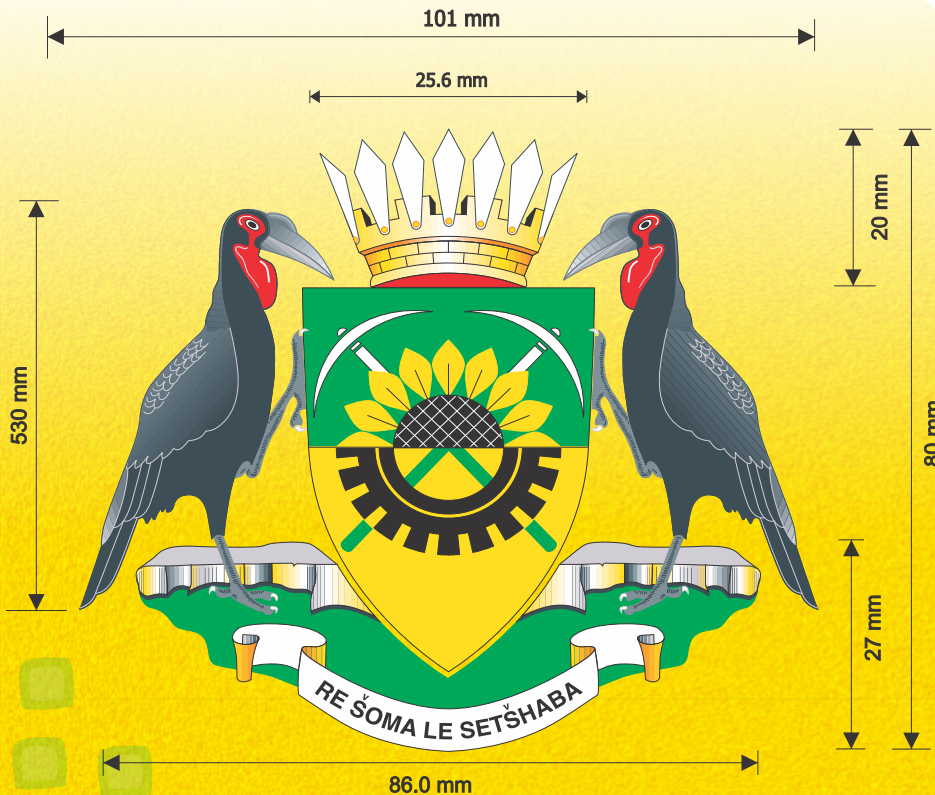


Corporate Identity Manual



CAPRICORN
DISTRICT MUNICIPALITY



146 degrees

VISION

“Capricorn District, the home of excellence and opportunities for a better life”

MISSION

“To provide quality services, in a cost effective and efficient manner, through competent people, partnerships, information and knowledge management creating sustainability of economic development in the interest of all stakeholders”

Motto

Re Šoma le Setšhaba

Payoff line (used with all local municipalities)
Serving with excellence

INTRODUCTION

Developing this corporate image began with a thorough understanding how the CDM is perceived both internally and externally. In marketing, a corporate identity is the "persona" of a corporation which is designed to accord with and facilitate the attainment of business objectives.

It is usually visibly manifested by way of branding and the use of trademarks. Corporate identity merges strategy, culture, and communications to present a memorable personality to prospects, stakeholders and customers. This term is closely linked to corporate philosophy, the company's or institutional business mission and values, as well as corporate personality, the distinct corporate culture reflecting this philosophy, and corporate image.

The main objective of this corporate identity is to achieve a favourable image among our staff, prospects, stakeholders and customers. When an institution is favourably regarded this is likely to result in loyalty. If the corporate identity is the self-portrayal of a company, then the corporate image is the perception of an organization by the audience.

The closer the corporate image is to the corporate identity; the closer the public's perception of an institution is to how the institution defines itself, making for superior corporate communication. For example, most institutions have access to the same letterheads. If they want to further distinguish themselves, the strategy must rely on another factor than letterheads: the user experience.

As the audience's focus changes constantly, this corporate strategy must move in the same direction as the customer.

