



LIMPOPO  
PROVINCIAL GOVERNMENT  
REPUBLIC OF SOUTH AFRICA

PROVINCIAL TREASURY

## CORPORATE CULTURE MANUAL

**Presented by:** Communication Services  
**Presented to:** Executive Management  
**Date:** 24 July 2008

## 1. BACKGROUND

### 1.1. Objectives

- 1.1.1. To standardise the brand practice of the Limpopo Provincial Treasury (LPT)
- 1.1.2. Strengthen and develop the brand name that is associated with quality, efficiency and effectiveness.
- 1.1.3. To improve the LPT Corporate Identity focusing on the visual identity, representing the means by which it differentiates itself from other departments and organisations, and the development of an organisational communication culture.

### 1.2. Limpopo Provincial Government

#### 1.2.1. Brand Migration

- 1.2.1.1. *The LPT Provincial is derived from the Limpopo Provincial Government's branding strategy. In 2005 the provincial government's brand underwent changes that gave a contemporary look to the brand image and gave direction to the line department's approach to branding.*



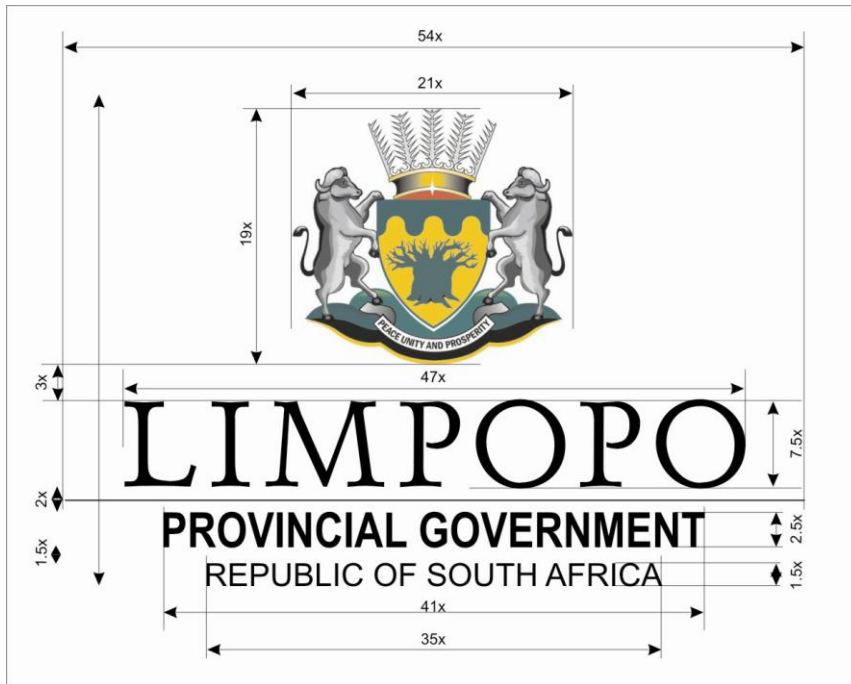
Old Logo



Old Logo

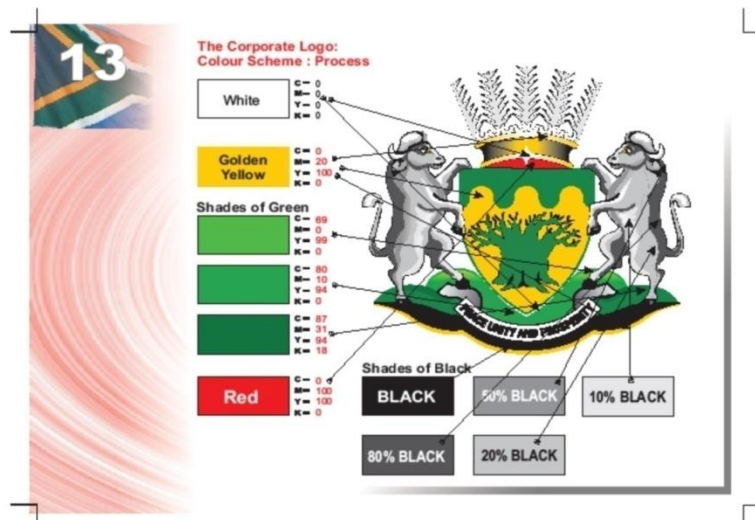
## 1.2.2. Current Branding Approach

### 1.2.2.1. Provincial Brand Architecture



### 1.2.2.2. Corporate Colours

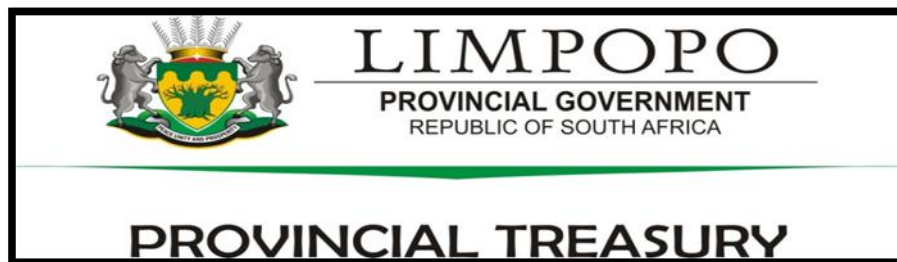
- *Golden Yellow*
- *Red*
- *Green*
- *Black*



