



core elements

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core elements | logotype

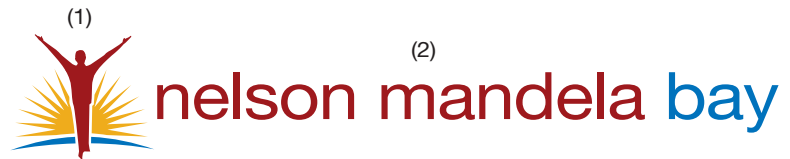
The Nelson Mandela Bay Municipality logotype is a unique combination of a number of carefully constructed elements creating a strong and clear identity - value it, take care of it and do not undermine it with attempts to change or manipulate it in any way.

The core brand logotype consists of the unique iconic symbol ⁽¹⁾ and the descriptor text ⁽²⁾.

Resolved by council on 27 May 2005.

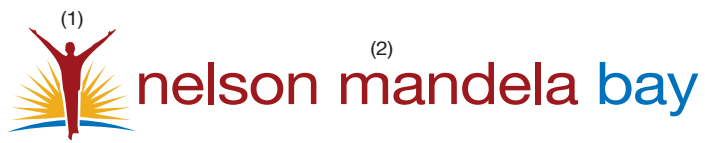
Do not attempt to reproduce or recreate the symbol or the text - always use the master artwork when reproducing the core brand logo.

Please note:
The language of the core brand logo as well as the municipality logo and the sub brand logos follow the language policy of the brand which is English.



When the descriptor (Port Elizabeth, Uitenhage, Despatch) is dropped, the size of the text in relation to the icon must increase.

Descriptor no longer in use from January 2009.



When the descriptor
(Port Elizabeth,
Uitenhage,
Despatch) is
dropped, the ratio
relationship
between the iconic
symbol ⁽¹⁾ and the
descriptor text ⁽²⁾
should be
1 : 4



The municipality logotype consists of the unique iconic symbol and the descriptor text.

Do not attempt to reproduce or recreate the symbol or the text - always use the master artwork when reproducing the municipality logotype.



The sub brand logotypes consist of the same unique iconic symbol and various descriptor text applications.

Do not attempt to reproduce or recreate the symbol or the text - always use the master artwork when reproducing the sub brand logotypes.



A certain amount of calming space is necessary when applying the logotype to various applications.



45mm

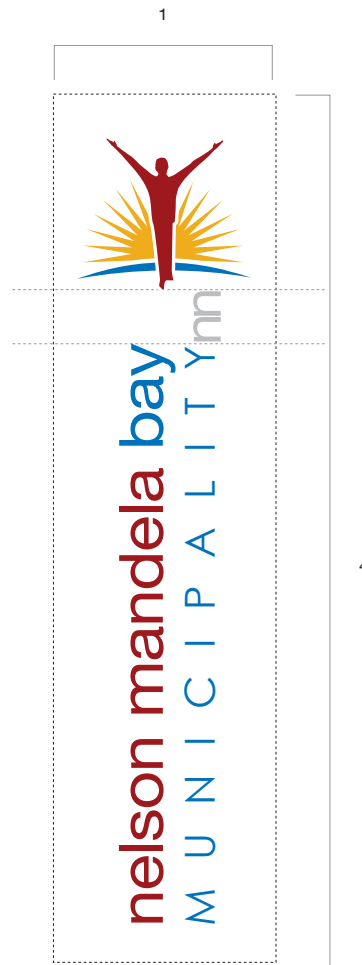


The logo should never be used smaller than 45 mm in width.

In special cases where the area for the logo is longer in height than in width (from 1 : 4)(eg banners), the logo can appear with the icon symbol upright at the top and the descriptor text side on.

Please note: This logotype format is ONLY to be used when the size of the logotype needs to be maximised in a smaller, longer format.

The relationship between the icon and the descriptor text stil remains constant at the ratio of 1 : 3



In special cases where the area for the logo is almost a square format (3 : 4)(eg promotional material), the logo can appear with the icon symbol centered at the top of the descriptor text.

