



# The Gambia Brand Manual

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# Introduction

## **WHY have a brand manual?**

A brand manual is there to help you ensure a consistently professional projection of your precious brand.

Consistency is important because it helps advance recognition which, in turn, promotes awareness.

Consistency also builds trust, and a simple definition of a brand is that it is a badge of trust.

## **WHAT is a brand manual?**

It's like any other instruction manual, containing rules and guidelines for you to apply to protecting and building your brand, using it in a way that is both effective and efficient.

## **HOW do you use your brand manual?**

You refer to it constantly, even once you think you know it off by heart.

You don't break the rules, and you purposefully apply the guidelines, and you ensure that other people do the same.

Also, you review the brand manual at least annually to ensure that it is kept relevant.

# Brand Strategy

## How do we position The Gambia?

Or, to put it differently, **how we want people to describe us**, how they see us in their imagination?

## We want people to feel very welcome:

*My smile welcomes you to explore life on Africa's friendliest river, as it flows through our past and our present, dancing and singing to the strumming of a kora and the drumming of a djembe, beating like the wings of colourful birds, as it makes its way through our beautiful places to rest on our relaxing beaches.*

The core of the positioning statement is **the promise we make**:

*My smile welcomes you to explore life on our friendly river and to relax on our beautiful beaches.*

And our essence is our slogan:

*Smiling coast, friendly river*

Our positioning informs what we call our formal brand expression:

### **Our purpose:**

Motivate the need to change from a limited offering of budget sea, sun and sand product to a more diversified and valued offering that appeals to a wider range of tourists.

### **Our vision:**

By 2030, The Gambia will have built on its established credentials of beach resort holidays by being recognised by tourists and the tourism trade for offering a wide range of quality, sustainable and responsible cultural and natural experiences, with tourism appreciated by all Gambians as a source of economic benefit.

### **Our mission:**

- To build on the established beach tourism legacy by increasing the product offering to include quality eco-tourism experiences.
- To project an image of The Gambia as a destination that attracts a wide range of tourists.
- To increase duration and timing of visits by purposefully identifying experiences that extend the tourism season.
- By building marketing, coordination and monitoring capability.
- By attracting investment into The Gambia by tourism developers.

### **Our values:**

FRIENDLINESS that goes beyond welcoming visitors to treating them as valued guests.  
GENEROSITY that finds expression in enthusiastically sharing the Gambian way of life.  
PRIDE in all that The Gambia has to offer.

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### **Our greater good:**

By rewarding tourists with an enriching experience, Gambians themselves will be rewarded.

### How do we use our formal brand expression?

We use the formal brand expression – positioning, promise, purpose, vision, mission, values, greater good and slogan – to ensure that we are all saying the same thing.

So, it's very important that you use these words, edited to be appropriate to context, in all tourism communications.

### We also have creative guidelines

In the same way that using the formal brand expression ensures consistency, we have creative guidelines that contribute to consistency in our communications.

Consistency is very important because it helps with recognition, which improves awareness and, most importantly, it builds trust.

**Our words** must be inspired by our formal brand expression, especially our positioning statement, and our values guide our tone and manner: **friendly, generous and proud.**

We speak in the first person: imagine you are welcoming a visitor.



**Personification** imagines our brand as a person and we are fortunate to have our lady on the beach as the main element of our brand identity.

Our lady on the beach represents our Gambian culture in full colour, her smile welcoming tourists. She is warm, happy and kind, personifying our brand values of friendliness, generosity and pride.

### Our creative platform

recognises something that is extraordinarily special in The Gambia: the way Gambians not only welcome visitors as if they were guests, but invite them to share in their way of life:

*Welcome to exploring The Gambian way of life.*

*Our brand identity* is done in an illustrative style that helps tell our story:

We recognise our natural assets.

We give recognition to our sun, sea and sand legacy.

Our slogan capitalises on our friendly smile and our coast, but uses the river as a diversifying differentiator. The handwritten style is personal.



Our lady is friendly, young, stylish and patriotic. Her head-tie is an inspiration for our visual language.

