Brand Identity Guidelines

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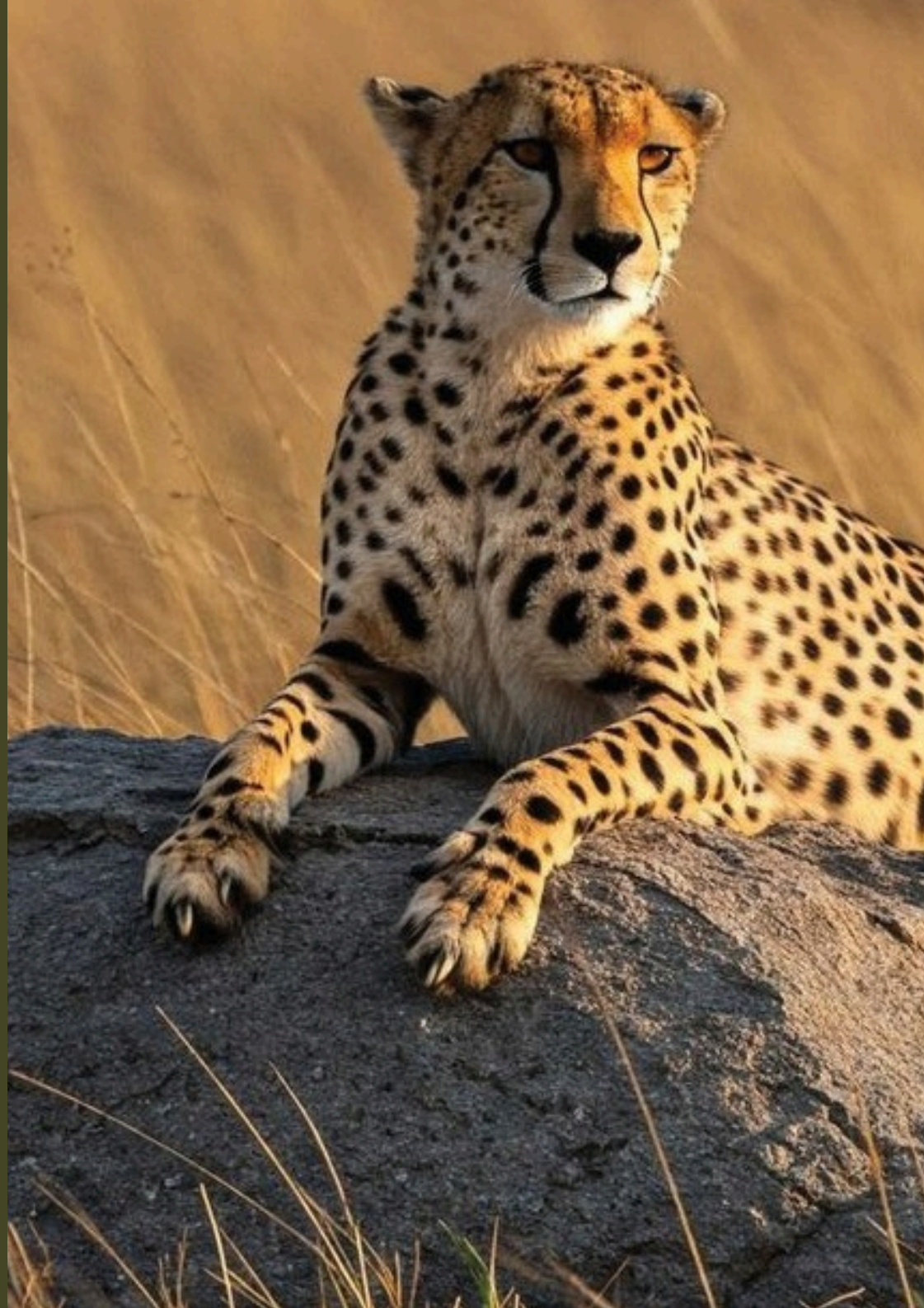
HINTERLAND
SAFARIS

Privately Guided Journeys

Prepared by

Style Up Creative Studio



Inside this guide

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This book is the single reference for how Hinterland Safaris looks, sounds and behaves. Keep it close whenever you create anything that carries our name, from a guest itinerary to a vehicle door.



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01
Our Brand

Deep into the hinterland, privately guided.

