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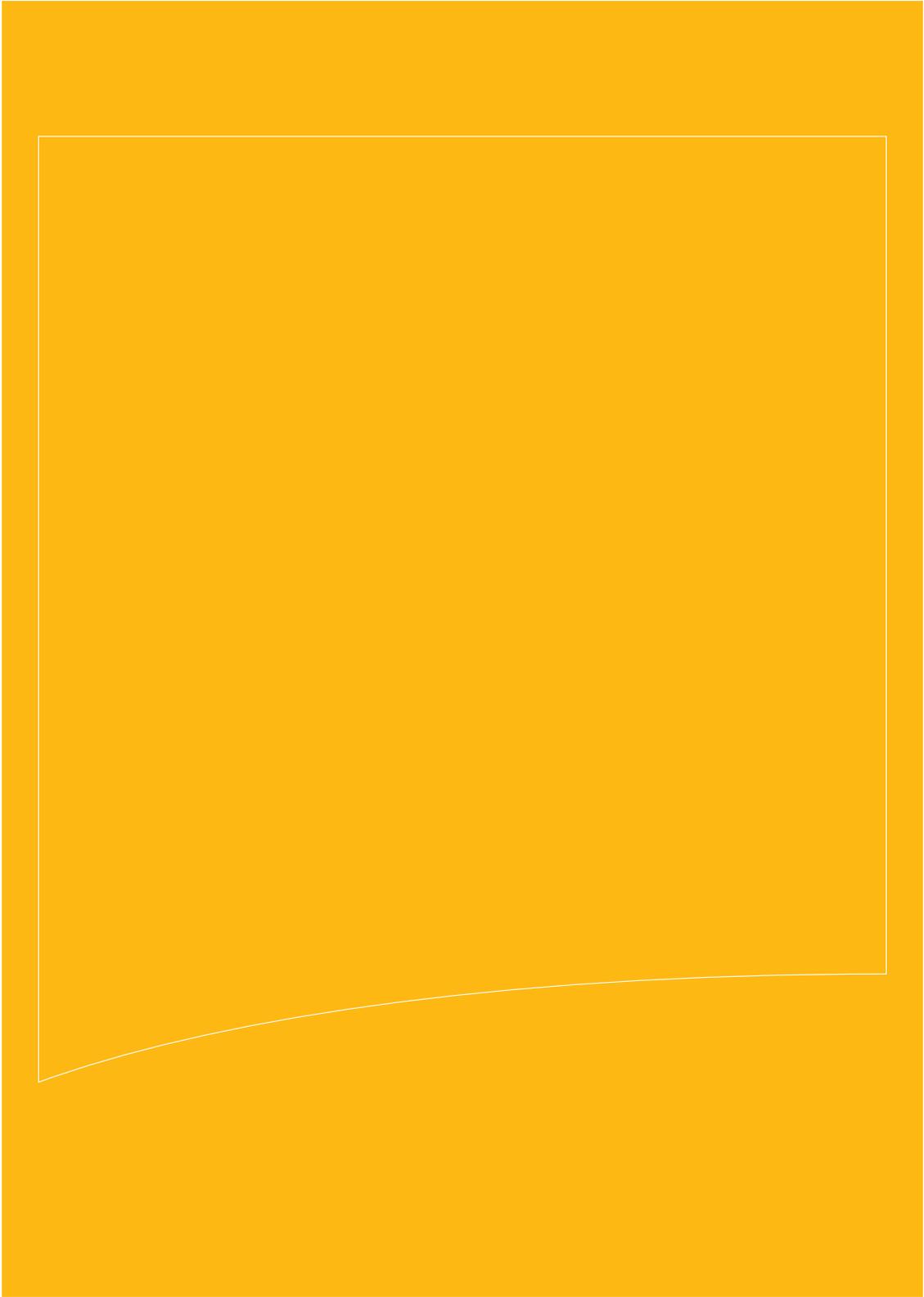
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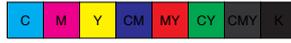


# City of Johannesburg Corporate Identity Usage Policy

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## Introduction

There have been a number of changes to the current City of Johannesburg identity and visual style. Furthermore, a brand architecture has also been developed which governs the usage of the identity and the relationship to other branded entities. This document describes the changes, the rationale behind the changes and the importance of adhering to the corporate identity guidelines.

