



**Brand
Management
Guidelines for NLC
Funded Beneficia-
ries**



campaign viral strategy
communication concept billboard poster activity
symbol man modern web retro marketing promotional
commercial sale

advertising

conviction stylized urban media idea business text sales
panel illustration ad sign design success
service development agency press branding banner street

advertisement

marketing

public relations

seo advertising person environment promote events definition groups advice
word blog perception newspaper meeting organization mess
communications seminar communication interne
people presentations campaign plan
pr management methods

information

strategy

assessment agencies sustainable audience trust
associate connection network
web presentation relationship concept press
businessman promo affair
professional together brochures

USING THE NLC LOTTO FUNDED LOGO

All visual marketing and publicity materials produced by beneficiaries of NLC funding must include the NLC Lotto funded logo accompanied with the words **"LOTTO FUNDED"**.

The colours and options of the NLC Lotto funded logo are indicated below. No other colours may be used unless the visual publicity being produced is not in colour; in which case the NLC Lotto funded logo should appear as greyscale (shown below).



All marketing and publicity materials in which the NLC name or logo appears– must be submitted to the NLC Marketing and Communications Unit for approval prior to publication. Submissions must be made by the beneficiary and not by service providers or contractors.

Please note that we require a minimum of two working days lead-time to approve materials. Ensure that the attachments you send are not large for ease of access and response.

It is advised to follow up all submitted correspondence with a telephone call to ensure that your material has been received and to get an indication of how long it would take for a response.

Our Colours are derived from the South African Flag as we are of service to the people of the land and we are truly a proudly South African organisation.



National Flag Colour Specifications

Red:	179c	C0-M90-Y90-K0
Green:	3415c	C100-M0-Y80-K20
Yellow:	1235c	C0-M25-Y80-K0
Blue:	Reflex Blue c	C100-M80-Y0-K0

The South African flag pantones are:

Uncoated surfaces:	Coated surfaces:
Blue: 287u	288c
Red: 485u (x2)	485c
Yellow: 116u	1235c
Blue: 355u	349c
Black:	
White:	

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Display Advertising
Posters
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ABOUT THIS GUIDE

WHAT IS THIS GUIDE FOR?

This guide has been produced to assist all Lotto Funded beneficiaries of the National Lotteries Commission (NLC) with publicity requirements and obligations.

Through Lotto Funded branding, the public and especially those who play the National Lottery will be informed of where good-cause monies are channelled to.

Acknowledging the support provided will make the efforts of the NLC and its beneficiaries more effective and better understood.

WHO IS THIS GUIDE FOR?

If your organisation has received funding from the NLC, then this guide is for you.

Every NLC Grant Agreement makes reference to:

BRAND MANAGEMENT GUIDELINES FOR NLC LOTTO FUNDED BENEFICIARIES

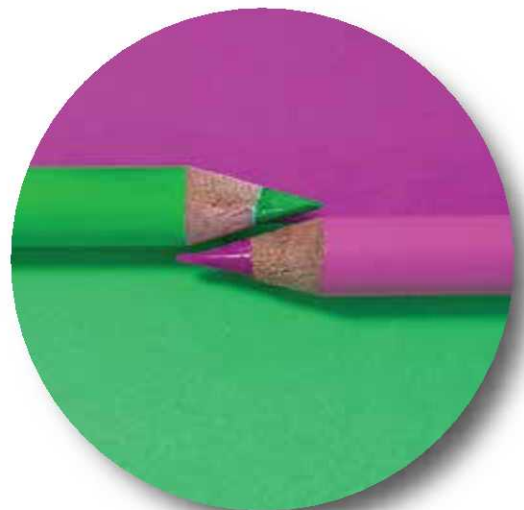
You are reminded that the requirements contained within this guide must be implemented by all organisations funded by the NLC, and subsequently reported on.

If you are an NLC beneficiary who is partnering newer and smaller organisations, you must share this guide with your partners. **Again, adherence to these guidelines' forms part of the terms and conditions of the NLC's involvement.**

WHO NEEDS TO READ THIS GUIDE?