1.2.2.3. *Family branding – the Limpopo Provincial Government brand is based on monolithic principles. This means that there is uniformity in the use of the brand symbols across the different departments and government institutions. It is, therefore founded on family branding principles.*

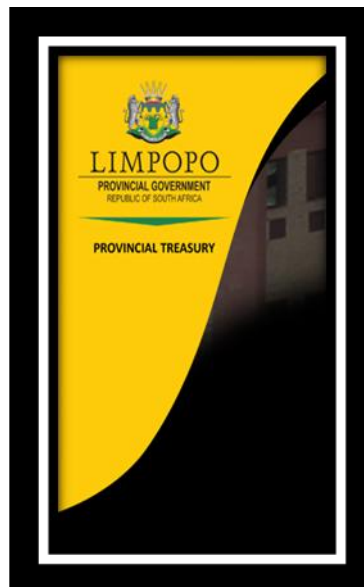
## 2. LIMPOPO PROVINCIAL TREASURY BRAND

### 2.1. Limpopo Provincial Treasury Logo



### 2.2. Limpopo Provincial Treasury brand visual designs

#### 2.2.1. Signature look



#### 2.2.2. Access cards

*Employees should always use these cards as they are a security prescription*



### 2.2.3. Name Badges

*A name badge is more than just a name. The purpose for the use of the name badge is to assure the public in reaching customer relations targets.*

*All staff members should wear name badges. There will be no general exemption from wearing the badges. The name badge will contain the name, surname and the name of the unit concerned. There will be no use of ranks or positions except for the Head of Department and the Member of the Executive Council for Provincial Treasury. All officials are expected to keep these safely and not allow other people to use them. Officials are also not expected to understand that the use of these name badges does not replace the use of the official access cards.*

*These should always be worn on the right side of the user so that they are on the left side of the approaching customer.*



