



# CORPORATE IDENTITY MANUAL





## SADC Corporate Identity Manual

### Southern African Development Community (SADC) Secretariat

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## FOREWORD

The Southern African Development Community (SADC) is an inter-governmental body of the 16 Southern African Countries. The region prides in its corrective identity that is founded on diverse beliefs, cultures and values. As a Community, the people are united in diversity, and share common goals, and a common future destined on prosperity through regional integration.

It is evident that the attainment of regional integration through a shared vision and a common future requires a strong and recognisable brand. A brand that is defined and communicated through core values, brand personality and a brand positioning statement that helps to express the values and ambitions of the region.

Against this background, the Southern African Development Community has developed this Corporate Identity Manual. The Manual provides the SADC vision, mission, and characteristics, as well as, guidance on how to present, describe, and brand the SADC organisation accurately.

It is anticipated that the Corporate Identity Manual will help to maintain and build the identity of SADC, and facilitate the corporate business objectives, as well as provide guidelines, and standards that will govern how the SADC identity is applied. It contains approved colour palettes, typefaces, page layouts, fonts, and branding tools that define how SADC's brand, image and messaging is to be delivered to the public,

and particularly to SADC's key audiences. It also lays out the logo, typography, colour use, logo placement, the protocol order of SADC and Member State's flags, including protocols related to the SADC Table of Precedence, and SADC story-telling that will facilitate correct corporate branding and visual communication of SADC to ensure SADC visibility.

These guidelines are meant to help SADC to build a meaningful corporate identity, and the organization's corporate image.

I therefore wish to invite you to support SADC in carefully applying the SADC corporate identity, in order to ensure the success of this strong and inspiring brand. It is my hope that you will learn, comprehend, appreciate, live and own the SADC brand. The SADC Communications and Public Relations Unit may be consulted should need arise for further clarification.

**Dr. Stergomena Lawrence Tax**  
Executive Secretary of SADC





## INTRODUCTION

**A** corporate identity is the manner which an organisation or a collective group or organisations present themselves to the public. It defines the holistic behaviour, communication and visual appearance of the organisation.

At the birth of the SADC and its executive arm, the Secretariat, the prerequisite brand control and management mechanisms to identify the organisation and prominently display its glorious history, mission, vision, and brand for prosperity were not in place. As a result, some of the institutional memory of SADC had been eroded and lost over time.

Every brand needs to be managed and controlled, and this is why SADC has developed this visual brand identity manual so as to create a comprehensive stakeholder brand experience.

The founding premise of this SADC CIM is to provide internal and external stakeholders with key guiding principles in order to communicate the SADC brand faithfully without diluting the organisation's core values, iconic, typographic and organisational culture integrity.

The consideration of the primary elements that define what SADC is, what it stands for, its values, culture, vision and mission were integral to this exercise. This was done in order to find acceptance and meaning of core iconography, typography, colour, brand architecture and style imagery.

The corporate design contains key visual

appearance of SADC, and other various tools of communications such as stationery, advertising, conferencing material etc.

In addition, this exercise unveiled a set of value drivers that were critical to the performance of the brand. The identified visualisation tools were verified for fit and can be applied across different disciplines of the SADC identity, internal and external communications or broader stakeholder communication.

In entrenching the SADC organisational culture, this Manual also outlines the SADC Table of Precedence, governing the protocol accorded by SADC to persons it is due, and to SADC office bearers in accordance with internationally accepted standards.

The successful application of the SADC CIM depends on faithful adherence to the established guidelines and should be referred to when reproducing any element of the SADC brand to ensure consistency and fidelity.

It is therefore imperative that all elements of both the internal and external corporate communications are subject to these guidelines in order to create and establish a clear and consistent SADC brand.





## THE BRAND (WHO WE ARE)

The Southern African Development Community (SADC) has been in existence since 1980, when it was formed as a loose alliance of nine majority-ruled States in Southern Africa. It was known as the Southern African Development Coordination Conference (SADCC), with the main aim of coordinating development projects in order to lessen economic dependence on the then apartheid South Africa. The founding Member States are: Angola, Botswana, Lesotho, Malawi, Mozambique, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe. SADCC was formed in Lusaka, Zambia on April 1, 1980, following the adoption of the Lusaka Declaration - Southern Africa: Towards Economic Liberation.

The transformation of the organization from a Coordinating Conference into a Development Community (SADC) took place on August 17, 1992 in Windhoek, Namibia when the Declaration and Treaty was signed at the Summit of Heads of State and Government thereby giving the organization a legal character. SADC was established under Article 2 of the SADC Treaty by SADC Member States represented by their respective Heads of State and Government or duly authorized representatives to spearhead the economic integration of Southern Africa.

Member States are: Angola, Botswana, Union of Comoros, the Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, United Republic of Tanzania, Zambia and Zimbabwe.





## SADC OBJECTIVES (WHAT WE DO)

The main objectives of Southern African Development Community (SADC) are to achieve economic development, peace and security, and growth, alleviate poverty, enhance the standard and quality of life of the peoples of Southern Africa, and support the socially disadvantaged through Regional Integration. These objectives are to be achieved through increased Regional Integration, built on democratic principles, and equitable and sustainable development.

The objectives of SADC, as stated in Article 5 of the SADC Treaty (1992) are to:

- achieve development and economic growth, alleviate poverty, enhance the standard and quality of life of the peoples of Southern Africa and support the socially disadvantaged through regional integration;
- evolve common political values, systems and institutions;
- promote and defend peace and security;
- promote self-sustaining development on the basis of collective self-reliance, and the inter-dependence of Member States;
- achieve complementarity between national and regional strategies and programmes;
- promote and maximise productive employment and utilisation of resources of the region;
- achieve sustainable utilisation of natural resources and effective protection of the environment;
- strengthen and consolidate the long-standing historical, social and cultural affinities and links among the peoples of the region;

## SADC Common Agenda

Linked directly to the SADC Objectives is the SADC Common Agenda, which originates in Article 5 of the SADC Treaty (1992) as amended. The Common Agenda summarises the key strategies and policies of the institution. Subsequently, the SADC institutional structure is consistent with the SADC Common Agenda and Strategic Priorities that it encapsulates. The same values are echoed in the Regional Indicative Strategic Development Plan (RISDP) and Strategic Indicative Plan for the Organ (SIPO).

The SADC Common Agenda is underpinned by a series of principles and policies, including:

- Promotion of sustainable and equitable economic growth and socio-economic development that ensures poverty alleviation with the ultimate objective of its eradication;
- Promotion of common political values, systems, and other shared values, which are transmitted through institutions that are democratic, legitimate and effective; and
- Promotion, consolidation and maintenance of democracy, peace and security.

The SADC Common Agenda is spelt out in Article 5 of the Treaty (as amended, 2009), as well as in the Review of Operations of SADC Institutions and consists of the policies and strategies of the organisation.





## SADC Policies

- Promote sustainable and equitable economic growth and socio-economic development that will ensure poverty alleviation with the ultimate objective of its eradication, enhance the standard and quality of life of the people of Southern Africa and support the socially disadvantaged through regional integration;
- Promote common political values, systems and other shared values which are transmitted through institutions that are democratic, legitimate, and effective;
- Consolidate, defend and maintain democracy, peace, security and stability;
- Promote self-sustaining development on the basis of collective self-reliance, and the interdependence of Member States;
- Achieve complementarity between national and regional strategies and programmes;
- Promote and maximise productive employment and utilisation of the resources of the Region;
- Achieve sustainable utilisation of natural resources and effective protection of the environment;
- Strengthen and consolidate the long-standing historical, social and cultural affinities and links among the people of the Region;
- Combat HIV and AIDS and other deadly or communicable diseases;
- Ensure that poverty eradication is addressed in all SADC activities and programmes; and
- Mainstream gender in the process of

community building.

## To achieve its aims, SADC shall

- Harmonise political and socio-economic policies and plans of Member States;
- Encourage the peoples of the Region and their institutions to take initiatives to develop economic, social and cultural ties across the region, and to participate fully in the implementation of the programmes and projects of SADC;
- Create appropriate institutions and mechanisms for the mobilisation of requisite resources for the implementation of programmes and operations of SADC and its institutions;
- Develop policies aimed at the progressive elimination of obstacles to the free movement of capital and labour, goods and services, and of the peoples of the region generally, among Member States;
- Promote the development, transfer and mastery of technology;
- Improve economic management and performance through regional cooperation;
- Promote the coordination and harmonisation of the international relations of Member States; and
- Secure international understanding, cooperation and support, and mobilise the inflow of public and private resources into the region.





## THE SADC TREATY

The SADC Treaty was signed to establish SADC as the successor to the Southern African Coordinating Conference (SADCC). The SADC Treaty established a series of Institutional Mechanisms, including the following:

- Summit of Heads of State or Government,
- Council of Ministers,
- Standing Committee of Officials,
- A Secretariat; and
- A Tribunal.

### Amendment of the SADC Treaty

Following the establishment of the SADC Treaty, SADC undertook an exercise to restructure its institutions and at an Extraordinary Summit on March 9, 2001 in Windhoek, Namibia, the SADC Treaty Amendment(2001) was adopted. This restructuring was part of institutional reform necessitated by a number of difficulties and constraints encountered in the transition from a coordinating Conference into a Community. These reforms established eight (8) institutions, under the guidance of Article 9 of the Treaty Amendment, including the following:

- Summit of Heads of State or Government;
- Organ on Politics, Defence and Security Co-operation;
- Council of Ministers;
- A Secretariat;
- A Tribunal;
- The Troika;
- Standing Committee of Officials; and

- SADC National Committees.

The SADC Treaty was also amended with an Agreement that established the Regional Indicative Strategic Development Plan (RISDP) which was revised and approved by SADC Summit in 2015 to focus on four priority areas:

- Industrial Development & Market integration
- Infrastructure Support for Regional Integration
- Peace and Security Cooperation
- Special Programmes of Regional Dimension

The signatories of the SADC Treaty agreed that underdevelopment, exploitation, deprivation and backwardness in Southern Africa will only be overcome through economic cooperation and integration. The Member States recognise that achieving regional economic integration in Southern Africa requires them to put their full support behind SADC to act on behalf of all Southern Africans for their common prosperity, peace and unity.

### SADC priorities and common agenda

The SADC Common Agenda is based on various principles, such as development orientation; subsidiarity; market integration and development; facilitation and promotion of trade and investment and variable geometry.





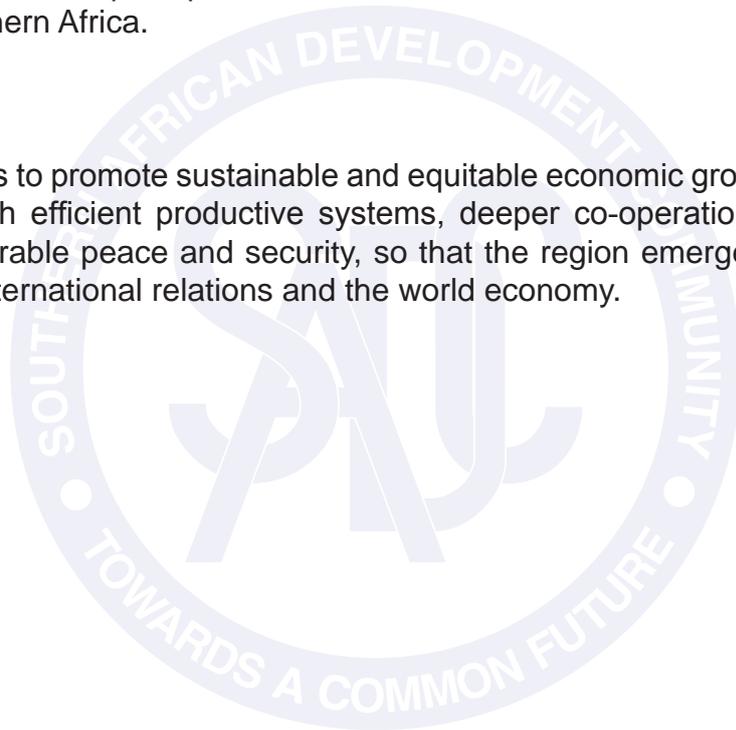
## THE SADC VISION AND MISSION

### Vision

The SADC Vision is that of a common future, a future within a regional community that will ensure economic well-being, improvement of the standards of living and quality of life, freedom and social justice and peace and security for the peoples of Southern Africa. This shared vision is anchored on the common values and principles and the historical and cultural affinities that exist between the peoples of Southern Africa.

### Mission

The SADC Mission is to promote sustainable and equitable economic growth and socio-economic development through efficient productive systems, deeper co-operation and integration, good governance, and durable peace and security, so that the region emerges as a competitive and effective player in international relations and the world economy.





## BRAND POSITIONING STATEMENT

( WHO WE DO IT FOR, AND THE VALUE WE ARE BRINGING TO THE MARKET.)

### “Towards A Common Future”

The mandate of the Lusaka Declaration was towards economic liberation; however, after the institutional transformation in 1992, the cornerstone of the organisation was to spearhead economic integration of Southern Africa. The SADC positioning line is therefore “Towards A Common Future”





## SADC ANTHEM

### SADC ANTHEM - ENGLISH

SADC, SADC DAWN OF OUR CERTAINTY  
SADC, SADC DAWN OF A BETTER FUTURE  
AND HOPE FOR REGIONAL AND UNIVERSAL INTEGRATION  
TOWARDS OUR PEOPLES UNITY AND HARMONY  
CRADLE OF HUMANITY  
CRADLE OF OUR ANCESTORS  
LET US PRAISE WITH JOY, THE REALIZATION OF OUR HOPES  
AND RAISE THE BANNER OF SOLIDARITY  
SADC, SADC, SADC, SADC DAWN OF OUR CERTAINTY

### HYMNE DE LA SADC – FRENCH

SADC SADC AUBE DE NOS CERTITUDES  
SADC SADC AUBE D'UN AVENIR MEILLEUR  
ESPOIR D'INTEGRATION REGIONALE ET UNIVERSELLE  
POUR L'UNITE ET L'HARMONIE ENTRE NOS PEUPLES  
BERCEAU DE L'HUMANITE  
BERCEAU DE NOS ANCIETRES  
CELEBRONS AVEC JOIE LA REALISATION DE NOS ESPOIRS  
LEVONS HAUT LE DRAPEAU DE LA SOLIDARITE  
SADC SADC SADC SADC AUBE DE NOS CERTITUDES

### HINO DA SADC - PORTUGUESE

SADC, SADC AURORA DA NOSSA CERTEZA  
SADC, SADC DE UM FUTURO MELHOR  
E DE ESPERANÇA DE INTEGRAÇÃO REGIONAL E UNIVERSAL  
RUMO À HARMONIA E UNIDADE DOS POVOS  
BERÇO DA HUMANIDADE  
BERÇO DOS NOSSOS ANTEPASSADOS  
JUNTOS CANTEMOS ALEGRES, A CONCRETIZAÇÃO DA NOSSA ESPERANÇA  
ERGUENDO A BANDEIRA DA SOLIDARIEDADE  
SADC, SADC, SADC, SADC AURORA DA NOSSA CERTEZA





## SADC INSTITUTIONS

### SADC SUMMIT OF HEADS OF STATE AND GOVERNMENT

The SADC Summit is responsible for the overall policy direction and control of functions of the community, ultimately making it the policy-making institution of SADC. It is made up of all SADC Heads of States or Government and is managed on a Troika system that comprises of the current SADC Summit Chairperson, the incoming Chairperson (the Deputy Chairperson at the time), and the immediate previous Chairperson.

The Troika System vests authority in this group to take quick decisions on behalf of SADC that are ordinarily taken at policy meetings scheduled at regular intervals, as well as providing policy direction to SADC Institutions in between regular SADC Summits. This system has been effective since it was established by the Summit at its annual meeting in Maputo, Mozambique, in August 1999. Other member States may be co-opted into the Troika as and when necessary.

The Troika system operates at the level of the Summit, the Organ on Politics, Defence and Security, the Council of Ministers and the Standing Committee of Senior Officials. Application of two Troikas at the level of the Standing Committee of Senior Officials, which comprises Permanent, or Principal Secretaries

or accounting for government offices, ministries or departments and at the level of the Organ on Politics, Defence and Security Cooperation is referred to as the Double Troika.

The Summit usually meets once a year around August/September in a member State at which a new Chairperson and Deputy are elected.

### SUMMIT TROIKA OF THE ORGAN

The SADC Organ on Politics, Defence and Security is managed on a Troika basis and is responsible for promoting peace and security in the SADC region. It is mandated to steer and provide Member States with direction regarding matters that threaten peace, security and stability in the region. It is coordinated at the level of Summit, consisting of a Chairperson, Incoming Chairperson and Outgoing Chairperson, and reports to the SADC Summit Chairperson.

The SADC Summit and Organ Troika Summit are mutually exclusive; and, the Chairperson of the Organ does not simultaneously hold the Chair of the Summit. The Organ structure, operations and functions are regulated by the Protocol on Politics, Defence and Security Cooperation. Like the Summit chair, the Organ chair rotates on an annual basis.





