

# **Communication Protocol**

## **Purpose**

To standardise SAMuRA's communication style, tone, and procedures across all platforms.

## **Email Communication**

- All official emails must be sent from **info@samura.org.za**.
- Tone: professional, respectful, clear, and concise.
- Signature must follow the official SAMuRA format.
- All external communication must be archived for institutional record-keeping.

## **Letters and Formal Correspondence**

- Use the SAMuRA letterhead and aqua-green identity.
- Maintain consistent formatting, spacing, and typography.
- All letters must be stored in the "External Correspondence" folder.

## **Public Statements**

- Must be approved by the Communications Desk or Board.
- Language must be neutral, factual, and institutionally aligned.
- No political endorsements or commentary.

## **Document Standards**

- All documents must be written in English.
- Use the official SAMuRA style guide (fonts, colours, margins).
- All documents must be saved in PDF and DOCX formats.