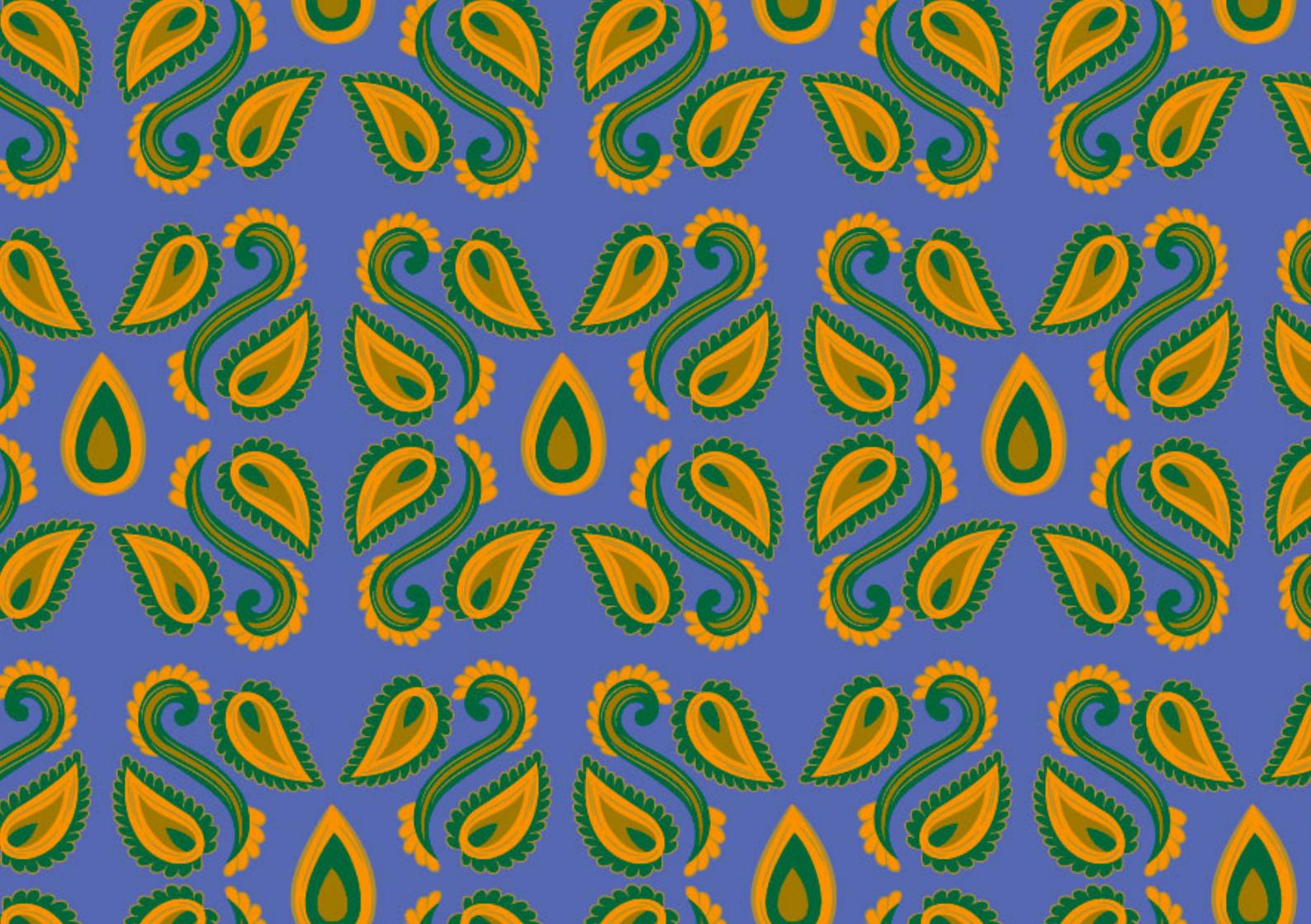




Brand & Identity **Guidelines**





OVERVIEW

Mama Gaia Travel is a multi-platform multimedia content enterprise that specializes in high-quality, authentic family travel content with a focus on Africa. Our mission is to inspire internationally minded families to explore Africa sustainably and ethically while deepening cultural connections and enriching travel experiences. Our blended B2B/B2C model drives revenue through strategic brand partnerships, sponsorships, affiliate marketing, digital product sales, and advertising. By offering premium, family- and sustainability-focused content, Mama Gaia Travel aims to become the go-to resource in our niche and achieve significant growth and profitability.

