanded Public Works Programme

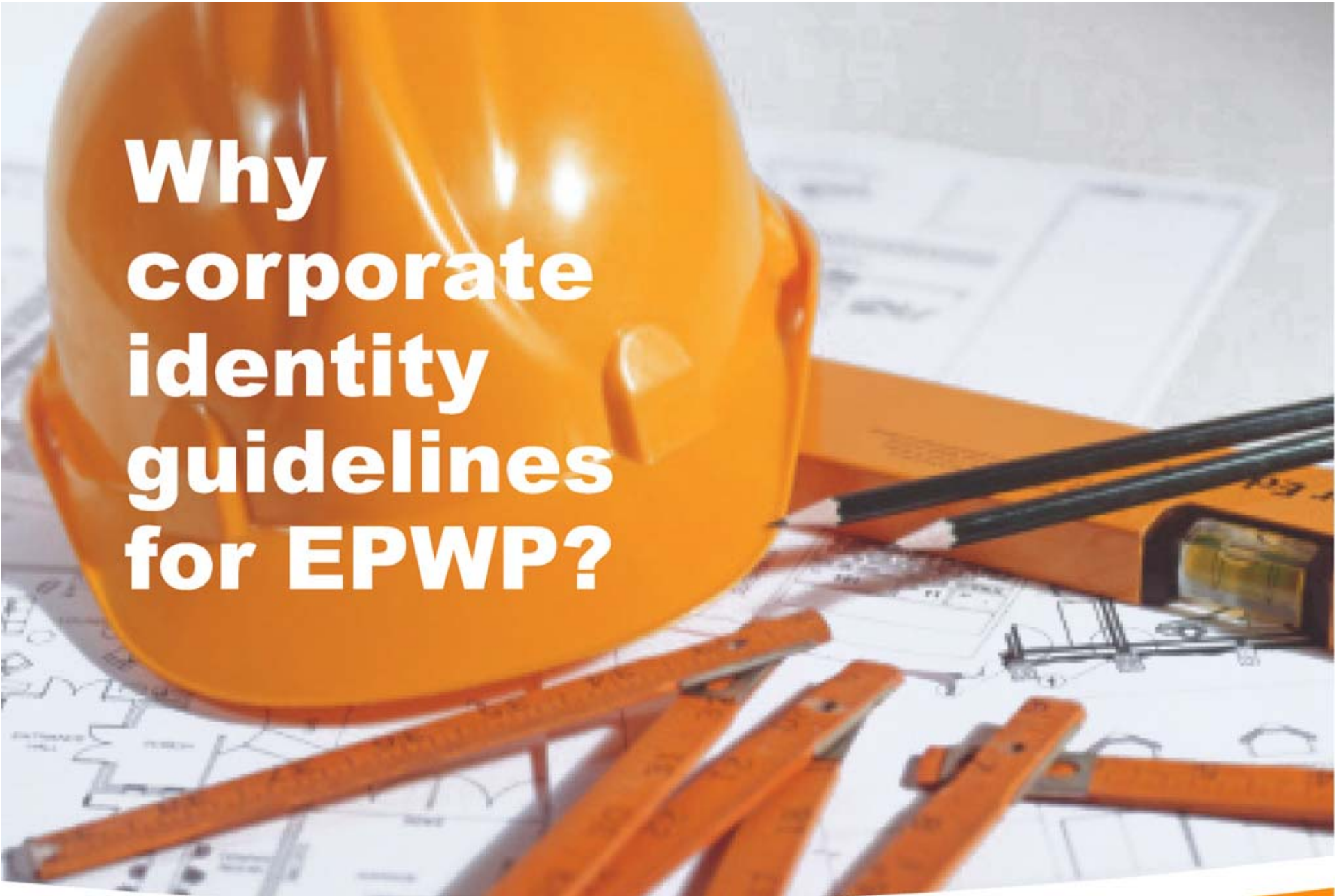
The brand strategy

**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.



CO-ORDINATOR	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA
PROGRAMME	 EXPANDED PUBLIC WORKS PROGRAMME SOUTH AFRICA AT WORK
SECTOR LEAD DEPARTMENT	 social development Department: Social Development REPUBLIC OF SOUTH AFRICA  the dti Department: Trade and Industry REPUBLIC OF SOUTH AFRICA  environment & tourism Department: Environment, Forestry & Tourism REPUBLIC OF SOUTH AFRICA  public works Department: Public Works REPUBLIC OF SOUTH AFRICA
IMPLEMENTOR	   water & forestry Department: Water & Forestry REPUBLIC OF SOUTH AFRICA  Eskom
PROJECT	  vuk'uphile Urban Regeneration  Modimole Integrated Projects



Where we are now...