### 2.2.4. Disclaimer



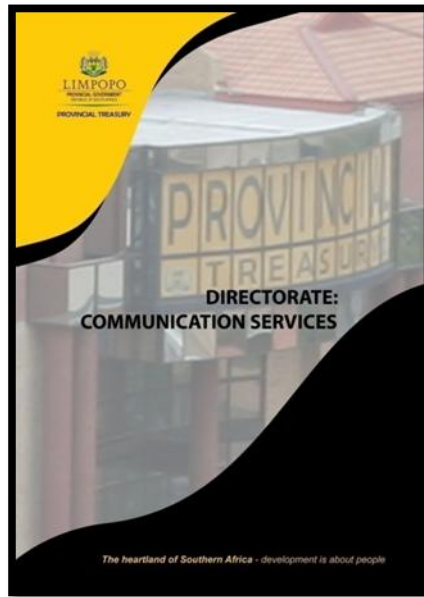
### 2.2.5. External Newsletter



### 2.2.6. Internal Newsletter



### 2.2.7. Folders

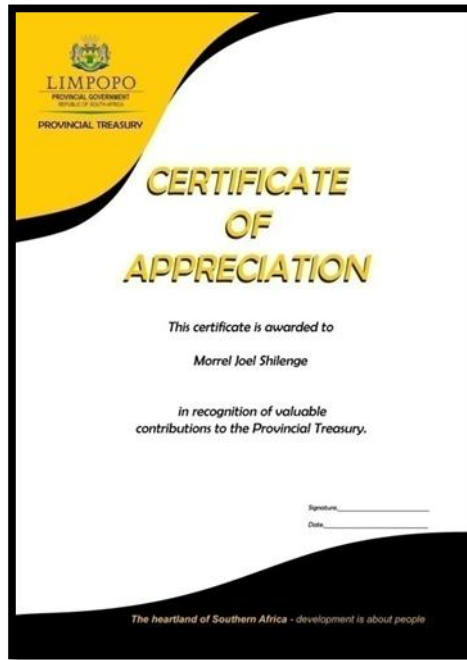


### 2.2.8. Advertisements

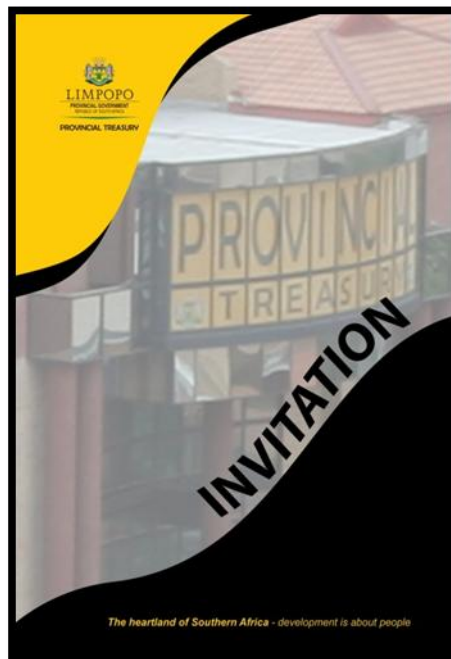


### 2.2.9. Certificates of appreciation



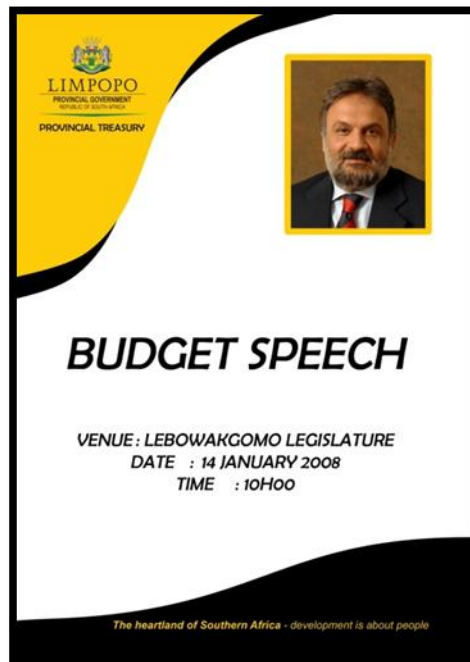


2.2.10. *Invitations*

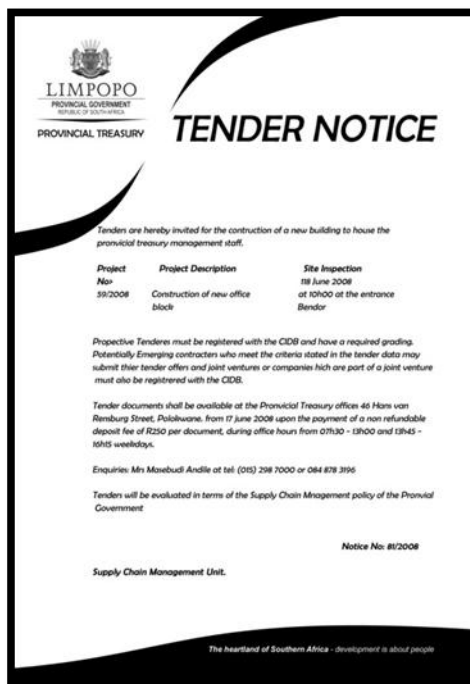


2.2.11. *Posters*





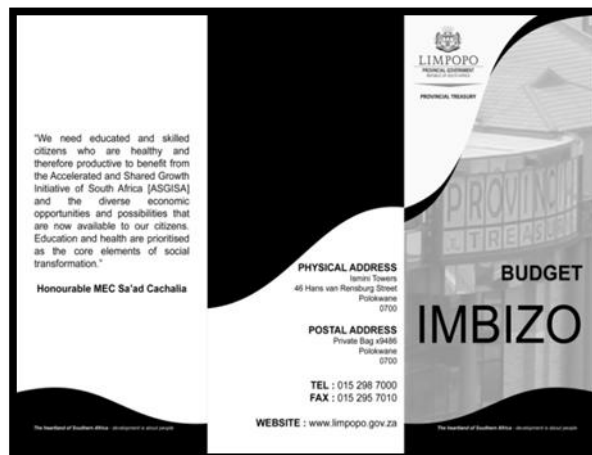
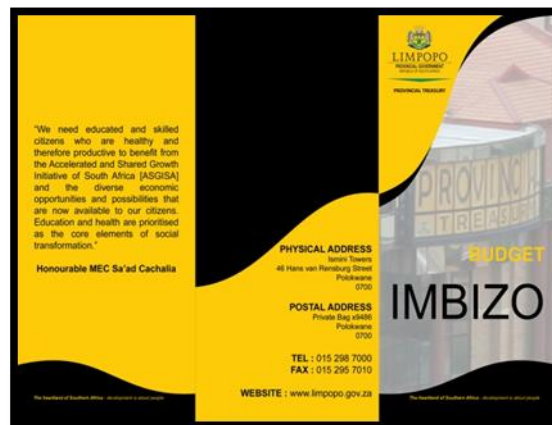
## 2.2.12. Tender Notice Boards



## 2.2.13. Stamps



### 2.2.14. Brochures



### 2.2.15. Letterheads

## 2.3. Co-branding

### 2.3.1. With the private sector

- 2.3.1.1. LPT should always not be less than the partnering institution in respect of the logo usage. This can go up to 50/50. At no stage should the LPT logo be less than 50% compared to the partnering company' logo.

### 2.3.2. With government programmes/projects

- 2.3.2.1. They should always be on the left or right space at the bottom of the communiqué.

