



Mogale City



Local Municipality

The City of Human Origin

Brand Manual



Mogale City



The City of Human Origin



Mogale City



The City of Human Origin



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Mogale City

Logo Kits and Parts

These guidelines serve to provide the right tools to be applied consistently in all communication material. It's a summary of do's and don'ts that need to be taken into consideration in the usage of the brand.



Icon

Two shields

Logotype

Free hand type

Design elements

A simplified representation
of a mountain

Font usage

Organisation description
and a strapline



Colour variations

These colours are used in all fonts, straplines and design elements.



Pantone	RGB	CMYK	CMYK / 50%	CMYK / 20%	
					PANTONE 7406 C 2C 23M 100Y 0K / 250R 171G 0B
					PANTONE 876 C 23C 52M 88Y 22K / 136R 83G 40B / 50% BLACK
					PANTONE 364 C 65C 15M 73Y 15K / 58R 114G 74B / 50% BLACK
					

Font usage

Forte

***ABCDEFGHIJKLMNOPQRSTUVWXYZ.,()/'&%?!
abcdefghijklmnopqrstuvwxyz./" &%?!
1234567890***

ZapfHumnst BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ.,()/'&%?!
abcdefghijklmnopqrstuvwxyz./" &%?!
1234567890

ZapfHumnst BT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ.,()/'&%?!
abcdefghijklmnopqrstuvwxyz./" &%?!
1234567890**

Font usage

Local Municipality 1
The City of Human Origin 2

1 Forte

2 ZapfHumnst BT

Acceptable use of the logo

The logo must never be redrawn, distorted or modified in any way. It must be reproduced from a master artwork and never be hand drawn. The logo should never be reproduced in colours other than Mogale City corporate colours.



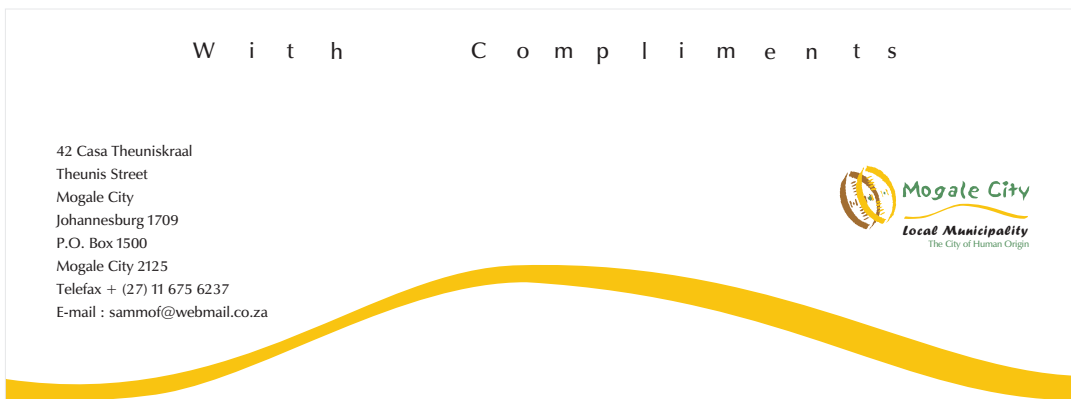
Unacceptable use of the logo

The logo must never be redrawn, distorted or modified in any way. It must be reproduced from a master artwork and never be hand drawn. The logo should never be reproduced in colours other than Mogale City corporate colours.



Stationery

Business cards & Cmp Slips - to be printed on Brilliant white paper. The logo always appear on the top right hand corner.



Stationery

42 Casa Theuniskraal Theunis Street Mogale City Johannesburg 1709 P.O. Box 1500 Mogale City 2125 Telefax + (27) 11 675 6237 E-mail : sammot@webmail.co.za	 Mogale City <i>Local Municipality</i> The City of Human Origin
The Officer of the Operations Officer	
25 July 2009	Company Name Theunis Street Town name City and Code Postal Address Country
Dear Sir/Madam	
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudium lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteponuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.	
Yours Faithfully Morobanoka Moroka Chief Operations Officer	

Letterhead - The logo appears in the upper right corner of the page. The continuation sheet is blank.

Specifications

Address details : Font - ZapfHumst bt, 8 pt
The officer of the Chief Operating Officer : Font - Zapfhumst, 12 pt
Company Name : Font - Arial, 10 pt
Body Text : Font - Arial, 10 pt

Layout: Top margin : 25mm
Left margin : 20mm
Right margin : 20mm
Bottom margin : 20mm

Stationery

Letterhead - The Logo appears on the top right hand corner, contact details on the left.

42 Casa Theuniskraal
Theunis Street
Mogale City
Johannesburg 1709
P.O. Box 1500
Mogale City 2125
Telefax + (27) 11 675 6237
E-mail : sammof@webmail.co.za



Mogale City
Local Municipality
The City of Human Origin

The Officer of the Mayor

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue

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anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

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Yours Faithfully
Morobanoka Moroka

42 Casa Theuniskraal
Theunis Street
Mogale City
Johannesburg 1709
P.O. Box 1500
Mogale City 2125
Telefax + (27) 11 675 6237
E-mail : sammof@webmail.co.za



Mogale City
Local Municipality
The City of Human Origin

The Officer of the Municipal Manager

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue

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Yours Faithfully
Morobanoka Moroka

Stationery

Letterhead - The Logo appears on the top right hand corner, contact details on the left.