## **SADC COUNCIL OF MINISTERS**

The Council of Ministers oversees the functioning and development of the Southern African Development Community (SADC), and ensures that policies are properly implemented. The Council consists of Ministers from each Member State, usually from the Ministries of Foreign Affairs, Economic Planning, or Finance. It meets twice a year in January or February and immediately prior to the Summit in August or September.

## **SECTORAL AND CLUSTER MINISTERIAL COMMITTEES**

The Sectoral and Cluster Ministerial Committees consist of ministers from each Southern African Development Community (SADC) Member State. These committees are directly responsible for overseeing the activities of the core areas of integration, monitoring and controlling the implementation of the Regional Indicative Strategic Development Plan in their area of competence, as well as providing policy advice to the Council.

Currently the Cluster Committees are as follows:

- Ministers responsible for Trade, Industry, Finance and Investment;
- Ministers responsible for Infrastructure and Services;
- Ministers responsible for Food, Agriculture,

Natural Resources and Environment;

- Ministers responsible for Social and Human Development and Special Programmes (HIV and AIDS; education, labour; employment and gender);
- Ministers responsible for Politics, Defence and Security; and
- Ministers responsible for Legal Affairs and Judicial matters
- Ministerial Task Force on Regional Economic Integration.

## **STANDING COMMITTEE OF SENIOR OFFICIALS**

The Standing Committee of Senior Officials, a technical advisory committee to the Council of Ministers, meets twice a year. It consists of one Permanent/Principal Secretary, or an official of equivalent rank from each Member State, preferably from a ministry responsible for economic planning or finance. The Chairperson and Vice-Chairperson of the Standing Committee are appointed from the Member States holding the Chairpersonship and Vice-Chairpersonship, of the Council.

## **THE SECRETARIAT**

The Southern African Development Community (SADC) Secretariat is the Principal Executive Institution of SADC, responsible for strategic planning, facilitation and co-ordination and





management of all SADC Programmes. It is headed by the SADC Executive Secretary who shall be assisted by two Deputy Executive Secretaries. The Secretariat is located in Gaborone, Botswana.

The SADC Secretariat structure is designed to maximise and support the facilitation of the Member State policies and programmes to best contribute to the overall objectives of SADC – achieving Regional Integration and Poverty Alleviation.

### **Secretariat Mandate**

The Mandate of the SADC Secretariat, as outlined in the SADC Treaty, is to provide the following:

- Strategic planning and management of the programme of SADC;
- Implementation of the decisions of the Summit and council;
- Organisation and management of SADC Meetings;
- Financial and general administration;
- Representation and promotion of SADC; and
- Promotion and harmonisation of policies and strategies of Member States.

### **Secretariat Values**

The SADC Secretariat subscribes to the following values:

- Quality service and competency;
- Professionalism;
- Integrity;
- Commitment and passion;
- Team spirit;
- Mutual respect and trust;
- Courtesy;
- Equality of opportunity; and
- Transparency and frankness.





## SADC LOGO



This is the official SADC Logo. It is a signature that defines SADC and serves as a graphic identity that creates effective brand recognition and recollection. It ties together all communication efforts under a bold and powerful brand.

### Logo Usage

The SADC logo SADC has to be used as it is in full colour or spot colour applications.

The SADC logo may be used by third parties only if:

- permission is requested and granted before the logo is used
- there is no likelihood of the user of the logo being confused with the SADC
- it is not used in connection with objectives or activities which are incompatible with the aims and principles of the SADC
- it is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the SADC

### Request Permission

To request permission for the use of the SADC's logo, please email the Communication and Public Relation's Unit on: [prinfo@sadc.int](mailto:prinfo@sadc.int)

Third parties can download, copy and store the SADC logo in all its formats and versions from the SADC website: [www.sadc.int/sadclogo](http://www.sadc.int/sadclogo)





## SADC LOGO ARCHITECTURE



Font  
Helvetica Neue

Reflex Blue

PANTONE  
Reflex blue CVC  
HTML Code

R G B  
R23 G23 B150  
171796

C M Y K  
R23 G23 B150  
171796

K  
85%

This reflex blue logo can be used as a graphic element to reinforce the SADC brand identity. The SADC logo being the main symbol of identification, will act as the initial view of all communications, whether it is on paper, screen or online medium. This reflex blue logo can be used as a graphic element to reinforce the SADC brand identity. The logo can be used as a screen at 91-97% screen of a colour background. The logo can also be used against imagery in the background. The inner surface of the logo should always be white to maintain clarity of its elements and to stand out without the composition of the logo being obscured and/or compromised. The logo should carry a clear white outline if used on a colour background so as to clearly define its edges and perimeters as well as improve its overall visibility.

For all SADC produced materials, the SADC logo should be made prominent; the logo should preferably be positioned at the top. It can be

at the centre top, top right or top left sides as long as there are no other elements positioned directly above it or obscuring its entire visibility. At times the positioning of the logo will be dictated by the elements and characteristics of the materials to be produced.

On instances, where SADC has entered into a partnership with other cooperation partners, external stakeholders such as civil societies, ICPs, NGOs, regional entities, e.t.c., the SADC logo should be positioned at par; or as an equality in value or standing and on a level of equality and prominence.

**Note:** Animation of the logo should not misrepresent or manipulate the symbol in any way that it will depict the logo inappropriately. The SADC logo should always be applied as a unit with all its elements in proportion and clear visibility.





## LOGO FAMILY



Reflex Blue



100 % Black

Whenever possible, the SADC reflex blue logo should be applied. However, there may be cases when it visually conflicts with the overall design, colour scheme or type of communication medium used. Black and white is an alternate colour that can be used.

The colour corporate logo should be used on all colour based printing media such as advertising; corporate collateral and all branding applications. The black logo will only be used on internally generated material such as faxes; internal memos and other low resolution print.





20mm



20mm

40mm



40mm

80mm



80mm

## LOGO PROPORTIONS

The circle should sit in a square where  $x = y$   
The SADC logo type should always be centred within the inner circumference.  
The SADC tagline should always be centred around the blue.

## LOGO MINIMUM APPLICATION SIZE

In order to maintain legibility on publications the minimum size application of the logo should be 20 millimetres, 1.5 picas, or 18 points.





## LOGO CLEAR SPACE

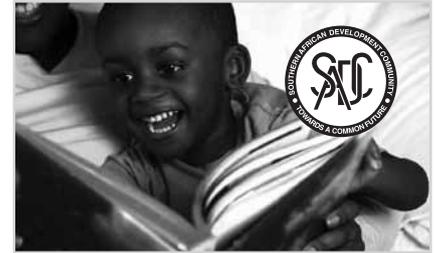


To maintain the integrity of the logo, a clear space must be maintained around the logo. No other elements such as text or images should be within a minimum of 10mm of the logo.





## CORRECT USAGE OF LOGO



The logo should be blue and white even when used on other backgrounds. It is critical to maintain the integrity of our corporate identity, through protecting the logo and intellectual property. It is important to faithfully adhere to the prescribed guidelines set forth in this manual when applying the logo in all printed and electronic materials.





## PROHIBITED USAGE OF LOGO



Do not display the logo with alternative colours, borders, or distorted text. Elements of the logo should not be used in isolation. The logo should not be squashed.





## COLOUR SPECIFICATIONS

The colours of the Southern African Development Community are segmented into:

One Primary Colour Palette: Reflex Blue  
Two Secondary Colour Palette: Green & Gold

These colours are also available on the Pantone Matching System. The majority of these colour coding systems use digits followed by a C, M or U. The letter suffix refers to the paper stock on which it is printed: a “C” for coated or gloss paper, “U” for uncoated paper and an “M” for matte or dull paper.

These standards are important for reproducing colours in a consistent manner and should be employed throughout SADC communications. When printing full colour (4-colour process, refer to the CMYK values shown.

### Hexadecimal Colours in HTML

In this manual, Web applications of SADC logo have been given the RGB Web values or Hexadecimal Web values.

A code still used by “Web browsers” today had been invented to transfer information from servers to terminals in a way that made the Internet a much more effective tool for research. That code is called “Hyper-Text Markup Language” (or HTML) and it soon included a method which could theoretically reproduce background and text with a total of 16 777 216 different colours.

The hexadecimal web values should be used on all electronic media such as websites; PowerPoint and any electronic presentation materials.

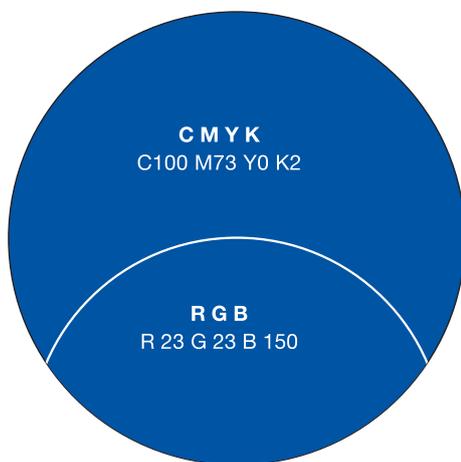




## SADC CORPORATE COLOUR

### PRIMARY COLOUR

Reflex Blue is the primary colour.



**Blue** (Primary Colour)

**PANTONE**  
Reflex blue CVC  
**HTML HEX Code**

**R G B**  
R 23 G23 B 150  
171796

**C M Y K**  
C100 M73 Y0 K2

### The SADC Blue

In order to maintain greater brand consistency, SADC uses the above pantones. The blue is easy, to reproduce in 4-color and spot printing as well as across all mediums of communication and other online applications.

### Legibility

The colour has good contrast and is easily legible against light or dark backgrounds. It lends itself well to colour fields.

### Concept

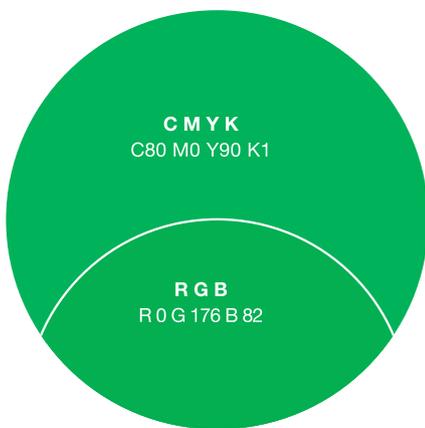
The SADC Blue is corporate, strong, astute and universal colour that reflects forward-thinking, technological advancement, and human interaction. Blue symbolises the sky and oceans which provide water for our common survival.





## SECONDARY COLOUR

Green is a secondary colour.



**Green** (Primary Colour)

**PANTONE**  
354 CVC  
**HTML HEX Code**

**R G B**  
R 23 G23 B 150  
171796

**C M Y K**  
C100 M73 Y0 K2

### The SADC Green

Natural, strong and fresh colour, universal, environmentally friendly.

The Green is easy to reproduce in 4-color and spot printing and maintains across all mediums of communication and other online applications

#### Legibility

Works well as a complimentary colour. The contrast is easily legible against light or dark backgrounds. Green lends itself well to colour fields.

### Concept

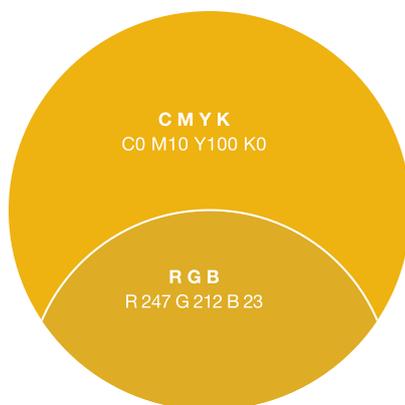
The SADC green is timeless, taps on our day today livelihood to which we give credit to nature. Green depicts the region's rich flora and fauna as well as its agricultural potential.





## SECONDARY COLOUR

Gold (Secondary colour)



**Gold** (Primary Colour)

**PANTONE**

11C

**HTML HEX Code**

**R G B**

R 196 G 152 B 1

C49801

**C M Y K**

C0 M22 Y0 K23

### The SADC Gold

Natural, strong and warm, and wealth. The SADC Gold is easy to reproduce in 4-color and spot printing and maintains across all mediums of communication and other online applications

### Legibility

The Gold works well as a complimentary and contrast colour is legible against light or dark backgrounds.

The Gold also lends itself well to colour fields.

### Concept

The SADC Gold depicts the region's abundant mineral wealth.

For special events such as anniversary, award ceremonies, conferences or summits, metallic inks should be chosen. A metallic gold or metallic silver can be used upon approval by the SADC Secretariat.

**SADC strongly upholds its corporate identity and brand personality therefore its corporate colours should be constantly applied in all the SADC-produced materials which is in accordance with objectives set for the organisation. All the internally produced and funded materials will bear the SADC Blue, Green and Gold at all times for easy brand recognition, association and admiration**





## COLOUR APPLICATION

In order to differentiate the different languages of the SADC publications or visibility material, it is recommended to use Blue as a predominant colour for the English, Green as predominant colour for Portuguese and Gold as predominant colour for French version of the same publication or material.

### English

**SADC SECRETARIAT**

**VISION**  
A reputable, efficient and responsive enabler of regional integration and sustainable development.

**MISSION**  
To provide strategic expertise and coordinate the harmonization of policies and strategies to accelerate regional intergration and sustainable investment.

**VALUES**

- Quality
- Professionalism
- Integrity
- Commitment and passion
- Team spirit
- Mutual respect and trust
- Courtesy
- Equality of opportunity
- Transparency and frankness

[www.sadc.int](http://www.sadc.int)

### French

**SECRÉTARIAT DE LA SADC**

**VISION**  
Être un vecteur réputé, efficace et dynamique de l'intégration régionale et du développement durable.

**MISSION**  
Fournir les compétences stratégiques nécessaires et coordonner l'harmonisation des politiques et des stratégies afin d'accélérer l'intégration et le développement durable de la région.

**VALUES**

- Prestations de qualité
- Professionnalisme
- Probité
- Engagement et Passion
- Esprit d'équipe
- Respect et confiance mutuels
- Courtoisie
- Egalité de chances
- Transparence et franchise

[www.sadc.int](http://www.sadc.int)

### Portuguese

**SECRETARIADO DA SADC**

**VISÃO**  
Uma organização respeitável, eficiente e dinâmica que promova a integração e o desenvolvimento sustentável da região.

**MISSÃO**  
Providenciar capacidade técnica estratégica e coordenar a harmonização de políticas e de estratégias com vista a acelerar a integração e o desenvolvimento sustentável da região.

**VALORES**

- Serviço de qualidade e competência
- Profissionalismo
- Integridade
- Empenho e entrega
- Espírito de equipa
- Respeito e confiança mútua
- Cortesia
- Igualdade de oportunidades
- Transparência e franqueza

[www.sadc.int](http://www.sadc.int)





## BLACK AND WHITE PALETTE

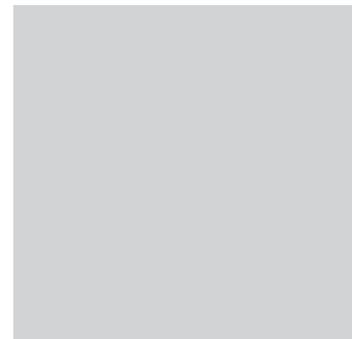
### Blue (Primary colour)

PANTONE	R G B	C M Y K
Reflex blue CVC	R 52 G 48 B 46	C0 M0 Y0 K85



### Gold (Secondary colour)

PANTONE	R G B	C M Y K
124 CVC	R 18 G 18 B 18	C0 M0 Y0 K20



### Green (Secondary colour)

PANTONE	R G B	C M Y K
354 CVC	R95 G93 B92	C0 M0 Y0 K60





## CORPORATE TYPEFACES

**T**ypography is an important element of identity and it helps to define the personality of an organisation. To serve as a guide for all stakeholders the typefaces for SADC brand communication tools is the Helvetica and Arial family. The two (2) fonts family will be applied interchangeably as primary and/or secondary typefaces in all the SADC materials.

These fonts were chosen for being contemporary and easy legibility. The fonts read easily if applied at any size (press, banners, billboards, and electronic applications e.g. website). Simple stroke available from light to extra bold (guarantees impact or effect desired). The fonts are easily accessible in most computers globally be it for office or design computers. The fonts belong to the Sans Serif group of fonts which are normally accustomed to vivid eligibility and are used regularly because of how clean they usually look in heading, body text as well as captions and subdivision text.

To adhere to uniformity;

- The Helvetica Font is to be used at all times for internally generated materials.
- The Arial and Helvetica Family Fonts are to be used at all times for externally generated materials.







## SPECIFICATIONS FOR LETTERHEAD AND INTERNAL COMMUNICATION DOCUMENTS

### Typography

#### Southern African Development Community Secretariat

Font: Helvetica/Arial Bold

Size: 7pt

Colour: Reflex Blue

### Green strip

Size: 85mm X 1mm

Colour: Pantone 354 CVC

### SADC Address

Font: Helvetica Neau Light

Size: 7 pt

Colour: Reflex Blue CVC

### Body Copy Field

Font: Helvetica Neau

Size: 10 pt

Colour: Always Black

### Gold Strip

Size: 20 mm X 210 mm

Colour: 109 CVC

### Member States copy

Font: Helvetica Neau

Size: 6pt

### Security Feature

Size (Diameter): 10mm

Paper size: 210 mm X 297 mm (A4)

Paperstock: Magno White 100gsm





## COMPLIMENTARY SLIP



## BUSINESS CARD





## INTERNAL MEMO



### INTERNAL MEMO (Arial Bold capitals & centered 12pt)

**From:** Position of staff originating memo  
**To:** Address (Arial 11pt)  
**cc:** theyudkln  
tthryeropd  
**Ref:** SADC/....  
**Date:** 19<sup>th</sup> September, 2012  
**Subject:** hngdt thein nrthaft yudiodm (Arial Bold 11pt)

Ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante.

Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero (Arial 11pt)

Thank you

**Name of the officer in full (Arial Bold 11pt)**





## LETTERHEAD



### SOUTHERN AFRICAN DEVELOPMENT COMMUNITY SECRETARIAT

Private Bag 0095  
Gaborone  
Botswana

E-mail: [registry@sadc.int](mailto:registry@sadc.int)  
Website: [www.sadc.int](http://www.sadc.int)

Telephone: (267) 3951863  
Telefax: (267) 3972848  
(267) 3181070

#### Member States:

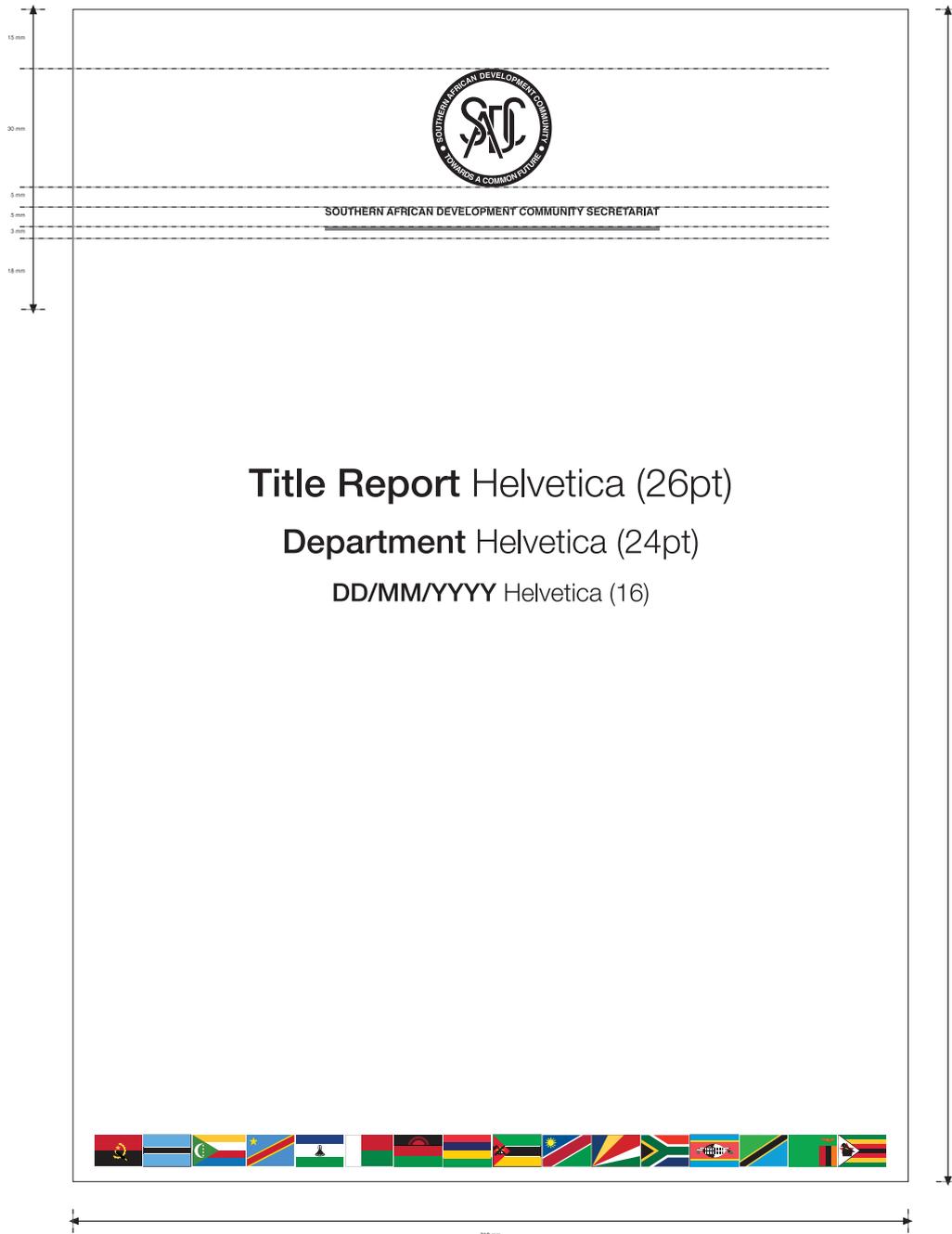
Angola	Lesotho	Malawi	Namibia	Swaziland
Botswana	Madagascar	Mauritius	Seychelles	United Republic of Tanzania
Democratic République du Congo	Mozambique	South Africa	Zambia	Zimbabwe

**All correspondence should be addressed to the Executive Secretary**





## INTERNAL REPORT COVER





## SUMMIT COMMUNIQUÉ COVER



### COMMUNIQUÉ OF THE

(first line-Arial Bold capital letters 14 pt centred)

**37<sup>th</sup> SUMMIT SADC OF HEADS OF STATE AND GOVERNMENT  
LOCATION, MEMBER STATE AND DATE/MONTH/YEAR (Arial Bold  
capital letters 14 pt)**

1. The (Nth) Summit of the Heads of State and Government of the Southern African Development Community (SADC) was held at .....in (location) in the (Member State) on (Date) (Month), (year)
2. Summit was attended by the following Heads of State and Government and/or their representatives: list the Heads of State and Government and their representatives present in the order as follows
  - a. Heads of State-Monarchy (Kings)
  - b. Heads of State-Troika
  - c. Other heads of state in alphabetical order of Member States
  - d. Prime Ministers in alphabetical order of Member States
  - e. Ministers in alphabetical order of Member States
  - f. Ambassadors in alphabetical order of Member States
  - g. Other representatives in alphabetical order of Member States
3. Summit was also attended by Heads of Regional/Continental/International bodies e.g. H.E. ...., SADC Executive Secretary, H.E. ...., President of the African Development Bank and H.E. ...., Executive Secretary of the United Nations Economic Commission for Africa etc
- 4.





## PRESS RELEASE



### **MEDIA RELEASE (Arial Bold Blue 16pt)**

**Title: dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor (Bold Black 14pt)**

**Date, month, year, place and country of issue:** orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu.

In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante.

Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc,.

(Arial regular 12pt)

**Enquiries (Arial bold 12pt)**

Name of contact person, position, email and telephone number (Arial bold 12pt)

**About SADC (Arial Bold 10pt)**

SADC is an organisation of 16 Member States established in 1980. The mission of SADC is to promote sustainable and equitable economic growth and socio-economic development through efficient, productive systems, deeper cooperation and integration, good governance and durable peace and security; so that the region emerges as a competitive and effective player in international relations and the world economy (Arial regular 10pt)





## MEDIA ADVISORY



### **MEDIA ADVISORY (Arial Bold Blue 16pt)**

**Title: In enim justo, rhoncus ut, imperdiet (Arial Bold Black 14pt)**

**Context:** The Southern Africa Development Community (SADC) Secretariat will in enim justo, rhoncus ut, imperdiet Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis. The media is invited to attend as follows;

**When:** Day, Date, Month and Year e.g. Tuesday, 31 October 2017, 09:00AM-12.30PM  
(Arial regular 12pt)

**Where:** Venue, city, Country e.g. Grand Palm Hotel, Gaborone, Botswana (Arial regular 12pt)

**Who:** e.g. The Executive Secretary of SADC Secretariat will preside over the launch. Invited guests are EU Ambassador to Botswana and SADC, Permanent Secretary in the Ministry of Justice, Defence and Security for Botswana. Also in attendance will be SADC Secretariat, Government of Botswana officials and media representatives. (Arial regular 12pt)

**Media contacts:** (Arial bold 12pt)

**Name and position- Public Relations Unit** at the SADC Secretariat email [aliquamloremant@sadc.int](mailto:aliquamloremant@sadc.int) or telephone +267 3951 863 (Extension .....)

**Boilerplate:**

**About SADC (Arial 10pt)**

SADC is an organisation of 16 Member States established in 1980. The mission of SADC is to promote sustainable and equitable economic growth and socio-economic development through efficient, productive systems, deeper cooperation and integration, good governance and durable peace and security; so that the region emerges as a competitive and effective player in international relations and the world economy (Arial regular 10pt)







# NOTE PADS



## SOUTHERN AFRICAN DEVELOPMENT COMMUNITY SECRETARIAT

Private Bag 0095  
Gaborone  
Botswana

E-mail: [registry@sadc.int](mailto:registry@sadc.int)  
Website: [www.sadc.int](http://www.sadc.int)

Telephone:  
Telefax:

Horizontal lines for writing.



## SOUTHERN AFRICAN DEVELOPMENT COMMUNITY SECRETARIAT

Private Bag 0095  
Gaborone  
Botswana

E-mail: [registry@sadc.int](mailto:registry@sadc.int)  
Website: [www.sadc.int](http://www.sadc.int)

Telephone: (267) 3951863  
Telefax: (267) 3972848  
(267) 3181070

Horizontal lines for writing.



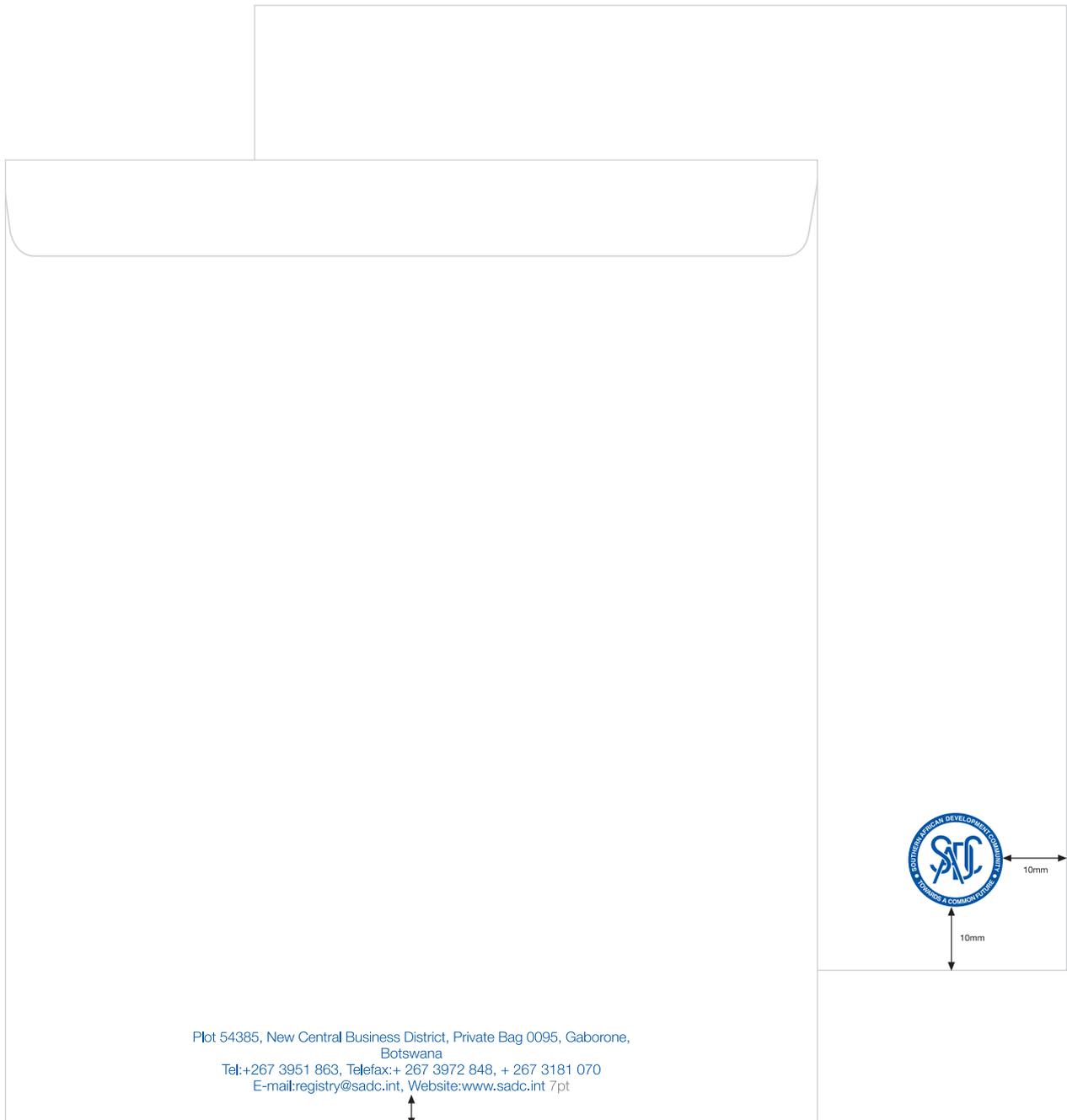
A5

A4





## A4 ENVELOPES





## CORPORATE POSTER APPLICATION

**THE SADC PROGRAMME OF ACTION CONFERENCE.**

The SADC Programme of Action Conference.

**Towards a Common Future**

The SPA is a totality of Sectoral Programmes, with their policy objectives, strategies and projects designed to realise the overall goals and objectives of SADC. The SPA has evolved over time in line with the priorities and challenges facing the organisation. The number of projects under the SPA now stands at 407 with an estimated cost of US\$8.09 billion.

Plot 54385, New Central Business District, Private Bag 0095, Gaborone, Botswana, Tel:+267 3951 863, Telefax:+ 267 3972 848, + 267 3181 070  
E-mail: [registr@ssdc.int](mailto:registr@ssdc.int), Website: [www.sadc.int](http://www.sadc.int), 7pt

210 mm





## APPLICATION WITH OTHER PARTNERS

**THE SADC PROGRAMME OF ACTION CONFERENCE.**  
The SADC Programme of Action Conference.

**Towards a Common Future**

The SPA is a totality of Sectoral Programmes, with their policy objectives, strategies and projects designed to realise the overall goals and objectives of SADC. The SPA has evolved over time in line with the priorities and challenges facing the organisation. The number of projects under the SPA now stands at 407 with an estimated cost of US\$8.09 billion. 10pt

Plot 54385, New Central Business District, Private Bag 0095, Gaborone, Botswana, Tel:+267 3951 863, Telefax:+ 267 3972 848, + 267 3181 070  
E-mail:registry@sadc.int, Website:www.sadc.int





## APPAREL

NOTE: The list of samples provided in this manual is not exhaustive.





## PROMOTIONAL MATERIALS

NOTE: The list of samples provided in this manual is not exhaustive.





## PROMOTIONAL MATERIALS

NOTE: The list of samples provided in this manual is not exhaustive.





## CONFERENCE MATERIAL

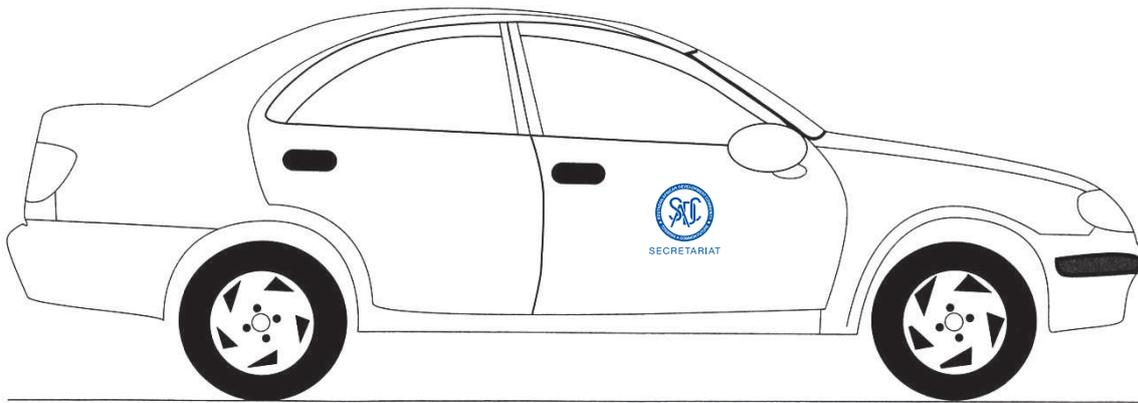
NOTE: The list of samples provided in this manual is not exhaustive.





