EXPANDED PUBLIC WORKS PROGRAMME CORPORATE IDENTITY MANUAL







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 guidline, it will ensure a consistent and strong brand presentation.
- A coporate 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.

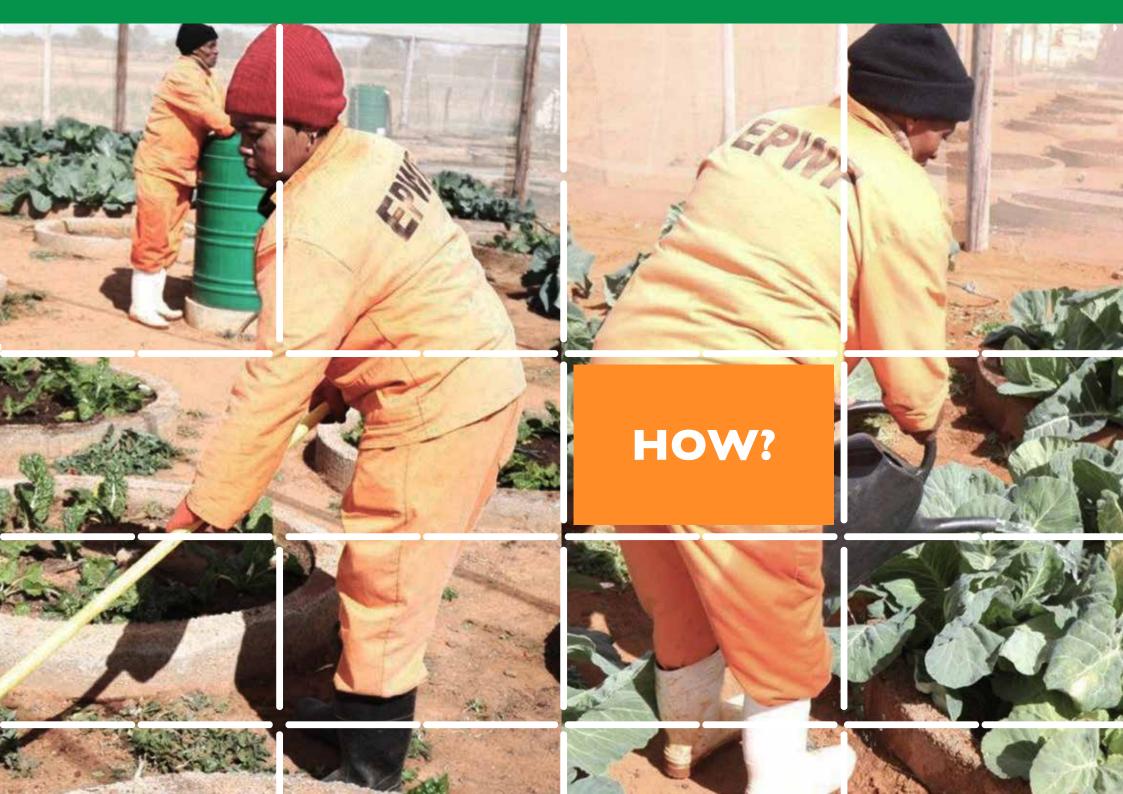
The solution

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.

