



BREED VALLEY
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Communication Strategy

May 2023

DRAFT



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Definitions:

Communication: Refers to two-way communication with the purpose of sharing and exchanging information between the public, the press and employees and the Municipality through the various communication methods as stipulated by this document.

IDP: Integrated Development Plan as approved by the Breede Valley Municipal Council

KPA: Key Performance Area

LED: Local Economic Development

SOP: Standard Operation Procedure as approved by relevant Executive Managers

SDBIPS: Service Delivery Budget Implementation Plans

LED: Local Economic Development

PCF MINMAY:

MINMAY TECH:

COMMTECH: Communication Technical Meetings

DCF: District Communication Forum

DCF TEC: District Communication Forum Technical (meeting)

WCMMF:

PPPCF:

DPPCF:

Note: Acronyms to be completed.



COMMUNICATION METHODS AND BACKGROUND

Communication for the Breede Valley Municipality should follow a mixed approach with values from strategic - and participatory communication.

Strategic communication is the ability to cross communicate with different stakeholders, both internally and externally. This communication should be **accurate, consistent, authoritative, timely, creative, accessible**, and should be **measured**. This is the most basic and fundamental way of communicating.

How would BVM manage these strategic communication principles and what does it mean?

It will be most meaningful by using the following guiding principles, to communicate with the following in mind and by being:

Accurate: As the leader in the community, the BVM is committed to providing information that is substantiated by municipal subject experts and directors of various departments and directorates to promote a voice of truth and authority.

Consistent: To create, promote and maintain a reputation-conscious brand, information issued by the BVM should be written, designed, and otherwise communicated in ways that are aligned with an intentional management of reputation, with brand values, as well as with organisational values and corporate priorities.

Authoritative: The BVM strives to respects its citizens and builds its image in the community by providing truthful information that comes from the appropriate person. What we do. What we engage in. What we say and how we say it determines the authority of the message to citizens.

Timely: BVM recognises that information is only relevant when it is needed. To that end, BVM endeavours to ensure that information related to municipal services, programs, policies, and procedures is provided when citizens require it, both on a proactive and a reactive basis. Media releases and statements should outweigh the number of media enquiries that are answered. BVM also implemented a *turnaround time of 72 hours or 3 days* to respond to enquiries and provide as much detail as possible.



Creative: BVM knows that information about municipal services, campaigns and programs is only relevant if it is memorable. As such, it must stand out from the mass of consumable information that is available to citizens every day.

Accessible: BVM communicates in ways that are clear, meaningful, and relevant to its intended audiences. It provides information in three official languages, namely Afrikaans, English, and Xhosa. It is also presented in a variety of formats to meet the needs of the diverse population of the Breede Valley municipal area. The main use of language in all communication will be English. Afrikaans and Isixhosa will be used in a secondary manner when is needed and deemed fit. (Please see annexure A).

What is Measured Communication and how does it apply to the BVM strategy?

Any communication issued by the BVM will be evaluated and measured against set goals and criteria, in accordance with best practices. This is to see what works and what does not work and to then adapt accordingly. Communication in the developmental local government environment is not business as usual. The former top-down approach to communication has been superseded by participatory communication. Instead of being told what to do, communities are now consulted on issues that affect their daily lives. Local government communication in the modern sense is about involving communities in governance. One of the strategic objectives of the Municipality is to strengthen public participation through effective communication. Central to achieving improved dialogue and participation with communities is the development of a comprehensive and coordinated community communication strategy/policy to ensure that communications in the BVM area are well coordinated, effectively managed and responsive to the diverse information needs of the public.

Role players realise the value of participatory development in planning, problem solving, and program implementation and *they also know the value communication can bring to the table* (Kingsbury, 2004:26).



Local government also has a legal obligation and political responsibility to ensure regular and effective communication with the community.

The following section explains local government's developmental obligation in terms of the relevant legislation that regulates participative governance, the cornerstone of developmental local government.

The essence of the new democracy is the right of the community to participate in governance.

The Constitution of the Republic of South Africa, 1996 (Act No. 108 of 1996) provides for democratic and accountable government for local communities and encourages the involvement of communities and community organisations in matters of local government. In terms of Section 152(1) of the Constitution local government must strive towards achieving the following objectives:

- to provide democratic and accountable government for local communities
- to ensure the provision of services to communities in a sustainable manner
- to promote social and economic development
- to promote a safe and healthy environment, and
- to encourage the involvement of communities and community organisations in the matters of local government

From the above discussion meaningful development in local government cannot be achieved in the absence of community participation.

Entrenching the constitutional obligations, the Municipal Systems Act, 2000 (Act N0. 32 of 2000) (Section 16 (1)) stipulates that municipalities "must develop a culture of municipal governance that complements former representative government with a system of participatory governance". Communities, according to the Act have the right to contribute to the municipality's decision-making processes.



Section 6 (2a) guarantees that the administration of a municipality must, “be responsive to the needs of the local community”. Section 17 of the Act allows for local communities to participate in the affairs of the municipality.

The White Paper on Local Government provides for municipalities to develop mechanisms to ensure community participation. It stipulates that the community must participate in the development of policy and the monitoring and evaluation of decision-making and its implementation. Of special significance is the provision in the Systems Act that makes it compulsory for communities to participate in the formulation of Integrated Development Plans (IDPs).

Section 23 (1) (b) stipulates that municipalities must undertake developmentally orientated planning to give effect to its developmental duties as required by section 153 of the Constitution.

Communication at local government level is not restricted to communities. It also entails communication between municipalities and municipalities and other government institutions at national and provincial level. The Intergovernmental Relations Framework Act, 2005 (Act 13 of 2005) established a framework for national, provincial, and local governments to promote and facilitate intergovernmental relations (IGR) and provides for mechanisms and procedures to facilitate the settlement of intergovernmental disputes.

Through the efforts of IGR forums, implementation protocols can be developed to advance the work areas of government, especially in terms of assisting the various spheres of government in implementing policies, but also to ensure that the various spheres can implement their constitutional obligations effectively. It is the task of government communications to ensure that the communication duties of such forums are adequately attended to.

The Promotion of Access to Information Act, 2000 (Act 2 of 2000) gives effect to sections 8 and 32 of the Constitution. It aims to foster a culture of transparency and



accountability and to promote effective access to information to protect an individual's rights.

The above legislative framework does not only guide and protect the right of communities to participate in local government. It also makes provision for the involvement of local communities in the development, implementation and review of the municipalities' Performance Management System.

The Municipal Systems Act highlights the importance of communities to be involved in the development of the municipalities' key performance areas and to assist in the setting of performance targets for municipalities.

The foregoing explanation illustrates local government's pivotal role in the advancement of participatory governance, highlighting the importance of community participation in realising developmental goals.

However, for communities to fully participate in governance and to promote multilingualism municipalities must cater for language preferences.

In terms of Section 6 (3) (b) of the Constitution of the Republic of South Africa Act, No. 108 of 1996 municipalities must consider the language use and preference of communities when communicating to them.

Other legislation and policies catering for linguistic participation include the following:

- Section 5 of the Constitution of the Western Cape (Act 1 of 1998)
- The Western Cape Provincial Languages Act (Act 13 of 1998)
- The National Language Policy Framework (2003)
- The Pan South African Language Board Act (Act 59 of 1995)
- The Western Cape Language Policy (2001)
- Sections 18.2 and 21.2 of the Municipal Systems Act, (Act 32 of 2000)



- Section 31 of the Promotion of Access to Information Act (Act 2 of 2000)
- The Batho Pele principles (Government Gazette No 18340 of 1 October 1997)
- Values of the Breede Valley Municipality

How will this be done?

This will be achieved by creating campaigns, videos, social media posts, press releases, radio ads, radio interviews, information packets, push notification via the App, loud-hailing and any other means deemed appropriate.

A provincial municipal assessment project revealed a communication gap between communities and their municipalities based on a **lack of information to communities**. Communication was identified as the key driver in public participation as it should provide strategic and technical advice to campaigns, broaden community participation, and strengthen participatory democracy. **Communication planning should consequently be integrated into any form of public participation planning and implementation.**

The local environment

Extraordinary violence, intolerance and prejudice that characterises protest action and crime in the Breede Valley was previously and still is of particular concern and an indication that a big effort is warranted to improve relations in the communities. Any breakdown in relations preventing social cohesion, a culture of violence and escalating crime, service delivery related problems, especially illegal dumping of refuse and sewerage problems also prove to be communication challenges.

All these factors impact negatively on the Municipality. Communication actions in terms of this strategy should therefore be informed by the IDP and accommodate Council's strategic pillars and objectives.



The IDP is not only a strategic framework that guides performance but also a vehicle for communication and a yardstick for political accountability – the development and monitoring of the IDP serves as both a basis for engagement between state and community as well as an instrument against which the community can hold the council accountable.

The communication strategy will address the needs of public participation and IDP processes to prioritise and organise its communication activities, to market it and make it available to the public with the aim of communicating more widely the priorities and activities of the IDP process.



Functions of the Communication department

Overview of the department

The Communication Section is responsible for internal and external **administrative** communication. This includes administrative communication by council members, MayCo, the Mayor, Municipal Manager and Executive Managers/Directors. Communication involving the **political** sphere, is the responsibility of the Executive Mayor and/or the Speaker. All forms of communication should be proofread and edited by the Communication office and communicated via various systems and channels.

As in many spheres of media and communication, there has been a steady move away from printed media towards a stronger usage of electronic media. That does not mean NO printed media, however. BVM still use newspapers for certain legislated notices, articles, etc as well as pamphlets - especially in communities where access to electronic media is limited.

The objective of the communication determines if it is external or internal and what method is used to broadcast the message. The objective of the communication must therefore be determined to follow the appropriate SOP (Standard Operating Procedure) and achieve the desired result. The Communication Strategy must therefore be divided into an external strategy and an internal strategy.

Communicators

Executive Mayor

The Executive Mayor is the face and chief communicator (spokesperson) of the Municipality. These responsibilities can be delegated to the Deputy Executive Mayor or Municipal Manager whenever required and in accordance with the adopted System of Delegations. The mayor is also responsible to communicate on matters of a political nature.

- All aspects of Council policy and programmes.



