
ENVIRONMENTAL
MANAGEMENT
INSPECTORATE



CORPORATE IDENTITY

MANUAL

VERSION 2

INDEX

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INTRODUCTION

Introduction to the Environmental Management Inspectorate Brand

This document has been issued as the Environmental Management Inspectorate (EMI) Brand Identity Manual, a guide to the EMI brand.

A Brand Identity has been created for the EMI which consists of a set of principles that will allow you to express the Brand and its Values in a way that is both unique and recognisably EMI.

It provides the foundation for what the EMI Brand represents and demonstrates the way we can express the brand through all dimensions.

This framework has been designed to allow flexibility whilst ensuring consistency.

The Purpose of the Document

What is it about?

A Brand Identity is the face of a business strategy. With this strategy in mind, this guide has been designed to help users implement the EMI Brand Identity. It defines our overall Visual Management Policy with regard to the way our Brand expresses itself. In order to create a consistent visual image, the standards laid down here should be strictly adhered to at all times. As a virtual organisation with members based in a range of government institutions in many geographic locations, it is to our advantage to be perceived as a unified entity.

Our aim is to accomplish a distinctive consistency in all forms of communication, creating the highest level of awareness among stakeholders.

What will it clarify?

This guide will give you a clear outline of how the EMI Brand Identity should be applied and guide you when you are creating new communications. Within the Environmental Management Inspectorate, we should regard ourselves as custodians of the Brand Identity and guardians of its correct use and consistent application.

What should you use it for?

We therefore ask you to use this guide as a tool for applying and measuring visual standards, helping us to build awareness of our Brand and maintain the highest standard in all communications where the Brand Identity is applied.



CODE OF CONDUCT



CODE OF CONDUCT

1. PREAMBLE

The need exists to provide guidelines to EMIs with regard to their relationship with the environment, fellow EMIs, the regulated community and the general public, as well as to provide guidelines to EMI institutions in instances where an EMI contravenes any provision of the Code of Conduct or fails to comply with any provision thereof.

2. PERFORMANCE OF DUTIES

EMIs shall carry out their duties within the confines of their mandates, powers and functions in an effective and efficient manner and in accordance with all relevant legislation, standard operating procedures and the compliance and enforcement guidelines adopted by the Inspectorate from time to time.

3. RELATIONSHIP WITH THE ENVIRONMENT

EMIs will, in the performance of their duties, carry out their work and conduct themselves in a manner that gives effect to Section 24 of the Constitution and the principles contained in section 2 of NEMA.

4. RELATIONSHIP WITH THE REGULATED COMMUNITY

EMIs undertake to treat all institutions, enterprises and individuals within the regulated community efficiently and objectively in the public interest, in a manner which is firm but fair, and consistent with the highest professional standards of accountability and responsibility, and in accordance with the legislation in terms of which the EMI has been designated.

5. RELATIONSHIP WITH THE PUBLIC

EMIs are committed to providing a service to the public by recognising the Constitutional right that everyone has to an environment that is not harmful to their health or well-being, and to provide a service to the public which is courteous, helpful, timely in dealing with queries and requests, and in accordance with the Batho Pele principles.

6. ETHICAL CONSIDERATIONS

- 6.1 Under no circumstances may an EMI solicit, either directly or indirectly, gifts, hospitality, employment etc. for personal use, gain or benefit. The offer of any unsolicited gifts related to compliance and enforcement activities must be declined and notified to the EMIs supervisor immediately.
- 6.2 No EMI shall initiate or accept any offer of employment while he or she is in a position to influence a decision in respect of compliance and enforcement activities related to that person or organisation.
- 6.3 An EMI shall not disclose information about any other person if that information was acquired while exercising or performing any power or duty in terms of NEMA or a specific environmental management Act, except if that information is disclosed in terms of any of the exceptions referred to in terms of Section 31Q of NEMA.
- 6.4 Any EMI who is involved with any outside organisation, whether economic, social, cultural or political, shall ensure that such involvement is not prejudicial to the interests of the Inspectorate and that it does not create a conflict of interest or potential conflict with their employment within the Inspectorate.

7. RELATIONSHIP WITH OTHER EMIS AND EMI INSTITUTIONS

All EMIs will co-operate fully with other EMIs, both from within their own institution, as well as with EMIs from other EMI institutions to advance the public interest and the Constitutional mandate.

8. CODE OF CONDUCT FOR PUBLIC SERVANTS

The provisions of this Code of Conduct are ancillary to the Code of Conduct for Public Servants and will be binding upon all designated EMIs.

9. CLOTHING AND EQUIPMENT

- 9.1 The official uniform and equipment of the Environmental Management Inspectorate are symbols of the Inspectorate's authority, mission and service commitment.
- 9.2 When using the EMI uniform or equipment, EMIs shall act in a manner that recognizes the value of, and enhances the positive image created by, the wearing of a distinctive and recognizable uniform and marked equipment.
- 9.3 EMIs must further comply with the provisions of Annexure 1 hereto.

10. BREACH OF CODE OF CONDUCT

- 10.1 A nominated MINTECH WGIV representative will become the focal point for receipt of all allegations of a breach of the Code of Conduct for all EMIs within his/her institution.
- 10.2 In the event that the complaint triggers a reasonable suspicion that the EMI Code of Conduct has been breached, the nominated MINTECH WGIV representative is obliged to investigate the matter and report such incident to DEA and the complainant.
- 10.3 Where the allegation involves a serious breach of the EMI Code of Conduct, (e.g. corruption, release of confidential information), the nominated MINTECH WGIV representative must recommend to the relevant designating authority that the EMI's designation be suspended pending the outcome of the investigation.
- 10.4 A breach of the EMI Code of Conduct must be taken into account in any internal disciplinary process initiated by the relevant EMI Institution; and where the disciplinary process results in a finding of a breach of the EMI Code of Conduct (in addition to any other charge), the nominated MINTECH WGIV representative must recommend to the relevant designating authority that the EMI's designation be withdrawn permanently.
- 10.5 The nominated MINTECH WGIV representative must ensure that a finding of a breach of the EMI Code of Conduct is reflected in the offender's employment records as well as the national EMI Register.

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CLOTHING & EQUIPMENT



CLOTHING & EQUIPMENT

- EMI Institutions shall, as far as is practicably possible, adhere to the guidelines set out in the Corporate Identity Manual in the procurement, design, application and use of EMI clothing, logos and equipment.
- Each EMI Institution shall designate a person or persons who will be responsible for the issuing, management and collection of EMI uniforms and equipment. The responsible person shall ensure compliance within his or her institution with this Code of Conduct.
- EMIs are responsible for ensuring that their uniform and equipment is kept in a neat and presentable condition. In the event that the EMI uniform or equipment becomes damaged or worn, the EMI shall return the item to the responsible person with a request for a replacement. All lost EMI clothing equipment must be reported to the responsible person as soon as possible. The responsible person must then report this to the DEA as soon as possible.
- All EMIs that have been issued with official uniform and equipment must wear their uniforms and use the equipment when acting in their official EMI capacity. In the event that an EMI has not been issued with the official uniform, or is unable to wear his or her uniform for valid reasons, he or she shall wear the EMI brooch.
- The wearing of civilian clothing together with EMI uniform items is permissible on condition that the civilian items are of such a nature and condition that they do not detract from the positive and distinctive image of the wearer as an EMI.
- Formal and appropriate attire must be worn by an EMI who is required to appear at a public function or media event or any other similar occasion.
- EMIs shall only wear the official uniform whilst on duty and acting in their official capacity, including court appearances. No EMI insignia, items or logos may be worn whilst attending private social functions.
- While on duty, civilian clothing may only be worn under special circumstances such as when conducting covert operations, and then only with permission of the person in charge of such an operation.
- No alteration shall be made to the EMI uniform or logo, including the addition of unauthorized badges or other ornaments. Where EMIs are employed at institutions that have their own uniform and insignia, the EMI logo must be applied in an unaltered condition whilst adhering to the dress code of that institution.
- EMI clothing and equipment that is issued to a specific EMI shall not be lent to another person, including another EMI, without the consent of the responsible person, unless in the event of an emergency.
- EMIs shall not wear the uniform or use the equipment in a manner that will bring the Inspectorate into disrepute. This includes a prohibition on the consumption of alcoholic beverages or other intoxicating substances whilst in uniform.
- An EMI shall not use the display of uniform or insignia for personal advantage such as, but not limited to, gaining entry into facilities that levy entrance fees for entry.

