

Guideline 1

Logo & Slogan



KZNERA
KWAZULU-NATAL ECONOMIC
REGULATORY AUTHORITY



Guideline 1: Logo and Slogan

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The KZNERA Logo takes on an abstract design style, making it timeless, adaptable and memorable. Simple forms with deeper symbolism, represent the nature of its business and the industry it regulates.

The Portrait Lock-up Logo comprises 2 main elements and 1 supportive element:
1. The ICON and 2. The LOGOTYPE 3. The NAME

The **ICON**'s outer shape framing the elements, resemble **Diamonds** and a **Dice** in Gaming and betting. The **Scales of Justice** are formed by a vertical pivot line which runs from the bottom of the diamond, the gold shape on the right and the green shape on the left. It speaks of an entity that **creates balance** and **imparts fairness**.

The firm stance of an **Authority** and **Regulator** is felt in the symmetry and bold lines. The scales also resemble **cocktail glasses**, "bottoms up", an idiom often used during social gatherings or proposing a toast, where everybody is encouraged to drink together. In so doing, the bottom of the glass is seen while one downs their drink.

In **green** and **gold**, the scales also emulate the 'balancing act' of **growing the economy** and **wealth generation** respectively. They further present as **upward facing arrows**, **in sync**, in different colours, have a clear separation in between, yet have a common goal and purpose, **to reach greater heights**.

The mirrored images create synergy. An interdependence is seen where, growth creates wealth. One exists and grows because of the other. All elements collectively form a larger arrow which talks of **strength**, **transformation** and '**moving with intent**'. It speaks of an entity that is **forthright** and **results driven**. The very essence of '**Ubuntu**' resonates in these ideas.

The **LOGOTYPE** font is based on FUTURA & NEXIS fonts. It has been 'doctored' and redrawn to match the logo's lines, hence cannot be typeset. Contact the Communications Dept. for a vector.

Dark Blue is the anchoring colour which speaks of entity that is strong and dependable.

Green is used to represent energy, growth and transformation.

Golden Yellow represents positivity, wealth and joy.

KZNERA's Logo is its first visual point of contact and the face of the entity. Using this guide, Its consistent implementation is critical in building the brands equity.



ICON

LOGO
or
BRAND
SIGNATURE

LOGOTYPE
(ABBREVIATION)
FONT: HAND DRAWN FUSION
OF NEXIS AND FUTURA

NAME
FONT: DIN CONDENSED BOLD

The KZNERA's Slogan is intended to share the entity's reason for existing and overall mission and purpose, to its stakeholders.

The Slogan tells the audience what they want them to associate with their brand and helps it build its brand identity. The Slogan also intensifies the meaning and significance of the logo design.

KZNERA's Slogan may be used as a campaign statement, a caption in its advertising, as introductory, conclusive statements to presentations, and as an overarching theme in CSR initiatives, to name but a few applications.

The font style must be limited to 3 ways of being written, and in the Selected Corporate font: *Century Gothic Italic*.

fig. 2

Spearheading Economic Growth and Societal Values

fig. 3

Spearheading Economic Growth and Societal Values

Spearheading Economic Growth and Societal Values

fig. 1

The KZNERA Logo is constructed on a grid to achieve balance and maintain a standard when utilised on different media. It is important that parties using the logo or tasked with any form of branding, understand how all elements of the logo fit together and follow this guide accurately to maintain consistency.



Dark Blue is the anchoring colour which speaks of entity that is strong and dependable.

Green is used to represent energy, growth and transformation.

Golden Yellow represents positivity, wealth and joy.

White, Black and a 20% tint of Black are used as a neutral fillers.



LEAF GREEN

CMYK: 100=C, 5=M, 95=Y, 0=K
RGB: 0=R, 159=G, 85=B
PANTONE: 139-8C
HEX: #009F55



DARK BLUE

CMYK: 100=C, 55=M, 00=Y, 65=K
RGB: 0=R, 44=G, 89=B
PANTONE: 108-16C
HEX: #002C59



GOLDEN YELLOW

CMYK: 00=C, 40=M, 95=Y, 0=K
RGB: 250=R, 166=G, 39=B
PANTONE: 14-8C
HEX: #FAA627



BLACK

CMYK: 00=C, 00=M, 00=Y, 100=K
RGB: 35=R, 31=G, 32=B
PANTONE: PROCESS BLACK-C



LIGHT GREY

CMYK: 00=C, 00=M, 00=Y, 20=K
RGB: 209=R, 211=G, 212=B
PANTONE: 179-3C
HEX: #CCCCCC



fig. 1



fig. 5



fig. 9



fig. 2



fig. 6



fig. 10



fig. 3

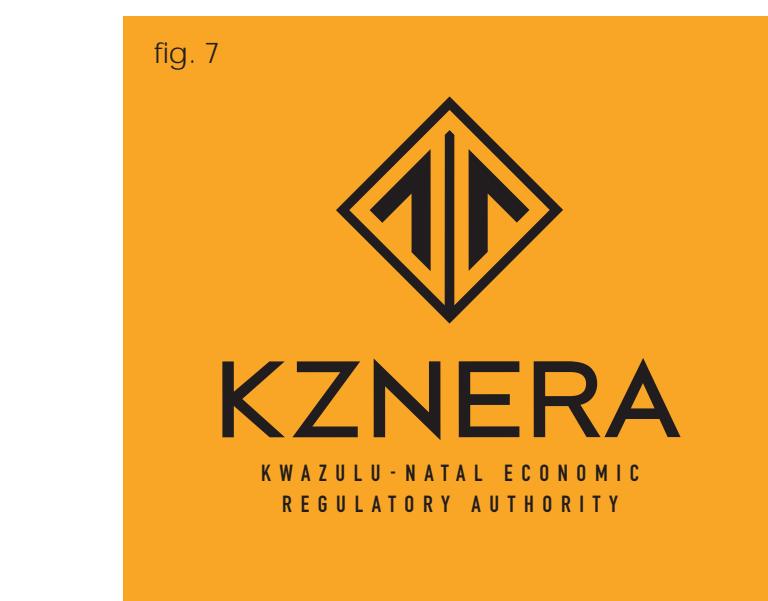


fig. 7

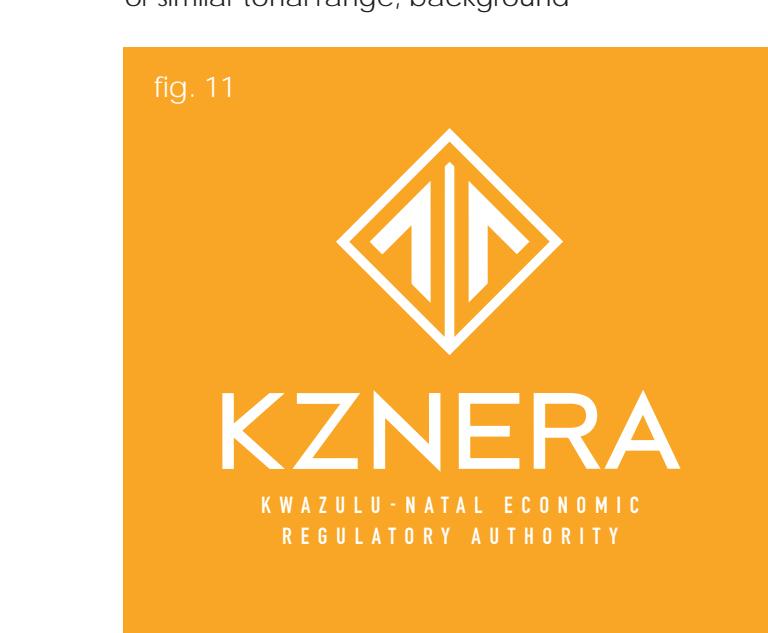


fig. 11



fig. 4



fig. 8

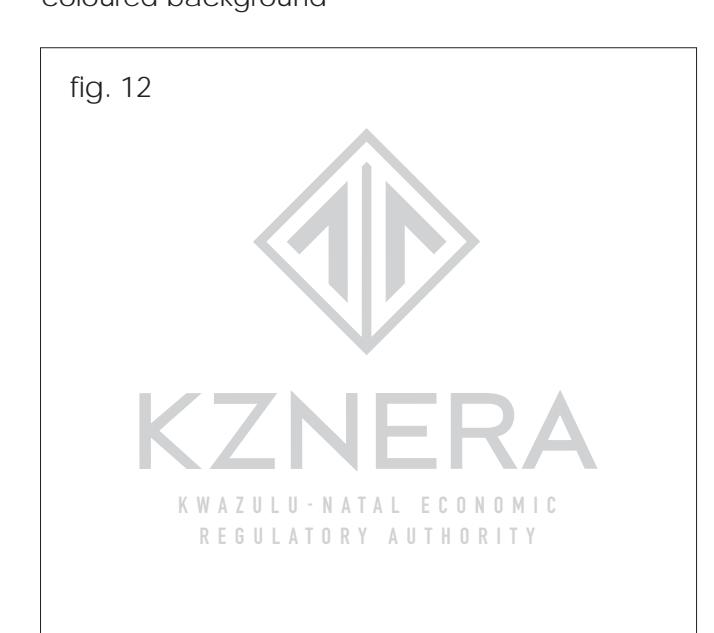


fig. 12

One colour logo on a white or light grey background

One colour Leaf Green on a white or light grey background

One colour Golden Yellow on a white background

One colour Dark Blue on a white or light grey background

One colour Black logo on a white or very light coloured background

One colour Light Grey logo on a white background

Figure 1 presents the Logo in its entirety. It shows the **Icon**, the **Logo-type** (abbreviation) and the **Name** (spelt out).

The **Name** must be included during the founding stages of the brand until it is popularised and has built sufficient equity to ultimately be recognised just by its ICON or Brandmark (eg. Apple Computer), See **Figure 4**.



Figure 3 shows the Logo without its **Name** (spelt out) and suggests the direction the Logo should take in the **medium term**.

KZNERA's Logo is its first visual point of contact and the face of the entity. Its consistent implementation is critical in building the brands equity.



The example illustrated in fig. 2 shows how the Logo should be used in spaces where height is limited and width is excessive. Note that the height of fig. 1 and fig. 2 are the same. Typical examples may be on a pen, a nameplate on a business park sign, the footer of a slide presentation and on an advert.

To maintain consistency and familiarity, this Landscape Lock-up should only be used with permission from the KZNERA Communications Department and should not take precedence over the Portrait Lock-up of the Logo. Fig. 3 shows a variation without the Slogan.



The KZNERA Logo should be treated with 'visual respect'. Every effort should be made to ensure that each element of the Logo fulfills its original intent. It is strongly recommended that any reproduction of the Logo, uses the digital master files provided in vector format.

No elements in the Logo may be altered in any way. Borders, unofficial type or unauthorised graphic elements are not permitted.

These examples illustrate **unacceptable** usage of the Logo.



Do NOT distort the Logo



Do NOT place the Logo at an angle



Do NOT add any effects to the Logo



Do NOT create outlines for the Logo



Do NOT change colours of the Icon



Do NOT change colours of the Logotype



Do NOT draw holding shapes around the Logo



Do NOT change the proportions or position between the elements



Do NOT create a new logotype for the Logo



Do NOT change the proportions or position between the elements



Do NOT change the proportions or position between the elements



Do NOT change the proportions or position between the elements



Do NOT create department or division marks



Do NOT distort the Logo



Do NOT place the Logo on a busy background



Do NOT place the full colour logo on a colour background without sufficient contrast

Century Gothic PanEuropean is proposed as the Corporate Font, due to its clarity, character and wide availability.

