



BRAND BOOK

This Brand Book outlines the Waka Waka Moo Brand. It describes what the brand is, its origins and how it looks and the principles the brand follows and believes in. The accompanying Brand Manual includes preliminary guidance to help you adapt it to everything we do and the look and feel of all our branding.

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Our Brand

Who We Are









Our Story

Waka Waka Moo's inception was implemented by **Luis Munana**.

The idea of started up a children's animated TV show came to him as he was babysitting his niece and nephew. After a bit of thought and an observation he made he noticed that they were watching international content as they had no locally produced content to watch. He also wondered why there wasn't any content referring to Namibian land marks that Namibians can relate to, as from his observation there was no Namibian content being produced for children. His sister told him that if he wants things to change he should bring the change himself.

She said, "be the change you want to see in the world."

The famous quote above is what birthed the brand Waka Waka Moo.



Waka Waka Moo in 60 words or less

Waka Waka Moo is specifically a brand for children with a base in Namibia. It addresses the question of having a brand that speaks to children in their ethnic languages which is also known as the language of the heart.

It's an animated cartoon TV show; it incorporates hand puppetry as well as mascots into 25 minute episodes. Everything is produced from scratch, from the songs to the stories and it also relates to various countries as it talks about real life heroes and we also create our own fictional heroes that children can relate to. The show also creates content for an international audience.



Why a Brand Strategy?

It's very important that Waka Waka Moo becomes a universal language. It is a made-up world but it needs to be something that if someone hears the Waka Moo song or sees the letters, or they see the characters they'll automatically know what **Waka Waka Moo** is. The main objective is to make sure the content produced is recognisable, consistent, educational, entertaining and it should reach children at large.



What does Waka Waka Moo mean?

The word Waka in its self means various things in different African countries. For example in West Africa it means continue. In East Africa it means go on and it can also mean celebration, in this sense we are using the word Waka to give it many meanings. We are redefining it ourselves. We are giving it the meaning of a universal chant, a universal word that can be put at the front of anything but it is positive in all aspects.



Our Brand Principles

1. **Our Primary Focus are children** - Anything and everything we do has to be in the best interest of the child - it needs to be for the child and a child needs to be incorporated and involved in all aspects.
2. **Teaching through play and song**
3. **Retaining the authenticity of Africa – preserving African cultures.**









Brand Manual

How We Look

Graphic Visual Guide



Our Logo







Logo Placement



These are the ideal placements for our logo when being used in design collateral.

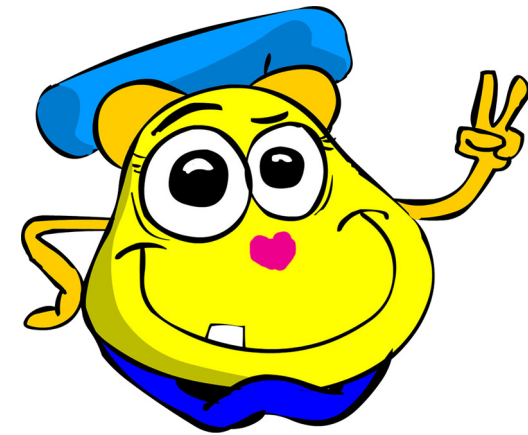
The logos in **full colour** are the **ideal placement** locations, while those in **greyscale** are **usable alternatives**.

These placements enhance consistency and legibility, especially when placed over images and graphics.

These guidelines apply to different formats (portrait, landscape, square, etc.).



Our Characters



Waka-Chi

Waka-Chi is the most lovable Waka, she is kind and heart warming. She's all about caring & sharing.

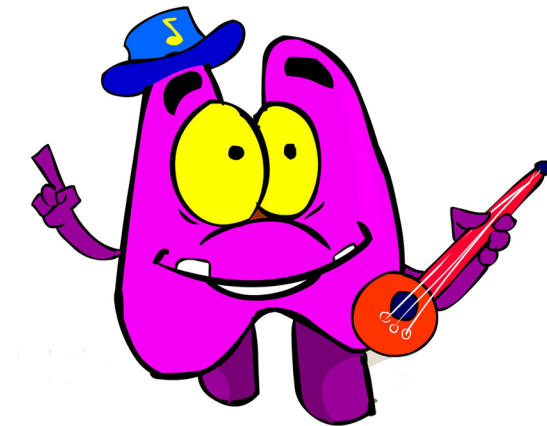
"Free yourself, follow your heart! Waka Waka Moo"



Waka-Chira

Waka-Chira is a fighter for the underdog. She's an advocate for the disabled children.

