



# Brand Guidelines

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The Complete Guide

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01

Overview

# 01

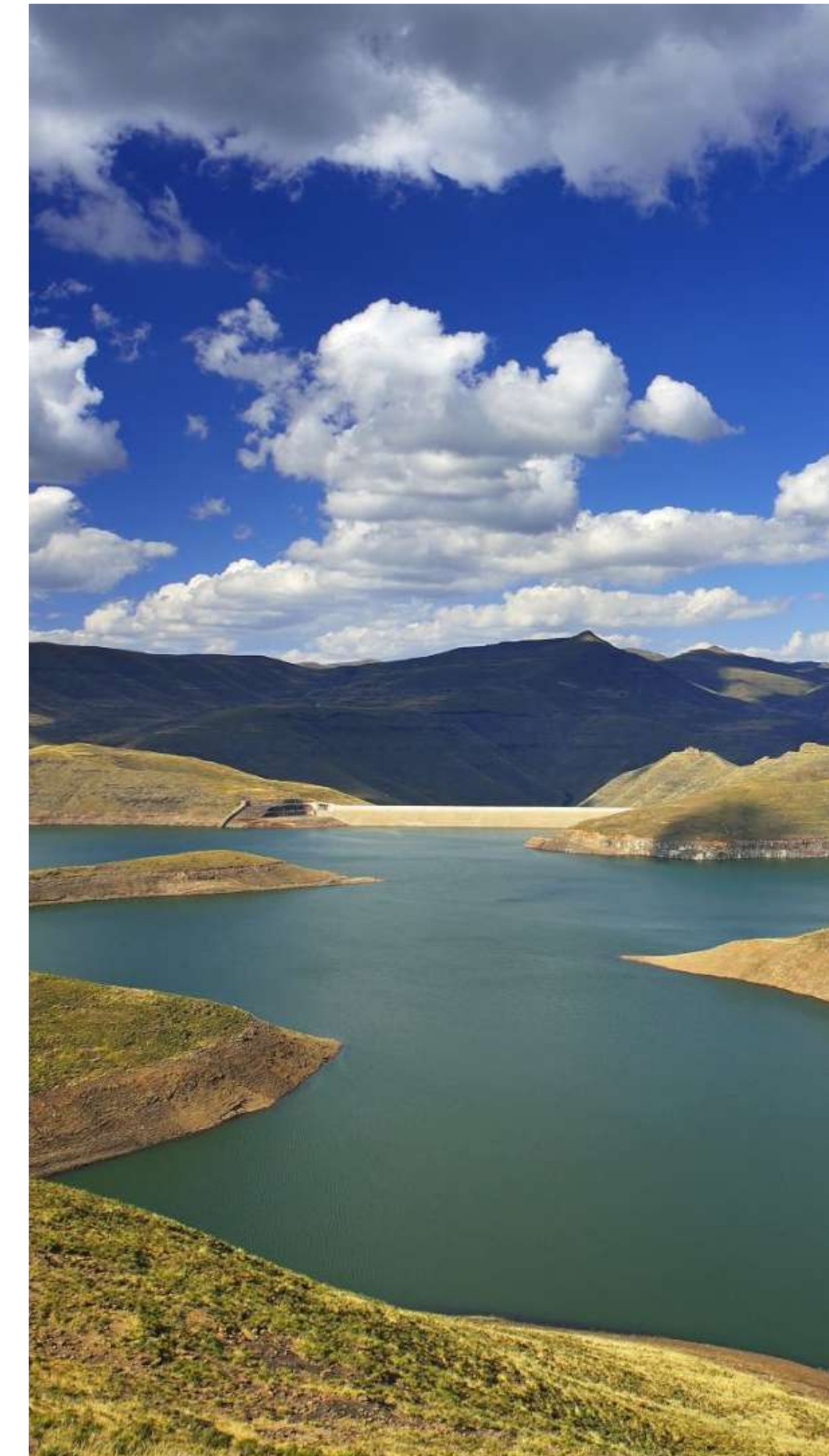
## Organisation Overview

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The Lesotho Highlands Development Authority (LHDA) is a statutory body constituted under the Lesotho Highlands Development Authority Order No. 23 of 1986. The LHDA is charged with the responsibility for the implementation, operation, and maintenance of the Lesotho Highlands Water Project (LHWP).

