



Corporate Visual Identity Manual

2023

Table of Contents

Who We Are

Our Vision

Our Mission

Our Values and Behaviours

Our Home: The Sua Pan

Our Products

01 Basic Identity Elements

Botash Logo	02
Botash Logo Usage	03 - 04
Semi-Bulk Logo Usage	05
Botash Colour Palette	06
Prepack Logo usage	07
Botsalt Logo Usage	08 - 09
Botsalt Colour Palette	10
Typography	11 - 13
Infographics	14
Stationery	15
Branded Merchandise	16 - 19

02 Applications and Media

Print Media	21
Outdoor Media	22
Social Media	23

03 Photography

Do's	25
Don't	26

Who We Are

Botswana Ash (Pty) Ltd (**Botash**) is a minerals beneficiation and manufacturing company located on the Sua Pan in the North-Eastern region of Botswana. The company produces variants of Soda Ash and Salt which are distributed and sold to countries and markets across Southern Africa.

Our Vision

Africa's Leading Supplier of Natural Sodium and Related Products

Our Mission

Botash sustainably manufactures and markets natural sodium and related products for industrial and human consumption.

Our Values and Behaviours

SAFELY ACE IT

Safety

- Taking ownership of own and others' safety
- Minimising hazards, risks and accidents

Accountability

- Answerable for own actions
- Holding others accountable

Customer Focus

- Proactively engaging customers
- Delivering on our promises
- Responsive to customer needs
- Continuous improvement - consistently

Excellence

- Delivering solutions with business impact (lowering costs, improving revenue, improving customer service);
- Exceeding expectations or best demonstrated performance.

Integrity

- Acknowledging others' ideas or contributions;
- Putting organisational interest ahead of self in dealing with others;
- Consistently doing the right things regardless of consequences.

Team Work

- Contributing towards team objectives (dependability);
- Taking individual ownership of team decisions & results;
- Accommodative of others' contributions;
- Recognising outstanding performance.

Our Home: The Sua Pan

The Sua Pan is one of three large pans within the Makgadikgadi Pans system, the other two being Nxai Pan and Ntwetwe Pan. Together, these pans cover approximately 24,000 square kilometres, making them one of the largest playa lakes in the world.

The Sua Pan was named 'Sua' after the Bashuakhwe word 'Shua' which translates to 'itchy'. The Nata River seasonally floods the pan. It is said that when the Bashuakhwe reached receding flood waters they washed themselves in the salty water and started itching all over [due to the caustic soda ash contained in the water], hence the name of the pan.

Iron age communities viewed salt as an important commodity and widely traded it during the first millennia. It is believed that historical settlements and trading posts around the Sua Pan, such as Tora Nju, exchanged salt with the Empire of Great Zimbabwe between 13th – 18th centuries for precious goods such as coarse cotton, chinese porcelain and glass beads.

It is here in the Sua Pan, an awe-inspiring wonder, that Botash produces its Salt and Soda Ash.

Our Products

Botsalt

Salt plays a crucial role in maintaining human health as the main source of sodium and chloride ions in the human diet. It is also an essential component in the production of water treatment chemicals and a wide variety of industrial products.

The salt produced at **Botash** is amongst the purest found anywhere in the world. **Botash** produces industrial and food grade salt which is classified as Chemical Grade - Coarse Salt, Food Grade - Coarse Salt and Food Grade - Fine Salt (Table Salt).

Chemical Grade - Coarse Salt

- Used primarily for the manufacturing of caustic soda and chlorine;
- Contains 98.75% sodium chloride.

Food Grade - Coarse Salt

- Made up of large-grained salt crystals suitable for food preparation and industrial applications;
- Contains 98.5% sodium chloride.

Food Grade - Fine Salt (Table Salt)

- Made up of fine granules suitable for food preparation, and other industrial applications;
- Contains 99% sodium chloride.

Our Products

Soda Ash

Soda Ash has extensive applications across a wide range of industries. It is used primarily in the manufacturing of glass, detergents, paper, chemicals, and has several applications in metal refining, particularly chrome and vanadium.