The type of our corporate identity should determine the characteristics that link our functions to our brand. CDM is using one common corporate identity currently. The identity is what is called monolithic, meaning that we use one visual style and that the consistency between the corporate identity and the product identity is very strong, the product reflecting the corporation directly. If you look at the utilisation of the logo and the colours thereof, one can really see that the monolithic corporate identity exists strongly.

Corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture — the corporate personality. At its most profound, the public feel that

they have ownership of the philosophy – so far CDM does.

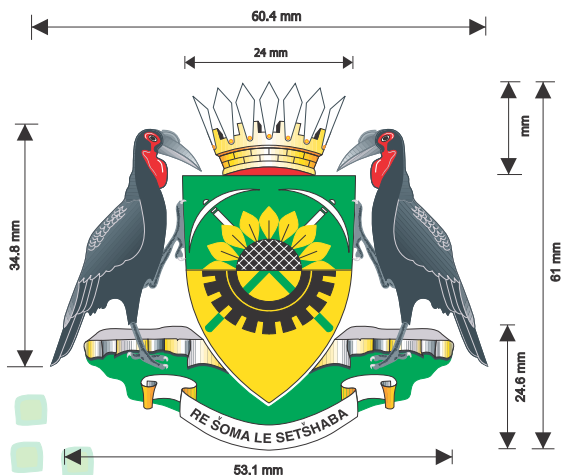
This now amounts to a corporate title, logo (logotype and/or logogram), and supporting devices commonly assembled within a set of guidelines. The following guidelines will govern how the CDM identity should be applied and confirm approved colour palettes, typefaces, page layouts and other such methods of maintaining visual continuity and brandrecognition across all physical manifestations of the brand.

Coat of Arms

The Capricorn District Municipality Coat of Arms or emblem is the District's highest visual symbol. Council adopted it on 21 November 2001 replacing the old Northern Distrit Council Coat of Arms. The District Coat of Arms has the core symbols that uniquely identify the district and its people.

The Coat of Arms allows uniformity amongst the district and all its departments within the municipality to project a consistent and coherent identity.

It was adopted by Council as the highest decision-making body of the District and is important as per symbols that are key to social cohesion and land-marking history of the district. It is vital to project and maintain a consistent application and representation of the District Coat of Arms. Moreover the Coat of Arms is an important symbol in terms of marketing and corporate identity of the District Municipality.



Display of the Coat of Arms

The Coat of Arms can be displayed visually or verbally as decoration on the medals and materials that are awards to achievers, as a symbol of the Executive Mayor and on stationery and forms as a brand. It can be used for branding purposes on the buildings of the District Municipality or any other Infrastructure, including satellite offices, notwithstanding its use on crockery used by the Executive Mayor. Critical to the display of the Coat of Arms is also its application on electronic media such as Internet, intranet, television, radio and website.

Placement of the District Coat of Arms

The Coat of Arms can be placed at the front or reception area of the building of the District Municipality occupying a high visibility point and should be high enough to avoid it being handled constantly. When placed within easy reach it should be of a durable material and installed in such a way that it is tamper proof. It should be noted that when replacing an old Coat of Arms it should form part of History and be archived in the library.

Protecting the District Coat of Arms

The Heraldry Act, 1962 (Act 18 of 1962). This legislation allows a body to register its Coat of Arms and thereby stops third-party use of its coat of arms.

Once a coat of arms is registered, Section 22 makes it a criminal offence to use that coat of arms or any imitation thereof in the course of trade without the authority of the body in whose name the coat of arms is registered. A fine of R1 000 can be imposed.

In addition, Section 21 provides that the body in whose name it is registered can bring a civil action against an infringer, seeking damages and an interdict. The Capricorn District Municipality Coat of Arms First Notice of application was published under Government Notice No: 435 in Government Gazette 23318 of 19 April 2002.

