

KAVANGO ZAMBEZI BRAND MANUAL



**Kavango
Zambezi**
RIVERS OF LIFE

2023

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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.

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.

THIS IS THE MISSION WE ARE ON TO DELIVER OUR VISION:

- Work closely with the founding governments to address accessibility.
- 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.
- Constantly ensure that conservation and eco-tourism are appreciated.
- 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 on the right, its silhouette partially filled with the warm orange light of the setting sun. To its left, a smaller giraffe stands in the distance. The sky is a gradient of orange and yellow, with scattered clouds. The title 'BRAND IDENTITY RULES' is written in large, bold, white capital letters across the middle of the image. There are two white rectangular boxes: one in the top left corner and one in the bottom left corner containing a list of brand identity topics.

BRAND IDENTITY RULES

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

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

FULL COLOUR BRAND IDENTITY WITH SLOGAN



Kavango
Zambezi

RIVERS OF LIFE

BRAND IDENTITY

BRAND IDENTITY WITH SLOGAN IN GREYSCALE, WHITE & BLACK



**Kavango
Zambezi**
RIVERS OF LIFE



**Kavango
Zambezi**
RIVERS OF LIFE



**Kavango
Zambezi**
RIVERS OF LIFE

BRAND IDENTITY

FULL COLOUR BRAND IDENTITY WITH SLOGAN - HORIZONTAL VERSION



Kavango Zambezi
RIVERS OF LIFE

BRAND IDENTITY

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



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

CO-BRANDING

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

Public and private sector organisations that have signed up as brand partners 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 KAZA 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.



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 color 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

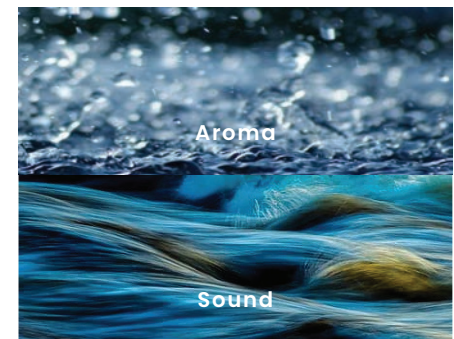
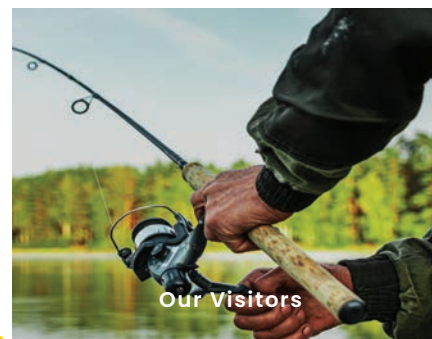
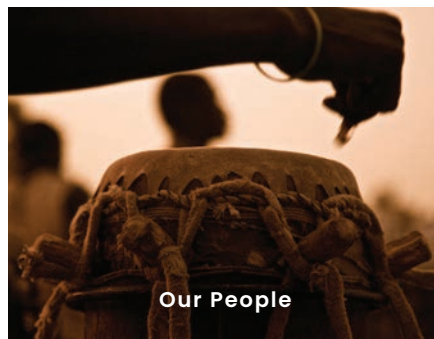
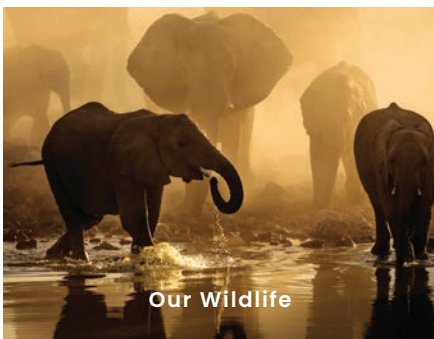
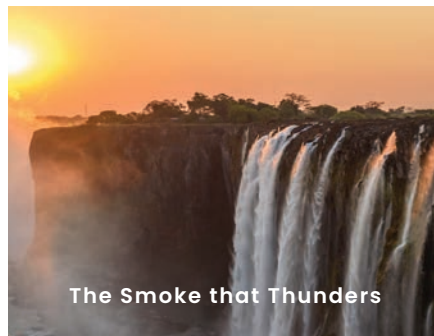
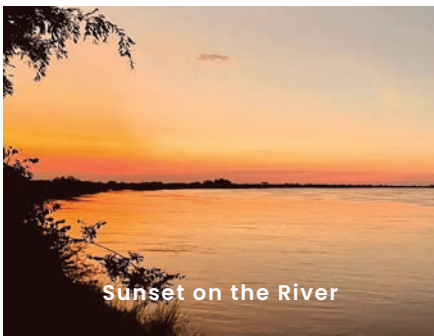
rgb
165 53 58

