

SOUTH AFRICAN LOCAL
GOVERNMENT ASSOCIATION

SALGA

Inspiring service delivery

www.salga.org.za

**CORPORATE
IDENTITY AND
BRANDING
GUIDELINES**

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STRATEGY

SALGA Marketing

DESIGN

Graphic Design Unit

LEGAL

SALGA Legal Unit

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Glossary

Acronym	A word formed from the initial letters of other words.
Brand	A brand is a mixture of tangible and intangible attributes that identify and differentiate a product, service, person or organization. It embodies the promise an organization makes to its stakeholders.
Brand architecture	Brand architecture is the organizing structure of the relationship of brands in a portfolio in relation to each other.
Corporate identity	The way by which the organization presents itself to its stakeholders and differentiates itself from other entities.
Brand management	The management of the intangible and tangible aspects of a brand.
Branding signatures	The composition and placement of the brand's logo and symbols on various elements of communication.
Branding	Branding is the blending of tangible and intangible attributes to identify and differentiate a product, service, person or organization.
Column width	The unit of measurement by which space is sold in print media.
Corporate Identity Manual	Comprehensive guidelines and instructions on the correct use of the graphic elements which make up the corporate identity.
Copyright	The exclusive legal right to produce, publish and sell a literary, musical or artistic work for a specified number of years.
Co-branding	The use of two or more brand names in a communication usually to signify a partnership, joint venture or an endorsement of an initiative.
Clear space	The area around the symbol within which no other visual elements can encroach.
CMYK	Cyan, magenta, yellow and black ink used in four-colour process printing to achieve full-colour images or graphics.
Control grid	The definition of the space and sizing rules between the various elements of the identity such as name, logo/symbol and descriptors.
Embossing	Creating a raised surface on paper by using metal dye.
Functional naming	Naming of an entity by using descriptive words that define the specific function of the entity.
Foiling	Application of a thin film of colour or metallic ink to a surface.
Kerning	The space between the individual characters in a line of set type.
Leading	The measurement of space between the lines of type.
Media applications	Specifications for application of the SALGA logo in various media platforms.
Monolithic brand	A singular overarching identity that spans or identifies the various offerings of products and services in a portfolio.

Merchandise	Goods, products, stock or commodities.
Naming structure	Guidelines specifying the display and placement of the brand name or sub-brand name in relation to the mother brand and/or logo/symbol.
Point	Unit of measurement of the size of typography.
Pantone	International standard for colour specification and referencing.
RGB	The values of the colours red, green and blue used to make colours seen on screen, e.g. web, television, etc.
Scaling	Altering the horizontal or vertical measurement of any visual element.
Sub-brand	A product or service within a portfolio of brands with a distinct identity from the mother brand.
Stock	Specification of paper in terms of its weight in grammage (gsm) and type (bond or laid).
Symbol	Visual representation of the SALGA logo.
Trade mark	The name, symbol, figure, letter, work or mark attached to goods used by a particular firm or individual, and legally reserved for the exclusive use of the owner of the mark as maker or seller.
Typography	The style of characters in type.
UV-varnish	Creating a transparent glossy surface in a selected area.
X-height	The height of a type character.
Y-width	The unit of measurement to determine clear space around an object.

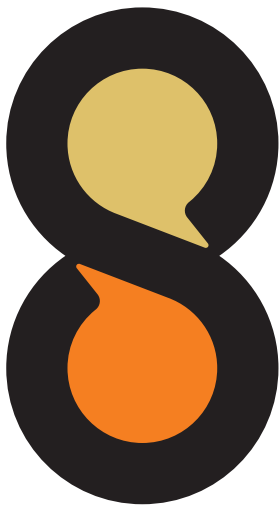


1.1 INTRODUCTION

As the only constitutionally mandated association of municipalities in South Africa, the SALGA brand is a proud and responsive catalyst for positive change. Our brand represents a people-centred approach to local government. We support, advise and where necessary, represent our members, enabling their service delivery with innovative and solutions-orientated actions. Our identity is a power symbol of enablement through positive and constructive engagement.

1.2 PRIMARY LOGO

The SALGA primary logo was designed with the intent of significantly improving the sense of inter-connectedness: with each other, with our members, with other spheres of government, with international think tanks, the private sector and other successful local government associations. Most importantly, it will create a greater sense of affinity with the people and communities that our clients serve. The primary logo is uniquely distinctive, while still remaining practical and simple in its design, it will be identified as the mark of a quality brand.



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1.3 ELEMENTS OF THE PRIMARY LOGO

There are four elements that make up the structure of the primary logo.

- A** The logo symbol is a crucial part of the SALGA corporate identity. the design itself embodies the core values of the brand.
- B** The logotype is a derivative of the font FOCO Corp. The typeface has been adapted in a manner that allows for balance and clarity in its design. This adaption adds to the creative element of the logo symbol, they co-exist perfectly.
- C** The logo descriptor is exactly that, it gives a clear description of what the logotype stands for, there is no misinterpretation. The logo descriptor is set in a version of Musea Slab. By using this, a lighter font, it creates a sense of balance.
- D** The tagline is a brand asset that can be used to drive the core philosophy of a brand and more importantly, its purpose. Here again we make use of an italised version of the font Foco Corp and it's weight and size offers stability to an already powerful logo.

The tagline tells the world why we exist.



1.4 PRIMARY LOGO - SIZING GRID

The primary logo will be applied on various applications and it's important that it be applied correctly. There are numerous elements that make up the logo and the relationship between each of these elements should be checked in order to ensure that the SALGA logo has been applied correctly. The exact proportion of the primary logo is 45 high by 100 across. This logo proportion must be applied at all times irrespective of the size and application, as the size and placement of every individual element of the logo is dependant on this ratio.



1.5 PRIMARY LOGO - CONTROL GRID / FREE SPACE AREA

When applying the SALGA logo it's important to ensure that the logo stands proud and that the space around the logo remains free from other text and graphics. The minimum clear space area around the primary logo is equal to the width of the logo symbol. The minimum free space area around the logo ensures prominence, integrity and professionalism.



1.5.1 BLACK AND WHITE LOGO



1.5.2 OUTLINE



1.5.3 SINGLE COLOUR APPLICATIONS



1.6 SECONDARY LOGO

The secondary logo is constructed in exactly the same way as the primary logo, but excludes the logo descriptor and tagline. The secondary logo must be applied whenever the SALGA logo needs to be applied to a surface or material that makes the logo descriptor and tagline are illegible. The secondary logo must also be used where the application of the primary logo would mean that the logo descriptor and tagline would be placed at a size that is too small to be comfortably read.



1.7 SECONDARY LOGO - CONTROL GRID / FREE SPACE AREA

As with the primary logo, the secondary logo has a free space area equal to the width of the logo symbol. Again, it is important to ensure that the logo stands proud and that the space around the logo remains free from other text and graphics.



1.5.1 BLACK AND WHITE LOGO



1.5.2 OUTLINE



1.5.3 SINGLE COLOUR APPLICATIONS



1.8 LOGO MINIMUM SIZES

In order to maintain the integrity of the logo, a minimum size has been established to which the logo must be applied.

- A** The primary logo may not be applied in print at a size smaller than 25mm wide.
- B** The primary logo may not be applied on screen at a size smaller than 100px wide.
- C** The secondary logo may not be applied in print at a size smaller than 15mm wide.
- D** The secondary logo may not be applied on screen at a size smaller than 60px wide.



Primary logo



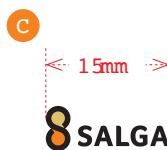
Minimum print size



Minimum size for web



Secondary logo



Minimum print sizeM



inimum size for web

1.9 LOGO SYMBOL

This unique mark is the visual reference by which we will become known and if presented consistently, will ensure that we are always recognised.

The logo symbol by it's design embodies the core values of the SALGA brand.

- A** The infinity sign or the 'S' characteristic of the logo symbol signifies the ongoing and progressive change of SALGA as it continues on the journey of constant improvement.

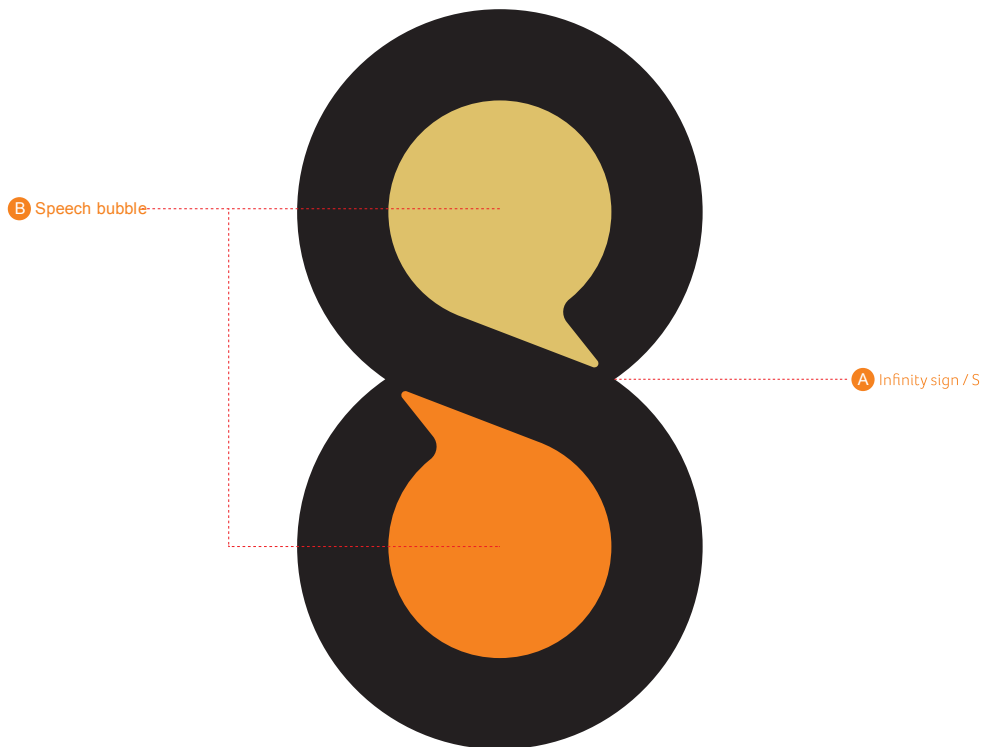
This element of the logo symbolises:

