C 7.8

"The City of Heritage"

ULUNDI
MUNICIPALITY

COMMUNICATION STRATEGY

DRAFT 1

CONTENTS

1. INTRODUCTION

The Communication Strategy is aimed to meet the objectives of the council and to provide a record of the service delivery activities of the municipality. It is also aimed at communicating effectively it's achievements to communities within Ulundi Municipality as well as relevant stakeholders.

Overview
Ulundi Local Municipality is located on the southern boundary of the Zululand District Municipality in north-eastern KwaZulu-Natal. The Ulundi municipal area is approximately 3,250 km2 in extent and includes the towns and settlements of Ulundi, Nqulwane, Mahlabathini, Babanango, Mpungamhlophe and Ceza as well as the Traditional Authorities of Buthelezi(KwaPhindangene & KwaNondayana), Buthelezi (Empithimpithini) Mbatha, Mpungose, Ndebele, Ntombela, Ximba, Zungu, Zulu (KwaNsimbi).

The largest part of its area is rural and underdeveloped. Approximately half of the Municipal area consists of commercial farms and the area supports a substantial agricultural community. The town of Ulundi represents the only urban centre in the Ulundi Local Municipal area and accommodates approximately 40,000 people. The settlement pattern reveals a high population concentration in the town of Ulundi and densely populated peri-urban area surrounding the town and along the main routes R34, R66 and P700. Further settlement concentrations include:
- Nqulwane in the eastern part of Ulundi with the Okhukho Coal Mine;
- Babanango, which developed as a result of the agriculture and forestry industries;
- Denny Dalton/Mpungamhlophe, which developed as a result of road R34 and rail infrastructure; and
- Ceza to the north, which developed in response to the establishment of supportive land uses such as a hospital, clinic and other related social support services in the area. It is also situated on the road network system. (R66, 33, 34, P700, P701 etc) It is therefore a connection and concentration point for people and activities.

Ulundi Municipality is one of the five local municipalities that constitute the area of jurisdiction of the Zululand District Municipality – the other four local municipalities are the éDumbe Municipality, the Abaqulusi Municipality, the uPhongolo Municipality and the Nongoma Municipality.

The Vision
"A developmental city of heritage focusing on good governance, socio-economic development and upholding tradition to promote sustainable service delivery"

Mission Statement
- Dedication to democratic through partnering with private and public strategic stakeholders;

- Promotion of eco-tourism and cultural activities whilst maintaining good relations with traditional structures and special groups;

- Value for money driven infrastructure, well-structured spatial development and management of natural resources;

- Creating an environment that fosters a dynamic, innovative and vibrant work force and the inculcation of a good work ethic.

In order to achieve its Vision and Mission, uLundi Municipality will uphold the Values of:

The municipality will continue to be driven by and observe the following service delivery principles of Batho Pele;

- Consultation
- Service Standards
- Access
- Courtesy
- Information
- Openness and transparency
- Redress
- Value for money

2. BACKGROUND

Developmental local government as prescribed by national legislation, seeks to forge a partnership between government and the citizens for effective service delivery. Communication therefore becomes central to the work of local government, the sphere of government closest to the people.

Communication has a significant impact on how local residents judge their local council. Research shows that well informed residents are more likely to be satisfied with council services and to be supportive of its work. Furthermore people are unlikely to participate actively in the development agenda unless they:

a) have information;
b) can access information and their local Council via a range of media; and
c) opportunities have been created by the Council for people to receive information, give feedback and know how they can get involved.

Research also shows a direct link between good internal communication and the high performance and motivation of staff. Effective communication is therefore vital to the successful implementation of the Council's vision and mission.

This communications strategy provides a framework for communication to all audiences of Ulundi Municipality as guided by the Local Government Municipal Systems Act in Section 18(1) where it states that "a municipality must communicate to its community information concerning:
a) the available mechanisms, processes and procedures to encourage and facilitate community participation".

THE STRATEGY FRAMEWORK:
- Is the basis for work action plans and communication from the Municipality;
- Lays the framework for the work of the Communications Director and his team;
- Provides a basis for communication to advance Council's development agenda;
- Lays the basis for the promotion of the political leadership of the Council;
- Requires all employees and representatives of the municipality to communicate the strategy, vision and action plans of the Municipality; within the district.
- Is a set of "rules" by which all employees of the municipality will abide;
- The communications strategy will be updated annually to ensure it is relevant, and that it promotes the Council's Strategic Direction and therefore the Executive Committees priorities each year.

3. COMMUNICATION OBJECTIVES

To promote, enhance public awareness, and understanding of Municipal programs, services and achievements. Research has proven that communication has in modern times become a fundamental tool used by organizations to remain in touch with their clientele. In this light, the objective of this strategy is to ensure that the municipality does not lose touch with its constituency. The municipality plans to do this by;

- Fulfilling constitutional and legal mandate and obligation of deepening democracy.
- Forging and maintain improved links between the municipality and sector departments and other important stakeholders and promotion of intergovernmental relations.
- Maintaining good relations with the media by forging good relations all the times.
- Publicizing Ulundi Municipality's Program of Action in line with the District, Provincial and National programs of action.
- Communicating the achievements and challenges of the municipality with regard to service delivery as advised by the Mayor.
- Informing communities of the available economic opportunities in the municipality to enhance public participation.
- Branding of Ulundi Municipality as a destination for tourists, leisure, business and residence and market the municipal area to current and potential residents and investors.

3.1 LOCAL MUNICIPALITY

Encourage participation by establishing clear channels of communication by being responsive to the local community.

1. Promote development and clearer channels of communication in the municipality.
2. To establish a more interactive local governance structure which will speed up service delivery.
3. To promote and market the opportunities which exist within the municipality.
4. To create and project a more transparent organisation.
5. Contribute to the progressive realisation of the fundamental rights contained in the Constitution.
6. Empowering Citizens through effective profiling of the Municipality, its services and projects.
   a. Promote the Municipality's skills development programme to both internal and external stakeholders.
7. Good Governance
   a. Promote the corporate identity and image of Ulundi Municipality and ensure compliance.
8. To forge a partnership between the Municipality and its stakeholders for effective service delivery and economic development.

4. COMMUNICATION ENVIRONMENT

Ulundi Municipality has the potential to be very economically viable for development and financial sustainability for all citizens. The mood of communities we are talking to may be negative or positive.

POSITIVE
- Business opportunities - The municipality creates business opportunities through various municipal economic development programmes

- Tourism opportunities – Ulundi offers a vast array of tourism hotspots, especially in areas which are rich in natural resources
- Service Delivery – The municipality has implemented various new projects, which have contributed towards making the environment more economically viable and self-sustainable

NEGATIVE
- Unrealistic service delivery expectations
- Unemployment and poverty, the municipality's Social Environment remains a challenge to the institution as a large number of people are unemployed and illiterate.
- Poor Media Perception
- Perception by communities about poor consultation and involvement
- Perception that there is slow development in delivery of services

5. COMMUNICATION CHALLENGES

INTRODUCTION
The municipality faces various challenges from its citizens and stakeholders alike. In order to communicate effectively the strategy needs to identify the challenges and adopt proactive measures to counter these challenges. The following challenges were noted:

INTERNAL COMMUNICATION CHALLENGES
- Lack of a stable internet network, which slows down the internal communication
- Lack of an intranet to keep staff up to date an municipal matters

INTERNAL COMMUNICATION CHALLENGES

- Getting buy-in from Civil Society Organisations, staff, media and political principals
- Reaching all communities through conventional communication methods
- Communicating mainly in Zulu
- Creating ownership by various stakeholders
- Mobilising Resources
- The Municipality does not have editorial control over news reports
- The message of Municipality does not get same amount of media coverage.
- Increasing advertising; purchasing quarterly radio slots to report on the progress and the status of the municipality.
- Geographical positioning of communities
- Challenge to shape the public perception with regards to how Government operates and service delivery.

