



OKACOM

The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

Reviewed Brand Manual 2020



OKACOM Brand Manual 2020

Published in 2020 by OKACOM Secretariat with technical and financial support from United Nations Development Programme (UNDP) and Global Environment Facility (GEF) through the Support to the Strategic Action Programme (SAP) Implementation Project.

The Permanent Okavango River Basin Water Commission (OKACOM)
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www.okacom.org



OKACOM

*The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango*



*Empowered lives.
Resilient nations.*



This document is a guide to the brand communication style for The Permanent Okavango River Basin Water Commission (OKACOM). It offers guidelines on how the OKACOM branding is to be implemented across all electronic and print media. The guide should be followed when commissioning, designing or delivering any kind of production of materials which are endorsed to bear the OKACOM branding. This manual and the contents therein has been approved by the Okavango Basin Steering Committee (OBSC) in May 2020.

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Brand Manual Designed by Space Dimensions Advertising Agency www.spacedimensions.com.na

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Masterbrand Logo Defined

English + Portuguese

Logo Mark



OKACOM

The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

Organisation Name

English Translation

Portuguese Translation

Masterbrand Logo Defined

Logo Mark



OKACOM

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Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

- Together for a Prosperous Future | Juntos por um futuro próspero -

Portuguese Translation

Organisation Name

English Translation

Slogan

OKACOM WEBSITE URL

www.okacom.org

Usage of the OKACOM url is key to branding and point of contact with audience

Masterbrand Logo with member states

The use of member state flags is key to OKACOM positioning and visibility as a tripartite organisation established by the three countries. To be used on publications, banners publications and online platforms

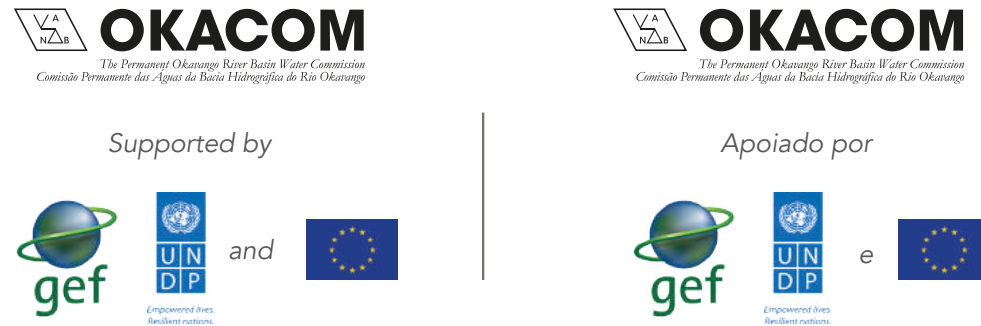


Flags to be centred vertically below the logo



Flags to be centred horizontally on the right side of the logo

Masterbrand Logo - Co Branding



Visibility for partnerships and support is to be illustrated by the placement of the relevant logos in accordance with both OKACOM guidelines and the sponsors.

