



Province of the
EASTERN CAPE
EDUCATION

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EASTERN CAPE
EDUCATION

081 21 3971 Eastern Cape Department of Education @ednet SAES 071 881 1713 Eastern Cape Schools www.ednet.gov.za 071 881 1241 www.producen.gov.za

MARUBENI PRIMARY SCHOOL

EMIS No.
200400501

Contact No.
078 089 9501

Email
Principal.200400501@ecs.schools.org.za

GPS Location
-31.44382200 South, 29.05981800 East

SCHOOL ACCESS RULES			EMERGENCY NUMBERS
NO CELL PHONES	NO ALCOHOL	NO DRUGS	SOUTH AFRICAN POLICE 10111
NO WEAPONS	NO SMOKING	NO UNAUTHORISED ACCESS	AMBULANCE 10177
NO LOTTERIES	NO BULLYING	NO PETS	FIRE BRIGADE 10111
			CHILD LINE 116

September 2023

SCHOOL SIGN BOARD BRANDING GUIDELINES

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Any queries regarding these guidelines can be directed to:

Director: Communications
Communications & Events Management
080 12 12 570

1. BACKGROUND

The Eastern Cape Department of Education (ECDoE) currently has 5 063 operational public ordinary schools in the province.

School signage is a requirement in terms of the South African Schools Act, 1996 (Act No. 84 of 1996) and the Regulations relating to Minimum Uniform Standards for Public School Infrastructure which states...

A school site must contain a name board which is clearly visible to the public, indicating -

- a) the name of the school;
- b) the contact details of the school; and
- c) the GPS coordinates and the National Education Management and Information System (EMIS) number of the school.

2. SCHOOL SIGNAGE CURRENT STATUS

Although school signage is available at most schools, the signs are inconsistent, in terms of:

- Placement / location on the school premises;
 - The size of the sign; and
 - The content on the sign.
- In addition, signs are normally overtaken by sponsor information and does not contain the minimum information required in terms of the Norms & Standards.

It should be highlighted that this is a problem not unique to the Eastern Cape, but which is prevalent in poor schools across the country.



3. SCHOOL SIGNAGE PROGRAM OBJECTIVES

The Department wishes to address the issue of inconsistent school signage across the Eastern Cape, through a school signage programme to:

- Ensure compliance with the norms and standards on school signs.
- Create alignment of school signage application across the province.

This guideline outlines the specifications for school signage to be designed; procured; and installed at public ordinary schools in the province.

The objectives of the school signage program are:

- To provide approved guidelines for school signs to be implemented by provincial, district, circuit and school officials.
- To create awareness of the Eastern Cape Department of Education by linking the Department's identity and the School's identity on the sign board, through co-branding (i.e. school info and ECDoE info on sign board).
- To convey essential information pertaining to the school in terms of the norms and standards.
- To convey essential information in terms of school access rules (e.g. no weapons or drugs allowed on the premises) and emergency numbers (e.g. closest police station; fire department; child line etc.).

4. CONSIDERATIONS

Several aspects need to be considered, specifically in terms of the procurement and installation of signs, these include:

- Who will carry the production and installation costs of the signs - the Department or the schools themselves (from Norms & Standards allocations)?
- Quality control measures would need to be instituted as follows:
 - Phase 1 - guidance / sign off on production of artwork to ensure compliance with specifications - District and Circuit Managers to be involved in this process.
 - Phase 2 - when the board has been installed - evidence of delivery - possibly to be monitored by the Clerk of Works or OH&S Team.
 - Phase 3 - Monitor that sign is kept in good condition during site visits - Clerk of Works or OH&S Team.

5. GUIDELINES

This document sets out the specifications for the production and installation of school sign boards and should be implemented fully. No part of the guidelines may be amended in any way whatsoever.

SCHOOL SIGN BOARD DESIGN



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080 121 2570 Eastern Cape Department of Education @ecdoeza 078 660 1313 Customercare @ecdoe.gov.za 078 660 1314 www.eceducation.gov.za


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SCHOOL ACCESS RULES

-  NO CELL PHONES
-  NO ALCOHOL
-  NO DRUGS
-  NO WEAPONS
-  NO SMOKING
-  NO UNAUTHORISED ACCESS
-  NO LOITERING
-  NO BULLYING
-  NO PETS

EMERGENCY NUMBERS

- SOUTH AFRICAN POLICE 
10111
- AMBULANCE
10177
- FIRE BRIGADE
10111
- CHILD LINE
116



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SCHOOL ACCESS RULES



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NO ALCOHOL



NO DRUGS



NO WEAPONS



NO SMOKING



NO UNAUTHORISED
ACCESS



NO LOITERING



NO BULLYING



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DESIGN #1
MOCK-UP

SCHOOL SITE BOARD: SPECIFICATIONS

SIZE:

2 600mm wide x 2 000mm high

MATERIALS:

Board to be constructed from 1mm Chromadek with antirust fastening system/clamps.

