



**DURBAN ICC**

INTERNATIONAL CONVENTION CENTRE  
INKOSI ALBERT LUTHULI ICC COMPLEX  
SOUTH AFRICA

# **BRANDING OPPORTUNITIES AND GUIDELINES**

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An aerial photograph of Durban, South Africa, showing a dense urban landscape. The Durban International Convention Centre (ICC) is a long, white, curved building with a flat roof, labeled 'DURBAN ICC'. To its right is the Durban Exhibition Centre (DEC), a large, white, rectangular building with a corrugated metal roof, labeled 'DURBAN EXHIBITION CENTRE (DEC)'. The city is surrounded by a blue ocean with white waves. In the bottom right corner, there is a logo for the Durban ICC, featuring a stylized orange and yellow shape above the text 'DURBAN ICC' and 'INTERNATIONAL CONVENTION CENTRE' in smaller letters, with 'INKOSI ALBERT LUTHULI ICC COMPLEX' and 'SOUTH AFRICA' below it.

**DURBAN ICC**

**ARENA**

**DURBAN  
EXHIBITION  
CENTRE (DEC)**



# GENERAL BRANDING OPPORTUNITIES AND GUIDELINES

- A detailed branding plan must be submitted to the Durban ICC one month prior to the event date for consideration and approval.
- Branding plan to clearly indicate specifications and location of all branding.
- All signage/branding to be supplied and rigged/erected by the client.
- Client to provide a fire-retardant certificate for all applicable branding.
- Costs of producing, installing and removing signage/branding will be for client's account.
- Client to provide their own cherry-picker and licensed driver where required.
- All machinery must be inspected by the driver prior to use, as per the OHS Act.
- Only a licensed driver with a valid medical certificate will be permitted to operate any lifting machinery.
- Client to provide a rigging certificate from a suitably qualified rigger for all branding which is rigged/suspended.

# GENERAL BRANDING OPPORTUNITIES AND GUIDELINES

- All exterior banners which are erected onto the building are subject to a structural engineers certificate for the client's account.
- All fabric to be fire retardant and a fire retardant certificate is required prior to installation.
- All branding, i.e. street pole banners, buffalo horn signage, internal and external branding (including free standing banners) must be included in the branding plan, branding that has not been included in the plan will not be permitted.
- No permanent fixtures will be permitted e.g. nails, paint, double-sided tape.
- No branding will be permitted without the prior written approval from the Durban ICC.
- No adhesives permitted.
- Obstruction to air-conditioning ducting, emergency escape routes, fire equipment will not be permitted.

## USE OF THE DURBAN ICC NAME AND LOGO ON BRANDING


- The Durban ICC markets and promotes itself within the destination of Durban and the greater KwaZulu-Natal Province. Emphasising our commitment to marketing the destination, the company's name emphasises the destination by placing it at the forefront of its trading name; '**Durban** International Convention Centre' or '**Durban** ICC'. The name should always be represented in text in either of the above versions and not as 'ICC Durban' nor abbreviated to 'DICC' or 'ICCD'.
- Use of the Durban ICC Logo is permitted in line with the Durban ICC Corporate Identity Guidelines and only with written authorisation from the Durban ICC.
- The Durban ICC logo is to be obtained directly from the Centre.




# USE OF THE DURBAN ICC NAME AND LOGO ON BRANDING

- Whenever the Durban ICC logo is printed, the following Pantone/CMYK/RGB Colours are to be used. These international colour codes ensure standardisation of the colours on the finished product. These Pantone colour codes are to be supplied to all external service providers such as printers and branding companies which will be printing the logo.

