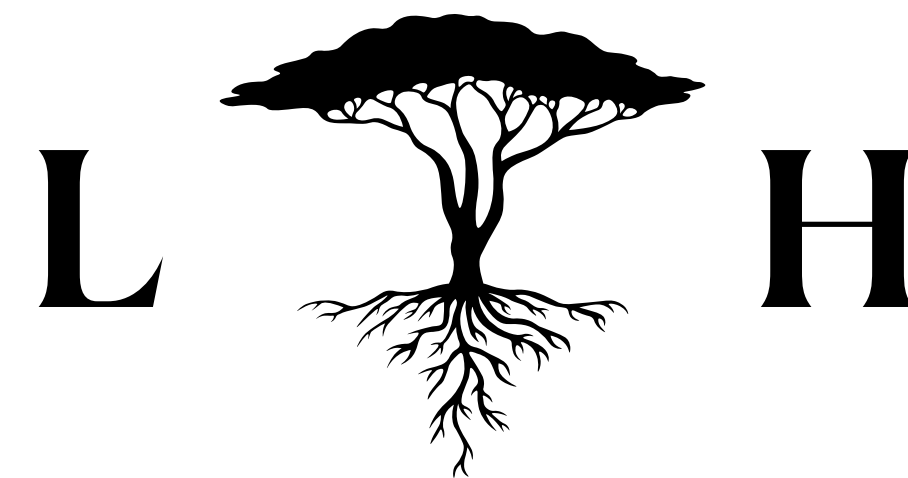


# Brand usage guidelines



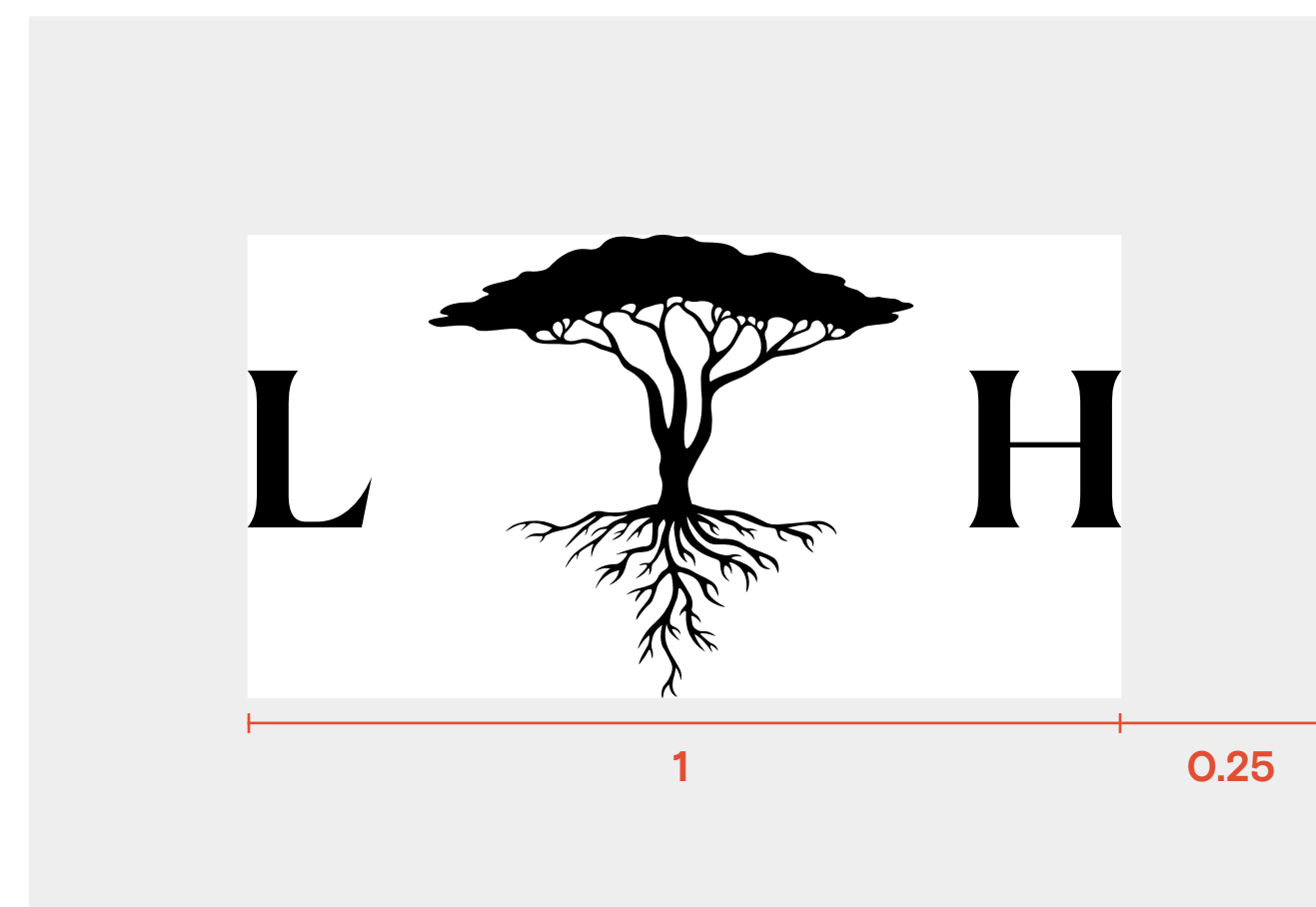
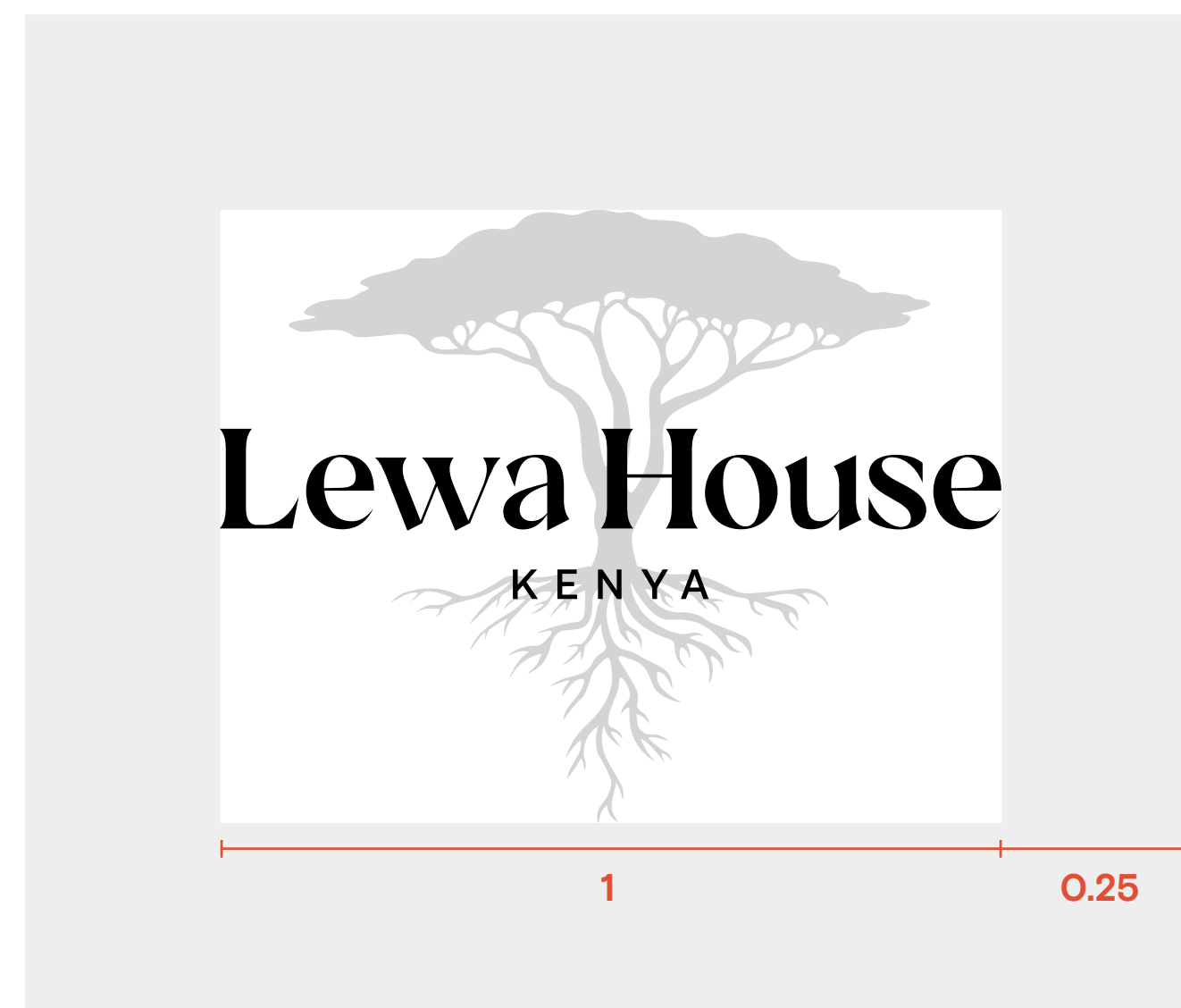
PRIMARY LOCKUP



SECONDARY LOCKUP



WORDMARK



# Elgoc

LOGO TYPE (PRIMARY)

# A E O N I K

LOGO TYPE (SECONDARY)

License to be purchased from  
<https://aeonik.co.uk/font/>

# Wulkan Display

HEADINGS & TITLES

# Basis Grotesque

BODY COPY

HEADINGS

**Wulkan Display Sembold**  
180px, Line-Height 180px, Tracking -4.5px

# Moments to treasure

SUBHEADINGS

**Wulkan Display Sembold**  
56px, Line-Height 60px, Tracking -1px

## Wildlife at Lewa

DETAILS &  
LARGE COPY

**Wulkan Display Medium**  
32px, Line-Height 46px, Tracking -0.2px

Enjoy some downtime by the pool overlooking a nearby waterhole, providing some of the best game viewing on the conservancy.