PANELS & POSTS

Board must be mounted onto panels with support strong enough to withstand the elements (strong winds and everyday forces exerted on it).

ARTWORK

Full Colour laminated print.

Standard Artwork is available on the EFMS for download.

All artwork should be approved by the Director for Communications and the Director for Infrastructure Delivery prior to print production.

INSTALLATION

The board must be installed at the entrance of the school (within the school premises) at a height which is visible to the public. The school is responsible for ensuring that the sign board remains neatly and safely erected at all times. Any defects are to be repaired by the school within a reasonable timeframe.

COLOUR VALUES

EASTERN CAPE DEPARTMENT OF EDUCATION

The following colour values should be applied to ensure that the artwork is produced in alignment with the Eastern Cape Department of Education corporate identity.

YELLOW				
CMYK	C 0	M 14	Y 69	K 3
HEX	#F8D449			
RGB	R 248	G 212	B 73	
BLUE				
CMYK	C 36	M 30	Y 0	K 43
HEX	#364592			
RGB	R 54	G 69	B 146	

FONTS

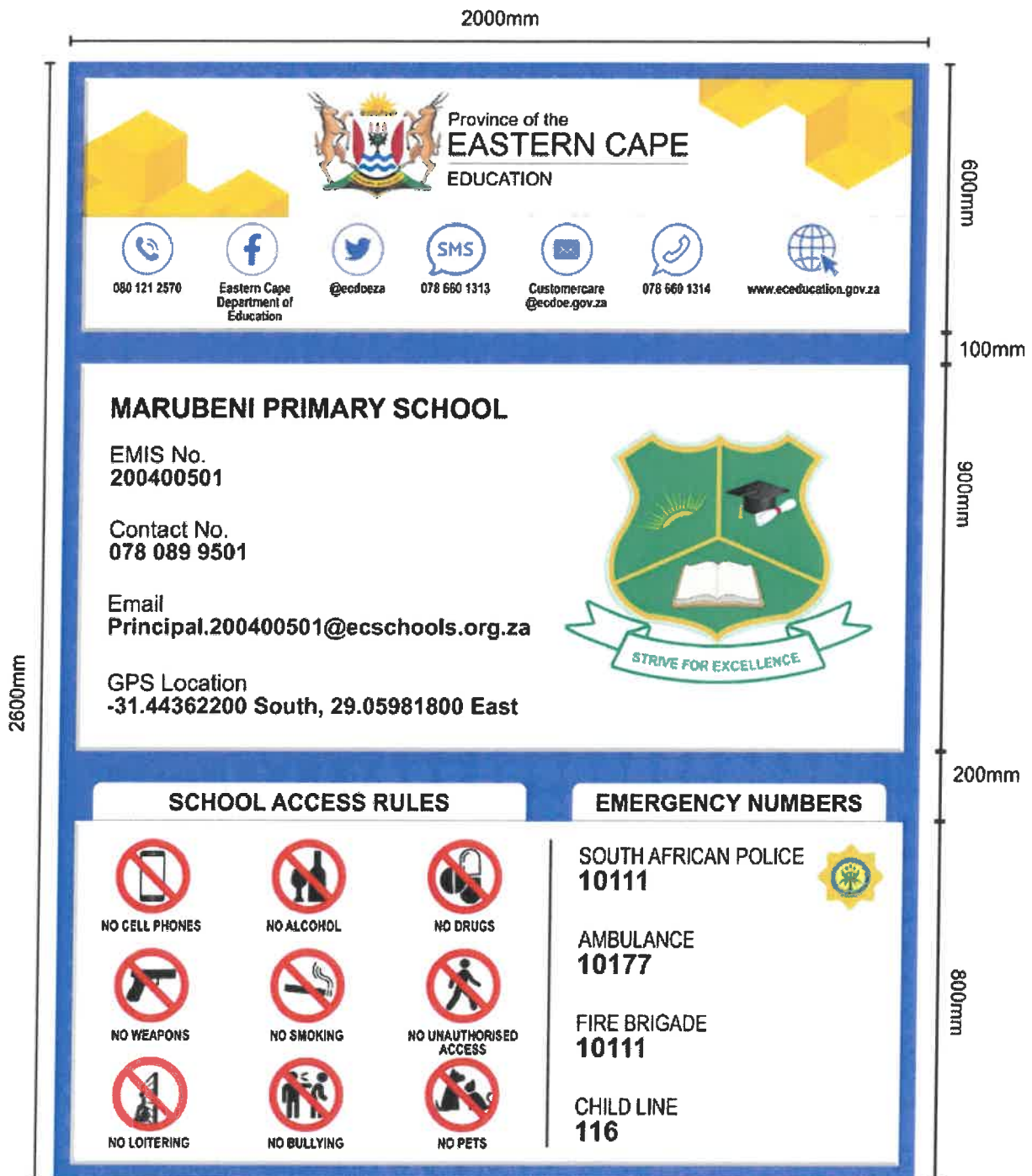
Arial Regular
ARIAL REGULAR

Arial Regular Bold
ARIAL REGULAR BOLD

Arial Narrow
ARIAL NARROW

SCHOOL SIGN BOARD DESIGN


SIZE SPECIFICATIONS




SCHOOL SIGN BOARD DESIGN

TEXT / FONTS


900mm



250mm



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Customer care
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180pt
Arial (Bold)