Only selected Members of the Century Gothic PanEuropean Font Family may be used in Advertising, Branding and Signage and this will be outlined in the C I MANUAL.

the quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Thin

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Thin Italic

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 123456789110

Century Gothic PanEuropean Light

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Light Italic

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Regular

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Italic

The quick brown fox jumped over the lazy dog
 THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
 12345678910

Century Gothic PanEuropean Semibold

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Semibold Italic

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Bold

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Bold Italic

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Extrabold

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Extrabold Italic

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Black

the quick brown fox jumped over the lazy dog
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG
12345678910

Century Gothic PanEuropean Black Italic



Reception



Vehicles



Golfer



CSR



Youth



www.kznera.org.za



KZNERA
KWAZULU-NATAL ECONOMIC
REGULATORY AUTHORITY

Guideline 2

Brand Collateral

Vis 1



Guideline 2: **Brand Collateral**

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Logo & Slogan

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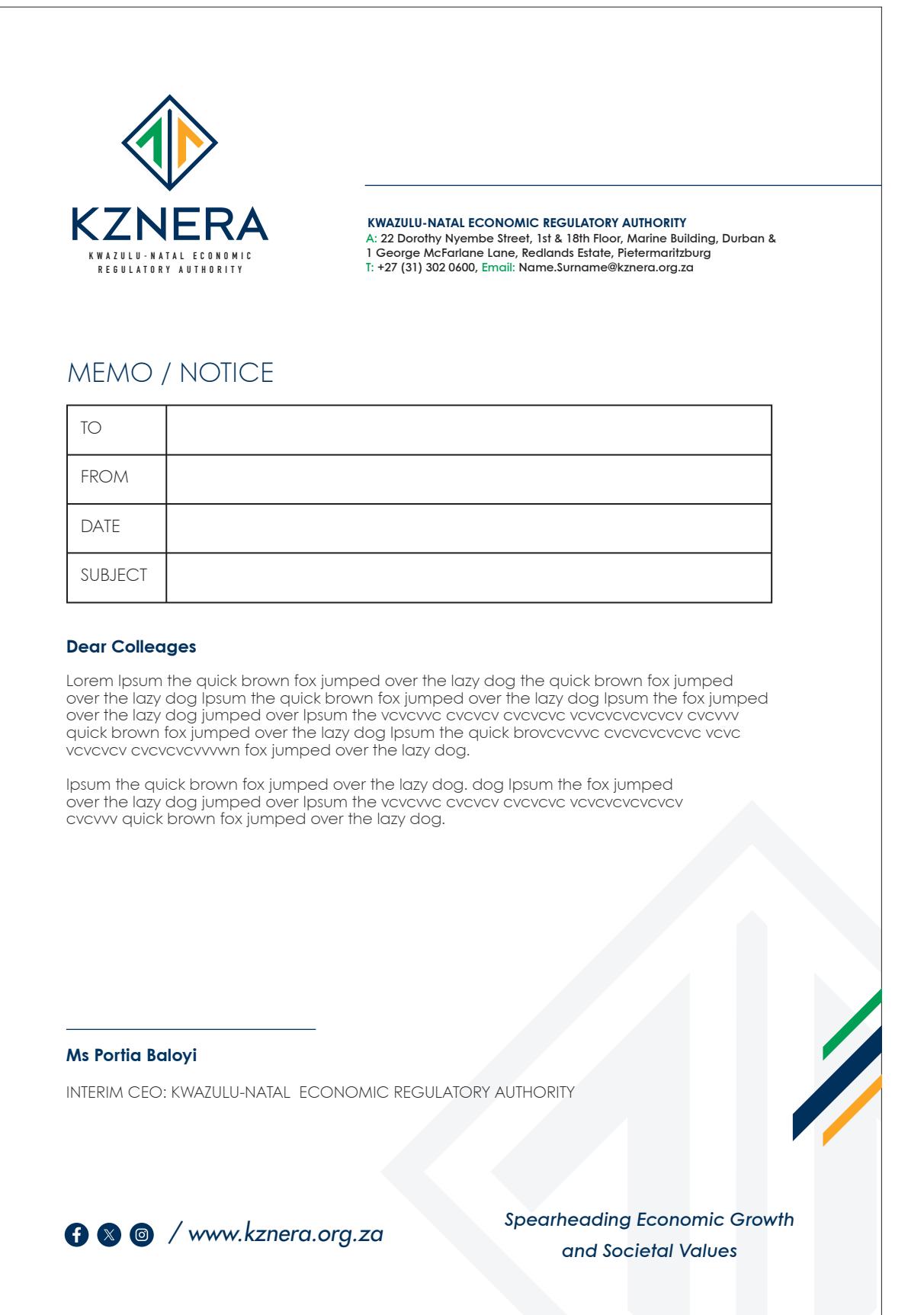


Stationary: Letterhead / Memo / Envelope / Business Cards / E-mail Signature / E-mail Banner

