

VERDANT ROAM

Luxury wild experience the verdant way

Prepared by

Style Up Creative Studio

Inside this guide

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This book is the single reference for how Verdant Roam looks, sounds and behaves. Keep it close whenever you create anything that carries our name — from a guest itinerary to a billboard.



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01

Our Brand

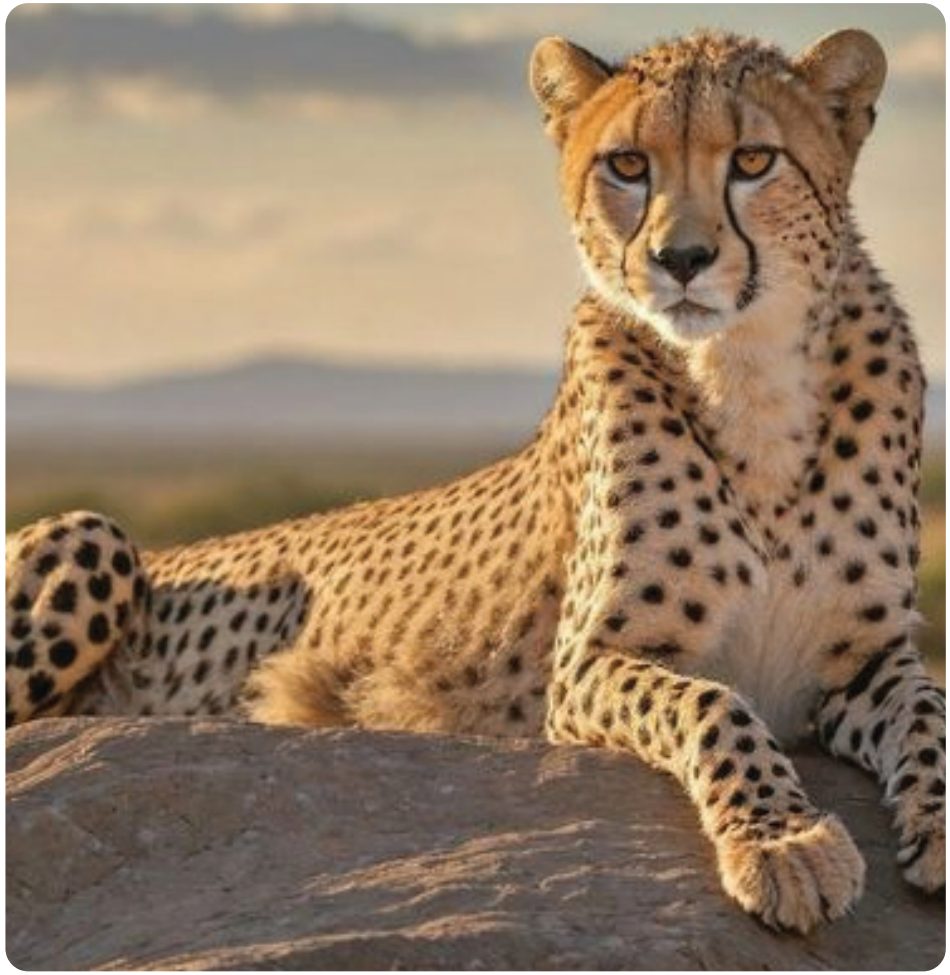
Rooted in nature, refined in detail.

THE VERDANT ROAM STORY

Verdant Roam exists for travellers who want the wild without compromise — the untamed beauty of Africa, experienced with the care and quiet luxury of a private host.

Every element of our brand is drawn from the earth — from the muted greens of untouched landscapes to the warm tones of the African sun. Our visual language brings these together into something that feels organic yet sophisticated.

The cheetah at the heart of our mark speaks to what we promise: grace, focus and effortless movement through open country. It is drawn in a single fluid line — confident, unhurried and alert — the way we want every guest to feel on the road with us.



BRAND ESSENCE

Essence

Wild, refined.

Mission

To craft luxury safari journeys that connect discerning travellers with Africa's wild places — intimately, responsibly and beautifully.

Vision

To be the name that comes to mind when travellers imagine the wild done well — a brand as timeless as the landscapes it celebrates.

CORE VALUES

01
Rooted
We stay close to the land and the people who care for it. Authenticity over spectacle.

02
Refined
Every detail is considered — from the first email to the last sundowner.

03
Unhurried
We give the wild the time it deserves. Moments are savoured, never rushed.

04
Responsible
We travel lightly and give back, protecting the places that move us.

PERSONALITY & TONE OF VOICE

Our brand speaks through earthy tones, soft textures and elegant simplicity, and our words should feel the same. We write like a well-travelled host: warm, assured and never loud.

