



Corporate Identity Manual

CONTENTS

01 PAGE - 03

INTRODUCTION

02 PAGE - 04

PURSUING TRADE & INVESTMENT IN KWAZULU-NATAL AND SOUTH AFRICA

Vision

Mission

Mandates

03 PAGE - 07

WHY THIS MANUAL

04 PAGE - 09

THE BASICS

What is a Corporate Identity?

What is a Brand?

What is a Logo?

The importance of colour

Fonts: how we picture words

Getting it right - the importance of size and position

05 PAGE - 16

HOW TO USE THE TRADE & INVESTMENT CORPORATE IDENTITY

Applying the logo

The stacked logo

06 PAGE - 21

HOW NOT TO USE THE TRADE & INVESTMENT CORPORATE IDENTITY

07 PAGE - 22

WORKING WITH PARTNERS

08 PAGE - 23

THE BRAND IN PRINT

01

INTRODUCTION

The brand identity of an organisation or a product enables it to stand out from the competition. For this reason it is important that corporate brand identity be clearly defined and consistent to avoid confusion with competing brands.

This manual serves as a reference as well as a practical guide to using key publishing and promotional elements associated with the Trade & Investment KwaZulu-Natal brand.

It provides essential information for ensuring compliance and consistency with Trade & Investment KwaZulu-Natal's defined and approved brand identity.

02

PURSUING TRADE & INVESTMENT IN KWAZULU-NATAL AND SOUTH AFRICA

Trade & Investment KwaZulu-Natal is a provincial public entity, listed under Schedule 3C of the Public Finance Management Act, funded by the provincial government's Department of Economic Development and Tourism.

Trade & Investment KwaZulu-Natal is a descriptive brand name that clearly communicates the character of the brand and the nature of its function:



“ ... a provincial trade and investment promotion agency, developed to promote the province as an investment destination and promote trade by assisting KwaZulu-Natal based companies to identify markets and export their products.”



It's role is that of a facilitator, leveraging relationships, information and knowledge to promote trade and investment in KwaZulu-Natal, the second largest economy in South Africa.

As the name suggests, Trade & Investment KwaZulu-Natal has two primary objectives:

- **Trade** - promote trade by assisting KwaZulu-Natal based companies to identify markets and export their products.
- **Investment** - promote the province as an investment destination.

Hence the tagline:

“Your Knowledge Partner in Business”

VISION

- To make the province of KwaZulu-Natal the premier investment destination and the leader in international trade.

MISSION

- Develop trade and investment opportunities
- Provide professional and comprehensive services to investors, exporters and traders
- Support and facilitate export development and export trade
- Brand and market investment opportunities
- Provide a professional service to their clientele

MANDATES

- Promote, brand and market the province of KwaZulu-Natal as an investment destination
- Facilitate trade by assisting local companies to access international markets
- Identify, develop and package investment opportunities in KwaZulu-Natal
- Provide a professional service to all clientele
- Retain and expand trade and export activities
- Link opportunities to the developmental needs of the KwaZulu-Natal community

03

WHY THIS MANUAL

Corporate identity depends on the consistency with which its brand, including its logo, is presented to its target audience and the general public in all its reports, advertising, promotional material, letterheads, business cards and correspondence.

To avoid confused messaging an enterprise has to ensure that its brand image is properly managed and is consistent. A Corporate Identity manual contains the rules and instructions on how the branding image, in particular its logo, should be used in all its communications media.

The Corporate Identity Manual outlines what is permissible and what is not when it comes to representing the enterprise in all its branding efforts. The manual acts as a style guide for all parties involved in building the brand. Following the manual faithfully enables a consistent identity to be developed and maintained across all media.

This manual provides guidelines on how to achieve this consistency in the form of a handy reference booklet that also serves as the ultimate arbiter on the design, components and use of the various elements of the Corporate Identity.

