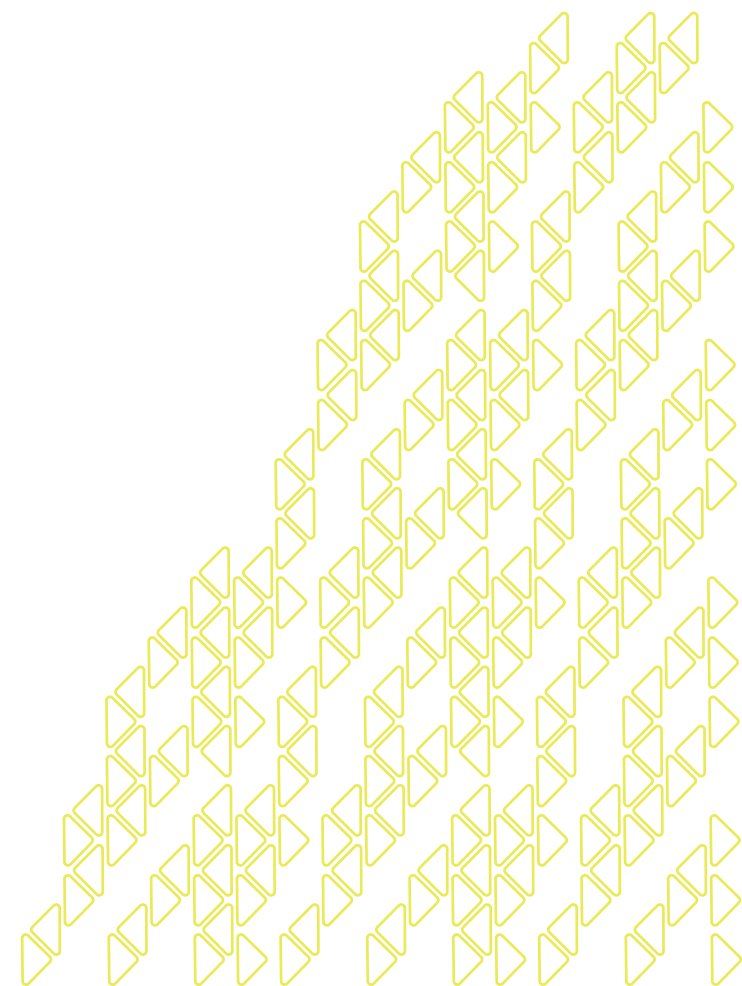


DESTURI
SAFARI
Brand Guidelines
January 2019





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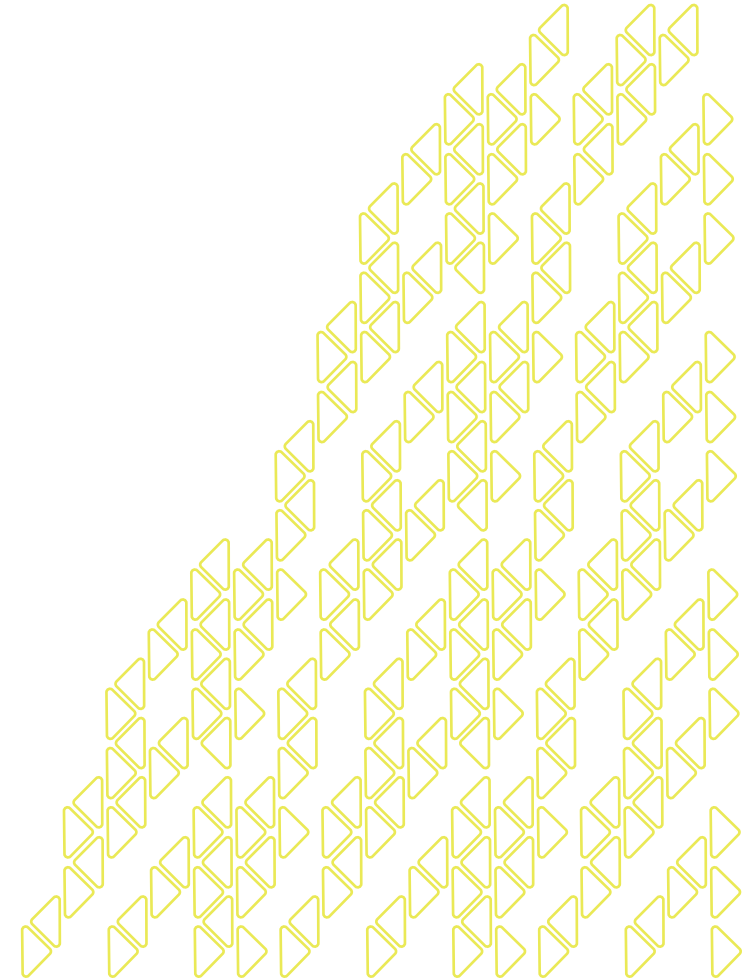
Contact 43



Background

Desturi Safari is a company that during 30 years has been providing the best bespoke safari holidays in Africa, with strong relationships with lodges, guides and other stakeholders, creating with this a competitive business landscape.