Please note: This logotype format is ONLY to be used when the size of the logotype needs to be maximised in a smaller, square format.

The relationship between the icon and the descriptor text stil remains constant at the ratio of 1 : 3





If straplines etc need to accompany the logotype - they are to be separate from the logotype and the relationship between the iconic symbol and the descriptor text should not be altered in any way.

Please note:
Strapline =
“working together for ubuntu”



ECONOMIC DEVELOPMENT, TOURISM & AGRICULTURE



STRAPLINE GOES HERE



WORKING TOGETHER FOR UBUNTU

correct usage of strapline etc with logotype

The format of the logo will depend on the shape of the space which holds it.

In a square or circular holding device, use the logo with the icon on top, in the proportions stated by the corporate identity manual.

In a rectangular or oval holding device, the landscape logo is used.

In a long rectangular holding device, the portrait logo is used with the icon on top.



When sponsors are involved in Nelson Mandela Bay branding or advertising, the Nelson Mandela Bay logo should always take prominence.

The Main Sponsors logo should appear at 75% of the size of Nelson Mandela Bay's logo, and the Secondary Sponsors logo should appear at 50% of the size of Nelson Mandela Bay's logo.



main sponsors logo

secondary sponsors logo



The logotype should always be used in the 3 colour version where possible, otherwise over full colour or other colour background, the logotype can be reversed out in white.



full colour logo usage on a 20 % tint of a colour



one colour logo reversed in white out of a 100 % colour



Never attempt to change the relationship between the iconic symbol and the descriptor text in any way - do not



incorrect logotype usage by adding straplines etc into the logo type



incorrect logotype usage by changing the distance between the iconic symbol and the descriptor text

The distance between the iconic symbol and the descriptor text must never be adjusted.



incorrect logotype usage by changing the relatio between the iconic symbol and the descriptor text



The logotype should always be clearly visible and readable - do not use the logo over full colour images or colour backgrounds that are too dark as readability will be compromised.



incorrect full colour logo usage on a dark colour background



incorrect full colour logo usage on a dark colour background



full colour logo usage on a light colour background





The logotype should be used either in full colour or one colour (either the corporate red, blue or black) whenever on a white background.





When the logotype appears on a black background (whether it be on a folder or embroidered onto a tshirt / jacket), it should appear either reversed out, in the corporate yellow, or in silver or gold.





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CMYK

Full colour process printing inks: cyan, magenta, yellow and black

RGB

On-screen colour values: red, green, blue

PANTONE

Single ink spot printing inks

(The colours opposite have been digitally printed and are for reference only)

CYMK	RGB	Pantone	Vinyl
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SKY BLUE



100 cyan	0 red	Pantone 2935C	3M Series
50 magenta	92 green		Sky Blue 30 - 834
0 yellow	161 blue		
0 black			

BRIGHT YELLOW



3 cyan	225 red	Pantone 130C	Graphicast 30 30
30 magenta	162 green		
100 yellow	0 blue		
0 black			

BRIGHT RED



10 cyan	178 red	Pantone 180C/1795C	Graphicast
100 magenta	20 green		
100 yellow	23 blue		
10 black			

