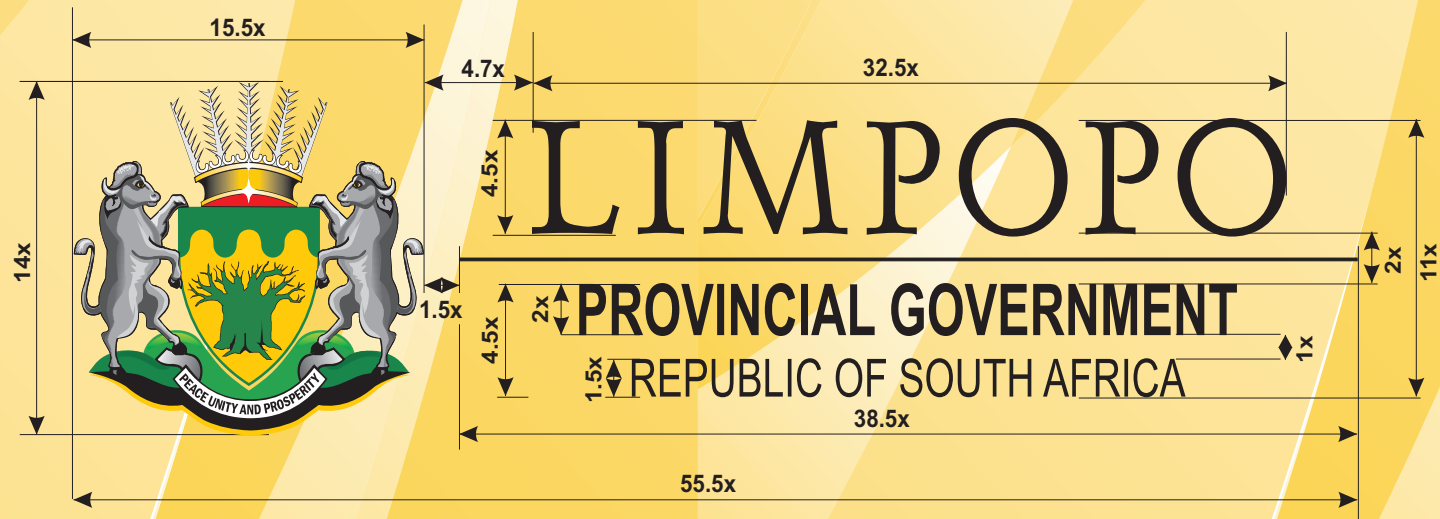


# CORPORATE IDENTITY MANUAL

## Limpopo Provincial Government



Working together we can do more

The heartland of southern Africa - development is about people

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## Official Coat of Arms of Limpopo Provincial Government



The Provincial Coat of Arms is the Limpopo Provincial Government emblem. It is the highest visual symbol that differentiates the province from other provinces

# Corporate Identity Colours

The approved colour palette consist of Black, Green, Golden yellow, white and red



**100%BLACK**

Black symbolises the demographics of the province

**Darkest**

C = 87  
M = 31  
Y = 94  
K = 18

Green symbolises the province's strong agricultural sector

**Golden Yellow**

C = 0  
M = 20  
Y = 100  
K = 0

Golden Yellow symbolises the rich mineral wealth beneath the Limpopo Province.  
The province possesses the world's biggest platinum reserves.

**White**

C = 0  
M = 0  
Y = 0  
K = 0

White symbolises peace and tranquility

**Red**

C = 0  
M = 100  
Y = 100  
K = 0

Red is a colour of warmth and symbolises high energy and power

## Elements of the Coat of Arms

### Baobab



Baobab is a tree that can provide food, water, shelter and relief from sickness. The biggest and one of the oldest, baobabs in the whole world is found in Limpopo it is 24 metre high and 39 metre wide. The baobab represents strength, resilience and steadfastness of the people of Limpopo.

### Buffalo



The buffaloes represent the unity, strength and political stability prevailing in the province.

### Crest

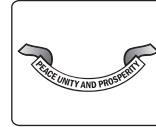


The crest, made from the cycads is symbolic of royalty. It pays homage to the institution of traditional leadership.

### Payoff line

The provincial pay-off line is "The heartland of southern Africa-development is about people".

### Motto



The motto of the province remains "Peace, Unity and Prosperity". This captures the peacefulness, humbleness and modesty of the people of Limpopo. It also captures government's commitment to pursue people-driven and people centred development of the province.

### Landscape



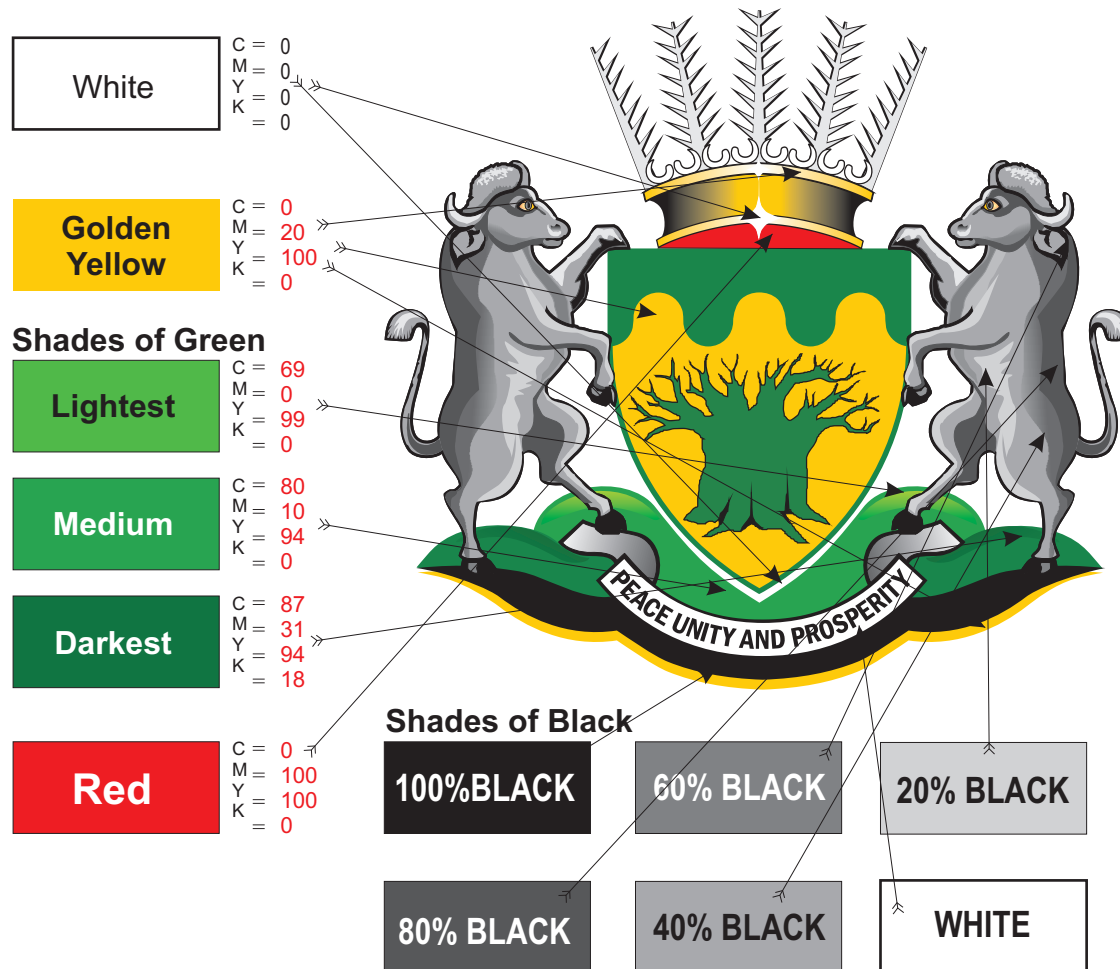
The landscape represents the mountains and the rich agricultural fields of the province.