- Matters of policy yet to be adopted/enacted.
- Matters of Service Delivery

Speaker

- All comment relating to Council Rules of Order must come from the Speaker

MayCo/Chief Whip

- as delegated by the Executive Mayor

Municipal Manager

- Comments on all activities of the Municipality,
- except for matters for which policies are still to be adopted/enacted.
- Matters pertaining to service delivery
- Matters regarding the administration of the municipality

Directors

- Communicates directly to the MM, Mayor, and Communication Officer

Manager: Communications

is responsible for:

- cultivating proactive relations with the public and media to promote public awareness and understanding of Council programs, services, events and initiatives;
- preparing, coordinating, editing and distributing official responses (media queries and statements;
- arranging media conferences and information sessions;
- suggest to the MM suitable persons to speak to the media on specific matters such as disaster management;
- communicates on matters as delegated by the Directors, Municipal Manager or Executive Mayor.

Communication Officer

- Communicate on matters as delegated by the Manager: Communications

Communication team

- Communicate matters as delegated by the Communication Officer



External Communications

Overview

The external strategy refers to any message being communicated to the public on behalf of the Municipality by any of the following: the Mayor, Municipal Manager or as designated by the Mayor or Municipal Manager on their behalf.

The aims of the communication will vary depending on the objective and aim of the person/persons communicating the message. All communications must however satisfy/adhere to municipal objectives and prescribed legislation.

External communication must be guided by the following legislative framework:

- Promotion of Access to Information Act, 2000 (Act 2 of 2000)
- Municipal Systems Act (Act 32 of 2000)
- Intergovernmental Relations Framework (Act 13 of 2005)
- Constitution of the Republic of South Africa (Act 108 of 1993)
- Chapter 2 of the Bill of Rights.

Communication should also always be led with the Municipal Strategic Objectives in mind.

STRATEGIC OBJECTIVES	
SO 1	To provide and maintain basic services and ensure social upliftment of the Breede Valley community
SO 2	To create an enabling environment for employment and poverty and poverty eradication through proactive economic development and tourism
SO 3	To ensure a safe, healthy, clean and sustainable external environment for all Breede Valley's people
SO 4	To provide democratic, accountable government for local communities and encourage involvement of communities and community organisations in the matters of local government
SO 5	To ensure a healthy and productive workforce and an effective and efficient work environment
SO 6	To assure a sustainable future through sound financial management, continuous revenue growth, corporate governance and risk management practices



External Communication Objectives:

The overall objective of external communication will be to:

- Keep the public informed on matters that affect them directly
- Inform the public on how local government operates/functions
- Inform the public on how to access local Government correctly and efficiently
- Ensure transparency at local government level
- Inform public on how municipal budgets are spent
- Raise awareness of public participation platforms
- Encourage maximum constructive public participation takes place
- Ensure the best possible standards of service delivery
- Raise awareness of basic municipal services, support and initiatives
- Ensure a united single message is communicated
- Report on outcomes of all activities, projects and developments
- Raise awareness, promote, and provide feedback regarding infrastructure and energy efficient initiatives/projects of the Municipality
- Ensure proactive media relations
- Communicate ward committee system activities to role players
- Utilise awareness campaigns to ensure communities are aware of what municipal services are available to them and how to access them
- Promote and communicate effective complaints handling system and customer friendly services available to citizens
- Ensure feedback mechanisms for all stakeholders
- Support and enhance investment promotion and tourism activities within the municipal area
- Ensure informative, professional, and regular communication is directed and sustained with civic structures and organisations



- Promote communication activities aimed at investors and local business in the area
- Promote and create awareness of municipal initiatives such as health programmes, educational opportunities, safety & security, and programmes specific to vulnerable groups
- Promote and create awareness of waste management/recycling initiatives
- Promote and create awareness of the beautification of towns/wards and the preservation thereof
- Promote Vision, Mission, and Bathe Pele principles
- Support revenue enhancement initiatives of the Municipality, manage public perception of revenue collection
- Promote revenue collection within the municipal area

External Channels/platforms

Category	External
Direct Communication	One-on-one appointments Ward committee meetings Ward meetings Community meetings/events Meetings with stakeholders Imbizos Workshops IGR forums Training sessions Jamboree
Print media	Events Letters Newspapers Pamphlets Municipal accounts News media Advertisements
Electronic	E-mail Internet Website Social media Community radio WhatsApp/SMS BVM Digital App
Signage	Information signs and boards Law enforcement signs Bill boards in wards



Forums	IDP Forum
	LED Forum
	PCF MINMAY
	MINMAY TECH
	COMMTECH
	DCF
	DCF TEC
	WCMMF
	PPPCF
	DPPCF
	Municipal Council meetings
	Ward committee meetings
	Libraries
Other	Thusong centres

Strategy

To guide implementation of this Communication Strategy, Breede Valley Municipality will develop an annual Action Plan (communication calendar) for each respective year. After adoption by Council, this Communication Strategy will be reviewed/updated if/when necessary. The Action Plan however will be developed on an annual basis to ensure alignment with any revisions to Breede Valley Municipality's IDP.

A review of the IDP, projects and programmes of the Service Delivery Budget Implementation Process (SDBIP), and other municipal processes should form the basis of the communication planning. The SDBIP is an important source of information as the budget gives effect to the strategic priorities of the Municipality.

1. Municipal website

The Municipal Website is a tool to keep the public informed of all municipal activities, opportunities, news, notices, and legally mandated information. It is a real time communication tool making it possible to communicate information immediately. The website ensures that the local, national, and international communities, business and visitors, stakeholders and all other spheres of government are informed on all services provided by the Municipality to their clients.

The website must be continuously monitored and updated to ensure all information is current and correct, and that all legislative requirements as stated



in the MFMA Act are met.

The website is

- an excellent promotion and marketing tool,
- cost effective, and
- can reach a massive audience including right across the globe.

Therefore it is important to make sure information is updated regularly, and new information is also added regularly.

Unfortunately, not all people have regular access to computers or devices with internet access in certain communities. It is also challenging to always have updated information on the website.

To improve on weaknesses, the capacity, and skills to update the website daily should be increased. Train all communication staff to assist and monitor website information and communication. Identify a set person in each directorate to regularly feed information for website update. Create set templates for directorates to make provision of information easy and uploading it more efficient. Gain information from public to ensure website is user friendly for all intended audiences.

2. External Articles vs External Newsletter

The regular distribution of articles on various platforms ensures that the communities and taxpayers of the Breede Valley area are informed regarding service delivery within the municipal area. Articles can regularly be distributed with the municipal accounts, in newspapers, on the website and on social media. Various articles containing the above information can also be published via a quarterly external newsletter in print and/or electronic newsletter. The drawback of a quarterly newsletter is that up-to-date information cannot wait for a next newsletter – news gets old fast.

Service delivery and administrative messages are important pieces of information to be communicated in a simplified and digestible format for ratepayers. They should inform people how local government and the municipality functions and how to optimally utilise services provided.

Cooperation from departments within the municipality to provide information



regarding service delivery within the different departments is sometimes slow.

It would assist greatly if an official in every department can be identified to provide information regarding the department's service delivery.

3. Media

Proactively and reactively issuing statements to the media. This is done via Press releases and media responses. Proactive communications refer to planning and issuing statements to the media. It focuses on breaking news stories, with a special focus on the successes and accomplishments of the Municipality. Proactive communication also refers to breaking challenging issues to the media and through accurate and quick response staying in control of the story. Reactive communication refers to responding to enquiries from journalists, providing accurate and relevant information as well as communication action plans for problem areas.

Proactive Communication: Researching statements. Reporting on council matters Drawing a timetable/schedule for new press releases depending on council schedules, budgets, and project dates.

Reactive Communication: Respond to media enquiries according to SOP for media enquiries (Within three working days).

This is an excellent information tool to promote and inform the local, national, and international communities; business; visitors to the Breede Valley area; stakeholders and all other spheres of government regarding service delivery within the Municipality.

Providing a schedule for pre-planned press releases will build on this communication. Set research projects for long term plans. Ensure quicker turn over time for media enquiries.

Slow response from other departments to requests for information is a problem. Approval time for press releases is too long, risking the dating of information. Information is dependent on other departments.

Greater cooperation and faster response from all role players in providing relevant and accurate information is needed to improve this function. Ensure



that approvals and sign offs happen quicker to get information to the press in timely manner.

4. Advertising

To buy advertising space in various publications and media mediums in English, Afrikaans, and Xhosa. To identify and utilise opportunities for free advertisement. Advertising must be utilised to inform communities about service delivery news and public participation opportunities. It should also be utilised to provide feedback from the Municipality to the community. Advertising must adhere to the official language policy of the Western Cape Provincial Government which mandates the use of two of the three official provincial languages: English, Afrikaans, and Xhosa.

This is an excellent tool to ensure that Afrikaans, English and Xhosa community members are informed in their mother tongue regarding Municipal service delivery news and invited to public participation events. Various mediums also ensure the broadest distribution of a message.

If budget allows, it will go a long way if BVM can advertise more regularly. Identify different strategic mediums that can be used for advertising. Lack of funds is, however, always a drawback. Limited mediums used for advertising.

If possible, secure more funding for advertising. Find more platforms for free advertising. Find more mediums to use for advertising to maximise impact thereof.

5. Branding

Ensure all municipal communication mediums, advertising and branding stock have the correct municipal branding, colours, vision and mission statements where applicable (CI).

Coordinate the media and communication aspects of all Municipal events and make sure the correct, visible branding is used at municipal events.

Short-term initiatives included physical branding such as municipal banners and posters, standardised document templates and colour schemes, uniform designs & printed logos for fleet and PPE, etc. Longer-term initiatives may



include a re-branding of our municipal buildings (interior and exterior) and may require collaboration from a range of stakeholders. We need to formulate SMART KPI's that can adequately track our level of implementation and performance in this regard.

The communication team coordinates the communication aspects at all municipal events to ensure the optimal usage of municipal branding, creating a source of pride in the visibility of the Municipal brand, vision, and mission.

The brand will be strengthened if more branding material can be purchased.

6. Radio

Use community and national radio stations to communicate and promote the image, vision, and mission of the Municipality. To utilise the main communicators of the Municipality to promote the Municipality by ways of free or paid airtime.

Source free radio airtime and assure optimum use there-off. Co-ordinate paid for airtime and ensure participants are properly prepared.

Use both scheduled timeslots and as the opportunity arises.

This is an excellent tool to engage live with the community. For some communities this is the best tool to reach them with.

Increase the number of slots. Scripted programmes to maximise the quality of information presented. Prerecorded programmes to make sure material for broadcasting is readily available. Invite radio media to municipal events to gain free radio exposure.

As with too many communication functions, a lack of time and mainly funds is the biggest drawback.