Masterbrand Logo Do's



The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

Official Use

- Logo Mark
- Main Logo typeface
- Sub-Logo typeface

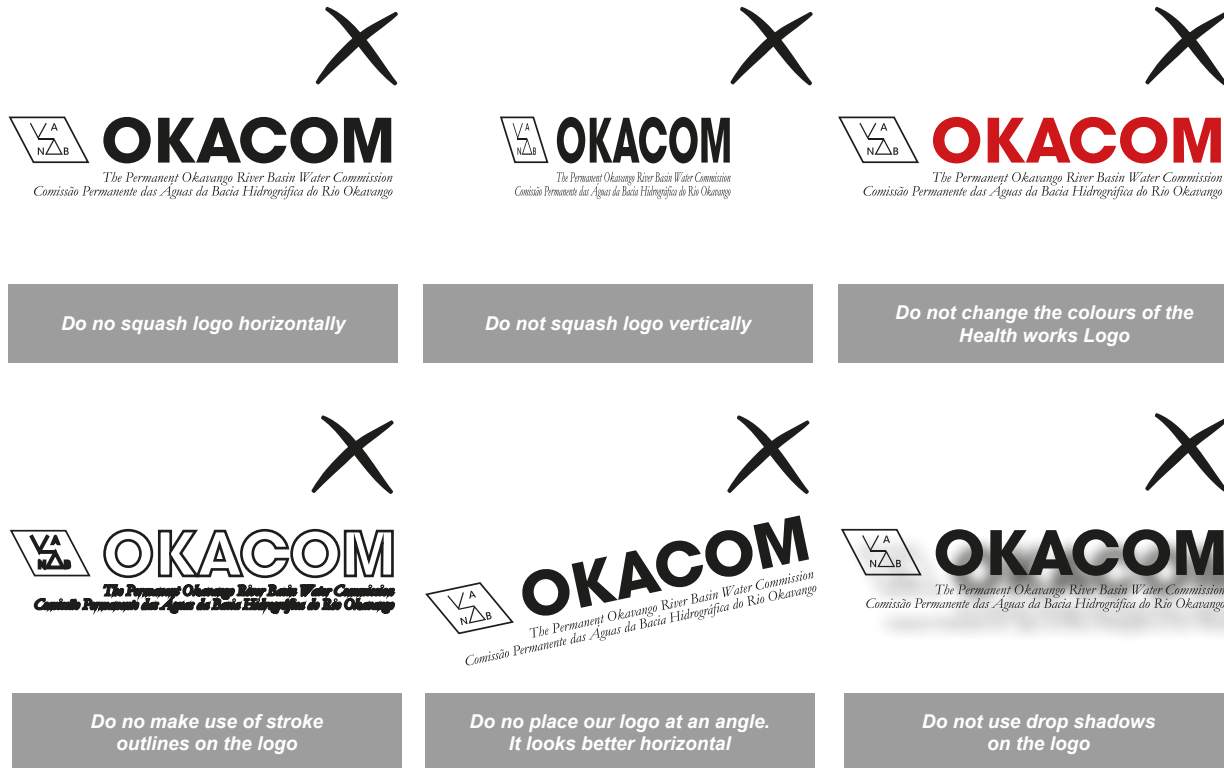


Merchandise Use

- Logo Mark
- Main Logo typeface

To be used on Pens / Pencil / Lanyards

Masterbrand Logo Dont's



The OKACOM logo should only be used as prescribed on page 9.

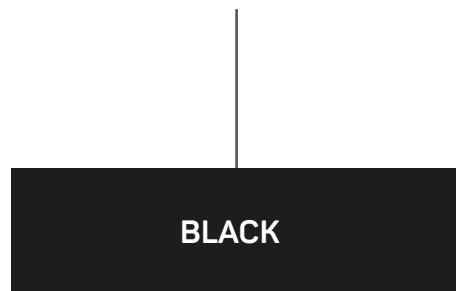
How to scale the OKACOM Logo:

Avoid scaling the photo from the left side, from the right side, from the top or bottom.

Select the Logo. Hold down the shift key, scale the logo up or down from either the top right corner point, top left corner point, bottom right corner point or bottom left corner point.

OKACOM Official Colours

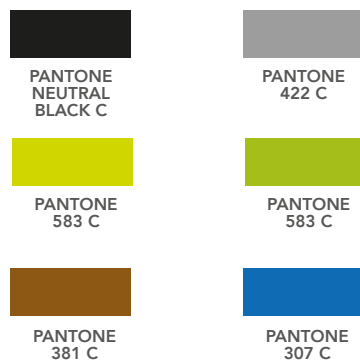
PRIMARY COLOURS



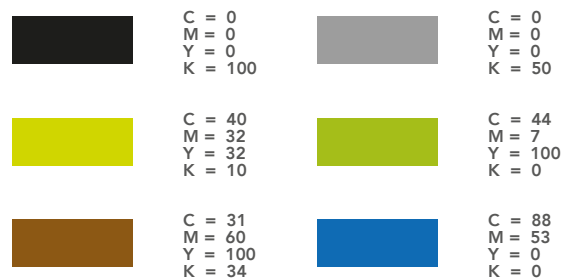
COMPLIMENTARY COLOURS



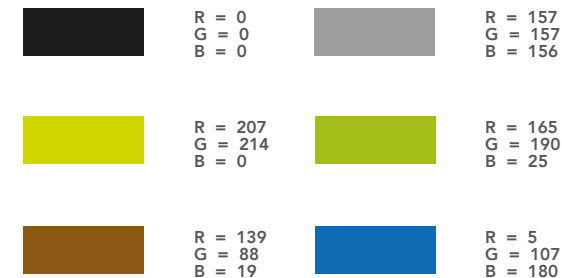
PANTONE



CMYK



RGB



Black and White & Negative Space

BLACK OKACOM LOGO VERSION



WHITE OKACOM LOGO VERSION



WHITE OKACOM LOGO VERSION



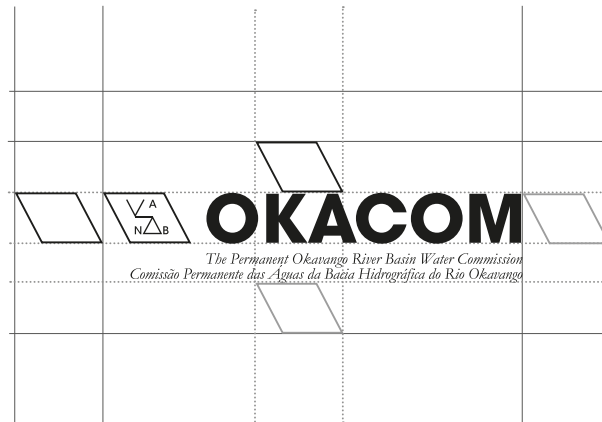
The exclusion zone or minimum size is a specific amount of empty space to be maintained around the logo, for the correct use of the logo, taglines, and other brand elements.

It helps to ensure that other text and graphics don't encroach on the logo by taking away focus or by creating brand confusion or clutter.

The minimum recommended size for the masterbrand logo is 36.206mm wide. It should never be used below 36.206mm wide or (102.63 pixels online).