42 Casa Theuniskraal Theunis Street, Mogale City Johannesburg 1709 P.O. Box 1500 Mogale City 2125 Telefax: + (27)31 675 6237 E-mail: samnoff@webmail.co.za	
Dear Sir/Madam	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem, investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum. Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum. Yours Faithfully Morobanoka Moroka

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Telefax + (27) 11 675 6237
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Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue

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Yours Faithfully
Morobanoka Moroka

Stationery

42 Casa Theuniskraal
Theunis Street
Mogale City
Johannesburg 1709
P.O. Box 1500
Mogale City 2125
Telefax + (27) 11 675 6237
E-mail : sammo@webmail.co.za



The Officer of the Chief Operations Manager

Dear Sir/Madam

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duiis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue

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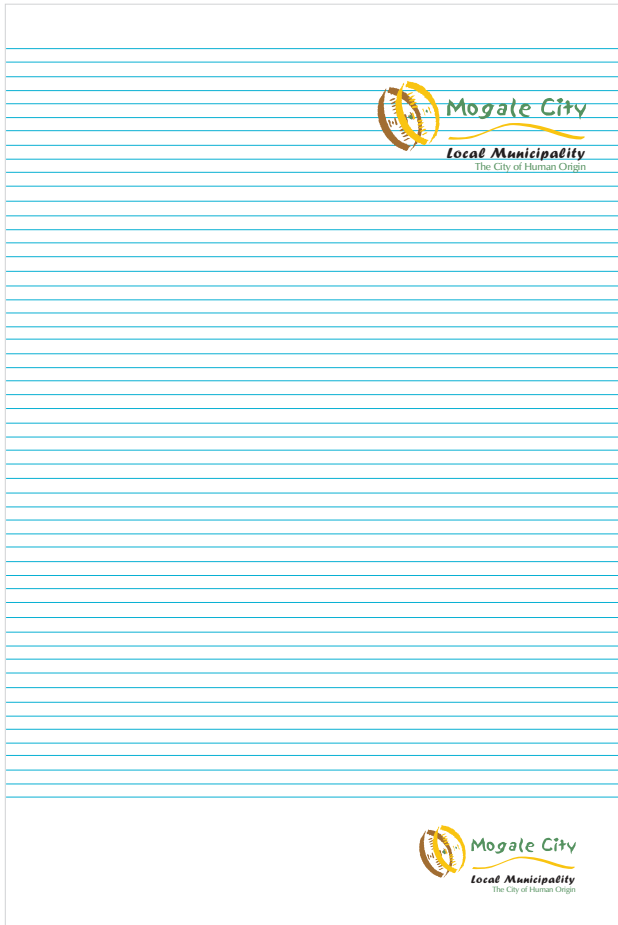
anteponuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

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Yours Faithfully
Morobanoka Moroka

Stationery

Note pad - The logo always appears on the bottom right hand corner.



Stationery

Fax Cover - The logo always appears on the top right hand corner.

42 Cara Thaulstrand
Haunle Street
Mogale City
Johannesburg 1709
P.O Box1500
Mogale City 2125
Tel: +27 11 675 6187
E-mail: mayor@mogalecity.co.za

 **Mogale City**
Local Municipality
The City of Human Origin

Memo

From _____
To _____
Date _____
CC _____

Stationery

Fax Cover - The logo always appears on the top right hand corner.

42 Cara Thaulstrand
Haunle Street
Mogale City
Johannesburg 1709
P.O Box 1500
Mogale City 2125
Tel/fax: +27 11 675 6187
E-mail: mayor@mogalecity.co.za



Mogale City
Local Municipality
The City of Human Origin

Fax

From _____
To _____
Date _____
CC _____

☐

Urgent

☐

For Review

☐

Please Reply

☐

Please Recycle

Powerpoint template - Master page

When photographs are used in the template, they must be bright full colour. The logo appears in the bottom middle of the page.



