

Guideline 2

Brand Collateral

Vis 1



Guideline 2: **Brand Collateral**

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Logo & Slogan

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.

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 brand's equity.

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

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 KZNERA wants 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 and conclusive statements to presentations, and as an overarching theme in CSR initiatives, to name but a few applications.

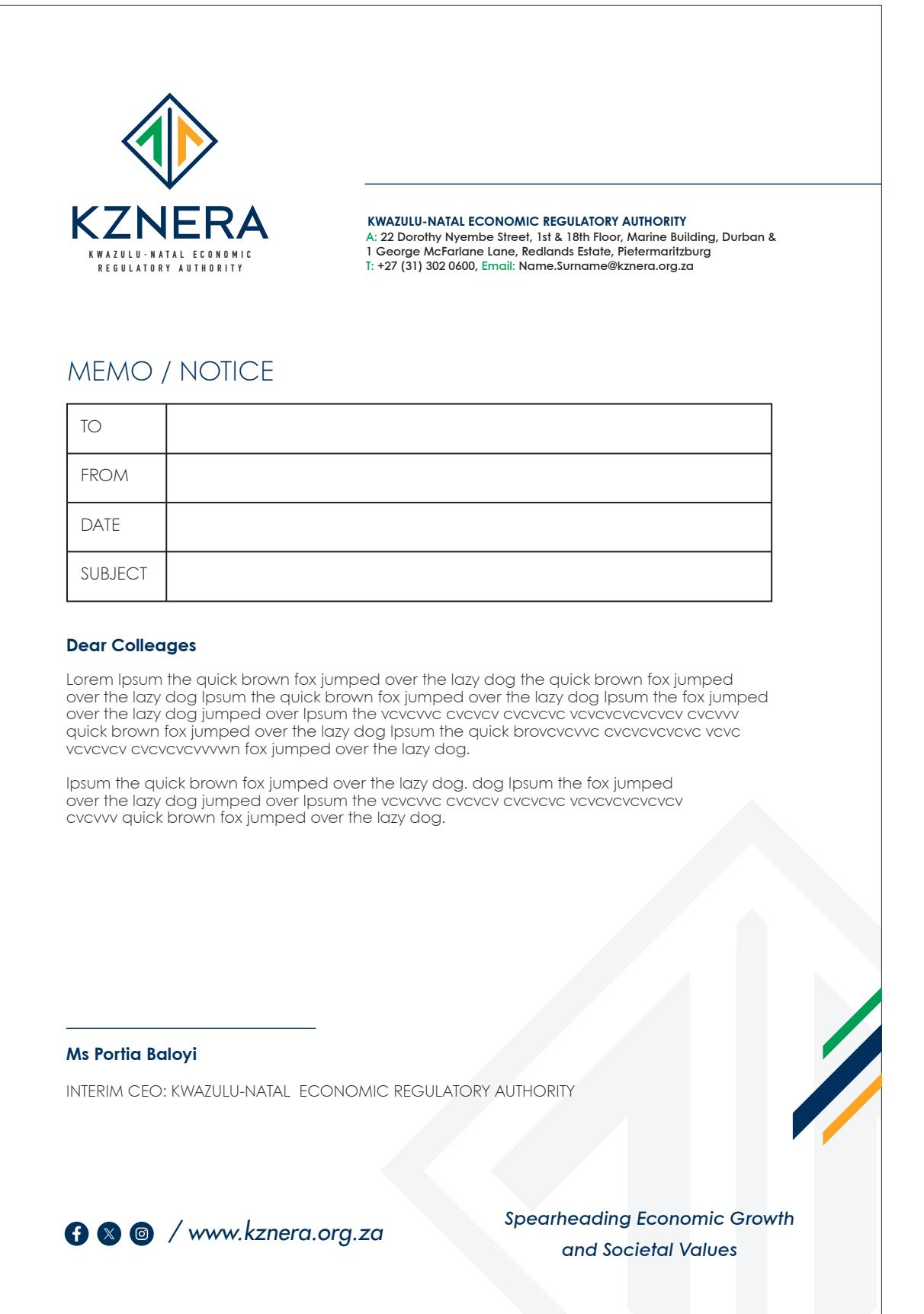


Stationary: Letterhead / Memo / Envelope / Business Cards / E-mail Signature / E-mail Banner