Botash produces two (2) variants of Soda Ash: Dense Soda Ash and Light Soda Ash.

Glass Industry

- Soda Ash lowers the melting temperature of pure silica, thus reducing energy requirements in the manufacture of glass;
- Glass production represents the largest application of Dense Soda Ash.

Chemical Industry

- Both Dense and Light Soda Ash are used in a range of different applications such as silica production, pulp and paper manufacturing.

Detergent Industry

- Light Soda Ash is used in powdered, paste and soap detergents.

Other Uses

- Beneficiation and refining of metals in the mining industry;
- Bleaching and acting as a cleaning agent in the textile sector;
- Water treatment.

01

Basic Identity Elements

Logo

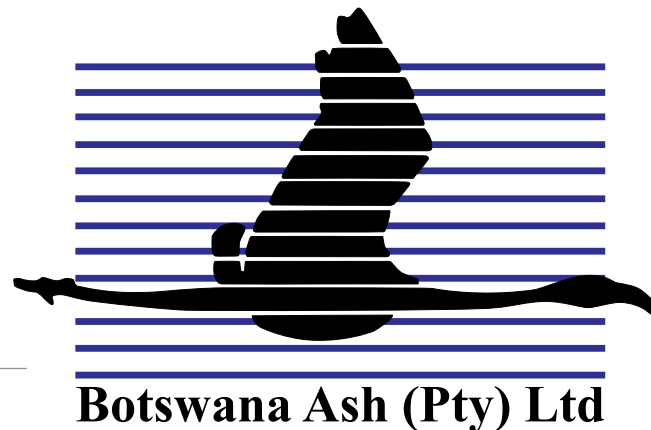
The main logo should at all times be used in the format below. The Botswana Ash (Pty) Ltd logo should appear prominently on all Botash communications.

The corporate analogy is that Botash shall remain an efficient organisation (like flamingoes are in flight) where leadership in processes and products is as continuously renewed as it is shared (team work).

Like the flamingo which migrates across the continent and ancient communities who built an intricate salt route from the western salt flats (in present day Botswana) to the eastern highlands (in present day Zimbabwe and Mozambique), Botash is looking far afield into Africa to make a difference in the lives of the continent's people.

Typeface

The logo type used is Times New Roman Bold. Leading 100%; Tracking 100%.



Lines

The lines are energy trails and the colour blue represents the water (brine).

Flamingo

The flamingo symbolises Botash's co-existence with the natural environment. Juxtaposed between the majestic birds breeding mud nests on the Southern Sua Pan and their feeding grounds on the Northern Sua Pan, Botash conducts its business with minimal impact on this age old South - North - South natural spectacle.

Logo Usage

Version 1

These 3 colour variations can be used. Use the Botash primary colours blue and/or black.



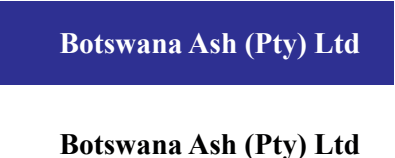
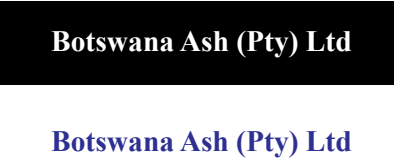
Lines and solid background

Background block colours must be solid either 100% Botash primary colour blue or black.



Excluding flamingo

Botswana Ash (Pty) Ltd can stand alone. Colour usage must be solid either 100% Botash primary colours blue or black.



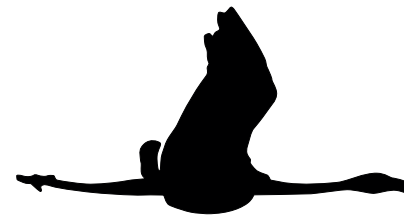
Logo Usage

Version 2

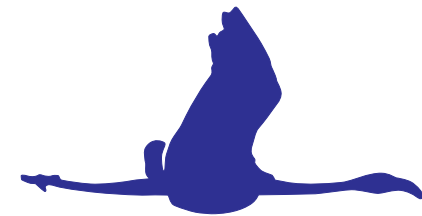
These 3 colour variations can be used. Using the Botash primary colours blue and/or black.