hex
#A5353A

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



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



BRAND APPLICATION

ADVERTS
POSTERS
BANNERS
MERCHANDISING
BROCHURE
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.

ADVERT

FIVE NATIONS SHARING ONE VAST CONSERVATION PARADISE.



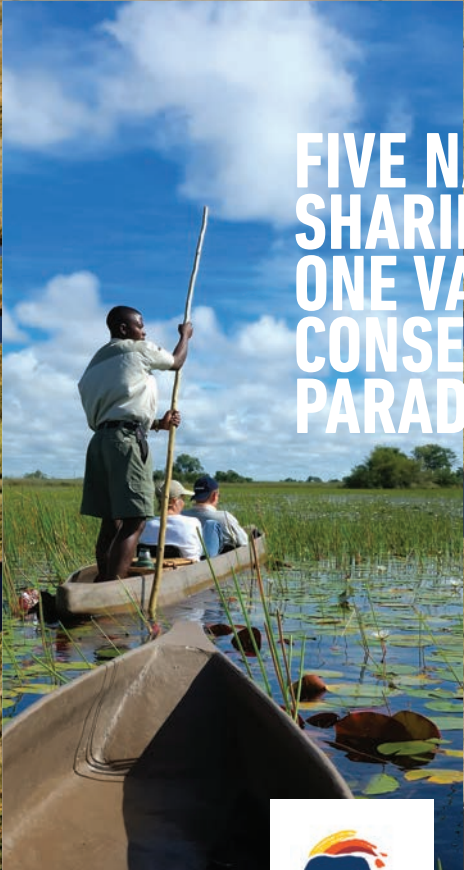
GREAT STORIES ARE WAITING TO BE TOLD

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latempe lesecep editate con non porum ellabor ehendi atemodit et auditat.

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



POSTERS



FIVE NATIONS SHARING ONE VAST CONSERVATION PARADISE.

Xim aut apid quibusam nihil excea sequis res
esto odiatias esed quae. Nequas etur, net ape
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Omni doluptat idenest lbuscia dolore omni
tet que nosteru ntioreiومت offici qui tecum,
quae que eum.

f i www.uncoverkaza.com



**Kavango
Zambezi**
RIVERS OF LIFE



SHARE THE PLAYGROUND OF GIANTS.

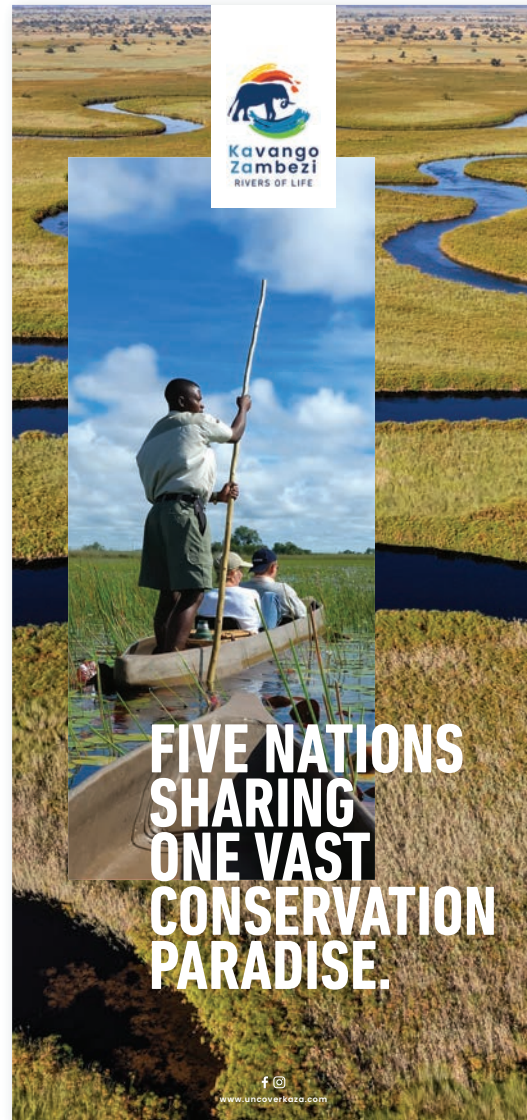
Xim aut apid quibusam nihil excea sequis res
esto odiatias esed quae. Nequas etur, net ape
veratint delluptatem que lum evenim qui cus.
Omni doluptat idenest lbuscia dolore omni
tet que nosteru ntioreiومت offici qui tecum,
quae que eum.