Our name reflects the dual inspiration behind our brand—"Gaia," evoking the Earth and the vibrant cultures of Africa (and also the name of the founder's daughter), and "Grace," representing the personal touch and vision of our founder. Together, they symbolize a commitment to authenticity, natural beauty, and transformative family travel experiences.



MISSION

Through authentic storytelling, we strive to inspire and empower families with children to explore the vibrant tapestry of Africa through sustainable travel experiences that foster curiosity, develop a global perspective, promote responsible tourism, and create lasting family memories.

Our mission also extends to our clients—partnering with like-minded brands to deliver high-quality, transformative travel content that drives measurable value.

VISION

At Mama Gaia Travel, our vision is to become the unrivaled beacon for transformative family travel in Africa—an inspirational resource where globally-minded families discover sustainable, culturally immersive journeys that empower communities, nurture responsible global citizens, and create a legacy of positive change for future generations.



VALUES

At Mama Gaia Travel, our vision is to become the unrivaled beacon for transformative family travel in Africa—an inspirational resource where globally-minded families discover sustainable, culturally immersive journeys that empower communities, nurture responsible global citizens, and create a legacy of positive change for future generations.

Authenticity

We share real, heartfelt experiences – including both ups and downs! – of traveling with children in Africa. Our content is grounded in genuine storytelling, ensuring that every journey is presented with honesty, respect, and integrity.

Joy

We believe travel should spark joy and create lasting memories, inspiring moments of laughter, wonder, and discovery that bring families closer.

Curiosity

We encourage families to explore the unknown, ask questions, and delve into cultural, historical, and natural wonders.

Connection

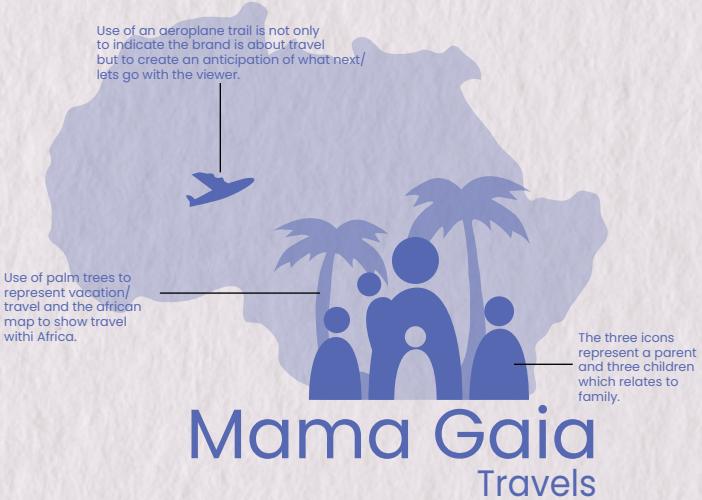
We build bridges between families, local communities, and the environment by promoting sustainable practices and ethical tourism to create meaningful, reciprocal relationships that benefit both travelers and the places they visit.

These core values guide Mama Gaia Travel in every decision we make, from the content we produce to the partnerships we form, ensuring that our work inspires and enriches the lives of families and communities alike.

LOGO

Primary Logo

This is Mama Gaia Travel primary logo. It is the main signature of the brand and should be used most frequently and emphasized in most cases.



Secondary Logo

Ideally the secondary logo is a logo mark or emblem that can be used alternatively with the primary logo and areas that may require minimal representation of the logo.