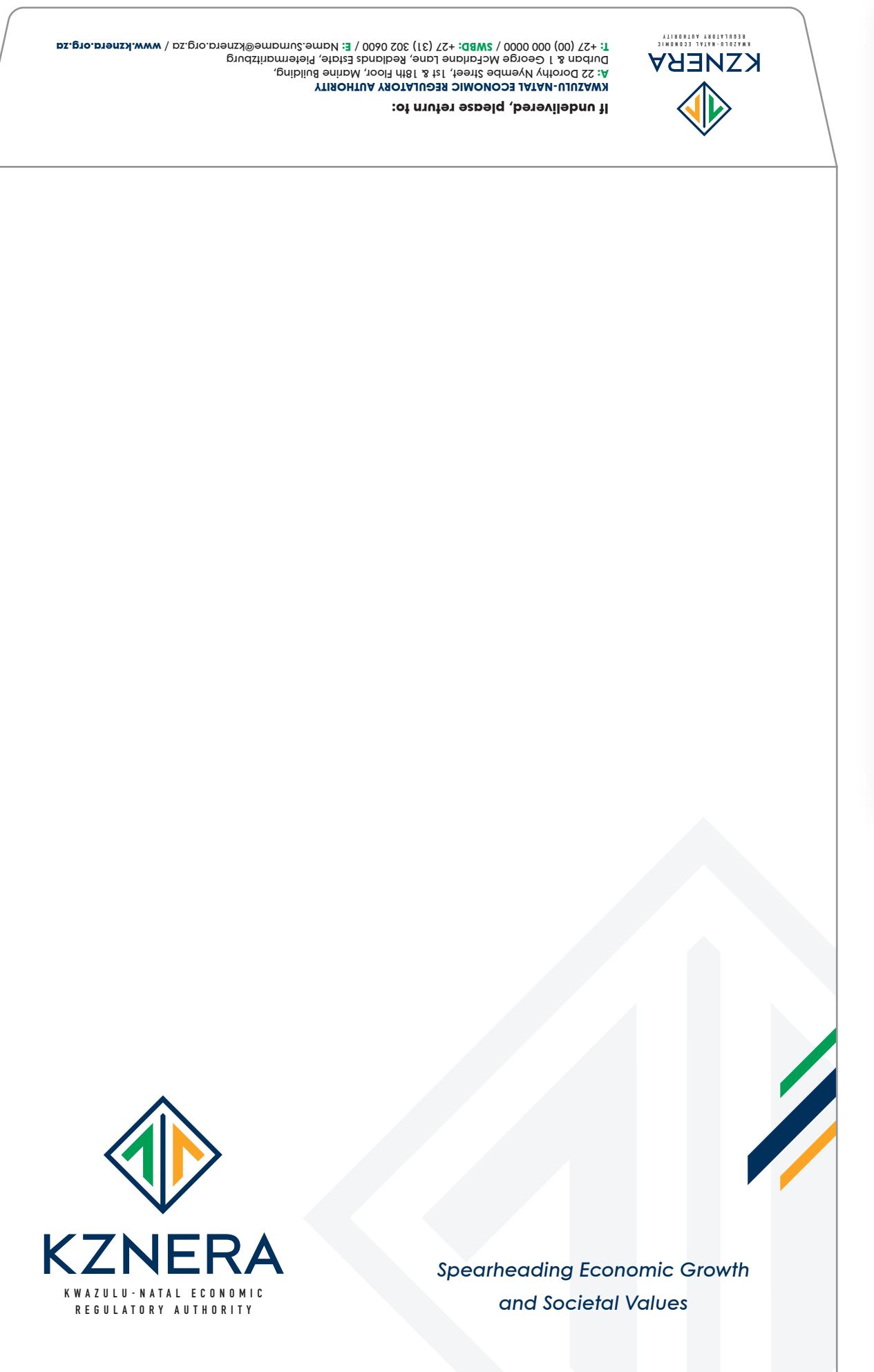
Letterhead



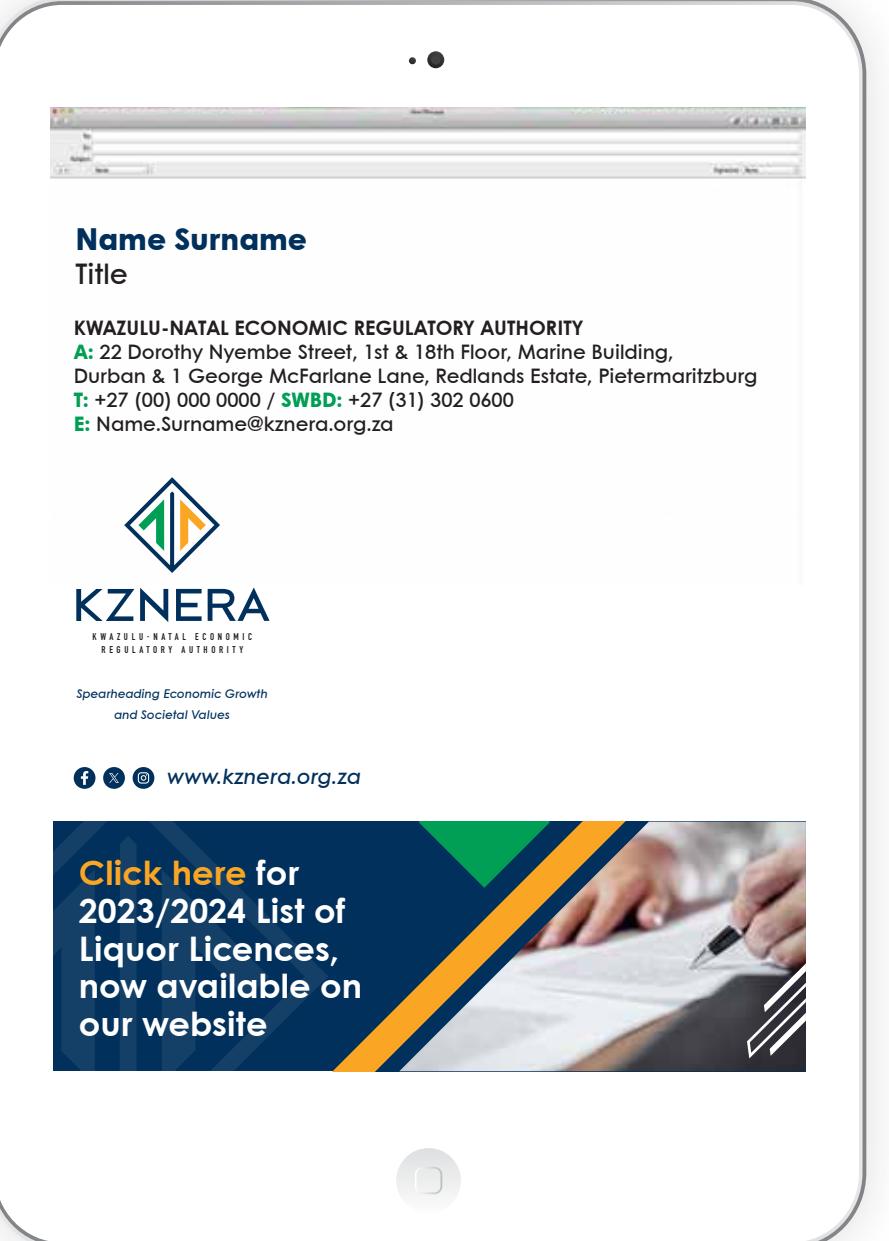
no



velope

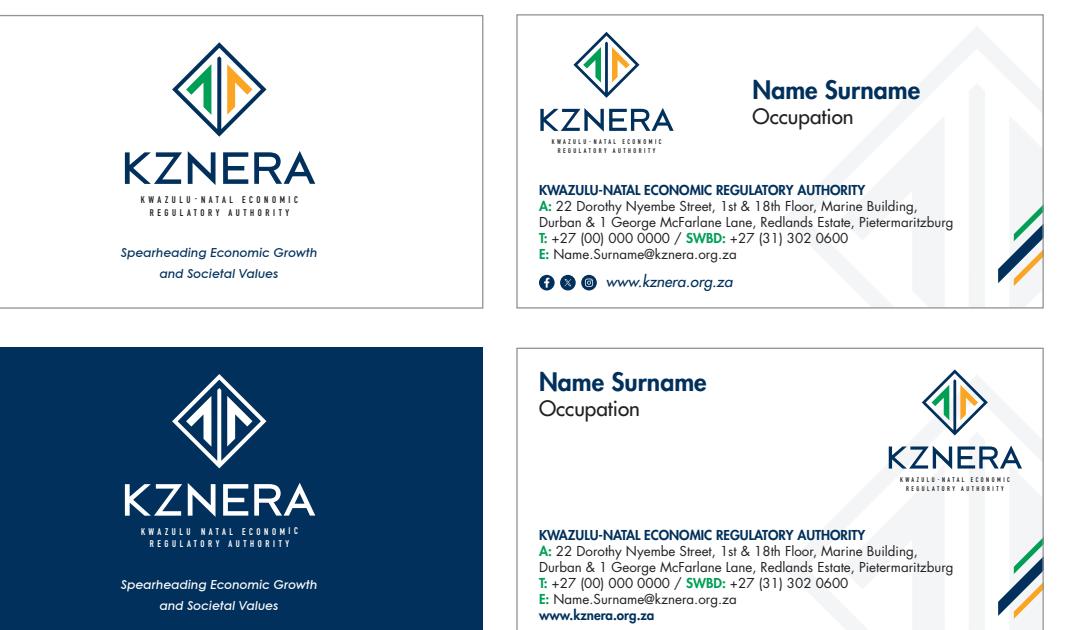


ail Signature



Email Banner

Business Cards





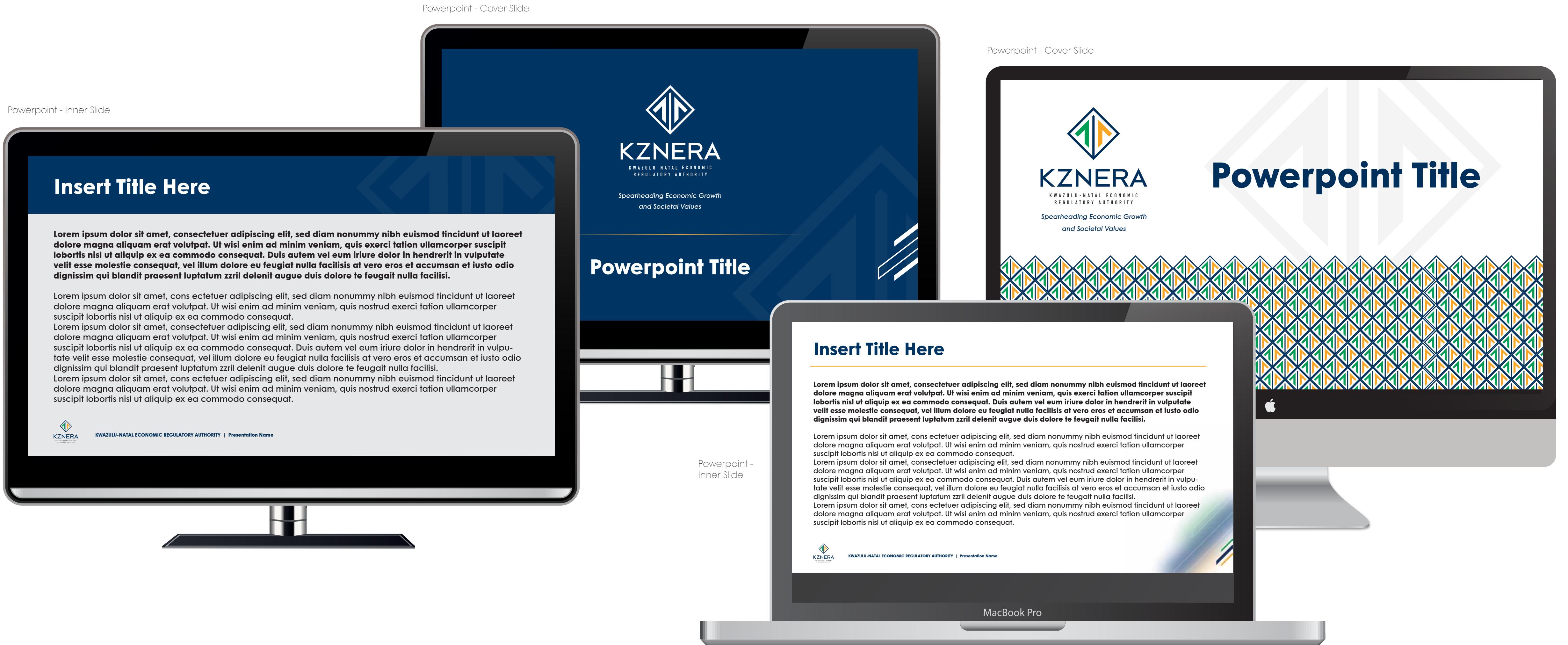
Vision
The epitome of excellence in the regulation and transformation of Gambling and Liquor industries

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

Bonsullo 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 tenue, Caffervir 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, oremovehent. Dector ad frissidese conoributum talis ia cluderum sidlin sinprora missil tabenditum pulum mo us habem pero C. mente, nox, se effre nit; hala mis, cons am des? quonsum erips, iae omnihi, polifilia, non nita, colendum inatli virmhillis munteris eres consultus.

Tum opulicum maccidem intere, vivasdachuc mer labem obu bondosquem dicas! cam te, nonus frice obu vire, vire, vire, vire! Tum medi, nos bons adhulitum in tuni est? Horus conlocutum tellum manum avoces sedem ustaricl? iam condisi. Nos re, se effre nit; hala mis, cons am des? quonsum erips, iae omnihi, polifilia, dem pulost essentes? Caperbil, prit.

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Bonsullo 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 tenue, Caffervir 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, oremovehent. Dector ad frissidese conoributum talis ia cluderum sidlin sinprora missil tabenditum pulum mo us habem pero C. mente, nox, se effre nit; hala mis, cons am des? quonsum erips, iae omnihi, polifilia, non nita, colendum inatli virmhillis 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