### The shield



A shield is symbolic of government's resolve to protect human rights through the world's most democratic constitution and the Bill of Rights.

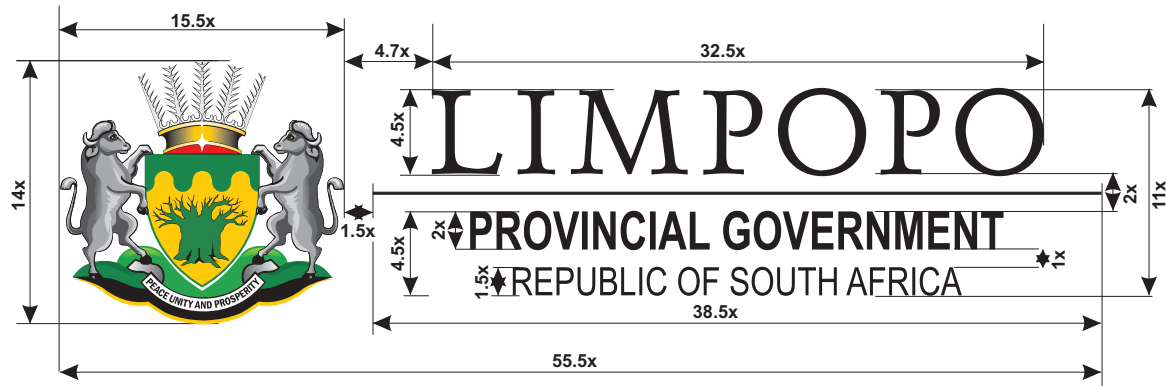
## Corporate Logo and Colour Scheme:Process



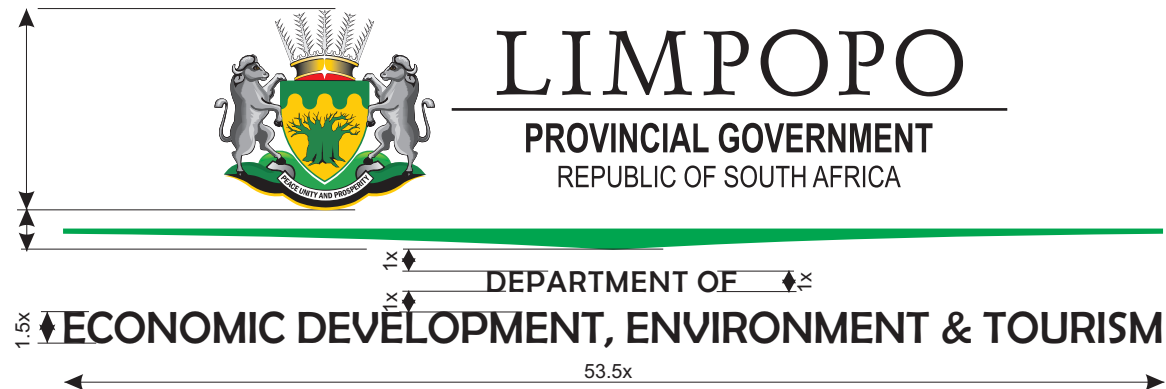
## Scaling Stripping Portrait Corporate Logo



## Scaling Stripping Land Scape Corporate Logo



The corporate logo usage: Departments:  
Stripping department with longest text line.



# Scaling Stripping Land Scape Corporate Logo

Colour on dark background



Grayscale on dark background



Colour on light background

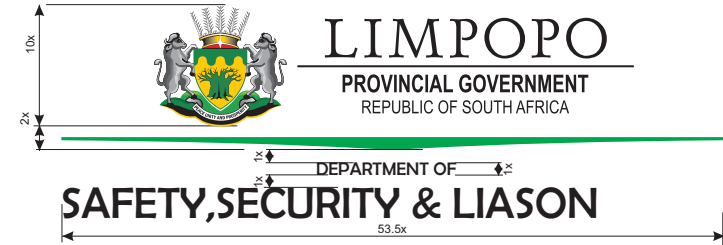
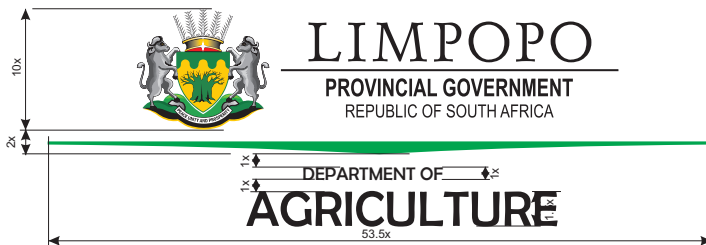
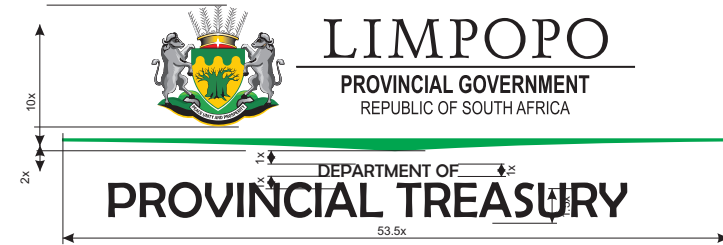
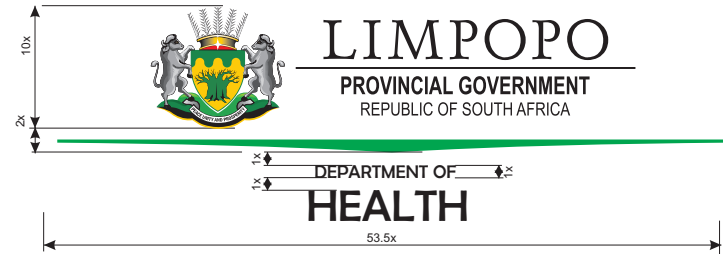
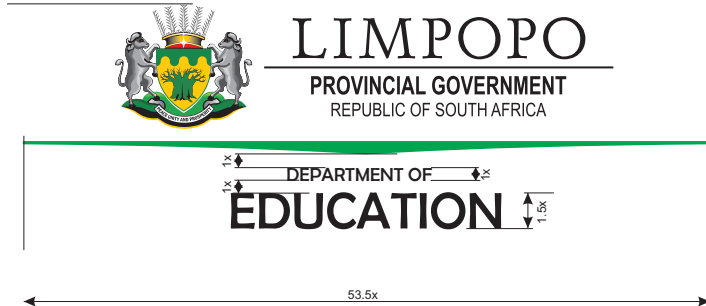