	Durban ICC Yellow - Pantone 123		
	0%	Cyan	R= 255
	25%	Magenta	G= 194
	100%	Yellow	B= 14
	0%	Black	

	Durban ICC Blue – Pantone 2747		
	100%	Cyan	R= 27
	90%	Magenta	G= 50
	0%	Yellow	B= 129
	20%	Black	

	Durban ICC Red – Pantone Warm Red		
	0%	Cyan	R= 239
	90%	Magenta	G= 66
	100%	Yellow	B= 36
	0%	Black	

	Durban ICC Grey – Pantone Cool Grey 9		
	32%	Cyan	R= 153
	28%	Magenta	G= 150
	28%	Yellow	B= 149
	16%	Black	



# DURBAN ICC EXTERIOR BRANDING OPPORTUNITIES







## RECTANGULAR WELCOME BANNER

Quantity:	1
Material:	Airtex Fabric (biodegradable, fire-retardant)
Rigging:	Bungee rope to existing steel framework. Banner to fit within existing steel framework.
Size:	Top width: 7m Bottom width: 5m Sides: 9m
Applicable to:	Full Centre Hire
Space Rental Cost:	R20 000 per event
Note:	Refundable damage deposit applicable



## TRIANGULAR WELCOME BANNERS

- Quantity: 4 or 6
- Material: Airtex Fabric  
(biodegradable, fire-retardant)
- Rigging: Bungee rope to existing steel framework. Banner to fit within existing steel framework.
- Dimensions: See Page 11
- Applicable to: Full Centre Hire
- Space Rental Cost: R5 000 per V-structure as illustrated
- Note: Refundable damage deposit applicable



# TRIANGULAR WELCOME BANNERS - DIMENSIONS







## FLAG POLES

Quantity: 27

Material: Fabric

Space Rental Cost: Nil

Notes: 5 poles reserved for ICC  
(Country flag, AU flag, City  
flag, ISO Flags, Durban  
ICC flag)

Poles available to client:  
ICC East: 10  
ICC West: 7

Applicable to: Full Centre Hire



## **DURBAN ICC MAIN RAMP BOLLARDS**

Quantity: Clients may use a choice of 8, 16, 24 or 37 bollards

Material: Fabric or PVC

Rigging: Velcro

Size: 570mm x 920mm

Space Rental Cost: R25.00 per bollard per event

Applicable to: Full Centre Hire



## EXTERNAL TRANSPORT SIGNAGE

Quantity:	2 or 4
Material:	Variable
Rigging:	Free Standing
Size:	Variable
Space Rental Cost:	Nil
Applicable to:	Full Centre Hire
Notes:	Free standing frames to be supplied by the client. Frames must be well supported and stable.



## EXTERIOR PYLON BANNERS



Quantity: 5 Double-sided banners on Stalwart Simelane Street,  
2 Double-sided banners on Walnut Road

Material: Heavy duty PVC with eyelets

Size: 5,82m x 1,75m

Space Rental Cost: Nil

Rigging: Cherry Picker / Cable Ties

Applicable to: Full Centre Hire

Notes: Whilst the banners are double sided, clients need only utilize the traffic facing side.



## SLOPING POLE BANNER GUIDELINES

1. Whilst the signs are double sided, clients need only utilize the traffic facing side.
2. Banner size must be 3m x 1.2m.
3. Banners should be made in a heavy duty PVC or canvas or other non-stretch material.
4. 6 Eyelets should be placed at top and bottom of the banner.
5. Transparent electrical ties for fixing the banner to the signs to be provided by the company erecting the banners.
6. Banner seams should be reinforced seams.
7. Wording and Logos to be approved by Ethekewini Municipality and Durban ICC before final production.
8. Location and number of banners to be advised and approved by Durban ICC.
9. The client is responsible to remove all branding immediately after the event, failing which the Durban ICC will appoint a service provider to remove the branding at the client's expense.