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EMI LOGO

ENVIRONMENTAL MANAGEMENT INSPECTORATE



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EMI LOGO

Iconography

ENVIRONMENTAL MANAGEMENT INSPECTORATE



- 1 Shield - The shield is the main holding shape in the design. It is shaped like a drum, a symbol of identity and spiritual defence. The use of the colour brown symbolises pollution and waste matters.
- 2 Fish & Leaf - The fish and the leaf represent EMI's commitment to the environment and wildlife as one entity. The fish is a representation of marine matters while the leaf focuses on biodiversity matters.

The Department required an identity for the Environmental Management Inspectorate that communicated the strength of enforcement (hence the shield), and contained references to green, blue and brown issues. In addition, the logo had to be something that could easily be partnered with other coats of arms (such as the national and provincial coats of arms) and other logos of our partner institutions (such as the SANParks kudukop). Furthermore the logo must conform to the principles of government branding laid down by the Government Communication and Information System.

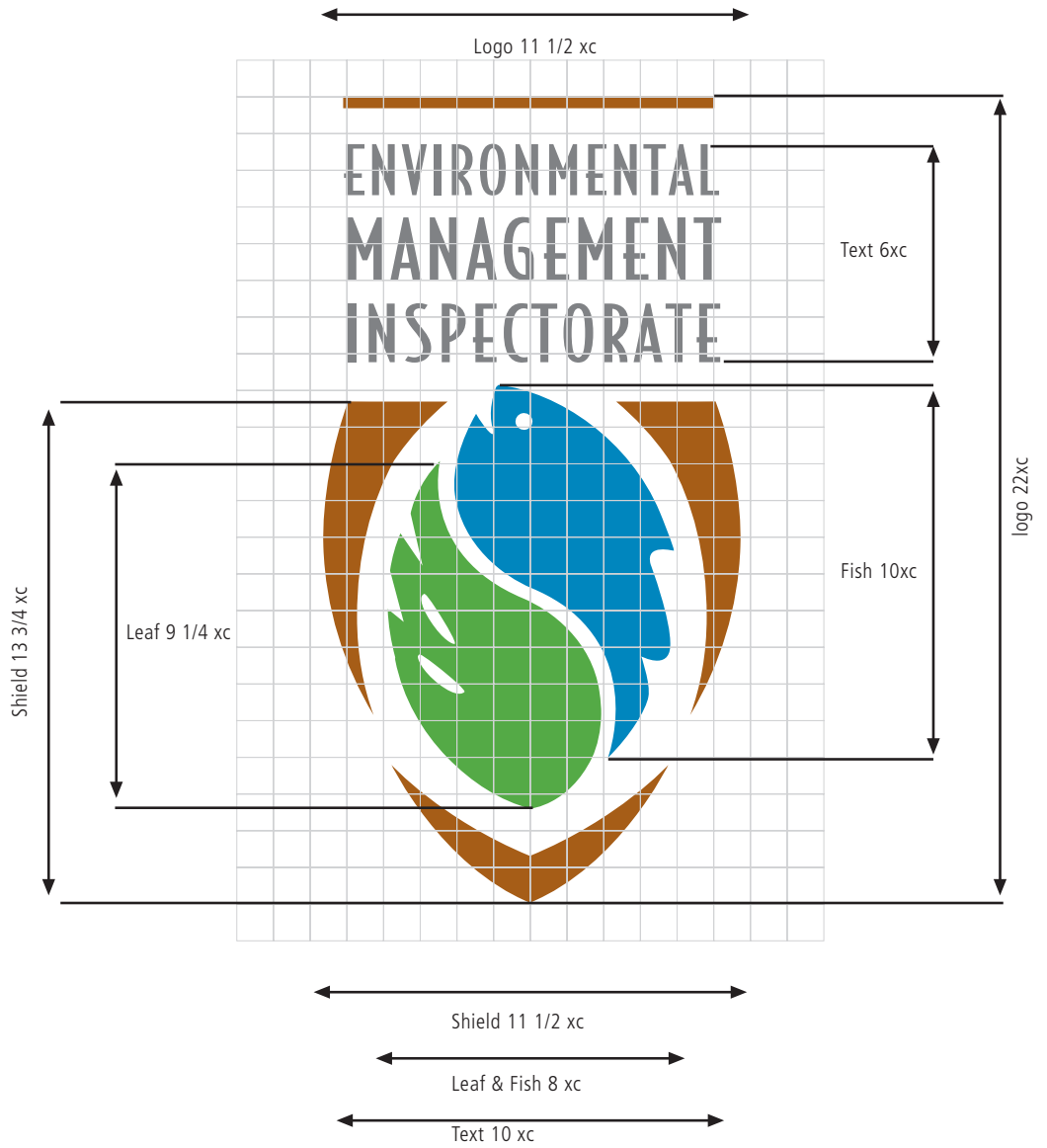
The logo had to be something that can be worn on both formal apparel, but also on existing uniforms such as those worn by conservation officers.

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EMI LOGO

Sizing Grid



The sizing grid is used to ensure the EMI logo is correctly proportioned when manipulating in various sizes and to ensure that there is no distortion or misrepresentation. The EMI logo will always occupy the same space horizontally (11 1/2 xc) and vertically (22 xc). The size of the EMI logo varies according to the platform in which it is used. To ensure proportional consistency the unit C is used to represent the base size from which to scale the EMI logo proportionally.



EMI LOGO

Colours

Full colour



 GREY
Pantone 444 c
C0 / M0 / Y0 / K60
R 130 / G 133 / B 133

 BROWN
Pantone 7512 c
C10 / M60 / Y100 / K30
R 153 / G 89 / B 5

 GREEN
Pantone 362 c
C70 / M10 / Y100 / K0
R 41 / G 153 / B 38

 BLUE
Pantone 307 c
C100 / M10 / Y0 / K20
R 0 / G 120 / B 171



EMI LOGO

Colours

Coloured backgrounds



Application of logo on white background



Application of logo on black background



Application of logo on khaki background



In its full colour form the EMI logo may be represented in the above ways on a solid white, black and khaki background.

EMI LOGO

Colours

Single colour application

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BROWN
Pantone 7512 c
C10 / M60 / Y100 / K30
R 153 / G 89 / B 5

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INSPECTORATE



GREY
Pantone 444 c
C0 / M0 / Y0 / K60
R 130 / G 133 / B 133

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In its basic form the EMI logo may be represented in brown or grey reflected out of any solid background.

EMI LOGO

Colours

Black and white



Application of black logo on white background



Application of white logo on black background



In its basic form the EMI logo may be represented in black or white reflected out of any solid background.

EMI LOGO

Outline

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In its basic form the EMI logo may be represented in an outline for use as a watermark or a use on facsimile on a solid white background.

EMI LOGO

Logo Misuse



The EMI logo should not be used or implemented in any of the above ways to avoid unnecessary dilution of the Brand Identity.





EMI LOGO

CMYK / Pantone
Colour Breakdown

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PROCESS

	C10 M60 Y100 K30
	C10 M0 Y0 K60
	C70 M10 Y100 K0
	C0 M100 Y0 K20

ENVIRONMENTAL
MANAGEMENT
INSPECTOR



PANTONE

	PANTONE 7521 C
	PANTONE 444 C
	PANTONE 362 C
	PANTONE 307 C

ENVIRONMENTAL
MANAGEMENT
INSPECTOR



ENVIRONMENTAL
MANAGEMENT
INSPECTORATE



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Environmental Management Inspector:

To be used only on items such as clothing and clothing accessories as it refers to the individual inspector.

Environmental Management Inspectorate:

This refers to the collective of all Environmental Management Inspectors.

Important:

In terms of Section 34A(1)(b) read with Section 34A(2) of the National Environmental Management Act, 1998, it is an offence to pretend to be an Environmental Management Inspector. Only designated Environmental Management Inspectors may therefore display the EMI logo on clothing or any other item.

EMI LOGO

Typography

Logotype

Extra Colours

Logotype:

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

The font used in the logo is BodegaSans, it is all uppercase.