7. Mobile Communication

7.1 Social Media

(Mainly Facebook, but also LinkedIn, Twitter, Instagram, and YouTube.

Currently, BVM has an excellent presence on Facebook, fair on LinkedIn,



slow on Instagram, slow/no on Twitter and slow/no on YouTube)

Communicate directly with community and other stakeholders. Provide information and communication in real time.

Compose, post, and share messages on Social Media pages. Relay messages received to appropriate officers.

- Increased direct, real-time communication with community and stakeholders. Provides platform for interactive communication with strict controls. It is free.
- However, not all the target audience has access to social media devices.
- In some municipalities there is one person doing ONLY social media as this is a FULL-TIME position. Social media needs to be monitored throughout the day. Identify dedicated person in media office to load and monitor information. BVM's presence on social media can be strengthened immensely by having a full-time social media manager/official.
- Most effective if provided with steady stream of information daily. Source information from all departments.

7.2 BVM Digital (Application)

The application or app for the use on mobile communication devices such as tablets and phones (but also desktop). This serves to facilitate a more interactive communication with all stakeholders of the Municipality.

The application serves as a real time communication tool making it possible to communicate information immediately and to specific sections of the community. The application ensures that the local, national, and international communities, business, visitors, stakeholders, and all other spheres of government are informed on all services provided by the Municipality to their clients. It also enables communication with the Municipality by means of linking it to the Customer Care system to deal with issues raised as directed by the customer care SOP.

It is the most accessible form of direct access to municipal information because



it works on mobile devices. It enables the Municipality to offer a wide variety of services via a mobile internet connection.

Ensure that the application is continuously updated with relevant information. Determine clear parameters of what services and functions the app must be able to perform.

To use the app successfully, all mobile device users must have continuous access to the internet. Not all stakeholders might be aware of it or load it onto their mobile devices. The range of services provided on the app is insufficient.

Marketing must be done continuously to ensure as many stakeholders as possible download and utilise the application. A possible survey should be done to gather information on what services the public would like an app to include.

7.3 WhatsApp-groups

Apart from WhatsApp-groups created specifically to communicate important issues to the community, there are also several groups created by communities to spread municipal information. Currently there is already a “WhatsApp-community” which combines groups such as BVM Staff Noticeboards, Media Releases, BV Taxpayers-group/s, Rawsonville BVM information, etc. For an applicant to be added to the Media Releases, confirmation of media attachment is needed. If a message is received from somebody wanting to be added to the Staff Noticeboard, a staff number is requested to verify eligibility for the group.



Internal Communications

Internal Objectives

The objectives of internal communications are:

- Raise awareness, promote, and provide feedback regarding initiatives/ projects of the Municipality.
- Ensure informative, professional, and regular communication is directed and sustained with employees.
- Ensure transparency at local government level.
- Ensure the best possible standards of service delivery.
- Promote Vision, Mission and Batho Pele principles.
- Ensure employees are informed to provide best levels of service to public.
- Create environment where staff are informed and satisfied.
- Share accomplishments of staff for motivational purposes.

Channels/platforms

Category	Internal
Direct Communication	One-on-one Senior management meetings Management meetings Staff meetings Council meetings Telephones Workshops Training sessions
Print media	Internal memorandums Letters
Electronic	Informal notes Intranet E-mail Computer software Social media Website WhatsApp/SMS BVM Digital App
Signage	Notice boards/information signs
Forums	Management meetings



1. Internal Newsletter (To consider) vs Single articles

A quarterly Internal Newsletter transmits messages in a synchronized manner. This is to ensure that all staff members (Municipal Officials) get relevant and updated messages and information. The quarterly distribution of the Internal Newsletter promotes the corporate image, culture and informs employees of relevant information. However, with information sharing becoming increasingly mobile, it is also possible and sometimes even preferable to share articles and other news via mobile apps or e-mail. This can be done much more regularly and faster than with a newsletter.

Source information from various departments, and plan properly to give all contributors sufficient time to prepare newsletter contributions.

Cooperation from departments within the municipality to provide information regarding activities within the different departments are slow.

Identify an official in every department to provide information regarding the department's activities. Set cut off dates for contributions. Source more relevant information from all departments.

2. Mass emails/WhatsApp-groups

The mass email function transmits messages in a synchronized manner such as the Internal Newsletter and staff notices. This is to ensure that all staff members get relevant and updated messages and information. This function promotes the corporate image, culture and information needs of employees.

Cooperation from departments within the municipality to provide information regarding activities within the different departments is sometimes very slow. Also, not all employees have access to email.

Identify an official in every department to provide information regarding the department's activities.



3. Notice Boards

Notices on municipal notice boards are placed to inform the staff regarding staff related information and events.

Cooperation from departments within the municipality to provide information regarding activities within the different departments is sometimes slow. Also, more notice boards can be erected around workplaces of staff.

Identify an official in every department to provide information regarding the department's activities.

4. Municipal Communication Forum (To consider)

The Municipal Communication Forum, represented by each directorate within the municipality, can meet monthly. This ensures the coordination of communication activities and development of the municipality's communication capacity. Through this forum all municipal activities are brought under the attention of the Media and Communication Unit.

This monthly forum will serve both external and internal stakeholders.

Excellent tool to gather information regarding municipal activities and service delivery.

There is however a lack of cooperation from directorates.

Identify an official in every department to provide information regarding the department's service delivery.



ANNEXURES

Calendar (planning)

Please see Annexure A

Language Policy

Please see Annexure B

Corporate Identity (CI)

Please see Annexure C

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Annexure A CALENDAR

**Calendar to be updated annually
(Attached is an example
of a previous version.)**

Communication Calendar 2022

Date	Type	Action
July 2022		
First week	New tariff reminder	Social Media Post
Second week	Campaign: Rocks create blocks (Part 1)	Social Media Post Press release
Last week	Campaign: Fire safety and emergency contact numbers	Social Media Post Press release
Whole Month	Mental Health Awareness Month	Social Media Post Press release
18 July	Mandela Day	Social Media Post
August 2022		
Second week	Campaign: Rocks create blocks (Part 2)	Social Media Post Press release
Second Week	World Book Lovers Week (Focus on libraries)	Social Media Post
Last week	Campaign: Use water sparingly	Social Media Post Press release
Whole Month	Organ Donor Month	Social Media Post
Whole Month	Women's Month	Social Media Post
Whole Month	Child Safety Month	Social Media Post
9 August	Women's Day	Social Media Post
28 August	Disability Awareness Day	Social Media Post
September 2022		
First week (1 st Day)	Spring Day	Social Media Post
Second week	World Suicide Prevention Week	Social Media Post
Last week	Campaign: Swim safety and reopening dates of the swimming pools	Social Media Post Press release
Whole Month	National Month of Deaf Persons	Social Media Post Press release
8 September	International Literacy Day	Social Media Post
24 September	Heritage Day	Social Media Post
October 2022		
Last week	Campaign: Rubbish Free Breede Valley (Part 1)	Social Media Post Press release
Whole Month	Breast Cancer Awareness Month	Social Media Post
Whole Month	Social Development Month	Social Media Post Press release

Whole Month	IDP questionnaires	Social Media Post AD Press Release
5 October	World Teachers Day	Social Media Post
10 October	World Mental Health Awareness Day	Social Media Post
November 2022		
First week	Campaign: Emergency numbers	Social Media Post Press release
Third week	World Diabetes Week	Social Media Post
Last week	Campaign: Recycling	Social Media Post Press release
Whole Month	Disability Awareness Month	Social Media Post
25 November	16 Days of Activism (starts)	Social Media Post Press release
December 2022		
First week	Campaign: Know your ward councillor	Social Media Post
Whole Month	Campaign: Road and home safety awareness (Holidays approaching)	Social Media Post Press release
1 December	World Aids Day	Social Media Post
16 December	Reconciliation Day	Social Media Post
24 December	Christmas/Festive Message	Social Media Post
25 December		
31 December	New Year's Eve	Social Media Post



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Annexure B LANGUAGE POLICY

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Language Policy

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2022/23 Language Policy

1. DEFINITIONS

In this policy, unless the context otherwise indicates

“administration” refers to the administrative arm of the Breede Valley Municipality.

“committees” refers to the Executive Mayoral Committee, Portfolio Committees and any other committee or forum established by the Council.

“council” refers to the Municipal Council of Breede Valley.

“Municipality” refers to the Breede Valley Municipality (established by Provincial Notice 497 dated 22 September 2000, as amended).

“province” refers to the Western Cape.

“three official languages” refers to the three official languages of the Western Cape, namely Afrikaans, English, Xhosa, in terms of Section 6 of the Constitution of the Western Cape.

“national language bodies” refers to the bodies established in terms of Section 8(8) of the PanSALB Act, No 59/1995.

2. NAME OF POLICY

Language Policy of Breede Valley Municipality.

3. PURPOSE

To give effect to -

- a) Sections 6 and 9 of the Constitution of the Republic of South Africa (Act 108 of 1996).
- b) Sections 18.2 and 21.2 of the Municipal Systems Act, (Act 32/2000).
- c) the principles of Batho Pele as contained in Government Gazette No 18340 of 1 October 1997.
- d) the Western Cape Language Policy (P/N 369) of 27 November 2001.

4. SCOPE

The scope of this policy includes all employees of the Breede Valley Municipality (BVM).

5. GOALS

- a) to establish the language preferences of the Municipality's residents and give effect thereto.
- b) to support impartial service delivery by promoting equal access to municipal services and programmes by removing communication or language barriers.
- c) to promote multilingualism amongst the municipality's staff and communities within the municipal areas of jurisdiction.
- d) subject to Section 4(a), to, in the interim, promote the use of the three official languages in the affairs of the municipality.
- e) to give optimum effect to the equal status of the three official languages of the Western Cape.



- f) For Council to make provision to address the needs of people who are differently abled.

6. INTERNAL COMMUNICATION

Any of the three official languages may be used for the purpose of communication in the Administration. Provided that if the addressee does not understand the language of use in which he/she is communicated with, he/she may request that such communication takes place in a language understood by him/her.

6.1 Official Communication

All official communication will be done in English, including memorandums, reports, plans, policies, letters, and others. Provided that if the addressee does not understand the language of use in which he/she is communicated with, he/she may request that such communication takes place in a language understood by him/her. It is important to state that this provision will be considered and applied as far as practically possible, in accordance with available municipal resources (financial as well as human).

