



EU in Lesotho Communication & Public Diplomacy Strategy Extract

For EU-funded projects in Lesotho

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1. Connecting purpose to people: a practical guide to strategic communication

The EU in Lesotho has developed a communication and public diplomacy strategy to strengthen how we connect with people across the country. This summary is tailored for **project teams, partners, and implementers** to ensure that communication is not treated as an afterthought, but as **a core part of delivering impact**.

Whether the work focuses on climate resilience, youth empowerment, justice reform, or gender equality, **strategic communication** helps us:

- Make our project results visible, relatable, and people-centred;
- Build stronger, trust-based relationships with communities and stakeholders;
- Ensure EU values of inclusion, sustainability and human rights are known and understood;
- Encourage and inspire positive behavioural and policy change in areas such as water conservation, energy transition, and democratic participation.

This approach shifts from once-off project visibility moments/events to **targeted, “always-on”, consistent, people-first communication** that **connects with real needs** in a way that is **relevant, local, lasting** and **reflects who we are as Team Europe**.

2. Understanding Lesotho’s communication landscape

Lesotho is a **mobile-first nation**, with over 2 million mobile users. Yet, access to smartphones and affordable data remains uneven, especially in rural areas. This context calls for communication that is inclusive, multi-platform, low-cost and tailored to how people already access and understand information.

Key insights to guide communication:

- **Facebook** is the most widely used social media platform, with 720,000+ users (mainly aged 18 – 44).
- **WhatsApp** is the most trusted, widely used app – ideal for rich content such as short videos and interactive updates.
- **Radio** reaches over 90% of households and remains the most trusted source of information.
- **Face-to-face communication**, like **lipitso** (village gatherings), builds community trust and participation.
- **Visual tools** like murals and billboards work well in areas with limited literacy or internet access.

Bottomline: Every project should blend **online and offline communication** approaches and adapt to how people actually receive and understand information.

3. Campaigns with purpose: a phased, people-centred approach

The strategy uses a **phased and structured campaign model** to **increase visibility, strengthen emotional connection**, and **showcase real impact**. Each campaign will be designed to build momentum – from **awareness to advocacy** and highlight the EU's values and partnerships on the ground.

The aim is to engage audiences **through sustained, relevant, integrated** and **always-on** campaigns that resonate with the nation and are delivered via accessible channels and in a language they understand.

Each campaign will follow four phases and a consistent visual identity with colour-coded themes and include an "always-on" approach to maintain momentum and public engagement.

The four campaign phases are:

1. **Educational phase** – introduce key themes and why they matter
2. **Awareness phase** – share messages, results, and stories widely
3. **Engagement phase** – invite dialogue and participation from communities
4. **Advocacy phase** – inspire citizens to take action and share their voices

4. Always-on communication and strategic campaign moments

The strategy is anchored in a dual rhythm: **always-on visibility** and **campaign moments**. Together, they ensure consistent, high-impact engagement across the country's diverse communication landscape.

- **Always-on visibility** provides a steady drumbeat of messaging and storytelling across platforms; from social media, mobile/SMS/WhatsApp broadcasts, and community radio to school activations and lipitso. This continuous stream of relatable, mobile-first content ensures that EU messages remain relevant and familiar in everyday life, particularly in rural and hard-to-reach areas.
- **Campaign moments** are more focused, time-bound bursts of communication tied to significant events such as project launches, key achievements, national celebrations, or EU calendar moments. These will be designed to concentrate attention, spark interest, and generate conversation, while amplifying the EU's presence and impact at scale.

5. Communication pillars

To guide these efforts, the strategy is built around **three core communication pillars** that reflect the EU's strategic priorities in Lesotho and serve as the foundation for all messaging and outreach:

1. **Climate Action** – with a focus on energy and water;
2. **Youth** – covering empowerment, skills, entrepreneurship, and participation;
3. **Governance** – encompassing transparency, justice, accountability, and inclusion.

These pillars help structure the content, ensure thematic consistency across campaigns, and connect EU-funded activities with broader national and community goals.