- Limitless
- Boundless
- Potential
- Possibility
- Harmony
- Balance
- Unity

- B** The speech bubbles of the logo symbol carry the message of the brand, they say

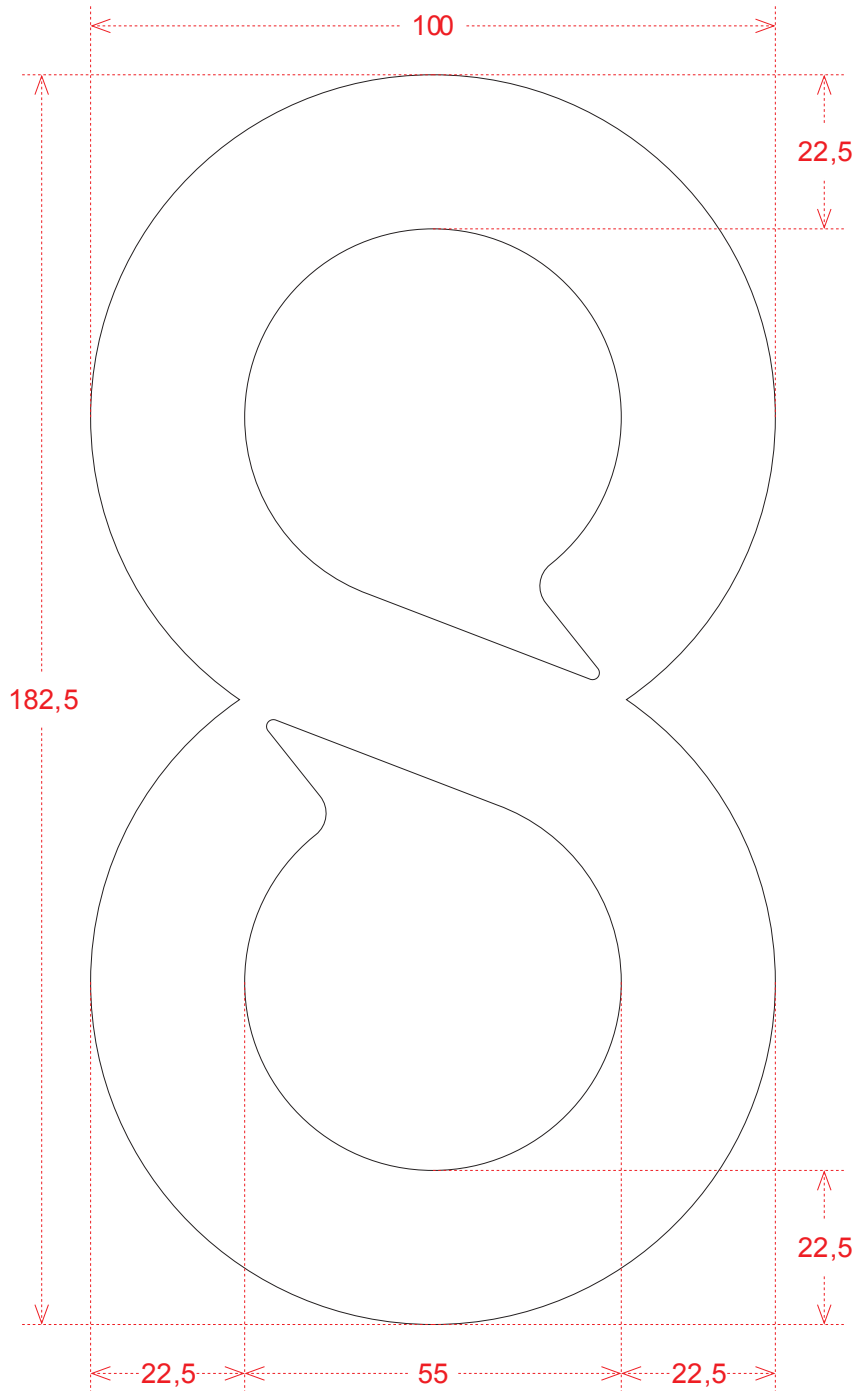
- We are informed
- We are consultative
- We listen
- We advocate
- We influence
- We represent

Wherever it is applied and whatever it is applied to, will be recognised as SALGA.



1.10 LOGO SYMBOL - SIZING GRID

The logo symbol will accompany every application of the SALGA logo and it is important that it be applied correctly. The exact proportion of the logo symbol are 182,5 high by 100 across. This proportion must be applied at all times irrespective of the size and application, as the size and placement of every individual element of the logo symbol is dependant on this ratio.



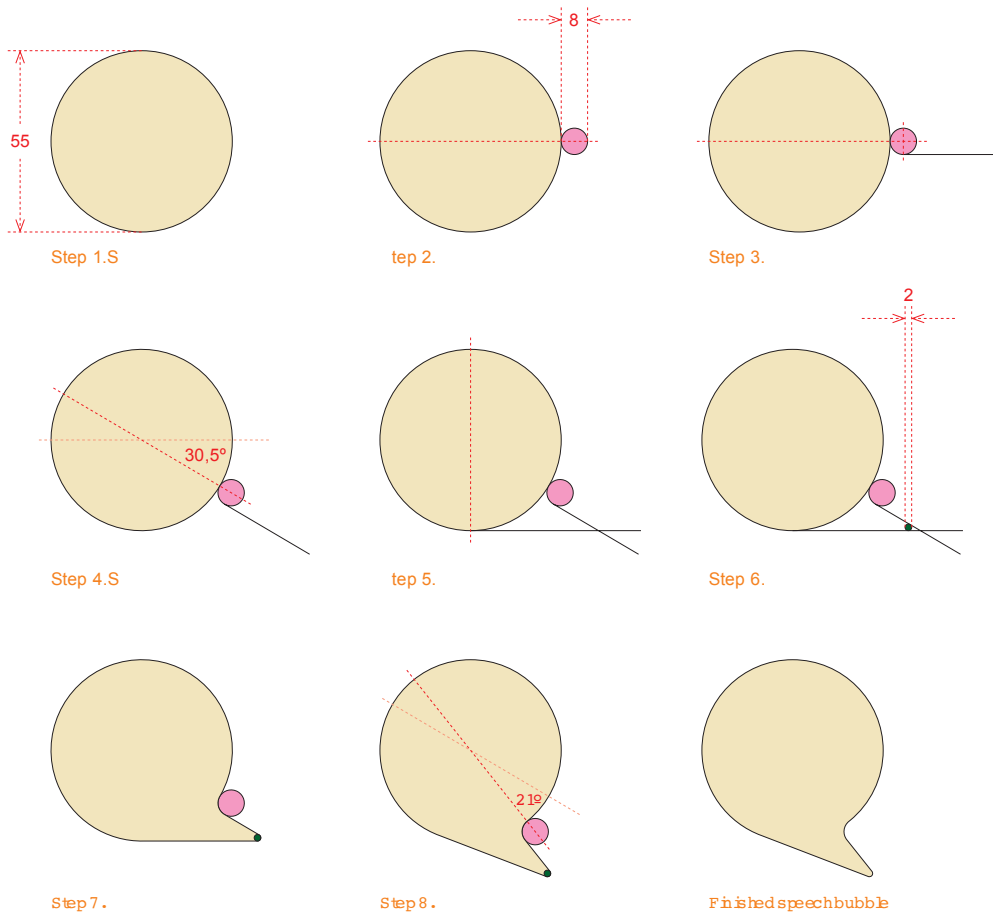
1.11 SPEECH BUBBLE - CONSTRUCTION

The SALGA speech bubble is used in many different applications and it is important to ensure that each application uses the exact same speech bubble irrespective of its size and/or whether being used in the logo symbol or as a design element.

Master artwork will be supplied but, should you need to reproduce it, here is a brief description on how to recreate the speech bubble:

- Step 1.** Create a circle measuring 55 in diameter
- Step 2.** Place a second circle measuring 8 centred on the right edge of the large circle.
- Step 3.** Extend a line from the bottom centre of the smaller circle to right as illustrated.
- Step 4.** Rotate everything clockwise by $30,5^\circ$.
- Step 5.** Extend a line from the bottom centre of the larger circle to right as illustrated.
- Step 6.** Place another circle measuring 2 inside the intersection of the two lines so that the circles position is determined by the point of contact on these two lines (as illustrated).
- Step 7.** Create a new outline by using the original circle and the marked out shape created by the two lines and two smaller circles.
- Step 8.** Finally rotate everything clockwise again by an additional 21° .