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700mm



600mm


150pt
Arial (Regular)
Arial (Bold)

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 NO WEAPONS	 NO SMOKING	 NO UNAUTHORISED ACCESS
 NO LOITERING	 NO BULLYING	 NO PETS

150pt
Arial Narrow (Bold)

EMERGENCY NUMBERS

SOUTH AFRICAN POLICE
10111 

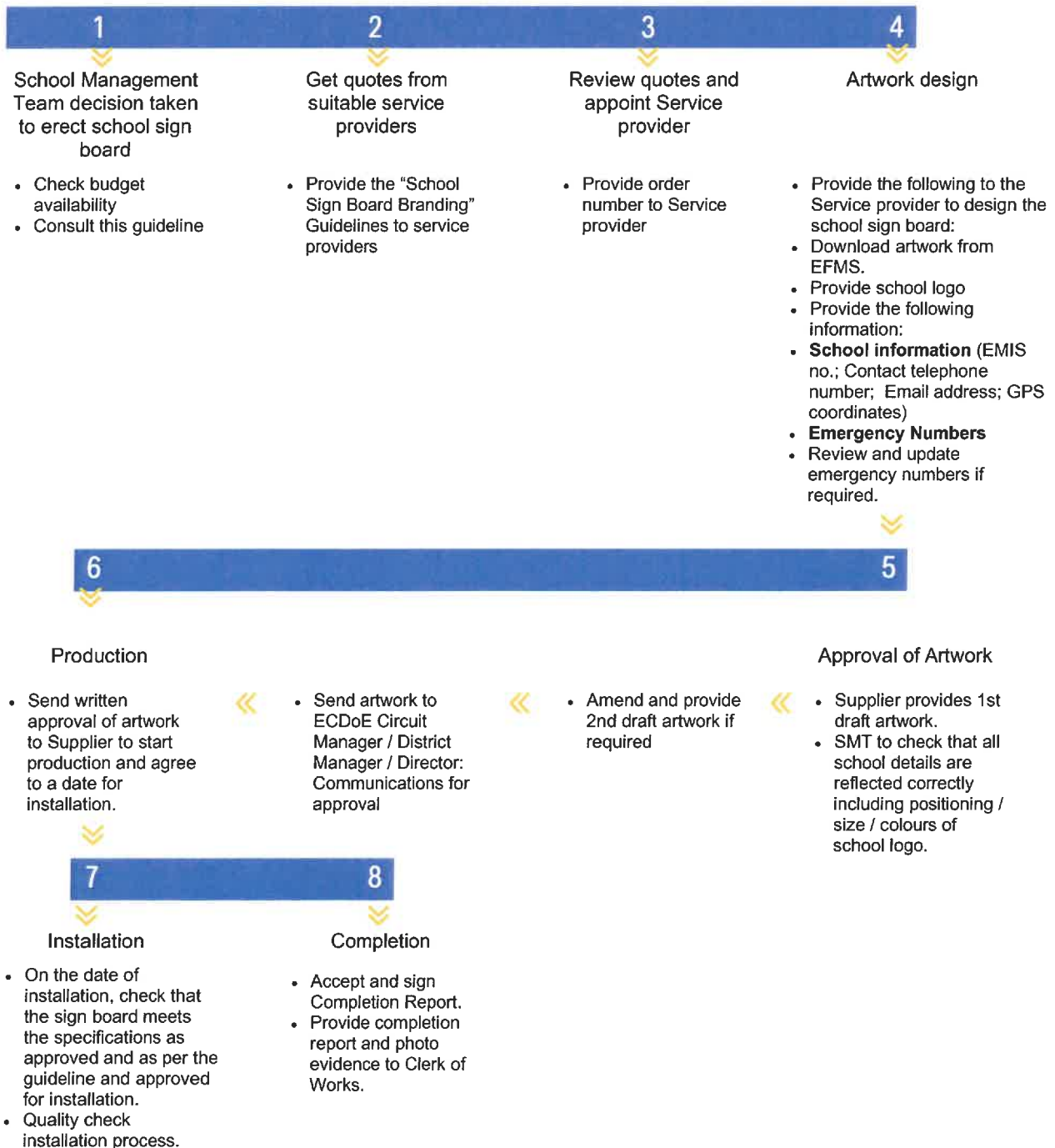
AMBULANCE **150pt**
10177 Arial Narrow (Regular)

FIRE BRIGADE
10111 **180pt**
Arial (Bold)

CHILD LINE
116

PROCESS FLOW

FOR DESIGN AND INSTALLATION OF SCHOOL SIGN BOARD





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Education



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