Second Notice of Registration was published under Government Notice: 1488 in Government Gazette 24093 of 29 Nov 2002 and certified as follows:

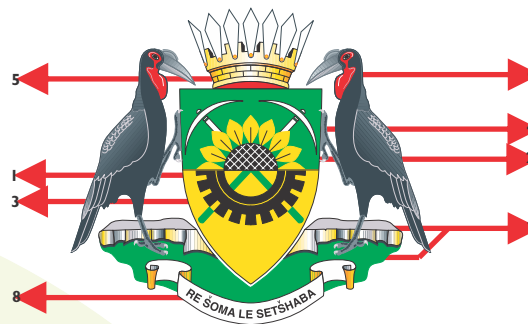
Certificate

Name of Applicant: Capricorn District Municipality

Number of Certificate: 3358

Date: 2004-12-08

THE COAT OF ARMS Symbols (Descriptors) and Meanings



1. Horizontal partition - Tropic of Capricorn
Agriculture, mining and industry

2. Sunflowers - Both Agriculture and representative of the Sun which on 21 December overhead the Tropic.

3. Cogwheel - Mining and Industry

4. Picks - Used in Mining and Agriculture

5. Above the shield - Moral Crown, heightened with palisades

Representing Civic Authority and also stone work and rural palisades

6. Supporters - Ground Hornbills – Link with Eco-tourism. They are bushveld birds and comparatively rare.

7. Base on which they stand - representing grassland, bushveld and mountains

8. Motto Ribbon - Re Šoma le Setšhaba

COLOURS OF THE COAT OF ARMS

Colour is used strategically to visually differentiate and position brands to communicate. It also has effects on people's perceptions and moods and reflects on the diversity of the district. The colours below represent the full spectrum of colours that are used for the District Coat of Arms.

The following are colours reflected on the Coat Of Arms

- 1. Gold Yellow:** As reflected below and above the Horizontal partition –Tropic of Capricorn, the underground richness ideal for agriculture, mining and industry and the sunflower, Moral Crown and Stone Works representing Civic Authority on top of the Coat of Arms.
- 2. Green:** As reflected above and below the Horizontal partition- Tropic of Capricorn, agricultural products ploughed on the rich gold soil, with the bushveld and/on mountains.
- 3. Black:** As reflected on the comparatively rare Ground Hornhills birds and the cogwheel representing mining and industry.
- 4. Maroon:** As reflected on the head of the Ground Hornhills birds and above the shield.
- 5. White:** As reflected on the ribbon written the Motto of the District Municipality

Green Pantone 5555 C	Gold Yellow Pantone 7509 C	Maroon Pantone 1807 C	Black Pantone C	White
C : 100	C : 0	C : 29	C : 0	C : 0
M : 0	M : 20	M : 81	M : 0	M : 0
Y : 100	Y : 100	Y : 84	Y : 0	Y : 0
K : 0	K : 0	K : 0	K : 100	K : 0

The Application of colour of the Coat of Arms

The Coat of Arms can be used as follows:

1. Full colour on any background that will not distort the original colour and appearance
2. Single application Black colour on a white background
3. Single application White on a black background
4. Single black or white colour on any promotional material that due to the type of material cannot be printed as indicated above (point 1,2 & 3) and should be on a single coloured material
5. Single application Gold and / or grey used on metal, plastic and wood materials

The colour of the Coat of Arms that cannot be used:

1. Single green colour on any material
2. Single merron colour on any material
3. Any other colour not described in the above paragraph

The Coat of Arms should **NEVER** be used as a watermark or with faded colours in particular as a background or design element.



- The correct use of the Coat of Arms ensures that even when manipulated in various sizes there is no distortion or misrepresentation. The Coat of Arms will always be consistent, when changing the size the corners should be used for resizing, for it to maintain its original structure.
- The Coat of Arms should **NOT** be reconstructed under any circumstances.






- The Coat of Arms can appear on its own **WITHOUT** a descriptive name (Capricorn District Municipality) when used for branding and/or communication identification and advertising.
- No elements, text or graphics should be placed on the Coat of Arms neither should it be reconstructed.\

The Incorrect use of the Coat of Arms

The Coat of Arms may not be used for any private purposes and/ or as follows:

1. The Coat of Arms should not be overlapped by or blended with other visual objects
2. No borders may be drawn around the Coat of Arms, or changes made to the thickness of lines.
3. The Coat of Arms should be displayed in whole, not in part, sections or detail as this may distort its intended symbolism.
4. The composition area of the Coat of Arms may not be interfered with, defaced or creatively adapted in any form
5. The Coat of Arms may not be used as a drop shadow, slanted or skewed.
6. No changes may be made to the font type
7. Copying from inferior reproductions is discouraged to avoid poor quality images that may compromise the integrity of the Coat of Arms
8. No rotation or skewing may be made to the Coat of Arms.