The Lesotho Highlands Water Project (LHWP) is multi-billion Maloti/Rand bi-national Project between the Governments of the Kingdom of Lesotho and the Republic of South Africa.

It comprises water transfer, hydroelectric power generation and ancillary developments. The water transfer component entails the construction of dams and tunnels in Lesotho for the purpose of enhancing the use of water from the Senqu (Orange) River and its tributaries by storing, regulating, diverting and controlling the flow to effect the delivery of specified quantities of water to South Africa. At the same time, the delivery system generates hydroelectric power in Lesotho.



# Brand Attributes

## Strategic Collaboration

- LHDA engages in a bi-national collaboration between the Kingdom of Lesotho and the Republic of South Africa.
- Emphasizes strategic partnerships for the successful implementation of the Lesotho Highlands Water Project.

## Sustainable Development

- Committed to sustainable development practices in water management and energy generation.
- Focuses on environmental stewardship and responsible use of natural resources.

## Engineering Excellence

- Demonstrates a high level of expertise in civil engineering, with a focus on dam and tunnel construction.
- Upholds a commitment to excellence in infrastructure development for water transfer and hydroelectric power generation.

## Infrastructure Impact

- Makes a significant impact on regional infrastructure development through the construction of dams, tunnels, and other ancillary structures.
- Enhances water-related infrastructure for long-term socio-economic benefits.

## Community Engagement

- Actively engages with local communities to address their needs and concerns related to the Lesotho Highlands Water Project.
- Promotes social responsibility and community development initiatives.

## Reliability and Accountability

- Upholds a reputation for reliability in delivering specified quantities of water to South Africa.
- Maintains a high level of accountability in the operation and maintenance of the Lesotho Highlands Water Project.

# Brand Archetypes

## The Ruler

the Lesotho Highlands Development Authority, as a Ruler archetype, stands as an authoritative and responsible entity, strategically managing regional water resources and infrastructure development for long-term socio-economic benefit. The archetype emphasizes leadership, governance, and a commitment to sustainable practices, reinforcing LHDA's role as a reliable steward of the Lesotho Highlands Water Project.

## The Everydayman

While LHDA's primary archetype is more aligned with the authoritative Ruler, these aspects highlight a secondary caregiver-like commitment to community welfare and responsible resource management, emphasizing the organization's broader societal impact and concerns for the well-being of the regions it serves.



02

Brand Logo

# 02

## Brand Logo Rationale

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The LHDA symbol/logo is the graphic component of the LHDA's identity and is the only acceptable symbol to identify the LHDA.

The symbol/logo combines two colours – green (Pantone 362 C) and blue (Pantone Process Blue C) - with white to represent earth, water and energy. It symbolises the concept of 'water for life' - of water being a blessing, a nurturing force, salvation and symbolic of rebirth.

Please note, the colour green is applied in two different intensities, which creates the illusion of two different greens. It is however, the same shade of green.



# Logo Dimensions and Size

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The LHDA symbol/logo is centred in the header on the official letterhead and that should be the default position on all printed stationery elements and corporate advertisements, for example.

The placement of the symbol/logo does require some flexibility however, and its position will be dictated by the application to some extent. The symbol/logo might be best centred in the middle of the cover page of a report or positioned top right of a pull up banner so as to be at eye level. On the Power Point template, it would be best positioned bottom right so as not to be impacted by the text box.

## Clear area controls

A clear area margin should be maintained around the symbol in all applications to protect the clarity and impact of the LHDA symbol. That margin should be equal to the width of the 'H' in the LHDA symbol in that specific application.



# Logo Application on Backgrounds

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From time to time the LHDA symbol may need to be applied in conjunction with another brand symbol such as the LHWP symbol, for example. Ideally, the two brand symbols should be of equal size in such an application. When it is deemed advantageous for the co-brand to appear more dominant, the LHDA symbol should not appear to be less than 50% of the dominant brand.

The brand symbols may be stacked vertically or positioned horizontally in a row. There should be a clear space between the brands to give clarity to each identity. That space should be equal to three times the width of the 'H' in the LHDA symbol in that particular application.