Botash



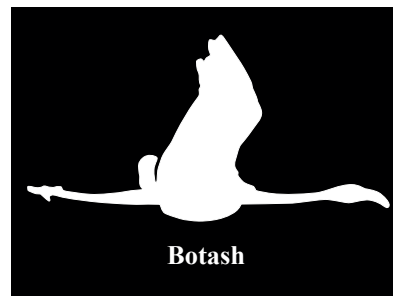
Botash



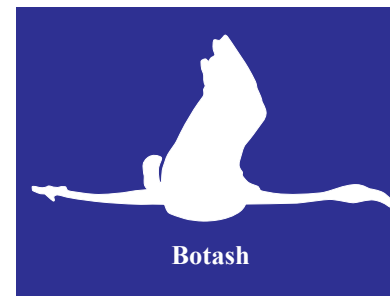
Botash

Logo excluding lines

Background block colours must be solid either 100% Botash primary colours blue or black.



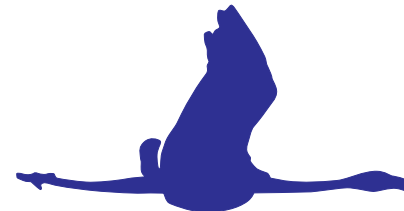
Botash



Botash

Logo excluding lines and Botash

Colour usage must be solid either 100% Botash primary colours blue, black or white.



Logo excluding lines and Botash

Background block colours must be solid either 100% Botash primary colours blue or black.



Semi-bulk Logo Usage

Semi-bulk Botswana Ash (Pty) Ltd logo:

Only this colour variation must be used.

Product type must be in the highlight orange colour, all capitals.

Mass of product in 100% Black

Blue: Pantone 294C

Orange: Pantone 200C



**LIGHT
ASH**

50KG
(when packed)



**SWEEPINGS
SODA ASH**

1 TONNE
(when packed)



**DENSE
SODA ASH**

50KG
(when packed)

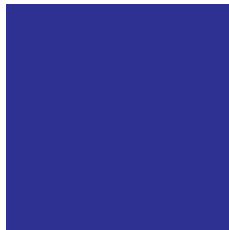


**DENSE
SODA ASH**

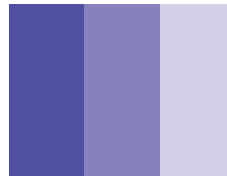
1 TONNE
(when packed)

Botash Logo Colour Palette

Primary



PANTONE 1111C
PRESS C100 M100 Y0 K0
R46 G49 B146
HEX #2e3092

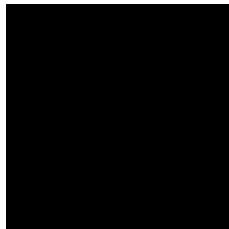


80% 50% 20%

Highlight



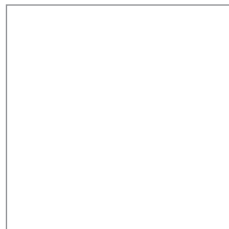
PANTONE 234C
PRESS C34 M100 Y33 K7
R164 G32 B103
HEX a41f66



PANTONE RICH BLACK 6C
PRESS C60 M40 Y40 K100
R0 G0 B0
HEX #000000



80% 50% 15%



PANTONE WHITE
PRESS C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

Prepacks Logo Usage

Flamingo

The flamingo symbolises Botash's co-existence with the natural environment. Juxtaposed between the majestic birds breeding mud nests on the Southern Sua Pan and their feeding grounds on the Northern Sua Pan, Botash conducts its business with minimal impact on this age old South - North - South natural spectacle.

Colour Palette

Botsalt Primary red and blue are used on white packaging. The secondary blue and red to be used on the flamingo and subhead.



IODATED
FINE SALT



IODATED
COARSE SALT

Product Subhead

Always in capital letters and colour palette must be the secondary colours.

Botsalt Logo Usage

Colour variations:

Primary blue/red for Botsalt and secondary blue/red to be used on the flamingo and subhead.