DONT'S

Distortion of symbolism	Drop Shadow	Skewing	Rotation	Watermark
				

TYPOGRAPHY

The official font for the district is Arial 12. All official documents should be written using the said font and size. Other fonts and sizes should only be used in case of creative designs such as posters.

The fonts should be used as follows:

- Heading – **Arial 12 Bold (UPPER CASE IN BLACK)**
- Sub-headings – **Arial 12 bold (lower case in black)**
- Text – Arial 12 (lower case - black)

Arial - 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?£%&*

Arial Bold - 12

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !?£%&*

4. Media Applications

- We use stationery to communicate a clear and consistent message. It is also a direct and personal form of contact.
- We use a very simple style, allowing for the application of the District Coat of Arms to many different items.
- The guidelines contained under media controls, help to ensure that the District presents a consistent and coherent image.
- Included on the Municipal contact details should be the Anti-Fraudline, The Motto and the Payoff line.
- NB: Only Office of the Executive Mayor can take a personal form of contact.

Print

Letterhead (do make any further changes consult with Communications Unit before making addition information of the header or footer)

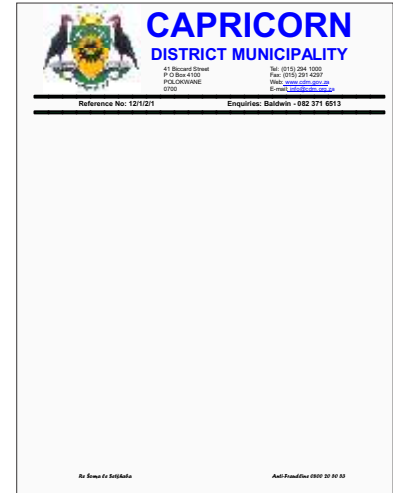
- Coat of Arms - left hand side
- Name of the Municipality - right hand side (Capricorn in Arial Caps & bold, on top of District Municipality)
- Contact details - below the name
- Ref and Enquiry - Below contact details between two vertical line, on left and right respectively
- Motto - Bottom centre on the footer
- Anti-Fraudline - Bottom right- footer

Compliment slip

The compliment slip should feature the following:

- The district Coat of Arms left with the name written in full and underlined on the right
- Name of the office below
- Motto of the district at bottom centre

NB: Complimentary slip can only be issued by the **highest administrative and political office** (Office of the Executive Mayor and Municipal Manager)



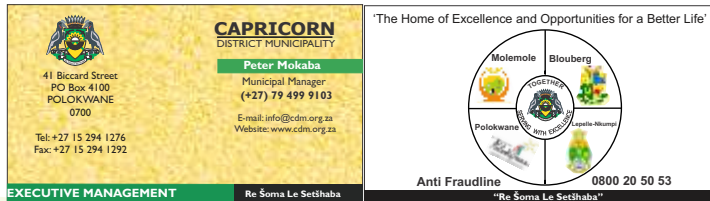
Folder

- Front of the folder – Coat of Arms with name written in full, Motto and Anti-Fraud line
- Back of the folder – Vision, Mission, contact details and emergency numbers

Business cards

Features of the Business Cards:



- Top left – Coat of Arms
- Below – Contact details with name of department bottom left
- Top right – Name of department
- below - name of person and designation under it followed by cell no., email & web address
- Bottom right – motto of the municipality
- Back of card – Top - vision, bottom- Anti-Fraud Line, middle- logos of local municipalities in circle



Fax cover sheet

The following features should appear:

- Top left - Coat of Arms
- Top right - Name of the municipality
- Below - two vertical lines between them written reference number on the left, middle - fax cover sheet & right and contact person
- Middle left - Name of person directed to
- right - Name of the institution
- left - Fax number, middle - date & right - time
- left - Telephone number
- right - Number of pages
- left - Subject
- left - Message
- Bottom centre - Motto
- Bottom right – Anti- Fraud line
- Bottom Middle - confidentiality clause

