

KAVANGO ZAMBEZI BRAND MANUAL

June 2025



**Kavango
Zambezi**
RIVERS OF LIFE

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INTRODUCTION

WHY HAVE OUR BRAND MANUAL?

Our brand manual is there to help us ensure a consistently professional projection of our precious brand. Consistency is important because it helps advance recognition which, in turn, promotes awareness. Consistency also builds trust, and a simple definition of a brand is that it is a badge of trust.

WHAT IS OUR BRAND MANUAL?

It's like any other instruction manual, containing rules and guidelines for us to apply to protecting and building our brand, using it in a way that is both effective and efficient.

HOW DO WE USE OUR BRAND MANUAL?

We refer to it constantly, even once we think we know it off by heart.

We don't break the rules and we purposefully apply the guidelines, and we ensure that other people do the same.

Also, we review our brand manual at least annually to ensure that it is kept relevant. This update of the brand manual done in May 2025 added additional detail on co-branding, corporate branding and additional examples of brand application to merchandise.

There's nothing wrong with changing the rules and the guidelines, but this must be done consciously, with the new rules and guidelines being applied just as consciously, starting with an update to our brand manual.



BRAND STRATEGY

LET'S START WITH WHY THE BRAND HAS BEEN CREATED:

The **purpose** of the Kavango Zambezi brand is to use tourism as a source of economic benefit to both conservation and local communities.

WHAT DO WE WANT OUR BRAND TO ACHIEVE?

The brand needs to help achieve this vision: To see Kavango Zambezi as a well-known and valued tourism destination actively promoted by the tourism trade and appreciated by local stakeholders who can measurably see the benefits of both conservation and tourism.

TO MAKE KAVANGO|ZAMBEZI A DESTINATION OF CHOICE, KAZA WILL:

- Follow the five governments' lead in implementing strategies for ease of access.
- Collaborate with the tourism trade both locally and internationally to:
 - Promote awareness of Kavango Zambezi.
 - Develop special interest products
 - Design routes that promote cross-border travel and extend duration of visits.
 - Provide easily accessible information.
- Actively seek to ensure the inclusion of local communities.
- Ensure sustainable conservation, including consumptive use of resources, is appreciated.
- Promote the ideals of eco-tourism.
- Make a conscious contribution to combatting climate change.

WE WILL APPLY THESE VALUES IN LIVING OUR BRAND:

COMMITMENT
to conservation.

CARE
for the environment.

COLLABORATION
of stakeholders.

AND THE ESSENCE OF OUR BRAND IS OUR SLOGAN: **RIVERS OF LIFE**



HOW IS THE BRAND POSITIONED TO ACHIEVE ITS PURPOSE?

The RIVERS OF LIFE where five visionary nations have come together to care for a vast Trans Frontier Conservation Area, rich in natural and cultural diversity, to share with all who love wildlife without borders.

So, the **promise** we will make to the world is:

The RIVERS OF LIFE, rich in natural and cultural diversity, to share with all who love wildlife without borders.

WE BELIEVE THAT DELIVERING ON OUR PROMISE WILL CONTRIBUTE TO GREATER GOOD:

To conserve one of our Earth's beautiful places for future generations.

CONSISTENCY HELPS BUILD TRUST.

A short definition of a brand is that it is a badge of trust. The best way to build trust is to keep our promises.

Another way is to be consistent and there are two ways we do this:

- By strictly applying our brand identity rules as presented in this brand manual.
- And by being guided by our chosen brand expression which consists of personification, words, tone and manner, a visual language and a creative platform.



IF OUR BRAND WERE A PERSON, HERE IS WHO WE WOULD BE:

The **sage guide**, a combination of a game guide and a wise elder, someone who can share all the wonderful stories of the people of the river.

AND SO OUR WORDS, TONE AND MANNER WHEN PROMOTING THE BRAND ARE THAT OF THE STORYTELLER:



We must not forget that our **words** are promoting a Trans Frontier Conservation Area and therefore the focus of our content must be on conservation, recognising that tourism helps fund conservation and that both conservation and tourism must benefit local communities. Although this is a serious message, we want our **tone and manner** to be that of the storyteller using the light touch of a good entertainer, intriguing people into learning.

OUR CREATIVE PLATFORM CONTINUES THE STORYTELLING THEME

We have such a bounty of beauty to share, so our creative platform is:

SHARING THE STORIES OF LIFE ON THE RIVER

This is a powerful and evocative creative platform because sharing speaks of generosity, connection and kindness and of caring for and conserving this beautiful place for the enjoyment of generations to come. And storytelling is a naturally persuasive way of bringing in culture: the stories of the people of the river. Given the wealth of stories to share the creative platform will certainly have longevity.

OUR BRAND IDENTITY CAPTURES THE ESSENCE OF OUR BRAND:

These colours represent
the beautiful sunrises and
sunsets on the rivers

The blue represents the rivers of life
and the green the verdant growth
nurtured by the rivers.



The elephant is symbolic because
Kavango Zambezi has the highest
African elephant population in the world.

**Kavango
Zambezi**

The name recognises the
catchment areas that constitute the
Trans Frontier Conservation Area with
the 'KA' and 'ZA' given prominence.

