



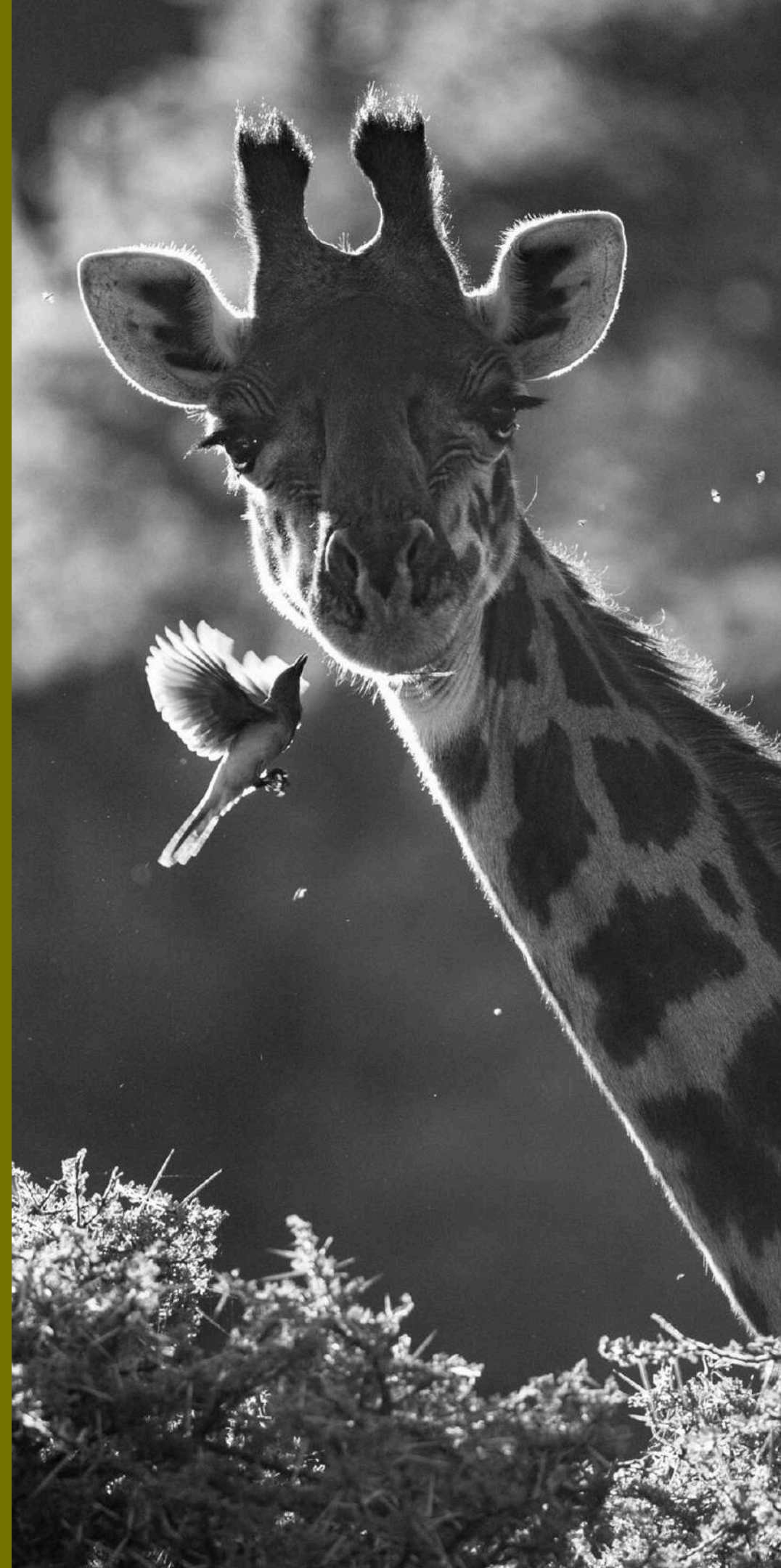
A PROPOSAL

Brand Strategy & Style Guide

ARUSHA GIRAFFE CENTRE

FEBRUARY 2025

project overview



ARUSHA GIRAFFE CENTRE

A gateway to awe and a place of purpose.

The Arusha Giraffe Centre is Tanzania's first **regeneration education hub**, dedicated to **protecting** wild giraffes and **empowering** rural communities through sustainable solutions. Visitors tour the education hub, learning about regenerative farming and conservation. They then embark on a “**bush walk**”, walking alongside Valerie, Eliana, Edward and Lottie, our “residents”, all while respecting the animals' natural behaviours – **no feeding or touching allowed**. What makes it special is its blend of **wildlife interaction, community-focused education**, and a hopeful, action-oriented approach to **healing the land** and its ecosystems.

BRIEF

How can we make the giraffes famous?

The project involves creating a cohesive **brand identity**, a strategic **marketing plan** and an **enhanced physical and digital presence** to attract and retain customers.

research



TRENDS

The Age of Awe

63% of people are willing to invest more money in out-of-the-ordinary travel experiences

(Design Hotels Further Forecast 2024 Report)

Awe is a profound emotional response characterised by wonder, reverence and often a sense of connection to something greater than oneself. Recent studies reveal that seeking awe experiences can have **positive and transformative effects** on individuals (Rivera et al., 2019). As a result, an increasing number of travellers are prioritising awe-inspiring moments during their journeys, aiming to immerse themselves in unique and **wonder-filled experiences**. According to Dacher Keltner (2023), one of the eight ways to find awe is through **nature**.

This trend aligns with the mission and offerings of Arusha Giraffe Centre. For many visitors, going on safari or engaging in wildlife tourism is a **once-in-a-lifetime experience**. At AGC, standing face-to-face with the giraffes provides a striking “wow moment,” allowing visitors to appreciate the beauty and impressiveness of these creatures. Beyond the initial sense of wonder, the AGC’s educational efforts help **deepen this appreciation** by highlighting the importance of giraffe conservation and the dedicated work being done by the team to protect them.

In this way, **AGC serves as a gateway to awe**, offering transformative experiences that resonate deeply with modern travellers' desire for meaningful, memorable encounters with nature.

TRENDS

Ecology Urgency

30% of people prefer travel destinations where they're immersed in nature or off the grid

(Design Hotels Further Forecast 2024 Report)

Ecological restoration and wildlife conservation are increasingly shaping the travel industry. With a growing awareness of environmental issues, **sustainability initiatives** are now playing a crucial role in **driving hospitality experiences** and influencing long-term strategies within the sector. Travellers are becoming more conscientious, seeking out experiences that not only offer enjoyment but also contribute positively to **environmental preservation** (Bennett, 2023). A report by Euromonitor International (2023) revealed that nearly 80% of travellers would be willing to pay up to 10% more for travel and tourism experiences that are sustainable.

At the heart of AGC's brand is its **commitment to regenerative agriculture** and **giraffe conservation** in Tanzania. AGC's ongoing efforts to protect and rehabilitate giraffes, alongside its sustainable land practices, make it a prime example of how **tourism can contribute to conservation**. By offering visitors the opportunity to learn about the importance of wildlife preservation and regenerative farming techniques, AGC is not only fostering a deeper connection to nature but also promoting sustainable practices that align with the values of today's eco-conscious traveller.

Through AGC's Education Centre, guests are encouraged to **actively engage** with the protection of giraffes and the preservation of Tanzania's natural heritage.

STORYTELLING INSPIRATION

Creating Connections

Research into successful wildlife conservation and hospitality brands with strong storytelling shows how **compelling narratives enhance guest experiences**. These brands seamlessly integrate their **stories** into design, service and marketing, creating memorable experiences. For the Arusha Giraffe Centre, the aim is to craft a narrative that **connects emotionally** with guests, making each visit feel like part of an unforgettable journey.

STORYTELLING INSPIRATION

Sheldrick Wildlife Trust

The Sheldrick Wildlife Trust (SWT) effectively uses storytelling as a core element of their brand to engage their audience emotionally and create a lasting connection to their mission.



STORYTELLING INSPIRATION

Sheldrick Wildlife Trust

PERSONALISED ANIMAL STORIES

SWT shares **individual stories** of orphaned elephants, rhinos and other wildlife rescued under their care. Each animal's profile includes its **rescue story**, details about its **personality** and updates on its rehabilitation **journey**. Every rescued animal is given a **name**, humanising them and making their story relatable.

EMOTIONAL APPEAL

SWT storytelling often highlights themes of loss, love, resilience and recovery, **resonating with human emotions**. For instance, stories of orphans who lose their families due to poaching and find a new family in the trust mirror human experiences of grief and healing.

TRANSFORMATION NARRATIVES

SWT often frames stories around **transformation**: from the tragic circumstances of an animal's rescue to its recovery and eventual reintegration into the wild. These narratives **emphasise the impact of their work** and **inspire hope**.

COMMUNITY AND IMPACT STORIES

The organisation also shares stories of their **interactions with local communities**, showcasing how they foster coexistence between humans and wildlife. This adds a social dimension to their narrative, emphasising their broader environmental and societal impact.

VISUAL STORYTELLING

Their communication channels feature **captivating visuals** of the animals, drawing viewers into the their lives and creating an **emotional connection**. Short films narrate their day-to-day work, including rescues, medical interventions and the animals' playful antics, making their mission tangible and engaging.

SUPPORTER INVOLVEMENT & CTA

Supporters can **“adopt”** an animal, receiving regular updates, letters “from the animal,” and progress stories, creating a **direct personal connection**. Each story often ends with a **clear call to action**, turning storytelling into a tool for active engagement and fundraising.

guests



TARGET AUDIENCE

Safari operators



AGC offers safari operators unique, sustainable experiences to enhance their itineraries.

Safari operators serve as **intermediaries** connecting travellers with the wildlife experiences they seek. For them, AGC represents an opportunity to **enhance their offerings** with meaningful and different experiences. These operators seek **reliability**, **sustainability** and **authentic engagement** to meet client expectations. Motivated by **client satisfaction** and **business growth**, they value seamless collaboration, strong communication and value-for-money offerings. However, they often navigate challenges such as **logistical complexities** and aligning with sustainable practices.

JOSEPH

Male | 42 years old | Bachelor's Degree | Safari Operator | Tanzanian | Married with 2 children

Biography

Joseph owns a mid-sized safari tour company based in Arusha, catering to international tourists seeking wildlife adventures. He is passionate about showcasing Tanzania's beauty while ensuring his clients have unforgettable, ethical experiences. Joseph often partners with local businesses to diversify his offerings and stay ahead of competitors.

Goals & Motivations

- Deliver high-quality, memorable experiences to clients.
- Build lasting partnerships with trusted businesses.
- Create a reputation of excellence and sustainability.

Frustrations

- Struggles to find reliable, eco-conscious partners.
- Faces logistical challenges in coordinating itineraries and finding experiences for guests during their "day at leisure" in Arusha.
- Increasing competition.

Interests

- Birdwatching and wildlife photography
- Playing football with friends on weekends
- Spending time with his family outdoors

Preferred Experience

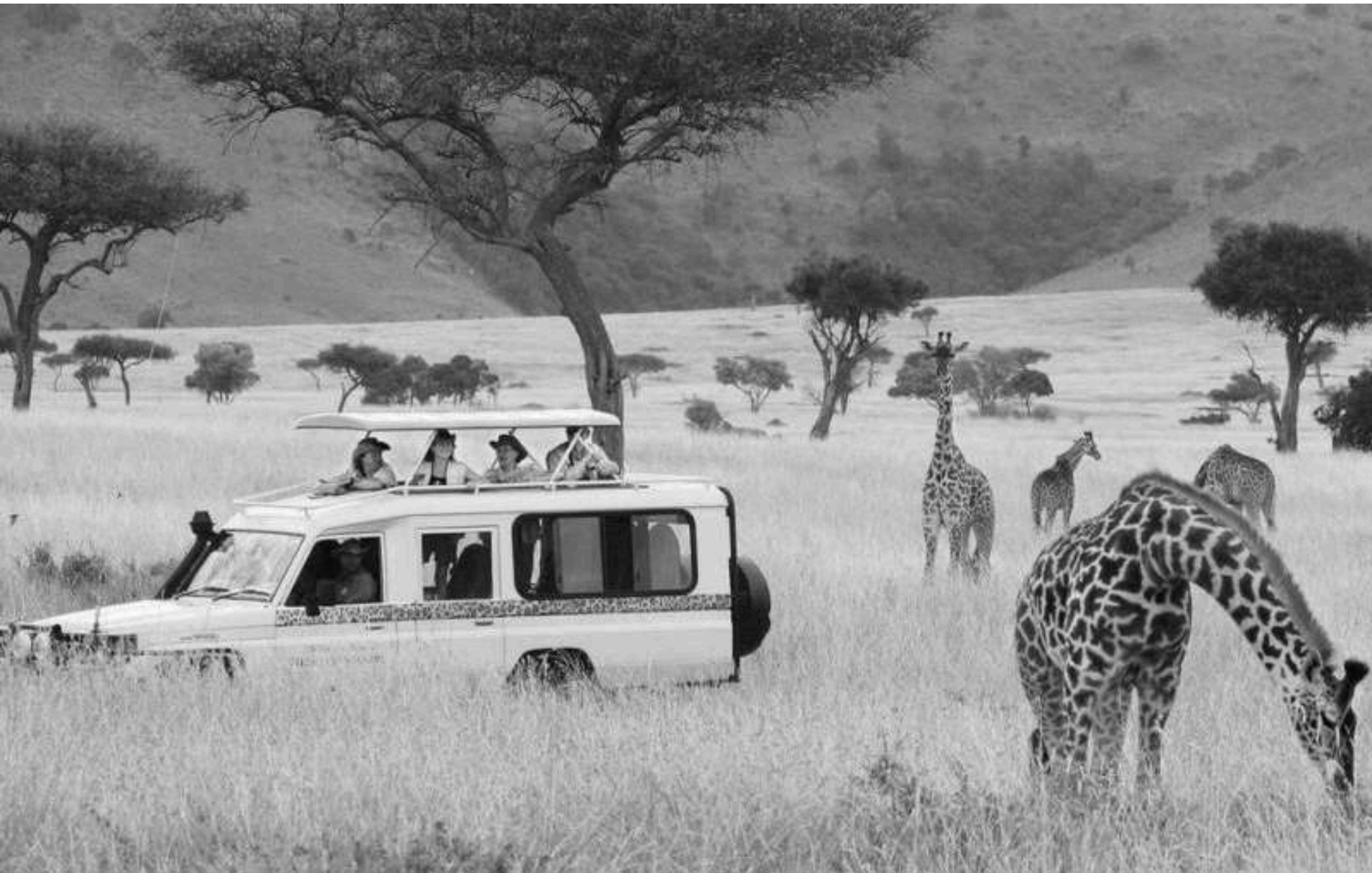
Joseph values attractions that provide transparent communication, dependable service, and conservation-driven experiences his clients will rave about. He seeks a hassle-free partnership that enhances his business reputation.

"Give me a partner I can count on – my clients demand the best and so do I!"



TARGET AUDIENCE

Safari Tourists



Safari tourists seek unforgettable wildlife encounters and conservation-focused moments at AGC.

Safari tourists, often seeking **once-in-a-lifetime adventures**, desire **meaningful encounters** with Tanzania's wildlife and landscapes. They are motivated by a **longing for awe** and a **connection to nature**. They expect to have close interactions with animals, educational insights and be comfortable. They value **authenticity** and are increasingly **eco-conscious**, favouring experiences that prioritise conservation. **Cost** and navigating unfamiliar environments are challenges that safari tourists may face. Tourists visiting AGC seek transformative moments that will create cherished memories and stories.

SOPHIE

Female | 35 years old | Master's Degree | Marketing Consultant | American | Married, no children

Biography

Sophie lives in New York and is ticking off her bucket-list item of visiting Tanzania. She has saved for years to go on safari, seeking wow-moments that are both sustainable and luxurious. She's someone who researches thoroughly to ensure her choices align with her values. She's travelling with her husband and two friends.

Goals & Motivations

- Experience the Great Migration and other beautiful and photographable wildlife moments.
- Support eco-friendly initiatives.
- Create lasting memories with her husband and friends.

Frustrations

- Wants great value for her money without compromising on experience.
- Struggles to identify authentic experiences in an unfamiliar country with so many choices.
- Worried about the usual travel challenges.

Interests

- Hiking and outdoor activities
- Reading travel blogs and historical fiction
- Cooking, especially trying out new recipes

Preferred Experience

Emily loves a mix of comfort and adventure. She wants the opportunity to interact closely with wildlife, particularly giraffes, and explore the surrounding beauty of Tanzania. Educational yet fun experiences with a personal touch and knowledgeable guides are a must. She's drawn to activities that provide a sense of connection.

"I want stories that'll make my friends jealous and memories that'll make me smile forever."



TARGET AUDIENCE

Residents in Tanzania



AGC provides residents with affordable, educational experiences that celebrate and protect Tanzania's wildlife.

For residents, AGC is a space of **connection, pride** and **learning**. Residents, including students seek **family-friendly** experiences and educational outings that inspire a deeper connection to their local environment and heritage. They are curious and feel a sense of responsibility for conservation. They are **motivated to learn and share** this experience with visiting friends and family. While **cost** and **transport limitations** can pose challenges, residents value experiences that celebrate Tanzanian wildlife and provide meaningful educational touchpoints that resonate with their daily lives.

AMINA

Female | 43 years old | Master's Degree | Elementary School Teacher | British Indian | Single Mother

Biography

Amina has called Arusha home for 20 years and loves sharing the city's beauty with visiting family and friends. As a teacher at UWCEA, she believes in the importance of education and wants to inspire her son and students to appreciate and protect the environment. Amina enjoys sharing stories of her travels with her students. She's a valued member of her community.

Goals & Motivations

- Create lasting memories with her son and share unique experiences with visiting friends and family.
- Instil a love for wildlife in her son and students.
- Keep her life lively and spontaneous.

Frustrations

- Find accessible and affordable experiences.
- Limited time to explore due to her responsibilities as a single mother and teacher.
- The lack of variety in family-friendly activities.

Interests

- Yoga and mindfulness practices
- Reading and sharing with her book club
- Exploring local markets and cafés

Preferred Experience

Amina seeks out experiences that give her a break from routine, are easy to enjoy with her son and that tell a story. She often hears about new places from her friends and enjoys sharing recommendations if she thinks they are worth it.

"The world's got so many surprises – I want every day to feel like an adventure!"



brand foundations



MISSION

A Voice for the Silent Extinction

At Arusha Giraffe Centre, we are dedicated to raising awareness of the Silent Extinction of giraffes and restoring the land they call home.

VISION

Regenerating Our Landscapes

Our vision is to regenerate the Maasai Steppe and become East Africa's leading educational hub for sustainable agriculture.

VALUES

Wildlife

We are dedicated to protecting wildlife, particularly the Maasai giraffe, by addressing threats like poaching and habitat loss, ensuring their survival for future generations.

Environment

We focus on sustainable practices that regenerate and protect our environment, promoting conservation through education and hands-on initiatives that empower communities to care for their natural surroundings.

Community

We value partnerships and collaboration with local communities, organisations and innovators to inspire and create solutions that are culturally relevant, impactful and long-lasting for both people and wildlife.

USP

What makes Arusha Giraffe Centre different?

We are a regeneration-focused education centre that features wild-living giraffes. Our immersive learning experiences ensure the preservation of their natural behaviour by not allowing feeding or touching of the animals.