"As above so below, Waka Waka Moo"



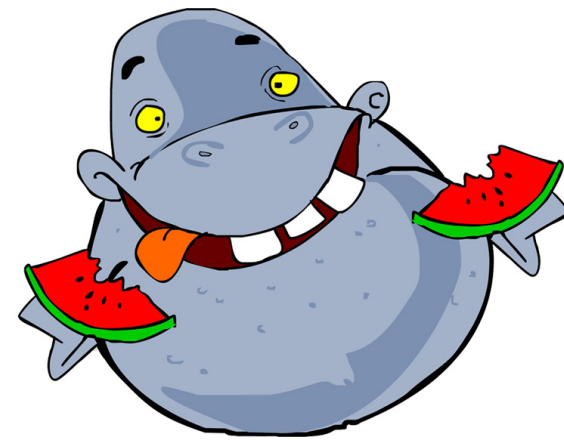
Waka-Dimba

Waka-Dimba is the Song Waka, he sings most of his phrases.

"And So It Shall Be! Waka Waka Moo"



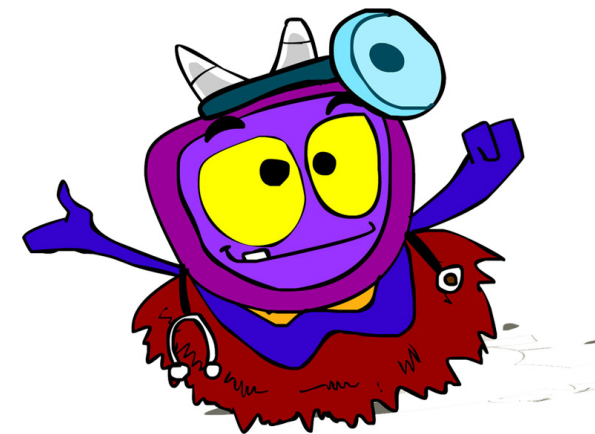
Our Characters



**Waka-
Kobus**

Waka-Kobus has a passion for building communities and assigning roles.

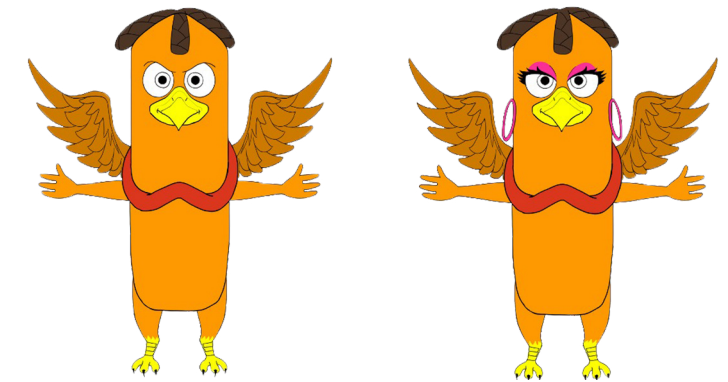
“Young or old, anyone can make a difference! Waka Waka Moo”



**Waka-
Waka-
Medicina**

Waka Waka Medicina is the Waka’s healer.

“To heal, to fix and repair, Waka Waka Mooooo”



**Waka-Mwafa &
Waka-Ngeyo**

The twins Waka-Mwafa & Waka-Ngeyo are yin and yang. They display relationship between siblings.

“TWIN POWER, Waka Waka Moo”



Our Characters



**Waka-
Pandu**

Waka-Pandu is a mother figure and she believes in fairness & equality

“There’s Always Enough For everyone! Waka Waka Mooo”



**Waka-
Sibu**

Waka Sibu is said to be the first ever Waka in existence, he teaches kids lessons on History because he has seen it all.