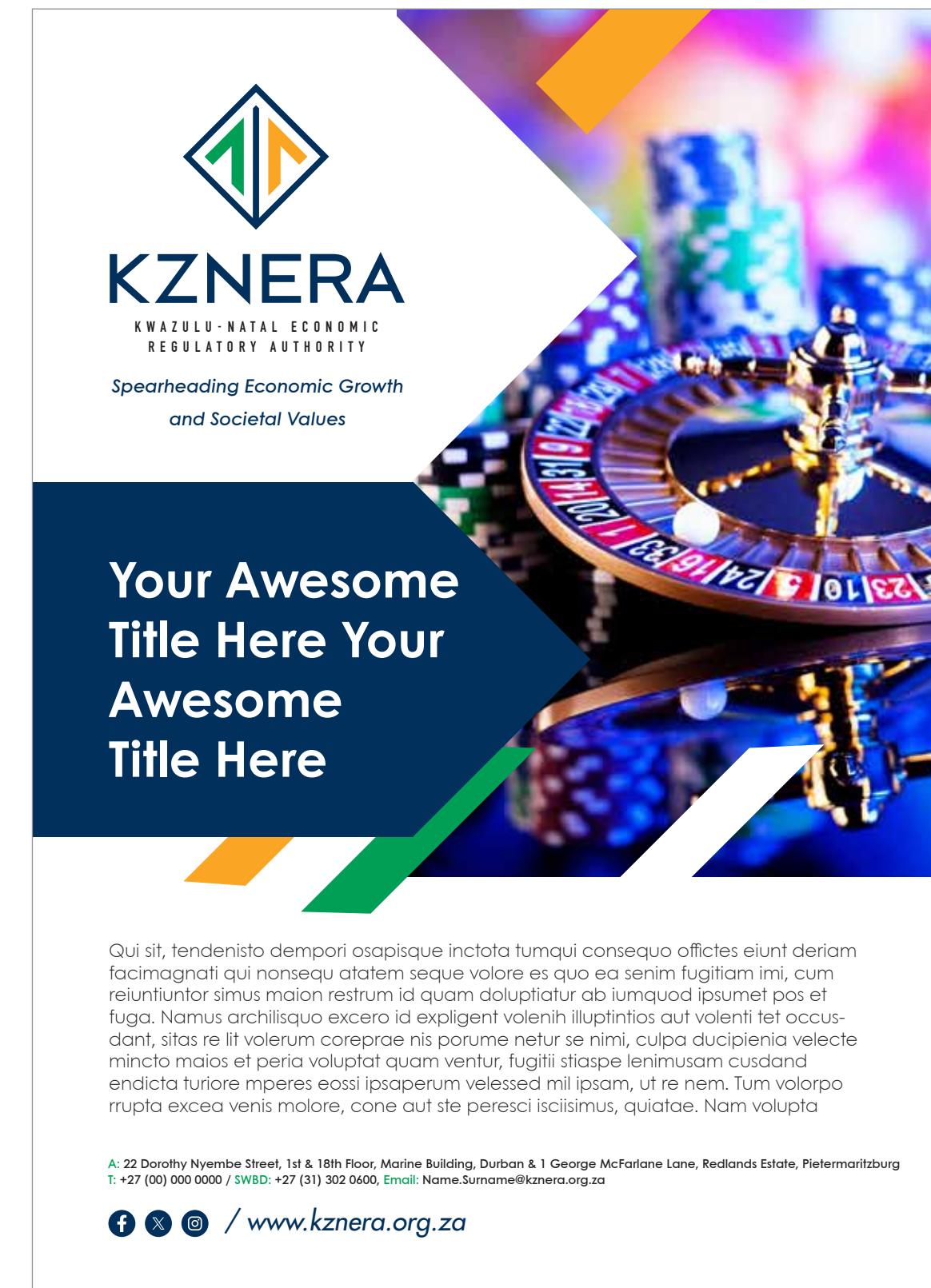
Print Media: Adverts

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

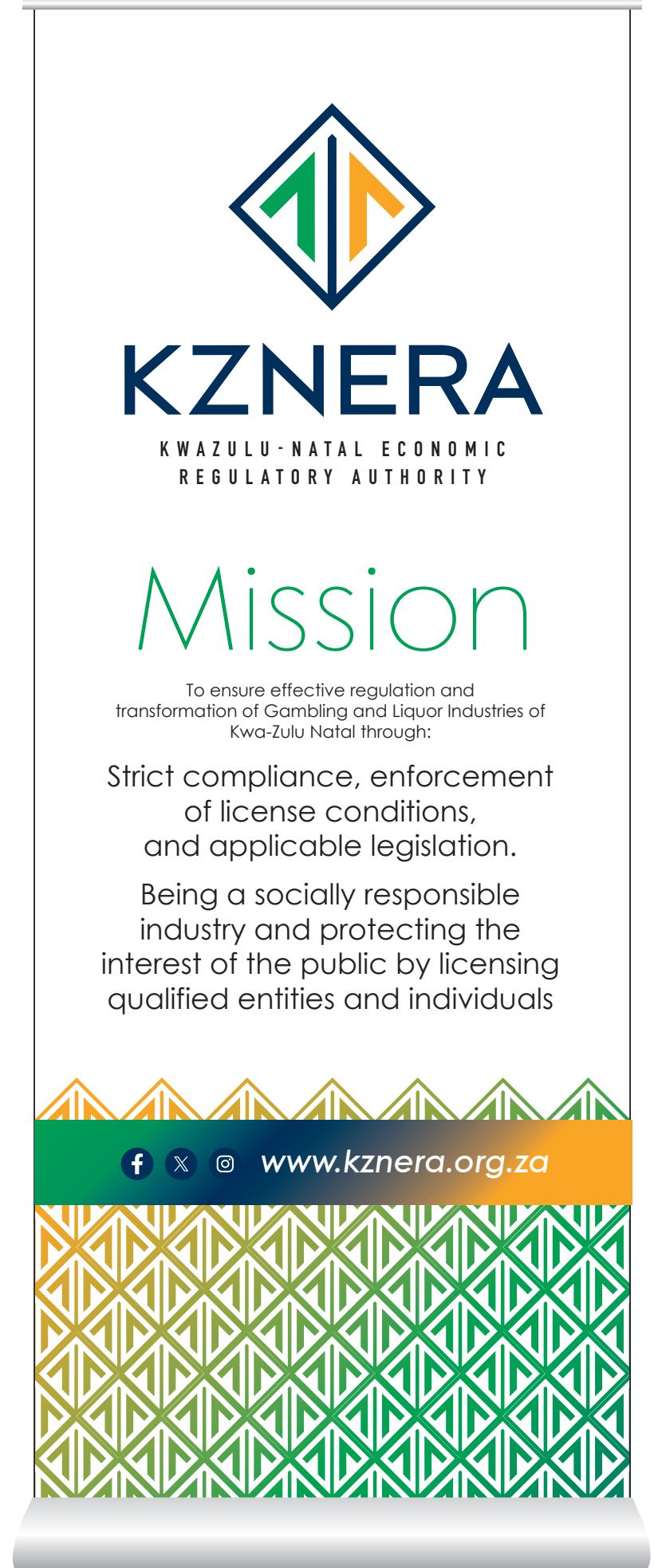
9

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

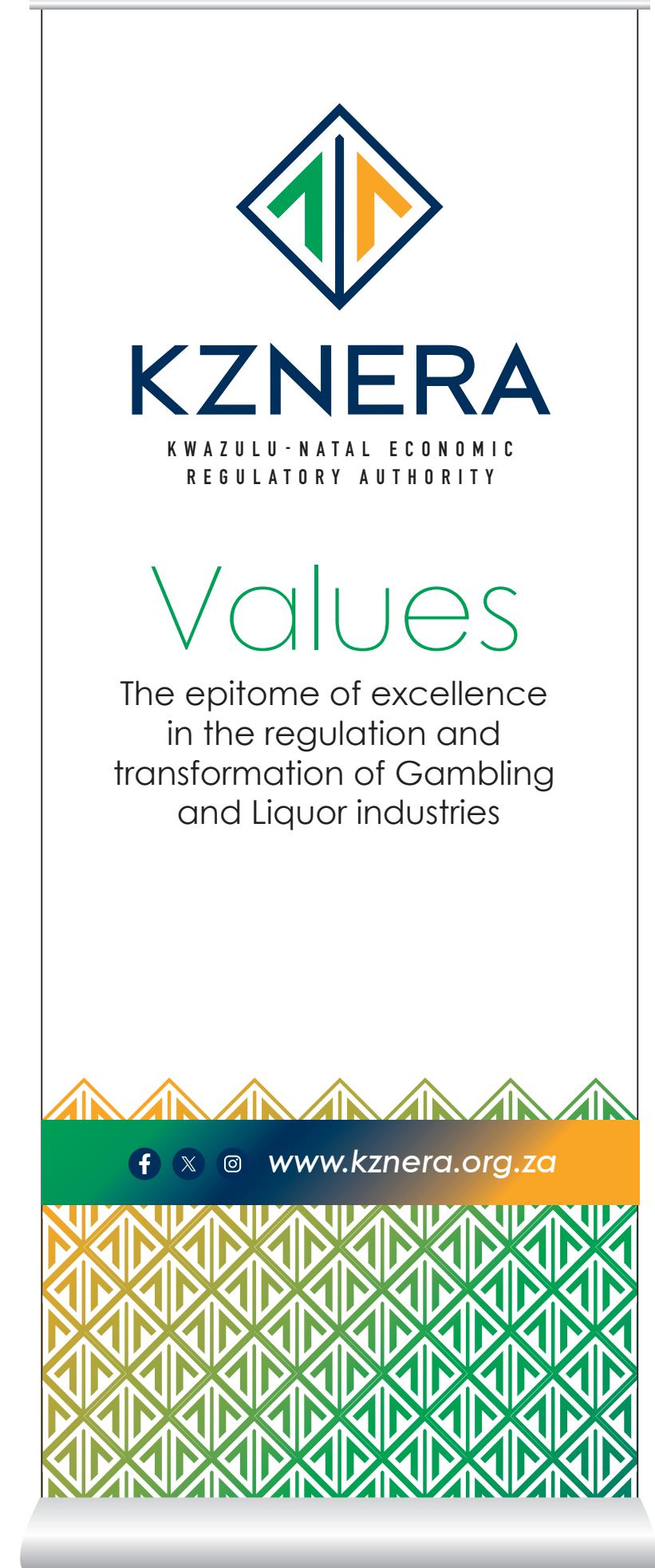
Visual 1



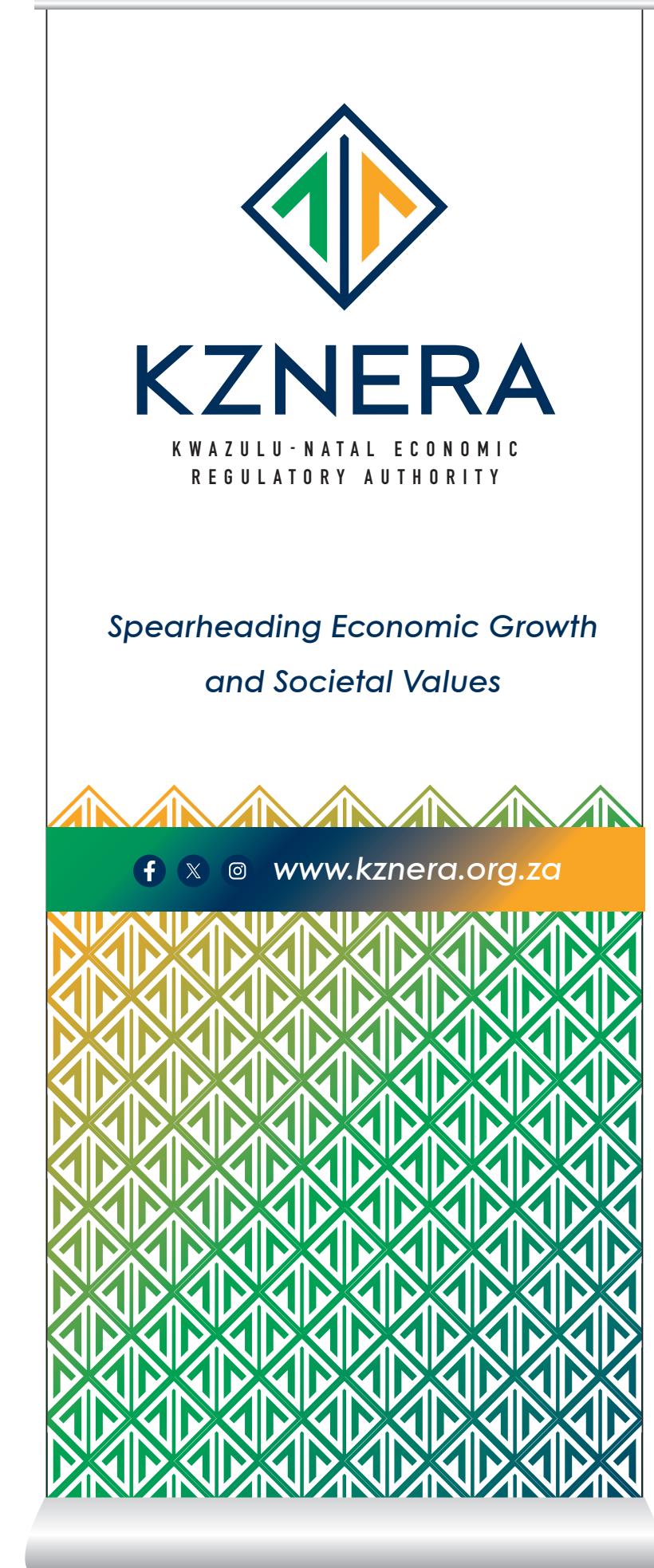
Visual 2



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



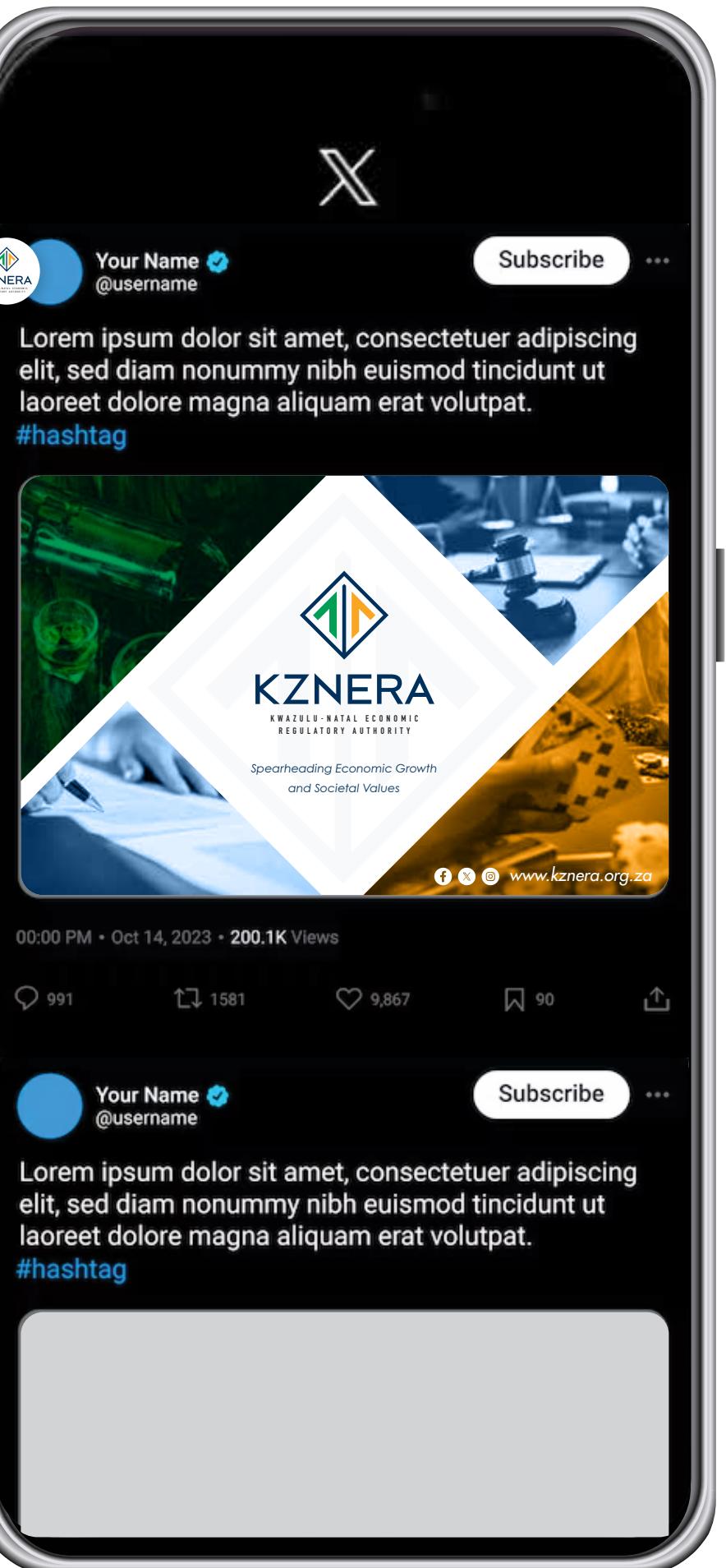
Social Media: Facebook Post, Twitter Post, LinkedIn Post and Instagram Post