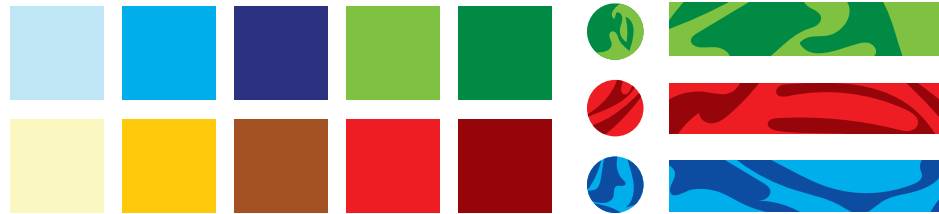
We use our river as a powerful differentiator.

Our typeface is bold but respectful and the combination of blues gives recognition to river and sea.

**The Gambia**  
*smiling coast, friendly river*

*Our visual language* is inspired by our brand identity:

Our colourful brand identity provides us with an attractive range of colours the headscarf provides a very versatile graphic language as you will see in the applications included in this brand manual.



As regards photography, our positioning statement gives good guidance:

*My smile welcomes you* to share my life and our wildlife on Africa's friendliest river, as it flows through our past and our present, dancing and signing to the strumming of a kora, pulsing to a djembe, beating like the wings of colourful birds, as it makes its way through our beautiful places to rest on our relaxing beaches.



We want to always show the great diversity of experience we offer, but we always want to give dominance to our **welcoming smile and our culture**, and to give equal weighting to **our smiling coast and our friendly river**.

# Brand Identity Rules

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**LOGO CONSTRUCTION**

**LOGO AND COLOUR VARIANTS**

**USE OF BACKGROUNDS**

**CLEAR SPACE AND SIZE**

**COLOUR PALETTE**

**TYPOGRAPHY**



# Logo Construction

## Logo Variants

Primary logo



Logo with slogan



Tourism board logo



**Primary logo in full colour and greyscale**



Logo with slogan in full colour and greyscale



**The Gambia**  
smiling coast, friendly river



**The Gambia**  
smiling coast, friendly river

Tourism board logo in full colour and greyscale



# Appropriate use on Backgrounds

Our full colour brand identity may ONLY appear on a white background and if used on a picture, only placed on a plain, light coloured section. Do not add shadows or other effects. Do not change the appearance of the brand identity. Do not stretch the brand identity.



# Clear Space and Size

When placing the brand identity in a layout, make sure that it appears large enough for the text to be clearly legible, and that there is ample space between the logo and other elements.



## Minimum size

The logo should not appear smaller than 26 mm wide, to ensure the marketing slogan remains legible.



# Colour Palette

Only our established brand colours and their respective colour breakdowns may be used. This will ensure that our brand colours match across different communication formats and materials. When using spot colours to print, always refer to physical Pantone swatches to ensure colour accuracy. The brand color palette consists of a primary palette which is to be used widely.

<p><b>cmyk</b> 20 0 3 0</p> <p><b>rgb</b> 192 231 243</p> <p><b>hex</b> #BFE6F2</p>	<p><b>cmyk</b> 100 0 1 0</p> <p><b>rgb</b> 0 173 236</p> <p><b>hex</b> #00ADEC</p>	<p><b>cmyk</b> 100 98 13 4</p> <p><b>rgb</b> 45 49 129</p> <p><b>hex</b> #2D3180</p>	<p><b>cmyk</b> 55 0 100 0</p> <p><b>rgb</b> 128 195 66</p> <p><b>hex</b> #80C342</p>	<p><b>cmyk</b> 100 0 100 21</p> <p><b>rgb</b> 0 139 68</p> <p><b>hex</b> #008A43</p>
<p><b>cmyk</b> 2 0 31 0</p> <p><b>rgb</b> 251 247 192</p> <p><b>hex</b> #FBF6BF</p>	<p><b>cmyk</b> 0 21 100 0</p> <p><b>rgb</b> 255 201 7</p> <p><b>hex</b> #FFC906</p>	<p><b>cmyk</b> 26 75 100 18</p> <p><b>rgb</b> 163 81 36</p> <p><b>hex</b> #A25024</p>	<p><b>cmyk</b> 0 100 100 0</p> <p><b>rgb</b> 237 28 36</p> <p><b>hex</b> #ED1C24</p>	<p><b>cmyk</b> 0 100 100 44</p> <p><b>rgb</b> 150 8 11</p> <p><b>hex</b> #96070A</p>

# Typography

## Sub Headings

### Baby Love - Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Body copy

### Verdana Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Headlines

### SINK - Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

A person is seen from behind, sitting in a long wooden boat on a calm river. The water reflects the surrounding greenery and palm trees. The background is a dense forest of tropical trees under a clear sky. On the left side of the image, there is a decorative blue and dark blue abstract shape.

