

Moving Forward Prosperously

Foreword

A corporate identity is more than just a design image. It is an organisation's unique character and a combination of its reputation, name, and organizational culture. It encapsulates the motto: "the way we do things around here". A corporate identity has the purpose of graphically differentiating an organization or product in a way that is unique, appropriate and relevant.

The KwaZulu-Natal Department of Transport's corporate identity reflects the dynamic nature and innovative credo of the organization.

The Department prides itself as one of the leading lights in the field of effective service delivery to the people of KwaZulu-Natal and the new South Africa. The identity reflects the values and vision of the Department.

It projects our creative and progressive manner in which we deliver the direly needed services to our communities.

The Wheel

A continuous rotation for the better life. Like a spiral, the wheel rotates around a centre (axle) to create continuous circular motion.

A wheel is the ultimate symbol of movement, mobility, a change of fortune for the betterment of the quality of life, especially among communities in the rural areas. The wheel is continuously turning towards prosperity – towards a better life for all people.

The Road

From gravel road to tarred road. The gravel portion symbolizes underdevelopment and limited accessibility among rural communities. Infrastructure development by the Department results in semi-tarred to tarred roads.

Tarred roads are a symbol of economic development and ease of accessibility by the previously disadvantaged rural communities into the mainstream economy of the country. A movement from gravel to tarred roads therefore symbolizes progress, a shift, and a means through which economic emancipation is realized. The road to prosperity starts with a gravel road.



The South African Flag

The colours of the South African flag re-emphasize the need for a unity of direction and purpose for the rainbow nation. It symbolizes unity in diversity. Multiculturalism.

It projects a feeling of continuous motion forward; a motion from road infrastructure underdevelopment into a future dominated by hope and prosperity. A future tarred with a better life. A movement into a focus of economic upliftment of the lives of the people we serve.

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