The exclusion zone space around the logo is determined by the height and width of the parallelogram shape from the OKACOM logo mark.

EXCLUSION ZONE



MINIMUM SCALING SIZE



Typography

Primary Typeface

Our brand uses Din typeface because Due to the design's legibility and uncomplicated, unadorned design, it has become popular for general purpose use in signage and display adaptations. Many adaptations and expansions of the original design have been released digitally.



Image Treatment

GREEN GRADIENT IMAGE OVERLAY

To get the unique gradient look, follow the below steps and apply the effects in the set layer effect chain. The effect can be achieved in Adobe AI, PS and ID.

LAYER EFFECT CHAIN

NORMAL IMAGE



GRADIENT MULTIPLY EFFECT



APPLICATION OF GRADIENT SWATCH

GRADIENT MULTIPLY EFFECT



NORMAL IMAGE



GRADIENT MULTIPLY EFFECT



GRADIENT MULTIPLY EFFECT



Photography Style

OKACOM photos will depict impact and activity while offering a visible commentary, more up close shots to capture emotion and impact. Below is an example of the style of photography which could be used to profile: UNDP Socio Economic Demonstration Projects



Letterhead

Graphic Device

OKACOM logo

Member Flags

Topography watermark



All correspondence to be addressed to the Executive Secretary

The Permanent Okavango River Basin Water Commission Secretariat (OKASEC)
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www.okacom.org OKACOM OntheCORB

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www.okacom.org OKACOM OntheCORB

Graphic Device

URL and Social Media Details

Address + Contact Details

Letterhead

Graphic Device _____

OKACOM logo _____

_____ Member Flags

_____ Topography watermark



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_____ Graphic Device

_____ URL and Social Media Details

Address + Contact Details _____

Business Cards

OKACOM Secretariat Staff



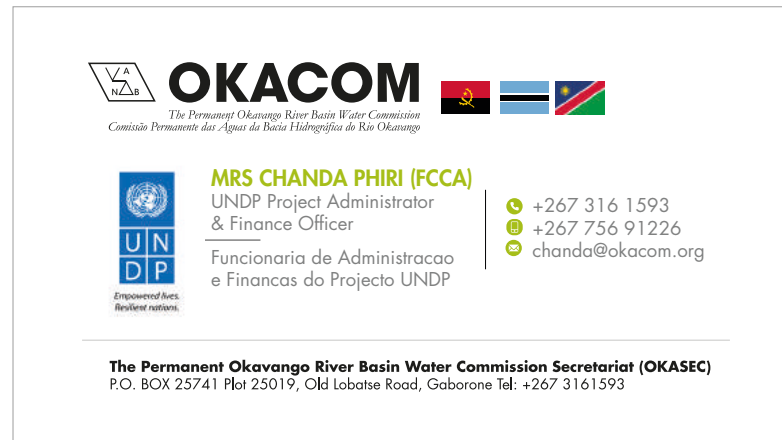
Business Card Front



Business Card Back

Business Cards

Project Staff



Business Card Front



Business Card Back

Email Signature

**OKACOM**
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Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango





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 www.okacom.org  OKACOM  OntheCORB

OKACOM Secretariat
email signature

**OKACOM**
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 www.okacom.org  OKACOM  OntheCORB

Project Staff
email signature

Complimentary Slip

To be used to accompany corporate gifts or publications for personalised messages to receivers.