NOTE: Speech bubbles may be flipped horizontally and/or vertically, but may not be rotated.

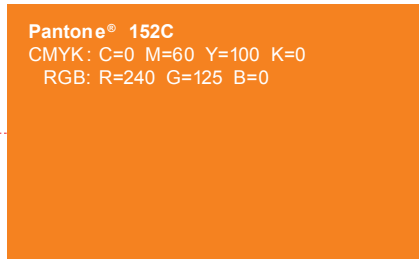


1.12 COLOURS PALLETTE

The SALGA colour palette consists of three primary colours namely; orange, gold and black, all of which have been taken from our national Coat of Arms. In various print applications SALGA will make use of the secondary colour grey. In the case of high quality print production the grey can be replaced with Pantone® Silver.



Republic of South Africa's national Coat of Arms



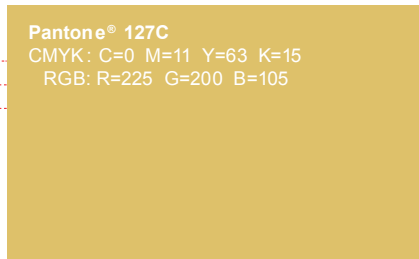
Pantone® 152C
CMYK: C=0 M=60 Y=100 K=0
RGB: R=240 G=125 B=0

Primary colour - Orange



Pantone® Cool Grey 1C
CMYK: C=0 M=0 Y=0 K=20
RGB: R=218 G=218 B=218

Secondary colour - Grey



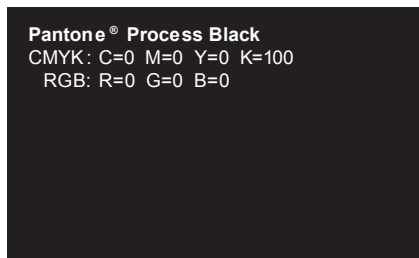
Pantone® 127C
CMYK: C=0 M=11 Y=63 K=15
RGB: R=225 G=200 B=105

Primary colour - Gold



Pantone® Silver C

Secondary colour - Silver



Pantone® Process Black
CMYK: C=0 M=0 Y=0 K=100
RGB: R=0 G=0 B=0

Primary colour - Black

1.13 COLOUR APPLICATION

Wherever possible the SALGA logo should be applied to a solid white background. Although this is the preference, the logo may be applied in all the ways that have been illustrated here.



Full colour logo applied to a white background



Full colour logo applied to an orange background



Full colour logo applied to a gold background



Full colour logo applied to a grey background



Black logo applied to a white background



Black logo applied to an orange background



Black logo applied to a gold background



Black logo applied to a grey background



White logo reversed out of a black background



Gold logo reversed out of a black background

1.14 LOGO DON'TS

The following examples illustrate different examples of what not to do. Care should be taken to ensure that the logo, and the rules surrounding the construction and placement of the logo, are applied at all times.



The descriptor may not appear without the tagline



The tagline may not appear without the descriptor



The logo may not be used without the logo symbol



The colours of the logo symbol can not be replaced



The logo may not appear with a regional office name



The tagline may not be replaced with other copy



The logo symbol may never be placed on its side



The colours of the logo type can not be replaced



Do not add a line weight to the copy of the logo

1.15 THE TYPEFACES

SALGA makes use of three typefaces namely, Foco Corp, Museo Slab and Helvetica. Three versions of Foco Corp will be used in SALGA communication. Every headline will be set in this font. We will use six different versions of the Museo Slab typeface and two versions of Helvetica.

These fonts has specifically been chosen for the complimentary way that it contrast with the headline font Foco Corp. By using the standard and italic variations of Museo Slab and Helvetica in different weights and point sizes you will be able to create visually stimulating communication. These fonts will be used predominantly for print applications, for example, advertisements, brochureware and posters.

FOCO CORP

FOCO CORP - Light

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

FOCO CORP - Bold

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

FOCO CORP - Bold

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

ARIAL FAMILY

Arial - Regular

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial - Italic

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial - Bold

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial - Bold Italic

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial Black - Regular

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial Narrow- Regular

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial Narrow- Italic

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial Narrow- Bold

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Arial Narrow- Bold Italic

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

MUSEO SLAB

Museo Slab 100

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Museo Slab 300

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Museo Slab 500

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Museo Slab 700

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Museo Slab 900

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

Museo Slab 1000

ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@
ABCDEFGHIJKLMNopqrstuvwxyz1234567890/?';&@

1.16 PHOTOGRAPHIC STYLE

A picture is worth a thousand words and all photography needs to portray local government as the hero, images should be action orientated (working).

Photography is a powerful branding tool, it has the power to captivate, raise awareness, spark a thought and ultimately, if our content is effective enough, trigger a response. In order to capture genuine emotion, images must look captured, they must look real (not staged, posed or fictional).

Images of people must feel optimistic, aspirational and purposeful. Their depiction may not be dark, sombre and depressing. Our images must be natural, dynamic and “in the moment”. Avoid images that look like stock shots and steer clear of visual clichés. Images need to carry a positive energy.





**SECTION
TWO**

**MEDIA
APPLICATIONS**

2.1 PRINT

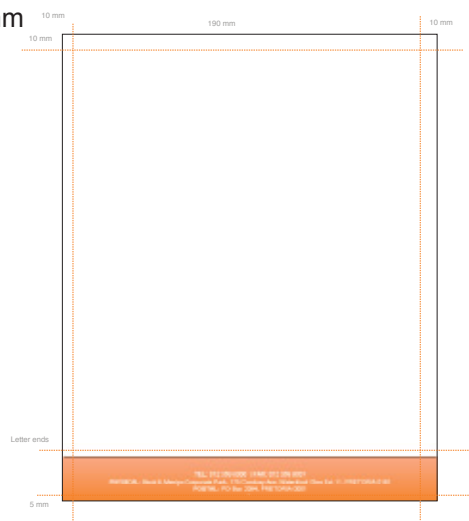
2.1.1 STATIONERY - LETTERHEAD

Stationery plays an essential role in our communication. These specifications will ensure consistency of application of the SALGA logo on letterheads. SIZE: 210 mm x 297 mm



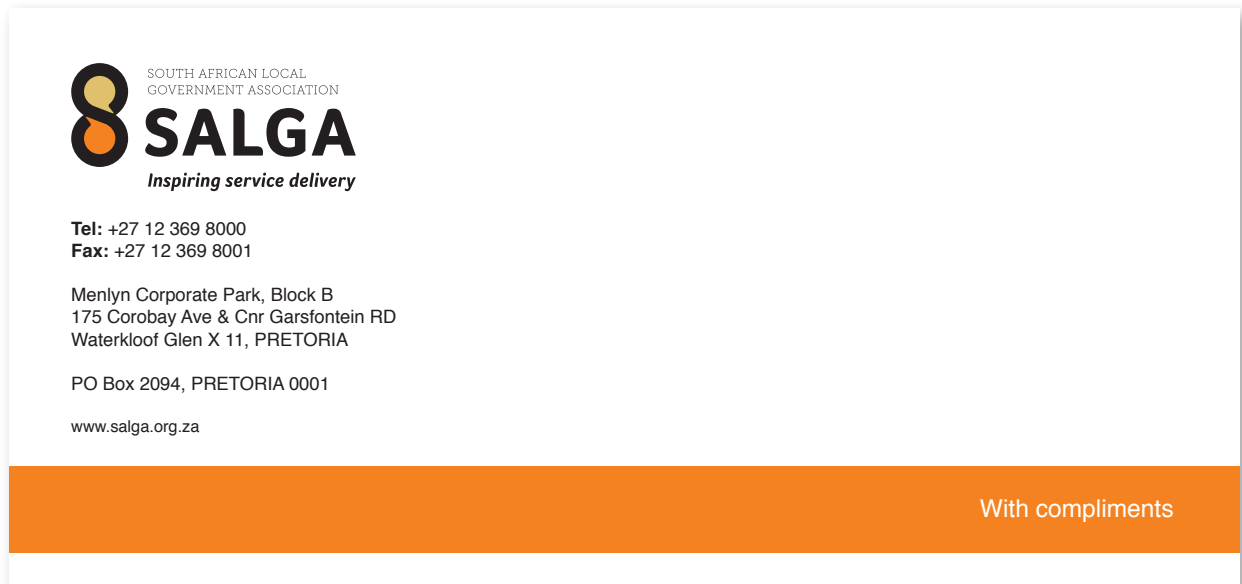
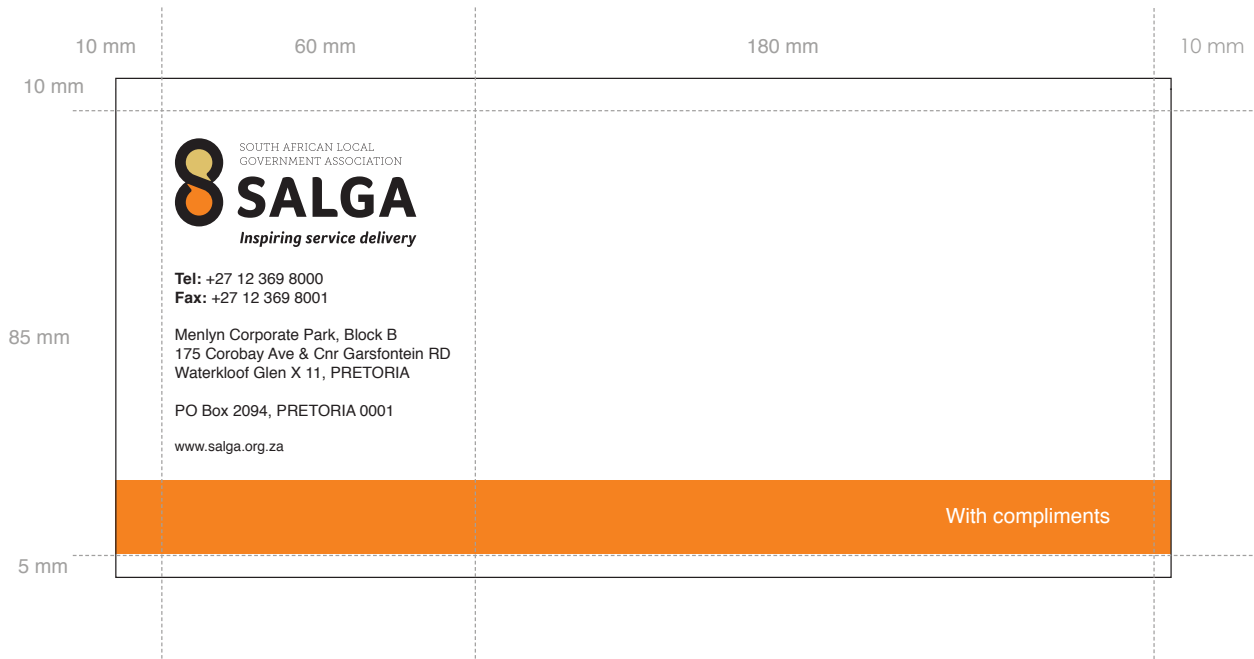
2.1.1.1 STATIONERY - LETTERHEAD CONTINUATION SHEET