6. MESSAGES AND THEMES
- A progressive and developing municipality
- An equal opportunity and democratic municipality
- National Message *"Working Together, We Can Do More"*

- Provincial Message *"Building a Better Future Together"*
- Local Message *"Working together, to build better communities"*

7. COMMUNICATION MESSENGERS, AUDIENCES, CHANNELS AND TYPE OF EVENTS

7.1 COMMUNICATION MESSENGERS

The Local Government Municipal Systems Act in Section 18(1), states that "municipality must communicate to its community, information concerning: (a) the available mechanisms, processes and procedures to encourage and facilitate community participation". The communications messengers, audiences, channels and event also form a part of this process.

PRIMARY MESSENGERS
- Mayor
- Municipal Manager
- EXCO
- MANCO
- Councillors

SECONDARY MESSENGERS
- All municipal officials and communicators

7.2 COMMUNICATION AUDIENCE

INTERNAL AND EXTERNAL AUDIENCE
- Communities / Ratepayers
- Tourists
- Investors
- Municipal employees
- Stakeholders
- Media

7.3 COMMUNICATION CHANNELS

LANGUAGE
All communications tools should reflect the area and its people, therefore all staff and investor communications should be in English whilst communication to the community should be in English and Zulu.

CRISIS PR PLAN
A separate Crisis PR Team and plan needs to be developed to address reputational risks and unforeseen emergencies and disasters.

COMMUNICATION CHANNELS

AUDIENCE	TOOLS
Staff	1. Intranet 2. Internet newsletter 3. Administrator 4. Structured induction programme 5. Notice boards 6. Workshops
Community	1. Communiqués from the Mayor and MM, Council vacancies, tenders and notices. 2. A quarterly newsletter promoting municipal activities and people of the area. 3. Interactive website 4. Road shows, Imbizos and regular briefings 5. Annual Report and Five-Year Report 6. Use of local, commercial and community media both print and radio. 7. An in-house communication tool at a customer care centre. 8. Loudhailing 9. Pamphlet Distribution
Media	1. Press releases 2. Media briefings 3. Media tours
Local organisations and other spheres of government	1. Municipal newsletter 2. Website 3. Stakeholder Forums 4. Government communications forum
External stakeholders with regards to tourism and economic development	1. Website 2. Regular communications tools such as brochures and annual reports.

7.4 TYPES OF EVENTS FOR MUNICIPALITY

- Mayoral Izimbizo
- Ward Committee meetings
- Editors' Forum
- Annual Mayor's Journalists' Izimbizo
- Council meetings
- Internal Briefing sessions with the MM/Mayors
- Budget Speech and the passing thereof
- State of the Municipality address

8. A PHASED COMMUNICATIONS PROGRAMME

PHASE 1 - PRE-LAUNCH

- Circulating the draft to EXCO and MANCO
- Table the draft to EXCO and MANCO
- Council for adoption

PHASE 2 - LAUNCH OF THE STRATEGY

- Communicate key messages about the Strategy to internal employees

PHASE 3 - IMPLEMENTATION PLAN

OUTPUT	ACTIVITIES	METHOD	TIME FRAME
Internal communication	Publish Programme articles in online staff newsletter	Write article about the programme and its various projects	Monthly
	Website page	Regularly bring up to date the information on Intra/Internet.	
	Bulk e-mails	Sending out e-mails to all staff members	As required
	Notice boards		As required
V		V	

OUTPUT	ACTIVITIES	METHOD	TIME FRAME
Communicating and marketing the Council externally	Develop and implement communication plans for Council programmes		As required
	Develop materials for information dissemination	Distribute through Call Center, Municipality offices & events, izimbizos	On regular basis
	Website	Regularly update and develop new information on Intra/Internet.	On regular basis
	Adverts	Place ads in print & radio to inform the public of Municipality programs	As per communication plans
	Publications	Use "Ulundi News" - Newsletter & Annual Report	Quarterly Annually
Media	Send out media statements on various issues		As required
	Media Monitoring	Coordinate media responses to media articles	On regular basis
	Radio Interviews	Interviews on Regional current affairs programme	As required
	Roadshows	Mayoral road shows to communities	As required

MONITORING AND EVALUATION

Communication is only as effective as the target it reaches and the exposure it receives. Therefore, Monitoring and Evaluation will be monitored by Media Monitoring, which is an independent media service. This service will monitor the publicity and exposure of the messages released from the municipality. Articles and values are calculated on a monthly basis.

9. MAYORAL OFFICE COMMUNICATION

GCIS in 2016 has noted that more needs to be done on communicating the strategic service delivery targets that the municipalities meet. Against this backdrop the strategy has been reviewed and realigned to ensure that the municipality conveys these service targets effectively.

The office of the mayor creates the opportunity for the mayor to showcase and promote the positive changes that can be seen throughout the municipality. The approach and methodology to be adopted is two fold:

INTERNAL COMMUNICATION

- Creating a positive and moral boosting work enviroment where staff can see the changes that is taking place within the municipality as well as establishing the mayor's credibility with politicians and officials.

- Develop departmental communication plans. Ensure that plans with each department addresses their specific communications needs, media contacts and protocol, proactive communications, messaging, etc. The plans would also indicate upcoming issues/events/programs and focused tactics to communication both internally and to the communities, and through partnership opportunities.

EXTERNAL COMMUNICATION

- Developing and promoting the mayor as a credible, effective, disciplined leader, who is effecting change by reducing service delivery back logs, promoting cohesive collusion of communities within the municipality, fast tracking service delivery programs, communicating municipal achievements timeously and taking on the role of being an ambassador of change.

- Ensuring that the residents feel assured that the leadership of the municipality is in experienced and trustworthy hands.

MULTI-PURPOSE INITIATIVES
The Key to successfully communicating each departments' achievements is to centralize the various strategic projects, communicate what the challenge was and how it has been addressed. The communication initiatives will need to be inclusive, wide-reaching and hit the intended audiences through multiple platforms in order to be effective.

ENCOURAGE PUBLIC INPUT
Accessibility of the mayor is key to ensuring that residents and stakeholders view him as a "People's Leader" who promotes two-way communication. This should be be a strong area of initial focus for the Town and input should still be strategically solicited from audiences where appropriate. Moreover, methods to be put in place in order to easily capture and review it. Residents will feel more involved and positively vested in Town initiatives if there is the opportunity to influence decisions. This will of course raise the profile of the mayor as well as authenticate his leadership style as a community builder and champion.

9.1 IMPLEMENTATION

GENERATE REGULAR PRESS RELEASES
- Content Generation - Internal

Draw from Departmental Liaisons, news releases and other activities to create a core repository for updates and detailed information on key projects that have been completed or almost nearing completion, especially infrastructure projects.