03

Brand Colours

# 03

## Brand Color Palette

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**47A944**

**6FBAE4**

**FFFFFF**

**A2CA95**

**414145**

# Primary Colours

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The dark blue is the colour of the text on the LHDA letterhead, while the lighter blue and the two green tones are used in the LHDA symbol/logo.

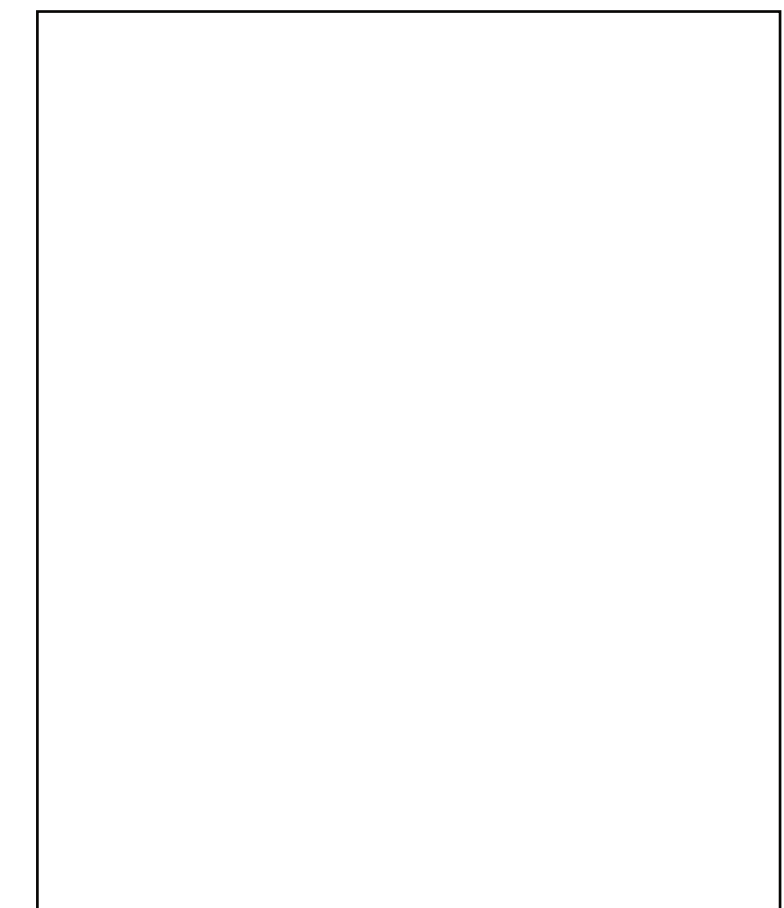
This is the colour palette that should be used in all CI applications including business cards, email signatures, newsletters, power point presentations, envelopes etc.



**47A944**



**6FBAE4**



**FFFFFF**

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# Secondary Colours

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**A2CA95**

**BFDDB3**

**D8EACE**

**EAF4E4**

**414145**

**5F5F63**

**858589**

**B7B7BC**

05

Brand Typefaces

Aa  
Montserrat

Light  
*Light Italic*  
Regular  
Medium  
*Medium Italic*  
Semi Bold  
*Semi Bold Italic*  
Bold  
*Bold Italic*

Aa

Aldine 402 BT

Regular

*Italic*

**Bold**

***Bold Italic***

06

Brand Imagery

# 06

## Brand Imagery Style

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The suggested imagery style aims to capture the professionalism and strategic focus of LHDA while also conveying a sense of community engagement, environmental responsibility, and positive impact on the lives of the people it serves. It creates a well-rounded visual narrative that aligns with LHDA's brand attributes and communicates its multifaceted role in regional development.