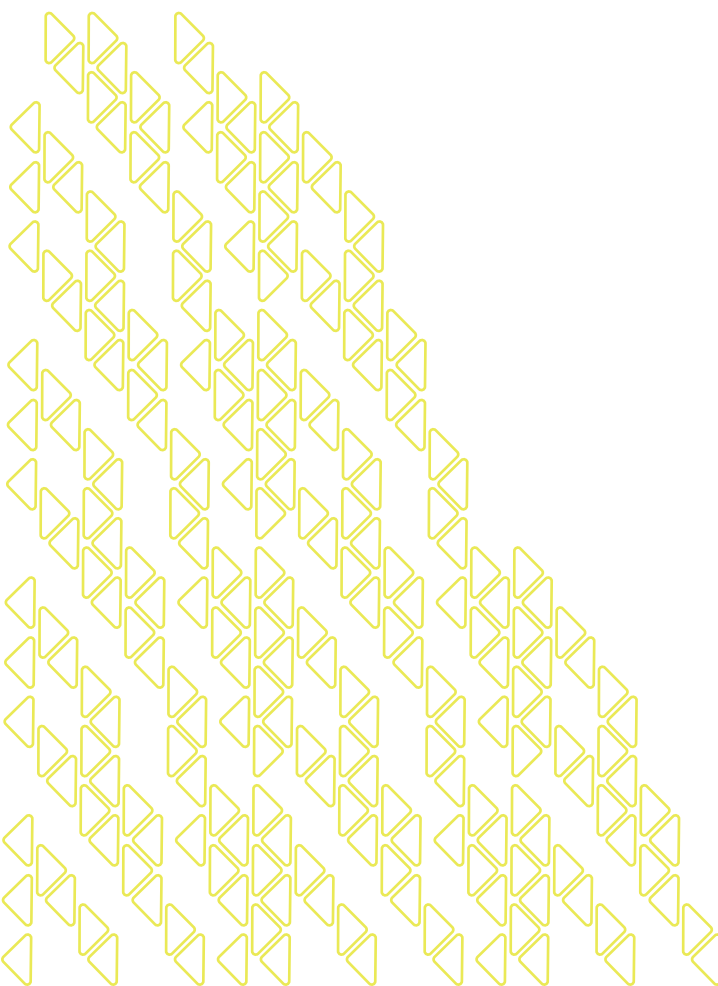
It is a brand destined to make its clients feel safe, comfortable and confident that this company is going to find the best experience of their life.



Values

Desturi Safari has strong and defined values, as tailoring each experience with the best quality to give a memorable adventure. This company is looking for the maximum customer satisfaction, showing luxury and exclusive tours and products, with a unique service.

This company also takes care of providing to its customers an education to love and respect Africa's continent, population and wildlife, and of giving back financially to the conservation of the continent.



Imagery



Logo



The elements of Desturi Safari create a unique, simple and elegant style, composed by:

- Simple logo
- One typeface
- Bicolour palette
- Close up imagery
- Pattern

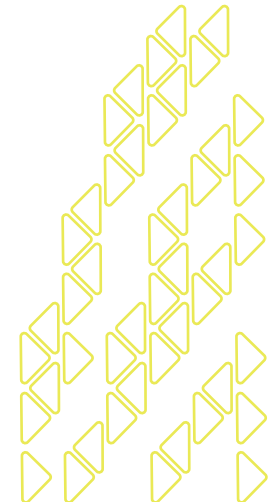
Typeface

AVANT GARDE
GOTHIC

Colour palette



Pattern





LOGO

In Desturi Safari's style, it is important the simplicity and the elegance. Due to the long experience of the company and its bespoke safaris, the logo has being designed to play with it, being allowed to create patterns from the triangles that compose it, and to use the features of the text to form different sentences. Thanks to this flexibility, there are a lot of possibilities to create with it without lose its own style.