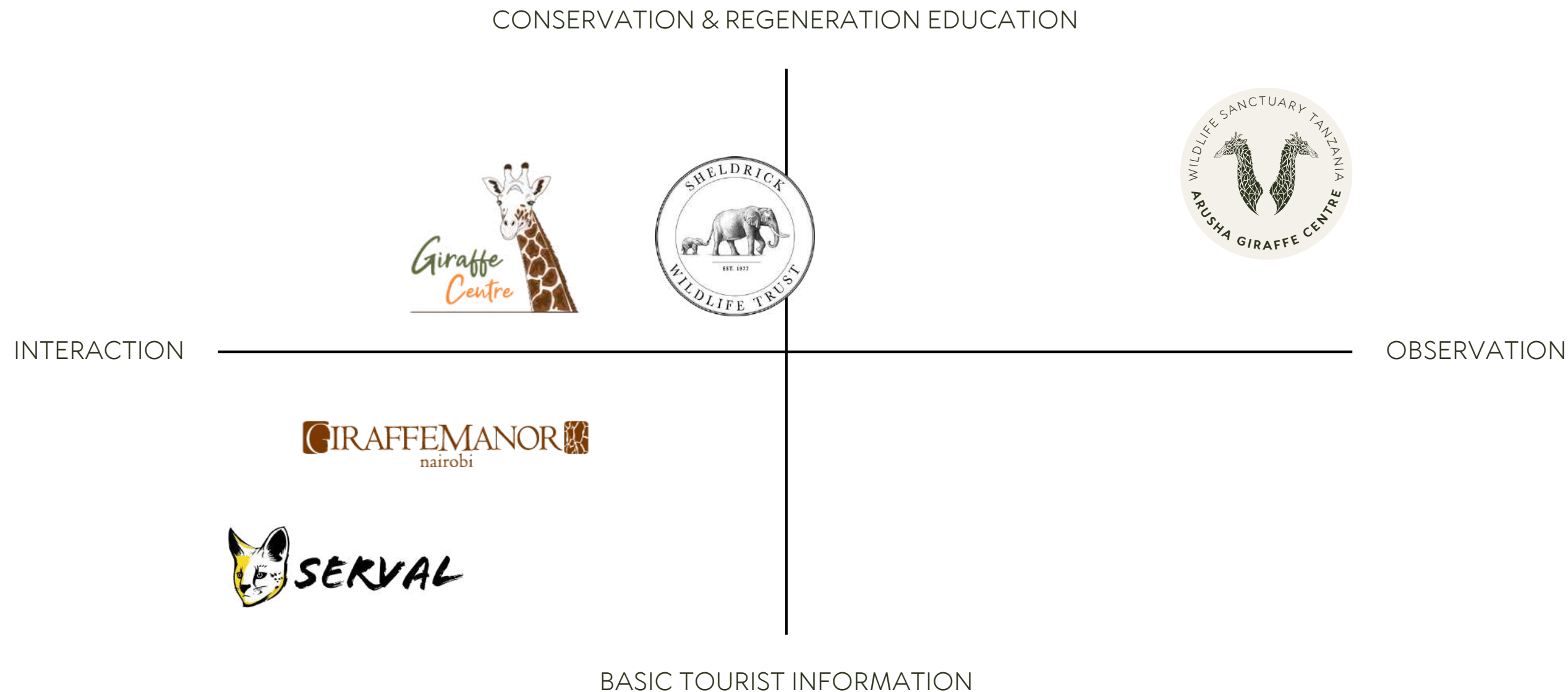
UVP

What value does Arusha Giraffe Centre bring?

The Arusha Giraffe Centre provides valuable contributions to various stakeholders. For **staff**, it offers employment opportunities, skill development, and pride in contributing to wildlife preservation. **Visitors** benefit from educational experiences and unique encounters with giraffes in their natural habitat, fostering a deeper appreciation for wildlife. **Safari operators** gain a sustainable attraction to enrich their itineraries, while **schools** enjoy interactive learning opportunities that inspire future efforts. For the **Maasai** and the **surrounding communities**, the Centre promotes cultural recognition, economic partnerships, and education, empowering them through sustainable development projects and the regeneration of their land.

POSITIONING

Against Competitors



This brand positioning map uses two key axes. The horizontal axis measures how much **educational value** the visitor experience provides, from **basic tourist information** and wildlife facts, to **detailed conservation and regeneration education**. The vertical axis assesses the visitor's level of **animal engagement**, from **observation** from a distance to **direct interaction** with the animals, such as feeding them.

The rebranding of the Arusha Giraffe Centre will emphasise its unique value proposition as a place deeply committed to **educating** both the local community and visitors. The centre offers an enriching experience that **respects** the wild nature of the giraffes by avoiding direct contact, thereby preserving their natural behaviour and habitat. Positioned in the upper-right quadrant of the map, the Arusha Giraffe Centre **stands out** among competitors in Tanzania and Kenya. This differentiation highlights its focus on providing an immersive educational experience without compromising the animals' "wildness".

BRAND PERSONALITY

If the Arusha Giraffe Centre was a person...

If the Arusha Giraffe Centre was a person, they would **embody** a professional, knowledgeable and dependable character. They would be someone you **trust completely**, offering a **reassuring presence** and consistently delivering **high-quality experiences**. With a warm and good-humoured nature, they'd **easily connect** with people of all ages, creating an inviting atmosphere for learning and engagement. **Courageous** in their convictions, this person would boldly advocate for conservation, sustainability, and doing what's right, even when it's challenging.

The Arusha Giraffe Centre's personality **enjoys** spending time outdoors, **immersed in nature** and surrounded by wildlife. They thrive on **educating and inspiring** others about conservation, finding joy in **collaboration** with communities to create sustainable solutions. This person also loves discovering innovative ways to promote regenerative tourism, constantly striving to blend environmental protection with meaningful visitor experiences.

In their **interactions**, they act with **quiet confidence**, calmly addressing challenges while **inspiring trust and respect**. They are friendly, approachable and always ready to share a captivating story or an insightful lesson about giraffes, conservation, or local culture. Thoughtfulness and **ethical decision-making** guide all their actions, ensuring alignment with their core values of sustainability and community support.

When they **speak**, it is with **clarity, warmth** and **relatability**. Whether addressing children, international tourists, or local partners, their words are engaging and understandable. They **simplify complex ideas** about conservation without oversimplifying, maintaining a balance of **authority and approachability**. Their tone is always positive, instilling optimism and a call to action.

brand expression



THE STORY

Tanzania's First Regeneration Centre

In **2007**, Nick and Nat Harrison bought a farm on the Maasai Steppe with a vision: to **heal the land** and empower its people through regeneration. Today, the Arusha Giraffe Centre is **Tanzania's first regeneration education hub**, offering solutions to rural communities while protecting wild giraffes in their natural habitat. Visitors can walk alongside these gentle giants – **Valerie, Eliana, Edward** and **Lottie**, explore the education centre and see firsthand how regenerative farming creates stable incomes and healthier ecosystems.

By **connecting conservation with community**, we invite you to be part of a hopeful and practical journey toward a sustainable future.

TONE OF VOICE

Inspiring, approachable, knowledgeable

Warm and Welcoming

- Emphasise approachability and inclusivity to make every visitor feel valued and part of the Centre's mission.
- Use friendly, conversational language that invites participation and connection.

Optimistic and Hopeful

- Highlight the Centre's forward-thinking solutions to environmental and community challenges.
- Foster a sense of optimism, showing that meaningful change is not only possible but already happening.

Knowledgeable but Accessible

- Share information with clarity and enthusiasm, avoiding jargon while maintaining credibility.
- Convey expertise in regeneration and conservation in a way that's engaging for all audiences, from curious visitors to dedicated environmentalists.

Playful but Respectful

- Reflect the joy of interacting with giraffes and experiencing the natural beauty of the Maasai Steppe.
- Balance a lighthearted tone with the gravity of the Centre's mission, ensuring the messaging feels fun yet purposeful.

Empowering and Action-Oriented

- Use active and motivational language to inspire visitors to become part of the solution.
- Encourage small but meaningful actions, emphasising that everyone can make a difference.

VERBAL IDENTITY

Example: Social Media Post

🦒✨ Protecting giraffes, preserving habitats and nurturing biodiversity – it's all part of our mission at Arusha Giraffe Centre.

We're your gateway to awe, where every visit brings you closer to the beauty of giraffes and the ecosystems they call home.

Join the Journey!

📍 Visit us or click the link in our bio to learn more.

#WildlifeConservation #GatewayToAwe #ArushaGiraffeCentre
#JoinTheJourney #PlaceOfPurpose #ProtectGiraffes
#SustainablePractices

Did you know a group of giraffes is called a journey? 🦒✨

At its core, our slogan, "Join the Journey" symbolises progress and hope. It reflects the Centre's commitment to creating solutions and inspiring change. 🌍 Whether you're here to explore, learn, or simply marvel at our residents, your visit is part of a meaningful story.

Ready to make a difference? 🌟 Step into a journey of purpose, awe and impact.

📍 Visit us or click the link in our bio to learn more.

#JoinTheJourney #ProtectGiraffes #RegenerationInAction
#WildlifeConservation #ArushaGiraffeCentre

VERBAL IDENTITY

Example: LinkedIn

Protecting giraffes, empowering communities, and fostering a sustainable future.

At Arusha Giraffe Centre, we're committed to conservation with purpose. From preserving giraffes and their habitats to uplifting local communities through education and landscape regeneration, our mission is all about raising awareness of the Silent Extinction and restoring the land they call home.

Through immersive learning experiences, visitors gain a deeper understanding of giraffe ecology and the importance of conservation. We also proudly partner with the Maasai to promote sustainable practices, cultural respect, and regenerative tourism.

By joining us, you're not just visiting, you're becoming a voice for the giraffes and a guardian of the Maasai Steppe.

Join the Journey now!

#WildlifeConservation #RegenerativeTourism #Sustainability #EmpoweringCommunities

THE TAGLINE

Join the Journey

“Join the Journey” captures the essence of the Arusha Giraffe Centre: a place of wonder, purpose and collaboration, where every visitor becomes part of the story of giraffe conservation and land regeneration.

THE TAGLINE

Join the Journey



SENSORY APPEAL

The word “journey” evokes the **collective noun** for giraffes, creating a memorable and visual link to the Centre's core focus and the **movement of giraffes**. The alliteration of “J” creates a **smooth, rhythmic flow** that is easy to say and remember.



LITERARY RESONANCE

“Join” is an engaging **call-to-action**, encouraging participation and fostering a sense of **belonging**. Beyond a physical journey, it symbolises a deeper **commitment** to conservation, regeneration and the shared mission of safeguarding the land and its wildlife.



THEMATIC CONNECTION

It aligns with the Centre’s mission to involve individuals in the dual journey of protecting giraffes and regenerating the environment. The term “journey” implies **progress and optimism**, reflecting the Centre's role in creating solutions and inspiring change.



EMOTIONAL IMPACT

It appeals to visitors' desire for a meaningful and **unique safari experience**, blending personal exploration with purposeful action. It also taps into the **human need** to be part of something bigger: a “tribe” or team working toward a significant cause.

CURRENT VISUAL IDENTITY

VISUAL IDENTITY

Current Logos



VISUAL IDENTITY

Current Fonts

HEADINGS, UPPERCASE

SUBHEADINGS, UPPERCASE

Body, Uppercase & Lowercase

CHEQUE

COPPERPLATE GOTHIC

Arsenal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
!@#\$%^&*()_+-={}[] ; ' : " < > , . ? /

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+-={}[] ; ' : " < > , . ? /

VISUAL IDENTITY

Current Colour Palette



HEX: #224B12

HEX: #385B4F

HEX: #6DAB3D

HEX: #DD9933

HEX: #337AB7

HEX: #0A2C4E

HEX: #2E351F

HEX: #261C1C

HEX: #FFFFFF

PROPOSED VISUAL IDENTITY

VISUAL IDENTITY

Proposed Logo



VISUAL IDENTITY

Proposed Logo

The giraffes remain central in the logo, facing outward to symbolise **openness** and the Arusha Giraffe Centre's culture of sharing and community.

The font is **clean, simple and easy to read**, even from a distance. Its timeless design ensures longevity while keeping the **focus on the giraffes**.

The circle surrounding the giraffes is formed using the curved text, representing the **holistic approach** the centre takes toward conservation, education, and community engagement.

The removal of dots around the logo **enhances usability** and versatility across various mediums while maintaining emphasis on the giraffes as the primary focus.



VISUAL IDENTITY

Logo Misuse

The following must avoided to protect the visual brand identity.

INVERTED



SHADOWS



BLURRY/POOR QUALITY



OTHER ELEMENTS WITHIN THE CLEARSPACE OF THE LOGO



WRONG COLOURS



CROPPED



TILTED



CONDENSED OR STRETCHED



VISUAL IDENTITY

Proposed Fonts

HEADINGS, UPPERCASE

TT Wellingtons ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+-={}[];':"<>,.?/

Subheadings, Uppercase & Lowercase

Nanum Brush Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+-={}[];':"<>,.?/

Body, Uppercase & Lowercase

TT Wellingtons Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+-={}[];':"<>,.?/

VISUAL IDENTITY

Proposed Fonts

HEADINGS, UPPERCASE

TT Wellingtons ExtraLight

This font's minimalist and elegant design reflects the delicate **balance** of nature and conservation upheld by the centre. Its **simplicity** ensures readability and emphasises sophistication without detracting from the central focus on the giraffes.

Subheadings, Uppercase & Lowercase

Nanum Brush Script

The handwritten, playful quality of this font symbolises a **human touch**, aligning with the centre's dedication to community engagement. Its natural and flowing style reflects the **organic shapes** found in the environment and wildlife.

Body, Uppercase & Lowercase

TT Wellingtons Regular

An **approachable** font, it conveys stability and clarity, mirroring the centre's dependable efforts in conservation and its accessible approach to sharing knowledge. The **clean lines** also ensure a modern appearance suitable for a wide audience.

VISUAL IDENTITY

Font Misuse

The following must avoided to protect the visual brand identity.

UNAPPROVED FONTS

ARUSHA GIRAFFE CENTRE
join the journey

INCONSISTENT LINE SPACING

Avoid text that is too tight or too loose; maintain consistent spacing of 1.4. Spacing of 1.4 refers to the ratio of the space between lines to the font size.

This text is too closely spaced together. The line spacing is 0.9 and is difficult to read.

This text is too loosely spaced. The line spacing is 2.0 and there is unnecessary white space.

SHADOWS OR OTHER EFFECTS

join the journey

INCONSISTENT LETTER SPACING

Do not overly space out or compress letters; keep consistency across all text.

These letters are too compressed.

These letters are too spaced out.

WRONG COLOURS

ARUSHA GIRAFFE CENTRE

POOR READABILITY



MISUSE OF HEADING & BODY FONTS

This is a body of text but the Nanum Brush Script font is being used. This font should only be used for subheadings, while TT Wellingtons should be used for headings and body text.

OVERUSE OF ITALICS, BOLD OR UNDERLINING

Stick to the approved font weight variations for a clean, structured look. **Use emphasis sparingly and only where appropriate. In this case, it would not be appropriate to bold all this text.** Do not use italics unless highlighting a word or phrase. Avoid underlining text unless it is a hyperlink, as it may create confusion.

VISUAL IDENTITY

Colour Palette

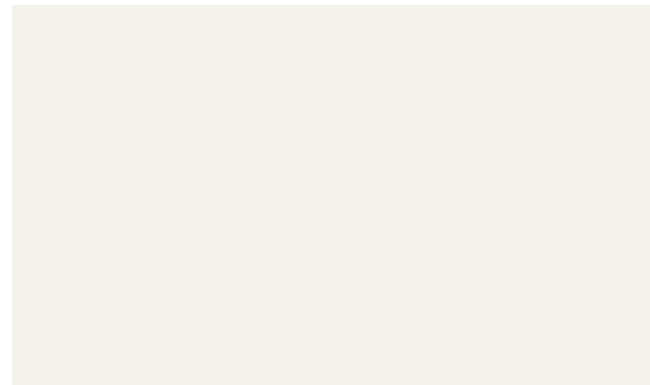
PRIMARY



Olive

RBG: (116, 115, 0)
HEX: #747300
CMYK: (0, 1, 100, 55)

SECONDARY



Isabelline

RBG: (244, 240, 234)
HEX: #F4F0EA
CMYK: (0, 2, 4, 4)

ACCENTS



Ochre

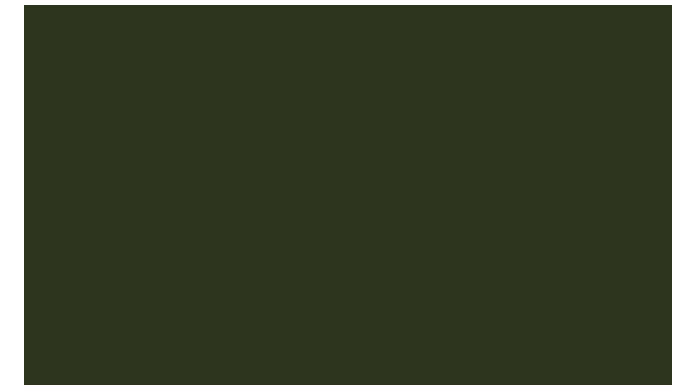
RBG: (209, 123, 15)
HEX: #D17B0F
CMYK: (0, 41, 93, 18)



Hunyadi Yellow

RBG: (225, 173, 60)
HEX: #E1AD3C
CMYK: (0, 23, 73, 12)

NEUTRAL



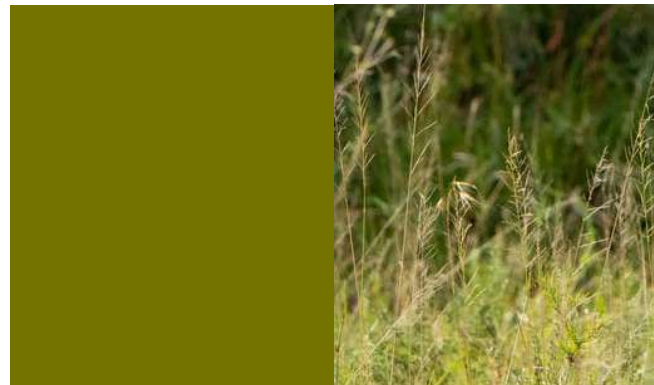
Black Olive

RBG: (46, 53, 31)
HEX: #2E351F
CMYK: (13, 0, 42, 79)

VISUAL IDENTITY

Colour Palette

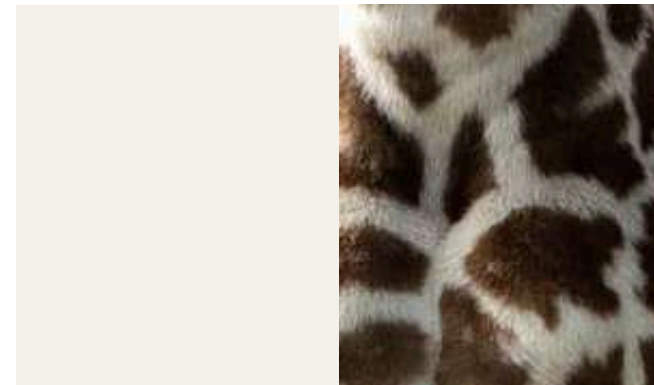
PRIMARY



Olive

Olive reflects the **natural environment** surrounding the Arusha Giraffe Centre. It also echoes the **conservation efforts** tied to maintaining this environment.

SECONDARY



Isabelline

The creamy shade of isabelline mirrors the colour of **giraffe coats**, particularly the lighter tones around their spots. It also symbolises the soft tones of the **savannah under bright sunlight**.

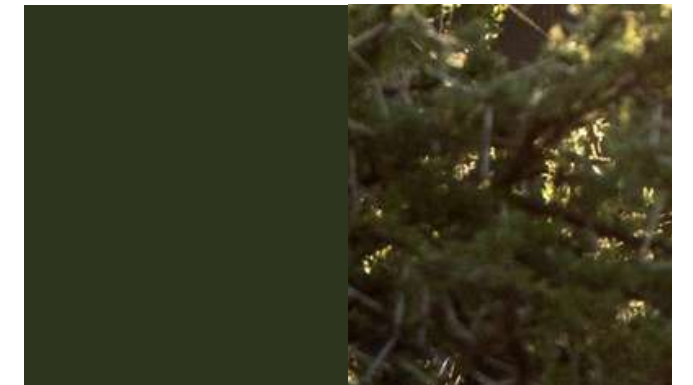
ACCENTS



Ochre

Ochre represents the earthy tones of the **Arusha region** and the darker colours of **giraffe coats**. It ties to the **warm, vibrant spirit** of the centre and its mission to preserve the region's heritage and wildlife.

NEUTRAL



Black Olive

Black Olive represents the darker, subdued tones of the **natural vegetation**, such as the acacia trees that giraffes feed on. It also conveys the idea of **stability, grounding and protection** – key themes of AGC's mission.