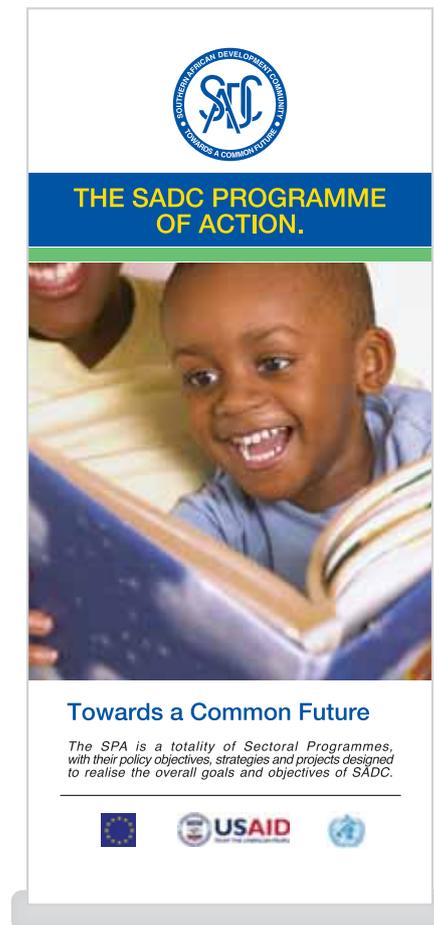
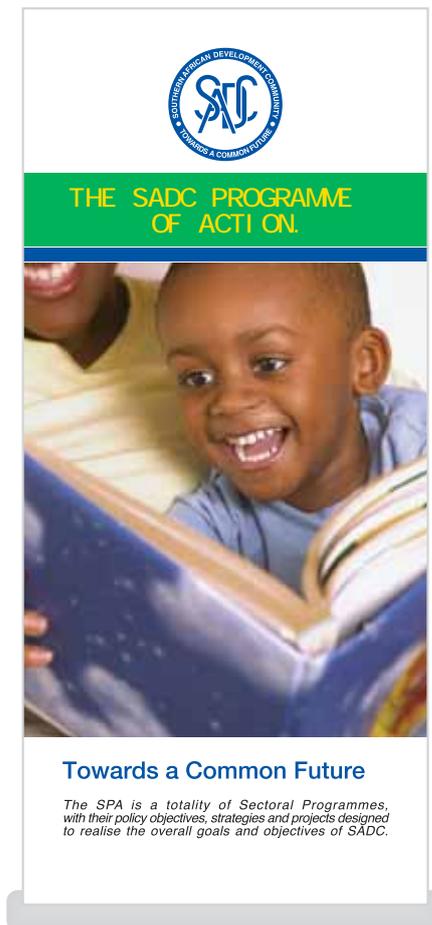
## LOGO APPLICATION - VARIOUS

NOTE: The list of samples provided in this manual is not exhaustive.





## PARTNER LOGOS



Where there are several logos on a publication, showing the partnership with SADC, the SADC logo should be on top and partner logos below. In case of collaboration with a Member State, SADC logo and Member State logo should both be on the top of the publication or material. When used with a partner logo, the SADC logo should always be above the partner logo in a balanced and aesthetically appealing manner.

**NOTE:** Partner Logos provided above are not exhaustive.





## CORPORATE GIFTS AND SPECIAL EVENTS

NOTE: The list of samples provided in this manual is not exhaustive.



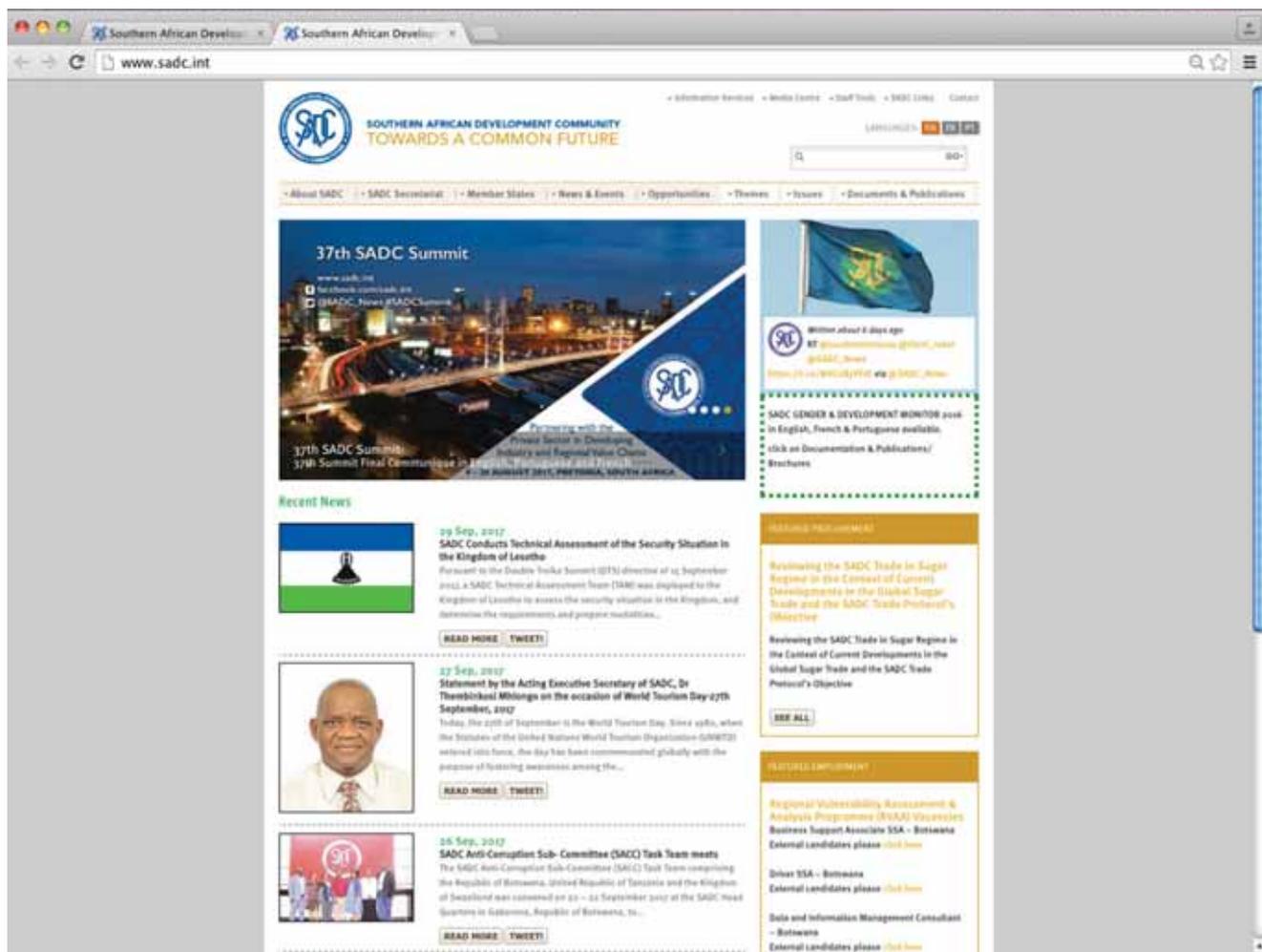


## ELECTRONIC APPLICATION

All electronic communications and applications must adhere to the SADC corporate standards and must apply the logo appropriately.

The logo should appear prominently on all electronic environments. The hex codes will help guide the exact numbers to replicate the colours.

All stationery and communication material should contain the SADC URL. The [www.sadc.int](http://www.sadc.int) is the official information portal of the organisation in English; French and Portuguese. The URL font should not be smaller than 10pt in any application.





## EMAIL SIGNATURE

The email signature text should appear in black, except where noted. It should contain the name of staff, position, directorate/ unit/project and Southern African Development Community in Arial Bold 9point. The postal address (Arial 9 regular). SADC website address, twitter, facebook and YouTube links are in active blue links (Arial 9pt regular).

The SADC logo should appear on all email addresses. The tagline-Towards a Common Future-should appear on the email in green

## GENERAL



**Line 1: Name (Mr/Ms/Mrs) and position (Arial Bold 8 blue))**

**Line 2: Directorate/Uni (Arial Bold 8 blue)**

**Line 3: Southern African Development Community (Arial Bold 8 blue),** Plot 54385 New CBD (Arial Regular 8pt)

Line 4: Private Bag 0095 Gaborone, BOTSWANA| Tel: +267 364 1023 | +267 395 1863 (Ext ) (Arial regular 8pt)

Line 5: Website:[www.sadc.int](http://www.sadc.int)|Twitter: [@sadc\\_news](https://twitter.com/sadc_news)|Facebook:[@sadc.int](https://www.facebook.com/sadc.int)|YouTube:[youtube.com/sadc.int](https://www.youtube.com/sadc.int)

Space

**Line 6: Towards a Common Future (Arial 8pt Green)**

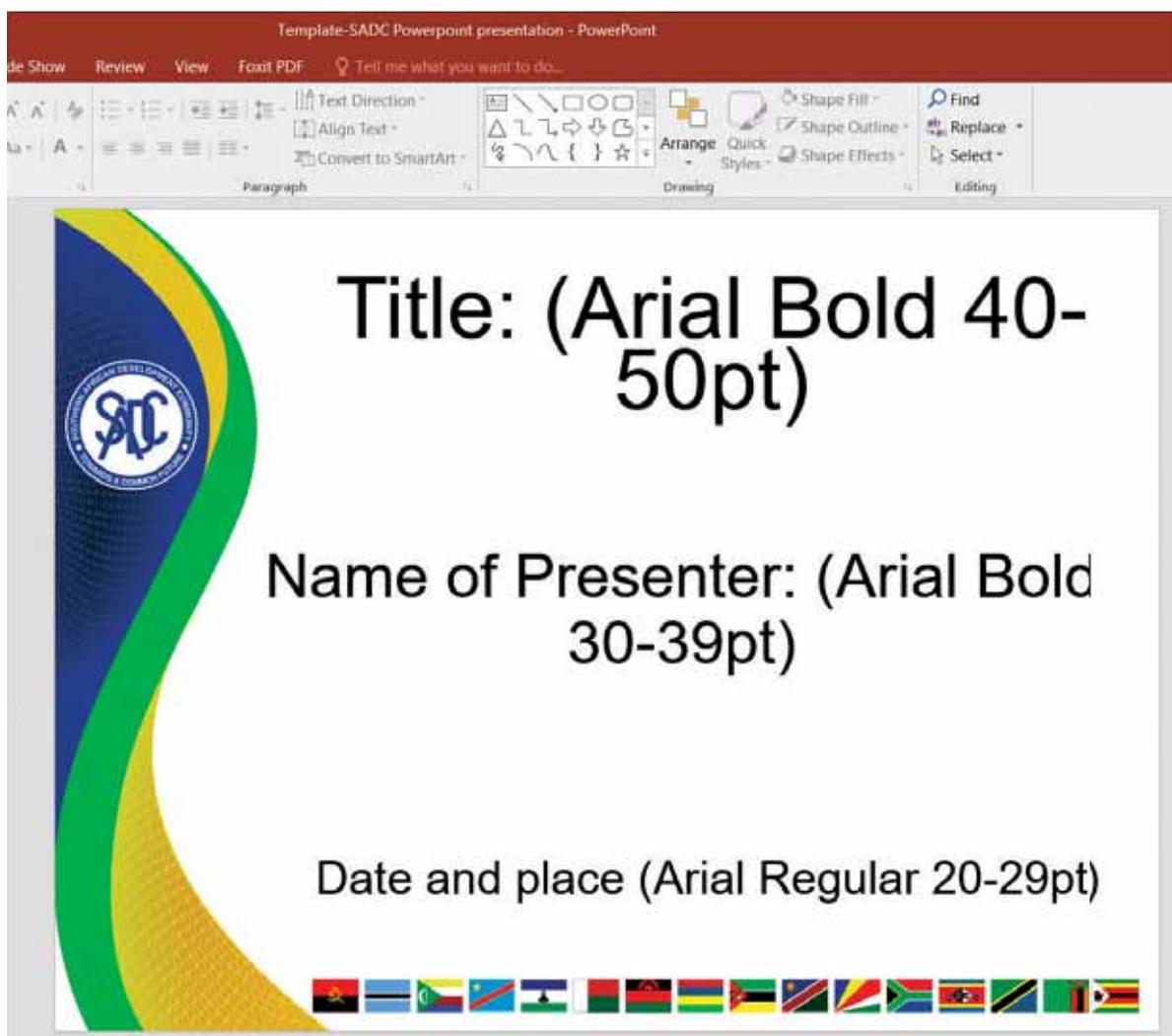




## POWERPOINT

PowerPoint presentations are used to disseminate information to large audiences as well as visual support for speeches and discussions.

The following PowerPoint template should be used at all times either for internal or external presentations. They should use Arial font for titles and the body.





## FLAG GUIDELINES

### FLAG

A national flag carries great symbolism and patriotic pride. It is a sacred element that binds man to earth, water and humanity. It is a symbol of solidarity, inspiration and a common belonging. It is a visual representation of a nation's history, personality, aspirations and future. It encodes the DNA of a nation's sovereign existence. It has to be sanctified, respected, saluted and loved.

### SADC FLAG PROTOCOL

Flags should be treated with respect and are to be flown from sunrise to sunset only.

#### On a mast or pole

When flown horizontally on a flag pole, the flag should be oriented so that the canton is closest to the top of the pole. The flag is not allowed to touch the ground.

#### Vehicle flag

On a vehicle of the SADC Executive Secretary the flag should be affixed securely to the front right of the chassis.

#### Multiple flags

When flags of many nations are flown, the flag of the hosting country should be placed on the left with the rest following in alphabetical order in the language of the host country. The flag of the host country should always be raised first

and lowered last, unless some special protocol consideration overrides this procedure.

No country flag should be flown higher than, or be of a larger size than that of another country, when flown in the same immediate area. Corporate and organisational flags may be flown at the same height as a country flag. It is not generally considered proper to fly more than one flag per flag pole.

#### Podium

When placed with a podium, the flag should hang directly behind or on a pole to the right of the speaker, from the point of view of the flag.

#### Half-Mast

When the flag is displayed at half-staff to observe solemn occasions at the bequest of the Head of State, it is customary to raise it all the way up the flag pole, and then lower it to the half way mark. This is also done when lowering the flag.

#### Flag and National Anthem

When the National Anthem is played and the Flag is not displayed, all present should stand facing toward the music. When the Flag is displayed, all present should stand at attention, face the flag and render the prescribed salute.





## SADC Flag Etiquette

**Outside:** Flags for Member States should be hoisted outside the SADC Secretariat building during working hours according to standard guidelines above.

**Inside:** Flags for Member States should be displayed inside the building 24 hours a day, seven days a week above the front foyer. Miniature Member States desk flags should be displayed inside the offices of the Executive Secretary and that of the Deputy Executive Secretaries all the time.

## Member States Delegation

When the Heads of State and Government visit the SADC Secretariat, use car pennants on their vehicles as well as host ceremonial flags in the meeting venues.

## Ministerial Meetings

Members States Flags should be displayed inside and outside ministerial meeting venues.

## FLAG SPECIFICATIONS

### Dimensions

**Table Flag:** 100 x 150mm on Teak wood base and pole

**Desk Flag:** 200 x 300mm on Teak wood base and pole

**Standard Flag:** 1200mm x 1800mm

### Print Material

100% polyester textile.

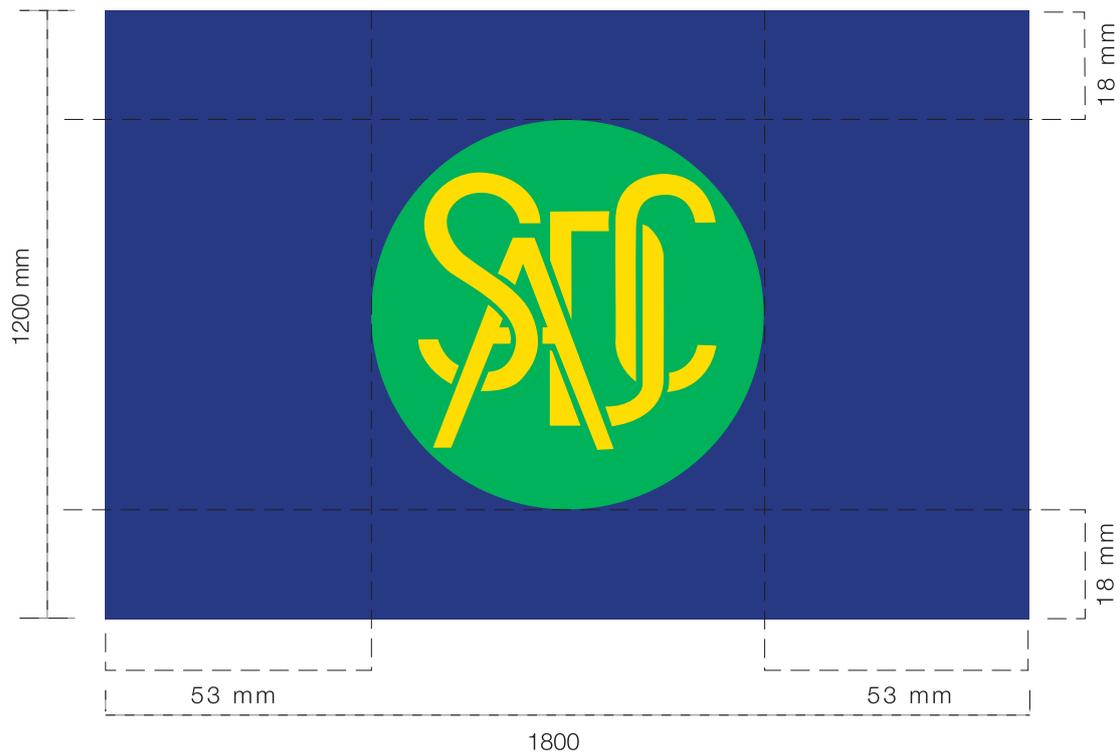
### Print Specifications

FULL colour CMYK half-tone prints.