f i www.uncoverkaza.com



**Kavango
Zambezi**
RIVERS OF LIFE

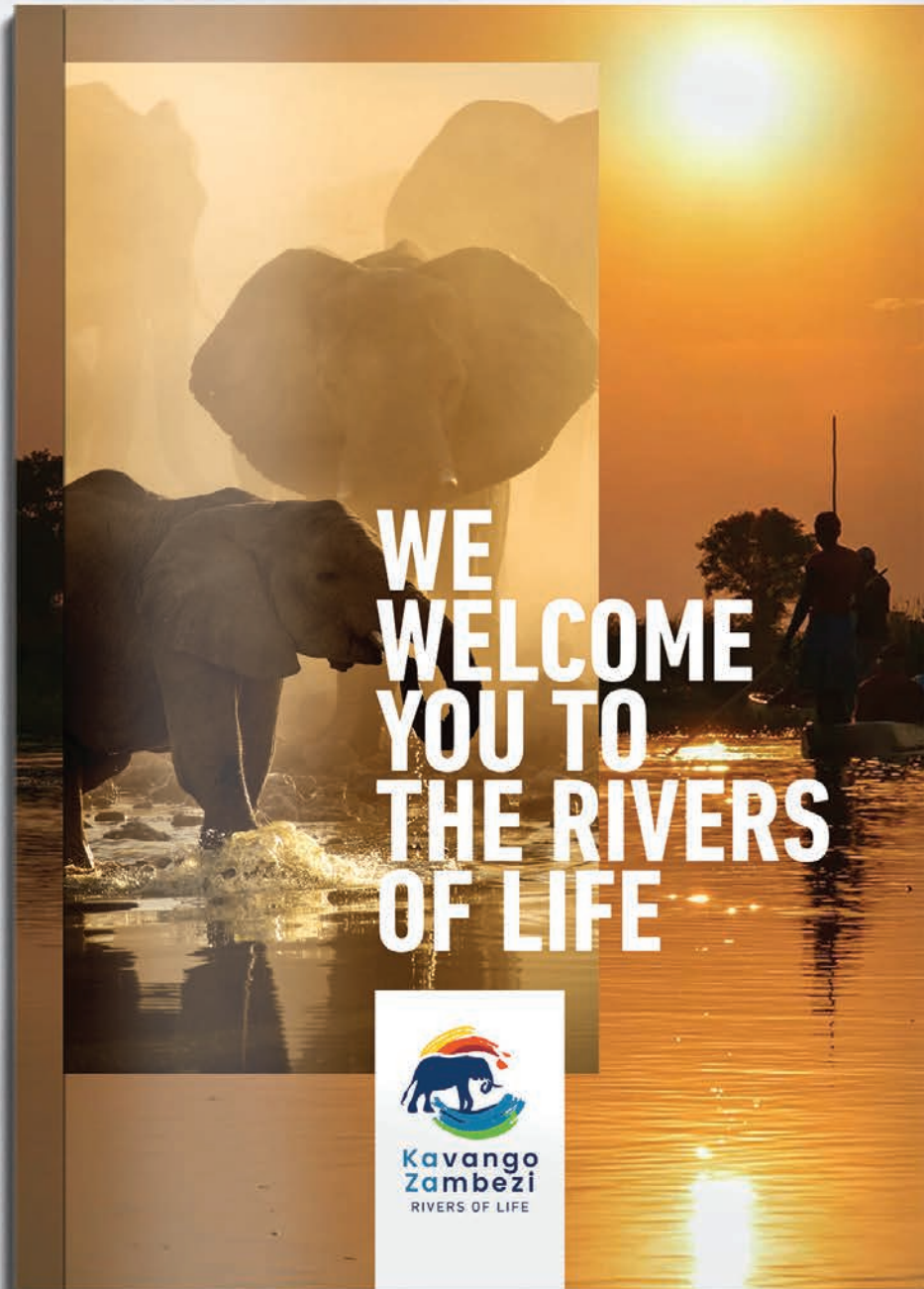
BANNERS



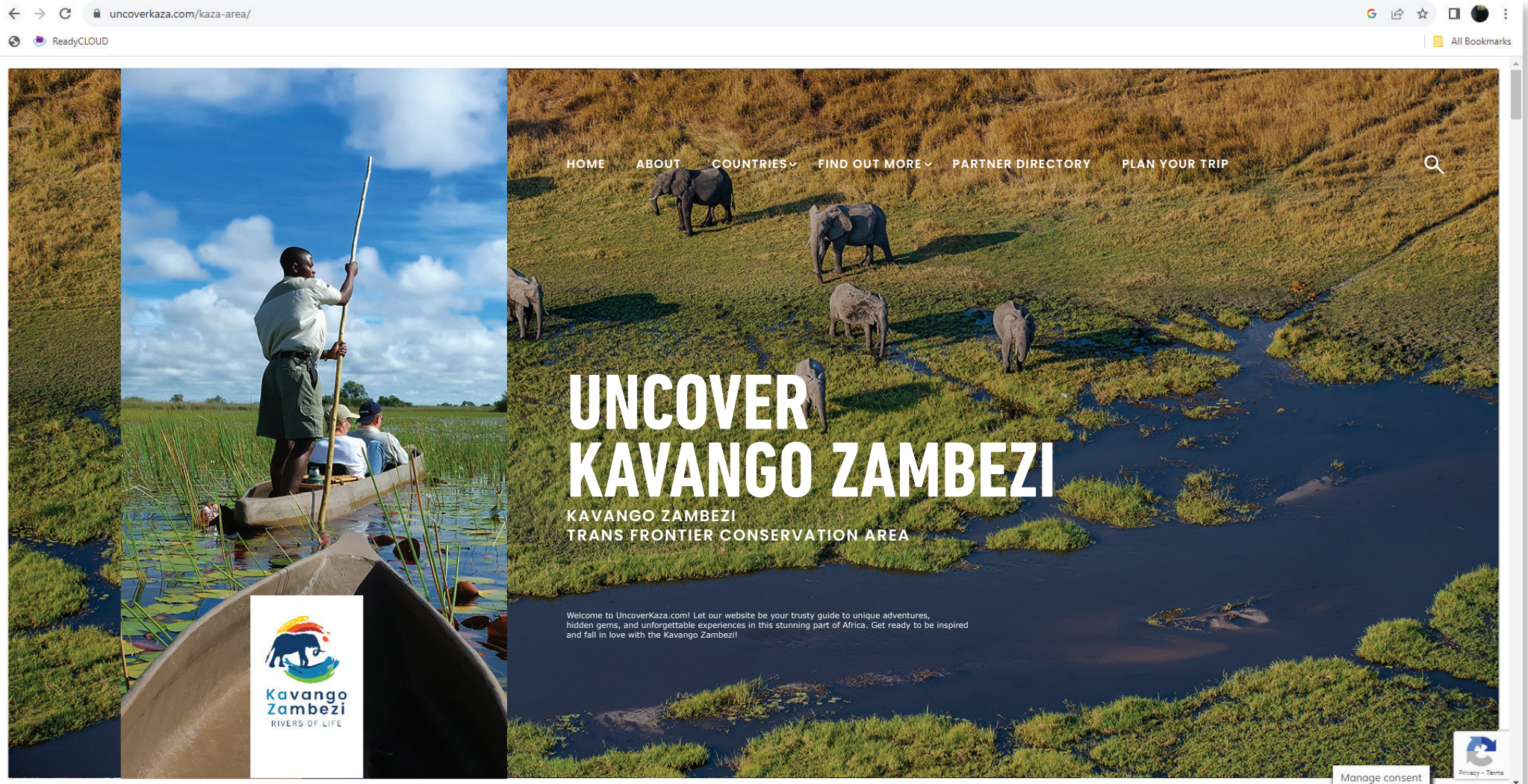
MERCHANDISING



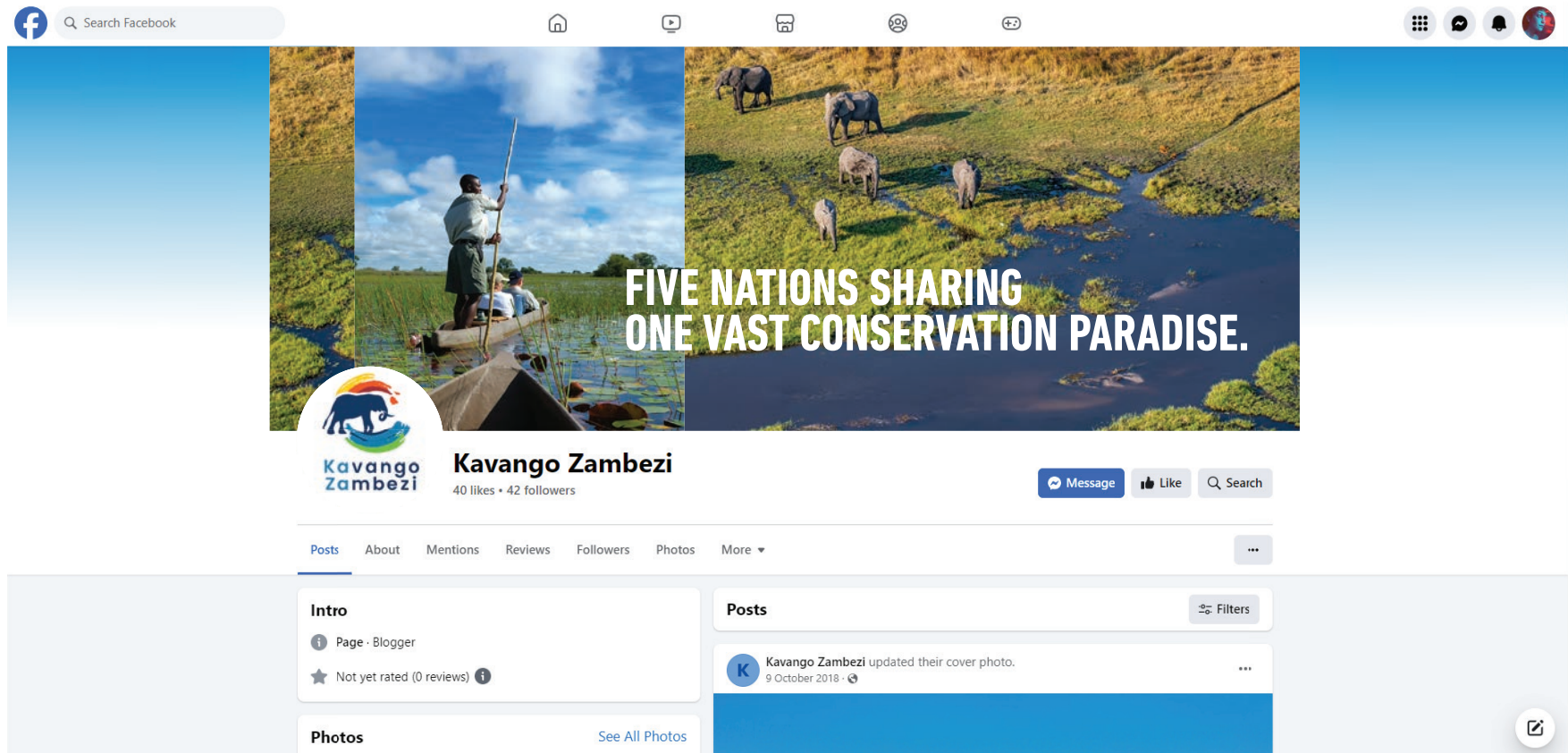
BROCHURE



WEBSITE



SOCIAL MEDIA HEADER



SIGNAGE



SHOW STAND



CORPORATE STATIONERY

Letterhead primary format - Can be printed on white or off-white