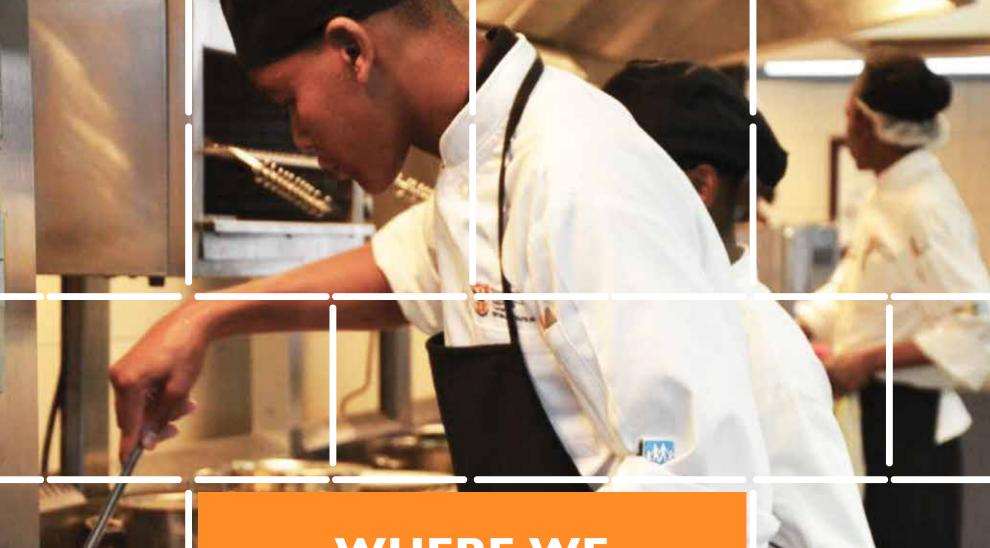
This presents a unique opportunity to harness the full potential of the identity, especially in a marketing context.





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.







Department: Public Works REPUBLIC OF SOUTH AFRICA





WHERE WE ARE NOW

The EPWP identity



public works

Department: Public Works REPUBLIC OF SOUTH AFRICA





The EPWP brand architecture

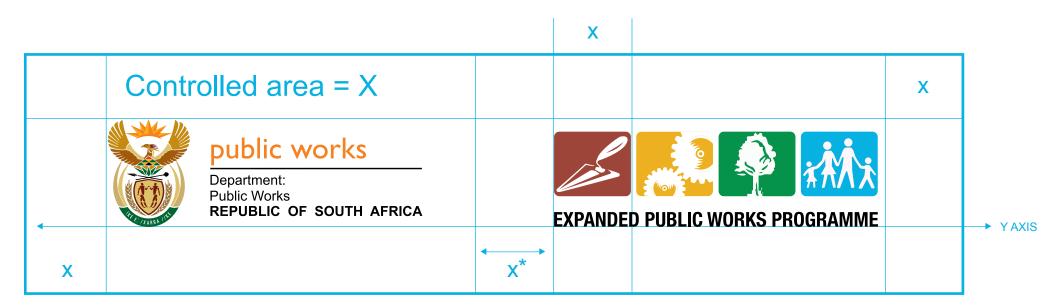
The logo spacing guide is used to check relationships of the Public Works Logo and Expanded Public Works Programme logo.





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**



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.

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 - Acceptable colour application







public works Department: Public Works REPUBLIC OF SOUTH AFRICA









public works REPUBLIC OF SOUTH AFRICA





public works Department: Public Works REPUBLIC OF SOUTH AFRICA



EXPANDED PUBLIC WORKS PROGRAMME

The EPWP identity - Unacceptable colour application

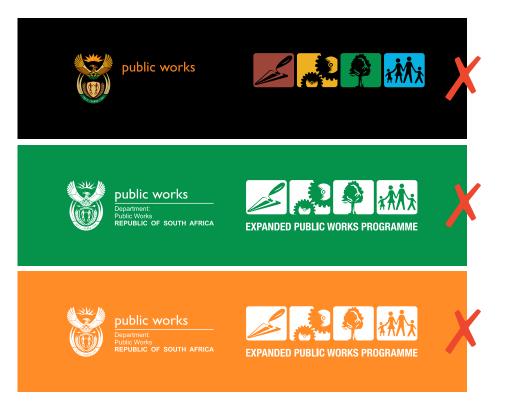


















The EPWP identity - Typography

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*&!?@ Secondary descriptor: Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890*&!?@

Primary descriptor: Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz I 234567890*&!?@ Secondary descriptor (EPWP): Arial Narrow

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Secondary descriptor: 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