The logo has been made with a simple representation of "Desturi Safari" name. It is formed by the outline of two yellow triangles: one depicts the shape of the "D" of "Desturi" and between both triangles is shaped the "S" of "Safari"; and the name of "Desturi Safari" using Avant Garde Gothic typeface. The top word is more outstanding than the second to give predominance to the word "Desturi", which from Swahili means "custom", and it is one of the most important points of this company.

Black logo

The black logo is the standard logo to be used over white or light-colour background. Must be careful to not add it in yellow pictures due to the triangles are not going to be visible.



Shape your own adventure

10



LOGO

White logo

The white logo has been created as an option for dark backgrounds or dark-colour pictures.



Size

These are some examples of different sizes of the logo.

The minimum printed width of the logo is 30mm, which in the digital version is ~113.4 px.

The width of the triangles' stroke must always be approximately the same width of the typography stroke.

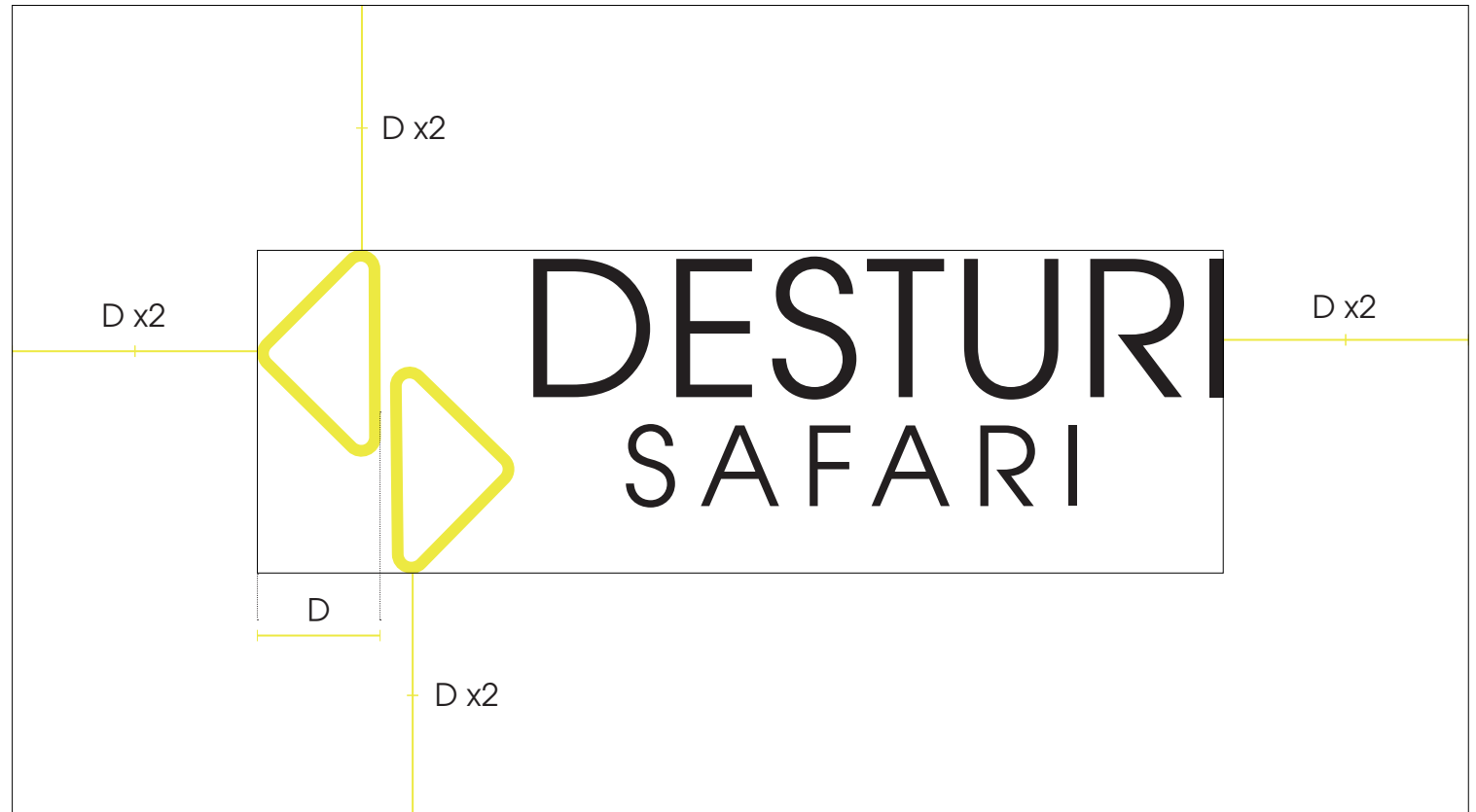




Exclusion zone

In order to position the logo, these are the spaces to be clear without text or any element of the design.

