Entelect’s Communications, Branding and Publishing Principles

The essence of Entelect is summed up below:

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| Our Vision Our long term vision is to be the world's best software engineering and solutions company, measured by the value we deliver to our clients, our employees and the greater community. Our Mission Our mission is to deliver high quality software engineered solutions to the world's leading companies by maintaining the highest employment standards, activating our collective potential and living our values. Our Values Our business values are centered on honesty, integrity and excellence. We embrace these through the continual facilitation of a nurturing, positive, light-hearted and collegial working environment. |

The communications and branding principles below apply for any public or internal related media related to Entelect:

**Keep it clean:** Communicate professionally and in purity of tone: no foul language, putting down of others, blasphemy, promotion of evil or innuendos thereof.

**Keep it positive:** Be positive and uplifting of people, irrespective of whether employed by us or not. We don’t mock others, put down or curse people even if they are in error.

**Promote the good, not the bad:** Focus on the achievements of the company, not putting down our competitors or other organisations.

**Always respect human dignity:** Our marketing material must not promote or make reference to anything that is offensive to a people, culture or religious grouping that respects human dignity. Human dignity refers to a person’s right to freedom of choice, right to life, right to love, right to peace, right to happiness and right to heaven.

**Promote the light, not the darkness:** Stay away from messaging and imagery that has dark innuendos, such as those relating to violence, war, murder weapons, warlords, immorality, debauchery, hatred, terror (monsters), death (skulls), devils, dragons, cults, idols, mandalas, superstitious items, witchcraft, wizardry, black magic, white magic, sorcery, curses, spells, spiritism, “spiritual” healing techniques, fortune tellers, the “all-seeing” eye and evil eyes etc. These are unacceptable to religions that respect human dignity, no matter how neutral they may appear. We also:

* Don’t associate ourselves to cults or societies that don’t have the best interests of everyone at stake, for example those that promote self-gratification or secret societies that have something to hide.
* Don’t celebrate Halloween, which glorifies evil.
* Don’t give press to or promote events, movies, books or entertainers who celebrate evils such as foul language, blasphemy or sexually obscure innuendos[[1]](#footnote-1).

**Promote humility not pride or status:** Ensure that no payoff lines or messaging implies or feeds into status, power, pride, greed or rebellion; rather feed the opposite: humility, charity and peace. We hire the best, according to our unique employment criteria, and they are very privileged, but that doesn’t mean those who aren’t employed by us are any less.

**Be creative and build our own brand, legacy and messaging:** This is what sets truly successful organizations apart from others. Stay away from promoting other brands in our messaging, in particular those that have dark innuendos associated with them.

## Messaging Ideas

Below are some messaging examples that are aligned with our values:

**Honesty and Integrity**

Honesty is the best policy

The truth will set you free

Be intellectually honest

Don’t deny the truth

Always do the right thing

Partner with customers

Make the right choice

It’s not about the money

Never renege on an agreement

**Excellence**

Do the hard miles

Don’t cut corners

Take ownership

Always seek knowledge

Use your strengths

Engage responsibly

Find a better way to do the same thing

Hire the best

Prudently let others fill your shoes

Take ownership of delivery

Be proactively prudent

Think of the knock on effect

Know the beginning and the end

Don’t compromise on quality

**Nurturing environment**

Learn from the best

Use your precious time wisely

Nurture your talents

Plant the seeds and water them

Nurture your relationships

**Collegiality**

Collective intelligence gets results

Grow with us

All are equals fulfilling complementary roles

It’s all about fellowship

Together we gets things done

Help others grow too

Grow your network

**Positivity**

You can do it

Everything is possible

Uplift others at all times

Work with zeal

**Light-heartedness**

Chin up and chill out

Sweet like a lemon

Fight the good fight

Be nice

Don’t worry, be happy

A smile says a lot

**Goodness**

Do more, become less

Do no evil

Keep calm

Give recognition don’t seek it

Endure all things

Be humble at all times

Follow your heart

See the good in others

Lead by example

Charity starts at home

Always think of others

Help those in need

Don’t complain, be the change

Don’t outsource your love

Work to serve

Serve others as yourself

Treat all as equals

Bin the petty quarrels

Forgive and forget

## In Closing

Entelect teams or External agencies working on our messaging and brand must be given this document to use as a reference to avoid wasting of time and money in too many iterations. Always ask someone who understands and is aligned with the above document to give the final tick before going live.

*For further information, to bounce ideas or for copyrighting support, contact Charles Pritchard,* [*charles@entelect.co.za*](mailto:charles@entelect.co.za)*.*

1. To get some context from a Christian perspective, refer see the article written by Charles Pritchard, entitled “[Don’t Host, Celebrate and Support Evil in this Chaotic World Today: Rebuke It](http://www.alpha-omega.org.za/DirectoryDisplay/ResourceItem.aspx?ResourceListingId=4396)” in “Resources” on [www.alpha-omega.org.za](http://www.alpha-omega.org.za). [↑](#footnote-ref-1)