# Brand Portrait Style

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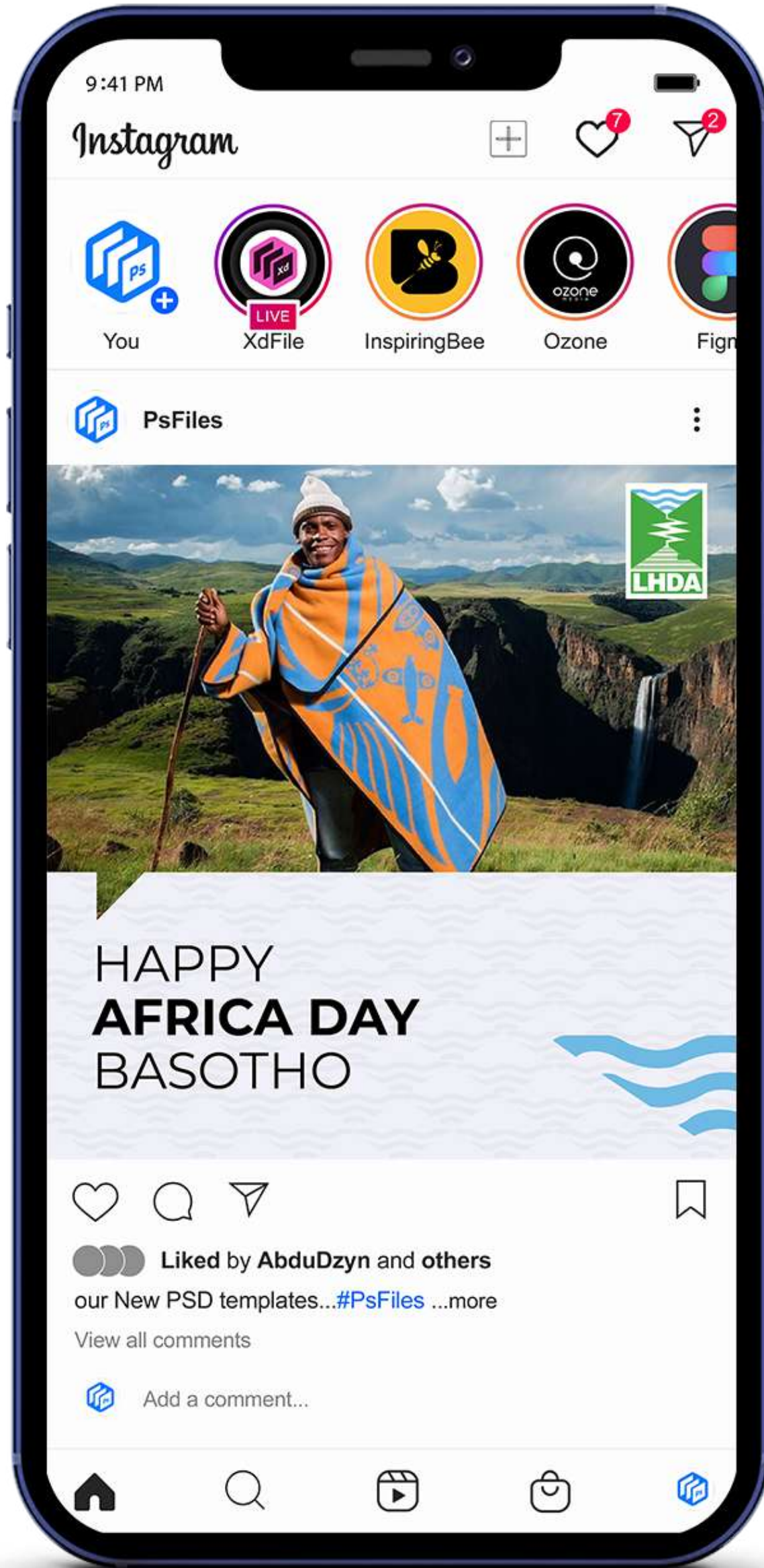
The suggested portrait style as well aims to capture the professionalism and strategic focus of LHDA while also conveying a sense of community engagement, environmental responsibility, and positive impact on the lives of the people it serves. It creates a well-rounded visual narrative that aligns with LHDA's brand attributes and communicates its multifaceted role in regional development. The following aspects must be considered:

- 1. Professional & Strategic Imagery**
- 2. Environmental Scenic Shots**
- 3. Community Engagement**
- 4. Water & Energy elements**
- 5. Diverse Stakeholder Interaction**
- 6. Local Community Empowerment**
- 7. Aerial Views & Infrastructure**