The objectives of this manual include:

- To outline the branding elements - including logotypes, fonts and colours - adopted by Trade & Investment KwaZulu-Natal
- To explain how the Corporate Identity is to be applied to achieve a desired brand image
- To ensure consistent use of the brand elements and thereby assist in building the Trade & Investment KwaZulu-Natal brand in all communications
- To help leverage the power of the brand across all media

04

THE BASICS

WHAT IS A CORPORATE IDENTITY?

Each enterprise, just as with individuals, has its own brand or identity. That identity is associated with its appearance, image, values and associations.

The perceived image associated with a Corporate Identity is its brand and tells the world what the enterprise is about. To ensure maximum impact all the organisation's activities are linked to branding images such as logos, symbols, and colours associated with it. The brand itself becomes an emotional connection people have with a company and its products. Powerful brands provoke powerful responses.

The objective of each piece of corporate communication, whether it be a business card, a website, a branded golf shirt or a social media message is to build a strong brand. To do so, the following should be observed at all times:

- **Accuracy** – the elements of the corporate identity are implemented with attention to detail and without deviating from the manual.
- **Oversight** – designated individuals oversee the implementation of the Corporate Identity and are responsible for how the various elements are used in any given context.
- **Currency** – to ensure the manual remains relevant in reference to ongoing developments, regular updates are essential.

WHAT IS A BRAND?

“A brand is the set of expectations, memories, stories and relationships that, taken together, account for a consumer’s decision to choose one product or service over another.” – Seth Godin

A brand is more than a name, a logo or a symbol. A brand is the total experience people (including staff, shareholders, partners, suppliers, clients, and the general public) have of a company in all its facets and interactions. The logo merely summarises, as succinctly as possible, all that the brand exemplifies.

The objective of each piece of corporate communication, whether it be a business card, a website, a branded golf shirt or a social media message is to build a strong brand. To do so, the following should be observed at all times:

- **Accuracy** – the elements of the corporate identity are implemented with attention to detail and without deviating from the manual.
- **Oversight** – designated individuals oversee the implementation of the Corporate Identity and are responsible for how the various elements are used in any given context.

WHAT IS A LOGO?

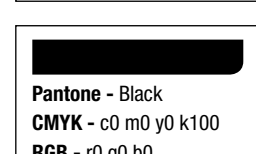
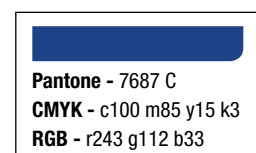
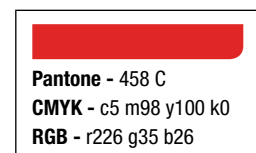
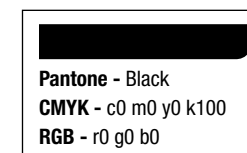
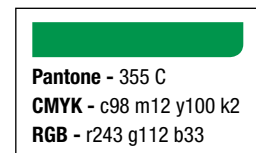
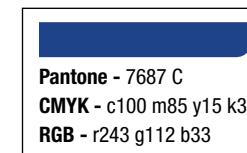
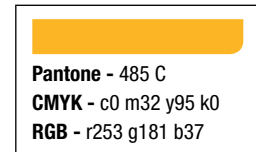
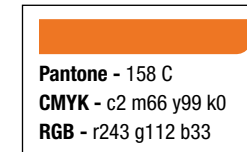
A logo is a visually-recognisable trademark design, symbol, emblem or name associated with a company and its products. Key to its instant recognition is ensuring that the logo design remains the same no matter where it is used. Logos are registered in much the same way patents for unique inventions are. Instantly recognisable logos, for example include IBM®, Coca-Cola® and the Nike ‘swoosh’ symbol.

THE IMPORTANCE OF COLOUR

- Colour conveys information.
- Colour carries emotion.
- Colour focuses attention.

Just as the design of a logo must always be used consistently and accurately, so too must the colours be correct to ensure the recognisability of the logo and to convey the correct message and emotional appeal.

For this reason the values of each of the colours of a logo are specified for different uses. For colour process printing values are given for each of the four standard printing ink colours: Cyan, Magenta, Yellow and Key (Black). For television and computer monitor display RGB (Red, Green, Blue) values are provided. For paper and card colour values are provided according to the Pantone Colour Matching System (PMS) for coated and uncoated stock.