Warm	Confident	Evocative	Knowledgeable	Calm
but not overfamiliar	but not boastful	but not flowery	but not academic	but not dull

We say	We avoid
“Wake to the call of the plains, coffee in hand, as the Mara turns gold.”	“AMAZING once-in-a-lifetime safari deals!!! Book NOW!”
“Your guide knows these plains by heart, and will pause for as long as the moment asks.”	“Our world-class, five-star, top-rated guides are the best in Africa.”

02

The Logo

One fluid line — graceful, focused, alert.



PRIMARY LOGO



VERDANT ROAM

Luxury wild experience the verdant way

The primary logo is the stacked lockup: the cheetah mark, the VERDANT ROAM wordmark and our tagline. It should be used wherever space allows and is always the first choice.

1. **The Mark**
   A single-line cheetah profile rendered in a green gradient that moves from fresh leaf to deep forest.

2. **The Wordmark**
   VERDANT ROAM set in Montserrat Bold, Earth Brown, in capitals.

3. **The Tagline**
   “Luxury wild experience the verdant way” in Cormorant Garamond Medium, centred beneath the wordmark.

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

LOGO VARIATIONS



Stacked (Primary)
Default for most uses — covers, signage, documents.



Horizontal
For wide, shallow spaces — website headers, email signatures, banners.



Badge
A seal for merchandise, stickers, vehicle doors and social avatars.



Mark only
When the brand is already established in context — favicons, patterns, embossing.

COLOUR VERSIONS

VERDANT ROAM
Luxury wild experience the verdant way

Full colour on Ivory Mist
Preferred version.

VERDANT ROAM
Luxury wild experience the verdant way

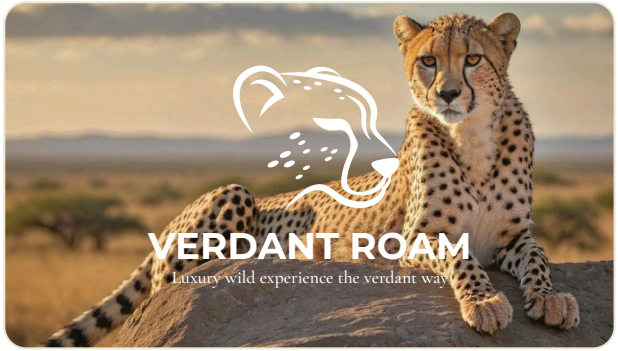
Reversed on Olive Moss
White mark and wordmark.

VERDANT ROAM
Luxury wild experience the verdant way

Reversed on Earth Brown
White mark and wordmark.

VERDANT ROAM
Luxury wild experience the verdant way

Reversed on Forest Green
White mark and wordmark.



Reversed on photography
Only on calm, darker areas of an image.

VERDANT ROAM
Luxury wild experience the verdant way

Single colour black
For fax, newsprint and one-colour print only.

CLEAR SPACE & MINIMUM SIZE



Clear space keeps the logo legible and gives it the room it deserves. The minimum clear space on all sides is **x** — the height of the letter “V” in the wordmark. No text, image or edge should enter this zone.

MINIMUM SIZES

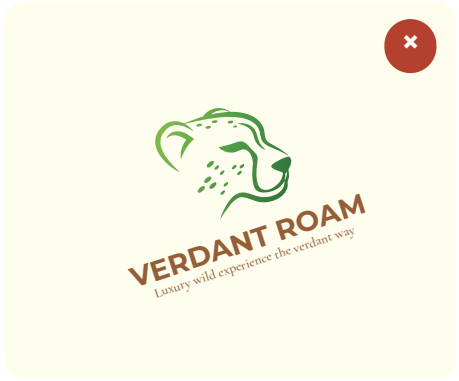
	Print	Screen
Stacked logo	30 mm wide	120 px wide
Horizontal logo	45 mm wide	160 px wide
Badge	20 mm diameter	80 px
Mark only	10 mm wide	24 px wide

Below these sizes, the tagline becomes unreadable — switch to the mark alone.

