B R A N D B O O K

A Lifetime of Adventure!

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Who We Are

1.1:
OUR STORY

The Africa Safari is something that is on most travellers' bucket list. Native Africa Trails knows that, and that's why we want to make sure that every safari can turn a dream adventure into reality. Our goal is to truly show our visitors why Africa is a wonder to behold, a unique beauty.

Our services can truly capture that. Native Africa Trails offers the best accommodations, accompanied with highly trained and experienced guides that will help people feel like they are stepping onto another plane, where they can truly be devoid of their past problems and stress. Native Africa Trails exists so we can bring people the thing that's missing in their lives: the adventure of a lifetime, one that will make them feel like it was all worth the wait. Your adventure awaits!

1.2:
MESSAGING FRAMEWORK

The Messaging Framework is a tool used to define the foundation of a brand, whether that brand is a person, a product, or a company. It is an integral part of messaging and serves as the foundation from which all forms of visual and verbal communications are derived. All brand decisions stem from the Messaging Framework.

One Simple Thing

The one simple word/idea that defines Native Africa Trail

Dream Adventures

Positioning

How we want to be perceived

Native Africa Trails helps people achieve their dream adventures through luxurious safaris.

Tagline

A clarifying thought that associates us with our target market

The Adventure of a Lifetime!

1.3:
TARGET AUDIENCE & BUYER PERSONAS

Target Audience

- Couples between the ages of 25-50

Buyer Personas

- Newlywed couples from Europe who want to spend their honeymoon in an exotic place filled with adventure.
- Married couples who have been together for a long time and want to rekindle the spark of their relationship by going on an African adventure.
- Empty nesters from all over the world who have saved up for years and now get to visit the destination of their dreams
- Young couples going as a group to visit the much talked about safaris and experience the adventure for themselves.
- Anyone who has fulfilled their life achievements and wants to celebrate by going on an adventure in Africa
- Couples who want to celebrate an anniversary by going on a romantic and adventurous journey in Africa
- Retired couples who have always wanted to get a taste of the African safari adventure and now get to do just that.

1.4: FUNCTIONAL BENEFITS

The reasons why our consumers benefit from us

Luxury

Native Africa Trails brings a certain unique luxury to the traditional safari adventure by providing the best services possible and making sure that everyone feels like they're safe and relaxed.

Immersion

Our clients get to have the best experiences possible by being fully immersed in the environment and wildlife that we show them. Every visitor will feel like they're stepping on a new world and leave the old one behind.

Adventure

Native Africa Trails gives people exactly what they are after: the adventure of a lifetime. We seek to show people many different types of wildlife and beautiful environments. They get to see and experience it all.

EMOTIONAL BENEFITS

Why do consumers believe they benefit from us; why do they tell themselves to do business with us?

Rejuvenate

Native Africa Trails can show people a world outside of the one they've been living in all this time. They get to cut away from all the stress and problems of the world and live in a moment of peace and tranquility, one that they will cherish forever.

Cared For

Every single one of our clients will feel like they're being cared for. The experts working at Native Africa Trails can give them the best accomodations and the most fulfilling journeys. We know how to answer every single question that a client might have, and know how to make the trip fun as well as constructive.

Security

Native Africa Trails makes every client's security a top priority. They will never have to be afraid of anything that might endanger their life. Their trip is going to be secure, satisfying, and feel like a true adventure.

1.5:
STORIES

A simple way to explain how customers benefit from Native Africa Trails

A married couple that have been together for many years decided to visit one of our safaris as part of their retirement plan.

A couple in their early 30s decided to have a themed wedding. They wanted it to take place in one of our safaris.

A couple of newlyweds in their late 20s wanted to go on their honeymoon somewhere where they could learn a lot about African wildlife. They decided to visit one of our safaris.

A couple in their 50s wanted to renew their wedding vows as part of their anniversary and chose to visit one of our safaris to do so.

PROOFS

Proofs that support our claims.

A couple from the United Arab Emirates and happened to be vegetarians were extremely happy with both the food arrangement and the wildlife sights.