# Brand Application

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**BROCHURE**

**FLYER**

**POSTER**

**PULL-UP BANNER**

**WEBSITE**

**SOCIAL MEDIA**

**E-NEWSLETTER**

**SIGNAGE**

**EVENT STAND**

**MERCHANDISING**

**CORPORATE STATIONERY**

# Print and Digital Application

**Layout design should always follow brand guidelines and feel appropriate to the content.**

Make use of the full expressive range of brand assets.

Take the opportunity to showcase quality photography and evocative text.

Take cues from existing designs to help maintain consistency across communications.

A successful layout is eye-catching, clear, and functional.

Layouts and compositions should have a single dominant focal point.  
This enhances clarity by giving the viewer an anchor and helps guide their eye.



# FLYER



# POSTERS



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  [www.visitthegambia.gm](http://www.visitthegambia.gm)



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  [www.visitthegambia.gm](http://www.visitthegambia.gm)

POSTERS

  
**The Gambia**  
smiling coast, friendly river

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  [www.visitthegambia.gm](http://www.visitthegambia.gm)

  
**The Gambia**  
smiling coast, friendly river

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  [www.visitthegambia.gm](http://www.visitthegambia.gm)

## BANNERS





# Sandelentio core sinusda.

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[www.visitthegambia.gm](http://www.visitthegambia.gm)