RESEARCH AND COMPILATION OF PRESS RELEASES
- Produce a Bi Monthly Newsletter

COMPILE, EDIT AND WRITE A NEWSLETTER
- (4 Page Newsletter in English and Zulu)

SETUP COMMUNICATIONS WORKSHOPS FOR COUNCILLORS
- How to deal with the media
- What to talk about at the interview.
- How to engage the media to generate positive publicity

DISTRIBUTION OF NEWSLETTERS
- Local Community Newspapers
- Regional Newspapers

EMAIL PDF VERSIONS OF THE NEWSLETTER
- Newsletter releases to be distributed to Mainstream media not included in community newspapers

RADIO INTERVIEWS
- Research and Compilation of newsworthy stories
- Local Economic Development Updates
- Municipal Achievements
- Infrastructure Updates
- Community Developments

SCRIPT WRITE UP FOR INTERVIEWS
- Scripted interview type responses with Mayor responding to interviewer
- 1 x 5 min interview on a mainstream radio station like Ukhozi
- 3 x 5 min interview on local community radio stations

TARGETTED GOVERNMENT PUBLICATIONS
- Research and Compilation of Newsletters
- Advertorial on infrastructure developments
- LED Plans progress
- IDP Plans progress

DISTRIBUTION
- Municipal Magazines x 1 edition x 1 full page
- Community Newspapers
- Research and Compilation
- Arrange individual interviews with journalists
- Respond personally to each negative comment in the media
- Brief journalists regularly
- Take out Advertorials weekly

MEDIA BRIEFINGS
- Research and Compilation
- Hold at least one media briefing per month
- Briefing should be held to highlight infrastructure developments,
- Community benefit programs
- Economic recovery programs
- Job Creation initiatives

VENUE PREPARATION
- Ideally the venue if its an infrastructure development briefing, it should be held on site
- Media Invites should be extended to all media houses
- Online Viral Campaigning

RESEARCH AND COMPILATION
- Daily Updating of Website with service delivery stories and important news utilising the mayors image
- Make available a eNewsletter for downloading

DISTRIBUTION
- Facebook,
- Twitter,
- SMS

BROCHURES
- Research and Compilation
- Regular municipal program brochures utilising the mayor's image must be printed and distributed at schools, sizakala centres, libraries, and regular knock and drops

9.2 CALL CENTRE AND COMPLAINTS MANAGEMENT SYSTEM

- Research and Compilation of information to be addressed
- Draw out stats from all complaints logged telephonically, written, smssed, emailed and those sent via the customers' services portal.
- Utilise the stats to address key areas of concern, especially those concerning essential services and infrastructure support.

IMPLEMENTATION
- Adhoc Mayoral telephonic calls made strategically to complainants that logged calls, in order to indicate that the system is effective and that the Mayor is concerned about the residents within the municipality.

- "Unannounced" walk about with the ward councillor, in communities where high complaints are logged and engaging informally with members of the public.

This strategy will reassure the residents that the mayor is adopting a hands on approach in his management style. It will also convey that the mayor is accessible, caring and can be trusted to deliver on promises made during the elections.

10. STRUCTURES AND PROCESSES

10.1 EXCO AND COUNCIL RESPONSIBILITIES

- Good communication needs everyone to play their part but there must also be a clear understanding of particular roles and responsibilities.
- Better communication skills are needed across the organization and this must be given priority. Some responsibilities of groups are set out below:
- The Mayor and the Executive Committee set the tone for Council and are the ultimate spokespeople and role models for Council.
- EXCO with ward Councillors have the key role in setting the overall goals for the Council and leading communication and consultation internally and externally.
- The Municipal Manager and his management team have to engage with the other local municipalities MMs, listen to their views and comments, propose and explain ideas; explain decisions and the reasons why those decisions have been made and ensure opportunities exist for two-way communications.
- Staff has to engage with the public to listen to enquiries, help decide how needs can best be met, explain about options or limits to services, refer to partners or other agencies. Members of staff also have to communicate with each other as colleagues, managers, team members, customers and suppliers.
- Everyone has to promote the Council to support the creation of a positive image at regional, national and international level.

10.2 SPOKESPERSONS AND THEIR RESPONSIBILITIES

- In the spirit of being a transparent organization, the municipality should not seek to prevent people from speaking to the media but should give clear guidance on areas for comments. The primary spokespeople will be the Mayor and then the Municipal Manager. Municipal Employees are not allowed to speak to the press without authority from either the Mayor or Municipal Manager.

ENTITY	RESPONSIBILITIES
Mayor	All aspects of Council policy and programs
	Matters of policy yet to be adopted/enacted
	All political comment must come from the Mayor
	Is key person for all public participation unless he delegates otherwise
Municipal Manager	Any area of the municipal administration
	Matters of policy yet to be adopted/enacted
	Information around any legal processes the City might be engaged in
	Any matter that relates to the running of the city as a whole and is not specific to existing policy, program or activity of a specific department

ENTITY	RESPOSIBILITIES – comment through the Mayor or MM
EXCO members	All aspects of Council policy and programs in their portfolio
	May be delegated spokespersons on an issue by the Mayor
Speaker	All comment relating to Council "housekeeping" must come from the Speaker
Councillors	Comment on all activity in their ward except for matters that are policy still to be adopted/enacted
Heads	Any area of business in their department
	May be delegated spokespersons on an issue by the MM
	On all aspects of their service areas
	Queries from journalists will be referred to Heads for comment/clarification/information. Comment will then go out in the name of the Unit Head unless that Head decides otherwise. Heads therefore will carry the can for comment from any person in their Unit.
Municipal Spokesperson or Communications Director	Co-ordination of media communication
	Media conferences
	Media statements and handling media queries
	Writing Mayor's speeches.

10.3 RULES FOR COMMENT

The rule is that no employee or elected official of the Municipality will ever respond to the media. All queries and statements must be referred to the authorized spokesperson of the municipality. No employee or elected official of the municipality will ever respond with a "no comment" to a media enquiry. Where possible, the Mayor and delegated spokespersons will be the ultimate spokes people, having been briefed and supported by the Communications Department and EXCO.

When approached for comment, questions need to be requested in writing and, in turn, responses need to be sent out in writing. The mayor will be the official spokesperson for the municipality, followed by the municipal manager.

11. CORPORATE IDENTITY MANUAL

"The City of Heritage"

ULUNDI CORPORATE IDENTITY 2018

"The City of Heritage"

ULUNDI
MUNICIPALITY

INTRODUCTION

This First Edition of the Ulundi Municipality's Corporate Identity Manual is intended to provide guidelines in the application of the Ulundi Municipality's brand. Corporate branding defines the vision, mission and core values of the Municipality. More importantly it differentiates the organization and communicates a unique identity that is in line with our strategic focus areas.

The corporate identity of any organization is captured in its logo, typeface and positioning statement. The importance of the consistent use of these elements – on letterheads, advertisements, websites, publications, posters, memorabilia, power-point presentations and indeed all communication material signals a strong and clear identity. It defines a professional and cohesive identity. The Corporate ID Manual sets out the official application of the use of the elements and colours of the Municipality's Corporate Signature. This manual has been developed showcasing the already existing Municipalities logo. A guideline of colours have been introduced as grounding support to the logo to create a complete identity which can be used across the marketing spectrum.

This manual informs the Municipality of standards or benchmarks for multidimensional applications, specifications, and style of the Ulundi Municipality's Corporate Signature. The Communications Division, as the custodian of the Ulundi Municipality's brand, is available to consult to all members of the Municipality community and external stakeholders on the application of the logo. The Municipality will not support any deviation from the options stated in this manual.

HOW TO USE THE CORPORATE IDENTITY MANUAL

This Ulundi Municipality Corporate Identity Manual contains the rules and guidelines as they relate to the correct visual portrayal of the Ulundi Municipality's as a Brand.

There are guidelines for the official colours, fonts (typefaces), as well as other visual iconography, and how they may be merged into acceptable documents or communications.