Extra Colours:



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MEDIA APPLICATIONS

Stationery

Letterhead



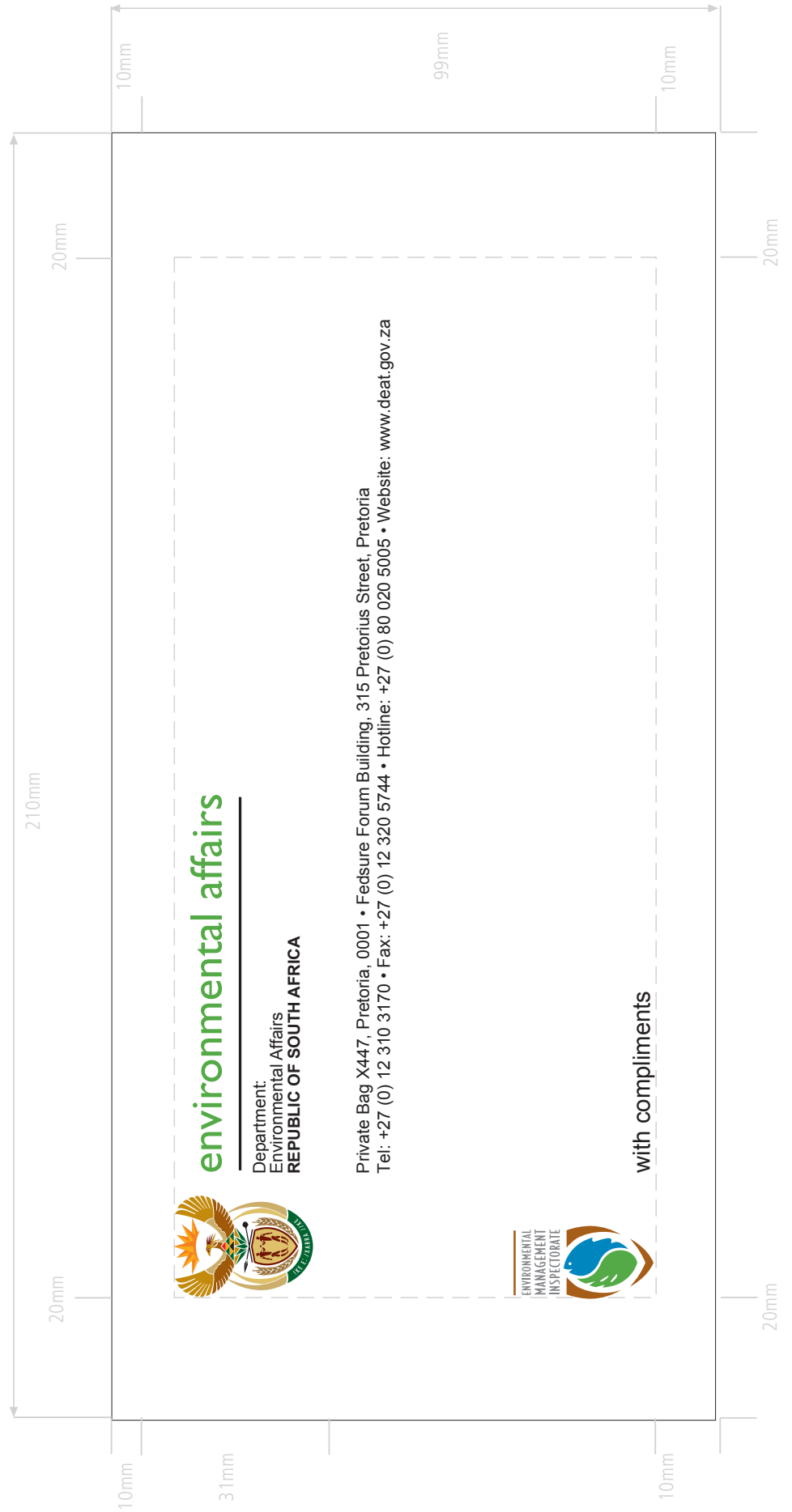
The EMI logo and design elements must be used in such a way that they neither dilute the Brand Identity nor retract from the purpose of the layout. When used with the parent logo the EMI logo is set to the bottom left hand corner.

MEDIA APPLICATIONS

Stationery

Compliment slip

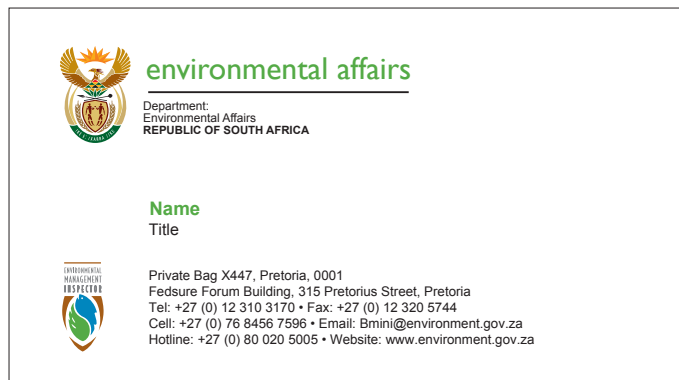
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MEDIA APPLICATIONS

Stationery

Business Cards



2.1.4

MEDIA APPLICATIONS

Stationery

Folder

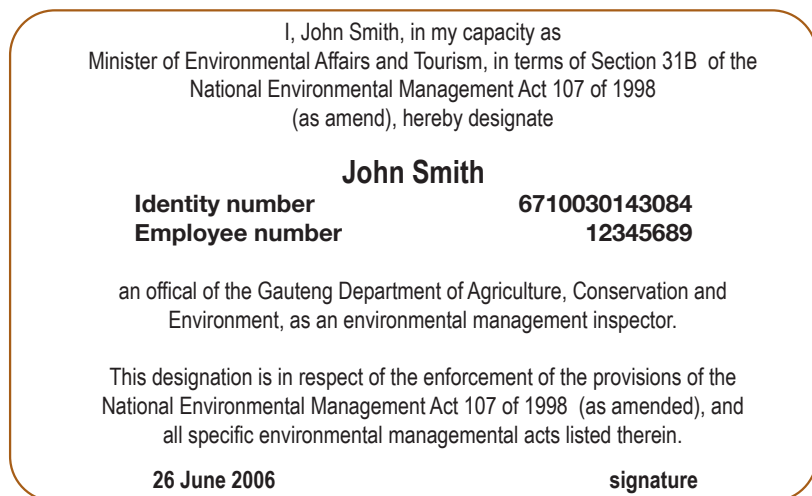


The majority of the folder - namely the back, fold and two-thirds of the front - will be dominated by the EMI brown and the logo insignia. The EMI logo will be placed at the bottom right of the front cover in full colour.

MEDIA APPLICATIONS

Stationery

ID Card



On the EMI ID Card the government or institution logo and the EMI logo will have equal weighting to the EMI's photograph. The two logos will be placed at the top corners of the front of the card equally spaced from the photograph. The contents of the EMI ID card is prescribed in the EMI Regulations GG 28869 GNR 494 of 2 June 2006.

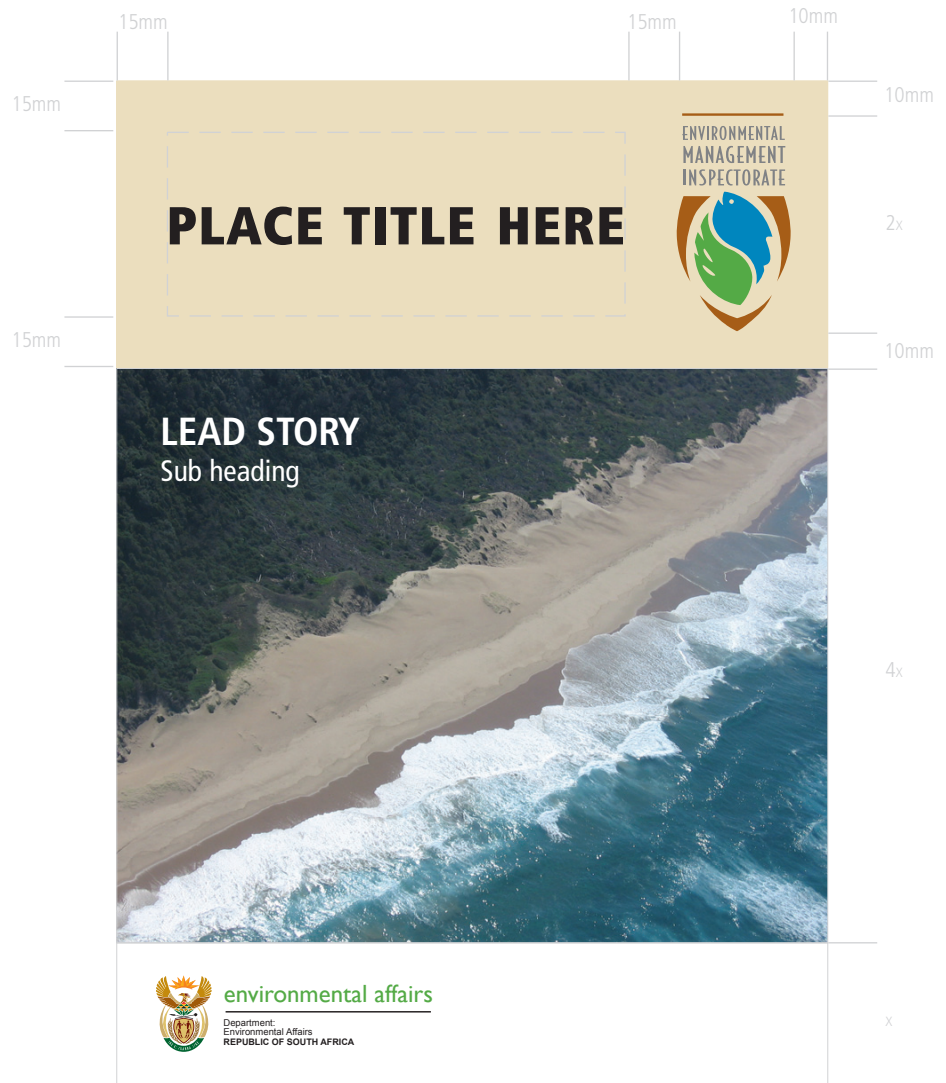
In terms of the EMI Regulations, only the Department of Environmental Affairs and Tourism may issue EMI ID cards to designated EMIs.