Each pillar is visually reinforced through a **colour-coded campaign identity** to make content instantly recognisable:

- **Green** for Energy (climate action)
- **Blue** for Water (climate action)
- **Yellow** for Youth
- **Orange** for Governance

Campaigns will also embed **Lesotho's culture and language**, using familiar Sesotho expressions/references, visuals from daily life, local idioms and references to places, traditions and personalities to connect with communities. This localisation ensures that messages are not just seen and heard – but felt and understood.

To drive impact, **every campaign should define clear goals and metrics**; from reach and engagement to knowledge retention and behavioural shifts. By doing so, communication efforts will move beyond awareness toward meaningful, measurable change that supports both project and national development objectives.

Pillar	Focus area	Campaign	Cross-cutting cultural diplomacy element	Visual identity
Pillar 1: Climate action #MetsiaLesotho #RenewableLesotho	Water	Reinforce the existing #MetsiaLesotho brand	Highlight traditional water management techniques and the cultural importance of water in Basotho society.	Blue
	Energy	#LeadByExample Reinforce the existing Renewable Lesotho brand	Showcase traditional people of Lesotho and indigenous energy conservation practices combined with modern renewable energy solutions.	Green
Pillar 2: Youth, education, and skills #YouthChangeMakers #LeadByExample #YouthPower	Education, skills development, and youth empowerment	Conceptualise a Youth always-on campaign	Foster youth-driven cultural exchanges and promote local champions who inspire community innovation and leadership.	Yellow

Pillar 3: Governance #JusticeForAll #EquitableLesotho #InclusiveLesotho	Good Governance and civic engagement	Conceptualise a Justice For All always-on campaign	Utilise traditional village governance systems to promote civic engagement and strengthen democratic institutions.	Orange
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6. Messaging tone, language and personality

Communication must feel local, authentic, and human. Messages should sound like the communities we serve, while clearly reflecting shared values.

Tone	Language	Personality
Authentic, collaborative, empowering, relatable, inclusive and grounded in shared goals.	Plain, accessible, inclusive, simple language, free of jargon and technical terms; prioritising Sesotho where appropriate to ensure clarity and connection.	Authentic, empowering, collaborative, caring, helpful and community-led.

All projects are required to maintain this tone across all materials – from reports and visibility material to social media and on-the-ground face-to-face engagement.

7. Operational support for projects and partners

To help projects align with this approach, the EU in Lesotho will provide:

- A **content development, visibility and reporting toolkit** that includes:
 - A human-interest story/case study template for capturing stories and results at project milestones
 - A visual identity guide to standardise branding for visibility material such as banners, and project documentation including 2-pagers/factsheets
 - Photography/Videography brief and storyboard (example)
 - Messaging guide
 - Newsletter template
 - PowerPoint template
 - Good Practice Guide with links to existing [EU Emblem](#), [funding statement](#) visibility guidelines and [Global Gateway brand guidelines](#).

All communication should **visibly acknowledge EU support**, using approved logos and funding statements mentioning EU support. This will be reinforced through partner onboarding, field visits, and regular coordination.

8. Messaging pillars and overarching key message suggestions

A set of key messages that will be embedded in specific campaign messages has been drafted. Campaign messages will, in some cases, be co-created with local partners to ensure authenticity and localisation.

- **Climate action:** Focus on collective responsibility and innovation in addressing climate challenges, locally and globally.
- **Education, skills development and youth empowerment:** Emphasise the transformative power of education and youth involvement in creating solutions.
- **Good governance and civic engagement:** Highlight the importance of transparency, accountability, and active participation in governance.

Climate Action

Approach: The approach seeks to unite water and renewable energy under a shared vision of **climate action**, illustrating the interconnectedness of these two vital sectors. By emphasising the water-energy nexus, the strategy highlights how sustainable water management and renewable energy solutions are integral to achieving broader environmental goals. Water conservation and renewable energy are not just environmental priorities; they are critical enablers of **sustainable growth** and **individual responsibility**. Together, they provide a powerful opportunity to enhance **climate resilience**, ensuring both water security and clean energy for all.

Communication will focus on concise, **action-oriented messages** that highlight the EU's leadership in **climate action** and foster a **#LeadByExample** narrative. This encourages stakeholders to adopt sustainable practices that reflect the interconnected nature of water and energy. Key messaging will emphasise how **renewable energy solutions** – such as wind, solar or hydro power – can help improve energy generation, while responsible water use helps sustain energy production systems.