## SLOPING POLE BANNER GUIDELINES



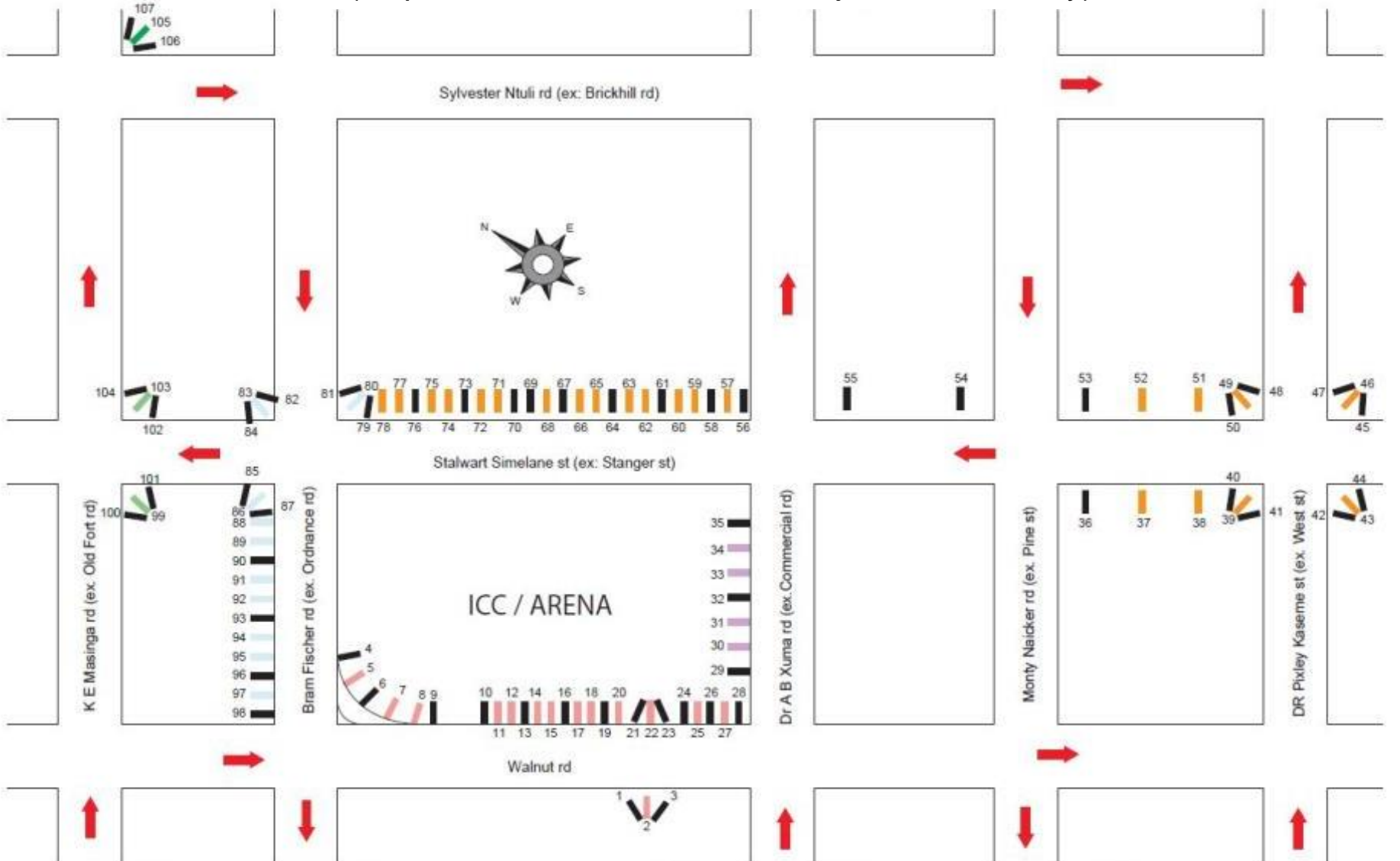
10. The Durban ICC will check for event conflicts and advise the number of banners that may be available for your event.
11. The artwork must be submitted by the design company to the elevation and traffic departments of the City for their prior approval before production can commence.
12. A maximum of 8 pieces of information per banner to ensure legibility.
13. Banner information is normally the name of the event, the logo, the date and the venue. Logos must be limited and must not dominate banner.
14. High-visibility clothing to be worn whilst rigging banners.
15. Construction cones to be placed in rigging area during installation.
16. Please ensure you submit artwork for approval to:

Thulani Zuke  
Advertising Contracts Officer  
General Advertising Branch  
Tel: +27 (0)31 311 7061  
Email: [Thulani.Zuke@durban.gov.za](mailto:Thulani.Zuke@durban.gov.za)



# Sloping Pole Banner Location

(53 poles reserved for clients, subject to availability)