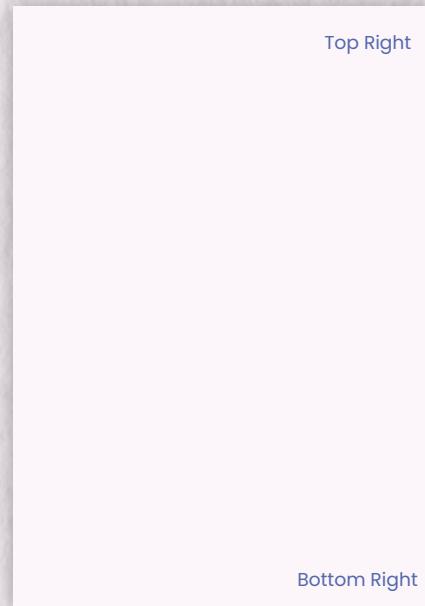


LOGO PLACEMENT

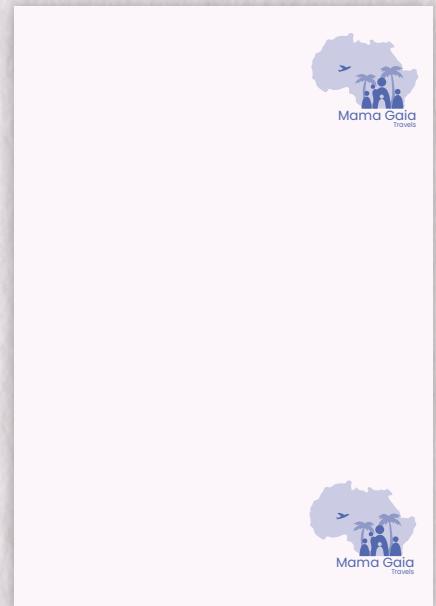
Logo placement refers to the strategic positioning of a brand's logo across various platforms and materials. The goal is to ensure maximum visibility and impact while maintaining brand consistency and aesthetics.

Effective placement ensures the logo is visible and impactful.

Top Right



Bottom Right





COLOR

Primary Colors

Our primary colors are the most crucial elements of our brand palette. They form the foundation of our visual identity and should be used predominantly in all branding materials.

Sky blue

CYMK: 74 0 63

Hex: 5668b1

Electric rose

CYMK: 1 99 40

Hex: eb1a65

Blush

CYMK: 0 25 0

Hex: f9cbdf

COLOR

Secondary Colors

Our primary colors are the most crucial elements of our brand palette. They form the foundation of our visual identity and should be used predominantly in all branding materials.

Lime

CYMK: 23 100 2
Hex: cfd72a

Aqua

CYMK: 18 5 18
Hex: ceebef

TYPOGRAPHY

Primary Typeface

Our primary typeface is the cornerstone of our brand identity. It should be used for all primary communication, headlines, subheadings and body text. Its design reflects the essence of our brand, providing a cohesive and professional appearance.

Poppins and Lora are our only typefaces.

Poppins

Aa

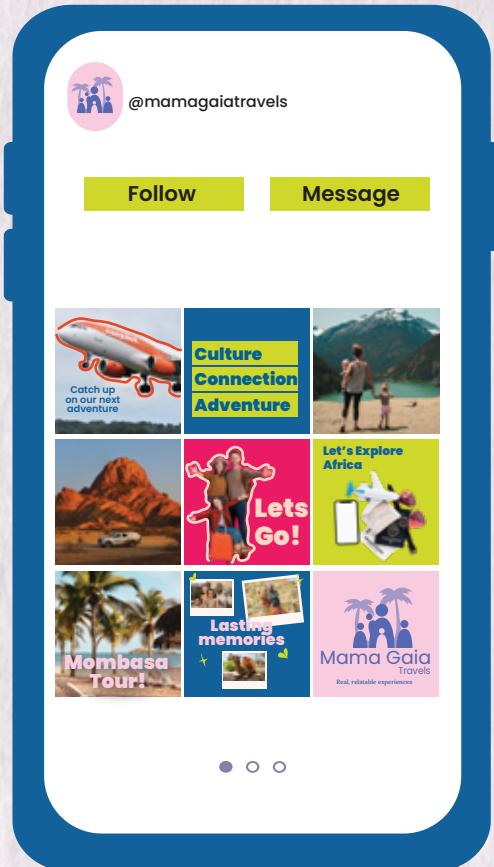
abcdefghijklmnopqrstuvwxyz (Light)
abcdefghijklmnopqrstuvwxyz (Regular)
abcdefghijklmnopqrstuvwxyz (Medium)
abcdefghijklmnopqrstuvwxyz (Bold)

Lora

Aa

abcdefghijklmnopqrstuvwxyz (Regular)
abcdefghijklmnopqrstuvwxyz (Medium)
abcdefghijklmnopqrstuvwxyz (Bold)

SOCIAL MEDIA







Mama Gaia
Travels