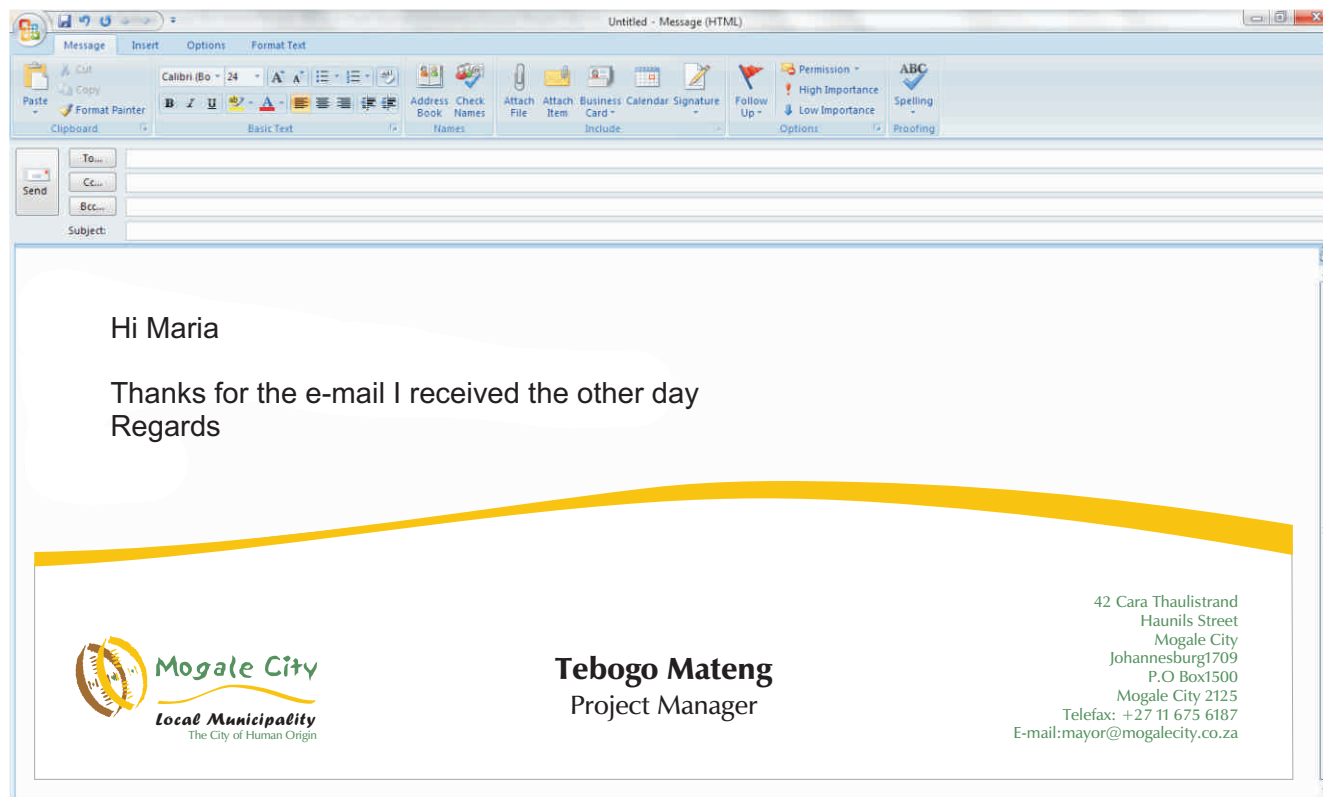
Powerpoint template - Slave page



Main Heading

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et erat sapien, in imperdiet est. Pellentesque rhoncus iaculis tortor eget adipiscing. Donec ultricies nunc eu nunc tristique a scelerisque eros adipiscing. Donec vehicula vulputate nisi, sit amet elementum elit sagittis a. Cras quis diam viverra dui tempus fermentum ut eu nibh. Aenean eu mauris id magna dignissim volutpat.
- Donec ultricies nunc eu nunc tristique a scelerisque eros adipiscing. Donec vehicula vulputate nisi, sit amet elementum elit sagittis a. Cras quis diam viverra dui tempus fermentum ut eu nibh. Quisque sagittis augue sit amet ligula fringilla tempor. Suspendisse a sem sit amet mauris condimentum gravida. Aliquam pretium tortor nisl.
- Cras quis diam viverra dui tempus fermentum ut eu nibh. Quisque sagittis augue sit amet ligula fringilla tempor. Suspendisse a sem sit amet mauris condimentum gravida. Aliquam pretium tortor nisl.