6.2 Disciplinary Hearings

All disciplinary hearings must be able to be conducted in any official language preference of anyone subject to such hearings.

7. EXTERNAL COMMUNICATION

It is important to state that the availability of specifically documents in all three languages of the Western Cape will be considered and applied as far as practically possible, in accordance with available municipal resources (financial as well as human). Although BVM will strive towards inclusion of all three languages wherever possible, we do not want to create the expectation that all municipal matters, documents, notices, etc. will immediately be available in all three languages.

7.1 Communication to the Municipality

Any member of the public may use any of the three official languages or SA Sign Language in his/her communication with the Municipality.

7.2 Communication by the Municipality

- a) As far as possible and within the available resources of the Municipality, all external written responses to correspondence must be in the language in which the original communication was received.
- b) When the Municipality engages in service delivery and communicates to the public, it must do so in the language preference of the community. If this is not possible, the municipal employee must explain his or her difficulty in communicating in the member of the public's choice of language and request for one of the remaining official languages of the Western Cape to be used.
- c) As far as possible and within the available resources of the Municipality, municipal notices by the Municipality to the public must be done in all three languages of the Western Cape.



- d) Jobs that require Grade 12 as a minimum requirement, must be communicated in English, but if translations are required from members of the public, it may be done depending on availability of capacity.
- e) Identification signage and direction of municipal offices or facilities must at least be in English.
- f) Communication during Inter-Governmental Relations engagements will happen in the preferred language of the attendees.
- g) As far as possible and within the available resources of the Municipality, communication during Public Participation engagements must cater for all three official languages of the Western Cape. A translator and/or sign language interpreter may be present during these engagements if available.
- h) Media-related communication issued by Communicators will be done in a language that is catered to its target audiences. It is important to note that communication by the BVM to the broader public travels far and beyond the local language preferences, which must be considered too.

7.3 Council Communication

- a) The Speaker of Council must ensure that all Councillors accommodate the language use and preferences of other officials and Councillors with courtesy.
- b) Any of the three official languages may be used in any debates and other proceedings of the Council and its Committees. The Municipality must make provision for interpreting services for members from and into the three official languages during sittings of the Council and its Committees. (Sign language interpreting may be provided if requested and if available.)
- c) A notice of motion or a formal motion in the Council or its Committees must be submitted in English.
- d) All by-laws and resolutions of Council must be available in the official languages of the Western Cape.
- e) Notices of all meetings and indexes to agendas must be in all three official languages of the Western Cape.
- f) Minutes of Council meetings must be published in English; however, the headings of the minutes must be published in the official languages of the Province.
- g) All resolutions must be published in the official languages of the Western Cape.
- h) Council items and annexures serving before Council will be in English, however, translated versions/components hereof may be availed where practical/feasible to do so, informed by the availability of resources (amongst others).

8. IMPLEMENTATION STRATEGIES

8.1 Awareness

- The municipality must continuously create awareness about the importance of multilingualism. For example, International Mother Language Day on 21 February is one of few days that serve to promote awareness of linguistic and cultural diversity and to promote multilingualism.
- The Municipality must take a firm position on multilingualism and promote its position accordingly.



8.2 Development and Education

Officials and councillors must be encouraged to learn the three official languages and training programmes must be organised to assist in the development of their language skills.

8.3 Translation and Interpreting Services

The Municipality must make available translating and interpreting services as and when considered necessary.

8.4 Main/General Telephone exchanges

The main/general telephone reception system must be set up in such a way that those contacting the Municipality must be helped in the language of their choice.

DRAFT





BREED VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

Annexure C

CORPORATE

IDENTITY

DRAFT





BREED VALLEY

MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

The Brand made easy

Corporate Identity

Our vision

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Our mission

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Overview

Breede Valley Municipality is a local municipality located within the Cape Winelands District Municipality, in the Western Cape province of South Africa. Committed to improving the lives of the Breede Valley Region, the municipality provides day to day services to the surrounding community and adheres to the highest possible service standards.

The Purpose of this Manual

The purpose of this corporate identity manual is to create an easily recognisable visual image that is representative of the organisation and all that it stands for. The Breede Valley Municipality corporate identity is an asset that consists of more than just a visual brand logo – it embodies the values and promise that the organisation strives to uphold.

Our aim is to convey the brand identity in a way that reflects the positive values and principles of the Breede Valley Municipality by means of all available communication elements. Every company, organisation or individual that engages with the Breede Valley Municipality brand becomes a part of the brand tapestry and how it is perceived. In order to uphold the proud reputation of the brand, it becomes increasingly important to maintain a high level of quality and consistency in our communication.

As brand custodians and ambassadors, we must speak the same language and ensure that uniformity is upheld in all collateral, communication, promotional material, etc. This can only be achieved if all parties involved consistently follow and enforce the guidelines and rules as set aside in this manual.

How to Use this Manual

This manual has been compiled to set the standards by which we as the Breede Valley Municipality and all partnering organisations will effectively use the corporate identity. These guidelines can be used both as an introduction to and a working reference for all forms of visual

communication involving the Breede Valley Municipality. This sets the standard against which all existing and future collateral should be measured. The rules set aside in this guide must be adhered to at all times to ensure uniformity and optimum recognition by the public, research and medical community.

Where other partnering brands and organisations are concerned, the branding rules and co-branding relationship ratio will be largely dependent on the person or organisation that is funding the programme and conducting the research. Nevertheless the Breede Valley Municipality logo must always be treated according to the branding guidelines as set aside in this manual.



Find your way

Brand Index

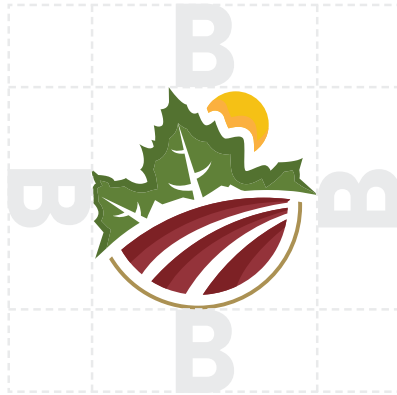
2018





The mark

Our Logo



The Breede Valley Municipality logo reflects the surrounding region that falls under the governance of this organisation. The logo combines all the elements that characterise the region, and which the organisation strives to serve and protect: Vineyard leaves (referencing the region's wine and grape exports), farm lands (referencing the various agricultural activities) and sunshine (referencing the moderate climate of the region). In addition, the elements as a whole speak of growth and prosperity, which are two of the main driving forces behind the organisation's activities.

To ensure that the logo is not disrupted by other elements, an area of isolation is required around the logo, as illustrated in the diagram.

Colour Breakdown

Primary Colours



C=0 M=0 Y=0 K=90
R=65 G=65 B=66
#414142
PANTONE 446 C



C=0 M=0 Y=0 K=50
R=147 G=149 B=152
#939598
PANTONE Cool Gray 7 C



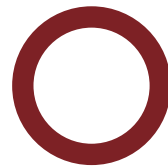
C=65 M=31 Y=100 K=14
R=98 G=129 B=56
#628138
PANTONE 576 C



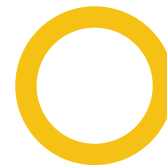
C=65 M=31 Y=100 K=27
R=84 G=114 B=48
#547230
PANTONE 575 C



C=34 M=91 Y=77 K=19
R=148 G=52 B=58
#943439
PANTONE 492 C



C=26 M=91 Y=79 K=41
R=125 G=36 B=39
#7d2427
PANTONE 1815 C



C=4 M=24 Y=100 K=0
R=244 G=192 B=23
#f4c017
PANTONE 123 C



C=0 M=35 Y=85 K=0
R=251 G=176 B=64
#fbb040
PANTONE 1365 C



C=33 M=38 Y=78 K=6
R=170 G=144 B=83
#aa9053
PANTONE 4505 C

The primary brand colours stem from the logo colours, which were selected based on their respective symbolic significances to the brand and region.

DARK RED: Reminiscent of the colour of wine, and often used to represent creative thoughts, ambition, courage, strength, warmth, and beauty. **GREEN:** The colour of life, renewal, nature, and energy. Green is often associated with growth, harmony, freshness, safety, fertility, and environment. **YELLOW:** The color of sunshine. It's usually associated with joy, happiness, intellect and energy, while also speaking of wealth and prosperity.



The preference

Logo Variations



BREEDDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA



BREEDDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

The Breedede Valley Municipality logo can be used in two different orientations. In the primary orientation, the emblem is positioned next to the organisation name. This orientation is primarily used in a space where a horizontal design is best applied – for instance letterheads, envelopes and other stationery elements. The secondary logo variation features the emblem positioned above the organisation's name, and is ideally used in symmetrical designs where the logo should ideally be centered – for instance t-shirt designs, bookmarks and so forth.



Logo Colour Variations



BREEDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA



BREEDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA



BREEDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA



BREEDE VALLEY
MUNICIPALITY • MUNISIPALITEIT • UMASIPALA

The full colour logo should be used wherever possible, however it should only ever be placed on a white background or a background that does not interfere with or absorb the logo colours. The one colour logo can be used on solid colour backgrounds or photographs that are contrasting in colour, making the logo easily visible.



Don't even try

Do's & Dont's



Don't stretch the logo.



Don't squash the logo.



Don't rotate the logo.



Keep the shading in the icon.



Don't change the colours of the words and icon.



Don't put the icon on the other side & also don't turn it in.



Don't use a background colour that's in the logo.