Do not use this manual to replicate artwork as this may cause the colours and graphics to be distorted. Original artwork is available from the appointed Communications Agency (for PC and MAC). The logo may not be used if it does not conform to the guidelines and colours stated herein.

CORRECT LOGO USAGE

EXAMPLES

The logo must always keep the same proportions (WIDTH x HEIGHT).
The logo may not be stretched to fit any given layout.
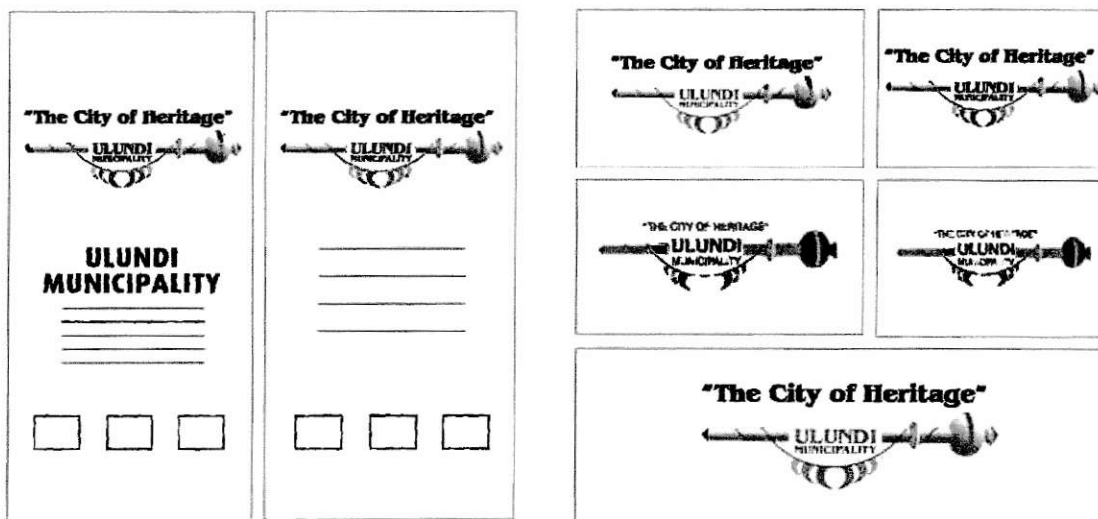
INCORRECT LOGO USAGE

EXAMPLES

The logo may not be redrawn. The logo must confirm to the original specifications and not be distorted in any way.
The logo may not be stretched either vertically or horizontally, or placed on a background where the logo will not stand out.

FONTS FOR ADVERTISING AND PROMOTIONAL MATERIAL

The standard Unlundi fonts are those used in the design of
corporate stationery, customised advertising and general
marketing material.

GENERAL HEADINGS AND TYPE USAGE

HEADINGS	Dax Medium or Regular
	horizontal scale 100%, left justified or centered
Line 1	Dax Regular, Title Case
Line 2	Dax Regular, Title Case
Line 3	Dax Light, Title Case

EXAMPLE

Heading   Ulundi
         Municipality
Line 1 — Operational Entity
Line 2 — Service Unit
Lines 3 — Department

REFERENCES

Avenir Next Medium was selected for the headers,
and Avenir Next Regular for the body copy.

EXAMPLE

OUR REF
Your Ref
Enquiries

STATIONARY E.G. LETTERHEADS, COMPLIMENT CARDS & FAX COVER PAGES

HEADINGS	Dax Medium or Regular
	horizontal scale 100%, left justified

BUSINESS CARDS

HEADINGS	Dax Medium or Regular, left justified

Operation...	Dax Regular, Title Case
Department...	Dax Light, Title Case
Address...	Dax Light, Title Case

EXAMPLE

Ulundi
Municipality

Operational Entity
Service Unit
Department Name
Detail of office or sub-unit

Address 1
Postal address, Postal address
Tel + (code) number
Fax + (code) number

LOGO COLOURS
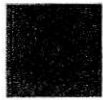
PANTONE Coated	PANTONE Uncoated	CMYK
PANTONE 5195C	PANTONE 208U	C = 49 M = 72 Y = 51 K = 29
PANTONE 448C	PANTONE 3995U	C = 62 M = 57 Y = 92 K = 63
PANTONE 4505C	PANTONE 105U	C = 48 M = 42 Y = 49 K = 17
PANTONE 119C	PANTONE 111U	C = 40 M = 38 Y = 97 K = 10
PANTONE 4525C	PANTONE 5515U	C = 26 M = 23 Y = 56 K = 0
PANTONE 4485C	PANTONE 4485U	C = 83 M = 6 Y = 97 K = 0
PANTONE Process Black C	PANTONE Process Black U	C = 100 M = 100 Y = 100 K = 100
PANTONE 555C	PANTONE 349U	C = 90 M = 40 Y = 78 K = 38
PANTONE 408C	PANTONE 7540U	C = 0 M = 0 Y = 0 K = 60
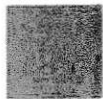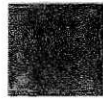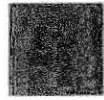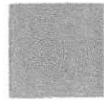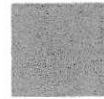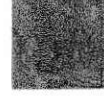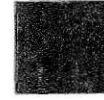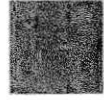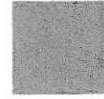
CORPORATE COLOURS

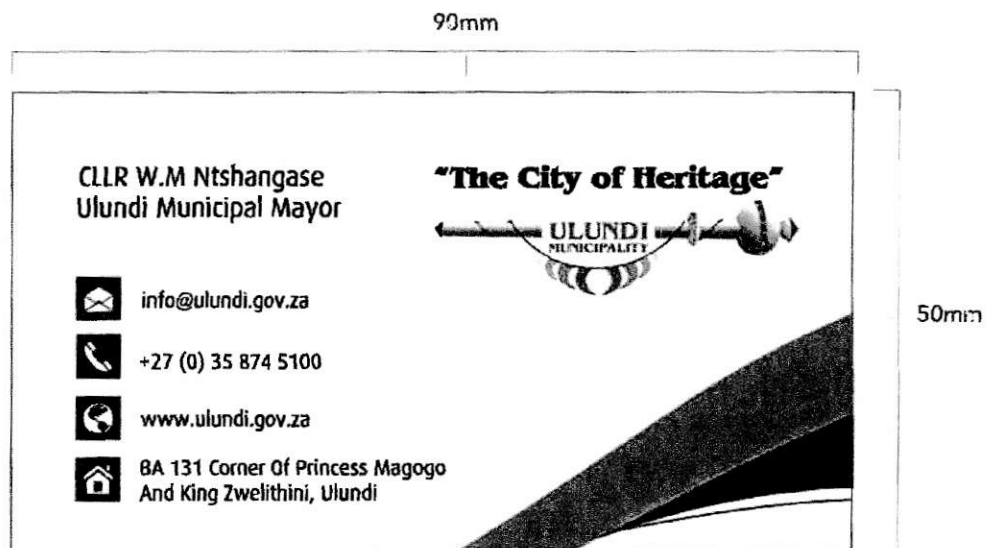| PANTONE Coated	PANTONE Uncoated	CMYK
PANTONE Process Yellow C	PANTONE Yellow U	C = 0 M = 12 Y = 100 K = 0
PANTONE 402C	PANTONE 7536U	C = 10 M = 100 Y = 100 K = 0
PANTONE Process Black C	PANTONE Process Black U	C = 0 M = 0 Y = 0 K = 100
PANTONE 335C	PANTONE 348U	C = 83 M = 6 Y = 97 K = 0
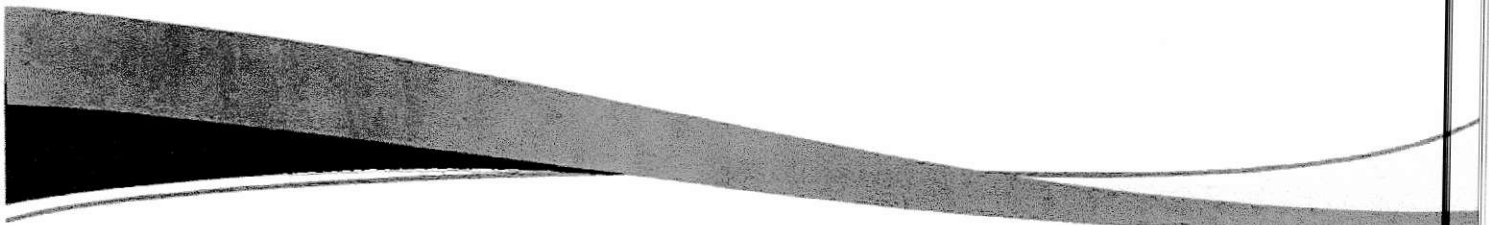
BUSINESS CARD OPTIONS