Taking the width of one the triangles of the logo as the 'D' reference, the exclusion zones will be determined as shown below.



Top left corner



Top right corner



Centred



Bottom right corner



Bottom right corner

Positioning

This logo must be positioned in the clear spaces of the picture or background, out of any silhouette or any subject that appears in the image.

It has to be avoided in yellow spaces of the image because the yellow triangles of the logo cannot be seen.

The logo and any text added to the background must respect the margins shown in the examples on the left, also considering the exclusion zone described on page 12.



Positioning

The logo can be shown without the triangles, just the text, however, in this case it must be added one of the patterns designed from the triangles of the logo (see page 23).

The full logo could also include a pattern if required.



1.



2.



3.



4.



5.



6.



7.



8.



9.



10.



11.



12.



13.



14.



15.



Don'ts

1. Do not use perspective.
2. Do not distort the proportions of the logo.
3. Do not show the logo in any colour other than the ones already established.
4. Do not create any shade.
5. Do not outline the text.
6. Do not confine the logo in a box.
7. Do not position the logo in a yellow background.
8. Do not use just the triangles of the logo without the text.
9. Do not crop the logo.
10. Do not use another font for the text.
11. Do not change the keyline.
12. Do not make the outline thicker or thinner.
13. Do not add other elements in the clear space defined.
14. Do not position the logo on the top of a figure in a photography.
15. Do not use any effect like 'glow', except 'linear burn' when designing any merchandising product.

Primary typeface

Avant Garde Gothic is a typeface family used for the logo and for the printed designed items.

This typeface family can be found in two types of weights: Avant Garde Gothic medium, and Avant Garde Gothic black.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?.,:@#£%&*()

Avant Garde Gothic Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 123456789!?.,:@#£%&*()

Avant Garde Gothic Book



Secondary typeface

Poppins typeface family is an international ITF (Indian Type Foundry) that is used by clients like Apple, Google, and Sony, and various international brands, for both printed and digital media. This is the reason why it has been chosen for the digital designs.

Two weights are used in the digital items: Poppins medium, and Poppins light.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?.,:@#£%&*()

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!?.,:@#£%&*()

Poppins Light

MAIN HEADING

Subheading

Esentio. Tur, omniminturi con cum nobisciam se ver erfe rovito nesciditi doluptas maiorum quaeptas veles ditior sin reicips usandion nis cum quiam accaborit, te prem ut que simet facim lit qu asi aut officilique ipsuscid maxim ipsant.

- Ucilis aditiaturla volecat iustincim et
- dolectatus et volore conessu ntaiepudit odis
- repersperume quam invenim odipis dis et ea sa
- digendae volupta temporla pedi officit earum
- vol la corem natquunt quo bea num suntibus

1.



Avant Garde Gothic Medium or Poppins Medium 24pt.

Avant Garde Gothic Book or Poppins Light 12pt.

Bulleted or numbered lists with same font of main body.

Numbers for examples and subtext in Avant Garde Gothic Book or Poppins Light 8pt.

Information hierarchy

It is important to establish a hierarchy on Desturi safari texts to reflect the brands personality.

Here is an example of how to create this hierarchy, using different weights, colours, and sizes.

The text can be ranged on the left or on the right, but never centred. The page numbers must be on the outside top edge, when either double or single sided pages. These page numbers should be in the same font and size as the main body text.

Leading is at 24pt with 24pt font, at 18pt when 18pt font, and at 14pt when 12pt font.

Colour specifications

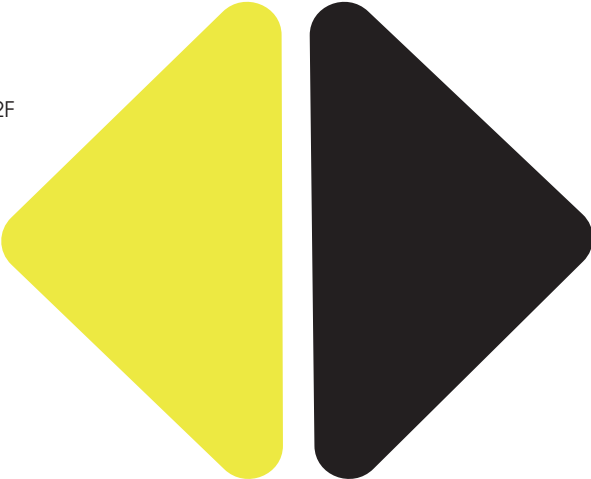
The colours chosen for this brand are yellow and black.