SIZE: 210 mm x 29.7 mm



2.1.2 STATIONERY - COMPLIMENT SLIP

SIZE: 210 mm x 100 mm (5 mm BLEED)



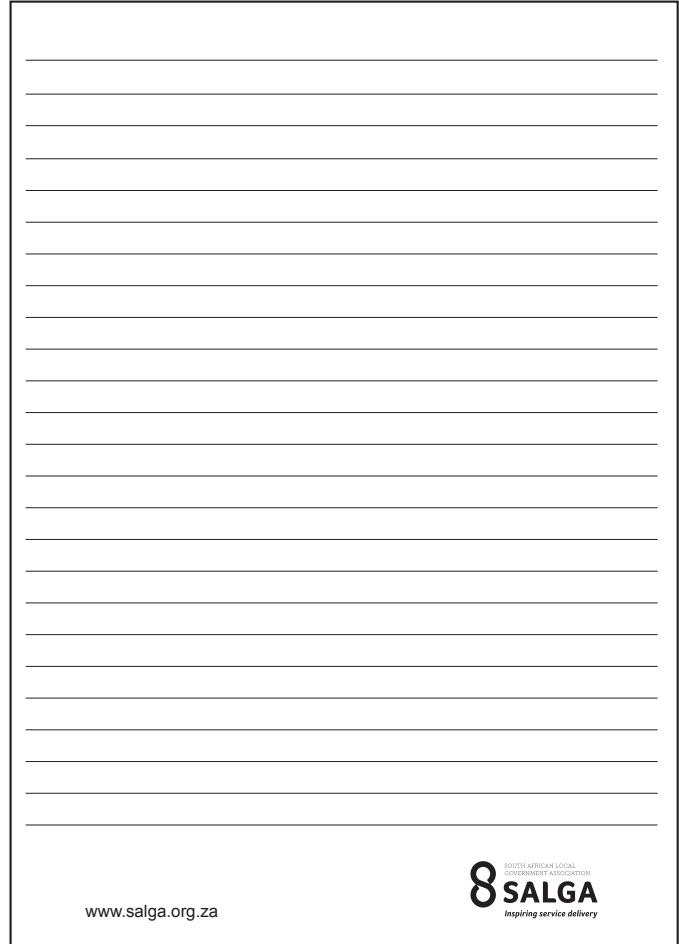
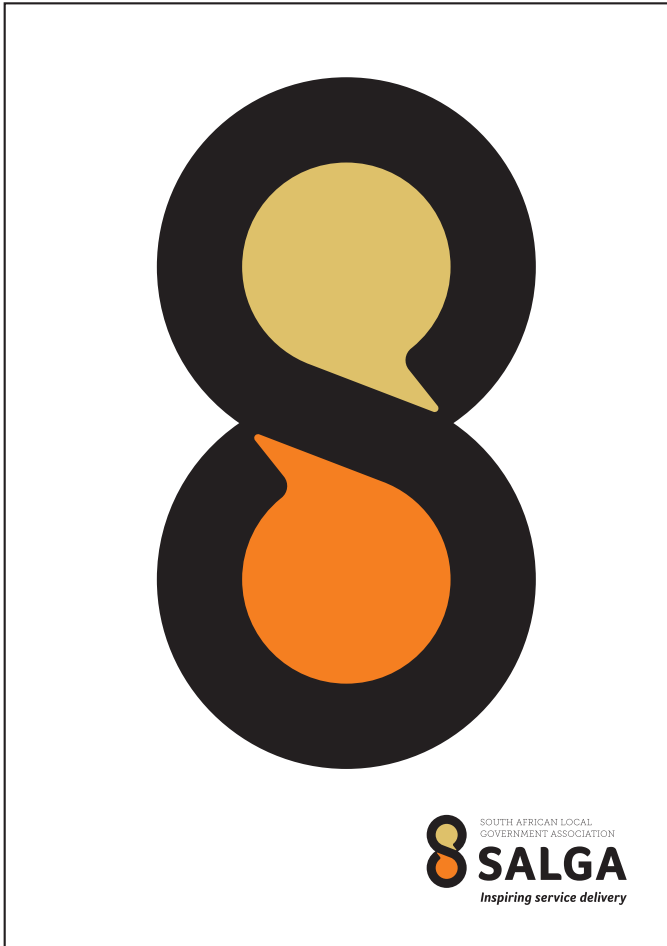
2.1.3 STATIONERY - FOLDER

SIZE: 436 mm x 408 mm



2.1.4 NOTE PAD

SIZE: 436 mm x 408 mm



2.1.5 STATIONERY - BUSINESS CARDS

These specifications will ensure consistency of application on the business cards. SIZE: 90 mm x 50 mm (5 mm BLEED)



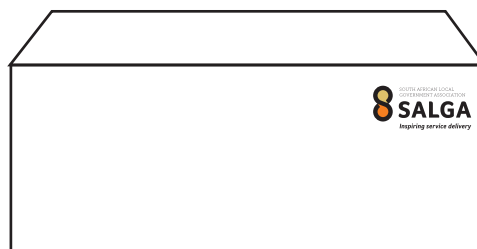
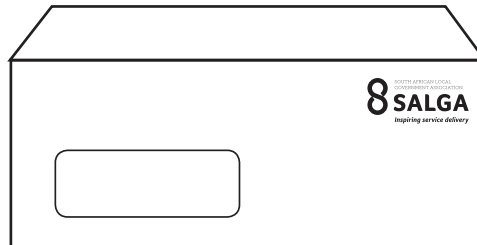
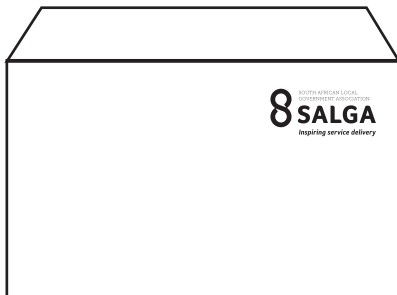
2.1.6 ENVELOPS

SIZES (C4: 324 mm x 229 mm)

(C5: 162 mm x 229 mm)