The Business Card is a straight forward and simple layout, yet detailed in information and incorporates Operational Entity, Service Unit, Dept. Name and details of office etc.
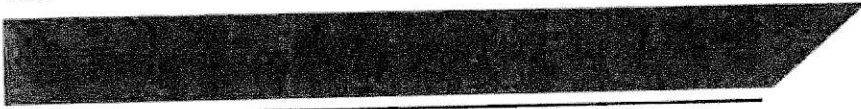
PRINT SPECIFICATIONS

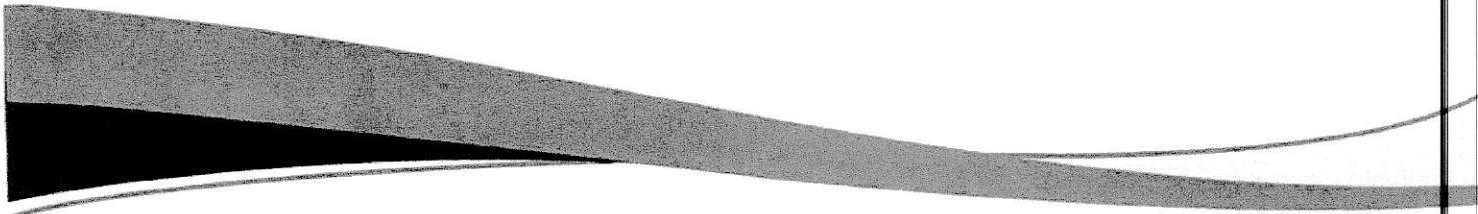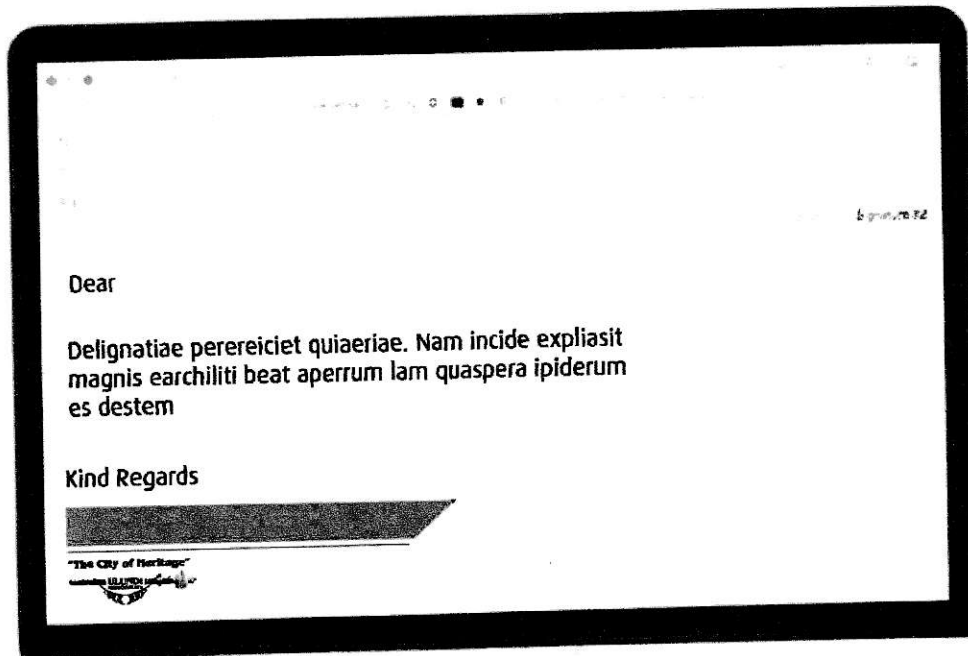|	
Paper	280 Gram, Haddonia Ivory, Smooth Ultra White
Print	Full Colour - 4 Process Colour CMYK
Trim Size	90mm x 50mm
Logo	Ulundi

90mm

CLLR W.M Ntshangase
Ulundi Municipal Mayor

"The City of Heritage"

ULUNDI
MUNICIPALITY

info@ulundi.gov.za

+27 (0) 35 874 5100

www.ulundi.gov.za

BA 131 Corner Of Princess Magogo
And King Zwelithini, Ulundi

50mm

EMAIL SIGNATURE

Name and Surname:
Department:
Tel:
Fax:

"The City of Heritage"

ULUNDI
MUNICIPALITY

Dear

Delignatiae perereiciet quiaeriae. Nam incide expliasit magnis earchiliti beat aperrum lam quaspera ipiderum es destem