MEDIA APPLICATIONS

Publication

Magazine cover



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The magazine cover will be divided into three sections. The main visual must be twice the height of the EMI logo and four times the size of the bottom strap. The government logo is placed at the bottom left with equal spacing on its left, top and bottom. The EMI logo will be placed at the top right hand corner with 10mm on its right, top and bottom. The title of magazine will have 15mm spacing on all sides.

MEDIA APPLICATIONS

Publication

Newsletter



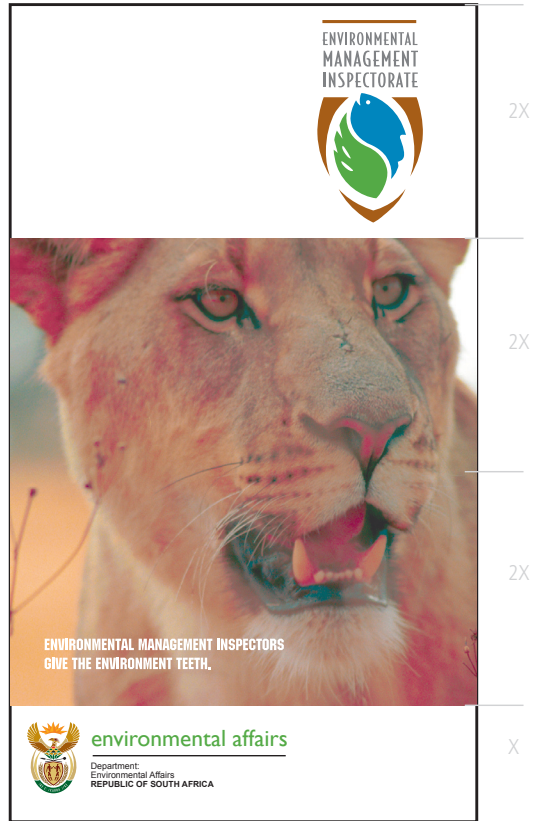
The newsletter will be divided into three sections. The main section must be twice the height of the EMI logo and four times the size of the bottom strap. The government logo is placed at the bottom left with equal spacing on its left, top and bottom. The EMI logo will be placed at the top right hand corner with 10mm on its right, top and bottom. The title of newsletter will have 15mm spacing on all sides.

2.3.1

MEDIA APPLICATIONS

Print

Poster



The poster will be divided into three sections. The main section must be twice the height of the EMI logo and four times the size of the bottom strap. The government logo is placed at the bottom left with equal spacing on its left, top and bottom. The EMI logo will be placed at the top right hand corner only.

BULLETIN APPLICATION



EMI BULLETIN NO.1

What is “significant pollution or degradation of the environment”?

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum vel leo ac magna vehicula pellentesque. Maecenas est elit, tristique quis, aliquet sed, laoreet commodo, libero. Aliquam sit amet neque vel orci vestibulum vulputate. Duis adipiscing augue in erat. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Aliquam varius purus non justo. Nullam volutpat egestas urna. Nullam molestie tincidunt risus. Etiam aliquet dictum libero. Proin quis enim blandit dolor tempus vulputate. Etiam consectetur, augue in sagittis interdum, nunc urna lacinia tellus, vel tincidunt velit felis ut enim.

Morbi sit amet libero non mi mattis accumsan. Aliquam erat volutpat. Suspendisse suscipit. Donec dui pede, tristique non, rutrum non, molestie eu, enim. Sed pretium sollicitudin eros. Phasellus posuere. Nam semper tristique neque. Morbi imperdiet velit at nulla. Pellentesque dictum tempor nunc. Aliquam dui. Pellentesque id lectus eget tortor adipiscing interdum. Cras auctor tincidunt urna. Nunc nec lectus. Praesent accumsan. Nunc a magna. Pellentesque aliquet auctor magna. Duis aliquet. Nam sapien erat, elementum eget, adipiscing ac, tristique quis, arcu. Nam eu ipsum ac mi laoreet gravida.

Quisque eget nulla. Etiam congue, velit vitae blandit rhoncus, elit dolor elementum velit, a porttitor nunc purus in eros. Proin auctor wisi non mauris. Suspendisse vel lacus. Donec commodo quam eu enim. Fusce augue wisi, commodo in, fringilla quis, porta et, nulla. Mauris wisi purus, scelerisque et, dictum at, gravida sit amet, leo. Sed eros. Integer auctor dictum felis. Aliquam neque risus, mollis quis, sagittis id, molestie eu, arcu. Ut ornare congue lorem. Cras pretium rutrum nibh. Nunc lobortis, nulla et suscipit faucibus, massa mauris suscipit purus, porta adipiscing elit dui et nibh. Praesent convallis. Vestibulum facilisis, ligula a blandit aliquet, pede ligula pretium tortor, sit amet ornare ligula tellus blandit tortor. Integer eros justo, elementum et, rutrum ut, ultrices eu, ipsum. Suspendisse potenti. Mauris vel nunc eget neque volutpat congue.

Aliquam semper wisi quis quam. Donec non lectus in nisl dapibus auctor. Ut elementum semper turpis. Mauris semper tortor, bibendum ut, porttitor sit amet, porta id, enim. Donec sit amet eros vel purus pellentesque posuere. Mauris viverra, ligula molestie hendrerit varius, est quam cursus sapien, id egestas ligula quam feugiat lectus. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Cras a tellus nec lacus ultricies malesuada. Proin purus. Phasellus porttitor, quam at laoreet gravida, nunc nisl aliquet quam, vel facilisis enim tortor et dolor. Sed augue nisl, dapibus quis, lacinia ac, ornare sed, nibh. Proin nonummy nibh et elit. Donec pharetra, enim vel pulvinar commodo, nulla ligula convallis est, eu ornare est elit et sapien. Phasellus urna ligula, pharetra quis, dictum nec, ultrices et, lacus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Morbi blandit leo. Mauris vestibulum, enim at venenatis suscipit, justo erat posuere turpis, vitae vulputate wisi urna vitae sem. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Donec eget arcu vel velit semper tempus.

Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos hymenaeos. Donec lectus. Vestibulum congue feugiat libero. Donec sagittis urna fringilla sem. Aliquam aliquet tempus urna. Mauris tellus purus, laoreet faucibus, hendrerit sed, malesuada ac, sapien. Curabitur nulla metus, scelerisque sodales, ullamcorper id, aliquet lacinia, pede. Maecenas in nulla vitae pede faucibus cursus. Quisque congue nulla et dui. Fusce eu dolor. Nulla ac risus nec augue molestie consequat. Nullam bibendum lacus in tortor. Nullam dignissim nibh eget lorem. Suspendisse rutrum neque in dui. Suspendisse lacus. Duis fermentum.

Fusce sed dolor congue arcu tincidunt volutpat. Suspendisse potenti. Donec pede quam, facilisis tincidunt, mollis et, molestie vel, nulla. Mauris id tortor in quam aliquet ultricies.

The font used in the bulletin is Arial Plain.

