



Botswana Pride Mark

Brand Guidelines
2026



Welcome to the Pride Mark

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Should you have any questions regarding this document please forward all enquiries to:

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Introduction

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.

Descendant Of Khoisan



Introducing the Pride Mark

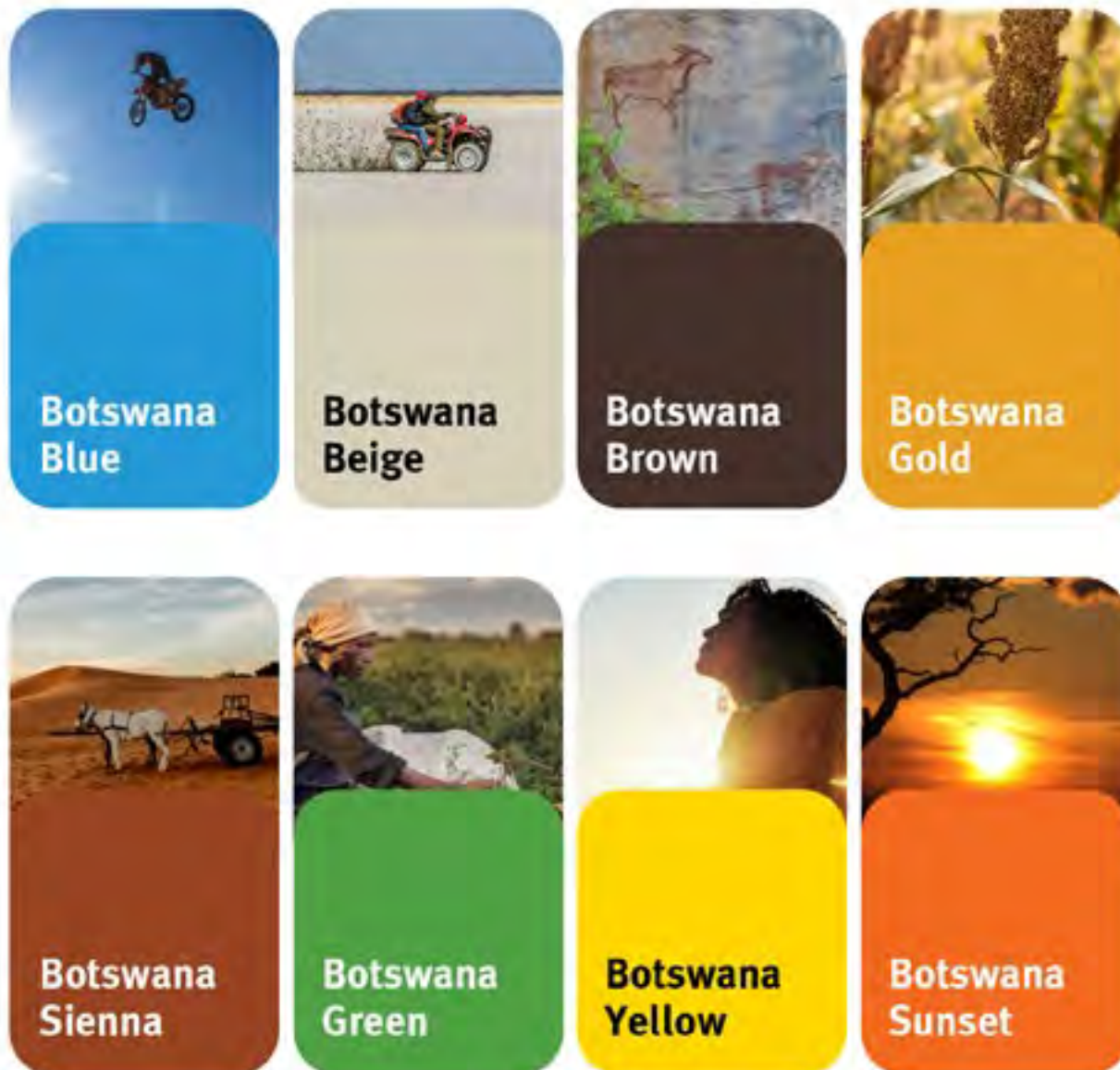


The Purpose of the Botswana Pride Mark

1. Introduced in April 2010, the Botswana Pride Mark serves as a clear symbol for work that expresses national pride, at home and internationally. It is a practical expression of the Brand Botswana essence, Pride and Progress, as guided by the Brand Botswana Blueprint.
2. The Pride Mark reflects a Botswana people recognise and value: a calm, stable country where belonging is real, opportunity can be built, and life feels lighter.
3. Any product, service, service provider, initiative or event carrying the Pride Mark is required to strengthen Botswana's reputation through tangible contribution. It must be locally grounded, delivered to a high standard, and beneficial to citizens and communities.
4. Each application to use the Pride Mark is required to show how the product or initiative:
 - Creates opportunity through jobs, skills and citizen participation
 - Demonstrates trusted quality and reliable delivery
 - Builds capability through innovation, productivity or stronger value chains
 - Shows responsible stewardship of resources and environments
5. Individuals, companies, service providers, and/or projects may apply through Brand Botswana's official channels and are required to use the Mark responsibly and consistently.



Introducing 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

Reflect Botswana's plains and the ground that feeds us: the land, the livelihoods, and the deep-rooted resilience of our people. It's the colour of heritage, hard work, and a nation built from the soil up.

Green

Signals the growth of a nation and of nature. It represents Botswana's range of ecosystems and our deliberate commitment to protect them, reserving vast landscapes for wildlife conservation.

Blue

Botswana's Pula, wide skies, open horizons, and the calm that comes

from stability. It signals peace, dependable institutions, and a nation people can trust.

Yellow

It starts with our people: a youthful, indefatigably optimistic nation, go tlaa siama. Yellow also signals light and energy, from the resources beneath our feet to the renewable power ahead.

Beige

Sandstone is Botswana's quiet confidence; safety, calm, and the sense of ease you feel inside our borders. It also cues natural, premium products rooted in the land, from farms to finished goods

Categories of Use

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

1. 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.

2. 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

3. Event/Activity/Project

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

4. 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.