Grayscale on light background



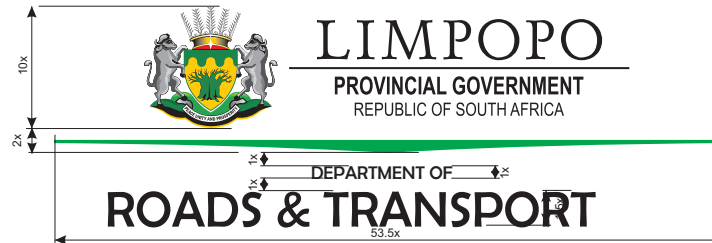
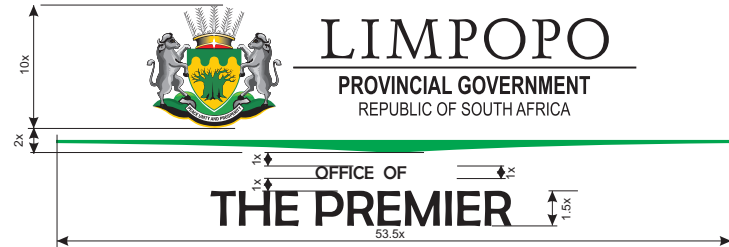
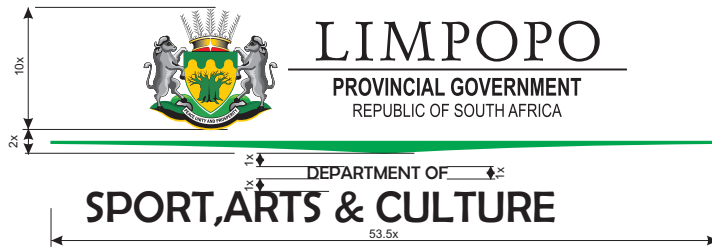
When the corporate logo is printed on a dark background, the colour of the descriptors should be white. A shadow effect or white outline can be added on /around the coat of arms to avoid colour interference as shown in illustration 1, where the green background would interfere with the green landscape.

## Departmental logos





## Departmental logos



# Provincial Government Banners

Pop up banner

850 mm(L) X 2m(w)



Gazebo

1,5m(L) X 2m(w)



Pull up

Stage banner/PVC

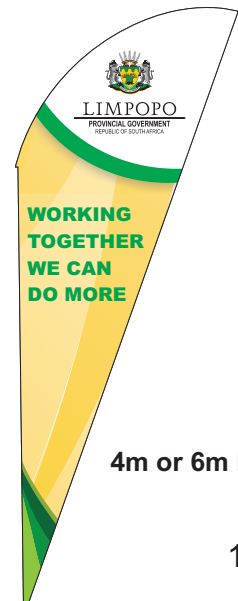


850mm(L) X 2m(w)



3m(L) X 3m(w)

Tear drop



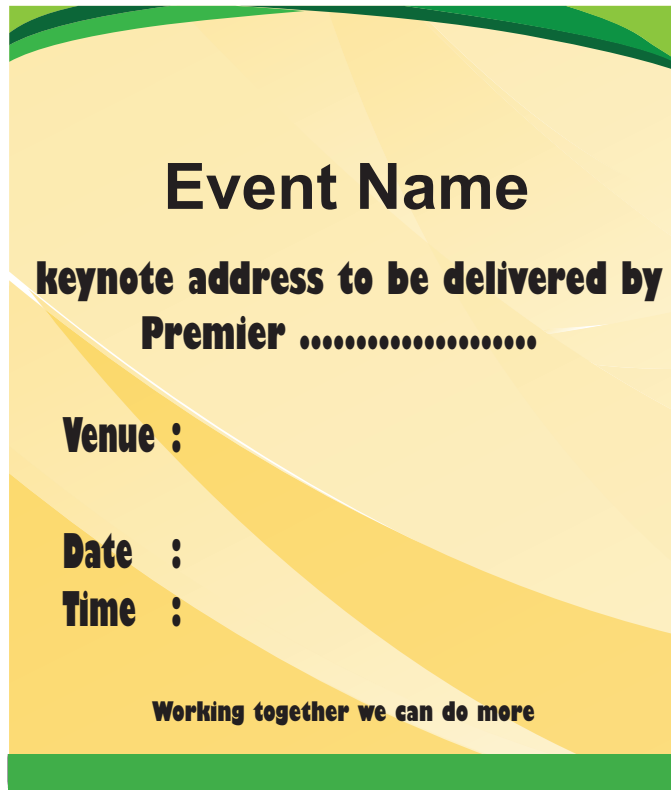
4m or 6m long

## Level 1: Posters & Pamphlets

Government project or special project.

**Step 1:** Size of both logos 3/4 and Government coat of arms should always be on right side and special project logo placed on left side. The same criteria should apply to pamphlets.

**Step 2:** Size for both logos 3/4 and priority given to Provincial Logo always placed on top centre and special projects logo on bottom centre. NB logos should be aligned on the same level.