Primary Blue: Pantone 294C

Secondary Blue: Pantone Hexachrome Cyan C

Primary Red: Pantone 200C

Secondary Red: Pantone 1788C

Background:

White / Grey (Pantone 441C)

When the logo is placed on a grey background a white outline is needed on the Botsalt.



Botsalt Logo Usage

Semi-bulk Botsalt logo usage:
Only this colour variation must be used.

Product type must be in the highlight orange colour, all capitals.

Mass of product in 100% Black

Blue: Pantone 294C

Orange: Pantone 200C



Botsalt Colour Palette

Primary



PANTONE 294C
PRESS C7100 M89 Y24 K10
R35 G59 B119
HEX #223677



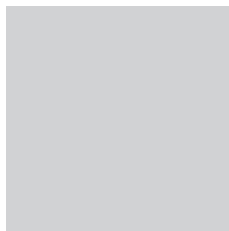
**PANTONE HEXACHROME
CYAN**
PRESS C80 M35 Y7 K0
R31 G138 B192
HEX #1e89bf



PANTONE 200C
PRESS C21 M100 Y91 K13
R177 G31 B44
HEX #b01f2b



PANTONE 1788C
PRESS C7 M96 Y93 K0
R224 G47 B46
HEX #df2e2d



PANTONE 441C
PRESS C0 M0 Y0 K20
R209 G211 B212
HEX #d1d2d4

Highlight



PANTONE 158C
PRESS C5 M70 Y100 K0
R232 G100 B37
HEX #e76e24



PANTONE 360C
PRESS C56 M0 Y100 K0
R125 G194 B66
HEX #ea701a

Botash Brand Typography

Logo's

Botash's logo brand name
typography usage is
Times New Roman Bold.

Botswana Ash (Pty) Ltd

Primary Black, Blue or White
if on a solid background.

Botash's logo brand name
typography usage is
Bookman Old Style Bold.

BOTSALT

Primary Blue or White
if on a solid background.

Product Label

Botash's product name
typography usage is
Arial Black.

SWEEPINGS SODA ASH

COARSE SALT

Highlighted colour use for
the product name.
Capital letter usage.

Botash Brand Typography

Primary

The brand typography consists of **Arial Bold**; **Semibold**; Regular; Semilight and *Italic*.

Headlines usage of Arial Bold which must also be in the brand's primary blue. Always left align headings with a leading -10%. Subheading font must be Arial Semibold and also left aligned.

For all body copy the brand typography usage must be Arial Regular with copy alignment been justified with no hyphenation. Titles and captions of photographs or diagrams use the brand typography Arial Italic in Botash's primary black colour. Sentences of titles and captions must be left aligned.

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Headings: Font usage Arial Bold. Colour 100% Botash Primary Blue. Sentence case. Left aligned. Leading -10%. 21+ point.

Subheadings: Font usage Arial Bold. Colour 100% Botash Primary Black. Sentence case. Left aligned. Leading -10%. 14 point.

Body copy: Font usage Arial Regular. Colour 80% Botash Primary Black. Sentence case. Justified. Leading -10% 10 point.

Titles: Font usage Arial Narrow. Colour 100% Botash Primary Black. Sentence case. Left aligned. Leading -10% 8 point.

Captions: Font usage Arial Italic. Colour 100% Botash Primary Black. Sentence case. Left aligned. Leading -10% 8 point.

Botash Brand Typography

Secondary

The brand typography consists of **Segoe UI Bold**; **Semibold**; Regular; Semilight and *Italic*.

Headlines usage of Segoe UI Bold must also be in the brands primary blue. Always left align headings with a leading -10%. Subheading font must be Segoe UI Semibold and also left aligned.

For all body copy the brand typography usage must be Segoe UI Regular with copy alignment been justified with no hyphenation. Titles and captions of photographs or diagrams use the brand typography Segoe Italic in Botash's primary black colour. Sentences of titles and captions must be left aligned.

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Africa's Leading Supplier of Natural Sodium and Related Products

Headings: Font usage Segoe UI Bold.
Colour 100% Botash Primary Blue.
Sentence case.
Left aligned.
Leading -10%.
21+ point.