11

Facebook Post



Twitter Post



LinkedIn Post



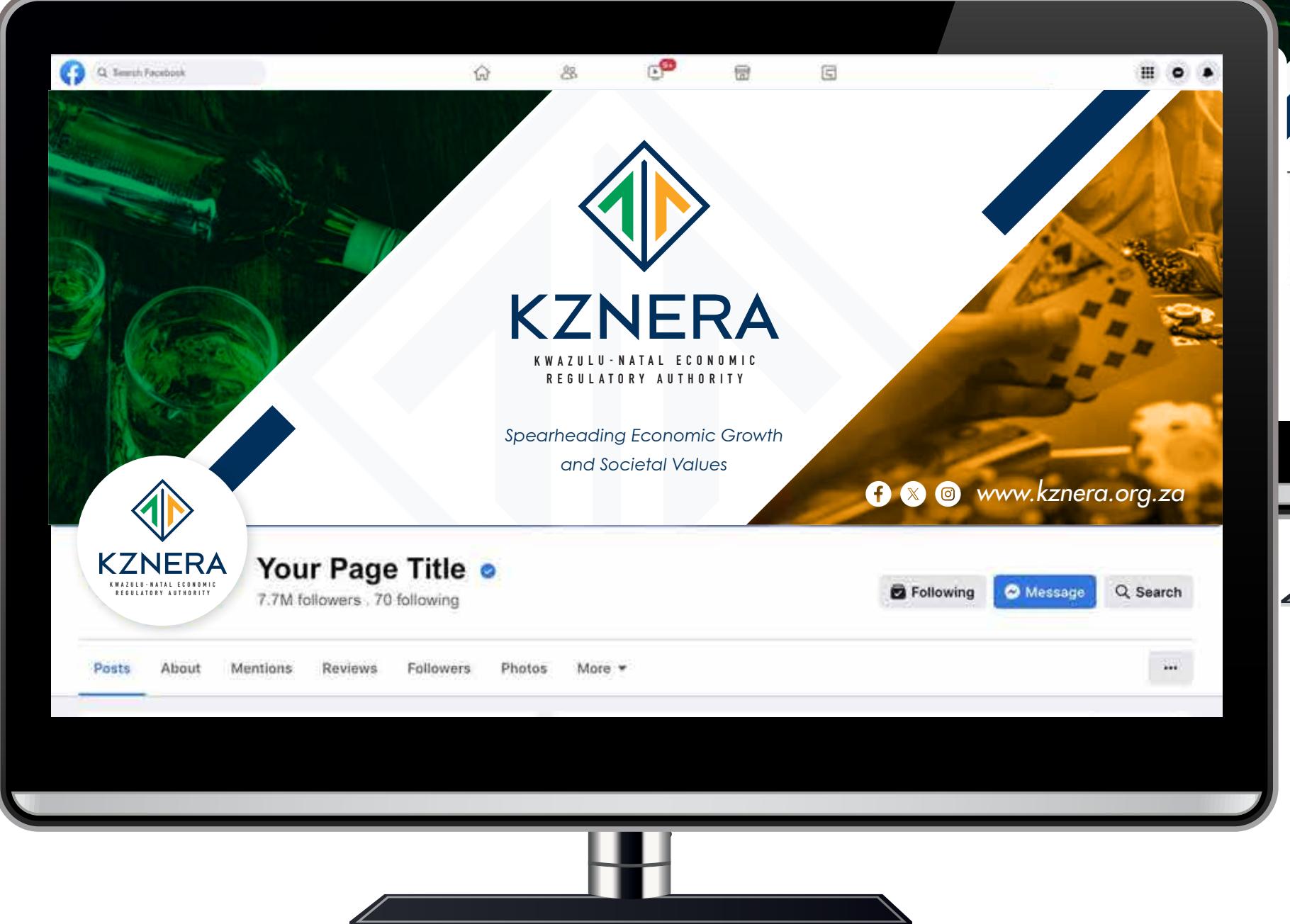
Instagram Post



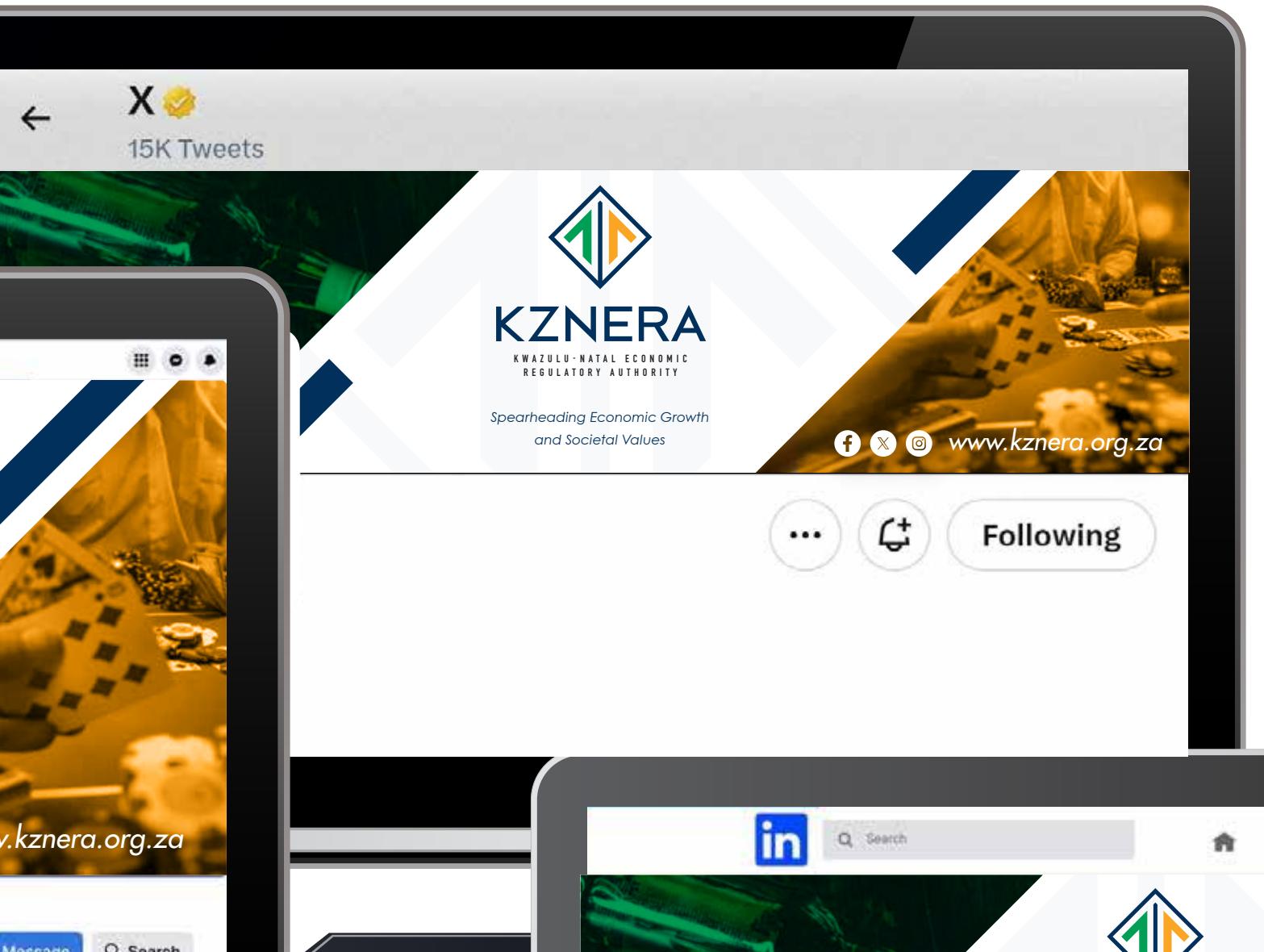
Social Media: Banners for Facebook, Twitter, Youtube and Linkedin

