Soroi COLLECTION

Brand Guideline

2026 SOROI COLLECTION

INTRODUCTION

Maintaining visual consistency across all our communication helps protect Soroi’s identity as a trusted and recognisable safari brand.

These brand guidelines offer clear direction and examples to support the creation of all Soroi corporate and marketing materials.



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About Soroi Collection

Soroi Collection brings together a unique portfolio of boutique lodges and camps set in some of Kenya's most inspiring wildlife destinations.
Each property is designed to offer comfort, warm hospitality and meaningful experiences in the heart of nature.
Our locations welcome travellers from around the world, support local jobs and create opportunities for surrounding communities.
We are committed to growing responsible tourism that protects wildlife, respects cultures and strengthens the regions where we operate.

Our Purpose
We aim to create memorable safari experiences while supporting conservation and contributing to the social and economic wellbeing of our host communities.

Our Mission
We offer authentic stays in prime safari areas, guided by responsible practices that ensure long-term benefits for people, wildlife and the environment.

Our Values
- Genuine hospitality and attentive service
- Consistent and responsible business performance
- Transparency, respect and integrity in all dealings
- Long-term commitment to conservation, communities and the environment



Typography

Text hyerarchy

TITLE
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Eyesome Script

TITLE
BEBAS NEUE CYRILLIC

Subtitle
Poppins

Paragraph
Raleway

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Logo Usage & Placement





















Brand Colors

Bush properties Main Colors

#FBF8F4	#BF8363	#766553	#f3eadf	#ccc6b5

Beach Properties colors

#1b5f7a	#2a8183	#92beb1	#4ca3c3	#ccc6b5	#f4e9df

PHOTOS/VIDEOS

Style
- Use natural light whenever possible.
- Colours should look real and warm, not overly edited.
- Show the real atmosphere of our lodges,/camps, wildlife, and guest experiences.
- Avoid heavy filters or overly saturated images.

Subjects
- Showcase landscapes, wildlife, rooms, dining, activities, and staff interactions.
- Highlight authentic moments—guests enjoying nature, guides in action, meals being served.
- Wildlife photos should be respectful, taken from a safe distance.
- Do not take or use any photos showing illegal behaviour, anything against lodge or park rules, or any indecent images.

Composition
- Keep images clean with no clutter.
- Use wide shots for landscapes and property exteriors; medium and close-ups for rooms and details.
- Follow the rule of thirds when possible.

Quality Requirements
- Minimum resolution: 300 DPI for print, 1920px width for digital.
- No blurry, dark, or low-quality images.
- Avoid mixing different quality levels in the same document.
- Landscape and portrait

Brand Feel
- Calm, warm, and welcoming.
- Show connection to nature, comfort, and real experiences.
- Prefer neutral tones matching our brand colours.

SOCIAL MEDIA

1 – Brand Voice & Tone

- Warm, welcoming, and approachable.
- Knowledgeable and inspiring, highlighting unique safari experiences.
- Positive and professional; avoid controversial or negative comments.
- Maintain consistent language across all platforms (English, clear and simple).

2 – Content Guidelines

- Types of Content to Share
- Wildlife and nature photography/videos.
- Property highlights: rooms, lodges, dining, experiences.
- Conservation, community, and sustainability initiatives.
- Guest experiences and testimonials (with permission).
- Seasonal offers, events, and new experiences.

What to Avoid

- Negative, offensive, or political content.
- Any images or videos showing illegal behaviour, rule-breaking, indecent content.
- Overly promotional posts without value (spammy content).

SOCIAL MEDIA

3 - Visual Guidelines

- Use brand-approved colours and fonts for graphics.
- Keep imagery warm, natural, and high-quality.
- Maintain a consistent style that aligns with Soroi's visual identity.
- Logo placement should be subtle but visible, never distorted or cropped.

4 - Posting Guidelines

- Maintain a regular posting schedule to stay active and relevant.
- Use platform-specific best practices (e.g., Instagram: high-quality images, Stories; LinkedIn: professional updates).
- Include relevant hashtags (#SoroiCollection, #LuxurySafari, #KenyaSafari, etc.) but keep them targeted.
- Engage with comments professionally and promptly.
- Tag @soroicollection + the relevant property

SOCIAL MEDIA

5 - Engagement & Community

- Respond to questions and comments in a friendly, helpful tone.
- Avoid arguments or controversial discussions online.
- Encourage sharing of experiences, but always monitor for inappropriate content.

6 - Crisis Management

- In case of negative publicity or complaints, escalate to the marketing manager.
- Never post reactive or defensive content; respond thoughtfully following company guidelines.

CONTACTS

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