5. 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.

6. 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 often described as a place where you can breathe. That feeling is not accidental. It comes from a legacy of peace protected for nearly 60 years since independence, steady democracy, trusted systems, and a social rhythm that values dignity and order. Peace is the foundation that makes progress believable.

From that stable base, Botswana has become a hub for Southern Africa, connecting journeys, commerce and collaboration across the region.

It is a country with room to build, for citizens, for enterprise, and for partnerships that think beyond the short term.

Brand Botswana brings these truths into one clear story. The Pride Mark is the visible signal of that story, a consistent identifier for products, services and experiences that reflect Botswana's values and ambition.



Our Vision, Mission & 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.

Community Objective

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

Our Brand Values

The brand values are

- Peaceful
- Trustworthy
- Transformation
- Inclusive
- Progressive

Transformational:

We move beyond promise into delivery. Botswana is building a more diversified, export-driven, expert-led, digitally enabled economy where growth is powered by productivity and private enterprise, and where citizens are employed, empowered, and fulfilled. Transformation is measured in real outcomes, not slogans.

economic opportunities, more communities benefit, and more people feel they belong.

Peaceful:

We take pride in being a peaceful nation, in our institutions and in the everyday feeling of ease. Botswana is where you can breathe easy, because safety, stability, and calm governance create room for life, work, and ambition.

Trustworthy:

We are dependable by design. We value integrity, clear rules, and institutions that work, so citizens can plan their lives with confidence and partners can commit to the long term. Trust is earned through consistency, accountability, and doing what we say we will do.

Inclusive:

Through Botho, we are building a society where more citizens take advantage of

Progressive:

We choose momentum with meaning. We invest in knowledge, modern infrastructure, and digital access, so talent can thrive, businesses can scale, and new industries can grow beyond what has sustained us before.

Transformational: Botho, Reliable, Secure, Democratic, Open, Equality,

Peaceful: Tranquil, Safe, Humble, Dignified, Secure, Consistent, Stable, Fair, Respectful

Inclusive: Consultative, Hospitable, Dialogue, Connected, Enabling, Open, Democratic, Equality, Good Governance

Trustworthy: Systematic, Transparent, Ethical, Respectful, Fair, Reliable, Botho, Good Governance, Democratic

Progressive: Diverse, Self-Assured, Innovative, Leading, Works Well, Enabling, Open, Connected, Botho, Consistent, Stable



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.

Our 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. These are our 'Reasons to Believe'.