Everyone in your project team needs to understand these requirements especially:

- those responsible for your marketing, publicity (press), public relations and/or website design.
- a site developer or a graphic designer responsible for producing signage, brochures, stationery, or other materials which might incorporate a logo; and
- any member of staff who may be creating/giving presentations about the project or programme that receives NLC funding.



EXECUTIVE SUMMARY

Publicity for the NLC and you

Once you have received funding from the National Lotteries Commission (NLC), you must publicly acknowledge the grant you have received. This is beneficial to your organisation as it helps to publicise the work you do while showing members of the public what is possible with NLC funding.

In addition to the above, all beneficiaries must generate awareness in the media through public relations activities. (see page 11- 17)

Publicity is also an important opportunity to thank the Lottery Players whose participation in the National Lottery helps fund your, and other, worthy projects.

The NLC uses two logos. The first is a corporate logo that reads 'a member of the dtic group' This logo is only used by officials of the NLC. Beneficiaries of grants use the NLC Lotto Funded logo as depicted below.



There are specific requirements which have to be followed in relation to publicity and these are outlined in a document which forms part of your Grant Agreement. The requirements can also be downloaded at:

<http://www.nlcsa.org.za/NLC-logo-and-Brand Management Guidelines for NLC Lotto Funded Beneficiaries>

Briefly, the following is expected from all beneficiaries:

- All marketing and publicity material related to the project funded by the NLC – NLC Lotto funded logo (see page 11-17)
- Always use the following approved description when acknowledging the NLC:

The NLC relies on funds from the proceeds of the National Lottery. The Lotteries Act and regulations guide the way in which NLC funding may be allocated. The NLC wants the grants to make a difference to the lives of all South Africans, especially those more vulnerable, and to improve the sustainability of the beneficiary organisations. Available funds are distributed to registered and qualifying non-profit organisations in the fields of charities; arts, culture, and national heritage; and sport and recreation. By placing its emphasis on areas of greatest need and potential, the NLC contributes to South Africa's development.

- In addition to the marketing and publicity, all beneficiaries must endeavour to generate media publicity through the issuing of media releases. These releases should describe your project, its deliverables and funding provided by the NLC.
- You (not your service provider) must submit materials containing the NLC Lotto funded logo and acknowledging the NLC's contribution to NLC for approval before they are finalised and utilised. Please allow for at least two working days turnaround time for approval.

PART 1: MARKETING AND PUBLICITY MATERIALS



RECOGNISING THE NLC GRANT IN MARKETING AND PUBLICITY MATERIALS

Should you have further questions on reading the document Brand Management Guidelines for NLC LOTTO FUNDED BENEFICIARIES, please contact the NLC Marketing and Communications Unit by telephone 08600 65383, email lottofunded@nlcsa.org.za or website www.nlcsa.org.za.

DESCRIBING THE NLC AND ITS OBJECTIVES

When you produce **marketing and publicity materials**, the NLC Lotto funded logo should appear in a prominent position with an indication of the funding received together with its purpose.

Permanent signage acknowledging the NLC's involvement should remain in place for as long as the funded structure or object is accessible and USING THE NLC NAME

When you are mentioning the NLC name for the first time in a document, please use the full name of the fund: **National Lotteries Commission (NLC)**

Thereafter, the acronym may be used: **NLC**

DESCRIBING THE WORK OF THE NLC

Whenever you need to describe the work of the NLC, regardless of whether it is for purposes of marketing or publicity materials, you need to use the following approved text:

Always use the approved description when acknowledging the NLC, which is as follows:

The NLC relies on funds from the proceeds of the National Lottery. The Lotteries Act guides the way in which NLC funding may be allocated. The NLC wants the grants to make a difference to the lives of all South Africans, especially those more vulnerable and to improve the sustainability of the beneficiary organisations. Available funds are distributed to registered and qualifying non-profit organisations in the fields of charities; arts, culture and national heritage; and sport and recreation. By placing its emphasis on areas of greatest need and potential, the NLC contributes to South Africa's development.