## 3. LIMPOPO PROVINCIAL TREASURY ORGANISATIONAL GUIDELINES

### 3.1. Typeface

#### 3.1.1. For all LPT official communiques officials must use the arial font.

#### 3.1.2. This may be used in the following formats:

##### 3.1.2.1. Arial Plain

- Abcdefghijklmnopqrstuvwxyz
- ABCDEFGHIJKLMNOPQRSTUVWXYZ
- 0123456789
- !@#\$%^&\*()\_+><?~”

##### 3.1.2.2. Arial Italic

- *Abcdefghijklmnopqrstuvwxyz*
- *ABCDEFGHIJKLMNOPQRSTUVWXYZ*
- *0123456789*
- *!@#\$%^&\*()\_+><?~”:*

##### 3.1.2.3. Arial Bold

- **Abcdefghijklmnopqrstuvwxyz**
- **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
- **0123456789**
- **!@#\$%^&\*()\_+><?~”:**

### 3.2. Corporate language

#### 3.2.1. Officials must always use British English Spelling

- 3.2.1.1. Always double check because most of the computers that we use are populated with American English

#### 3.2.2. Always use double quotation marks before and after a quote. The quotation must be in italics

- 3.2.2.1. *“Human life has equal worth.”* Minister Trevor Manuel

- 3.2.3. Always use three dots for ellipsis and no extra full stop
- 3.2.3.1. ...keeping the official documents.
- 3.2.4. All abbreviated titles that end with the final letter of the full word do not have to have a dot at the end
- 3.2.4.1. Mr Mulenga
- 3.2.4.2. Dr Boshielo
- 3.2.4.3. Ms Esme Van Dyk
- 3.2.5. Those that do not end with the final letter should have a dot after the final letter
- 3.2.5.1. Prof. Joe Mphaho
- 3.2.5.2. Adv. Tiny Shipalana
- 3.2.6. Abbreviation on text e.g. the department **can't** fund such activities
- 3.2.6.1. This type of writing should not be used in formal writing
- 3.2.7. SMS language should not be used in official communiques
- 3.2.7.1. Thanx/Gud
- 3.2.8. There should be single spacing between sentences
- 3.2.9. There should be 1.5 spacing between items in a bulleted format
- 3.2.10. **Amounts**
- 3.2.10.1. You can use figures and words to represent one amount
- 3.2.10.2. Use R20million or R20m instead of R20,000,000
- 3.2.10.3. This may exclude Financial statements
- 3.2.11. **For figures less than 1, officials should always use decimals**
- 3.2.11.1. 0.5 instead of ½
- 3.2.12. **For numbers under ten**
- 3.2.12.1. All these numbers should be written as words e.g. One, two, three, four, five, six, seven, eight, nine
- 3.2.13. **Percentages**
- 3.2.13.1. All percentages under 10 should be written as words e.g. Three percent and 22%

**3.2.14. Thousands**

- 3.2.14.1. Figures in thousands below 10,000) should have no space in between
- 3.2.14.2. Use 1086 and not 1 086

**3.2.15. Tens and hundreds of thousands**

- 3.2.15.1. Figures in thousands above 10,000 should have a comma as a division between the thousands and hundreds.
- 3.2.15.2. 10,450 and not 10450

**3.2.16. Dates**

- 3.2.16.1. Day/Month/Year
- 3.2.16.2. 17 August 2007

**3.2.17. Headings**

- 3.2.17.1. Either all letters should be capitalized for all heading or first word is capitalized.
- 3.2.17.2. Make sure that you maintain consistency throughout the document.

**3.2.18. Margins**

- 3.2.18.1. These should be at least an inch.

**3.2.19. Character spacing**

- 3.2.19.1. One space after commas, semi-colons and sentence ending periods.

**3.2.20. Space on the initials**

- 3.2.20.1. AA and not A. A. and not A.A.
- 3.2.20.2. Surnames like du Plessis or de Klerk do not get capitalised when used after a title. If used in isolation they must be capitalised.
- 3.2.20.3. Mr du Plessis spoke at length
- 3.2.20.4. Du Plessis spoke at length

**3.2.21. Bulleted lists**

- 3.2.21.1. Use 1.5 spacing between bullets
- 3.2.21.2. Do not use any punctuation
- 3.2.21.3. Each bullet should start with a capital letter

**3.2.22. Always capitalise street names with numbers**

- 3.2.22.1. 46 Hans van Rensburg street

3.2.22.2. Not 46 hans van rensburg

**3.2.23. Do not abbreviate figures unless used with words**

3.2.23.1. 46 kg

3.2.23.2. Do not write kgs or kms without figures

3.2.23.3. In numbered addresses, you can use the following abbreviations:

3.2.23.4. Boulevard = Blvd

3.2.23.5. Avenue = Ave

3.2.23.6. Street = St

3.2.23.7. Crescent = Cres

**3.3. Standard Correspondence Parts**

**3.3.1. Heading with the LPT logo**

**3.3.2. Enquiries –**

**3.3.2.1.** *To who can questions on this correspondence be directed?*

**3.3.3. Reference number –**

**3.3.3.1.** *Use the LPT reference guide. Consult Records Management for a copy.*

**3.3.4. Place a date below the reference number**

**3.3.4.1.** *There should be no abbreviation but full mixed numerical name. for example, 12 April 2009*

**3.3.5. Top of the Address**

**3.3.5.1.** *Top of the address should have the recipient's address*

**3.3.5.2.** *Precede every address with a capitalised title i.e. Mr, Ms, Dr, etc. You can only omit when you do not know the gender*

