

COME FIND *YOUR JOY*

CAMPAIGN TOOLKIT



Inspiring new ways

CREATIVE EXPRESSION

Position South Africa as the destination of choice for travellers to fully experience the richness of life **when they are encouraged to view it through the eyes of a child.**



CAMPAIGN BIG IDEA

The daily grind of life gets to all of us. Our responsibilities and to-do lists grow ever-longer, and with it, our ability to fully immerse in the moment and take it all the beauty and wonder of our world diminishes.

As a destination filled with rich, authentic and exceptional people and experiences, South Africa invites travelers to experience the regenerative power of joy.

**SOUTH AFRICA AWAITS
COME FIND YOUR JOY**



MANIFESTO

Do you remember the time when you last played, unrestricted by time, curfew or the weight of the world on your shoulders?

When you laughed so hard until your stomach hurt, and where the seeds of lifelong memories were sown?

When strangers became friends, who turned into family.

It's in those moments when we live life and experience our surroundings to it's fullest. It's in those times when we experience the purest of all emotions - childlike wonder and joy.

**SOUTH AFRICA AWAITS
COME FIND YOUR JOY**



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TONE OF VOICE

TONE OF VOICE



INSPIRING INSIGHT

THE MOST IMPORTANT JOB WE HAVE IS
 TO CAPTURE WHAT IT FEELS LIKE TO SEE
 THE WORLD THROUGH THE EYES OF A
 CHILD AGAIN.

We are showcasing South Africa as a safe, warm, and embracing destination, a place where you can truly recapture your childish sense of wonder.

To trigger the emotional state to awaken the child inside.

Our commercials feature travelers in South Africa who are invited to play and allow themselves to rediscover their sense of wonder and see South Africa through the eyes of a child. In these films we showcase key experiences across the 9 provinces. We have been careful to showcase a diverse group of travelers, to ensure as many audiences as possible can see themselves represented as travelers to South Africa.

There are a range of edits and cut downs that have a different focus in terms of travelers represented, experiences shown, and provinces showcased.

TONE OF VOICE



ACTION STATEMENT

“SOUTH AFRICA AWAITS COME FIND YOUR JOY”

We want to remind the explorers who feel numbed by the mundane, that South Africa is the place to re-awaken their inner child and sense of joy.

Because we each have a different sense of what we are looking for, we can show moments that range from high adrenaline adventure to indulgent intimate moments of relaxation. The joy people find is rekindled by the people, the places, and the culture of South Africa.

BRAND TONE OF VOICE



OVERVIEW

Our consistent tone of voice is crucial to how we connect with our visitors. All our writing should come from the same place. Because we must talk to a lot of people, all over the globe. People who are looking to travel, people who are just curious, people who have travelled to South Africa before, people in the travel trade industry, regulators and stakeholders in trade and industry as well as government. And we need to connect to all these people in the same way. The core of our brand is the humanity of the people of South Africa. Humble and down to Earth, open, and inviting. Warm and approachable.

*OUR MESSAGE MIGHT
CHANGE. BUT OUR CORE
HUMANITY WILL ALWAYS
STAY THE SAME.*

TONE OF VOICE



OUR CORE PRINCIPLES

We have four principle that help define our tone of voice. Together they define what is most important about us and differentiate us in a crowded market.

I. HUMAN

We are reaching out to people all around the world, so it’s important that our writing breaks down boundaries. That’s why the writing needs to be written person-to-person, down to earth and relevant, so our audience feels on the same level.

Use the second person narrative where possible. “You/Your”. It creates an immediate connection with the reader. Making them feel personally addressed and involved. It is more conversational and friendly whilst keeping an emphasis on encouraging action or engagement. It helps simplify complex information and make it more digestible.

We use simple, inclusive language as much as possible. Just as we visually represent our audience so they can see themselves in the communication, our language can ensure that people of all backgrounds feel welcome and valued. Reflecting our own rich cultural diversity as a destination.

2. INSIGHTFUL

Our writing should always convey a sense that we understand something about what it feels like to walk in our audiences’ shoes, so that the messages we share with them resonate more deeply.

Our communication can be more authentic and people-focused if we have a deeper insight into what motivates or frustrates them in their daily lives. And in the same way we should always have an innate understanding of what people dream of feeling like when they travel.

3. OPTIMISTIC

Optimism is a core characteristic of South Africa’s spirit.

