Brand Architecture

Brand Architecture

LEISURE

Global

Domestic

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.

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

AFRICA TRAVEL INDABA

NCB

Selling South Africa as a meetings and events destination.

TGCSA

Communicating quality assurance in the tourism industry.

WELCOME

Educating trade and consumer markets in tourist protocol.