A married couple from Germany were very satisfied with our guide who had a great answer for every single one of their questions, as well as the sights they got to see. They were also very pleased with the accommodations that we had for them.

A couple from Switzerland were very pleased with the organization that we provided. They went as far as to call it ‘perfect’. They appreciated the time they got to spend in the wild, the knowledge they gained, and their driver.

A couple from Kenya felt very immersed in the experience that we provided. They felt like they were taken care of and that all their needs were met.

1.6:
BRAND PERSONALITY

What personality do we want to permeate through our communications?

Knowledgeable

Native Africa Trails makes it possible for clients to learn everything there is about the African wildlife. They trust in our skills to keep them safe and guide them through an amazing journey.

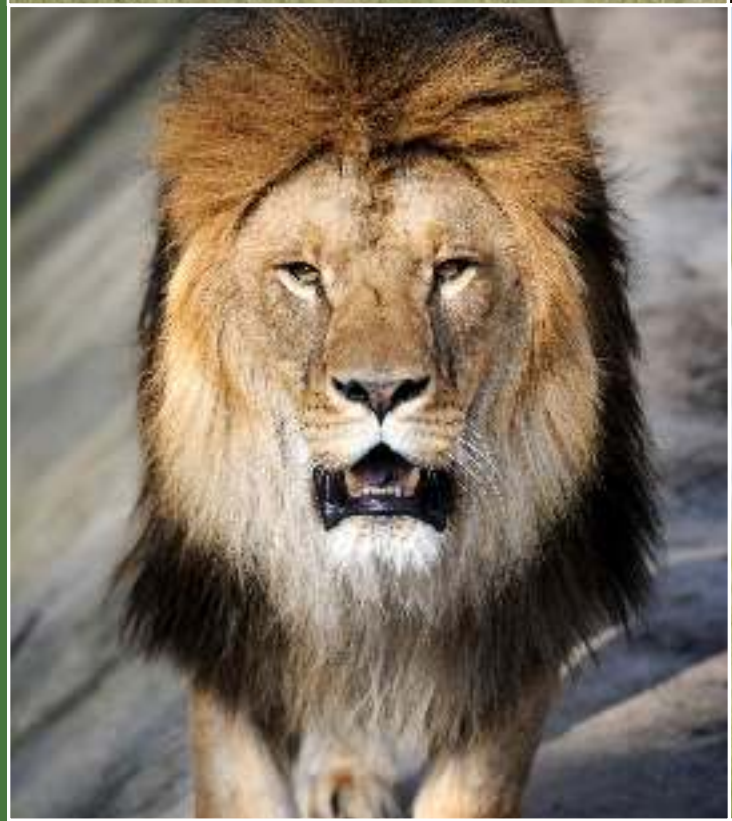
Warmth

The people working at Native Africa Trails are warm, welcoming, and happy to answer every and all questions that might arise throughout the journey. Our clients feel at home.

Adventurous

At Native Africa Trails, we are all very upbeat and happy to welcome every visitor that wants to have an unforgettable experience. We give people the full package. By the end, they will feel like they have to return and experience the journey and adventure all over again.

1.7:
PHOTOGRAPHY DIRECTION



1.7:
PHOTOGRAPHY DIRECTION

Logo Elements

2.1:
NATIVE AFRICA TRAIL LOGO

The logo is used to identify Native Africa Trail, increase brand recognition, and differentiate Native Africa Trail from competitors.

A logo is the combination of an icon, wordmark, and color. Below is a breakdown of what each represents for Native Africa Trail.

Wordmark:
The wordmark is the actual name of the company. The wordmark is made of a sans serif font, which gives the logo a modern touch that is scalable in print and mobile platforms.

2.2:
NATIVE AFRICA TRAIL ICON

2.3:
LOGO PROTECTION & MINIMUM SIZE

The protection area prevents other elements from invading the identity, ensuring presence, hierarchy, and readability. The protection area is the height of half of the logo.