**3.3.5.3.** *If you do not know the name, send to the specific position*

**3.3.6. Salutations**

**3.3.6.1.** *For salutations with names, you should say, "Dear Adv. Mohlala"*

**3.3.6.2.** *If the first line of address is a position, then use "Dear General Manager: Corporate Services"*

**3.3.6.3.** *If the addressee is unknown, use a polite description "Dear Citizen"*

**3.3.6.4.** *If you do not know whether you are writing to an individual or a group, use "To whom it may concern"*

**3.3.6.5.** *You can also use salut-opening, "Thank you Ms Ebrahim" or "Congratulations Mr Sikhwari"*

### 3.3.7. Complementary ending

3.3.7.1. *Complementary ending should **always** read as follows, “Yours in public finance management”*

### 3.3.8. Signature Block

3.3.8.1. *The signature block should be preceded by three (3) blank lines with the Sender’s name followed by position. If your name can be confused for a man or woman you should put your title in parenthesis (Mr)*

### 3.3.9. Post-Scripts (P.S)

3.3.9.1. *There should be no Post Scripts (P.S.) in all LPT correspondence*

### 3.3.10. **Initial vs Surname**

3.3.10.1. *When using name/initial and surname always use them in that order*

3.3.10.2. *Do not say “Mokoena M. A.”*

3.3.10.3. *Use M. A. Mokoena*

## 3.4. Time

3.4.1. When indicating time use the 24 hour clock. For example you should not say 3 pm. Use 15h00

## 3.5. Writing On Envelopes

3.5.1. Everything in capital letters & no punctuation

3.5.2. All writings on envelopes should be as follows:

*NAME AND TITLE*

*DEPARTMENT/SUBGROUP/ORGANIZATION*

*NAME OF BUILDING*

*STREET ADDRESS*

*POST OFFICE BOX NUMBER*

*CITY/TOWN*

*CODE*

*COUNTRY*

## 3.6. Internal Memorandum

**TO:** All Senior Managers

**FROM:** Head of Department

**RE:** this should only be one line

3.6.1. If it is sent to a lot of people you should say, “see the distribution list” and then list the recipients at the end of the memo. If these recipients



are at the same level, arrange in alphabetical order. If not, arrange by rank.

3.6.2. Start the body on the second line below the heading/logo

### 3.7. Email Layout

3.7.1. Use the memo format for emails

3.7.2. Use a black colour font

3.7.3. Give a suitable subject line that will not confuse the reader. Don't send emails without a subject line.

3.7.4. Use full sentences

3.7.5. Print and file all messages that have strategic or policy decisions

3.7.6. All employees are encouraged to read their emails regularly

3.7.7. Signature

3.7.7.1. Name and Surname

3.7.7.2. Position

### 3.8. Plans, Strategies, Policies

3.8.1. All plans should have a cover page

3.8.2. Table of contents

3.8.3. Advice = do the table of contents last

### 3.9. Reports

3.9.1. All reports should have the following:

3.9.1.1. *All reports should have a cover page*

3.9.1.2. *Table of contents*

3.9.1.3. *Executive summary*

3.9.1.4. *Introduction listing the background and aims*

3.9.1.5. *Main text of the report*

3.9.1.6. *Advice = do the table of contents and the executive summary last*

3.9.2. Report should be characterised by the following:

3.9.2.1. *They have clearly defined sections*

3.9.2.2. *They are clearly and logically written and organized*

3.9.2.3. *They are objective and use a formal impersonal style*

3.9.2.4. *They are based on a careful research and facts*

#### 3.9.3. Avoid

3.9.3.1. *Abbreviated grammar*

3.9.3.2. *First-person reporting*

3.9.3.3. *Colloquialism*

### 3.9.4. Margins

3.9.4.1. *Use Single line spacing*

### 3.9.5. Numbering

3.9.5.1. *Always number sections, heading and paragraphs (1.1.1 or 1.3.6)*

3.9.5.2. *Always number pages*

3.9.5.3. *There should be no numbering on the contents' and title pages*

3.9.5.4. *All page numbers should be centred at the bottom*

### 3.9.6. Reports' cover page

#### TITLE OF THE REPORT

<b>Presented by:</b>	Branch/Chief Directorate/Directorate/Subdirectorate
<b>Presented to:</b>	Recipient
<b>Date:</b>	Day/Month/Year

### 3.10. Minutes

3.10.1. Characteristics of minutes:

3.10.1.1. *Minutes are not a verbatim account of proceedings, but are a written record of decisions taken.*

3.10.1.2. *They may serve as a legal document and should therefore be accurate.*

3.10.1.3. *Minutes ensure that proposed actions and responsibilities are recorded and should have an action and deadline column.*

3.10.1.4. *They should be concise without being too brief, yet cover all the major points discussed. Subjects should be described sufficiently to know what they were about.*

3.10.2. *Objective and factual – they should not contain opinions about matter or people*