Our optimism inspires visitors to imagine the exciting possibilities of visiting South Africa. An emotional approach is important in the travel category where aspiration and anticipation play a major role in decision making. Optimistic messaging positions us as a place of discovery, helping us stand out from competitors and attract the curious travelers.

4. FRESH

A fresh tone indicates a youthful energy and helps position South Africa as progressive, modern, and appealing. It helps us counter dated stereotypes, signals changing narratives and projects modernity, energy, and relevance.

It reinforces the idea that there is an evolving dynamic and pre-existing notions need to be reconsidered and invite travelers to reconnect and engage with the brand.

In summary, our writing must reframe perceptions and build confidence. We must inspire and motivate travelers and build trust through our storytelling, and always remember that it is our shared humanity that differentiates us and makes us unique as a destination.



CAMPAIGN ASSETS

SAT LOGO

The SAT logo has been carefully constructed and its elements and their relationships may never be altered or modified in any way. A set of guidelines help the user use the SAT logo in the correct manner.



SAT LOGO CLEAR SPACE

The clear space area is the area in which the logo must stand alone. No object may intrude into this space.

The height of the logo’s red triangle is the unit of measure.
The logo is constructed using the unit of measure.



The height of the logo’s red triangle =
the unit of measure.

SAT LOGO MINIMUM SIZE

In order to maintain the integrity of the logo, a minimum size has been established to which our logo must be applied when required.

The logo with tagline has a minimum size restriction of 120 pixels wide for digital, and 30 millimeters wide for print purposes.

When smaller placement is required the tagline is removed and the minimum size becomes 60 pixels for digital and 20 millimeters for print.



PRINT

With tagline



30mm

Without tagline



20mm

DIGITAL

With tagline



120px

Without tagline



60px

SAT LOGO FULL COLOUR LOGO

Colour usage is restricted to the full colour logo, based on the primary colours. The tagline and logo border may be black or white depending on the background colour or visual, to ensure maximum visibility.



Full colour on white or light backgrounds



Full colour on dark backgrounds

COME FIND YOUR JOY CAMPAIGN LOCKUP

The CFYJ campaign lockup has been carefully constructed and its elements and their relationships may never be altered or modified in any way unless stipulated. A set of guidelines help the user use the lockup in the correct manner.



CFYJ CAMPAIGN LOCKUP CLEAR SPACE



The clear space area is the area in which the logo must stand alone. No object may intrude into this space.

The height of the ‘O’ of ‘Your’ is the unit of measure.
The lockup is constructed using the unit of measure.



The height of the ‘O’ of ‘Your’ =
the unit of measure.



The footprint lines will fall out of the clear space and should be measured for legibility with the users discretion.

CFYJ CAMPAIGN LOCKUP FOOTRPRINT VARIATIONS



The CFYJ campaign lockup’s footprint can be used in multiple ways. The primary application uses the lockup as is. Because of the whimsical nature of the campaign the footprints can be extended to interact with imagery or bleed off a page to essentially extended the viewers journey with SAT.

The footprints should always be extended in the exact same style and should be designed by the users discretion to best suit the particular layout.



Horizontal extension application



Primary application



Vertical extension application

CFYJ CAMPAIGN LOCKUP BACKGROUND APPLICATION

The CFYJ campaign lockup should always remain in white with 'Joy' in yellow. The lockup can either appear on black or overlaid on an image. The lockup should not be used on a white or lighter background as it will affect its legibility.

Please refer to PART 5, campaign PRINT/OOH and DIGITAL, for exact rules on background applications.



Full colour on black background



Full colour on image application

COLOUR PALETTE

Our primary colours are inspired by our rainbow nation, making up the full colour logo.

The primary colours may be used for accents to display emphasis.



WHITE

PANTONE White
C0 M0 Y0 K0
R255 G255 B255
#ffffff

YELLOW

PANTONE 1235
C0 M21 Y93 K0
R255 G204 B0
#ffcc00

BLACK

PANTONE Black
C100 M100 Y100 K100
R0 G0 B0
#000000

GREEN

PANTONE 355
C100 M0 Y100 K10
R0 G140 B60
#008C3C

RED

PANTONE 179
C0 M79 Y100 K0
R0 G0 B0
#f15c22

BLUE

PANTONE 2738
C100 M80 Y0 K10
R21 G61 B138
#153D8A

TYPOGRAPHY

The primary brand typeface is Atten Rounded New.
It is bold and legible with a large font family for all applications.