FONTS: HOW WE PICTURE WORDS

Fonts or typefaces are how words are visually represented.

The choice of a font is important because it conveys certain associations that impact on the meanings of the words.

The fonts used for Trade & Investment KwaZulu-Natal include Helvetic Neue, Helvetica, Arial and Mundo Sans.

First developed in 1957, the Helvetica family of sans serif fonts is one of the most popular typefaces amongst designers and has dominated the typographical world. In 1983, Linotype released the Helvetica Neue based on Helvetica. The typeface Arial, distributed with Microsoft Windows, has the same widths as Helvetica and almost identical characters, and was essentially created as a cheaper unauthorised Helvetica clone.

Logo type face

Trade & Investment KwaZulu-Natal

HEADING - Helvetica Neue LT Std
(63 Medium Extended)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$

YOUR KNOWLEDGE PARTNER IN BUSINESS

TAG-LINE - Helvetica Neue LT Std (45 Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$

Zulu Kingdom Exceptional

TAG-LINE - *MundoSansStd_MediumItalic 2*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$

Helvetica's sleek lines, modern sensibility and neutrality (it was "designed specifically not to give an impression or have any inherent meaning"), makes it a versatile choice across a wide range of applications and it is often used in corporate logos and signage. It is its very inconspicuousness that has made it the most ubiquitous typeface in the modern world.

Advertise, Banners and Signage type face

HEADING - Helvetica Neue LT Std (75 Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$**

SUBHEADING - Helvetica Neue LT Std (65 Medium)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$**

BODY COPY - Helvetica Neue LT Std (55 Roman)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$**

SLIM COPY - Helvetica Neue LT Std (45 Light)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!@()&%#\$**

GETTING IT RIGHT - THE IMPORTANCE OF SIZE AND POSITION

The logo typeface has been carefully designed to achieve a sense of balance amongst the various elements. It is essential that these proportions be adhered to in all instances.

Logo proportions are based on x where x is equivalent to the height of the capital letters "T" in the logo. All other measurements are stated as a percentage of x.

In order to prevent the logo from distorting you must drag it from the right hand corner. Please note that it is prohibited to enlarge the logo by dragging the sides.

The diagram illustrates the proportions of the logo elements. The main logo is shown with a height of 4.4x and a width of 14.5x. A smaller version is shown with a height of 0.5x and a width of 9.5x. Below this, the minimum size is defined as 50mm width and 8.936 mm height. Two examples of the logo at this minimum size are shown, one with the full text and one with a simplified version. A large diagram at the bottom shows the logo with a blue arrow pointing to the right-hand corner, indicating that this is the correct way to resize the logo without distorting it.

05

HOW TO USE THE TRADE & INVESTMENT CORPORATE IDENTITY

TRADE & INVESTMENT KWAZULU-NATAL LOGO

The Trade & Investment KwaZulu-Natal logo consists of the balanced composition of two major visual elements (and their related text) – two logos fused into a single entity - symbolising the agency, its function, and the region in which it operates.



The redesigned logo embodies the following brand associations:

- **Access and Facilitation** – the gateway symbolises entry, an opening or opportunity; it is also a central hub that channels and routes energies in specific directions; it speaks of an interchange of goods and ideas; it suggests a network of knowledge, expertise and relevant contacts in provincial and national government
- **Dynamic** – the design of the gateway and the emerging branches suggests movement and flow, but also co-ordination and order
- **Professional** – the equilibrium of the various elements, together with the clean nature of the design, speak of the organisation’s integrity and supports its claim as “Your Knowledge Partner in Business”
- **South African** – the colours of the national flag telegraph our diversity and vibrancy
- **Regional** – KwaZulu-Natal is both a destination and the gateway to South Africa’s economic heartland and the continent beyond

In short, this is a logo that represents an agency that prides itself on its professionalism in facilitating access to knowledge, markets and opportunities, whether this be in support of investment in South Africa in general and KwaZulu-Natal in particular, or in developing the province’s export capacity.