It is important to keep the simplicity and the elegance of the brand with a bi-colour brand, giving the feeling of control and high-quality required for the experienced company.

Yellow is used in the triangles of the logo and the patterns, and for subheadings, and decoration.
Black is mainly for text.

| | | |
|---------------------------------|----------------------|------------------------|
| Coated Paper PANTONE 271 C | Coated C 0 M 0 | Uncoated C 0 M 0 |
| Uncoated Paper PANTONE 271 C | Y 81 K 0 | Y 100 K 0 |

R 244
G 231
B 47
HEX #F4E72F



R 0
G 0
B 0
HEX #000000

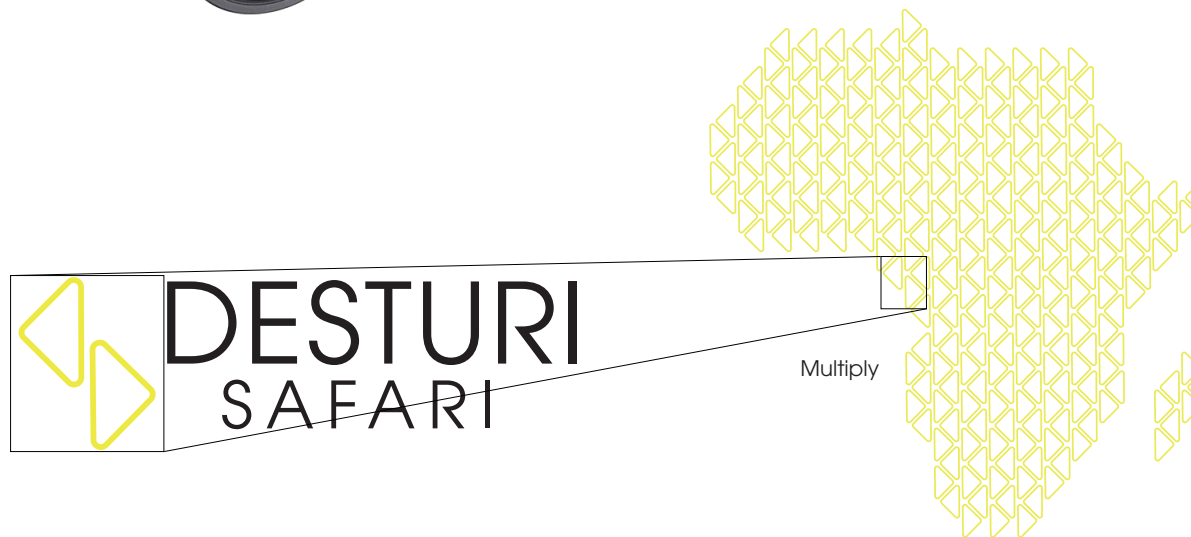
| | | |
|---------------------------------|----------------------|------------------------|
| Coated Paper PANTONE 271 C | Coated C 0 M 0 | Uncoated C 0 M 0 |
| Uncoated Paper PANTONE 271 C | Y 0 K 100 | Y 0 K 100 |



Pattern specifications

The pattern has been created from the triangles of the logo. These triangles have been multiplied several times, taking aleatory directions.

This pattern can appear in yellow and white, and can be modified as needed, just in terms of size, sequence, and position. The yellow colour just can be modified, adding linear burn when designing merchandising projects.