The above text is the only approved description of the NLC. If you would like to describe the NLC in any other way, you must discuss with the NLC Marketing and Communications Unit first.



PANTONE 179 C
R239-G65-B48
C0-M90-Y90-K0



PANTONE REFLEX BLUE C
R3-G78-B162
C100-M80-Y0-K0



PANTONE 1235 C
R254-G195-B78
C0-M25-Y80-K0



PANTONE 179 C
R66-G84-B38
C70-M45-Y100-K40



PANTONE 179 C
R104-G147-B63
C65-M25-Y100-K5



PANTONE 179 C
R167-G183-B57
C40-M15-Y100-K5



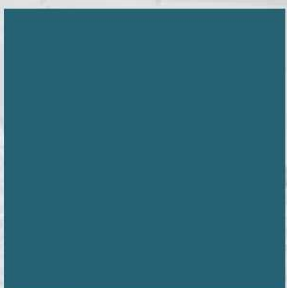
PANTONE 179 C
R191-G215-B48
C30-M0-Y100-K0



PANTONE 179 C
R0-G45-B58
C100-M70-Y55-K55



PANTONE 179 C
R104-G145-B63
C70-M30-Y35-K0



PANTONE 179 C
R42-G97-B115
C85-M50-Y40-K20



PANTONE 179 C
R239-G65-B54
C0-M90-Y85-K0



PANTONE 179 C
R228-G160-B57
C10-M40-Y90-K0

LOGO SIZE AND POSITIONING

The preferred size for reproducing the logo is 35mm x 35mm on an A4 page. The minimum size the logo can be reproduced at is 15mm x 15mm. **If the NLC is the majority funder of a project or programme, the NLC Lotto funded logo must appear at least 50% larger than any other funding body or sponsor.**

The NLC Lotto funded logo should usually be positioned in the top left corner of the page, except when it is used on websites or in electronic presentations when it should appear in the top left corner.

When the logo is reproduced on larger formats such as a **poster or billboard**, the **NLC lotto funded logo must appear in the top left hand corner of the poster or billboard**. Where the NLC is the major funder, the logo has to be at least 50% larger than the logo of other funders/partners.

The NLC Lotto funded logo can be placed elsewhere if the specified positioning compromises the overall design of the item you are producing. Whatever position you give it, the NLC Lotto funded logo must always be prominent.

On printed brochures and leaflets, the NLC Lotto funded logo must always appear on the outside front cover. The logo should also appear on the outside back cover, unless the outside back cover is being left blank.

Where the NLC is the majority or largest funder of a project or programme, the NLC Lotto funded logo must appear at the top or first in any list crediting funding bodies and supporters.

Incorrect use of
NLC Lotto Funded
Logo:

The following
application of NLC
Lotto Funded Logo
is prohibited and
should be
avoided.



Don't change the colour
of the symbol



Don't change the colour
of the typeface



Don't change the colour
of the logo



Don't change the
background



Don't draw borders



Don't place logo on busy
background



Don't stretch logo



Don't contract logo

APPLYING THE NLC LOTTO FUNDED LOGO

TEMPORARY AND PERMANENT SIGNAGE

When the NLC is funding a construction project or the refurbishment of property, a sign must be erected on the site displaying the NLC Lotto funded logo at no less than 10% of the total area of the sign.

Once a site is completed, **the temporary sign** should be left in place for no longer than six months.

Permanent signage should be put up during or following completion of your project, as appropriate. **The signs should be displayed in an area accessible to the general public**, such as a lobby or reception, where they can remain as a permanent record of the NLC's involvement.

All signs must include the NLC Lotto funded logo at no less than 10% of the overall area of the sign.

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits. If the NLC is the sole funder, the preferred placement of the logo is in the bottom right-hand corner of the sign. If this is not possible, it must always be prominent.

All signs on which the NLC's name or funding mark appears must be submitted to the NLC Marketing and Communications Unit for approval prior to production.