Corex board posters  
size A0/A1

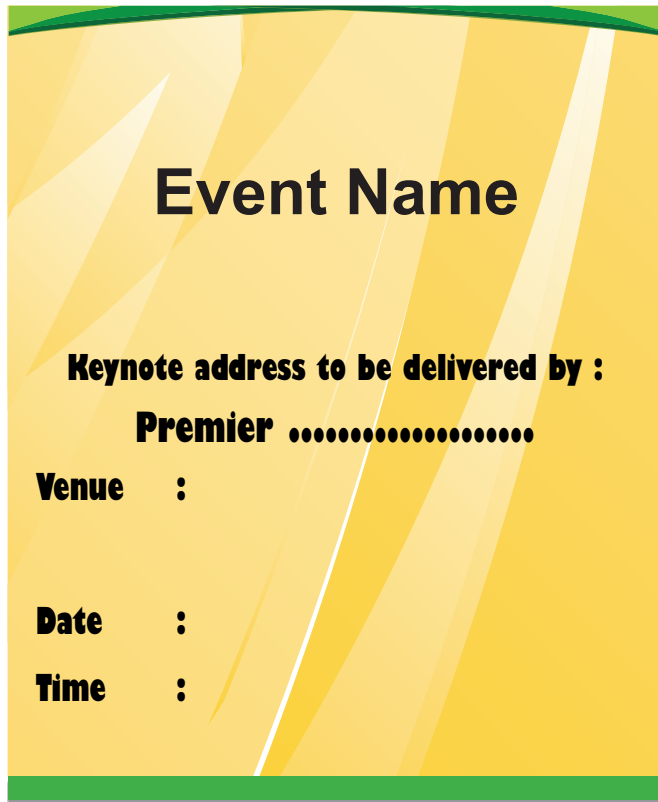


## Level 2: Posters & Pamphlets

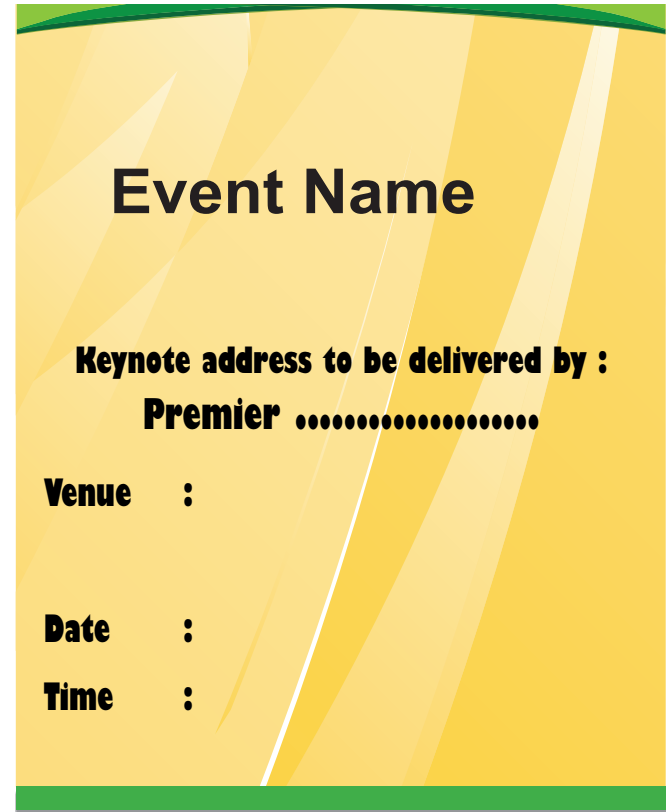
### Partnership between two spheres of government

**Step 1:** National Government partnering with Provincial. National logo positioned on the right and Provincial on the left side. Both coat of arms size 3/4.

**Step 2:** Provincial Government partnering with National Government. Provincial logo on the right side and National on the left side. Both coat of arms size 3/4.



Corex board posters  
size A0/A1



## Level 3: Posters & Pamphlets

### Provincial Government

Size of coat of arms 3/4 and should be placed on the bottom centre or top centre of the poster or pamphlets.



Corex board posters  
size A0/A1

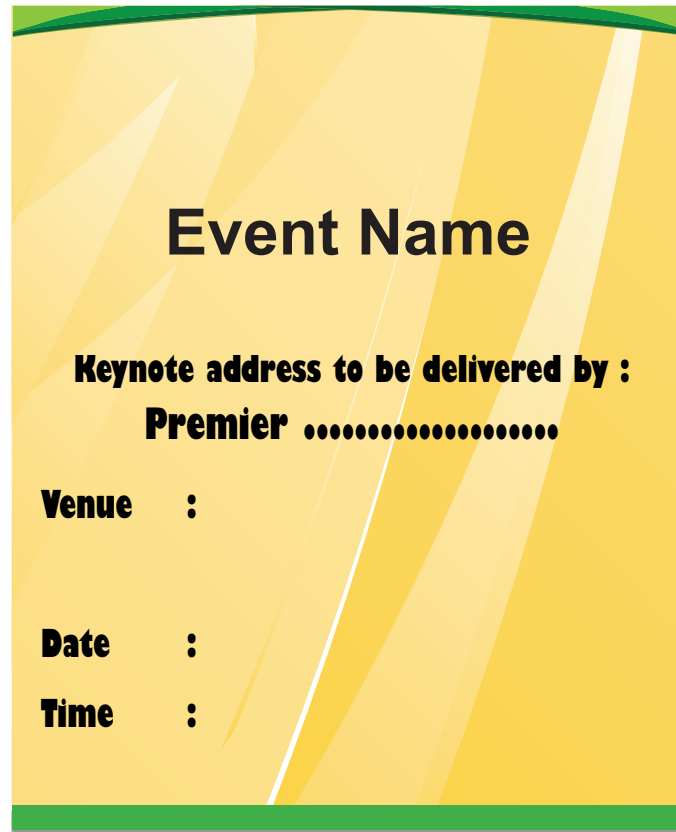


**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

## Level 4: Posters & Pamphlets

### Partnership with Multiple sponsors

Size of the Provincial logo 3/4 and should be placed on the bottom corner right. Sponsors or partners logo size 1/2 and should be placed bottom corner left.



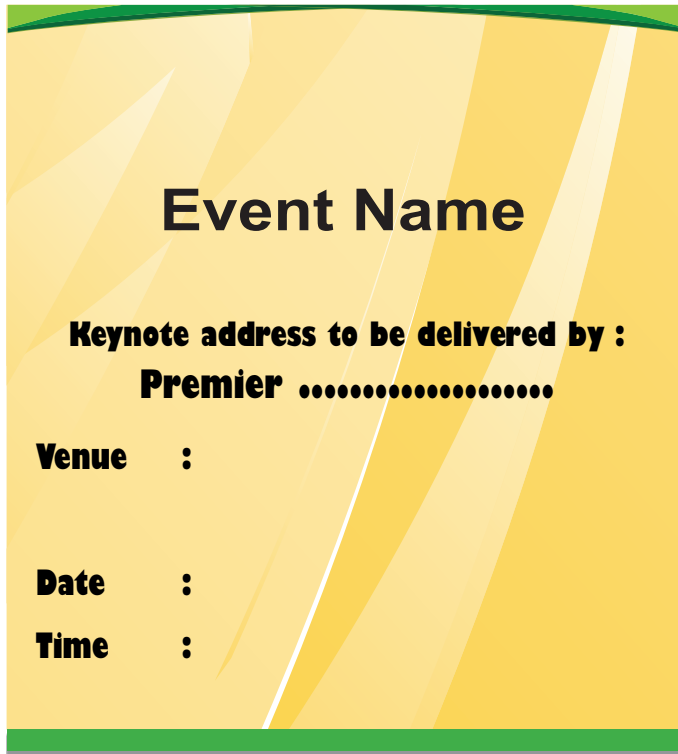
Corex board posters  
size A0/A1

## Level 5: Posters & Pamphlets

### Partnership between two spheres of government

**Step 1:** Provincial Government partnering with District Municipality. Provincial logo positioned on the right and Municipality on the left side. Both coat of arms size 3/4.

**Step 2:** District Municipality partnering with Provincial Government. Municipality logo on the right side and Provincial on the left side. Both coat of arms 3/4.



