



Botswana Pride Mark Brand Guidelines





These Pride Mark Guidelines form part of the overall Brand Botswana platform.

This document outlines the design guidelines for Botswana's Pride Mark and associated brand elements. It is to be used by designers and other individuals implementing and using the Pride Mark.

The contents of the guidelines cover all elements of the brand required for its consistent and most expressive application and should be followed always with no deviation.

Together the components seek to be informative, inspirational and motivational.



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Introducing the Botswana Pride Mark





Introduction

Background & Purpose

The Purpose of the Botswana Pride Mark

1. Launched in April 2010, the Botswana Pride Mark provides a symbolic reference point for projects and communications where the purpose is an expression of community pride within Botswana and internationally. It is an expression of the overall essence of 'Pride and Progress' linked to the Brand Botswana Blueprint.
2. The Pride Mark symbolises the pride of Botswana and acts as a unifying mark for all community projects and events that are specifically designed to instill pride within the local community.
3. Each product or activity that carries the Pride Mark must clearly support the Essence of Brand Botswana being **'Pride and Progress'**. The products should be of good quality and showcase Botswana's growth and progress, through innovation and be locally made.
4. All activities should deliver positive social outcomes that helps bring Botswana together and inspire nation growth.
4. Each application to use the Pride Mark will be required to show how the:
 - Product is impacting the community in areas such as employment creation and product quality assurance
 - Activity/initiative is having a positive societal impact in terms of driving a positive nation building message
5. Individuals, companies and/or projects can apply for use of the Pride Mark through the following avenues:
 - Online through the Brand Botswana website being www.brandbotswana.co.bw
 - By downloading the forms online and submitting them via e-mail to brandbotswana@bitc.co.bw

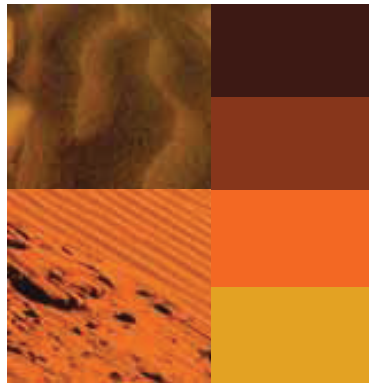


Introduction

Colour Inspiration

The colours used in the Pride Mark have been inspired by the multitude of natural wonders found across the country.

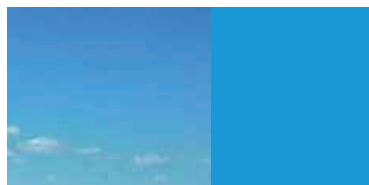
Refer to pg. 32 for further colour information.



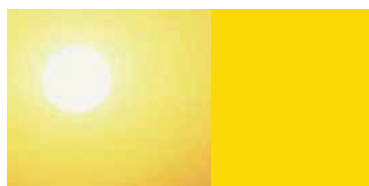
Earth Tones
Represent much of the semi-arid Botswana landscape – sand dunes, hills, rocks and deserts.



Green
Represents growth and the lush environment found in some parts of the country



Blue
Blue is prominent in the national flag and represents prosperity for all and the significance of water for Botswana.



Yellow
Represents optimism and positivity.



Zebra Pattern
This pattern represents the zebra, our national pride, which forms part of our country's coat of arms. Black and white represent racial harmony.



Introduction

Categories of Use

Categories of Use

The Pride Mark can be used for a variety of purposes as defined below:

Locally made products:

The Pride Mark can be used on only local (Botswana made) products. Brand Botswana defines the local products as guided by the definition of product and manufacture in the Industrial Development Act.

For Product: Brand Botswana views a product as defined by the Industrial Development Act, which is any article, thing or substance produced by any manufacturing enterprise.

Brand Botswana takes the definition of manufacture being; any process, which means to subject physical matter to any process which materially changes it or its packaging in substance, character or appearance and includes the assembly of parts, to determine what is a local product.

All products that meet this criteria qualify to use the Pride Mark

Event/Activity/Project:

A project or event that is designed to build community outcomes and express pride in Botswana, their community and their country.