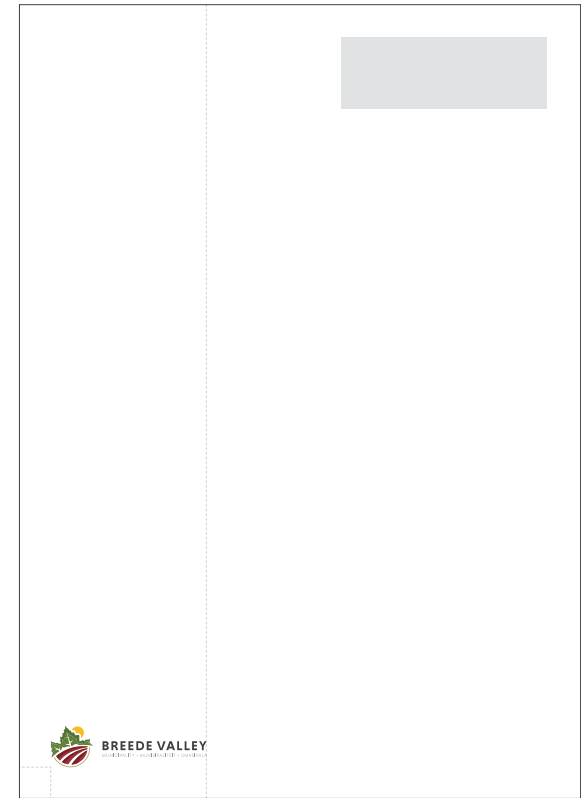
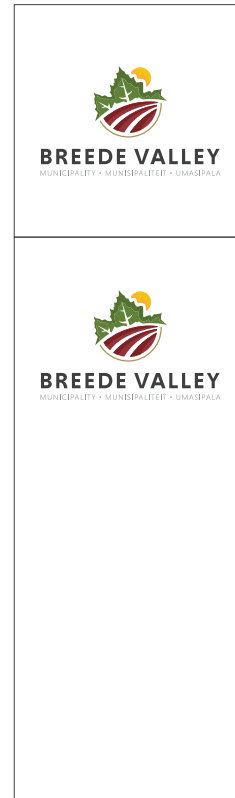
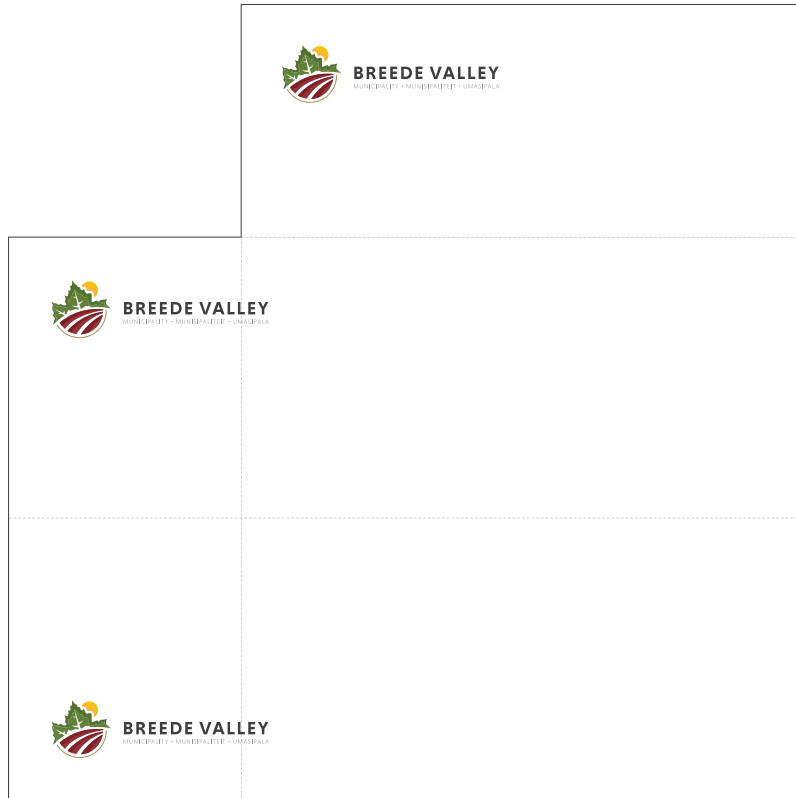
Don't leave out parts of the logo.



Don't change the colours in the logo to make it visible on a coloured background.

Generally speaking, the logo should never be distorted or stretched in any way. In areas where the logo needs to be resized, it's essential that the proportions are maintained, and do not rotate the logo or any of the elements contained in the logo. The logo may not be placed on photos that make the logo difficult, and the colours of the logo may not be altered, as each colour has a specific meaning and purpose in the logo. Discretion must be used at all times.

Size & Positioning



...

Typography

The Purpose of typography

Defined as “the art or process of setting and arranging types”, typography is an essential element of any brand’s identity, as it ensures a certain measure of consistency across all platforms. Typography is used to not only communicate a brand’s strengths, but to increase its memorability – this is the true power of typography, and why it has such a strong influence in brand design. The main purpose of typography is to ensure that any

and all materials are easy to read and understand, and that all brand communication is consistent – no matter what the medium, format or purpose. The Breede Valley typography was selected with reader-friendliness in mind, and all typefaces used are standard across all computers and devices which further ensures ease of usability.



Typefaces & Fonts

Primary font:

Niveau Grotesk Light

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Niveau Grotesk Light Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Niveau Grotesk Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Niveau Grotesk Regular Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Niveau Grotesk Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Niveau Grotesk Black

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Secondary Font:

Avenir Next Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Avenir Next Italic

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Avenir Next Demi Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

Avenir Next Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890,;:(!?) /

The Breede Valley Municipality logo is constructed using a combination of "Niveau Grotesk" and "Avenir". "Niveau Grotesk" is the typeface to be used on all materials that are professionally designed. "Niveau Grotesk" is preferred for body copy and a variation in colour and size of "Niveau Grotesk" can be used to denote hierarchy in headings. When creating digital media such as web pages, Power Point presentations or Word documents, "Avenir" or "Arial" should be used as the primary typeface. Emails are the exception to this rule, where "Arial" should be used. "Avenir" is the secondary font, and can be used for headings and other copy that is specific to the Breede Valley Municipality brand.



Imagery Photography



Photography can be a powerful creative tool that helps to project the Breede Valley Municipality brand in a strong and memorable fashion – showcasing a brand that is positive about people and the environment. It can also help to bring consistency across brand material and it is therefore essential that all imagery is of the highest possible quality.

Photography plays an important role in the brand's communication. When selecting images to reflect the brand, it's essential that the photographs in question feature nature, the environment or people in nature. Photography should always be engaging, fresh, inspiring, vibrant and eye-catching. If stock images are used, ensure that they are a true reflection of the Breede Valley Municipality brand and diversity of people. Overused metaphor and cliché stock images should not be used.

Colour Breakdown

Secondary Colours



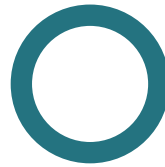
C=51 M=77 Y=33 K=6
R=136 G=83 B=120
#885378
PANTONE 5145 C



C=51 M=77 Y=33 K=34
R=103 G=61 B=91
#673d5b
PANTONE 5125 C



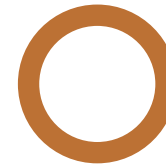
C=74 M=23 Y=29 K=0
R=59 G=155 B=172
#3b9bac
PANTONE 7459 C



C=74 M=23 Y=29 K=32
R=40 G=115 B=128
#287380
PANTONE 7697 C



C=0 M=50 Y=80 K=8
R=228 G=137 B=66
#e48942
PANTONE 7413 C



C=0 M=50 Y=80 K=28
R=188 G=113 B=53
#bc7135
PANTONE 7572 C



C=51 M=77 Y=33 K=34
R=194 G=184 B=87
#c2b857
PANTONE 617 C



C=22 M=16 Y=78 K=33
R=147 G=141 B=66
#938d42
PANTONE 5767 C

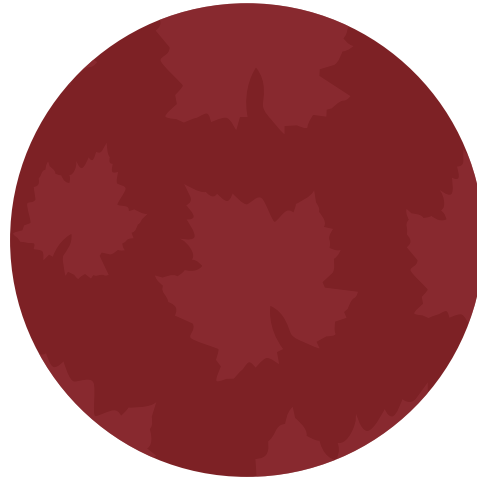


C=50 M=14 Y=100 K=6
R=135 G=167 B=58
#87a73a
PANTONE 7737 C

The secondary colour is complementary to our official colours, but is not a recognisable identifier for the Breede Valley Municipality. These colours should be used sparingly, that is, in less than 20 percent of the colour palette in one piece. Consult with the Brand and Creative Manager, and always use discretion.



Graphic Styles



The nature theme is continued from the logo into the design of the Breede Valley Municipality collateral using additional design elements. These graphics are simple depictions of the elements that already make up the logo – i.e. vineyards, farmlands and sunshine. The design elements are clean, simple and versatile, while creating a recognisable 'look and feel' that is consistent across all Breede Valley documents.

Logo Grid

2018



BREDE VALLEY Corporate Identity Manual

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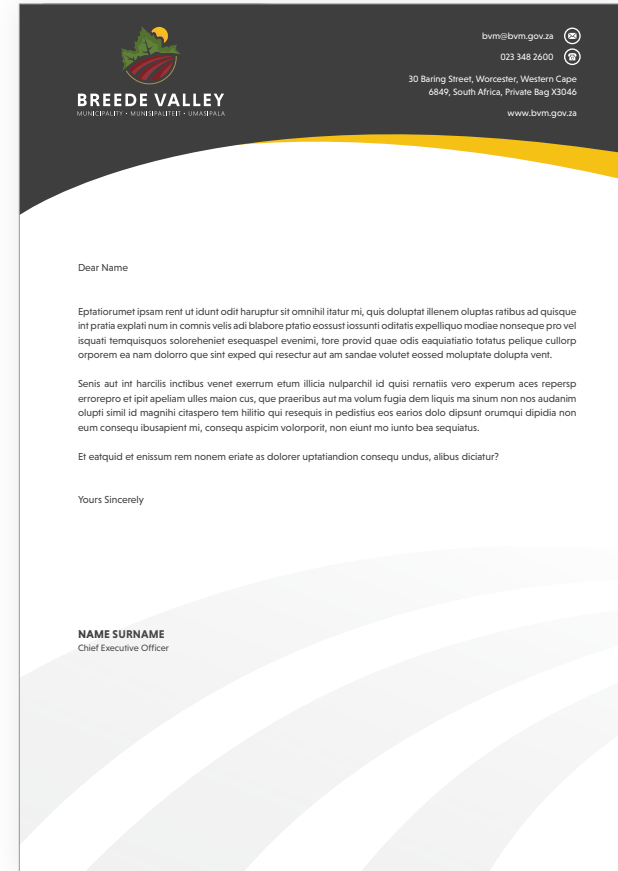
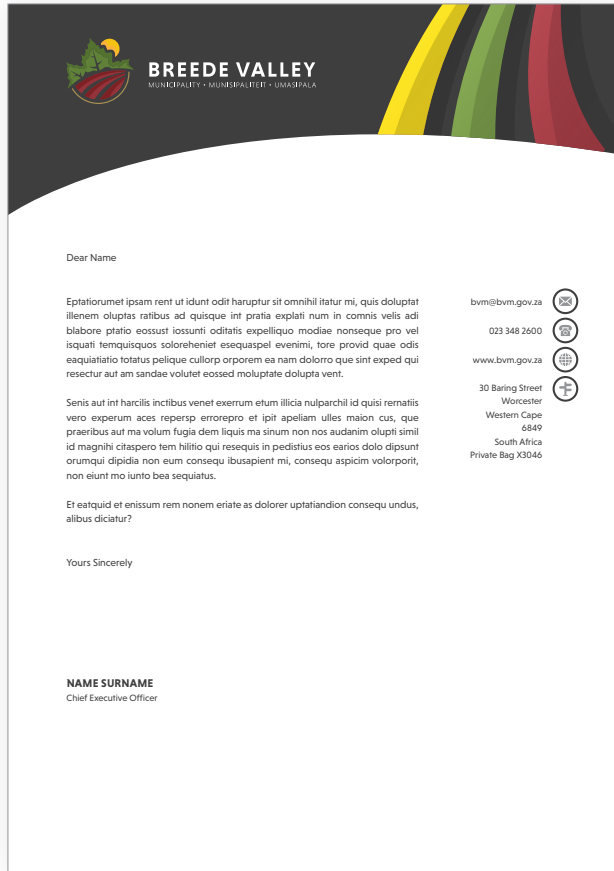
Templates

