



Logo Guide





SAFARI PARTNERS AFRICA

Behold, this is our logo, our identity and our brand. This short document will guide you on the handling of our precious brand.

Logo Rationale



Safaris Partners Africa, the animal depicted in the emblem is an African Male Lion and is also referred as the “King of the Jungle”. Male lions are easily spotted due to their mane and symbolize strength, wisdom, courage, nobility, royalty, stateliness which are acceptable values for Safari Partners Africa.

In a service setting, this could mean that the team is intelligent, strong, rulers of the industry who understand the trade and the nitty gritty that will give our clients memorable experiences.

The design itself is unique due to the choice of type fonts and the way the lion as an element blends with the type face.

Font and color

The main part of the logotype is taken by the “Safaris” lettering in the uppercase, written in a classy typeface. Under the main part of the inscription, there is an “Africa” tagline, which is set in the smaller letters, in the same typeface, but in a light gray color.

The sophisticated and rich color palette of the Safari Partners Africa visual identity stands for excellence and professionalism. It evokes a sense of trustworthiness, delivery of high quality services, which the company aims to provide its customers with.



Symbol

Logo Type

The emblem is made up of a symbol and logotype.

Logo Application | Acceptable colour variations of our logo



Full colour logo. This version should be used on a white background ONLY.



Two (2) colour logo. This version should be used on a background as indicated above.



Logo Application | Acceptable colour variations of our logo



Two (2) colour logo. This version should be used on a lighter background as indicated above..



Single colour logo. This version should be used on a 80% black background as indicated above..



Logo Application | Acceptable colour variations of our logo



Two (2) colour logo. This version should be used on a lighter background as indicated above..



Single colour logo. This version should be used on a 100% black background as indicated above..



Logo Application | Do's & Dont's



Logo in its correct aspect ratio.
Non stretched, non compressed



Logo should not be stretched or
deformed in any way.



Logo should not be stretched or
deformed in any way.

Logo Application | On Vehicle



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Our Fonts | Acceptable typeface - Helvetica Neue

Helvetica Neue LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Helvetica Neue REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910

Helvetica Neue BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
12345678910**

Helvetica Neue Medium

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
vwxyz
12345678910**

Helvetica Neue Condensed BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

Helvetica Neue Condensed BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ
abcdefghijklmnopqrstuvwxyz
12345678910**

Our Primary Colours | Acceptable colour variations

Our primary colour of the logo is Ultisol (Red Clay Soil). This signifies Africa richness of wealth and dependence on its own resources through Mother Nature's gifts.

Main Colour

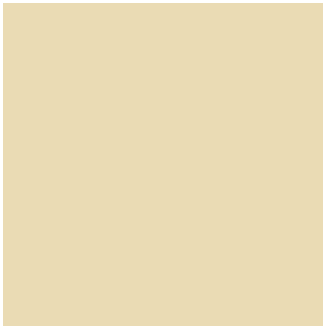


C28, M90 Y98, K27
#923120

Alternative colours



C1, M51 Y100, K0
#F5921F



C8, M11 Y32, K0
#EADAB3



C61, M53 Y52, K24
#606161

Thank You

Art Director
Robert Wambugu

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