Community Group or Collective of people:

An organisation, group of people or whole community (e.g. a village committee) that has demonstrated over a minimum period of 12 months that they have consistently managed/governed systems and programmes to grow community value and instill pride in the people involved.

Cultural Expression:

Any form of cultural expression, such as music, digital, visual and performing arts that is inspired by a sense of pride in the local community. It would be expected that any such cultural expression has been created by local talent.

International Pride Expression:

Organisations, agencies and businesses responsible for the international marketing and promotion of Botswana products and services, including tourism, can apply to use the Pride Mark in recognition of proven community development initiatives.



Brand Botswana Context

Botswana is the most peaceful and progressive nation in Africa, with an aspiration to lead growth and opportunity within the region.

Our people are unified by the unerring respect, hope and ambition we hold for the future of our country and our place in the world.

We draw on the spirit of our many cultures, natural resources and our diverse landscape to inspire progress.

We promise safety and consistency, delivered through good governance, stability and democracy. We are committed to innovation and success, investment in knowledge, infrastructure and the growth of our community.

We offer everything that is inspiring about Africa and its people, with a stable environment built on the Botswana principles of inclusiveness and mutual respect.

The Pride Mark is an expression of Brand Botswana. It is consistent with its overall vision, community objective, values, personality and essence.

Our Vision & Community Objective

Our Vision

By 2036, Botswana is recognised internationally as a developed economy and the most attractive country within Africa to live, visit and conduct business.

Our Mission:

Our mission is to provide a fully integrated identity that strongly positions Botswana amongst key local and international communities.

Supported by consistent and compelling visual, verbal and behavioural expression, the brand will galvanise our community around our core values. It will also stimulate greater economic value for our country through enhanced tourism, targeted investment attraction and the successful promotion of our diversified export sectors.

Our Community Objective

To unify the national pride of all Batswana based on respect, hope and ambition towards a common goal for the future of our people and our country.

Our Brand Values

Our values reflect our beliefs and guide how we behave in the world.

The brand values are:

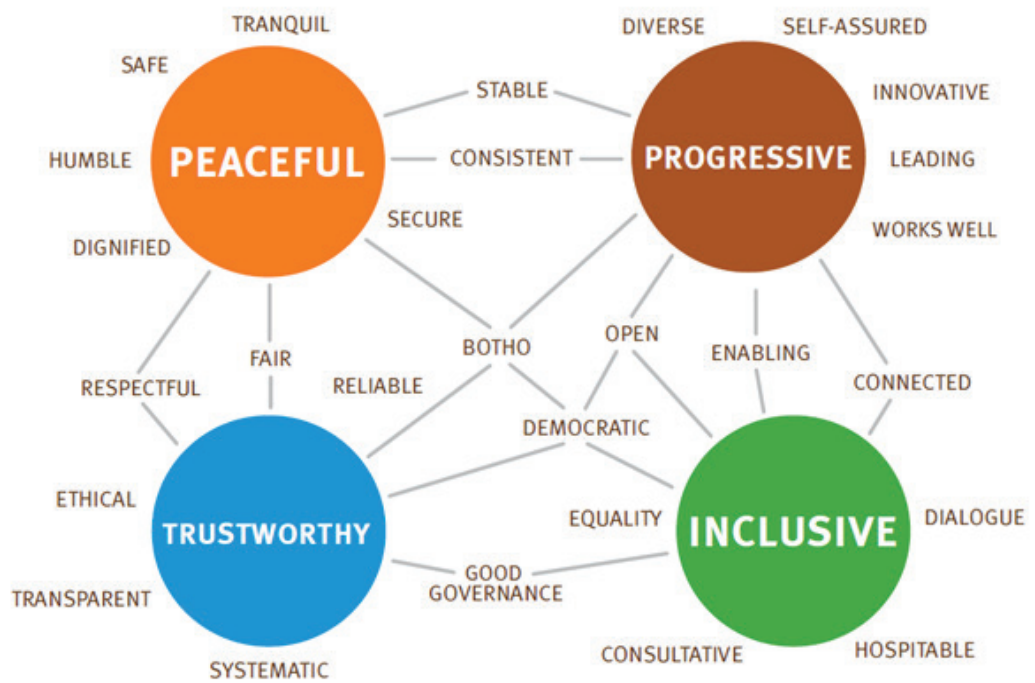
Peaceful Inclusive Trustworthy Progressive

Peaceful: We take pride in being a peaceful nation.

