



Policy on Corporate Image and Identity Framework

Version control

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Foreword by the MEC for Health

Corporate branding is the projection of knowledge and trust and to differentiate between role-players within a target market. The factors covered by corporate branding are its services, actions and products.

Corporate identity covers the "in-house" aspects of a department such as the company name, logo, tagline, and its visual appearance.

The corporate image is effectively the public's view of a department. This can be positive or negative and can change from one to the other.

The development of the corporate identity for the Northern Cape Department of Health is a project that has been undertaken by the Communications Unit in conjunction with a project board, which is made up of members who are representative of all areas across the department. There has also been consultation with other key groups of people throughout the organisation.

These corporate identity guidelines have been established to ensure that when we visually present the Northern Cape Department of Health we are consistent and gain maximum impact.

It is important that every employee of the department understands and uses these guidelines so that our corporate image and identity is clear, consistent and effective, whatever the setting, activity or medium used.

By maintaining a consistent and professional corporate identity we ensure that we are understood and perceived as professionals. This is important because as the identity of the Northern Cape department of Health becomes more easily recognisable, so our important health messages are more easily received and understood.

Ensuring we achieve the highest standards means that we maintain and enhance our reputation for delivering a high quality service to all sections of our communities. This not only provides the public with reassurance but also plays its part in reducing risk.

Each and every activity we undertake sends a message out about our identity. Therefore we must all make sure we take proper care to follow these guidelines.



MR MS SOKATSHA

MEC FOR HEALTH

DATE: 03/02/2012

Vision, Mission & Values

Vision

Health service Excellence for all

Mission

Working together, we are committed to provide quality health care services. We will promote a healthy society in which we care for one another and take responsibility for our health. Our caring, multi-skilled professionals will integrate comprehensive services using evidence-based care-strategies and partnerships to maximize efficiencies for the benefit of all.

Values

- Respect (towards colleagues and clients, rule of law and cultural diversity)
- Integrity (Honesty, Discipline, and Ethics)
- Excellence through effectiveness, efficiency, innovation and quality health care.
- Humanity (Caring Institution, Facility and Community)
- Empower our people

Policy Aim

1. The aim of this policy to detail the corporate image and identity of the Department which is a collective of visual elements used in various applications to promote and protect the image and identity of the Northern Cape Department of Health.

Policy Scope

2. This Policy is applicable to all personnel of the Northern Cape Department of Health.

Policy Statement

3. It is the policy of the Northern Cape Department of Health
 - 3.1. The corporate name will be the Northern Cape Department of Health.
 - 3.2. The corporate colours are turquoise and orange and must always be used together on all departmental products.
 - 3.3. The corporate logo will be that of the Northern Cape Government provincial emblem and will always be placed on the top left hand corner except when used together with the Coat of Arms of the Republic of South Africa. In such instances the Coat of Arms will be on the left and provincial logo on the right.
 - 3.4. The Republic of South Africa's flag should be flown at all departmental events

Roles and Responsibilities

4. The Communications Manager is responsible for the development and writing of this policy document as well as the implementation of the policy once endorsed by the Policy Committee and approved by the MEC.
5. The Communications Manager is responsible for the review, updating and distribution of this specific Policy.
6. The Departmental Units must ensure adherence to the correct corporate image and identity framework of the department.
7. The Departmental Units must consult the Communications Unit when uncertain of issues.

Review and Distribution

8. This Policy will be reviewed no sooner than 12 months and no later than 18 months after the publishing date.
9. The Communications Manager will distribute updated versions to:
 - Member of the Executive Council for Health
 - Head of Department of Health
 - All Chief Directors, Directors, Deputy Directors and all Programme Managers

Acknowledgements & Sources

10. Acknowledgement is given to the Policy and Planning Directorate for the guidance and providing direction for the formulation of this policy as well as Government Communication Information Services for the Communicator's manual.