Our slogan positions us. ——— **RIVERS OF LIFE**



The background of the entire page is a photograph of a savanna at sunset. A large giraffe stands in the foreground on the right, its silhouette dark against the bright orange sky. The sun is a large, glowing orb partially obscured by clouds, positioned behind the giraffe's neck. In the background on the left, a smaller giraffe stands facing the viewer. The ground is covered in low-lying, dry vegetation.

BRAND IDENTITY RULES

BRAND IDENTITY
- CONSTRUCTION
- BACKGROUNDS
- CLEAR SPACE AND SIZE
- COLOUR PALETTE
- TYPOGRAPHY
VISUAL LANGUAGE
CO-BRANDING

BRAND IDENTITY

ORIGINAL FULL COLOUR BRAND IDENTITY

This is the primary logo format



Kavango
Zambezi



BRAND IDENTITY

ORIGINAL BRAND IDENTITY IN GREYSCALE, WHITE & BLACK



Kavango
Zambezi



Kavango
Zambezi



Kavango
Zambezi

BRAND IDENTITY

FULL COLOUR BRAND IDENTITY - HORIZONTAL VERSION



Kavango Zambezi



BRAND IDENTITY

BRAND IDENTITY – HORIZONTAL VERSION IN GREYSCALE, WHITE & BLACK



Kavango Zambezi



Kavango Zambezi



Kavango Zambezi

BRAND IDENTITY

ORIGINAL FULL COLOUR BRAND IDENTITY WITH SLOGAN



Kavango
Zambezi
RIVERS OF LIFE

BRAND IDENTITY

ORIGINAL BRAND IDENTITY WITH SLOGAN IN GREYSCALE, WHITE AND BLACK



**Kavango
Zambezi**
RIVERS OF LIFE



**Kavango
Zambezi**
RIVERS OF LIFE



**Kavango
Zambezi**
RIVERS OF LIFE

BRAND IDENTITY

ORIGINAL FULL COLOUR BRAND IDENTITY WITH SLOGAN – HORIZONTAL VERSION



Kavango Zambezi
RIVERS OF LIFE

BRAND IDENTITY

ORIGINAL BRAND IDENTITY WITH SLOGAN - HORIZONTAL VERSION IN GREYSCALE, WHITE AND BLACK



Kavango Zambezi
RIVERS OF LIFE



Kavango Zambezi
RIVERS OF LIFE



Kavango Zambezi
RIVERS OF LIFE

BRAND IDENTITY

FULL COLOUR BRAND IDENTITY WITH DESCRIPTOR



**Kavango
Zambezi**

TRANS FRONTIER
CONSERVATION AREA

BRAND IDENTITY

BRAND IDENTITY WITH DESCRIPTOR IN GREYSCALE, WHITE & BLACK



**Kavango
Zambezi**
TRANS FRONTIER
CONSERVATION AREA



**Kavango
Zambezi**
TRANS FRONTIER
CONSERVATION AREA



**Kavango
Zambezi**
TRANS FRONTIER
CONSERVATION AREA

BRAND IDENTITY

FULL COLOUR BRAND IDENTITY WITH DESCRIPTOR – HORIZONTAL VERSION



Kavango Zambezi

TRANS FRONTIER CONSERVATION AREA

BRAND IDENTITY

BRAND IDENTITY WITH DESCRIPTOR – HORIZONTAL VERSION IN GREYSCALE, WHITE & BLACK



Kavango Zambezi
TRANS FRONTIER CONSERVATION AREA



Kavango Zambezi
TRANS FRONTIER CONSERVATION AREA



Kavango Zambezi
TRANS FRONTIER CONSERVATION AREA

BRAND IDENTITY

APPROPRIATE USE ON BACKGROUNDS

Our full colour brand identity may ONLY appear on a white background and if used on a picture, only placed on a plain, light coloured section. The standard brand identity may appear as a single colour white reversal to ensure maximum contrast and legibility. Do not add shadows or other effects. Do not change the appearance of the brand identity. Do not stretch the brand identity.



BRAND IDENTITY

CLEAR SPACE AND SIZE

When placing the brand identity in a layout, make sure that it appears large enough for the text to be clearly legible, and that there is ample space between the logo and other elements.



Minimum size

The logo should not appear smaller than 26 mm wide, to ensure the marketing slogan remains legible.



BRAND IDENTITY

CLEAR SPACE AND SIZE

If the logo ever needs to be smaller than the minimum size, then the slogan must be removed, in order to keep legibility.



Minimum size

The logo should not appear smaller than 26 mm wide, to ensure the marketing slogan remains legible.



COLOUR PALETTE

PRIMARY COLOURS

Only our established brand colours and their respective colour breakdowns may be used. This will ensure that our brand colours match across different communication formats and materials. When using spot colours to print, always refer to physical Pantone swatches to ensure colour accuracy. The brand colour palette consists of a primary palette which is to be used widely, supported by the associated tints.

Body copy is to be 75% black.