None of the reductions may be less than the specified size. This measure has been defined to ensure the integrity of the identity.

2 cm wide

2.4:
LOGO VERIATIONS

2.5:
INCORRECT LOGO USAGE

MONOCHROMATIC LAYERING

SHADOW

NON PROPORTIONAL

PATTERNS OUTSIDE OF THE MATCH ELEMENT

OUTLINE

GRADIENT

2.6:
WATERMARK

The watermark should be used in the following ways:

• As a lower border where there is information or copy.
• In iness or marketing documents.

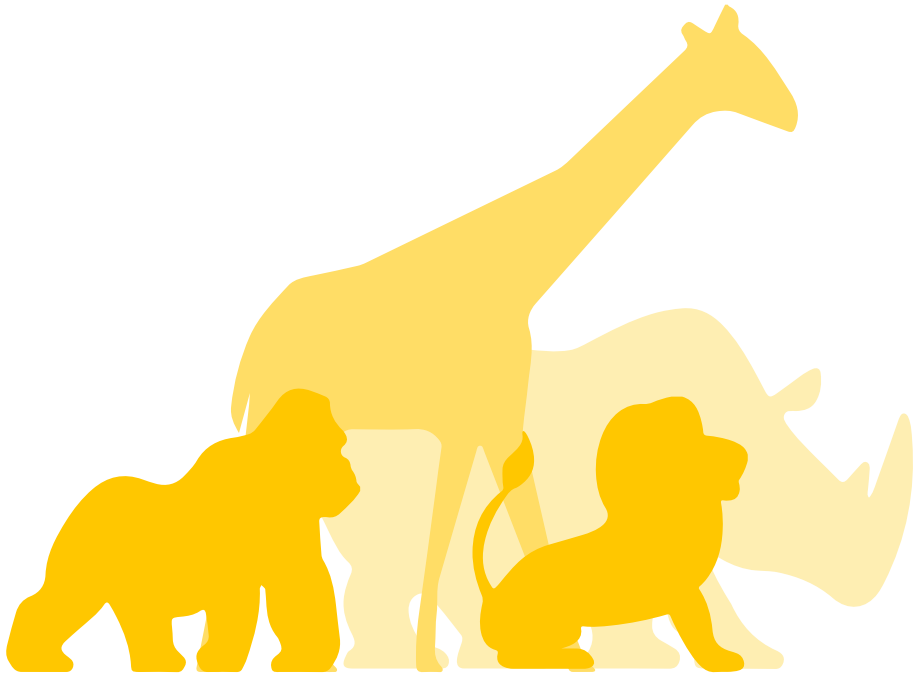
The watermark pattern is formed by a series of chrosses. It will be used at 5% of the original color.

It can be used for example:
• Folder interiors
• Envelope interiors
• Presentations
• Wall imagery
• Letterhead
• Packaging

2.7:
DESIGN ELEMENT

Design Element:
Native Africa Trail is not an add on or just another travel company, but an asset to your life events and travel. From this we would like to see our brand as an added value to our customers events and life.

The design element should always be placed on the left lower corner of the page on any material or right side.



Color Palette & Typography

3.1:
COLOR PALETTE

Color can influence decision making as well as increase trust for a brand.
The colors that have been selected coincides with the brand story of ethics, integrity, technology, and hope for making the world of technology and mankind better.

Green
Green indicates nature and health, making it a great color for an outdoors travel agency, but red, which symbolizes high activity, may be better for city travel.

Yellow
While black represents exclusivity and glamor, good for luxury hotels, yellow gives off a warm and friendly vibe good for family fun.

Black
Gray is a sophisticated color that represents smarts, wisdom, and intelligence.

White
White represents purity, cleanliness, and integrity. White shouldn't be underestimated.

Brand Coverage Percentage: Primary 15% (Green & Yellow), Secondary (light green) 75% (Gray and White), Copy 5% (Black and Gray), and Accent 5% (yellow).