AaBbCcDd123	-----	Atten Rounded New ExtraBold
AaBbCcDd123	-----	Atten Rounded New Bold
AaBbCcDd123	-----	Atten Rounded New Medium
AaBbCcDd123	-----	Atten Rounded New Regular
AaBbCcDd123	-----	Atten Rounded New Book

HEADLINE TREATMENT

The headline should always be used exactly as is and not be changed. The headline 'South Africa awaits' is always used in Atten Rounded New Bold, in sentence case and without a full stop.



South Africa awaits

HEADLINE TREATMENT CLEAR SPACE

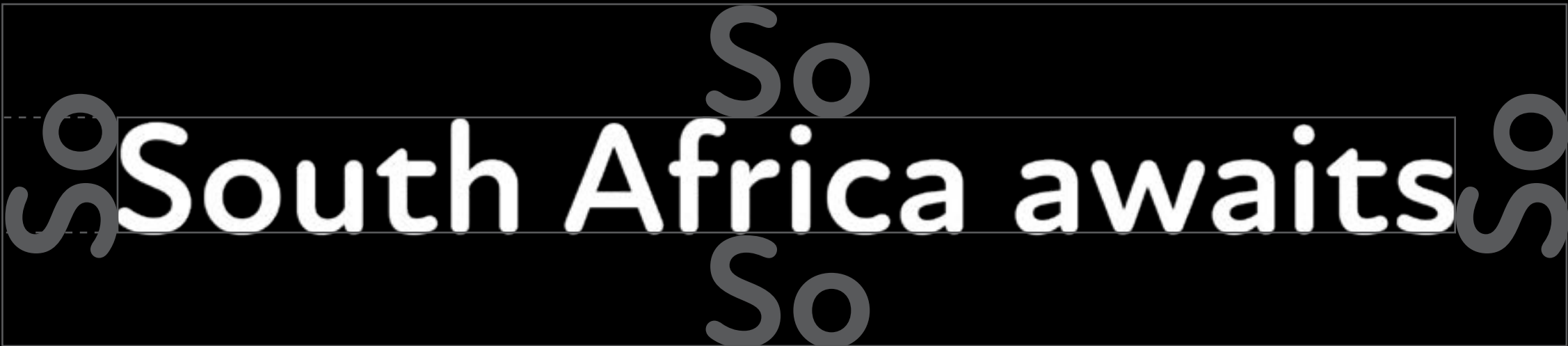


The clear space area is the area in which the headline must stand alone. No object may intrude into this space.

The height of the ‘So’ of ‘South’ is the unit of measure.
The headline is constructed using the unit of measure.

So

The height of the ‘So’ of ‘South’ =
the unit of measure.



HEADLINE TREATMENT PUNCTUATION

The headline never has a full stop after 'awaits'.

If a new headline is used (this is only for regional, sub-brand and partner applications), again, a full stop should never be used.



South Africa awaits

CREATIVE ASSET GUIDELINES



Inspiring new ways

PRINT

CFYJ CAMPAIGN LOCKUP AND HEADLINE BACKGROUND APPLICATION



The CFYJ campaign lockup and headline should be used with careful consideration of placement on a background image. Do's and don'ts examples give a clear idea of how to apply the lockup correctly.



- ✓ **DO** place the headline on the top left of a layout.
- ✓ **DO** extended the lockups extension to interact with imagery.



- ✓ **DO** place the lockup on a clean background for legibility.
- ✓ **DO** make sure the headline is secondary to the campaign lockup in hierarchy.



- ✓ **DO** place the lockup and headline over an image when still legible and considered.



- ✗ **DON'T** place the lockup or headline over important peoples' faces or a busy background.



- ✗ **DON'T** make the headline larger than the lockup. The lockup needs to be the hero of the artwork.
- ✗ **DON'T** randomly place the lockup onto an image without consideration.



- ✗ **DON'T** position the lockup over a busy image where it becomes difficult to read.
- ✗ **DON'T** place the lockup on the bottom left hand corner.

PROMOTIONAL COLLATERAL



Inspiring new ways



WATER BOTTLES



BADGES, ACCREDITATION CARD
AND LANYARD



BUCKET HATS



T-SHIRTS



NOTEBOOKS, BUSINESS CARD AND HOLDER



USBS



PENS AND MUGS



THANK YOU



Inspiring new ways