



BRAND GUIDELINES

“We believe in safari as a journey that immerses the senses and awakens the spirit. To have an encounter with wild animals in the African Bush is to discover an essential truth about ourselves and our world. For all of us who live the Out of Africa Safari Co feeling, our deepest wish is to give you the chance to experience this for yourself.”

-Shan Varty founder and CEO





Out of Africa Safari Co

Out of Africa Safari Co. is a luxury safari travel agency based in Nairobi, Kenya. We organize once in a lifetime adventures to East Africa where guests can stay in posh accommodations and take in the exotic wildlife and scenery.

Guest comfort and satisfaction is the main focus of the customer facing side of the business, but we equally value the culture and environment around them as well.

Our company has a deep focus on being environmentally friendly and leaving no carbon footprint behind. Our camps grow organic produce on site, use solar power, do not use any plastic products, and use biofuel safari vehicles.

Out of Africa also deeply honors and respects the indigenous Masaai tribe in the area. They are employed for guiding, cooking, cleaning, and running the camps. They share their culture and customs with the guests by performing rituals and celebrations in the evening and sharing native foods.





Our Shared Mission

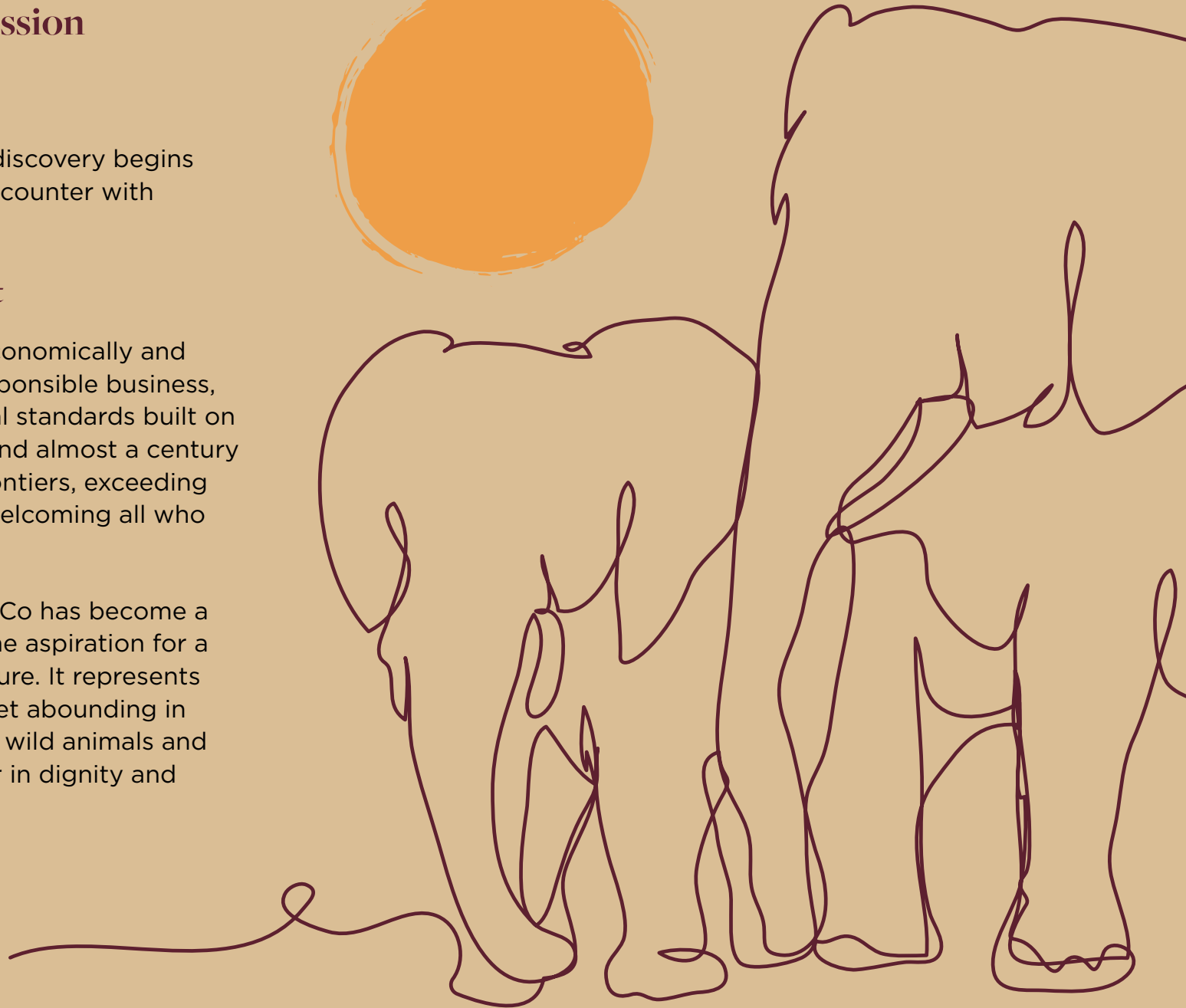
Tagline

The journey of self discovery begins with the intimate encounter with the wild.

Mission Statement

We are a socially, economically and environmentally responsible business, representing cultural standards built on a solid foundation and almost a century of exploring new frontiers, exceeding expectations, and welcoming all who cross our threshold.

Out of Africa Safari Co has become a place that kindles the aspiration for a better collective future. It represents the dream of a planet abounding in open spaces, where wild animals and people live together in dignity and harmony.





Our Logo

Out of Africa Safari Co logo is our signature and fingerprint. Our logo carries with it all of the good will, expertise, community contributions and legitimacy that our brand has been building within the luxury safari industry for over a century. To protect the integrity of our logo, please use it mindfully.





Logo Execution



Full color logo with yellow type



Full color logo with black type



Black and white logo



Full color logo with white type



Yellow & white logo with white type



Reversed white and black logo



The Story of Our Logo