Headline Point Size: 24

Sub-Heading Point Size: 22

Body Copy Point Size: 7

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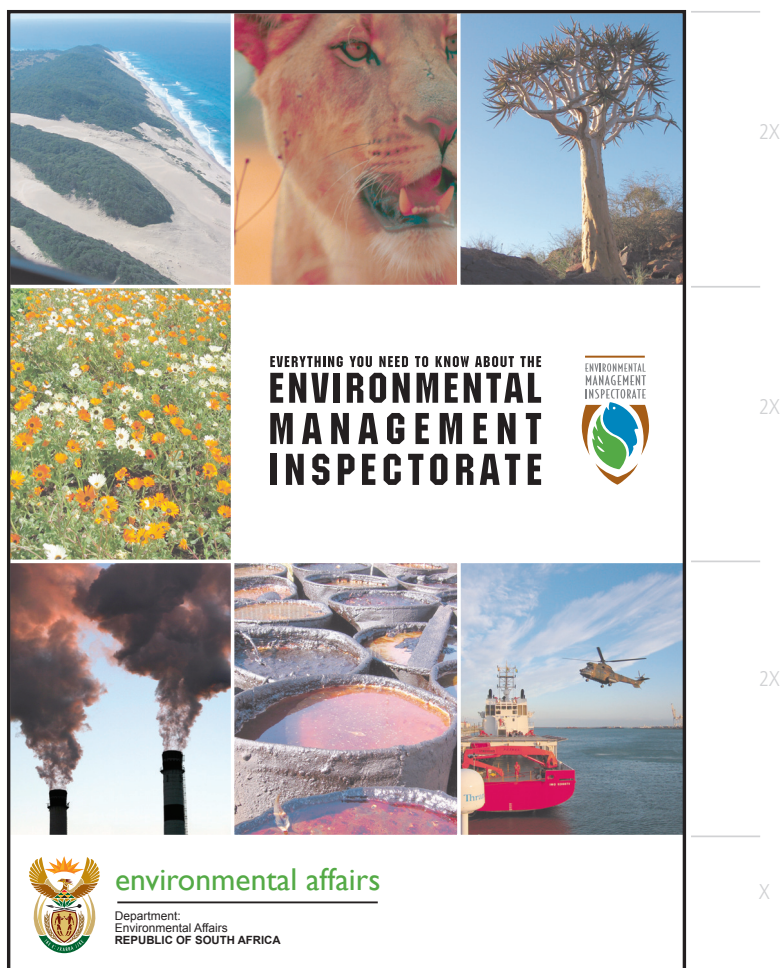


The EMI logo will be placed in the centre at the top of the bulletin without the government logo or contact details as it will only be used within the Environmental Management Inspectorate.

MEDIA APPLICATIONS

Print

A4 Brochure



The brochure will be divided into four sections. The main section must be six times the height of the the bottom strap. The main section is then split up into three equal sections. The EMI logo and the title of the brochure will be layed out equal in height in the middle of a white block making up part of the middle section. The government logo is placed at the bottom left with equal spacing on its left, top and bottom.

MEDIA APPLICATIONS

Print

Landscape
Brochure



2X

2X

2X

X

2.3.4: MEDIA APPLICATIONS : PRINT : LANDSCAPE BROCHURE



The brochure will be divided into four sections. The main section must be six times the height of the the bottom strap. The main section is then split up into three equal sections. The EMI logo and the title of the brochure will be layed out equal in height in the middle of a white block making up part of the middle section. The government logo is placed at the bottom left with equal spacing on its left, top and bottom.

MEDIA APPLICATIONS

Print

DL Brochure


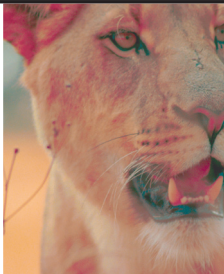









The brochure will be divided into four sections. The main section must be six times the height of the the bottom strap. The main section is then split up into three equal sections. The EMI logo and the title of the brochure will be layed out equal in height in the middle of a white block making up part of the middle section. The government logo is placed at the bottom left with equal spacing on its left, top and bottom.

MEDIA APPLICATIONS

Print

A5 Brochure

			2X
	<p>EVERYTHING YOU NEED TO KNOW ABOUT THE ENVIRONMENTAL MANAGEMENT INSPECTORATE</p> 		2X
			2X
 <p>environmental affairs Department: Environmental Affairs REPUBLIC OF SOUTH AFRICA</p>			X



The brochure will be divided into four sections. The main section must be six times the height of the the bottom strap. The main section is then split up into three equal sections. The EMI logo and the title of the brochure will be layed out equal in height in the middle of a white block making up part of the middle section. The government logo is placed at the bottom left with equal spacing on its left, top and bottom.

MEDIA APPLICATIONS

Electronic

Email signature

ENVIRONMENTAL
MANAGEMENT
INSPECTORATE



Name Surname

Title/Designation

Department

Cell: 000 000 0000

Tel: 000 000 0000

Fax: 000 000 0000

Website: www.emi.gov.za

e-mail: name@environment.gov.za

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MEDIA APPLICATIONS

Electronic

Website



Environmental Management Inspectorate

1. What is the Environmental Management Inspectorate?
 The Environmental Management Inspectorate is a network of environmental enforcement officials from different government departments (national, provincial and municipal). The Inspectorate was created when an amendment to the National Environmental Management Act, 107 of 1998 (NEMA) came into effect on 1 May 2005. The new Chapter 7 of NEMA now provides for Environmental Management Inspectors (EMIs) to be designated by the Minister and MECs.

2. Who can be designated as an EMI?
 The following officials may be designated as EMIs:
 • officials employed by the Department of Environmental Affairs and Tourism (DEAT);
 • officials employed by provincial environment departments, or other provincial organs of state;
 • municipal officials; and
 • officials employed by "other organs of state"

The legislation does not provide for members of the public, volunteers or representatives of non-governmental organisations to be EMIs. Before designation, officials must successfully complete an EMI training course (see 6 below).

3. What are EMIs' mandates and functions?
 EMIs must monitor compliance with and enforce the specific environmental legislation they have been mandated to enforce in their designations by the Minister or relevant MEC.
 At present, EMIs can be mandated to enforce a range of legislation depending on their particular functions, including:

- NEMA (including all regulations promulgated under NEMA, such as the 4x4 regulations and the new EIA regulations);
- the National Environmental Management: Biodiversity Act, 10 of 2004;
- the National Environmental Management: Protected Areas Act, 57 of 2004 and its regulations; and
- the National Environmental Management: Air Quality Act, 39 of 2004 (when Section 60 of this Act is brought into effect).

These acts are known in NEMA as "specific environmental management Acts". It is likely that other environmental legislation will be added to this list in future.

EMIs are also empowered to enforce any authorisations issued under their mandated legislation, including permits, licences and EIA authorisations (records of decision).

4. What are their powers and responsibilities?
 A range of powers can be conferred on EMIs, including powers of:

- routine inspection (entering premises to ascertain compliance; seizing evidence of non-compliance);
- investigation (questioning witnesses; copying documents; inspecting and removing articles or substances; taking photographs and audiovisual recordings; taking samples; removing waste)
- enforcement (search and seizure of premises, containers, vessels, vehicles, aircraft and search of pack animals; establishing roadblocks; arrest); and
- administrative powers (issuing compliance notices).

Login

User Name

Password

[Forgot your password?](#)

To access this site EMIs need to register. If you are not yet registered, [click here](#) to register.

Environmental Crimes and Incidents Hotline

Report all environmental crimes and incidents on our 24-hour Environmental Crimes and Incidents Hotline 0800 205 005. You can also call the Department of Environmental Affairs and Tourism's Call Centre on 086 111 2468.



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MEDIA APPLICATIONS

Electronic

Powerpoint
Template



Certain elements will have a consistent layout involving two main sections; a bottom strap and a main area consisting of a visual feature and a white block containing the logo and title.

MEDIA APPLICATIONS

Electronic

CD Cover

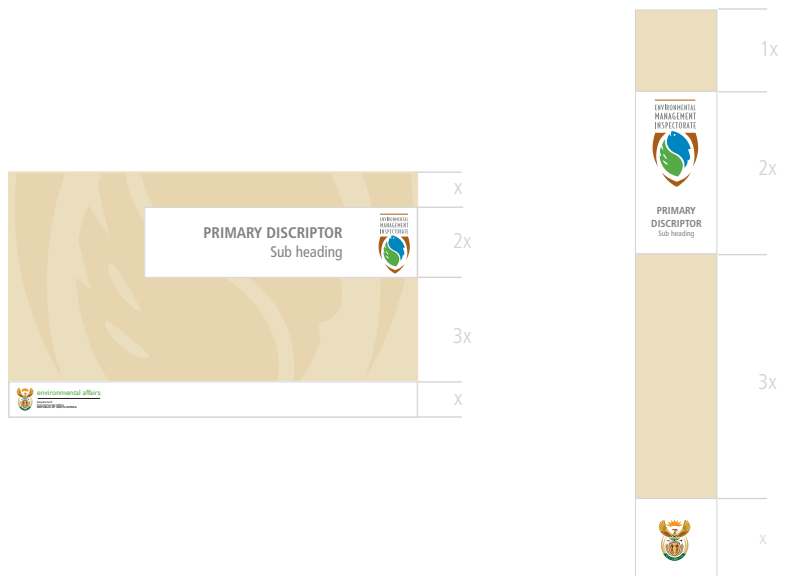


Certain elements will have a consistent layout involving two main sections; a bottom strap and a main area consisting of a visual feature and a white block containing the logo and title.