3.10.3. *Accurate, so that there can be no argument or misinterpretation*

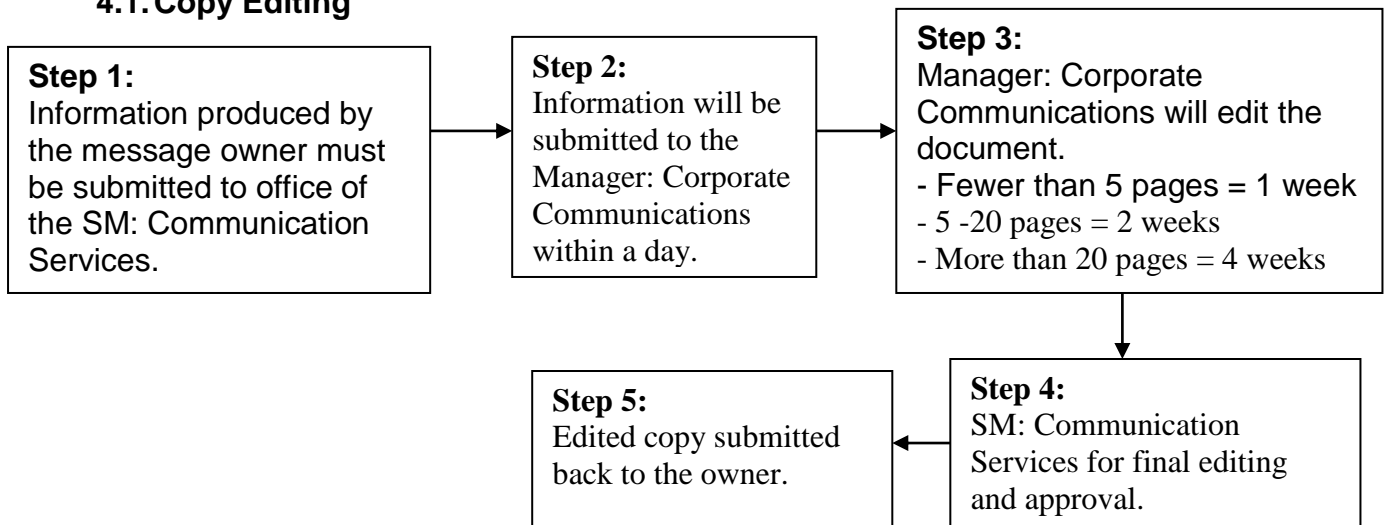
3.10.4. *Detailed regarding all contracts and financial matter, appointments to positions, authorised actions and resolutions passed*

3.10.5. *Written in the past tense*

3.10.6. *Have a list of actions to be taken and by whom, as well as decisions made at the end of the minutes.*

## 4. PROCESS MANAGEMENT

### 4.1. Copy Editing



4.1.1. It is encouraged that all documents including the speeches, the Annual Financial Statements, brochures, and others are proof read.

4.1.1.1. Assistance may be received from the Corporate Communication Services after following the procedure outlined.

4.1.2. Use Commas between short items

4.1.2.1. The MEC, HOD and Senior General Manager

4.1.3. Use semi-colons between lengthily described items

4.1.4. Make sure that whenever you use Limpopo Provincial Treasury you capitalize the *first* letter on each word

### 4.2. Event Management

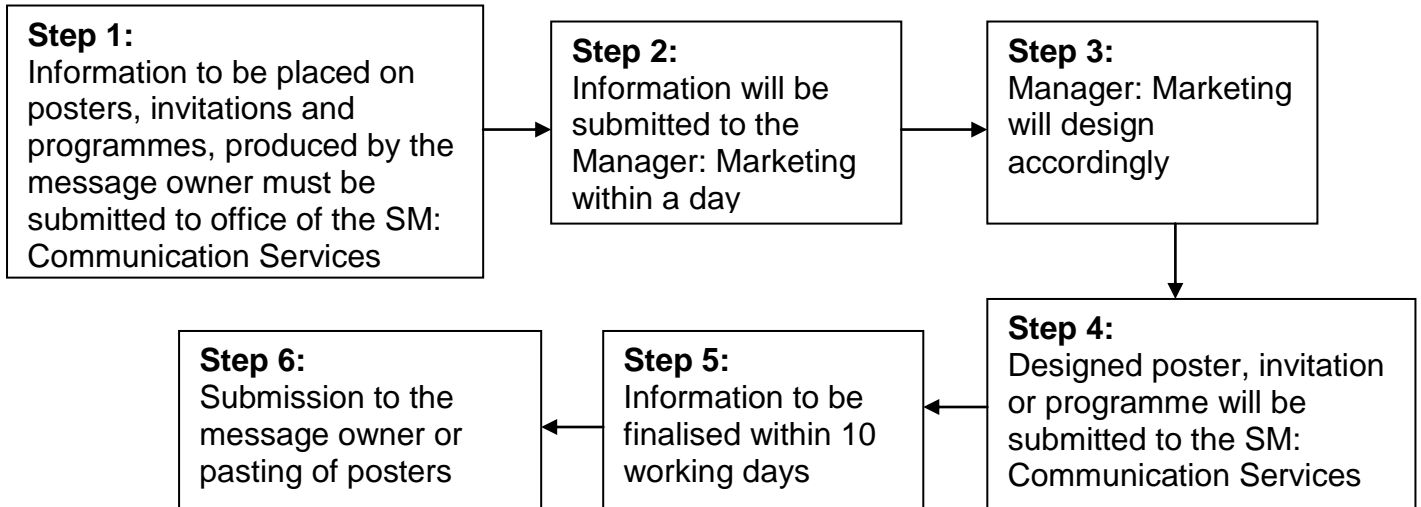
4.2.1. If any section would want Communication Services to participate in the execution of certain responsibilities for an event or function (excluding funerals and memorial services), considering the date of submission the following are the specified minimum amounts of time before the product is delivered:

