



Launch of Brand Identity

A presentation by Lady Justice Lydia Mugambe Ssali
Chairperson, Editorial Board

Background...

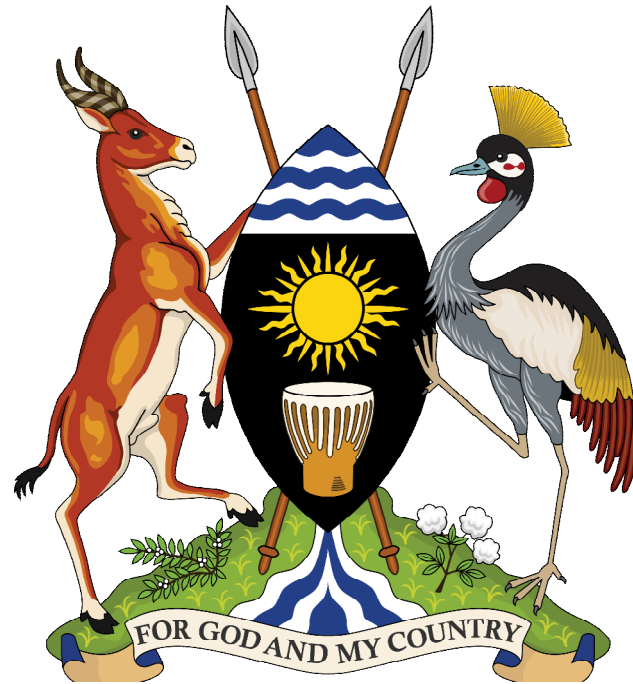
- Branding the Judiciary commenced in May 2015
- ***Fireworks Advertising***, a specialized consultancy firm, coordinated the rebranding process – ensured broad and effective.
- Ensured effective consultations and involvement of key internal stakeholders.
- Broad benchmarking done with various government organisations and other judiciaries/international justice institutions
- Process widely and carefully reviewed by Judiciary **Technical Committee, Editorial Board** and the **Judges Conference-2016**

The Rationale...

Branding the Judiciary is aimed at:

- Providing the Judiciary with a unifying corporate identity and platform for both internal and external communication
- To get the public to reappraise the Judiciary
- To inspire the Judiciary staff to meet the expectations of the general public
- To boost Judiciary's public visibility and public awareness initiatives

THE UGANDA COAT OF ARMS



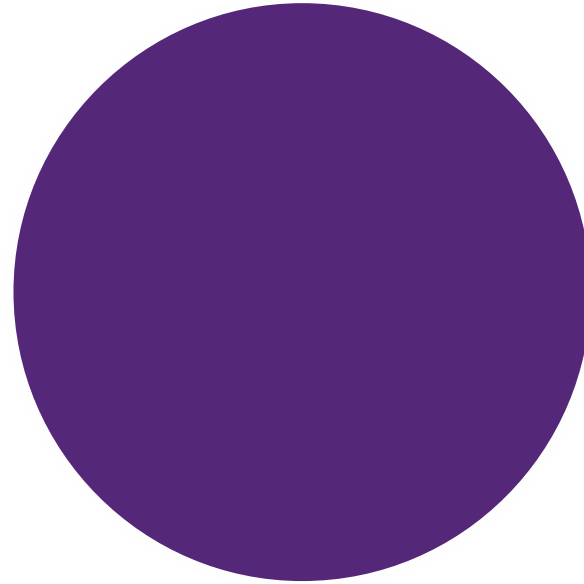
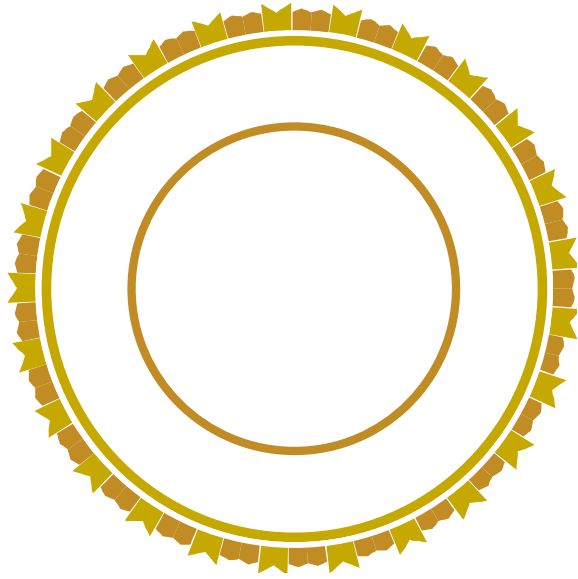
SYMBOL REPRESENTING THE KAMPALA HIGH COURT BUILDING