BROCHURES AND LEAFLETS

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top left of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If the NLC is the sole funder, the preferred placement of the logo is in the bottom right-hand corner of the outside front page. If this is not possible, it must always be prominent.

Whenever you include an explanation of what your project is intended to achieve, you should also acknowledge the extent of the NLC funding and what it supports.

All brochures and leaflets in which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to printing.



APPLYING THE NLC LOTTO FUNDED LOGO

LAUNCHES AND OTHER EVENTS

(including printed invitations, conference papers and displays)

The NLC would ideally want to be represented at all launches and events of NLC projects, although this is not always possible.

When organising a launch event or any other event relating to the project or programme funded by or as a result of NLC funding, you should ensure that:

- you check the proposed date with the **NLC Marketing and Communications Unit** (lottofunded@nlcsa.org.za) before booking a venue or sending out invitations – holds a central diary of all NLC-supported events and will be able to advise you of the availability of NLC guests and speakers and of any potential clashes with other events;
- an NLC representative is invited – please ensure that this is co-ordinated through **Marketing and Communications Unit**;
- if a representative of your project delivers a speech, a NLC representative is also invited to deliver one – again, please ensure that this is co-ordinated through the NLC Marketing and Communications Unit and with sufficient notice;
- all publicity materials used at the event must adhere to these guidelines – these may include printed invitations to the event, delegates' papers and/or your own displays, all of which must carry the NLC Lotto funded logo.
- if the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits. If it is the sole funder, the preferred placement of the logo is at the top left corner of printed documents and the top right-hand corner for displays.

All displays, invitations and other event publicity on which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to production.



APPLYING THE NLC LOTTO FUNDED LOGO

DISPLAY ADVERTISING

If the NLC has funded your project, all advertisements in newspapers, magazines, on websites or in any other publication, must carry the NLC Lotto funded logo.

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo in advertisements is the bottom right-hand corner.

Where the size of the advertisement you have booked prohibits the use of the minimum size NLC Lotto funded logo, you must include a line credit in the same or a greater font size than the text that appears in the main body of the advertisement. The line credit should read:

'[Name of your project/organisation] is funded by the National Lotteries Commission'

All advertisements in which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to publication.



BANNERS

If you are producing a banner publicising a programme or project that the NLC has funded, you should make the NLC's involvement clearly visible.

You should do this by including the NLC Lotto funded logo on your banner at a size no smaller than 20cm x 20cm on standard pull-up banners or proportionately sized for larger banners in line with the guidelines contained in this document. **The NLC Lotto funded logo must appear on the top half of all banners.**

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

All banners on which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to printing.

POSTERS

If you are producing a poster publicising a programme or project that the NLC has funded, you should make the NLC's involvement clearly visible.

You should do this by including the NLC Lotto funded logo on your poster at a size no smaller than the preferred size - 35mm x 35mm on an A4 page or proportionately sized for larger documents in line with the guidelines contained in this document.

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo is in the top left corner of the poster. If this is not possible, it must always be prominent.

All posters on which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to printing.

STATIONERY, CERTIFICATES AND FORMS

If the NLC is the majority contributor to your programme, core stationery produced and used by your organisation for that programme should carry the NLC Lotto funded logo.

Where the NLC is the majority funder of a specific project, beneficiaries are encouraged to include the NLC Lotto funded logo on stationery relating exclusively to the project.

Stationery may include letterheads, press release paper and compliment slips.

All certificates for training courses and any forms you may produce (e.g. application forms, order forms, information request forms) must also carry the NLC Lotto funded logo.

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

If it is the sole funder, the preferred placement of the logo on stationery, certificates and forms is in the top left corner of the document page. If this is not possible, it must always be prominent.

Since the documents under this heading are not always printed in colour, the NLC Lotto funded logo may be used in grey scale (black and white).

All stationery, certificates and forms on which the NLC name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to printing.

SPORTS EQUIPMENT

All sports equipment purchased through a grant from the NLC must be prominently and appropriately branded with the NLC Lotto funded logo. The size of the branding is dependent on the equipment and should be no less than 10% of the size of the equipment.