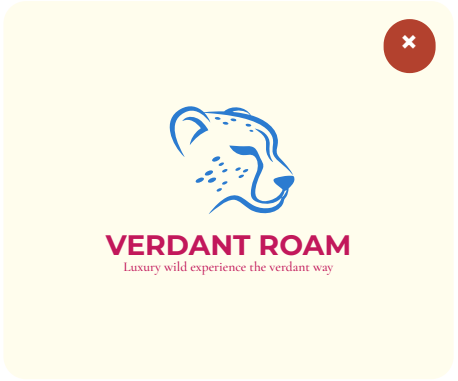
LOGO MISUSE



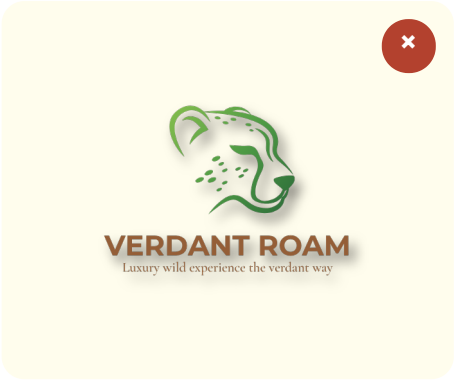
Don’t stretch or distort the logo.



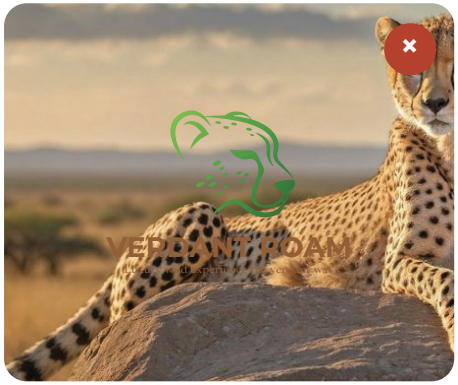
Don’t rotate or tilt the logo.



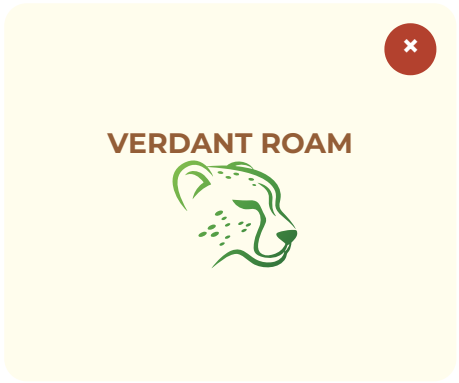
Don’t recolour with off-palette colours.



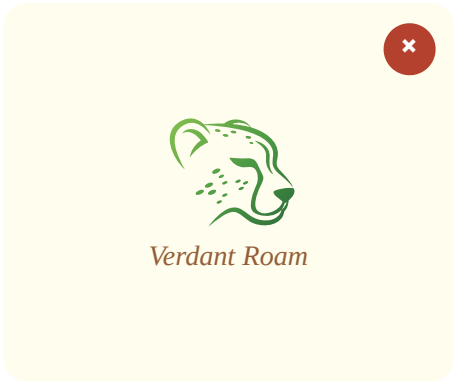
Don’t add shadows, glows or effects.



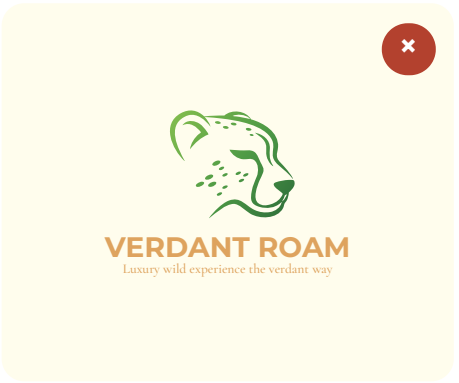
Don’t place on busy or low-contrast images.



Don’t rearrange or resize elements.



Don’t retype the wordmark in another font.



Don’t use Savanna Gold for the wordmark.

FAVICON & APP ICONS

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



Gradient



Earth Brown



Olive Moss



Circle avatar



App icon

Scale test



03
Colour

From untouched greens to the warm tones of the African sun.

COLOUR PALETTE

Primary

Forest Green

HEX #3A6E35
RGB 58 · 110 · 53
CMYK 47 · 0 · 52 · 57

Headlines, key backgrounds, the logo mark.

Accent

Savanna Gold

HEX #DEA35E
RGB 222 · 163 · 94
CMYK 0 · 27 · 58 · 13

Highlights, rules, icons, details.

Base

Ivory Mist

HEX #FFFDED
RGB 255 · 253 · 237
CMYK 0 · 1 · 7 · 0

Page backgrounds, breathing space.

Secondary

Olive Moss

HEX #616E39
RGB 97 · 110 · 57
CMYK 12 · 0 · 48 · 57

Section blocks, footers, panels.

Secondary

Earth Brown

HEX #945E37
RGB 148 · 94 · 55
CMYK 0 · 36 · 63 · 42

Wordmark, subheads, warm accents.