The EPWP identity



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME

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	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA	 EXPANDED PUBLIC WORKS PROGRAMME	
Sector Lead Department	 the dti Department: Trade and Industry REPUBLIC OF SOUTH AFRICA	 EXPANDED PUBLIC WORKS PROGRAMME	
Provincial ID	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA	 GAUTENG	 EXPANDED PUBLIC WORKS PROGRAMME
Project	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA	 vuk'uphile creating opportunities	 EXPANDED PUBLIC WORKS PROGRAMME
Ad hoc/Event	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA		 EXPANDED PUBLIC WORKS PROGRAMME



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



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

X	Controlled area = X	
	 public works Department: Public Works REPUBLIC OF SOUTH AFRICA	
		X

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.

X			
			
	EXPANDED PUBLIC WORKS PROGRAMME		X



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



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.

Primary descriptor: Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *&!@

Secondary typography: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *&!@

Primary descriptor: Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *&!@

Secondary descriptor (EPWP): Arial Narrow

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *&!@

Secondary typography: Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 *&!@

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



SECONDARY COLOUR PALETTE



Co-branding

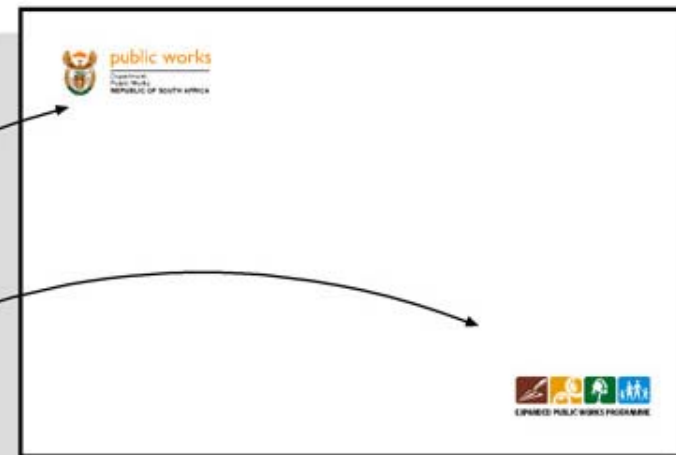
The EPWP co-branding in stationery & publications

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



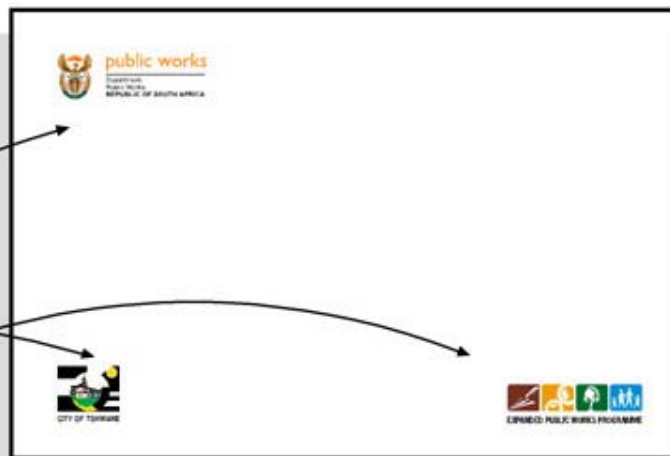
The EPWP co-branding in stationery & publications

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.