The essence is 'Pride and Progress'

Reasons to believe

- Conflict-free for 60 years post-independence.
- Strong institutions and rule of law
- High international anti-corruption rankings
- World-class gender outcomes in health, learning, and labour.
- Free education through tertiary level
- 38% of land mass dedicated to biodiversity.
- UNESCO-recognised natural heritage
- World's largest diamond producer by value
- A strategic shift to clean energy infrastructure
- Premium agricultural standards, including beef exports
- Friendly and welcoming people

Connecting the Key Territories

The Brand Botswana essence of **Pride and Progress** acts as the critical link between the four territories of expression:

- Trade and Investment
- Tourism
- Community
- Culture, Heritage, and Creativity





The Pride Mark and Brand Toolkit

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.

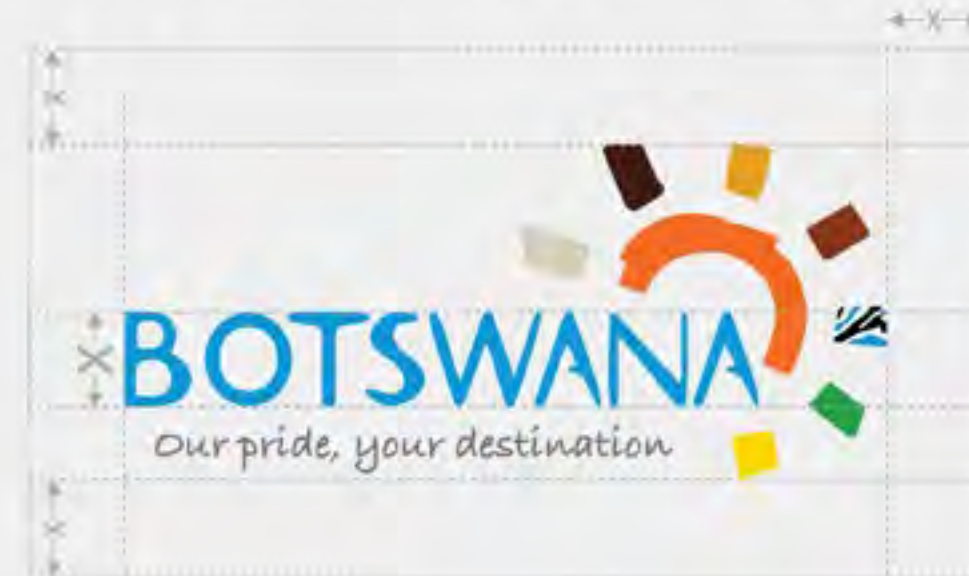


Pride Mark: Description of Components

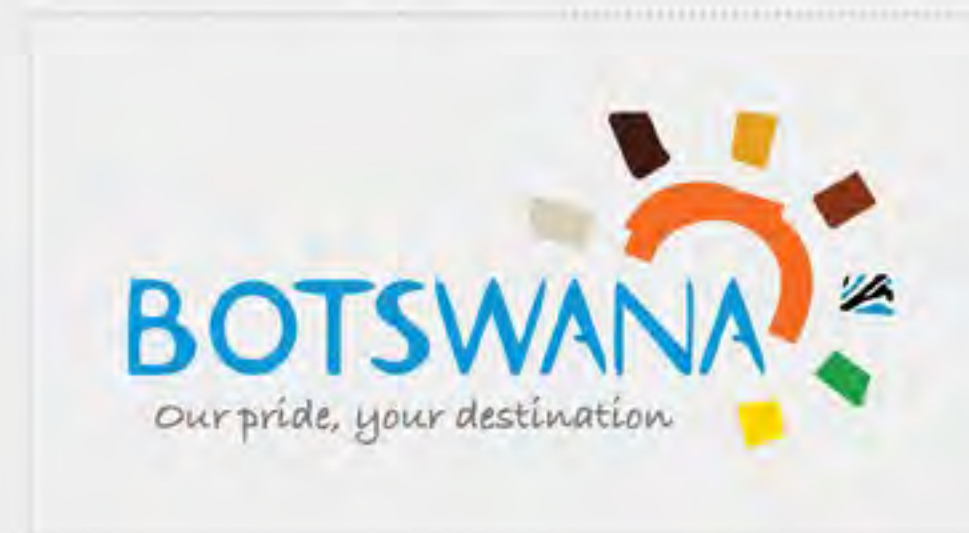


Exclusion Zone/Clear Space

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

Width



Paper Size
(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, e.g. web banners, the tagline is removed. The zebra pattern is also replaced with a solid black.