Subheadings: Font usage Segoe UI Semibold.
Colour 100% Botash Primary Black.
Sentence case.
Left aligned.
Leading -10%.
14 point.

Body copy: Font usage Segoe UI Regular.
Colour 80% Botash Primary Black.
Sentence case.
Justified.
Leading -10%
10 point.

Titles: Font usage Segoe UI Regular.
Colour 100% Botash Primary Black.
Sentence case.
Left aligned.
Leading -10%
8 point.

Captions: Font usage Segoe UI Italic.
Colour 100% Botash Primary Black.
Sentence case.
Left aligned.
Leading -10%
8 point.

Infographics

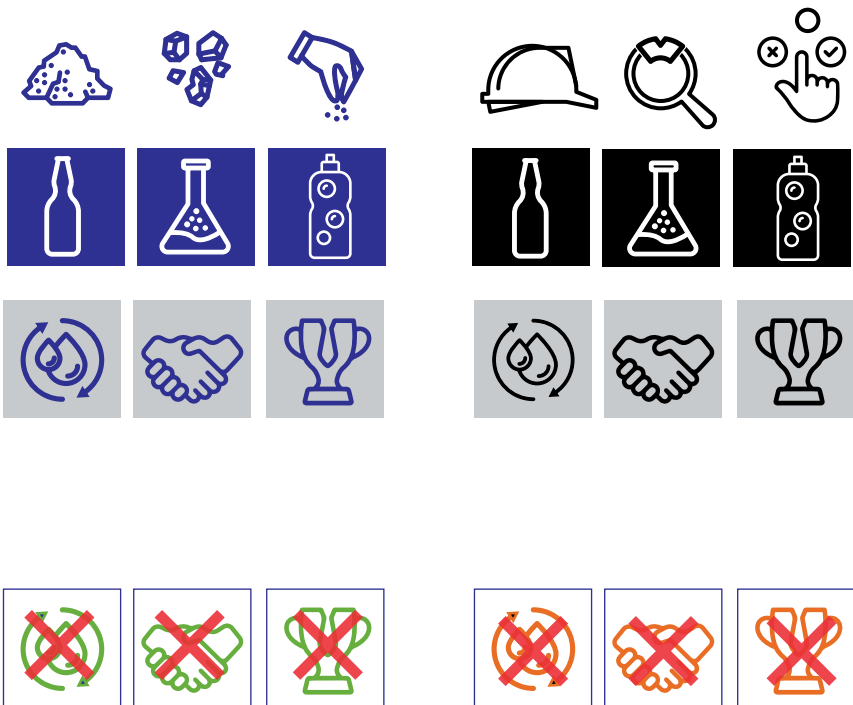
Infographic use

Outline

Botash Blue or Black.
Outline of 0,5mm.

Background

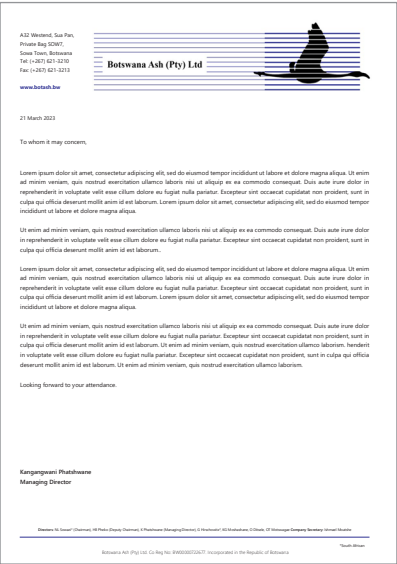
Botash Blue, Black or
15% Black.



No other highlight or
secondary colours can be
used in the infographics

Stationery

Letterhead



Botash has a standard letterhead.
The first/main page



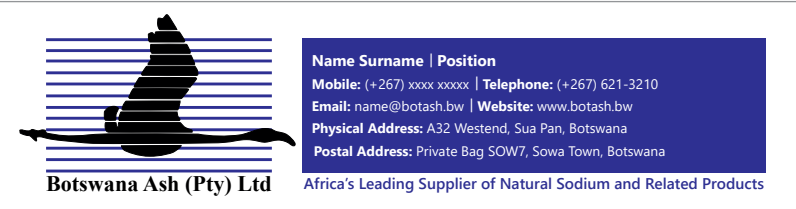
Botash has a standard letterhead.
The page look to follow

Business Card



Botash
business card.
Standard
design
throughout.

