



**Botswana
Meat
Commission**
Meat Perfection Defined

BOTSWANA MEAT COMMISSION

Brand Manual | 2016



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**WHY A
STRONG BRAND IS
IMPORTANT?**

This document is developed to help us work together to build consistent, branded communication that collectively build the reputation of BMC to Government, private sector as well as international organisations.

Using these guidelines will enable BMC to design visual materials that communicate to staff, production houses and our stakeholders in one visual voice.

[Learn and understand our visual identity or logo](#)

The logo section starts with our master brand and then extends to our brand architecture. BMC should understand the over arching visual system as well as the specific part that applies to any documents and different areas of BMC.

CORPORATE PROFILE



CORPORATE PROFILE

Mission

To produce quality meat and value adding products for global markets

Vision

A globally renowned meat and diversified products enterprise

Brand Promise

"Meat Perfection defined"

Core Values

- Customer focus and Consumer Satisfaction
- Caring towards our people
- Pursuit of excellence
- Innovation
- Team work
- Sense of urgency
- Courage for change

BRAND INTRODUCTION



BRAND INTRODUCTION

Our brand manual is a guide that defines the brand identity and explains how it should be used both internally and externally. It helps make connection between the product, the corporate identity, the logo and the brand promise, so that all of these elements will connect in a coherent way that resonates with both prospective and existing customers.

Our brand manual also contains explicit instructions of how all the tangible elements of a brand, business cards, ads, packaging, signage, should be used in communication. In addition, our brand manual functions as outline for both designers and marketers, helping them to work together to perfect the logo, put together ads that are both striking and enticing, maintain the integrity of the brand of the brand across a variety of platforms.

It helps ensure that every communication with our customers is consistent with the brand values, and that all advertisements and sales literature will resonate both visually and emotionally consistent with what you provide to customers.

BRAND IMPLEMENTATION



BRAND
IMPLEMENTATION
PRINCIPLES

Approval and Editing Process

To maintain consistency and Brand continuation, the elements of the BMC logo, **MUST** not be edited in any shape or form. The boundaries expressed in this publication will outline what is permissible for the BMC Brand.

Should there be a need to alter the elements of the BMC Brand, consent from the Corporate Communications & Public Relations Manager is needed, with valid reasons as to why any allowed application of the elements may not be adopted.

Logo Usage Permission

No one is permitted to use the BMC logo or any of its elements without prior consent from the Brand custodians. A brand is a delicate and valuable commodity, and should not be misused. Its use is the responsibility of the Corporate Communications & Public Relations Manager.



**THE
BRAND**

OUR BRAND

The purpose of our singular bull is to galvanise cattle production in Botswana and unify beef production under one banner thus BMC.

The singular identity is also used in respect for the various breeds and cattle rearing system, that has become synonymous with the rich legacy, public recognition and acknowledgment that has become to be associated with BMC.

THE BMC BRAND

Positioning

The purpose of the Brand blueprint and expression platform is to centre an authentic and compelling expression of Botswana Meat Commission.

Messaging and Tone

In its communication, the brand is to adopt a tone that conveys:

- Knowledge
- Creativity
- Customer centricity
- Forward thinking
- Innovation

Maximizing the BMC Brand

As a Brand entrenched in beef production. BMC should engage in:

- Collaborations with stakeholders in the beef production value chain
- Highlighting successes

BRAND COMPONENTS



THE ANATOMY
OF THE LOGO



THE ANATOMY OF THE LOGO

1. The logo is a symbol of pride and wealth associated with the cattle herding in Botswana (*Modimo oo nko e metsi* "Tswana Proverb").
2. The logo type specially customised to be owned by BMC brand. Rounded corner, that symbolise smooth and fair business deals that BMC carries out.

COMPANY LOGO

To accommodate our business mandate and diversity of our work, the BMC Brand full signature as shown can be varied by using the symbol without the wording or the full signature with the tagline.

It should, however, be noted that the Corporate Communications & Public Relations Manager has to sanction the use of these variations to ensure its suitability for the purpose for which it is intended.