PANTONE

534

cmyk

100 83 35 23

rgb

23 58 100

hex

#173A64

PANTONE

7690

cmyk

75 19 0 26

rgb

0 128 175

hex

#0081AF

PANTONE

360

cmyk

58 0 100 0

rgb

119 192 67

hex

#77C043

PANTONE

116

cmyk

0 18 100 0

rgb

255 207 0

hex

#FFCF01

PANTONE

1645

cmyk

0 80 96 0

rgb

241 90 39

hex

#F15A27

PANTONE

1807

cmyk

25 91 77 17

rgb

165 53 58

hex

#A5353A

TYPOGRAPHY

Sub Headings

Poppins (all caps) - SemiBold with tracking of 80

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Pull out text for emphasis

Poppins - SemiBold with tracking of 80

abcdefghijklmnopqrstuvwxyz

Body copy

Verdana Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Headlines

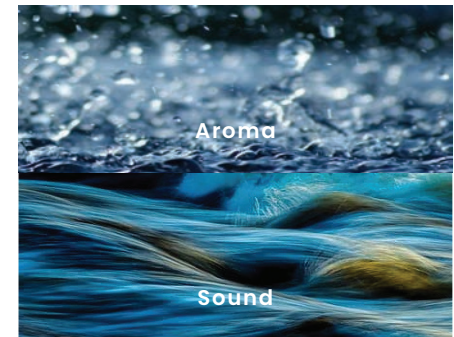
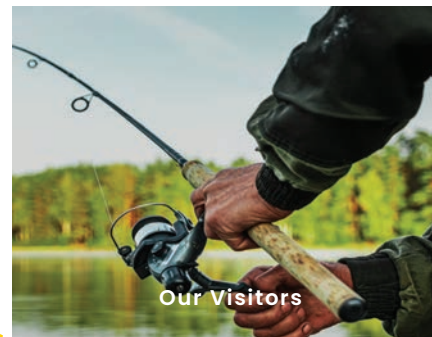
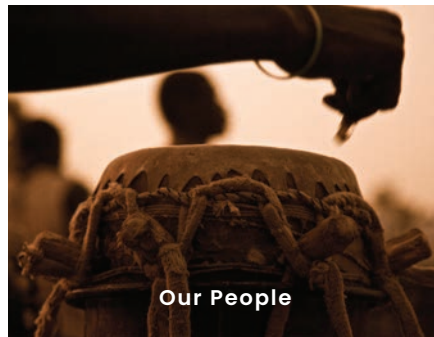
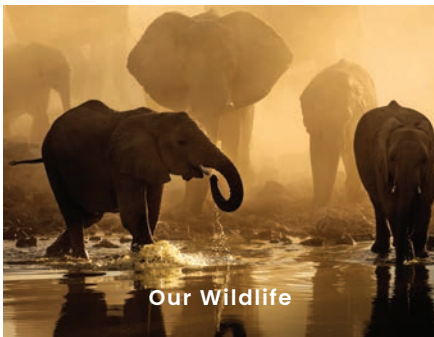
DIN Next LT Pro - Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

VISUAL LANGUAGE

VISUAL LANGUAGE is informed by our lifegiving rivers, from the peace of a sunset or a gently but strongly flowing river, to the thunder of the falls.

PHOTOGRAPHY should be evocative of the sensual experience of our rivers. This does not mean that every picture used must include the rivers, but remember that the rivers differentiate Kavango Zambezi from other safari destinations, so they need to dominate. It is also important to include our people of the river as well as the visitors they welcome to share their natural and cultural diversity.

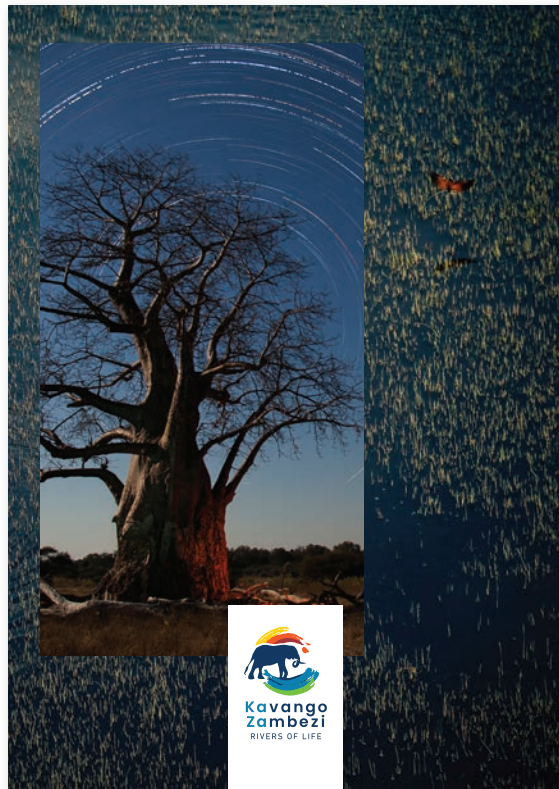


VISUAL LANGUAGE

As can be seen from this selection of pictures the colours that dominate are those in our brand identity:
Orange - For the beautiful sunrises and sunsets, Brown - representing the earth, Green for the lush vegetation, Blue - representing the water and sky



VISUAL LANGUAGE



For creative artwork with minimal copy, the logo should appear in a long, white holding shape, that runs off the page. This may be placed at the bottom in most cases, but should be placed at the top for elements such as standing banners, so that the logo will not be obscured.

In order to dramatise the magical diversity of the area, we use two images which are complementary in colour tone. These images, which are optimally cropped to show them in their best light, are rectangular in format which reflects the vertical white strip that holds the logo.



The circular brushstroke shape from the logo may be used as a holding shape for page numbers in documents.