Email Signature



All Botash
employees
email will
include the
company
email signature
and individual
contact details.

Branded Merchandise

Merchandise featuring

Botash logo must follow the usage procedures detailed in this guidelines.

Botash logos can appear on royal blue, navy-blue, blue, white, black or grey apparel. The Botash logo where applicable should always go on the right.

This includes, but is not limited to: T-shirts, polo shirts, button-up shirts, sweatshirts, jackets, pullovers, shorts, pants, hats, scarves etc.

In special cases, this restriction can be waived upon approved basis such as on personal protective clothing where khakhi, green, brown, orange, yellow colours are used.

The logo is the property and trademark of the Company, any organisation or company outside of Botash that wishes to use our logo on any piece of merchandise, including apparel, must get authorisation from Botash.



Branded Merchandise

Merchandise featuring

Botash logo must follow the usage procedures detailed in this guidelines.

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Branded Merchandise

Merchandise featuring

Botash logo must follow the usage procedures detailed in this guidelines.

Botash logos can appear on royal blue, navy-blue, blue, white, black or grey apparel.

The Botash logo where applicable should always go on the right.

This includes, but is not limited to: lanyards, pens, notebooks, diaries, bags, bottles, mugs, coolers etc.

The logo is the property and trademark of the Company, any organisation or company outside of Botash that wishes to use our logo on any piece of merchandise, including apparel, must get authorisation from Botash.



Branded Merchandise

Merchandise featuring

Botash logo must follow the usage procedures detailed in this guidelines.

Botash logos can appear on royal blue, navy-blue, blue, white, black or grey apparel.

The Botash logo where applicable should always go on the right.

This includes, but is not limited to: gazebos, umbrellas, tear-drop banners etc

The logo is the property and trademark of the Company, any organisation or company outside of Botash that wishes to use our logo on any piece of merchandise, including apparel, must get authorisation from Botash.