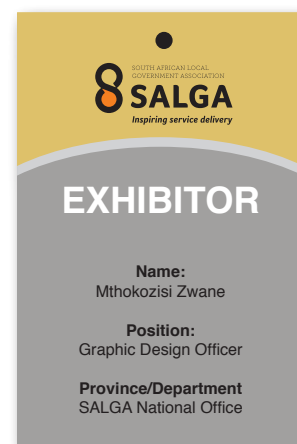
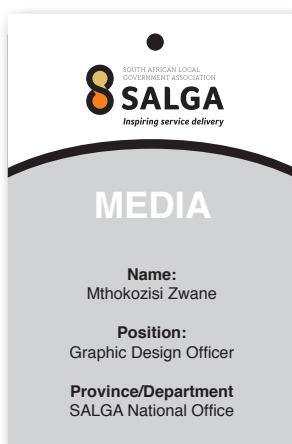
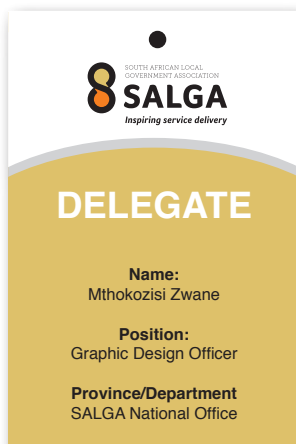
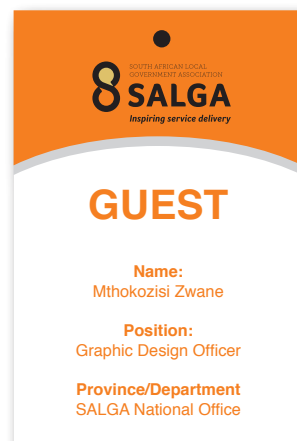
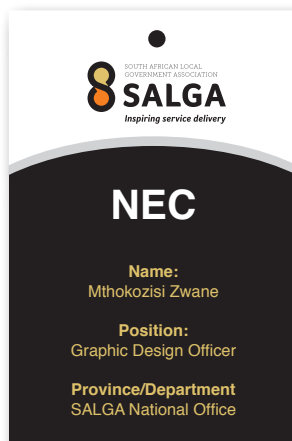
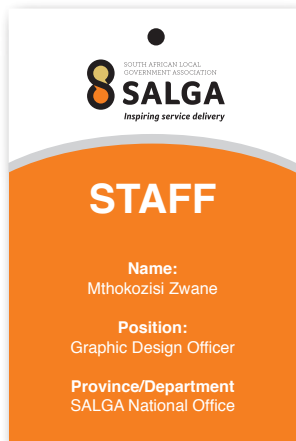
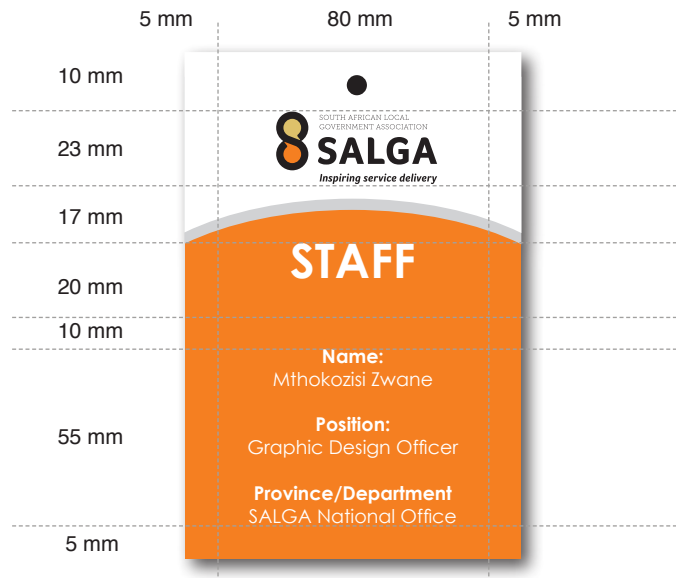
(C6: 144 mm x 162 mm)

(DL: 110 mm x 220 mm)



2.1.7 NAME TAGS

SIZE: 90 mm x 140 mm (5 mm BLEED)



2.1.8 FAX COVER SHEET

SIZE: 210 mm x 297 mm

10 mm	190 mm	10 mm
10 mm	SOUTH AFRICAN LOCAL GOVERNMENT ASSOCIATION	
30 mm	8 SALGA	
10 mm	<i>Inspiring service delivery</i>	
30 mm	Tel: +27 12 369 8000 Fax: +27 12 369 8001 www.salga.org.za Menlyn Corporate Park, Block B, 175 Corobay Ave & Cnr Garfontein RD, Waterkloof Glen X 11, PRETORIA PO Box 2094, PRETORIA 0001	
196 mm	FAX COVER SHEET	
	OFFICE NO:	<input type="text"/>
	TO:	<input type="text"/>
	ORGANISATION:	<input type="text"/>
	FAX:	<input type="text"/>
	TEL:	<input type="text"/>
	FROM:	<input type="text"/>
	TEL:	DATE: <input type="text"/>
	FAX:	<input type="text"/>
	NO. OF PAGES:	<input type="text"/>
	SUBJECT:	<input type="text"/>
	MESSAGE:	<input type="text"/>
		<input type="text"/>
		<input type="text"/>
		<input type="text"/>
10 mm	www.salga.org.za	10 mm

2.1.9 STATIONERY - INTERNAL MEMO & FORMS

- A** Internal Memo:
SIZE: 210 mm x 297 mm
- B** Petty Cash:
SIZE: 210 mm x 297 mm
- C** Supplier/Vendor Form:
SIZE: 210 mm x 297 mm
- D** Grievance Form:
SIZE: 210 mm x 297 mm
- E** Busary Form:
SIZE: 210 mm x 297 mm
- F** Pre Approval Form:
SIZE: 210 mm x 297 mm
- G** Transport Requisition Form:
SIZE: 210 mm x 297 mm
- H** Stationary Form:
SIZE: 210 mm x 297 mm
- I** Front & Back Cover for Committee:
SIZE: 210 mm x 297 mm
- J** Circular:
SIZE: 210 mm x 297 mm

A

TO: _____
FROM: _____
TO: _____
DATE: _____
Subject: _____

CIRCULAR ET / 2016

TEL: 012 309 8000 | FAX: 012 309 8001
WWW.SALGA.ORG.ZA | SALGA@SALGA.ORG.ZA

J

TO: _____
FROM: _____
TO: _____
DATE: _____
Subject: _____

**INTERNAL MEMORANDUM
OFFICE OF THE CHIEF EXECUTIVE OFFICER**



2.1.10 NEWSLETTERS

2.1.10.1 FRONT & BACK COVER

Internal & External Provincial Newsletter: SIZE: 210 mm x 297 mm



2.1.10.2 FRONT & BACK COVER

Insight Internal Newsletter: SIZE: 210 mm x 297 mm

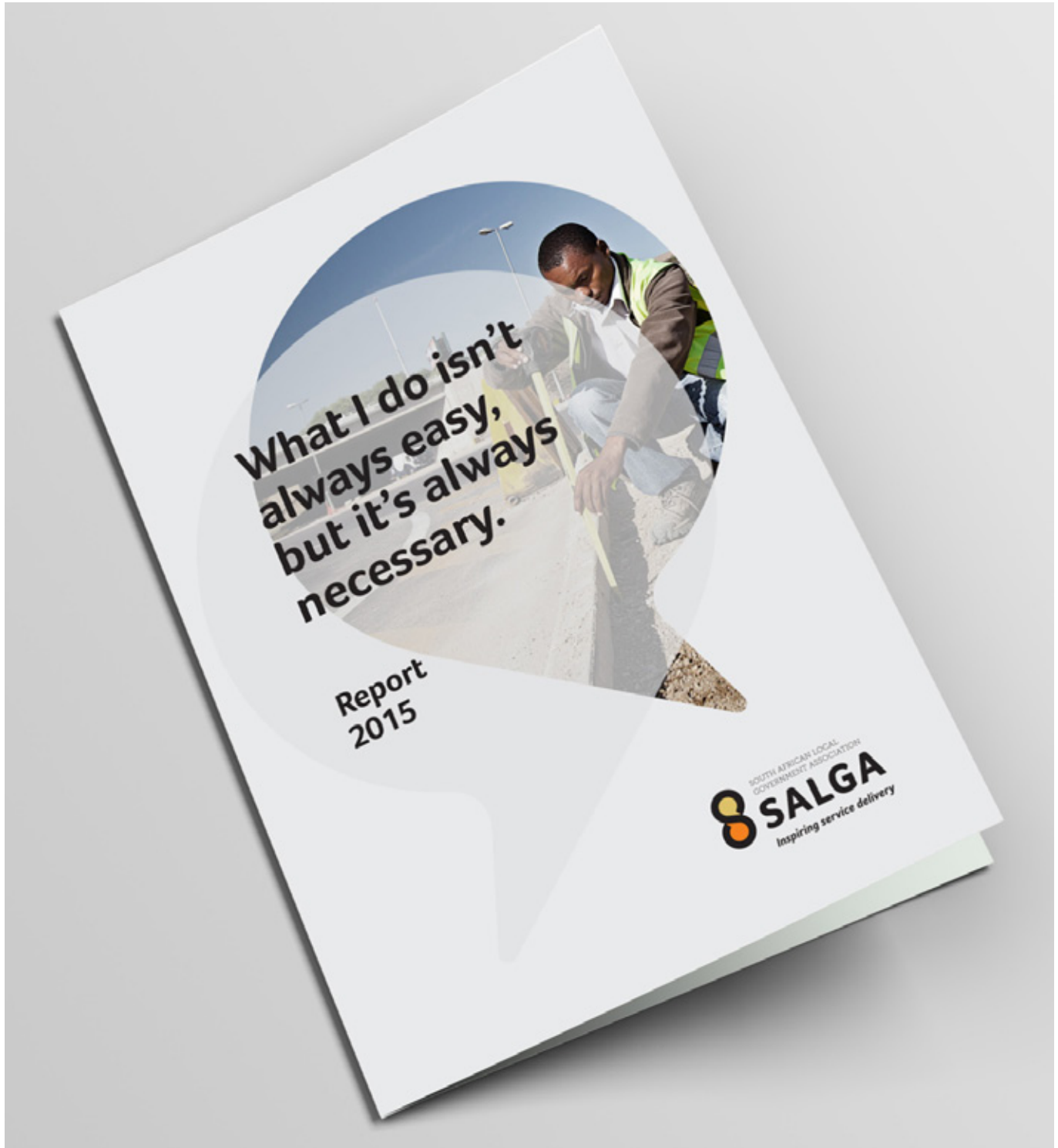


2.1.11 POSTERS



2.1.12 BROCHURE/ ANNUAL REPORT GUIDLINES

Brochure, Annual Report, Reports, Magazine & Document guidelines.