The Trade & Investment KwaZulu-Natal logo consists of the following components:

- A geometric shape (square), representing a gateway or opening, with four emerging branches, each pointing in the direction of one of the major cardinal points i.e. North, South, East and West.
- Text positioned to the right of the symbol that reads, in title case: **“Trade & Investment KwaZulu-Natal”**.
- Text, all in upper case, underlines the name of the agency and acts as a tag line: **“YOUR KNOWLEDGE PARTNER IN BUSINESS”**.
- A further symbol, positioned to the right of the brand name, consists of a black rectangle and a V shape of colours echoing the South African national flag. The words, in white text, **“South Africa”** and **“KwaZulu-Natal”** form an integral part of this visual element.
- A tag line underpinning the above symbol which reads: **“Zulu Kingdom. Exceptional”**
- A thin orange line separates and counterpoises the two distinct parts of the logo
- A specific relationship of size, positioning and weighting between the symbols and the text, and their associated colours and fonts.



The preferred application of the logo is as shown, using all the visual elements and text, and in full colour. The colours of the logo have been carefully chosen to achieve a specific effect.

- **Orange** embodies success, enthusiasm and prosperity.
- **Blue** conveys harmony, trust and confidence
- **Black** symbolises sophistication
- **White** represents simplicity

However, in instances where it is either not technically possible or economically feasible, the logo may appear in a one colour or black print as shown. How the logo should appear when used on a light coloured background or reversed out is also indicated.

NB: The Logo needs to be on white background

If used with a Department logo the Trade & Investment KwaZulu-Natal logo becomes secondary and is either placed next to or below the Department logo.



THE STACKED LOGO

In instances when the intended artwork appears as a long vertical strip (a ratio of approximately 1w:3h) the stacked version of the logo may be applied.

Pull-up banners, bookmarks and vertical web banners are examples of artwork that fits this specification.

Logo proportions are based on x where x is equivalent to the height of the capital letters “T” in the logo. All other measurements are stated as a percentage of x.



06

HOW NOT TO USE THE TRADE & INVESTMENT CORPORATE IDENTITY

To ensure the corporate identity is communicated consistently and in such a manner as to positively influence perceptions of the Trade & Investment KwaZulu-Natal brand, please always avoid the following:

- using colours other than those specified in the Corporate ID manual for the symbol and the text of the logo
- using any fonts other than those specified
- stretching or squashing the logo
- making decisions regarding colours, backgrounds or positioning without referring to this manual

NB: Don't invade Sacred Space

Placing other graphic elements too close to the logo may cause confusion or devalue the logo. It is therefore recommended that there exist a protected area around the logo where no graphics, titles, text, background colour changes or other design elements are permitted. This is known as the area of isolation. The area of isolation is defined as an area equal to half the height of the logo and extending out on all four sides of the logo.



07

WORKING WITH PARTNERS

- Branding in partnership with the Department of Economic Development and Tourism

Pull-up banners, bookmarks and vertical web banners are examples of artwork that fits this specification.