Event Name

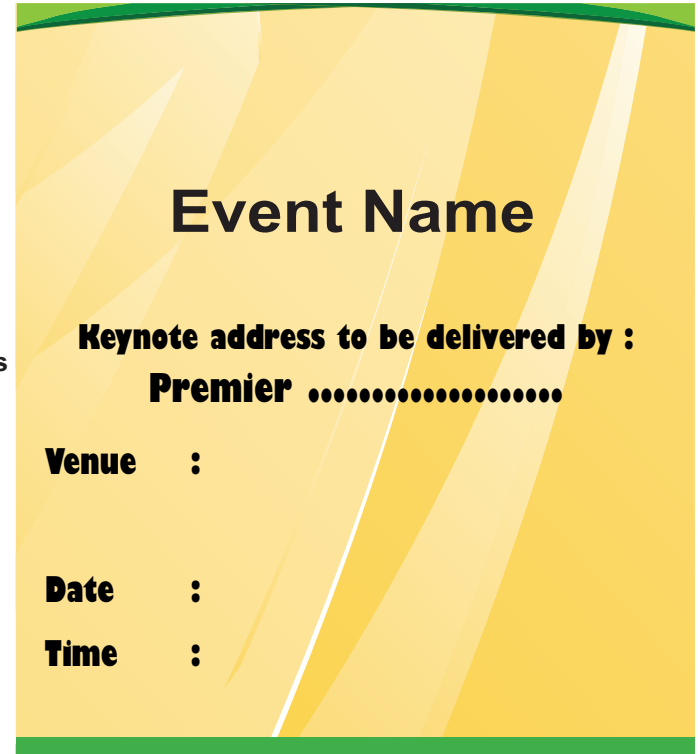
**Keynote address to be delivered by :**  
**Premier .....**

**Venue :**

**Date :**

**Time :**

Corex board posters  
size A0/A1



Event Name

**Keynote address to be delivered by :**  
**Premier .....**

**Venue :**

**Date :**

**Time :**

## CD & Cover

Coat of Arms should always positioned on bottom centre of the CD or Cover



**64mm X 76mm**

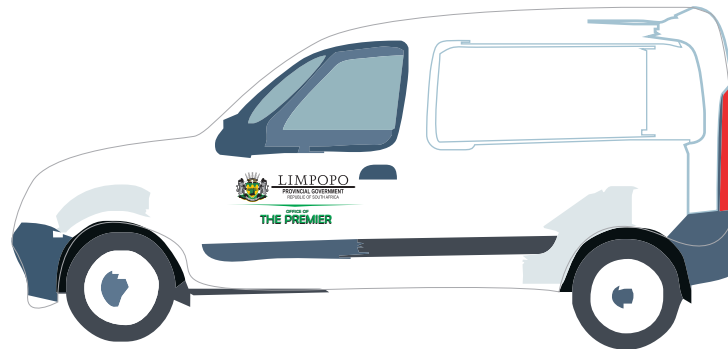
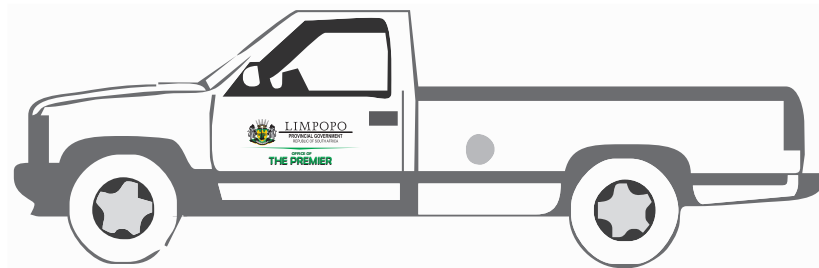
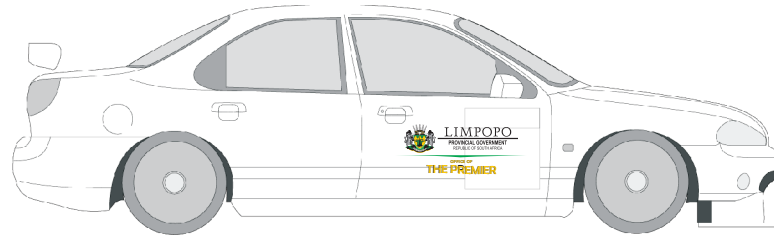


**60mm X 73mm**



## Branding on cars

Coat of Arms positioned in the middle centre of the Government cars.



## Cutlery

Coat of Arms positioned in the middle centre of cutlery



## Caps

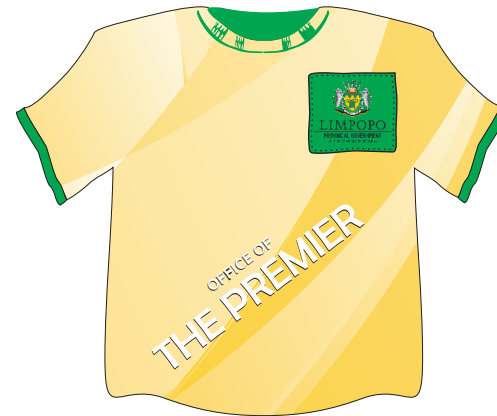
Coat of Arms positioned in the middle or left centre of the cap.



## T-Shirts

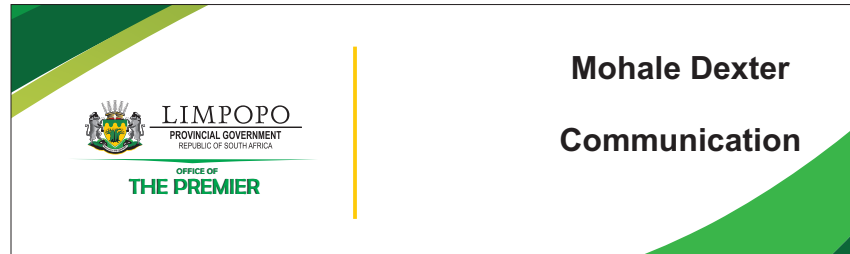
**Step 1:** Coat of Arms positioned in the middle pocket of the t-shirts or left side of the t-shirts .

**Step 2:** Coat of Arms positioned in the middle centre of the t-shirts on the front or back side of the t-shirts



## Name Tag

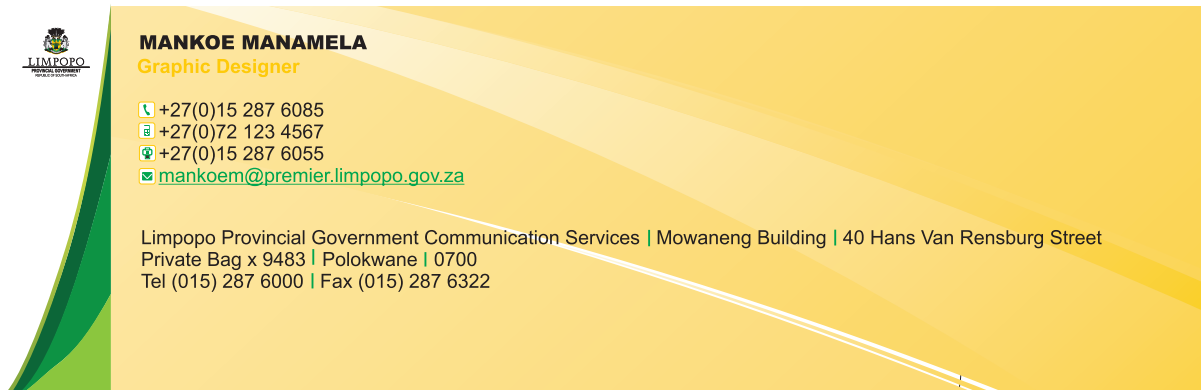
Coat of Arms positioned on the right centre of the name tag



