



Watembezi Adventure Ltd **Tagline:** Your Gateway to African Adventures **Vision:** To be the most trusted and inspiring safari brand in Africa, connecting people worldwide to the beauty, culture, and wildlife of Africa. **Mission:** To deliver authentic, memorable, and safe safari experiences while supporting local communities and promoting conservation. Brand Colors **Sunset Orange (#F4A300):** Represents African sunsets, warmth, and adventure. **Safari Green (#3A5D3B):** Represents nature, wildlife, and sustainability. **Charcoal Black (#2D2D2D):** Represents strength, trust, and professionalism. **Earth Beige (#F5E5D6):** Represents the savannah and cultural roots. Typography **Primary Font:** Montserrat Bold (for headings) **Secondary Font:** Open Sans Regular (for body text) Logo Guidelines The logo should appear on all official communication, marketing material, safari vehicles, merchandise, and the website. Always use the logo on a neutral or brand-approved background. Applications Website: www.watembeziadventure.com Social Media: @WatembeziAdventure Merchandise: Caps, T-shirts, mugs, bags Safari Vehicles: Side branding with logo and tagline