The narrative will also link the water-energy nexus to other impactful sectors, such as **health, humanitarian efforts**, and the **climate-humanitarian nexus**. By addressing water scarcity and energy access together, the EU can drive collective action across multiple dimensions of sustainable development, from better health outcomes (through improved sanitation and clean energy) to reducing vulnerabilities in humanitarian crises.

This approach will ensure that each sector's impact is highlighted while reinforcing the idea that **climate action is collective**, interconnected, and must be led by practical examples that **inspire broader change**.

Campaigns will also aim to enhance public understanding of how climate-focused investments, especially in water and energy can support local livelihoods and generate new employment opportunities, particularly for youth.

Core message: Lesotho, as the **water tower of Southern Africa**, holds the key to the region's water security, making the protection of its water resources critical not just for the country, but for the entire Southern African region. At the same time, Lesotho has immense untapped potential in renewable energy – hydropower, wind, and solar – critical for its future sustainability and regional energy needs.

The EU in Lesotho, through the **#LeadByExample** initiative, calls on all people of Lesotho to recognise the importance of their natural resources and take bold steps towards a sustainable, self-sufficient future. Whether conserving water, advocating for renewable energy solutions, or adopting sustainable practices in daily life, every action matters. The ripple effect of these actions extends beyond Lesotho's borders, contributing to broader regional stability and prosperity.

Together, we can create a **#RenewableLesotho** that ensures not only a thriving environment but also energy independence, equitable water access, and sustainable growth for future generations. The EU stands with Lesotho in empowering communities to unlock the country's natural wealth and safeguard **#MetsiALesotho** for all of Southern Africa.

The EU believes in empowering communities to unlock Lesotho's natural assets and create a future of energy independence, equitable water access, and sustainable growth.

Key messages:

1. Untapped potential:

Lesotho is endowed with abundant renewable energy resources (hydropower, wind, solar), yet this potential remains untapped. Unlocking this potential can transform Lesotho into a leader in clean energy. **#EUinLesotho #GlobalGateway #LeadByExample #RenewableLesotho**

2. Water's value: (linked to regional/transboundary partnerships, health, food security, energy, sustainable development)

The EU in Lesotho recognises water as a vital resource that underpins health, food security, energy, and sustainable economic development. Lesotho's strategic role as the "water tower of Southern Africa" makes its sustainable management of water resources critical for regional resilience and collaboration. These efforts align with Lesotho's **National Strategic Development Plan II (NSDP II)** and the EU's commitment to transboundary cooperation, ensuring shared resources benefit both the local and regional communities. **#EUinLesotho #GlobalGateway #LeadByExample #MetsiALesotho**

3. Energy independence: link Lesotho (energy pledge) & EU global actions

Harnessing renewable energy resources can ensure Lesotho's energy security and reduce reliance on imported fuels, contributing to national independence while addressing climate change and reducing carbon footprints. **#EUinLesotho #GlobalGateway #LeadByExample #RenewableLesotho**

4. Equitable access:

Renewable energy solutions, combined with sustainable water management, will improve access to clean and affordable energy and safe water for all people of Lesotho, ensuring a more inclusive and resilient society. **#EUinLesotho #GlobalGateway #LeadByExample #RenewableLesotho #MetsiALesotho**

5. Skills and opportunities:

The transition to renewable energy and sustainable water systems can offer valuable opportunities for young people to gain important skills and explore new career paths. This shift towards green energy presents a promising future where youth can play an active role in driving the green economy and contributing to sustainable development, including job creation in clean technologies and local innovation. #EUinLesotho #GlobalGateway #LeadByExample #RenewableLesotho #MetsiALesotho

6. EU commitment: multi-lateral engagement along shared interests for climate change

The EU is committed, through Global Gateway, to supporting Lesotho in building a #RenewableLesotho by investing in renewable energy projects and preserving #MetsiALesotho through green technologies that promote sustainability and environmental stewardship. #EUinLesotho #GlobalGateway #LeadByExample #RenewableLesotho #MetsiALesotho

Youth

Approach & core message: The future of Lesotho is bright when its youth are empowered with the tools and opportunities they need to succeed. The EU in Lesotho acknowledges that the country's future lies in the hands of its youth, who play a pivotal role in driving innovation, leadership, and progress. Individual success is celebrated, but it must align with and reinforce the fabric of community cohesion.

