



THABO MOFUTSANYANA *District Municipality*

LOGO PUBLIC PARTICIPATION

1 The development of New Municipal logo

LEAVE NO ONE BEHIND



BACKGROUND

1.Resolution:31 October 2018 council meeting

- Council approved the development of the new logo for Thabo Mofutsanyana District Municipality
- Council approved the development of the cooperate identity manual which will give guidance on the application of the new logo as well as the general standardization on the usage of the municipal artefacts,colours and topography.
- Council approved the draft action plan for the development of the proposed new municipal logo.

Introduction

A clearly defined and positive Corporate Identity is of vital importance in making an organisation to stand out and be distinguished among the rest. It is the self-presentation of an organisation through behaviour, communication and symbols. It is an identity through which an organisation identifies itself and also through which it wants to be recognised.

The identity creates a coherent picture of an organisation and promote recognisability and co-operation within the organisation's various departments. It acts as a symbol that communicates all that the organisation represents – its values, qualities, products and services.

Introduction continue.....

Corporate Identity is applied through artefacts such as names, logos, graphics, colours, architecture, slogans, rituals, social attitudes and similar presentation in all promotional material across the organisational spectrum.

The circular shield is a representation of the Basotho blanket 'Seanamarena', which represents the dominant Basotho population and traditional leadership.

The water streams represent the bodies of water that are found within the district and different dams that exists within the district.
It also represents the districts water testing lab (**Mofumahadi Manapo Mopeli Water Testing Laboratory**).

The spear (Zulus) and knobkerrie (Sothos) represent Africanism and the shapes of these also act as a symbol of justice (sepow). **Juridical**

Sun speaks to direction of the district since we are the eastern free state whereby the sun rises

The triangular shapes are representations of the Basotho hat Modianyeo

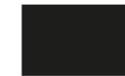
The crops are symbolic for agriculture within the district.

The white space depicts room for improvement and development, which is in line with the vision of the district ('continuously develop and improve living conditions of our community').

The logo now boasts the features of a mountainous landscape representing all six local municipalities.



COLOUR CODES



C 71 M 65 Y 67 K 77
R 29 G 29 B 27
#1d1d1b



C 75 M 46 Y 100 K 48
R 43 G 73 B 12
#2b490c



C 59 M 14 Y 100 K 1
R 122 G 169 B 13
#7aa90d



C 16 M 34 Y 100 K 1
R 218 G 166 B 5
#daa605



C 57 M 64 Y 86 K 69
R 56 G 40 B 4
#382804



C 84 M 61 Y 59 K 54
R 30 G 53 B 58
#1e363a



C 2 M 13 Y 86 K 0
R 251 G 215 B 65
#fbd741



C 21 M 2 Y 0 K 0
R 196 G 229 B 248
#c4e5f8



C 4 M 24 Y 65 K 0
R 243 G 196 B 114
#f3c472



C 15 M 100 Y 100 K 0
R 198 G 17 B 30
#c6111e

THANK YOU

OUR ATTITUDE
TOWARDS LIFE
DETERMINES LIFE,
ATTITUDE TOWARDS
US.