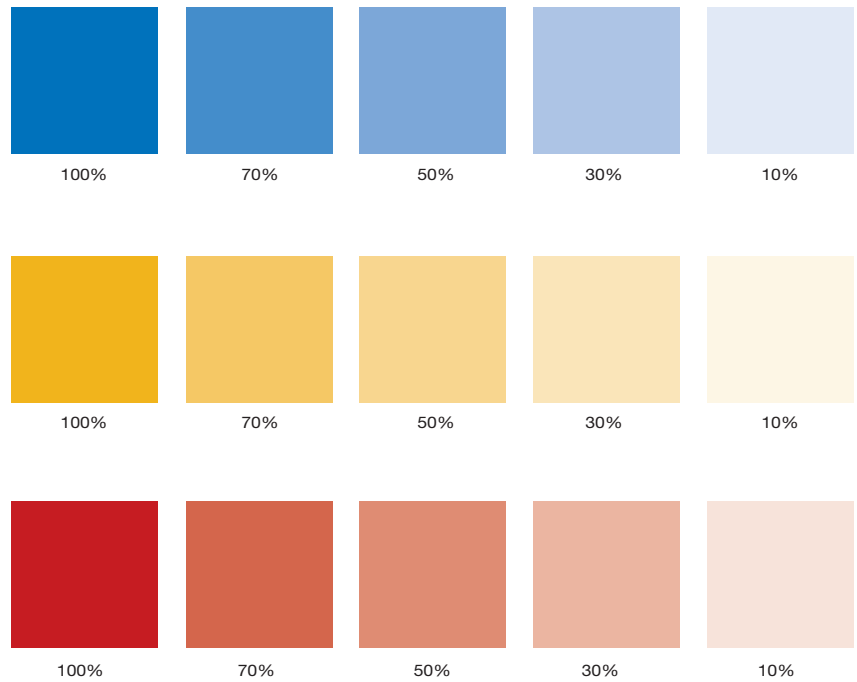
DARK SKY BLUE



100 cyan	0 red	Pantone 301C	Graphicast C103
50 magenta	84 green		
0 yellow	145 blue		
12 black			

The colours used in application are a brighter alternative to the logo colours:

The tints of these colours are for usage in ad layouts, banners, posters and any other design applications where variants of the corporate colours are needed.



When using the corporate colours in application (ads, pullup banners and other branded material), follow this guide to colour ratio.

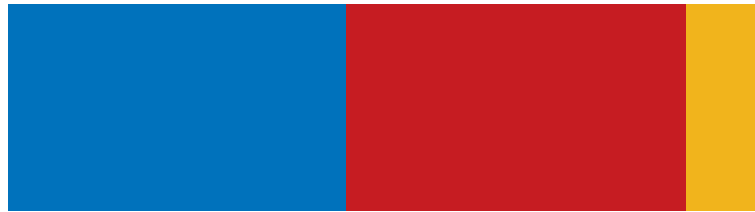
When using one predominant colour, use an 80% / 20% ratio of main colour to accent colour.

ONE PREDOMINANT COLOUR

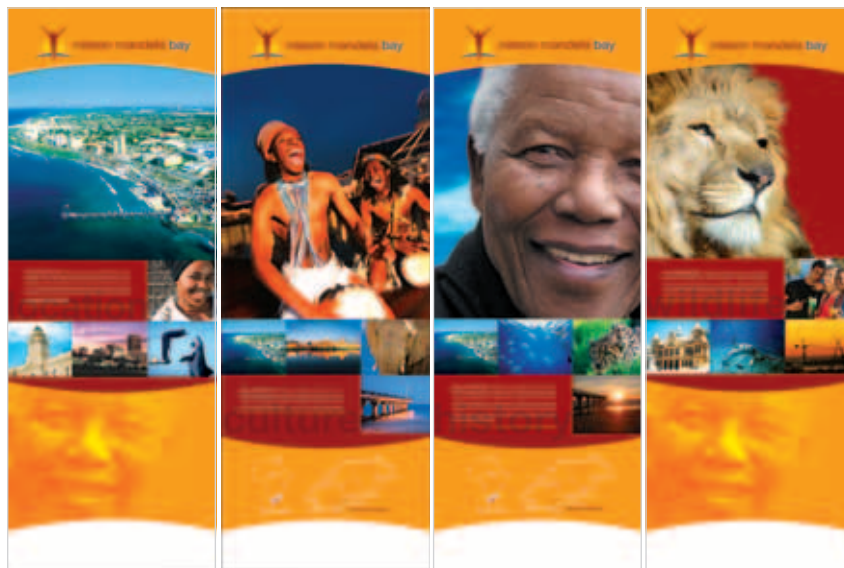


When two main colours are used, use a 45% / 45% / 10% ratio of main colours to accent colour.

TWO PREDOMINANT COLOURS



Some work which demonstrates the colour ratio principle.