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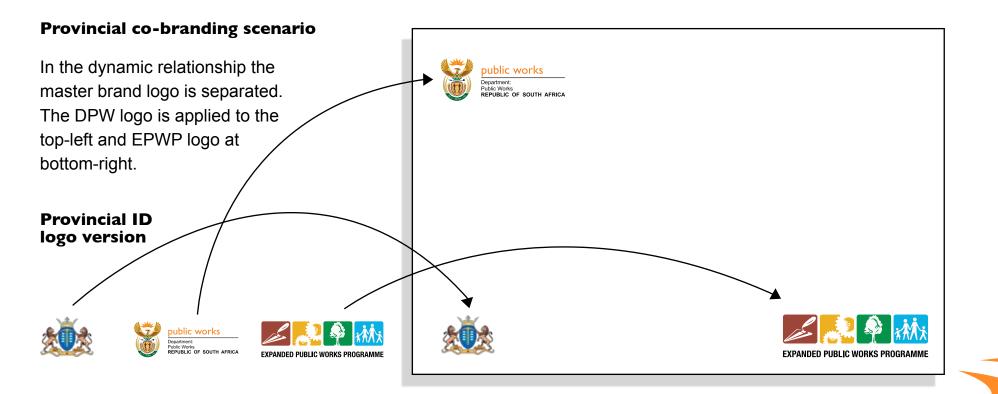
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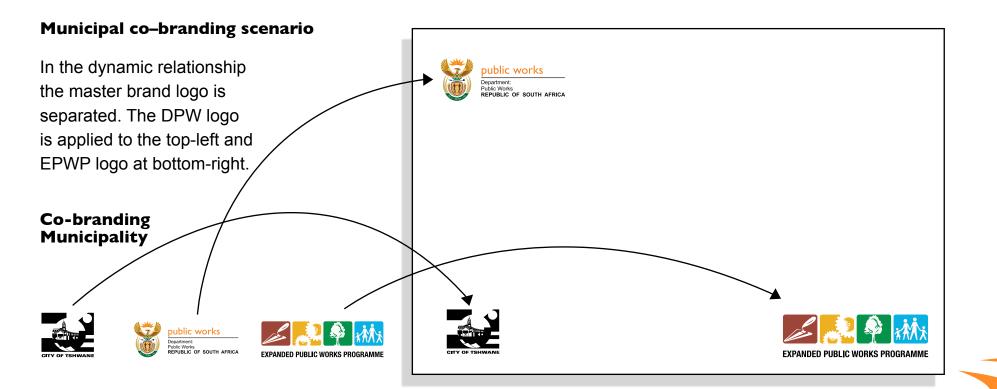
The EPWP co-branding in stationary & publications



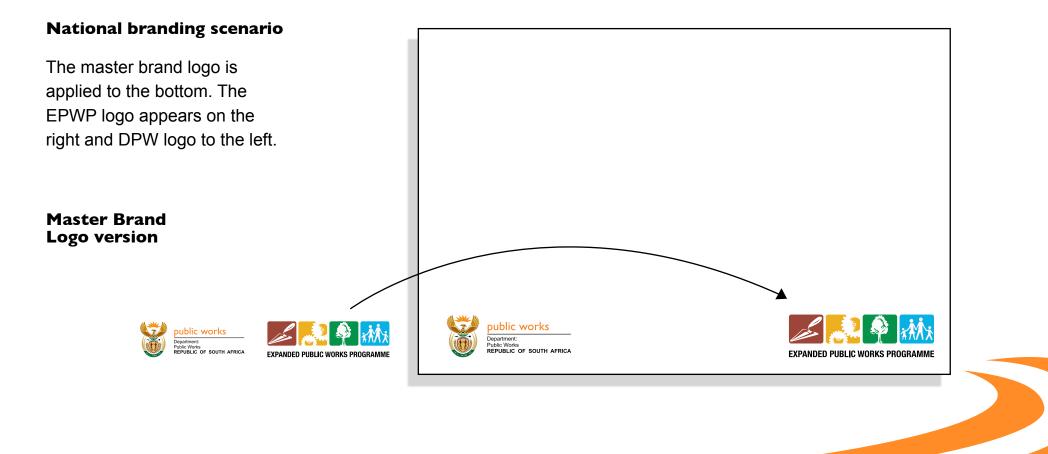
The EPWP co-branding in stationary & publications