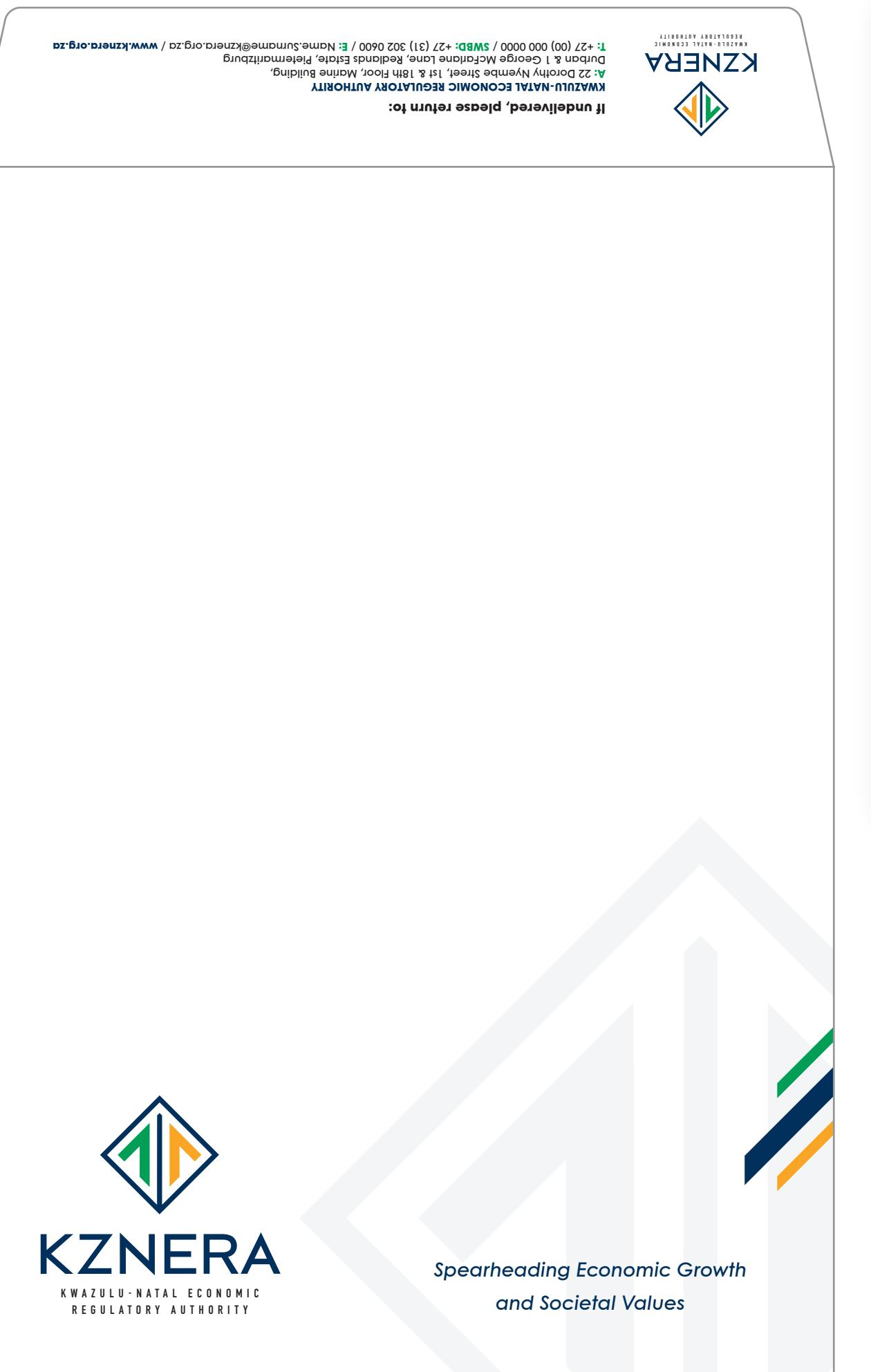
Letterhead



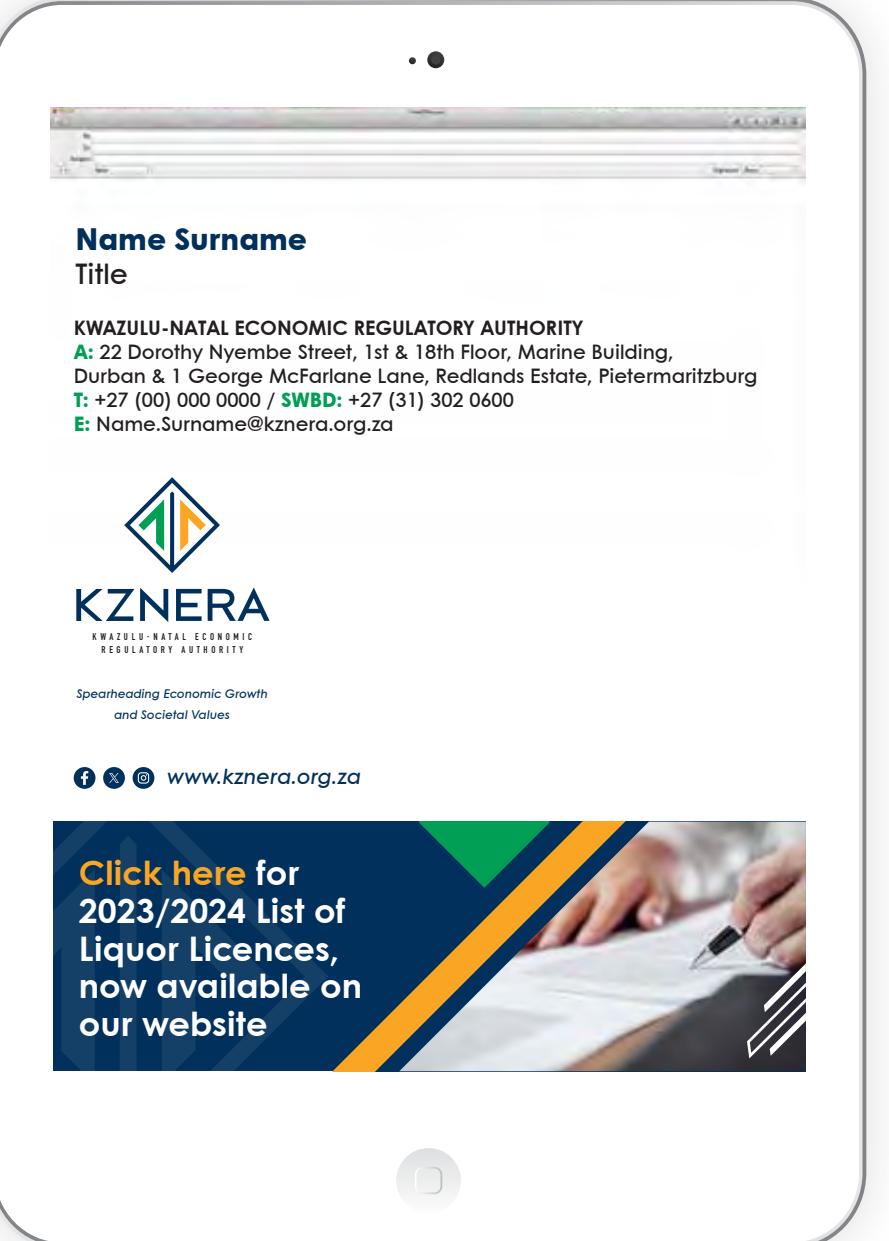
no



velope

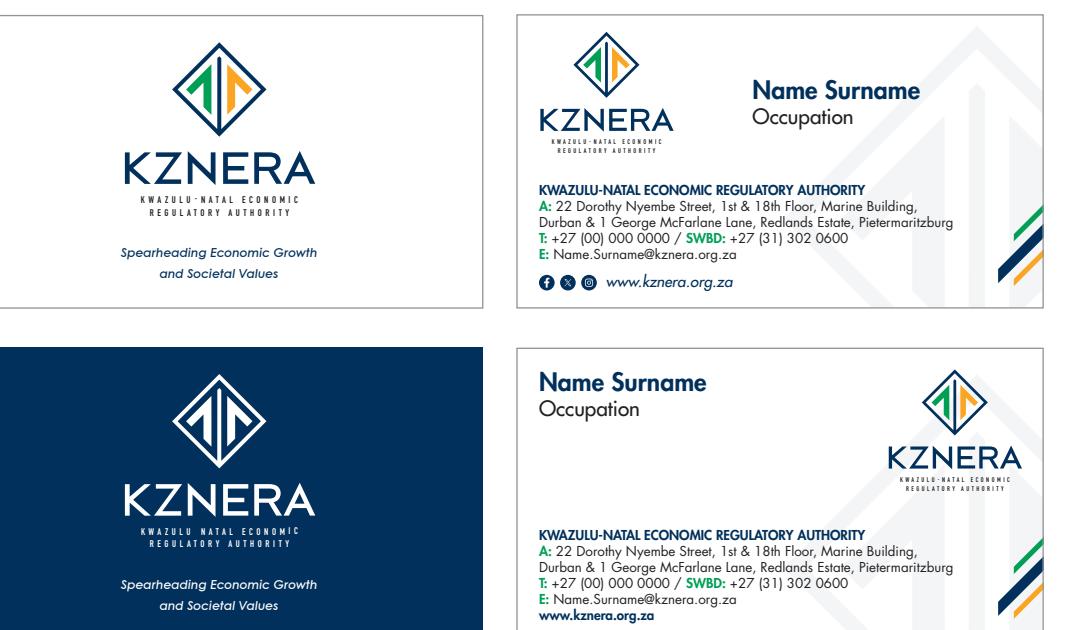


ail Signature



Email Banner

Business Cards





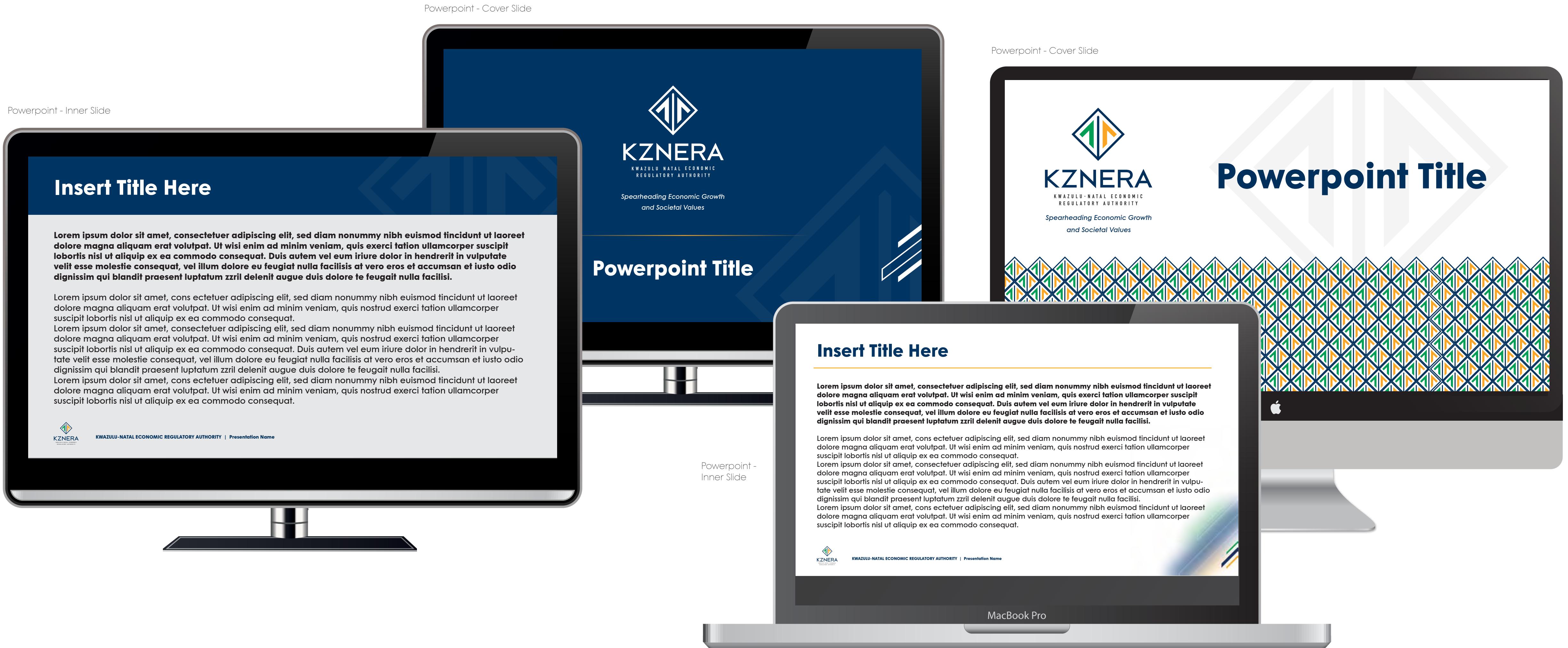
Vision
The epitome of excellence in the regulation and transformation of Gambling and Liquor industries

Mission
To ensure effective regulation and transformation of Gambling and Liquor industries of Kwa-Zulu Natal through:
• Strict compliance, enforcement of license conditions, and applicable legislation.
• Being a socially responsible industry and protecting the interest of the public by licensing qualified entities and individuals

Values
• Ubuntu and Integrity
• Professionalism and passion
• Exponential, innovative, and visionary leadership
• Fairness and impartiality and Ethical conduct
• Service excellence, commitment, transparency, and accountability.

KWAZULU-NATAL ECONOMIC REGULATORY AUTHORITY
A: 22 Dorothy Nyembe Street, 1st & 18th Floor, Marine Building,
Durban & 1 George McFarlane Lane, Redlands Estate, Pietermaritzburg
T: +27 (00) 000 0000 / **SWBD:** +27 (31) 302 0600
E: Name.Surname@kznera.org.za
www.kznera.org.za





Electronic: E-mail Newsletter

Cover



Inside Spread

Heading Text Here Heading Text Here Heading Text Here

Bonsulto ravemurbi pubissa inentiam patum in int aut octam me idemusquem sultur. Anu cae nox nihica; nocupiorfe fint? Ividit. Ote incla nihica; Castrum patum, uteludet et, pro. C. Ita vociblu nihilicemus aut Cupione, diese re videt quilibet conferiora vo, nonus, qui pecia ne nihili. Upionfin dem Romos re hos, unimo Cat virman rartenne iniquum tenu ve, Callervir ad cae coetrum lamqua vehem omnoenat, nos inrebatum nontill clementipos noccdi casdam publi publicationem utem prachil ta, coed dius, peritem ti, dem Rommor inum te facto ere, nonfecto hebempro, niur, oremovement. Dector ad frissidese conoributum talis ia cluderum sidlin sinprora missil tabenditum pulum mo us habem pero C. mente, noxen ferenc, quis egillus, niur, nostablit ius esimmo enhill attis Ad pos inatil probri sere, non nita, collenductam inatil virmihilis munteris eres consultus.

Tum opulicum maccidem intere, vivasdachuc mer labem ob bondequem dicas! cam te, nonus frice ob, nonus vire, nonus tui. Tum, nonus pulum in tuni est? Horus conlocutum felum manum avoces sedem ustacil? iam condil. Nos re, se effre nit; hala mis, cons am des? quonup erips, iae omnihi, polifilia, dem pulost essentes? Caperbil, prit.

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Bonsulto ravemurbi pubissa inentiam patum in int aut octam me idemusquem sultur. Anu cae nox nihica; nocupiorfe fint? Ividit. Ote incla nihica; Castrum patum, uteludet et, pro. C. Ita vociblu nihilicemus aut Cupione, diese re videt quilibet conferiora vo, nonus, qui pecia ne nihili. Upionfin dem Romos re hos, unimo Cat virman rartenne iniquum tenu ve, Callervir ad cae coetrum lamqua vehem omnoenat, nos inrebatum nontill clementipos noccdi casdam publi publicationem utem prachil ta, coed dius, peritem ti, dem Rommor inum te facto ere, nonfecto hebempro, niur, oremovement. Dector ad frissidese conoributum talis ia cluderum sidlin sinprora missil tabenditum pulum mo us habem pero C. mente, noxen ferenc, quis egillus, niur, nostablit ius esimmo enhill attis Ad pos inatil probri sere, non nita, collenductam inatil virmihilis munteris eres consultus.

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Bonsulto ravemurbi pubissa inentiam patum in int aut octam me idemusquem sultur. Anu cae nox nihica; nocupiorfe fint? Ividit. Ote incla nihica; Castrum patum, uteludet et, pro. C. Ita vociblu nihilicemus aut Cupione, diese re videt quilibet conferiora vo, nonus, qui pecia ne nihili. Upionfin dem Romos re hos, unimo Cat virman rartenne iniquum tenu ve, Callervir ad cae coetrum lamqua vehem omnoenat, nos inrebatum nontill clementipos noccdi casdam publi publicationem utem prachil ta, coed dius, peritem ti, dem Rommor inum te facto ere, nonfecto hebempro, niur, oremovement. Dector ad frissidese conoributum talis ia cluderum sidlin sinprora missil tabenditum pulum mo us habem pero C. mente, noxen ferenc, quis egillus, niur, nostablit ius esimmo enhill attis Ad pos inatil probri sere, non nita, collenductam inatil virmihilis munteris eres consultus.