		<h1 style="color: blue;">CAPRICORN</h1> <h2 style="color: blue;">DISTRICT MUNICIPALITY</h2>	
41 Biccard Street P O Box 4100 POLOKWANE 0700		Tel: (015) 294 1000 Fax: (015) 291 4297 Web: www.cdm.org.za E-mail: info@cdm.org.za	
Ref No:		FAX COVER	
To:	From:	Fax no.:	Date:
Telephone no.	No. of pages (including cover sheet):		Time:
Re: <input type="checkbox"/> Important urgent <input type="checkbox"/> Please review <input type="checkbox"/> Please Comment <input type="checkbox"/> Reply required			
Message:			
Should you have any queries regarding this facsimile, please contact:			
Regards			DATE
Phyll Matlou Head Marketing and Communications			
Re Soma Le Setshaba		Anti-Fraudline 0800 20 50 53	
Confidentiality			
 This message is intended only for the use of the individual and/or entity to whom it is addressed and may contain privileged and confidential information. If the reader of this message is not the intended recipient or an employee or agent responsible for delivering the message to the intended recipient, then you are notified that any dissemination, distribution or copying of this note is strictly prohibited. If you have received this communication in error, please notify us immediately. Thank you.			

Internal Memo

Internal memo be as follows:

- Top left - Coat of Arms with Name on the right
- Below - internal memo on the right department or section
- Below memo - date on the left and reference number on the right
- Below - document/ submission heading followed on the left hand by the recipient name, sender, date and subject
- Below line - the format for memo writing which starts with the purpose, background, financial implications, legal implications, recommendations and signatories (as per subject)
- Bottom left - motto and anti-fraudline on the right

Official envelopes

The following features should appear:

- Top left - Coat of Arms (front)
- Bottom centre - Motto
- Centre - Coat of Arms with name of the municipality, bottom of back flip – contact details
- All printing be in black

Name tags

The following be features:

- Top left - Coat of Arms with name of the municipality
- Bottom left - Name and surname of official, Position
- Followed by - Name of department/ section
- Centre - Motto of the municipality

Forms


All forms should reflect the following:

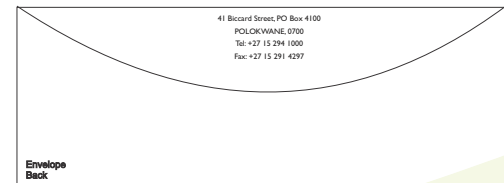
- Top left –Logo with name of the municipality
- Followed - contact details
- Bottom center - motto

Newsletters and Magazines

Every district magazine or newsletter must contain:

- The District Coat of Arms on the front cover (full colour)
- Headline, subhead and body copy should align left, in line with the text on the right-hand side of the District Coat of Arms.

	CAPRICORN DISTRICT MUNICIPALITY
INTERNAL MEMO: EXECUTIVE MANAGEMENT	
Date:	Memo Ref:
SUBMISSION	
TO : _____	
FROM : _____	
DATE : _____	
SUBJECT : _____	
1. PURPOSE _____	
2. BACKGROUND _____	
3. FINANCIAL IMPLICATIONS _____	
4. LEGAL IMPLICATIONS _____	
5. RECOMMENDATION _____	
_____	Date: _____
Recommended/ Not Recommended	
_____	Date: _____
Senior Manager	
Approved/ Not Approved	
_____	Date: _____
Municipal Manager	



- Pictures must be adapted and cropped to suit the typographic format for size, position and placing.
- Bottom left of each page should be the Motto
- Anti-Fraudline on the right
- Page number centre.

Advertising

The wording for all adverts should be in Arial as the official font of the municipality.

All adverts should be in black and white unless creative adverts for special events.

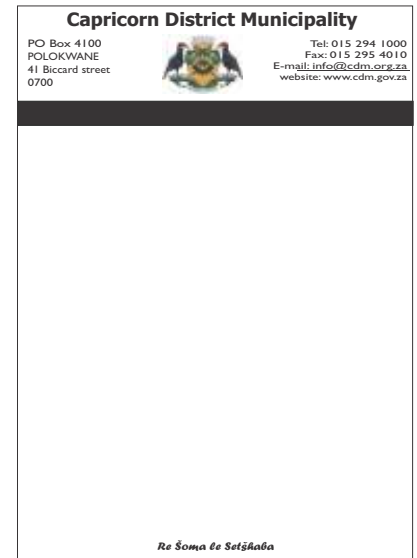
The advert may take any of the following format:

- The Coat of Arms placed middle
- Name of the municipality on the top
- Municipal contact details, address left of the Coat of Arms
- Tel, fax, email, website on right of the Coat of Arms
- Below that be a thick black line with heading written on it in white (Arial bold)
- Bottom middle Motto of the district
- Creative adverts should be aligned to the above in full colour.