PRIMARY

YELLOW
RGB: 255/199/0
CMYK: 0/22/100/0
HEX: FFC600
Pantone 7548 C

GREEN
RGB: 71/118/61
CMYK: 74/32/94/19
HEX: 47763D
Pantone 7742 C

LIGHT GREEN
RGB: 126/188/0
CMYK: 76/49/0/0
HEX: 7EBC00
Pantone 376 C

COPY

BLACK
RGB: 99/101/105
CMYK: 62/52/48/19
HEX: 636569

LIGHT GREY
RGB: 177/177/177
CMYK: 31/25/26/0
HEX: B1B1B1

BACKGROUND

WHITE
RGB: 255/255/255
CMYK: 0/0/0/0
HEX: ffffff

3.2:
TYPOGRAPHY

Typography is an essential component in the construction of the brand image.

The proper management and consistent use of these fonts will support the recognition of the brand.

PRIMARY FONT: TITLES
MARTEL DEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789 (!@#$%{...}^&*')

PRIMARY FONT: COPY
SOURCE SANS PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

123456789 (!@#$%{...}^&*')

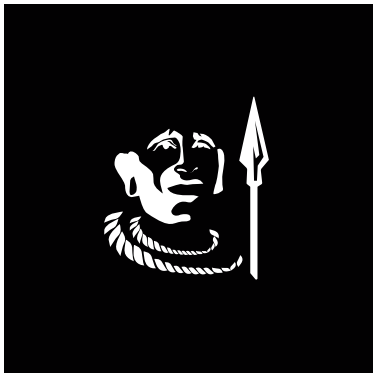
Stationery System

4.1:
LOGO COLOR APPLICATIONS

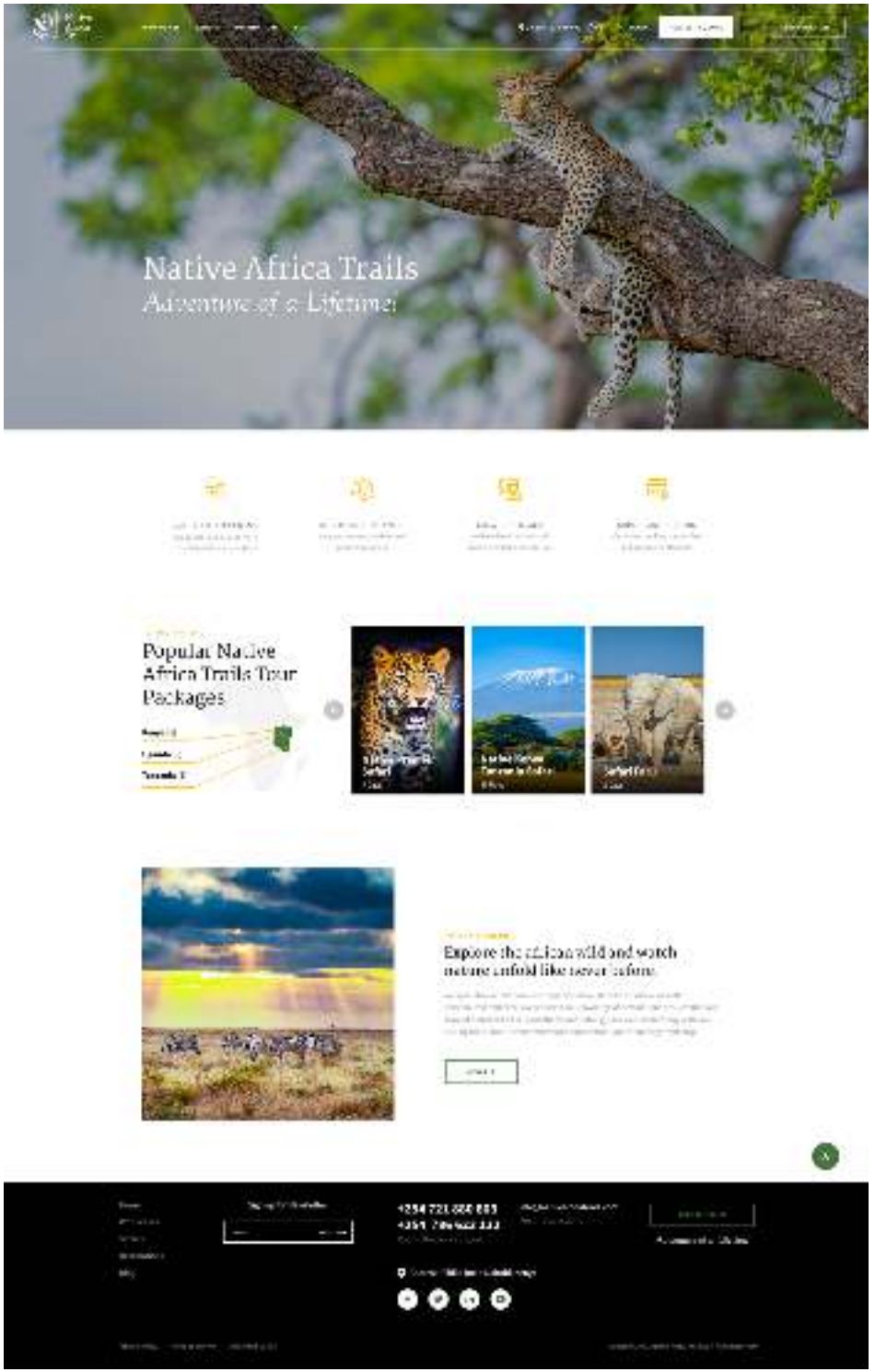
PRIMARY

SECONDARY

4.2:
ICON COLOR APPLICATIONS



4.3:
WEBSITE


Native Africa Trails
Adventure of a Lifetime!
Popular Native Africa Trails Tour Packages

4.4:
STATIONERY SYSTEM

4.5:
STANDARD LETTERHEAD

Size: 8.5 x 11 inches
Color: 3/0 (Red and Black)

Native Africa Trails

Lorem ipsum dolor

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Thika Road
Nairobi, Kenya

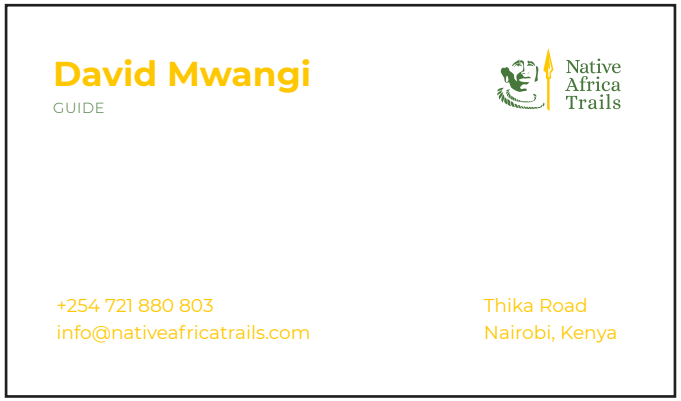
nativeafricatrails.com

4.6:
STANDARD ENVELOPE

Size: #10 9.24 x 4.125
Color: 3/0 (Red and Black)

4.7:
STANDARD BUSINESS CARD

Size: 3.5 x 2 inches
Color: 3/2 (Red and Black)



4.8:
EMAIL SIGNATURES

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GUIDE

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Native Africa Trails

Confidentiality Notice: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam ac urna ipsum. Nullam in libero at sem interdum eleifend. Donec interdum volutpat libero, a pharetra nulla. Maecenas tristique nunc at pulvinar pharetra. Sed lectus tellus, bibendum lacinia aliquam in, aliquet sit amet eros. Curabitur suscipit fermentum nibh, in fringilla mi convallis non. Phasellus sit amet ultricies nisi. Curabitur accumsan fermentum ante, sit amet gravida nibh

4.9:
POCKET FOLDERS

A Lifetime of Adventure!

Native
Africa
Trails

www.nativeafricatrail.com