THE SCALE OF JUSTICE



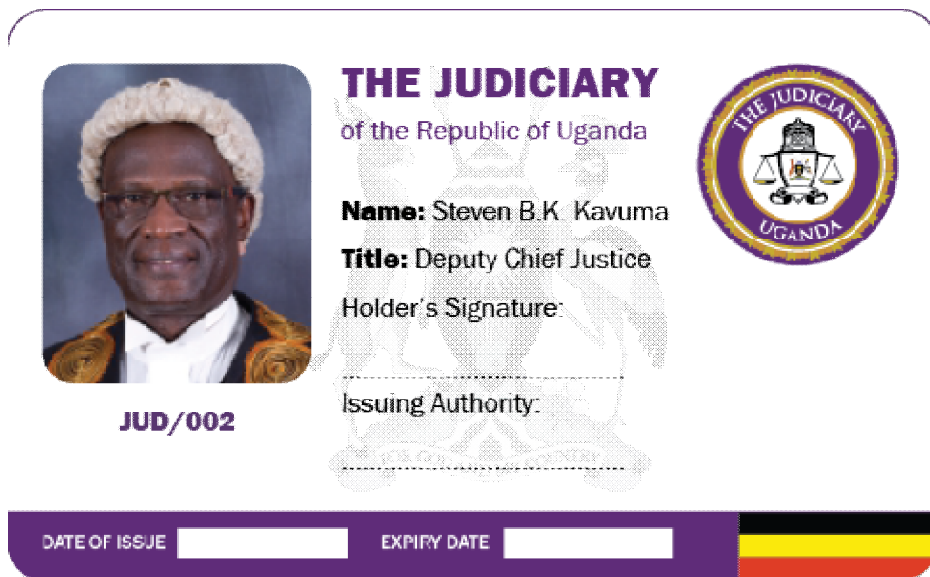
THE OFFICIAL COLOURS: PURPLE & YELLOW




THE NEW JUDICIARY LOGO



THE NEW JUDICIARY IDENTITY CARDS




THE JUDICIARY
of the Republic of Uganda



Name: Steven B.K. Kavuma
Title: Deputy Chief Justice
Holder's Signature: _____
Issuing Authority: _____

JUD/002

DATE OF ISSUE EXPIRY DATE



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UGANDA

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Hon. Bart M. Katureebe
Chief Justice of Uganda