06

**Brand Identity**



**Media Engagement Session**  
Muela Hydropower Station: Maintenance Outage

**Tente Tente**  
CHIEF EXECUTIVE

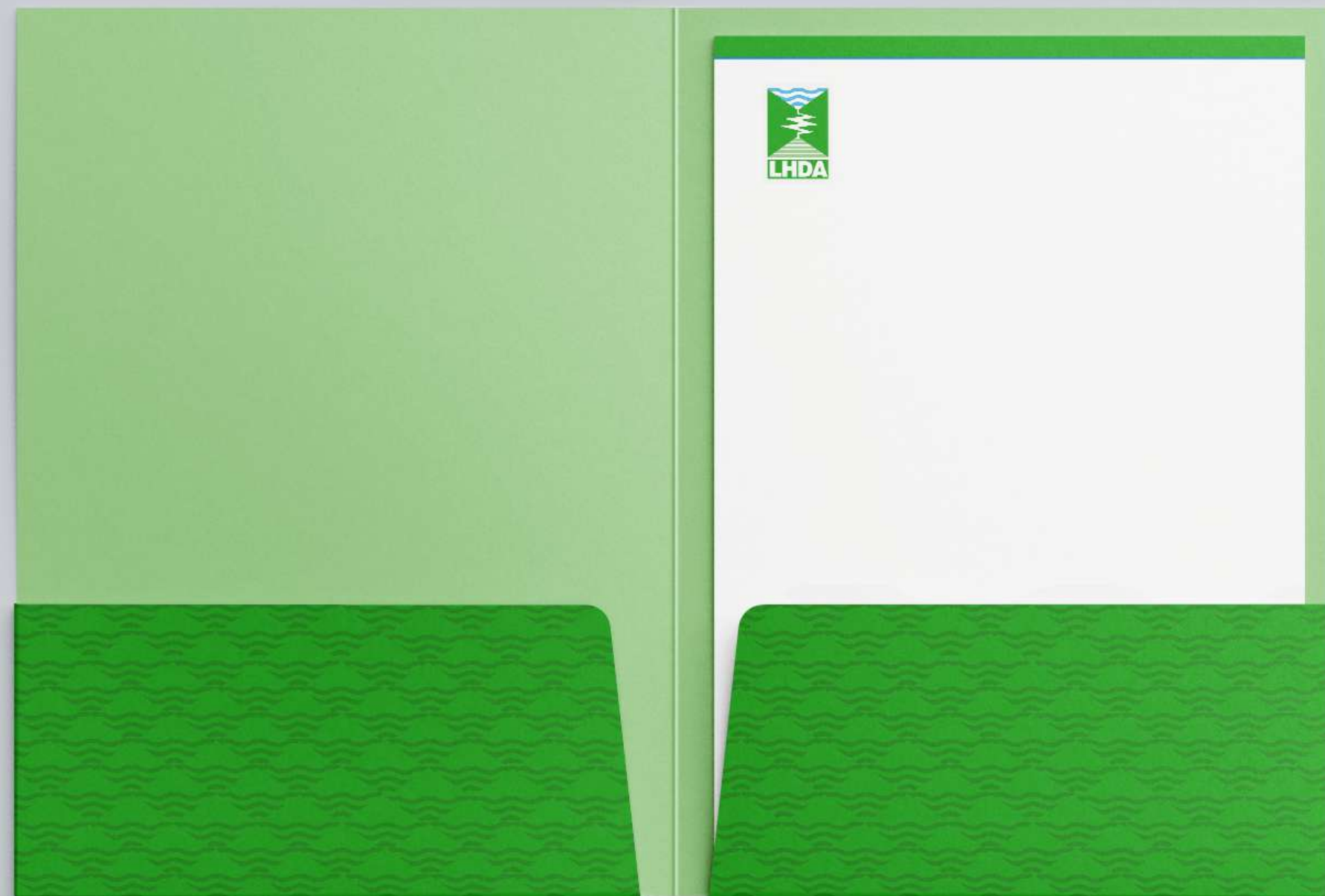