E-mail signature



Stationery

Corporate Folder

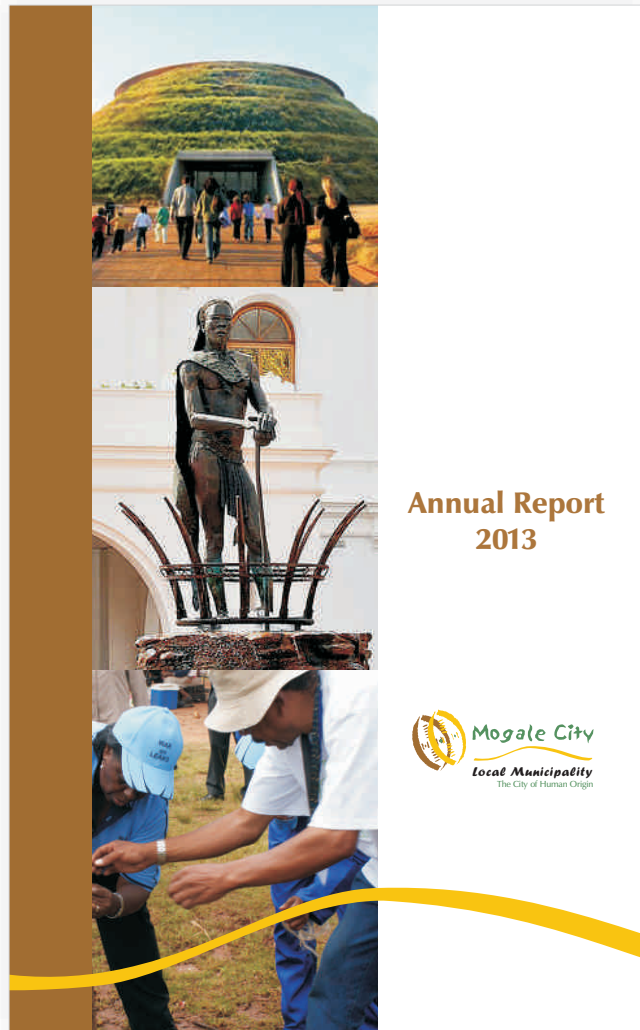


Stationery

Corporate Folder



Design Application



Advertorial

The logo always appears in the bottom right hand corner. All advertising copy appears in upper and lower case, ranged left and ragged right. The sizes are only a guide to common text applications and may need to be adjusted according to the copy length or other requirements.



Lorem ipsum dolor sit amet, consectetur

Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in nisl. Sed orci risus, porttitor ac blandit nec, ullamcorper vel augue. Aenean eu mauris id magna dignissim volutpat. Ut nec eros est. Sed volutpat nibh eget nibh commodo molestie. Integer ante massa, vehicula ac tempus ut, accumsan interdum arcu. Quisque consequat orci a ipsum dignissim a suscipit est

Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in nisl. Sed orci risus, porttitor ac



Mogale City
Local Municipality
The City of Human Origin

Advertorial

Advertising - Half Page -The logo always appears at the bottom right hand corner of the page.



**Lorem Ipsum dolor sit amet,
consectetur**

Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in
nisl. Sed orci risus, porttitor ac blandit nec, ullamcorper
vel augue. Aenean eu mauris id magna dignissim volutpat.
Ut nec eros est. Sed volutpat nibh eget nibh commodo
molestie.

Integer ante massa, vel eifend ac tempus ut, accumsan
interdum arcu. Quisque consequat orci a ipsum dignissim
a suscipit est s

Nulla lacus libero, ves Nulla lacus libero, ves



Mogale City
Local Municipality
The City of Human Origin

Pull up banner

Banner - The logo always appears at the bottom right hand corner of the page. The graphic curve that holds the visual may be shifted vertically upwards or downwards to accommodate the amount of text, however the curve may never be altered in anyway.



**Experience Wildlife
On your doorstep**

Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in nisl. Sed orci risus, porttitor ac blandit nec, ullamcorper vel augue. Aenean eu mauris id magna dignissim volutpat. Ut nec eros est. Sed volutpat nibh eget nibh commodo molestie.

Integer ante massa, veleifend ac tempus ut, accumsan interdum arcu. Quisque consequat orci a ipsum dignissim a suscipit est s

Just step inside

Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in nisl. Sed orci risus, porttitor ac blandit nec, ullamcorper vel augue. Aenean eu mauris id magna dignissim volutpat. Ut nec eros est. Sed volutpat nibh eget nibh commodo



Mogale City
Local Municipality
The City of Human Origin

Pull up banner

Banner - The logo always appears at the bottom right hand corner of the page. The graphic curve that holds the visual may be shifted vertically upwards or downwards to accommodate the amount of text, however the curve may never be altered in anyway.