## SADC FLAG



The SADC Institutional Flag is mainly blue, with a centred green circle hosting the SADC logotype in gold.

The blue: symbolizes the sky and oceans which provide water for our common survival. Green: represents the region's rich flora and fauna as well as its agricultural potential. Gold: depicts the region's abundant mineral wealth.



Reflex Blue



354C



124C





## SADC MEMBER STATES FLAGS



Angola



Mozambique



Botswana



Namibia



Union of Comoros



Seychelles



Democratic Republic of Congo



South Africa



Lesotho



Swaziland



Madagascar



United Republic of Tanzania



Malawi



Zambia



Mauritius



Zimbabwe





## ANGOLA



The Angola National Flag is divided into two equal horizontal bands of red on top and black below with a cantered yellow emblem consisting of a five-pointed star within half a cogwheel crossed by a machete (in the style of a hammer and sickle).

The red symbolises the blood shed by the Angolans during the struggles for the independence (liberty), while the black symbolises the African continent. The symbol at the centre is five-pointed star and a cogwheel by a style of a machete, which symbolises the workers.



186 C



Black



115 C





## BOTSWANA

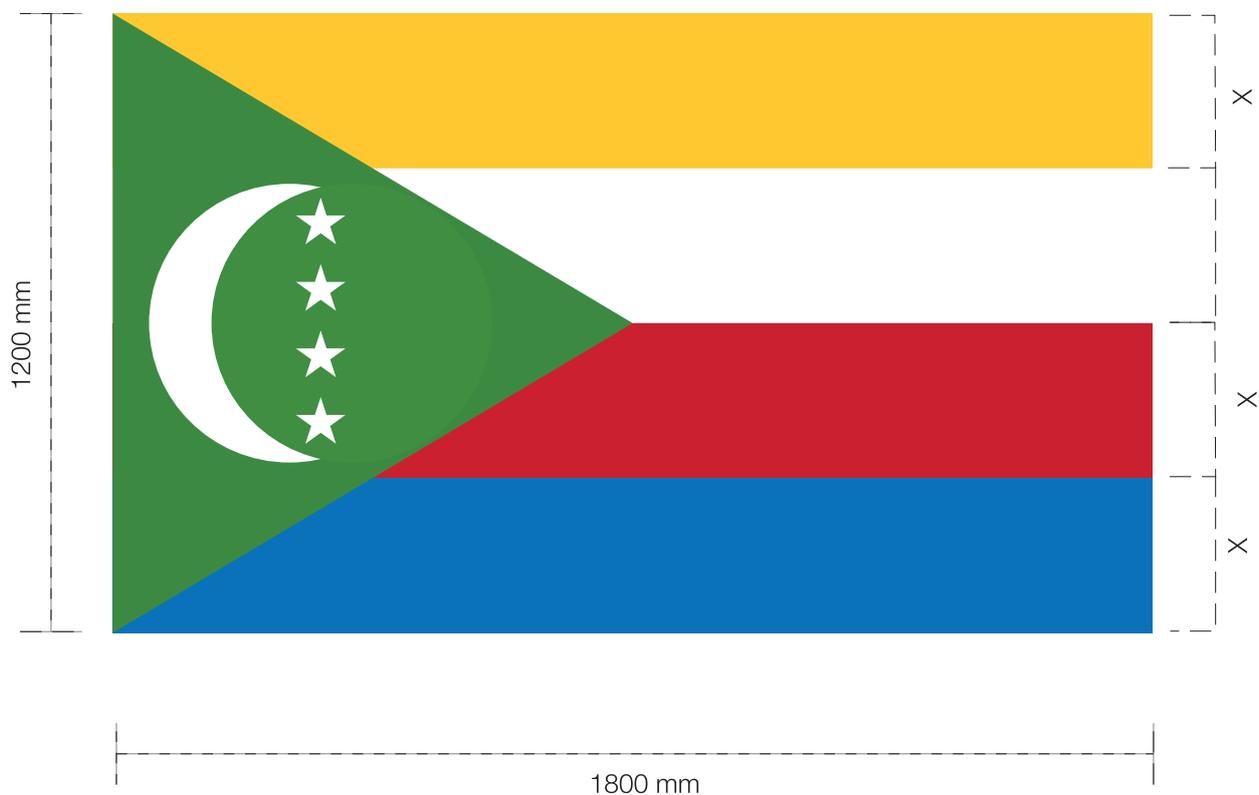


The Botswana National Flag consists two equal bands of blue, two equal bands of white and one band of black. Blue symbolises rain and the country's reliance on water. Black and white stands for character of the society in Botswana where there is racial harmony

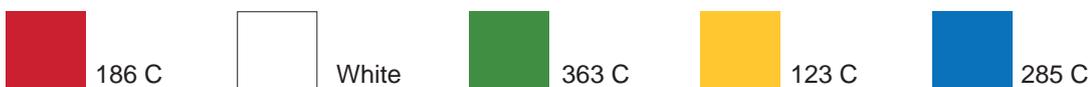




## THE UNION OF COMOROS

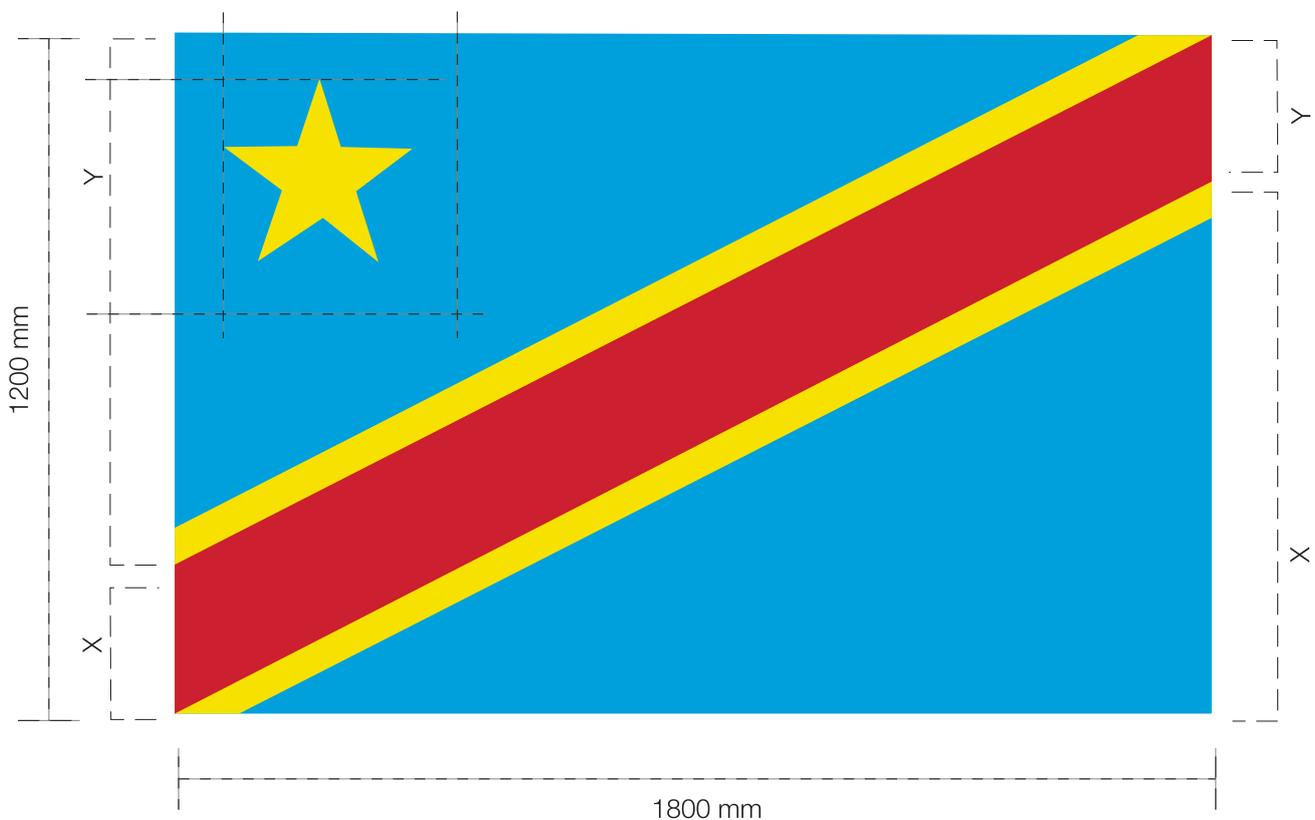


The flag for the Union of Comoros consists of a white crescent with four white stars inside of a green triangle. The flag has four stripes, representing four islands of the nation: yellow is for Mohéli, white is for Mayotte (claimed by Comoros but administered by France), red is for Anjouan, and blue is for Grande Comore. The star and crescent symbol stands for Islam, which is the nation's major religion.



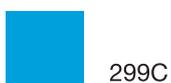


## THE DEMOCRATIC REPUBLIC OF CONGO (DRC)



The Flag of the Democratic Republic of Congo (DRC) is sky blue field divided diagonally from the lower hoist corner to upper fly corner by a red stripe bordered by two narrow yellow stripes; a yellow five-pointed star appears in the upper hoist corner.

The blue in the flag symbolises peace; red represents the blood of the country's martyrs; yellow means the country's wealth; and the star signifies a radiant future for the country.





## LESOTHO



The Lesotho National Flag has three horizontal stripes of blue (top), white with the Basotho Hat or Mokorotlo (middle) and green at the bottom.

The colour blue signifies rain or water; white stands for peace, black represents the African/Basotho, green signifies vegetation and prosperity. Centered in the white stripe is a black Basotho hat which is the national symbol representing the indigenous people.



Reflex Blue C



Black



347C

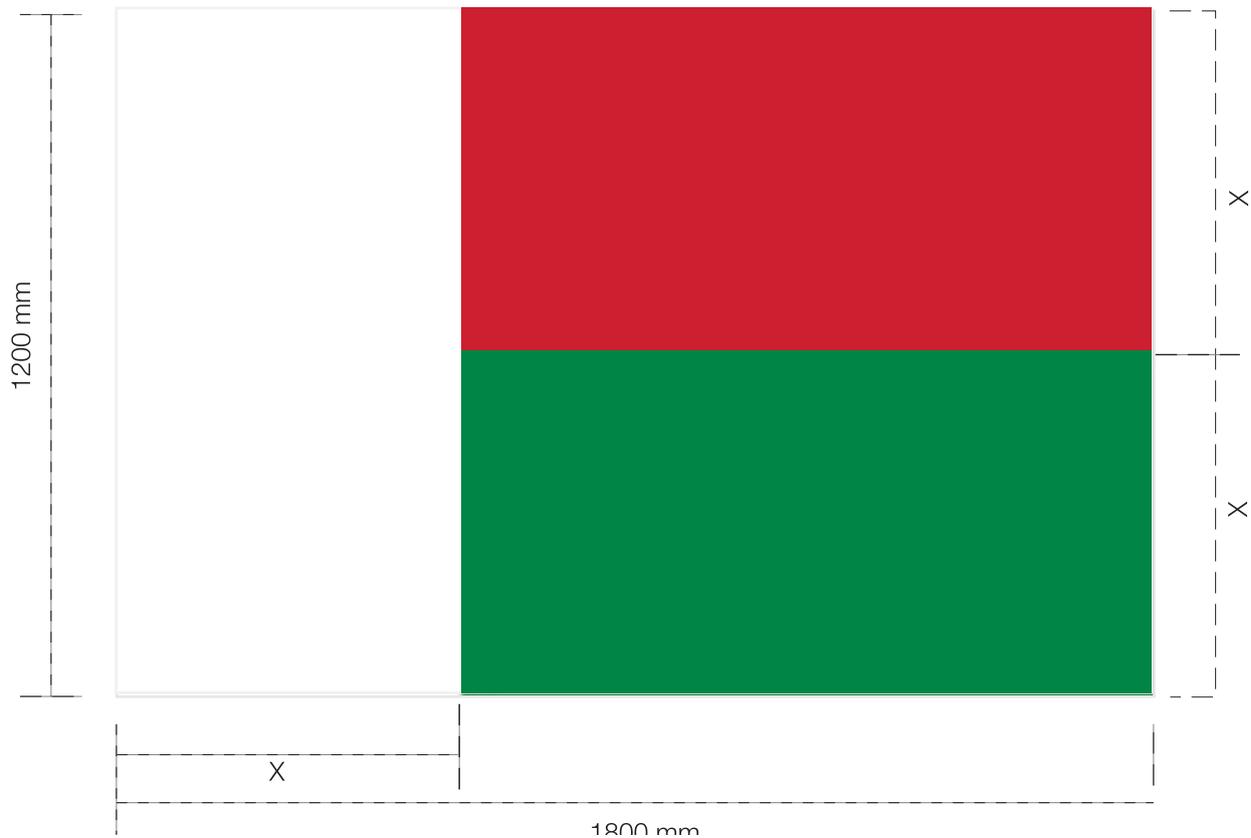


White





## MADAGASCAR



The Madagascar National Flag has two equal horizontal bands of red (top) and green with a vertical white band of the same width on hoist side; by tradition, red stands for sovereignty, green for hope, and white for purity.



White



186C



348C





## MALAWI



The Malawi National Flag is made up of three equal horizontal bands of red, black and green with a red half sun on the black band. The colour black represents the native peoples; red symbolises the bloodshed in their struggle for freedom, and green is the colour of nature.



Black



186C



355C





## MAURITIUS



The Mauritius National Flag has four equal horizontal bands of red (top), blue, yellow, and green. Red represents the blood-shed during the struggle for Independence; blue symbolises Indian Ocean surrounding the Island nation, yellow has been interpreted as the new light of Independence shining over the Island, golden sunshine, or the bright future, and green represents agriculture and the lush green vegetation of the island that is endemic to the Island throughout the year.



1788C



2756C



116C



7482C





## MOZAMBIQUE



The Mozambican National Flag is composed of three equal horizontal bands of green (top), black, and yellow which are separated by two thin white stripes. A red isosceles triangle based on the hoist side contains a cantered golden five-pointed star bearing a weapon and hoe that cross each other in black and superimposed on an open white book.

The red symbolises the resistance offered to colonialism, the national fight for Independence and defence of sovereignty; black represents the African Continent; green reflects the fertility of the soil; golden yellow symbolizes the mineral wealth of subsoil; and white symbolises peace. The Star represents the solidarity between people; the weapon AK-47 symbolizes the National Fight for Independence, defence and vigilance of the Mozambican territory. The open book stresses the importance of education as the basis for developing the country and finally the hoe represents agriculture.