Cover Pages

All official documents that need to have cover pages such as not limited to Contracts, Tender documents, Application Forms, Policies, Portfolio and Cluster documents, not limited to creative designs should have the follows:

- Name of the document
- Coat of Arms placed in the Middle with the Name of the Municipality on top
- Date, venue and time below Coat of Arms
- Vision and mission bottom middle



- Footer - left Motto and right Anti-Fraudline
- Page border should with 3 pt.
- Line in black colour.

E-mail signature

All emails should have signatures written in Arial 12 as follows:

- Name & Surname in **bold** (Jabu Masondo)
- Title/Designation (Manager Communications)
- Department (Executive Management)
- Cell : 082 000 0000
- Tel : 015 294 1000
- Fax : 015 000 0000
- E-mail : info@cdm.org.za
- Website: www.cdm.gov.za
- Re Šoma le Setšhaba (Motto of the Municipality)
- 0800 20 50 53 (Anti-Fraud line)

PowerPoint Presentations

PowerPoint presentations should reflect the following features:

- | | |
|------------------|----------------------------------------------------------------|
| Top left | - Coat of Arms (cover page) |
| Top Right | - Name of the Municipality |
| Below | - the Heading in Arial Bold (Caps) |
| Sub-Heading | - Arial bold (small letters) |
| Text | - Arial unbold |
| Bottom left | - web address |
| Bottom right | - Anti-fraud Line and Coat of Arms (other pages) |
| Creative Artwork | - be placed on the first page in between the header and footer |

Audio visual material covers

Video/ CD's should have:

- Top centre - the Coat of Arms with the name of the Municipality
- Bottom centre - the name of the event, date, venue & time
- Any creative Artwork can be done thereof

Video/ CD Covers should have:

- Top centre – Coat of Arms with name of the municipality
- Centre - the name of the event, date, venue & time
- Any creative Artwork thereof
- In case wherein there are partners involved, their logos should be at the bottom
- Bottom left Motto
- Bottom Left Anti-Fraud line

Co-branding

Level 1-branding partners

If the District Municipality is the main sponsor there are two options. In each case the district Coat of Arms should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the district Coat of Arms.

Level 2-branding partners

When co-branding with a level 2-branding partner, the district Coat of Arms should always be on the right-hand side or below the party seeking endorsement.

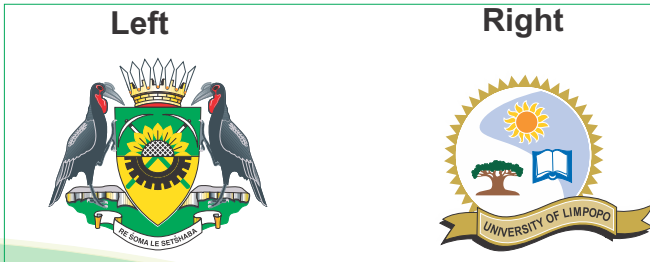
Level 3-branding partners

If the branding partner is the lead sponsor, the district Coat of Arms should be equal to or no less than 3/4 of the party seeking endorsement. The district Coat of Arms should always be on the right-hand side or below the identity of the party seeking endorsement.

Special projects

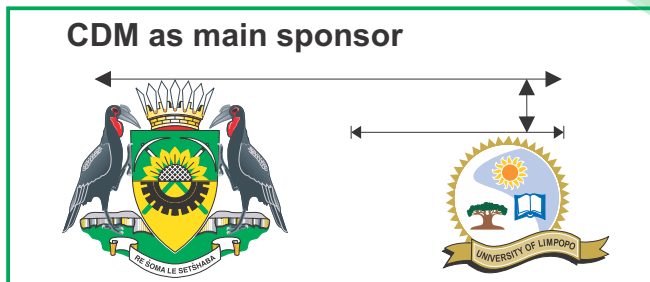
When co-branding a special project the following rules apply:

- the district Coat of Arms must always be **above or on the left-hand side** of the special project logo
- In this manner the district Coat of Arms will be read first
- The district Coat of Arms and the special projects logo should be same size.