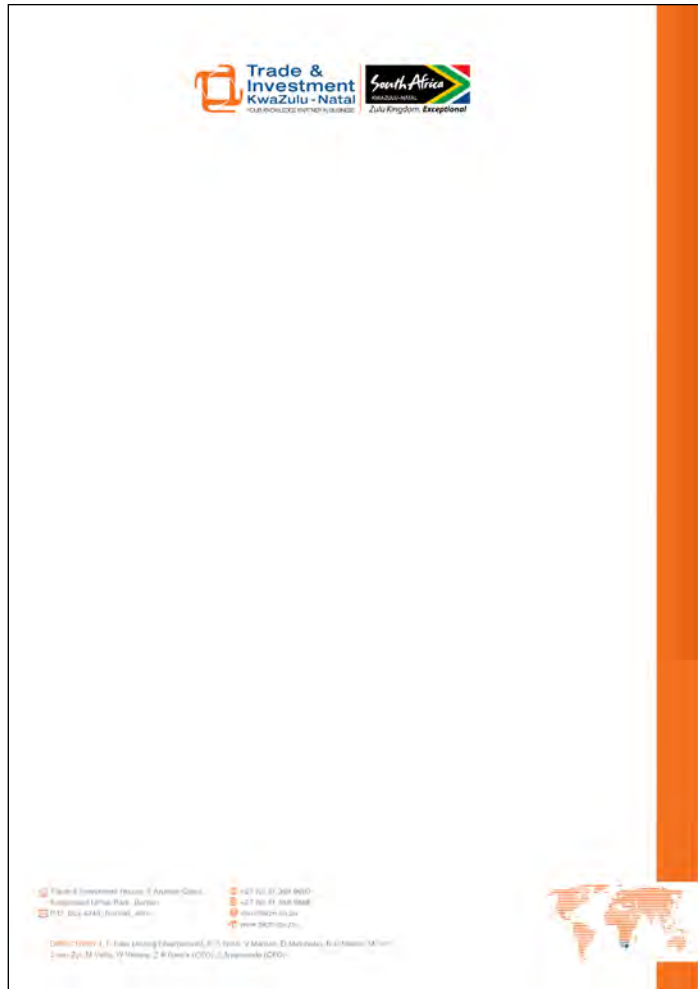
08

THE BRAND IN PRINT

Stationery plays a vital role in communicating a coherent corporate identity. A letterhead or a business card may be the first interaction someone has with the enterprise and should convey the essence of the brand in its quality and professionalism.

The following pages show how the visual elements are to be used in various items of stationery.

- Letterheads



- Business Cards



- Email signature



Email body text

Name and Surname

Title

Trade & Investment KwaZulu-Natal

Direct Line: +27 (0) 00 000 0000

Fax: +27 (0) 00 000 0000

Cell: +27 (0) 00 000 0000

Email:@tikzn.co.za

Website: www.tikzn.co.za

- Email signature for events



KZN WEEK 2014

Email body text

Name and Surname

Title

Trade & Investment KwaZulu-Natal

Direct Line: +27 (0) 00 000 0000

Fax: +27 (0) 00 000 0000

Cell: +27 (0) 00 000 0000

Email:@tikzn.co.za

Website: www.tikzn.co.za

- Envelopes



DURBAN OFFICE: Trade & Investment House, 1 Arundel Close, Kingameel Office Park, Durban, 4001, South Africa | PO Box 4245, Durban, 4001 | Tel: +27 (0) 31 368 8600 | Fax: +27 (0) 31 369 5888 | Email: info@tkzn.co.za | www.tkzn.co.za
GAUTENG OFFICE: 99 George Storrar Avenue, Groenkloof, Pretoria | Tel: +27 (0) 12 346 4386/6763 | Fax: +27 (0) 86 501 0848/1788
Email: info@tkzn.co.za | www.tkzn.co.za

- Brochures

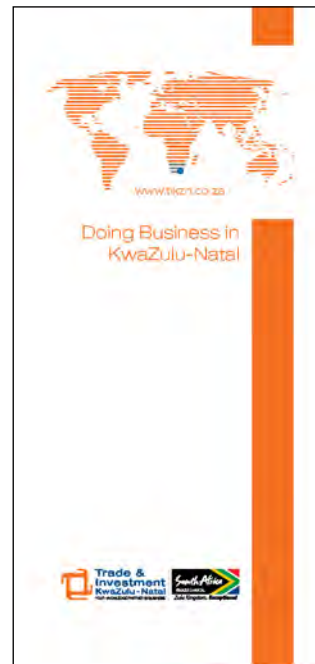
Doing Business in KwaZulu-Natal

The brochure is aimed at potential investors in KwaZulu-Natal, and focuses on the province as an investment destination.

Economic sectors, areas for investment opportunity, lifestyle and climate are covered in the literature.