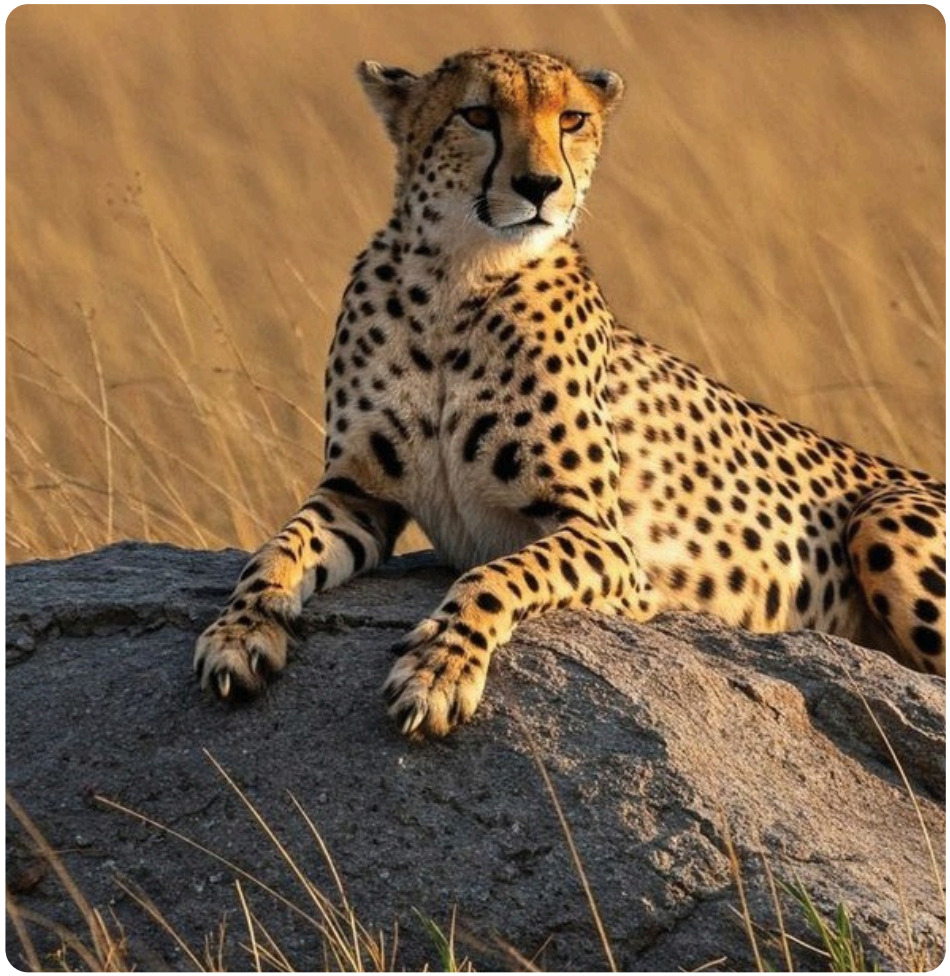
01 — Our Brand

The Hinterland story

Hinterland Safaris takes travellers beyond the well-worn routes, into the quiet heart of Africa, on journeys guided privately and shaped entirely around them.

The hinterland is the land behind the coast and beyond the crowds: wide plains, remote kopjes and the wildlife that keeps to them. It is where we feel most at home, and where we take our guests.

Our mark holds the whole promise in one image. A leopard, the most elusive of the big cats, looks out from the shape of the continent itself. It is watchful, calm and completely at home in the wild, which is exactly how we want our guests to feel.



Brand essence

Essence

Wild, and yours alone.

Mission

To guide discerning travellers into Africa's untouched hinterland on private journeys that are personal, unhurried and responsibly run.

Vision

To be Africa's most trusted name in privately guided safaris, known for the places we reach and the care we take.

Core values

01

Private

Every journey is guided for one party alone, at their pace and on their terms.

02

Rooted

We work with local guides, camps and communities who know this land best.

03

Patient

We wait for the moment rather than chase it. The wild rewards patience.

04

Responsible

We travel lightly and give back, protecting the places we love.

Personality & tone of voice

We speak like a seasoned private guide: calm, knowledgeable and genuinely glad to share what we know. Our words are as considered as the journeys we plan.