Out of Africa Safari co logo was created with mindfulness and attention to detail. It has been formatted with intention in the interest of visual balance, applicability, and impact. The light font families symbolize elegance and luxury while the painted sun symbolizes uniqueness and reliability. The soft lines and round corners represent fluidity, exploration, and movement. The impala, with its speed, grace, and agility can leap to great distances is perfect for communicating strength and power.







Improper Logo Usage

The power of our logo must be protected by ensuring that the logo is always presented in a consistent matter. Every person who is part of Out of Africa Safari co shares the responsibility of being a good shepherd of Out of Africa Safari co brand. Always use approved logos as is, in their entirety. Here are examples of practices to avoid when using Out of Africa Safari co logos on your materials:




 Do not stretch out of proportion.




 Do not replace text with other font




 Do not crowd logo with another object




 Do not change color or apply fills




 Do not use drop shadows or 3D




 Do not rotate logo or its parts




 Do not add or remove elements



 Do not use without contrast from background



 Do not crop or obscure logo



Primary Brand Color

Color plays a large role in the subconscious perception of a brand. Out of Africa Safari Co brand colors have been selected to express our identity as a trustworthy and reliable resource to the African ecosystem. Out of Africa Safari Co's verdant green conveys connection to the Earth and safety that we want our audience to perceive when they think of Out of Africa Safari Co.

Pantone Color Book

19-6026

C84 M41 Y76 K36

R33 G88 B67

HEX #215843



Secondary Colors

The rest of Out of Africa Safari Co color family includes several different colors to suit a variety of needs and subjects. Choose from these colors in every situation where it is possible to do so.

19-6026
C84 M41 Y76 K36
R33 G88 B67
HEX #215843

15-3001
C17 M56 Y91 K2
R206 G128 B55
HEX #ce8037

15-4891
C3 M45 Y85 K0
R241 G155 B63
HEX #f19b3f

17-3034
C32 M75 Y100 K100
R134 G68 B30
HEX #86441e

17-0001
C38 M82 Y85 K55
R92 G40 B26
HEX #5c281a

20-9003
C15 M24 Y44 K0
R217 G190 B149
HEX #d9be95

00-0001
C0 M0 Y0 K100
R35 G31 B32
HEX #231f20

12-1451
C42 M88 Y62 K62
R93 G32 B47
HEX #5d202f

17-4089
C24 M82 Y100 K15
R171 G72 B72
HEX #ab4525



Fonts

Out of Africa Safari Co brand font families are defined by their clean, straight lines and modern look. They feature small flourishes, emphasizing readability and scalability.