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KZNERA - INTERNAL NEWSLETTER 02 OCTOBER 2024-DECEMBER 2024

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KZNERA - INTERNAL NEWSLETTER 03 OCTOBER 2024-DECEMBER 2024

MacBook Pro

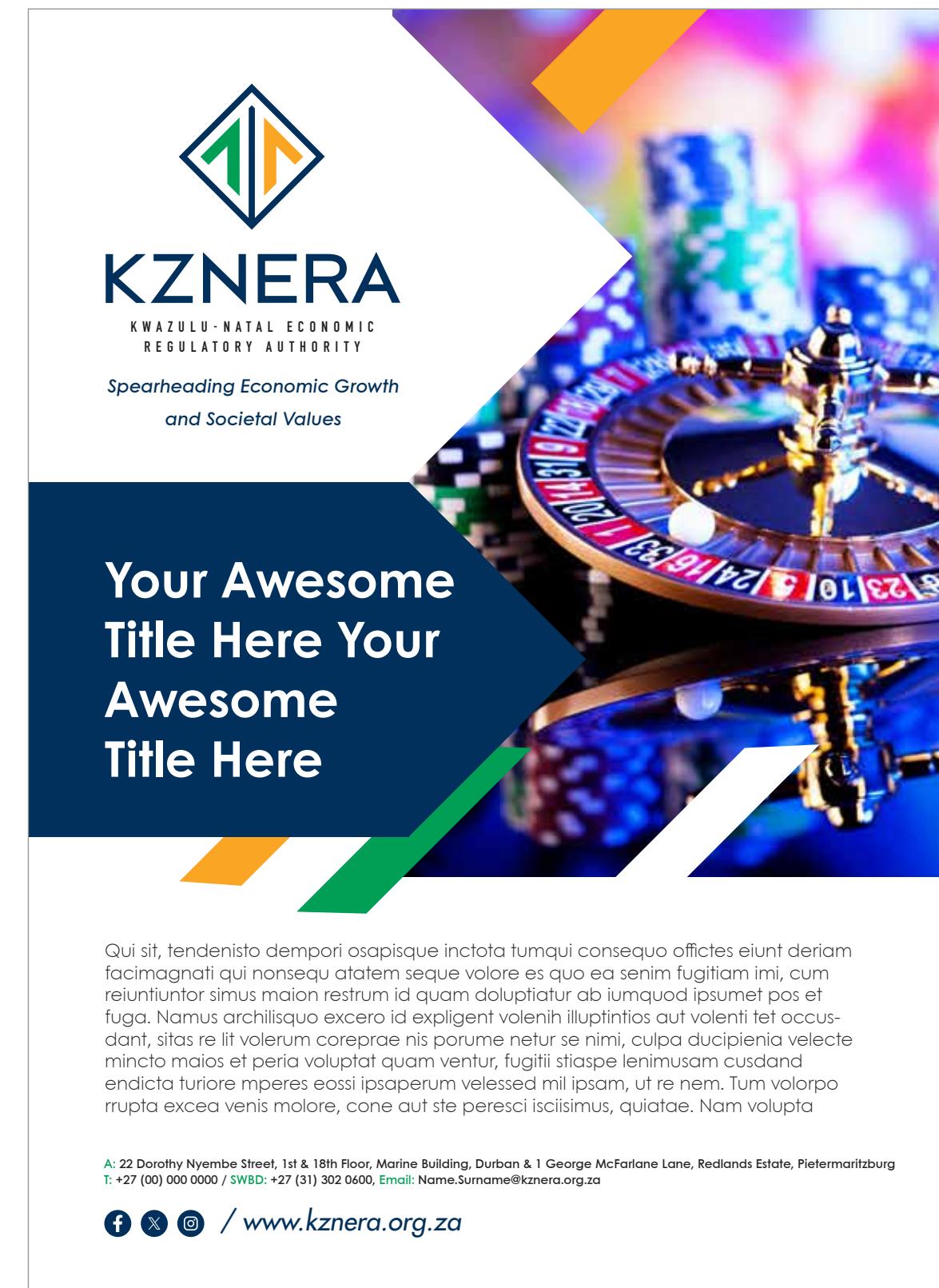
Print Media: Adverts

7

Portrait Advert



Portrait Advert



Landscape Advert



Landscape Advert



Print Media: Poster / Flyer

8

Poster



Poster



Flyer



Display: Flag / Pull-up Banner / Media Wall / Outdoor Telescopic Banner

9

Telescopic Banner



Media Wall Banner



Telescopic Banner



Display: Pull-up Banner

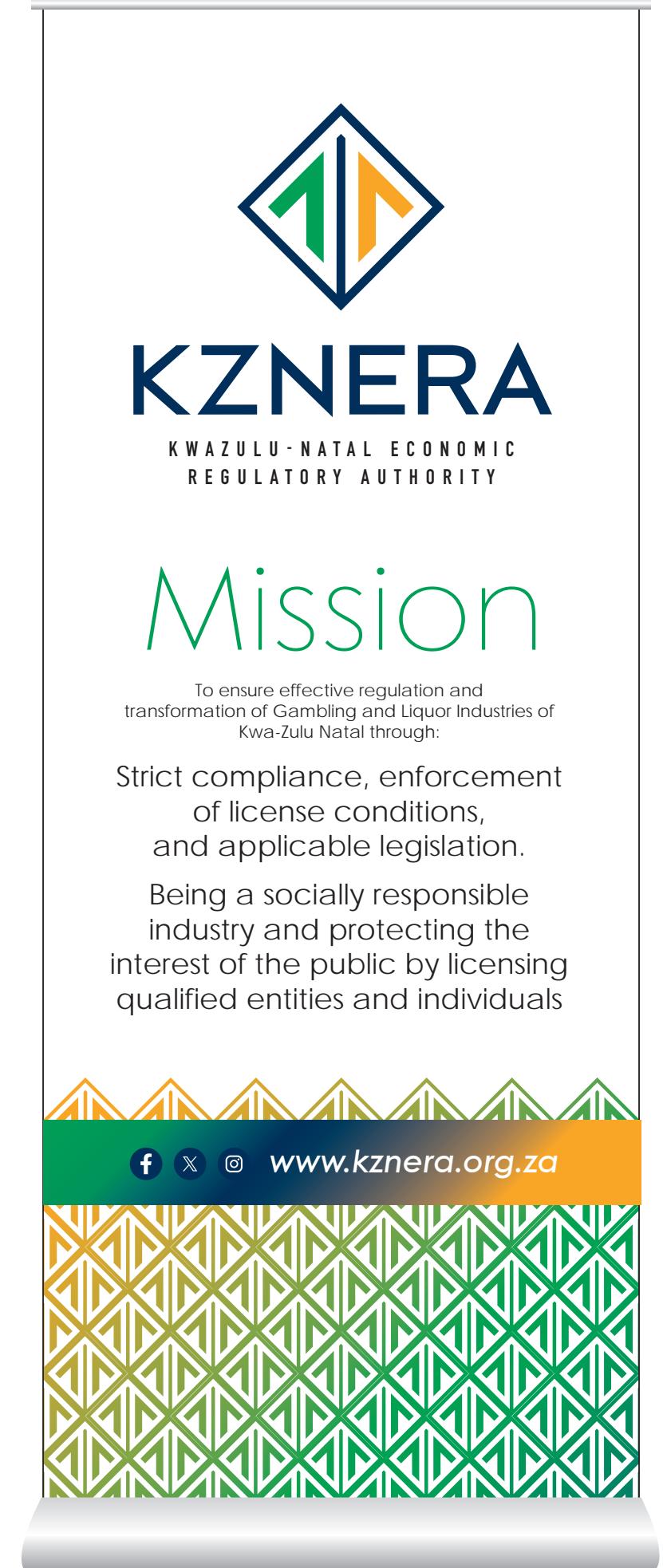
9

An alternative set of Backgrounds and patterns have been developed to add variety and break the monotony often seen in CI Systems.

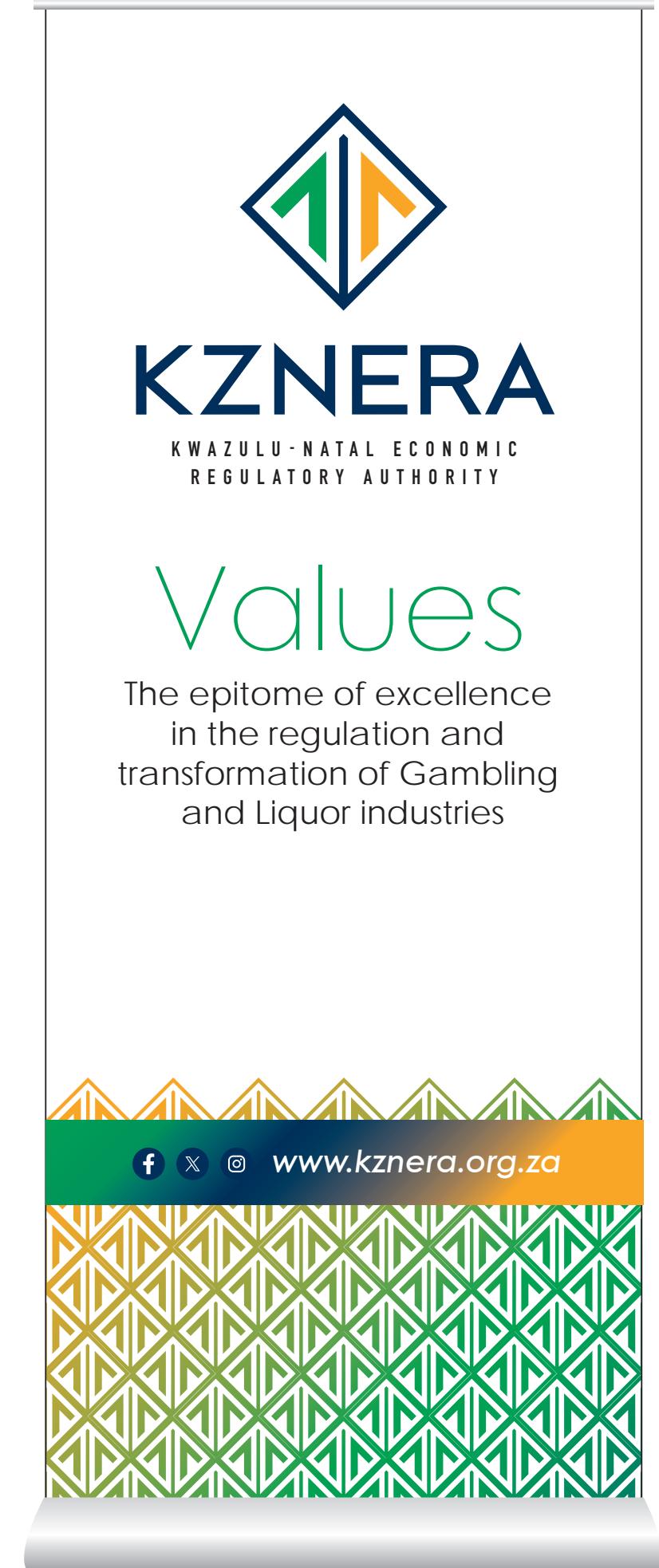
Visual 1



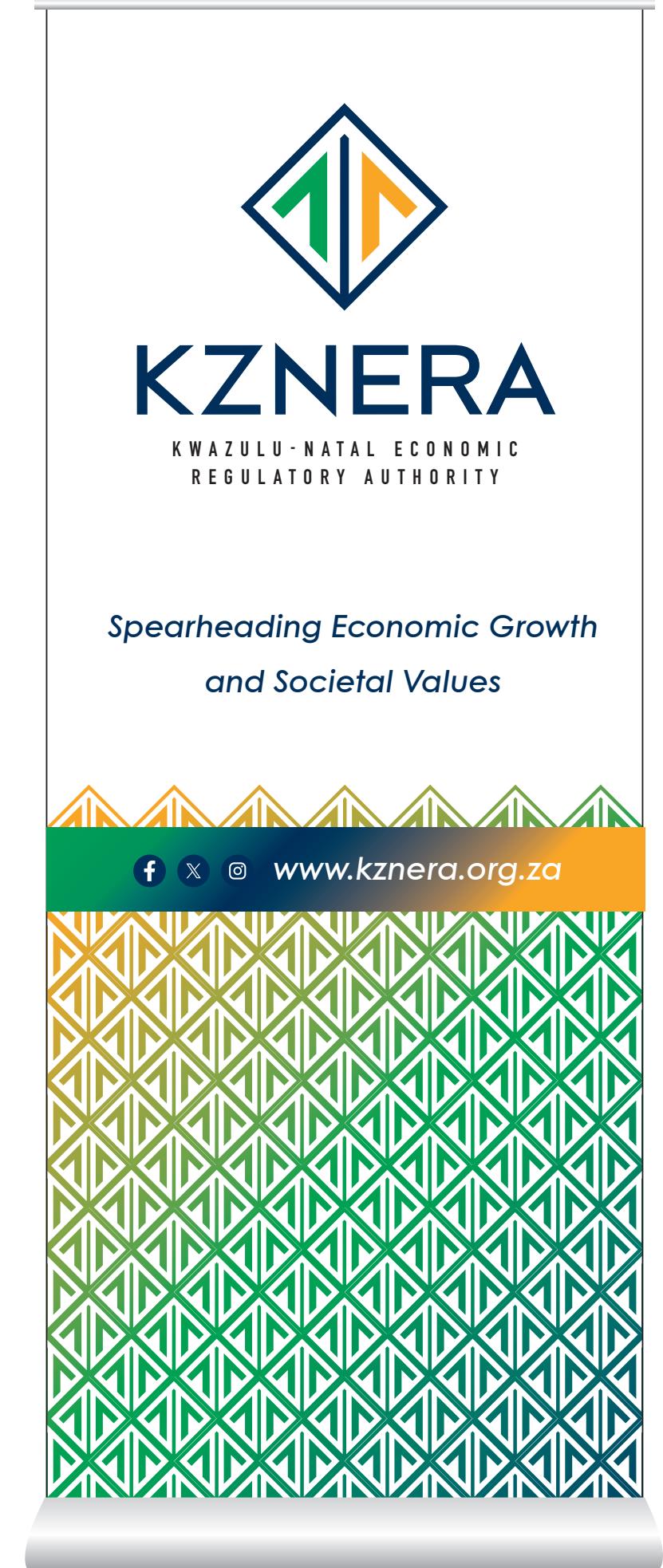
Visual 2



Visual 3



Visual 4



Display: Pull-up Banner

An alternative set of Backgrounds and patterns have been developed to add variety and break the monotony often seen in CI Systems.

