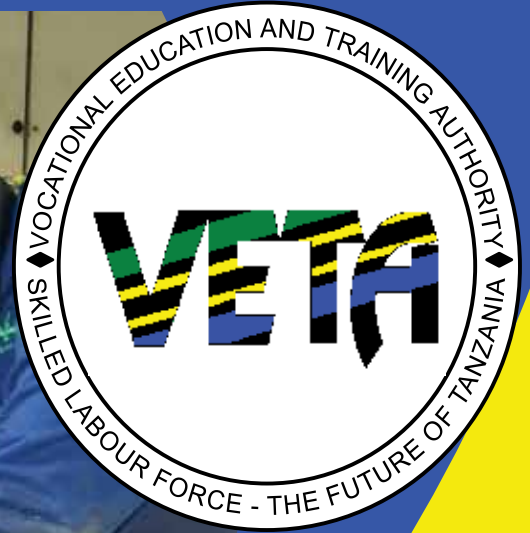


VOCATIONAL EDUCATION AND TRAINING AUTHORITY (VETA)



BRANDING GUIDELINE
May, 2019

VOCATIONAL EDUCATION AND TRAINING AUTHORITY



VETA BRANDING GUIDELINES

May, 2019

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1 INTRODUCTION

The Vocational Education and Training Authority (VETA) is an autonomous government agency formed through Act of Parliament No. 1 of 1994 as revised in 2006. The overall mandate of VETA is to oversee the Vocational Education and Training system in Tanzania.

VETA is a large public institution, with its centres and zonal offices spread across the country. Its activities and services are significant and touch different groups of people. VETA has a set of different elements, which are used to identify the organisation and differentiate it from others. However, the elements have not been well documented, consolidated and institutionalised across the entire organisation.

Therefore, **VETA Branding Guidelines** are developed to function as a lens for all VETA's public communications, promotion, correspondences, publicity, and public relations activities. They set standards for the Authority brand and identity in promotion, information and correspondence materials. The ultimate goal is to maintain a clear, consistent, recognizable and unified brand of VETA.

2 OBJECTIVES OF THE BRANDING GUIDELINES

- i. To maintain a clear, consistent, recognizable and unified external communication;
- ii. To build VETA identity to its audience, clients and prospects from a visual perspective;
- iii. To support promotion efforts;
- iv. To instil common understanding and belief on who we are;
- v. To boost employee pride and satisfaction;
- vi. To help identification of fake correspondences; and
- vii. To contribute to Authority's reputation growth.

3 SCOPE AND COPYRIGHT

The **VETA Branding Guidelines** are intended for developing information and promotion materials for VETA and in public communications, promotion, correspondences, publicity and public relation activities of the Authority. Therefore, **VETA Branding Guidelines** should be used ONLY for VETA's uses and purposes.

VETA staff or any external individual, organisation, institution or agency is NOT allowed to use the VETA Branding Components for any other purposes, which are not for the Authority.

4 VETA BRANDING COMPONENTS

VETA Visual Identity Package includes:

- i. Vision
- ii. Mission
- iii. Core Values
- iv. Logo
- v. Slogan
- vi. Typefaces
- vii. Corporate colours
- viii. Emails and Email signature
- ix. VETA Flag
- x. VETA Anthem

4.1 Vision, Mission and Core Values

Vision, mission and core values are developed and reviewed in line with strategic plan and direction of the Authority, normally over a period of five years.

The Director General shall issue circulars to inform staff members about the current vision, mission and core values at particular times when and as they are developed or reviewed.

Rules for Vision, Mission and Core Values:

- a) VETA Vision, Mission and Core Values shall be featured in introductory parts of VETA documents, presentations, publications, online media platforms and promotion materials;
- b) Vision, Mission and Core Values shall be written/posted on walls of VETA meeting rooms, notice boards or any publicly visible places;
- c) During public events, the introductory parts of the programme shall include VETA Vision and Mission.

4.2 VETA Logo

VETA Logo has a word VETA in capital letters with black, green, yellow and blue stripes, inscribed in a ring which has two sentences: *VOCATIONAL EDUCATION AND TRAINING AUTHORITY AND SKILLED LABOUR FORCE-THE FUTURE OF TANZANIA*. The two sentences are in capital letters and separated by the diamond bullet (◆). The font colour of the ring and the text in it is black. The logo is as it appears below:



Rules for using VETA Logo

- a) The VETA logo must be placed on all printed letters and materials issued by the Authority, all advertisements, posters, brochures, fliers, invitations, newsletters, educational materials, pamphlets, reports and any other VETA publications;
- b) VETA logo must always be reproduced in its entirety and in the colours as it is. In the case where colour printing could not be possible, black and white may be allowed.
- c) The logo must always be used in proportion, regardless of the size.

