

# DESTINATION TANZANIA

## BRAND GUIDELINE MANUAL



VERSION 1 | 2020



# HOW TO USE THESE GUIDELINES

A lot of thought has gone into making these guidelines as simple and as easy to use as possible.

Their purpose is to help us produce communication material that is consistent in look and feel, and most importantly, to ensure we attract, engage and motivate our audiences.

These guidelines are not meant to be read cover to cover. They've been designed to help you get straight to the appropriate section and within that section find the answers you need.

The first section of the guidelines, 'Our Brand' is a must read.

It provides a solid foundation of who we are as a brand, and covers everything from our brand personality, to our key messaging and style of writing.


Over the page you'll find a decision tree. If you know who your audience is and the purpose of your communication, it will take you directly to the appropriate section.

If for some reasons you don't understand something, there are relevant contacts for more detailed information throughout.

# KARIBU TANZANIA

.....  
WELCOME TO TANZANIA





Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warm-hearted people. It offers the experienced traveler the unforgettable beauty of nature, wildlife and beaches - away from the crowds, back to the essence. The spirit of Africa, simple and inspiring. **Tanzania, Unforgettable!**

# Table of **CONTENTS**

---

## **BRANDING DESTINATION TANZANIA**

### **OUR BRAND**

Brand statement  
Brand proposition  
Brand personality  
Five key messages  
Seven key experiences  
Our tone of voice  
How we write

### **OUR BRAND TOOLS/POSITION**

#### **LOGOS**

Our logos and their usage  
Logo variations  
Our logo rules  
Creating a new logo  
Other logos and their usage

### **COLOURS**

Our colours

### **TYPOGRAPHY**

Our typeface

### **GRAPHIC DEVICES**

Our Indigenous graphics  
Our photography  
Applying our brand tools

### **CORPORATE**

Corporate applications overview  
Cover design  
General typographic rules  
Grid and layout  
Best practice  
Trade and Industry  
Trade and Industry applications

Cover design

General typographic rules

Grid and layout

Best practice

Consumer Youth

Best practice

### **CONSUMER CAMPAIGN**

See Campaign guidelines at;  
[unforgettabletanzania.co.tz](http://unforgettabletanzania.co.tz)

Co-op advertisements

Approving content, copyright and

Distributing and publishing

Intellectual property, Copyright

and Presentation and key

contact details

# OUR BRAND

In this section we have:

- Brand statement
- Brand proposition
- Brand personality
- Five key messages
- Seven key experiences
- Our tone of voice
- How we write



# BRAND STATEMENT

Brand Statement can be defined as the proclamation of your brand ethics and features of your business highlighting the unique selling points as compared to your contemporaries in the market having the target audience at the forefront. So what's our brand statement?

■ ■ Tanzania is one of the most beautiful countries in the world, inhabited by friendly and warm-hearted people. It offers the experienced traveler the unforgettable beauty of nature, wildlife and beaches - away from the crowds, back to the essence. The spirit of Africa, simple and inspiring.

**Tanzania, Unforgettable!**



# BRAND PROPOSITION

A brand proposition is a statement reflecting a brand promise along with an array of benefits offered to multiple market segments; in other words brand proposition clearly demonstrates to customers what benefits they can derive out of the brand”.

## **So what's our brand statement?**

Easy going, warm hearted people combined with vast natural landscape make Tanzania not just a unique holiday destination but an exciting one.”





# BRAND PERSONALITY

Our personality is a distinct part of our brand. It describes our human characteristics – which we are and how we present ourselves to the world. We've chosen four characteristics that sum us up:

---

## **Welcoming**

We're an open and friendly people. We're always happy to help and everyone's a "mate".

---

## **Down to Earth**

We're refreshingly unpretentious. Nothing fazes us and nothing bothers us.

---

## **Irreverent**

We're downright cheeky. We love a good laugh and every good laugh makes a great story to tell.

---

## **High Spirited**

We're upbeat and full of energy. Every day is a new opportunity to an adventure and has some fun.

---



# Our Key MESSAGES

Based on our brand positioning statement, we've developed five key messages that are true to our brand and motivating to our audiences.

Any content we create should feature at least one of these key messages, which provide an insight into the Tanzanian experience.

## **WELCOMING**

Tanzania has its arms wide open. We are some of the friendliest people on Earth. We're famous for our sense of "Mateship" and no matter where you go or what you do you'll always feel a sense of inclusion.

## **TRANSFORMATION**

Tanzania is a place of change. It gives you a fresh perspective. There is space to be yourself and to discover who you are, what you want to be, get refreshed and when your holiday is over, you're completely a new person.

## **ADVENTURE**

Tanzania is one giant adventure holiday destination. It gives unforgettable experience for everyone to enjoy, it be hiking through the Kilimanjaro Mt, surfing along the Swahili Coast and Swahili cuisine .

## **NATURE**

Tanzania is a vast landscape, full of unspoiled natural beauty and wilderness experience.

Whether you're headed for the remoteness of the outback, or the amazing National Parks and Game Reserves, you can't help but feel close to nature.

## **IMMERSION**

Tanzania, you don't sit on the side lines, you get out there and get amongst it.

Which means every holiday is filled with amazing memories.

In Tanzania, everyone's invited to "Have a go".

# TANZANIA EXPERIENCES

## WILDLIFE

Tanzania offers the unforgettable wildlife experience to the travelers through its safari trips when driving, walking, flying and ballooning in game reserves, national parks, conservation areas and nature parks.

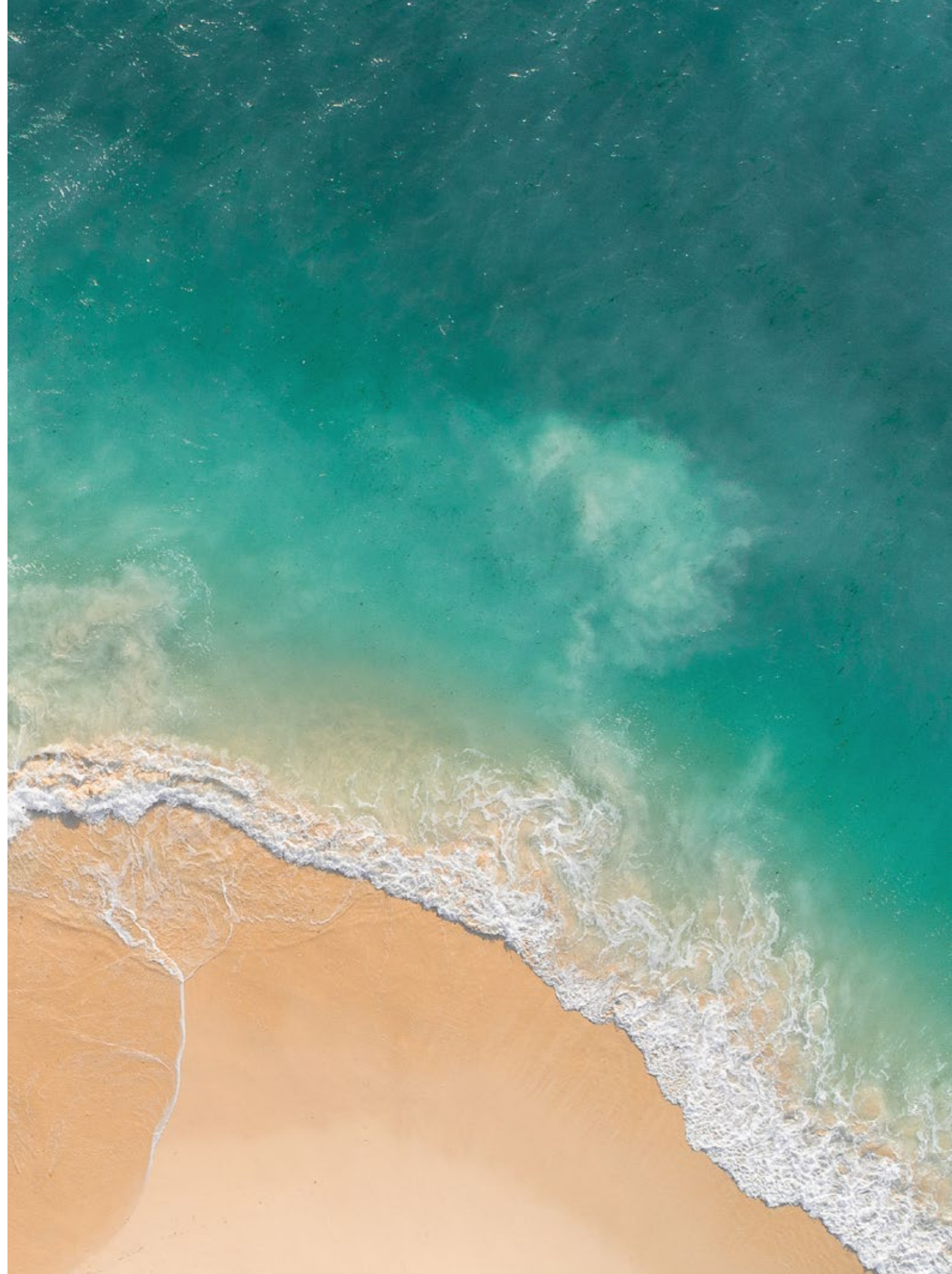
The Big 5 and wildebeest migration are important draw cards along with the natural beauty of environment that gives visitors fascinating experiences.



## ZANZIBAR-SUN, SEA AND SAND

Is an exotic Spice island with pristine beaches and azure blue seas. It is the cluster island that saw the growth and survival of Swahili civilization and trade until the mid-twenty century.

Zanzibar Visitors come here primarily to relax, to enjoy the sun, sea and sand, to and to escape away from the crowds. It also offers to visitors diving and snorkeling experience.



## MOUNTAIN CLIMBING

Tanzania is crowned with the tallest free-standing volcano in the world, Mount Kilimanjaro and Mount Meru the 5th highest mountain in Africa.

Hiking to Mount Kilimanjaro the Highest Mountain in Africa going to Usambara Mountains going down to eastern arc mountains is truly an adventure.

Stunning scenery and rugged terrain combined with a fascinating cultural backdrop to create several challenging and adventurous routes.



## MAASAI

The Maasai tribe is a unique and popular tribe due to their long preserved culture. Despite education, civilization and western cultural influences, the Maasai people have clung to their traditional way of life, making them a symbol of Tanzanian culture.

Maasai's distinctive culture, dress style and strategic territory along the game parks of Tanzania have made them one of the Tanzania's most internationally famous tourist attractions.