Type carries the voice of the brand - it needs to reflect the brand in the way it is applied and executed.

Although the typefaces seem restrictive, this can be alleviated by using different type weights, spacing and colours from the corporate colours palette.

The corporate typefaces for Nelson Mandela Bay Municipality are Helvetica Roman - available in 2 weights and italic versions of each weight, and Century Gothic - available in 2 weights and italic versions of each weight.

For internal use and use of letterheads etc. the font Arial may be used. This font is available in 2 weights - plain and bold.

Helvetica Roman plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!?*

Helvetica Roman bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?*

Helvetica Roman plain italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!?*

Helvetica Roman bold italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?*

Century Gothic Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!?*

Century Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?*

Century Gothic Plain Italic
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!?*

Century Gothic Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?*

Arial Plain
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!?*

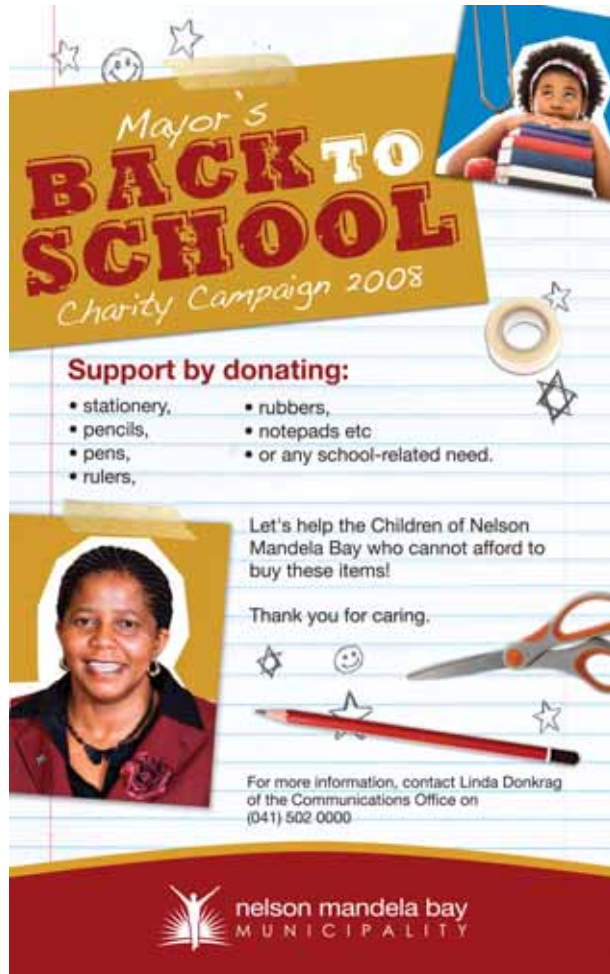
Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?*

In certain instances the target market will determine the deviation from Helvetica font.

An example of this is shown on the right.

When this is necessary (and only in exceptional cases) this must be motivated when sent to proof at Nelson Mandela Bay Municipality.

DIRTY HEADLINE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?



The corporate naming of directorates, portfolios and political leaders must be adhered to - whether in printed corporate material or in every day referal - this will maintain a level of professionalism within the organisation.

Political Leadership and Portfolios

Executive Mayor
Deputy Executive Mayor
Speaker
Chief Whip
Constituency Services
Safety & Security
Economic Development, Tourism & Agriculture
Health & Environment
Infrastructure, Engineering, Electricity & Energy
Human Resources & Corporate Administration
Budget & Treasury
Housing & Land
Recreation & Culture

Directorates

Municipality Manager
Budget & Treasury
Communications
Constituency Services
Corporate Services
Economic Development, Tourism & Agriculture
Electricity & Energy
Environmental Services
Health & Environment
Housing
Human Resources
Infrastructure & Energy
Integrated Development Planning
Policy & Transformation
Recreation & Culture
Safety & Security
Office of the Speaker
Office of the Executive Mayor
Office of the Deputy Executive Mayor
Office of the Chief Executive Officer