Inclusive: Our society is built on the principles of Botho, the Kgotla system, and Therisanyo, which guide our personal and business interactions as we strive to find new and better ways to enhance the lives of all Batswana.

Trustworthy: We are economically and politically stable with a democratically elected government and good governance structures.

Progressive: We are committed to innovation and success, investment in knowledge, infrastructure and the growth of our community. We aspire to be a leading nation - socially, politically and economically



Our Brand Personality

Our brand personality reflects the unique attributes that define our brand expression - or how we connect with others.

The brand personality traits are:

Friendly
Reliable
Optimistic
Thoughtful
Confident

Friendly: We are always welcoming in our interactions with other people. We are naturally warm and respectful towards others and take pride in projecting this warmth to the outside world.

Reliable: Our people are consistent in their behaviour, providing greater reliability in social and business communications. This is achieved through Botswana's social, economic and political stability which creates a safe and secure environment for people to live and work.

Optimism: We believe we can make life better for all Botswana by cultivating ideas, seeking out opportunities and facing the future with a positive outlook.

Thoughtful: We respect the views of others. We strive to find new and better ways to enhance our society. We act with responsibility, accountability and a genuine appreciation of our role in helping others.

Confident: While committed to the principles of democracy and consultation, we are decisive and clear in our views and keen to present a leading position on important issues.

Brand Essence

Our essence sits at the core of our brand and our reason for being. It supports our internal culture and our values, and informs the way that we behave in the world.

Through our personality traits it is expressed to the outside world in terms of proof points and belief statements. These are our 'Reasons to Believe'.

The essence is:

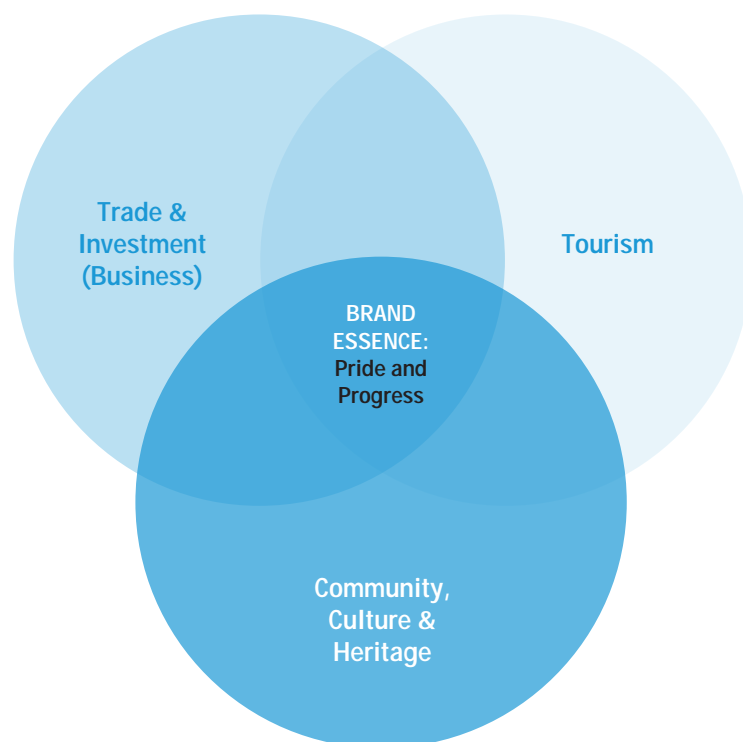
Pride and Progress

Reasons to believe

- Good governance
- A stable, independent, democratic government
- Neutrality - a history of independent and informed decision making
- Productive diamond industry
- Friendly, open and engaging people
- The most peaceful country in Africa
- Economic stability
- Unique and diverse tourism experiences
- Commitment to dialogue and consultation
- Gender equality
- High adult literacy rate
- Ongoing success of the beef industry

Connecting the Key Territories

The Brand Botswana essence of Pride and Progress acts as the critical link between the 3 territories of expression; Trade and Investment, Tourism, Community, Culture and Heritage.