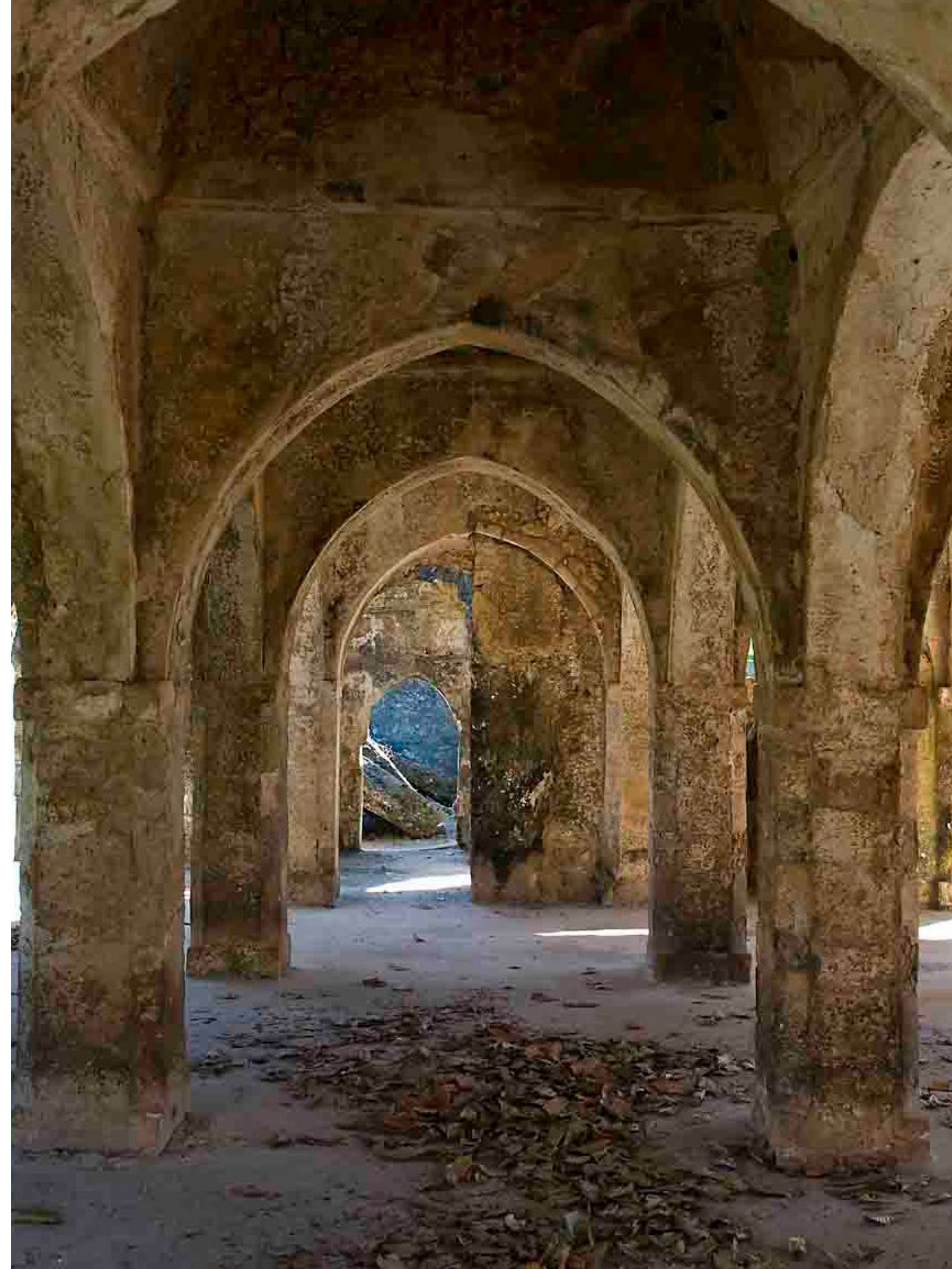
It is important to note that whenever we write content or use photographs of the Masaai of Tanzania we remain respectful and authentic.



## HERITAGE

Tanzania is a country of remarkable variety in physical and cultural geography that includes a vast array of natural, Historical and cultural heritage resources. Among African countries, Tanzania's tally of seven UNESCO World Heritage Sites.

Tanzania Historical Sites and other Heritages are marvels of engineering also give us a clear picture on how our ancient cultures were, with such "primitive" tools, manage to make things like Stonehenge or the rock paintings which they made purposely for their survival. This entire portrait their skill, desire and also depict the evolution and historical developments.



## NATURE

Tanzania's wild natural beauty is best expressed in color through the red of our sandy deserts, the in nite green shades of our rain forests, the pure white of our untouched beaches and the rich ocean blues.

When you visit Tanzania you can see, touch, and smell, hear or even eat things that cannot be found anywhere else in the world.





# FOOD, BEVERAGE & SPICES

Tanzania is a foodie's paradise. Our famous wines and cuisine are inspired by fresh, natural produce and influenced by our multicultural make up. You can get anything from great coffee, to a perfectly barbecued sausage, to a degustation of seafood delights with a view to match. Affordable, fresh food is served everywhere.



## OUTBACK TANZANIA

The Tanzanian outback is our heartland. With spectacular colors and dramatic landscapes, it embodies the spirit and resilience of its people. Experiencing these vast open spaces, night skies, cattle stations, pubs and meeting Tanzanians from the outback is an essential part of any Tanzanian holiday.



## CULTURAL DIVERSITY

Tanzania has more than 120 ethnic groups that speak different dialects, despite this fact the country has a unique and official language, Swahili.

As a result of this unusual combination of peoples, Tanzania has evolved the greatest linguistic diversity in the whole of the African continent, with four major African language bases, ranging from Bantu, Cushitic and the Nilotic languages to the less comprehensively spoken Khoisan or 'click' languages of the bushmen.

These tribal diverse make Tanzania to portray a truly African traditions, cuisine, lifestyle, dress and music. These entire different cultures weave together to create a peaceful, vibrant and diverse country, where the population considers itself Tanzanian first and foremost.



# Our TONE OF VOICE

---

## OVERVIEW

Maintaining a consistent tone of voice is crucial to our brand. All of our communications should speak in the same down to earth friendly Tanzanian voice.

Depending on who we're talking to – a consumer, travel agent or other stakeholders – our message might change, but our tone of voice will always remain consistent.

Here's a quick guide to the range or stretch of our tone of voice, from one end of the spectrum to the other.

## PERSONALITY STRETCH

### For consumers

All communication programs and events targeting our consumers.

### For Corporate/Trade and Industry

All communication programs and events targeting Trade and Industry, and other stakeholders.

---

<b>Welcoming</b>	◀.....▶	<b>Approachable</b>
<b>High spirited</b>	◀.....▶	<b>Positive</b>
<b>Down to earth</b>	◀.....▶	<b>Straight forward</b>

## CONSUMERS

The way we speak to consumers should be informal and conversational. Write as if you're having a friendly chat. The tone should reflect our brand personality, be relaxed, high spirited and genuine.

The language also needs to be consistent with Branding Destination Tanzania's personality, which is engaging and appealing. Use descriptive verbs and sensory adjectives to help create an engaging experience.

Try to use words and phrases that you would use in everyday conversation, but be mindful of slang or colloquial terms that may not be understood or translated negatively in other languages.

### Tips for writing to consumers For example

<b>Be genuine and use a relaxed tone of voice</b>	You'll be lost for words in a World Heritage-listed Serengeti National Park.
<b>Use descriptive verbs to highlight the unique wonders of our land</b>	Take a rugged 4WD adventure through Tanzania's outback, soaking up the space, silence and timeless vistas. Or discover long white beaches and lush national parks on one of our spectacular coastal journeys.
<b>Write as though you're having a friendly chat with your audience</b>	There are all sorts of treasures in the cobblestone that sprawl secretly off Tanzania's ordered city streets.
<b>Use present tense to maintain a sense of currency to our content</b>	Wake up with good coffee in Moshi and Centre Place or listen to live African music in Arusha or Dar es Salaam's Lanes.
<b>Use second person narrative where possible</b>	Find out where you can get up close and personal to nature's spectacle in Tanzania.

## TRADE AND INDUSTRY/CORPORATE

The way we speak to Trade and Industry/Corporate should be slightly more formal. This includes media releases, presentations, newsletters and industry communications.

But we must ensure our brand personality is still consistent. It is important to convey a sense of sophistication whilst remaining vibrant and inspiring. Use positive language and always try to open and close your communication positively.

Please keep in mind that the language, tone and formality of your corporate content will vary depending on your audience. Yet it is always important to ensure that the tone remains true to “Branding Destination Tanzania”.

### Tips for writing to trade and industry/corporate

### For example

#### Use genuine and inclusive language

Within easy distance of every city are several national parks and wildlife reserves.

#### Use vibrant and sophisticated language

These educational visits are a powerful way to show agents first hand why there really is nothing like Tanzania for their clients' next business event.

#### Use slightly more formal language

You can find out more about the Tanzania's Specialist Program at [www.tanzaniatourism.go.tz](http://www.tanzaniatourism.go.tz)

#### Use pronouns where possible, such as you, yours, we, and ours

Tanzania is one of the most diverse countries on the planet, home to more than one million species of plants and animals, many of which aren't found anywhere else in the world.

#### Use positive language and be inspiring

There is no better way of rediscovering yourself and reconnecting with nature, than walking around pristine Tanzania.

# Our **BRAND TOOLS**

---

Inside this section, you'll find our main tools for Destination Branding Tanzania. It covers all the elements you'll need to work with, along with helpful hints to make the most of your layouts.

## **IN THIS SECTION**

- > Our logos and their usage
- > Logo variations
- > Our logo rules
- > Creating a new logo
- > Other logos and their usage
- > Our colours
- > Our typeface
- > Our Indigenous graphics
- > Our illustrations
- > Our photography

# OUR LOGOS

The Destination Branding Tanzania logo is used to identify the Tanzanian Government's official destination marketing authority.

This logo is available in two configurations (stacked and landscape) and four variations according to different communication objectives.

All logos are available in full colour and one colour in the two configurations.

## Tips on LOGOS and their configurations

### TANZANIA Unforgettable

#### Primary logo for consumer messages

This logo should be used as a general call to action on all consumer communication material.

#### National Flag Version (Full Colour)



#### Khanga Version (Full Colour)



#### Solid Black Version (Single Colour)





## LOGO DESCRIPTION

We have chosen to have two but one logo to cater different purposes of usage. (Eg) For the Magazine Masthead, use MONO type of the logo while for branding and marketing purposes we use a DYNAMIC patterned icon logo.