VISUAL IDENTITY

Supporting Graphical Elements

The most recognisable element from the logo will serve as the foundation for the brand's visual identity. This can also be adapted into textures or patterns to enhance printed materials, such as business card details.



VISUAL IDENTITY

Supporting Graphical Elements



These watercolour paintings serve as the main graphical element for print merchandise, adding an artistic and distinctive touch to the brand.

VISUAL IDENTITY

Supporting Graphical Elements

A simple giraffe icon will be reserved for subtle details, such as on hats or other small merchandise. This element should be used sparingly and always in combination with the name “Arusha Giraffe Centre” to maintain brand consistency.



VISUAL IDENTITY

Proposed Photography

The photography approach will reflect the seasonal changes, capturing either lush greens or earthy browns depending on the time of year. This will create a visually appealing and cohesive Instagram feed that reflects the brand colours.



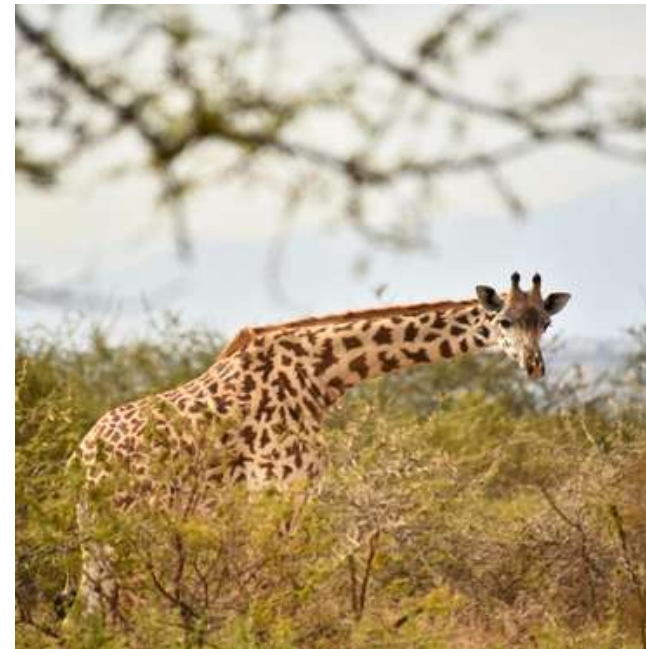
Details of Giraffes

Showcase the unique features and individuality of each giraffe through close-ups and profile shots.



Monochrome Breaks

Incorporate black-and-white images to provide a striking contrast and break up the flow of colourful photos.



Nature Shots

Highlight the Centre's natural surroundings, with and without giraffes, to give a sense of place and showcase the regeneration efforts.



People in Photos

Include people interacting with giraffes to make the content relatable and engaging. People love to see themselves reflected in the experience.



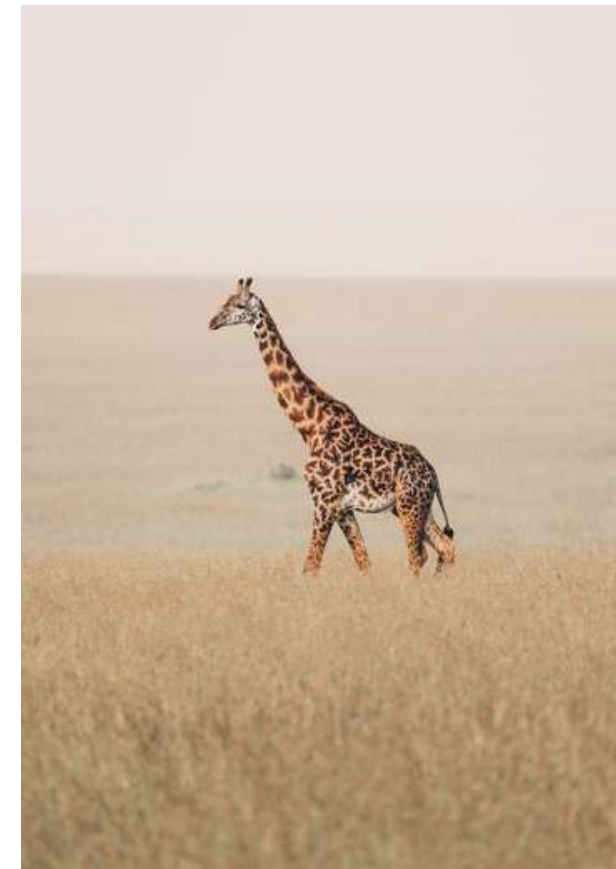
Creative Focus

Use varied focus techniques, such as a blurred foreground or background, to draw attention to specific features and create a dynamic feel.