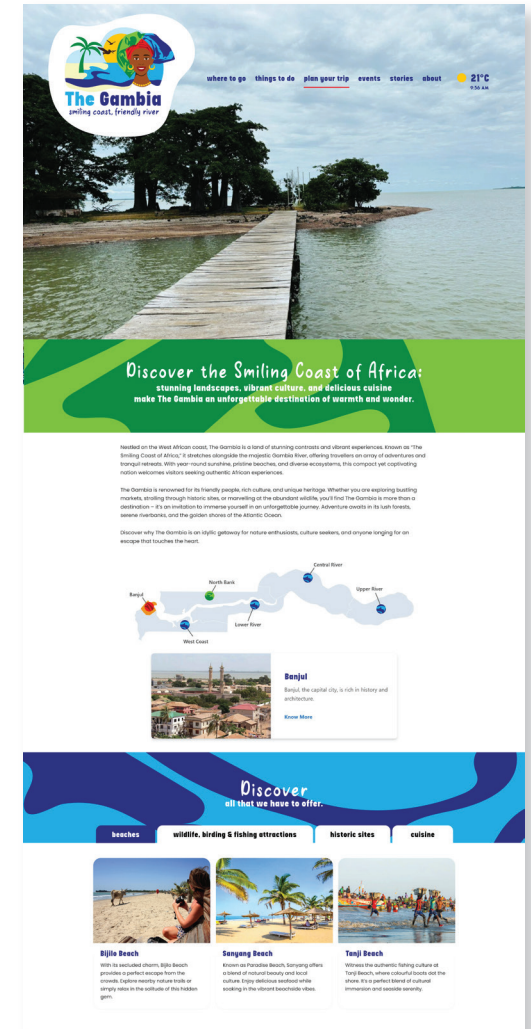


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# WEBSITE



# SOCIAL MEDIA

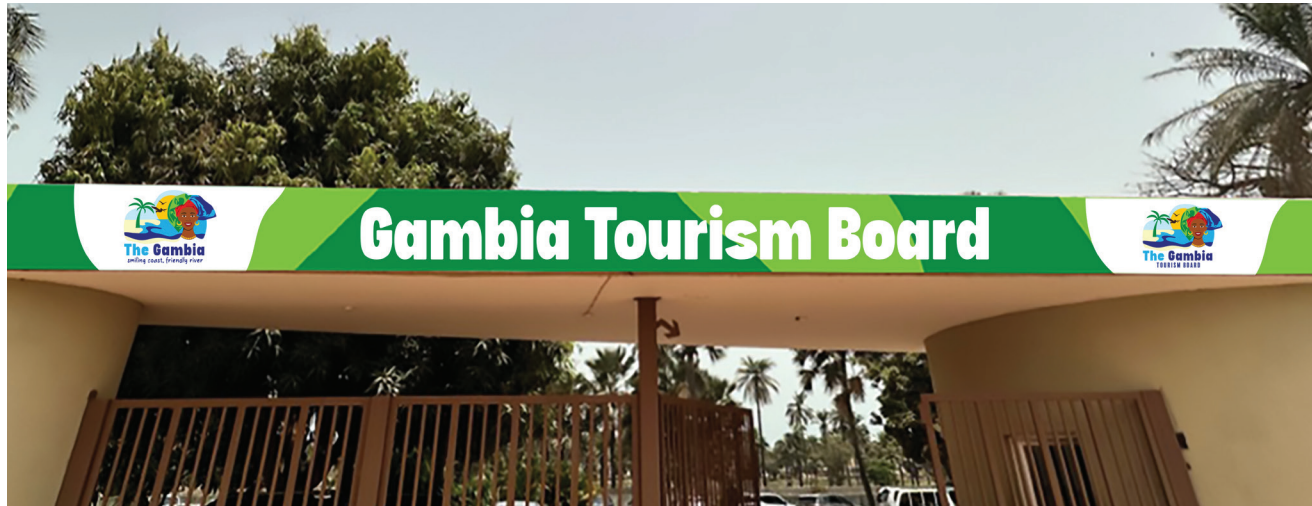
The screenshot shows the Facebook profile for 'What's On - Gambia'. At the top, there is a navigation bar with the Facebook logo, a search bar, and icons for home, video, marketplace, community, and groups. The profile picture is a circular logo with a woman's face and the text 'The Gambia'. The cover photo shows a group of people in traditional Gambia attire playing drums outdoors. The profile name is 'What's On - Gambia' with 344K likes and 581K followers. Below the profile information are tabs for 'Posts', 'About', 'Reels', 'Photos', and 'Videos'. The 'Intro' section contains the text: 'What's On Gambia - Your Lifestyle Is Our Business. Entertainment News, Celebrity Gossips, Upcoming Events, Exclusive Interviews, and more...'. A recent post is visible, featuring a logo with 'WOTG' and the text: 'What's On - Gambia 2h · [location icon] The file detailing the illegal land allocations to ministers and their family members at Brufut Heights has gone missing. This was revealed by a panel recently established to investigate land distributions overseen by Musa Drammeh and Abba Sanyang.'