## DESCRIPTIONS



Brand Name.

Slogan (Tag Line)

With all four colours of Tanzania's flag, easy to relate with a country as a subject matter. Every colour on the graphic pattern symbolizes Tanzania's mystical tourism attractions.

Virgin Green vegetation. This part represents National Parks and other natural tourism attractions.

Roads, leads to safari and camping destinations.

Oceans, Beaches, Resorts etc.

The Sun, both sunrise and sunset; this stands for the Country's natural beauty and signifies hope and the vibrancy, calmness and the hospitality of the people of Tanzania.

## LOGO VARIATIONS

We love our logo. Our logo should not be messed-up with . It looks best in full colour on a white or light colored background and we encourage you to use it that way.

The full colour positive logo consists of the National Flag colours and sun symbol in full colour and the wordmark (Tanzania) in white colour. For those instances where the full colour version won't work, we have the following approved variations.

### Full Colour (National Flag Elements)

The Full Colour version logo consists of the National Flag and sun symbol icon in full colour white keyline around. The wordmark switches to white. Also in this category we have two variations of colouring; one is colours with gradient and solid/flat colour for non gradient compliant materials such as merchandise.

### Full Colour (With cultural clothing textures)

The Full Colour version logo consists of the National Kitenge/khanga, Maasai and attire to symbolize the national heritage and culture. The wordmark switches to black.

### Solid & Mono

The mono logo is used wherever reproduction methods are restricted non gradient and or black and white. Make sure that there's enough contrast between the logo and background colour.

### Reverse

The full colour reverse logo version incorporates a white solid colour background box, with the wordmark retaining it's white colour.

### Full Colour (Gradient) Variation



### Full Colour (Solid/Flat Colour) Variation



### Grayscale Variation



### Black & White Variation



### Full Colour (Kitenge) Variation



### Full Colour (Maasai) Variation



### Full Colour (Maasai) Variation



### Full Colour (Batiki) Variation



### Single Colour (Black) Variation



### Single Colour (Reverse) Variation



## OUR LOGO RULES

### Clear space

Clear space is the minimum area surrounding the logo which must remain clear of any other visual elements or text.

Each of the logo configurations uses the cap height measurement to determine its clear space.

Where possible, create more clear space than the minimum requirements, but never less.

### Minimum size

Minimum size specifications ensure that the logo remains clearly legible in all applications and all methods of reproduction.

Each of the full colour logo configurations has a minimum size specification as shown here.

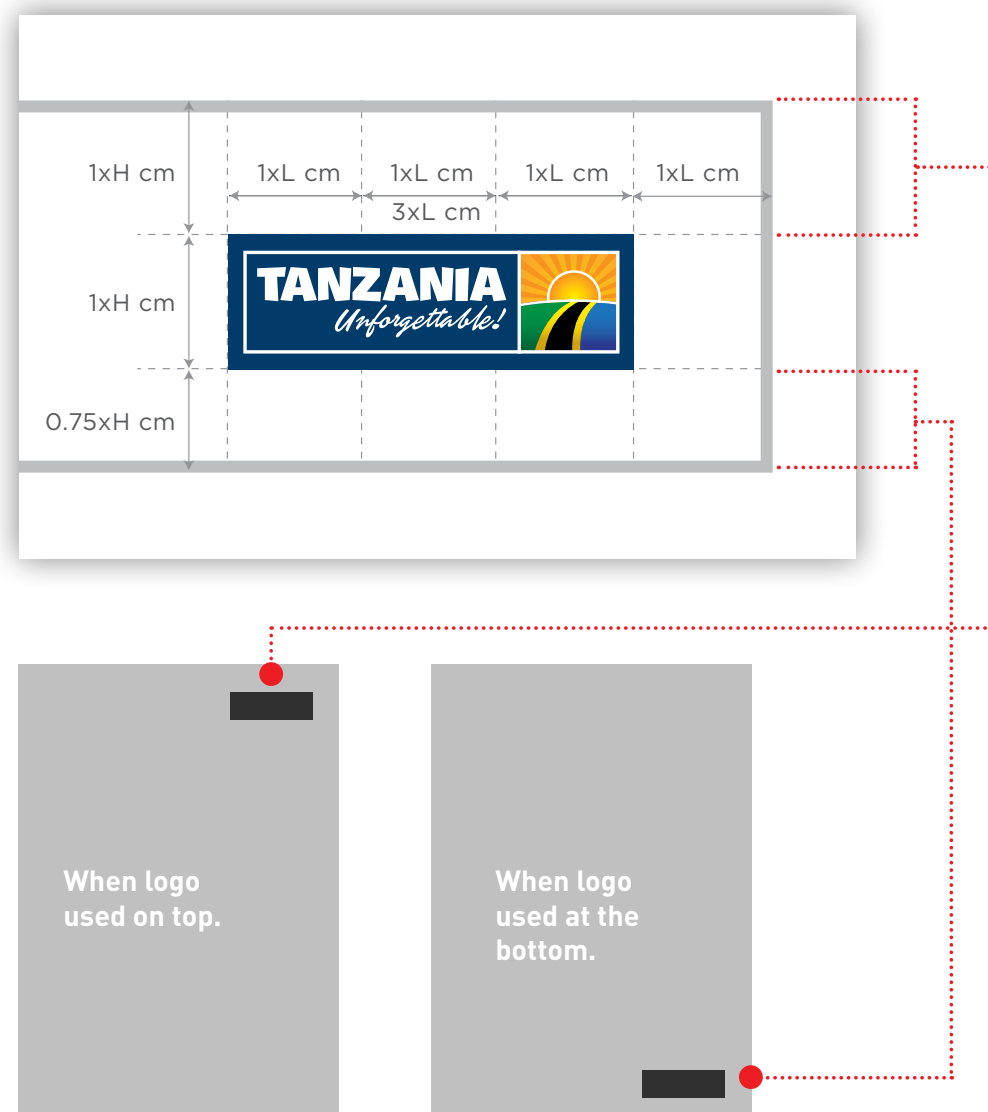
In cases when the logo must be reproduced at sizes less than these minimums or when the quality of the reproduction method is doubtful e.g. silk screening or embroidery, only the one colour positive or reverse versions, as specified on the previous page, should be used.

### Clear space (Landscape)

Choosing the correct brand mark size: The size you choose depends on the size and format of the page.

We have created a table of sizing and positioning for the principal 'A' paper sizes (see below).

Do not use the brand marks at any size other than those corresponding to the 'A' sizes shown. This dimension apply to both Primary and Secondary logos.



## CHOOSING THE RIGHT LOGOS

The following table shows how to choose the right logos for your communication. To comply with Destination Branding Tanzania Program standards, the (Tanzania, Unforgettable!) wordmark is mandatory when indicated.

Logo usage falls into two main categories: corporate and marketing.

All corporate applications use the Primary logo and the Tanzania wordmark. For marketing, different logos apply according to the media they appear in.

Refer to the attached chart for guidelines on which logos apply in which situations.



### CORPORATE APPLICATIONS

Corporate communications	○	○	○
Corporate website	○		
Videos	○	○	
Reports and official documents	○		○

### MARKETING APPLICATIONS

Websites	○		○
Advertisements (print/online/TV)	○	○	
Videos	○	○	
Owned content	○		
Sponsored content	○		
Swag	○	○	○

### TRADE SHOWS AND EVENTS

Booth	○	○	
Event signage	○		

### BUSINESS EVENTS APPLICATIONS

Website	○		○
Brochure	○		○
Swag	○	○	

## OUR LOGO RULES

### Incorrect use

Incorrect use of the logo can weaken the integrity, impact and consistency of them.

To ensure high quality results, carefully follow recommendations set out in these guidelines.

Do not flip the logo



Do not place the logo on an angle



Do not crop into the logo



Do not distort the logo



Do not alter the placement or size of the logo elements



Do not change the colour of the logo or keyline or any part



## OUR LOGO RULES

### Incorrect use

Incorrect use of the logo can weaken the integrity, impact and consistency of them.

To ensure high quality results, carefully follow recommendations set out in these guidelines.

Do not flip the logo



Do not place the logo on an angle



Do not crop into the logo



Do not distort the logo



Do not alter the placement or size of the logo elements



Do not change the colour of the logo or keyline or any part



## OUR INDIGENOUS GRAPHICS

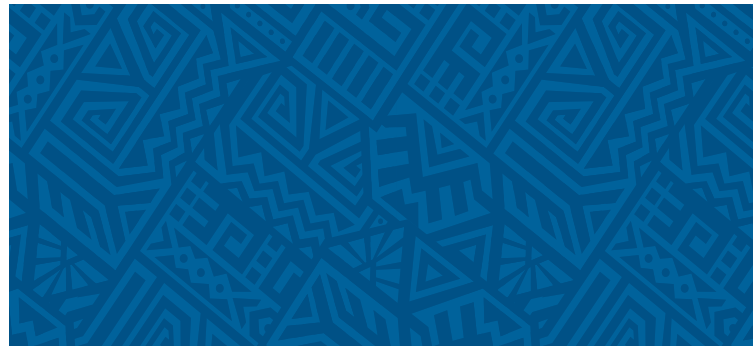
Indigenous people have used distinctive images to communicate their stories for thousands of years. The Indigenous art designs visualise the irrepressible vitality that is alive and awake in the Tanzanian people and environment.

There are currently two indigenous art designs in our Brand. Each one represents their own specific feeling and story.

In the competitive travel industry market, they are visually unique and unmistakably Tanzanian.

### Calmness

In the surety of the lore, life is lived close to the spirit of the land. On this ancient continent seasons align in harmony under a starlit universe. Dawn breaks gently in the bush. It is a tranquil blending of night into day.



### Adventure

Tribes travel vast landscapes under green forests and savannas of Tanzania in sun and midnight sky. Clan groups join in the processions to secret, sacred ceremonial grounds. The most pattern involved here is Khanga and Kitenge.