MEDIA APPLICATIONS

Electronic

VHS Cover



Certain elements will have a consistent layout involving two main sections; a bottom strap and a main area consisting of a visual feature and a white block containing the logo and title.

MEDIA APPLICATIONS

Electronic

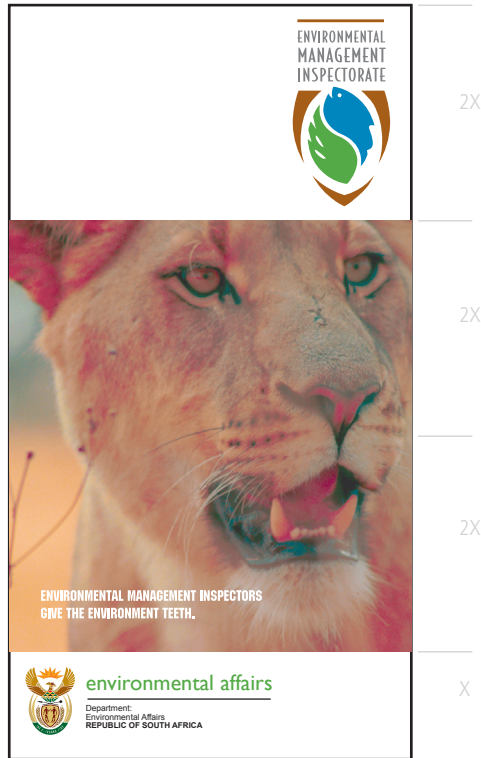
Television



Certain elements will have a consistent layout involving two main sections; a bottom strap and a main area consisting of a visual feature and a white block containing the logo and title.

MEDIA APPLICATIONS

Environmental
Portrait Banner



Portrait banners will be split into three sections; a bottom strap, a main visual area and a top strap. The top strap will be twice the size of the bottom strap and half the size of the main visual area. The government logo will have equal spacing on all sides in the bottom strap and the EMI logo will be placed in the top right hand corner of the banner.

MEDIA APPLICATIONS

Environmental

Landscape Banner



2X

2X

2X

X



Landscape banners will be split into two sections; a bottom strap and a main visual area. The main visual area will have the EMI logo placed in the centre. The bottom strap with contain body copy to the bottom left and the government logo to the bottom right.

MEDIA APPLICATIONS

Environmental

Special Project Backdrop



Special Project Backdrops will be split into two sections; a bottom strap and a main visual area. The main visual area will have the EMI logo placed in the centre. The bottom strap will contain body copy to the bottom left and the government logo to the bottom right.

MEDIA APPLICATIONS

Promotional Material

Briefcase
Bags



The briefcases will have both the government or institution logo and the EMI logo on them; the government or institution logo placed above the EMI logo.

MEDIA APPLICATIONS

Promotional Material

Organiser



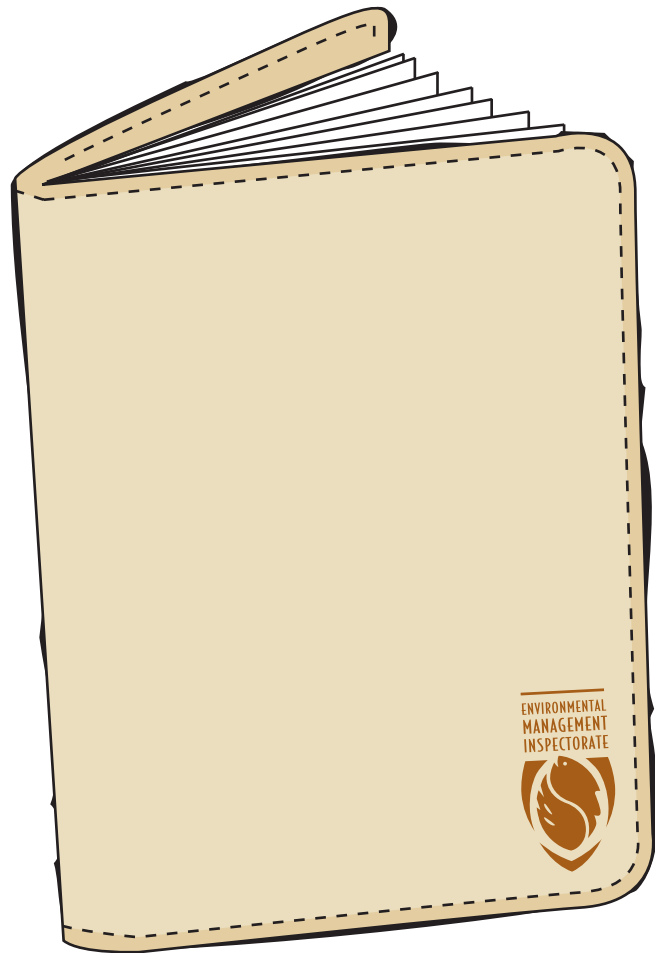
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MEDIA APPLICATIONS

Promotional Material

Notebook



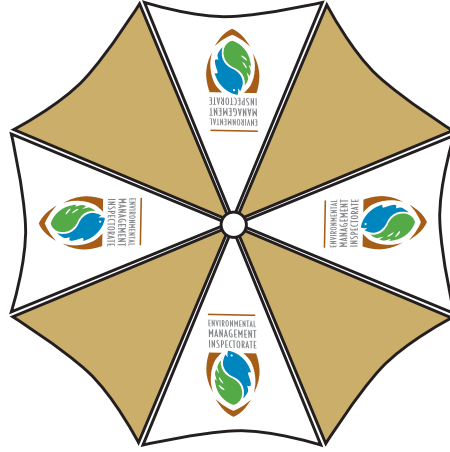
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MEDIA APPLICATIONS

Promotional Material

Umbrella



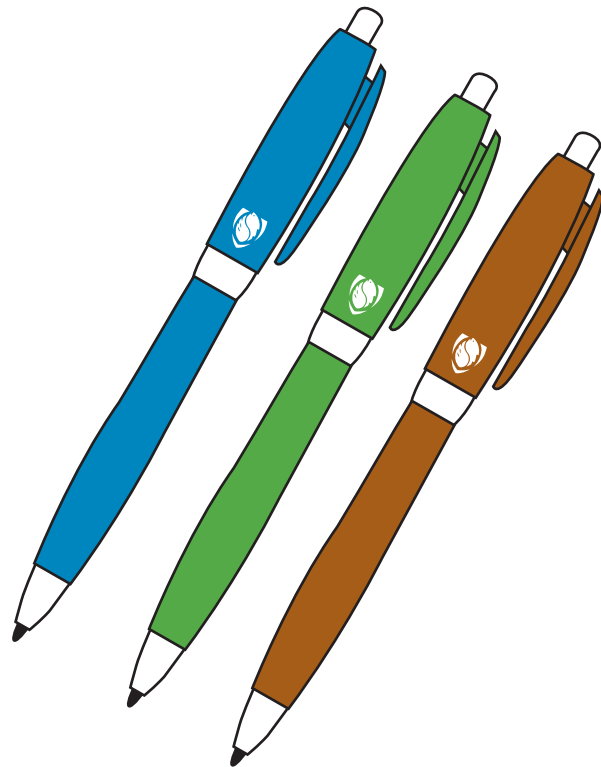
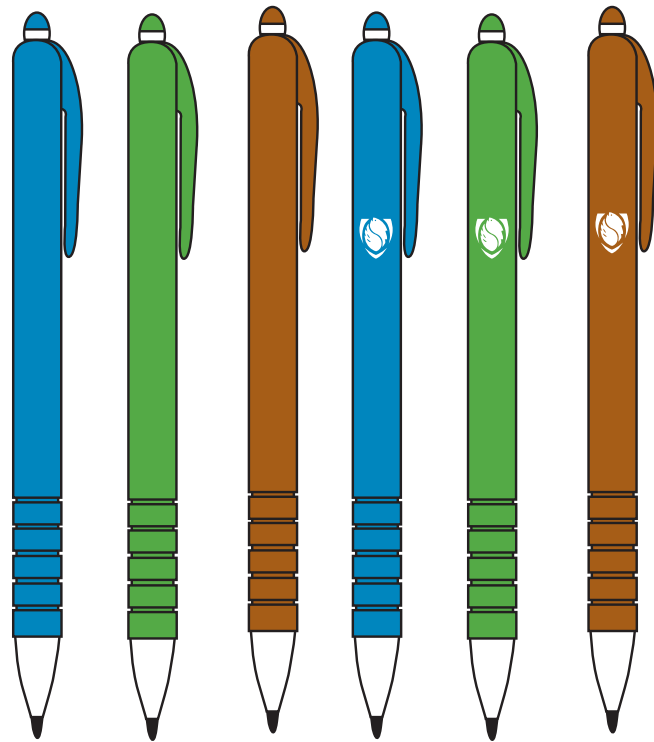
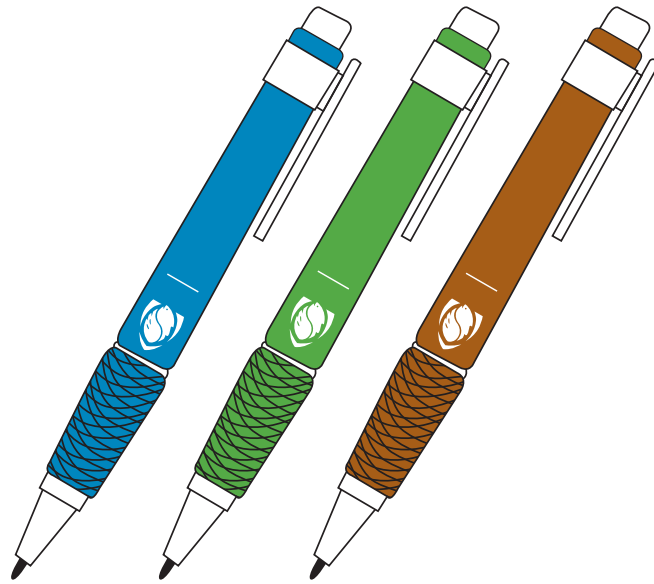
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MEDIA APPLICATIONS