25mm



Maintaining the Pride 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).



BOTSWANA
Our pride, your destination

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 Colour

The mono logo can be produced in any of these brand colours:

Botswana Blue, Beige, Sunset, Gold and a specialised Green for ESG purposes.



Usage over Colour Backgrounds

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

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, unless in instances where a filter is applied over said 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.



Co-Branding with Other 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.





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

This typeface is primarily used for headlines, subheadings and statement lines.

Meta Plus

AaBb

Meta Plus Regular

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

Meta Plus Bold Roman

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

Supporting Typeface

Neue Haas Grotesk Font Family is a fresh, geometric, sans-serif font family manufactured by Christian Schwartz.

This style of typography is used in body copy, campaign statements and 'pull-outs'.

Neue Haas Grotesk

AaBb

Neue Haas Grotesk Roman

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

Neue Haas Grotesk Medium

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



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.



Colour Palette

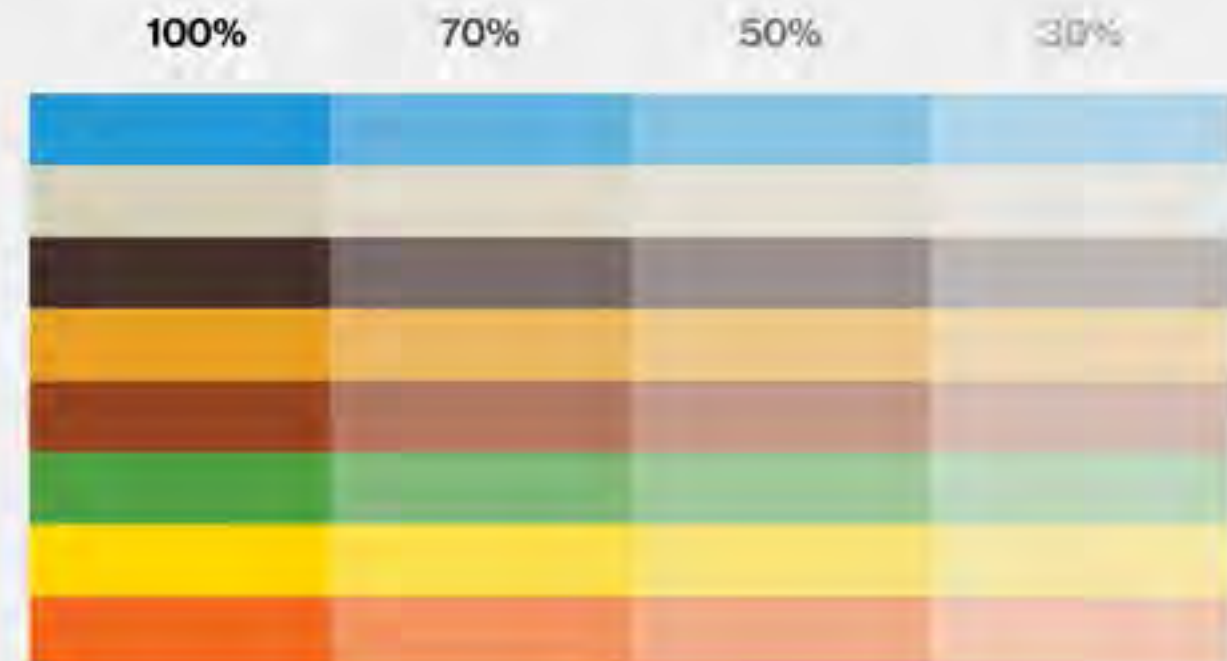
For the colours to work together as a family and provide impact and clarity in communication, there must be careful consideration of scale and proportion of colour.

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

The graphic on the adjacent page 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.

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.





The Green Pride Mark

The Green Pride Mark is a specialised ESG variant of the Botswana Pride Mark, created to recognise businesses, organisations, projects and initiatives that are actively contributing to a more sustainable Botswana.

Where the core Pride Mark celebrates national identity, pride, provenance and progress, the Green Pride Mark focuses specifically on responsible growth. It signals that the approved user is making a measurable effort to reduce environmental impact, improve resource efficiency, support

conservation and contribute to Botswana's long-term sustainability agenda.

The Green Pride Mark is not simply a colour variation of the main mark. It is a recognition mark. Its use must therefore be approved, evidence-based and aligned with the values of Brand Botswana.