If the shape is on a dark background, the number inside should be in white. If the shape is on a white background, the number inside should be in the darkest blue from our colour palette.

The number should be in the font of
DIN Next LT Pro - Bold Condensed



CO-BRANDING

THE BRAND IDENTITY WITH THE DESCRIPTOR IS USED FOR CO-BRANDING

Public and private sector organisations that have signed up as brand ambassadors of Kavango Zambezi, are encouraged to use the brand together (co-branded) with their own brands and marketing materials.

All entities wishing to use the brand for co-branding should obtain permission from the Kavango Zambezi Secretariat to do so.

For co-branding the user's brand will be the master brand while the Kavango Zambezi tourism destination brand will be a subsidiary ingredient brand enhancing the master brand's offering as well as showing the user's support of Kavango Zambezi.



CO-BRANDING

The purpose of co-branding is to promote **collaboration**, which is one of our brand values. Co-branding allows brands to endorse each other to mutual advantage. The portfolio of brands used in co-branding for Kavango Zambezi includes:



This is the KAZA organisational brand. It represents everything that KAZA stands for: community, conservation and tourism.

For the organisational brand it is fine to use the KAZA acronym, but always apply the acronym protocol: the first time you use it, it should be Kavango Zambezi (KAZA) as applied above.



These are the Kavango Zambezi tourism destination brands representing KAZA's endeavour in tourism.

The version with the slogan is utilised when the brand is used on its own or when it is co-branding with the Kavango Zambezi (KAZA) organisational brand.



The version with the descriptor is used in all other co-branding.

A WIDE RANGE OF PARTNER BRANDS

This is a wide range of brands representing our partners in tourism, e.g. National tourism offices or agencies and private operators.

CO-BRANDING

There is always a **hierarchy** in co-branding with a dominant master brand and a subservient endorsement brand.



When KAZA Secretariat is presenting its full range of endeavours, it uses its corporate logo and may use its tourist destination brand with slogan if it so chooses.

In the above KAZA may choose to give recognition to partners or donors



If the KAZA Secretariat is promoting tourism then it uses the tourism destination brand with slogan and may use the corporate brand if it so wishes.

In the above KAZA may choose to give recognition to partners or donors

A WIDE RANGE OF PARTNER BRANDS



If a partner is promoting itself then it will use its own brand as the master brand and the Kavango Zambezi tourism destination brand with descriptor as an endorsement brand.





BRAND APPLICATION

ADVERTS
POSTERS
BANNERS
MERCHANDISING
BROCHURE
FLYER
WEBSITE
SOCIAL MEDIA HEADER
SIGNAGE
SHOW STAND
CORPORATE STATIONERY

ADVERTS, POSTERS AND BANNERS

**LAYOUT DESIGN SHOULD ALWAYS FOLLOW BRAND GUIDELINES
AND FEEL APPROPRIATE TO THE CONTENT.**

Make use of the full expressive range of brand assets.

Take the opportunity to showcase quality photography and evocative text.

Take cues from existing designs to help maintain consistency across communications.

A successful layout is eye-catching, clear, and functional.

Layouts and compositions should have a single dominant focal point.
This enhances clarity by giving the viewer an anchor and helps guide their eye.

FIVE NATIONS SHARING ONE VAST CONSERVATION PARADISE.