Young people have the unique ability to bridge progress and tradition, channelling innovation into their communities to foster collective growth and resilience. Through initiatives such as the Youth Power Hub (YPH), the Youth Sounding Board (YSB), and projects in energy and natural resource management, the EU supports youth as agents of change at both national and grassroots levels. This collaborative approach ensures a sustainable and inclusive future where empowered youth work hand in hand with their communities to achieve meaningful and lasting development. Given the high levels of youth unemployment and the importance of hope in public discourse, the EU's communication will also showcase how young people are creating, accessing, or advocating for jobs through EU-supported initiatives. This will be key to inspiring confidence in youth-led progress and making the EU's impact more visible and relatable.

Key messages:

1. Investing in youth potential:

The EU nurtures the skills, creativity, and leadership potential of Lesotho's youth, enabling them to tackle challenges and create innovative solutions that benefit not only themselves but their communities. #EUinLesotho #GlobalGateway #YouthChangeMakers #LeadByExample #YouthPower

2. Empowering through opportunities:

Through programmes like Erasmus+, the EU connects Lesotho's youth with the skills and global opportunities that inspire individual growth while equipping them to give back to their communities – including entrepreneurship, employability and digital skills that open doors to job markets. #EUinLesotho #GlobalGateway #YouthChangeMakers #LeadByExample #YouthPower

3. Collaborating for a sustainable future:

By supporting youth-led initiatives, the EU empowers and inspires young people to contribute to community resilience, sustainable growth, and equitable development. #EUinLesotho #GlobalGateway #YouthChangeMakers #LeadByExample #YouthPower

4. Championing community-centered leadership:

The EU champions initiatives where youth lead in innovation and development while strengthening community ties, ensuring progress that is inclusive and rooted in shared values.

#EUinLesotho #GlobalGateway #YouthChangeMakers #LeadByExample #YouthPower

5. Showcasing youth success:

The EU celebrates the inspiring stories of young people in Lesotho who are making a tangible impact in their communities. These youth demonstrate the power of education, collaboration, and leadership in driving transformative change. #EUinLesotho #GlobalGateway #YouthChangeMakers #LeadByExample #YouthPower

Governance

Approach: The governance and civic engagement pillar reflects the EU's commitment to rebuilding trust in institutions and reinforcing democratic principles in Lesotho. The EU emphasises the necessity of strong, transparent, and accountable institutions. These are essential to delivering justice, fighting corruption, and ensuring public resources are used in the interest of all citizens.

The EU prioritises initiatives that bolster oversight bodies, promote civic participation, and strengthen the rule of law, creating a governance ecosystem rooted in legitimacy and resilience. Partnering with government institutions, oversight bodies, and Civil Society Organisations (CSOs), the EU advocates for inclusive governance that actively engages communities in shaping decisions that impact their lives. This is vital in countering the allure of authoritarian models and affirming democracy as a tool for equitable development.

Through political dialogue, capacity-building efforts, and multilateral partnerships, the EU works to enhance institutional accountability and promote policy coherence. By supporting initiatives that reflect local needs and align with global governance standards, the EU fosters a framework where transparency and inclusivity drive sustainable development and regional stability.

Communication will clarify the connection between good governance and improved service delivery, economic participation, and job creation, especially among youth and underserved groups; all of which are essential to rebuilding public trust and democratic legitimacy.

Key focus areas:

1. **Strengthening Institutions:** Reinforcing the independence and effectiveness of oversight bodies to combat corruption and uphold the rule of law.
2. **Restoring public trust:** Promoting governance that prioritises the equitable use of resources to rebuild trust in institutions and democracy – including how transparent and accountable governance contributes to a stable environment where job creation and investment can thrive.
3. **Civic engagement:** Facilitating active public participation, ensuring governance processes reflect diverse voices, including marginalised groups.

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4. **Anti-corruption advocacy:** Supporting initiatives that expose and address corruption, emphasising the role of citizens in demanding accountability.
 5. **Empowered Civil Society:** Collaborating with CSOs to advocate for human rights, social justice, and equitable development.

