

## Dear ZiDCEP Members,

We are pleased to announce a significant milestone: the launch of ZiDCEP's new brand identity. This rebrand is more than a visual update—it reflects who we are today and our vision for the future.

### Why We Are Rebranding

ZiDCEP is entering a new chapter under renewed leadership, committed to strengthening trust, enhancing member engagement, and empowering our community to grow and lead with confidence. Our new identity embodies these values—modern, purposeful, and forward-looking.

### The Meaning Behind the New Look

Our colour palette—black, blue, and stone grey—symbolises our core principles:

- **Black:** resilience, professionalism, and credibility
- **Blue:** trust, collaboration, and opportunity
- **Stone Grey:** heritage and strength, inspired by the Great Zimbabwe ruins

A distinctive lowercase “i” in stone grey anchors the design. It represents both the enduring form of Great Zimbabwe and the individual member at the heart of ZiDCEP—your voice and your role in shaping our collective future.

### What This Means for You

This rebrand signals a ZiDCEP that is:

- More connected and responsive
- Confident in its leadership and direction
- Committed to empowering individuals while building collective strength

While our look has evolved, our purpose remains unchanged: to serve, support, and elevate our membership community.

We invite you to embrace this new identity as we continue building an organisation that honours its roots, earns trust through action, and creates meaningful opportunities for every member.

Thank you for your continued commitment to ZiDCEP.

**With confidence and purpose,**

*The ZiDCEP Leadership Team*