The Pride Mark and Brand Toolkit

Pride Mark

The following section is designed to help us all understand, embrace and protect the integrity of the Pride Mark. It articulates our core brand assets and the rules governing their application and use. It will enable us to easily adopt and implement the Pride Mark into all marketing and communications and maintain a consistent look and feel.

Pride Mark

Description of Components

The Pride Mark is made up of a number of elements: the word mark, symbol and tagline.

The word mark consists of a uniquely crafted typeface, and uses the national colour blue, making it a strong identifier for the country.

The tagline instills a sense of ownership and pride of the Batswana people, yet also talks to an international audience.

The sun symbol holds positive connotations of beauty, discovery and light, as well as a source of energy, progress and growth of the nation.



Pride Mark Exclusion Zone/ Clear Space

Clear space ensures the impact of the Pride Mark is not diminished by being crowded by other design elements or logos.



X height = the height of the word 'BOTSWANA'



Pride Mark Minimum Size

Use of the Pride Mark must follow best practice as shown below. Minimum size conditions ensure reproduction and appropriate scale of the Pride Mark.



Paper Size M
(ISO 216 – A Series) (

Minimum Mark Size
Width)

A4
(210 x 297mm)

45mm



A5
(148 x 210mm)

40mm



A6 / A7 and smaller
(105 x 148mm)

35mm



Special Consideration
For circumstances when the logo is required at a smaller size, eg. web banners, the tagline is removed. The zebra pattern is also replaced with a solid black.

25mm



Pride Mark Maintaining the Mark

It is important that we protect our Pride Mark. The Pride Mark must never be altered, recreated or distorted in any way.

Should you ever have a specific need that is not answered in this document please direct your request to Botswana Investment and Trade Centre (BITC) through the Brand Botswana unit (details pg 3).



Remove any part of the Pride Mark



Stretch or skew out of proportion



Change any colours or typefaces within the Pride Mark



Change the proportions of the elements within the Pride Mark



Relocate any elements within the Pride Mark



Add any additional text to the Pride Mark

Pride Mark Formats

In addition to the full-colour version, the Pride Mark is available in mono, black or reversed.

These formats are required when printing a black and white/limited colour job, or when the logo is placed over a darker background.

Mono



The mono logo can be produced in any of these Brand colours:
Botswana Blue, Sienna, Orange and Gold.

Black/White



Reversed



Pride Mark Usage over Colour Backgrounds

Examples

The Pride Mark can appear over any of the brand colours. When placed over a solid colour, the logo should not be full colour, but instead appear in either black or white



Pride Mark Usage over photography

Examples of photography



Pride Mark on light colour background
(The full-colour Pride Mark should never appear on a brightly coloured background)



Pride Mark (reversed) on dark colour photograph



Pride Mark on light colour photographs

Pride Mark Usage over Photography

When the Pride Mark is applied directly over photography, the mono or reversed version should be used. The full-colour Pride Mark should never be used directly over photography.

It is important that the clear space rule is respected and the Pride Mark is placed in a quiet section of the photograph to allow for maximum contrast and stand out.

Examples



Pride Mark Application

When the Pride Mark is placed on product packaging, the black and white or reversed formats should be used depending on which one presents the greatest contrast. The full colour Pride Mark should never be used on colour backgrounds or on transparent packaging if the content has colour.

It is important that the clear space rule is adhered to at all times when placing the full colour Pride Mark and only place it on white backgrounds.

On Products

Correct format of the Pride Mark to use



Pride Mark Application

On Products

Correct format of the Pride Mark to use



Pride Mark Co-branding with Partners

The following rules are a guide to managing relationships between the Pride Mark and its potential partners, supporters or related organisations.

In situations where there is more than one logo supporting or collaborating with the Pride Mark, consistency and clarity are the priority.