Assured	Warm	Evocative	Expert	Quiet
but not arrogant	but not overfamiliar	but not flowery	but not academic	but not dull

We say	We avoid
"Just you, your guide and the open plains, for as long as the light allows."	"UNBEATABLE safari packages!!! Limited spots, book NOW!"
"We'll wait by the kopje a little longer. Leopards keep their own time."	"The best, most exclusive, world-class safari company in Africa."

02
The Logo

The elusive leopard, at home in the heart of Africa.



Primary logo



The primary logo is our signature lockup: the leopard-in-Africa mark with the HINTERLAND SAFARIS wordmark set against its western edge, and our tagline beneath. Use it wherever space allows.

1. **The mark**
   A detailed leopard portrait drawn within the outline of Africa, with East Africa marked out as our home ground.

2. **The wordmark**
   HINTERLAND in Cinzel Regular, SAFARIS in Raleway Light, stacked and aligned left.

3. **The tagline**
   “Privately Guided Journeys” in the Adelia script, used only as part of the logo.

Always reproduce the logo from the master artwork files. Never redraw, retype or rebuild it.

Logo variations



Signature (primary)

Square formats, covers, signage and social media.



Centred

Centred layouts, certificates, merchandise and print.



Horizontal

Wide, shallow spaces such as website headers and email signatures.



Mark only

Favicons, app icons, embossing and patterns.

Approved colour versions



On Kopje Brown
Ochre mark, Stone wordmark.



On Stone Mist
Olive mark, Ochre wordmark.



On Bush Olive
Ochre mark, Stone wordmark.



On Ochre Sun
Kopje Brown mark and wordmark.



On Stone Mist, olive
Olive mark, Kopje Brown wordmark.



On Night Black
Stone mark and wordmark.



On Bush Olive, light
Stone mark and wordmark.



Centred on Stone Mist
Ochre mark, Ochre and Brown type.

Monochrome logo

When colour is limited, such as embroidery, engraving, single-colour print or stamping, use the logo in one brand colour throughout.



Bush Olive



Ochre Sun



Kopje Brown

Clear space & minimum size



Clear space keeps the logo legible and gives it room to breathe. On every side, leave at least **x**, the height of the letter "H" in HINTERLAND. No text, image or edge should enter this zone.

Minimum sizes

	Print	Screen
Signature logo	35 mm wide	160 px wide
Centred logo	35 mm wide	160 px wide
Horizontal logo	45 mm wide	180 px wide
Mark only	10 mm wide	24 px wide

The leopard's fine detail fills in at small sizes. Below 10 mm, use the mark without any type.

Logo misuse



Don't stretch or distort the logo.



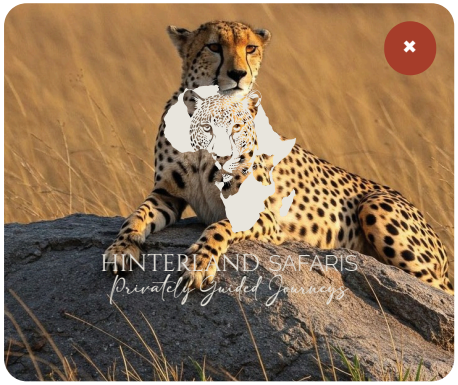
Don't rotate or tilt the logo.



Don't recolour with off-palette colours.



Don't add shadows, glows or effects.



Don't place on busy photography.



Don't use low-contrast backgrounds.



Don't rearrange the elements.



Don't retype the wordmark in another font.

Favicon & app icons

At small sizes the mark stands alone. Use these mark-only versions for browser favicons, app icons and social media avatars.



Stone Mist



Night Black



Bush Olive



Ochre Sun



Circle avatar



App icon

Scale test



16 px



32 px



48 px



64 px



96 px



03
Colour

Dry grass, red earth, olive bush and the last of the sun.

Colour palette

Primary

Bush Olive

HEX #444525

RGB 68 · 69 · 37

CMYK 1 · 0 · 46 · 73

Headlines, key backgrounds, the logo mark.

Primary

Ochre Sun

HEX #D1954D

RGB 209 · 149 · 77

CMYK 0 · 29 · 63 · 18

Accents, the HINTERLAND wordmark, highlights.

Primary

Kopje Brown

HEX #493D38

RGB 73 · 61 · 56

CMYK 0 · 16 · 23 · 71

Body text, rich backgrounds, footers.