Proxima Nova

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

FreightBigPro

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Gotham

ABCDEFGHIJKLM NOPQRSTUVWXYZ

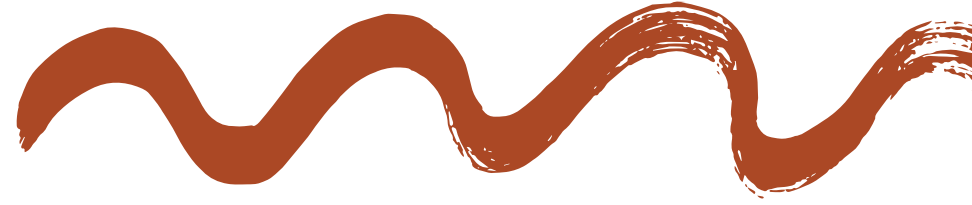
abcdefghijklmnopqrstuvwxyz

1234567890



Paragraph Styles

Out of Africa Safari Co paragraph styles allow us to maintain consistency and professionalism throughout our brand, which is crucial for establishing a strong identity. By using consistent paragraph styles, Out of Africa Safari Co ensure that our designs are readable, visually appealing, and convey our message effectively.



Title | Proxima Nova

Header I | FreightBig Pro Bold

Header II | FreightBig Pro Light

Body | Gotham book

Caption | Gotham book italic

Pull Quote | “Proxima nova light italic”

Call to Action | Gotham Medium



Our Voice

A set voice for Out of Africa Safari Co in its communication reflects the brand's personality, goals, values, areas of expertise, and provides connection with the audience. This is important for Out of Africa Safari Co to build upon its unique persona and create a dialogue as a trusted source of information within the African Safari travel ecosystem .

Four Elements of Brand Voice:

- ☐ *Character*
- ☐ *Purpose*
- ☐ *Tone*
- ☐ *Language*

Brand Personality

Mindful	Sincere
Accessible	Creative
Friendly	Professional
Innovative	Imaginative
Educated	Fun
Inclusive	Humble



Writing

Written communication is effective when the reader understands the meaning and intention. Clear and concise writing helps define the brand, increase credibility, and fulfill the purposes of the message.

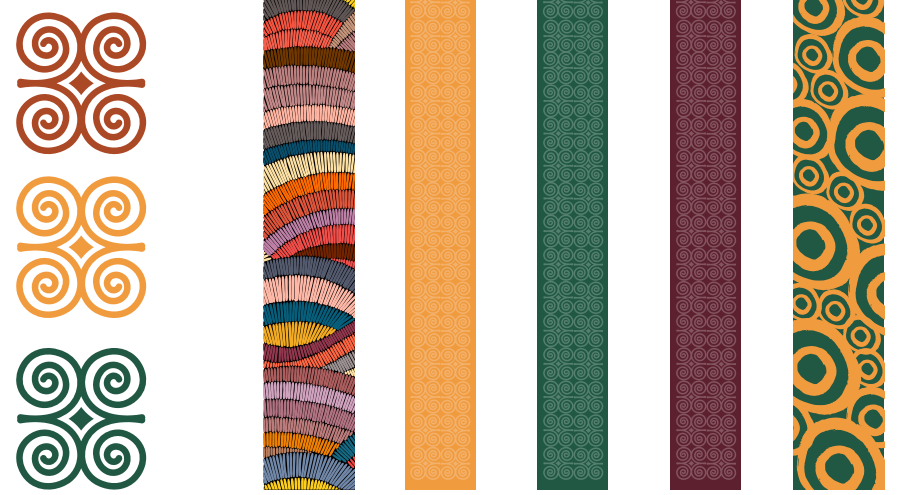
- ☐ *Refrain from using “The” in front of Out of Africa Safari Co*
- ☐ *Follow Associated Press Style when applicable*
- ☐ *Stop and ask yourself if you really need an exclamation point (you don’t)*
- ☐ *Communications should be fact-based, not speculative or opinion*
- ☐ *Everyone needs an editor*





Graphics & Patterns

All graphics used on behalf of Out of Safari Co should adhere to brand standards. Graphics are a powerful tool that can either enhance or muddle your communication efforts. Out of Safari Co graphics should be light, creative, fun, and artistic with clear intention and tasteful application that aligns with the trustworthy organization that we are.