- Reserved for Durban ICC 54 poles
- K E Masinga rd (ex. Old Fort rd) 3 poles
- Bram Fischer rd (ex. Ordnance rd) 10 poles
- Walnut Road 14 poles
- Dr A B Xuma rd (ex. Commercial rd) 4 poles
- Stalwart Simelane st (ex: Stanger st) 22 poles



## **COURTYARDS (4 IN TOTAL)**

### **STRETCH FABRIC PANELS**

Quantity: 6 x stretch fabric panels  
per courtyard

Size: Area between steel pillars  
7.8m (w) x 4.1m (h)

Space Rental Cost: Nil

### **BRANDED PANELS ON FENCE**

Quantity: 5 panels per courtyard

Size: 1.78m (w) x 0.92m (h)

Space Rental Cost: Nil

### **UMBRELLAS**

Quantity: 10 per courtyard

Space Rental Cost: R10 000 per courtyard

Applicable to: Full centre hire

Notes: Clients to provide their own  
umbrella structures





**DURBAN ICC INTERIOR BRANDING OPPORTUNITIES**





## MAIN REGISTRATION DESK

Quantity: 8 banners available for clients

Material: Tension Fabric Banners

Counter front (L-R): 3135mm x 1070mm  
2050mm x 1070mm  
2745mm x 1070mm  
4240mm x 1070mm

Back wall (L-R): 3910mm x 1840mm  
2400mm x 1840mm  
2400mm x 1840mm  
4050mm x 1840mm

Applicable to: At the discretion of the Durban ICC

Space Rental Cost: Nil

**Notes: Use of this space involves the professional removal and re-installation of the Durban ICC's banners after the event by the branding company.**