# E-NEWSLETTER



## SIGNAGE

Gate Signage



Entrance Signage



## SHOW STAND



## MERCHANDISING



# LETTERHEAD



## NAME/BUSINESS

228 Street Name  
Area or City  
P.O. Box 4621

DATE: 14/05/2024

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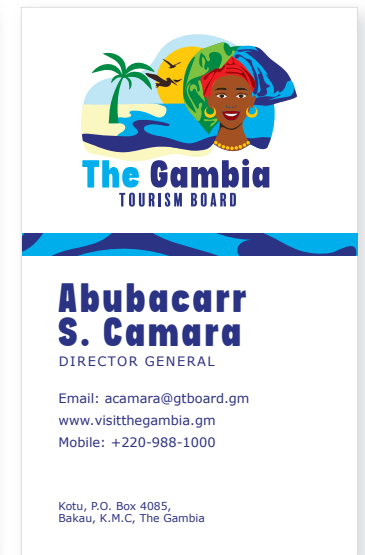
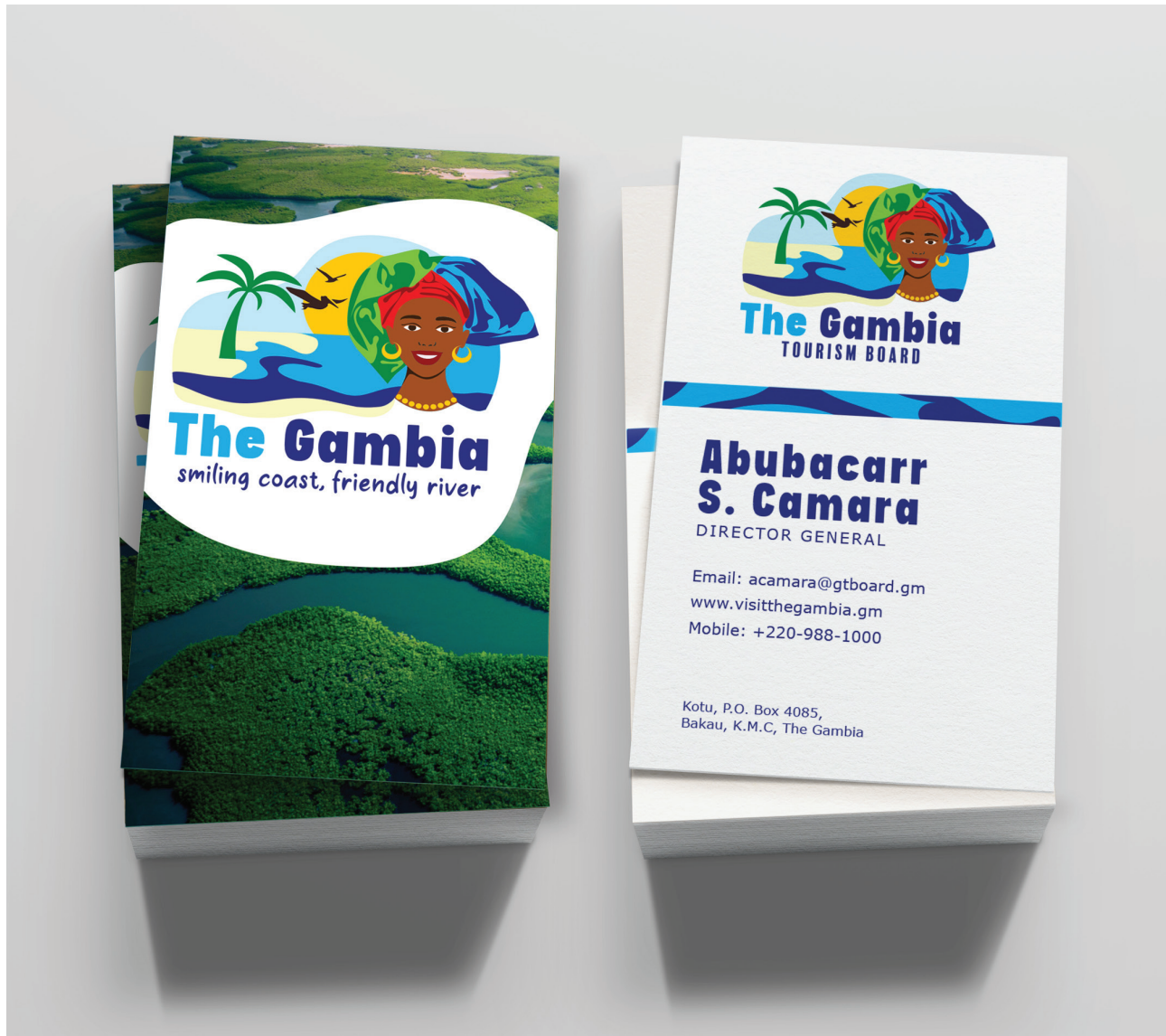
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Yours Sincerely,