The rules for scale and position are based on the Clear Space guidelines and a proportionate scaling approach. The overall volume is the guide to the scale of the other logos in the lock-up, as shown in the diagram below.



Brand Tool Kit Typography –

The typography operates on two levels. The first level is the humanist sans serif typeface, Meta Plus. First released in 1991, the typeface is characterised by its legibility, neutrality, and space-saving qualities.

The typeface is strong and sturdy, powerfully delivering messages as a headline font, yet also reproducing particularly well at a small point size, giving it vast flexibility. This neutral typeface is highly adaptable and suitable for use in print communications, online and in signage.

While maintaining clarity, the small irregularities of the angles and curves create a friendly and unique personality, and compliment the 'hand crafted feel of the Pride Mark. This typeface is primarily used for headings, sub-headings and statement text.

Meta Plus

Aa Bb

Meta Plus Book Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

Meta Plus Book Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&()_+*

Meta Plus Bold Roman

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

Meta Plus Bold Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+

Brand Tool Kit Typography –

Tiempos was originally designed for a Spanish newspaper redesign. It is characterised by the sturdy serifs and the robust skeleton.

It's sharp without being shrill or brittle, with snug spacing to optimise copyfit. The lengthened ascenders and descenders aim to strike a balance between practicality and elegance.

Tiempos works well alongside the primary typeface Meta Plus. This style of typography is used in body copy, campaign statements and 'pull-outs'.

Tiempos

A a B b

Tiempos Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%&^*()_+

Tiempos Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%&^()_+*

Tiempos Semibold

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%&^*()_+

Tiempos Semibold Italic

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890!@#%&^*()_+

Brand Tool Kit Colour Palette

The use of colour is an important element of any brand expression. The use of colour helps to convey our brand's uniqueness and personality.

The colour palette of the Pride Mark brand has been derived from the logo. The array of colours each hold special meaning, having been inspired by the culture, landscape and heritage of the country.

For the colours to work together as a family and provide impact and clarity in communication, there must be careful consideration of scale and proportion of colour.

This diagram represents the proportional colour usage of the colour palette. Blue is the dominant colour, backed by the rich earth tones. Green is used sparingly.





Brand Tool Kit

Colour Palette

Brand Botswana (Pride & Progress) Colour Palette



Pride Mark Colour Palette



Brand Tool Kit Colour Palette

Accurate representation of these colours is critical to building brand awareness and reinforcing Botswana's ownership of this colour palette.

The table below outlines the PMS/CMYK & RGB breakdowns of the Pride Mark's primary colour palette.

Note: Colours may vary depending on paper stock and printer. Please match as closely as possible to PMS Coated swatches.

Brand Colour	Pantone Matching System (PMS) – Coated ref. (c) – Uncoated ref. (u)	CMYK	RGB / HTML
 Botswana Blue	PMS 2925c, 299u	C 84 M 21 Y 0 K 0	R 0 G 152 B 219 HTML 0098DB
 Botswana Gold	PMS 131c, 124u	C 3 M 36 Y 100 K 6	R 206 G 142 B 0 HTML CE8E00
 Botswana Orange	PMS 144c, 144u	C 0 M 52 Y 100 K 0	R 233 G 131 B 0 HTML E98300
 Botswana Brown	PMS 476c, 476u	C 32 M 67 Y 63 K 78	R 76 G 51 B 39 HTML 4C3327
 Botswana Sienna	PMS 7526c, 471u	C 10 M 78 Y 100 K 46	R 141 G 60 B 30 HTML 8D3C1E
 Botswana Yellow	PMS 116c, 115u	C 0 M 12 Y 100 K 0	R 254 G 203 B 0 HTML FECB00
 Botswana Sunset	PMS 166c, 166u	C 0 M 74 Y 100 K 0	R 224 G 82 B 6 HTML E05206
 Botswana Green	PMS 362c, 362u	C 78 M 2 Y 98 K 9	R 63 G 156 B 53 HTML 3F9C35
 Botswana Black	PMS Pro. Black C, PMS Black u	C 0 M 0 Y 0 K 100	R 30 G 30 B 30 HTML 1E1E1E