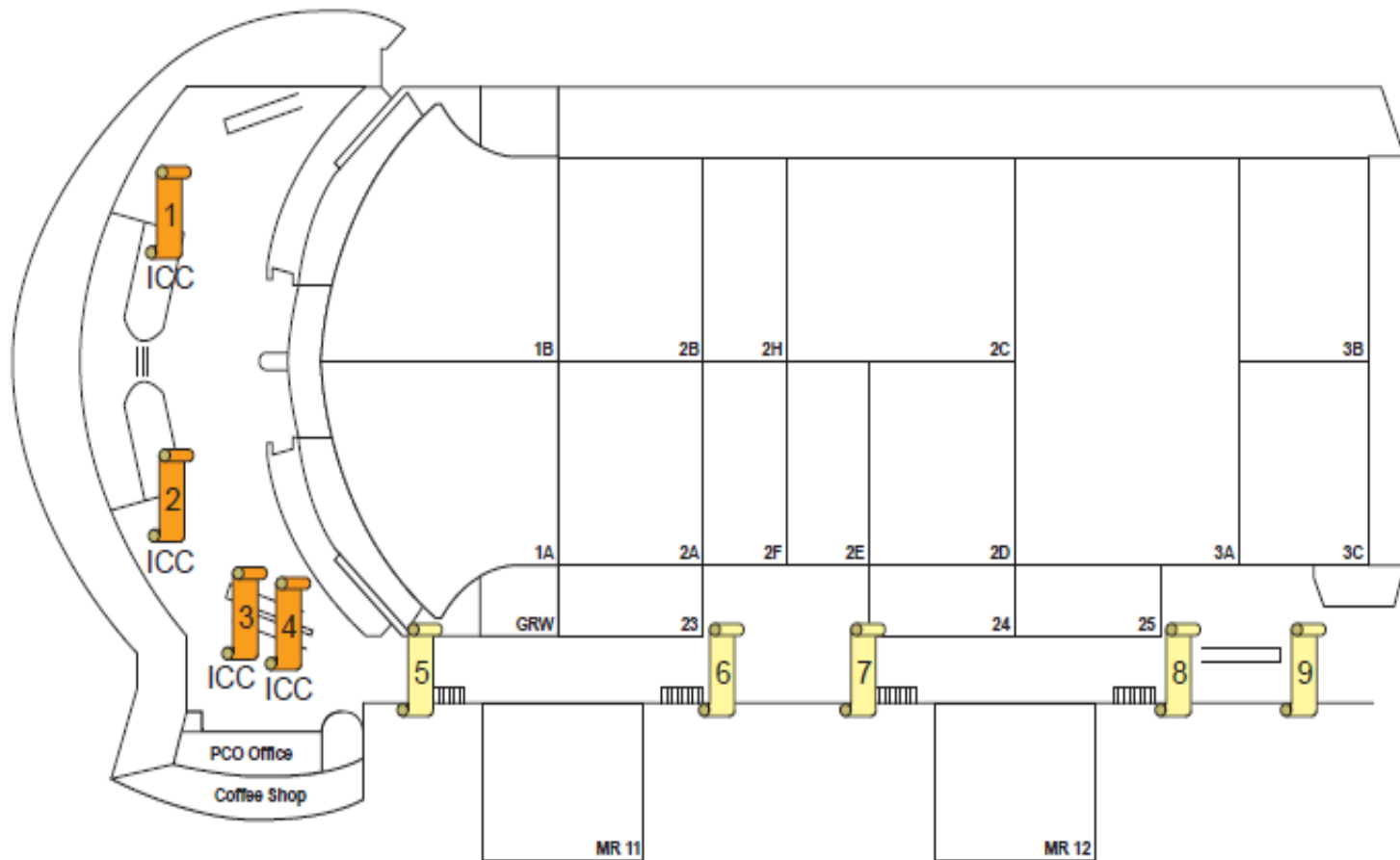
## BUFFALO HORN BANNERS

- Quantity: Total 9 Banners  
4 banners reserved for Durban ICC use  
5 available to client
- Material: Fire-retardant fabric or PVC (loop through Buffalo Horn)
- Rigging: Onto existing Durban ICC Buffalo Horns
- Space Rental Cost: Nil
- Applicable to: Full Centre Hire
- Notes: Banner to be printed on both sides  
Compulsory installation by Durban ICC at an additional cost



Buffalo Horn Signage Locations & Measurements

Banner	Measurement	Usage	Note
1	13.3m	ICC	The measurements represent the drop of one double sided buffalo banner. All banners are 1.19m wide
2	12.8m	ICC	
3	8.62m	ICC	
4	7.7m	ICC	
5	8.8m	Client	
6	7.5m	Client	
7	8.7m	Client	
8	8.4m	Client	
9	6.8m	Client	







## DURBAN ICC DIRECTIONAL PYLONS

Quantity: Maximum 10 Pylons (double-sided)  
Total frames: 8 per pylon  
Frames reserved for Durban ICC use: 4 per pylon  
Client frames available: 4 per pylon

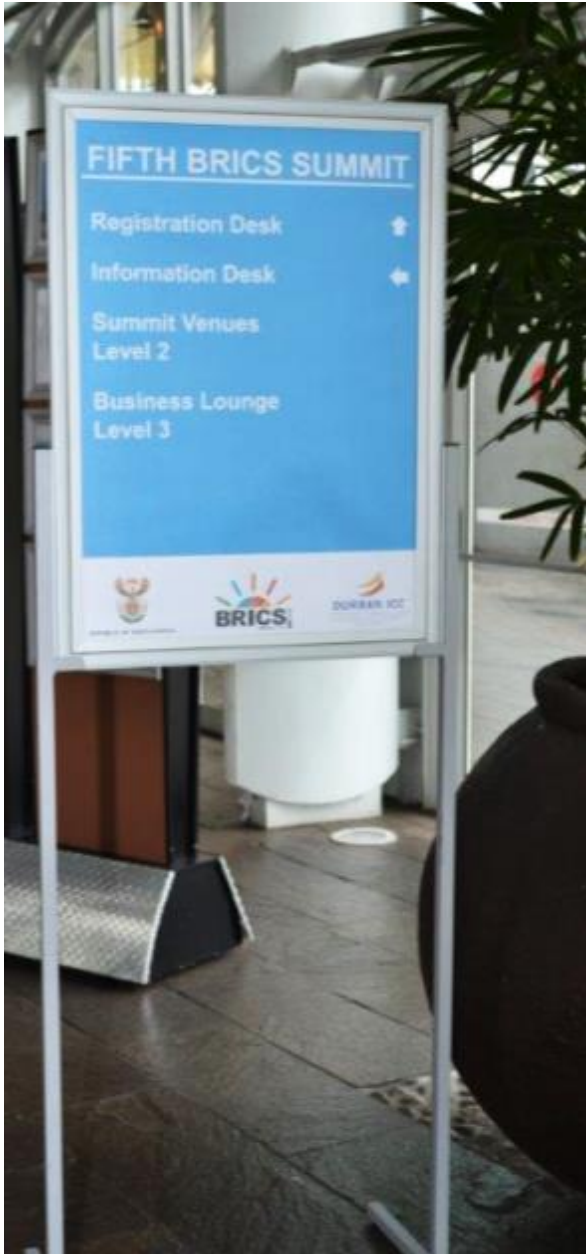
Material: 3mm Correx Boards into Snapper frames