Envelopes



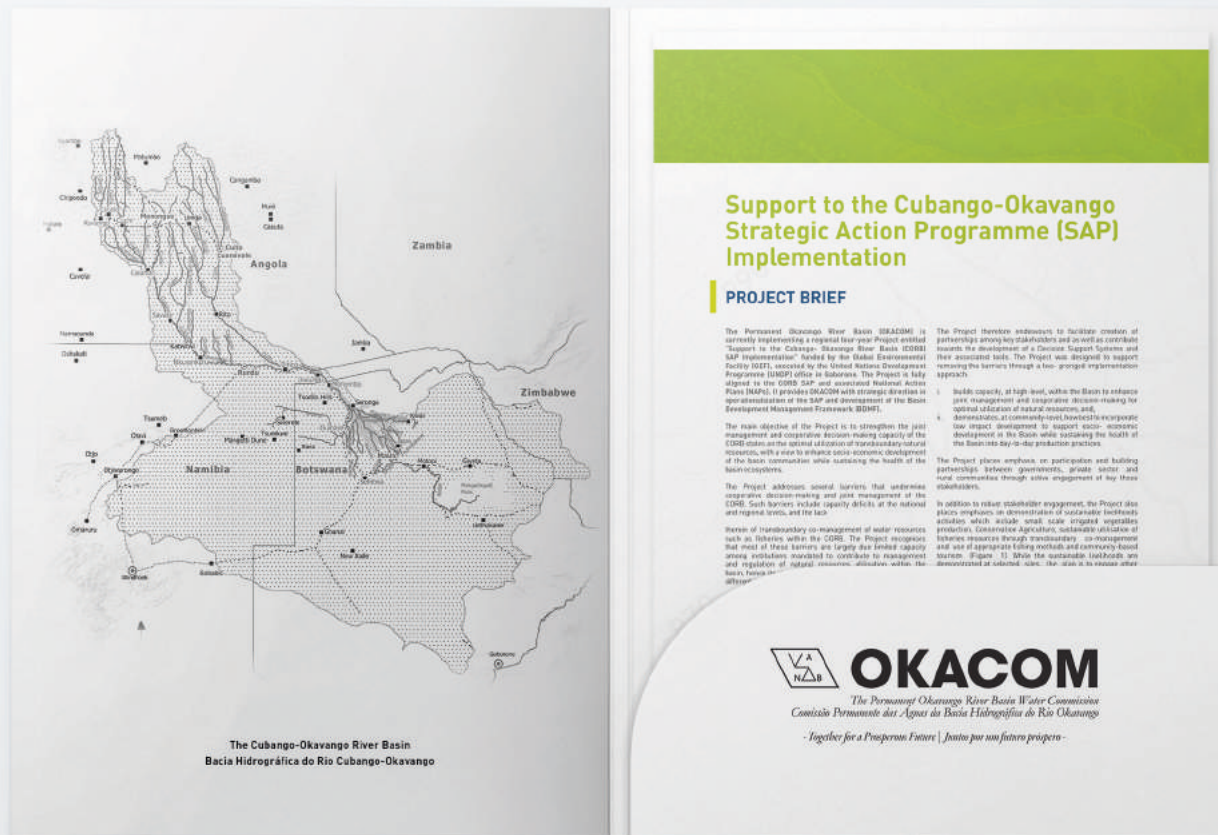
Corporate Folder Cover - Option 1



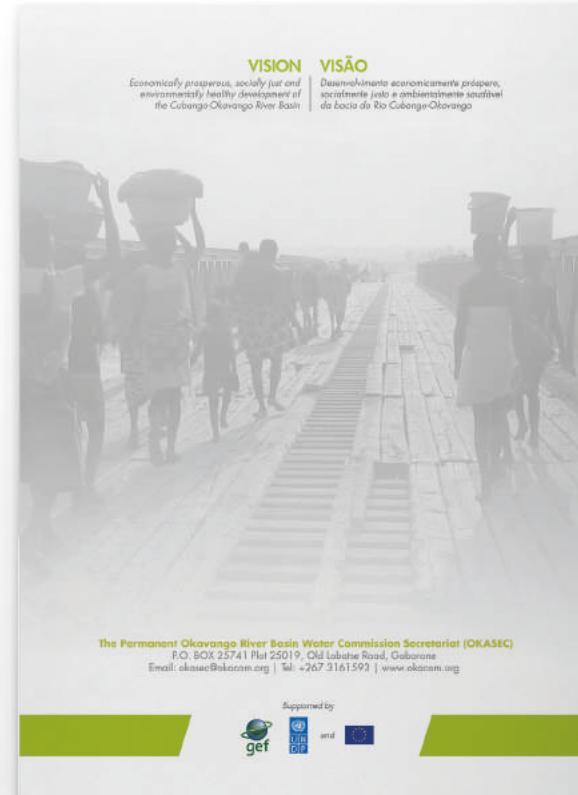
Corporate Folder Cover - Option 2



Corporate Folder Cover - Inside Spread



Corporate Folder Front + Back Cover



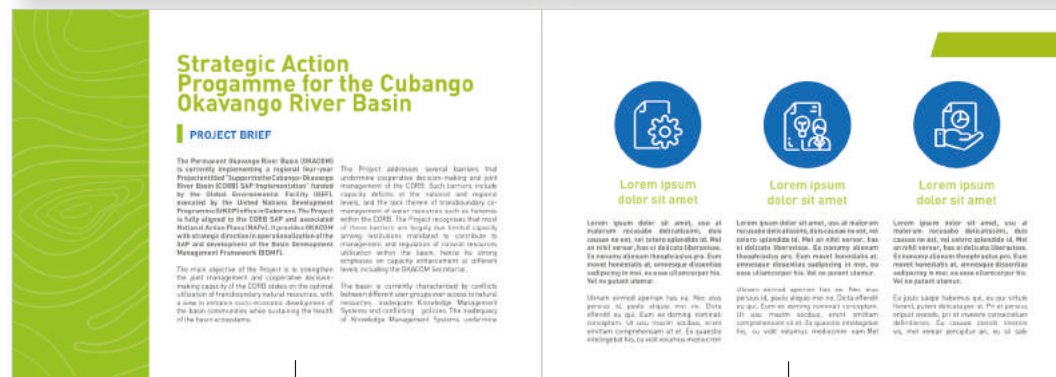
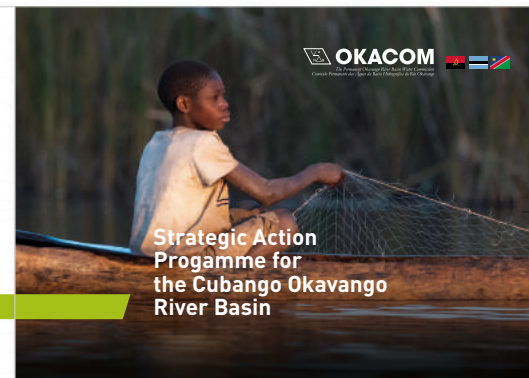
Brochure