It should not be awarded to businesses that only express interest in sustainability or communicate general support for environmental issues. It should be reserved for businesses and initiatives that can demonstrate practical action, credible evidence and a commitment to continued improvement.



Why the Green Pride Mark?

Botswana's commitment to sustainability is not an abstract ambition. It is visible in the way the country has protected, valued and built part of its national identity around its natural inheritance.

Approximately 42% of Botswana's land is reserved for wildlife conservation, creating space for flora and fauna to thrive while supporting a tourism model rooted in wilderness, wildlife and ecological integrity. Botswana's future depends on protecting the relationship between land, water, biodiversity, communities and enterprise. The Green Pride Mark gives this responsibility a clear and recognisable expression, identifying businesses and initiatives that are choosing to grow in a way that reduces environmental impact and supports a more sustainable national future.

The mark reflects the belief that national progress and environmental responsibility should advance together. It recognises businesses that are taking practical steps to reduce their carbon footprint, conserve resources, manage waste responsibly, protect natural ecosystems and adopt more sustainable ways of working.

The Green Pride Mark also aligns with broader national and global sustainability priorities, including Botswana's Vision 2036 pillar of Sustainable Environment, the United Nations Sustainable Development Goals and Botswana's climate commitments under the Paris Agreement.

It gives approved businesses a visible way to show that they are contributing to a cleaner, more resilient and more responsible Botswana.

What the Green Pride Mark Represents

The Green Pride Mark represents Botswana's belief that progress must be responsible, inclusive and future-focused.

Sustainable progress

A commitment to economic growth that does not come at the expense of the environment, communities or future generations.

Environmental stewardship

Respect for Botswana's natural heritage, landscapes, wildlife, water systems and ecosystems.

Carbon-conscious business

A practical effort to measure, manage and reduce greenhouse gas emissions over time.

Responsible resource use

Better management of energy, water, materials, packaging, waste and natural resources.

Regeneration and conservation

A commitment to protecting biodiversity, supporting ecological balance and restoring what has been depleted.

Accountable action

Evidence-based sustainability efforts that can be reviewed, measured and improved.

National pride with purpose

A statement that Botswana's pride is not only cultural and economic, but also environmental.

Symbolic Meaning of the Green Pride Mark

The green colourway draws inspiration from Botswana's natural environment and the country's commitment to conservation, renewal and sustainable development.



The sun remains a symbol of optimism, energy, national pride and progress. Within the ESG variant, the introduction of a subtle leaf element adds a new layer of meaning. It represents regeneration, growth, environmental responsibility and the balance between human ambition and ecological care.

Together, the sun and leaf express the central idea behind the Green Pride Mark: Botswana can grow while protecting the natural systems that make the country unique.

The green mark therefore carries a dual message. It celebrates Botswana's natural beauty while recognising the responsibility required to protect it.

Purpose of the Green Pride Mark

The Green Pride Mark exists to:

1. Recognise businesses and initiatives that are taking measurable sustainability action.
2. Encourage medium and large businesses to improve their environmental performance.
3. Support Botswana's national sustainability, conservation and climate ambitions.
4. Promote responsible business practices across key sectors of the economy.
5. Help consumers, partners, investors and stakeholders identify approved businesses that are making a credible sustainability effort.
6. Protect the Brand Botswana system from vague, unsupported or misleading environmental claims.
7. Create a visible link between national pride, responsible growth and environmental stewardship.

Important Distinction

The Green Pride Mark is a recognition of demonstrated sustainability action. It is not a general badge for businesses that care about sustainability.

A business may value sustainability, speak about sustainability or support environmental awareness, but that alone does not qualify it to use the Green Pride Mark.

To qualify, an applicant must show evidence of action. This may include measured resource use, carbon footprint tracking, waste reduction, water stewardship, renewable energy adoption, responsible sourcing, biodiversity protection, sustainability reporting or verified environmental management systems.

Where the Green Pride Mark is Placed

The Green Pride Mark should be used as a secondary endorsement mark. It should support the approved user's own brand identity without replacing it or overpowering it.

The mark should be placed in a clear, respectful and visible position where it can be understood as a sustainability recognition mark.