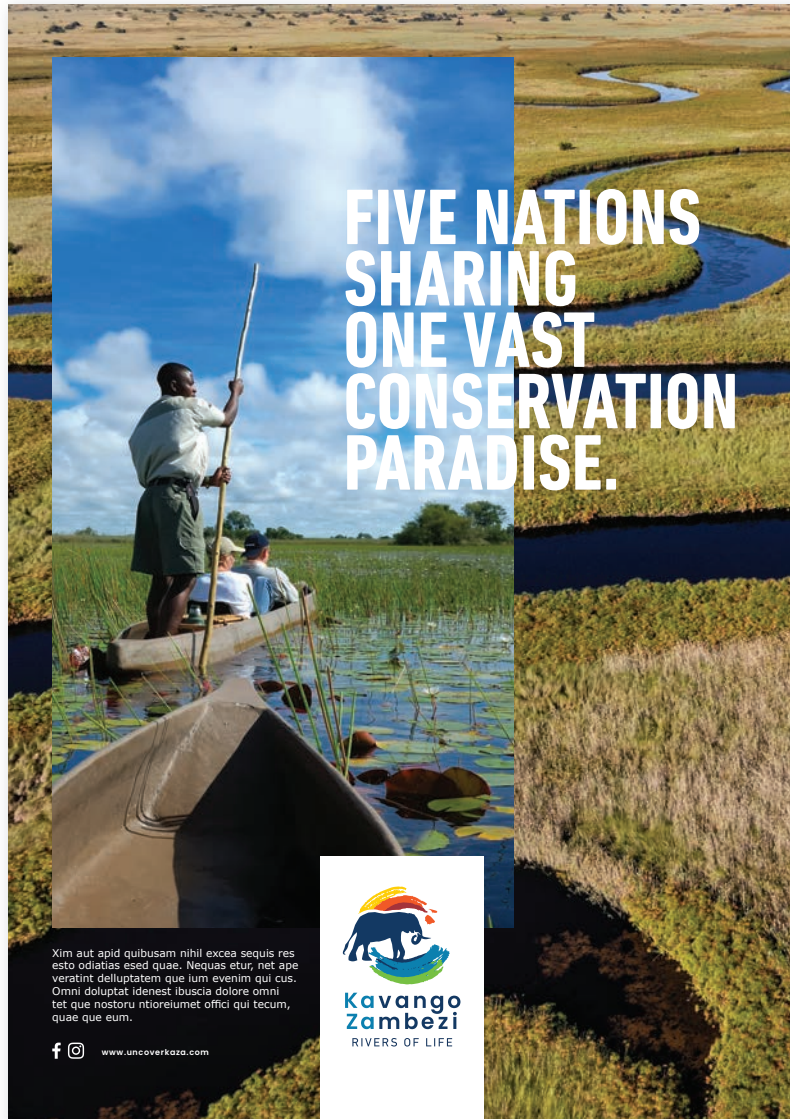
GREAT STORIES ARE WAITING TO BE TOLD

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[UNCOVERKAZA.COM](#) [CONTACT DETAILS](#) [OTHER INFO](#)



POSTERS



FIVE NATIONS SHARING ONE VAST CONSERVATION PARADISE.

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f i www.uncoverkaza.com



**Kavango
Zambezi**
RIVERS OF LIFE



SHARE THE PLAYGROUND OF GIANTS.

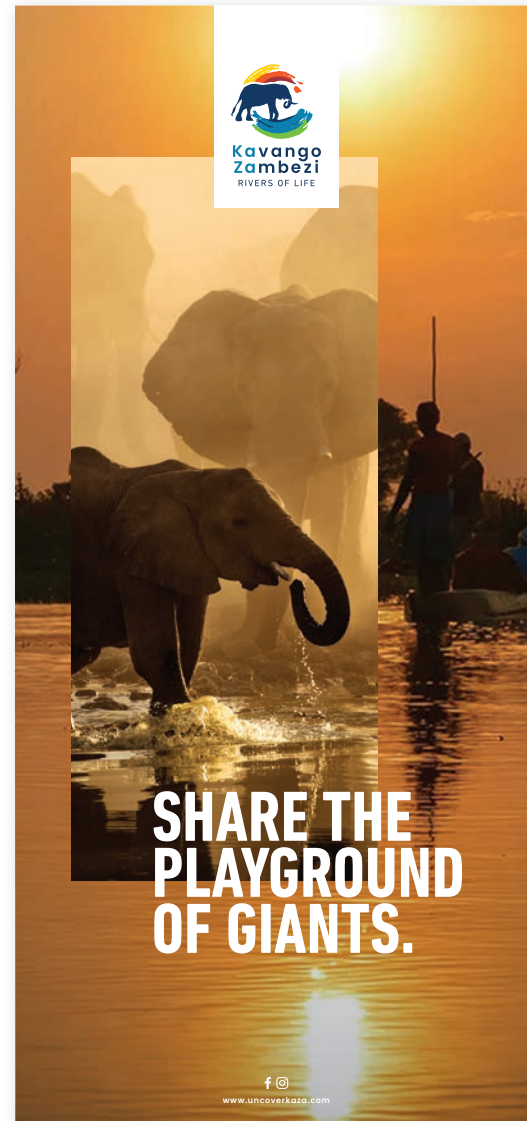
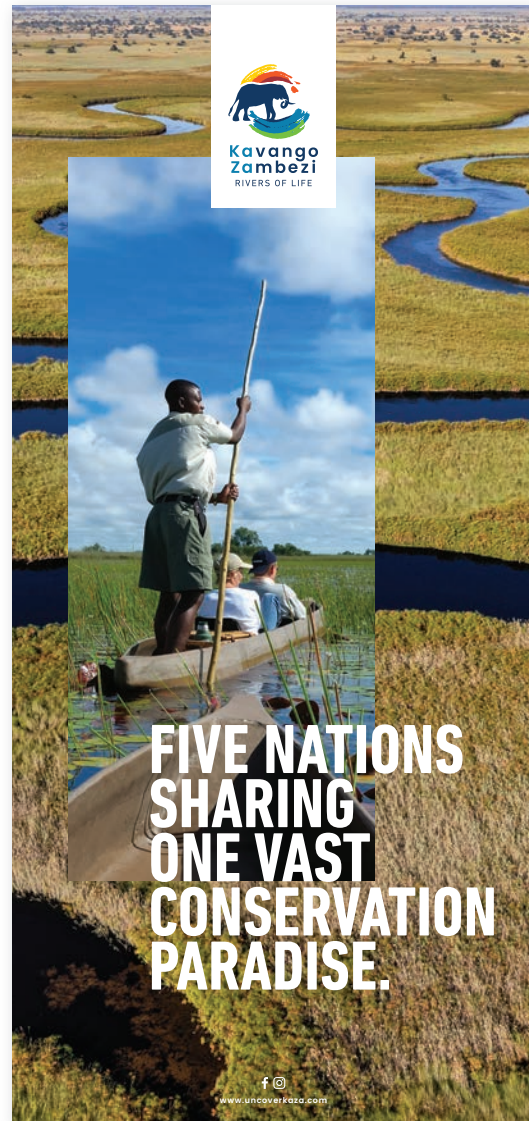
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**Kavango
Zambezi**
RIVERS OF LIFE

