



South Africa  
KWAZULU-NATAL

Zulu Kingdom. **Exceptional**

BRAND  
GUIDELINES

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# BRAND TONE

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## **tone:**

EMOTIVE, EXPRESSIVE, REAL, SPONTANEOUS, ENJOYING EVERY MOMENT, WITTY

## **PERSONALITY:**

AUTHENTIC, INFORMAL, EMOTIONALLY CONNECTED, FUN AND WITTY

## **EMOTIONAL BENEFITS:**

GREAT MEMORIES, MENTAL RECHARGE, CAREFREE-NESS, RELAXATION,  
REAL EXPERIENCES

## **PHYSICAL BENEFITS:**

ACCESSIBLE (A FEW HOURS DRIVE), ESCAPE TO A DIFFERENT WORLD, FUN,  
ADVENTURE, FAMILY ORIENTATED, NEW EXPERIENCES AND  
UNFORGETTABLE MEMORIES

## **REASON TO BELIEVE**

- WARM CLIMATE
- SUN, SEA, BEACHES
- BREATHTAKING SCENERY
- AFRICAN WILDLIFE IN ITS NATURAL STATE
- UNIQUE CULTURE AND HERITAGE OF ZULUS

## **VALUES:**

CREATIVE, VIBRANT, NATURAL, CHALLENGING, SURPRISING

KEY  
MESSAGE

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KZN HAS IT ALL

**BELIEVE IT**

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OTHER  
MESSAGES

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KZN TRULY HAS IT ALL

KZN WILL SEE YOU SOON

UNFORGETTABLE EXPERIENCES AWAIT

UNFORGETTABLE EXPERIENCES ARE HERE

SEE IT, BELIEVE IT

UNFORGETTABLE ZULU KINGDOM – BELIEVE IT

EXCEPTIONAL ZULU KINGDOM – BELIEVE IT

KZN, IT'S YOURS TO DISCOVER – BELIEVE IT

BRAND  
HASHTAGS

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#KZNHasItAll

#BelieveIt

#KZNWillSeeYouSoon

#UnforgettableExperiencesAreHere

#UnforgettableExperiencesAwait

#MyKZN

#UnforgettableExperiences

# BRAND NARRATIVE

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WOULD YOU BELIEVE UNFORGETTABLE EXPERIENCES ARE JUST A FEW HOURS AWAY

THAT THERE'S A PLACE WHERE THE SUN SHINES, ALL YEAR ROUND AND A PLACE WHERE CULTURE UNITES PEOPLE

A PLACE WHERE YOU CAN BASK IN UNBELIEVABLY GOOD WEATHER, SEARCH OUR ENDLESS COASTLINES FOR ADVENTURE, WANDER AROUND WITH THE BIG 5 OR MARVEL AT OUR WELL-PRESERVED HERITAGE SITES

THERE REALLY IS NO END TO WHAT YOU CAN DO IN KZN!  
THE TRUTH IS: WE REALLY DO HAVE IT ALL!

DISCOVER OUR UNFORGETTABLE ZULU KINGDOM

KZN HAS IT ALL – BELIEVE IT

# BRAND FONTS

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Brandon Grotesque    Headlines and main copy

**abcdefghijklmnopqrstuvxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Dear Joe Casual    Supporting copy option

*abcdefghijklmnopqrstuvxyz*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

# BRAND COLOURS

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CMYK	RGB	HEX
C 0	R 255	FFCB08
M 20	G 203	
Y 100	B 0	
K 0		



CMYK	RGB	HEX
C 76	R 40	28A4A3
M 15	G 164	
Y 39	B 163	
K 0		

# LEISURE ICONS

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Explorer



Horse tamer



Hang 10



Bird's-eye view



Thrill seeker



On the fly



Beach party



History lesson



Eagle eye



Kids love this



Deep dive



Wild rides



# PHOTOGRAPHY MOOD

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**TONE:**  
EMOTIVE  
EXPRESSIVE  
REAL  
SPONTANEOUS  
ENJOYING EVERY MOMENT  
AUTHENTIC  
INFORMAL  
EMOTIONALLY CONNECTED  
FUN AND WITTY  
CAREFREE-NESS  
REAL EXPERIENCES



# KEY VISUAL



*Nothing beats that unforgettable smile*

# BELIEVE IT

## Be adventurous and take the plunge

Experience the ultimate rush at Lake Eland with the longest zipline in Africa and the world's highest gorge swing at Oribi Gorge! Let go of those fears and leap into a thrilling experience!

@tourismkzn\_official



Oribi Gorge, KZN

[www.zulu.org.za](http://www.zulu.org.za) | #KZNHasItAll





Zulu Kingdom. **Exceptional**

THE  
END

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