VISUAL IDENTITY

Proposed Photography

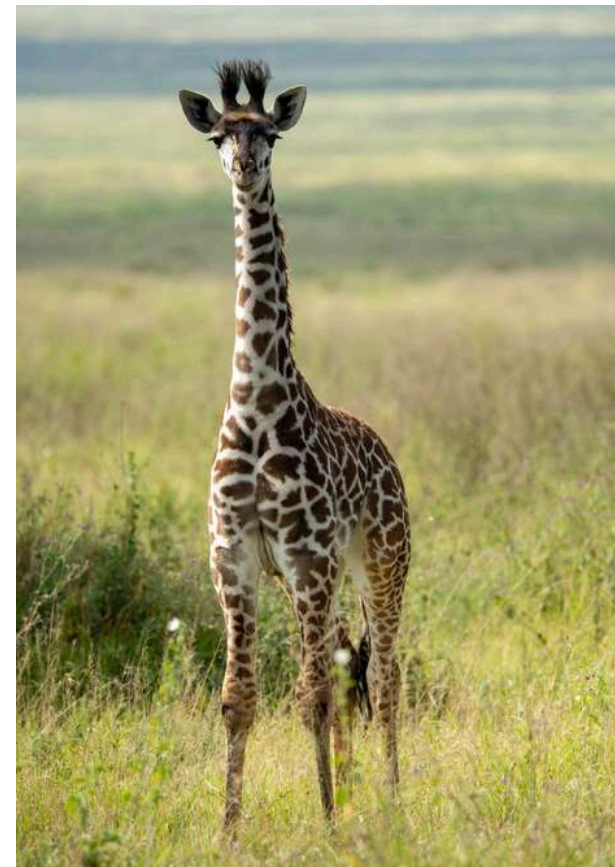
Dry Season



VISUAL IDENTITY

Proposed Photography

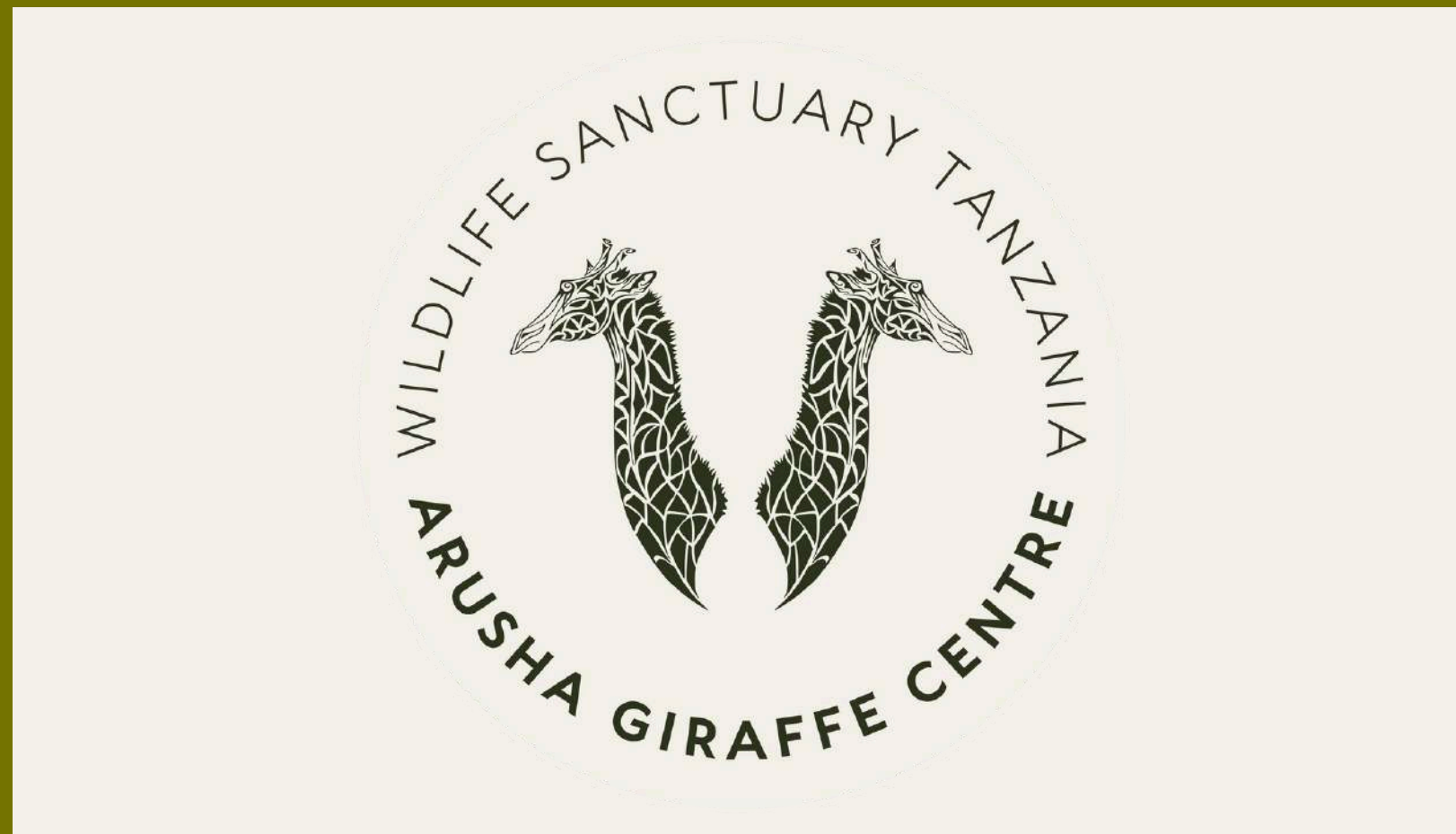
Wet Season



APPLICATION

Business Cards

Front

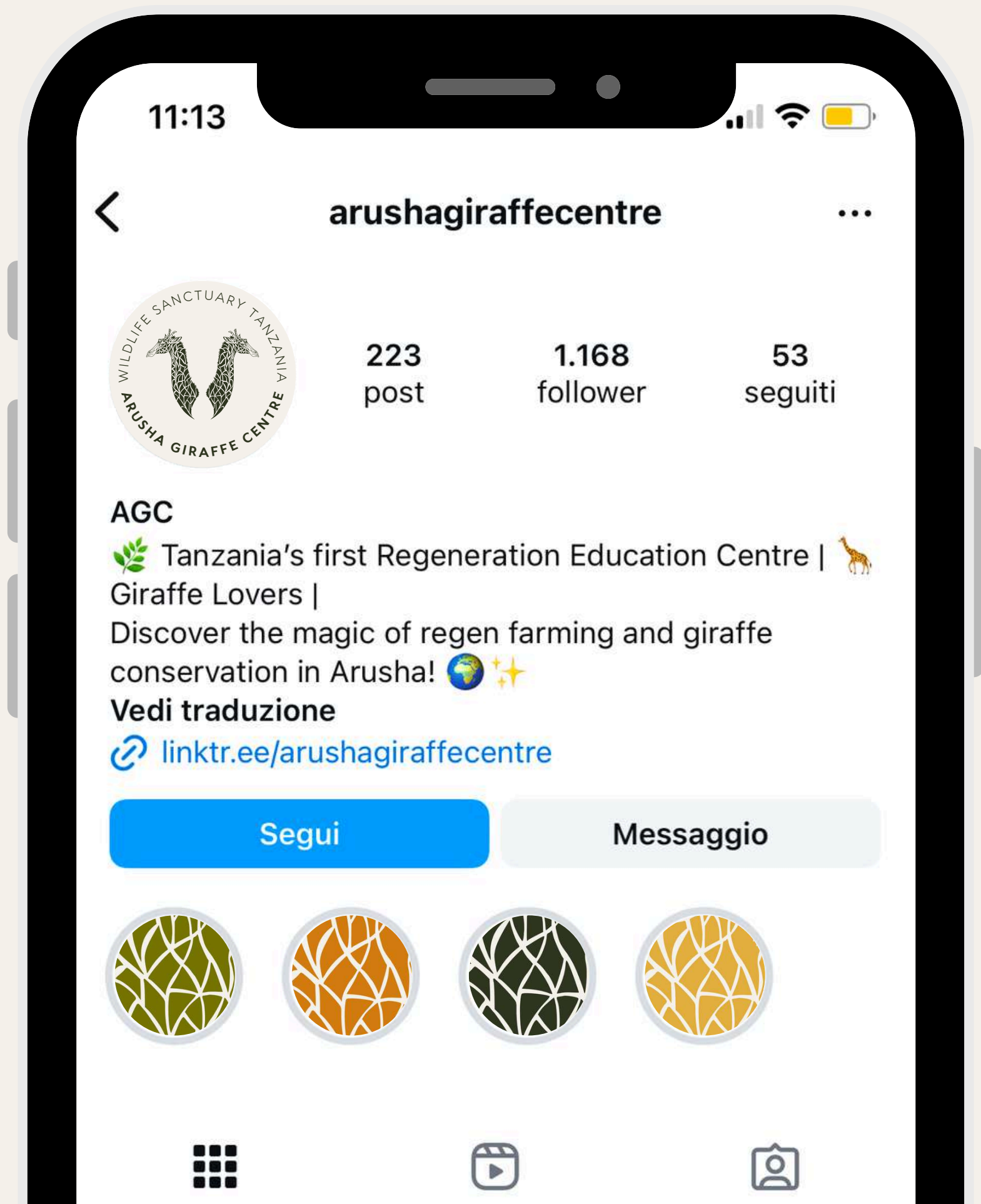


Back



APPLICATION

Instagram



APPLICATION

phone Cases



APPLICATION

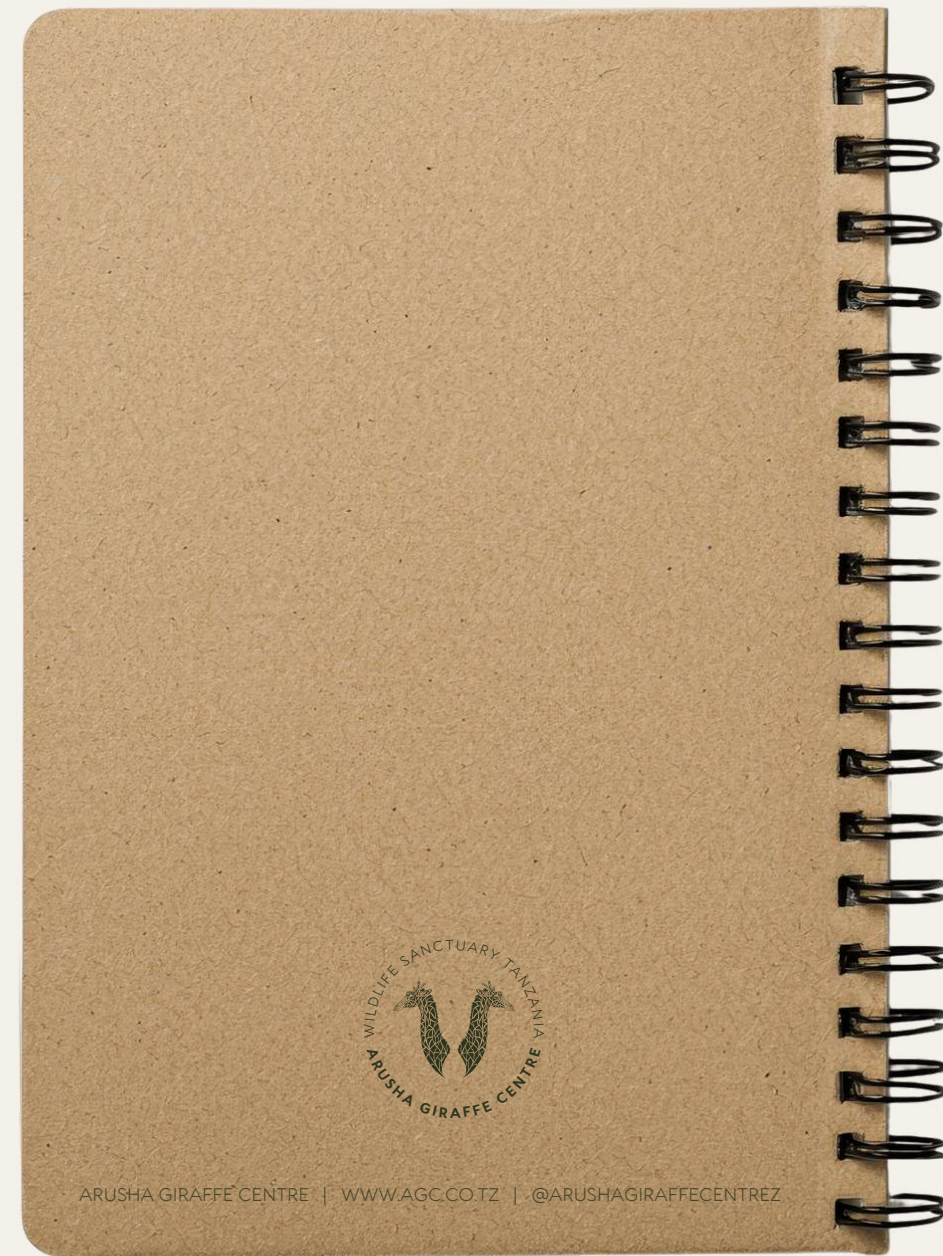
phone Cases



APPLICATION

Notebooks

Back



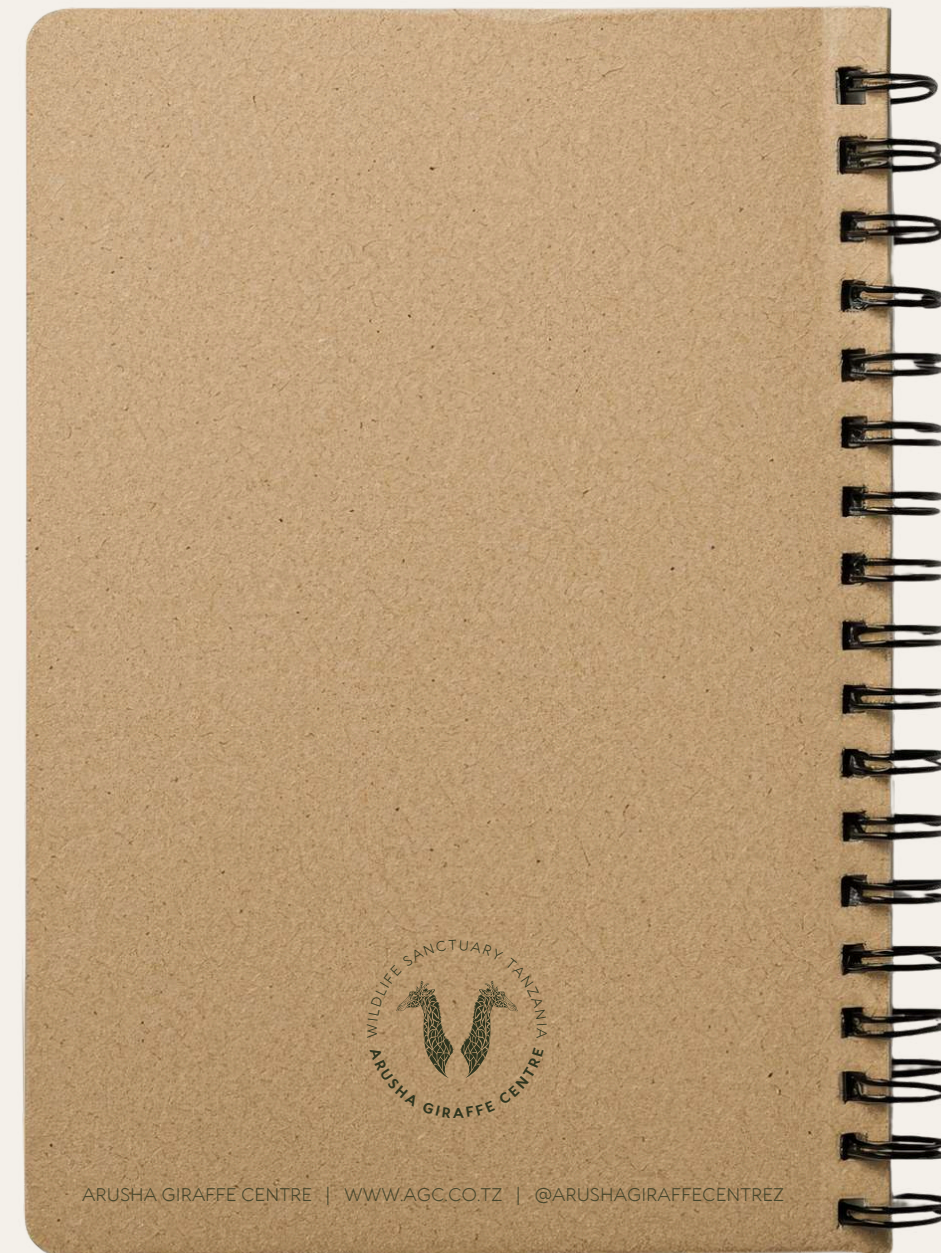
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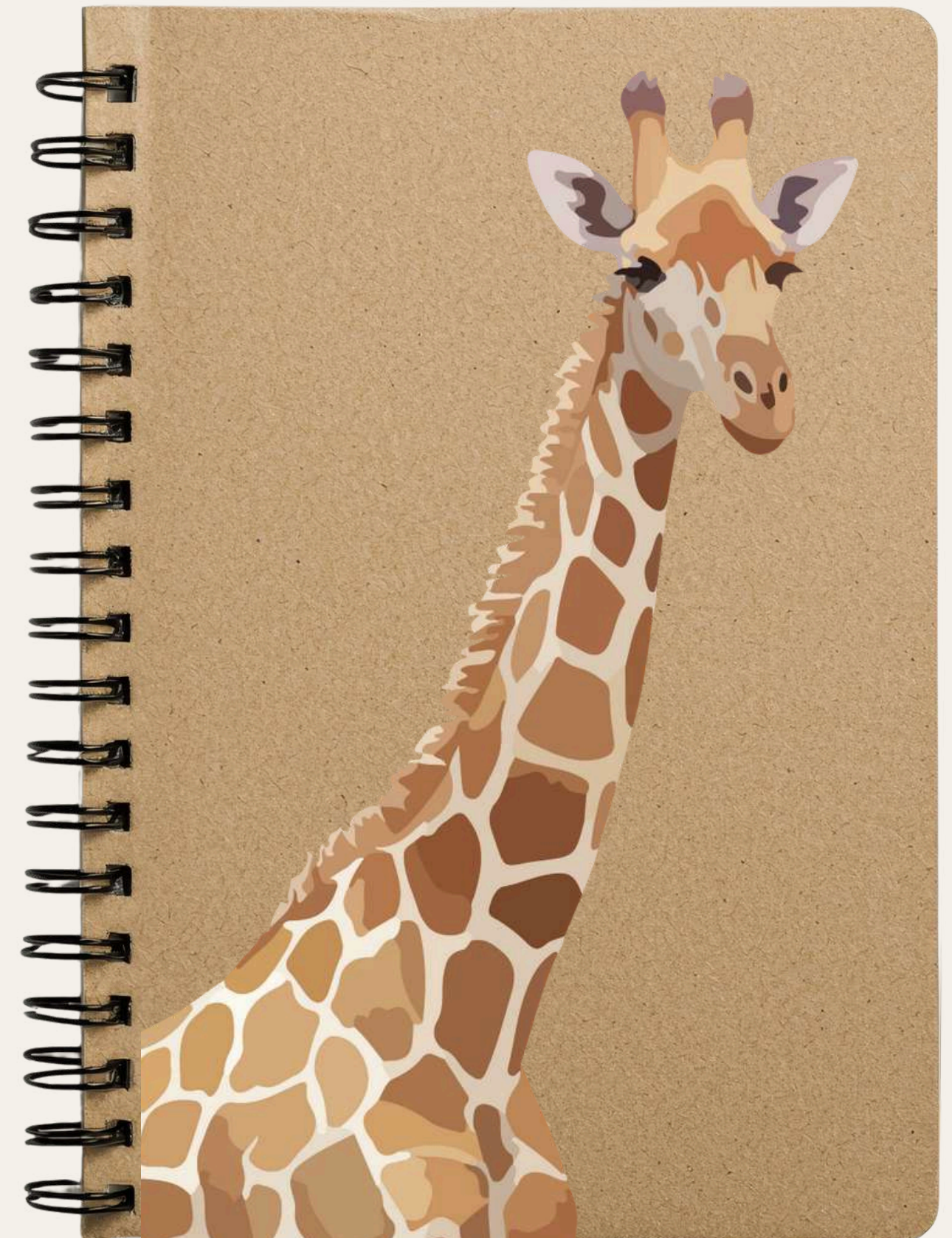
APPLICATION

Notebooks

Back



Front



APPLICATION

Notebooks

Back



Front



APPLICATION

Totebags

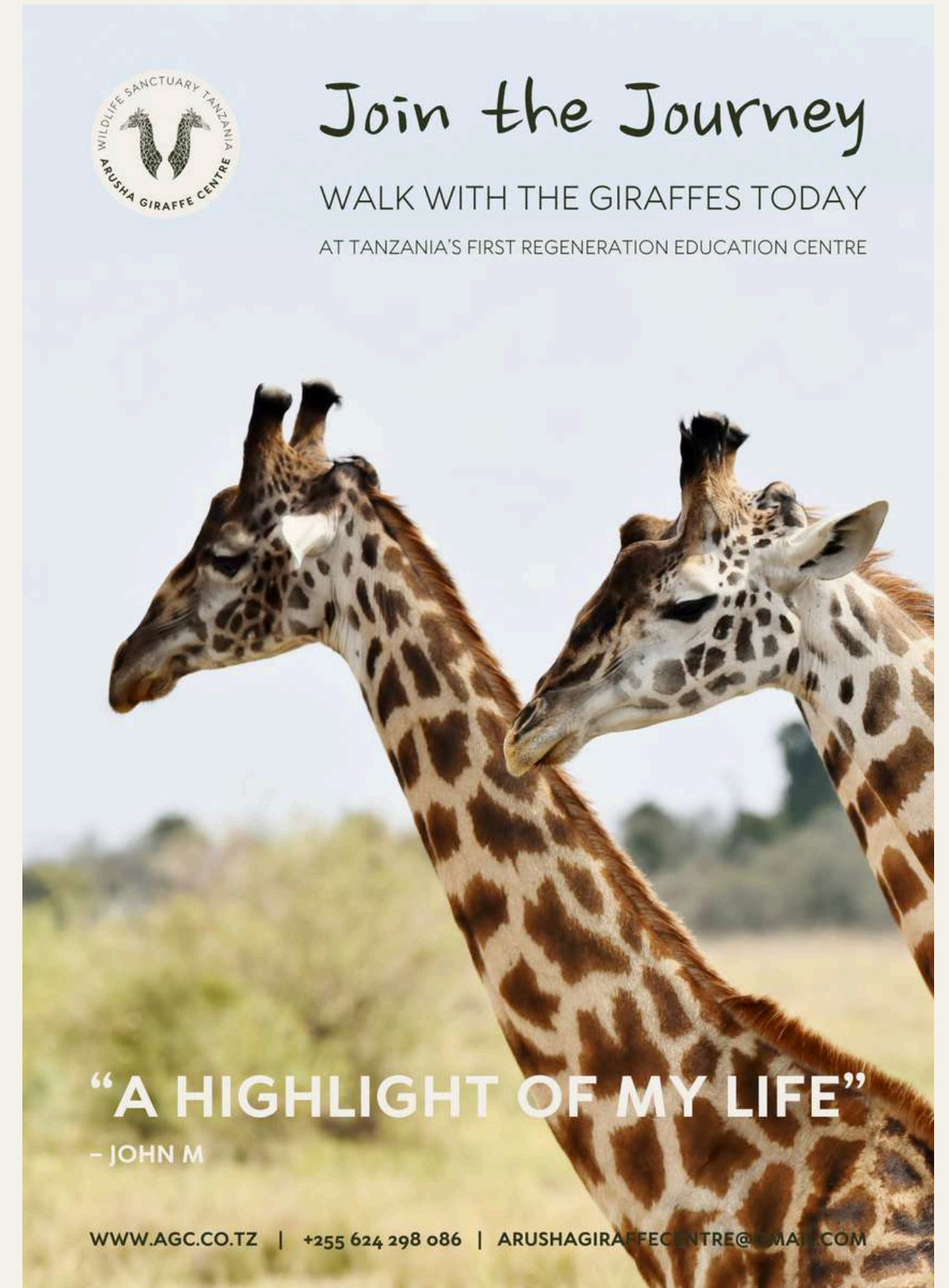


Front



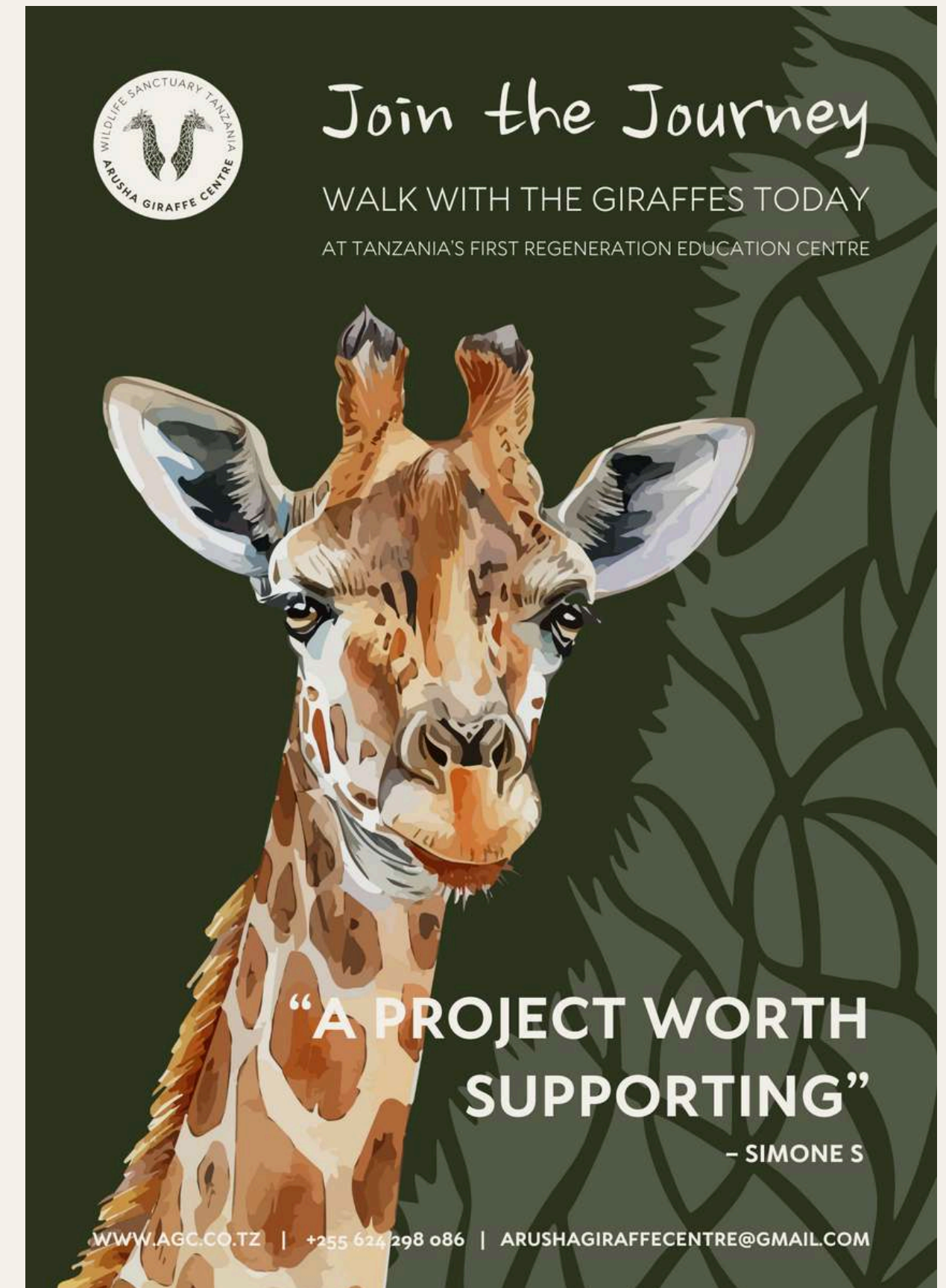
APPLICATION

Posters



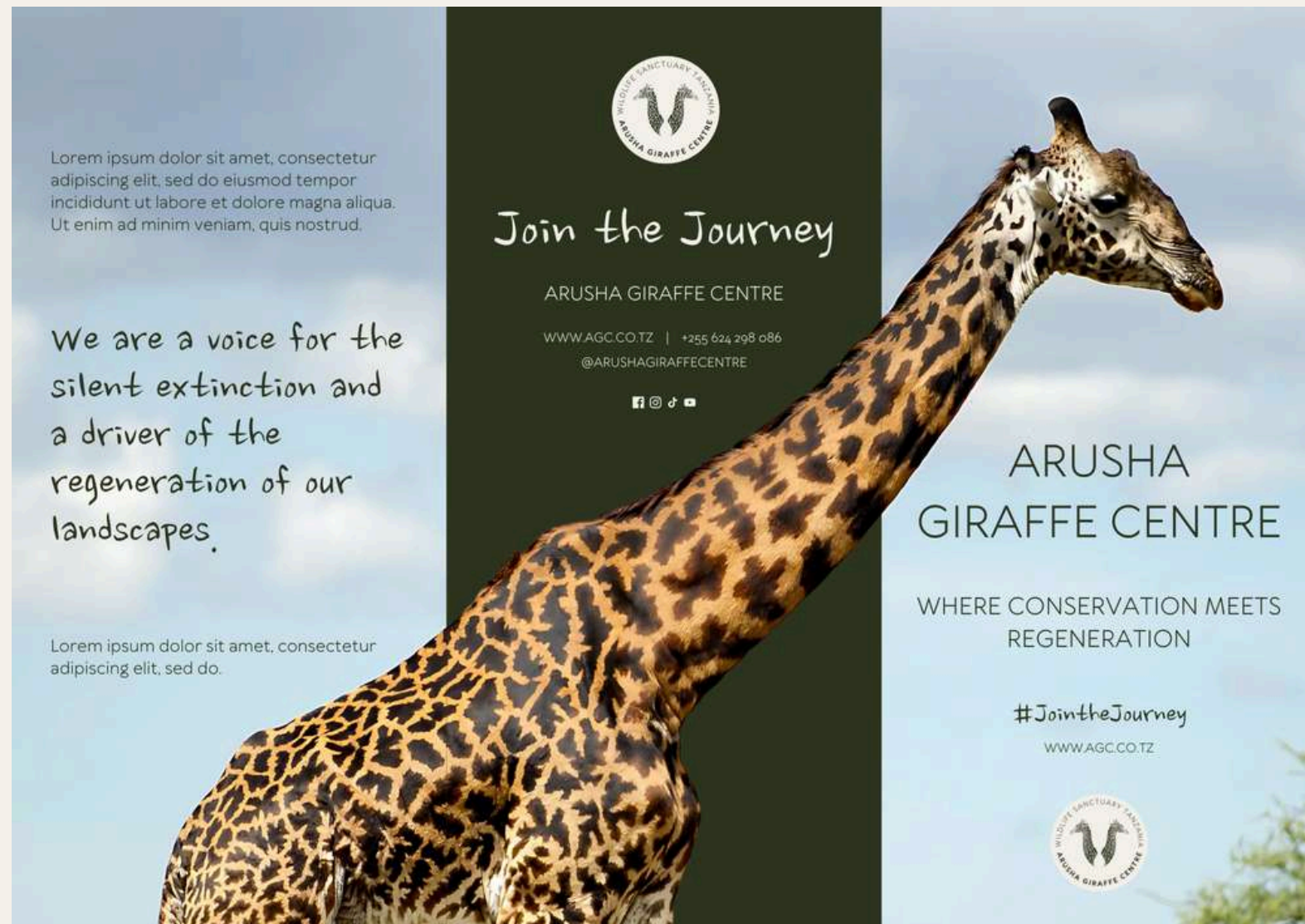
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Posters