Brand Tool Kit

Colour Palette

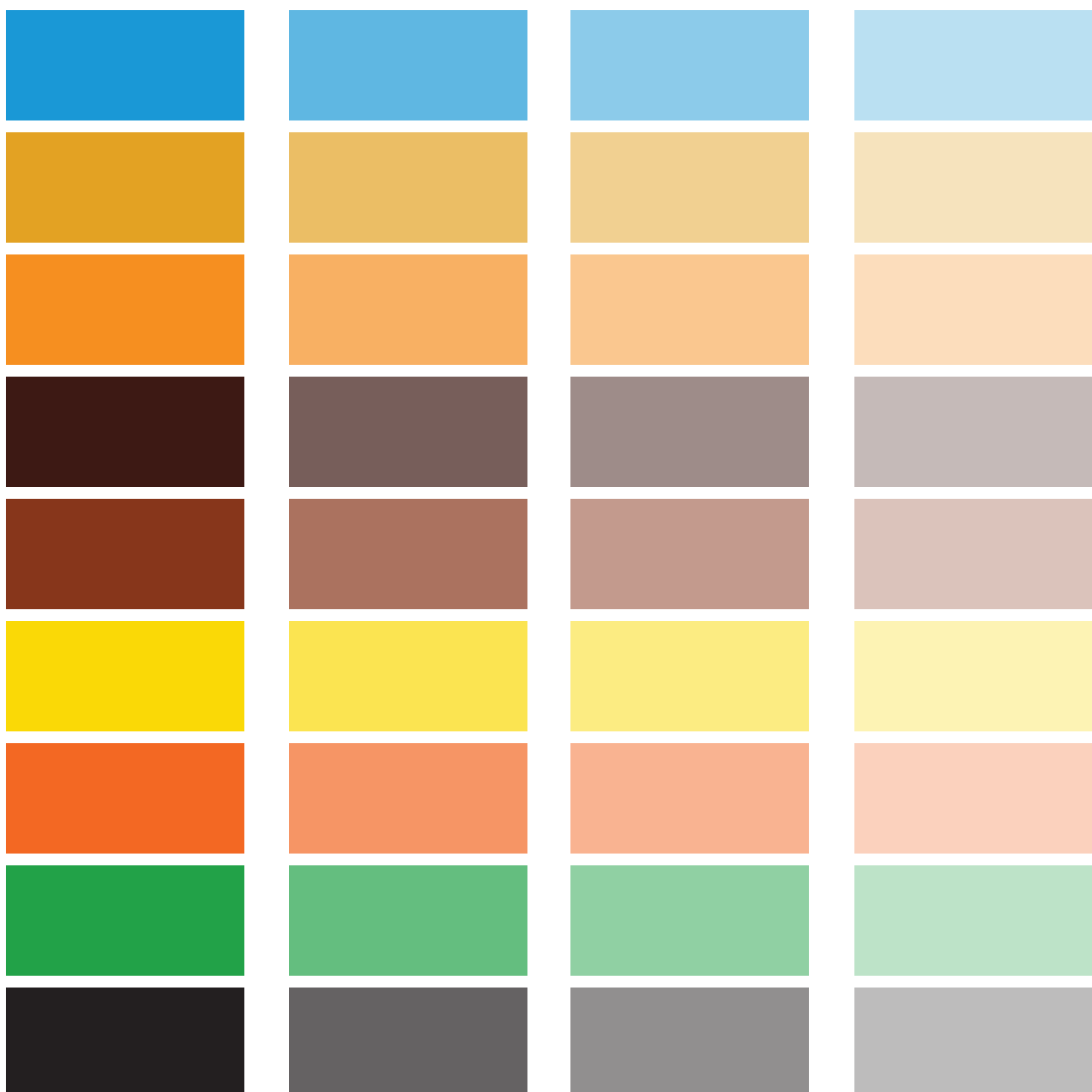
Tints of the Primary Brand Colours are allowed for use in items such as diagrams and charts. The light end of the spectrum should never be used for text. Text should always be 50% tint or greater.