Approved Placement Areas

The Green Pride Mark may be used on:

- Corporate websites
- Sustainability reports
- ESG reports
- Annual reports
- Company profiles
- Tender or investment documents
- Office reception areas
- Factory, site or facility signage
- Event signage
- Exhibition stands
- Social media content
- Advertising and campaign materials
- Internal sustainability communications
- Staff training materials
- Approved product packaging
- Approved labels, tags or swing tickets
- Approved point-of-sale materials
- Approved digital credentials
- Approved email signatures
- Approved investor or trade presentations

Rule Exploration

The Green Pride Mark must follow the same visual integrity principles as the core Botswana Pride Mark. Only approved Green Pride Mark artwork may be used.

Responsible Claims Guidance

Approved users may communicate their Green Pride Mark status, but all claims must be accurate, specific and supported by evidence.

Acceptable Claim Examples

- "Recognised by Brand Botswana for demonstrated sustainability action."
- "Approved to use the Green Pride Mark for our sustainability efforts in energy efficiency, water stewardship and waste reduction."
- "Our Green Pride Mark approval recognises our ongoing commitment to responsible resource use."
- "We are working to reduce our environmental impact through measured sustainability action."

Terms and Conditions of Use

Use of the Green Pride Mark is subject to the following terms and conditions.

Approval Required

The Green Pride Mark may only be used with written approval from Brand Botswana, BITC or an appointed authority.

Non-transferable Use

Approval is granted only to the approved applicant and may not be transferred, sublicensed or extended to another business, product, project, subsidiary, supplier or partner without written consent.

Defined Licence Period

Approval is valid for a defined period. Continued use after expiry requires renewal and updated approval.

Evidence-Based Claims

Approved users are responsible for ensuring that all sustainability claims made alongside the Green Pride Mark are truthful, current and supported by evidence.

No Misrepresentation

The Green Pride Mark must not be used to suggest that Brand Botswana, BITC or the Government of Botswana guarantees the quality, safety, performance, financial standing or full environmental impact of the approved user's products or services.

Correct Context

The mark must be used only in approved contexts and in relation to approved sustainability efforts.

Monitoring and Review

Brand Botswana reserves the right to review use of the mark at any time and may request supporting evidence, updated documentation or changes to incorrect applications.

Withdrawal of Use

Brand Botswana may suspend or withdraw approval if the user:

- Breaches the usage guidelines.
- Makes misleading sustainability claims.
- Fails to provide the requested evidence.
- Is found to be non-compliant with relevant laws or environmental regulations.
- Uses the mark beyond the approved scope.
- Acts in a way that damages the reputation of the Green Pride Mark, Brand Botswana or Botswana.
- Fails to renew approval after the licence period expires.

Duty to Notify

Approved users must notify Brand Botswana of any material changes that may affect eligibility. This includes changes to operations, ownership, sustainability performance, regulatory status, product claims or environmental impact.

Renewal Requirements

Renewal is not automatic. Approved users must provide updated evidence of continued sustainability action and progress.



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.



From Symbol to Living Brand Asset

Use of Pride Mark Symbol as a Standalone Brand Asset

Old Rule: The wordmark and symbol must never be separated.

New Thinking: The symbol has matured into a recognisable asset in its own right.

Over time, strong brands evolve from relying solely on full lockups to leveraging distinctive elements independently.

The Pride Mark symbol is:

- Visually distinctive
- Consistently applied
- Frequently visible across touchpoints

Therefore, it can function as a standalone mnemonic device that strengthens recall rather than dilutes identity.

This evolution reflects brand maturity, not brand inconsistency.

Rule Exploration

The full Pride Mark logo remains the primary signature and endorsement mark. The symbol may be used independently as a secondary brand asset within defined creative applications to enhance recall and modern expression.

Full Logo - Mandatory

- Formal Documents
- Endorsements
- Legal Use

Symbol - Use Case

- Campaign Visuals
- Social Content & Merchandise
- Environmental Graphics

Rigid logo-only usage feels institutional. A flexible motif system feels dynamic and contemporary.

By allowing the symbol to:

- Scale dramatically
- Crop into layouts
- Interact with imagery
- Animate across digital platforms

The brand moves from "official seal" to "living culture brand."

That shift is critical for a national pride initiative that must resonate with younger Batswana.



Stationary

On Letterheads

The Pride Mark should be placed at the top left and the company details on the bottom of the page; with the symbol silhouette across the body of the page.



On Business Cards

The business cards are prime real estate and, as such, can be used as an extension to Brand Botswana's positioning. They can behave as micro-flyers / billboards and continue the Pride Mark story.