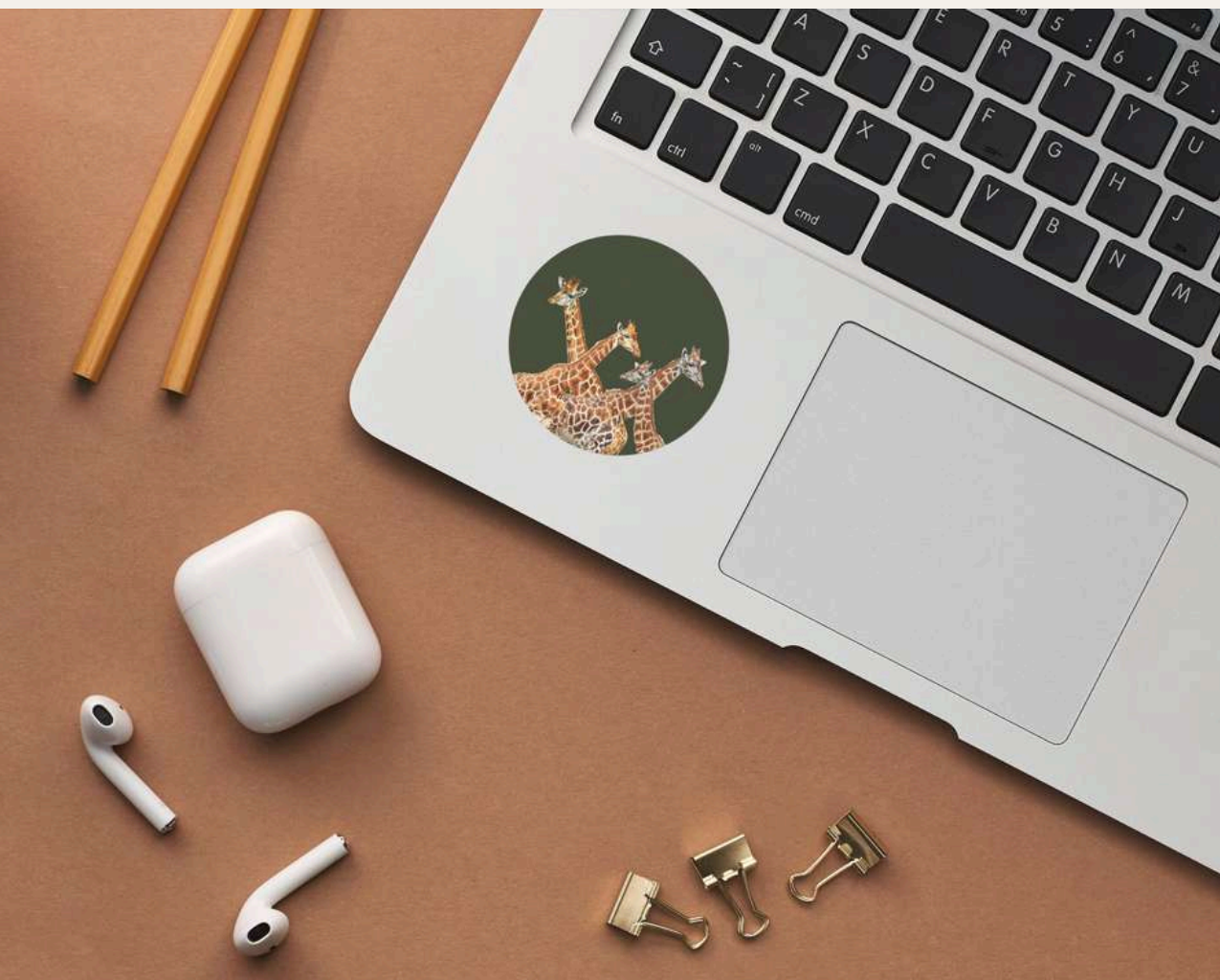
APPLICATION

Brochure



APPLICATION

Stickers



APPLICATION

T-Shirts



Front



Back

APPLICATION

T-Shirts



Front



Back

APPLICATION

Water Bottles

Front



Back

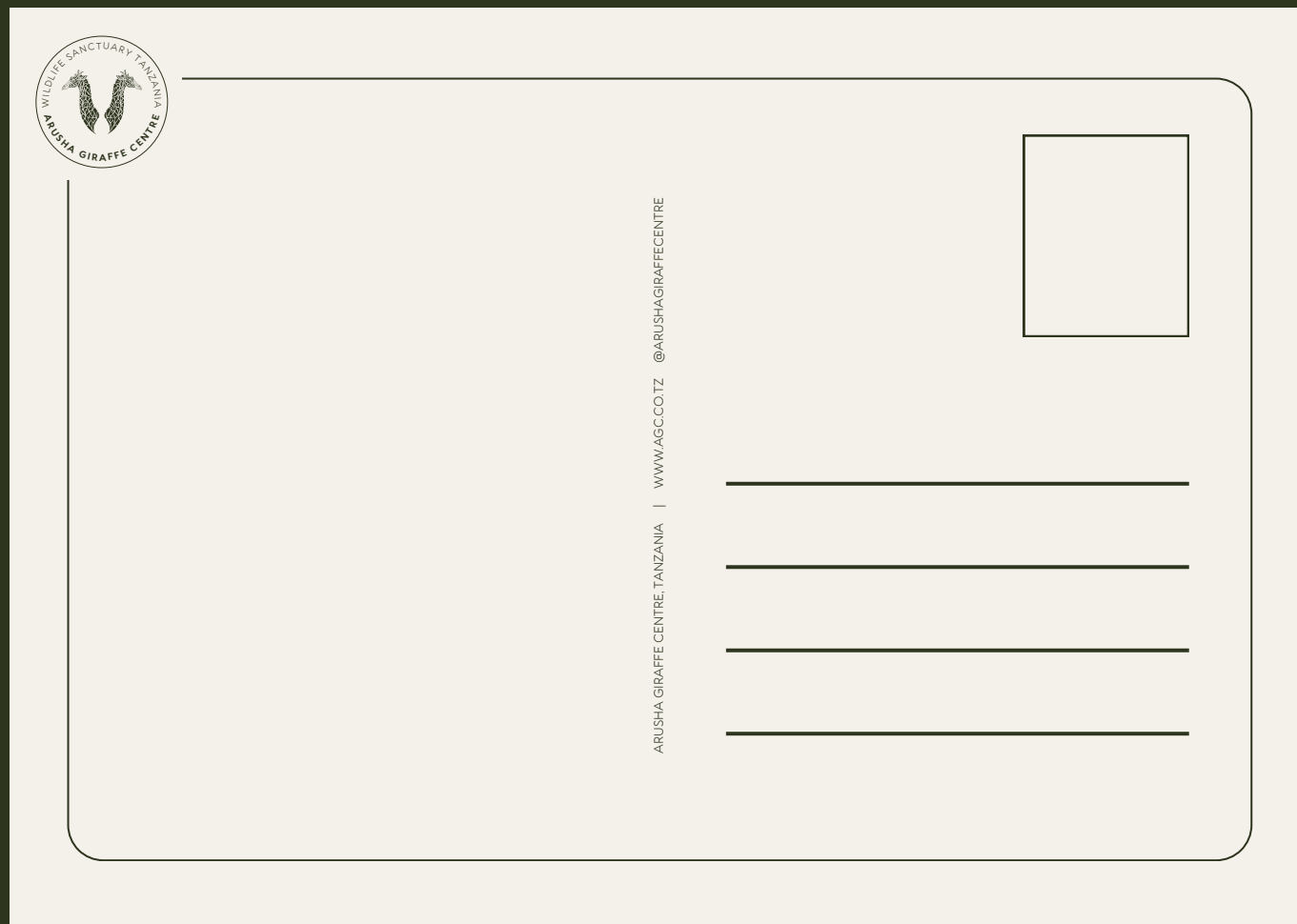


APPLICATION

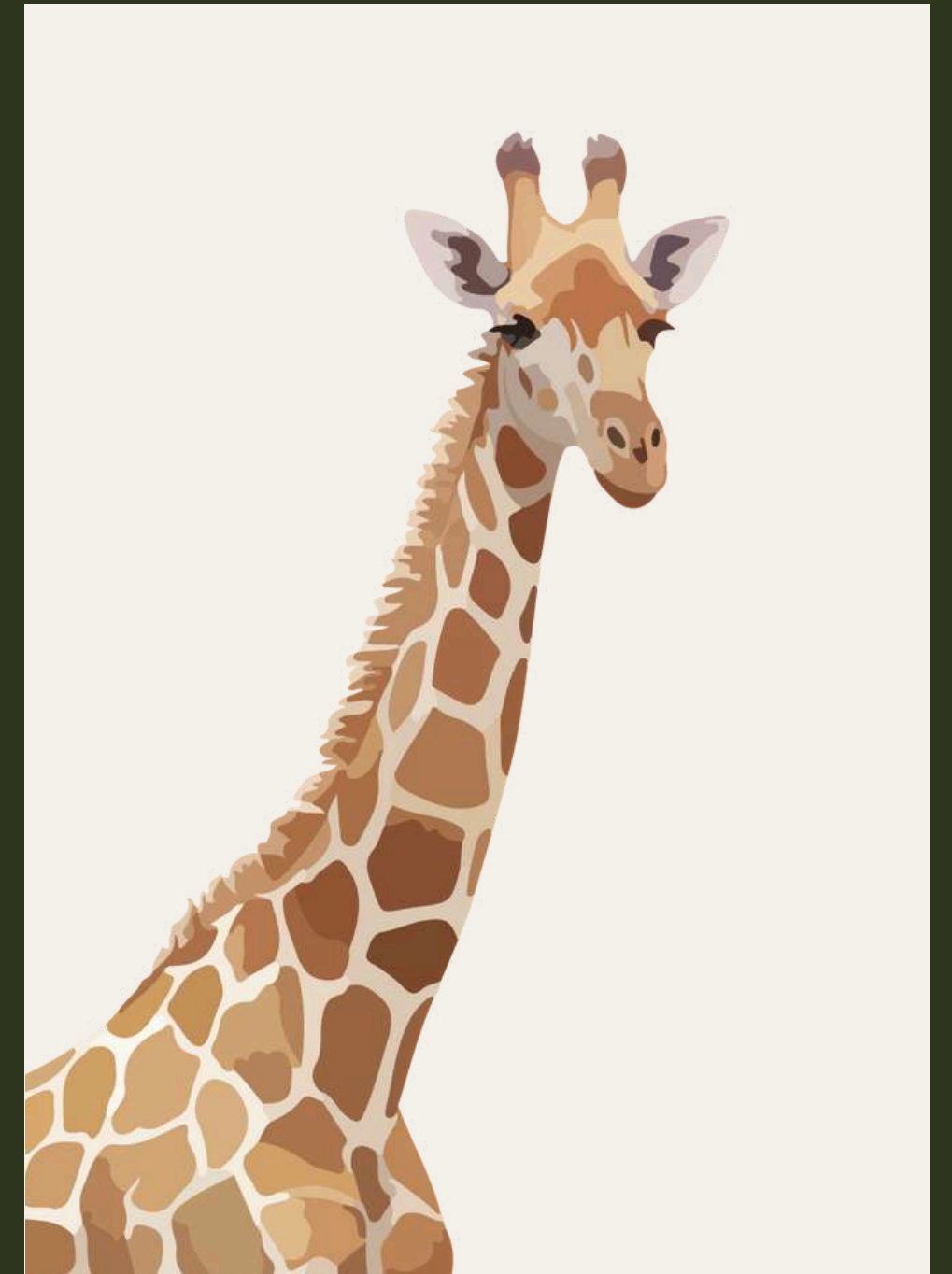
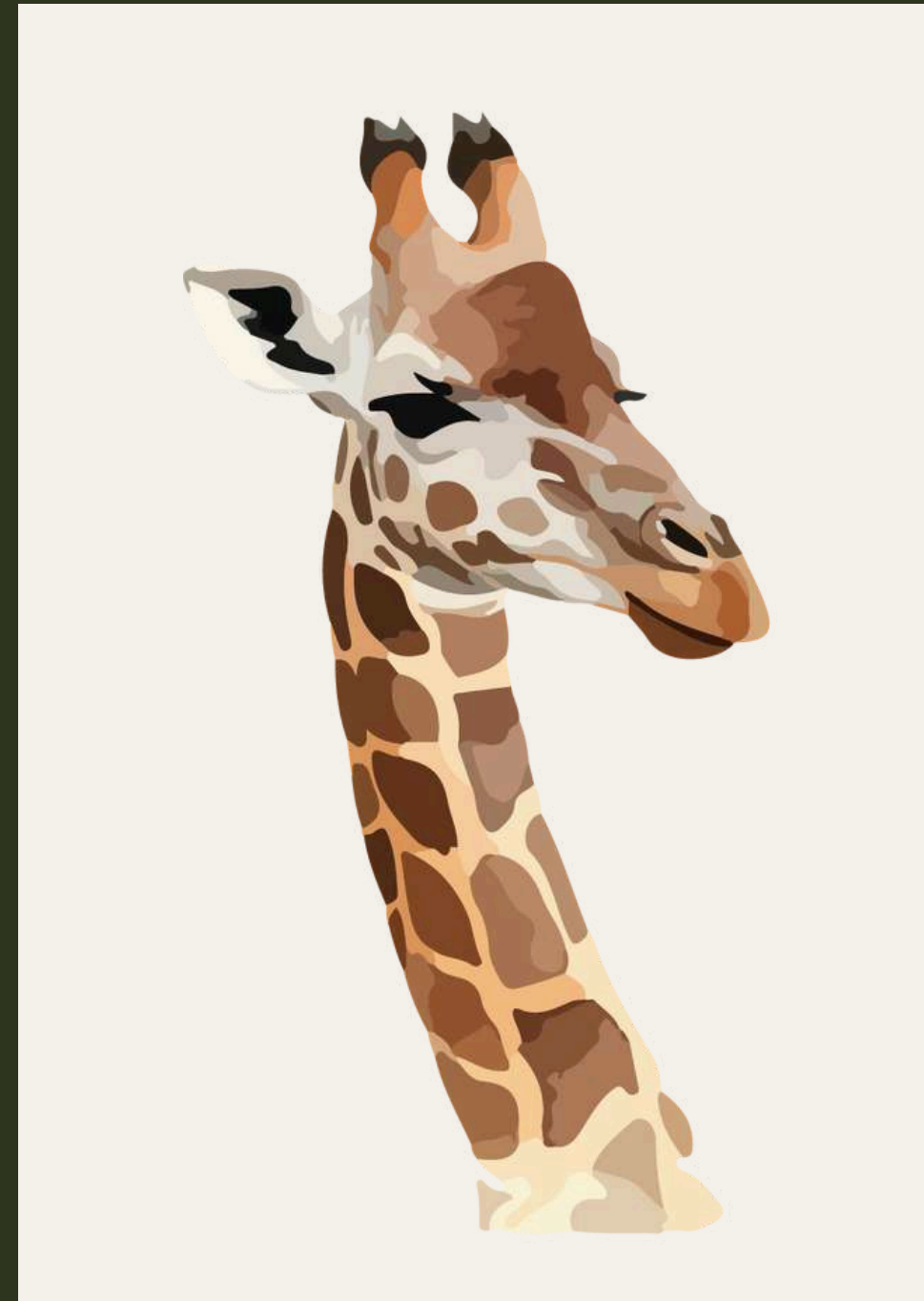
Postcards

Front

Back

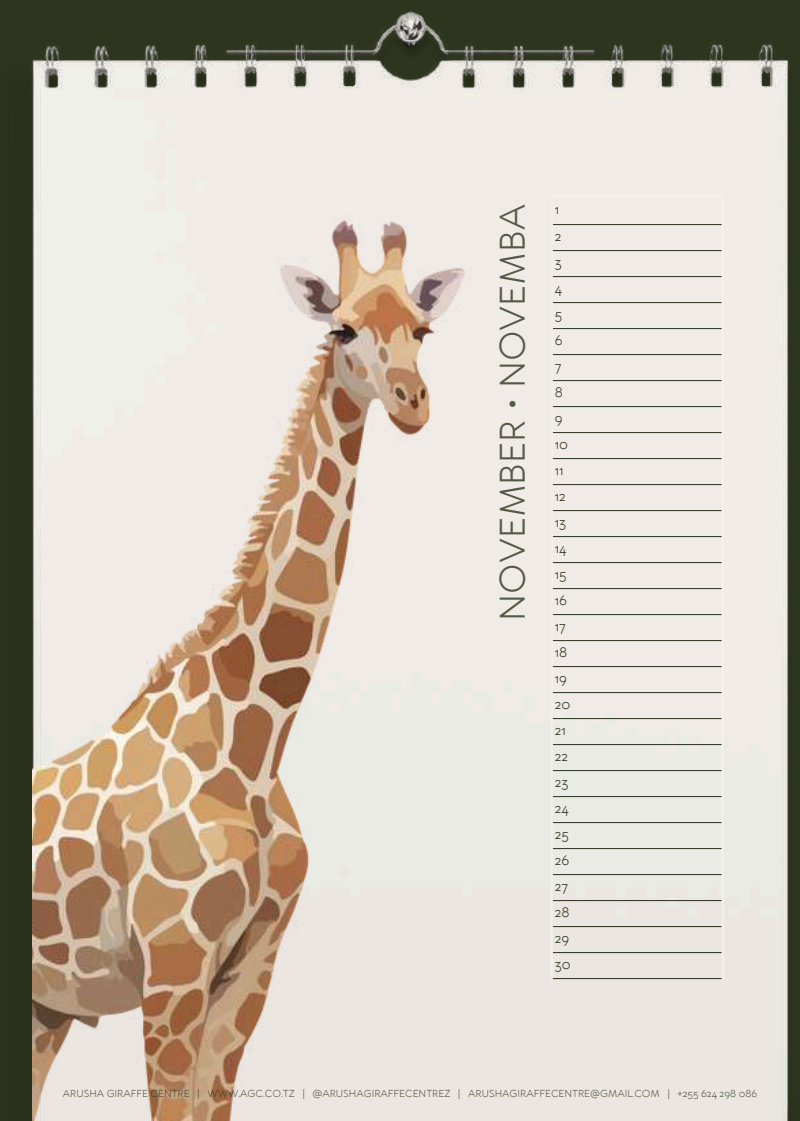
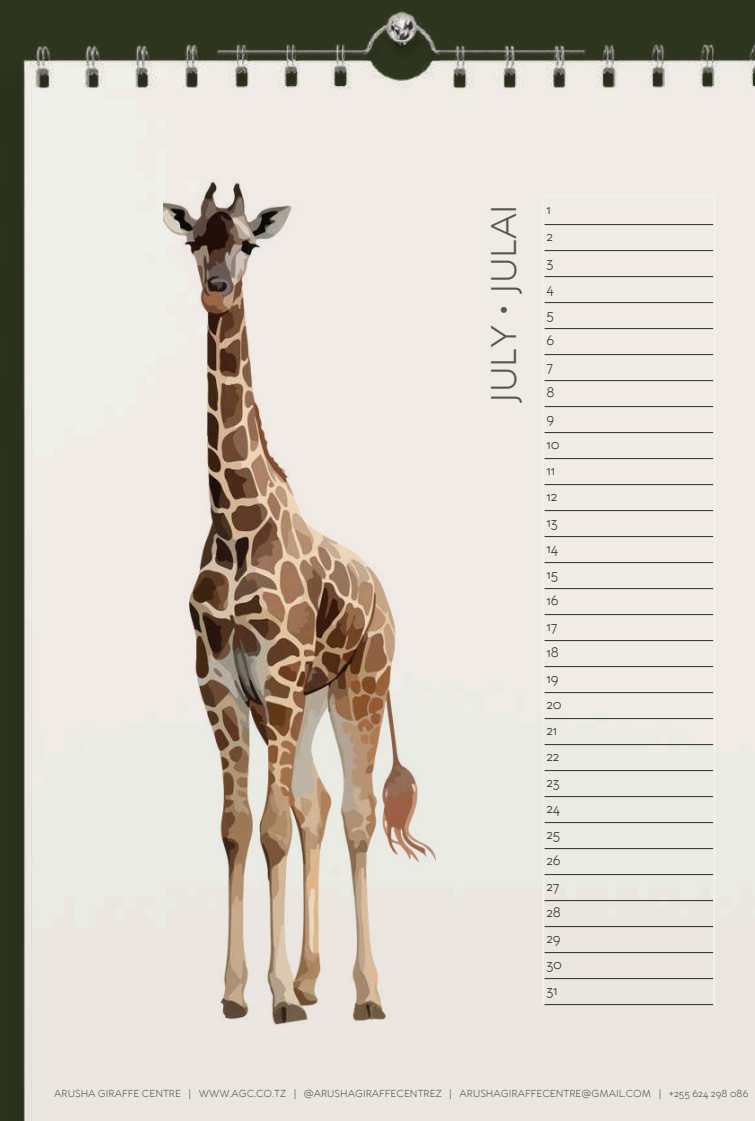


The back of a postcard template. It features a circular logo in the top left corner with the text "WILDLIFE SANCTUARY TANZANIA" and "ARUSHA GIRAFFE CENTRE". Below the logo, there is a large rectangular area for an address. To the right of this area, there is a vertical line of text: "ARUSHA GIRAFFE CENTRE, TANZANIA | WWW.AGCCOTZ | @ARUSHAGIRAFFECENTRE". Further to the right, there are four horizontal lines for a message. In the top right corner, there is a small rectangular box for a stamp.



APPLICATION

Birthday Calendar



APPLICATION

Caps



APPLICATION

Caps



APPLICATION

Caps



BRAND STYLE GUIDE

PROPOSED BY ZARA FRANCESCHI
For the Arusha Giraffe Centre

Logos & Graphics

PRIMARY



MARK



ICON



WATERCOLOUR



Fonts

HEADINGS, UPPERCASE

TT Wellingtons ExtraLight

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()_+-={}[]:';"<>.,?/

Subheadings, Uppercase & Lowercase

Cormorant Garamond

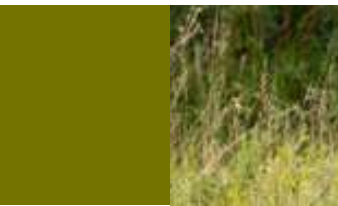
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789
!@#\$%^&*()_+-={}[]:';"<>.,?/

Body, Uppercase & Lowercase

TT Wellingtons Regular

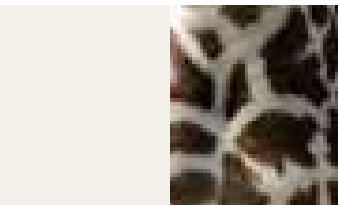
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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0123456789
!@#\$%^&*()_+-={}[]:';"<>.,?/

Colour Palette



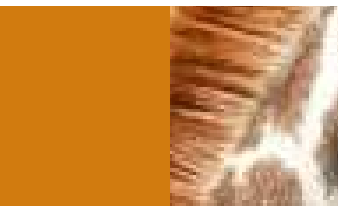
Olive, #747300

Olive reflects the natural environment surrounding the Arusha Giraffe Centre. It also echoes the conservation efforts tied to maintaining this environment.



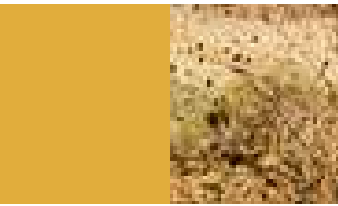
Isabelline, #F4FoEA

The creamy shade of isabelline mirrors the colour of giraffe coats, particularly the lighter tones around their spots. It also symbolises the soft tones of the savannah under bright sunlight.