Kind Regards

"The City of Heritage"
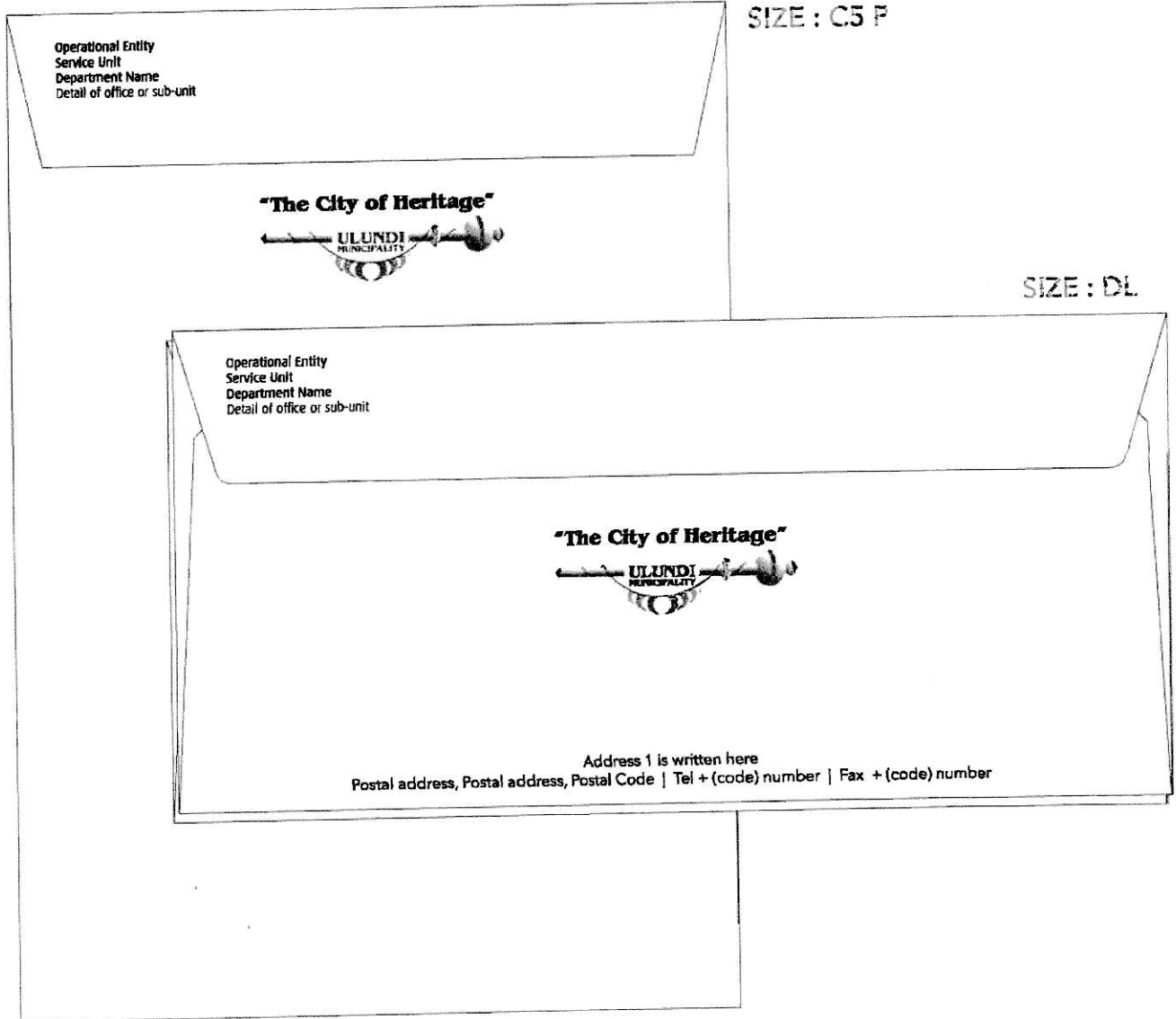ULUNDI

205mm

96mm

"The City of Heritage."

ULUNDI
MUNICIPALITY

Operational Entity
Service Unit
Department Name
Detail of office or sub-unit

Address 1 is written here | Postal address, Postal address, Postal Code
Tel + (code) number | Fax + (code) number

C5 P & DL ENVELOPE

SIZE : C5 P

Operational Entity
Service Unit
Department Name
Detail of office or sub-unit

"The City of Heritage"

ULUNDI
MUNICIPALITY

SIZE : DL

Operational Entity
Service Unit
Department Name
Detail of office or sub-unit

"The City of Heritage"

ULUNDI
MUNICIPALITY

Address 1 is written here
Postal address, Postal address, Postal Code | Tel + (code) number | Fax + (code) number

FAX SHEET

"THE CITY OF HERITAGE"
ULUNDI
MUNICIPALITY

FAX TRANSMISSION COVER PAGE

To ....From...
Your Ref.................................... Section Revenue Billing......................
Fax Number................................. ...Date..
Subject ....

MESSAGE:

If this message or copy you receive is incomplete or indistinct, please advise us immediately.

Address 1 is written here, Postal address, Postal address, Postal Code
Tel + (code) number | Fax + (code) number

A-FRAME BANNERS

The illustrations below are examples of Corporate Promotional Advertising items. They are designed in such a way as to retain the spirit of the corporate identity, while allowing design creativity.
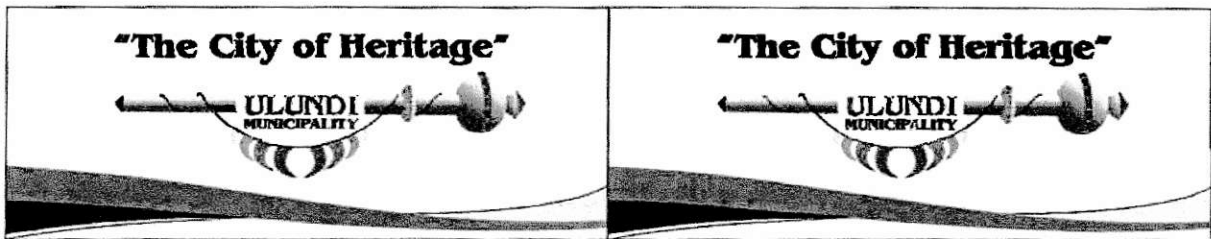
BANNER DETAILS

Logo   Ulundi Municipality

A-FRAME ROUNDED POP-UP   A-FRAME STRAIGHT
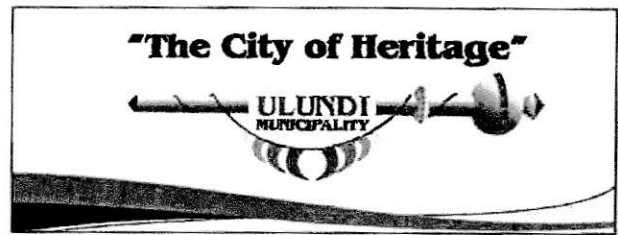
EXAMPLE: The A-Frame banners can be placed up against each other to create a logo continuation wall.
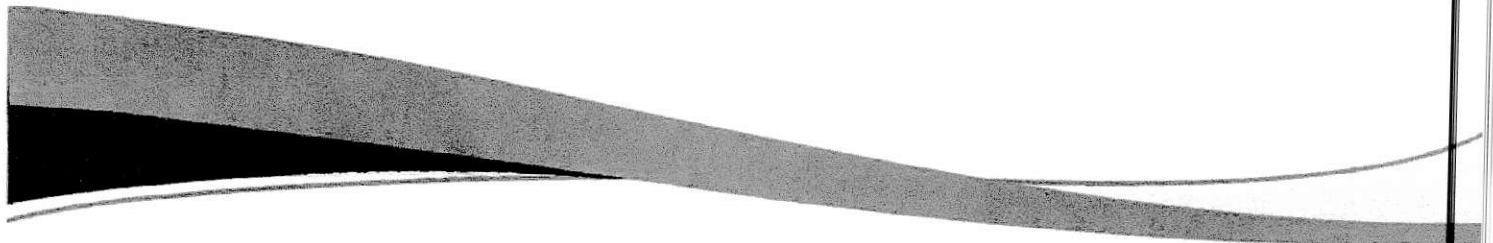
FLAG BANNERS

The illustrations below are examples of Corporate Promotional Advertising items. They are designed in such a way as to retain the spirit of the corporate identity, while allowing design creativity.
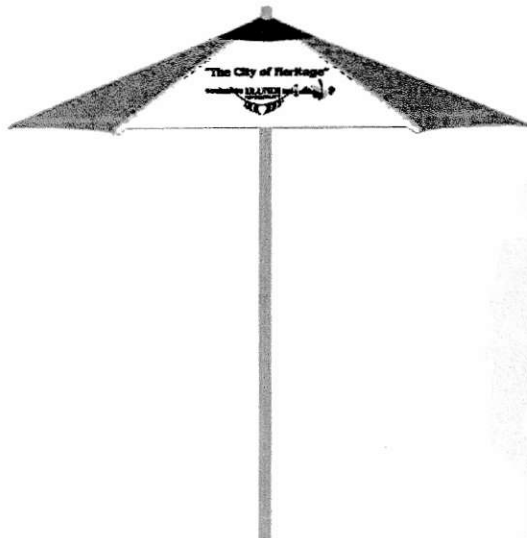
BANNER DETAILS
HEADINGS   Dax Bold
Logo   Ulundi Municipality