BANNERS



MERCHANDISING



MERCHANDISING

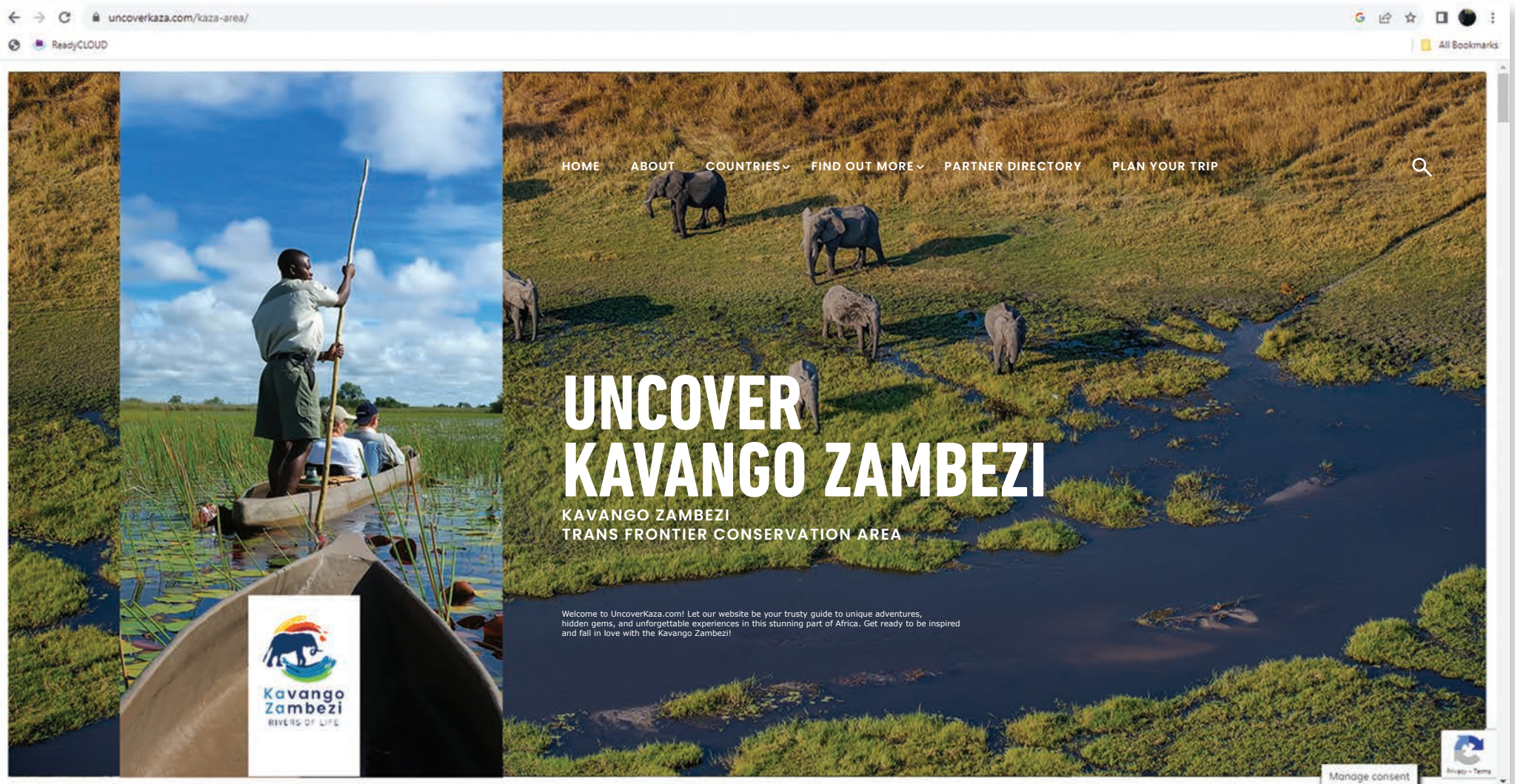


MERCHANDISING

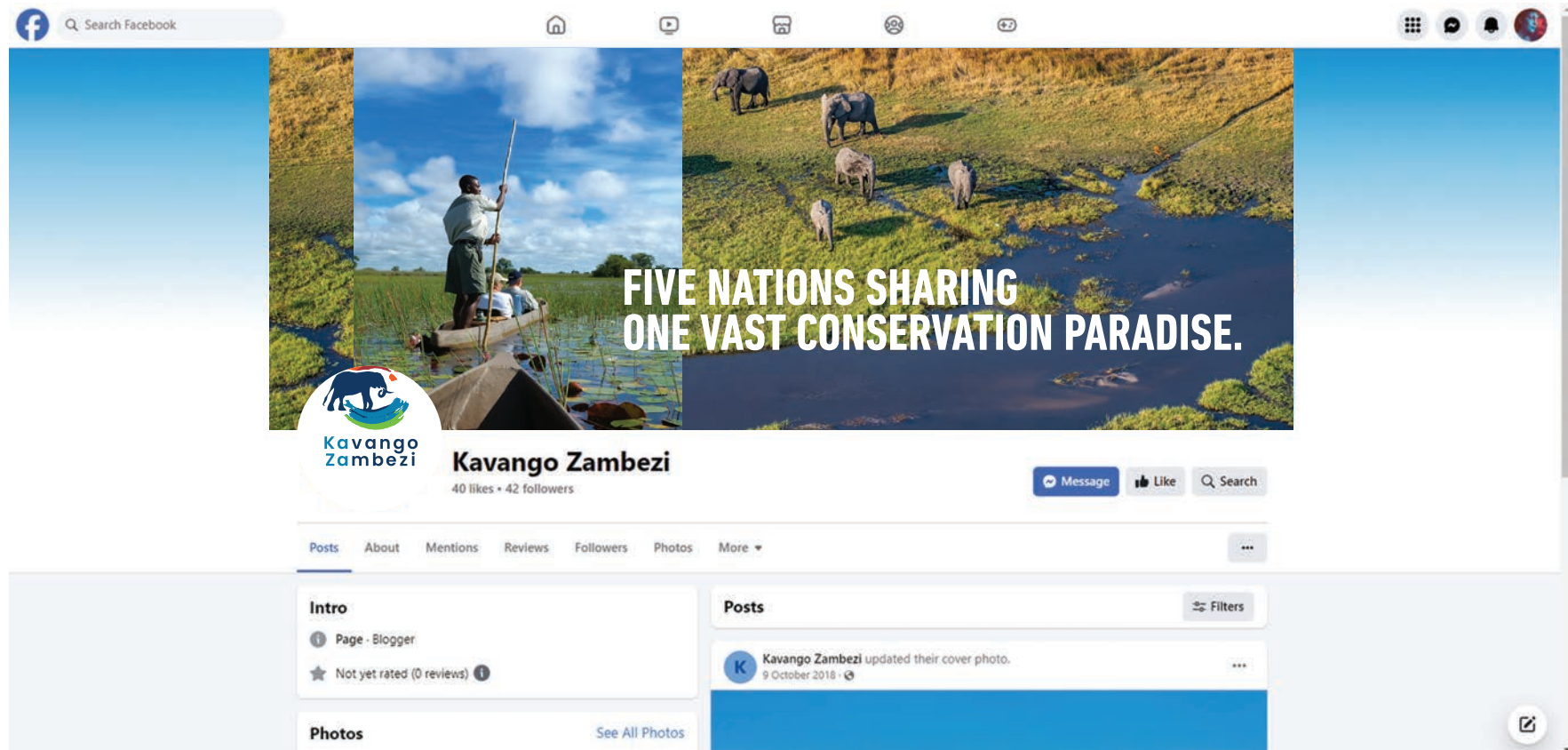




WEBSITE



SOCIAL MEDIA HEADER



SIGNAGE



SHOW STAND



CORPORATE STATIONERY

Letterhead primary format - Can be printed on white or off-white
This letterhead is used when only tourism is being addressed.



SHARE THE PLAYGROUND OF GIANTS.

NAME/BUSINESS

228 Street Name
Area or City
P.O. Box 4621

DATE: 14/05/2024