Patterns



Graphic Elements

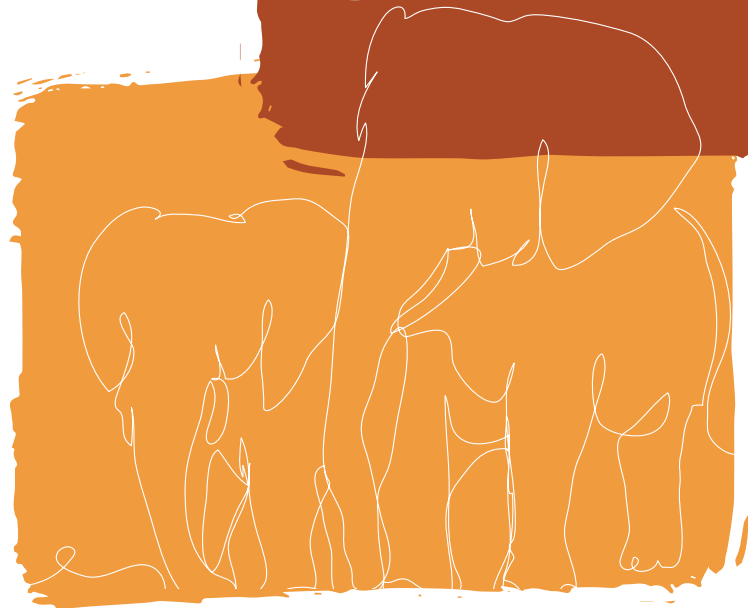
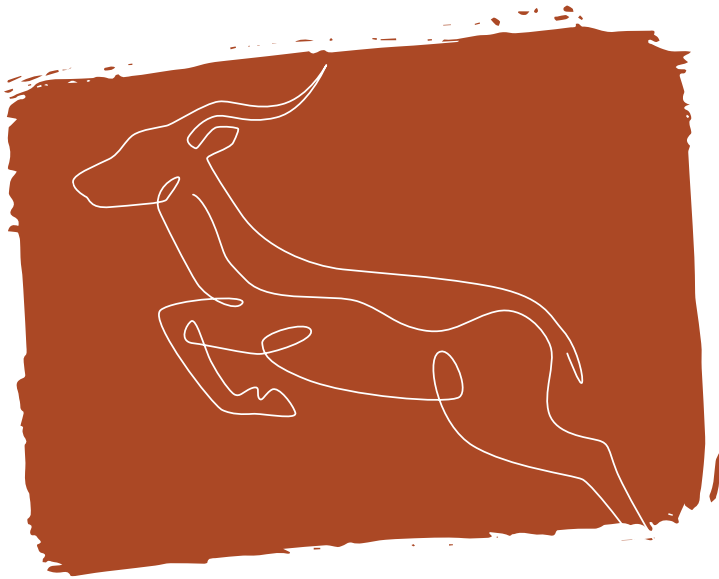


Icons & Dividers



Illustrations

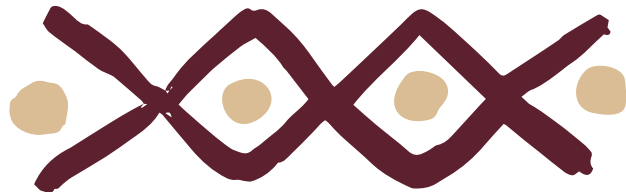
Illustrations are an important visual component of Out of African Safari Co brand. The illustrations should capture the essence of an African Safari, and convey the unique experience that the brand seeks to offer. The illustrations should include animals that are native to Africa, such as our beloved impala, elephants, and giraffes. The contouring line style of the illustrations should be consistent and align with the brand's overall tone aesthetic.





Icons

Our brand icons are used for communicating information quickly and effectively. In Out of Africa African Safari Co, icons can be used to depict different types of experiences or activities that our company offers, such as game drives, walking safaris, or performances from the Maasai tribe. Additionally, icons can be used to represent the various animals or landmarks that customers may encounter during their safari, such as elephants, lions, acacia trees, or the Serengeti. They should also be used sparingly and strategically, to avoid overwhelming the reader with too much visual information.