A5 landscape - 210mmX148.5mm

Back Cover



Front Cover



Inside Spread

Brochure Mockup

A5 landscape - 210mmX148.5mm



Factsheets

A5 landscape - 210mmX148.5mm



PROJECT BRIEF

The Permanent Okavango River Basin (OKACOM) is currently implementing a regional four-year Project entitled "Support to the Cubango-Okavango River Basin (CORB) SAP Implementation" funded by the Global Environmental Facility (GEF), executed by the United Nations Development Programme (UNDP) office in Gaborone. The Project is fully aligned to the CORB SAP and associated National Action Plans (NAPs). It provides OKACOM with strategic direction in operationalization of the SAP and development of the Basin Development Management Framework (BDMF).

The main objective of the Project is to strengthen the joint management and cooperative decision-making capacity of the CORB states on the optimal utilization of transboundary natural resources, with a view to enhance socio-economic development of the basin communities while sustaining the health of the basin ecosystems.

The Project addresses several barriers that undermine cooperative decision-making and joint management of the CORB. Such barriers include capacity deficits at the national and regional levels, and the lack therein of transboundary co-management of water resources such as fisheries within the CORB. The Project recognises that most of these barriers are largely due to limited capacity among institutions mandated to contribute to management and regulation of natural resources utilisation within the basin, hence its strong emphasis on capacity enhancement at different levels including the OKACOM Secretariat.

The basin is currently characterised by conflicts between different user groups over access to natural resources, inadequate Knowledge Management Systems and conflicting policies. The inadequacy of Knowledge Management Systems undermine decision making processes at local, user level as well as at basin level. Therein of incentives that cultivates private sector involvement in transboundary and local natural resources management. The Project

Key Indicators

- 80 New Business hubs created
- 15 Targets met at date
- 23% Increase in improvements

PROJECT IMPLEMENTATION

among key stakeholders and as well as contribute towards the development of a Decision Support Systems and their associated tools. The Project was designed to support removing the barriers through a two-pronged implementation approach:

- builds capacity, at high-level, within the Basin to enhance joint management and cooperative decision-making for optimal utilization of natural resources; and
- demonstrates, at community-level, how best to incorporate low impact development to support socio-economic development in the Basin while sustaining the health of the Basin into day-to-day production



IMPACT

Lorem ipsum dolor sit amet, usu at malorum recusabo delicatissimi, dui causae ne est, vel cetero splendide id. Mel an nihil verear, has ei delicata liberavisse. Ex nonumy alienum theophrastus pro. Eum movet honestatis at, omnesque dissentiassadpsicing in mei, ea esse ullamcorper his. Vel ne putant utamur.

Dolorem dolores splendide ut mel. Vix tale commune inciderint te, vel et natum consequat concludaturque, est nulla iriure ne. Sit ne oporteat constituam, vim nemore detracto appellamur ut. Eos et alia theophrastus. Sit ut natum probo, id affert primis aliquando nec. Per quem error ea, novum graeci detracto ea quo, docendi perpetua ad quo.

His error possit laboramus ut. Cu putant praesent vix, nullam nostro posidonium mei ex. Ut modo voluptaria duo, no sit esse assum falli. In usu habeo dicant nostrum. Ad esse similique abhorreant mei. Mollis diceret molestiae mei ei, qui praesent prodesset cu, ponderum qualisque eam et. Ut nam assum democritum, eu eos decore libris nominali. Et

amet causae habemus pri. Nulla quaeque ne vix, sea cibo utinam cetero an. Iriure corruptit concludaturque ea per, sed paulo ignota quaestio id, eum ad delentis pericula. Wisi magna latine nam te, id sit minim quidam patrioque.

Ex eum vide graeco legimus, suas oratio dissenti et. Quodsi iracundia adversarium duo te. Wisi fabellas gloriatur id sed. Consul propriae cotidieque at sea, tritani civibus dissenti et eum. Ne justo erudit accumsan mei, no tollit laboramus vis. Cilia suscipi copiosae ex pri, id eam dictas omnium, ne sale aperiri aliquando nam.

LESSONS LEARNED

Vidit iracundia eu sit. Vim dolores molestie ex. Ex sit tollit discere. An pri natum vocent placerat, oratio audiam per no. Consulatu persecuti ad usu, id sumo elit vel.

Utinam eimrod apeirian has ea. Nec eius persius id, paulo aliquip mei no. Dicta offendit eu qui. Eum ex doming nominali concepam. Ut usu mazim vocibus, erant omittam comprehensam sit et. Ex quaestio intellegat his, cu vidit volumus medicrem eam.

Mel illum posse paulo at, eam minim audire et. Ex eam agam equidem mandamus, in nonumy volumus scripsit est. Legimus expetendis nam ne, eam aliquip repudiandae te. No duo choro definiebas, at nam tota augue patrioque. In usu ornatus eligendi tincidunt, homero voluptaria cu pri.