185C



355C



116C



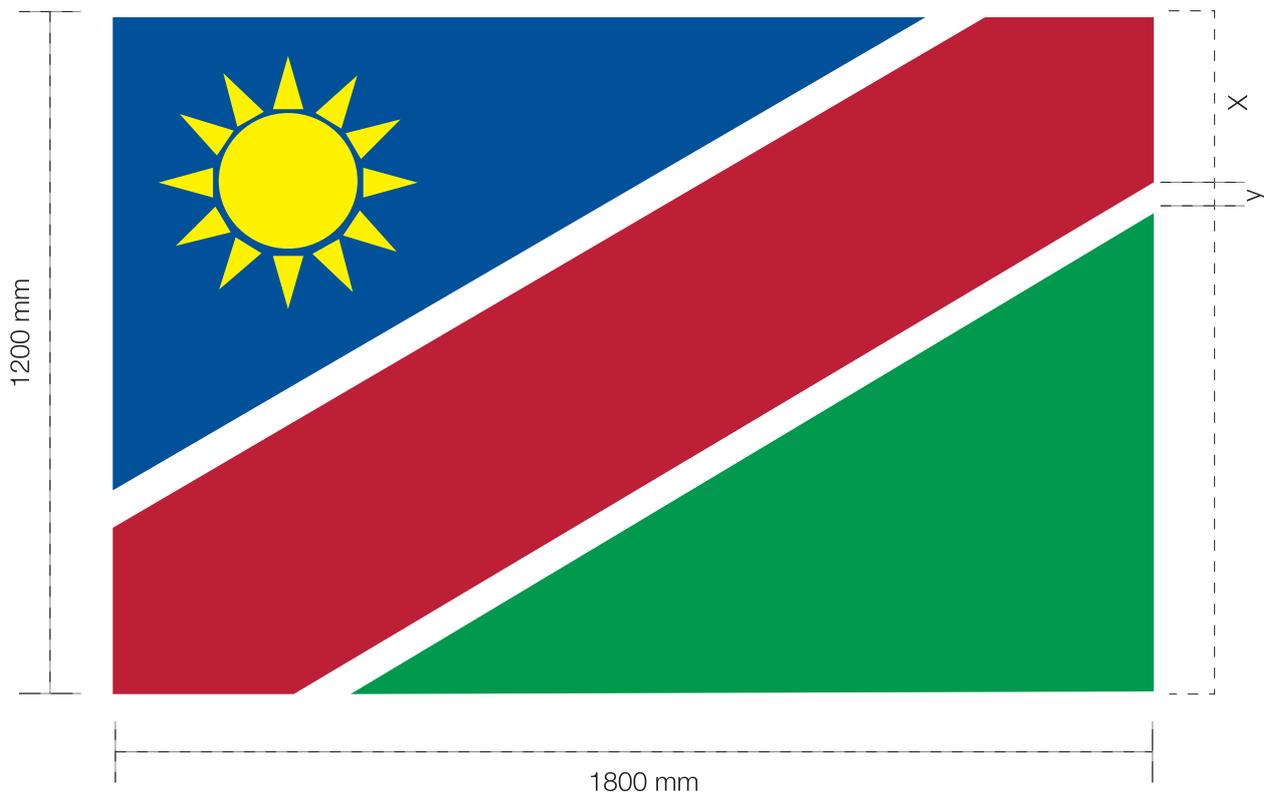
Black

66





## NAMIBIA



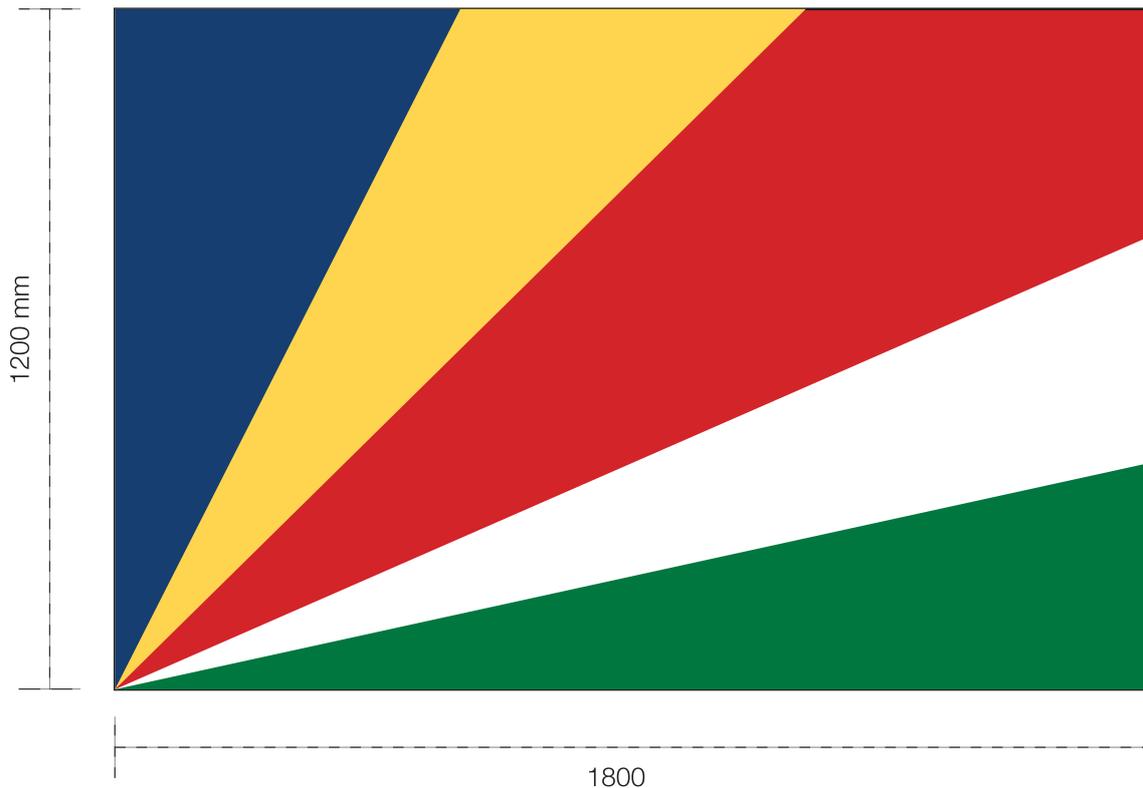
The National Flag for Namibia is rectangular, with the colours arranged diagonally across it. The top left-hand triangle is blue, the centre band red and the bottom right-hand triangle is green. The colours are separated by narrow white bands. On the blue triangle is a golden sun with twelve triangular rays. The rays are separated from the golden centre by a blue ring.

The sun symbolises life and energy. The colour gold represents warmth and the colour of our plains and the Namib Desert. Blue symbolises the Namibian sky, the Atlantic Ocean, our marine resources and the importance of rain and water. Red represents the Namibia people, their heroism and determination to build a future of equal opportunities for all. White refers to peace and unity. Green symbolises Namibia's vegetation and agricultural resources.





## SEYCHELLES



The Seychelles National Flag has five oblique bands of blue (hoist side), yellow, red, white, and green (bottom) radiating from the bottom of the hoist side; the oblique bands are meant to symbolize a dynamic new country moving into the future.

Blue represents sky and sea that surrounds the islands, yellow represents the sun which gives life and light, red signifies the determination of the people to work for the future in unity and love, white stands for social justice and harmony, green represents the land and natural environment.



294C



122C



1795C

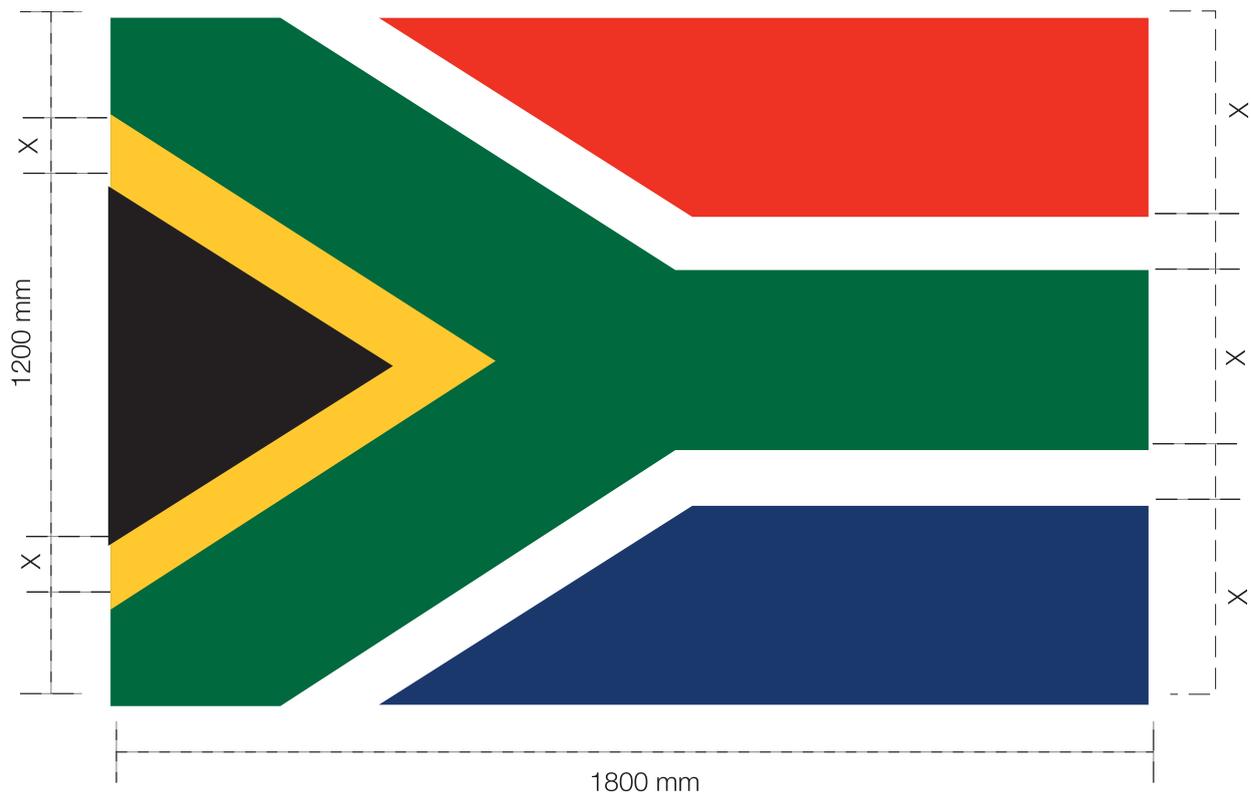


356C





## SOUTH AFRICA



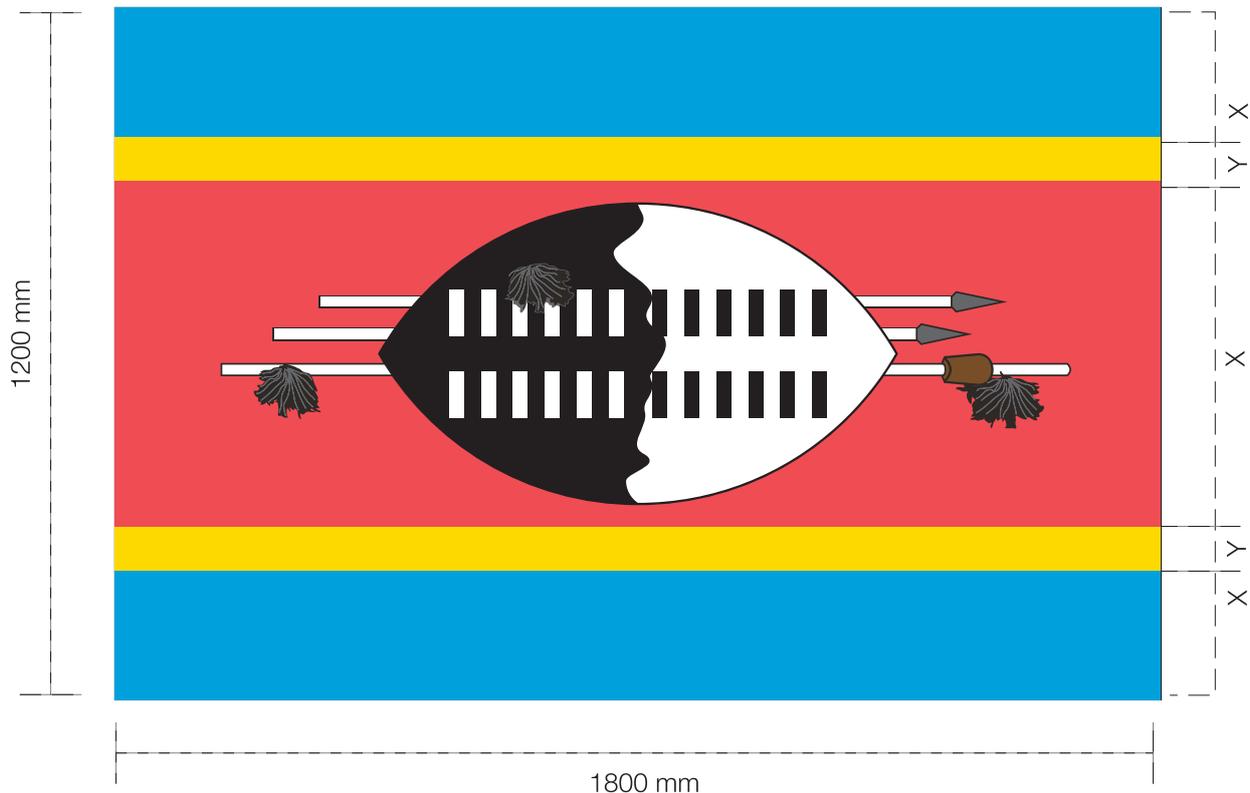
The proportion of the South Africa flag is traced as 2:3. Two horizontal bands of colors with equal breadth are divided by a green middle strip which is surrounded by white and breaks into a parallel Y. The horizontal bands are tinged with red on the upper side while blue on the underside of the South African Flag. On the left hand side of the flag there is a black symmetrical triangle which is sketched in yellow.

The colours of the South African flag do not really have official symbolic meanings. The South African flag is fundamentally derived of previous South African flags and the past connotations of the shades. Black, gold and green, which were first incorporated into South African national flags in the 19th century, also feature prominently in the flags of the liberation movements. However, the green pall (the Y-shape) is commonly interpreted to mean the harmony and unification of the various ethnic groups and the moving forward into a new united South Africa.





## SWAZILAND



The National Flag of Swaziland comprises three horizontal bands of blue (top), red (triple width), and blue; the red band is edged in yellow; centered in the red band is a large black and white shield covering two spears and a staff decorated with feather tassels, all placed horizontally.

Blue stands for peace and stability, red represents battles of the past, and yellow the mineral and natural resources of the country. The shield, spears, and staff symbolize protection from the country's enemies, while shield is black and white portraying peaceful coexistence of the black and white people in Swaziland.





## TANZANIA



The National Flag of Tanzania is Green, Gold, Black and Blue. The flag is divided diagonally by a golden-edged black band from the lower hoist-side corner to the top edge of the fly. The upper triangle (hoist side) is green and the lower triangle is blue.

Green represents the natural vegetation and land of the country, gold shows the rich mineral wealth, black represents the people, and blue is the country's many lakes and rivers, as well as the Indian Ocean.



361C



116C



Black

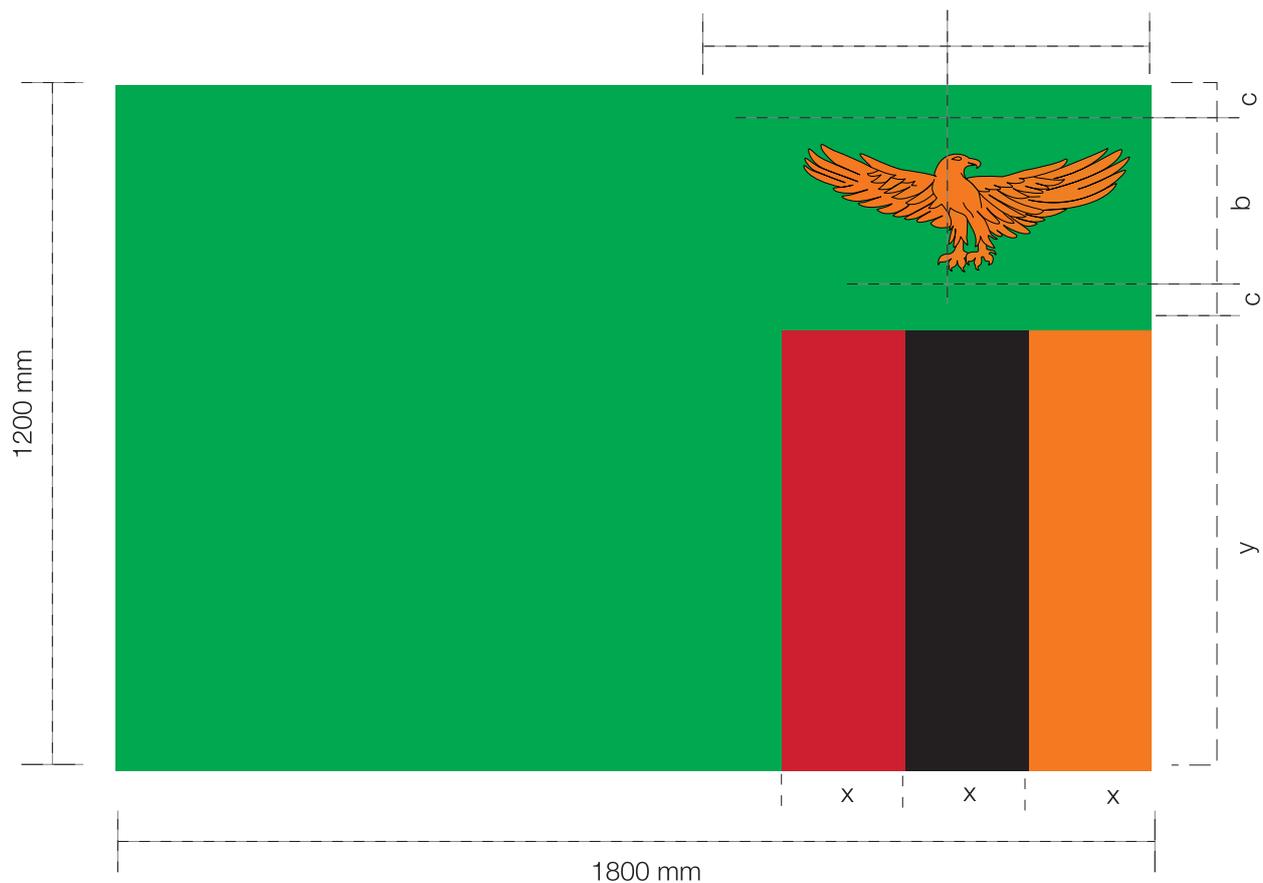


299C





## ZAMBIA



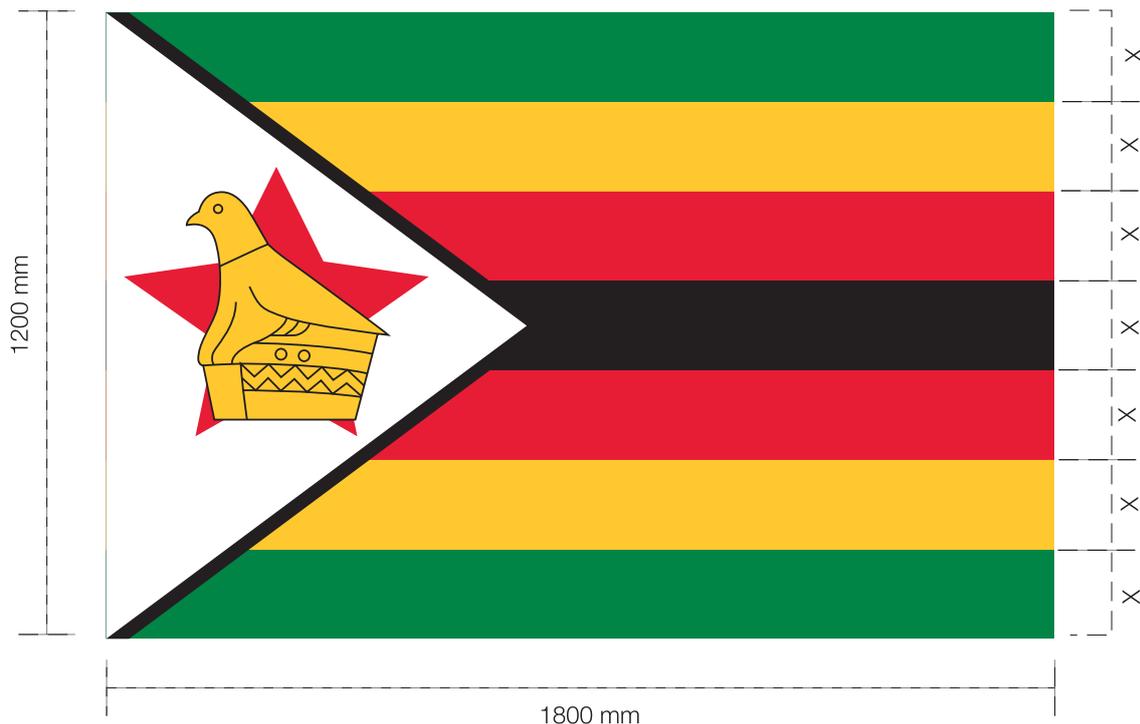
The National Flag of Zambia has a green background with a column of three vertical stripes in red, black and orange, on the right hand corner of the flag. The orange eagle, which is the national symbol of Zambia is located above the three columns.