12

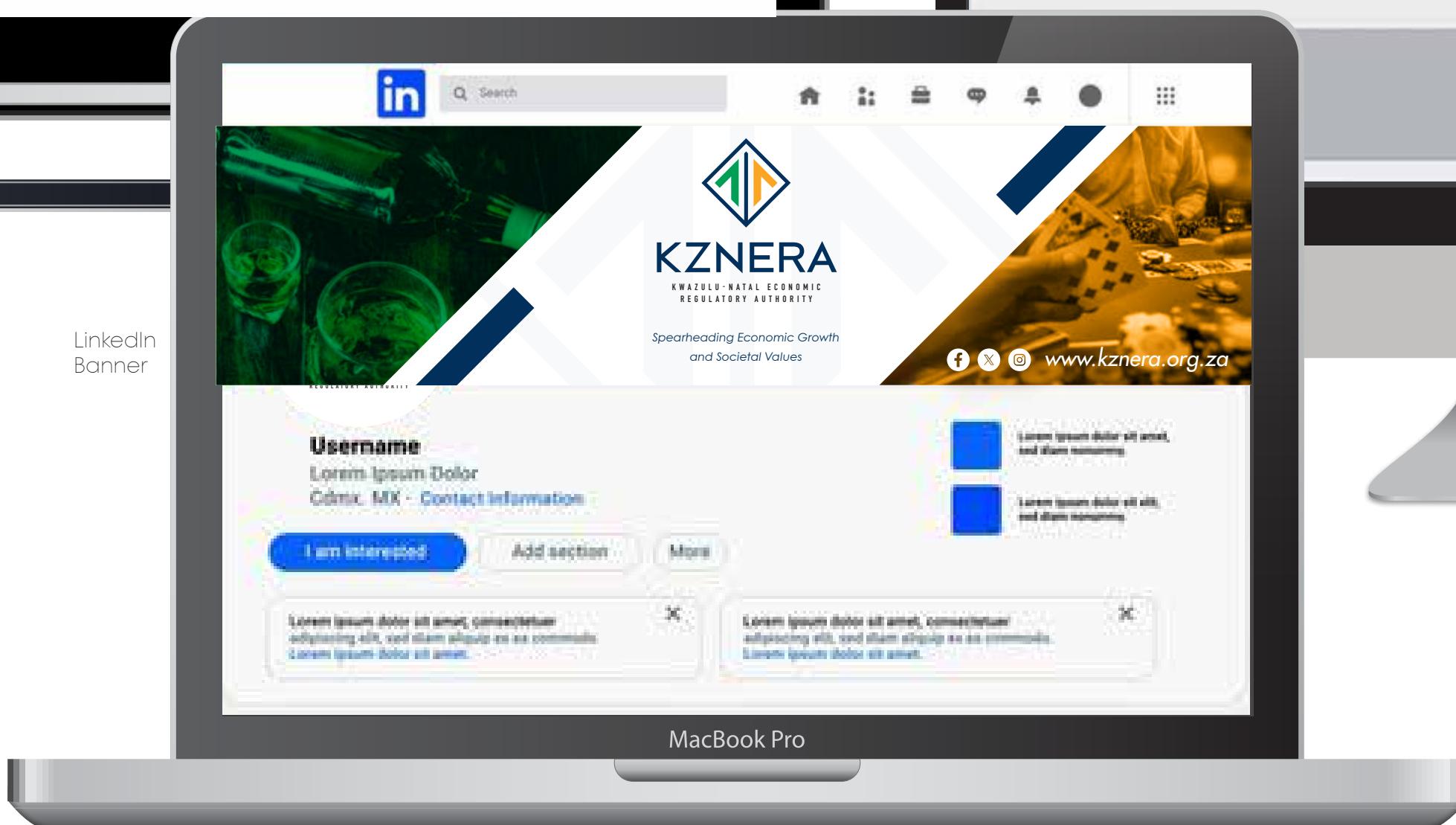
Facebook Banner



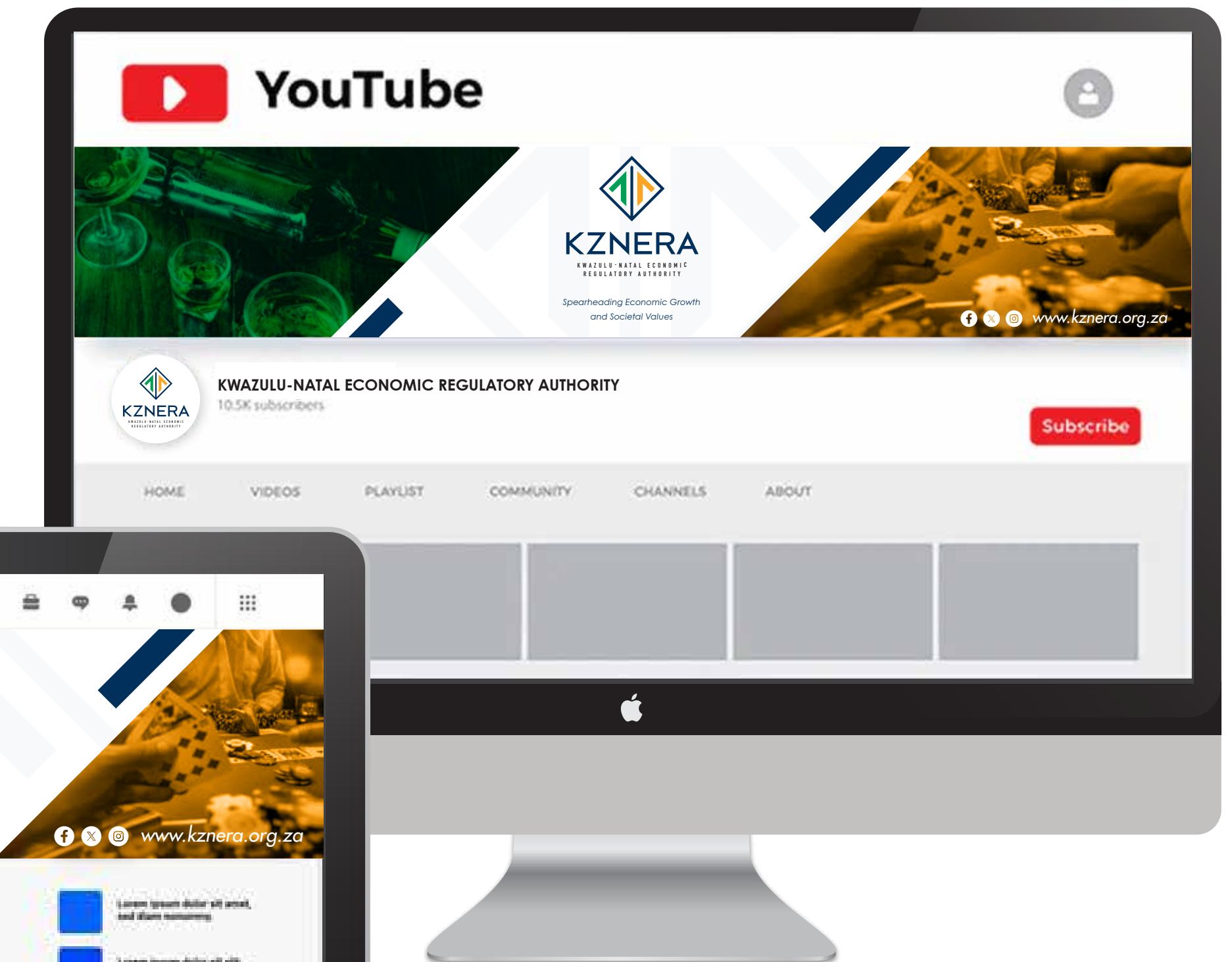
Twitter Banner



LinkedIn Banner



YouTube Banner



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

