

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

Body, Uppercase & Lowercase

TT Wellingtons Regular

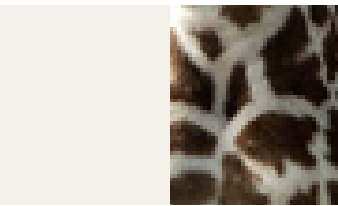
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Colour Palette



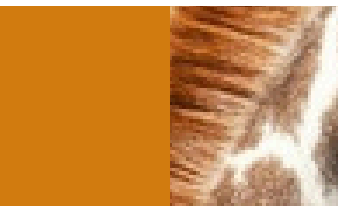
Olive, #747300

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.



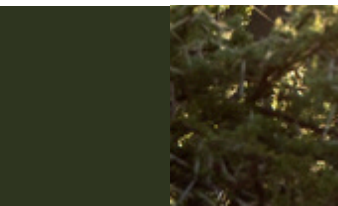
Ochre, #D17BoF

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