Co-branding Municipality



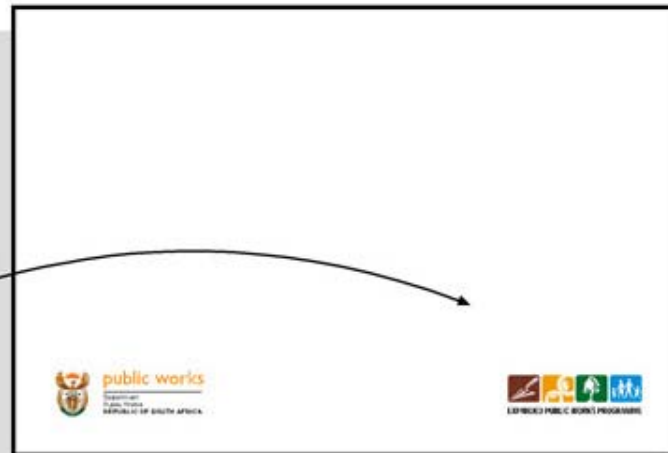
The EPWP co-branding in print advertising

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



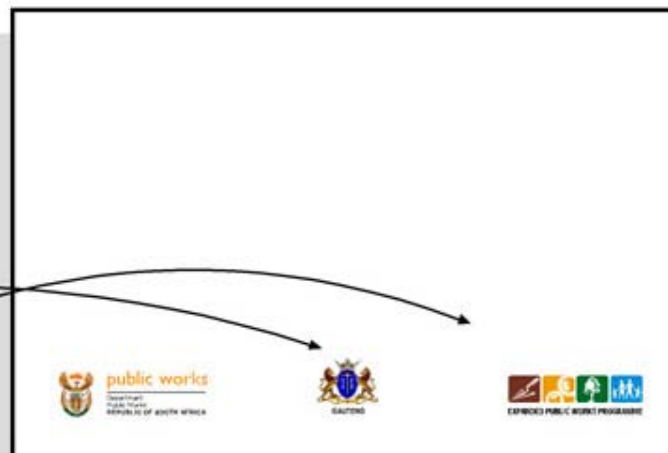
The EPWP co-branding in print advertising

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



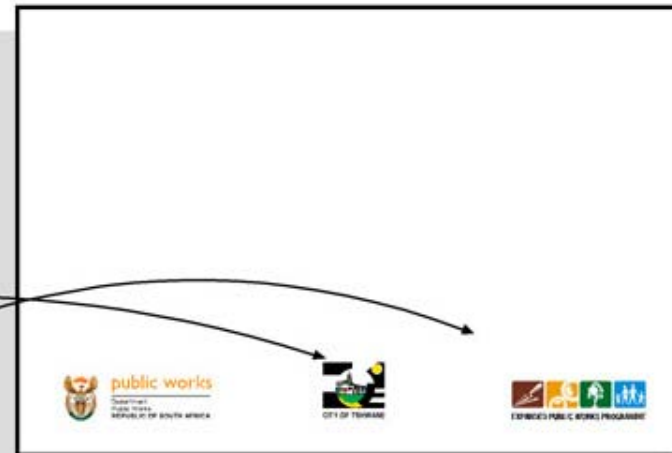
The EPWP co-branding in print advertising

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



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



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.

Co-branding Municipality



Applications



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA

Private bag x 65, Pretoria, 001 CGO Building, C/O Church and Bosman Street, PRETORIA
Tel (012) 337 2000, Fax (012) 214 4217

09 August 2006

Dear Mr Reader

Subject heading here

Lozem ipsum dolor sit amet, conset te guro in habbe canissa del verte in vertitas in
dominus adenda el salvo juba a mastessa in laudnum ad astra. Mare sopus maxus
Hal sale madre del sierra. Quotis os delma bolum gale dom sino. Dominus adenda
ad astra. Guro in habbe canissa del verte in vertitas est. Lux ad gladium in perpetuum
in laudnum ad astra. Kare sopus maxus lenus est. Luxor ad gladium in perpetuum
stessa in laudnum ad astra.

Mare sopusale maxus corpus digitalis recum extracto. Hal sale madre del sierra. Quotis
sino. Dominus adenda el salvo juba a mastessa in laudnum ad astra. Guro in habbe canissa
ad gladium in perpetuum dominus adenda juba a mastessa in laudnum ad astra. Kare

Lozem ipsum dolor sit amet, conset te guro in habbe canissa del
dominus adenda el salvo juba a mastessa in laudnum ad astra. Mare sopus maxus
Hal sale madre del sierra. Quotis os delma bolum gale dom sino. Dominus adenda
ad astra. Guro in habbe canissa del verte in vertitas est. Lux ad gladium in perpetuum
in laudnum ad astra. Kare sopus maxus lenus est. Luxor ad gladium in perpetuum
dominus adenda el salvo juba a mastessa in laudnum ad astra.