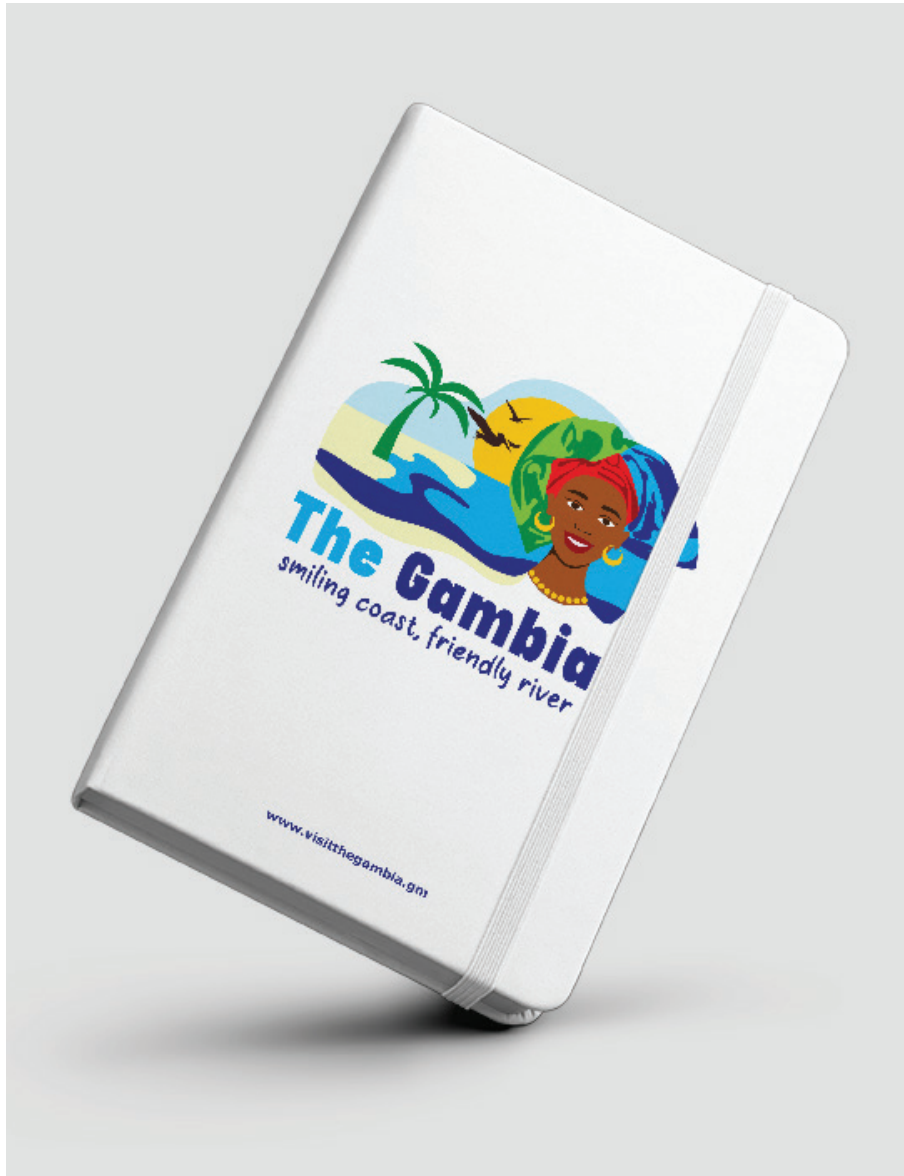
NAME SURNAME

Kotu, P.O Box 4085, K.M.C., The Gambia  
Tel: (220) 4462 490/1/5/6  
Fax: (220) 4462 487  
E-mail: info@gtboard.gm

# BUSINESS CARD



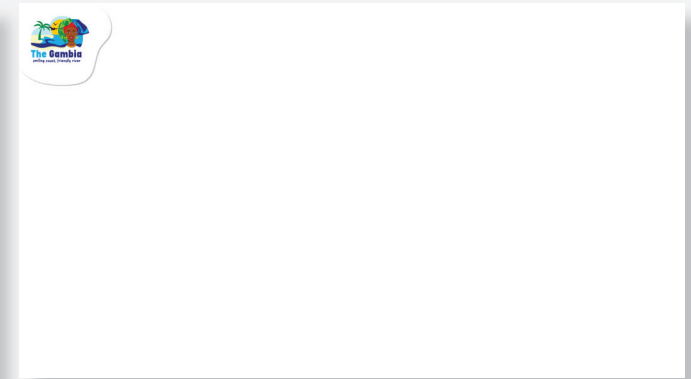
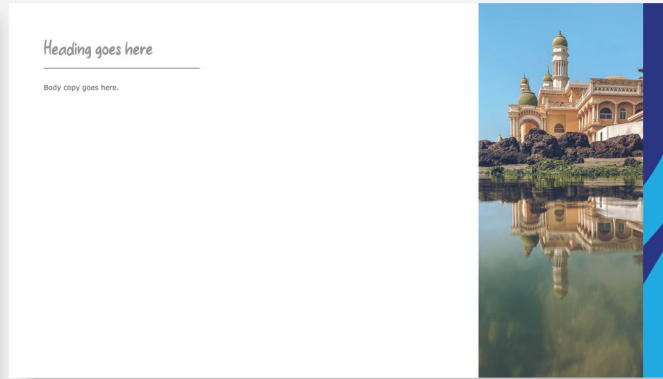
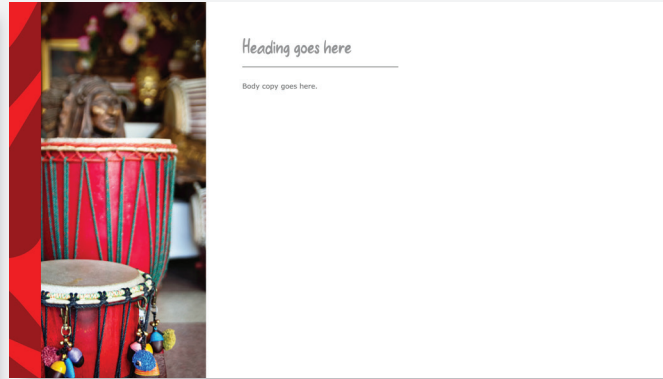
## NOTEBOOK & EMAIL SIGNATURE