“Be different and do different! Waka Waka Mooo”



**Waka-
Simba**

Waka Simba is the technical Waka who is the resident inventor. He is the smartest Waka around.

“According to my calculations.... Waka Waka Mooo”



Our Characters



!Xu



Waka-Zuri

Waka Zuri guides !Xu
& Ndatega on their
Namibian adventures to
solve mysteries.

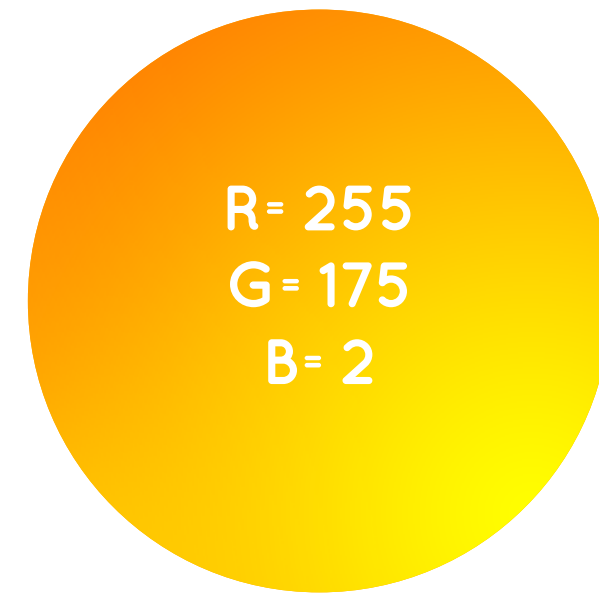
*"It Is Done, Waka Waka
Moo"*



Ndatega

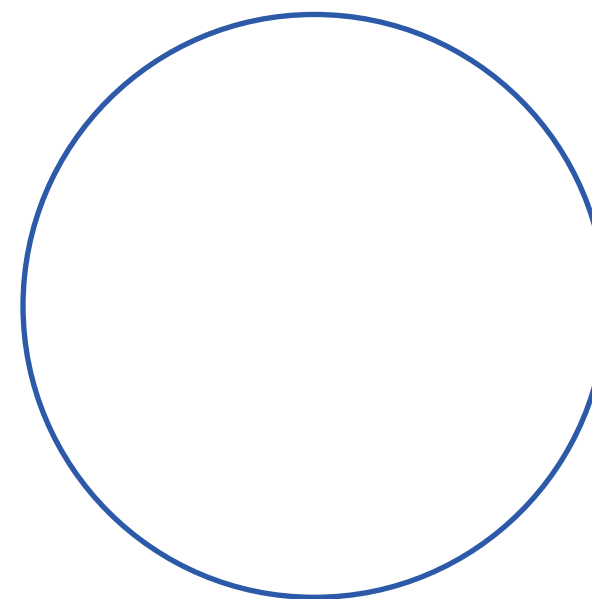
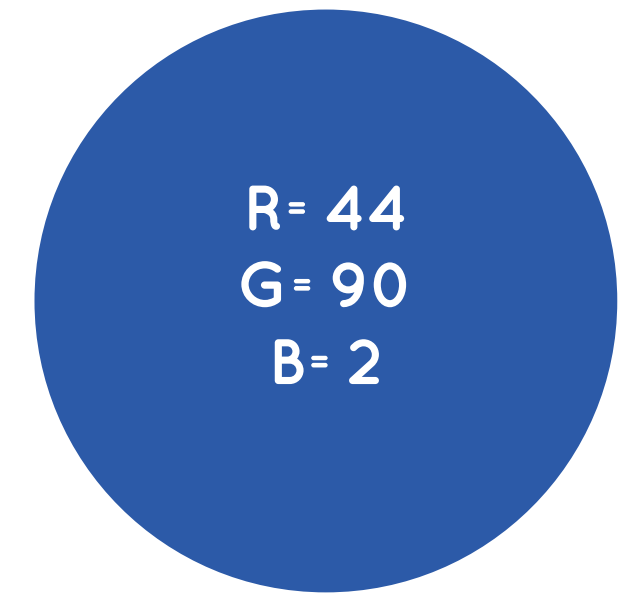


Colours



These are the colours our brand is associated with. These colours are always present on all our branding material.