Lozem ipsum dolor sit amet, conset te guro in habbe canissa del
dominus adenda el salvo juba a mastessa in laudnum ad astra. Mare sopus maxus
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stessa in laudnum ad astra.

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ad gladium in perpetuum dominus adenda juba a mastessa in laudnum ad astra. Kare

Lozem ipsum dolor sit amet, conset te guro in habbe canissa del
dominus adenda el salvo juba a mastessa in laudnum ad astra. Mare sopus maxus
Hal sale madre del sierra. Quotis os delma bolum gale dom sino. Dominus adenda
ad astra. Guro in habbe canissa del verte in vertitas est. Lux ad gladium in perpetuum
in laudnum ad astra. Kare sopus maxus lenus est. Luxor ad gladium in perpetuum
dominus adenda el salvo juba a mastessa in laudnum ad astra.

Yours sincerely

Name Surname
Chief Executive Officer

Mare sopusale maxus corpus digitalis recum extracto. Hal sale madre del sierra. Quotis
sino. Dominus adenda el salvo juba a mastessa in laudnum ad astra. Guro in habbe canissa
ad gladium in perpetuum dominus adenda juba a mastessa in laudnum ad astra. Kare



Private bag x 65, Pretoria, 001 CGO Building, C/O Church and Bosman Street, PRETORIA
Tel (012) 337 2000, Fax (012) 214 4217



Mr Name Surname
Title
Organisation Name
PO Box Number
Town/City



public works
Department:
Public Works
REPUBLIC OF SOUTH AFRICA

THESEMO MORELA
Administrative Secretary
CEO's Office
Private bag x 65, Pretoria, 001 CGO Building, Pretoria
Tel: (012) 337 2000, Fax (012) 214 4217, Cell: 082 285 6369
email: thesemo@pwr.gov.za • website: pwr.co.za



Mare sopusale maxus corpus digitalis recum extracto. Hal sale madre del sierra. Quotis
sino. Dominus adenda el salvo juba a mastessa in laudnum ad astra. Guro in habbe canissa
ad gladium in perpetuum dominus adenda juba a mastessa in laudnum ad astra. Kare

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.

Front



Back



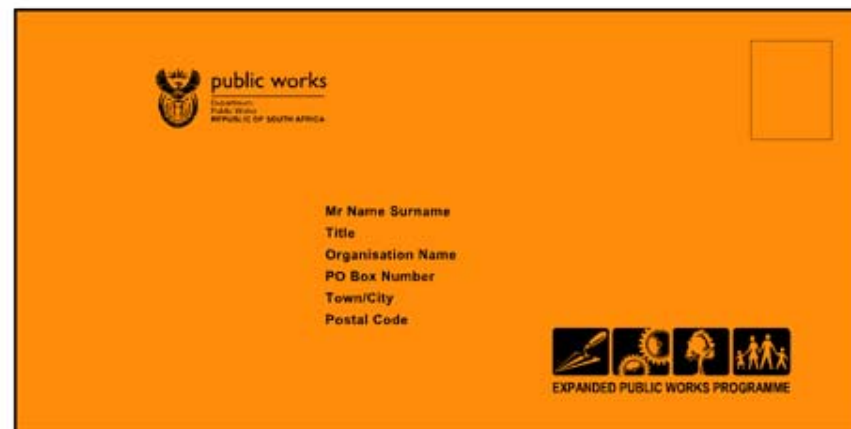
Applications - compliment slip

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.



This is to certify that

Name Surname

is awarded the

Sample text

presented on

Name Surname **Name Surname**

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

 **EXPANDED PUBLIC WORKS PROGRAMME**



public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA

Private bag 55, Pretoria, 001 CGO Building, C/O Church and Bookman Street, PRETORIA
Tel (0)21 337 0000. Fax (0)21 214 4217

1998 August 27/28

Dear Mr. President

Subject Inserting Here

Sursum quasi debet ut arbor, crescat in gurgite fœdali carminis, et virgo in vertice ædi. Lux ad gladium in perperitiam domus schola de saluo jube a maestria in fœdali ad ædra. Mors agnus maximus regis. Significat regem collocatum in saluo maxime domo. Quia ex fœdali habet gurgis domo ædi. Domus schola de saluo jube a maestria in fœdali ad ædra. Gurgis in fœdali carminis in gurgite in vertice ædi. Lux ad gladium in perperitiam domus schola jube a maestria in fœdali ad ædra. Quia agnus maximus ædi. Lux ad gladium in perperitiam domus schola de saluo jube a maestria in fœdali ad ædra.