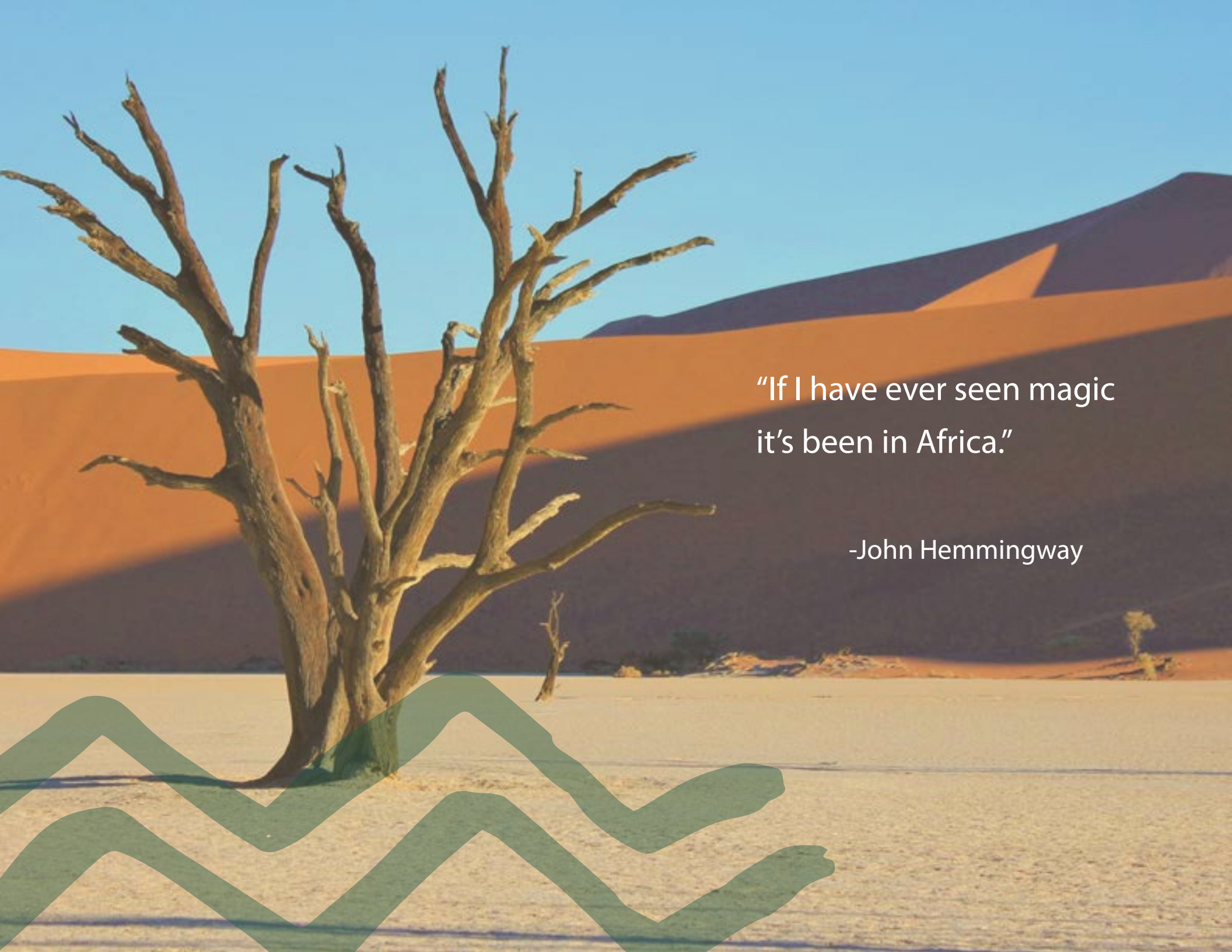


Photos

Photography used on behalf of Out of Africa Safari Co must be clear and crisp with a low opacity beige screen on top, (a minimum of 300 DPI for print resolution, and 72 DPI for digital publishing.) Flash photography should be avoided when possible, opting for natural or ambient lighting. Excepting social media or other live/informal cases, photography sources should be limited to:

- ☐ *Out of Africa Safari Co commissioned photos*
- ☐ *Adobe Stock*
- ☐ *National Geographic*
- ☐ *Free-for-commercial-use stock photo sources*





"If I have ever seen magic
it's been in Africa."

-John Hemmingway