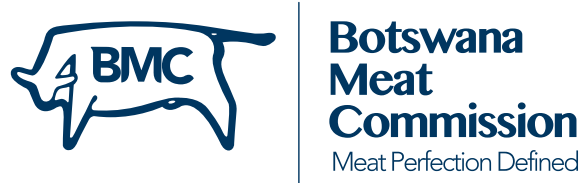
REFINED LOGO

The BMC ethos has evolved overtime. As much as it has evolved, the primary objective of beef still remains central to the operation and day-to-day running of the entity, hence the iconic bull still features but more refined to show progress, adaptation and focus on the future.

As BMC grew and achieved a different market position, the aim of our company became clearer as the entity opened up to new markets. The revamped logo communicates the brand in a timeless manner.

COMPANY LOGO

Primary Logo



Secondary Logo



LIMITED USE

For restricted or one colour applications, the BMC logo should appear in black and white or line art.

A line art version depicts the outline of the symbols and should only be used where materials and/or reproduction methods prevent rendering of dimension and shading such as in embroidery, engraving, glass, wood and vinyl. Black and white affords image shading and depth.

LIMITED USE

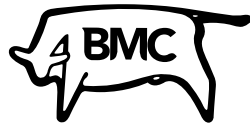
Full colour logo and its reverse



**Botswana
Meat
Commission**
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Black and white logo



**Botswana
Meat
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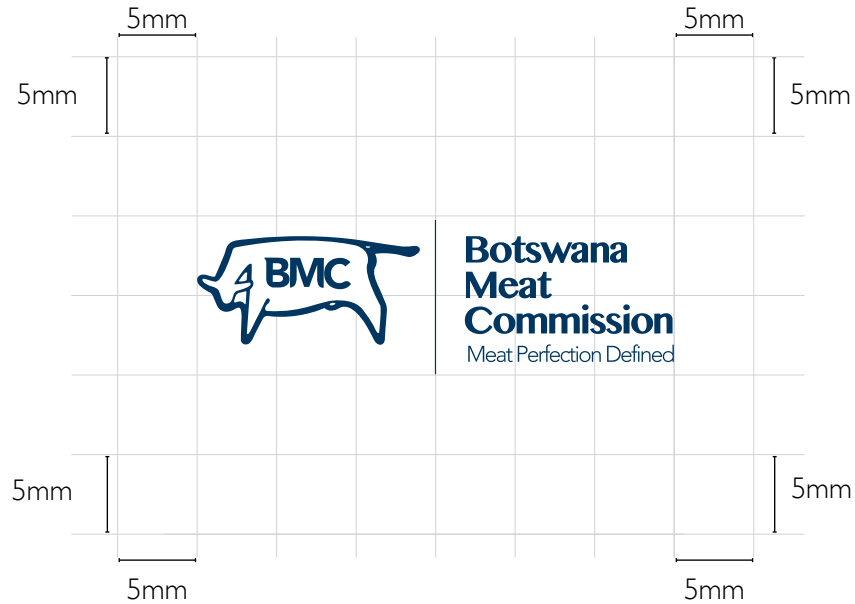


CLEAR SPACE

To protect the logo from competing with other visual elements a clear space of 5mm must be maintained around it.

The clear space includes not placing it too close to an edge, a fold or a line to ensure eligibility and clarity. This clear space requirement is meant to ensure the prominence and clarity of the BMC logo.