This is how we are instantly recognized.



Fonts

Recommended

Quicksand

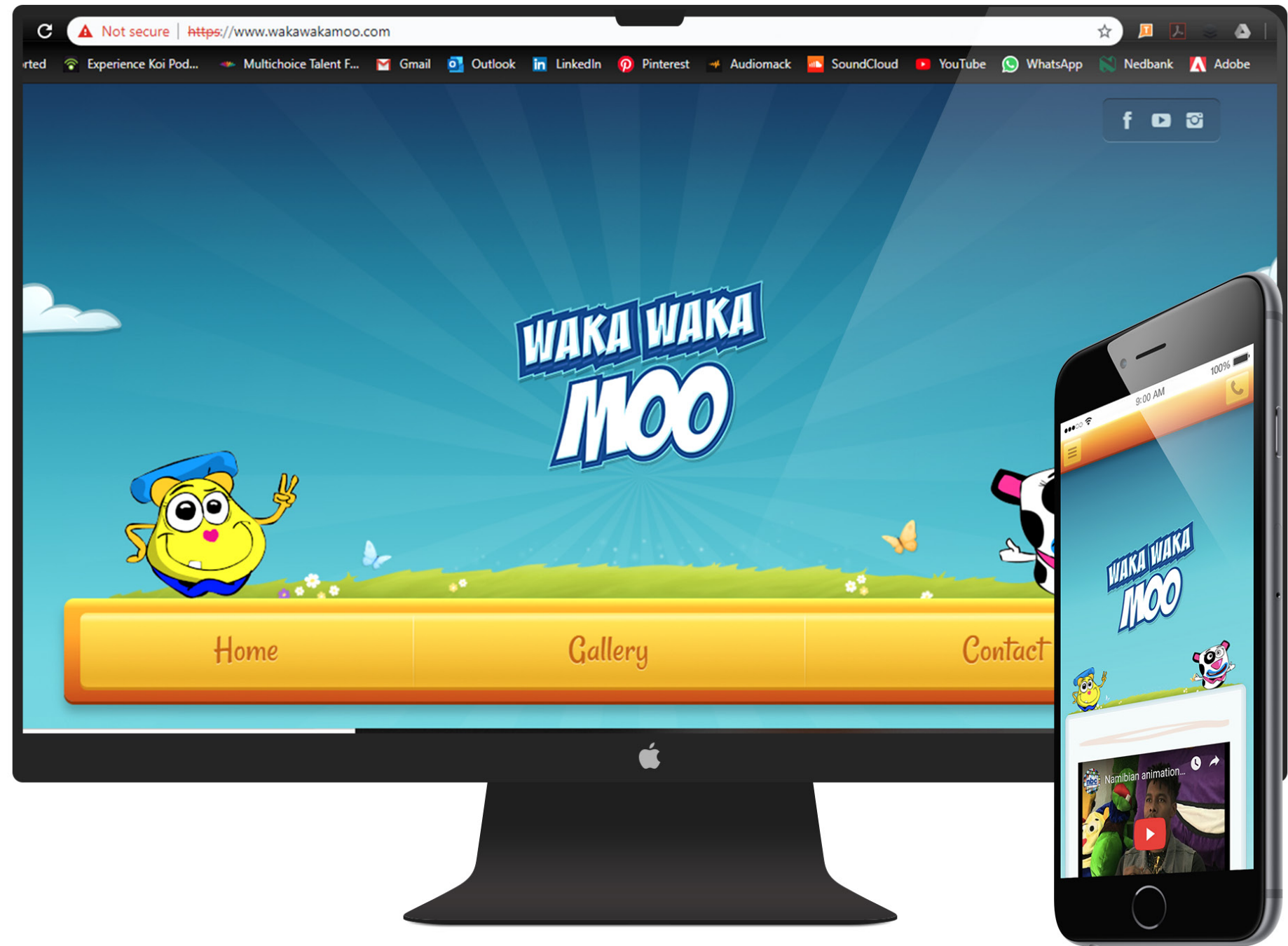
Alternatives

COMICAL CARTOON

BEBAS NEUE

LEMON MILK









www.wakawakamoo.com

WAKA WAKA
MOO



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