INVESTING ✓✓✓✓✓
EXPOTING ✓✓✓

60
PAGES



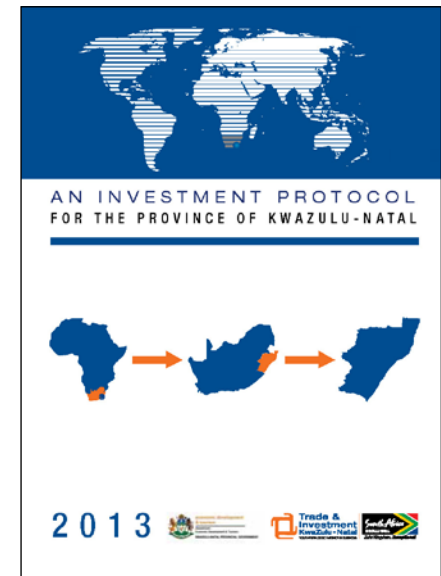
Investment Protocol

Publication focuses on information for businesses seeking to locate to, or expand in KwaZulu-Natal.

The brochure highlights processes and procedures which need to be adhered to when establishing a business in KwaZulu-Natal.

INVESTING ✓✓✓✓✓
EXPOTING ✓✓✓

148
PAGES



- Brochures

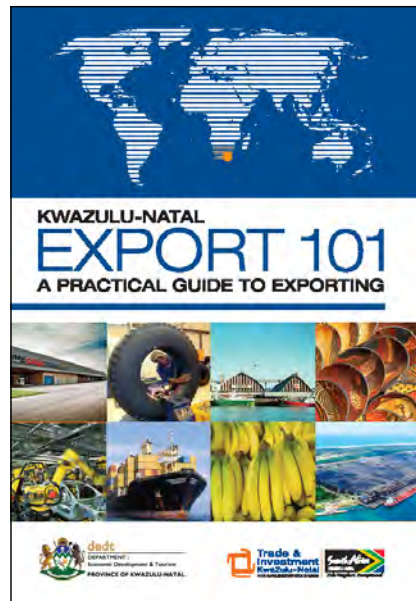
Export 101: A guide to exporting

A practical manual on the key processes and regulatory frameworks for aspiring, emerging and existing exporters.

Provides a thorough overview of exporting, and a step-by-step approach to assist business in avoiding pitfalls.

INVESTING ✓
EXPOTING ✓✓✓✓

80
PAGES



Business Etiquette

Publication focuses on the expected etiquette to be followed when conducting business in South Africa and in various countries around the world.

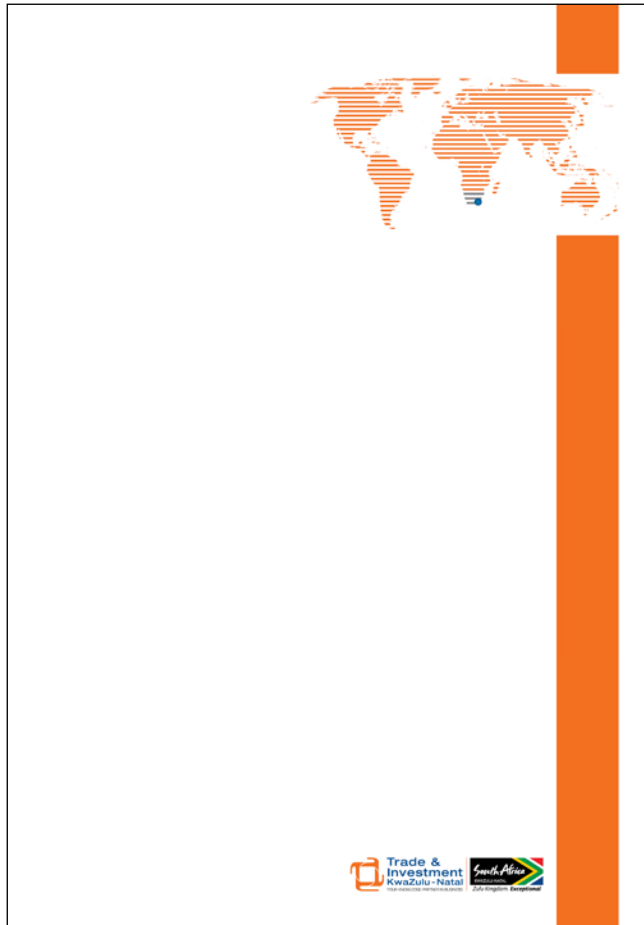
The brochure covers protocol required when dealing with all levels of Government, business and royalty. Also covered are the proper use of all South African and KwaZulu-Natal's visual elements.