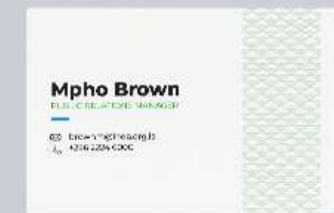
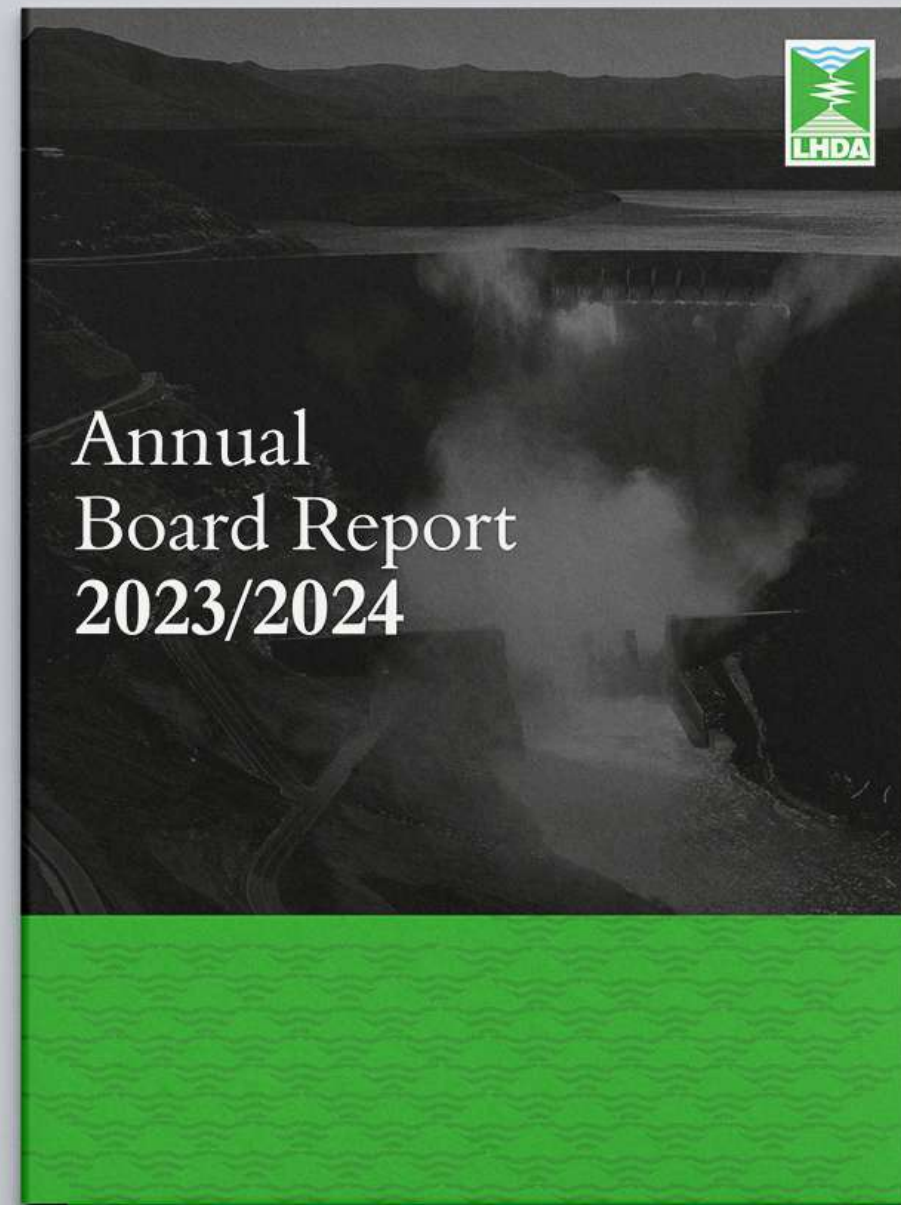
**REQUEST FOR PROPOSALS**  
Long-term Leasing of Earthmoving Machinery