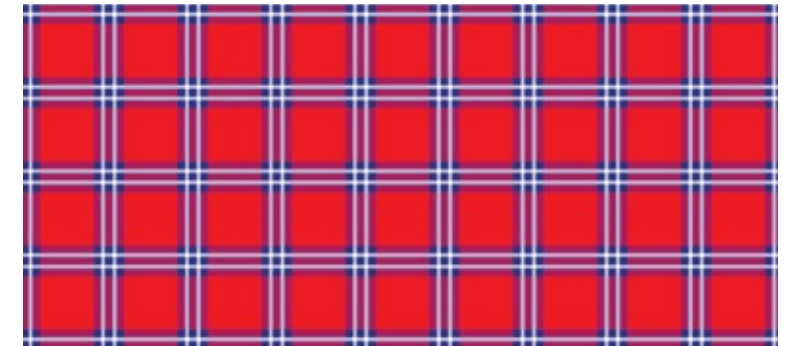
### Maasai | African pattern

Africa has a wealth of patterns, everywhere you look you will see repetitions of shapes and colours, textures and lines laid out in all sorts of arrangements. This is a reknown Maasai shuka or Mgolole. (Mainly red is for Men)



### Maasai | African pattern

Africa has a wealth of patterns, everywhere you look you will see repetitions of shapes and colours, textures and lines laid out in all sorts of arrangements. This is a reknown Maasai shuka or Mgolole. (Mainly red is for Men)



### Batiki Pattern

Tribes from around lake Victoria from all three countries share same geographical, cultural and natural human behaviours. Under this zone we find the colourful rainbaw pattern clothing known as tye n' dye.



### Karanga Pattern.

Africa has a wealth of patterns, here see the Karanga pattern, this represents agricultural activities within our communities.



## OUR COLOURS

### Origin of colours

The Branding Destination Tanzania colour palette draws on the natural beauty of Tanzania, observing the striking contrast in light and shade when touched by Tanzania's dazzling light.

The palette is split into nine tints and nine shades of these colours.

### Use of tints

As a rule, tints should be used for backgrounds, pullout boxes, graphs and charts.

### Colour for web

All the colours can be used for the Branding Destination Tanzania website as well as black. For accessibility reasons, we don't recommend any writing on the web to be from the BDT Blue, BDT Orange, BDT Green, BDT Yellow and BDT Sand family .

\*Please note that office printers are not consistent in colour quality. Please refer to the CMYK breakdown.

### DBT Black Colour Family

Print Color C: 0 - M: 0 - Y: 0 - K: 100 % Tints 100 – 20  
 RGB R: 0 - G : 0 - B: 0  
 Pantone #000000



### DBT Blue Colour Family

Print Color C: 100 - M: 50 - Y: 50 - K: 100 % Tints 100 – 20  
 RGB R: 0 - G : 64 - B: 113  
 Pantone #004071



### DBT Green Colour Family

Print Color C: 100 - M: 0 - Y: 78 - K: 65 % Tints 100 – 20  
 RGB R: 0 - G : 82 - B: 51  
 Pantone #005233



### DBT Yellow/Orange Colour Family

Print Color C: 0 - M: 33 - Y: 100 - K: 0 % Tints 100 – 20  
 RGB R: 252 - G : 179 - B: 22  
 Pantone #FCB316



## OUR TYPEFACE

We use two typefaces for the majority of Branding Destination Tanzania communications. Each one offers a range of typographic expressions.

### HEADLINES:

#### **BT (Tanzania Distorted) Digitalt Medium**

The BOLD and manually distorted typeface, Digitalt Medium is irreverent, modern and informal in style. Its random shapes complement the hand-crafted style of Branding Destination Tanzania's Indigenous Art. Used sparingly, Digitalt Medium is a unique personality is a distinctive element of the visual identity.

### TAGLINE:

#### **Finition PERSONAL USE ONLY**

The handwritten typeface, is a welcoming and relaxed font that reflects the brand personality.

### BRAND COMMUNICATION HEADLINE:

Digitalt (Medium)

Closer to the ZURICH, Digitalt posses as the twin brother to the main BRAND Typeface, Black/Bold and energetic, the typeface is commanding, bringing energy to life, well read, inviting and concurring the brand personality.

### Communication Copy (Text)

DINPro (Family)

This typeface has a wide range of weights which allow itself to adopt a number of personalities. The DINPro font is designed to be highly legible.

### DIGITALT (MEDIUM)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

*Finition PERSONAL USE ONLY*

*abcdefghijklmnopqrstuvwxy*

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

DINPro - Light

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

DINPro - Regular

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

**DINPro - Bold**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

**DINPro - Black**

**abcdefghijklmnopqrstuvwxy**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**



## OUR ILLUSTRATIONS

Illustrations add an element of playfulness, as well as complimenting the Indigenous graphics. They also tie in with the style of the hand rendered typefaces.

The one colour illustrations can easily be applied as a decorative element, overlapping photographs.

### Usage of illustrations:

Illustrations should be used in a similar way to the Indigenous graphics – and in similar tones.

They are a decorative element to support a key message or theme, without being dominant.

**Only use a maximum of two illustrations (which can be repeated) per page. Illustrations are best used small to maintain their charm.**



# HOW WE WRITE

## EDITORIAL STYLE AND CONVENTIONS

It is best to write in concise, plain English so that everyone, not just the tourism industry, can understand you.

Good writing is writing that effectively conveys your message, avoids misunderstandings, saves time and gives a favorable impression of our organization.

## Good writing

To make your writing easier to read and understand:

- Keep sentences short. Find a balance between being descriptive and weighing sentences down with technical terms.
- Use the simplest word you can find to express an idea, e.g. help rather than facilitate; begin instead of commence. Avoid the temptation to make your writing sound more impressive. Clear, direct language is more effective.
- Present ideas and facts in a logical sequence.
- Avoid unnecessary words that don't add anything new, e.g. 'airport facilities', 'production process', 'Tanzania Tourist Board (TTB) is currently advertising in...', 'the campaign was repeated again'.
- Buzz words such as strategic and targeted are applied to our advertising, research and reviews too frequently.

### Tips

**Use verbs in the active not passive voice wherever possible**

### For example

**Instead of (passive and wordy)**

Further information can be obtained by contacting our Strategic Sales Department on (+255) 22 2100000.

**Preferred style (a direct call to action)**

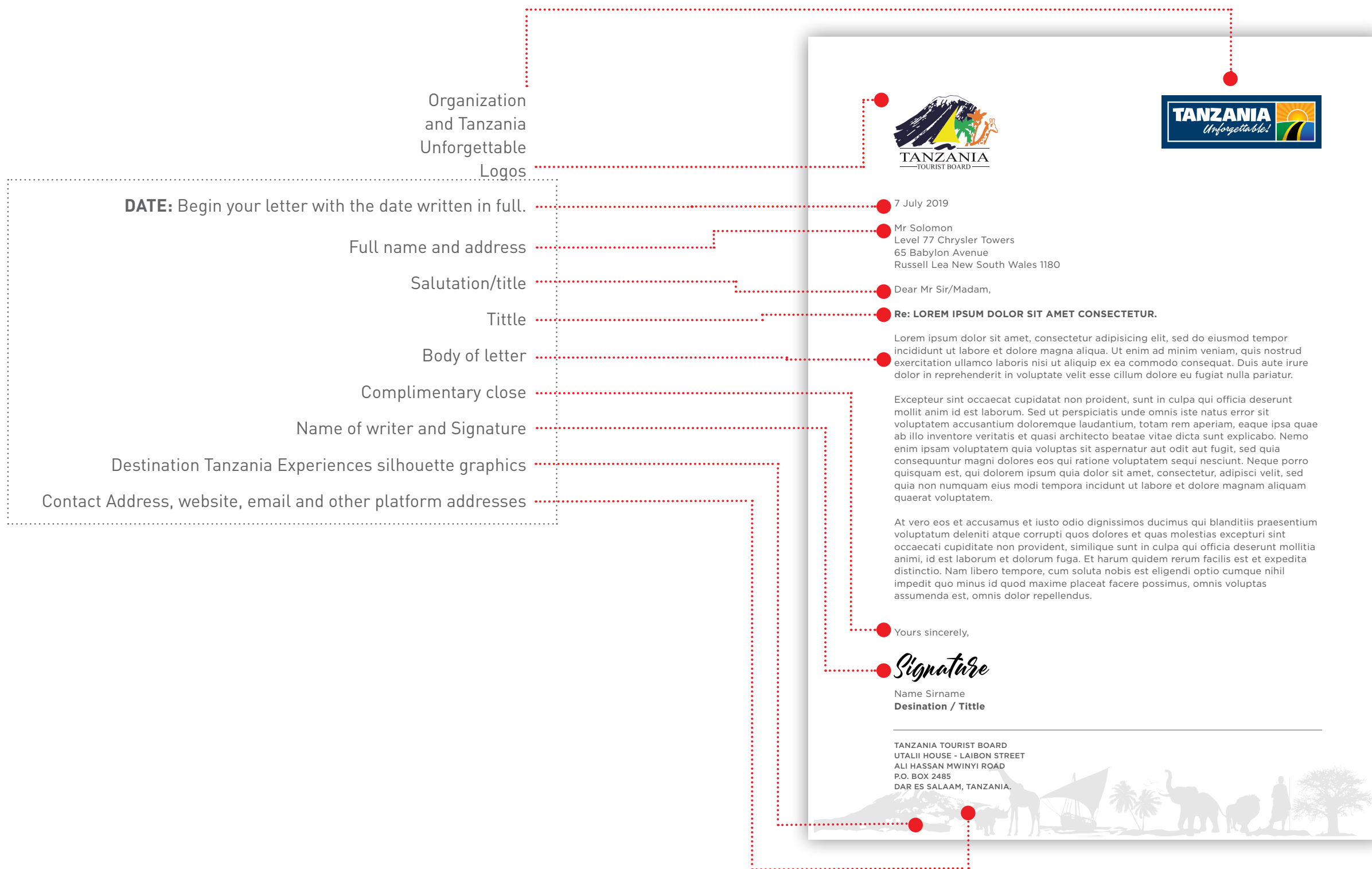
Call our Strategic Sales Department on (+255) 22 2100000 for more information.