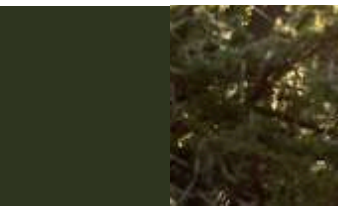
Ochre, #D17BoF

Ochre represents the earthy tones of the Arusha region and the darker colours of giraffe coats. It ties to the warm, vibrant spirit of the centre and its mission to preserve the region's heritage and wildlife.



Hunyadi Yellow, #E1AD3C

This yellow highlights the centre's regeneration efforts to restore the surrounding dry and barren land. The warmth of the colour conveys the welcoming and inspiring atmosphere AGC fosters.



Black Olive, #2E351F

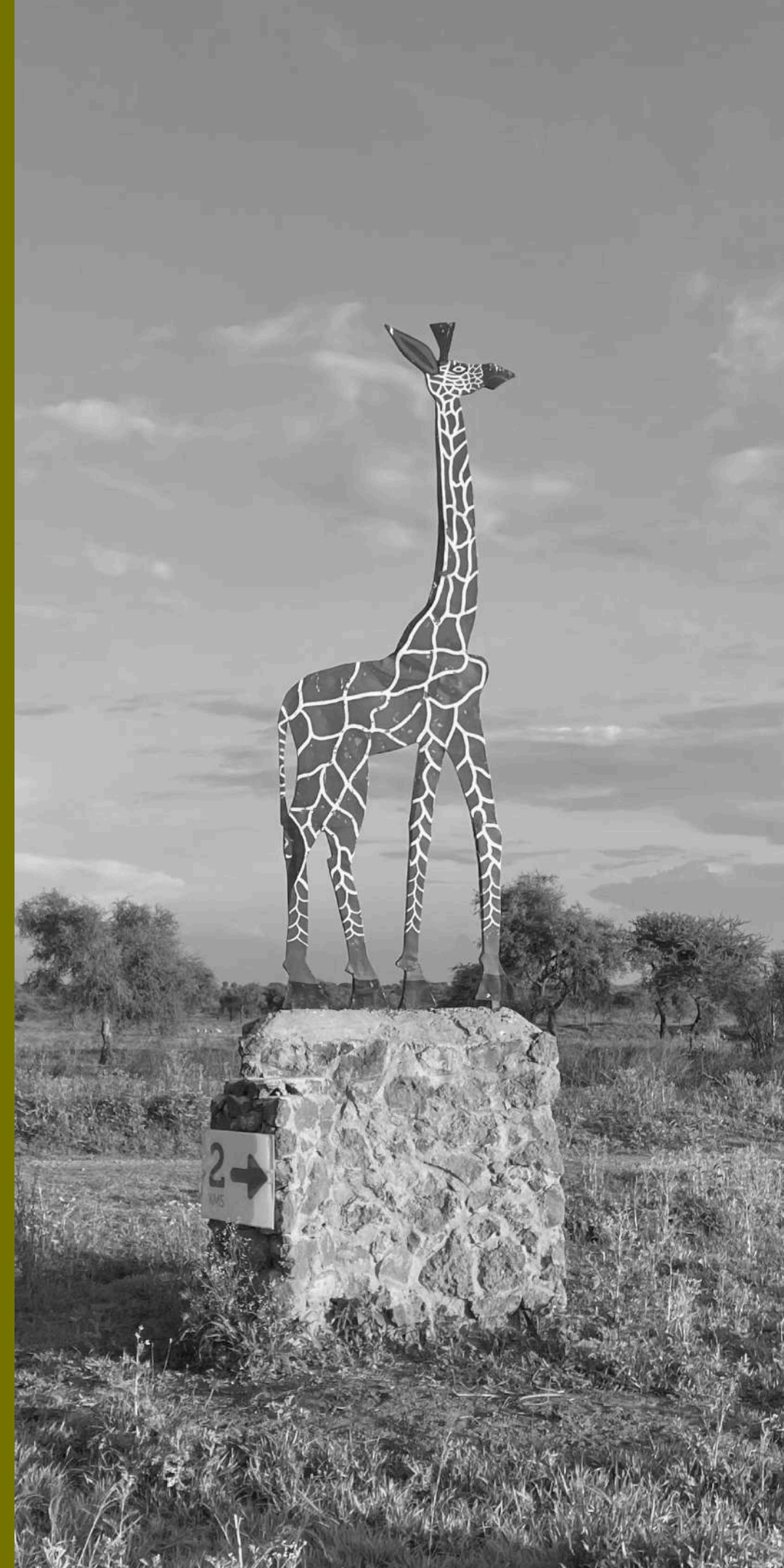
Black Olive represents the darker, subdued tones of the natural vegetation, such as the acacia trees that giraffes feed on. It also conveys the idea of stability, grounding and protection – key themes of AGC's mission.

Brand Applications

Water Bottle - Tote Bag - Notebook - Cap



service design



THE SERVICE EXPERIENCE

Reflecting the Brand Values

At the Arusha Giraffe Centre, every visit offers a chance to be part of something greater: a **movement to protect** the Maasai giraffe and regenerate the land that sustains them. From the moment you arrive, you're **welcomed** into a space where wildlife conservation and community empowerment are at the heart of everything we do. Guests are invited to **walk alongside our giraffes**, such as Valerie, Eliana, Edward and Lottie, in a **respectful, hands-off experience** that honours the animals' natural behaviours. Here, you can observe the national animal of Tanzania up close, learning about the vital work being done to safeguard their future. Through **guided tours**, you'll gain insight into our efforts to regenerate the Maasai Steppe and foster sustainable agricultural practices that support both wildlife and local communities. This is not just a visit, it's an **invitation to join the journey**.

The Arusha Giraffe Centre is a **hub for learning, growth and collaboration**. We work alongside local communities to create lasting, sustainable change. Visitors leave with a sense of belonging, knowing that they've contributed to a cause bigger than themselves. The Centre's focus on regenerative farming and education helps to **inspire** a new generation of environmental stewards, while promoting the value of community-driven solutions. Here, we nurture a space where guests feel cared for, where personal connections are made over coffee, and where the journey of giraffe conservation is shared by all. Whether you're enjoying a guided tour, engaging in hands-on learning, or simply soaking in the beauty of the Maasai Steppe, the **Arusha Giraffe Centre leaves a lasting impression** that empowers and inspires.

THE GUEST JOURNEY

The Main Steps a Customer Takes

Phases	Pre-Arrival				Arrival			Education Centre			
Actions	Research options	Make booking	Confirmation and itinerary details	Follow signs to the centre	Park	Use eco loo	Enjoy complimentary coffee/tea	Welcome brief	30-min guided tour	Q&A session	Photo opportunity
Touchpoints	<ul style="list-style-type: none">WebsiteSocial media	<ul style="list-style-type: none">WebsiteTour OperatorsOTAs	<ul style="list-style-type: none">EmailPhone	<ul style="list-style-type: none">Road signsSocial media	<ul style="list-style-type: none">Entrance sign	<ul style="list-style-type: none">Toilet signageInformation display	<ul style="list-style-type: none">ReceptionCafé counter	<ul style="list-style-type: none">GuidesEducational displays	<ul style="list-style-type: none">Interactive exhibitsInformation boards	<ul style="list-style-type: none">Educational materials	<ul style="list-style-type: none">Giraffe archViewing platform
Customer Feelings	Uncertainty	Excited	Anticipation	Stress	Relief	Calmness	Refreshed	Welcomed	Informed	Curious	Connected
Sensory Elements	<ul style="list-style-type: none">Website visuals		<ul style="list-style-type: none">Digital contentPhone voices	<ul style="list-style-type: none">Giraffe signsNatural sounds	<ul style="list-style-type: none">Gravel/parking		<ul style="list-style-type: none">Coffee/tea aroma	<ul style="list-style-type: none">Welcome greetings	<ul style="list-style-type: none">Guide's voiceVisual aids	<ul style="list-style-type: none">Bird sounds	<ul style="list-style-type: none">Natural light
Potential Pain Points	<ul style="list-style-type: none">Inconsistent info	<ul style="list-style-type: none">Price confusionBooking difficulties		<ul style="list-style-type: none">Unclear directions		<ul style="list-style-type: none">Basic facilities	<ul style="list-style-type: none">Limited refreshments	<ul style="list-style-type: none">Language barriers	<ul style="list-style-type: none">Language barriersInformation overload		
Opportunities		<ul style="list-style-type: none">Clear pricing guide	<ul style="list-style-type: none">Transport options	<ul style="list-style-type: none">GPS coordinatesBetter signage			<ul style="list-style-type: none">More refreshments	<ul style="list-style-type: none">Multi-language guides			

THE GUEST JOURNEY

The Main Steps a Customer Takes

Bush Walk			Gift Shop		Departure				Post-Departure	
Guided nature walk	Observe the giraffes	Take photos and ask questions	View merchandise	Buy souvenirs	Pay fee	Final photos	Use eco loo	Exit premises	Complete survey	Share experience
<ul style="list-style-type: none">Walking trailsGuide interaction	<ul style="list-style-type: none">GiraffesCaretakers		<ul style="list-style-type: none">Store layoutProduct displays	<ul style="list-style-type: none">Price tagsPayment counter	<ul style="list-style-type: none">Payment counter	<ul style="list-style-type: none">Giraffe archViewing platformEntrance sign	<ul style="list-style-type: none">Toilet signageInformation display	<ul style="list-style-type: none">Exit signs	<ul style="list-style-type: none">Email feedback formReviews requestNewsletter	<ul style="list-style-type: none">Social mediaTripadvisorPhotos
Adventurous	Awe	Happy	Interested	Decisive	Fulfilled	Grateful	Satisfied	Amazed	Reflective	Proud
<ul style="list-style-type: none">Grass and ground	<ul style="list-style-type: none">GiraffesBirdsNature		<ul style="list-style-type: none">Product textures					<ul style="list-style-type: none">Car sounds	<ul style="list-style-type: none">Digital interfaces	<ul style="list-style-type: none">Photo viewingMemory recall
<ul style="list-style-type: none">Standing fatigueLimited shadeUneven ground	<ul style="list-style-type: none">Weather exposure		<ul style="list-style-type: none">High prices	<ul style="list-style-type: none">Stock issues	<ul style="list-style-type: none">Payment issues			<ul style="list-style-type: none">Tired childrenRush hourAccessibility	<ul style="list-style-type: none">No follow-up	<ul style="list-style-type: none">Photo qualityFading experience
<ul style="list-style-type: none">Rest areasWater points				<ul style="list-style-type: none">Product varietyOnline shop	<ul style="list-style-type: none">Multiple payment options			<ul style="list-style-type: none">Shuttle service	<ul style="list-style-type: none">Follow-up emails	<ul style="list-style-type: none">Return incentivesSocial platforms

THE GUEST JOURNEY

Shared Bus / Transfer Option

Overview

To make the Arusha Giraffe Centre more accessible, a shared bus service will be available for visitors every second weekend of the month. This initiative aims to accommodate guests who may not have personal transportation, including solo travelers, expats, and locals eager to visit.

How It Works

- The branded bus, primarily used for school visits during weekdays, will operate for visitors on designated weekends.
- Pick-up Location: Sable Square, Arusha
- Departure Time: 9:00 AM
- Return Trip: Guests will be dropped off at the same location after the visit.
- This service is only available to guests who book directly through the Arusha Giraffe Centre website, ensuring exclusivity and direct engagement with visitors.

Booking & Cost

- Guests can select the "transfer" option when booking their visit on the website.
- The cost is included in the ticket price, eliminating extra payment steps.
- The service will not be available through OTAs or tour operators, encouraging direct bookings.

THE GUEST JOURNEY

Shared Bus

Added Value for Guests

- Convenience: Hassle-free transportation for visitors who might struggle with access.
- Community Building: Solo travellers can meet others interested in conservation and wildlife.
- Onboard Entertainment: Reading materials, podcasts, and educational content about giraffes and conservation efforts will be available during the journey.

Benefits for the Arusha Giraffe Centre

- Increases visitor numbers, making the Centre more accessible.
- Enhances the visitor experience with a curated journey.
- Promotes direct bookings, reducing reliance on third-party platforms.
- Strengthens brand visibility with the branded bus operating in the city.

THE GUEST JOURNEY

Adopt a Giraffe

Overview

For as little as \$50 per year, visitors can adopt a giraffe and contribute to its care, rehabilitation, and conservation. This initiative supports rescued giraffes at the Arusha Giraffe Centre while also funding conservation education and habitat protection programs.

How It Works

- Guests can browse the Adoption Gallery to select a giraffe.
- An adoption level can be chosen based on preference and contribution amount.
- A digital adoption pack is provided, featuring a personalised certificate, giraffe details, and exclusive content.
- Monthly email updates, including photos, videos, and conservation insights, keep adopters informed about their giraffe's journey.

Booking & Cost

- Adoptions are available exclusively through the Arusha Giraffe Centre website (not through third-party platforms).
- The adoption remains valid for one year, with renewal options available.

THE GUEST JOURNEY

Adopt a Giraffe

Added Value for Guests

- A Meaningful Experience: Provides a personal connection to conservation efforts.
- Exclusive Content & Updates: Offers ongoing insights into the life and progress of an adopted giraffe.
- A Thoughtful Gift Option: Ideal for wildlife enthusiasts and those passionate about conservation.
- Educational Engagement: Provides knowledge about giraffes, their habitats, and conservation challenges.

Benefits for the Arusha Giraffe Centre

- Sustainable Funding: Supports food, medical care and habitat enrichment for rescued giraffes.
- Enhanced Conservation Awareness: Encourages greater public engagement in wildlife conservation.
- Community Involvement: Strengthens connections with local and international visitors.
- Wildlife Protection: Contributes to long-term conservation efforts for giraffes in the wild.

THE GUEST JOURNEY

Adopt a Giraffe: Information displayed to guests

Adopt a giraffe for yourself or as a meaningful gift for just \$50 per year!

By joining our Giraffe Adoption Program, you directly support the care, rehabilitation, and conservation efforts for rescued giraffes at the Arusha Giraffe Centre. Your adoption helps provide food, medical care, and habitat enrichment while also funding conservation education and community outreach programs.

Meet Your Giraffe

- Name & Sex
- Current Age
- Reason Rescued
- Rescue Date & Location
- Age at Rescue
- Giraffe's Story – Learn about their journey, from rescue to rehabilitation.
- Featured Photos – See your giraffe grow and thrive!

THE GUEST JOURNEY

Adopt a Giraffe: Information displayed to guests

Why Adopt a Giraffe?

Your support has a direct impact on giraffe conservation:

- Rescue & Care: Helps provide food, veterinary care, and rehabilitation.
- Habitat Protection: Supports conservation efforts to protect giraffes in the wild.
- Education & Awareness: Funds programs that teach communities about giraffe conservation.
- Sustainable Conservation: Helps ensure future generations can admire these gentle giants.

What's Included in Your Digital Adoption?

- Personalised Adoption Certificate – Your name (or recipient's name) alongside your giraffe's details.
- Monthly Email Updates – Exclusive updates about your giraffe, including stories, photos and project highlights.
- Behind-the-Scenes Content – Videos and images from the Centre showing daily life with the giraffes.
- Physical adoption pack ideas can be found on the next slide.

THE GUEST JOURNEY

Adopt a Giraffe: Physical Adoption Pack Ideas*

* Could be offered in different adoption tiers for a higher cost.

Giraffe's Footprint Impression

An ink-print replica of the giraffe's footprint, created using safe, eco-friendly ink.

Sound Postcard: Giraffe Whispers

A custom-designed audio postcard featuring a QR code that plays real recorded sounds from the giraffe's habitat, from the rustling of the acacia trees to the soft grunts and hums giraffes use to communicate.

Wearable Conservation Token

A small beaded bracelet or keychain, handmade by local Maasai women, incorporating the giraffe's name in traditional beadwork. This supports local craftsmanship and allows adopters to carry a piece of their giraffe wherever they go.

Seed Kit: Grow a Giraffe's Favourite Snack

A packet of acacia seeds, encouraging adopters to grow a tree at home in honour of their giraffe. This symbolic gesture promotes reforestation and habitat awareness.

Exclusive Handwritten Note from the Caretakers

A personal message from the Centre's giraffe caregivers, sharing a special anecdote or recent milestone about the adopted giraffe.

THE GUEST JOURNEY

Multilingual Laminated Information Cards

Overview

To ensure all visitors enjoy a meaningful and educational experience, laminated information cards will be placed at each educational bay within the Arusha Giraffe Centre. These infographic-style sheets will provide key information in multiple languages, allowing non-English and non-Swahili-speaking guests to follow along during tours, presentations and educational sessions.

How It Works

- Laminated infographic-style sheets will be available at each display bay, hanging like museum guides.
- Each sheet will include clear visuals and concise information to complement the guide's speech.
- Available in multiple languages, including English, German, French, Italian and Dutch, to cater to a diverse range of visitors.
- Guests can read at their own pace and refer to the cards as they move through the Centre.
- The durable laminated design ensures longevity and ease of cleaning

THE GUEST JOURNEY

Multilingual Laminated Information Cards

Added Value for Guests

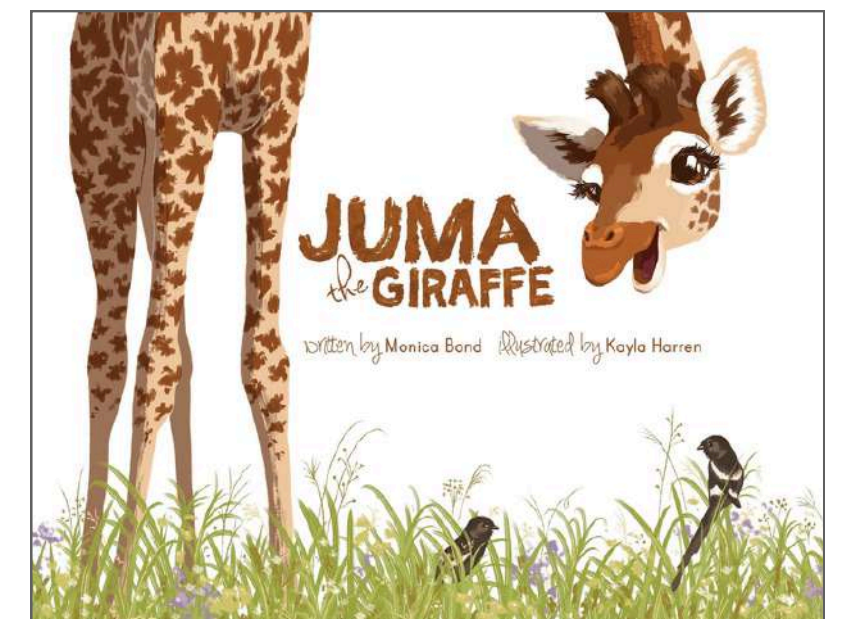
- Inclusive Experience: Non-English and non-Swahili-speaking visitors can fully engage with the tour.
- Self-Guided Learning: Visitors can absorb information at their own pace.
- Visually Engaging: Infographics simplify complex topics for all ages.
- Reusable & Durable: Laminated design ensures long-term use while being easy to clean and maintain.

Benefits for the Arusha Giraffe Centre

- Improves accessibility for international visitors, enhancing their overall experience.
- Reduces language barriers, ensuring the Centre's conservation message reaches a wider audience.
- Enhances visitor satisfaction, leading to better reviews and increased recommendations.
- Sustainable solution that requires minimal ongoing maintenance.

THE GUEST JOURNEY

Souvenirs for Children: Some Ideas



THE GUEST JOURNEY

Souvenirs for Adults: Some Ideas



COLLABORATION

Speaking at a TEDx Conference

Overview

Nick could give an inspiring talk at TEDxYouth@Upanga, held annually at the International School of Tanganyika in Dar es Salaam. The talk would focus on how protecting giraffes and regenerating landscapes are interconnected, and how young people can contribute to these efforts. The TEDx talk would also be featured on the official TED website, extending its impact to a global audience.

How It Works

- Nick would sign up to become a speaker via the TEDxYouth@Upanga website. He would have to prepare his talk and practice, receiving feedback from the organising team.
- Nick would deliver a dynamic and engaging talk to youth attendees, combining stories of giraffe conservation with the importance of landscape regeneration.
- The talk will encourage students to think critically about how they can be part of the solution to conservation challenges.
- The focus will be on youth involvement, empowering the next generation to take action for wildlife and environmental preservation.
- The TEDx talk will be professionally recorded and published on the official TED website, reaching a global audience beyond the event itself.
- Nick would also incorporate visual aids, including images and videos from the Giraffe Centre and examples of successful landscape regeneration projects.