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

PROPORTION & ACCESSIBILITY

Ivory Mist leads, giving every layout air and calm. Forest Green and Olive Moss carry structure and authority, Earth Brown adds warmth, and Savanna Gold is used sparingly — like light catching the grass.



Ivory Mist 50% · Forest Green 22% · Olive Moss 13% · Earth Brown 10% · Savanna Gold 5%

CONTRAST PAIRINGS (WCAG 2.1)

Aa **Forest Green on Ivory Mist**
5.9 : 1 · AA — all text

Aa **Earth Brown on Ivory Mist**
5.2 : 1 · AA — all text

Aa **Olive Moss on Ivory Mist**
5.4 : 1 · AA — all text

Aa **Ivory Mist on Forest Green**
5.9 : 1 · AA — all text

Aa **Ivory Mist on Earth Brown**
5.2 : 1 · AA — all text

Aa **Savanna Gold on Ivory Mist**
2.2 : 1 · Decorative only

04

Typography

Earthy tones, soft textures and elegant simplicity — in type.

OUR TYPEFACES

Aa

Montserrat

Primary · Headlines & body

A geometric sans with clarity and modern confidence. Used in Bold for H1 headlines and the wordmark, and Regular for body copy and interface text.

Regular **Medium** **SemiBold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ! ? @ — “ ”

Aa

Cormorant Garamond

Secondary · Subheads & accent

A refined display serif with old-world elegance. Used in SemiBold capitals for H2 subheads, Bold for section titles, and Medium for the tagline and accent lines.

Medium SemiBold **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & ! ? @ — “ ”

Both families are free and open-source from Google Fonts, licensed under the SIL Open Font License, and may be used for print, web and apps.

TYPE HIERARCHY

H1	**Rooted in Nature, Refined in Detail**	Montserrat Bold Forest Green Leading 110%
H2	OUR BRAND SPEAKS THROUGH EARTHY TONES, SOFT TEXTURES, AND ELEGANT SIMPLICITY	Cormorant Garamond SemiBold Capitals Olive Moss
Body	Every element in our brand is drawn from the earth — from the muted greens of untouched landscapes to the warm tones of the African sun. This guide brings together our body and accent elements, shaping a visual language that feels organic yet sophisticated.	Montserrat Regular 9–11 pt · Leading 160% Deep Ink #2B3320
Accent	*Luxury wild experience the verdant way*	Cormorant Garamond Medium Earth Brown Taglines & pull quotes
Section	COLOURS	Cormorant Garamond Bold Capitals Earth Brown

TYPE IN USE

The Masai Mara · 6 nights

Where the plains turn gold at dusk

Follow the great herds across open savannah, then return to canvas, firelight and a table set beneath the stars.

"The wild, exactly as it should be."

Signature journeys

Private safaris, crafted around you

Your own guide, your own pace, your own vehicle — every journey shaped by what moves you most.

Plan your journey

05 Imagery

Golden light. Open space. The wild, honestly told.

PHOTOGRAPHY DIRECTION



Our photography should feel like a quiet moment witnessed — never staged. Warm, natural light and generous space let the subject and the landscape breathe.

Do

- Golden-hour light, warm natural grading
- Wildlife in its natural habitat, at ease
- Open horizons with room for type
- Authentic guests, guides and communities

Avoid

- Oversaturated colour or heavy filters
- Captive, baited or distressed animals
- Cluttered frames and posed stock clichés
- Flash, harsh midday light, low resolution

06

Applications

The brand, brought to life.