Primary

Stone Mist

HEX #E8E5DD

RGB 232 · 229 · 221

CMYK 0 · 1 · 5 · 9

Page backgrounds and reversed type.

Supporting

Sage Grass

HEX #B3B294

RGB 179 · 178 · 148

CMYK 0 · 1 · 17 · 30

Soft panels, dividers, secondary graphics.

Supporting

Night Black

HEX #080806

RGB 8 · 8 · 6

CMYK 0 · 0 · 25 · 97

Single-colour print and black favicon.

CMYK values are conversions from the master HEX values. Always request a printed proof and match it against these swatches on coated stock.

Proportion & accessibility

Stone Mist gives every layout its calm, open feel. Bush Olive and Kopje Brown bring depth and authority, while Ochre Sun is the warm accent that catches the eye, so use it with restraint.



Stone Mist 40% · Bush Olive 25% · Kopje Brown 18% · Ochre Sun 12% · Sage Grass 5%

Contrast pairings (WCAG 2.1)

AA **Bush Olive on Stone Mist**
7.9 : 1 · AA, all text

AA **Kopje Brown on Stone Mist**
8.3 : 1 · AA, all text

AA **Stone Mist on Bush Olive**
7.9 : 1 · AA, all text

AA **Ochre Sun on Kopje Brown**
4.0 : 1 · Large text only

AA **Ochre Sun on Bush Olive**
3.8 : 1 · Large text only

AA **Ochre Sun on Stone Mist**
2.1 : 1 · Logo and decoration only



04
Typography

Classic capitals, clean companions and a guide's signature.

Our typefaces

Aa

Cinzel

Main font · Headlines & wordmark

A classical capital face inspired by Roman inscriptions. It gives our headlines and the HINTERLAND wordmark their timeless authority.

Regular Medium **Bold**

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
0123456789

Aa

Raleway

Secondary font · Body & interface

An elegant, open sans serif. Use Light for SAFARIS and large display lines, Regular for body copy and Medium for emphasis.

Light Regular Medium **Bold**

abcdefghijklm
nopqrstuvwxyz
0123456789

Aa

Adelia

Signature script · Tagline only

A flowing handwritten script, reserved for the "Privately Guided Journeys" tagline inside the logo. Never use it for headlines or body copy.

Privately Guided Journeys

Cinzel and Raleway are free from Google Fonts under the SIL Open Font License. Confirm a commercial licence for Adelia before using it outside the master logo artwork.

Type hierarchy

Headline	Into the Quiet Heart of Africa	Cinzel Medium Bush Olive · 24–40 pt
Display	Privately guided journeys across East Africa	Raleway Light Kopje Brown · 18–28 pt
Subhead	**Your guide, your vehicle, your pace**	Raleway SemiBold Bush Olive · 13–16 pt
Body	The hinterland is the land behind the coast and beyond the crowds: wide plains, remote kopjes and the wildlife that keeps to them. It is where we feel most at home, and where we take our guests.	Raleway Regular Kopje Brown · 10–12 pt Leading 160%
Accent	**Masai Mara · 7 nights · From USD 9,800**	Raleway SemiBold Kopje Brown · details & labels

Type in use

Masai Mara · 7 nights

Where the leopard keeps its own time

Spend your days on the quieter edges of the Mara with a guide who is yours alone, and your evenings by the fire under an enormous sky.

View the journey

Private journeys

Just you, your guide and the open plains

No shared vehicles and no fixed timetable. Every journey is planned around what you most want to see.

Plan your journey



05
Imagery

Golden grass, patient wildlife and room to breathe.

Photography direction



Our photography should feel like a private sighting: calm, close and unhurried. Warm golden light and natural tones tie every image to our palette.

Do

- Warm, golden-hour light and natural grading
- Wildlife at rest and at ease in its habitat
- Open grassland with space for type
- Real guides, guests and camp moments

Avoid

- Oversaturated colour or heavy filters
- Crowded vehicles and staged sightings
- Captive, baited or distressed animals
- Harsh midday light and low resolution

06
Applications

The brand, out in the field.