The Purpose of typography

The term template refers to a sample document that already has some of the features and required details in place. In order to ensure brand consistency and memorability, templates have been created for the Breede Valley Municipality brand which must be applied across all communications and mediums. Whether designing a presentation, sending out an email or

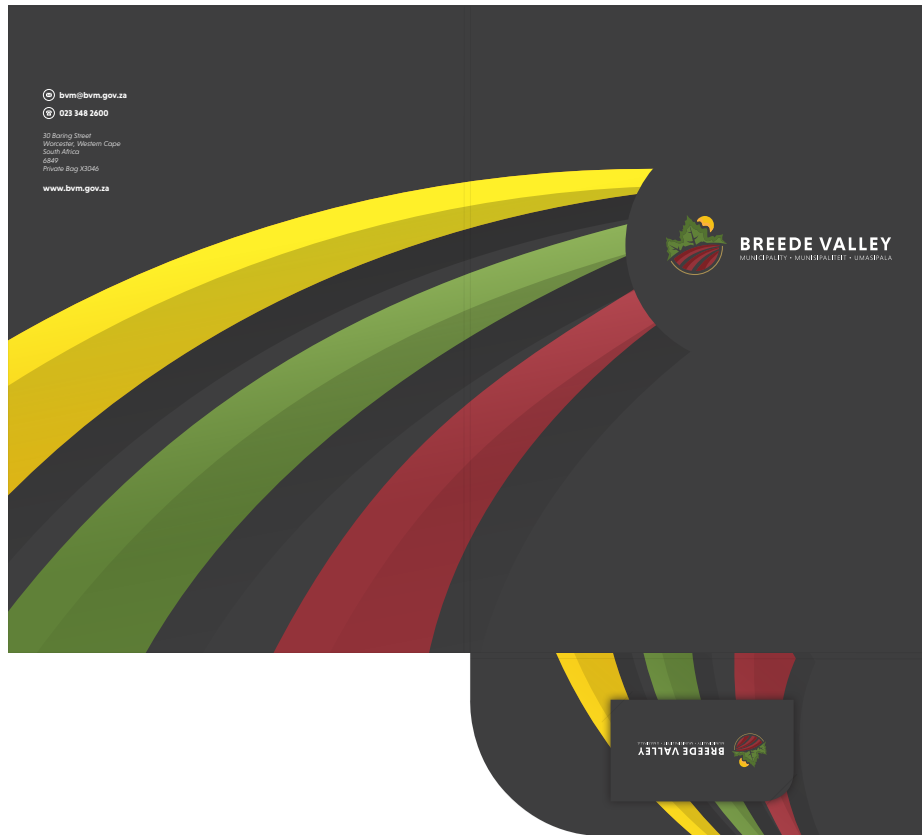
writing a letter, these templates will provide guidance in terms of the brand application and ensure that the brand's identity is never compromised. In some instances, elements may be added, removed or changed, however please follow the clear instructions and indications where applicable.

Letterhead



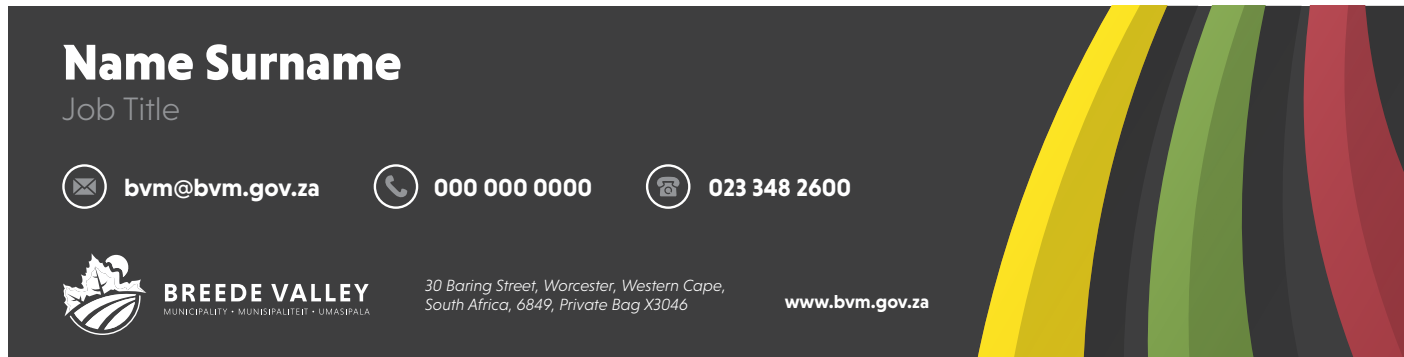
The print presenters

Folder & Business Card



The folder and business card designs are modern and sleek, featuring a curved edge that further represents the brand's clean look and feel.

Email Signature



The conference presenter

Powerpoint Template

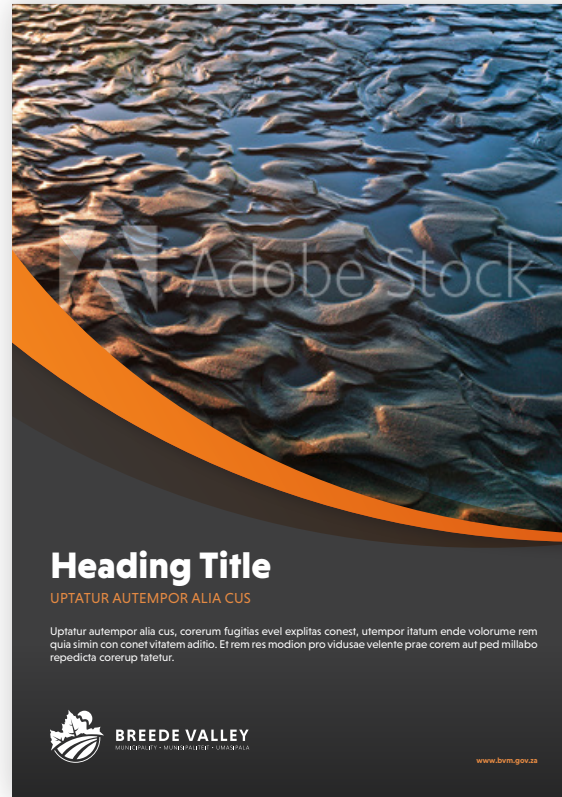


Advertisement

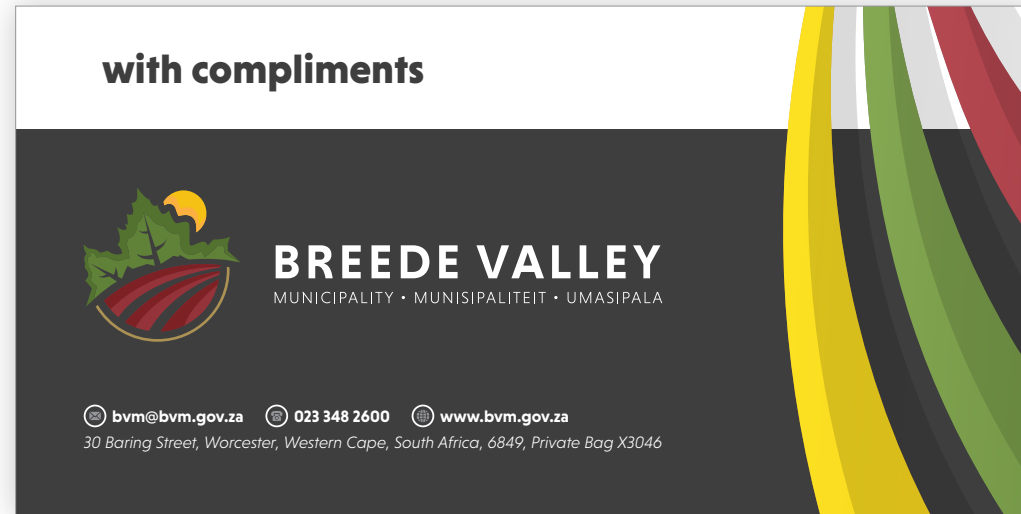


Public marketer

Generic Advertisement



Compliment Slip



The compliments slip may be used in any circumstances where thanks is required, and is designed to complement the business card design. The slip may be customised to reflect the sender's contact details.