112mm X 33mm

# Email Signature

Coat of Arms positioned on the top right corner of the name tag



154mm X 50mm

# Business Card

Coat of Arms positioned on the top centre of the card

## Front



## Back



50mm X 90mm

## Office Access Card

Coat of Arms positioned on the top centre of the card

Front	
 <p><b>LIMPOPO</b> PROVINCIAL GOVERNMENT REPUBLIC OF SOUTH AFRICA</p> <p>OFFICE OF THE PREMIER</p>	
<p>PERSAL</p>	<p>Name Rank</p>
<p>picture</p>	
<p>The heartland of southern Africa - development is about people</p>	
Back	
<p><b>IF FOUND PLEASE RETURN TO</b></p> <p><b>OFFICE OF THE PREMIER</b></p> <p><b>POLOKWANE</b></p>	

90mm X 50mm



## Lanyards

**Step 1:** Coat of Arms positioned in the middle centre of the lanyard.

**Step 2:** Coat of Arms positioned on the right centre of the lanyard.

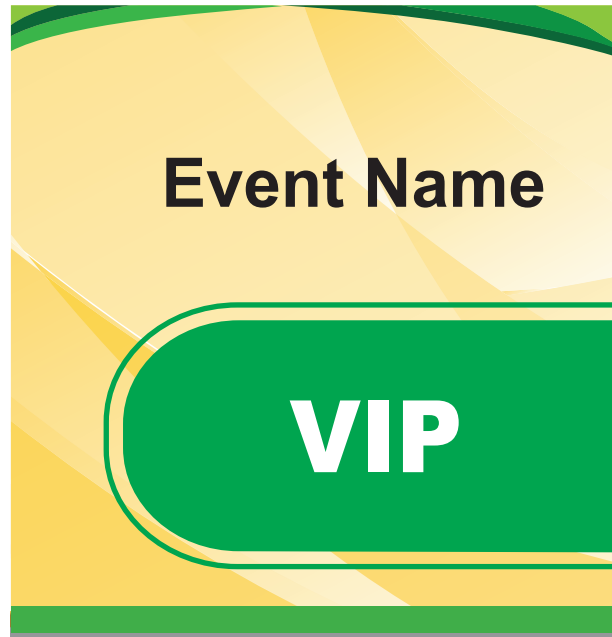


54mm X 13mm

## Level 1:Accreditation card

### Provincial Government

**Step 1:**Coat of Arms positioned on the bottom centre of the accreditation card.Coat of Arms size 3/4.



77mm X 107mm



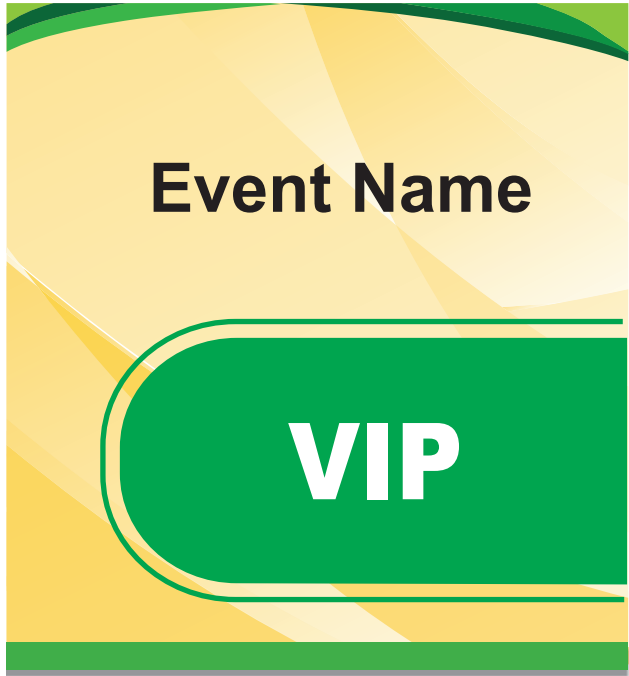
**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

## Level 2:Accreditation card

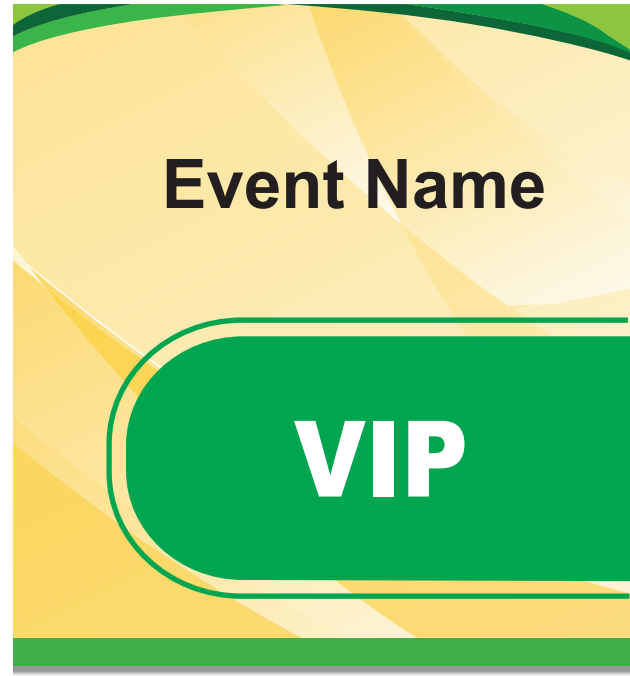
### Partnership between two spheres of government

**Step 1:**National Government logo positioned on the right and Provincial Government logo on the left side.(National partnering with Provincial Government)  
Coat of arms size 3/4.

**Step 2:**Provincial Government logo positioned on the right and National Government logo on the left side.(Provincial partnering with National Government)  
Coat of arms size 3/4.



77mm X 107mm



## Level 3:Accreditation card

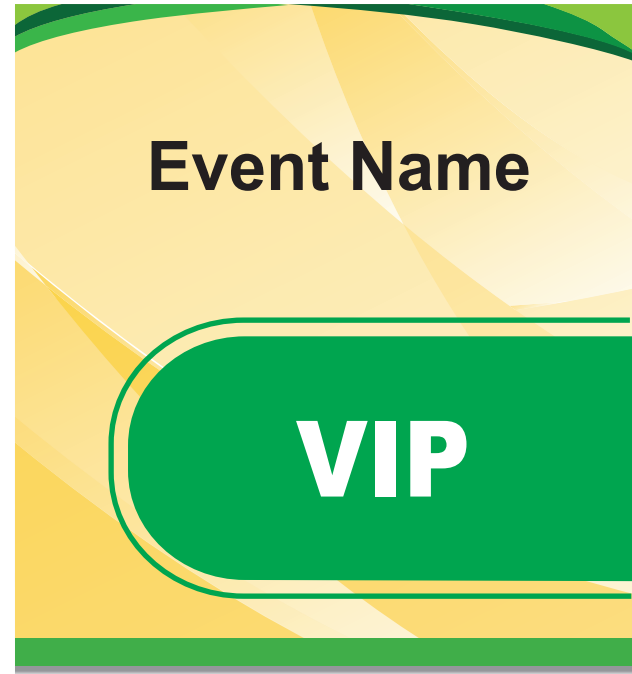
### Partnership between two spheres of government

**Step 1:**Provincial Government partnering with District Municipality.Provincial logo positioned on the right and Municipality on the left side.Both coat of arms size 3/4.