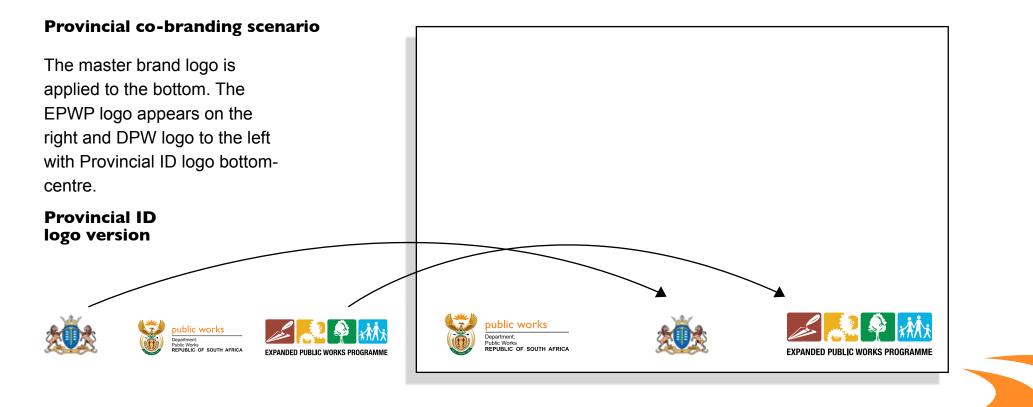
The EPWP co-branding in stationary & publications



The EPWP co-branding in print advertising



The EPWP co-branding in print advertising



The EPWP co-branding in print advertising















APPLICATIONS



Private bag x 65, Pretoria, 001 CGO Building, C/O Church & Bosman Street, Pretoria Tell: (012) 337 2000, Fax: (012) 214 4217

09 August 2006

Dear Mr. Reader

Subject heading here

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Yours sincerly, 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.



Private bag x 65, Pretoria, 001 CGO Building, C/O Church & Bosman Street, Pretoria Tell: (012) 337 2000, Fax: (012) 214 4217

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Yours sincerly, Chief Executive Officer



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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 stationary consistent.





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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.



Department: Public Works REPUBLIC OF SOUTH AFRICA

Private bag x 65, Pretoria, 001 CGO Building, C/O Church & Bosman Street, Pretoria Tell: (012) 337 2000, Fax: (012) 214 4217 Cell: 082 395 6380





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 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.



Department: Public Works REPUBLIC OF SOUTH AFRICA

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



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.





Private bag x 65, Pretoria, 001 CGO Building, C/O Church & Bosman Street, Pretoria Tell: (012) 337 2000, Fax: (012) 214 4217

09 August 2006

Dear Mr. Reader

Subject heading here

EXPANDED PUBLIC WORKS PROGRAMME

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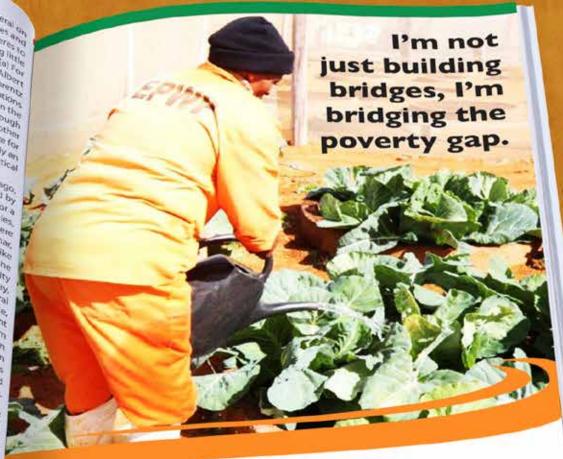
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Billboard

l'm not just building bridges, l'm bridging the poverty gap.