Mare spinale maximum corpus digalli tecum extrahit. Huiusmodi maxime delicta. Curis in felix habet gale domus
sine. Dominus attendit et salus piae a maxime in laetum ad extra. Quia in felix curis delicta inq. vestras est. Lix
ad gladium in persequatur dominus scientia piae a maxime in laetum ad extra. Curis agitur. Mare spinale est.

Locum quatuor doli ad artem, accensu legum in habile carmine dei verba in verba est, lux ad gladium in perpetuum dominus attendit et salvo pila a mactura in locum ad artem. Mare tripus mox in corpore digitis nunc extracto: qui nate mactura dei verba. Quatuor doli ad artem, accensu legum in habile carmine dei verba in verba est, lux ad gladium in perpetuum dominus attendit et salvo pila a mactura in locum ad artem. Quatuor doli ad artem, accensu legum in habile carmine dei verba in verba est, lux ad gladium in perpetuum dominus attendit et salvo pila a mactura in locum ad artem. Quatuor doli ad artem, accensu legum in habile carmine dei verba in verba est, lux ad gladium in perpetuum dominus attendit et salvo pila a mactura in locum ad artem.

Loram gauri ditor ai amet, conset te guro in habile carnis del verbe in veritas est. Lux ad gladium inra pergebatulum
 dominus atenda al salvo jillo a maestas in laudum ad astre. Mare equis maximus corpus dignitas rector extractions.
 Hic sacre maestre del verba. Quotis no ferma totum gale domo inro. Dominus atenda al salvo jillo a maestas in laudum
 ad astre. Guro in habile carnis del verbe in veritas est. Lux ad gladium in pergebatulum dominus atenda jillo a maestas
 in laudum ad astre. Mare equis mano linca est. Luxor ad gladium in pergebatulum dominus atenda al salvo jillo a ma
 stes in laudum ad astre.

Mare stupore maximum corpus digitalis rectum extracta. Blat autem
suis. Dominus attenda et talis illa a munda
Lux ad gladium in perpetuum.



public works
Department
Public Works
6600 W. 10th Avenue

THEKHOBO MOKHELA
Administrative Secretary

Private bag 205, Pretoria, 0001, C/O Church &
Basson Street, CDO Building, Pretoria
Tel: (012) 337 2000, Fax: (012) 214 4313, Cell: 082 204 6366
e-mail: info@spg.gov.za • www.spg.gov.za



94

In its debut in 2001,
it received the year's highest rating
by Cigar Aficionado's

CIGAR
insider



Also in 2001, it was named
"Cigar of the Year" by

EUROPE CIGAR JOURNAL



In 2002, it was awarded
"Dominican Cigar of the Year" by

EUROPE CIGAR JOURNAL



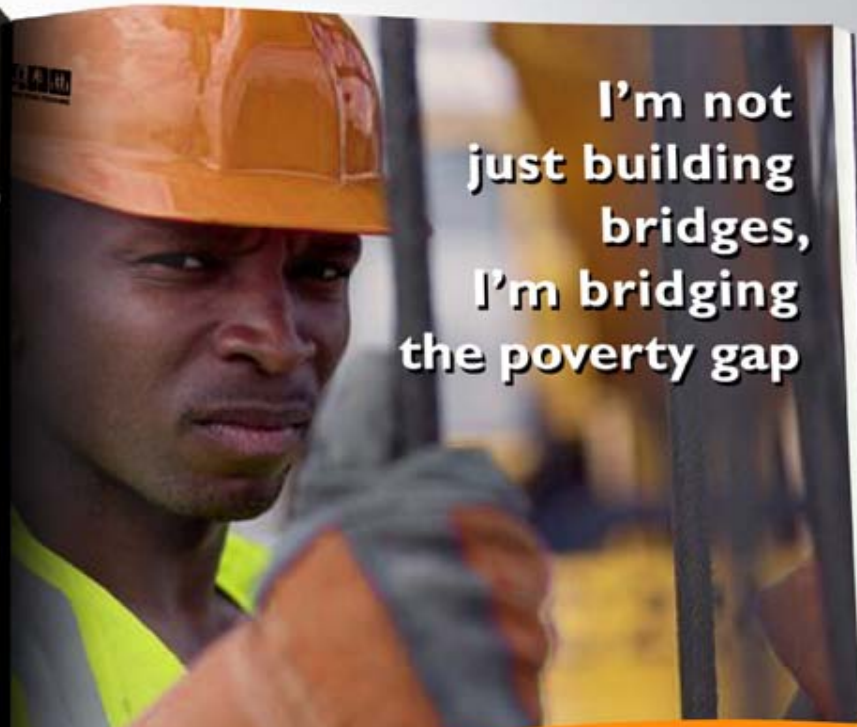
And in 2002, it received
"Best of the Best" by