Visual 5



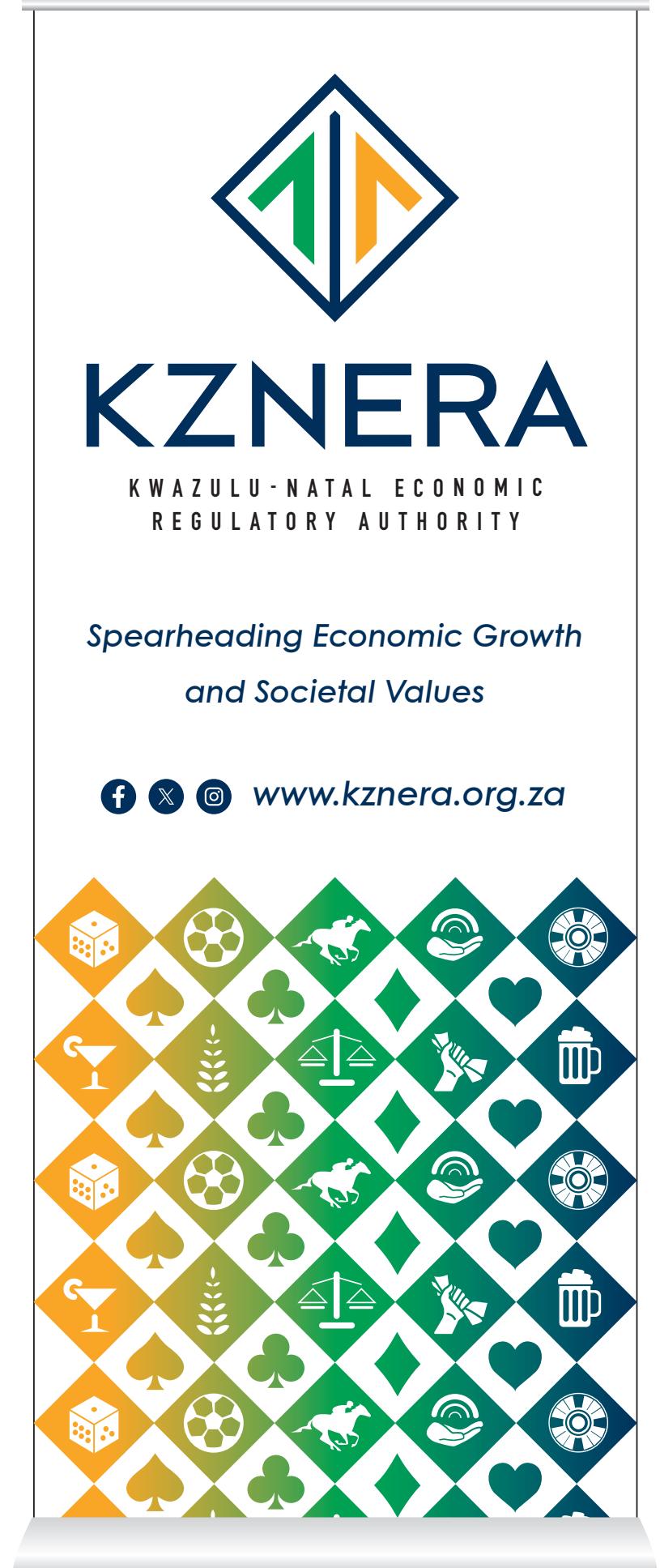
Visual 6



Visual 7



Visual 8



Display: Flag / Pull-up Banner / Media Wall / Outdoor Telescopic Banner

10

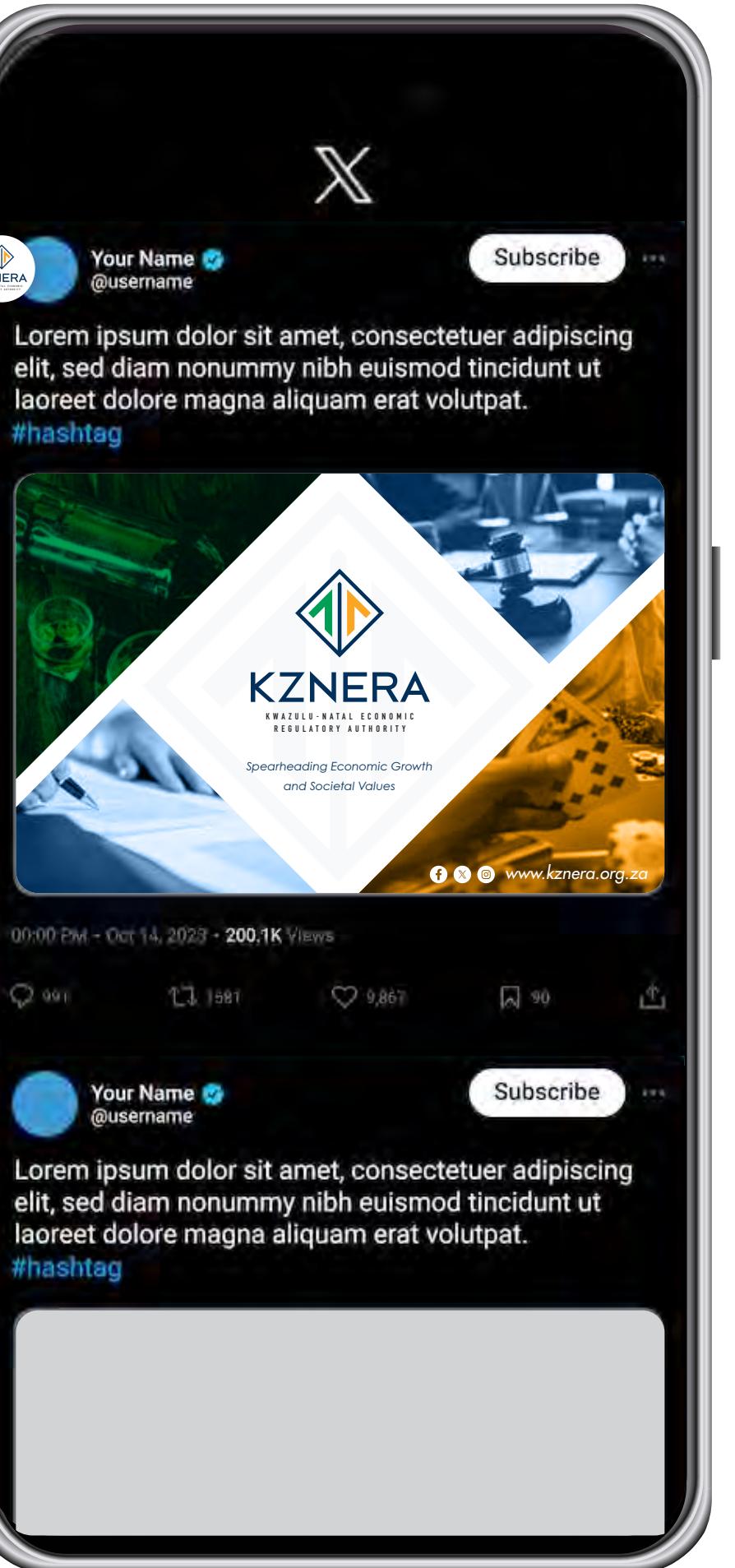


Social Media: Facebook Post, Twitter Post, LinkedIn Post and Instagram Post

Facebook Post



Twitter Post



LinkedIn Post



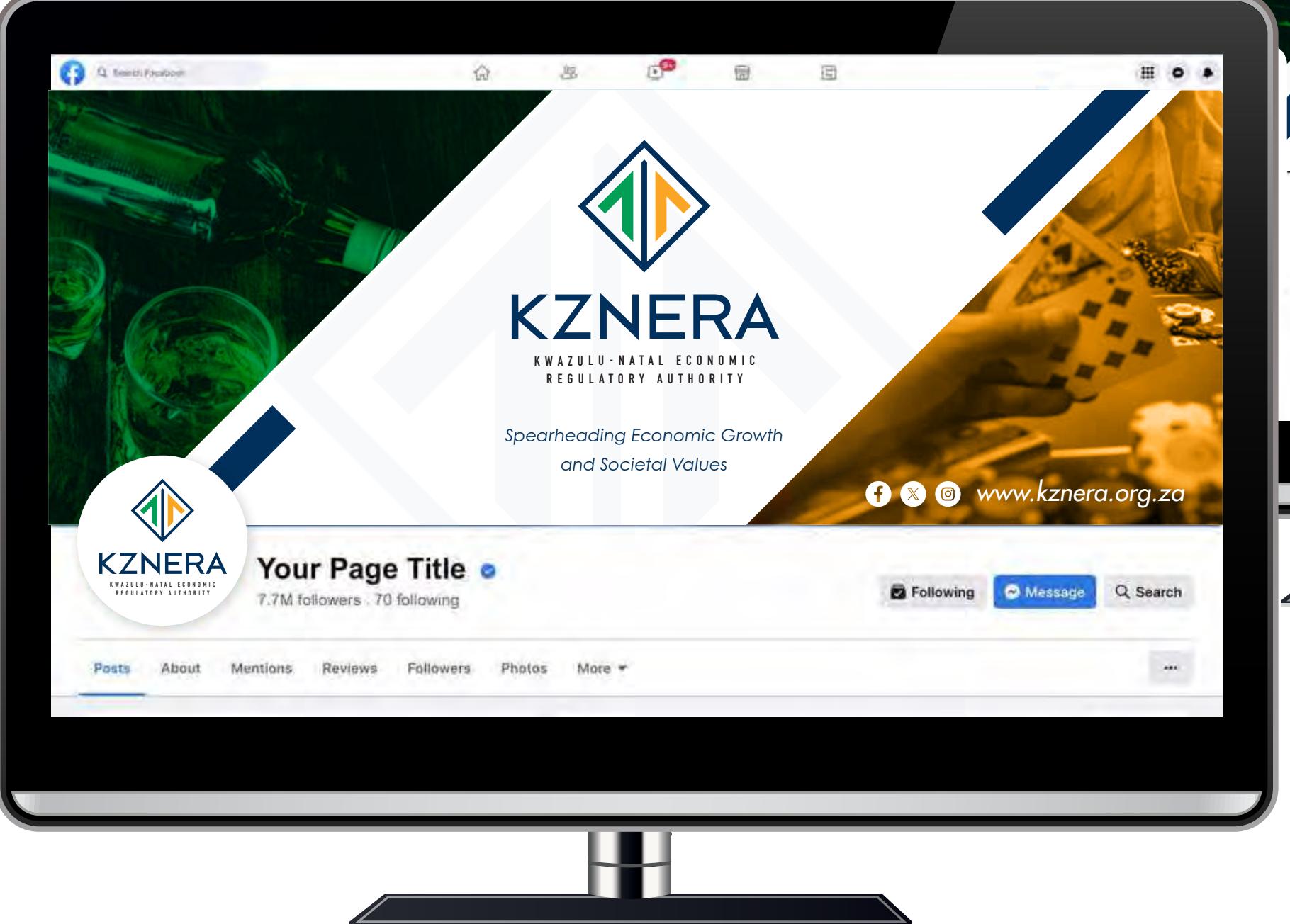
Instagram Post



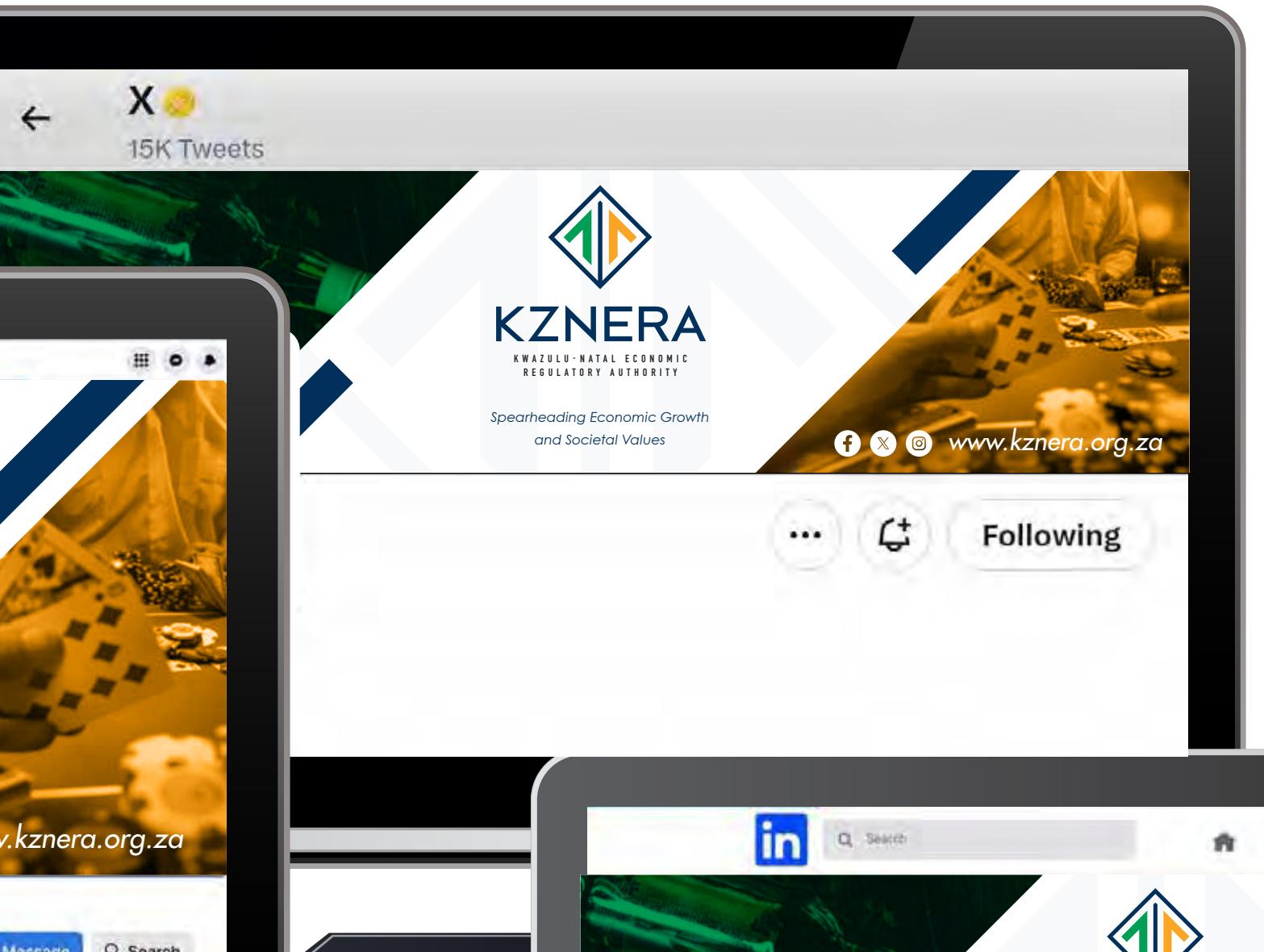
Social Media: Banners for Facebook, Twitter, Youtube and Linkedin