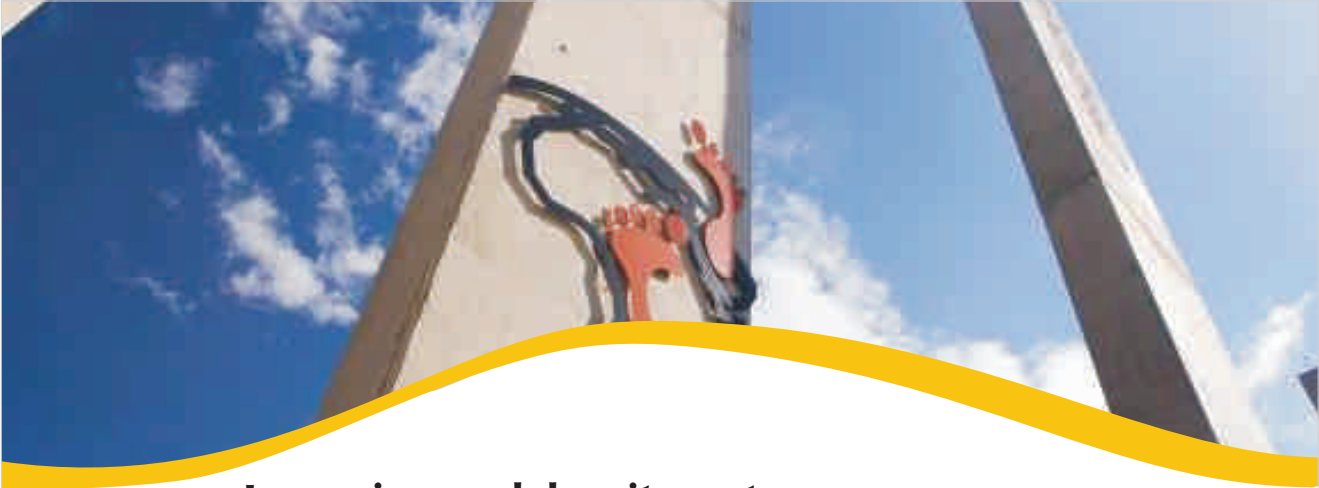
Pull up banner

Banner - The logo always appears at the bottom right hand corner of the page. The graphic curve that holds the visual may be shifted vertically upwards or downwards to accommodate the amount of text, however the curve may never be altered in anyway.



Advertorial

Billboard - The logo always appears at the bottom right hand corner of the page.



Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque et erat sapien, in imperdiet est. Pellentesque rhoncus iaculis tortor eget adipiscing. Donec ultricies nunc eu nunc tristique a scelerisque eros adipiscing. Donec vehicula vulputate nisi, sit amet elementum elit sagittis a. Cras quis diam viverra dui tempus fermentum ut eu nibh. Quisque sagittis augue sit amet ligula fringilla tempor. Nulla lacus libero, vestibulum vitae lacinia nec, laoreet in nisl. Sed orci risus, porttitor ac blandit nec, ullamcorper vel augue. Aenean eu mauris id magna dignissim volutpat. Ut nec eros est. Sed volutpat nibh eget nibh commodo

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General Collateral

Certificates - The logo appears in the top middle of the page.



General Collateral

Certificates - The logo appears in the top middle of the page.



General Collateral

Certificates - The logo appears in the top middle of the page.



General Collateral

Certificates - The logo appears in the top middle of the page.



General Collateral

Certificates - The logo appears in the top middle of the page.



General Collateral

Certificates - The logo appears in the top middle of the page.



