LIVING LARGE safaris

Finalizing *LLS Website* – Next Steps for Brand Extension

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First, I would like to sincerely thank you for your patience throughout the design and development of the new Living Large Safaris website: https://new.livinglargesafaris.com/

I recognize that this project took longer than we had initially planned. Much of the delay came from necessary design refinements, multiple vision adjustments, and working within a very limited budget. Despite these challenges, my aim has always been to ensure LLS receives a modern, premium-quality website that positions the company strongly in today's highly competitive safari market.

Now that the website is ready, let me clarify a few important points raised during your review:

Color *Palette*

The chosen palette (warm earth tones, golds, safari greens, and dark contrasts) was carefully selected to:

Reflect the **luxury safari feel** of your brand.

Evoke the **authentic wilderness** of Tanzania while still being modern and clean..

Remain practical for **digital and print use** (brochures, business cards, vehicles, uniforms).

The chosen palette (warm earth tones, golds, safari greens, and dark contrasts) was carefully selected to:

Font *Combinations*

Modern premium tour operators worldwide often use two complementary fonts:

One strong **serif or display font** (for headings/ titles).

Aa 123. Noctume Serif

One clean sans-serif font (for body and descriptions).

Aa 123. Lato

This approach improves readability, visual hierarchy, and brand sophistication.

Examples of operators (local & international) using this method:

Nomad Tanzania (Arusha, TZ) – nomad-tanzania.com

Asilia Africa (TZ) – asiliaafrica.com

&Beyond Safaris (Global) – andbeyond.com

Wilderness Safaris (Africa-wide) – wildernessdestinations.com

Singita (Global luxury operator) – singita.com

Our chosen combination for LLS follows this global luxury trend, which strengthens your market appeal and aligns with international standards.

Design *Compatibility*

The new LLS website is fully responsive and compatible across all devices:

Mobile (phones) > **Tablets** > **Laptops** > **Desktop screens**

We have tested it extensively, and it adapts seamlessly. Clients will enjoy a smooth experience regardless of their device.

The Case for a *Brand Manual*

Six years ago, I advised Living to create a brand manual. This is still highly important.

A brand manual defines:

- Logo usage (size, placement, colors).
- Approved fonts and hierarchy.
- Primary and secondary color palettes.
- Photography & image style.
- Applications (letterheads, vehicles, uniforms, brochures, etc.).

Without it, branding risks inconsistency—which confuses clients and weakens market trust. With it, you gain a powerful, scalable brand identity that reflects your company vision and supports growth.

Next Step – *Brand Extensions*

Given where we are now, I strongly suggest scheduling a meeting to discuss:

How to extend this design into full **brand identity guidelines.**

How to apply the colors and fonts across your marketing materials.

How to unify digital and offline presence.

Final

The new LLS website is live-ready and represents a significant step forward compared to the old site. While the journey has been longer than expected, the result is a premium, scalable digital platform aligned with Tanzania's leading safari brands.

Let us lock in a session this week to finalize the launch and begin planning the brand manual and extensions.

Thank you again for trusting me with this important work.

Kyara, Emanuel
Developer