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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

3.278m  3.259m  3.136m  3.136m  3.259m  3.278m
6.419m  7.552m  8.427m  8.427m  7.552m  6.419m
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 Ethekwini 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.
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
Sloping Pole Banner Location
(53 poles reserved for clients, subject to availability)
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
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

<table>
<thead>
<tr>
<th>Banner</th>
<th>Measurement</th>
<th>Usage</th>
<th>Note</th>
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<tbody>
<tr>
<td>1</td>
<td>13.3m</td>
<td>ICC</td>
<td>The measurements represent the drop of one double sided buffalo banner.</td>
</tr>
<tr>
<td>2</td>
<td>12.8m</td>
<td>ICC</td>
<td>All banners are 1.19m wide</td>
</tr>
<tr>
<td>3</td>
<td>8.62m</td>
<td>ICC</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>7.7m</td>
<td>ICC</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>8.8m</td>
<td>Client</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>7.5m</td>
<td>Client</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>8.7m</td>
<td>Client</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>8.4m</td>
<td>Client</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>6.8m</td>
<td>Client</td>
<td></td>
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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: 2nd frame from the top must indicate Durban ICC evacuation plan at all times.
Availability at the discretion of the Durban ICC.
DIRECTIONAL SIGNAGE

Quantity:  
- Meeting Room Concourse: 1 sign per Meeting Room
- Convention Hall Concourse: 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 BALLUSTRADE 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


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.