COPY DETAILS

**Basis Grotesque Bold**  
20px, Line-Height 28px, Tracking 1px

○ **STATUS**  
Vulnerable

○ **POPULATION**  
700,000

BODY COPY

**Basis Grotesque Regular**  
16px, Line-Height 22px, Tracking 0px

The latest additions to our accommodation are our four earth pods. They're designed to disappear into the landscape, collect and store rainwater, and maintain an even temperature. Their simple decoration puts the focus on their stunning views over the northern frontier.

VERMILION

DIGITAL: #e24d34  
PRINT: C:4 M:81 Y:81 K:0

ROUGE

DIGITAL: #b73d2c  
PRINT: C:20 M:85 Y:85 K:11

SANDSTONE

DIGITAL: #eee2d0  
PRINT: C:8 M:11 Y:21 K:0

CLAY

DIGITAL: #cec2b2  
PRINT: C:21 M:21 Y:30 K:3

CHARCOAL

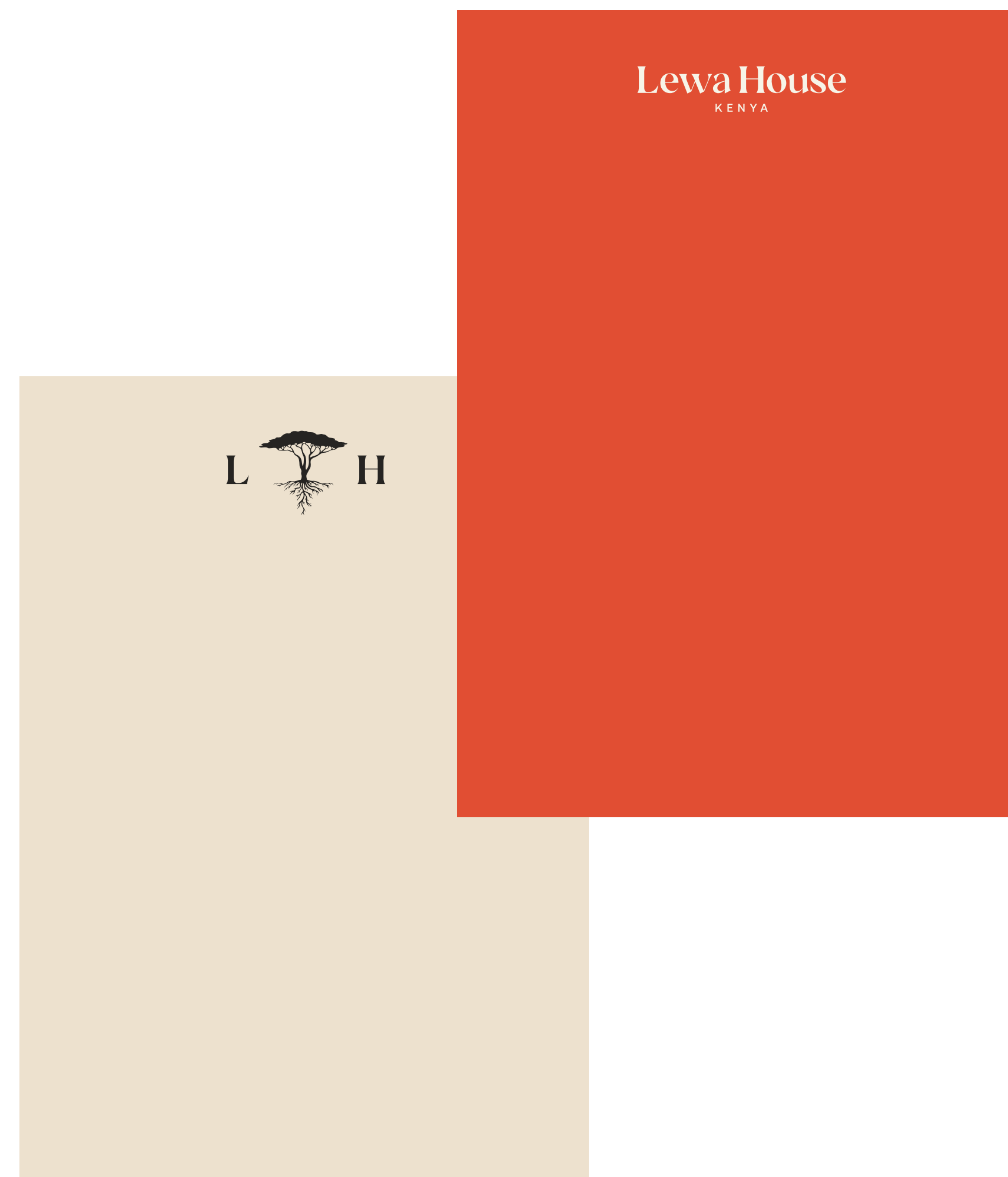
DIGITAL: #262422  
PRINT: C:71 M:63 Y:61 K:77

WHITE

DIGITAL: #ffffff  
PRINT: C:0 M:0 Y:0 K:0



DIGITAL WEB/IMAGE/VIDEO  
LOCKUP USAGE & PLACEMENT



A4 / LETTER SIZE  
LOCKUP USAGE & PLACEMENT