The purpose of consistent usage of any brand element is critical to the success of any brand. The rules governing the use of an identity, of colours, of graphic devices and of any defined collateral element production – from stationery to brochures, banners, web sites and PowerPoint presentations – are there to ensure consistency, and not to stifle creativity.

The consistent and regulated use of the City of Johannesburg identity as well as the production of any branded collateral, will result in a strong and easily recognisable brand with great equity.

Each component of the brand has been carefully designed and considered to communicate a very specific and intended message. If the rules aren't adhered to, there is no consistency, no common message and ultimately, a very weak brand.

### A. City of Johannesburg corporate identity

Two significant changes have been made to the City of Johannesburg identity:

1. A holding shape has been placed around the identity.
2. The colour of the gold dot within the identity has been changed.

#### 1. Introduction of a holding shape

A holding shape is a graphic form that encapsulates an identity. Not all identities have holding shapes as part of their design, as their design objectives may not require it. For those identities that do have holding shapes, it forms part of the initial conceptual thinking and design solution.

## 02



For the City of Johannesburg, no holding shape was considered when the current identity was design developed. Since its introduction, there have been a number of practical problems that have arisen when using the identity. The problem which has necessitated the need for the development of a holding shape has been one of prominence.

As the City of Johannesburg's identity is primarily a typographic solution (where the identity is constructed primarily out of a typeface), and that it is placed on a white background has resulted in it dissolving into the background when applied to various collateral elements. This is further pronounced when it is placed in proximity to any other identity - which tends to overshadow the City of Johannesburg's identity.

The holding shape we have introduced starts out as a rectangular shape on its underside. The top of the holding shape is a curve that ascends from left to right. The creative reasoning behind the holding shape is as follows:

1. The "rising curve" represents the horizon. For all who live, work or aspire to do so in Johannesburg recognise that one of the city's greatest attributes is the potential and freedom to achieve one's dreams and ambitions. A horizon is an analogy for this hope and aspiration for the future. Furthermore, the horizon symbolises the warm sunset that blesses the city skyline.
2. A rectangular holding shape would have been too conservative for a city that pulses with energy and thrives on innovation and progress. A more complicated holding shape would have been counter to the honest and direct attitude of the city and its inhabitants.
3. The holding shape in its uniqueness, not only creates a more dominant space around the identity, but also serves to highlight the identity and give it more "visual-weight" when placed in the company of any other identity.
4. The holding shape becomes another unique property and component of the identity and is another way of building visual recognition.



The holding shape has been specifically designed to enhance, complement and balance the City of Johannesburg's identity. There is a very planned and purposeful proportion to the spacing around the holding shape and between the holding shape and the City of Johannesburg type identity.

Together, the holding shape and the type now form the new City of Johannesburg identity. In no way may the identity (which now includes the holding shape) be altered or distorted in any way. The identity will NEVER appear without the holding shape, and the holding shape background colour will ALWAYS be white. Where the holding shape appears on a white background, a black outline defines the holding shape. Only in exceptional circumstances will the holding shape and logo be reversed out in white with the background black.

No element of the City of Johannesburg identity may be used separately in any circumstance.

Rules and specifications regarding the correct use and application of the identity and holding shape have been developed and are included in the City of Johannesburg's corporate identity manual. It is imperative that this document is consulted and adhered to for identity usage.

## 2. Colour change

The reasoning behind the colour change of the City of Johannesburg's "dot" is both functional and emotional.

On the functional side, the previous colour was difficult to reproduce primarily because it was a metallic colour and could not be well translated when the metallic ink could not be applied. Furthermore, it added an unnecessary cost when printing.

On the emotional side, the gold colour did not have the warmth and energy that should represent the city. We have changed the metallic gold to a warmer, more "yellow" gold. This makes it easier to reproduce when printing, and also provides an element of warmth to the identity.



There are specific colour values that must be adhered to when reproducing the identity or any collateral element. The colour breakdown includes: spot colour reference, CMYK breakdown (for lithographic printing) and RGB breakdown (for electronic usage).

Once again, these changes are included in the corporate identity manual.

## **B. Brand Architecture**

Until now, there has not been a defined relationship guiding the way other identities are placed in relation to the City of Johannesburg identity. This has also resulted in tremendous inconsistencies, including:

1. Unplanned sizing relationship between the City of Johannesburg identity and any other identity it appears with.
2. Unplanned placement, both proximal and positioning, of the identity in relation to any other identity.

Once again, this does not assist the City of Johannesburg's brand image in developing and strengthening itself.