If this is not feasible, permission to change the size of the NLC Lotto funded logo must be sought from the Marketing and Communications Unit. **Beneficiaries must ensure that the branding is visible as long as the equipment is being used.**

APPAREL

The NLC Lotto funded logo must appear on all kit/apparel produced for NLC-funded projects. The size of the logo is dependent on the manner in which it is used as well as the look-and-feel of the apparel. If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear 50% bigger than that of other, minor funders.

In the event of T-shirts for sports apparel, the NLC Lotto funded logo must appear on the front of the T-shirt at a size no less than 5cm x 5cm. Alternately, the NLC Lotto funded logo should appear on the left-breast side of the T-shirt.

The NLC Lotto funded logo should be embroidered prominently on all track suits, shorts and socks purchased with NLC funds. If the nature of the event prohibits the use of sponsor marks, this has to be brought to the attention of the Marketing and Communications Unit so that the necessary approval can be given. We would also then look at alternative opportunities to acknowledge NLC support.

VEHICLES

All vehicles funded by the NLC must have permanent signage (not magnetic removable signage) reflecting the support of the NLC. It is sufficient to have just the NLC Lotto funded logo placed prominently on the rear doors of the vehicle. If the vehicle will also have the logo of the beneficiary, then it is sufficient to have the beneficiary logo on the back doors of the vehicle and NLC Lotto funded logo on the front doors. In the event of a panel van or bakkie being purchased with NLC funds, the NLC Lotto funded logo must also appear on the front doors of the vehicle. The size of the logo should be no less than 30 cm x 30 cm and must be in full colour.



PRESENTATIONS

All presentations (electronic or otherwise) that relate to an NLC-funded project must include the NLC Lotto funded logo. If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits.

The preferred placement of the logo on electronic presentation templates is the top left-hand corner. For presentations using boards or documents, it is the bottom left-hand corner of the board or page. If this is not possible, it must always be prominent.

Whenever you include an explanation of what your project is intended to achieve, you should also include a description of funding received from the NLC.

All templates for presentations in which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to the presentation.

WEBSITES

If the NLC has funded your project, you must include the NLC Lotto funded logo on your website.

If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than the other funders. The preferred placement of the logo is at the top right-hand corner of the homepage or page relating to the specific project funded by the NLC. If this is not possible, it must always be prominent.

As well as including the NLC Lotto funded logo, you must include a link to the NLC website (www.nlcsa.org.za) with the strapline **'visit the National Lotteries Commission website to find out about other projects supported by the NLC'**.

Whenever you include an explanation of what your project is intended to achieve, you should also include a description of the NLC funding.

All web page templates on which the NLC's name or logo appears must be submitted to the NLC Marketing and Communications Unit for approval prior to upload.

WORKING WITH THE MEDIA

RADIO AND TELEVISION ADVERTISING

If you book a radio or television advertising campaign to promote an NLC- funded project or programme, you must acknowledge the NLC.

For radio advertising, the following line must be scripted-in to feature at the close of the advertisement:


‘[Name of your project/organisation] is funded by the National Lotteries Commission’

For television advertising, the NLC Lotto funded logo must feature in any frame that includes your own logo or the name of your project or programme. If the NLC is the majority funder of the project, the NLC Lotto funded logo must appear at the top of any list crediting other funders and supporters and be at least 50% larger than these other credits. There is no preferred placement of the logo within television advertisements, but it must always be prominent.


SOCIAL MEDIA

Beneficiaries that employ the use of social media must:

- Follow the NLC accounts as listed below
- Mention and tag the NLC in post related to the funded project
- Alert the NLC of any negative issues circulating on social media
- Post positive update regarding the funded project

 National Lotteries Commission

 @sa_nlc

 @sa_nlcsa a_nlc



PART 2: WORKING WITH THE MEDIA



CREDITING THE NLC IN THE MEDIA

As well as promoting your project through the marketing activities described in the previous section, it is important that you generate publicity about it in the media.

