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 provide technical understanding of the structure and makeup of a identity.

• If all role players adhere to specifications and standards outlines 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 A 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 Programme corporate identity in co-branding situations, has resulted in problems concerning its visibility and consistency.

- This has been compounded by the fact that the application of the identity is likely to happen in a co-branding scenario, with a variety of role players. (Municipality, 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 role player 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.
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 HAVE 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

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 relationships of the Public Works Logo and Expanded Public Works Programme logo.
The **EPWP identity construction**

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

**HORIZONTAL RELATIONSHIP**

<table>
<thead>
<tr>
<th>Controlled area = X</th>
<th>X</th>
</tr>
</thead>
<tbody>
<tr>
<td>DPW logo</td>
<td>EPWP logo</td>
</tr>
</tbody>
</table>

In the horizontal relationship the DPW logo always appears on the left and EPWP 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.
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 - Acceptable colour application
The EPWP identity - Unacceptable colour application
The EPWP identity - Typography

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

Primary descriptor: Gill Sans Regular

<table>
<thead>
<tr>
<th>Gill Sans Regular</th>
<th>Arial Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@</td>
<td>1234567890*!@</td>
</tr>
</tbody>
</table>

Secondary descriptor: Gill Sans Bold

<table>
<thead>
<tr>
<th>Gill Sans Bold</th>
<th>Arial Narrow</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@</td>
<td>1234567890*!@</td>
</tr>
</tbody>
</table>

Secondary descriptor (EPWP): Arial Regular

<table>
<thead>
<tr>
<th>Arial Regular</th>
<th>Gill Sans Bold</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcdefghijklmnopqrstuvwxyz</td>
<td>abcdefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890*!@</td>
<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**

- PANTONE C0 M37 Y100 K0
- PANTONE C0 M0 Y10 K100

**SECoNDARy COLOUR PALETTe**

- PANTONE C100 M20 Y100 K0
- PANTONE C30 M8 Y10 K2
- PANTONE C0 M100 Y10 K0
- PANTONE C0 M80 Y100 K0
- PANTONE C50 M85 Y100 K0
- PANTONE C0 M35 Y100 K25
- PANTONE C0 M29 Y10 K45
- PANTONE C0 M11 Y15 K15
CO-BRANDING
The EPWP co-branding in stationary & publications

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

**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 stationary & publications

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

**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 logo version**
The EPWP co-branding in stationary & publications

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

**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.
The EPWP co-branding in print advertising

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

**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 on conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios apply.

**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 on conjunction with many other role players. When using the dynamic version of the EPWP identity the following scenarios apply.

**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**

![Logo variations for Provincial co-branding scenario]
The EPWP co-branding in promotional material

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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.

Municipal co-branding scenario
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 apply.

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 apply.

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**Master brand logo version**
The EPWP co-branding in promotional material

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Master brand logo version
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**Master brand logo version**
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National branding scenario

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Master brand logo version
APPLICATIONS
09 August 2006

Dear Mr. Reader

Subject heading here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat?

Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur? Quis autem vel eum iure reprehenderit qui in ea voluptate velit esse quam nihil molestiae consequatur, vel illum qui dolorem eum fugiat quo voluptas nulla pariatur?

Yours sincerely,
Chief Executive Officer

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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 stationary as well as the content of the letter which is printed electronically. Always use the supplied guides and format in order to keep the stationary consistent.
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 stationary 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 stationary. Always use the supplied guides and format in order to keep the stationary consistent.
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 stationary as well as the address on envelope which is printed electronically. Always use the supplied guides and format in order to keep the stationary consistent.
The EPWP corporate certificate displays the logo in full colour on white. Always use the supplied guides and format in order to keep the stationary consistent.

This is to certify that

Name Surname

is awarded the

Sample text

presented on

Name Surname

Name Surname
09 August 2006

Dear Reader,

Subject: Letter Here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minima veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Private bag x 65, Pretoria, 00101 C/O Building, C/O Church & Bosman Street, Pretoria
tel: (012) 330 2001, Fax: (011) 214 4211
I’m not just building bridges, I’m bridging the poverty gap.

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Adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse.
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.
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Dear Sir

Re: The 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.

Sincerely,

Joe Mokgoro
COO, Department of Public Works
Pull-up banners
Pull-up banners
Pull-up banners
Media banner
Overall
PROJECT SIGNAGE
<table>
<thead>
<tr>
<th>Department of Roads and Public Works</th>
<th>Province of the Eastern Cape</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECT DESCRIPTION</strong></td>
<td></td>
</tr>
<tr>
<td>Upgrading of internal streets to surfaced standard</td>
<td>Mdantsane Zone 15 - EPWP 1</td>
</tr>
<tr>
<td><strong>LUKHOZI</strong></td>
<td></td>
</tr>
<tr>
<td>Lukhozi Consulting Engineers (Pty) Ltd</td>
<td>Contractor: Roberts Bros</td>
</tr>
</tbody>
</table>

**Project name** INFRASTRUCTURE

**public works**

**Department:** Public Works  
**Republic of South Africa**  
**Expanded Public Works Programme**
The EPWP project board may appear as a separate unit alongside project Co-sponsor board. This is a 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 applications, in conjunction with many other role players. The challenge is to ensure that the corporate identity is augmented by the consistent application of the principles contained in the guidelines.
THANK YOU