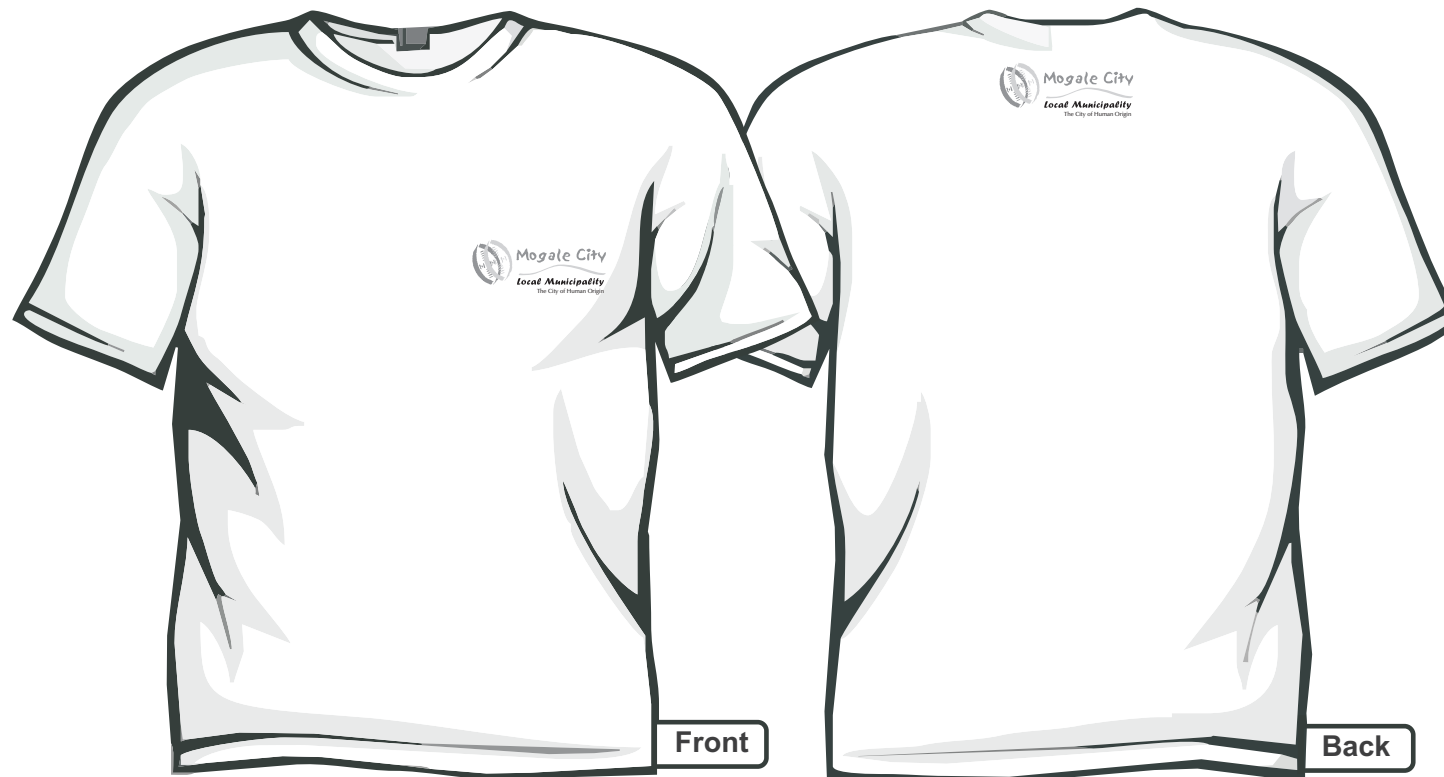
Corporate clothing

T-Shirt: Front - Logo to be positioned on the left. Back - Logo to be positioned on the top centre.



Corporate clothing

T-Shirt: Front - Logo to be positioned on the left. Back - Logo to be positioned on the top centre.



Corporate clothing

The example indicated is just a guideline - variations may be created as long as the correct use of the master logo is adhered to.



Corporate clothing

The example indicated is just a guideline - variations may be created as long as the correct use of the master logo is adhered to.



Conference bag and Folder

The example indicated is just a guideline - variations may be created as long as the correct use of the master logo is adhered to.



Corporate gifts

The example indicated is just a guideline - variations may be created as long as the correct use of the master logo is adhered to.



Awards

The example indicated is just a guideline - variations may be created as long as the correct use of the master logo is adhered to.



Design Application

Name badges



Design Application

Name badges



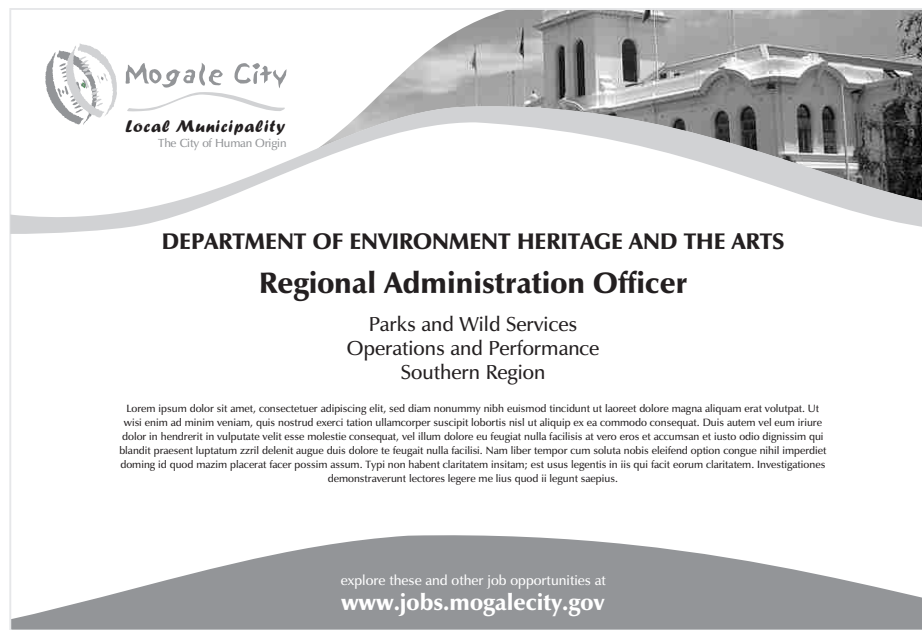
Design Application

Newsletter (full colour) - The logo appears on top left corner of the page. The copy text appears in upper and lower case, ranged left and ragged right.



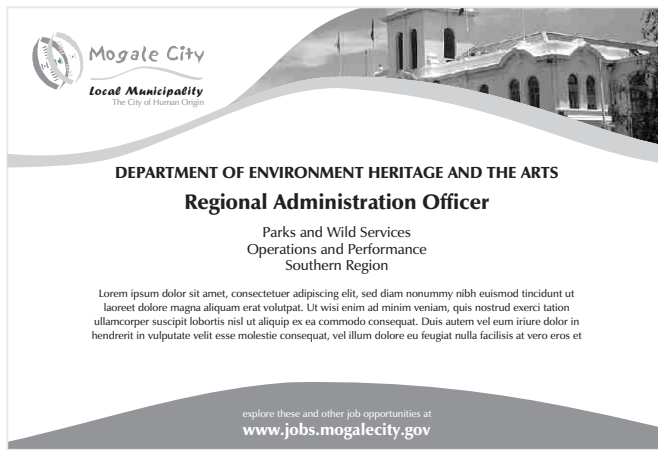
Design Application

Recruitment advertising landscape (greyscale) - The logo appears on top left corner of the page. The copy text appears in upper and lower case, all text centred.