4.2.2. *Small events (1-20) people: within 15 working days*

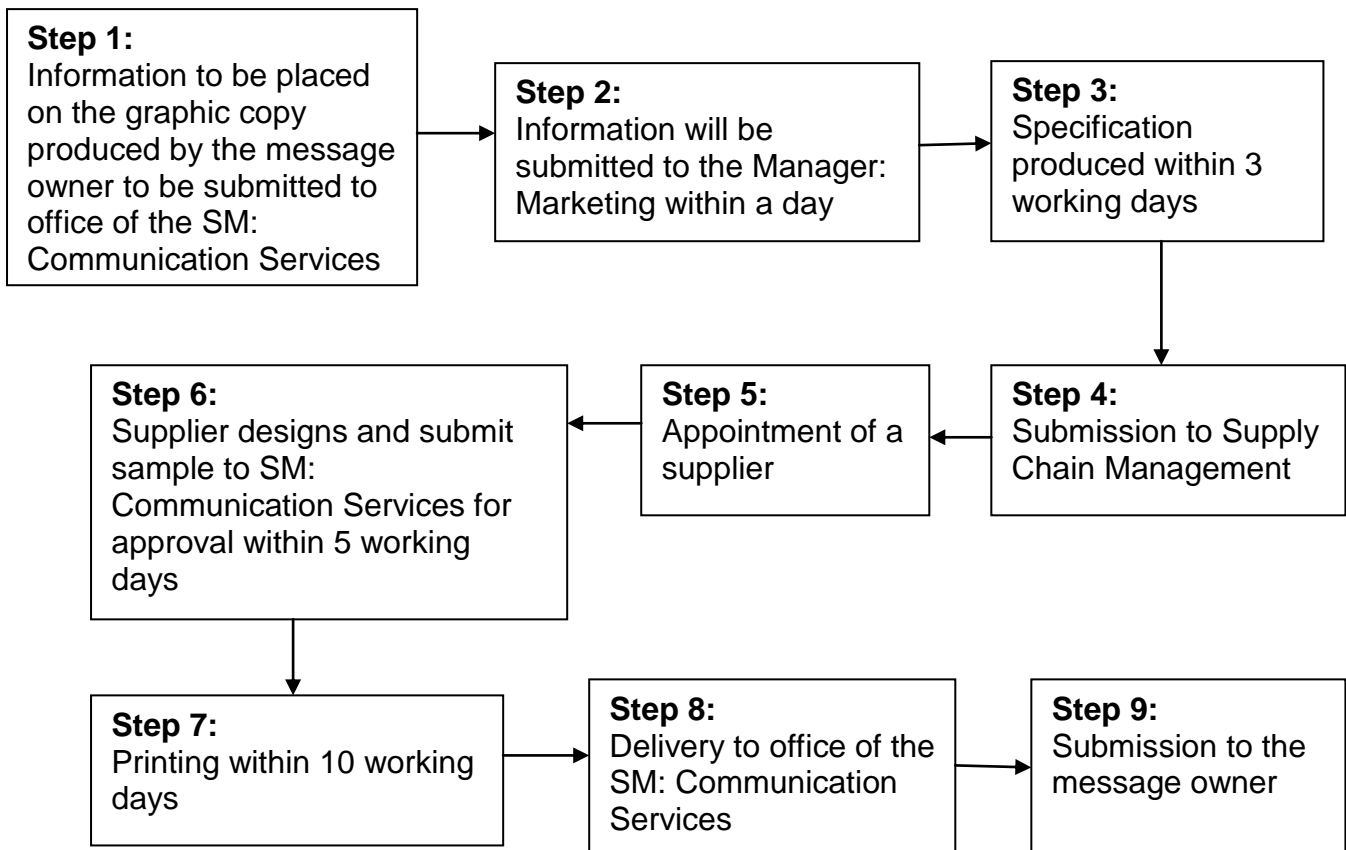
4.2.3. *Bigger (20 + more): 20 working days (minimum)*