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

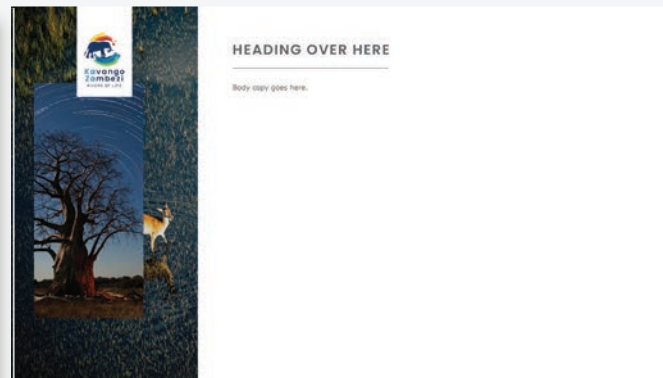
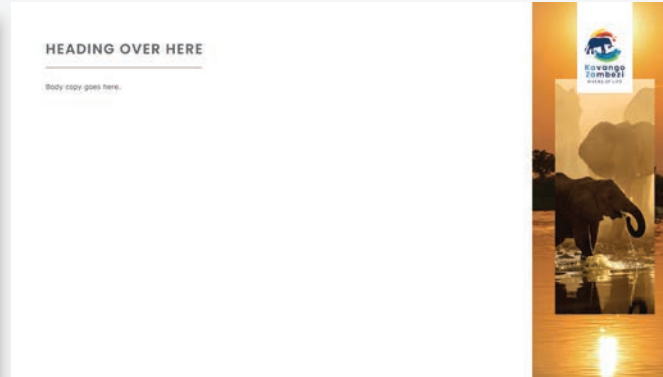
CORPORATE STATIONERY

Business card primary format - Can be printed on white or off-white



CORPORATE STATIONERY

PowerPoint template primary format



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



SHARE THE PLAYGROUND OF GIANTS.

NAME/BUSINESS

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

