SafariVendors

Official Logo, Color & Typography Guide

Brand positioning: premium African safari marketplace for travelers and trusted tour operators.

Use this guide to keep SafariVendors consistent across the website, social media, posters, proposals, email signatures, and operator onboarding materials.

1. Official Logo Direction

The official SafariVendors identity should stay close to the original elephant mark: clean, minimal, premium, and easy to recognize. The elephant icon should remain mostly outline based, without heavy fill color inside the elephant.

Version	Best use
Primary logo	Horizontal layout: elephant icon on the left, SafariVendors text on the right, tagline below.
Vertical logo	Use for posters, profile pages, and situations where the logo needs to feel centered and formal.
Social icon	Use elephant icon only, centered in a circle or square, with no tagline because small text will not read clearly.
Logo feel	Premium, clean, African, trusted, and marketplace ready.

2. Official Brand Colors

This color system gives SafariVendors a warm, premium, African safari identity. Use bronze as the main brand color, gold for accents, and ivory for clean backgrounds.

	African Earth Bronze #7A4E2D	Primary logo color, main buttons, headings, footer backgrounds, premium brand elements.
	Savannah Gold #D4A437	Accent color for CTA buttons, highlights, small logo details, dividers, badges, and premium cues.
	Warm Ivory #F8F4EC	Primary website and poster background. Softer and more premium than pure white.
	Rich Charcoal #1F1F1F	Main text color for readability and professional contrast.
	Deep Safari Olive #4F5B3A	Optional secondary accent for nature, eco-tourism, conservation, and category tags.

Recommended ratio: 70% Warm Ivory, 20% African Earth Bronze, 7% Rich Charcoal, 3% Savannah Gold. Use gold carefully so it feels premium, not noisy.

Website CSS Tokens

```
:root {
--sv-bronze: #7A4E2D;
--sv-gold: #D4A437;
--sv-ivory: #F8F4EC;
--sv-charcoal: #1F1F1F;
--sv-olive: #4F5B3A;
}
```

3. Typography System

Use a refined serif for the logo and headings, paired with a clean sans-serif for the tagline, website UI, forms, and buttons.

Use	Recommended font	Style
Logo wordmark	Cormorant Garamond	SemiBold or Bold
Tagline	Montserrat	Medium, uppercase, letter-spaced
Website headings	Playfair Display or Cormorant Garamond	Bold
Website body text	Poppins or Montserrat	Regular
Buttons and forms	Montserrat or Poppins	SemiBold

Logo Type Styling

SafariVendors: Use Cormorant Garamond SemiBold. Keep the spacing natural and elegant. Avoid overly modern, rounded, or casual fonts because they reduce the premium safari feel.

AFRICAN SAFARI MARKETPLACE: Use Montserrat Medium in uppercase with wide letter spacing. Keep it smaller than the main brand name so it supports the logo instead of competing with it.

4. Logo Usage Rules

Rule	Guideline
Do	Use the logo on Warm Ivory, white, or clean light backgrounds.
Do	Keep enough clear space around the elephant and text. Minimum clear space should equal the height of the letter S in SafariVendors.
Do	Use the elephant-only icon for social media profile images, favicons, and app icons.
Do not	Do not fill the inside of the elephant with heavy color. The outline style is cleaner and more premium.
Do not	Do not add acacia trees, extra animals, heavy gradients, or background effects to the official logo.
Do not	Do not stretch, compress, rotate, or place the logo over busy safari photos without a clean overlay.

Recommended Files to Keep

For long-term brand use, keep these exports: SVG master file, PNG transparent horizontal logo, PNG transparent vertical logo, PNG social icon, white logo version, and dark bronze logo version.

Final brand direction: African Earth Bronze + Savannah Gold + Warm Ivory + Cormorant Garamond. This is the official premium SafariVendors identity direction.