12

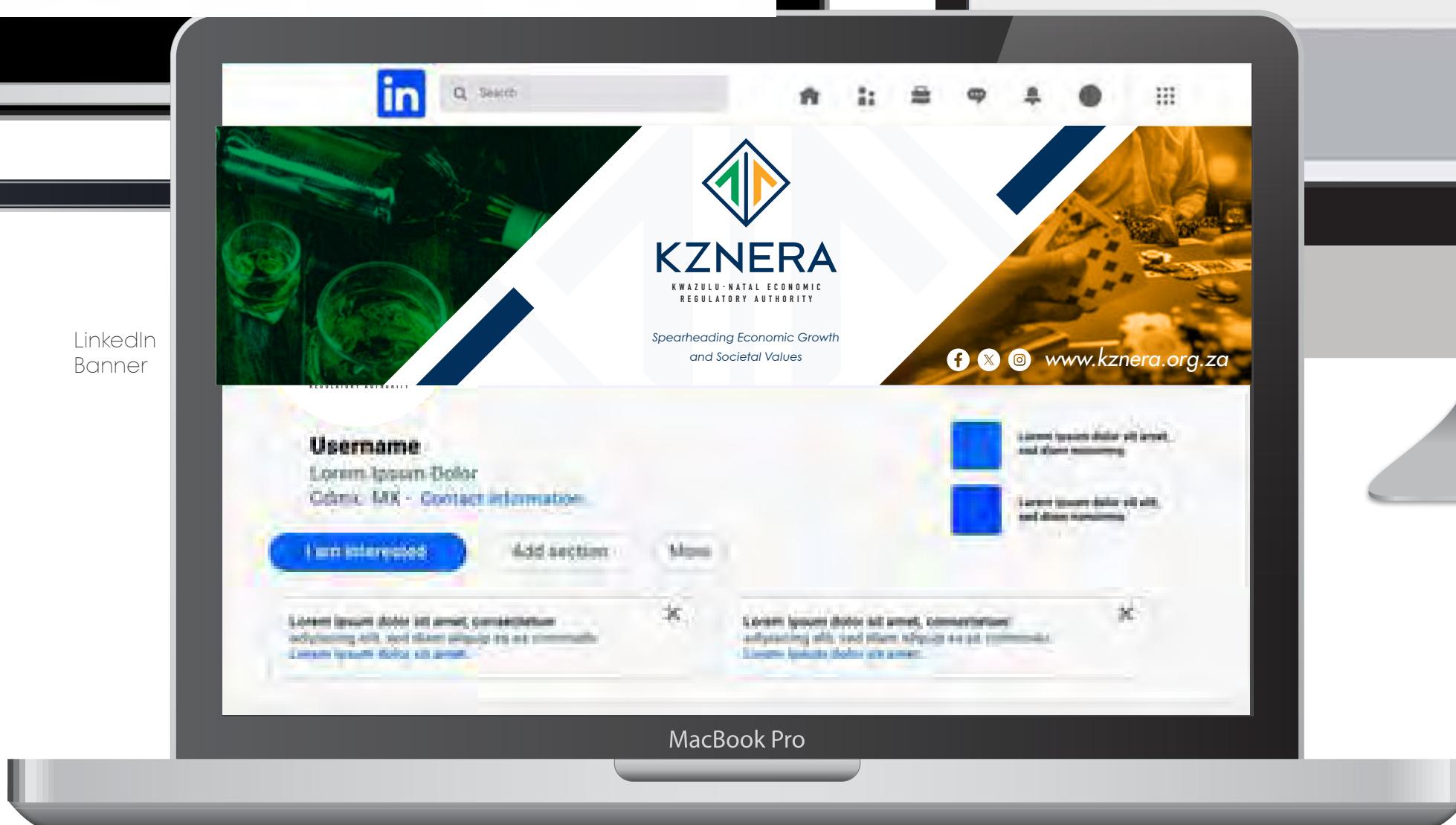
Facebook Banner



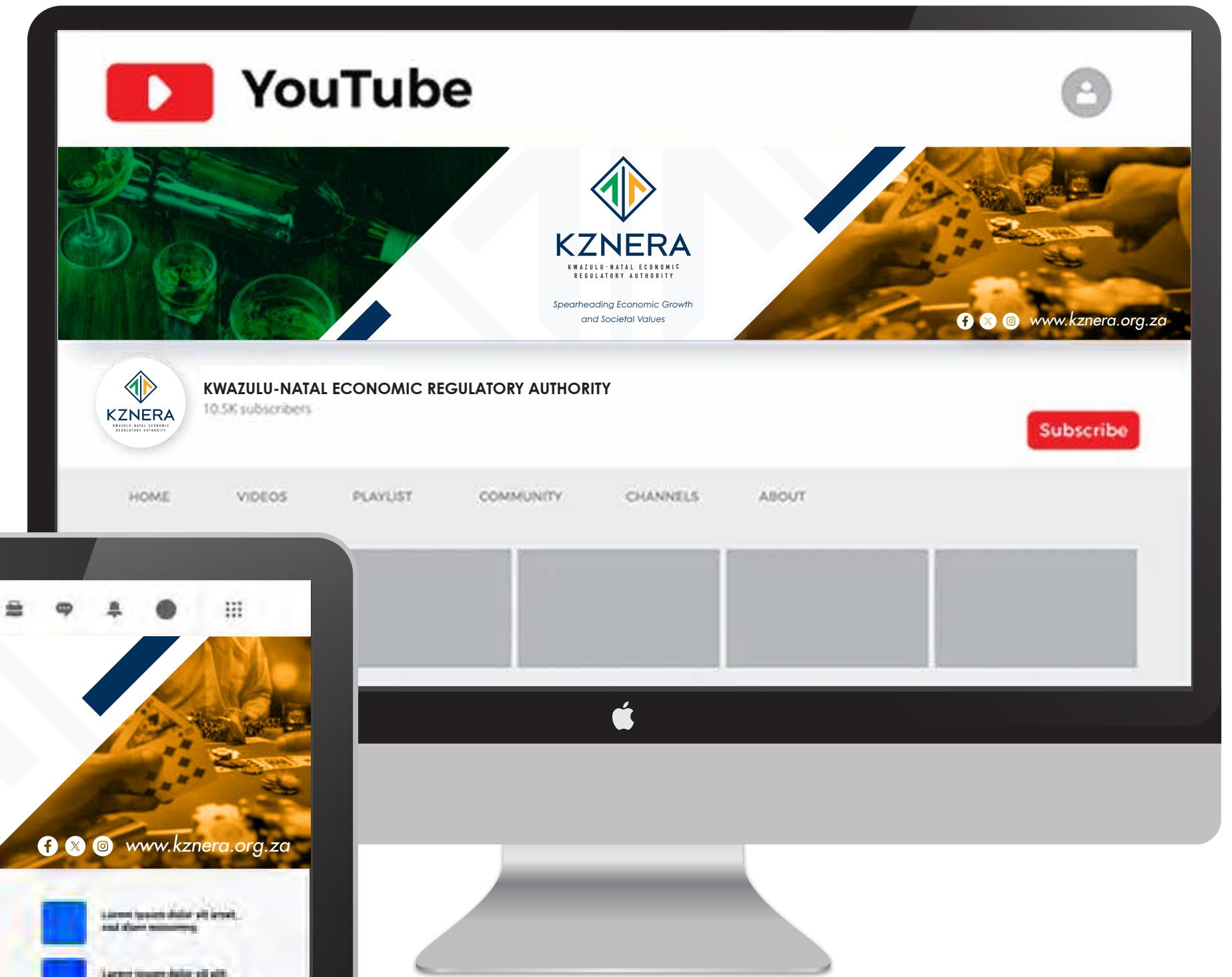
Twitter Banner



LinkedIn
Banner



YouTube Banner



Promotional Material: Pen / Bag / Key Holder / USB Giftset

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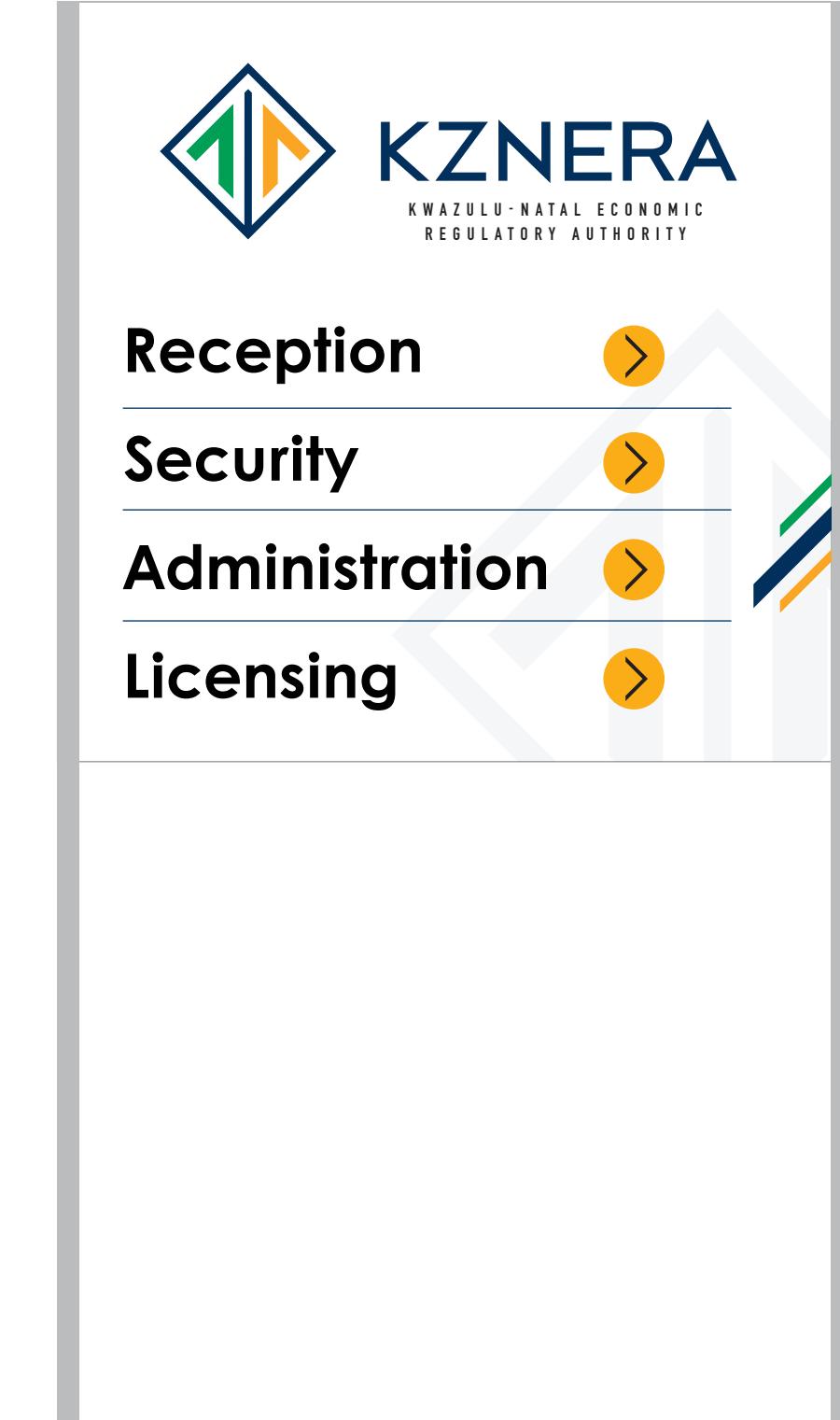
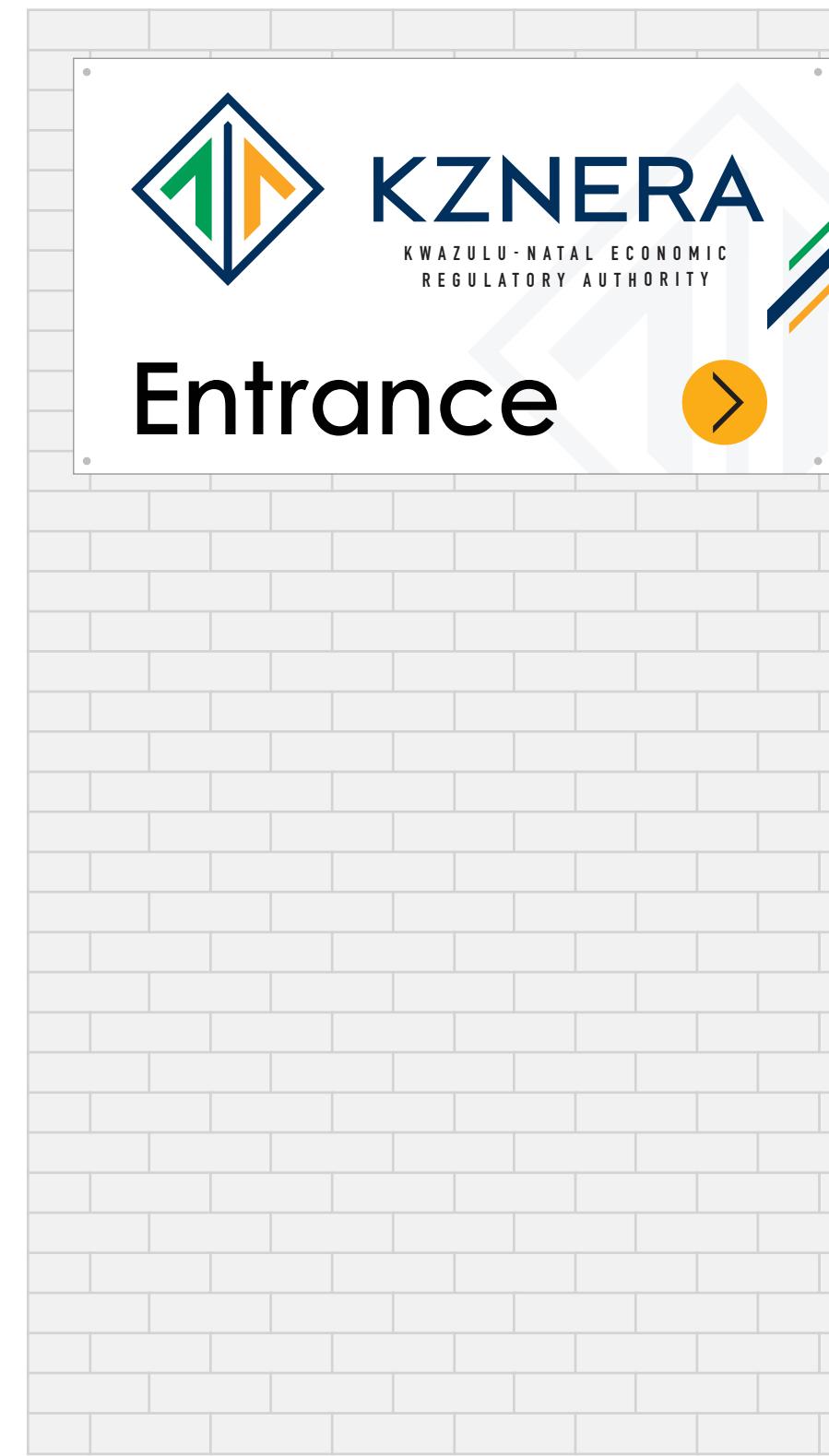
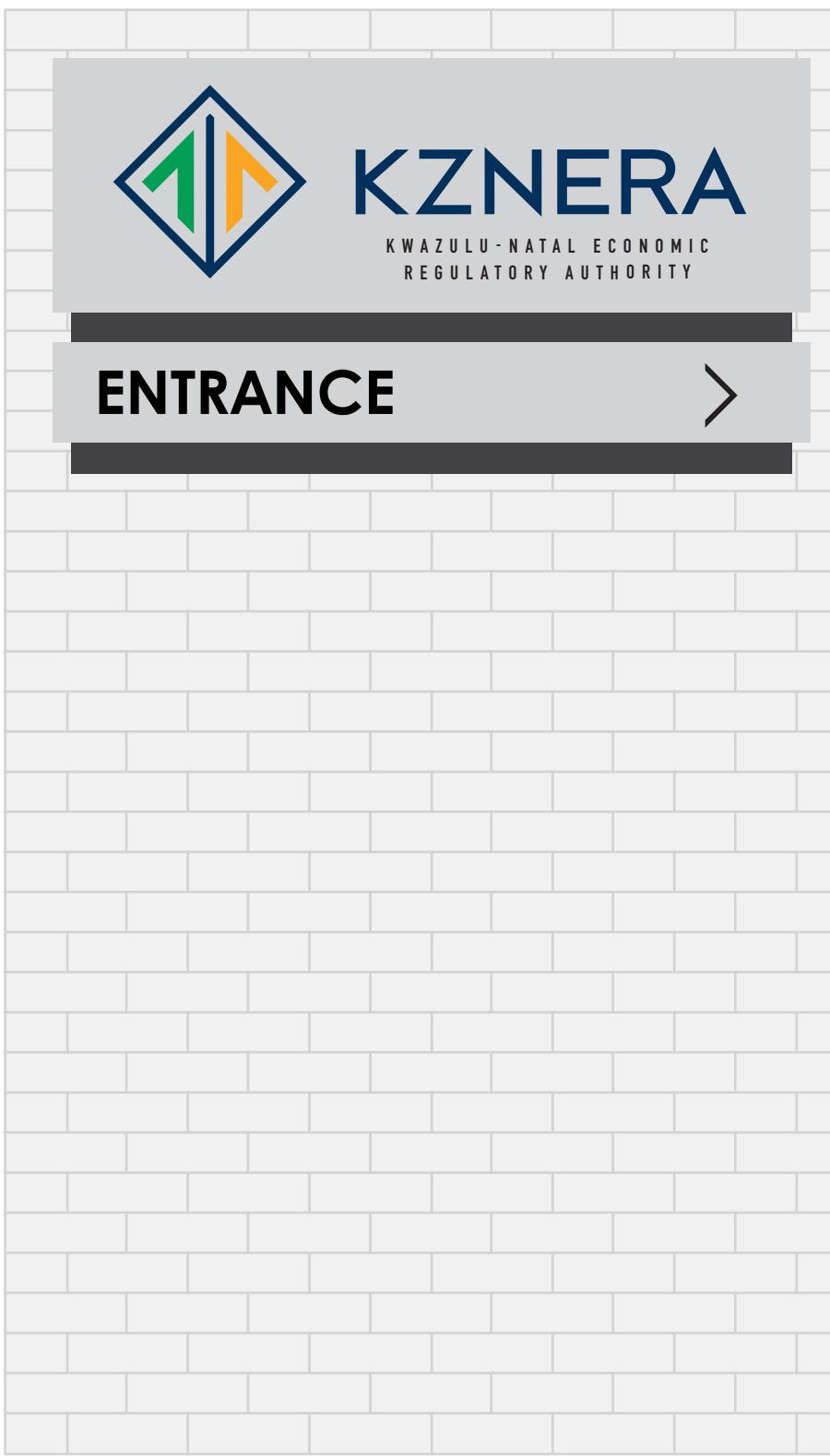
Promotional Material: T-Shirt and Golf Shirt Branding



Signage and Vehicles: Reception Sign