**Step 2:**District Municipality partnering with Provincial Government.Municipality logo on the right side and Provincial on the left side.Both coat of arms 3/4.



77mm X 107mm



## Level 4:Accreditation card

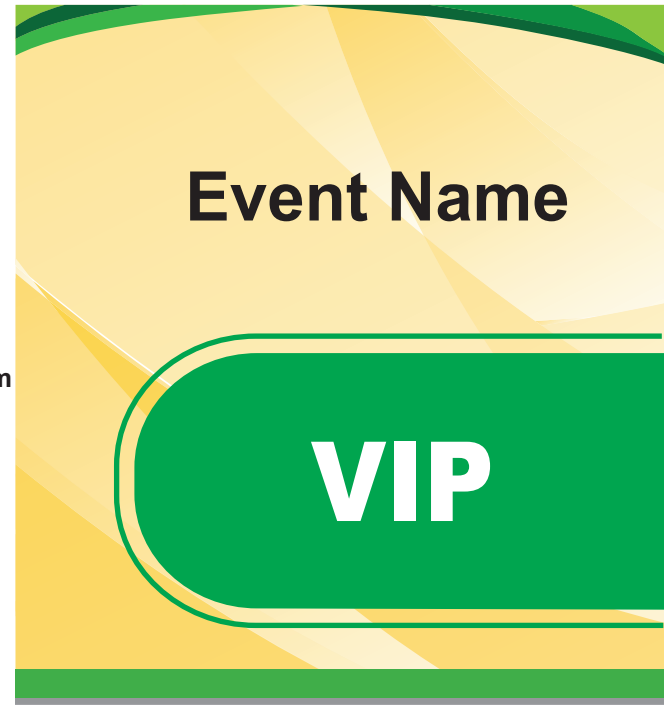
### Partnership with multiple partners

**Step 1:**Provincial Government partnering with National government and sponsors.(Both provincial and national coat of arms size 3/4 and sponsors ½).Provincial logo positioned on the right,National logo in middle centre and sponsors logo on the left side.

**Step 2:**Provincial Government partnering with sponsors.(Provincial coat of arms size 3/4 and sponsors ½).Provincial logo positioned on the right and sponsors logo on the left side.

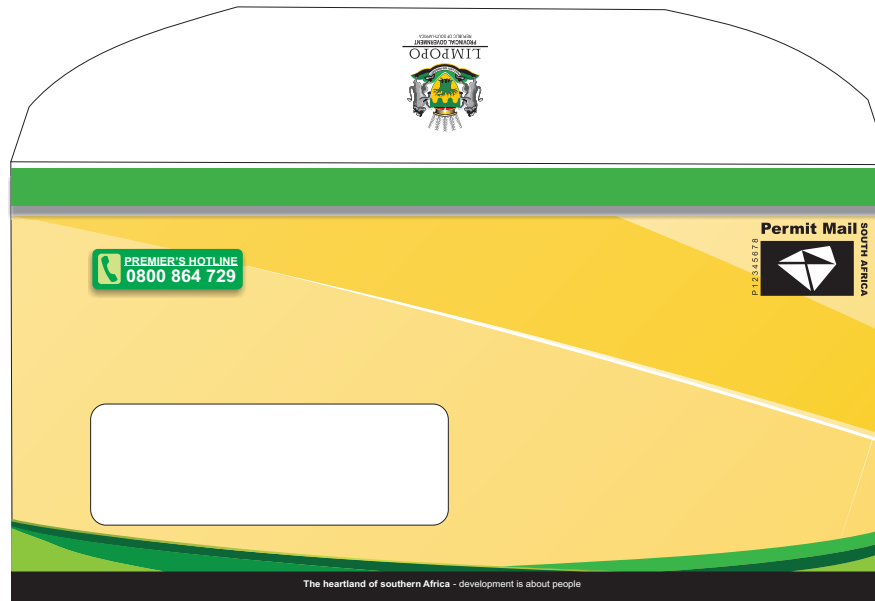


77mm X 107mm



## Official Envelope

Coat of Arms positioned on the front top centre of the envelope.

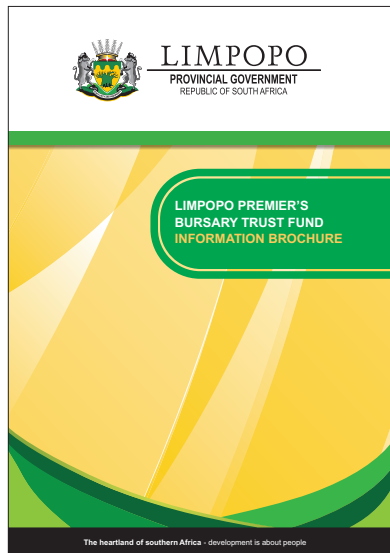


**110mm X 220mm(DL)  
229mm x 324(C4)  
324mm x 458mm(C3)**

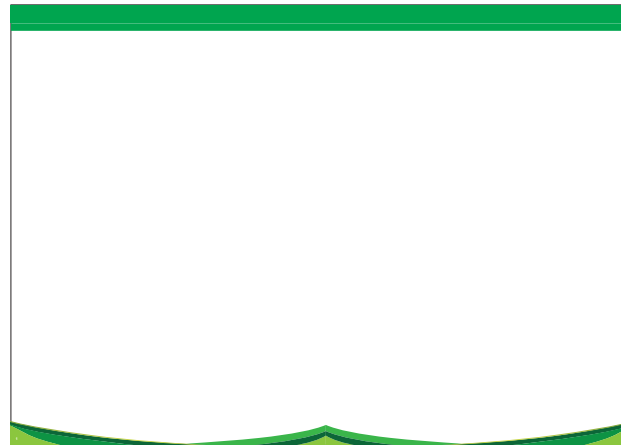
# Brochure

Coat of Arms positioned on the front top centre of the broucher

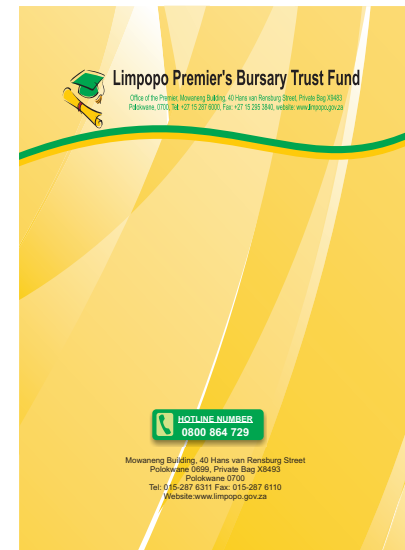
## FRONT



## INSIDE PAGES



## BACK



51mm X 72mm

## Signage

Coat of Arms positioned on top centre of the signage corex board.