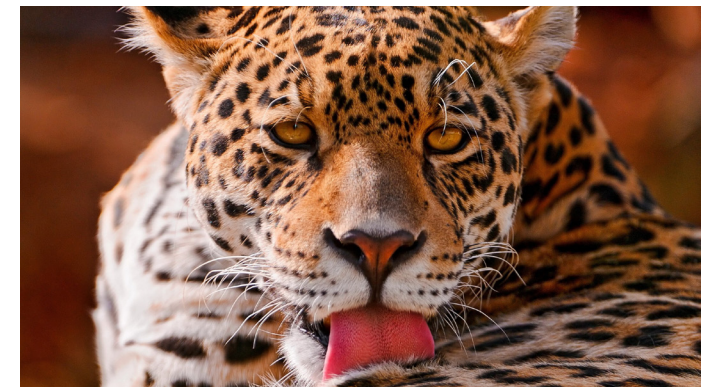
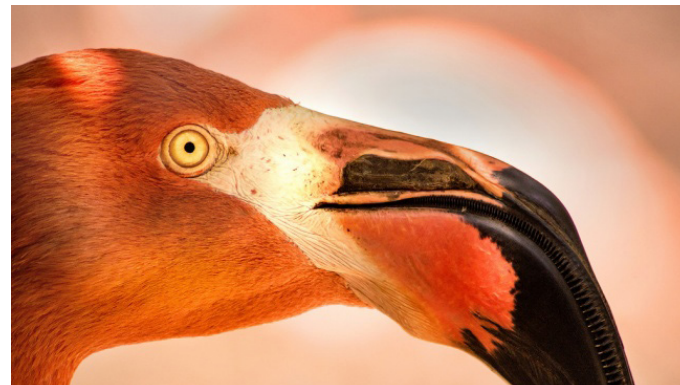


Imagery specifications

The photography taken has to be with high contrast, matching colour palette and, preferably, close-ups when referring to an African animal picture.

High resolution is very important to show the details of the main subject of the picture and, if it is possible, to have a blurry background, to focus the attention on the main character.

The mood of the photography should be adventurous, welcoming, challenging, experienced.



Branch office

In this example, it is used just the text of the logo mixed up with the pattern, to give some dynamism and presence.

