



## **Policy on Corporate Image and Identity Framework**

### ***Version control***

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Responsible Manager	:	Communications Manager

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## **Foreword by the MEC for Health**

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**MR MS SOKATSHA**

**MEC FOR HEALTH**

**DATE:**

## **Vision, Mission & Values**

### **Vision**

**Health service Excellence for all**

### **Mission**

- **Working together, we are committed to provide quality health care services.**
- **We will promote a healthy society in which we care for one another and take responsibility for our health.**
- **Our caring, multi-skilled professionals will integrate comprehensive services using evidence-based care-strategies and partnerships to maximize efficiencies for the benefit of all.**

### **Values**

- **Respect (towards colleagues and clients, rule of law and cultural diversity)**
- **Integrity (Honesty, Discipline, and Ethics)**
- **Excellence through effectiveness, efficiency, innovation and quality health care.**
- **Humanity (Caring Institution, Facility and Community)**
- **Empower our people**

## **Policy Aim**

1. The aim of this policy is to provide a corporate image and identity framework for the Northern Cape Department of Health.

## **Policy Scope**

2. This Policy is applicable to all personnel of the Northern Cape Department of Health.

## **Policy Statement**

3. It is the purpose of this policy to detail the corporate image and identity of the Department which is a collective of visual elements used in various applications to promote and protect the image and identity of the Northern Cape Department of Health
4. The corporate name will be the Northern Cape Department of Health.
5. The corporate colours are turquoise and orange and must always be used together on all departmental products.
6. The corporate logo will be that of the Northern Cape Government provincial emblem and will always be placed on the top left hand corner except when used together with the Coat of Arms of the Republic of South Africa.
7. In such instances the Coat of Arms will be on the left and provincial logo on the right.

## **Roles and Responsibilities**

8. The Communications Manager is responsible for the development and writing of this policy document as well as the implementation of the policy once endorsed by the Policy Committee and approved by the MEC.
9. The Communications Manager is responsible for the review, updating and distribution of this specific Policy.
10. The Departmental Units should ensure adherence to the correct corporate image and identity framework of the department

11. The Departmental Units must consult the Communications Unit when uncertain of issues

### **Review and Distribution**

12. This Policy will be reviewed no sooner than 12 months and no later than 18 months after the publishing date.

13. The Communications Manager will distribute updated versions to:

- Member of the Executive Council for Health
- Head of Department of Health
- All Chief Directors, Directors, Deputy Directors and all Programme Managers

### **Acknowledgements & Sources**

14. Acknowledgement is given to:

- 14.1. National Department of Trade and Industry
- 14.2. Policy and Planning Directorate
- 14.3. Internal Units