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Yours Sincerely,

NAME SURNAME

KAZA TFCA SECRETARIAT
Kasane / Botswana P. O. Box 821, Kasane
Phone: +267 625 1332/1452/1269
Email: info@kavangozambezi.org
Fax: +267 625 1400



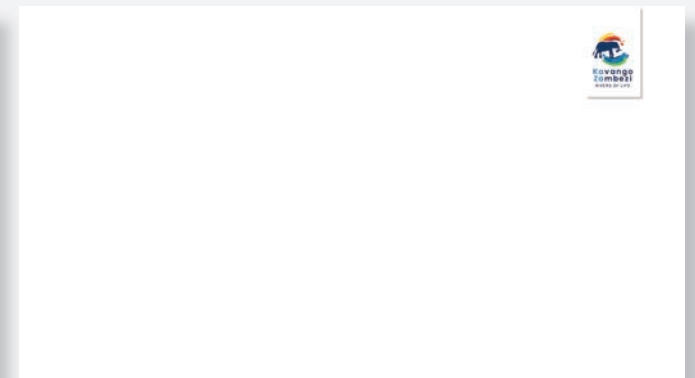
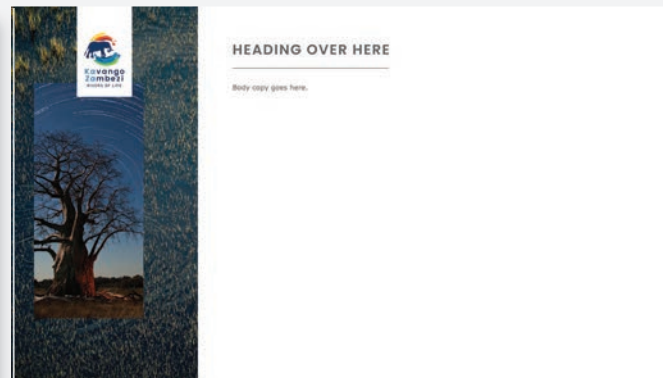
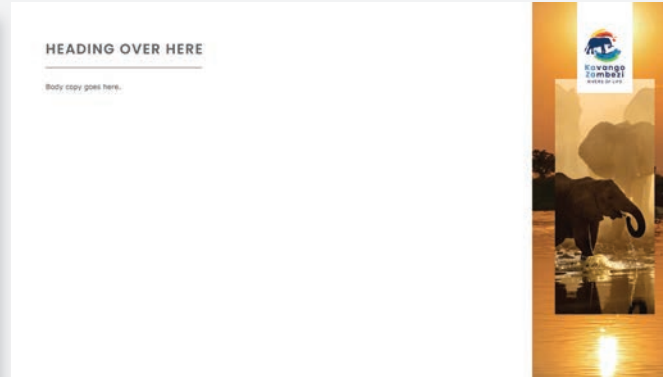
CORPORATE STATIONERY

Business card primary format - Can be printed on white or off-white
This business card is used by someone only working on tourism.



