

# Final Designs Chobe Brand

February 2022



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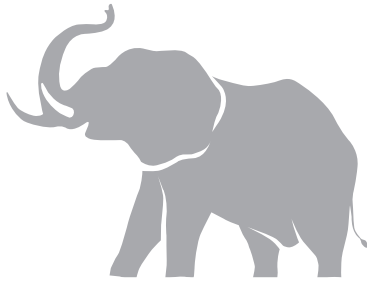
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## Notes to the Chobe brand identity

### 1. Icon

Elephant(s) as icon. The **elephant** has been used as the main icon.



### 2. Colour Scheme

Green, earthy and blue (water) as colour palette.



### 3. Design Element

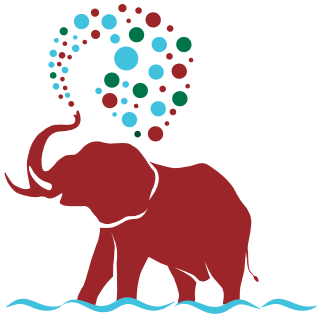
Design elements that speak to nature, **river** and culture (e.g. possibly bringing in trees, movement/dance elements, river pathway, etc.). One of the most **'dominant' natural feature of the Chobe is water** from the confluence of the Chobe and Zambezi rivers. We have thus used the 'underplay' (**icon**) of water in the designs.



### 4. Brand Slogan

*"Chobe: It all happens here"* - Many respondents selected this slogan (because it is short, to the point and can be interpreted in many different ways).

***It all happens here***

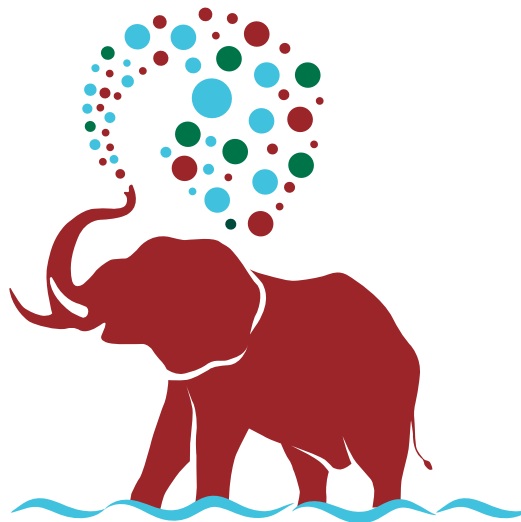


**Inspiration/pictorial reference**

An elephant water or sand bathing.

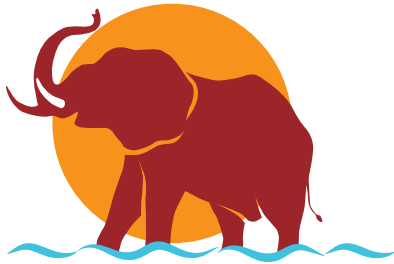
**Interpretation**

The dots symbolises the diversity of the region: cultures and many different investment opportunities that the Chobe district presents. New opportunities will be spurred on by the redevelopment of Kasane-Kazungula.



**CHOBE**

*It all happens here*



**Inspiration/pictorial reference**

A silhouette of the majestic Chobe elephant at sunset.

**Interpretation**

The magical Chobe sunset - which is a major tourist attraction. Sunset represents the end of a 'productive' day and the beginning of a magical evening for a tourists in Chobe.

**CH**  **BE**

*It all happens here*