Issuing a press release to local and/or national papers as well as radio and television news programmes is one way of achieving this. Another is by inviting the press to attend the opening or launch of your project. The NLC may also be planning to promote your project to the media. To ensure a consistent and integrated approach, you should discuss and agree your media plans with the NLC's Marketing and Communications Unit at an early stage in your project.

When describing the NLC to the media:

- Always mention the NLC in the **opening paragraph of your press release**.
- Always describe the NLC's involvement in the project, specifying the amount of funds given or the nature of its support.
- Always include the NLC Lotto funded logo on your printed press release paper.
- Always include the NLC Lotto funded logo on your electronic press releases.
- Only use the approved description of NLC's work, as contained in this policy.

PRESS RELEASES WRITING YOUR PRESS RELEASE

Many NLC partners employ people with the expertise required to plan a media campaign. However, if you are unsure about when to approach the media, the NLC advises that you issue a press release a week or so before you officially launch your project or reach another significant milestone.

When writing your press release:

- The NLC's involvement must be clearly acknowledged in the first paragraph. The first reference to the NLC in any press release must be by its full title, the 'National Lotteries Commission'. After this, the name can be abbreviated to 'the NLC'.
- The level of NLC funding or nature of funding should be prominently featured in the press release, ideally in the first two paragraphs. For example: 'This project was made possible by a grant of R100 000.00 from the National Lotteries Commission (NLC)' or 'this sporting facility has been upgraded through a grant of R2 million from the National Lotteries Commission (NLC)'.

The NLC Marketing and Communications Unit should receive a copy of all press releases concerning projects that have received NLC funding for approval before they are issued. If you require further information for your press release, please contact the NLC Marketing and Communications Unit who will be happy to help.

QUOTING IN PRESS RELEASES

You should:

- always refer to the NLC in any media interviews or comments to the media about your project;
- suggest to the media that they contact the NLC Marketing and Communications Unit for more information and/or comment.

Details of the press and media activity you are generating should be supplied to the NLC Marketing and Communications Unit immediately so that they can ensure the NLC's role is properly recognised within the project.

CO-BRANDING AT A NLC FUNDED EVENT



Branding guidelines simplified

- Invitation cards, Pamphlets, posters etc. - NLC Lotto Funded logo to be on the top left corner, and on a white background, visible, (ensure that it is clear for the purposes of education and awareness)
- Signage- NLC Lotto Funded logo (2x1m size) to be on a white background. It must be visible, in a rectangular shape (ensure that it is clear for the purposes of education and awareness).
- T-shirts- NLC lotto funded logo to be placed on the left breast side of the t-shirt and your logo on the right.
- Press release: All press releases must have the NLC Lotto Funded logo, on the top left-hand side of a press release (visible) and yours on the right-hand, i.e. co-branding with you showing association.
- Key Partners display: hyperlink NLC Lotto Funded logo, to directs users to the NLC website.
- Vehicle branding- place NLC lotto funded logo on both front doors of the vehicle (must not be magnetic removable signage, but permanent and visible branding on a white background) reflecting the support of the NLC, and your logo on the rare doors.



HERE TO HELP

These publicity requirements are very important. They are here to ensure that your project gets maximum publicity and that recognition is given to the NLC's involvement.

Beneficiaries should endeavour to implement these publicity measures in full.

These guidelines will not cover every eventuality. In such instances, or when you require guidance or additional material from the NLC, please do not hesitate to contact the NLC Marketing and Communications Unit who will be willing to help at all times.

NLC Marketing and Communications Unit

NATIONAL LOTTERIES COMMISSION
Block D, Hatfield Gardens
333 Grosvenor Street
Hatfield
PRETORIA
0083

Tel: 08600 65383

Website: www.nlcsa.org.za
Email: lottofunded@nlcsa.org.za

PLEASE NOTE:

1. All attachments to emails are to be kept as small as possible in order to facilitate delivery, ease of remote access and a speedy response.
2. The NLC Marketing and Communications Unit requires a minimum of two working days to approve all branding.
3. It is preferred if all branding pertaining to a project is submitted together for approval.