Stationary

On Document Folders



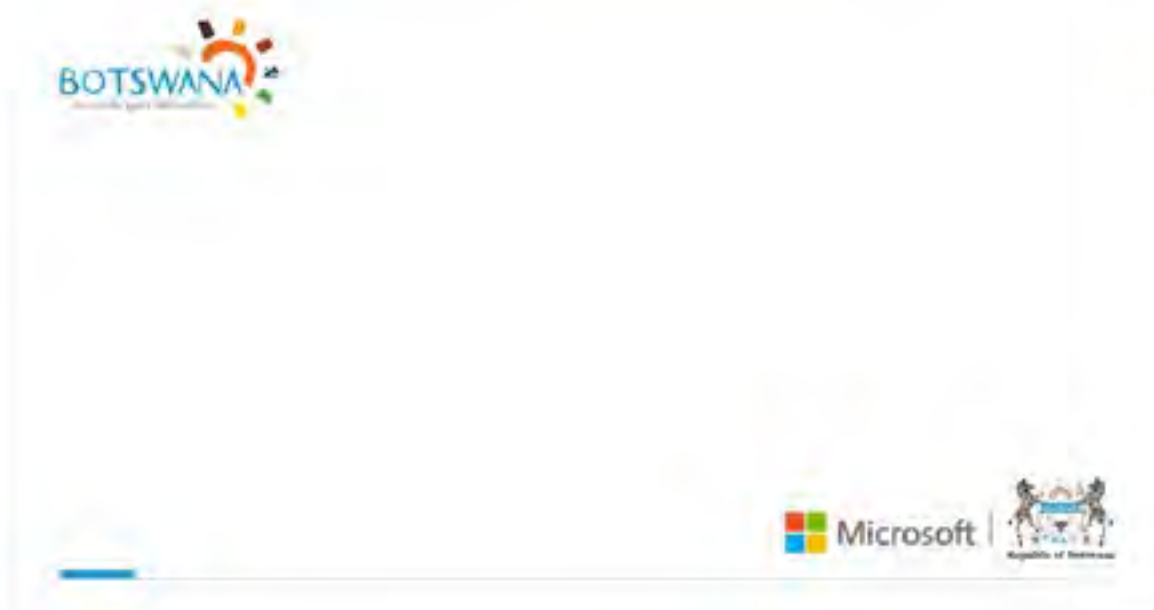
Botswana Investment and Trade Centre
Private Bag 00455
Gaborone, Botswana

Plot 54/551
Central Business District
Gaborone, Botswana

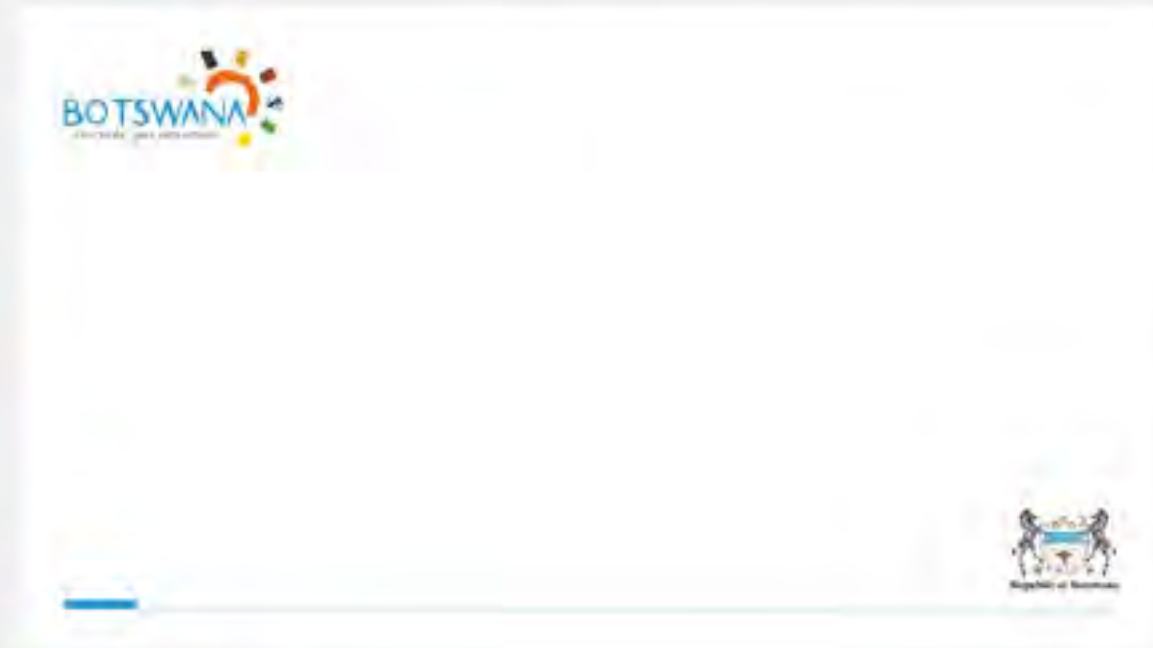
Tel: +267 353 3300
E-mail: brand@botswanaitc.co.bw