13



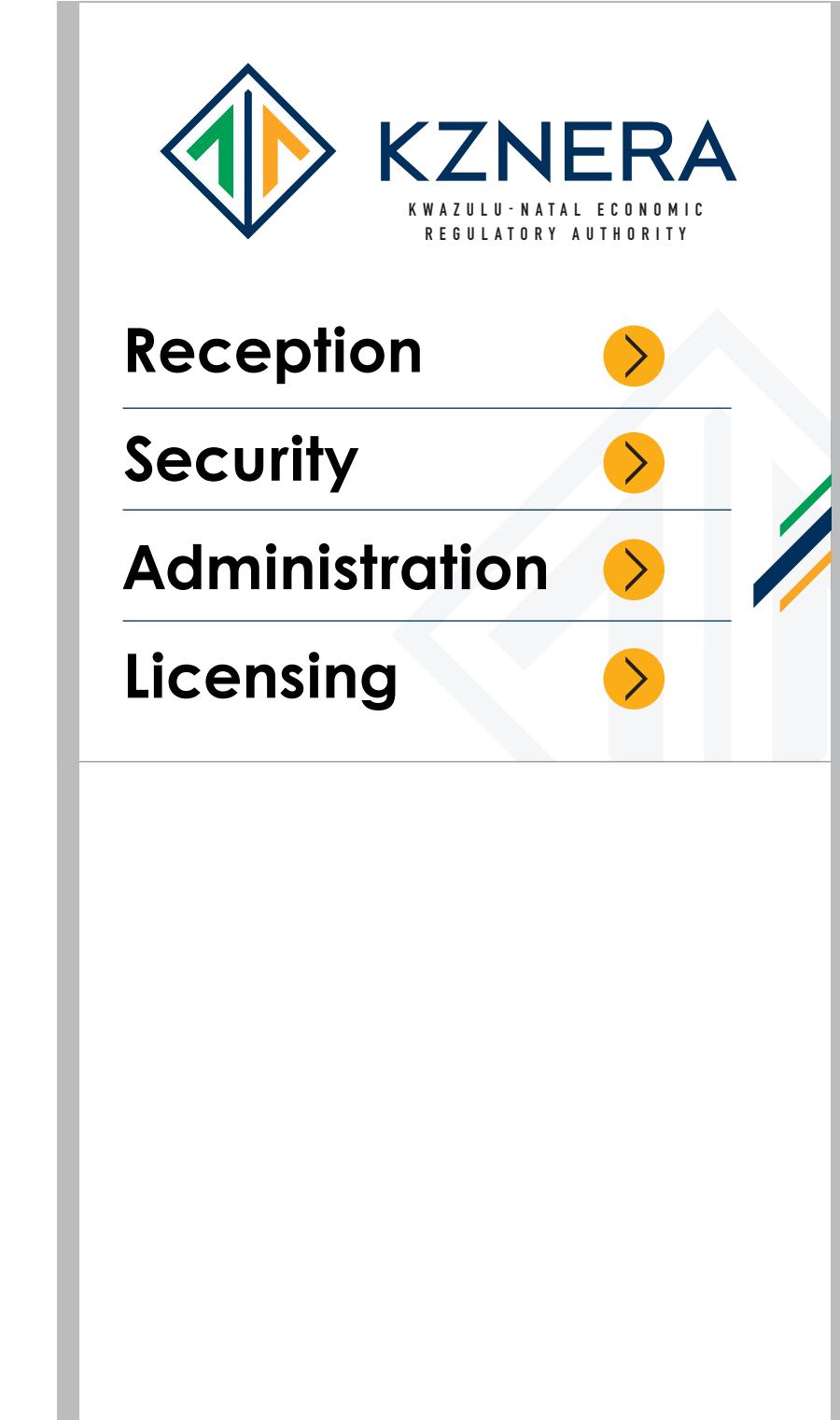
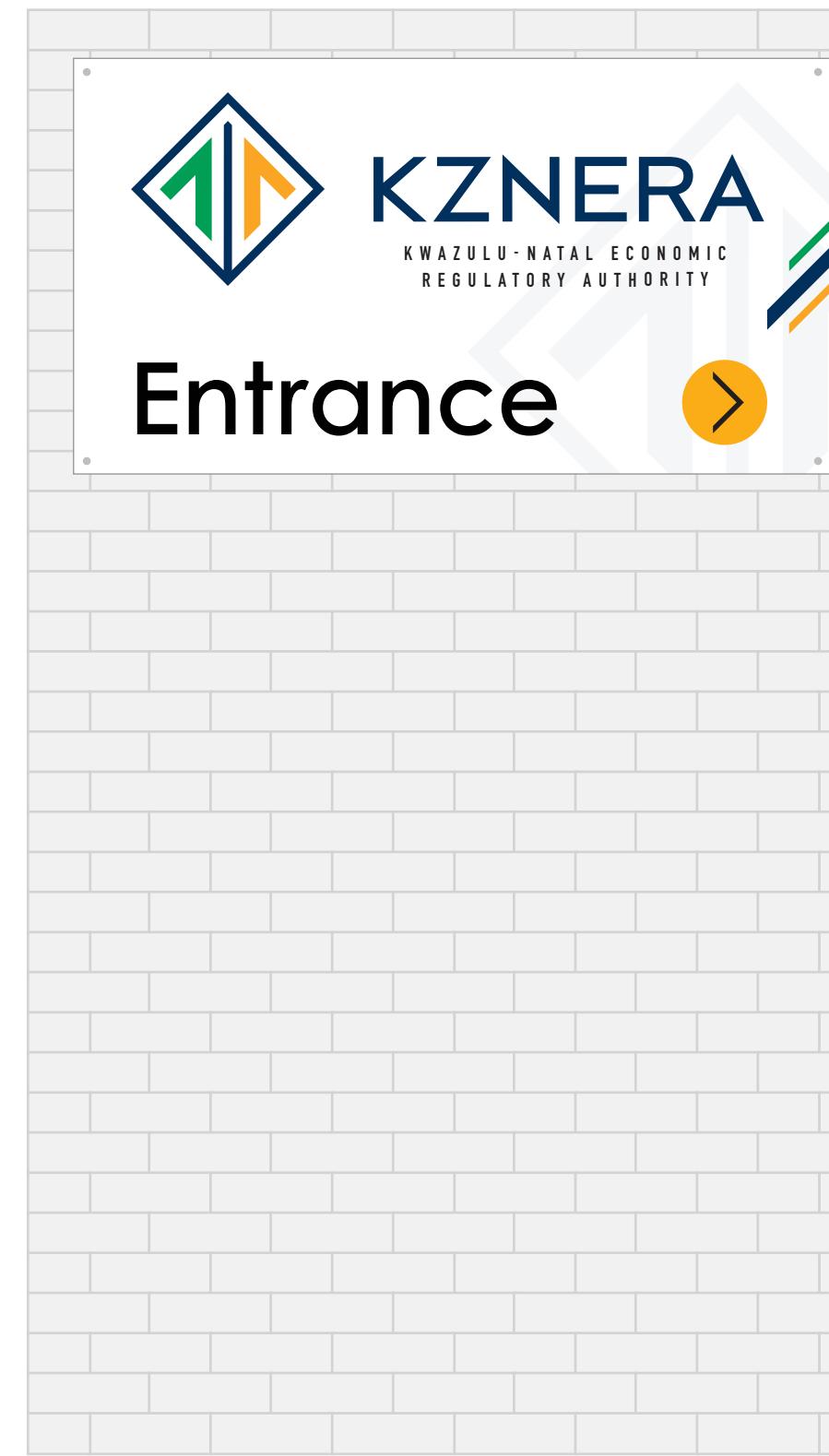
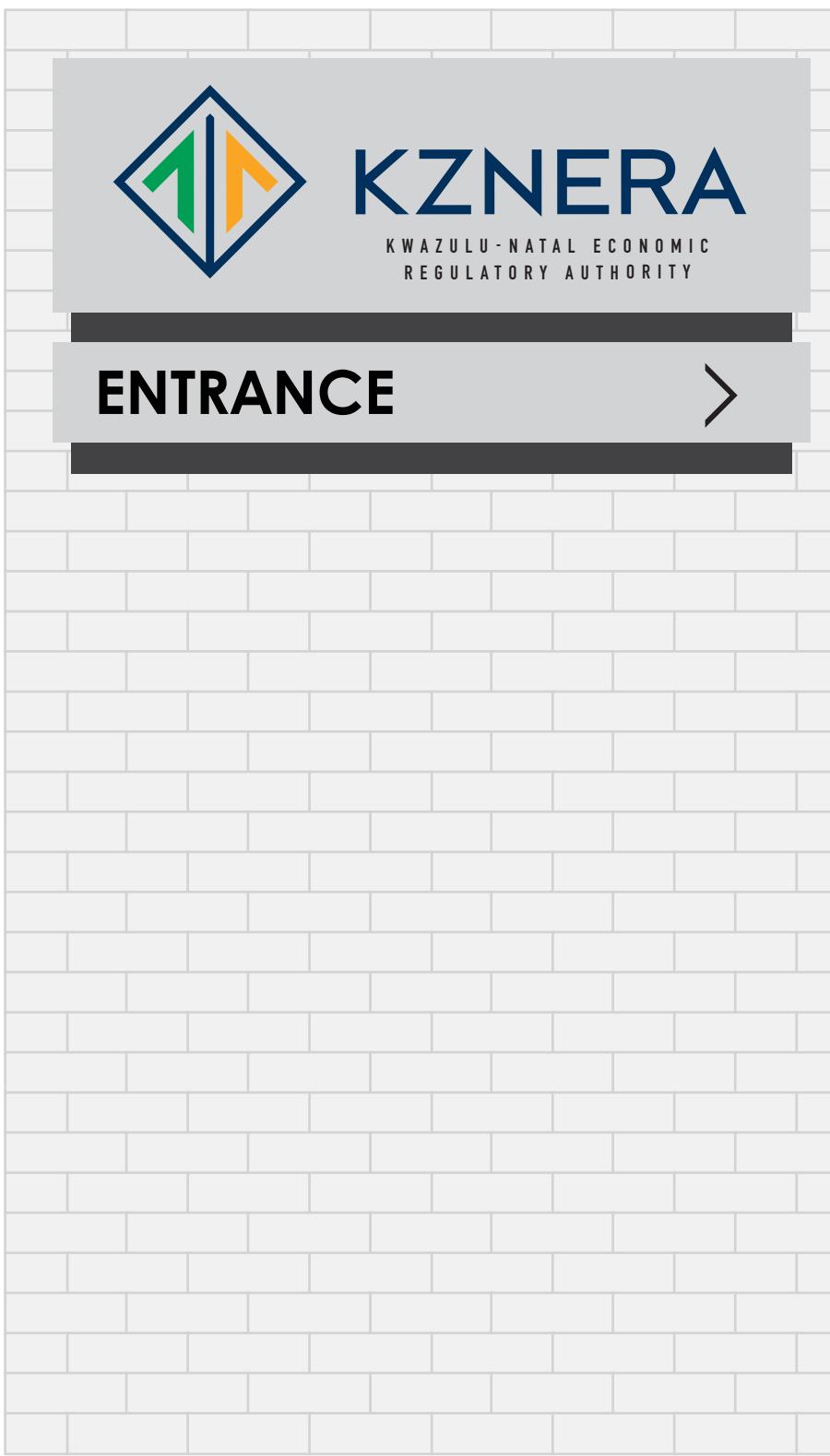
Promotional Material: T-Shirt and Golf Shirt Branding