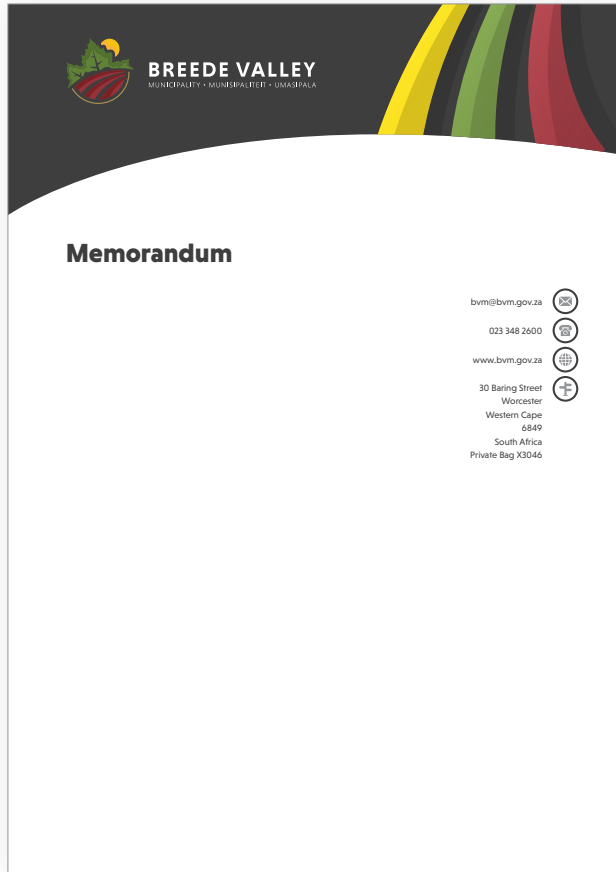
The more the merrier

Invitations



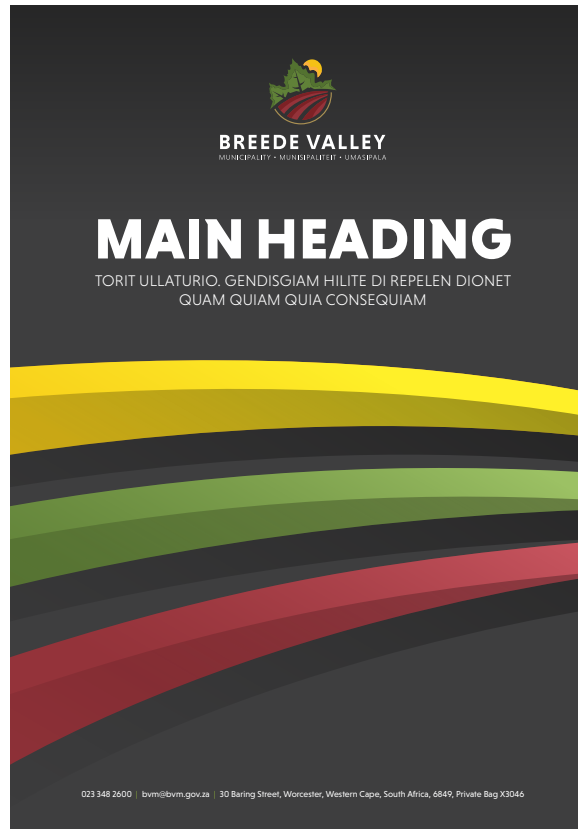
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ratis debisit essuntium que sequi dolorum re volore volore quam eatquas et quo vent, saperci quiae cus unt quam.

Memorandum and Agenda



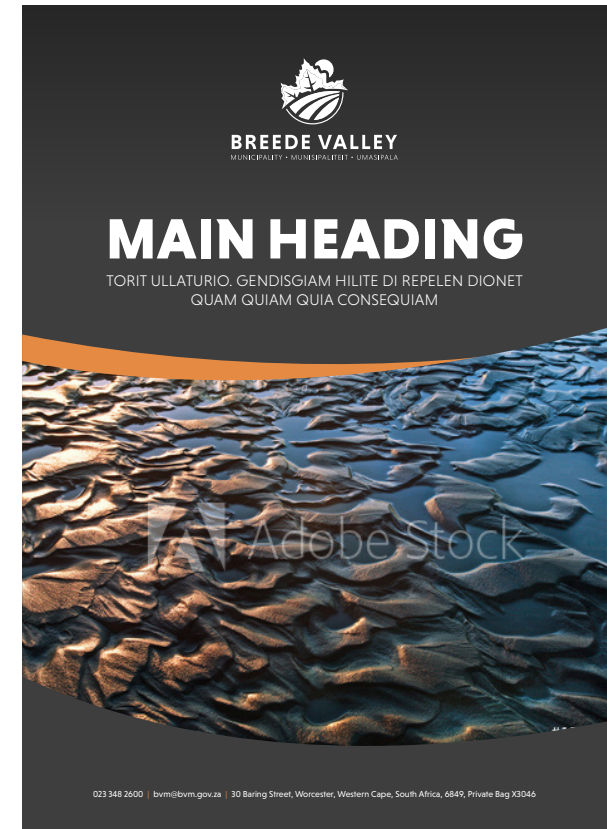
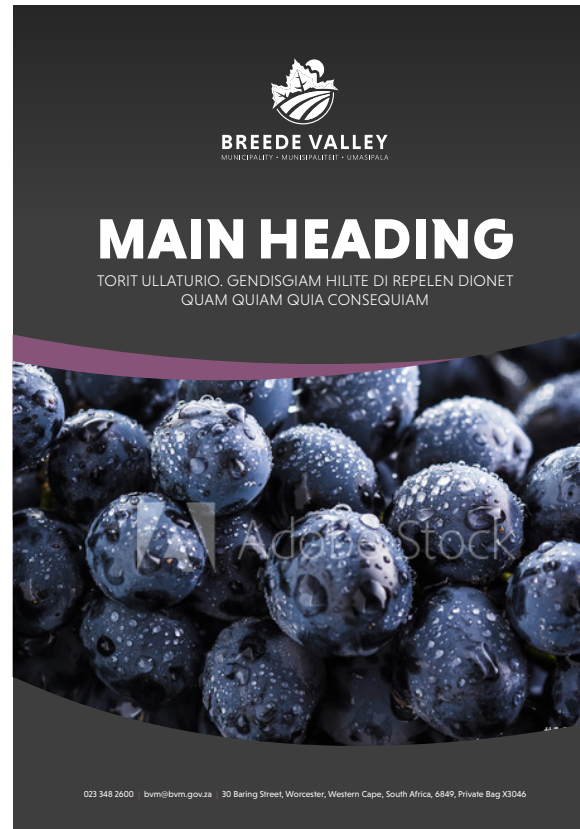
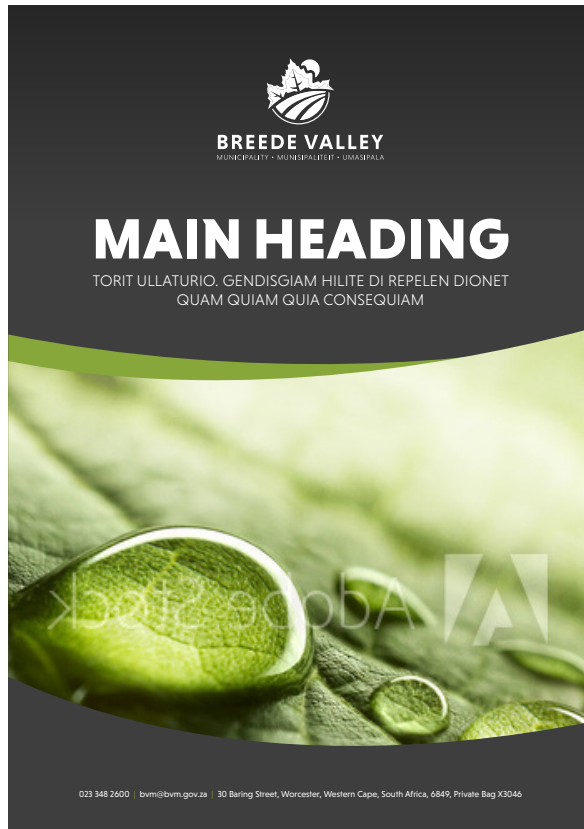
Keeping it corporate

Document Cover



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Document Cover



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Not so serious flyer

DL Flyer

Subheading

Uptatur autempor alia cus, corerum fugitias evel explitas
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velente prae corem aut ped millabo repedicta corerup
tatetur.

Subheading

Uptatur autempor alia cus, corerum fugitias evel explitas
conest, utempor itatum.

UPTATUR AUTEMPOR ALIA

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UPTATUR AUTEMPOR ALIA

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dolute con nesequi atiorit ommolulute. Agnatempore
voloreh enditiam et odit porationes conem harcienes
experis volorit e

Uptatur autempor alia cus, corerum fugitias evel
explitas conest, utempor itatum ende volorum rem
quia simin conet vitatem aditio. Et rem res modion
pro vidusae velente prae corem aut ped millabo
repedicta corerup tatetur.



Heading Title

UPTATUR AUTEMPOR ALIA CUS

Subheading

Uptatur autempor alia cus, corerum fugitias evel explitas
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UPTATUR AUTEMPOR ALIA