EXAMPLE DISPLAY

TELESCOPIC BANNER

OVAL BANNER

EXAMPLE DISPLAY
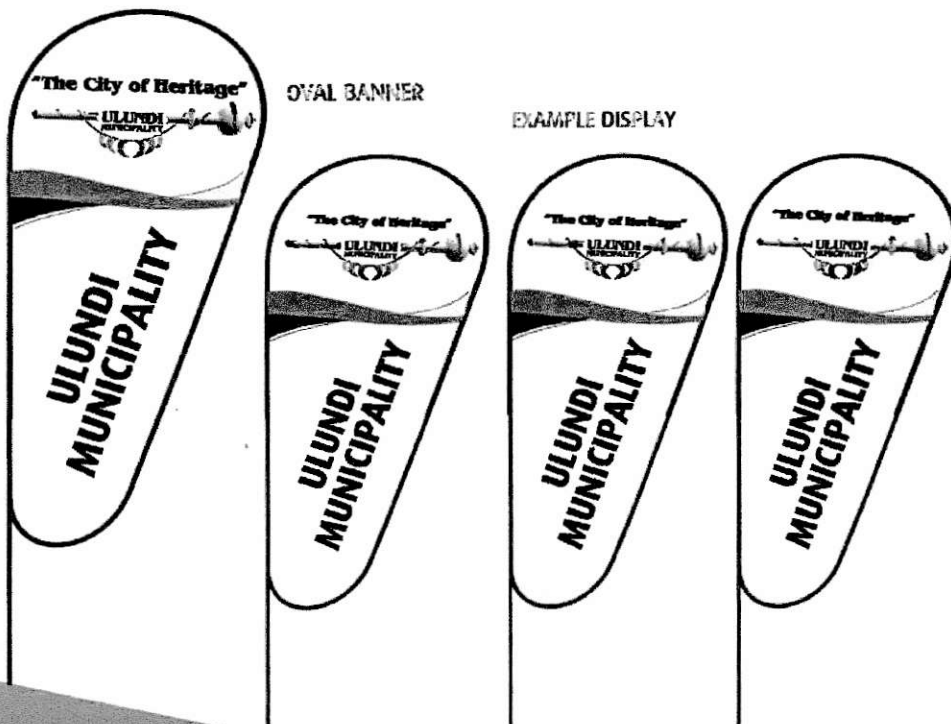
GAZIBO & PARASOL

The illustrations below are examples of Corporate Promotional Advertising items. They are designed in such a way as to retain the spirit of the corporate identity, while allowing design creativity.

DETAILS
HEADINGS   Dax Extra Bold
Logo   Ulundi Municipality

GAZIBO

PARASOL

BANNER WALL

The illustrations below are examples of Corporate Promotional Advertising items. They are designed in such a way as to retain the spirit of the corporate identity, while allowing design creativity.

DETAILS
HEADINGS   Dax Medium
Logo   Ulundi Municipality

LOGO WALL WITH TEXT

3000mm

2250mm

"THE CITY OF HERITAGE"

3000mm

LOGO WALL

2250mm
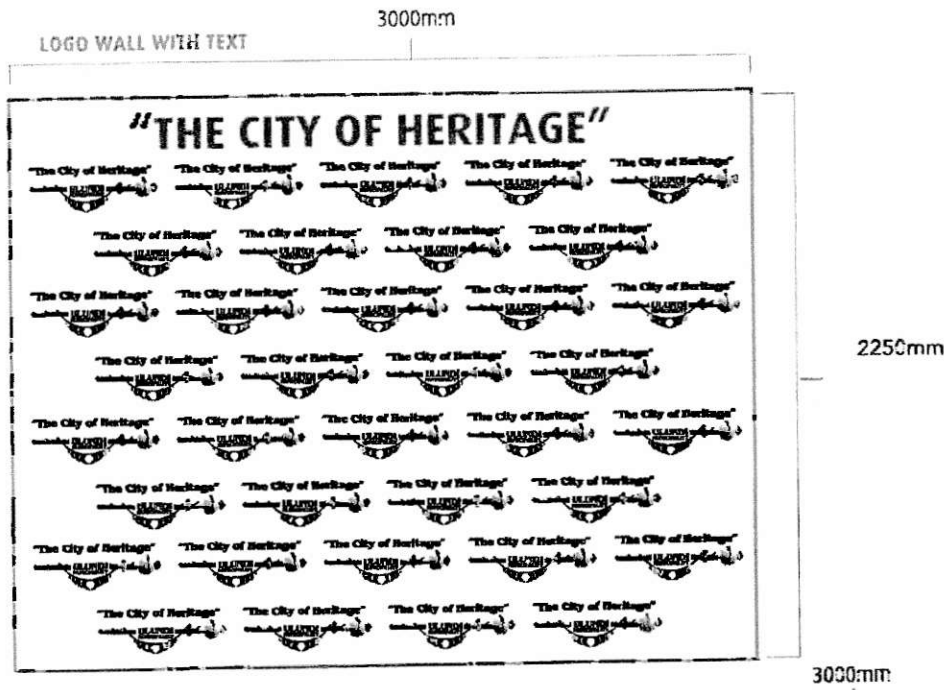
PROMOTIONAL CLOTHING

T-shirts and caps have the logo printed in full colour as per the master logo specifications. Only white t-shirts and caps should be used. See below for logo placement. Size of logo is 140mm wide. The logo should always be placed in the center chest area. Logo is to be embroidered on both t-shirts and caps. Cotton to be matched to pantone colours of master logo. Quality of Shirts is 180gms.

Caps - 6 Panel white with logo embroidered on front in full colour. Size of logo is 70mm Wide.
Sport drinking water bottles, of silver material with the logo printed in full colour.
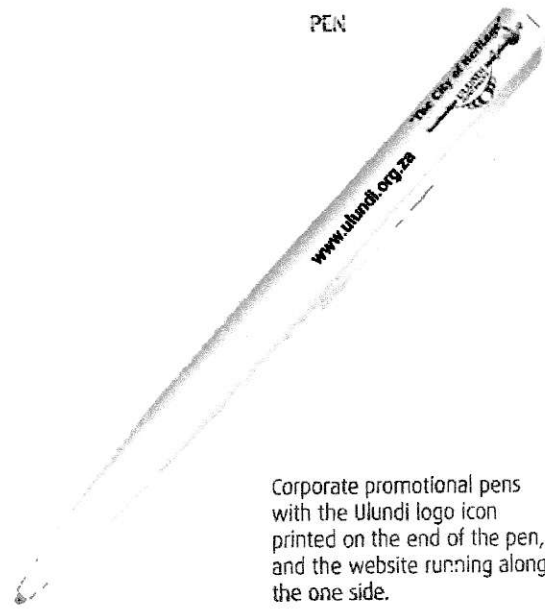
PROMOTIONAL ITEMS

USB

Corporate USB drives with the Ulundi logo icon printed
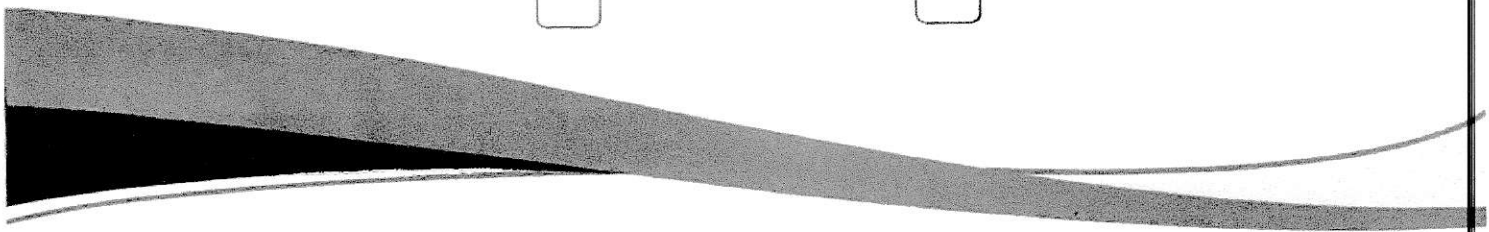the one side, and the website running along the other side.