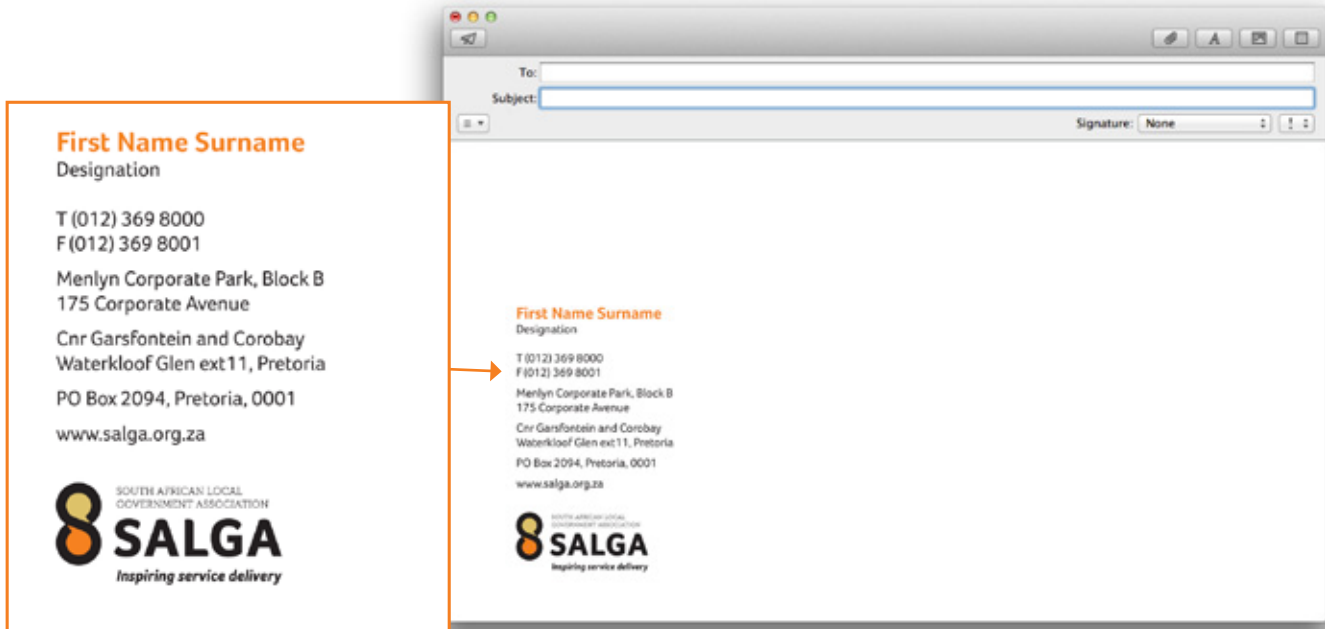


2.1.13 OUTDOOR ADVERTISING

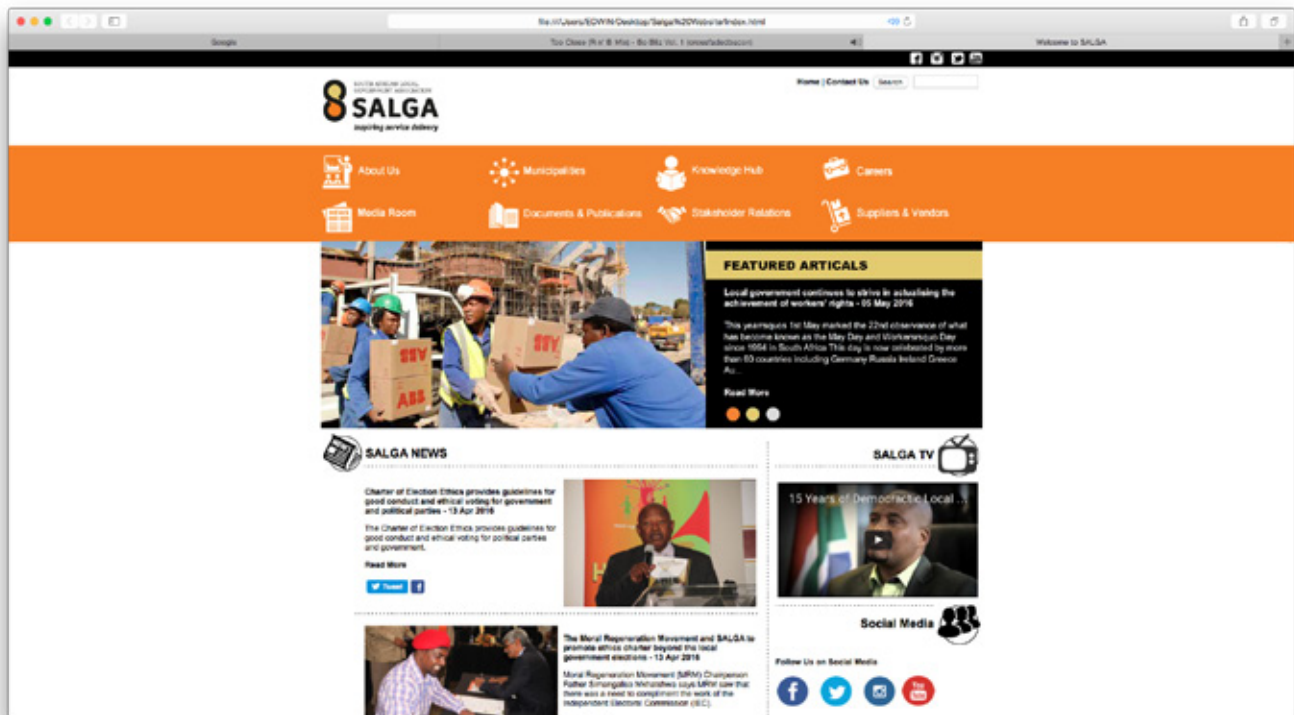


2.2 ELECTRONIC

2.2.1 EMAIL SIGNATURE



2.2.2 WEBSITE GUIDELINES



2.2.3 POWERPOINT PRESENTATIONS



2.2.4 CD AND CD COVERS



2.3 CO-BRANDING

2.3.1 LEVEL 1-BRANDING PARTNERS

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



Vertical application



Horizontal application



2.3.2 LEVEL 2-BRANDING PARTNERS

Co-branding transversal programmes or entities with parliamentary exemption e.g. City of Tshwane. The SALGA logo should be no less than 3/4 of the level 2-branding partner emblem.



Vertical application



Horizontal application

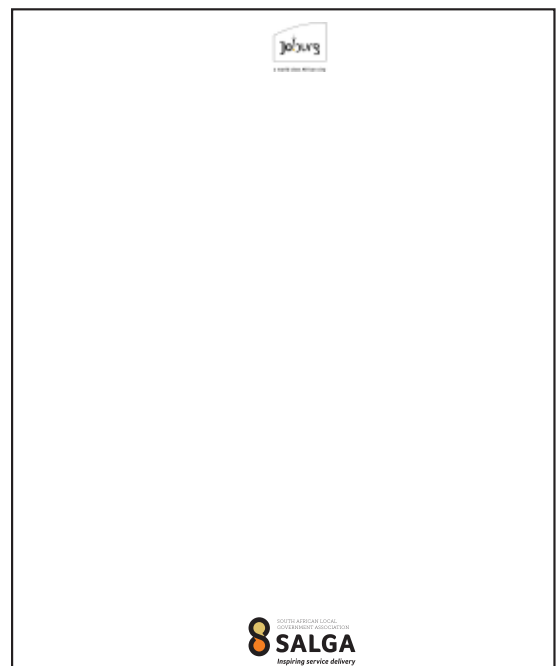


2.3.3 LEVEL 3-BRANDING PARTNERS

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



Vertical application



Horizontal application

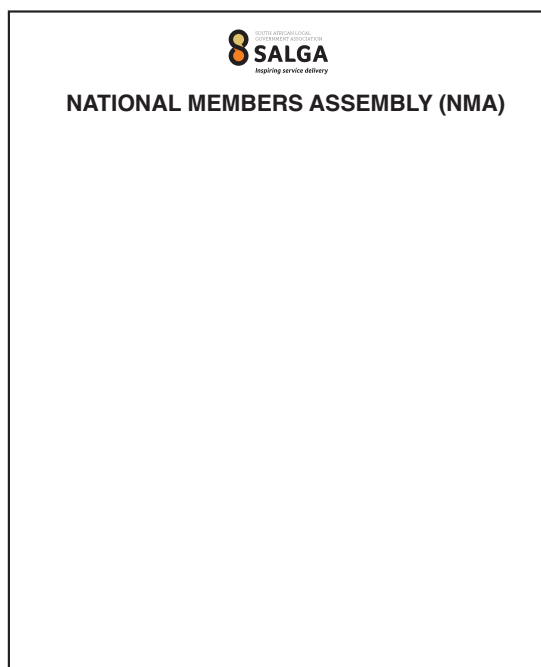


2.3.4 SPECIAL PROJECTS

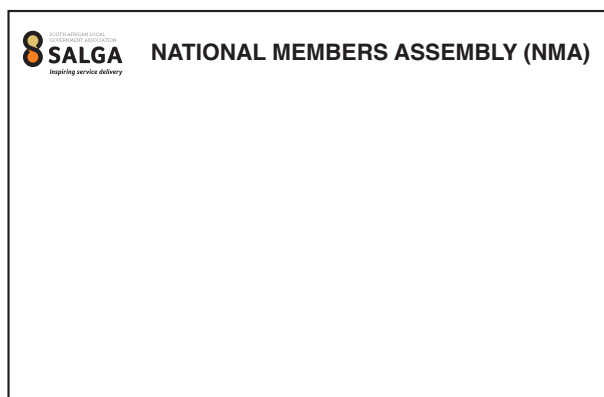
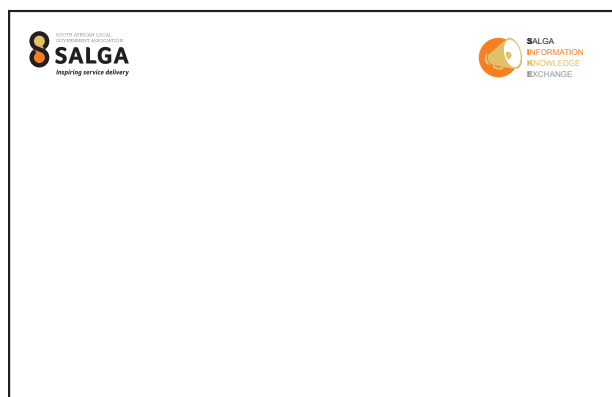
When co-branding a special project such as SALGA Information Knowledge Exchange (SIKE), or the National Members Assembly (NMA), the following rules apply: the SALGA logo must always be on the left-hand side of the special project logo. In this manner the SALGA logo will be read first. The SALGA and the special projects logo should be same size if using the wording as a special project heading, the SALGA logo must always be above or on the left-hand side of the special project wording. In this manner the SALGA logo will be read first.