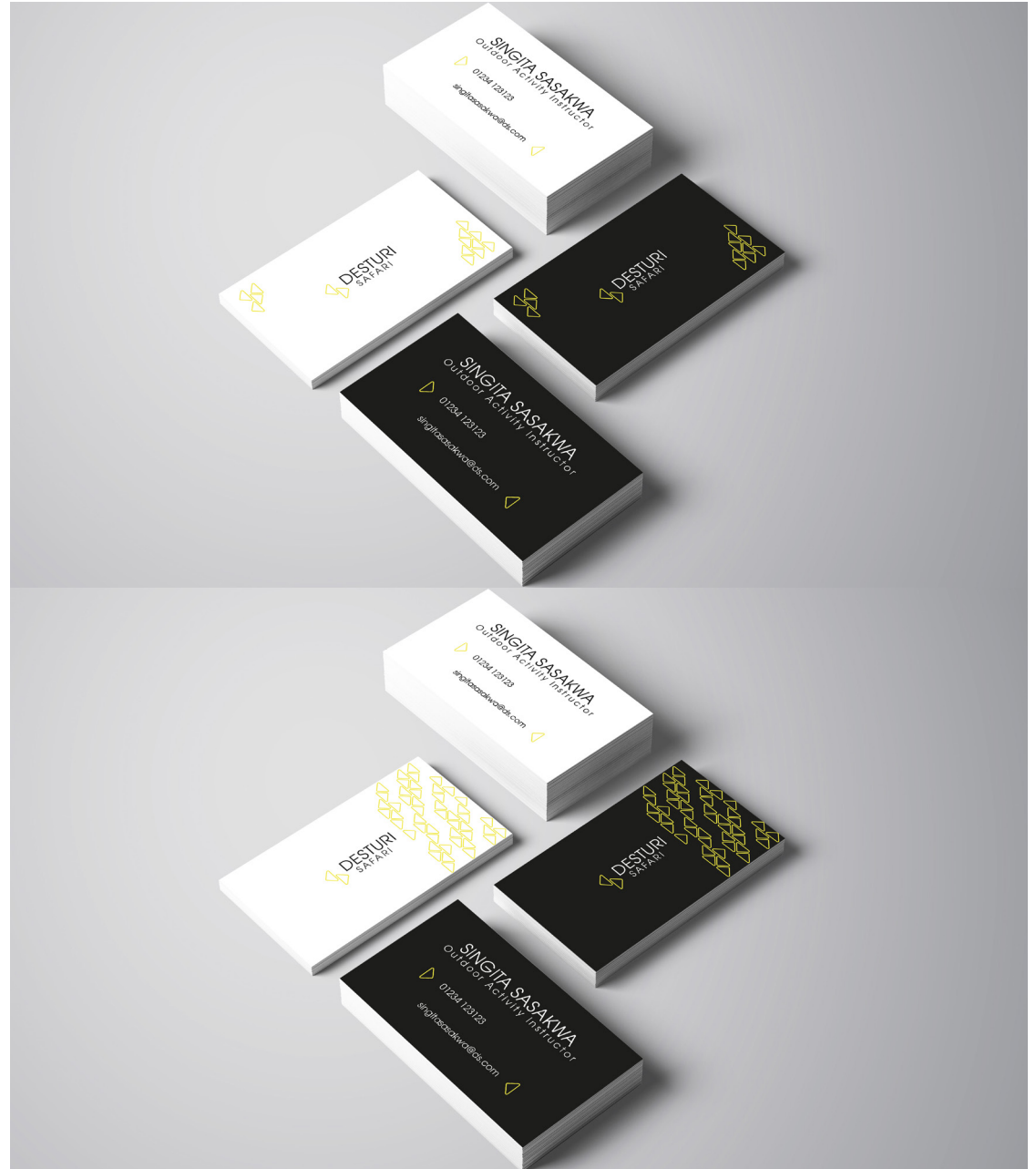




Business card

There are two types of business card design: one with black background and other with white background.

The composition of the back of the cards does not change, therefore, the front of the cards have two different decorations, form with the pattern. Otherwise, the front has always the logo included.



Stationery

As mentioned before the pattern could be added as a decoration, taking in consideration to not overload the space.





Posters

It is important to keep the simplicity and the elegance in these poster designs. As mentioned in the imagery section, it is recommended close-up photography of animals, with high quality, high contrast and matching colour palette. A blurry background is helpful to add the logo and the slogan, and differentiate them from the background.



Billboards

To create the billboards, it can be followed the same rules given for the posters, but in this case, the slogan could be added on the top of the main figure of the photography, always out of eyes, nose or mouth of the subject.





Staff uniform

To create the staff uniform, the full logo has always to be present and it could be added some patterns too.





Identification Card

These ID cards require a photograph of the member of the staff, with the white or the black logo, depending of the background, the name in Avant Garde Gothic Medium at 24pt, and the role of that person in the company.



Luggage & luggage tag

Composed by patterns and just the text of the logo in black or white, depending of the background colour.





Safari accessories

The accessories are designed like the luggage and the tag luggage but with some changes in the pattern of some products like the hat and the binoculars.

Depending of the material and how it looks better, it could be added a linear burn to the colour of the pattern.



Safari cars

Composed by the text of the logo in white and the pattern, positioned at the doors of the vehicle.



Facebook

The screenshot shows a Facebook page for 'Desturi Safari'. The page layout includes a left-hand navigation menu with options like 'Home', 'About', 'Photos', 'Posts', and 'Likes', along with a 'Create a Page' button. The main content area features a post from 'Desturi Safari' dated February 8, with the text: 'Looking for an adventure with one of the greatest Safari Company you could find? Check out the several tours we offer in www.desturisafari.com and contact us to get a tailored-made and luxury experience.' Below the text is a photo of two people in safari gear. The right-hand side of the page contains a 'Send Message' button, a 'Community' section with 'Invite your friends to like this Page', statistics for likes and followers, an 'About' section, and a 'Visitor Posts' section featuring a post from 'Harry Worb'.

Desturi Safari
@desturisafari

Home
About
Photos
Posts
Likes
Create a Page

Liked Following Share

Desturi Safari
February 8

Looking for an adventure with one of the greatest Safari Company you could find?
Check out the several tours we offer in www.desturisafari.com and contact us to get a tailored-made and luxury experience.

Harry Worb
April 4 at 9:37pm
Hi all, Please fill out this quick anonymous 30 second survey for a ... See More
1 Like
Like · Comment