Corex board A0/A1/A2



# Folder

Coat of Arms positioned on the front top centre of the folder



510 mm X 451mm

## Office Building Name Board

Coat of Arms positioned on top centre of the office building name board.



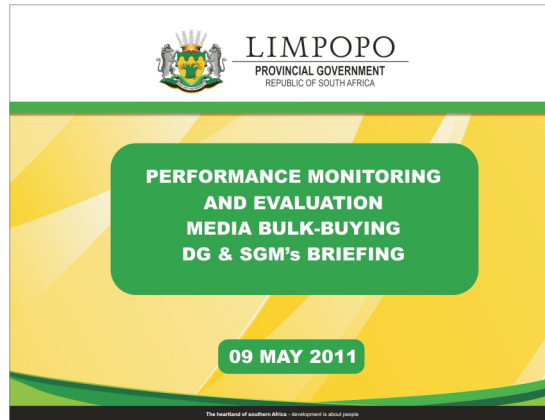
# Presentation Template

Coat of Arms positioned on top right corner of the inside template slide, top centre of the front slide of the presentation template and top right corner of the back template slide

Inside page



Front page



Back page



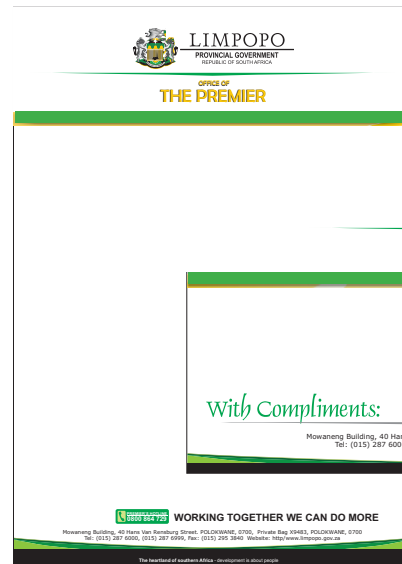
72 mm X 62mm

# Letter Head and Complimentary slip

Coat of Arms positioned on top centre of both letter head and complimentary slip

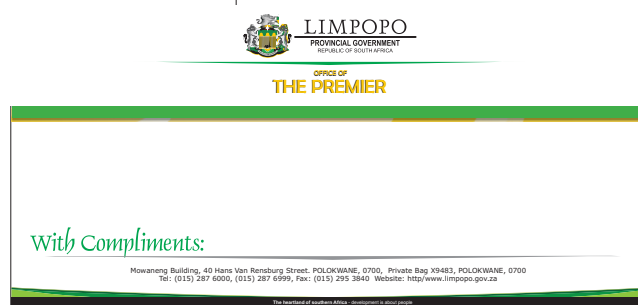
## Letter head

210 mm X 297mm(A4)




## Complimentary slip

210 mm X 99mm(DL)



## Fax Cover

Coat of Arms positioned on top centre of the fax cover

 <div>LIMPOPO PROVINCIAL GOVERNMENT REPUBLIC OF SOUTH AFRICA</div>	
Office of <b>THE PREMIER</b>	

---

To.....	From.....
Fax:.....	Date:.....
Subject:.....	CC:.....

Message

Mowaneng Building, 40 Hans van Rensburg Street  
Polokwane 0699, Private Bag X8493  
Polokwane 0700  
Tel: 015-287 6311 Fax: 015-287 6110  
Website: www.limpopo.gov.za

The heartland of southern Africa - development is about people

**210 mm X 297mm(A4)**

# Newsletter and Magazine

Coat of Arms positioned on the right corner or top centre of newsletter or magazine

## Cover page



## Inside Page



## Incorrect use of provincial logo

Not allowed



Logo squashed



**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

Wrong font



Logo stretched



*Limpopo*  
PROVINCIAL GOVERNMENT

Old corporate logo



Old grayscale logo



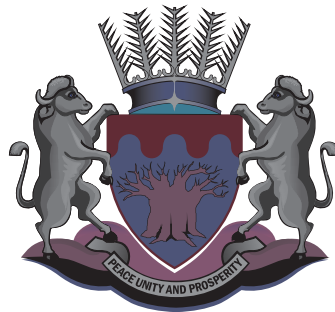
**LIMPOPO**  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF EDUCATION AND TRAINING

Department constructed in  
one line of text instead of two

## Incorrect use of colours on provincial logo

Not Allowed





## Channel of Approval

- A central point of approval of marketing and branding material should be located in the communication office
- All graphics and templates should be coordinated from communication office
- Communication office should sign off all artwork of the marketing and branding material.
- Specifications of corporate gifts should be given all strategic business units by the communication services
- All forms of sponsorship should be approved by the DG, HoDs or accounting authority
-

# Typography

The typeface (To be used for content/typing) in line with global design trends, the province has chosen to use Arial as its official typeface.  
(AbcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789)and Arial  
*italic*(AbcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789)and Arial  
**Bold**(AbcdefghijklmnopqrstuvwxyzABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789).It is clean, legible and readable. The approved size is 12pt.

## Style Sheet

- Number under ten are usually written as words,e.g.one not 1.
- Percentages are always written as figures,e.g.35%
- Sums of money:Write large sums of money in figures,using either the word million or billion afterward as appropriate,e.g.R89 million or R5 billion.
- Use a decimal comma for figures less than one but greater than zero,e.g. 0,5%
- Dates:Write dates as Day/Month/Year without punctuation,e.g 24 October 2013.
- Use branding as per the Provincial Communication Services's Corporate Identity Manual.

Note that the Limpopo Provincial Government is always capitalised in which case it is written as The Limpopo Provincial Government

## Exhibition



## **Exhibition Objectives**

- To promote uniformity in all three spheres of government
- To inform and educate exhibitors about ways to disseminate information to the target audience
- To encourage and promote government image and employee professionalism
- To strengthen the good working relationship with all stakeholders

## **Benefits of Exhibitions**

- It affords public servants to interact with target audience face to face
- Showcase government products and services
- Promote face to face interaction between government leadership and target audience
- The institution also gets a chance to get first hand account of how the public views certain issue

## **Code of Conduct**

- The exhibitor should behave in a manner that protects the image of government
- Smoking and eating chewing gum is prohibited in the stall
- Exhibitors shall refrain from using branding material that do not comply with Corporate Identity Manual
- Exhibitors are not allowed to answer cell phones in front of the audience
- Never ignore audience in the stall and never leave the store unattended
- Visitors should always sign attended register
- Exhibition stall should always be clean
- Playing cell phones games in the stall is prohibited

## Risks of disintegration

The following are risks of not working together

- Inconsistency of communication messages
- Fruitless expenditure
- Duplicates of marketing material

Limpopo Provincial Government  
Communication Services

Mowaneng Building  
40 Hans Van Rensburg Street  
Private Bag 9483  
Polokwane  
0700

Tel (015) 287 6000  
Fax (015) 287 6322  
[www.limpopo.gov.za](http://www.limpopo.gov.za)



**PREMIER'S HOTLINE**

**0800 864 729**