ENVIROMENTAL MANAGEMENT INSPECTORATE

CORPORATE IDENTITY MANUAL
VERSION 2
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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

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 EMI’s 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.
- 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.
1.2 EMI LOGO : ICONOGRAPHY

Iconography

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.
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.
1.4.1: EMI LOGO : COLOURS : FULL COLOUR

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
In its full colour form the EMI logo may be represented in the above ways on a solid white, black and khaki background.
In its basic form the EMI logo may be represented in brown or grey reflected out of any solid background.

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

**GREY**
Pantone 444 c  
C0 / M0 / Y0 / K60  
R 130 / G 133 / B 133
1.4.4 EMI LOGO

Colours

Black and white

In its basic form the EMI logo may be represented in black or white reflected out of any solid background.
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.
The EMI logo should not be used or implemented in any of the above ways to avoid unnecessary dilution of the Brand Identity.
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.
The font used in the logo is BodegaSans, it is all uppercase.

Logotype:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Extra Colours:

BROWN
Pantone 444 c
C10 / M60 / Y100 / K30
R 142 / G 71 / B 23

KHAKI
Pantone 362 c
C0 / M6 / Y22 / K8
R 230 / G 203 / B 159
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.
environmental affairs
Department: Environmental Affairs
REPUBLIC OF SOUTH AFRICA

Private Bag X447, Pretoria, 0001 • Fedsure Forum Building, 315 Pretorius Street, Pretoria
Tel: +27 (0) 12 310 3170 • Fax: +27 (0) 12 320 5744 • Hotline: +27 (0) 80 020 5005 • Website: www.deat.gov.za

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


Donec eget arcu vel velit semper tempus.


The font used in the bulletin is Arial Plain.

Headline Point Size: 24
Sub-Heading Point Size: 22
Body Copy Point Size: 7
The brochure will be divided into four sections. The main section must be six times the height of 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 laid 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.
The brochure will be divided into four sections. The main section must be six times the height of 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 laid 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.
The brochure will be divided into four sections. The main section must be six times the height of 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 laid 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.
The brochure will be divided into four sections. The main section must be six times the height of 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 laid 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

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
2.4.2 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) who are designated to enforce the provisions of the National Environmental Management Act (NEMA) and the local environmental management by-laws.

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 8 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 may be mandated to enforce a range of legislation depending on their particular functions, including:

- NEMA, including all regulations promulgated under NEMA, such as the 4v 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 Swazi National Environment Management: Air Quality Act, 39 of 2004 (when Section 60 of the 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; and searching work premises);
- enforcement (seizure of premises, containers, vessels, vehicles, aircraft and search of post and aircraft, obtaining 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 200 003. You can also call the Department of Environmental Affairs and Tourism’s Call Centre on 086 111 2468.
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.
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.
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.
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.
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.
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 will contain body copy to the bottom left and the government logo to the bottom right.
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 with contain body copy to the bottom left and the government logo to the bottom right.
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
MEDIA APPLICATIONS

Promotional Material

Notebook
MEDIA APPLICATIONS

Promotional Material

Umbrella
MEDIA APPLICATIONS

Promotional Material

Pen
A4 size EMI logo must be placed on both the front driver and passenger doors.
A4 size EMI logo must be placed on both the front driver and passenger doors.
The secure tape will have a solid black EMI logo and government or institutional emblem as illustrated above to save money on mass production.
3.1.1 CLOTHING

Jump suit
Fluorescent bib
3.1.2: CLOTHING : CASUAL : JACKETS

- **Woman’s Fleece with Zip** - Black (W10)
- **Men’s Hooded Top** - Black (M9)
- **Women’s Short-Sleeve Golf Shirt** - Green (W13)
- **Men’s Short-Sleeve Golf Shirt** – Green (M12)
CLOTHING

Casual

Pants

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

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

Non-branded
3.1.4: CLOTHING

Casual

Casual Jacket

Lightweight, waterproof dry-mac - Black (C1)

BRANDED

Department: Environmental Affairs

REPUBLIC OF SOUTH AFRICA
CLOTHING

Casual

Hats / Caps

- Cap - Black (C2)
- Beanie - Black (C6)
- Hard Hat - Black (C7)
CLOTHING

Formal

Men’s shirts

- Men’s Formal Long-Sleeve Shirt - Black (M4)
- Men’s Formal Long-Sleeve Shirt - White (M3)
- Men’s Formal Short-Sleeve Shirt - Black (M5)
- Men’s Formal Short-Sleeve Shirt - White (M6)
CLOTHING

Casual

Men’s shirts

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

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

Branded
3.1.7 CLOTHING

Formal

Men’s suit

- Men’s Blazer - Black (M1)
- Men’s Formal Pants - Black (M2)
- Men’s Tie - Black (M7)

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

Formal

Women’s shirts

- Women’s Formal Long-Sleeve Shirt - White (W3)
- Women’s Formal Long-Sleeve Shirt - Black (W4)
- Women’s Formal Short-sleeve shirts - White (W5)
- Women’s Formal Short-sleeve shirts - Black (W6)
3.2.1

CLOTHING

Casual

Women’s shirts

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

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

Branded
3.2.2 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.
BADGE APPLICATION

Brooch
Embroidery
## 5.1.1 COLOUR SWATCHES - GREEN

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone</th>
<th>CMYK</th>
<th>CMYK*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>362 c</td>
<td>70C / 10M / 100Y / 0K</td>
<td>41R / 153G / 38B</td>
</tr>
</tbody>
</table>
Reproductive Specifications

Colour Swatches

Blue

5.1.2 COLOUR SWATCHES: BLUE

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171

- Blue Pantone 307C
  - C100 / M10 / Y0 / K20
  - R0 / G120 / B171
**5.1.4: COLOUR SWATCHES: GREY**

<table>
<thead>
<tr>
<th>Colour Swatch</th>
<th>Pantone Colour</th>
<th>CMYK Values</th>
<th>RGB Values</th>
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<tbody>
<tr>
<td>GREY</td>
<td>Pantone 444 c</td>
<td>C0 / M0 / Y0 / K60</td>
<td>R 130 / G 133 / B 133</td>
</tr>
</tbody>
</table>

**Grey**

- Pantone 444 c
- CMYK Values: C0 / M0 / Y0 / K60
- RGB Values: R 130 / G 133 / B 133