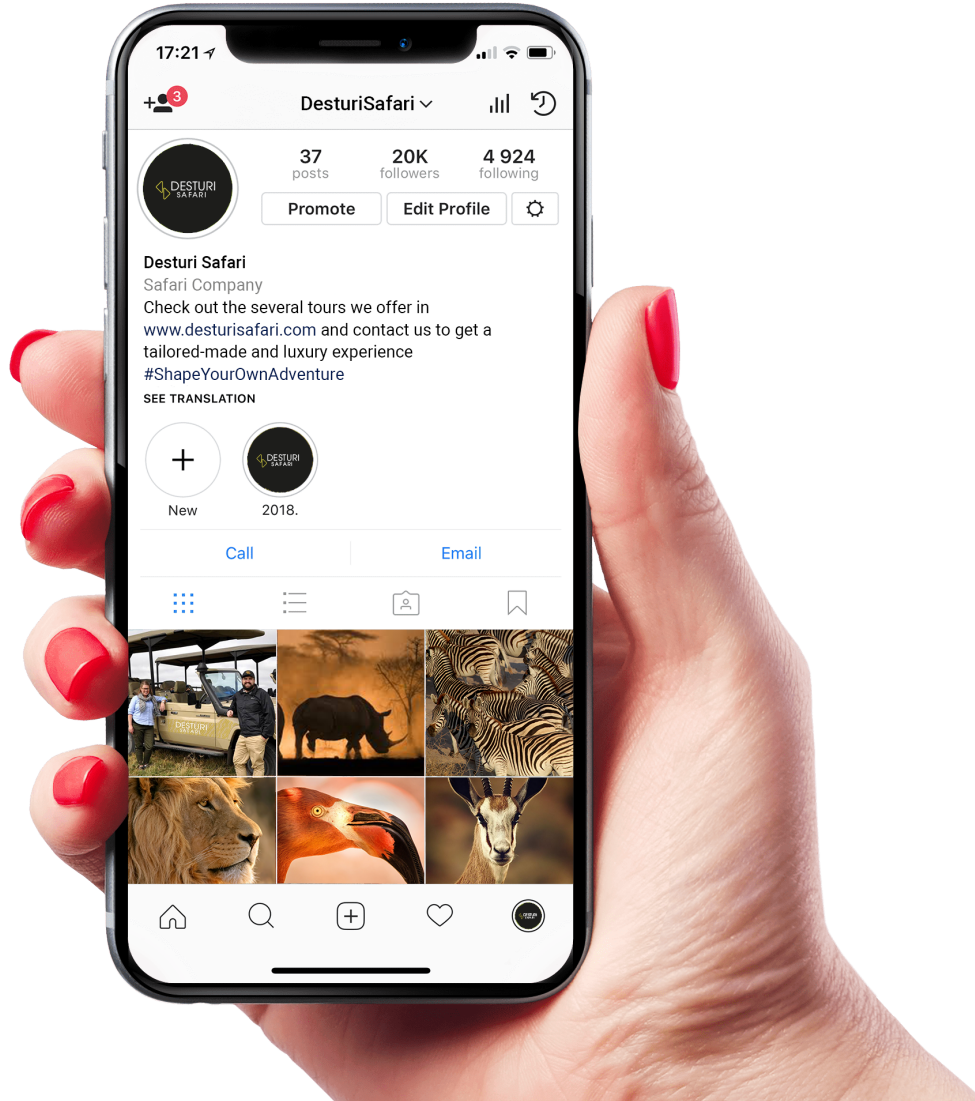
Spark SC
Organization
Like

Three Dot Dash
Non-Profit Organization
Like



APPLICATIONS

Instagram



Twitter

Home @ Connect # Discover Me Search [mail] [gear] [compose]

DESTURI SAFARI

TWEETS 781 PHOTOS/VIDEOS 62 FOLLOWING 164 FOLLOWERS 277 FAVORITES 24 VIEW Lists

Following [gear]

Desturi Safari
@DesturiSafari
Check out the several tours we offer in www.desturisafari.com and contact us to get a tailored-made and luxury experience
Africa
desturisafari.co.uk

Tweets Tweets and replies

38m ago

New range of tours ready to be chosen
[#ShapeYourOwnAdventure](#)

↩ 150 ↻ 35 ★ 50 ⋮

1h ago



YouTube

YouTube GB Search

Desturi Safari ✓
476,390 subscribers

SUBSCRIBED 476K

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Desturi Safari
Desturi Safari ✓ Updated yesterday

VIEW FULL PLAYLIST (430 VIDEOS)

Desturi Safari: Tours

CANALES DESTACADOS

- #0 #0
SUBSCRIBE
- EL TERRAT
SUBSCRIBED
- M+ Movistar+
SUBSCRIBE



Top Pick Luxury Safari Holidays ◀

A decorative border made of repeating yellow triangle patterns surrounds the following content:

| | | |
|--|---|--|
| | | |
| <p>Riding and Road Tripping in Botswana and South Africa</p> | <p>Wildlife, Rainforest and Beaches in Northern Madagascar</p> | <p>Botswana, Victoria Falls and Beyond</p> |

Website



APPLICATIONS

App



Top Pick Luxury Safari Holidays 