CLEAR SPACE

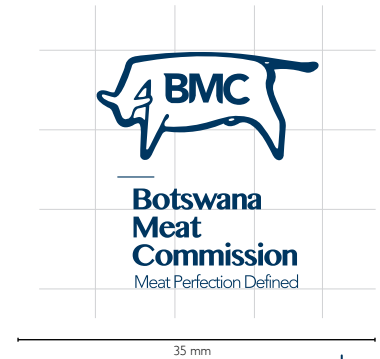
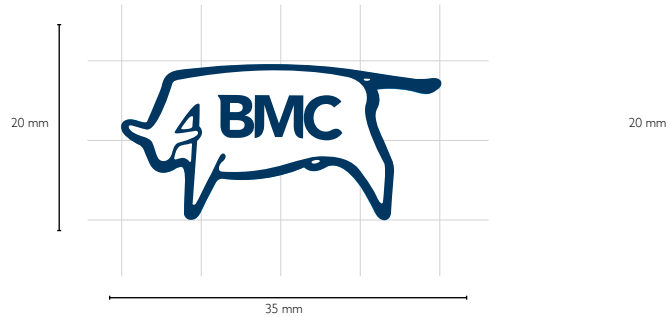
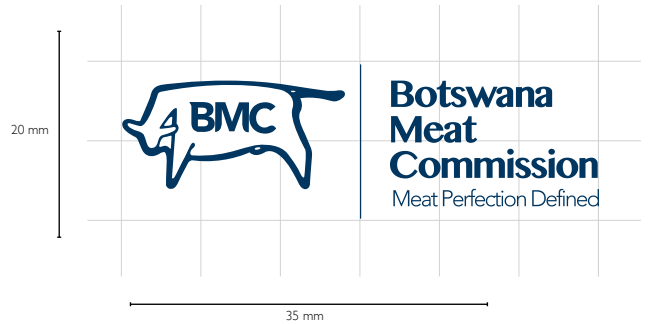


MINIMUM SIZE

To avoid distortion, the minimum size of the logo should not be less than 25mm in height and 35mm in length.

Minimum refers to the smallest size that the logo can be reproduced to ensure its eligibility.

MINIMUM SIZE



ICONOGRAPHY

Icons are derived from the BMC Brand core values

ICONOGRAPHY



Customer focus and
Consumer Satisfaction



Caring towards
our people



Pursuit of excellence



Innovation



Team work



Sense of urgency



Courage for change

USAGE OF A LOGO

The BMC Logo is designed with the intention to give it clarity, elegance and simplicity, and therefore no other graphic feature or text should be placed within the clear space as illustrated on page 25.

The logo is to retain its true shape and colours, whenever and wherever it is applied.

Prior consent is to be requested before using the BMC Logo.

INCORRECT USAGE
OF THE LOGO

The examples below illustrate the logo being used incorrectly.



INCORRECT USAGE OF THE LOGO

The brandmark should not be altered in any way including

- scaling out of proportion
- scaling individual elements
- incomplete
- transformed in any way
- rotated
- coloured incorrectly
- with effects applied

These rules apply to all versions of the symbol and brandmark.



CORPORATE COLOURS

OUR CORPORATE
COLOURS

The colour breakdown defines the parameters of the colours to be used in crafting the BMC identity.

BMC corporate colours are Navy Blue, Botswana Blue, Red and Yellow. To accurately reproduce these colors, the below stated CMYK and RGB values should be followed.