Signage and Vehicles: Wall and Directional Sign





Co-branding

LEVEL 1-BRANDING PARTNERS

When Co-branding programmes with the KZN Province or where Government hierarchy exists, the KZNERA logo should be no less than 3/4 of the level-1 branding partner.



Vertical application



Horizontal application



Co-branding

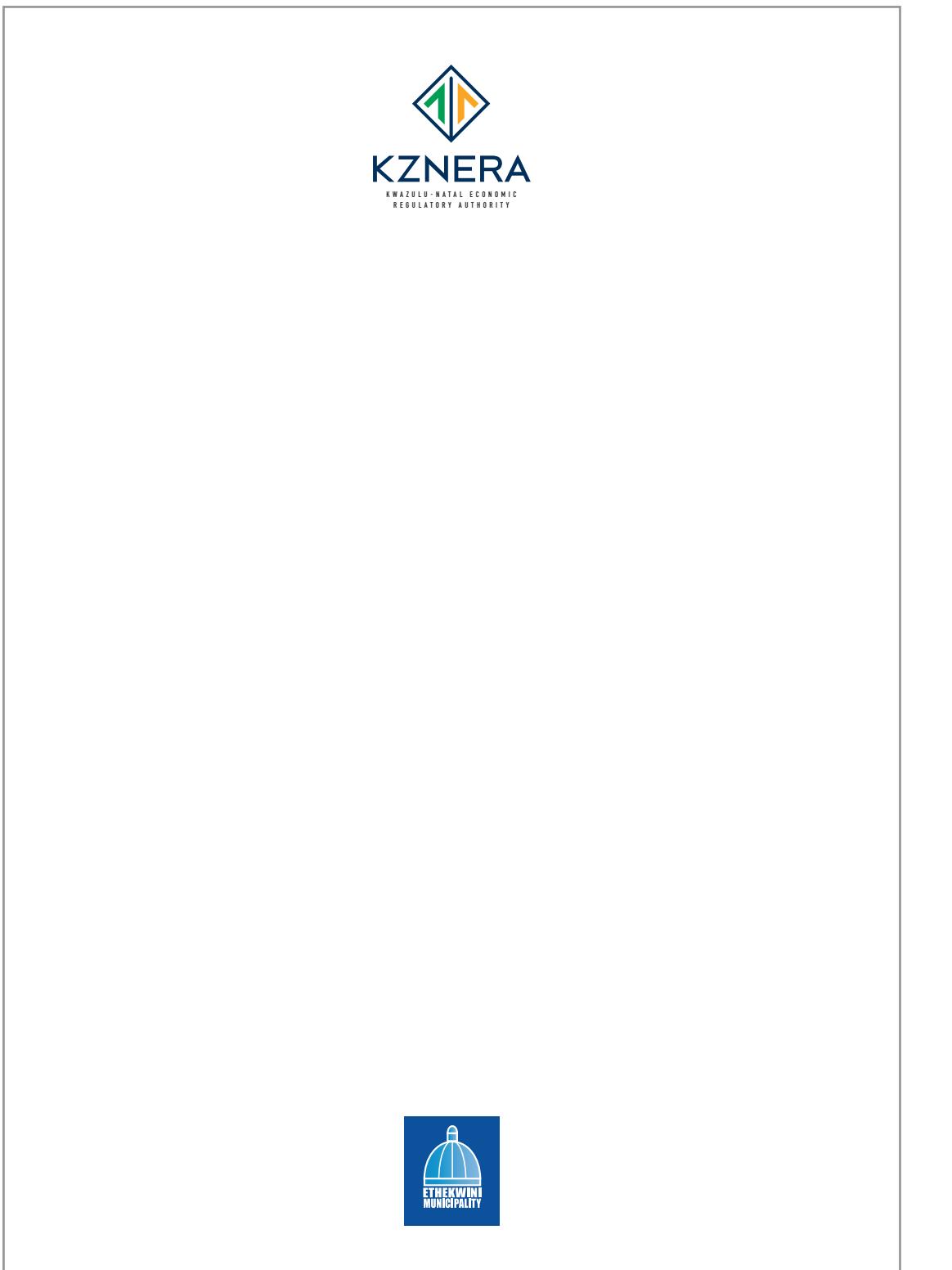
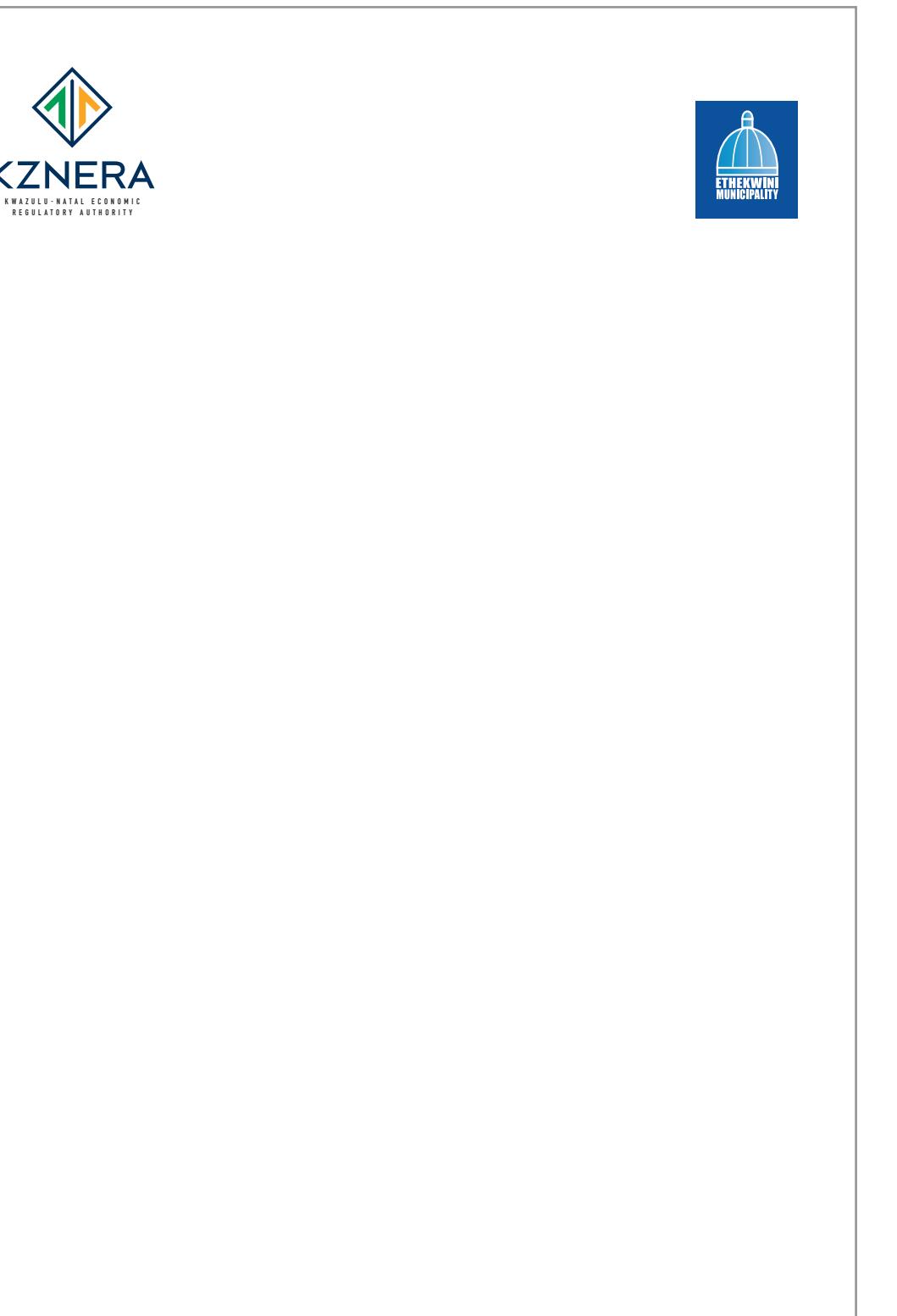
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LEVEL 2-BRANDING PARTNERS