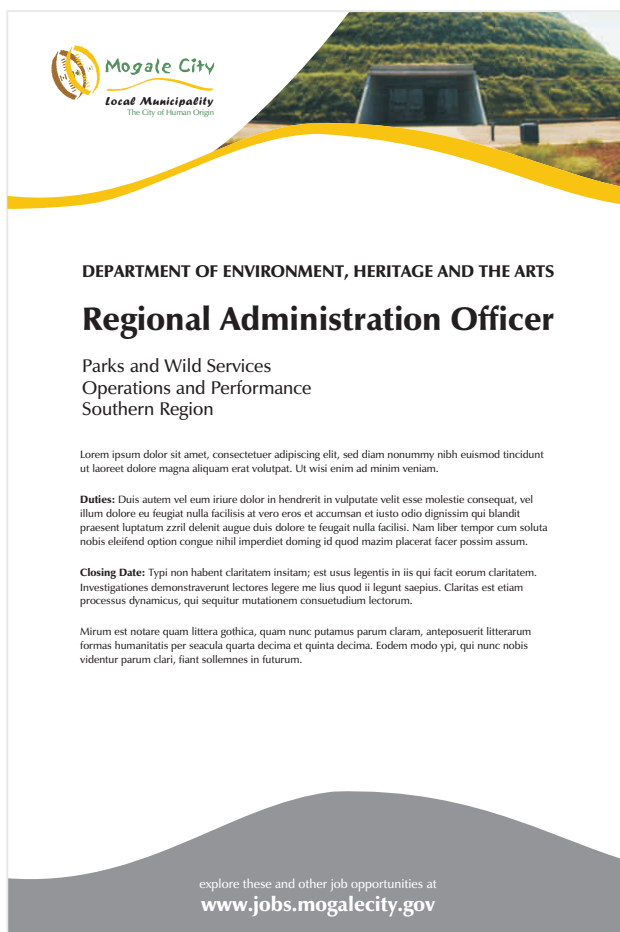
Design Application

Recruitment advertising landscape (greyscale).



Design Application

Recruitment advertising (greyscale) - The logo appears on top left corner of the page. The copy text appears in upper and lower case, ranged left and ragged right.



 **Mogale City**
Local Municipality
The City of Human Origin

DEPARTMENT OF ENVIRONMENT, HERITAGE AND THE ARTS

Regional Administration Officer

Parks and Wild Services
Operations and Performance
Southern Region

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Duties: Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

Closing Date: Typi non habent claritatem insitam; est usus legentis in iis qui facit eorum claritatem. Investigationes demonstraverunt lectores legere me lius quod ii legunt saepius. Claritas est etiam processus dynamicus, qui sequitur mutationem consuetudinum lectorum.

Mirum est notare quam littera gothica, quam nunc putamus parum claram, anteposuerit litterarum formas humanitatis per seacula quarta decima et quinta decima. Eodem modo typi, qui nunc nobis videntur parum clari, fiant sollemnes in futurum.

explore these and other job opportunities at
www.jobs.mogalecity.gov

Teardrop Banners



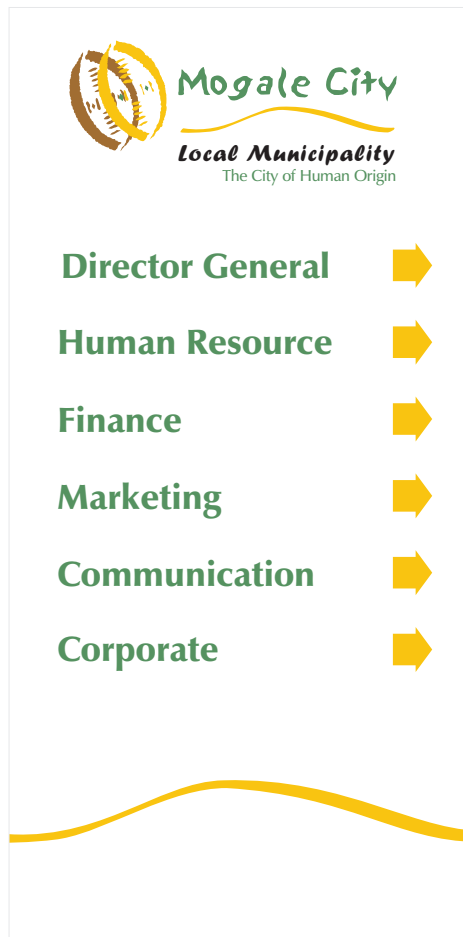
Exterior Signage

All signage must utilise the logo and identity as per specified guidelines. Material to be used may vary from aluminium to spray coated structures, to illuminated lightboxes with perspex or cut-out vinyl.