Signage and Vehicles: Reception Sign



Signage and Vehicles: Wall and Directional Sign





Co-branding

LEVEL 1-BRANDING PARTNERS

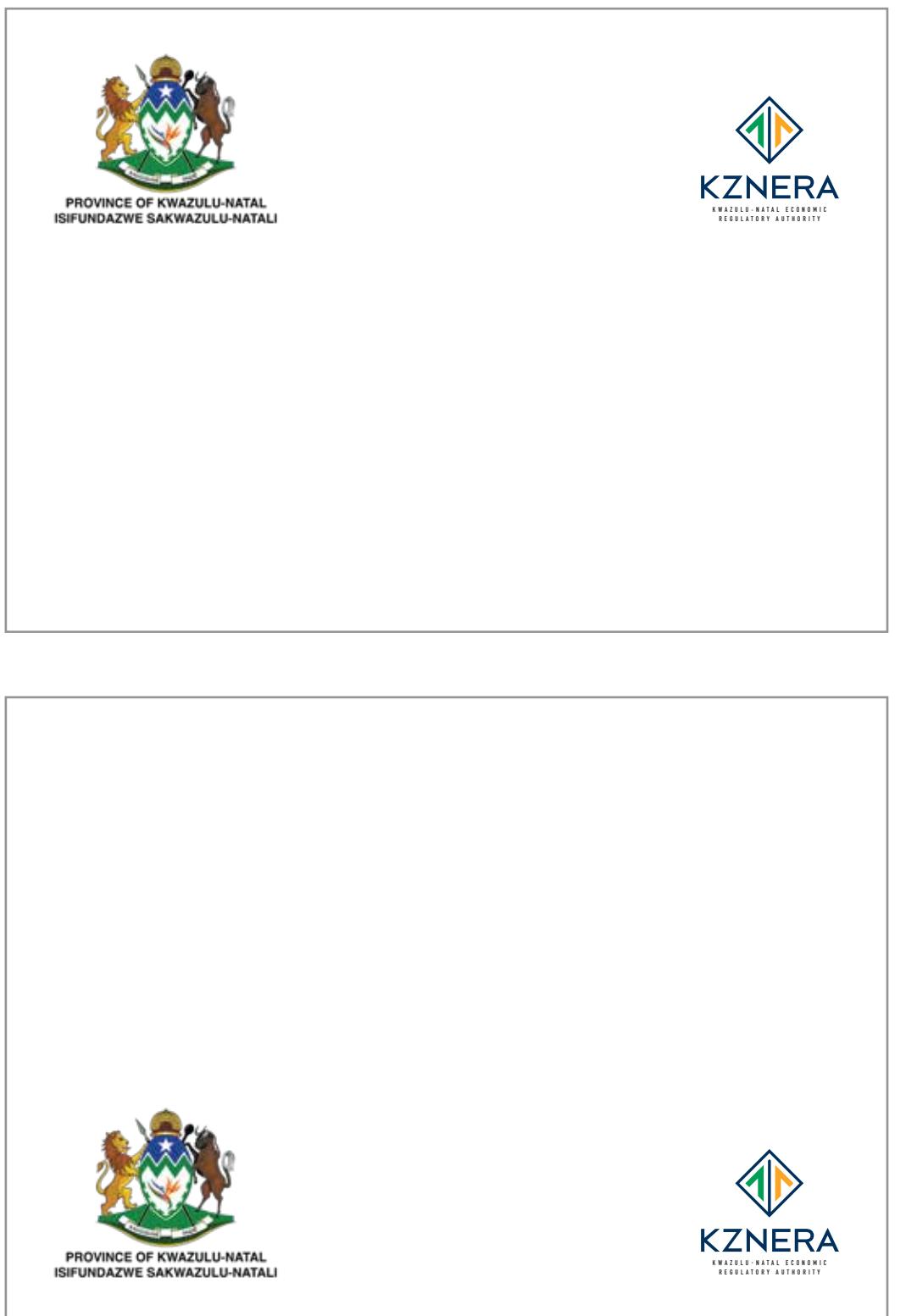
When Co-branding programmes with the KZN Province or where Government hierarchy exists, the KZNERA logo should be no less than 3/4 of the level-1 branding partner.