Core message:

Governance is the cornerstone of a just and equitable society. Through #JusticeForAll, and the programmes Equitable Lesotho and Inclusive Lesotho, the EU in Lesotho partners with local stakeholders to build strong institutions, promote accountability, and foster inclusivity. By empowering citizens to actively participate in democratic processes and strengthening institutions, the EU aims to create a governance framework that supports sustainable development, reflects diversity, and promotes shared prosperity.

Key messages:

1. **Strong institutions build trust:** Governance reform begins with institutions that deliver justice, curb corruption, and prioritise the public good. Without this foundation, democracy cannot thrive. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV
2. **Combatting corruption:** Transparent governance ensures resources benefit all citizens. Fighting corruption is central to restoring trust in democracy and public institutions. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV
3. **Civic participation strengthens democracy:** Democracy thrives when citizens actively engage in governance. By ensuring diverse voices are heard, policies become more equitable and inclusive. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV
4. **Oversight for accountability:** Independent oversight bodies are essential to ensure transparency, prevent misuse of public funds, and uphold the rule of law. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV
5. **Civil Society Organisations (CSOs) drive change:** CSOs play a critical role in making governance participatory and accountable. Partnering with them ensures governance is responsive to the needs of all people of Lesotho. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV
6. **A collaborative approach:** Strengthening governance requires partnerships at local, national, and international levels, emphasising shared solutions to governance challenges. #EUinLesotho #GlobalGateway #JusticeForAll #EquitableLesotho #InclusiveLesotho #EndVAW #OrangeTheWorld #EndGBV

This pillar's strategy and messaging position the EU as a leader in governance reform, bridging local needs with global standards to ensure sustainable and inclusive growth in Lesotho and beyond.

9. Practical communication recommendations

This table provides actionable guidance for EU-funded projects and implementing partners to embed strategic, people-centred communication into daily project implementation. It supports consistent visibility, cultural relevance, and strong engagement across Lesotho – helping ensure that communication is not just a support function but a driver of development impact.

WHAT to do	HOW to do it
Adopt an “always-on” approach	Use a rolling content calendar to maintain year-round presence. Align communication with seasonal moments and project milestones. Move away from once-off events and maintain consistent and continuous engagement through online and offline channels to keep conversations top of mind.
Use both online + offline channels	Pair digital campaigns (Facebook, Mobile/SMS/WhatsApp channels) with community outreach via radio, wall murals, school activations, community town-hall dialogues and lipitso. Ensure messages are available to those with limited connectivity.
Prioritise mobile-first, data-light content	Lesotho is a mobile-first nation; rural majority uses radio + basic phones (88% mobile connections, 48% internet penetration, 26% social media usage). Create lightweight, short-form content (graphics, videos, voice notes/promos) for easy sharing on Mobile/SMS/WhatsApp and Facebook. Optimise for low data usage and mobile screens by ensuring digital content is lightweight and compatible with feature phones.
Tell human-centred stories	Share real experiences of people benefiting from your work. Use quotes, photos and short videos to highlight impact. A storytelling template will be shared to guide content collection.
Partner with local champions & include community outreach in every campaign	Communication must move beyond institutional voices to highlight relatable, credible community figures who are already “leading by example.” By embedding champions into campaigns, the EU can humanise its impact, foster trust, and inspire broader behavioural change across audiences. Local partnerships and community-driven communication, especially through the use of local champions, increase credibility, relatability, and audience engagement. Champions are seen as trusted, real-life examples of the change the EU wants to inspire. They bridge the gap between policy-level initiatives and community-level impact.
Co-create messages with local champions	Work with youth leaders, teachers, community workers, or beneficiaries who already “lead by example.” Their voices are relatable and build trust. Feature them in social content, activations, and WhatsApp updates.
Adopt and apply messaging guides	Use the messaging guides co-developed during workshops. These help tailor tone, framing, and content themes per sector (e.g. water, energy, youth). Disseminate and revisit guides during implementation and onboarding.
Produce explainer videos	Explainer videos help demystify complex topics like solar energy, water conservation, or access to justice. Keep them short (60–90 seconds), locally voiced, and co-created with champions. Use them on social media, radio (as audio), TV as ads and at schools or lipitso.
Use the EU visual identity consistently	All content must include proper EU acknowledgment, logos, and co-branding. A visual identity guide is available and should be used in all communication.