COLLABORATION

Speaking at a TEDx Conference

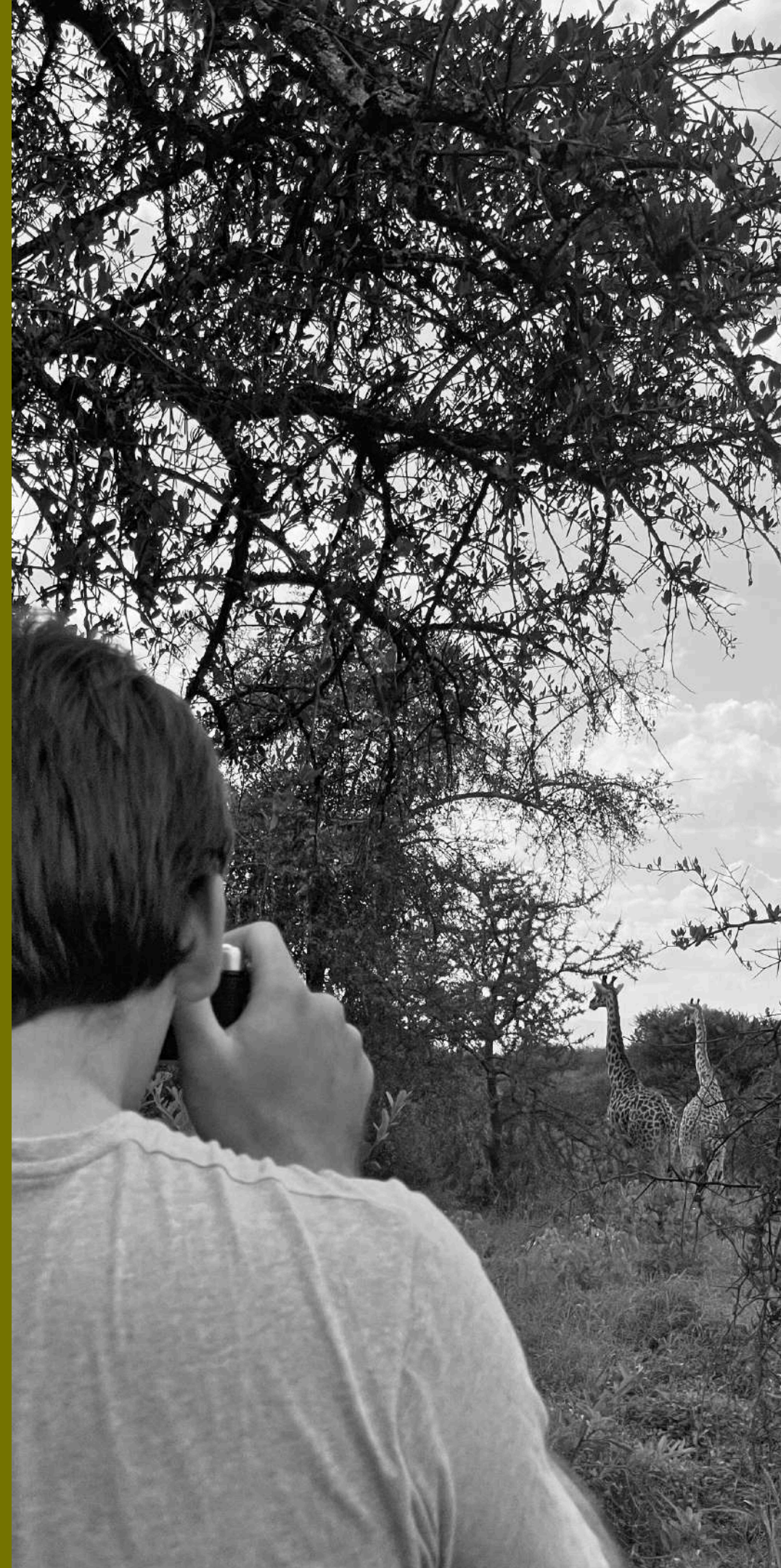
Added Value for Guests

- Inspiration & Education: Young people will be motivated to engage in environmental and wildlife conservation efforts.
- Global Reach: The talk's global reach will raise awareness of the Arusha Giraffe Centre and landscape regeneration.
- Actionable Insights: Youth will leave with clear, actionable ideas on how they can contribute to conservation in their own communities.

Benefits for the Arusha Giraffe Centre

- Global Exposure: The TEDx platform provides international visibility, attracting attention to the Centre's work.
- Youth Engagement: Involvement in youth education strengthens the Centre's role in inspiring future conservation leaders.
- Expanded Awareness: The talk will highlight the interconnectedness of giraffe conservation and ecosystem restoration.
- Long-Term Impact: Inspiring young people today will help foster a new generation of environmental stewards, leading to future partnerships and collaborations.

communication strategy



OBJECTIVES

Key Goals of the Communication Strategy

The first goal is to **build compelling brand awareness** by positioning the Arusha Giraffe Centre as a leading eco-tourism destination and bringing the brand's values, mission and offerings to life. The second goal is to **foster strong brand engagement** by generating leads and interest, converting them into bookings and laying the groundwork for the Arusha Giraffe Centre to become East Africa's leading educational hub for sustainable agriculture. This includes maintaining relationships with current customers and incentivising repeat visits and referrals.

OBJECTIVES

Whose attention are we going to reach?

- Potential future guests, both residents and tourists
- Competitor attractions and experiences
- Surrounding businesses
- Local and tourism media
- Aligned brands and collaborators, such as safari operators
- Current and potential staff
- General public

STORY

A gateway to awe and a place of purpose.

The Arusha Giraffe Centre is a gateway to awe, where you can walk alongside wild giraffes and witness the beauty of the Maasai Steppe. Here, conservation meets community, offering a place of purpose where visitors are invited to Join the Journey to regenerate the land and protect giraffes.

KEY MESSAGES

To Guide Strategy and Communication

1

WILDLIFE CONSERVATION

Highlight the Centre's commitment to protecting giraffes and their natural habitats, emphasising sustainable practices and preserving biodiversity.

3

COMMUNITY EMPOWERMENT

Promote the Centre's role in supporting local communities, including job creation, education programs with students in Northern Tanzania and partnerships with the Maasai.

2

EDUCATIONAL EXPERIENCES

Showcase the immersive learning opportunities offered, where visitors can gain insights into giraffes' ecology and the importance of conservation and the silent extinction.

4

REGENERATIVE TOURISM

Communicate the Centre's dedication to responsible tourism that benefits the environment, fosters cultural respect and supports sustainable development.

DIGITAL MARKETING APPROACH

Multi-Channel

The digital marketing strategy takes an integrative approach, using multiple channel categories to communicate the brand narrative as cohesively and effectively as possible.

Owned Digital Channels

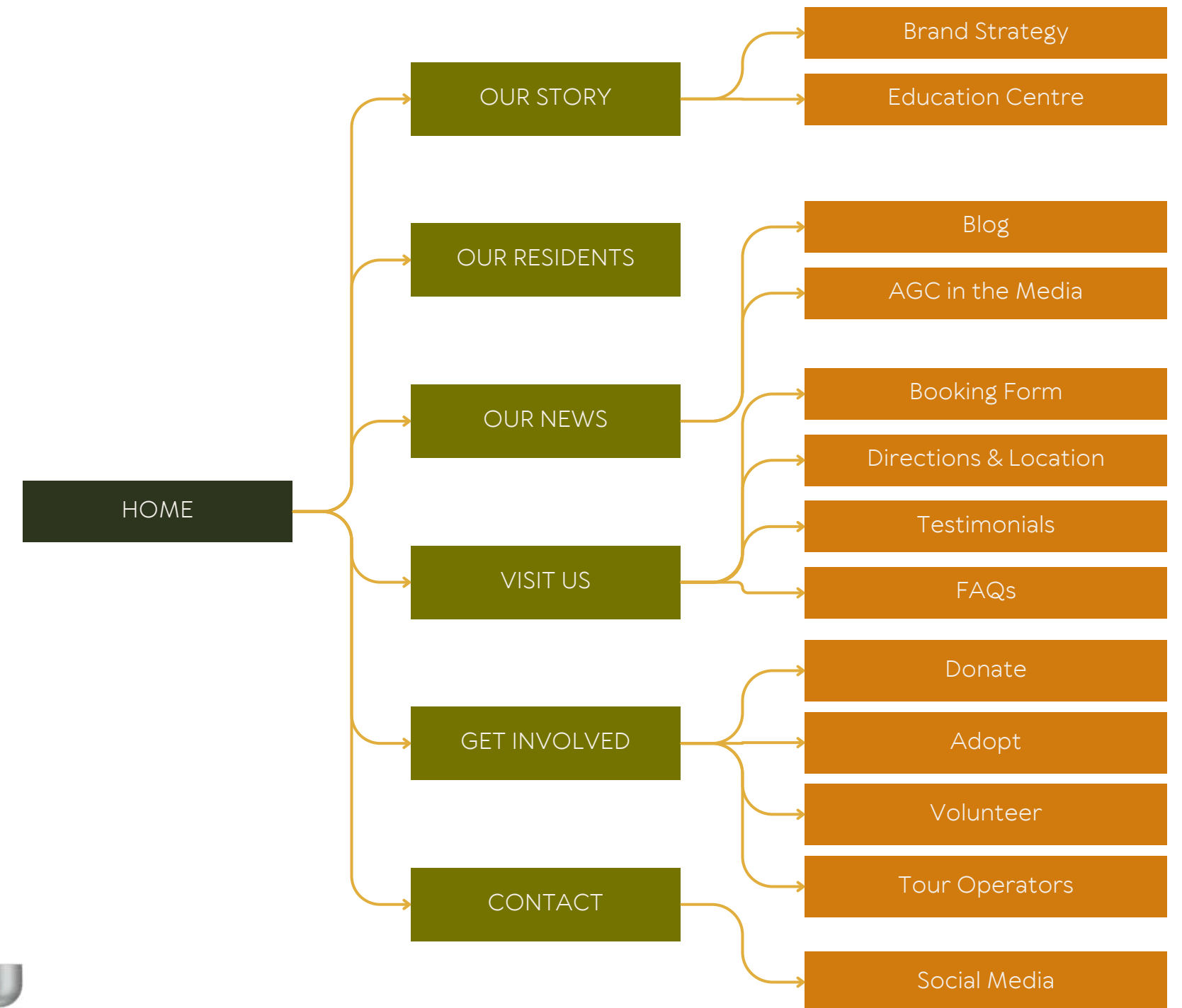
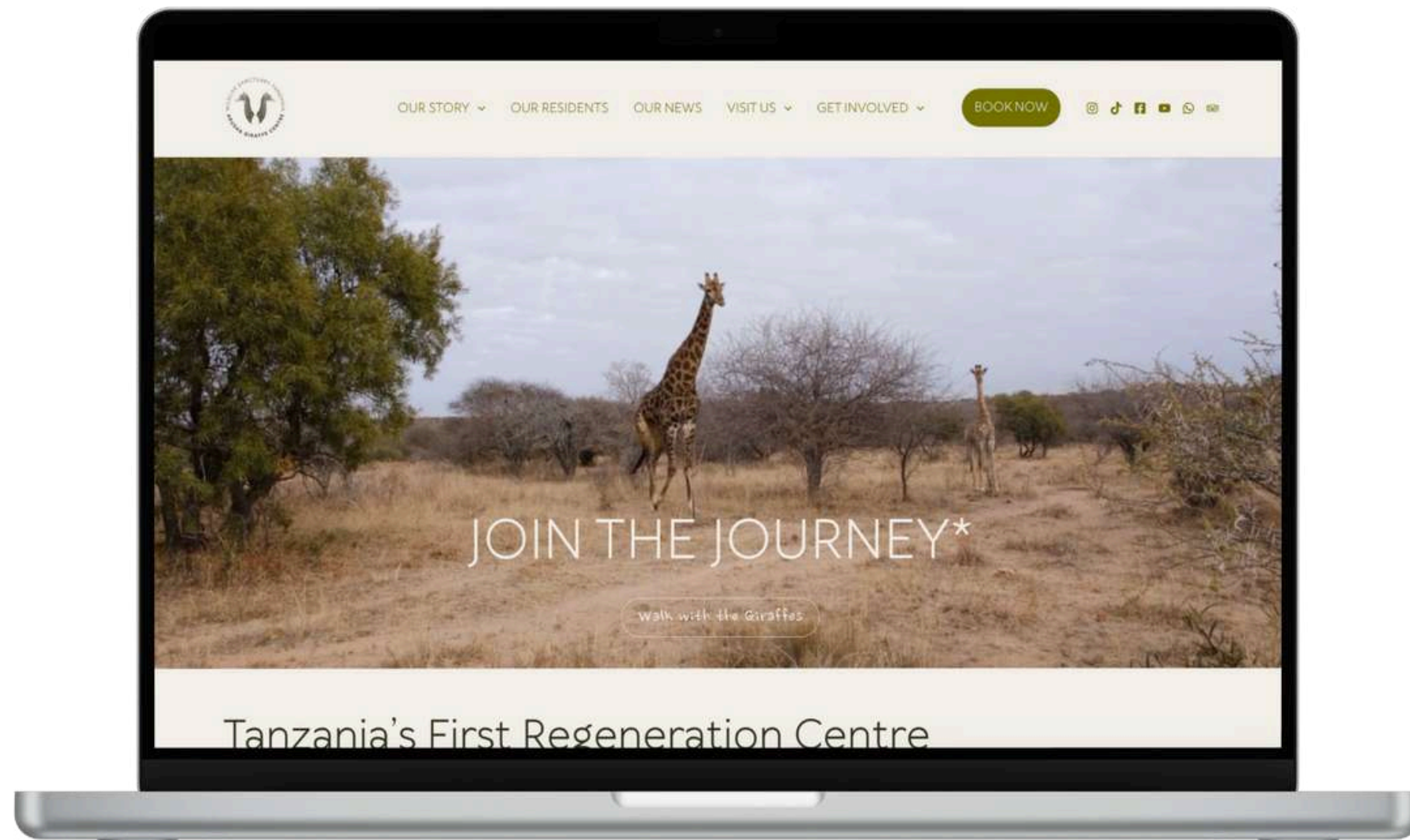
- Website
 - Blog
 - Direct booking
- Email Marketing
 - Internal/external newsletter
 - Post-stay evaluation

Public Digital Channels

- OTAs
 - TripAdvisor
- Travel Agencies
- Tour Operators
- Reviews
 - Google Business
 - TripAdvisor
- Social Media
 - Instagram
 - Facebook
 - LinkedIn
 - TikTok

WEBSITE

Web Architecture

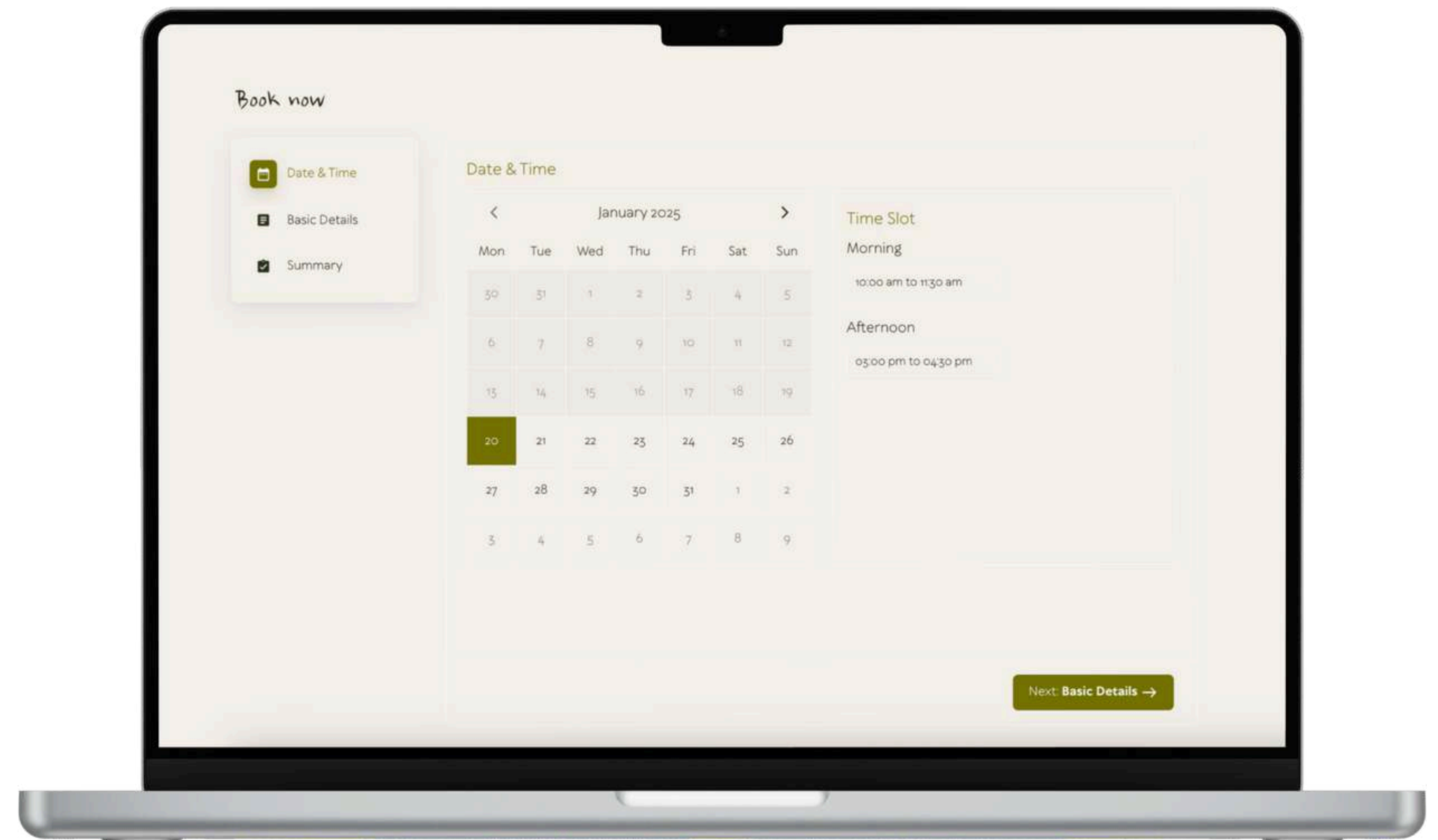


BOOKING SYSTEM

Direct Bookings

A strategic approach for bookings is proposed. This includes maximising direct bookings while acknowledging the value of OTAs for reaching a broader audience and improving credibility.

The direct booking engine in the communication strategy is a key piece of the website functionality for Arusha Giraffe Centre. By providing a seamless and user-friendly booking experience, direct bookings can be encouraged, in turn, maximising revenue. The engine should be easy to navigate and visually appealing.