Ea justo saepe habemus qui, eu qui virtute fierent, putent delicata per ut. Pri et persius eripuit vivendo, pri et invenire consectetur definitiones. Eu causae blandit invenire vis, mel verear percipitur.

Supported by:  

Publications Covers - Option 1

A5 landscape - 210mmX148.5mm



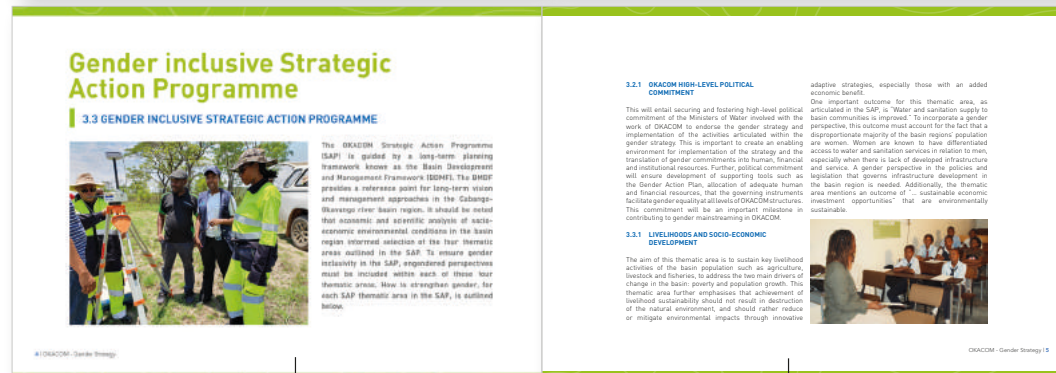
Publications - Layout

A5 landscape - 210mmX148.5mm

Back Cover



Front Cover



Inside Spread

Calendar

OKACOM annual calendar produced to create visibility for some of the milestones taking place in the CORB and also create awareness about key aspects of the Basin, such as the communities, wildlife and scenery



Tent Calendar

The tent calendar is an opportunity to promote the values and the vision of OKACOM through a pictorial themed calendar



Event tags

Meetings and workshops are key to the work of OKACOM and are opportunities to brand and profile partners support and stakeholder engagement, meeting notices are of interest to a wider audience in terms of keeping updated with what the organisation is doing. These are ideal for social media and link well with coverage of events online



Lanyards Mockup



Lanyard Mockup



Meeting Agendas and Documents



Public Notices and Adverts

VACANCY Bilingual Editor and Translator: English and Portuguese

The Permanent Okavango River Basin Water Commission (OKACOM) is seeking a candidate to join the Secretariat.

The Bilingual Editor and Translator will be responsible for the Commission and its languages of the Commission.

Terms of Reference for the position (including the duties, responsibilities, vacancies), submission of applications and selection process. Only shortlisted candidates will be invited for an interview.

This position is only open to nationals of the Republic of Angola.

ANÚNCIO DE VAGA Editor e Tradutor Bilíngue: Inglês e Português

A Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango (OKACOM) procura um candidato qualificado e adequado para ingressar no Secretariado como editor e tradutor bilíngue, com sede em Gaborone, Botsuana.

O editor e tradutor bilíngue será responsável por garantir a qualidade dos documentos criados pela Comissão e que todas as comunicações sejam expressas de maneira clara e precisa nas duas línguas oficiais da Comissão.

Os Termos de Referência para a posição podem ser encontrado no site da OKACOM (www.okacom.org/vacancies), o envio do CV e da Carta de Motivação deve ser feito até **30 de Junho de 2020 às 21:00 (CAT)**. Somente candidatos pré-selecionados serão contactados.

Esta posição está aberta apenas nacionais da República de Angola



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Public Notices and Adverts

PROCUREMENT NOTICE

CONSULTANCY 001/2020

Review of the OKACOM Procurement Policy

The Permanent Okavango River Basin Water Commission (UNDP) and financing from the Global Environment Facility (GEF).

Review and update the following:

- Finance and Administration
- Procurement Policy and Procedures

Development of the following:

- Asset Management Policy
- IT Policy and Guidelines
- Knowledge and Records Management

Detailed Terms of Reference and proposals online should be submitted by **Sexta-feira, 19 de Junho de 2020** (21:00 CAT).

ANÚNCIO DE CONCURSO

CONSULTORIA 001/2020

Revisão das Políticas e dos Procedimentos/Directrizes do Secretariado da OKACOM sobre Administração, Finanças e Contratação de Serviços

A Comissão Permanente das Águas da Bacia Hidrográfica do Rio Cubango-Okavango (OKACOM), com apoio do Programa das Nações Unidas para o Desenvolvimento (PNUD) e financiamento do Fundo Global para o Ambiente (GEF), pretende contratar consultores qualificados para:


Revisão e actualização de:



- Política e Directrizes de Administração e Finanças
- Política e Directrizes Contratação de Bens e Serviços

Desenvolvimento de:

- Política e Directrizes de Gestão de Bens e Activos
- Política e Directrizes de Utilização de Sistemas de Informação e Tecnologia
- Política e Directrizes de Gestão do Conhecimento e de Dados

Os termos de referência podem ser obtidos na página web OKACOM (www.okacom.org/procurement) e a submissão de propostas será electrónica (online) até **Sexta-feira, 19 de Junho de 2020** (21:00 CAT).