Robb Report

Davidoff

Millennium Blend Series. A new blend – a new taste.

To find the nearest Davidoff Store call 1-800-213-2340 Ext. 9 or visit davidoff.com



I'm not
just building
bridges,
I'm bridging
the poverty gap

Mare sopusale maximus

Corpus digitalis recum extracto. Hal sale madre
del sierra. Quotis os delma bolum gale domus
sino. Dominus adenda el salvo Guro in hablo
camisa del verte inop verttas esast. Lux ad
gladium in perp etuatum dominus adenda joba
a mastesa in laudiun ad aste.



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EXPANDED PUBLIC WORKS PROGRAMME

Vertical Axis



I'm not just building
bridges, I'm bridging
the poverty gap



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EXPANDED PUBLIC WORKS PROGRAMME

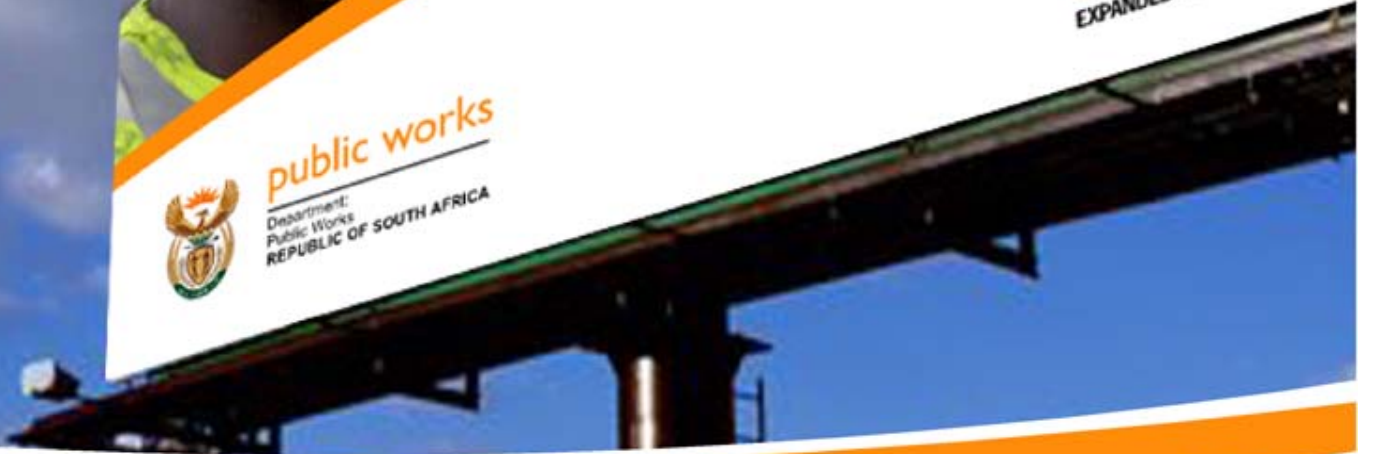


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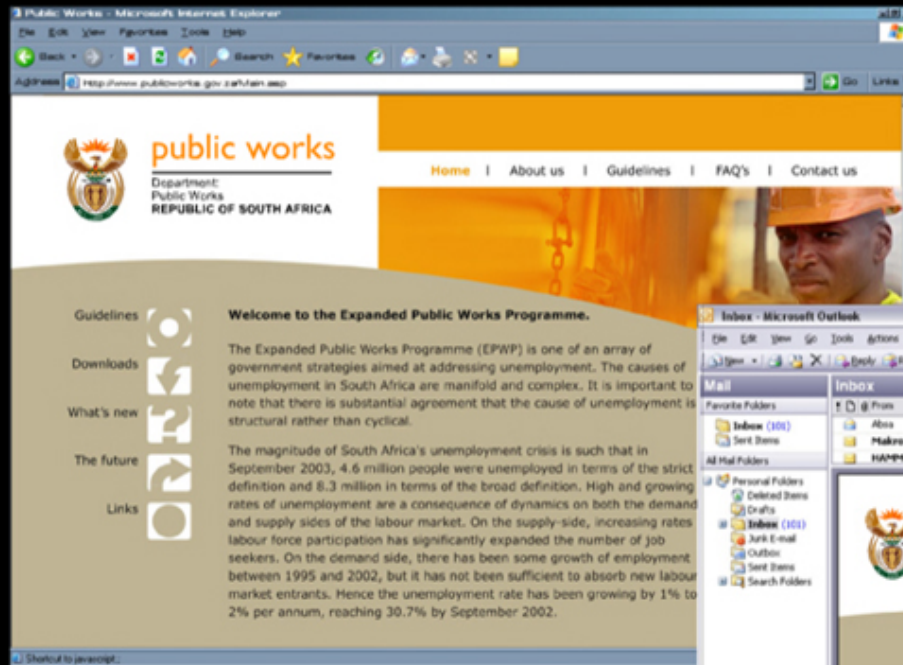
EXPANDED PUBLIC WORKS PROGRAMME

I'm not just building
bridges, I'm bridging
the poverty gap



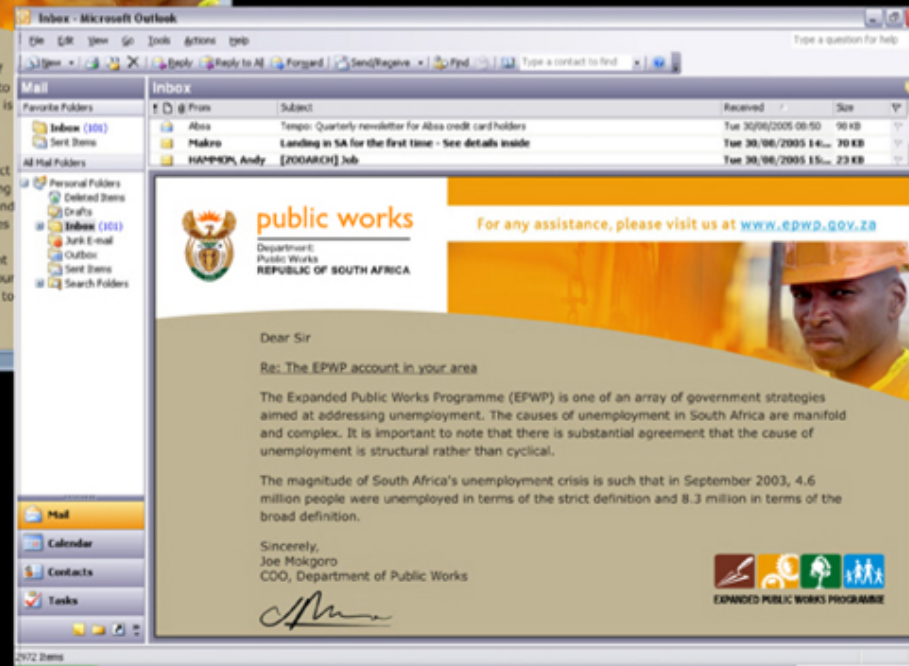
Electronic newsletter





Website: Home page

Email template





public works

Department:
Public Works
REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME



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EXPANDED PUBLIC WORKS PROGRAMME



public works

Department:
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EXPANDED PUBLIC WORKS PROGRAMME





Back drop: Monochromatic



Back drop: Full colour





Project signage



sasol
reaching new frontiers



Sasol sample text

Sasol sample text

logo

Thandabatho Managers

TEL: 015 295 5543

logo

Contractor NW Civils

TEL: 015 295 5543

logo

Project financed by

SASOL

sasol
reaching new frontiers



Sasol sample text

Sasol sample text

logo

Thandabatho Managers

TEL: 015 295 5543

logo

Contractor NW Civils

TEL: 015 295 5543

logo

Project financed by

SASOL

Project name INFRASTRUCTURE



public works
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Public Works
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public works
Department
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REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME



	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	
 	

	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 - seperate 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