Stationery





Business card · 85 × 55 mm



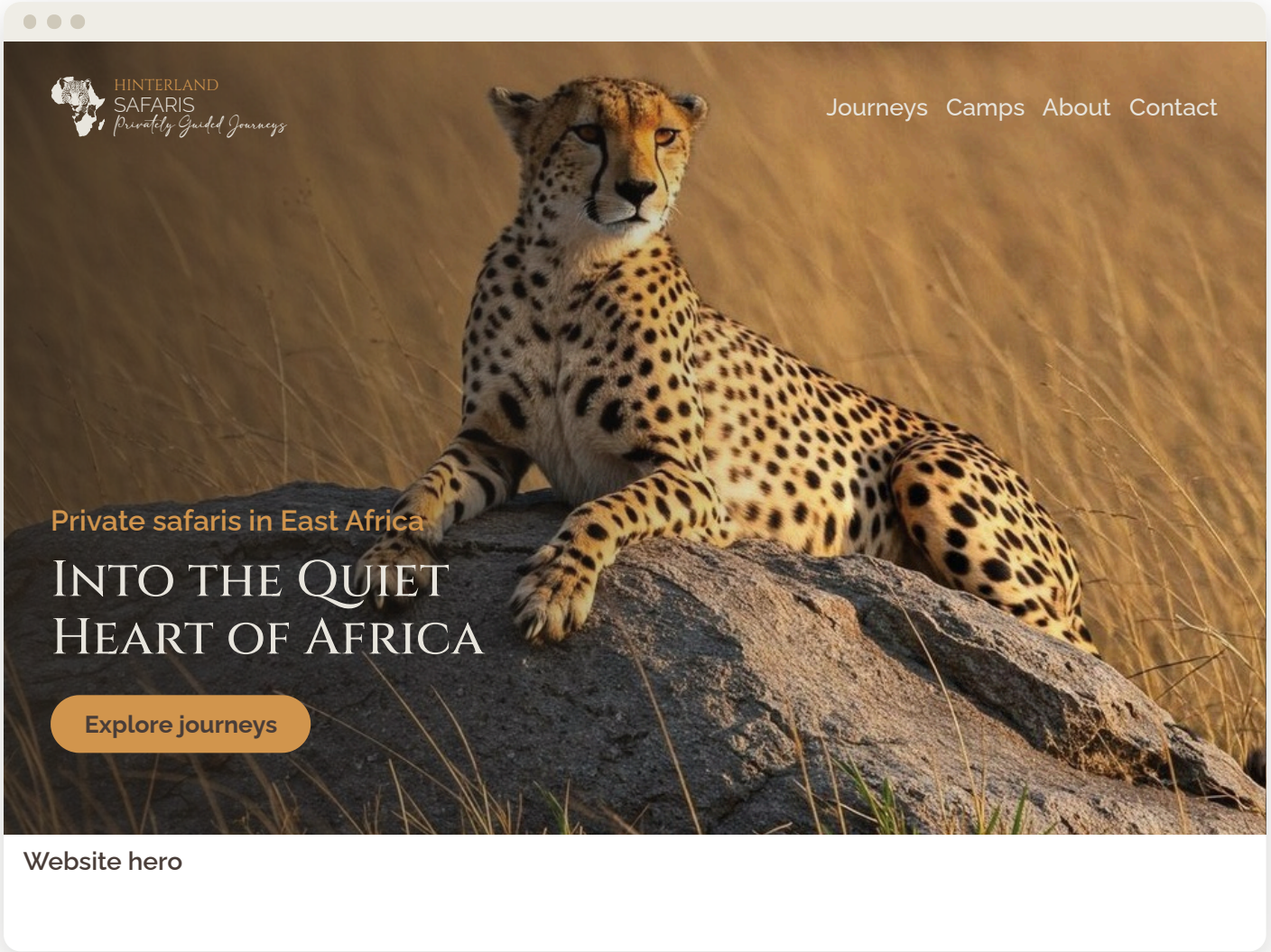
Letterhead · A4





DL envelope · Sticker seal

Digital & social



Website hero

HINTERLAND SAFARIS
Privately Guided Journeys

Did you know?

A leopard can haul prey twice its weight into a tree.

Instagram posts · 1080 × 1080

THANK YOU

Questions about this guide, or need the master artwork files?
Please get in touch with the studio that prepared it.

Prepared by

STYLE UP CREATIVE STUDIO

styleupsystems@gmail.com