Multiple partners

When the district is the main sponsor, the district Coat of Arms should always be above the co-sponsor logos. The co-sponsor logos should be no more than 1/2 of the district Coat of Arms. When the district is one of the co-sponsors, the Coat of Arms should always be on the left-hand side of the other co-sponsor logos. The district Coat of Arms and the co-sponsor logos should be same size. The district Coat of Arms as the main sponsor should be top left with other sponsor logos at the bottom.



Corporate Attire

The Coat of Arms should either be in full colour or single application, placed on the left hand side on the pocket or heart of the t-shirt, jacket or jersey, shirt. In case attire is designed for special projects, the Project-specific design should either be in printed or embroidered application.

When purchasing corporate attire, the use of colours as single or full colour application should be followed correctly as per the approved institutional or corporate colour.

Golf Shirts



Back brand



Golf shirts with pocket



Fire & Rescue Services



Hand branded shirt



Round neck shirt



V-neck shirt



Co-branding or sponsorship



Tracksuite



Reflector



Caps front



Ambrella brand



Back brand



Back brand



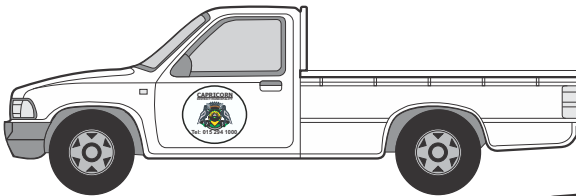
Cap back co-branding



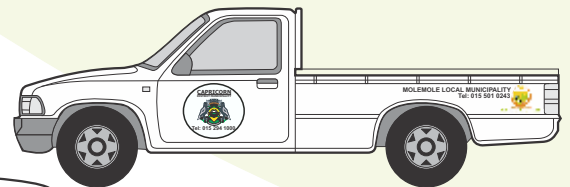
Bag



Vehicle Brand



Brand with Local municipality

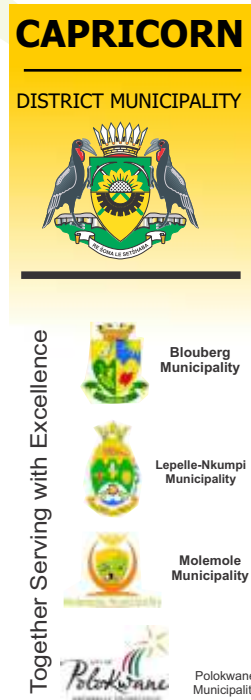


Banners

Telescopic



Telescopic with local municipalities



Feather banner



Banners

Pull-up banner with local municipalities



Tel. 015 294 1000, www.cdm.gov.za
Ant-Fraud Line 0800 20 50 53

Telescopic with local municipalities



Tel. 015 294 1000, www.cdm.gov.za
Ant-Fraud Line 0800 20 50 53

Feather banner



Tel. 015 294 1000, www.cdm.gov.za
Ant-Fraud Line 0800 20 50 53



Tel. 015 294 1000, www.cdm.gov.za
Ant-Fraud Line 0800 20 50 53

CDM

CAPRICORN DISTRICT MUNICIPALITY

41 Biccard Street, Polokwane, Limpopo

CONTACT DETAILS

Capricorn District Municipality
PO Box 4100, Polokwane, 0700
Limpopo, RSA

+27 (15) 294 1000 (T)

+27 (15) 291 4297 (F)

info@cdm.org.za (E)

www.cdm.gov.za (website)



CAPRICORN DISTRICT MUNICIPALITY



BLOOBERG

Senwabarwana
015 505 7100



Molemole Municipality

MOLEMOLE

303 Church street
Mogwadi
015 501 0243



LEPELE-NKUMPI

Lebowakgomo Zone F
Civic Centre
015 633 4500



POLOKWANE

Cnr Landros Mare and
Bodenstein street
015 290 2000