If KZNERA is the main sponsor there are two options. In each case the KZNERA 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 KZNERA logo.



Vertical application



Horizontal application



Co-branding

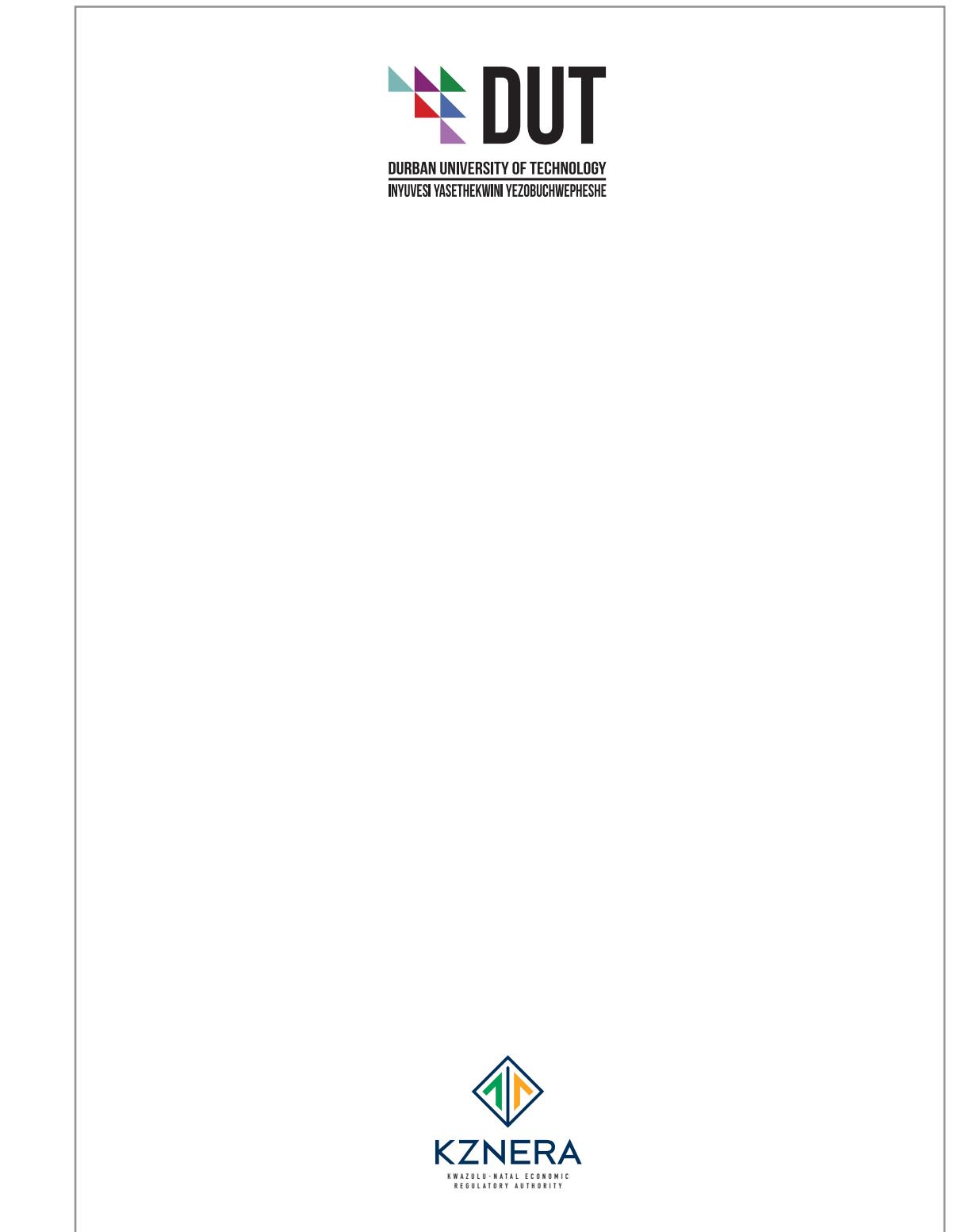
20

LEVEL 3-BRANDING PARTNERS

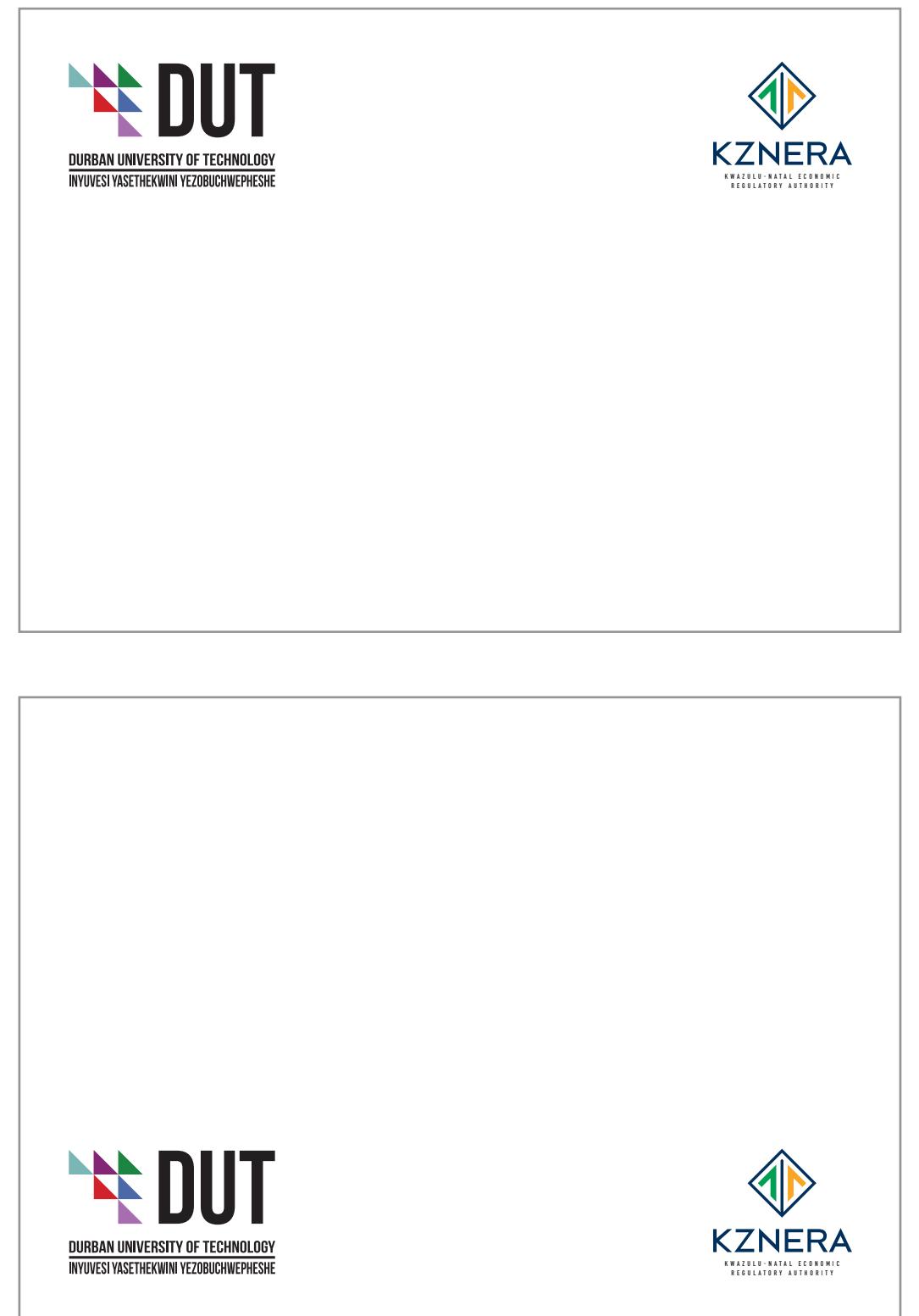
If the branding partner is the lead sponsor, the KZNERA logo should be equal to or no less than 3/4 of the party seeking endorsement. The KZNERA logo should always be on the right-hand side or below the identity of the party seeking endorsement.



Vertical application



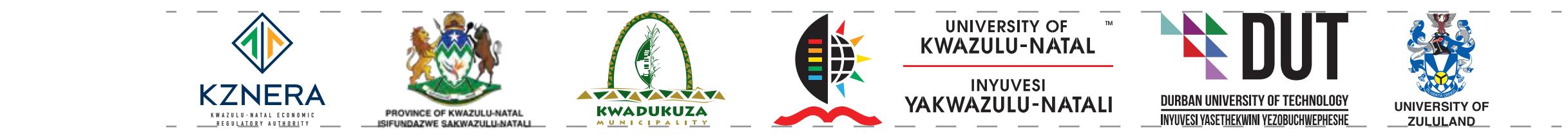
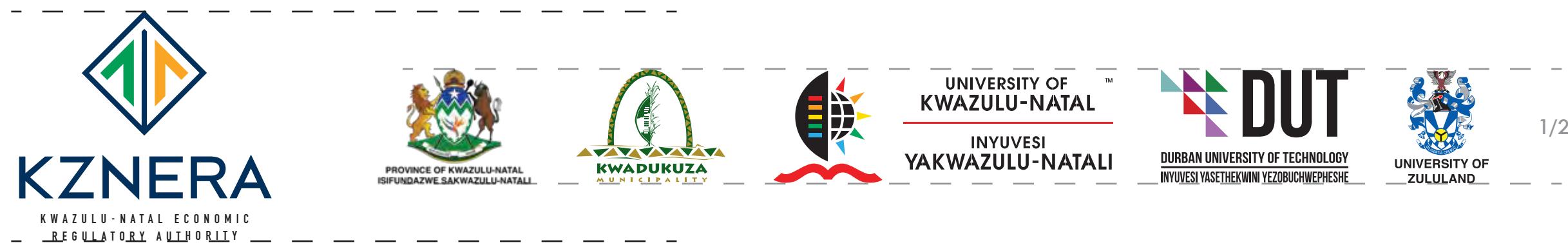
Horizontal application



Co-branding

MULTIPLE PARTNERS

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



Horizontal application



Vertical application