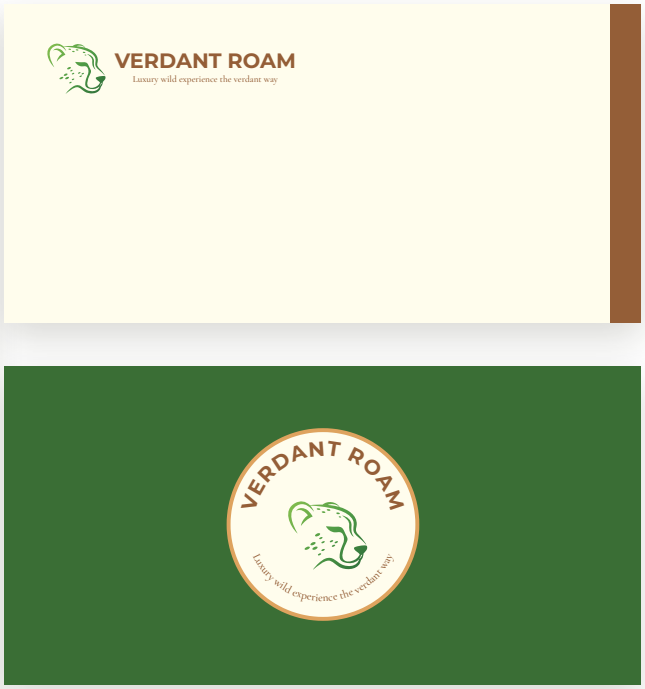
STATIONERY



Business card · 85 × 55 mm

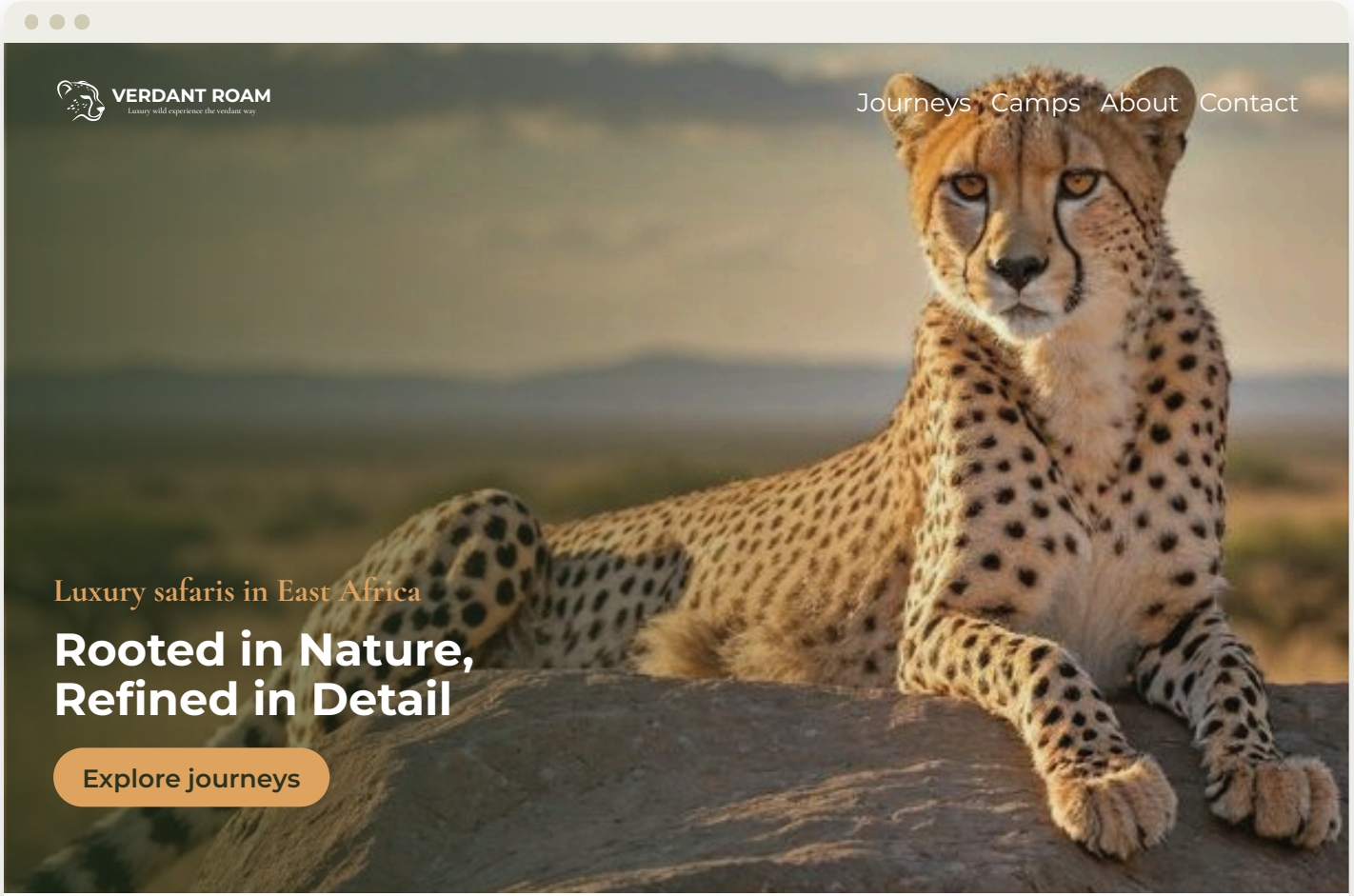


Letterhead · A4



DL envelope · Sticker seal

DIGITAL & SOCIAL



Website hero



Did you know?

A cheetah can reach 100 km/h in just three seconds.

Instagram posts · 1080 × 1080

Thank You!

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

Prepared by

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styleupsystems@gmail.com

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