Tips	For example
<p><b>Keeping in mind our marketing focus, it is best to use a positive, proactive tone wherever possible</b></p>	<p><b>Instead of (defensive and complaining)</b> Without increased funding, Tanzania Tourist Board (TTB) will not be able to advertise to specific target groups in that market effectively.</p> <p><b>Preferred style (realistic and proactive)</b> Tanzania Tourist Board (TTB) will be able to advertise more effectively in that market if funding is increased.</p>
<p><b>Avoid overuse of tourism and marketing jargon and acronyms</b></p>	<p><b>For example, this sentence in a public Tanzania Tourist Board (TTB) report would baffle most:</b> Co branding of States coordinated through Tanzania Tourist Board (TTB) will enable deepening of brand image experiences and be used as a platform for tactical integration.</p> <p><b>Preferred style :</b> Working alongside State Tourism offices will provide a stronger platform when communicating to the consumer.</p>
<p><b>If an industry-specific term must be used, always define it in simple language.</b> When using abbreviations, always spell out the full title first, with the abbreviation in brackets:</p>	<p><b>Instead of :</b> QF announced it would introduce new services between Tanzania and Osaka.</p> <p><b>Preferred style :</b> Qantas (QF) announced it would introduce new services between Tanzania and Osaka.</p>

Category	Rule	DO	DON'T
Spelling	<p><b>Some words have alternative spellings</b> For consistency, please use the following:</p>	<p>&gt; program &gt; focused &gt; budgeted &gt; targeted</p>	<p>&gt; programme &gt; focussed &gt; budgetted &gt; targetted</p>
	<p><b>Generally speaking, use Tanzanian (English) spelling</b> Unless writing exclusively for the US market. (If in doubt, consult the latest edition of The Oxford Dictionary for common Tanzanian usage, as recommended by the Tanzanian Government Publishing Service. Use the first entry where several spelling alternatives are provided).</p>	<p>organise colour</p>	<p>organize color</p>
	<p><b>Always abbreviate 'for example'</b> This is the way we do it:</p>	<p>e.g.</p>	<p>eg.</p>
Numbers, dates and percentages	<p><b>Spell out numbers under 10</b> Unless it's a measurement, date, or in a table, then always use numerals.</p>	<p>nine 9 km</p>	<p>9 nine km</p>

Category	Rule	DO	DON'T
Numbers, dates and percentages	<b>Numbers that open or close a sentence should be spelt out</b>	Fifteen thousand people attended.	15,000 people attended.
	<b>For numbers 10 and over, use numerals</b>	15	fifteen
	<b>Spell out percent, except in tables, where symbols are permissible</b>	9 percent 9% (in tables)	9% (in documents other than tables)
URL	<b>Always write URL with the www.</b>	www.tanzania tourism.go.tz	tanzania tourism.go.tz
	<b>Use a comma in four digit denominations</b>	\$1,000	\$1000
	<b>Always write million and billion in full in the first instance, then abbreviate to M and BN</b>	65 million \$45 billion	
	<b>Indicate currency in the following style</b>	TZS 400 US\$400	
	<b>Long date format is day/month/year</b> Do not use short date format.	4th August, 2020	04/08/11
	<b>Date spans should be expressed in the following formats</b>	1st July - 4th September, 2020 (if across years and decades)	04-08/ 11/ 2020

Category	Rule	DO	DON'T
Names and titles	<b>Tanzania Tourist Board should always be referred to in full</b> It should not be abbreviated to TTB in public communications.	Tanzania Tourist Board	TTB
	<b>Capital letters should be used minimally</b> e.g. complimentary close	Yours sincerely Yours faithfully Kind regards	Yours Sincerely Yours Faithfully Kind Regards



Organization and Tanzania Unforgettable Logos

**DATE:** Begin your letter with the date written in full.

Full name and address

Salutation/title

Tittle

Body of letter

Complimentary close

Name of writer and Signature

Destination Tanzania Experiences silhouette graphics

Contact Address, website, email and other platform addresses



7 July 2019

Mr Solomon  
Level 77 Chrysler Towers  
65 Babylon Avenue  
Russell Lea New South Wales 1180

Dear Mr Sir/Madam,

**Re: LOREM IPSUM DOLOR SIT AMET CONSECTETUR.**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias excepturi sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum facilis est et expedita distinctio. Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere possimus, omnis voluptas assumenda est, omnis dolor repellendus.

Yours sincerely,

*Signature*

Name Surname  
Desination / Tittle

TANZANIA TOURIST BOARD  
UTALII HOUSE - LAIBON STREET  
ALI HASSAN MWINYI ROAD  
P.O. BOX 2485  
DAR ES SALAAM, TANZANIA.



# OUR PHOTOGRAPHY

Photography is perhaps the most effective way of showcasing what Tanzania is all about. Images can highlight the beauty and diversity of the landscape, people and culture. They also provide an insight into the unique lifestyle and experiences on offer.

Every image helps tell our story. So it's important that they reflect our key experiences as well as look like they're all from the same family.

Note: Ensure you have permission to use any images, and approvals before publishing. With photographs taken by external photographers, get the usage rights for both image and talent.

The Tanzania Tourist Board (TTB) image gallery is an online resource that provides free downloads of thousands of Tanzanian lifestyle and location visuals. [www.tanzaniatourism.go.tz](http://www.tanzaniatourism.go.tz)

Here is your checklist to follow when selecting images:

## **TEN KEY EXPERIENCES**

Every image should draw on at least one of our key experiences: Original Tanzania, the coastal lifestyle, Tanzania's vibrant cities, Food and wine, Tanzanian journeys, Nature, Outback Tanzania.

## **MOOD AND TONE**

Images should feel Tanzanian, authentic, emotive, genuine, fun, experiential, warm, natural, engaging, thoughtful and intimate.

## **COLOUR**

Images should either reflect the warm colours of Tanzania's center, signaling warmth, energy and vibrancy. Or reflect the cool colours of Tanzania, signaling rest, refreshment and reflection.

## **LIGHTING**

Lighting is an integral compositional tool. It helps create a mood, add drama and enhance an experience. Avoid harshly lit scenes and strident saturated colours. Softer lighting will yield a subtle graded palette.

**Why these images work well****Moodboard****They draw on the key experiences:**

Outback Tanzania, Tanzanian journeys, Nature

**The mood and tone is:**

Tanzanian, real, emotive, experiential, warm, engaging

**The colour palette is:**

Warm and vibrant

**Lighting is:**

Used in a dramatic way to highlight the landscape

**They draw on the key experiences:**

Nature, Tanzanian journeys, Aussie coastal lifestyle

**The mood and tone is:**

Tanzanian, real, emotive, experiential, authentic, genuine, fun

**The colour palette is:**

Cool and refreshing

**Lighting is:**

Uniform and directional to focus on key elements

**They draw on the key experiences:**

Tanzania's vibrant cities, Food and wine

**The mood and tone is:**

Emotive, engaging, experiential, fun, real

**The colour palette is:**

Warm and vibrant

**Lighting is:**

Diffused to feel inviting and genuine



# APPLYING OUR BRAND TOOLS

---

After you know who you're talking to, now you should get straight to what to offer and where to apply it. Each section gives you all the tools you need to help you design your layouts effectively.

## **In this section In this section**

- > Corporate
- > Trade and Industry
- > Consumer Youth



# CORPORATE APPLICATION

Inside this section, you'll find specific tools created just for Corporate and Government communications. Don't forget that you can always refer to Branding Destination Tanzania's tools to get more familiar with our brand elements.

**In this section In this section**

- > Corporate applications overview
- > Cover design
- > General typographic rules
- > Grid and layout
- > Best practice

## CORPORATE APPLICATIONS OVERVIEW

These examples and tools will help you create effective communication material relevant to your intended audience.

### 1 Logos

Use both the Tanzania Tourist Board (TTB) and Destination Branding Tanzania logo for all corporate communications. The Government (Court Of Arms) lock up should be used for all/some Government communication, and can feature on the cover and inside.

### 2 Typography

Headings should be set in either DIN Pro, Digitalt or Finition Headline, depending on your communication objectives.

### 3 Colour palette

All of the colours in the Destination Branding Tanzania colour palette can be used (see page 60).

### 4 Indigenous graphics

All the Indigenous graphics can be used. Corporate also uses a technique called 'transition' (as shown in the example).

### 5 Photography

All images from the Branding Destination Tanzania photo library can be used. Choose relevant images that support your message.

## MARKETING INSTRUMENTS

Focusing the marketing activities to create sufficient awareness and interest on the primary, secondary and tertiary source market countries as depicted in the International Marketing Strategy and also any other source market country that features among the top ten overseas source markets in the current Tourism Statistical Bulletin.

The limited budget is also the reason to focus on a limited number of effective and essential marketing instruments, namely:

- e-tourism and e-marketing
- printed matter
- free publicity
- travel trade
- international travel trade shows/exhibitions
- international road shows
- international representation

It is important that the marketing instruments have the same look and feel, thereby reinforcing each other. This is especially important for the e-marketing instruments and printed matter.

### **e-tourism and e-marketing**

E-tourism and e-marketing is the promotion of Tanzania using the (mobile) internet, social media and apps. The use of internet and specifically traveller review sites when selecting a leisure travel destination is growing strongly each year, especially in Tanzania's primary source countries, the UK, Germany, USA and Italy.

As most of the travelers to Tanzania are experienced travelers with a relatively high level of education and a high income, their use of digital media in making travel decisions will be high. Tanzania needs therefore to concentrate strongly on improving its digital presence.

### **Website**

Redesign the TTB website within a consistent look and feel:

- in the languages of the primary source countries (English, German, Chinese and Italian)
- with a good balance between images and text, between photos, maps and videos
- presented from the viewpoint of the needs and interests of the (potential) tourists, helping them to make choices about where to go and what to do
- include user generated content
- use search engine optimization
- include FAQ's and possibly a 'send us an email' function.

### **Facebook**

Create a Facebook community in which people who have visited Tanzania can post their photos and experiences and where people who are interested in Tanzania can visit.

### **YouTube**

Upload (copyright free) quality videos of Tanzania on YouTube. Encourage visitors to upload their videos of Tanzania.

### **WeChat**

Upload (copyright free) quality videos of Tanzania on YouTube. Encourage visitors to upload their videos of Tanzania.

### **Social Media**

Appoint a social media officer in order to monitor how Tanzania is presented in the social media so that he/she can add content and where necessary respond or indicate to parties in Tanzania that they need to respond. The SMO should:

- monitor Twitter on Tanzania related tweets

- monitor TripAdvisor and other travel review sites for input concerning Tanzania and respond where relevant.
- inform hotels and attractions who need to respond to negative reviews.
- monitor Facebook, Flickr, YouTube and other (travel related) sites.

**Encourage visitors to talk - digitally - about Tanzania**

Hold contests for the best photos, the best videos, the best blogposts, etc concerning travel to Tanzania.

**Involve locals**

Encourage locals - inhabitants of Tanzania, not travel companies - to upload short text descriptions and/or photos of their favourite places and/or activities in Tanzania.

**Invite bloggers to Tanzania**

invite bloggers from source market, who write about travel and have a large following, to visit Tanzania.