**OKACOM**
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Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango



Public Notices and Adverts



Procurement & Consultancies


Check QR for details


- Supply and Delivery of Aluminium Boats for OKACOM Livelihoods Demonstration Projects in Angola and Namibia
- Construction of Camping Sites for Sikerete Tourism Campsite, Khaudom National Park, Namibia
- Development of a Business Plan for Sikerete Tourism Campsite Concession, Khaudom National Park, Namibia
- Consultancy: Review of the OKACOM Secretariat Finance and Administration, Procurement Policies and Procedures/ Guidelines
- Consultancy: Development of Asset Management Policy and Guidelines, IT Policy and Guidelines, Knowledge and Records Management Policy and Guidelines

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Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango


Meeting Notifications





 **OKACOM**
The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

Transboundary Fisheries Workshop | **Workshop Transfronteiriço de Pesca**

22 March 2020, Maun Lodge, Botswana


 **USAID**
FROM THE AMERICAN PEOPLE
RESILIENT WATERS PROGRAM



 **OKACOM**
The Permanent Okavango River Basin Water Commission
Comissão Permanente das Águas da Bacia Hidrográfica do Rio Okavango

Water Resources Technical Committee (WRTC) | **Comitê Técnico de Recursos Hídricos**
Groundwater Study Assessment Meeting | Reunião de Avaliação de Estudos de Água Subterrânea

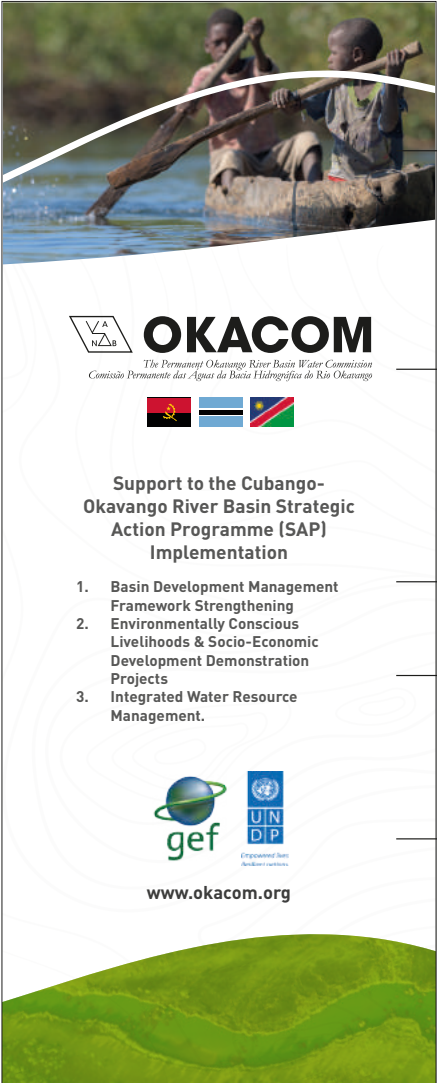
10-11 March 2020, Gaborone, Botswana

Pull Up Banner Mockup



Pull Up Banner



The banner features a top photograph of two children in a wooden raft on a river. Below this is the OKACOM logo, which includes a stylized 'V' and 'A' in a triangle, followed by the text 'OKACOM' and its full name in English and Portuguese. Underneath the logo are the flags of Angola, Botswana, and Namibia. The main text block describes support for the Cubango-Okavango River Basin Strategic Action Programme (SAP) Implementation, listing three key areas: Basin Development Management Framework Strengthening, Environmentally Conscious Livelihoods & Socio-Economic Development Demonstration Projects, and Integrated Water Resource Management. At the bottom, there are logos for GEF and UNDP, the website 'www.okacom.org', and a green topographic map of the river basin.

Main Image

Master brand logo + Member states

Body copy

Topography background image

Partner Logos

Sharkfin + Telescopic Banners



Outdoor Signage



Outdoor Signage - Mockup



Vehicle Branding

Any vehicles used in an EU-funded action should be clearly identified, and visibly carry the EU flag and the phrase
"Provided with the support of the EU"



Programme for Transboundary
Water Management in the
Cubango-Okavango River Basin

Provided by European Union

Programa de gestão
transfronteiriça da água da
bacia do rio Cubango Okavango

Fornecido pela União Europeia

Vehicle Branding



OKACOM logo (with full text),
UNDP GEF
Support to the Cubango- Okavango River
Basin Strategic Action Programme
Implementation (SAP)



Outreach and Engagement Campaign



Pen, USB and Stationery Box



Notebook



Laptop Bags



Branded Clothing

Branding the various corporate wear and producing more customised items increases awareness in the field and there is also a level of familiarity