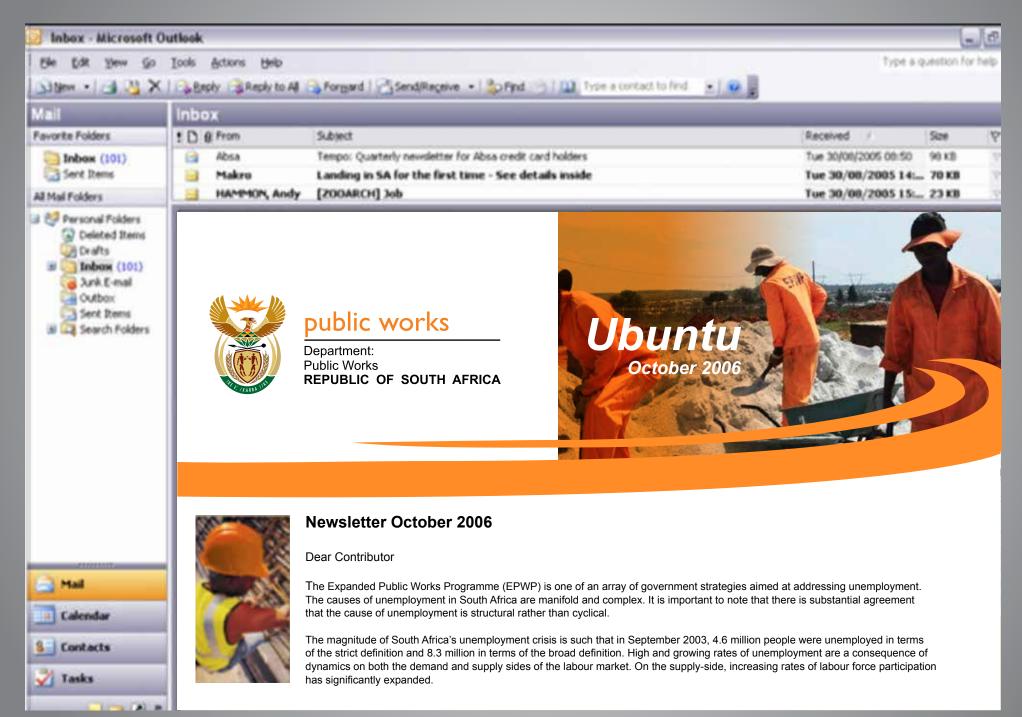
I'm not just building bridges, I'm bridging the bridging gap.

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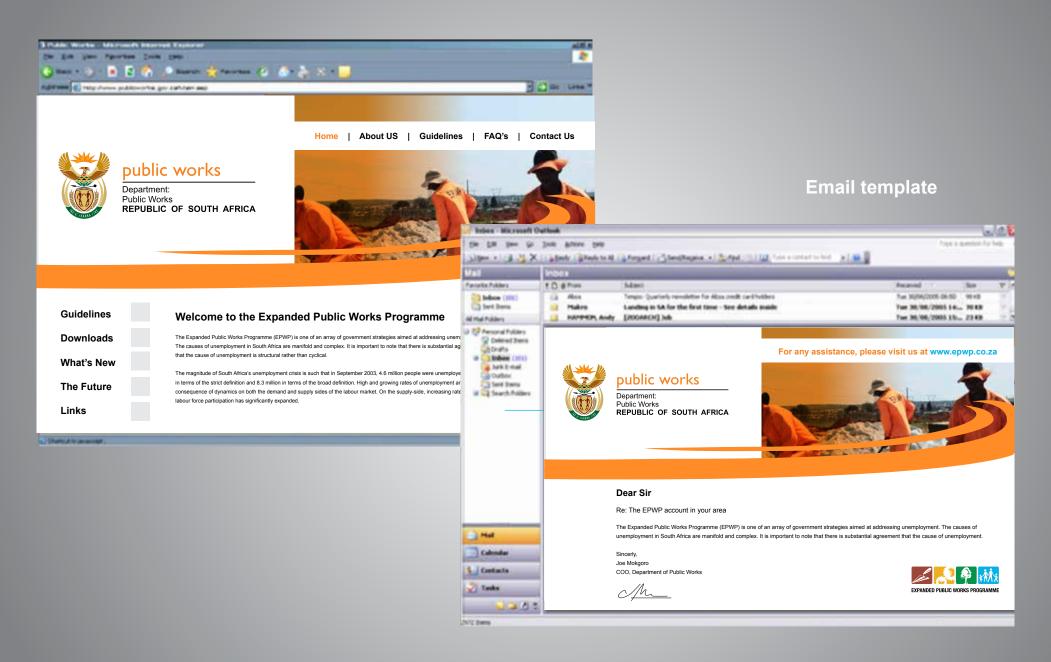


