

# MalaMala Rebranded



The re-imagining of MalaMala Camp and Sable Camp has presented a golden opportunity to refresh the MalaMala brand and logo. In designing the new logo, MalaMala considered two important points:

- The name “MalaMala” was derived from the Shangaan word for Sable antelope (Mhalmhala) and the iconic Sable head has been synonymous with MalaMala for over 55 years.
- MalaMala has always prided itself on being distinctly African and the burnt-orange colour not only embodies the “earthy” feel of MalaMala but also resembles the unique terracotta colours so evident throughout the camps.

It was a natural fit to combine the stylised Sable head and burnt-orange colour in the new MalaMala logo. As with the re-imagined MalaMala and Sable camps, the logo balances the history and heritage of MalaMala with a more contemporary look. We hope you like it!



## Watch this space ...

We will keep you posted on phase 3 of the MalaMala Main Camp Re-imagination. The Ethos team was out at MalaMala last week to see the new-look Sable Camp for the first time and it really has been transformed with an injection of extra “wow factor”! Main Camp is now the big focus with the main lodge areas and new-look rooms along the riverfront due for completion by the end of June...

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