CORPORATE STATIONERY

PowerPoint template primary format
This PowerPoint will be used if only tourism is being addressed.



CORPORATE STATIONERY

- Letterhead with the tourism destination brand as dominant master brand and the KAZA corporate brand as secondary endorsement brand
- Can be printed on white or off-white. This letterhead is used when primarily tourism is being addressed, but KAZA Secretariat endorsement is required.



SHARE THE
PLAYGROUND
OF GIANTS.

NAME/BUSINESS

228 Street Name
Area or City
P.O. Box 4621

DATE: 14/05/2024

Eluuptatemolupta de nobitas suntia erit harcim reic te rerunt por magnatusda qui quas arum que vollant volorec uptaque nim solore vitae volorepre voluptatur aut am ipsam accum re dis doluptatibus aut ullaut oditiorepre magnis sapissimus nonsequos dempore sunt odit ut ad quantibus maio cum quam, velit latempe lesecep editate con non porum ellabor ehendi atemodit et auditat.

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Yours Sincerely,

NAME SURNAME



KAZA TFCA SECRETARIAT
Kasane / Botswana P.O. Box 821, Kasane
Phone: +267 625 1332/1452/1269
Email: info@kavangozambezi.org
Fax: +267 625 1400



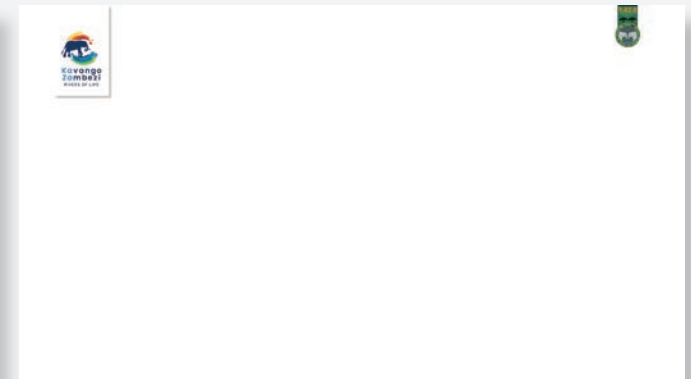
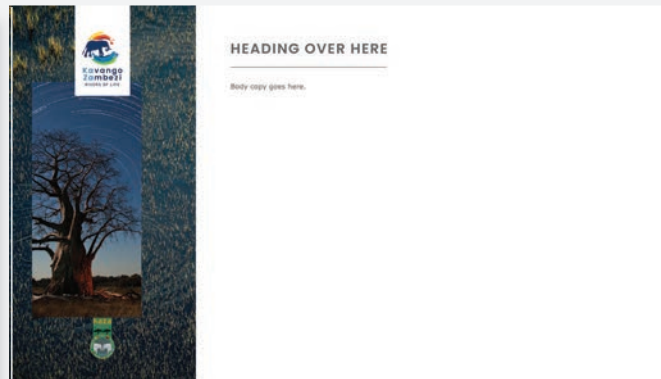
CORPORATE STATIONERY

Business card with the tourism destination brand as dominant master brand and the KAZA corporate brand as secondary endorsement brand - Can be printed on white or off-white
This business card is used by KAZA Secretariat employee who is primarily working on tourism.



CORPORATE STATIONERY

PowerPoint template with the tourism destination brand as dominant master brand
and the KAZA corporate brand as secondary endorsement brand
This PowerPoint is used when primarily tourism is addressed, but where KAZA Secretariat endorsement is seen as necessary.



CORPORATE STATIONERY

Email signature primary format

This email signature would be used by someone only involved in tourism.



**NETSAI
BOLLMANN**
PROGRAMME MANAGER

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Tel: +267 625 1332/1452/1269



CORPORATE STATIONERY

Email signature with the tourism destination brand as dominant master brand and the KAZA corporate brand as secondary endorsement brand.
This email signature would be used by someone primarily involved in tourism.



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CORPORATE STATIONERY

Email signature with the KAZA corporate logo as master brand and Kavango Zambezi Trans Frontier Conservation Area logo as secondary brand.
This email signature will be used by a KAZA Secretariat employee who is primarily concerned with endeavours other than tourism.



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PRINTING OUR BRAND MANUAL

A GUIDE FOR PRINT

This guide may be printed in sections as required or complete in its entirety.

It should be printed onto an A4 sheet of paper – at 100% scale

It is landscape format therefore that option should be selected.

It can be ring bound on the left hand side or across the top.

If a number are being printed by a professional printer – it should be saddle stitched on the left.



In house printing -
Wire binding on top



In house printing -
Wire binding on left



Professional printing -
Saddle stitch binding on left



CONTACT DETAILS

KAZA TFCA SECRETARIAT

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