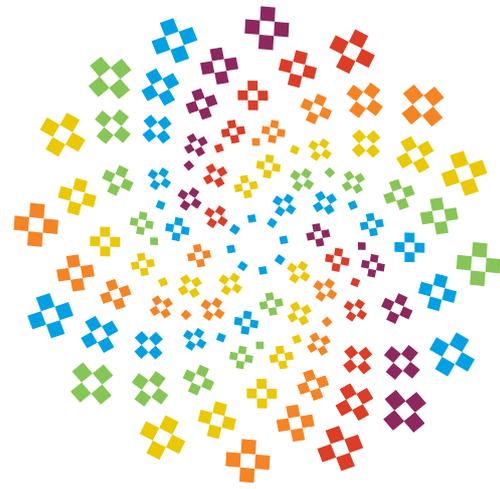


SUCCESS CAPITAL

YOUTH LED, MANAGED & SERVING



Success Capital's rebrand cements a legacy of conflict and challenge, both internal and external in fulfilling a mandate that prioritizes its constituents in an affirmative and autonomous manner. It is anchored on achieving equitable transformation for the community it serves, along with peers and other young people in Botswana and Africa at large.

It presents a future-fit, agile and youthful form of organising established to challenge the complexities of an increasingly politically polarized, phobic and profit-driven world.

Our pride emanates from exercising our autonomy, failing forward and taking the kinds of risks that avert suicide attempts, homelessness and neoliberal dependency. Pan African aspirations reflected in our new domain, collated dots that can only be connected when looking back at our achievements, but more importantly; targeting the multiple conventionally unconnected yet livelihood linked facets of belonging and becoming. These include civic, economic and public participation, environment, accountability and public health. A constellation of acknowledging and truly recognizing the individual beyond numbers and outcome indicators. This uniqueness is further reflected through a customised word mark and a uniquely developed symbol.

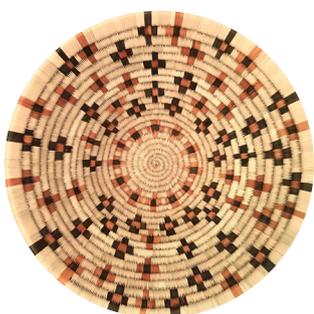
The symbol is inspired by traditional African weaving, in specific a pattern named "tears of the giraffe".

The pattern holds symbolic expression of "future vision" and uniqueness. In Africa, the giraffe is regarded as one of the holiest animals on Earth. In fact, its name in Setswana: Thuthwa, is a word that means 'the honoured one,' or 'the one to be respected'.

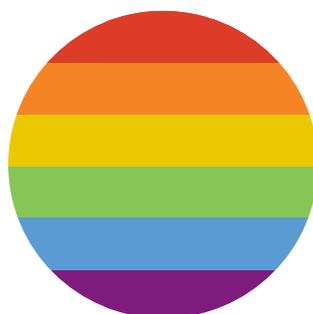
The giraffe, tall and always noticed, is regarded as an animal that is able to foresee the future - the entire horizon. One that includes a community that is thriving within its context.

The colour pallet applied to the new brand represents a diverse LGBTIQ+ community that is formed of dynamic and resilient individuals, who are inclusive and participatory as a part of society.

This new era showcases that LGBTIQ+ youth are a part of society despite individual and collective uniqueness. That their needs, interests and dreams are no different to those of other young people across the continent. It heralds future programming and advocacy work evolving towards more regional and democratic aspirations in line with the Sustainable Development Goals, Africa's Agenda 2063, SADC's Gender and Development Protocol and Botswana's Vision 2036.



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