



OFFICIAL BRAND GUIDELINES

# Heritage, Land & Legacy Identity

Loskop Dam Resort • Mpumalanga

## Brand Philosophy

This visual identity (V3) departs from stark corporate minimalism, embracing the profound cultural resonance of the Nkangala district. It weaves the rich liberation history of Solomon Mahlangu and the vibrant artistry of the Ndebele people into a premium, world-class resort aesthetic.

- **Earthy & Grounded:** Colors drawn directly from the Mpumalanga soil, Ndebele murals, and quartzite rock.
- **Historical Authority:** Typography that feels established, respectful, and enduring.
- **Uncompromising Quality:** A layout that frames traditional heritage within a modern, 5-star hospitality context.



THE HERITAGE MUSEUM & EXHIBITION HALL

## Colour Architecture

### Desert Bone

#F7F5F0

### Deep Onyx

#1A1A1A

### Heritage Terracotta

#BA4A00

### Bushveld Olive

#556B2F

PRIMARY DISPLAY (SERIF)

# Lora

Aa Bb Cc Dd Ee Ff 123

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Conveys history, respect, and enduring legacy. Used for main chapter headings and quotes.

SECONDARY BODY (SANS)

# Montserrat

Aa Bb Cc Dd Ee Ff 123

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Clean, modern, and highly legible for financial data, body text, and modern hospitality branding.