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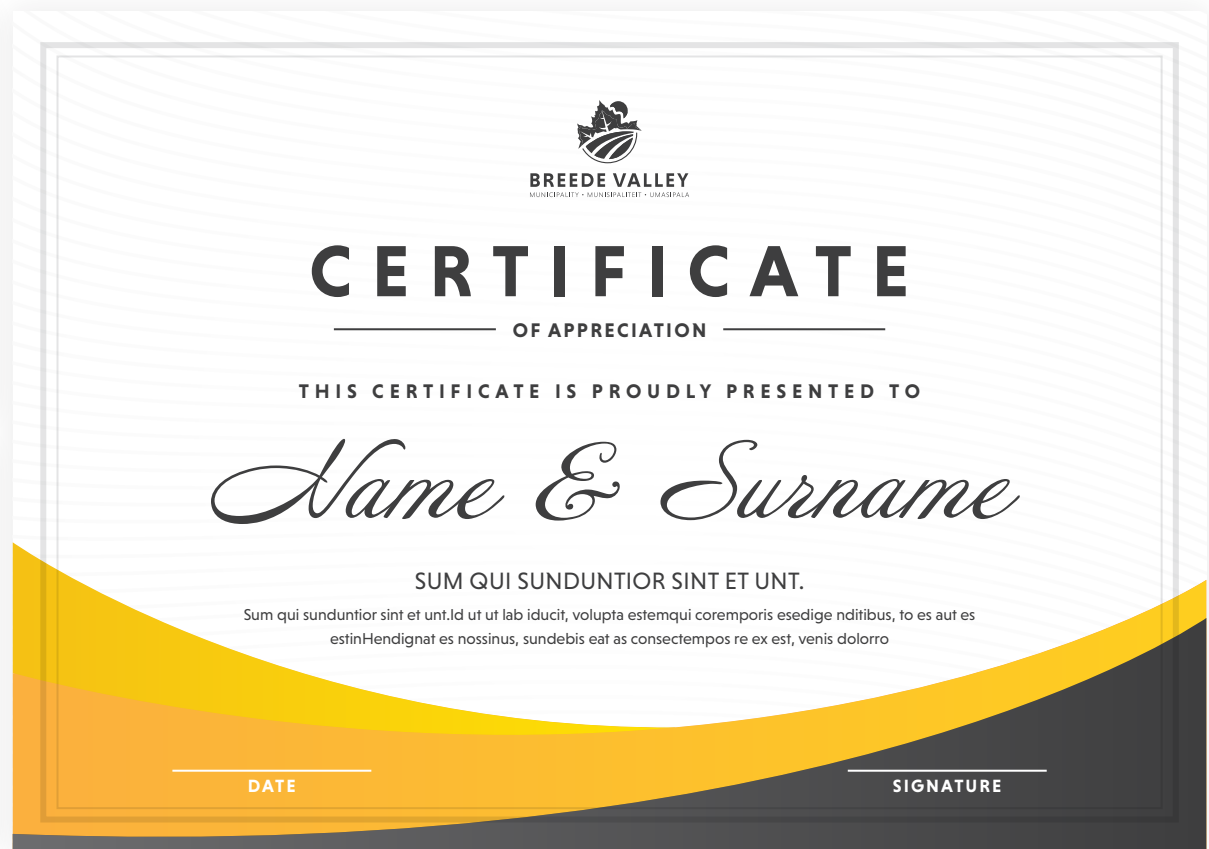
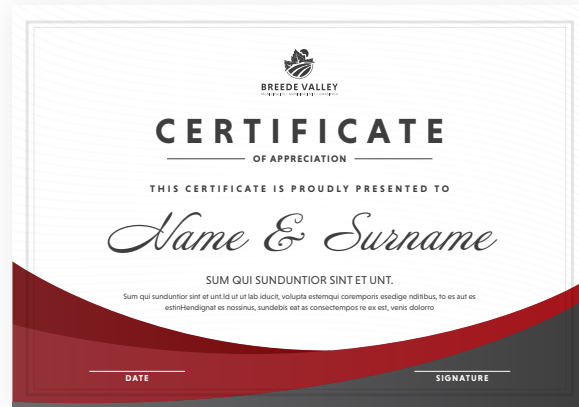
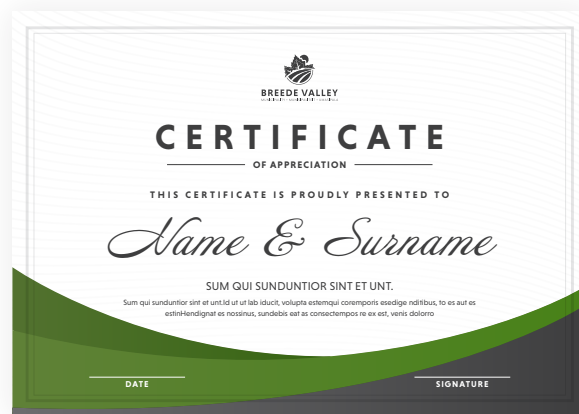
Newsletter



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Be prestigious

Certificate



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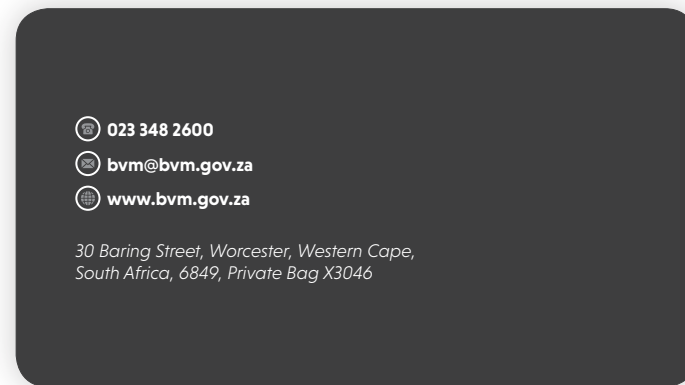
Event Access Passes & Name Badges



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Stay educated

Library Card



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For if you forget

Staff Name Badge



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Flashy pattern

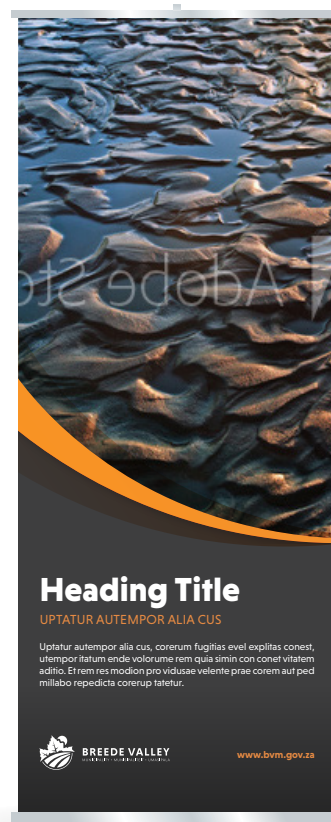
Media Backdrop



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Pull-up Banners



Teardrop & Curve Banners



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Corporate Gifts & Stationary



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As a team

Uniforms



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Building Signage



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Vehicle Signage



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Caring is sharing

Co-Branding Rules

Why Co-Branding is important

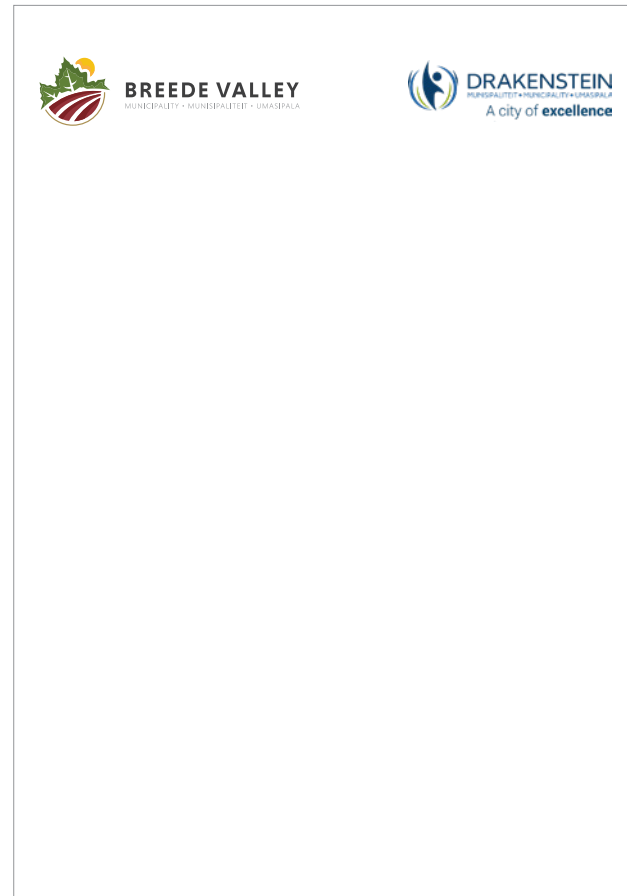
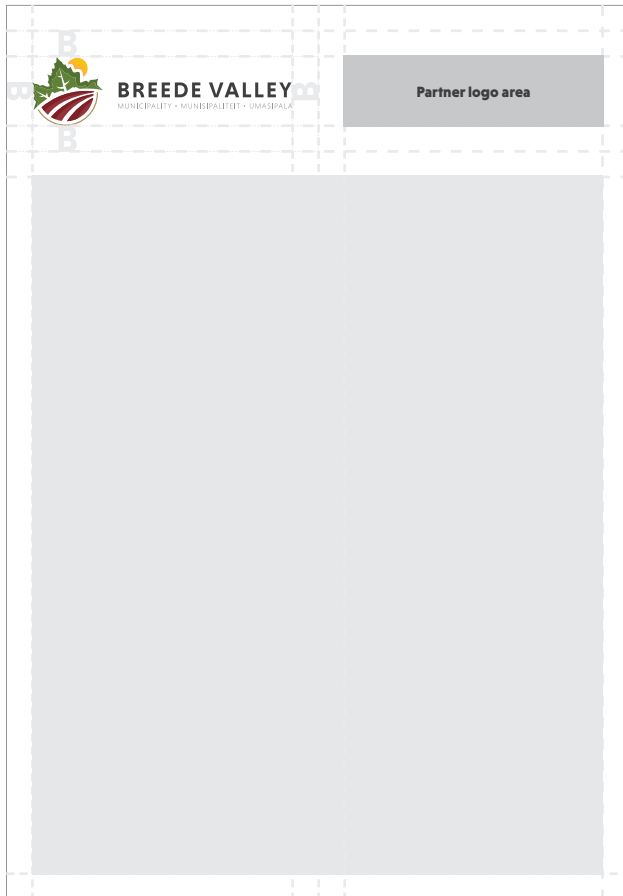
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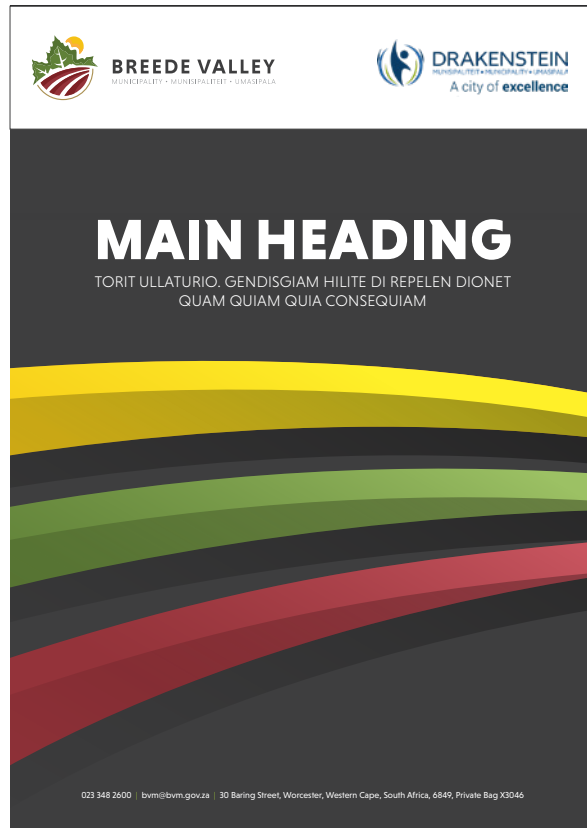
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Share the news

Poster Advertisement



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