SPOT COLOUR

100% Navy Blue

CMYK COLOUR

- C 100
- M 60
- Y 10
- K 53

RGB COLOUR

- R 0
- G 40
- B 70



SPOT COLOUR

100% Light Blue

CMYK COLOUR

- C 100
- M 0
- Y 0
- K 0

RGB COLOUR

- R 0
- G 189
- B 238



SPOT COLOUR

100% Red

CMYK COLOUR

- C 15
- M 100
- Y 100
- K 10

RGB COLOUR

- R 171
- G 7
- B 27



SPOT COLOUR

100% Yellow

CMYK COLOUR

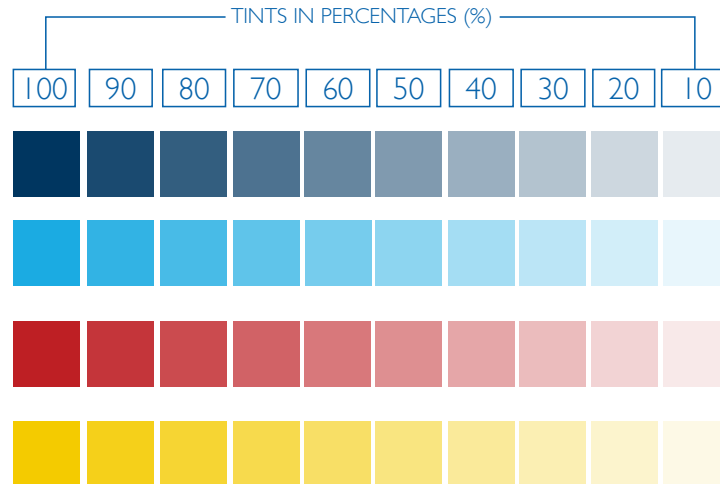
- C 17
- M 6
- Y 100
- K 0

RGB COLOUR

- R 240
- G 192
- B 0

COLOUR PALETTE SPECIFICATIONS

The accepted colour specifications are as stated below. Consistency must be achieved by following these specifications.



COLOUR PALETTE SPECIFICATIONS

BMC colours were crafted with the purpose of carrying the Brand message and translating the vision and mission to the general public.

When pairing colours together, use a combination of dynamic and neutral colours, not all dynamic or all neutral. We've defined a core set of colours (shown with Pantone values) for you to start with.

The colours between those are meant to reflect the openness of the system - showing how you could filter the defined colours at various values.

More on the colour usage:

- Use the prescribed BMC colours for any and all purposes, as the Primary colours
- Use secondary colours sparingly. Over use detracts from the strength of the Primary colours
- Use colour consistently across all applications
- The use of only colours that are detached from BMC colours is prohibited

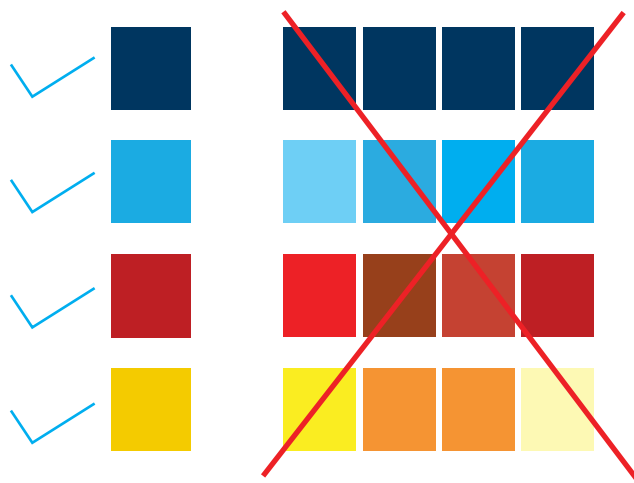
COLOUR PALETTE FOR VARIOUS SEGMENTS

The BMC colour scheme embraces and reflects the Brand's customer-centric philosophy and presents the Brand as forward thinking and adaptive. These colours were selected because of their relevance to the BMC Brand and its vision.

INCORRECT COLOUR USAGE

The BMC palette was constructed with meaning. Therefore, only the identified colours in the colour palette codes may be used.

INCORRECT COLOUR USAGE



TYPOGRAPHY



TYPOGRAPHY

Avenir is the primary font to be used by BMC. This is because it provides the balance and symmetry needed to compliment the brand and how it wishes to be perceived.

The word Avenir is French for “Future”

Avenir font takes inspiration from the early geometric sans-serif typefaces Erbar (1922), designed by Jakob Erbar and Futura (1927) designed by Paul Remer. Frutizer intended Avenir to be a more organic, humanist interpretation of these highly geometric types.

Our usage of the Avenir family font, is to show our focus on the future and our progress.

PRIMARY
TYPEFACE

BMC has one primary Typefaces

Avenir Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Book Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USAGE OF PRIMARY TYPEFACE

To be used for:

- Screenbased applications
- Powerpoint presentations
- Proposals
- Formal Letters
- Internal communication (Faxes etc)
- Other office documents

ALTERNATE
TYPEFACE

BMC has one alternate Typefaces

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USAGE OF ALTERNATE TYPEFACE

The font type Arial, may be used as an alternative font, to add variation and differentiation in communication.

- Newsletter
- Posters
- Certificates
- Signage

BOTSWANA MEAT COMMISSION

PRIVATE BAG 4, LOBATSE, BOTSWANA
TEL: (267) 5330321 / 5340000
FAX: (267) 5332228