100%

70%

50%

30%



Brand Tool Kit

Colour Use Systems

The colour palette is broad and rich, however this diversity needs to be managed to ensure brand strength.

The below palette combinations can be used as a guide for choosing colours, and proportional usage.

We recommend only using three colours within an application to give strength and consistency to the Pride Mark communications.

The common colour across each of these scenarios is Botswana Blue.

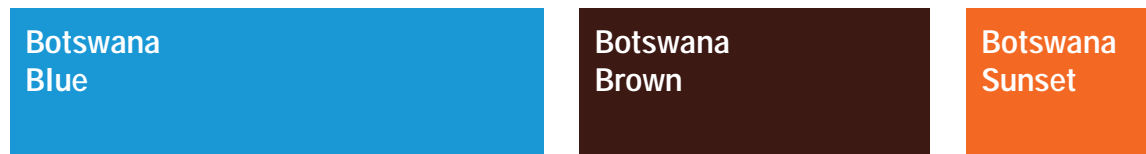
Palette 01



Palette 02



Palette 03



Palette 04



Palette 05



Palette 06





Brand Applications

This section shows examples of the application of The Pride Mark across different mediums. It includes print material, web, promotional material and events.

Brand Applications On Stationary

For the letterhead, the Pride Mark should always be placed at the bottom left or right and the company details at the top of the page.

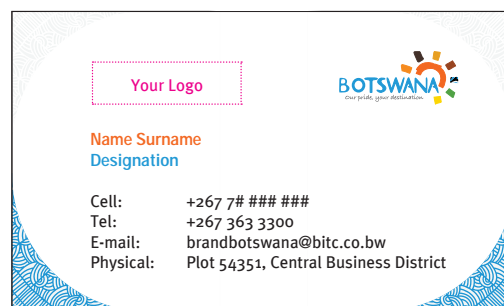
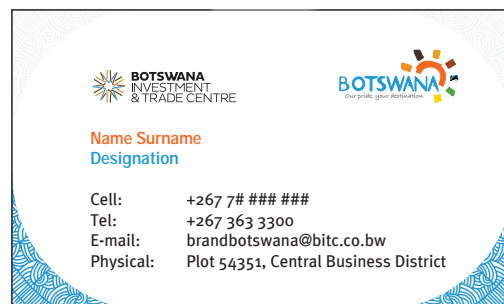
Letterhead

Your Company Details

Botswana Investment and Trade Centre Private Bag 00445 Gaborone, Botswana	Plot 54351 Central Business District Gaborone, Botswana	Tel: +267 363 3300 E-mail: brandbotswana@bitc.co.bw
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Business Cards



Brand Applications

Print / Marketing

Brochure



Brand Applications

Print / Marketing

Posters



Importance of supporting local Products
BUY BOTSWANA

1. Create employment: Buying Botswana plays a significant role in job creation, as local companies grow they are able to absorb more labour, reducing the unemployment rate in the country.

2. Grow Gov't revenue for social services: When you Buy Botswana, the companies pay taxes to BURS. This revenue is then used to improve social services provided by government.

#PushaBW 



Importance of supporting local Products
BUY BOTSWANA

3. Grow Local industries: Local industries are essential for long term economic growth. Buying Botswana will help grow them and create further down stream industries.

4. Create local wealth: Buying Botswana creates wealth for the local producers and business people. The more wealth is created in the nation the better the quality of life.

5. Empower Communities: Buying Botswana can help empower local communities. Products such as baskets are usually woven by community members.

#PushaBW 



Importance of supporting local Products
BUY BOTSWANA

6. Enjoy quality products: Despite some perceptions, local producers and service providers deliver some quality products which are able to compete with cross border goods. Buying Botswana will help improve these products.

7. Help diversify the economy: Buying Botswana helps diversify the economy away from the mineral wealth that Botswana has relied on. A diversified economy is cushioned against adverse shocks.

#PushaBW 



Importance of supporting local Products
BUY BOTSWANA

8. Build strong local brands: Buying Botswana helps local brands establish themselves and eventually grow to greater recognition. Local Brands such as St Louis Lager are now known and appreciated across the country.