Promotional Material

Pen



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MEDIA APPLICATIONS

Livery

Car Decal



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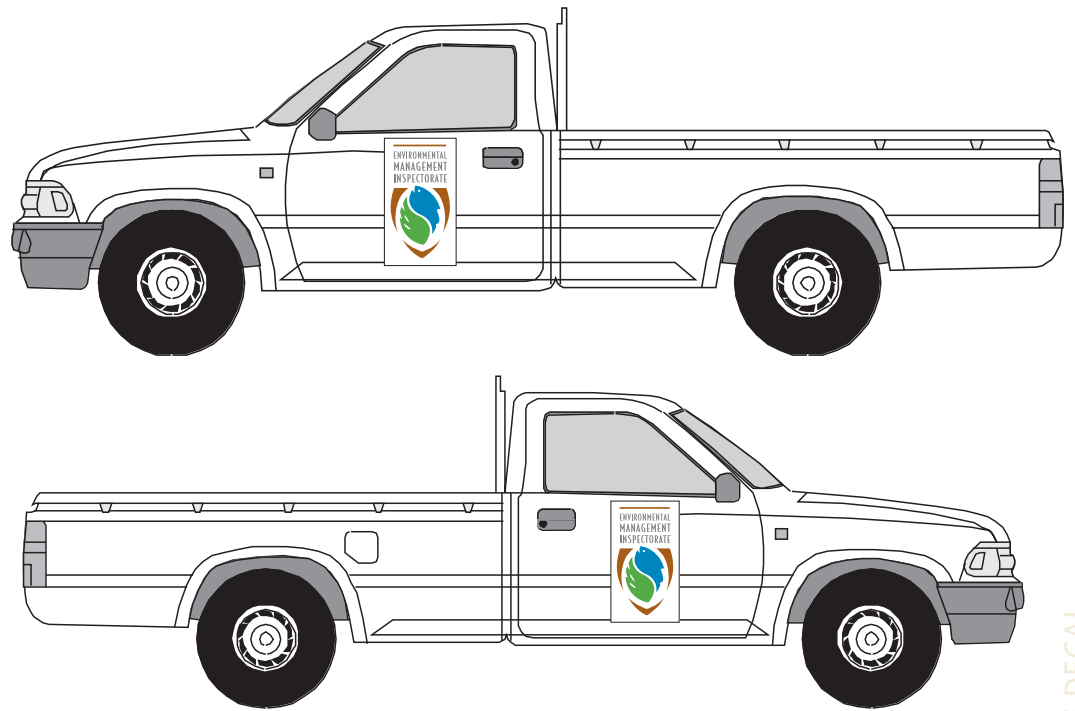


A4 size EMI logo must be placed on both the front driver and passenger doors.

MEDIA APPLICATIONS

Livery

Delivery Vehicle
Decal



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A4 size EMI logo must be placed on both the front driver and passenger doors.

MEDIA APPLICATIONS

Secure Tape



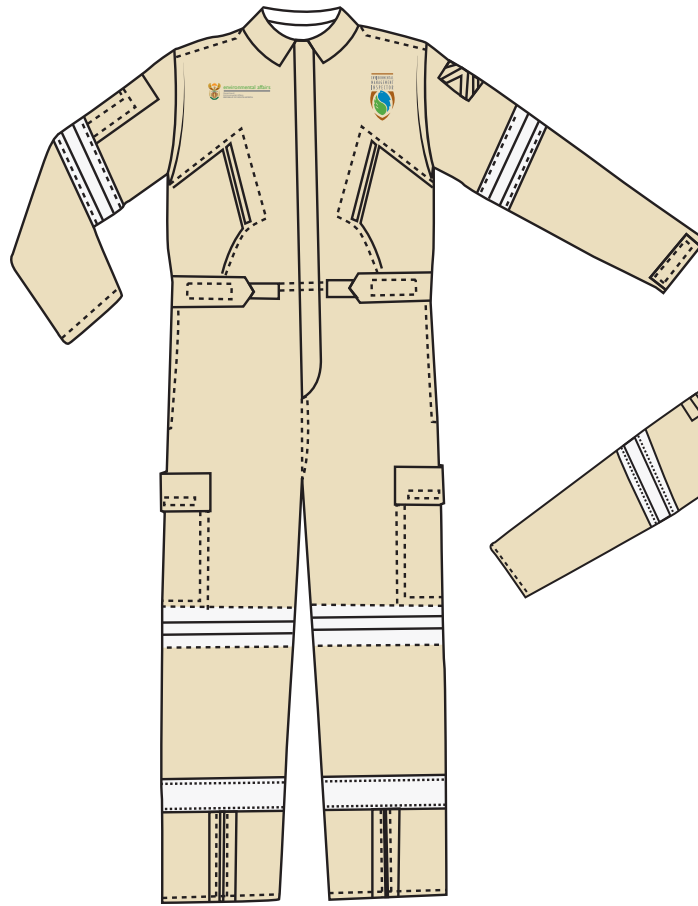
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The secure tape will have a solid black EMI logo and government or institutional emblem as illustrated above to save money on mass production.

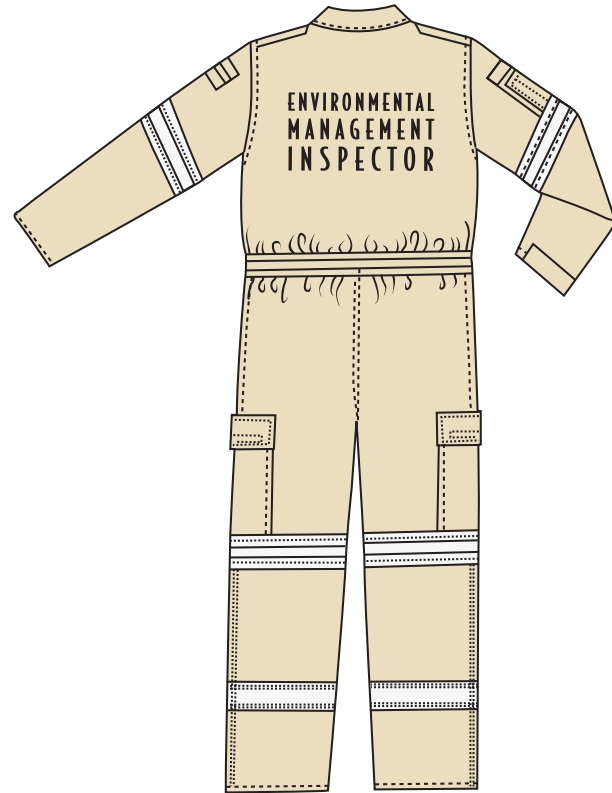
CLOTHING

Jump suit
Fluorescent bib



Jumpsuit - Front

Jumpsuit - Back



Fluorescent Bib - Front



Fluorescent Bib - Back

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CLOTHING

Casual

Jackets

Shirts



Men's Hooded Top -
Black (M9)



Woman's Fleece with Zip -
Black (W10)



Women's Short-Sleeve Golf Shirt -
Green (W13)