Plan for campaign moments	Tie campaign spikes into the always-on approach. These should be short, well-planned bursts of high-impact content supported by media partnerships. All campaign phases will follow a unified communications action plan, ensuring cohesive messaging and visuals that align with the EU brand identity.
Invest in paid media	Allocate a budget for radio slots, social media ads, and Mobile/SMS/WhatsApp campaigns. Paid media helps extend reach beyond urban centres. Align media plans with the EU Delegation's calendar for greater visibility.
Make content local and inclusive	Use Sesotho where possible. Include visuals that reflect Basotho traditions, music, humour, and spaces (e.g. rural homes, clinics, taxi ranks). Avoid technical jargon.
Support youth-led storytelling/acknowledge youth-specific needs: unemployment, skills, entrepreneurship, equality, cultural expression	Engage young people to produce content: testimonials, mural designs, competitions and interviews. Youth-led content boosts relatability and relevance. Youth-friendly messaging is essential: integrate job-creation examples, skills training, youth entrepreneurship success stories. Include equality and cultural heritage themes in youth content. Use relatable tone & formats like Reels, WhatsApp micro-videos. Feature young changemakers; run youth-led teaser videos/reels, bite-sized-style clips, and on-the-ground school activations.
Ensure inclusive representation	Actively represent women, people with disabilities, youth, and rural voices in all content to align with EU values of inclusion and equity.
Define goals and metrics for all campaigns	Set clear targets for engagement, knowledge uptake, and behaviour change. Measure progress regularly and adjust messaging accordingly. Include these goals in campaign planning documents.
Track, report and adapt	Assign a focal point for communication. Use the provided reporting templates to update on outputs (e.g. stories shared, radio slots aired, champions profiled). Adjust content based on what audiences respond to.

10. Visual identity

With the key communication pillars identified, the visual identity must resonate deeply with local audiences to create a cohesive and recognisable presence. The visual identity is not merely a design element but a strategic tool to amplify the EU's messaging and strengthen the emotional and cultural connection between the EU and the people of Lesotho.

To ensure consistent application, all EU-funded projects and implementing partners will receive a detailed visual identity document covering logos, colours, fonts, patterns, and templates. In addition, partners will have access to a dedicated EU platform where these assets can be easily downloaded and regularly updated. Training sessions to key focal points will be offered to help partners apply the brand identity correctly, and a monitoring system will support compliance, with prompt assistance provided if issues arise.



To bring this vision to life, the approach for the visual identity is to incorporate:

Element	Rationale
Iconography & logos:	Develop a visual identity that combines key symbols of Sesotho culture, such as the iconic Basotho hat (Mokorotlo). These elements will be thoughtfully merged with the EU's blue and gold colours, harmonising with Lesotho's blue, white, and green palette. This integration will visually represent unity and partnership, reinforcing the connection between the EU and Lesotho's heritage.
Seshoeshoe patterns and prints	Incorporate <i>seshoeshoe</i> , a traditional Lesotho fabric with vibrant patterns, into visual assets. This will involve using the prints as subtle accents in borders, banners, backgrounds and graphic elements across communication materials. This unique infusion will make the "EU in Lesotho" identity distinct, authentic and immediately recognisable, fostering a sense of cultural pride and relatability.
Local icons/faces and landmarks:	Featuring well-known people of Lesotho figures, influencers and landmarks in visual content will humanise the EU's presence in Lesotho. By showcasing local personalities, particularly those who align with the EU's values and mission, the EU can build stronger connections with the people of Lesotho. Incorporating familiar landscapes and historical sites will further strengthen the visual link between the EU's work and Lesotho's cultural heritage.
Typography and templates	Adopt a standardised, easy-to-read font that conveys professionalism and accessibility. All templates for public facing documents, social media posts, reports, and presentations will be infused with localised design elements, allowing EU-funded projects and partners to maintain a consistent visual identity. This consistency will ensure that every communication feels both European and distinctly Sesotho.