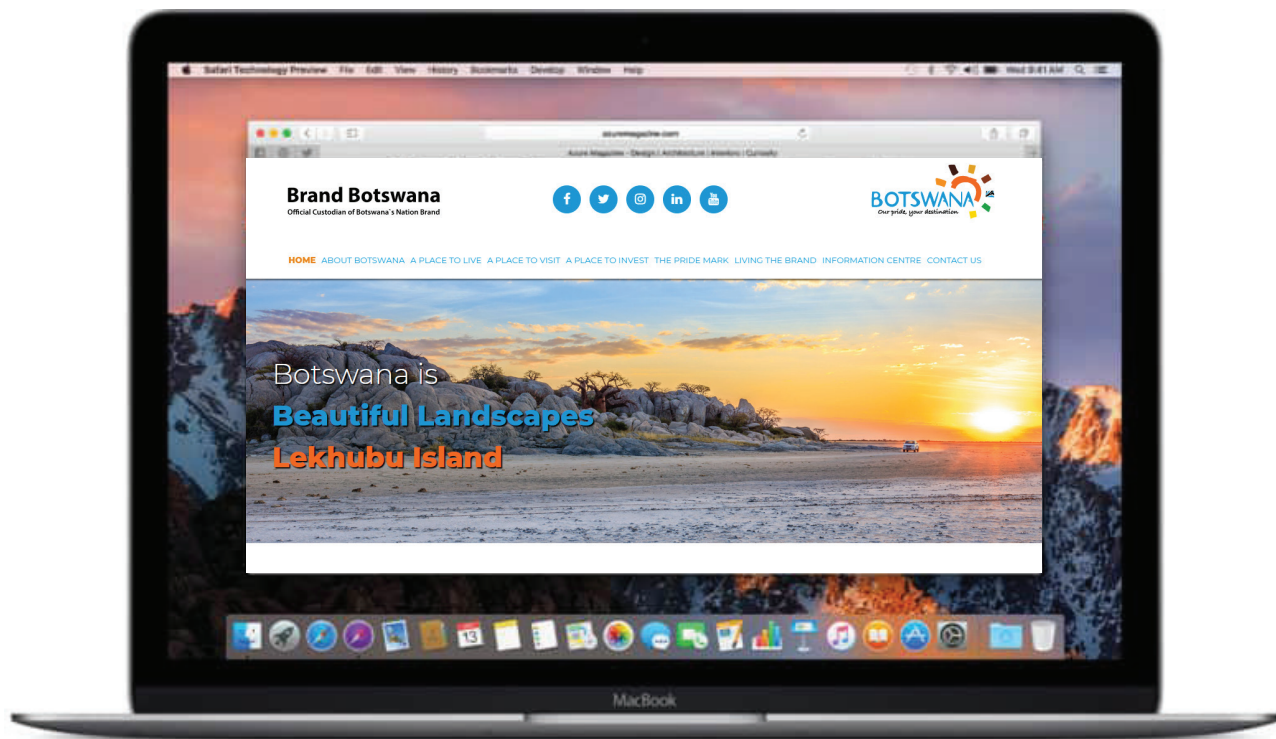
9. Promote Self sufficiency: Buying Botswana helps promote national self sufficiency. Buying locally produced goods helps protect the country from low external supply of essentials.

10. Create Export capacity: Buy Botswana to create export capacity for locally produced goods. Most of the world's largest brands are widely consumed in their country of origin.

#PushaBW 

Brand Applications Online

Website



Brand Applications

Promotional items

- 1 Cap
- 2 Bucket Hat
- 3 Squeeze Bottle
- 4 Umbrella
- 5 Draw string bag
- 6 Shopper Bag
- 7 Golf Shirt



Pride Mark Application

On Products

Local products showing the correct application of the Pride Mark



Brand Applications

Product Tags

Swing-tags



Brand Applications Activations

Activation



Exhibitions



Brand Applications

Branding

Pull up banner



Brand Applications Branding

Backdrop



Brand Applications

Branding

Backdrop with imagery





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