4.2.4. *Exhibitions: 25 Working days*

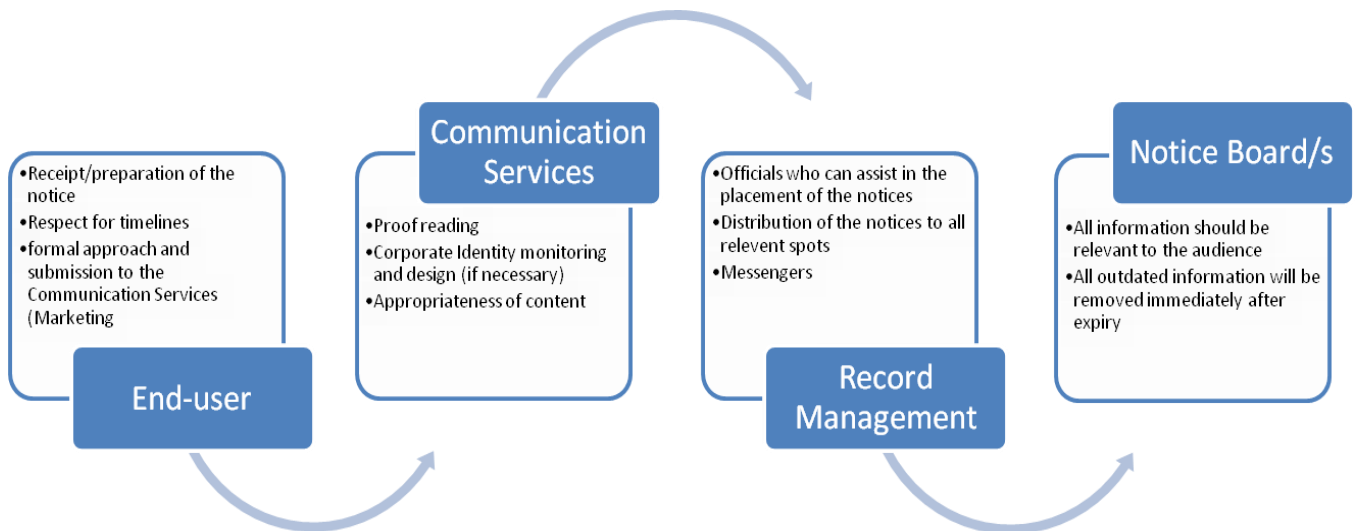
### 4.3. Production of information material



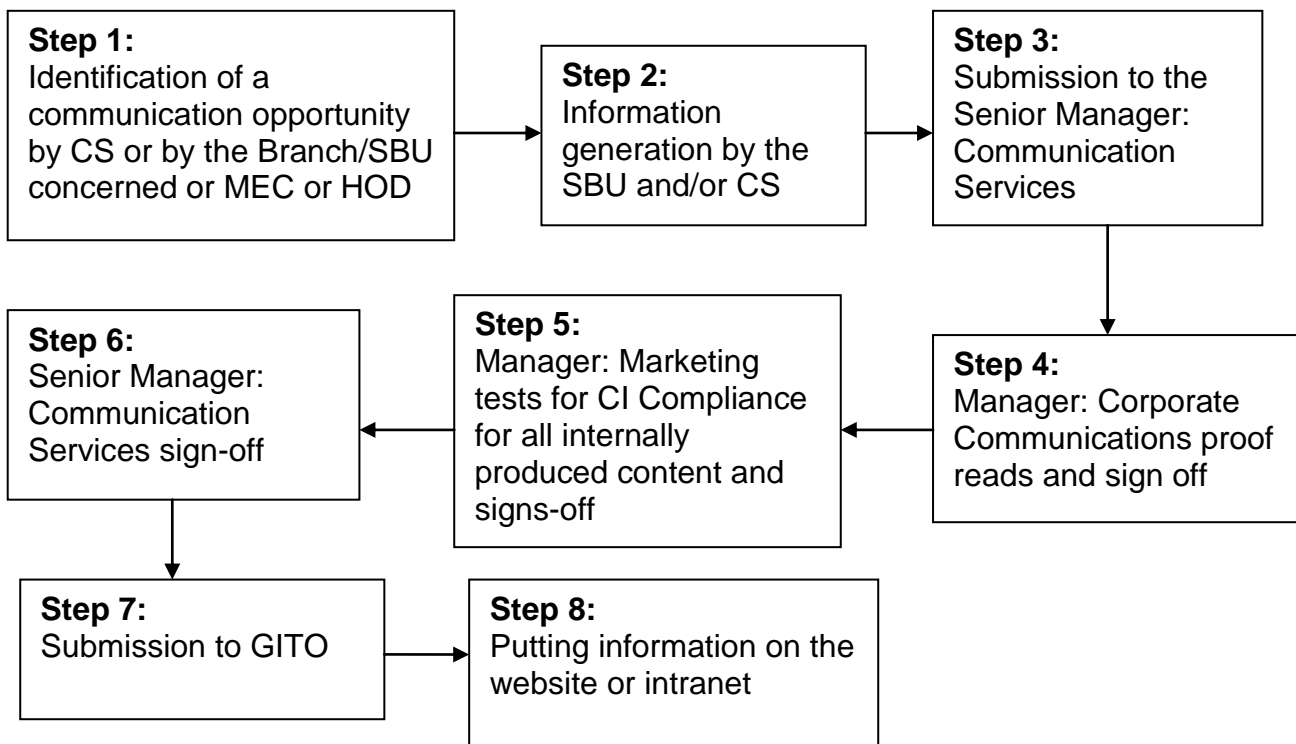
### 4.4. Graphic Copy Information



### 4.5. Use of Notice Boards



### 4.6. Website Content Flow



#### 4.7. Internal and External Publications