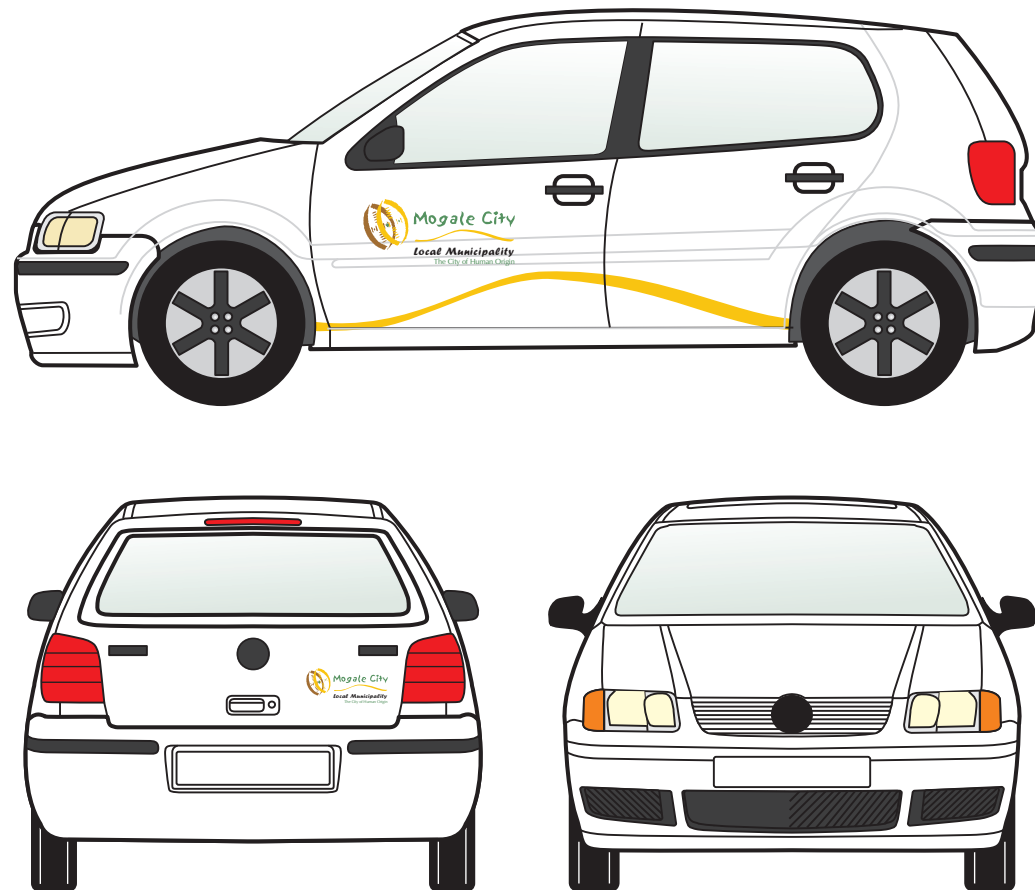


Exterior Signage

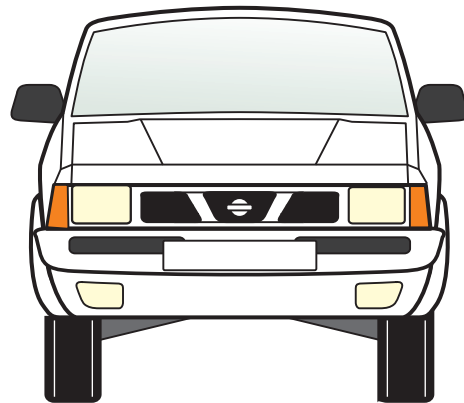
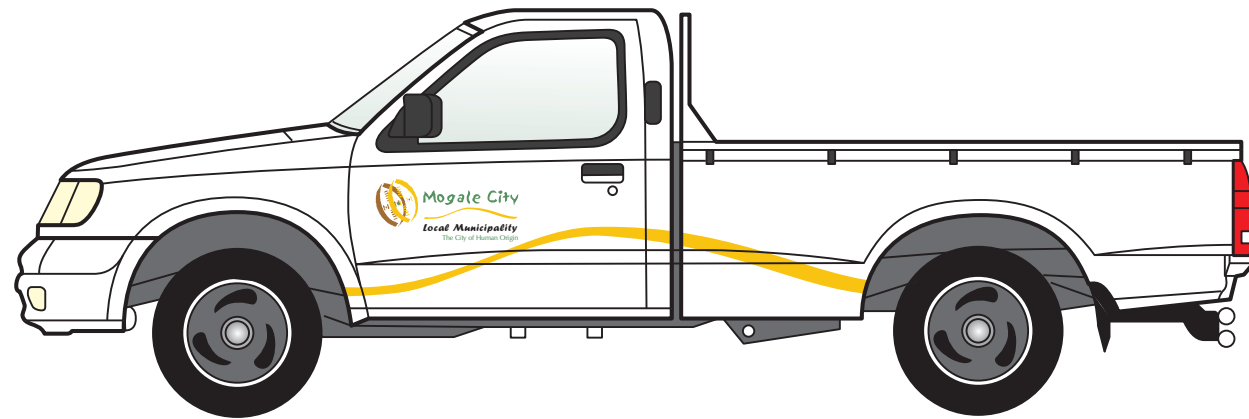
All signage must utilise the logo and identity as per specified guidelines. Material to be used may vary from aluminium to spray coated structures, to illuminated lightboxes with perspex or cut-out vinyl.



Welcome Boards



Welcome Boards



End