SOCIAL MEDIA STRATEGY

Channel Selection & Goals

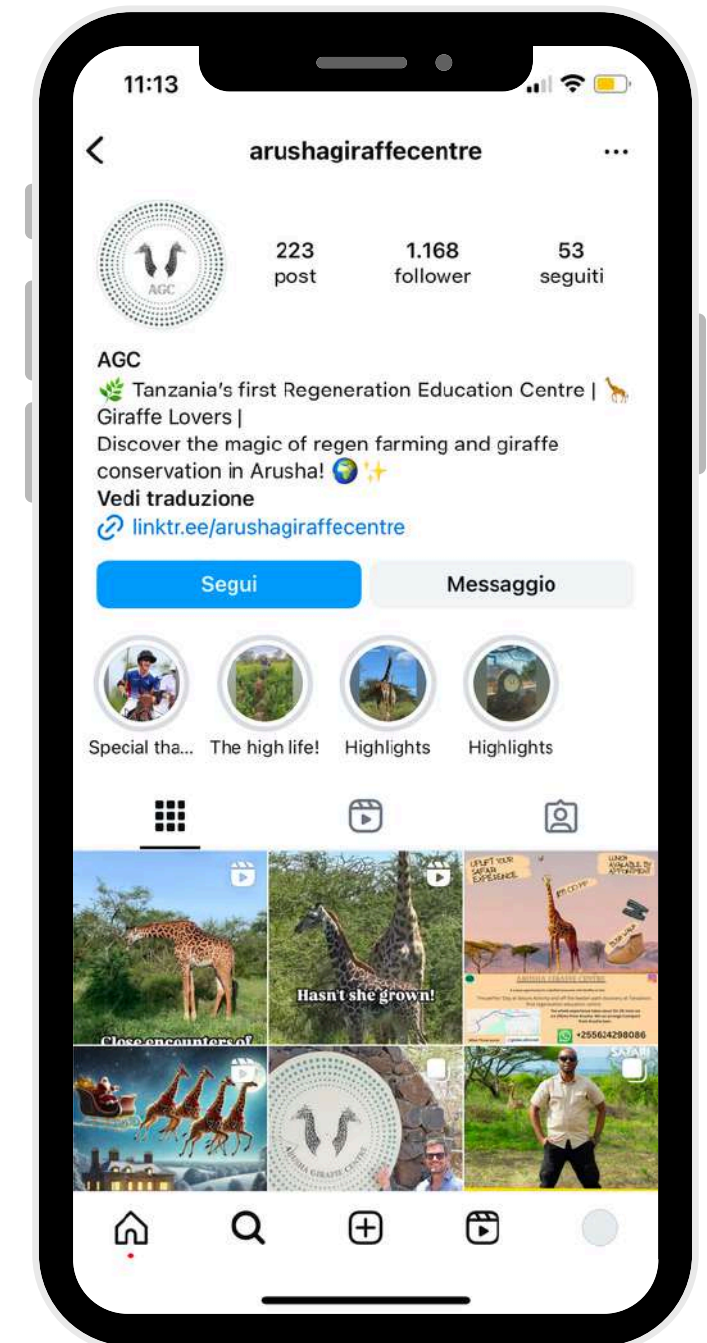
Arusha Giraffe Centre's social media strategy focuses on delivering the right content to the right audience through the most appropriate channel. Part of the strategy is choosing platforms where the target market is highly active.

The following platforms were chosen as Arusha Giraffe Centre is an educational safari attraction targeting upscale travellers, residents, tour operators and researchers.

The suggested posting frequency for each platform is as follows.

- **Facebook:** 2-5 posts/week
- **Instagram:** 2-5 posts/week, 1-2 stories/day
- **TikTok:** 3-6 posts/week
- **LinkedIn:** 2-3 posts/week
- **YouTube:** 1 video/week

Consistent and varied content is a crucial part of the strategy. Creating a strong social media strategy is not solely to build solid online awareness and engagement, but also to strengthen the business's overall performance and operational efforts. The aim is to become a verified social media account and steadily reach at least double the follower count of the Giraffe Centre in Kenya.



SOCIAL MEDIA STRATEGY

Elements of the Strategy

Based on market research and trends, the following elements will be developed as part of the strategy:

Search Optimisation: Using targeted keywords in captions and hashtags improves performance, as travellers frequently use platforms like Instagram to research experiences, hotels, services and destinations.

High-Quality Photography: Multiple sources show that the use of high-quality images on all digital touchpoints increases conversion rates drastically.

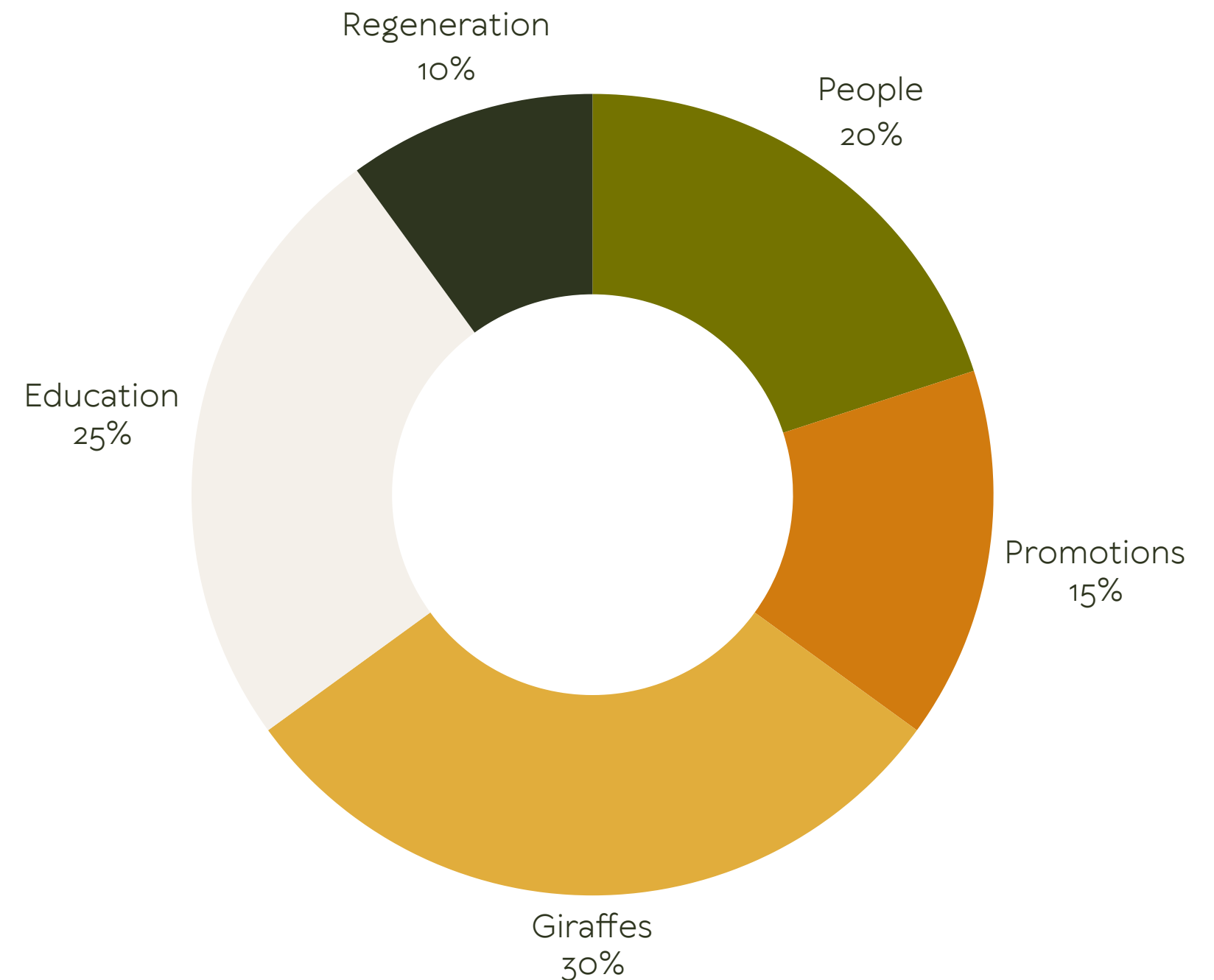
Authentic Storytelling: Content should emphasise genuine stories told in a consistent brand tone of voice. Stories that highlight people (and the giraffes) are a valuable approach, as they foster stronger connections and help visitors relate to the experience on a personal level.

Social Customer Care: To build engagement with potential guests, AGC representatives will actively respond to user comments and handle private messages, ensuring responsive and personal communication.

SOCIAL MEDIA STRATEGY

Editorial Lines

The following editorial lines are the categorised subjects which will form the basis for content shared across various social platforms. Each category will focus on storytelling, introductions and visuals to be used on the platforms. The percentage for each line reflects how much of each subject Arusha Giraffe Centre will share.



SOCIAL MEDIA STRATEGY

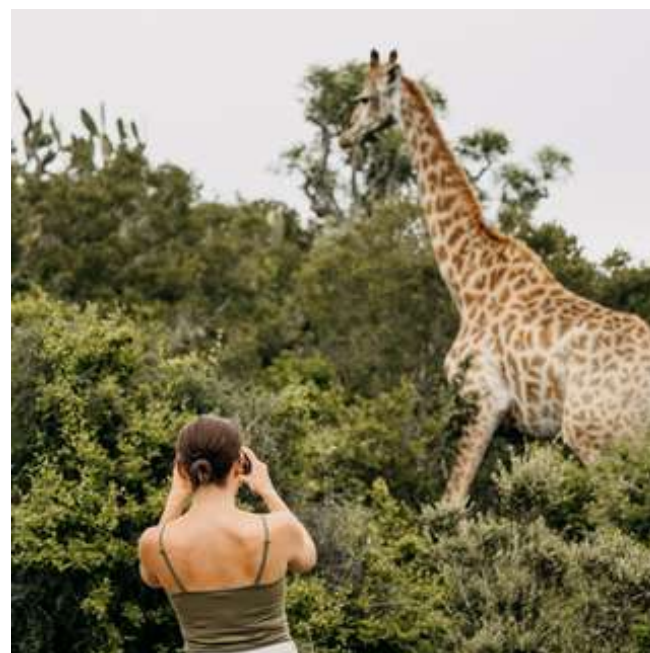
Editorial Lines: People, 20%

Share stories of staff and guests to build a personal connection with the audience. Highlighting their experiences fosters trust and relatability.



Behind-the-Scenes

Photos of staff caring for giraffes, showcasing their dedication and unique roles.



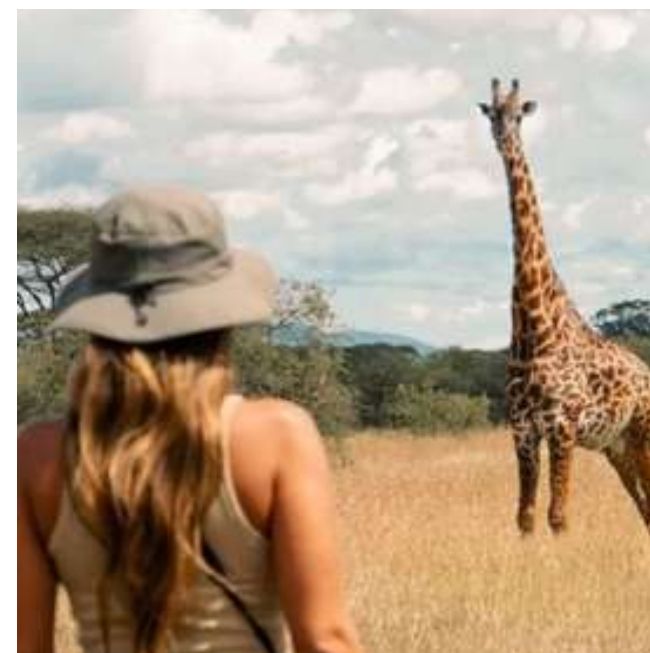
Guest Interactions

Visitors walking alongside the giraffes or posing with them, capturing joyful and memorable experiences.



Staff Spotlight

Portraits of individual staff members with short captions about their stories or favourite moments at the centre.



Volunteers in Action

Groups of volunteers helping out with various activities, like cleaning, planting trees, or guiding tours.



Celebration Highlights

Photos of special guest events or celebrations, like birthdays or anniversaries with giraffes.

SOCIAL MEDIA STRATEGY

Editorial Lines: Promotions, 15%

Focus on promoting events, special offers, or campaigns.
While essential, over-promotion may disengage the audience, so keep it concise.



Upcoming Events

Visually striking announcements for giraffe-themed events or days like World Giraffe Day.



Seasonal Promotions

A photo of a giraffe next to a sign advertising holiday or seasonal offers.



Interactive Campaigns

Images promoting contests, like "Name the Giraffe" with a picture of the giraffe in question.



Merchandise Showcase

Photos of branded items like T-shirts or bottles, styled with giraffe motifs.



Exclusive Deals

A vibrant post showing a guest enjoying a promotion, like a discounted guided tour.

SOCIAL MEDIA STRATEGY

Editorial Lines: Giraffes, 30%

As the main attraction, giraffes should take centre stage. Share visuals, fun facts and stories about individual giraffes to captivate the audience.



Close-Ups of Giraffes

Stunning portraits showcasing their unique patterns, lashes, or tongues.



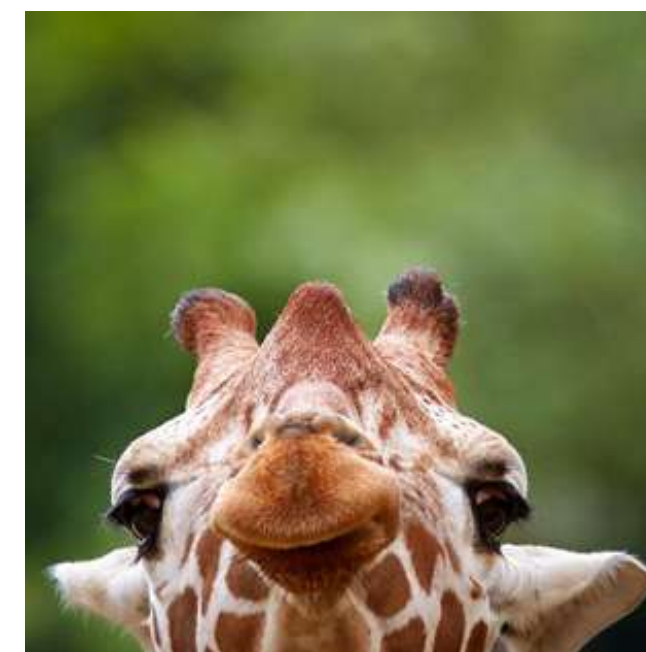
Giraffes in Action

Photos of giraffes stretching to eat leaves from tall trees or interacting with one another.



Giraffe Herd Dynamics

Capture images of a journey of giraffes, showcasing their social interactions.



Playful Poses

Shots of giraffes displaying quirky poses, such as bending down for water or curiously tilting their heads.



Scenic Backdrops

Capture giraffes with the sunrise, mountains, or lush landscapes behind them.

SOCIAL MEDIA STRATEGY

Editorial Lines: Education, 25%

Sharing educational content aligns with the centre's mission and enhances its value as a conservation-focused organisation. Include information for students..



Daily Fact Series

Combine photos of giraffes with overlay text highlighting fun facts.



School Visits

Group shots of children at the centre, participating in educational activities or tours.



Conservation Lessons

Photos of staff leading a class or workshop with giraffes in the background.



Interactive Displays

Children or visitors engaging with the informational boards and exhibits.



Giraffes in History

Share historical images or artistic depictions of giraffes, paired with stories about their significance in different cultures.

SOCIAL MEDIA STRATEGY

Editorial Lines: Regeneration, 10%

Highlight environmental efforts like habitat regeneration, tree planting or sustainability initiatives. This shows the centre's commitment to long-term conservation.



Rewilding Initiatives

Photos of staff, guests or groups planting trees, emphasising community efforts.



Before and After Shots

Showcase areas where regeneration has made a visible difference.



Native Flora and Fauna

Close-ups of plants or animals thriving due to conservation efforts.



Sustainable Practices

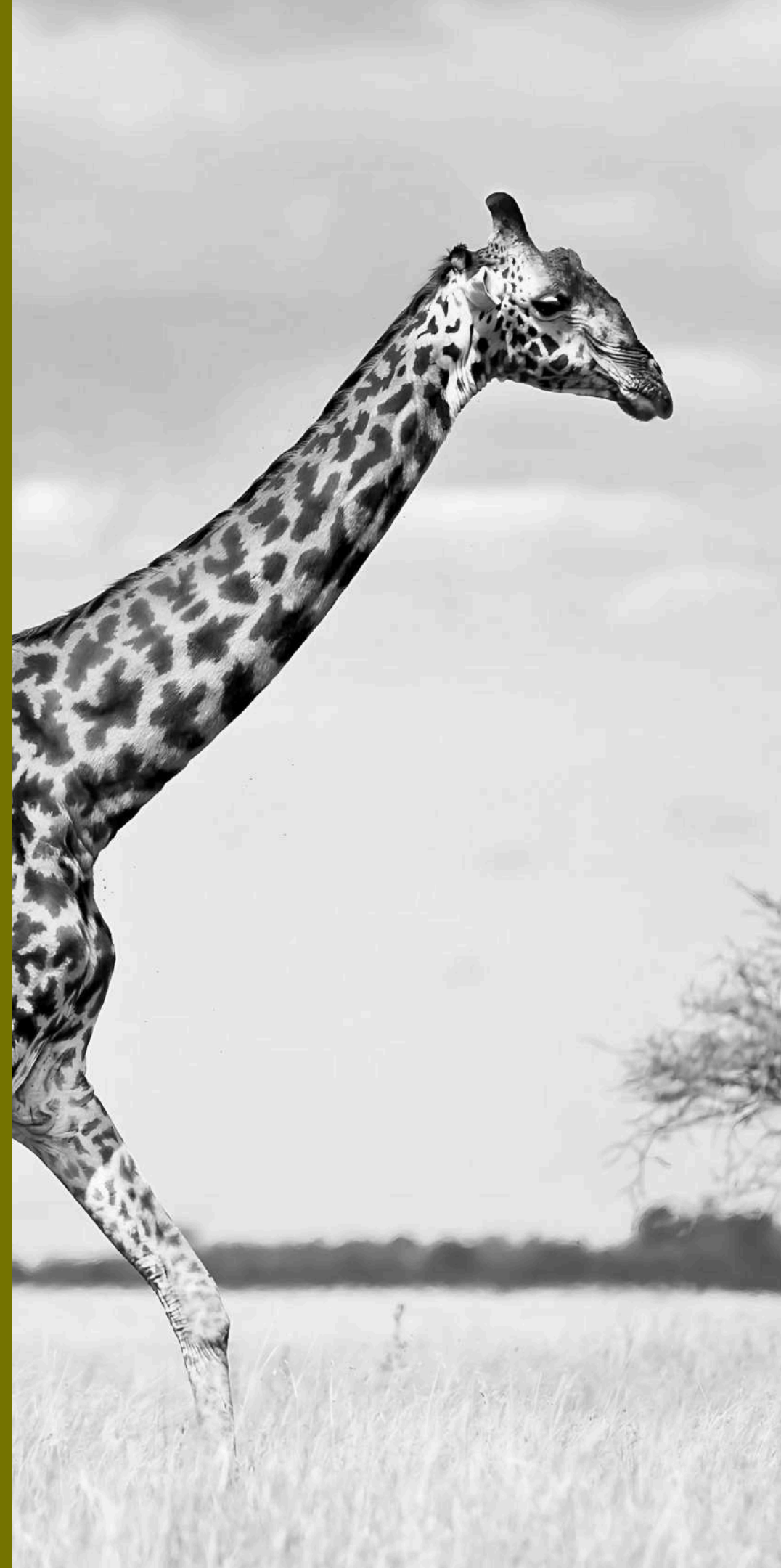
Photos highlighting eco-friendly initiatives, like rainwater harvesting or the eco loo.



Volunteer Workdays

Groups of volunteers working on habitat restoration.

conclusion



CONCLUSION

A Comprehensive Framework

This brand strategy provides a comprehensive framework that honours Arusha Giraffe Centre's core mission of protecting giraffes and regenerating the land they call home, while positioning it for future growth and impact.

The new **brand identity**, centred around the tagline "Join the Journey," creates a powerful narrative that invites visitors to become part of something greater than themselves. Through carefully crafted visual elements, from the redesigned logo to the earthy colour palette, the brand speaks to both the Centre's commitment to conservation and its welcoming, community-focused approach.

The **service design** elements, including the shared bus service and multilingual information cards, ensure the Centre is accessible to a diverse range of visitors. Meanwhile, initiatives like the "Adopt a Giraffe" program create meaningful ways for people to support conservation efforts long after their visit.

The **communication strategy**, built on multiple channels and authentic storytelling, will help the Centre reach and engage with its target audiences effectively. By focusing on wildlife conservation, educational experiences, community empowerment, and regenerative tourism, the Centre's message will resonate with both local and international visitors.

The success of this strategy will not just be measured in visitor numbers or social media followers, but in the lasting impact it creates: in the preservation of giraffes, the regeneration of the Maasai Steppe, and the empowerment of local communities. As the Arusha Giraffe Centre moves forward with this new brand identity, it is well-equipped to create meaningful connections and inspire positive change for generations to come.

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ARUSHA GIRAFFE CENTRE

BY ZARA FRANCESCHI
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