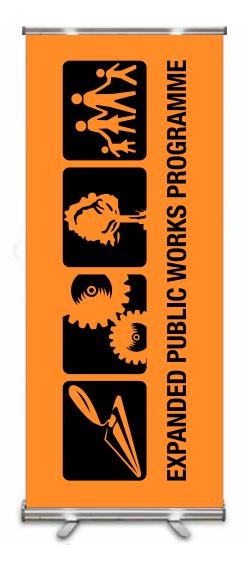
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Electronic newsletter



Website homepage

















Pull-up banners

















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Pull-up banners

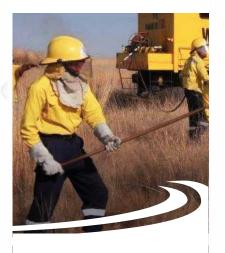
















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Media banner



























Public works











































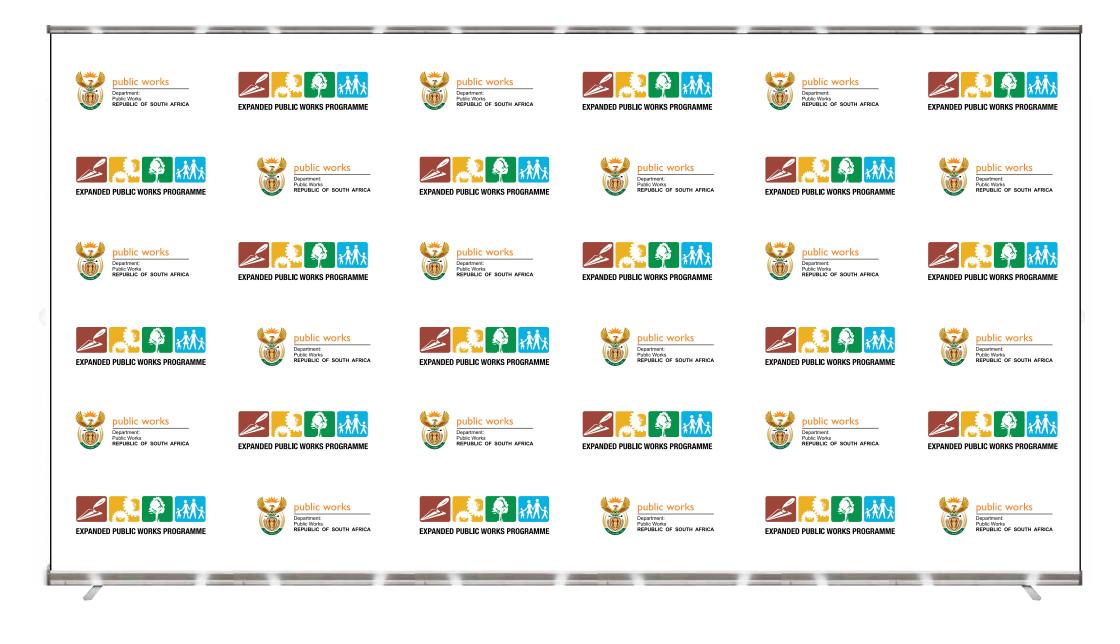








Media banner

















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: Public Works REPUBLIC OF SOUTH AFRICA





Department of Roads and Public Works Province of the Eastern Cape

PROJECT DESCRIPTION

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Lukhozi Consulting Engineers (Pty) Ltd Contractor: Roberts Bros

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Department Public Works REPUBLIC OF SOUTH AFRICA



Signage - separate EPWP board

The EPWP project board my 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**.