The green backdrop stands for natural resources. The black represents its populace, the orange stripe symbolizes the mineral wealth and red signifies the bloodshed in the fight for Independence. The eagle on the flag is the national symbol of Zambia.





## ZIMBABWE



The National Flag of Zimbabwe has seven equal horizontal bands of green, yellow, red, black, red, yellow, and green with a white isosceles triangle edged in black with its base on the hoist side. A yellow Zimbabwe bird is superimposed on a red five-pointed star in the center of the triangle.

The green colour represents the country's vegetation and agriculture, as well as its boundless energies and potential for growth. Yellow stands for abundant mineral wealth, red signifies the blood spilt for the liberation of the country. Black represents the majority indigenous people, white symbolises peace and tranquillity that prevails in the country.

The Star signifies soaring ambition, hopes, boundless aspirations and confidence in a self - made future. Its red colour reminds the nation of the enormous sacrifices made to achieve freedom and independence, readiness to defend the country. The Zimbabwe Bird symbolises the proud past, ambition and our jealous guard of our hard - won independence.





## SADC TABLE OF PRECEDENCE

### Introduction

The Table of Precedence is the description of the order of protocol to be accorded to dignitaries in accordance with internationally accepted standards in observance of set customs, regulations, diplomatic formality, precedence and etiquette.

Institutional Tables of Precedence outline the precedence accorded each dignitary in accordance with a set priority as determined by the nation or institution.

The SADC Table of Precedence sets out the precedence SADC shall accord to dignitaries during all its engagements be it at Headquarters or SADC events elsewhere. It standardises precedence, thus creating common grounds of accepted codes of conduct and ceremony, thus, preventing offensive mistakes that could be made in the absence of set standards.

### Scope of the SADC Table of Precedence

The SADC Table of Precedence is the basis for protocol, rules and codes governing SADC diplomatic engagements, SADC policy meetings, ceremonies and institutional hierarchical protocol.

It sets the order and precedence to be observed during all SADC gatherings, high level visits to SADC Headquarters and general protocol at SADC Headquarters including to institutional dignitaries both at the office or when travelling away from Headquarters in the following areas:

- Arrival of dignitaries and their departures from SADC ceremonies, events and functions;
- Seating at all SADC official, public and private ceremonies graced with the precedence of dignitaries;
- Salutations during SADC official ceremonies and functions;
- Serving meals at formal dinners and at buffet meals;
- Dignitaries visiting SADC Headquarters;
- To SADC institutional dignitaries at the office and on missions
- Accreditation of dignitaries for SADC meetings and events.

**NOTE:** Supportive Parameters of the SADC Table of Precedence are that, at all times take cognisance of the local Table of Precedence of a SADC Member State hosting a SADC high level event.





## SADC ORDER OF PRECEDENCE

Generally, the SADC Precedence is observed in accordance with the hierarchy of SADC Institutions and in recognition of hierarchies of international, continental and regional institutions such as the United Nations and the African Union and its Regional Economic Communities (RECs). The application vary from one activity to another within the broader categories outlined above. The precedence is thus as follows:

- The current SADC Chairperson, by virtue of being the highest SADC office-bearer is at the top of the SADC Table of Precedence.
- The next position is for the current Chairperson of the SADC Organ on Politics, Defence and Security Cooperation, followed by the Deputy Chairperson of SADC and the Deputy Chairperson of the Organ.
- The SADC Precedence is set within the internationally accepted standards that monarchs rules supreme. As such, a King who is also a Head of State and Government is next on the Table of Precedence.
- Precedence is accorded to the rest of SADC Heads of State and Government in order of their ascendance to office as Head of State and Government in their respective countries. In this regard, the longest serving deemed as the most senior.
- Representatives of Heads of State and Government not present in person even if their Heads of State and Government have been longer in office are next in line.
- Chairperson of the African Union Commission (AUC) whose official position is at the level of a Head of State and Government when present in person is next.
- United Nations Under Secretary General for the Economic Commission for Africa (ECA) when present in person.
- President of the African Development Bank (AfDB) when present in person.
- Chairperson of the SADC Council of Ministers
- The Executive Secretary of SADC
- Cabinet Ministers at SADC events such as meetings of the SADC Council of Ministers and sectoral / clusters ministerial meetings are also covered by the Table of Precedence on the basis of positions they hold as SADC office bearers.
- Members of the Diplomatic Corps





## APPLICATION OF THE SADC ORDER OF PRECEDENCE

The SADC Table of Precedence shall be applied as follows:

### Arrival of dignitaries and their departures from SADC ceremonies, events and functions

- First to arrive is the Executive Secretary who will then receive the host Head of State and Government.
- The host Head of State and Government, assisted by the Executive Secretary receives the dignitaries in reverse order of precedence as outlined above with the international invited dignitaries arriving first, followed by the representatives of Heads of State and Government who are not present in person and the ones present in person in accordance with their ascendance to office with the one who ascended earliest arriving third last followed by the monarch/s, the Deputy Chairperson of SADC and of the Organ and the current Chairperson of the Organ as second last and the SADC Chairperson arriving last.
- This rule changes if the incumbent has taken over the SADC Chairpersonship from a predecessor as Head of State in his/her country or when the Head of State and Government is represented when not present in person.
- At departures, the arrival order is reversed with the Chairperson departing first up until the one who arrived first departs last.

**NB:** Local precedence is taken into consideration to cater for the bilateral hierarchies obtaining between a Member State hosting a SADC event and a particular Member State or institution from where such a dignitary hails.



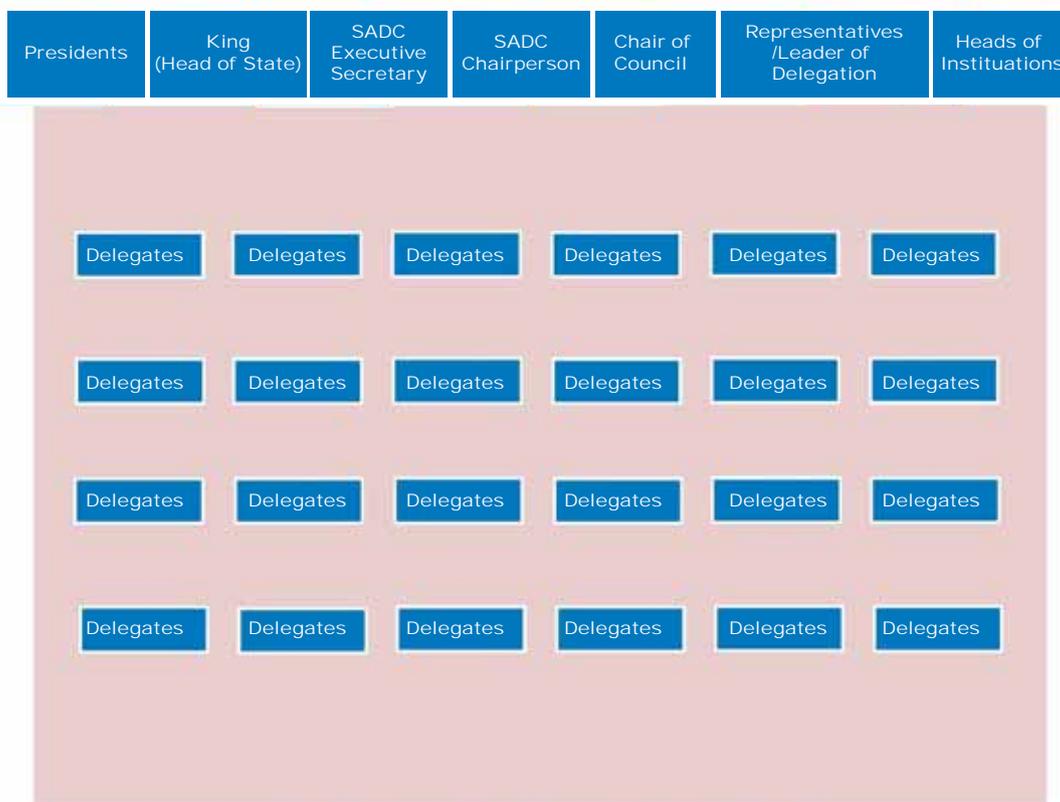


## SEATING AT SADC OFFICIAL, PUBLIC AND PRIVATE CEREMONIES GRACED WITH THE PRESENCE OF DIGNITARIES

### • Head Table sitting at official ceremonies

During SADC ceremonies such as the official opening and closing of Summit, SADC Heads of State and Government sit at the Head Table from centre to periphery both to the left and right of the current SADC Chairperson.

The SADC Chairperson sits at the centre and is flanked by SADC Executive Secretary (ES) to the left and the Chairperson of the SADC Council of Ministers to the right. The Incoming SADC Chairperson, the Chairperson of the Organ and Incoming Chairperson of the Organ flanks the Chair on both sides and the King is next followed by rest of the Heads of State and Government on both sides in order of their ascendance to office in their respective country's State and Government.





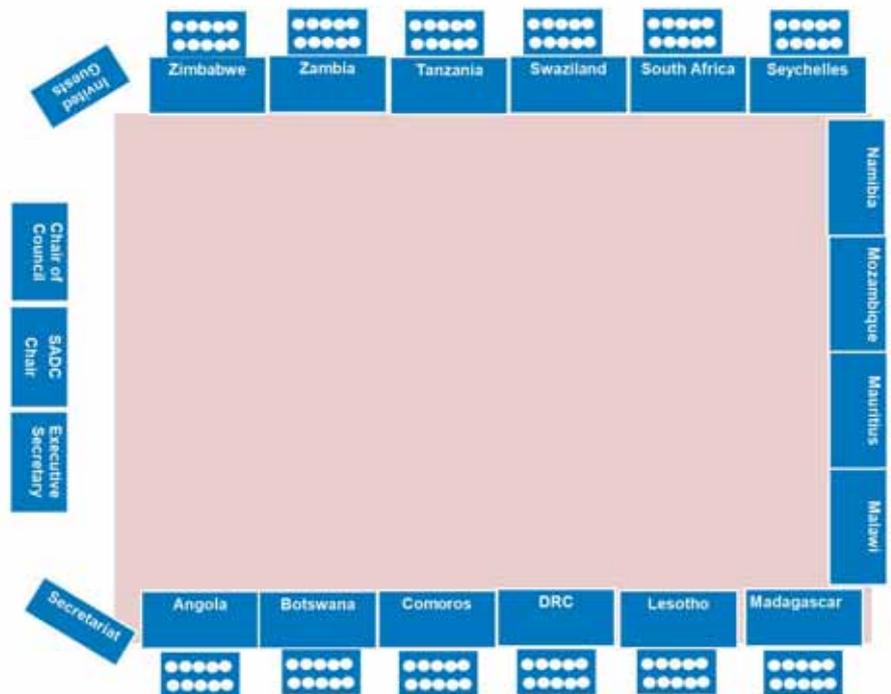
Heads of State and Government not present in person sit to the periphery in order of their seniority for instance if the one representing is a vice president or a prime minister, they will sit closer to centre while ministers will be allocated seats further from the centre in the alphabetical order of the English names of their Member States.

When present in person, the UNECA Under Secretary General, Chairperson of the African Union Commission and the President of the African Development Bank occupy the periphery of the High Table. This is by virtue of their being invited dignitaries from international bodies and their offices hold statuses of Heads of State and Government. The President of the SADC Tribunal also sits at the Head table. This precedence is not applicable when they are not present in person.

• **Summit closed session**

The venue of the Summit deliberations is set up in a U format with all Member States arranged in alphabetical order.

Each Head of State and Government or his/her representative occupy the front seat while members of his/her delegation sit behind him/her. The number of delegates into the closed session is one plus ten (1+10), according to the approved minimum standards as shown in the diagram.



The Chairperson sits at the Head table allocated at the top of the U on an elevated platform (where possible) and is flanked by the Chairperson of the SADC Council of Ministers and the SADC Executive Secretary.

*The above sitting plan can be used for the Closed Session as well as the Opening and Closing Ceremonies of the SADC Summit of Heads of State and Government considering space and other factors as determined by the Host Member State*





### • Salutations during SADC official ceremonies and functions

1. H.E. SADC Chairperson;
2. H.E. Chairperson of the SADC Organ on Politics, Defence and Security Cooperation
3. H.M. King;
4. H.E. Heads of State and Government;
5. H.E. Former Heads of State and Government
6. H.E. First Spouses
7. H.E. Chairperson of the African Union Commission
8. H.E. UNECA Under Secretary General
9. President of the African Development Bank
10. Honourable Chairperson of SADC Council of Ministers
11. H.E. SADC Executive Secretary;
12. Hon. Ministers
13. H.E. CEOs of International organisations;
13. H.E. Members of the Diplomatic Corps;
14. Senior Officials from SADC Member States;
15. SADC Secretariat Management & Staff;
16. Distinguished Delegates;
17. Members of the Press Corps;
18. Ladies and Gentlemen

### • Luncheons and Banquets

At other events such as luncheons and banquets, whether hosted by the SADC Chairperson or the host Head of State and Government, the host's order of precedence applies.

At special events such as concerts or other performances, the Heads of State and Government shall occupy the most prominent positions in the venue.





- **Ceremonial and table flags:**

During the official opening ceremonies, ceremonial sized flags of all SADC Member States are hoisted behind the Head table in accordance with the sitting arrangement at the Head table with the SADC flag right behind the SADC Chairperson and the national flag of the SADC Chairperson's country more towards the Chairperson of the SADC Council of Ministers who is usually from the Member State of the Incoming SADC Chairperson. The same applies to the table flags.

- **Formal dinners and buffet**

At formal dinners and luncheons the most senior sits at the table designated as head table even when there is no high table as such. It is this table that is served first, starting with the most senior and the others follow in the order of set precedence. The same applies at buffets, where such a table starts eating, with the most senior serving themselves in the order of the set precedence. The most important guest sits to the right hand side of the host/ess

## **COMMUNICATING OUTCOMES OF SADC MEETINGS**

Outcomes of SADC meetings are summarized and made available to the public and the media through a **Communique**, **media briefing** and a **Press Release**.

- **SADC Summit Outcomes**

Outcomes of the SADC Summit of Heads of State and Government are disseminated to the public and media **through a communique and press briefing (called post-summit media briefing)** which is issued immediately after the meeting. Summit includes the Ordinary Summit, Extra-Ordinary Summit, Troika and Double Troika Summits. The SADC Communique is detailed and contains the key bulleted decisions made by the Heads of State and Government at the meeting.

- **Outcomes of other SADC statutory meetings**

Outcome of all other SADC Statutory meetings are publicized **through a Press Release** which is issued immediately at the end of the Statutory meeting such as the Council of Ministers meeting,





Sector Ministerial Meetings and technical meetings. The Press Release contains a summary of key decisions agreed upon at the meeting.

SADC also conducts press briefings after the Council of Ministers meeting (this is called Post Council Press Briefing or Pre-Summit Press Briefing if it is followed by Summit).