Vertical application



Horizontal application

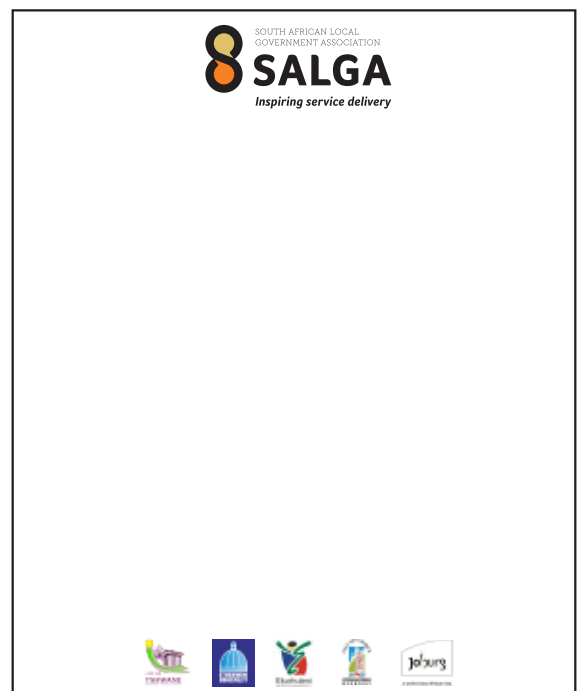


2.3.5 MULTIPLE PARTNERS

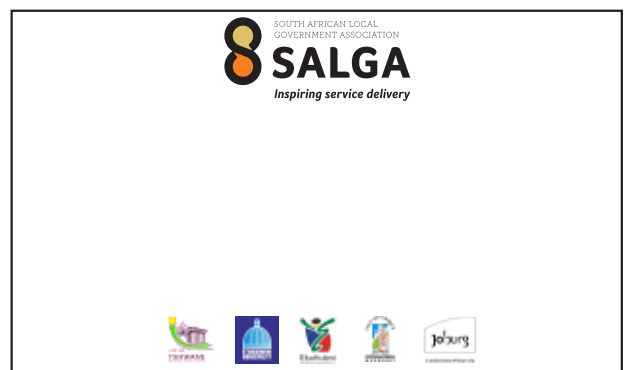
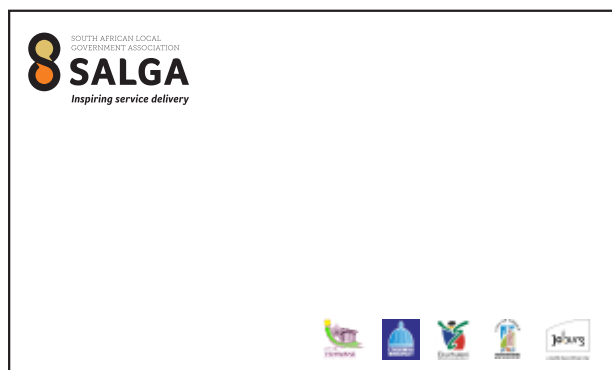
When the SALGA is the main sponsor, the SALGA logo should always be above the co-sponsor logos. The co-sponsor logos should be no more than 1/2 of the SALGA logo. When SALGA is one of the co-sponsors, the SALGA logo should always be on the left-hand side of the other co-sponsor logos.



Vertical application



Horizontal application





**SECTION
THREE**

SIGNAGE

3.1 IDENTIFICATION SIGNAGE

3.1.1 PYLON

The pylon is the primary element of the signage range, and should be positioned in prominent locations. Pylons should always feature the SALGA logo at the top. Viewing distances must always be taken into account to ensure legibility. Also be aware of any obstructions which may impair visibility.

DOUBLE UNIT PYLON SIGN



3.1.2 WALL-MOUNTED SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.



PRIMARY SALGA OFFICE IDENTIFIER



PRIMARY SALGA OFFICE IDENTIFIER WITH INFORMATION COMPONENT

3.1.3 RECEPTION SIGNS



3.1.4 WALL PROJECTING SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff. Wall projecting signs are set at right angles to the mounting surface.



3.1.5 WAY FINDING SIGNS

Wall projecting signs typically appear in prominent positions where they can be seen by members of the public. They also carry directional arrows and content that inform visitors and staff.



3.2 INFORMATION SIGNAGE

3.2.1 WINDOW DECALS

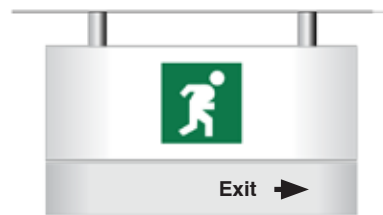


3.2.2 OFFICE HOURS SIGN



3.3 BASIC EMERGENCY SIGNAGE

Safety is of the utmost importance. Visibility is essential and these signs should never be obscured. The signs can be ceiling suspended or wall projected. The following are examples of emergency signage:

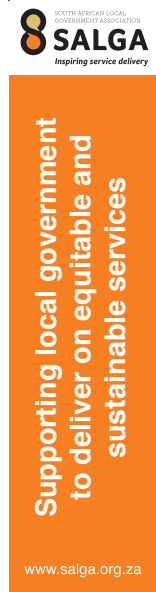
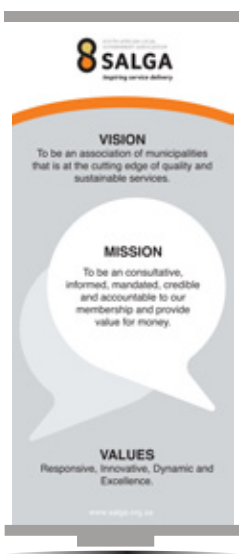



3.4 EXHIBITION

3.4.1 PULL-UP BANNERS

3.4.2 TELESCOPIC/ POP-UP BANNERS

3.4.3 BACKDROP/ MEDIA BANNER





**SECTION
FOUR**

**PROMOTIONAL
ITEMS**

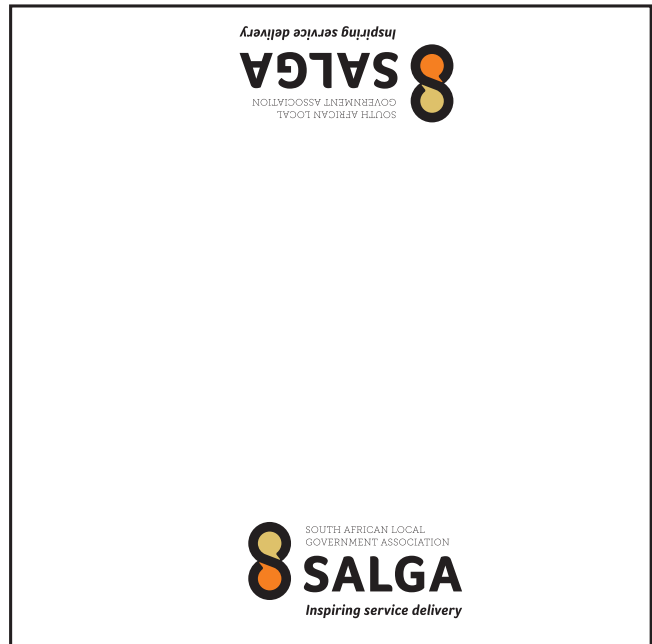
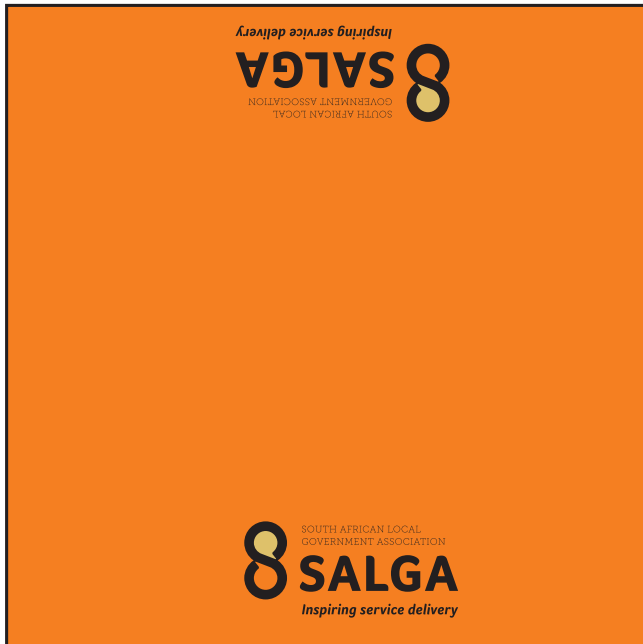
4.1 WRAPPING PAPER