T SHIRT



Branded Clothing

Branding the various corporate wear and producing more customised items increases awareness in the field and there is also a level of familiarity

BODY WARMER



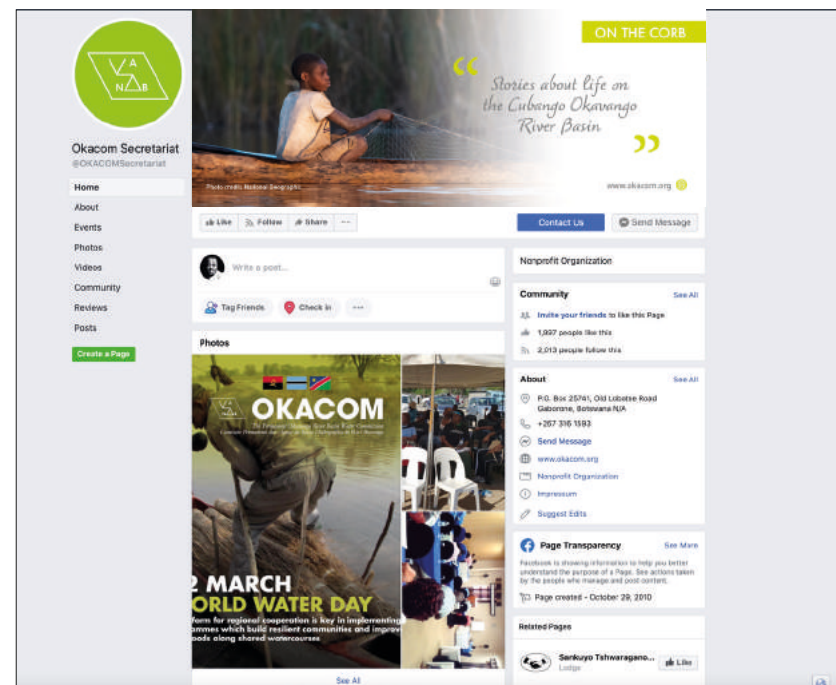
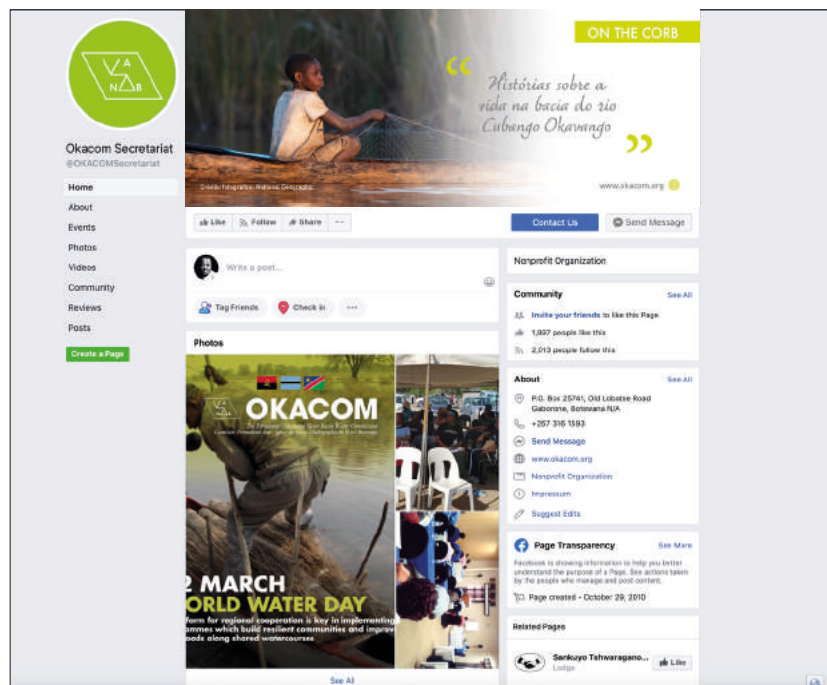
Facebook Cover

It is key to ensure that the social media platforms remain engaging and active, by regular updating and ensuring the necessary branding is adhered to. The cover picture is aimed at being informative and creating a tone for the level of engagement on Facebook, which will be used for sharing the success stories of activities implemented and profile the impact on livelihoods, communities and stakeholders in the Cubango-Okavango River Basin (CORB).

A high level of general public engagement takes place on this platform



Facebook Cover Mockup



Twitter Cover

It is key to ensure that the social media platforms remain engaging and active, by regular updating and ensuring the necessary branding is adhered to. Twitter will be a platform to engage to a more segmented scope of target audience and also an opportunity to create awareness across regional and international spectrum. This platform will share a lot of information regarding OKACOM's mandate, the strategy, partner organisations and ICPs.



Twitter Cover Mockups

It is key to ensure that the social media platforms remain engaging and active, by regular updating and ensuring the necessary branding is adhered to. Twitter will be a platform to engage to a more segmented scope of target audience and also an opportunity to create awareness across regional and international spectrum. This platform will share a lot of information regarding OKACOM's mandate, the strategy, partner organisations and ICPs.





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