INVESTING ✓✓✓✓
EXPOTING ✓✓✓✓

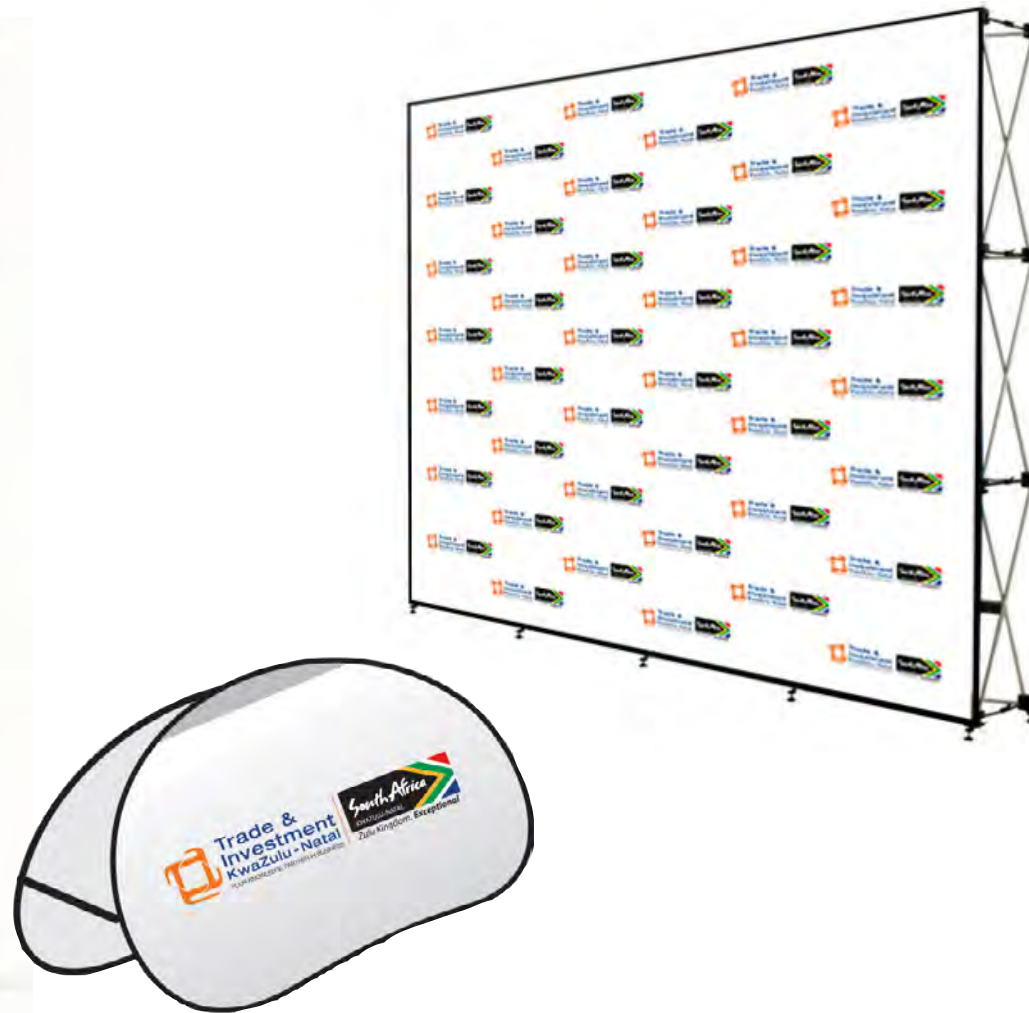
56
PAGES



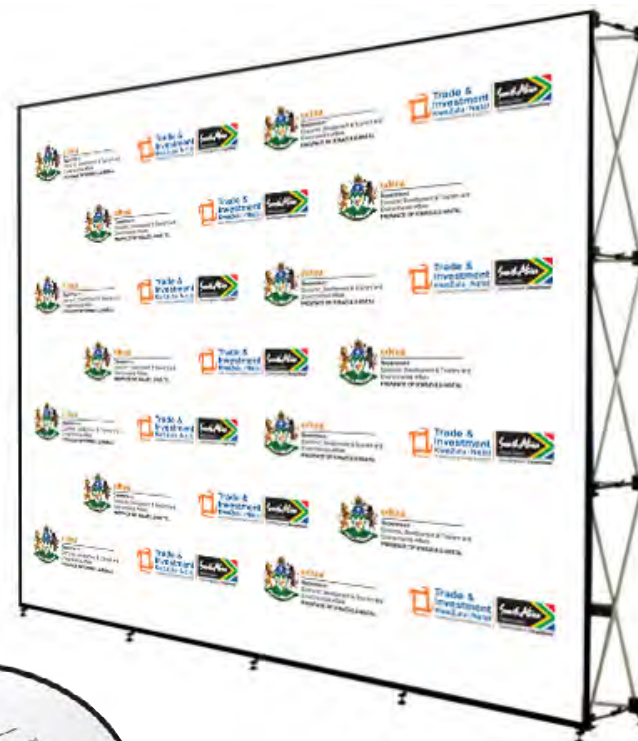
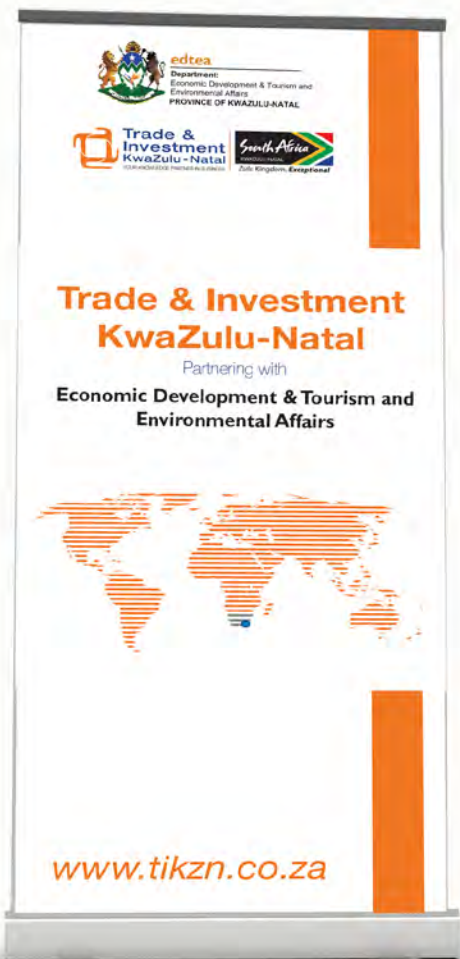
- Folder



- Banners (Pull-up Banner, Pop-up Banner, Banner)



- Banners (Pull-up Banner, Pop-up Banner, Banner) with stakeholder



- Banners (Pull-up Banner, Pop-up Banner, Banner) for Events



- Building Signage



- Promotional Material



Durban Office

🏠 Trade & Investment House, 1 Arundel Close
Kingsmead Office Park, Durban, 4001, South Africa

✉ PO Box 4245, Durban, 4000

📞 +27 (0) 31 368 9600

📄 +27 (0) 31 368 5888

@ info@tikzn.co.za

🌐 www.tikzn.co.za

Gauteng Office

🏠 99 George Storrar Avenue, Groenkloof, Pretoria

📞 +27 (0) 12 346 4386/6763

📄 +27 (0) 86 501 0848/1788

@ info@tikzn.co.za

🌐 www.tikzn.co.za