PEN

Corporate promotional pens
with the Ulundi logo icon
printed on the end of the pen,
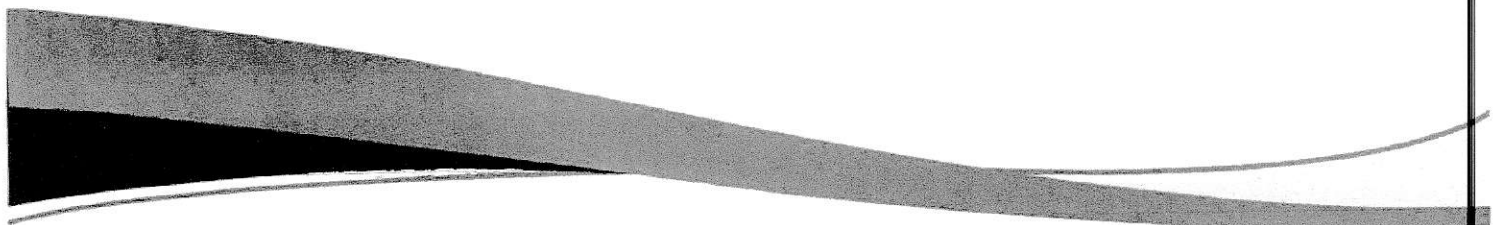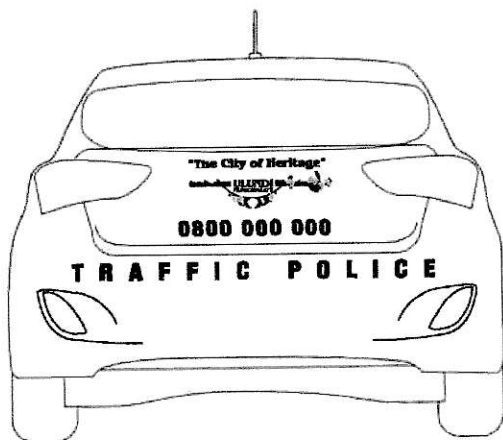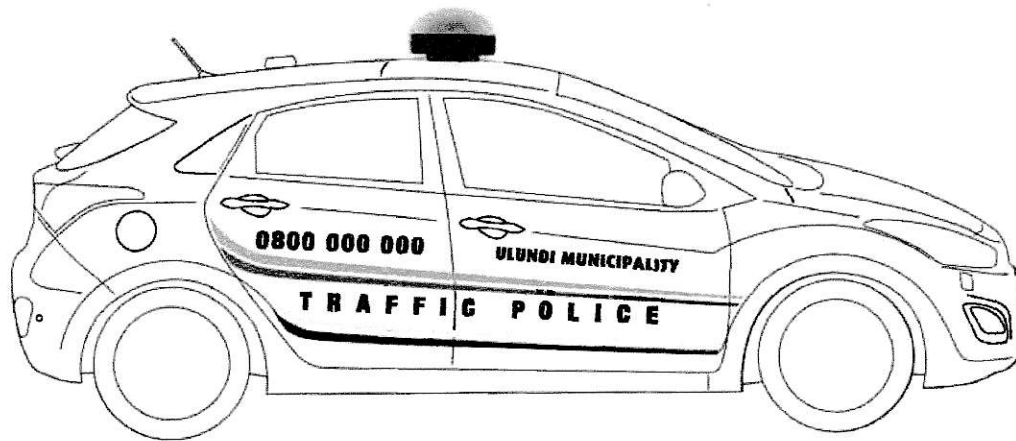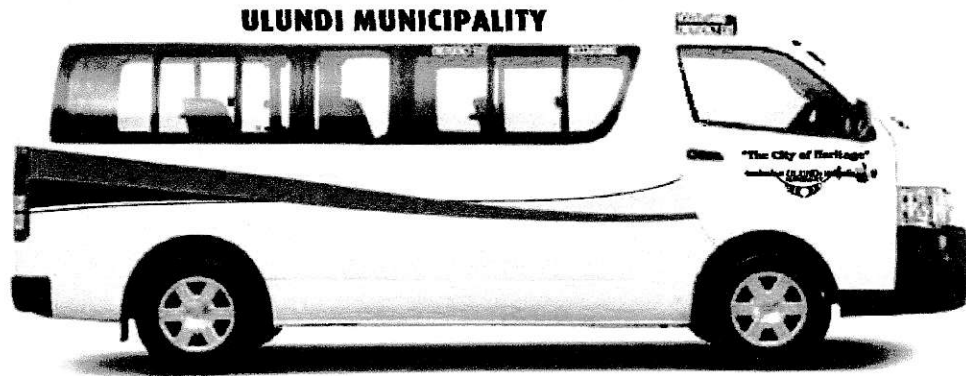and the website running along
the one side.

MUG

SUV / BAKKIE / PASSENGER VEHICLE

"The City of Heritage"
ULUNDI MUNICIPALITY
Department Name

"The City of Heritage"
ULUNDI MUNICIPALITY
Department Name

"The City of Heritage"
ULUNDI MUNICIPALITY

HOT HATCH EAMPLE

ULUNDI MUNICIPALITY 0800 000 000

T R A F F I C   P O L I C E

0800 000 000 ULUNDI MUNICIPALITY

T R A F F I C   P O L I C E

"The City of Heritage"

0800 000 000

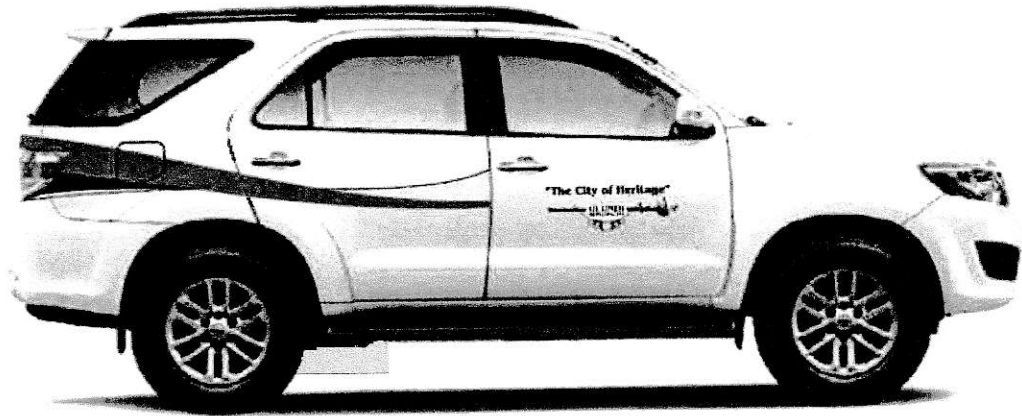**T R A F F I C   P O L I C E**

"The City of Heritage"

BUS/PASSENGER VEHICLE - QUANTUM

SUV (FORTUNA WHITE)

SUV (FORTUNA BLACK)