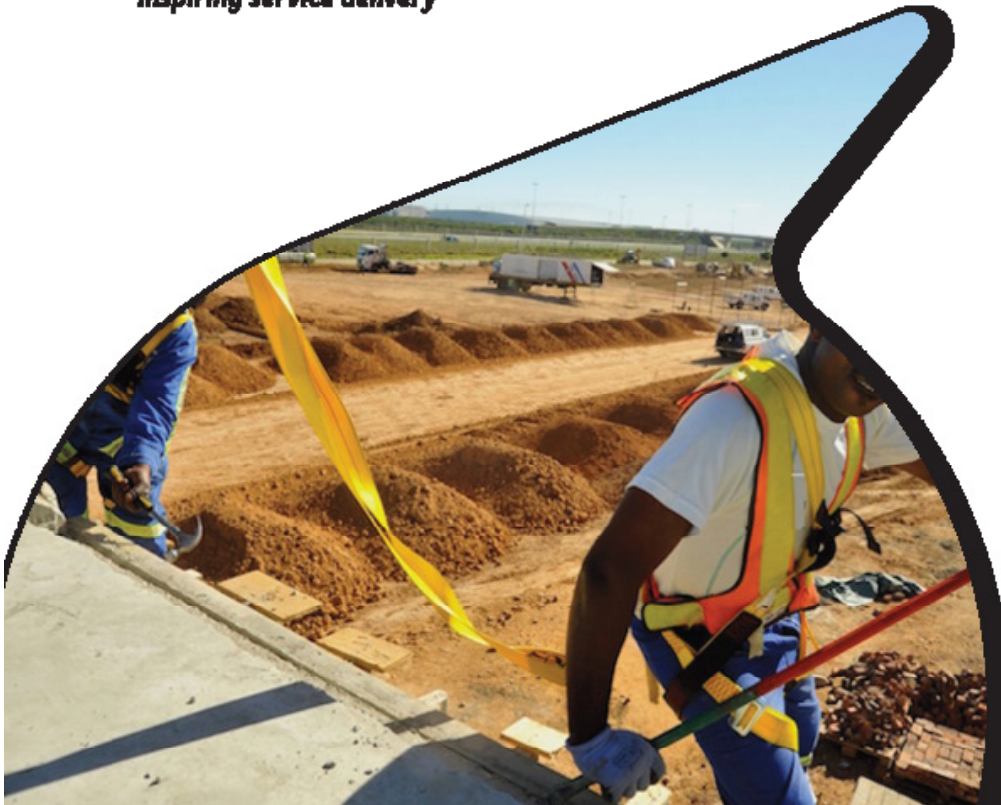
4.2 PAPER BAG



4.3 TABLE CLOTHS



4.4 CALENDAR



NATIONAL OFFICE
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 Johannesburg K.T., Private
 PO Box 2874, Pretoria 0001
 Telephone: +27 (0) 11 850 2000 | Fax: +27 (0) 11 850 2000

EASTERN CAPE
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10071, East London 6054
 Telephone: +27 (0) 43 737 1700 | Fax: +27 (0) 43 73710007

FREE STATE
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 14, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

GAWLER
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

KWAZULU-NATAL
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 7000, Durban 4001
 Telephone: +27 (0) 31 271 1000 | Fax: +27 (0) 31 271 1000

LIMPOPO
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

Mpumalanga
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

NORTH WEST
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

NORTH CAPE
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

WESTERN CAPE
 2001 Corporate Park, Block B, 12th Building 2-Cr, Sandton 2008
 PO Box 10066, Bloemfontein 9400
 Telephone: +27 (0) 53 462 7000 | Fax: +27 (0) 53 462 7000

4.5 DESK CALENDARS



NATIOANL OFFICE: +27 (0) 12 369 8000
EASTERN CAPE: +27 (0) 43 727 1150
FREE STATE: +27 (0) 51 447 1960
GAUTENG: +27 (0) 11 276 1150
KWAZULU-NATAL: +27 (0) 31 817 0000
LIMPOPO: +27 (0) 15 291 1400
MPUMALANGA: +27 (0) 13 752 1200
NORTHERN CAPE: +27 (0) 53 836 7900
NORTH WEST: +27 (0) 18 462 5290
WESTERN CAPE: +27 (0) 21 446 9800



JANUARY 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE 2017						
SUN	MON	TUE	WEN	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

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4.6 MOUSE PADS



4.7 BUSINESS ORGANISER / FILOFAX / DIARY



4.8 UMBRELLAS, BAGS AND KEYRINGS





**SECTION
FIVE**

**CORPORATE
CLOTHING**

5.1 GENERAL AND PROJECT-SPECIFIC CLOTHING



5.2 SHIRT, SCUFF AND TIE



5.3 CLEANERS UNIFORM



5.4 GOLF , ROUND NECK AND V-NECK T-SHIRTS



5.5 INFORMAL MEN AND WOMEN'S WEAR

5.5.1 SPORTS SHIRT & JACKETS



5.5.2 CAPS & HATS





**SECTION
SIX**

**CAR
BRANDING**

6.1 PICK-UP TRUCK WITHOUT CANOPY

This is a general reference for decal placement and alignment relationships. All motor vehicle signage is to be produced in high-quality vinyl decal material. The colours, type style and spacing are to follow the specifications outlined in the following pages. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.



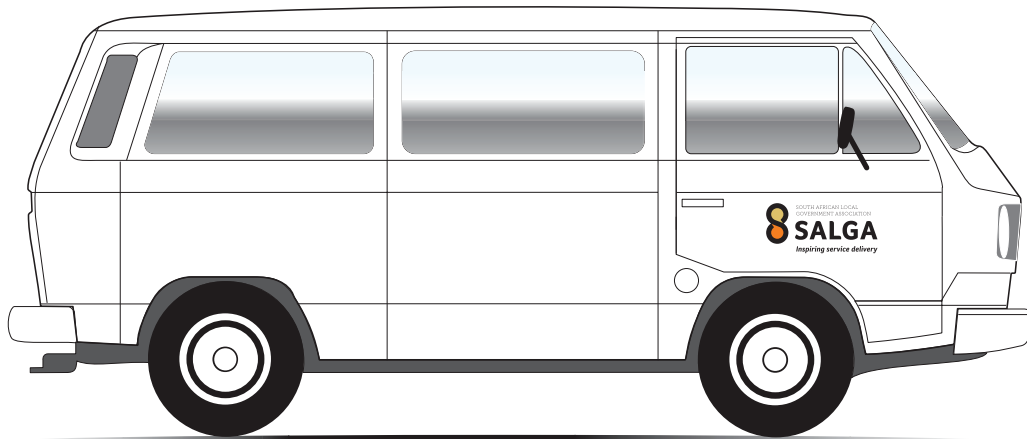
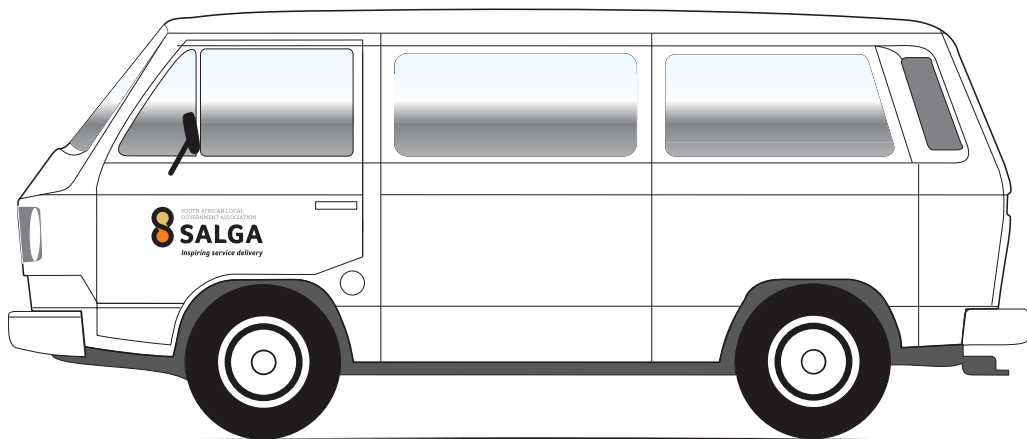
6.2 HATCHBACK

This is a general reference for decal placement and alignment relationships. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.



6.3 PANEL VAN WITH FULL SIDE WINDOWS

This is a general reference for decal placement and alignment relationships. Use Gold SALGA logo incase the colour of the car is black and full colour if the car is white and any other colour.



Tel: +27 12 369 8000 | **Fax:** +27 12 369 8001

Menlyn Corporate Park, Block B, 175 Corobay Ave & Cnr Garsfontein RD
Waterkloof Glen X 11, PRETORIA

PO Box 2094, PRETORIA 0001

www.salga.org.za



Facebook: South African Local
Government Association (SALGA)



YouTube:
SALGA TV



Twitter:
@SALGA_Gov