

Brand Architecture

Who is your audience?	What is your purpose?	Logo name and description	Example of use
Consumer Our consumer audience is anyone who would consider South Africa for their next holiday - both international travellers and local travellers.	Is the purpose of your communication to sell South Africa as a holiday destination specifically to a broad consumer market?	 South Africa Inspiring new ways	• Consumer-facing communications, programmes and events • Campaigns This logo should be used as a general call to action on all consumer communication material, both locally and abroad.
Trade and industry (leisure tourism) This audience is all the businesses that make up the travel industry, as well as our programmes such as SA Specialist, TGCSA, Welcome, Africa's Travel Indaba, etc.	Is the purpose of your communication to engage trade, industry, media and internal teams to on-sell South Africa as a tourist destination?	 South Africa SOUTH AFRICAN TOURISM	• Corporate and Trade and Industry-facing communications, programmes and events • Endorsement of South African Tourism business units This logo should be used for all communications representing South African Tourism as an organisation responsible for marketing South Africa as a leisure destination.
Trade and industry (meetings and events tourism) This audience is all the businesses that make up the business tourism industry, as well as any individual who would consider South Africa for their next meeting, event or conference.	Is it to on-sell South Africa as a meetings and event destination?	 South Africa NATIONAL CONVENTION BUREAU	• Meetings and events tourism and Business Trade and Industry-facing communications, programmes and events This logo should be used for all communications regarding meetings and events tourism in South Africa.
Trade and industry (leisure tourism and leisure travellers) All establishments that make up the hospitality industry, as well as any individual who would consider travelling South Africa for leisure or their next meeting, event or conference.	Is it to talk about the TCGSA as the only recognised assurance of quality in the tourism industry?	 TOURISM GRADING COUNCIL OF SOUTH AFRICA Quality in Tourism	• To encourage the trade to get graded or stay graded • To encourage consumers to look for the TCGSA plaque as quality assurance when they book accommodation for leisure or business This logo should be used for all communications regarding quality assurance in tourism in South Africa.
 In these scenarios the <i>Brought to you by South African Tourism</i> signature is used.			

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LEISURE

Global



Domestic



www.shotleft.co.za

Brought to you by *South African Tourism*

Selling South Africa as a leisure destination



When communicating in South Africa, the domestic call-to-action device, along with the South African Tourism endorsement strip, are used.

CORPORATE



Positioning South African Tourism as South Africa's Destination Marketing Organisation.



SA Specialist
The official specialist programme



The South African Tourism Corporate logo is used in affiliation with SAT-owned programmes like Lilizela, Power of One, SA Specialist, Ubuntu, etc.

AFRICA TRAVEL INDABA



Brought to you by *South African Tourism*

NCB



Brought to you by *South African Tourism*

Selling South Africa as a meetings and events destination.

TGCSA



Brought to you by *South African Tourism*

Communicating quality assurance in the tourism industry.

WELCOME



Welcome

Brought to you by *South African Tourism*

Educating trade and consumer markets in tourist protocol.