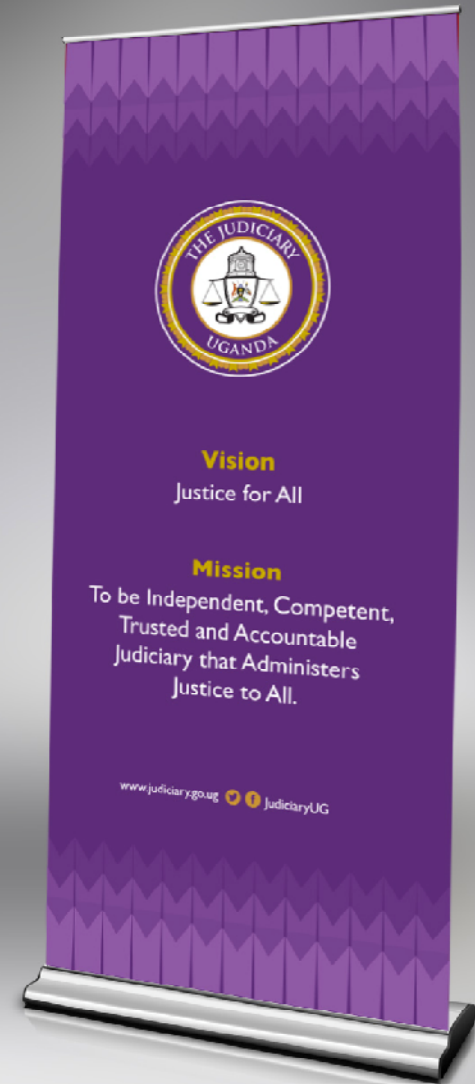
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The Judiciary Headquarters
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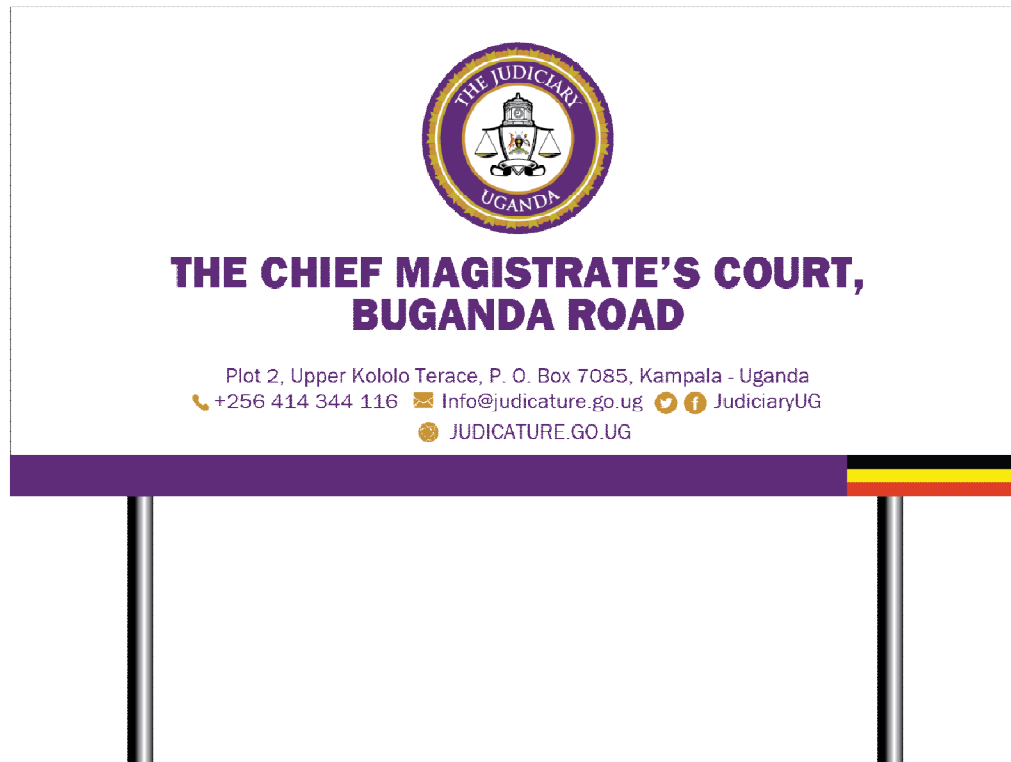