Men's Short-Sleeve Golf Shirt -
Green (M12)

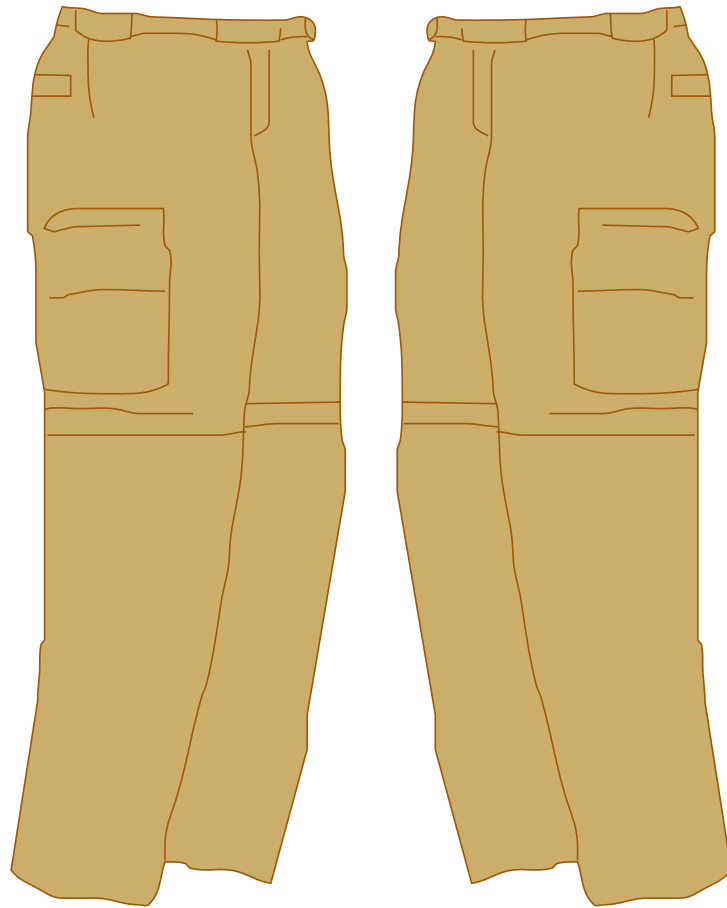
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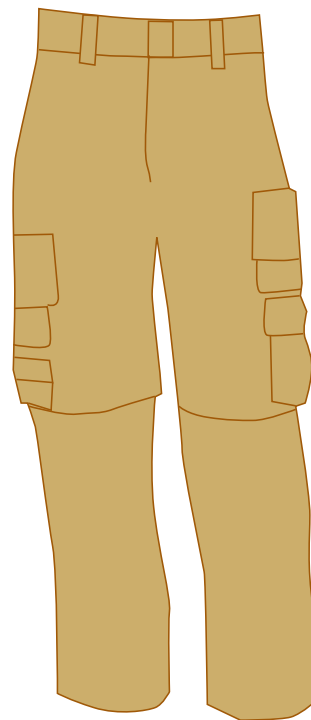
CLOTHING

Casual

Pants



Men's zip-off cargo pants - Khaki (M8)



Woman's zip-off cargo pants -
Khaki (W8)

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CLOTHING

Casual

Casual Jacket



Lightweight, waterproof dry-mac - Black (C1)



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CLOTHING

Casual

Hats / Caps



Cap - Black (C2)



Beanie - Black (C6)



Hard Hat - Black (C7)



CLOTHING

Formal

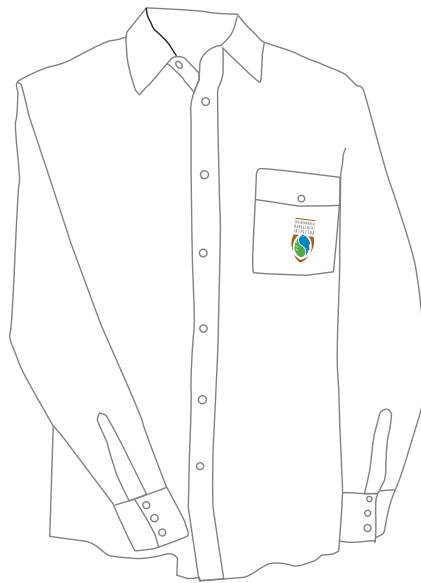
Men's shirts



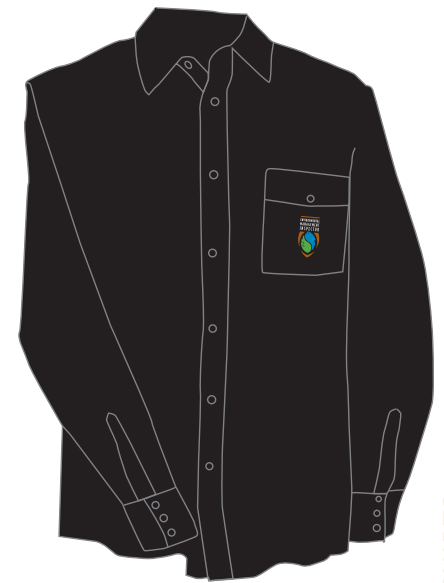
Men's Formal Short-Sleeve Shirt
- White (M6)



Men's Formal Short-Sleeve Shirt
- Black (M5)



Men's Formal Long-Sleeve Shirt
- White (M3)



Men's Formal Long-Sleeve Shirt
- Black (M4)

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CLOTHING

Casual

Men's shirts



Men's Casual Long-Sleeve Shirt
- Black (M10)



Men's Casual Short-Sleeve Shirt
- White (M11)

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CLOTHING

Formal

Men's suit



Men's Blazer - Black (M1)

Branded except pants

Men's Tie - Black (M7)



Men's Formal Pants - Black (M2)



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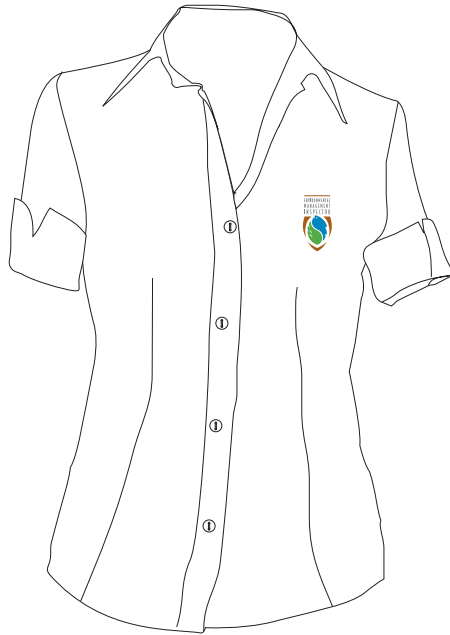


Please note that only black shoes are allowed to be worn with the EMI corporate uniform.

CLOTHING

Formal

Women's shirts



Women's Formal Short-sleeve shirts
- White (W5)



Women's Formal Short-sleeve shirts
- Black (W6)



Women's Formal Long-Sleeve Shirt -
White (W3)



Women's Formal Long-Sleeve Shirt -
Black (W4)

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CLOTHING

Casual

Women's shirts



Women's Casual Short-Sleeve Shirt -
White (W12)



Women's Casual Long-Sleeve Shirt -
Black (W11)

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CLOTHING

Formal

Women's suit

Branded except pants and skirt



Women's Tailored jacket - Black (W1)



Woman's Tie - Black (W7)



Women's Formal pants - Black (W2)



Women's Pencil Skirt - Black (W8)

Please note that only black shoes are allowed to be worn with the EMI corporate uniform.

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4.1.1

**BADGE
APPLICATION**

Brooch

Embroidery



4.1.1: BROOCH APPLICATION

5.1.1

REPRODUCTIVE SPECIFICATIONS

Colour Swatches

Green

GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38
GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38
GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38
GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38
GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38	GREEN Pantone 362 c C70 / M10 / Y100 / K0 R 41 / G 153 / B 38

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5.1.2

REPRODUCTIVE SPECIFICATIONS

Colour Swatches

Blue

BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171
BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171
BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171
BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171
BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171	BLUE Pantone 307 c C100 / M10 / Y0 / K20 R 0 / G 120 / B 171

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5.1.3

REPRODUCTIVE SPECIFICATIONS

Colour Swatches

Brown

BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5
BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5
BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5
BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5
BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5	BROWN Pantone 7512 c C10 / M60 / Y100 / K30 R 153 / G 89 / B 5

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5.1.4

REPRODUCTIVE SPECIFICATIONS

Colour Swatches

Grey

GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133
GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133
GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133
GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133
GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133	GREY Pantone 444 c CO / MO / YO / K60 R 130 / G 133 / B 133

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