4.3 Slogan

A slogan is reiterated phrase to which a group or organisation is identified with or believes in. The Slogan of VETA is “*Skilled Labour Force-The Future of Tanzania*”.

Rules for Slogan

- a) The slogan shall be used in different communications and promotion activities;
- b) The slogan shall be attached to different publications and documents of the Authority to instil identity and belief among members of the VETA community.

4.4 Typeface/Font

VETA corporate Typeface is Trebuchet MS.

Rule for Typeface/Font

Trebuchet MS shall be used as the primary font in all internal and external documents, publications and advertisements of the Authority.

4.5 Corporate Colours

Corporate colours are one of the most instantly recognizable elements of a corporate visual identity and promote a strong non-verbal message on the company's behalf.

VETA corporate colours are: **Green, Yellow, Black, Blue, and White.**

Rules for Corporate Colours

- a) All VETA writings, designing, and decorations shall use VETA corporate colours

4.6 Emails and Email Signature

The Authority creates email addresses with VETA domain name for official communication purposes.

Rules for Emails and Email Signature

- a) Staff members shall use VETA email addresses in all official communications;
- b) The IT Unit shall create official email addresses for VETA staff members and provide guidance in the use of email signature in line with the Tanzania Government standards.

4.7 The VETA Flag

VETA flag is plain white with VETA Logo at its centre. The flag is one of the VETA symbols of identification and Branding Components.

Rules for Using VETA Flag

- a) VETA Flag shall be displayed at every VETA Office and at such places where VETA occasions are being held;
- b) The flag shall be displayed from sunrise to sunset;
- c) The flag shall be displayed on all days.

4.8 VETA Anthem

VETA has its Anthem. The Anthem is also one of the VETA symbols of identification and Branding Components.

The Lyrics of the Anthem is as below:

- 1) Vyo vya ufundi nchini kote
Tuende na VETA tujenge nchi
VETA chombo muhimu cha Taifa
Katika kuleta maendeleo.

Chorus

*Mafundi wote
Twende pamoja
Ooh Twende pamoja,
Tuende na VETA tujenge nchi.*

- 2) VETA msimamizi wa mafunzo
Ya ufundi stadi Tanzania
VETA mwendes haji na mwelimishaji
Wajenzi umeme pia mitambo

Chorus

- 3) VETA yasajili vituo vyote
VETA yashauri nyakati zote
VETA yatahini mafundi wote
Tanzania bara na visiwani.

Chorus

Rules for Using VETA Anthem

VETA Anthem shall be sung at different VETA occasions to instil recognition and branding of the Authority.

5 STANDARD APPLICATION OF BRANDING COMPONENTS IN DOCUMENTS, PUBLICATIONS AND PROMOTION MATERIALS

Application of the **VETA Branding Components** in different documents, information and promotion materials is hereunder summarised as follows:

5.1 Name of the Authority and Logo

- a) As a general rule, where the VETA Logo is to stand alone in a document or publication, it shall be placed at the centre on top of the document preceded by name of the Authority in full, capital letters “VOCATIONAL EDUCATION AND TRAINING AUTHORITY”;
- b) In the event where it should be with other logos, agreements shall be made with a view to ensure visibility of each part.

5.2 Stationery

(i) Envelopes

Office envelopes shall bear the VETA logo and tagline at the top of the front (face) while the bottom of the back should bear the address of the Authority.

(ii) Letterheads

- a) Letterheads of the Head Office shall bear the logo (at the centre), P.O. Box and email addresses of the Head Office on the right and the telephone and telefax, all on top of the paper. The centre of the letterhead shall have the word, “VETA” inscribed in watermark and in its colours as in the logo.
- b) Letterheads of VETA regional/zonal offices, centres, and institutes shall bear the logo with their addresses on the right and the address of the head office on the left. The two addresses to be separated with the VETA logo in between.

(iii) VETA T-shirts

- a) VETA T-shirts shall be standardised throughout the VETA community;
- b) During special occasions, staff members and VETA trainees shall wear VETA T-shirts.

5.3 Website and Electronic/Online information

- a) The main website for the Authority is www.veta.go.tz.
- b) The IT Unit at VETA HQ in collaboration with the Public Relations Unit shall facilitate standardisation of the structure and layout of the VETA website.

5.4 PowerPoint Template

- a) A standardised PowerPoint presentation template shall be designed and shared to staff;
- b) Staff members shall use the standardised PowerPoint template in preparing their presentations.

5.5 Coordination of Branding Activities

Notwithstanding the rules as provided on different branding items, production of all information, promotion materials and public documents shall be done in consultation with the Public Relations Unit.

5.6 Revision of Branding Standards

The **VETA Branding Guidelines** shall be reviewed as and when need arises and upon approval of the VET Board. Changes shall be communicated to all users.



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