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DIRECTIONAL SIGNS



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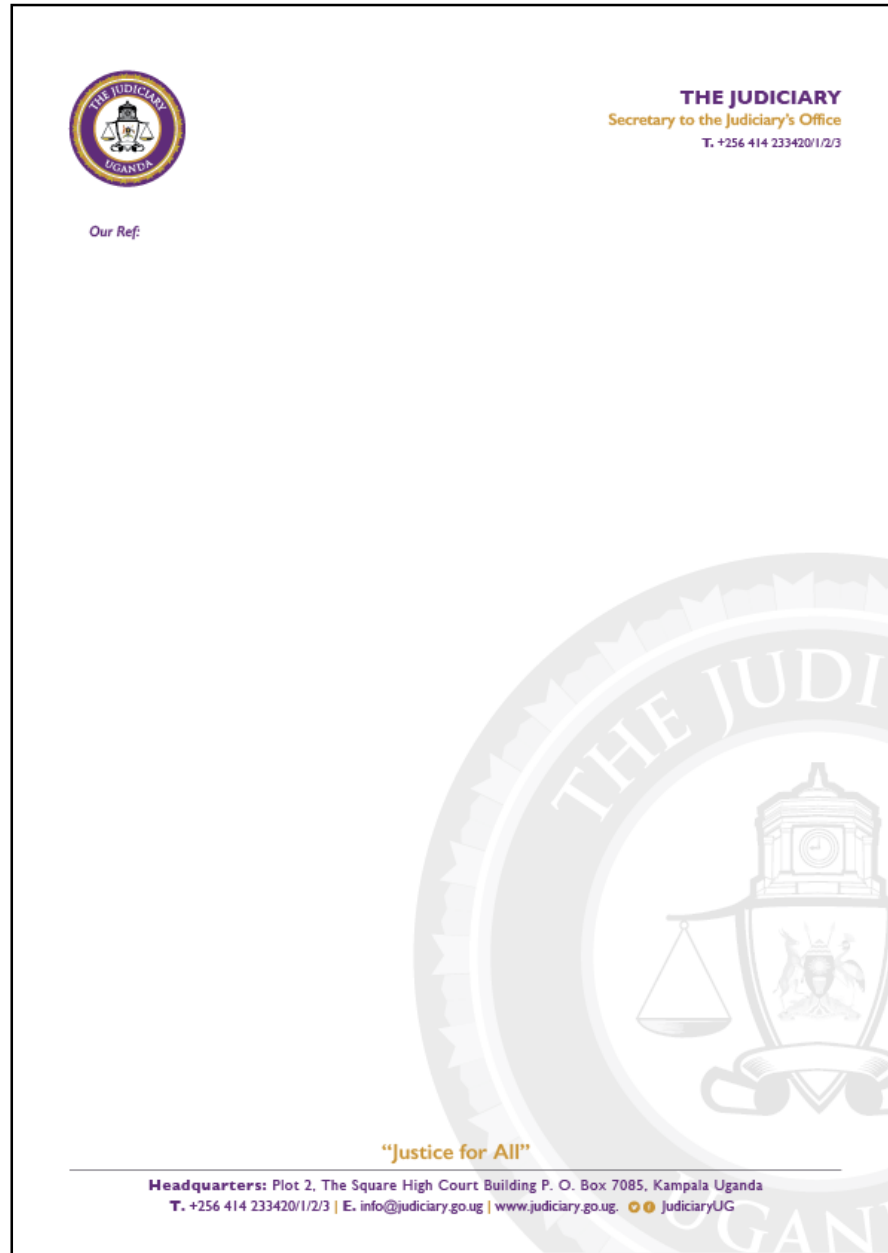
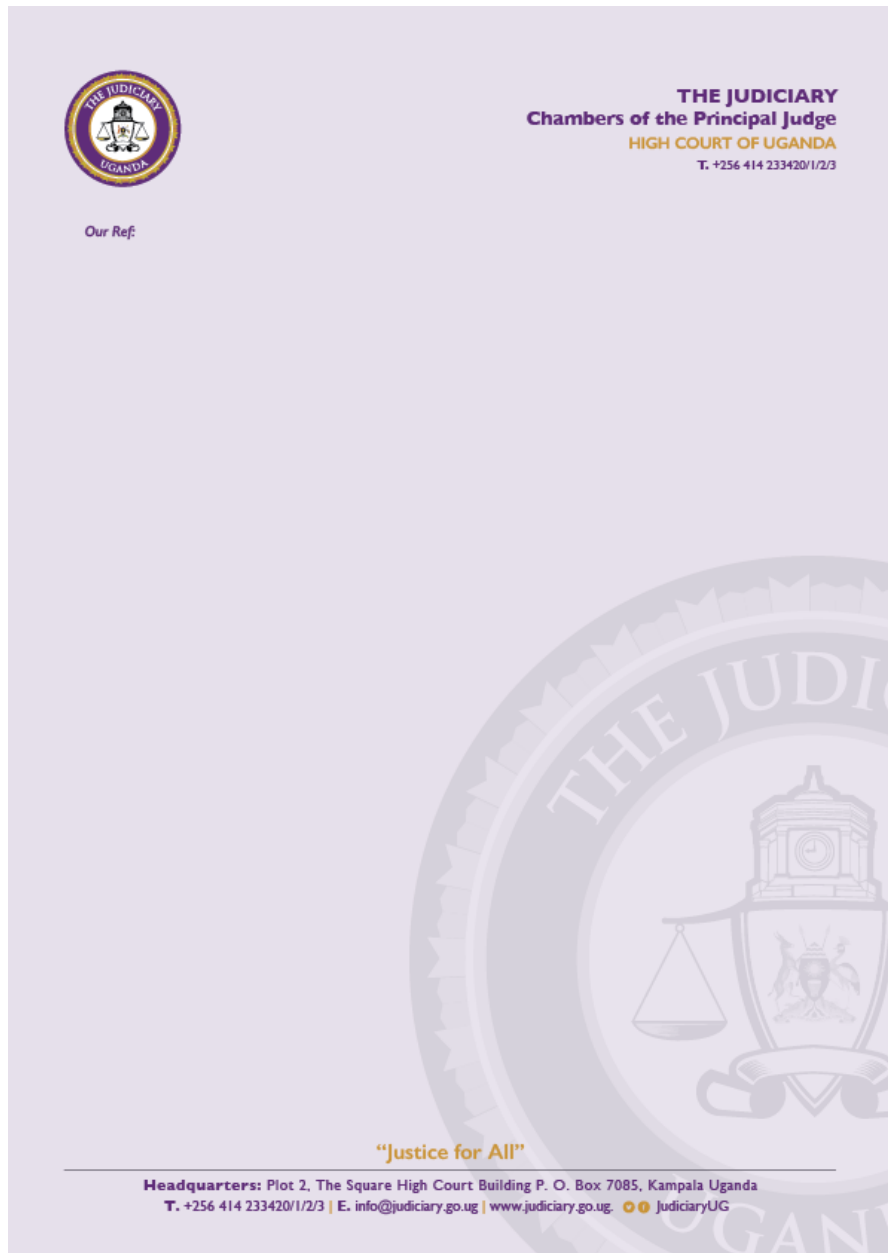
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Chambers of the Deputy Chief Justice
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T. +256 414 233420/1/2/3

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Chambers of the Chief Registrar
T. +256 414 233420/1/2/3

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THE JUDICIARY
HEAD OFFICE, KAMPALA
T. +256 414 233420/1/2/3

Our Ref:



"Justice for All"

Headquarters: Plot 2, The Square High Court Building P. O. Box 7085, Kampala Uganda
T. +256 414 233420/1/2/3 | E. info@judiciary.go.ug | www.judiciary.go.ug ●● JudiciaryUG



THE JUDICIARY
JUDICIAL STUDIES INSTITUTE
T. +256 414 286822



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"Bridging the Gap Between Law and Justice"

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THE JUDICIARY
REGISTRY OF PLANNING AND DEVELOPMENT
T. +256 414 233420/1/2/3



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Our Ref:

THE JUDICIARY
HIGH COURT CIRCUIT, MUKONO
T. +256 414 233420/1/2/3



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THANK YOU!