02

Applications and Media

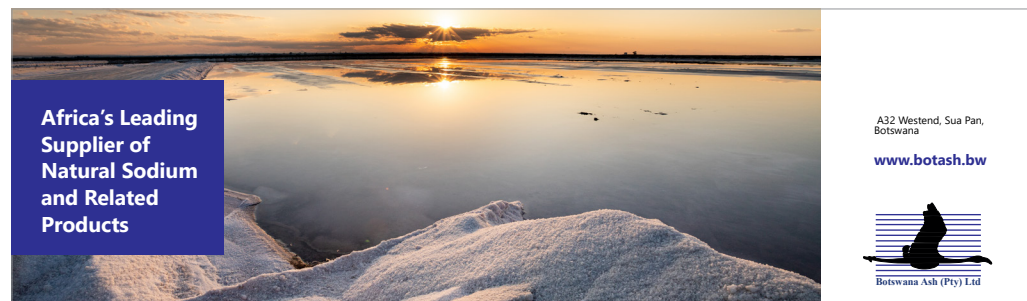
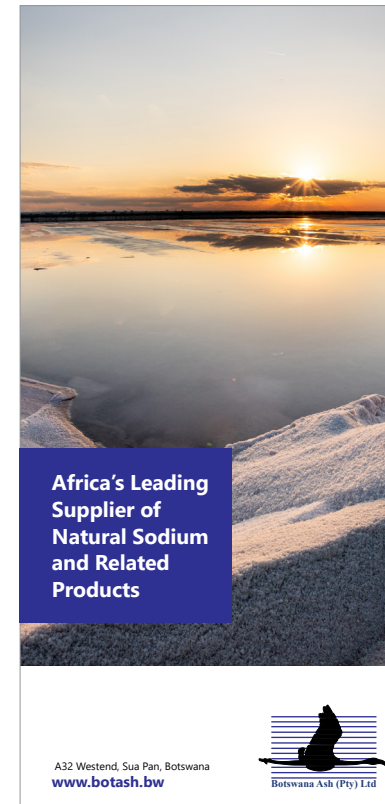
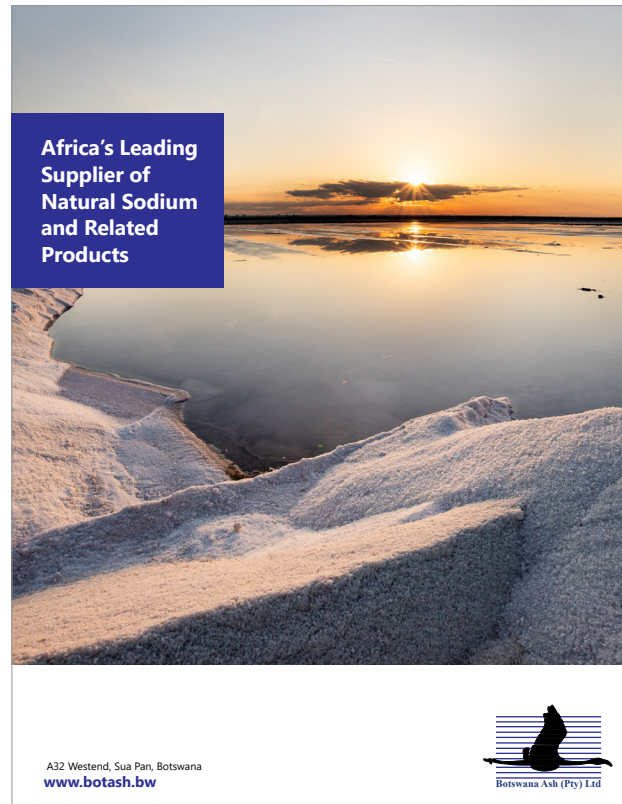
Print Media

Print:

Flyers, magazine adverts, newspaper adverts etc.

Simple use of primary colours and where possible in the photo to include highlighted or secondary colours.

Photography use must relate to the payoff line, campaign and Botash.

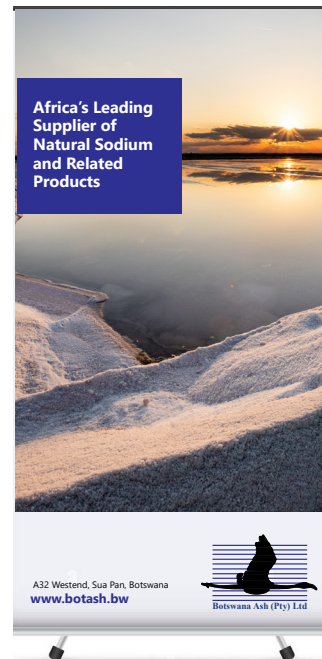


Outdoor Media

Outdoor and In-store Banners:

Simple use of primary colours and where possible in the photo to include highlighted or secondary colours.

Photography use must relate to the payoff line, campaign and Botash.

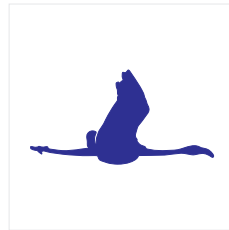


Social Media

We have a range of icons and imagery for social media.

These can change depending on the social media platform and different campaigns.

Profile Image



Cover Image



03

Photography

Photography

Do's



Do - use images that represent diversity in gender, ethnicity, and age.



Do - use images that are clear and focused.



Do - use images that incorporate Botash Primary colour/s range/s.



Do - use portrait subjects that always look straight on. Can be centred or to the left/right.



Do - use images that relate to the article/copy it is placed with.



Do -use images with subject matter that is authentic, real, and less stereotypical.

Photography

Don'ts



Don't - use stereotypical images.



Don't - use images that have a low resolution.



Don't - use images with a busy background.



Don't - use images that have artificial filters.



Don't - use images with people clearly posing for the camera.



Don't - use images with poor lighting.



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www.botash.bw

Africa's Leading Supplier of Natural Sodium and Related Products