## **DIGNITARIES VISITING SADC HEADQUARTERS**

### **The Chairperson of SADC**

The SADC Chairperson undertakes an official visit to the SADC Secretariat office at least once during his/her tenure to familiarize with the operations of the SADC Secretariat. As a tradition, during the visit the Chairperson undertakes to address staff of the Secretariat. During such a visit the following practices apply:

- The Secretariat rolls-out a red carpet for the SADC Chairperson on his/her official visit to the Secretariat.
- Met by the Executive Secretary and the Management Team in front of the SADC Headquarters building
- Three anthems are sung during official ceremonies at the Secretariat in this order: host Member State of the Secretariat (Botswana), the Member State of the Chairperson and lastly, the SADC anthem.
- Three anthems are sung at the end of the ceremony in the reverse order as follows; the SADC anthem, the Member State of the Chairperson and host Member State of the Secretariat (Botswana)

### **Other Heads of State and Government or International Dignitaries visiting SADC Secretariat**

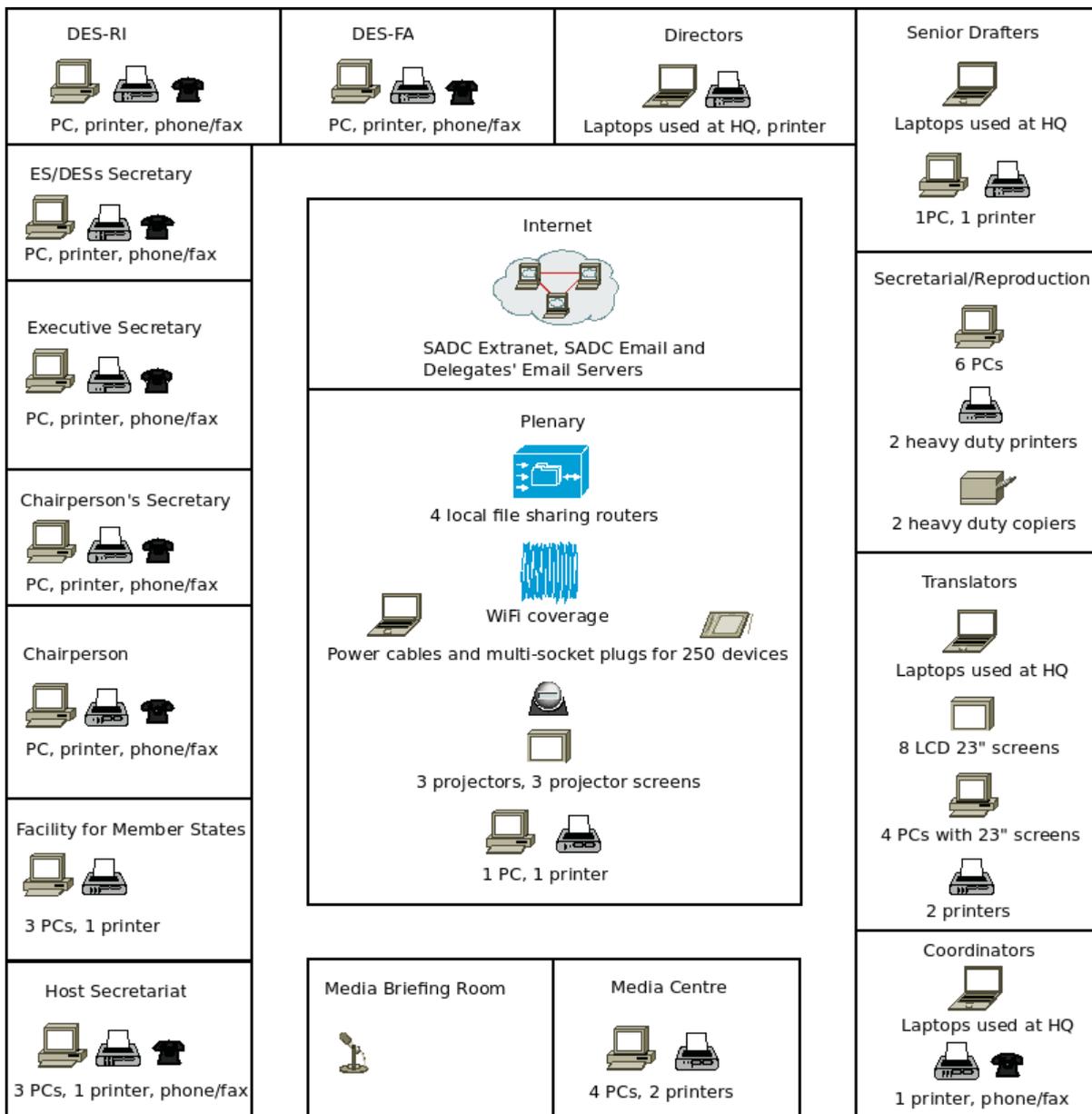
Heads of State and Government, Former Heads of States or International dignitaries at the level of Head of State and Government, such as AU Commission Chairperson, UN Secretary General and President of the AfDB, are met by the Executive Secretary and the Management Team in front of the SADC Headquarters building.





## ICT REQUIREMENTS FOR HOSTING SADC MEETINGS

The diagram below summarises offices and equipment required for high-level statutory meetings. Requirements for technical meetings may be fewer but specifications remain the same for selected items.





Cabinet Ministers, Heads of Diplomatic Missions and other International dignitaries are met by the SADC Head of Protocol (currently performed by Senior Public Relations Officer) and ushered to the Executive floor, where they are received by the Executive Secretary in the Executive Lounge.

### **ADDRESS BY INVITED GUEST TO SADC SUMMIT**

If a head of a continental institution such as African Union, AfDB and UNECA is invited to attend SADC Summit of Heads of State and Government, the following standard practices apply;

- The heads of the institution is given space to the left of the High Table
- If the head is requested to address the SADC Summit of Heads State and Government, he/she is allocated a maximum of ten (10) minutes to deliver his/her speech
- If the head is not present in person at the Summit, his/her representative may attend but not accorded the platform to address the Summit.

### **ANTHEMS AT SUMMIT**

At the opening ceremony of the SADC Summit of Heads State and Government, the national anthem of the host Member State is the first to be sung followed by the SADC anthem. At the closing ceremony of the Summit the SADC anthem is the first to be sung followed by the anthem of the host Member State.

### **ACCREDITATION OF VVIPs FOR SADC MEETINGS AND EVENTS.**

All high level dignitaries seating at the High or Head Table during SADC ceremonies and the Executive Secretary are accredited with a golden lapel badge. This is done by the SADC Secretariat Protocol.

The badge is pinned on the dignitaries on arrival, Heads of State and Government in the Holding Room before they proceed into the Summit official opening ceremony.





## **SADC INSTITUTIONAL DIGNITARIES AT THE OFFICE AND ON MISSIONS, THUS, SADC EXECUTIVE SECRETARY AND DEPUTY EXECUTIVE SECRETARIES**

**VISITORS:** Protocol services to dignitaries visiting the Institutional dignitaries as well as when they are hosting them to functions.

### **THE SADC EXECUTIVE SECRETARY:**

#### **When travelling:**

- Protocol, including counsellor services concerning immigration and customs at entry and departure points such as airports, VIP lounges, luggage services and border posts.
  - \*Welcome on the tarmac upon disembarking from the plane at the airport
  - \* At least one vehicle with a car pennant facility appropriate for the position
  - \* At least one security officer
  - \* At least one protocol officer
- Depending on the security situation or/and other factors as determined by the host Member State, the host Member State may increase the number of security personnel.
- The Secretariat staff travelling with the Executive Secretary or his/her representative ensure that they carry the SADC Flag at all times.
- The SADC flag may not be used on the vehicle if it poses a threat to the safety and security of the Executive Secretary

### **THE DEPUTY EXECUTIVE SECRETARY**

When travelling, the Deputy Executive Secretaries are provided with a vehicle and a protocol officer.

### **SADC CHAIRPERSON'S BADGE**

The SADC Chairperson wears this symbol of authority on all occasions when officiating on behalf of, or just wishing to be recognised as the Chairperson of SADC. It is imperative that the SADC Chairperson wears the badge to distinguish his/her role as Head of State and as SADC Chairperson.





During the handover ceremony of the SADC Chairpersonship, the Outgoing Chairperson will pin the Chairperson Badge on the Incoming Chairperson as a symbol of transfer of authority.

### **ACCREDITATION OF DIPLOMATIC MISSIONS TO SADC**

Upon request, accreditation to SADC shall be accorded to Ambassadors, High Commissioners, and Heads of Mission resident or not resident in Botswana or covering more than one SADC Member State, one of which, shall be Botswana, the host of the SADC Secretariat.

Accredited Ambassadors, High Commissioners or Heads of Mission are invited to the official opening and closing ceremonies of the SADC Summit of Heads of State and Government.

Regional Economic Communities (RECs), African Union Commission (AUC) United Nations Economic Commission for Africa (UNECA) , African Development Bank (AfDB) are invited as observers to SADC Council of Ministers and, with exception of RECs, they are also invited as observers to the SADC Summit of Heads of State and Government.





## PROCEDURES FOR ACCREDITATION OF AMBASSADOR/HIGH COMMISSIONER/ HEAD OF MISSION TO SADC

- The sending state/government shall first get accreditation for the Ambassador/High Commissioner/ Head of Mission to the SADC Secretariat host government, Botswana;
- The sending state/government shall then write a letter requesting for accreditation to SADC Secretariat through the Office of the Executive Secretary;
- This formal letter of request for accreditation shall be accompanied by a profile of the Ambassador/ High Commissioner/ Head of Mission as supplied to the host government at the time of accreditation to the host government;
- Through the Office of the Executive Secretary, SADC Secretariat shall notify the office of the Ambassador/High Commissioner/ Head of Mission of the response regarding the request for accreditation;
- The Office of the Executive Secretary of SADC shall confirm the date and time for the for presentation of the Letters of Credence by the Ambassador/High Commissioner/ Head of Mission;
- Once confirmed, the Ambassador/High Commissioner/ Head of Mission shall present their Letters of Credence to the SADC Executive Secretary at the SADC Secretariat.





## TELLING THE STORY OF SADC

SADC is an organization of 16 Member States with a shared vision and common future. Stories about SADC should be reflective of the social, economic and political progress the region has made. SADC stories should enhance the regional integration programmes that are lifting citizens of the SADC region from poverty to prosperity. The stories should promote peace, security and economic prosperity of Member States and their citizens. Stories that have potential to destabilize the region or cause strained diplomatic relations between and among Member States should, as much as possible, be avoided for the Region to remain peaceful, coherent and progressive. Stories should promote gender equality and empowerment of women and girls.

### • Stories about project participants/beneficiaries

SADC believes that stories of real people are powerful in reflecting the impact and successes of different agreements, policies and protocols that Member States sign.

A good story gives the audience an opportunity to see, hear and feel someone else's experience. It should educate the audience about conditions in Member States and communities where projects and programmes are being implemented. It is through these stories that people understand the root causes of those conditions and how SADC protocols, projects and programmes are helping citizens change their conditions for the better. Good stories answer the basic questions: who is involved? what is happening? why is that happening? when did it happen? where is it happening? and how did it happen?

### Photos and videos

Photos and videos are a crucial part of telling the story of SADC. They help put a face on complex issues and create emotional connections with the audience.

Just as the SADC stories, photos and videos should, as much as possible, promote gender equality and women empowerment. Photos and videos that perpetuate negative gender stereotypes, and culturally-insensitive portrayal of women and girls should be avoided.





## Consent for images

**C**onsent is required for photos and videos taken by SADC or its agents and associates. Special ethical consideration should be taken when taking photos, particularly for minors, victims of violence and victims of trafficking-in-persons, people living with disabilities, witnesses and vulnerable groups. Photo subjects and parents or guardians of minors need to fill out a release or consent form, giving SADC and its representatives permission to use their images and videos.





## Template of a consent form



SOUTHERN AFRICA DEVELOPMENT COMMUNITY (SADC)  
PHOTO/IMAGE CONSENT FORM  
(for SADC projects and programmes)

Name of project/activity:.....

Location:..... Date(s): .....

In furtherance of the mission of the Southern African Development Community (SADC), an organization comprising 16 Member States and without expectation of compensation or other remuneration, now or in the future, I hereby give consent to SADC, its affiliates and agents for the following:

- (a) to interview, film, photograph, tape or otherwise make a video reproduction of me
- (b) to use my name in any medium of communication including print and electronic, including website and social media like twitter, facebook and YouTube
- (d) to use my image (whether photographic, video and/or electronic), interview statements (and excerpts of statements) from me or my child, in whole or in part, in SADC publications, in newspapers, magazines and other print media, on television, radio and online media including social media, for example, twitter, facebook.

By signing this document, I certify that I have read this document and fully understand it.

\_\_\_\_\_  
Full name of participant

\_\_\_\_\_  
Signature of the participant

\_\_\_\_\_  
Date

### CONSENT FOR CHILDREN UNDER THE AGE OF 18

Parent or guardian should sign on their behalf.

I affirm that I am the parent/legal guardian of \_\_\_\_\_(name of child/minor) and that I have full authority to authorize his/her participation in your activity, knowing it is in furtherance of SADC's mission.

I, hereby, give to use .....(my)(my child's) name, picture, portrait, likeness, writings or biographical information), audiotape; or videotape recordings and sound or silent motion pictures of him/her in any media, including but not limited to the internet for purposes of raising awareness and advancing SADC's cause and objectives.

\_\_\_\_\_  
Signature of Parent/Legal Guardian

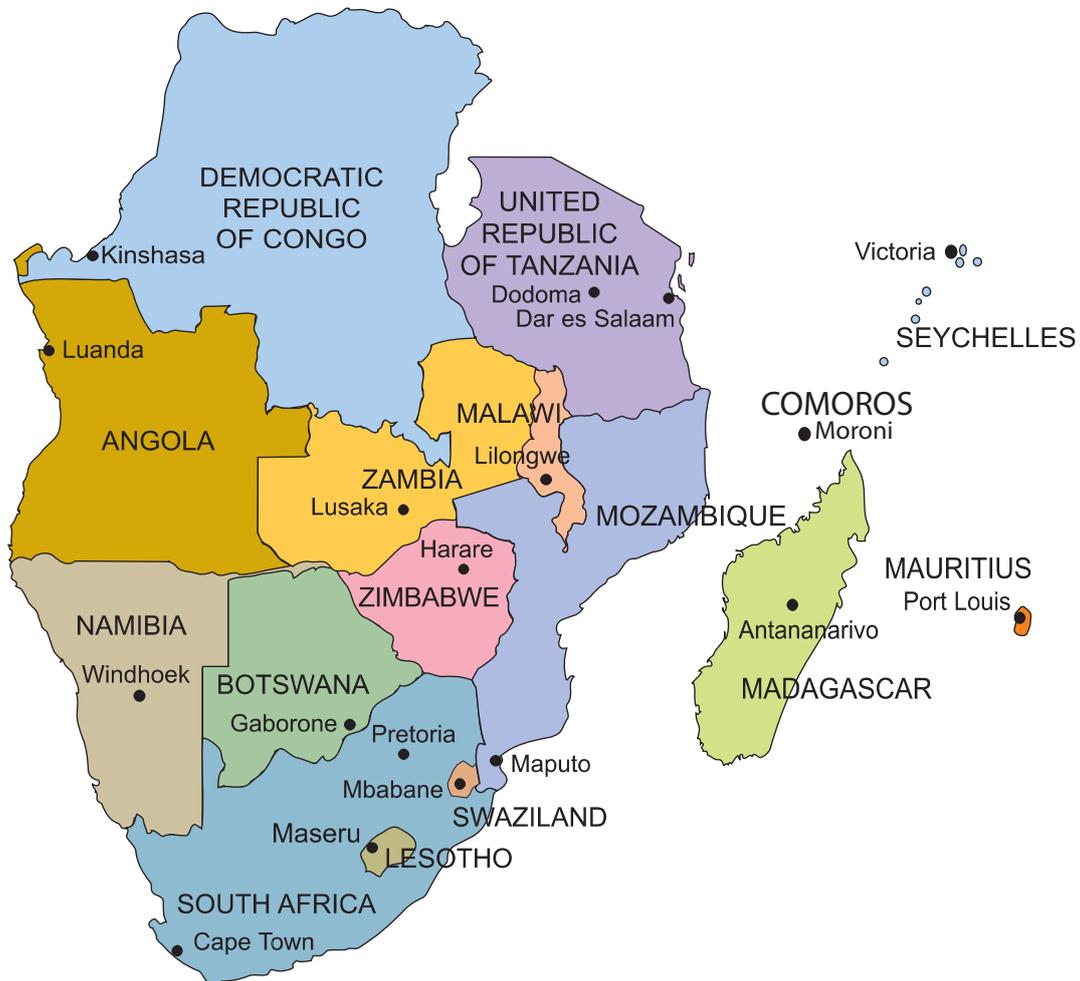
\_\_\_\_\_  
Date





Warm, Approachable, Essential, Together, Unity  
Global, Timeless, Wisdom, Leadership, Vibrant





## CONTACT DETAILS

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