Ultimately, the City of Johannesburg brand and identity is what we refer to as the master identity. All communication whether co-branded or not, aims to build and strengthen the City of Johannesburg's position and brand.

A brand architecture which clearly defines the relationship – proximal, sizing and placement – of the City of Johannesburg's identity relative to any other identity or even descriptor, has now been developed. Given the vast number of identities that can co-brand with the City's identity, and the different business relationships, the brand architecture has been kept very simple and easy to implement. Also taken into account is that as few disruptions as possible to any existing collateral should occur.



### Conclusion

The adherence to all the above changes and to the rules governing the City's corporate identity will result in a more professional, planned and consistent brand. It also makes your life easier by offering pre-determined solutions.

The City of Johannesburg's brand is a powerful one which we all own and are responsible for maintaining. It is our responsibility to treat it with the respect and responsibility it deserves.



## Usage Policy

The City of Johannesburg has a number of visual properties which are unique and definitive of the City and the brand. Each visual component has been purposely designed to communicate a specific message and to build a distinctive brand image of the City of Johannesburg. In order for the brand to achieve its desired positioning and build its value, the visual properties need to be used in accordance with the defined guidelines and instructions. Through this correct, consistent and frequent usage of these visual properties will the City of Johannesburg brand strengthen and become the dominant destination brand to live, work and invest in, in South Africa.

A Corporate Identity Manual (CIM) has been created for all the City of Johannesburg visual properties, and provides clear and instructive guidelines for their usage – internally or externally. The Marketing Department is the custodian of the City of Johannesburg brand and the holders of the CIM. The entire manual or sections thereof are available on request.

### 1. Definitions

The following definitions shall apply to this document:

- 1.1. **Corporate Identity (CI):** All visual elements unique to the City of Johannesburg, including: logo, colour palette, graphic devices, photographic style and grid structure. All these elements are described and detailed in the CIM.
- 1.2. **Logo:** This is the specific font and Hillbrow tower graphic icon that creates the 'Joburg' logo. A holding shape (the graphic form encapsulating the logo) has also been introduced to create a more dominant space around the logo and to highlight the logo to provide "visual-weight" when placed in the company of any other logo.
- 1.3. **Colour palette:** A unique set of primary and secondary colours.



- 1.4. **Graphic devices:** Shapes and icons that either through their design or specific usage are unique in their association with the City of Johannesburg logo.
- 1.5. **Photographic style:** Guidelines that indicate what type of imagery should appear in photography, the manner in which the photograph should be shot and the style of photography.
- 1.6. **Grid structure:** The layout of any designed element that indicates its layout structure and specific rules regarding the placement of any CI element.
- 1.7. **Typefaces:** The font/s specifically selected for the City of Johannesburg, with specific usage criteria.
- 1.8. **Brand architecture:** The brand architecture clearly defines the relationship (proximal, sizing and placement) of the City of Johannesburg's identity relative to any other identity.
- 1.9. **Third party:** Any person, entity, business, organisation or association that is not under the control of, owned by, or does not report to the City of Johannesburg Municipality.

## 2. Policy

### 2.1. CI usage

- 2.1.1. **Logo:** the City of Johannesburg logo is the single most important visual representation of the Joburg brand. In no way may the identity be altered or distorted. The identity will never appear without its new holding shape, and the holding shape background colour will always be white. Where the holding shape appears on a white background, a black outline defines the holding shape. Rules and specifications regarding the correct use and application of the identity and holding shape have been developed and are included in the City of Johannesburg's CIM. It is imperative that this document is consulted and adhered to for identity usage. Only in exceptional circumstances will the holding shape and logo be



reversed out in white, with the background black. No element of the logo may be used separately.

2.1.2. **Colour palette:** These colours are a vital component in communicating the brand and a primary and secondary palette for use in all applications has been established. The colour specifications for use in various media have been defined and are outlined in the CIM. No variation or addition to these colours will be considered.

2.1.3. **Graphic devices, photographic style, grid structure and typefaces:** The correct usage and application of these visual elements have been detailed in the CIM and no deviations or alterations thereto will be considered.

## 2.2. Corporate Identity Manual (CIM)

2.2.1. **CIM Custodians:** The Marketing Department is the custodian of the CIM. Copies of the entire document or sections thereof are available upon request from the Marketing Department. Should further clarification on correct usage of the City of Johannesburg CI be required, the Marketing Department is the only authority authorised to provide such clarification. Changes to the CIM may only be authorised and approved by the Marketing Department.