Stationary



On PowerPoint Slides



Take Note

The standard branded Brand Botswana PowerPoint template is not restrictive or limiting and easy to use, while following branding guidelines:

- Don't modify the fonts: use Meta Plus Bold Roman and Neue Haas Grotesk for the template, these are available online or on request.
- Stay within Brand Botswana's brand color scheme, embedded into the template
- Use master slide layouts for consistency
- Photography style is shown on this page.



Advertising

On Print Media



Headline goes here

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Call to action



Modern brands operate as living systems, not fixed templates. By establishing strong core assets while allowing freedom in layout, composition, and execution, Brand Botswana maintains recognisability without sacrificing relevance.

Allowing greater creative flexibility in social and print artwork enables the brand to:

- Respond quickly to trends and conversations
- Experiment with contemporary visual styles
- Engage younger audiences in a language that feels current, not institutional
- Showcase Botswana's creativity rather than confine it

On Digital Media

Rigid, overly prescriptive structures limit cultural relevance, agility and visual freshness thus clashing with the brand's dynamism and modernity. As such, digital media may be created in any style as long as it obeys the Pride Mark identity rules.





Advertising

Promotional Materials

- Cap
- Bucket Hat
- Squeeze Bottle
- Umbrella
- Drawstring Bag
- Tote Bag
- Golf Shirt



On Products

Products showing the correct application of the Pride Mark



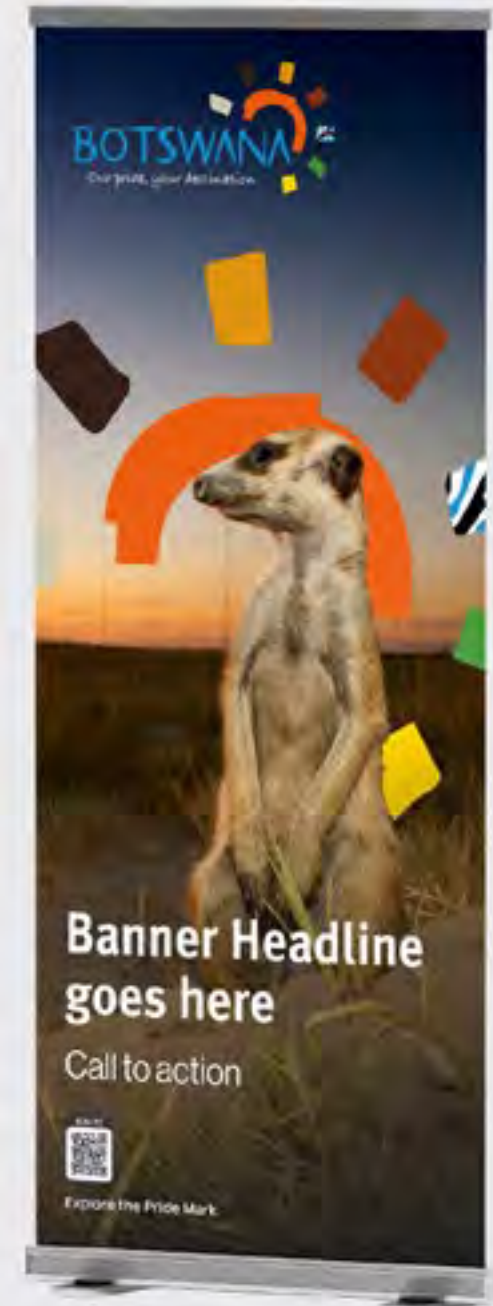
Please Note: Images used are for illustration purposes only.



Branding Backdrops



Pull Up Banners



Please Note: Images used
are for illustration purposes only.



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