**Abubacarr  
S. Camara**  
DIRECTOR GENERAL

Mobile: +220 988 1000  
www.visitthegambia.gm  
Email: [acamara@gtboard.gm](mailto:acamara@gtboard.gm)  
Address: Kotu, P.O. Box 4085,  
Bakau, K.M.C, The Gambia

# POWERPOINT TEMPLATE



# Printing our Brand Manual

## A guide for print

This guide may be printed in sections as required or complete in its entirety.

It should be printed onto an A4 sheet of paper – at 100% scale

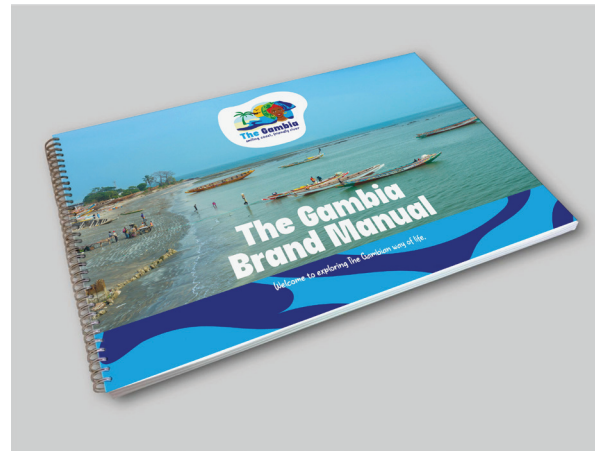
It is landscape format therefore that option should be selected.

It can be ring bound on the left hand side or across the top.

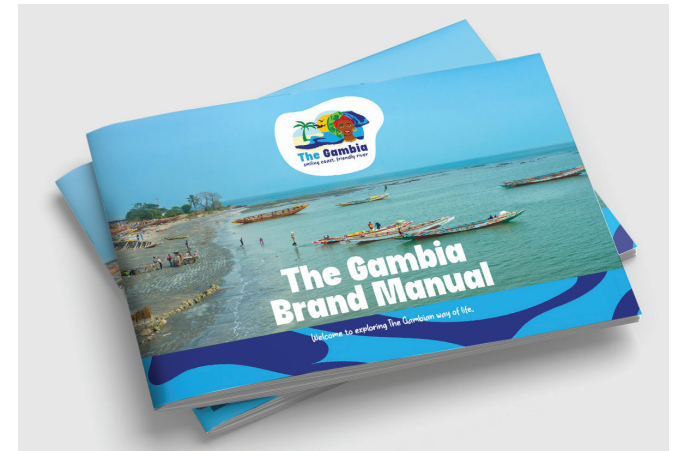
If a number are being printed by a professional printer – it should be saddle stitched on the left.



In house printing -  
Wire binding on top



In house printing -  
Wire binding on left



Professional printing -  
Saddle stitch binding on left



# Contact Details

Kotu, P.O Box 4085, K.M.C., The Gambia

Tel: (220) 4462 490/1/5/6

Fax: (220) 4462 487

E-mail: [info@gtboard.gm](mailto:info@gtboard.gm)