Size: 420mm x 297mm

Cost: Nil

Structure: Free Standing

Note: 2<sup>nd</sup> frame from the top must indicate Durban ICC evacuation plan at all times.  
Availability at the discretion of the Durban ICC.



## DIRECTIONAL SIGNAGE

Quantity:	<u>Meeting Room Concourse</u> 1 sign per Meeting Room <u>Convention Hall Concourse</u> 2 signs per Convention Hall
Material:	Printed or photo paper
Size:	Variable (Subject to approval)
Space Rental Cost:	Nil
Structure:	Free Standing
Applicable to:	Full Centre Hire
Note:	Client to provide own signs and structure



## RETRACTABLE / FREE STANDING BANNERS

Quantity: **Durban ICC**  
Meeting Room Concourse  
 1 banner per Meeting Room  
Convention Hall Concourse  
 2 banners per Convention Hall

**Durban ICC Arena**  
 Upper Foyer - 6 banners  
 Arena Main Foyer - 6 banners

Material: Fabric / PVC  
 Maximum Size: 950mm x 2000mm

Space Rental Cost: Nil

Structure: Free Standing

Notes: Subject to Durban ICC safety and risk approval.

No limitations, subject to space availability and compliance with fire and safety regulations. Final approval by Risk manager in the convention halls or meeting rooms. No pull-up banners allowed in the Arena main hall during public events.





## BANNER WALLS

Quantity: 4

Material: Fire-retardant fabric

Size: Variable (subject to approval)

Structure: Free standing

Space Rental Cost: Nil

Note: Only allowed against walls which have no artwork. Not permitted to obscure any emergency exit.

Applicable to: At the discretion of the Durban ICC



## BROCHURE STANDS

Quantity:	4
Material:	Shell scheme
Size:	Recommended size 2000mm x 2000mm
Space Rental Cost:	Nil
Structure:	Free Standing
Applicable to:	At the discretion of the Durban ICC
Note:	Client to provide brochure stands. Client to remove all collateral and stand, failing which the client will be charged for removal.



## CEILING SUSPENDED SIGNAGE

Quantity:	Number to be approved by Durban ICC, dependent on the number of halls hired.
Rigging:	Cherry Picker /cables attached to Roof trusses.
Material:	Fire-retardant fabric / PVC
Size:	Variable
Space Rental Cost:	Nil





## **ARENA BALLUSTRATE WELCOME BANNER**

- Quantity: 1
- Material: Fire-retardant fabric or PVC with eyelets
- Rigging: Cable Tie / Rope attached to existing hand rail
- Size: 1.02m (h) x 12m (w)
- Space Rental Cost: Nil
- Applicable to: Full Centre Hire or Halls 5 & 6



## ARENA BAR SIGNAGE

- Quantity: Total 3 counters  
East and West counters reserved for Durban ICC  
Central counter for client use
- Material: Fire-retardant fabric / PVC
- Installation: Applied with doubled-sided velcro. Durban ICC to assess physical application.
- Size: 850mm (h) x 7350mm (w)
- Space Rental Cost: Nil
- Applicable to: Full Centre Hire or Halls 5 & 6
- Note: A wall banner permitted to be positioned behind bar counter. Signage is not to be fixed against the wall.





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