A limited number of countries and cities with a good digital presence have been included in appendix 2 as examples:

- Berlin ([www.tanzaniatourism.go.tzvisitberlin.com](http://www.tanzaniatourism.go.tzvisitberlin.com))
- Australia ([www.tanzaniatourism.go.tzaustralia.com](http://www.tanzaniatourism.go.tzaustralia.com))
- South Africa ([www.tanzaniatourism.go.tzsouthafrica.net](http://www.tanzaniatourism.go.tzsouthafrica.net))

**MEMBERS & PARTNERS**

**Destination Brand**

Any tourism partner may adopt the Destination Tanzania identity and font. Again the preferred position for the Destination brand logo is on the front bottom right of consumer-facing marketing materials.

**Corporate Brand**

Any tourism partner may adopt the Destination Tanzania Tourism corporate brand to highlight their membership of Destination Tanzania Brand or that they have been funded or supported by Destination Tanzania.



**Preferred version for Corporate brand**

Should be used where limited space is available.

**Alternative version to be used where there is a height restriction**

Should be used at small sizes and where there is a height restriction.

**Corporate Brand - Minimum Sizes**

The different uses are displayed here with their respective clearing zones (which appears in these guidelines as a keyline, but must not be printed). Whichever version you use, please ensure it is displayed no smaller than shown here. The minimum measurement is taken across the width of the logotype (Destination Brand Tanzania Logo) and must measure no less than 3.5cm.



### Corporate Brand

If there is a need to highlight an association or support programme the following partnership versions of the identity serve this purpose.

As a recipient of Cumbria Tourism funding or support you are required to:

1. Include the Cumbria Tourism’s partnership logotype and marque on all promotional materials including brochures, exhibition stands and powerpoint templates.
2. Include Cumbria Tourism’s partnership logotype and marque on the home page of any website and include a link to [www.cumbriatourism.org](http://www.cumbriatourism.org) and [www.golakes.co.uk](http://www.golakes.co.uk).
3. Include a descriptive paragraph on Cumbria Tourism in the boiler plate and a quote from a Cumbria Tourism spokesperson within the press release.

a member of



funded by



in association with



supported by

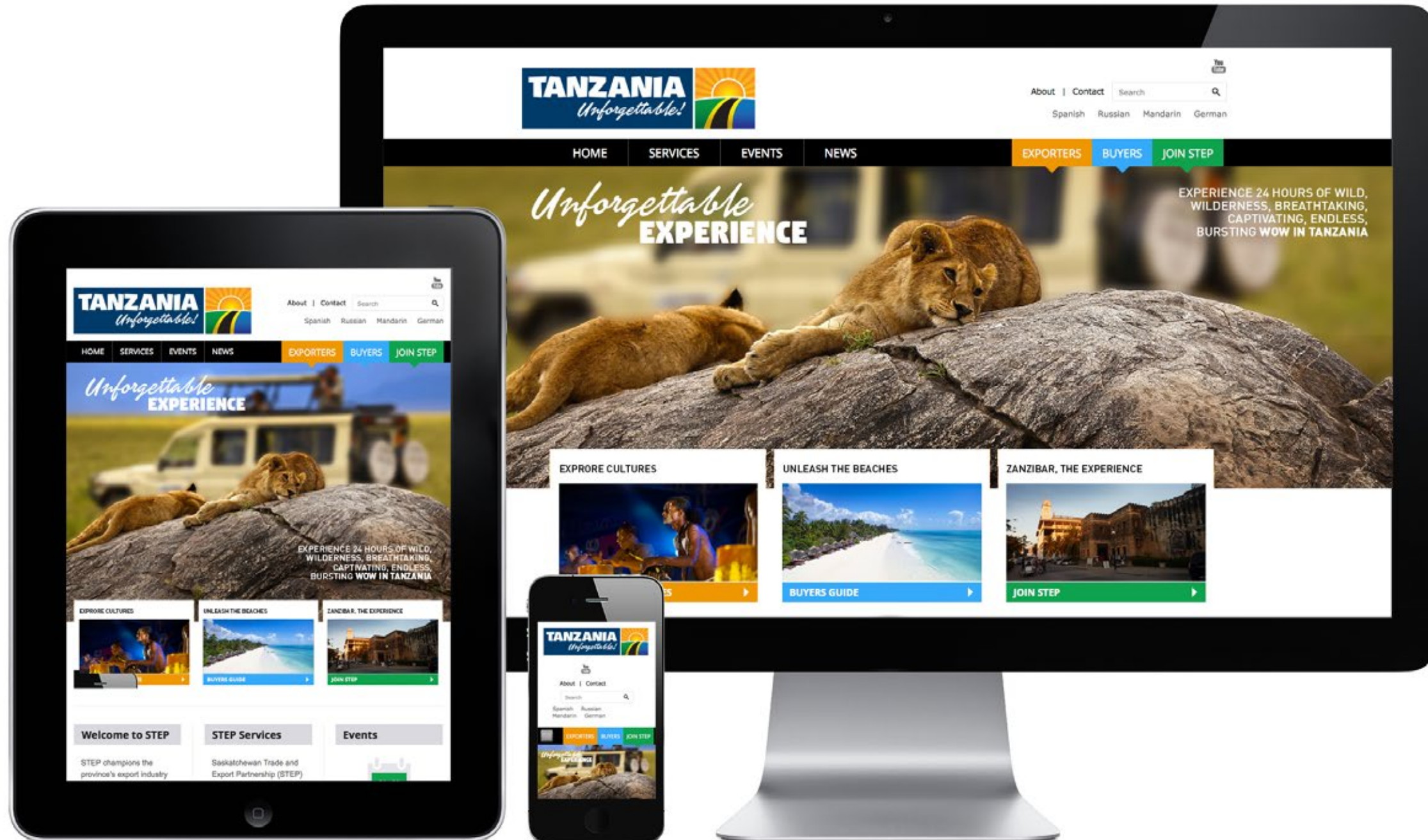


sponsored by



# Brand Communication Design Proposition

Destination Official website and social media look and feel.



## PRINTED MATTER

The printed matter refers to all printed material used to market the country for both business to consumer and business to business marketing. The printed matter should be in the languages of the source market countries.

- General promotional brochure about Tanzania mainland and Zanzibar focusing on creating awareness of and interest in Tanzania mainland and Zanzibar (TTB & ZCT)
- Maps of Tanzania mainland and Zanzibar (TTB & ZCT)
- Brochure I: safaris, national parks, game reserves and marine parks, mountain climbing (awareness, interest and information) (TTB, TANAPA & NCAA)
- Brochure II: sun, sea and sand - Zanzibar and the mainland coast (awareness, interest and information) (TTB & ZCT)
- Regional brochures for the Northern and Southern circuits (awareness, interest and information) (TTB, TANAPA, NCAA & Selous)
- Possibly a regional brochure for the Western circuit (awareness, interest and information) (TTB, TANAPA & NCAA)
- Travel trade manual for tour operators and travel agents (TCT & TTB)
- Possibly a brochure for incentive travel to Zanzibar. All these brochures and manuals should also be included on the TTB and TCT websites as downloadable digital publications.

As the most travelers to Tanzania are experienced travelers with a relatively high level of education and a high income the printed matter has to be of high quality:

- be consistent in look & feel
- develop the material with the different phases of the visitor journey circle in mind (awareness, interest and information)
- use high quality photos and have a good balance between photos and text

- help the potential tourist to make choices about where to go and what to do
- do not try to be complete in the information supplied (less is more).

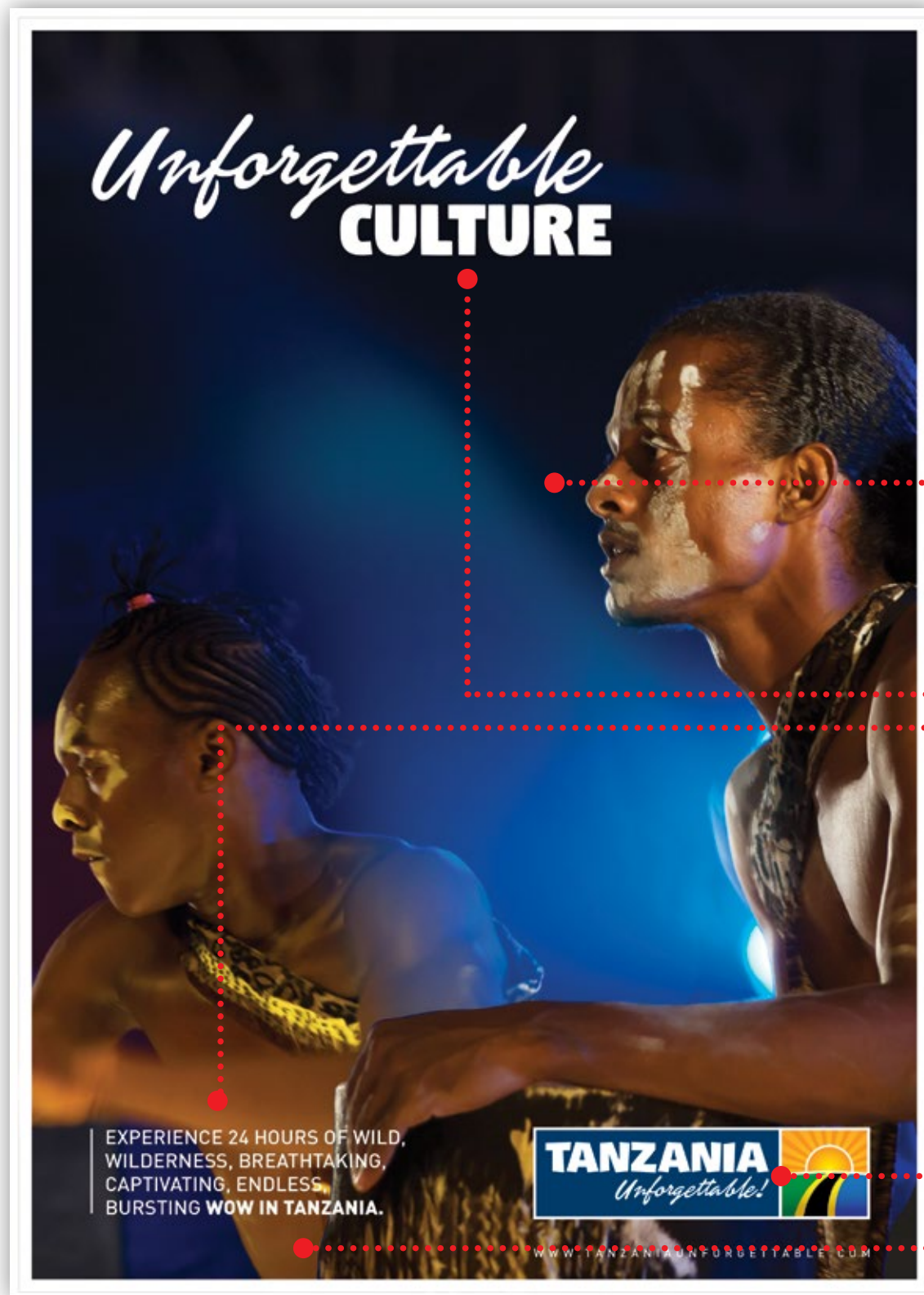
## Free publicity

Free media attention in the form of articles in foreign newspapers and magazines and broadcasts on radio and TV are, after word-of-mouth promotion and internet presence, one of the most important marketing instruments that a country can use. It is used primarily for consumer marketing and should include:

- TANAPA, NCAA & TTB, TAWA & TFS.
- Journalist trips: Journalists should be invited from the primary and secondary markets and from media that focus on readers/viewers with a high education, a high income and who are experienced travellers from the primary, secondary and emerging markets.
- Press releases (B2C and B2B), and
- A photo bank (copyright free)

### Brand Communication Design Proposition Destination POS and in-flight magazine





## Brand Communication and Advertising Design

### Full bleed Poster / Billboard

This cover design is used when you want to really capture and engage your audience. It allows you to focus solely on a unique Tanzanian highlight, using one striking photo of the landscape, wildlife, people or culture. Just make sure you choose an image that compliments the content of the brochure.

Here is your guide to creating a full bleed cover Advert.

#### Photography

- > Corporate applications overview
- > Cover design
- > General typographic rules
- > Grid and layout
- > Best practice

#### Typography

Use both Finition and Digitalt for the heading if you want energy and personality. When either of these are used for the heading, DIN Pro (Plain or medium) should be used for the subheading. This creates hierarchy and makes it easy to read. Choose a type size that doesn't dominate the page. Aim to create a nice visual balance between the type, logo and hero image.

#### Logo placement

Logo should be positioned in the top or bottom right corner.

#### Indigenous graphics and other addition communication.

Indigenous graphics can be added to the cover. This example uses the horizontal configuration of 'calmness' and should be placed on the left bottom edge of the artwork.



### Communication and Advertising Billboard - Landscape.



### Communication and Advertising Billboard - Landscape.



### Communication and Advertising Billboard - Landscape.



### Communication and Advertising Billboard - Landscape.



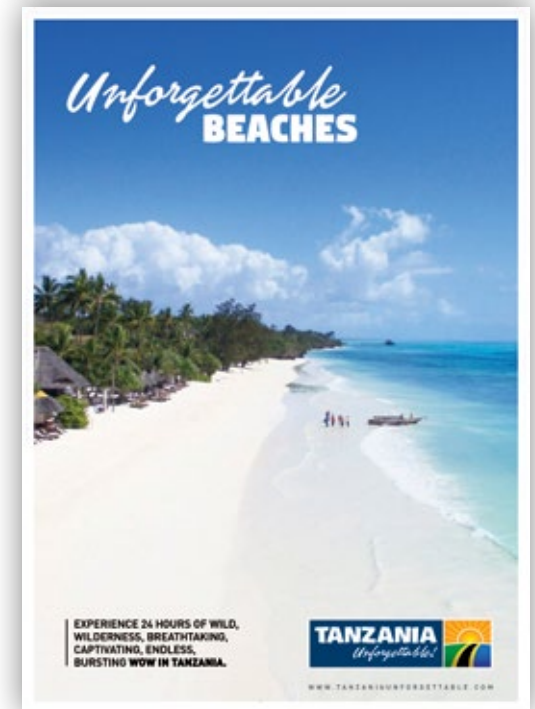
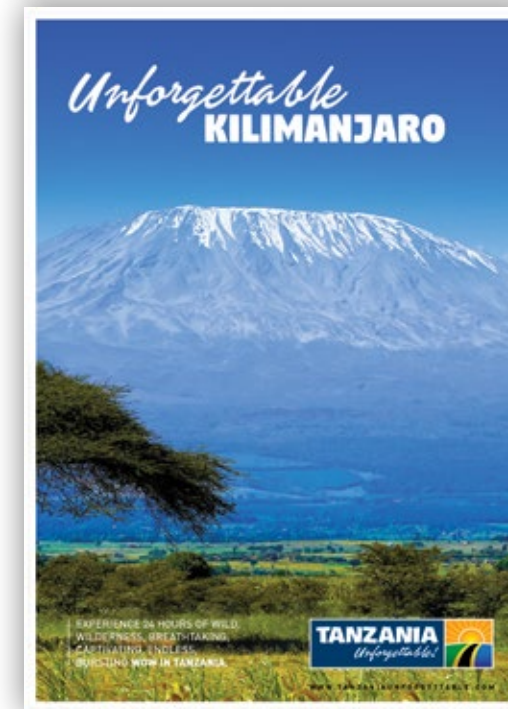
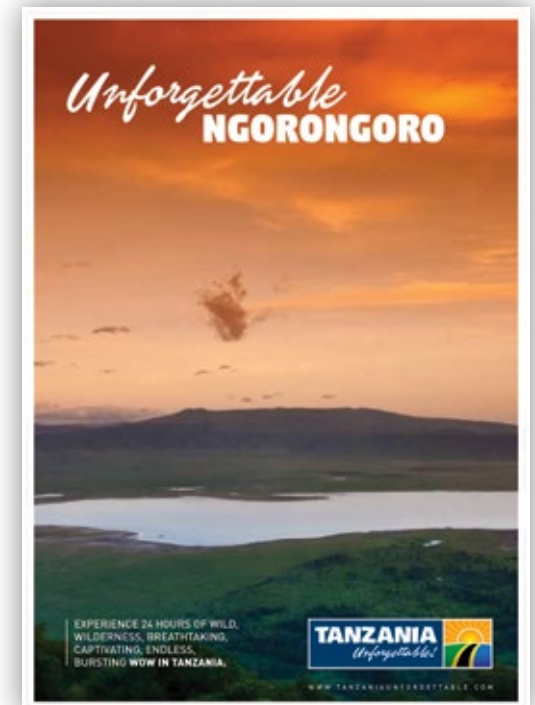
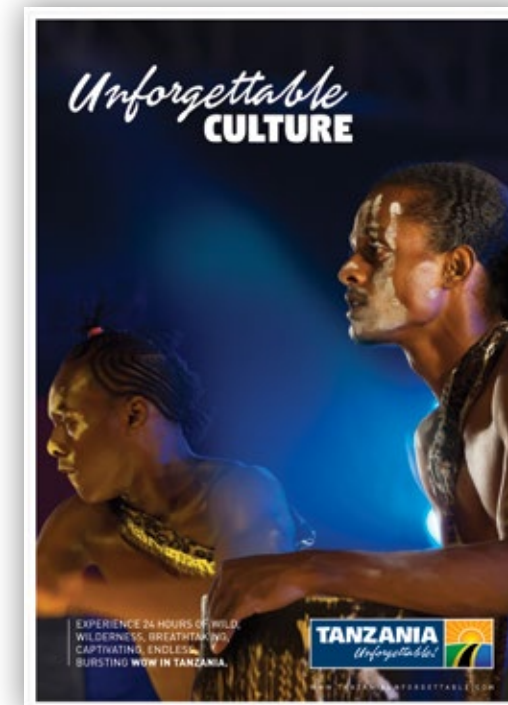
# Communication and Advertising

Billboard - Portrait.



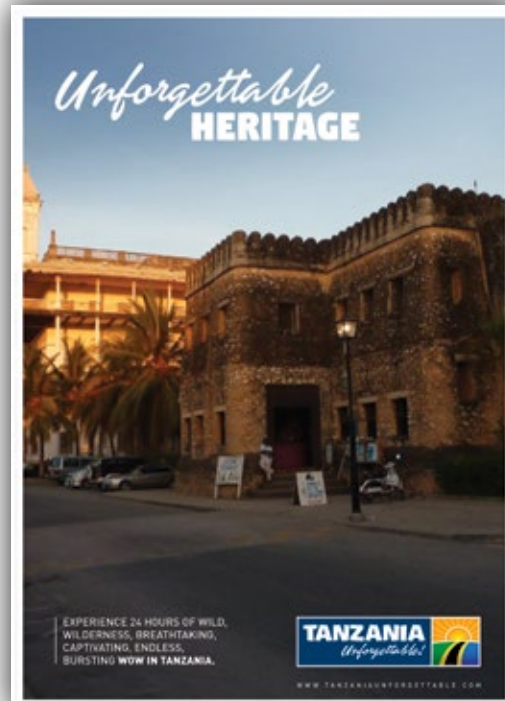
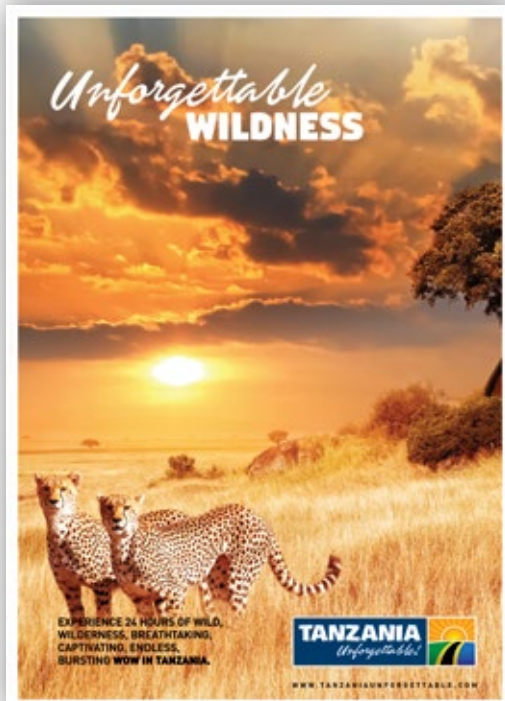
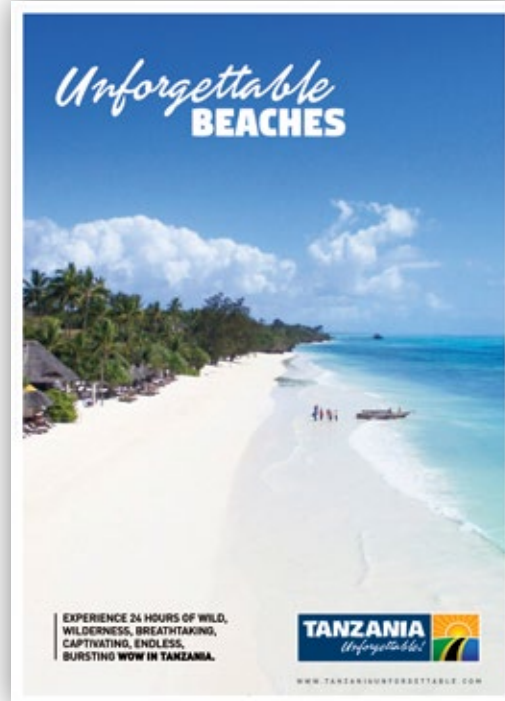
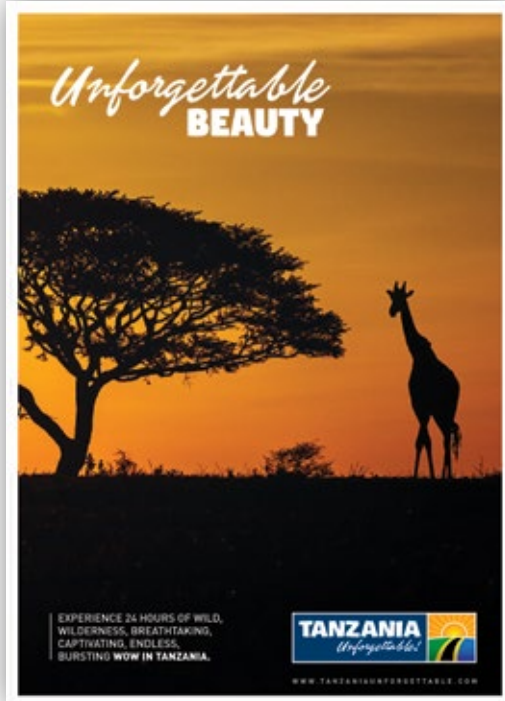
# Communication and Advertising