2.2.2. **CIM element guideline coverage:** The following elements have specified usage guidelines:

- a. CI elements
- b. Stationery
- c. Printed literature
- d. Signage
- e. Vehicles
- f. Electronic applications
- g. Advertising
- h. Exhibition elements
- i. Merchandise



### 2.3. CI Usage

- 2.3.1. **Approvals:** Any City of Johannesburg CI element may only be used and applied as specifically detailed in the CIM. Use of any CI element will require approval from the Marketing Department or assigned custodian (hereafter referred to as “The Custodians”) within any other council unit prior to publication, production and/or distribution. Such approval will be provided in writing by the Marketing Department or council unit custodian. Should the assigned custodians within the council units approve any element that does not comply with CI guidelines, the Marketing Department reserves the right to revoke such approval authority and retain sole custodianship.
- 2.3.2. **Artwork and logo requests:** Should any electronic artwork or should the logo be required in any format, this can only be obtained from the Marketing Department. High-resolution file formats of the City of Johannesburg identity are available from the Marketing Department upon written request, which must detail specific usage and application. The Marketing Department will determine the best format and artwork for the intended use. No CI element may be scanned, downloaded, altered or deviated from in any way unless approved, in writing, by the Marketing Department.
- 2.3.3. **Alterations, deviations and new requests:** From time to time there may be formats or usage of the CI that has not been taken into consideration and, as a result, no guidelines or artwork developed. Should such alterations, deviations, or new requests be required, these can only be channelled through the Marketing Department who will ensure that the CI usage is consistent and fulfills the overall intention and objectives of the City of Johannesburg brand.
- 2.3.4. **Third party usage:** Under no circumstances may any third party be allowed to utilise any CI element aside from the logo. Where the City of Johannesburg logo is to be used by any third party, all rules and guidelines as detailed in the CIM must be adhered to. No third party may use the logo unless consented to and approved



by the Marketing Department, and no element containing the Joburg identity may be produced or distributed unless approved by the Marketing Department.

#### 2.4. Brand Architecture

2.4.1. **Master Brand:** The City of Johannesburg is considered the Master Brand. The Master Brand supports and endorses other brands or sub-brands, occupies the dominant position and is the brand which all other brands serve.

2.4.2. **Joburg logo usage:** The Joburg logo will be utilised in one of two capacities:

- a. As the primary brand – where the Joburg logo is the only logo that appears on the element that is being produced or distributed.
- b. To co-brand or endorse – where the Joburg logo appears with one or more other logos.

2.4.2a. **Primary brand usage:** The correct usage of the Joburg logo is specified in the CIM. No deviations or alterations to this usage are permitted. Approval of the Joburg logo usage must be acquired from The Custodians prior to production and distribution of any element.

2.4.2b. **Co-branded and endorsed usage:** The relationship between the Joburg logo and any other logo/s it appears with is specifically and clearly defined in the CIM. The rules governing the proximity, size proportions and placement of the Joburg logo relative to any other logo/s have been formulated to be easily understood and implemented. No deviations or alterations of this usage are permitted. The association of the Joburg logo with any other logo can only be evaluated and approved by the The Custodians. The Custodians reserve the right to refuse or revoke such usage and association.

2.4.3. **Sub-brands and descriptors:** A sub-brand is defined as a brand which falls under the direct control and responsibility of the City of Johannesburg, and is not a separate entity or business.



An example of this would be the Joburg Open golf tournament. A descriptor is any word that is used to describe a department, service, division or product of the City of Johannesburg. Specific rules for the development of sub-brands and the placement of descriptors in relation to the Joburg logo have been developed and are documented in the CIM. Should any further sub-brands or descriptors need to be developed and applied, this can only be actioned through the Marketing Department, who will select, engage and manage the appropriate service provider for the development of such sub-brand logo or descriptor.

### 3. Usage Monitoring and Management

- 3.1. **Usage monitoring:** Any element containing any City of Johannesburg CI element that is to be produced or distributed will be subject to the approval of The Custodians.
- 3.2. **Usage management:** Correct usage and application procedure for any City of Johannesburg CI element is now included as part of the relevant individual's Scorecard. Incorrect usage, and not obtaining approvals for usage of the CI will be considered lack of performance for this measurement area.

Copying this policy or transferring it into another format will result in the document being an uncontrolled copy which might not be current.