**Media Engagement Session**  
Muela Hydropower Station: Maintenance Outage

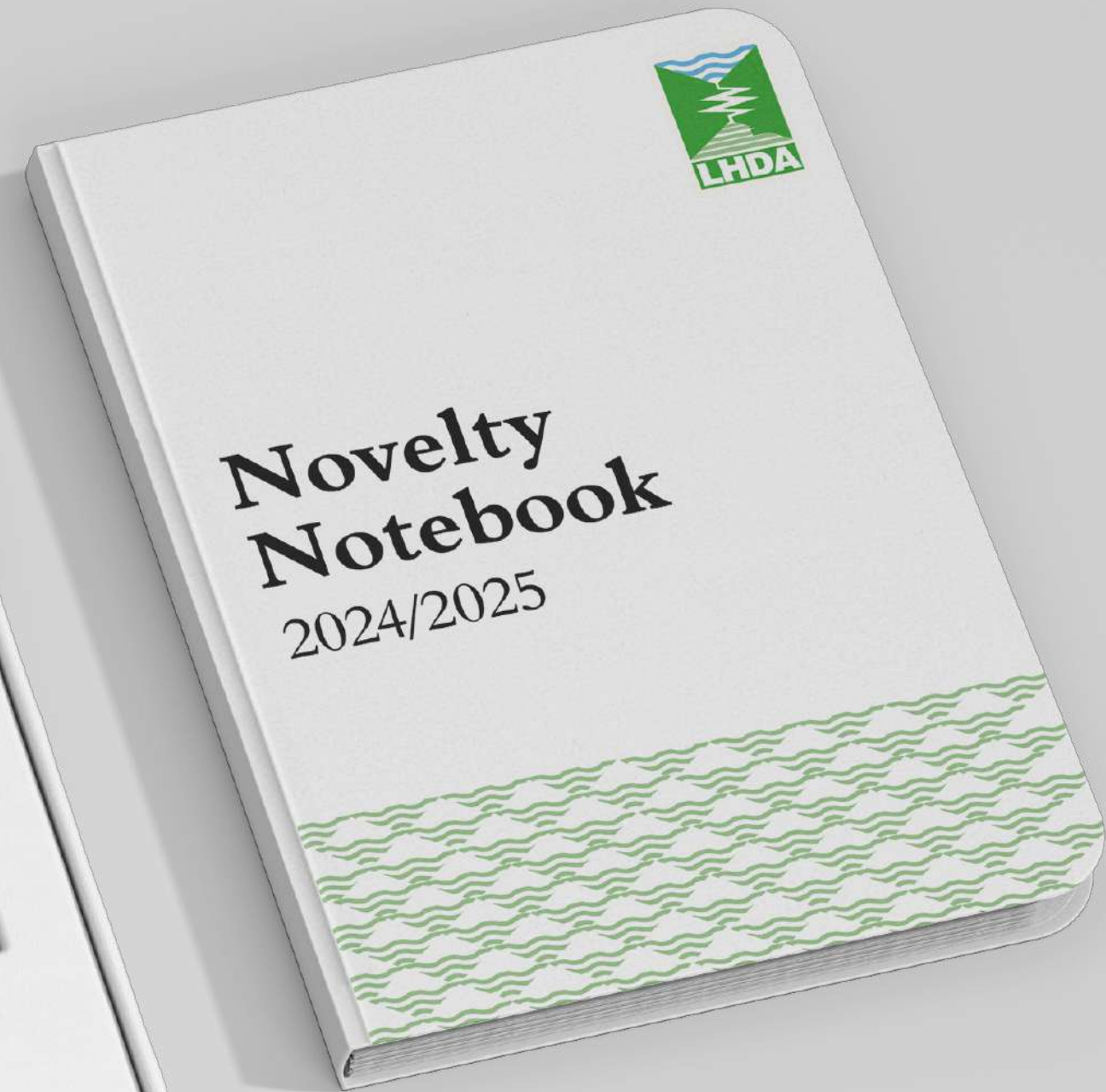
**Mpho Brown**  
PUBLIC RELATIONS MANAGER

**GLOBAL TREE PLANTING DAY**

**REQUEST FOR PROPOSALS**  
Long-term Leasing of Earthmoving Machinery







07

**Brand Assets**









# Highlands Development Pitso

Opening of the Nalane National Park

**Polihali Estate**  
**October 4, 2024**  
**09:00 - 12:00**



CELEBRATING  
**WORLD CONSERVATION  
DAY**



**TOGETHER,  
WE CAN ACHIEVE  
TOMORROW**