Billboard - Portrait.



# Communication and Advertising

Billboard - Portrait.

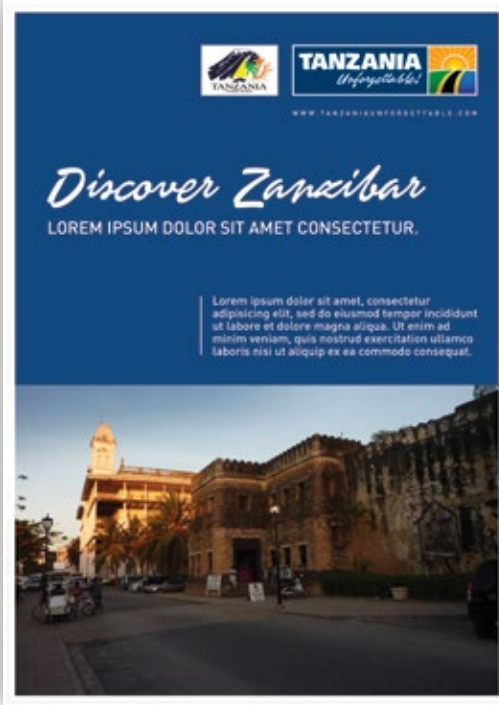


# Communication and Advertising

Billboard - Portrait.



Communication and Advertising  
Print Communication - Press



Communication and Advertising  
Print Communication - Press



Communication and Advertising  
Print Communication - Press Strip Ad



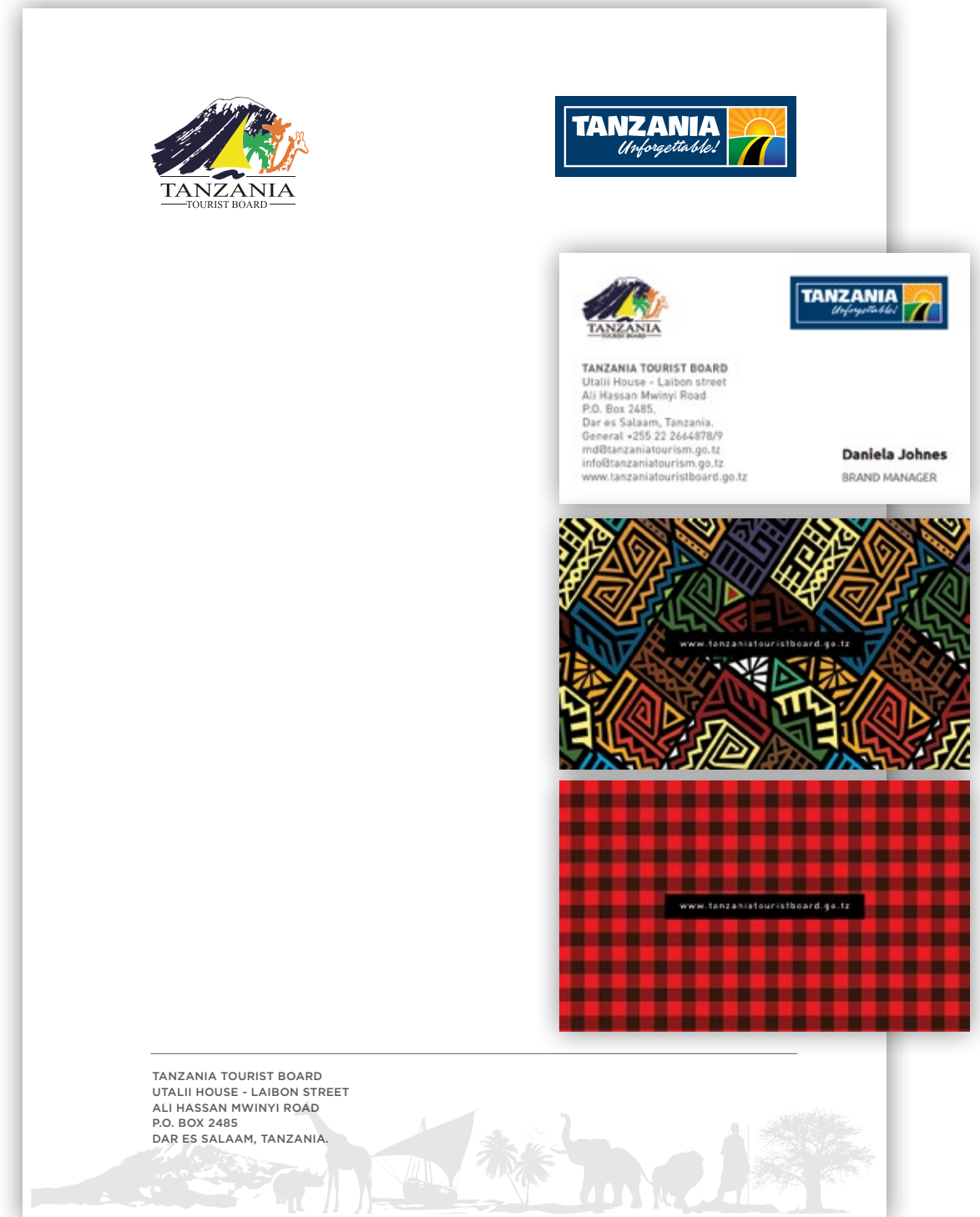
## CORPORATE IDENTITY & BRANDING

Stationery reflects upon individuals as well as on the Organisation. It is particularly critical that stationery project the desired DBT image. The approved layouts for various stationery items are shown in this section. Specifications cover paper stock, color, typography and positioning of typographic elements.

### Letterhead & Business Cards (Mockups)



### Letterhead & Business Cards



### Corporate Identity & Branding Polo and Round neck T-Shirts



### Corporate Identity & Branding Shirts and Court



### Corporate Identity & Branding Print Communication - Polo and Round neck T-Shirts



## USEFUL INFORMATION

The Marketing and Communication team provides advice and communication guidance to all Department, Vendors and suppliers of print, digital and news media design.

### Intellectual property

Our Logos, Trademarks and other Intellectual Property depicted in these guidelines are the exclusive property of, or used under license by Tanzania Tourist Board (TTB) and are protected under trademark and copyright laws. The Intellectual Property may only be used in a manner consistent with these guidelines.

Tanzania Tourist Board (TTB) reserves the right to withdraw at any time and for any reason, your right to use the Intellectual Property (subject to any other agreement you may have entered into with Tanzania Tourist Board (TTB) ).

Your use of these guidelines does not constitute approval or endorsement by Tanzania Tourist Board (TTB) of any Intellectual Property other than Tanzania Tourist Board (TTB) 's used in your material, products or services, or any claims or representations contained in your materials, products or services.

Tanzania Tourist Board (TTB) is not liable for any claims, actions, liability or loss relating to your material, goods or services. You are solely responsible for and should take all appropriate action to ensure that content and use of any material, product or service does not infringe applicable statutes, laws or any rights of third parties.

These guidelines should be used in connection with those marks and images to which contractual access has been granted to you. Images presented in these guidelines are not necessarily accessible to all parties due to variations

in contractual rights and your use and possession of these guidelines does not give you any right, title or interest in any of the Intellectual Property depicted in these guidelines.

Tanzania Tourist Board (TTB) may alter or amend these guidelines at any time to the extent allowed by law. Tanzania Tourist Board (TTB) will not be liable for any reliance you place upon these guidelines. To ensure integrity of all images, applications must be submitted for approval by Tanzania Tourist Board (TTB) by following the steps set out in these guidelines or in accordance with any contract you have entered into with Tanzania Tourist Board (TTB) before any use of the Intellectual Property.

For any queries on these matters, please contact the Tanzania Tourist Board (TTB) Legal Team.

### Copyright and presentations

Tanzania Tourist Board (TTB) should include the copyright (©) symbol on all PowerPoint presentations, speech notes, strategy documents and websites. This raises awareness of copyright.

### Key contact details

For further information, please contact the Corporate Affairs unit.

We hope you'll find these guidelines clear and easy to use. But if you need any help or further information on any aspect of Destination Tanzania Brand Guidelines, or if you have any feedback for us, please contact:

Tanzania Tourist Board, Head Office  
 Ali Hassan Mwinyi Road  
 P.O. Box 2485  
 Dar es Salaam | Tanzania  
[www.tanzaniatourism.go.tz](http://www.tanzaniatourism.go.tz)



[www.tanzaniatourism.go.tz](http://www.tanzaniatourism.go.tz)

