TO: SENIOR GENERAL MANAGERS
GENERAL MANAGERS
MANAGERS
GM – DISTRICT OPERATIONS MANAGEMENT
DISTRICT SENIOR MANAGERS
CES CIRCUIT MANAGEMENT
CIRCUIT MANAGEMENT

KZN CIRCULAR NO. 84 OF 2013

APPROVED CORPORATE IDENTITY FOR THE PROVINCIAL DEPARTMENT OF EDUCATION

1. In keeping with the principles of Batho Pele and fulfilment of the commitment to the highest standards of service delivery, KZN Department of Education has projected a distinct and uniform corporate identity to the public.

2. To maintain and promote a positive image of the Department, all officials are required to use the approved corporate branding of the Department, which includes letterhead, logo, branding and any other promotional material to maintain uniformity.

3. The only symbol/logo that the Department can use for all official communication and/or documentation is the KZN Provincial Coat of arms.

4. All Department circulars/documents should be written on an official letterhead, the font to use when writing an official document (circular, letter, memo, submission) is Arial Narrow 12pt (black) and the line spacing is 1.5.

5. Font sizes may vary and is only permissible when designing posters, adverts, banners etc.

6. Circulars/documents that require Head of Department or Senior General Manager’s approval must have a circular number and reference number that is obtainable from Registry Directorate.

7. Official colours of the Department are Green (CMKY: 85c, 25m, 100y, 10k) and Gold (CMKY: 15c, 35m, 100y,12k).
8. All components within the Department are requested to consult with Communications and Publications Directorate for any stationery, branding and promotional material that is not done in-house for guidance regarding official colours of the Department.

9. The guidelines must be applied in all KZN Department of Education offices, i.e. Head Office, District Offices and Circuit Offices.

10. Principal of schools are requested to redirect sponsors who wish to use school names in promoting their products to the Head of Communications.

11. The content of this circular must be brought to the attention of all employees.

NIKOSINATHI SP SISHI, PhD
HEAD OF DEPARTMENT: EDUCATION

DATE: 2013/08/15