Vertical application



Horizontal application



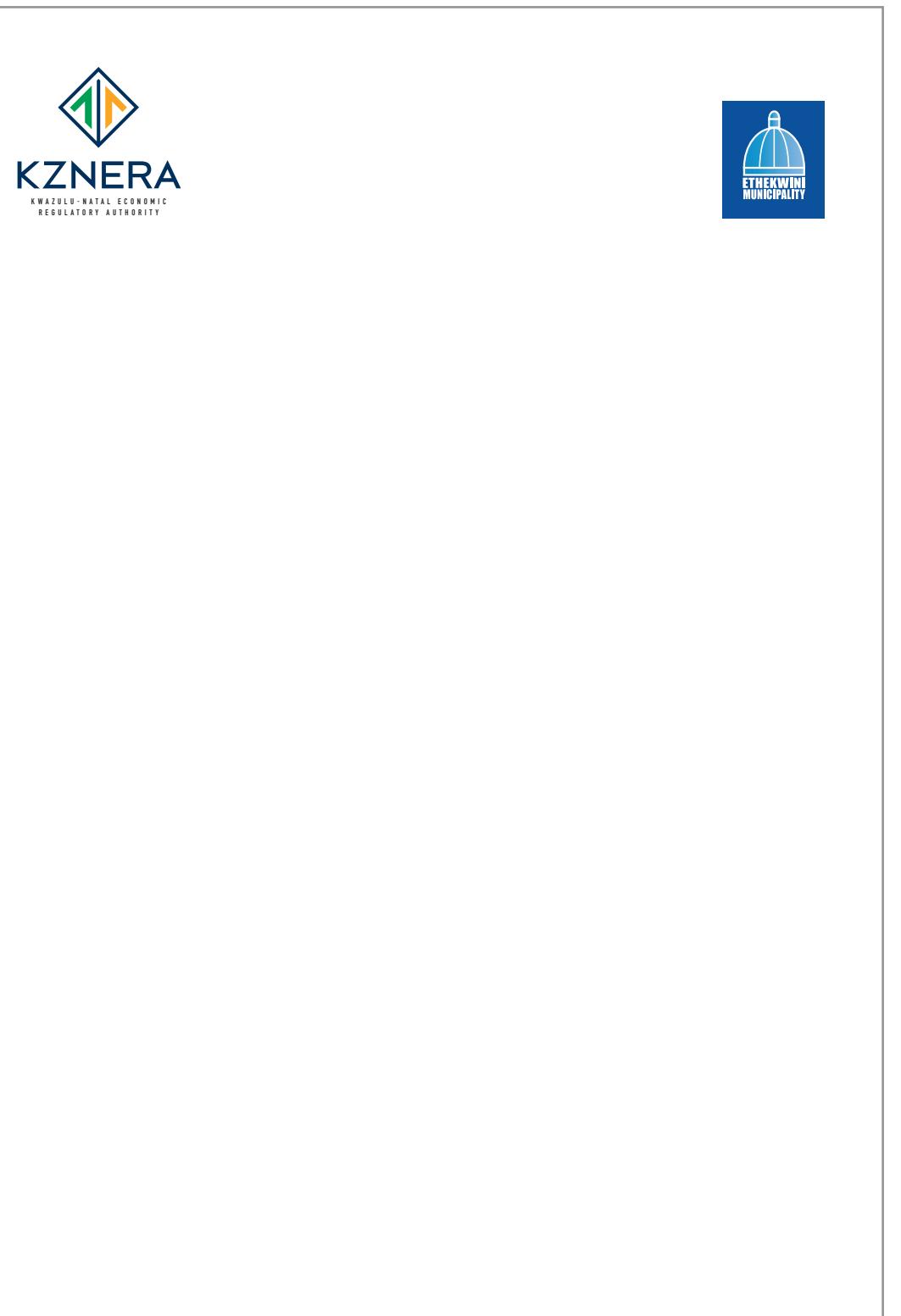
Co-branding

LEVEL 2-BRANDING PARTNERS

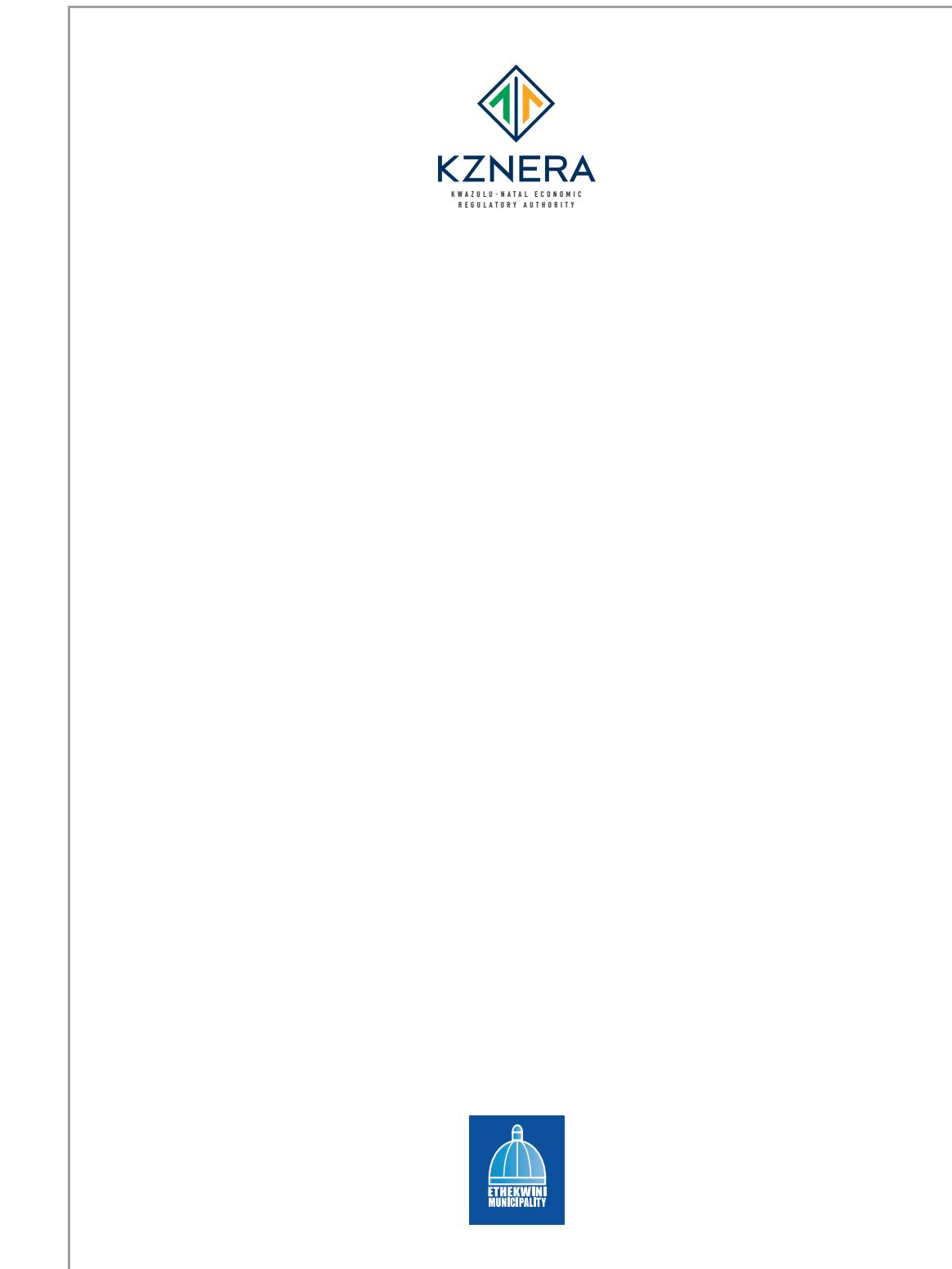
If KZNERA is the main sponsor there are two options. In each case the KZNERA logo should always take a position of priority. It should always be on the left-hand side or above the party seeking endorsement. The level 1-branding partner emblem should be no more than 3/4 of the KZNERA logo.



Vertical application



Horizontal application



Co-branding

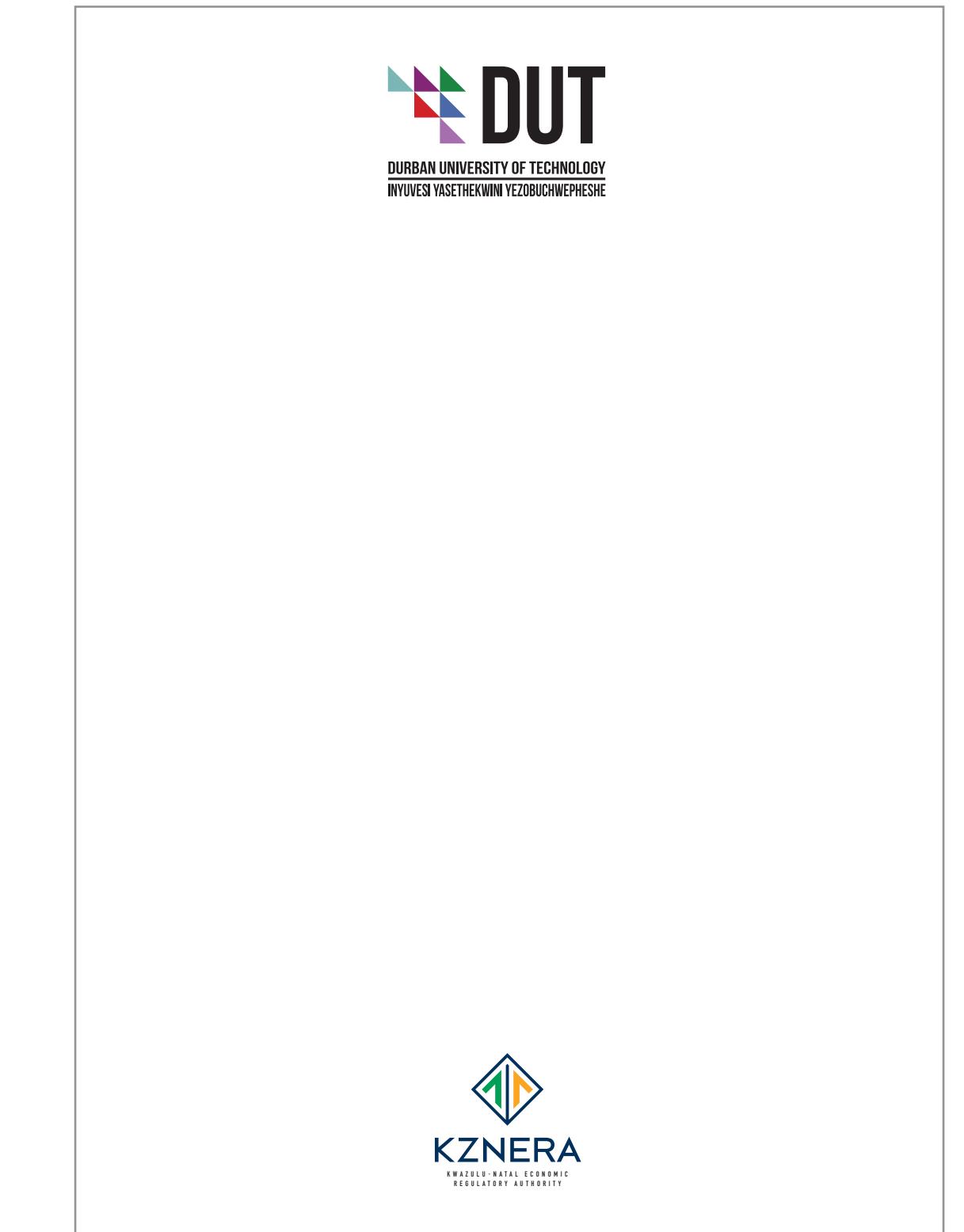
20

LEVEL 3-BRANDING PARTNERS

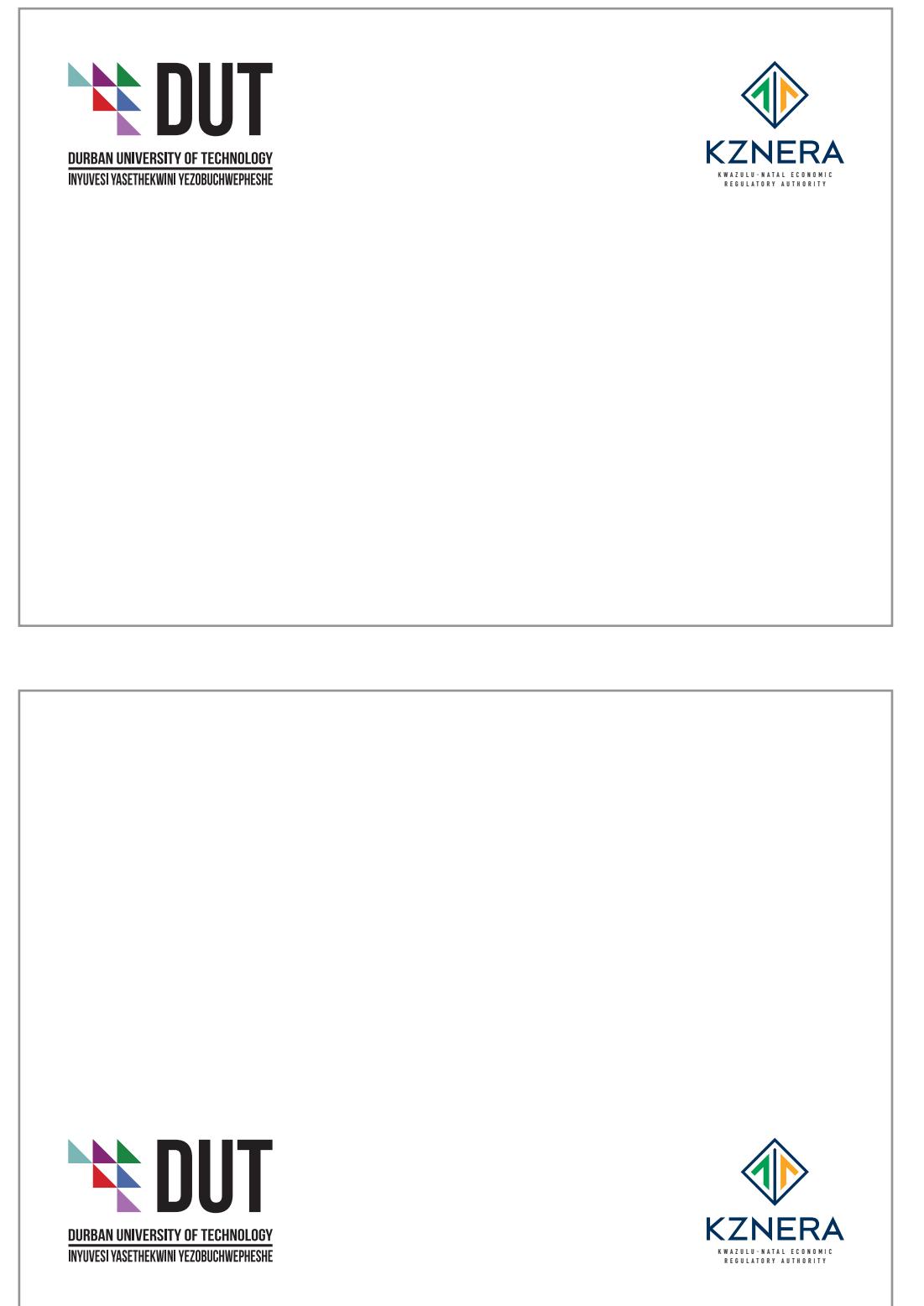
If the branding partner is the lead sponsor, the KZNERA logo should be equal to or no less than 3/4 of the party seeking endorsement. The KZNERA logo should always be on the right-hand side or below the identity of the party seeking endorsement.



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 KZNERA logo should always be on the left-hand side of the other co-sponsor logos.



Horizontal application



Vertical application