DATE: 14/05/2024

Elluptatemolupta de nobitasuntia 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 quuntibus maio cum quam, velit latempe lesecep editate con non porum ellabor ehendi atemodit et auditat.

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NAME SURNAME



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Fax: +267 625 1400

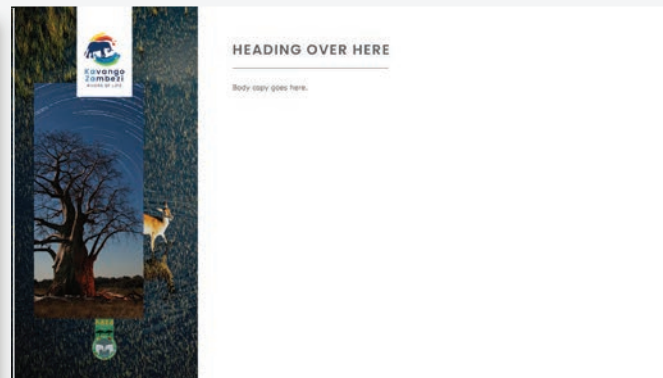
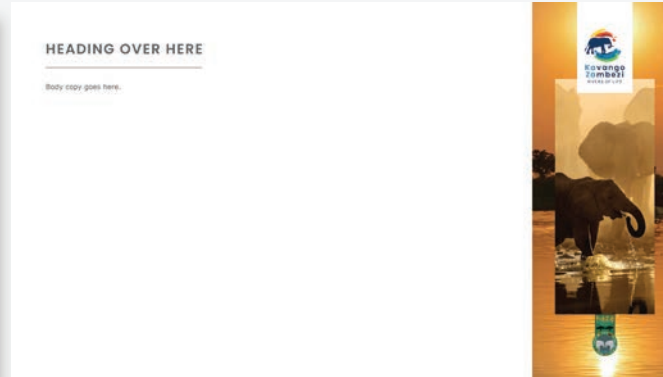
CORPORATE STATIONERY

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



CORPORATE STATIONERY

PowerPoint template with the tourism destination brand as dominant master brand
and the KAZA corporate brand as secondary endorsement brand



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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