

# NATURAL ROUTE

## LOGO DESIGN SUMMARY

By : dio

Natural route is a **safari tour** operating company that is based in **Tanzania**, East **Africa**. It aims at maximizing visitors experience to nature **/national parks/** protected areas like Serengeti, Ngorongoro, beaches along east African coast and Zanzibar, Mountain climbing (Mt. Kilimanjaro) and cultural tourism The designed logo should be **simple** but informative, less wordy, artistic, eye catching, **timeless**,

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Designers can draw some inspirations from WWF panda logo. We like the way the panda is depicted in that logo - very artistically. We would like a logo that portray/communicate some messages artistically. For example, instead of using the whole tree, you can use some features of the tree to represent a tree e.g. branch, leaf, roots etc. Or footsteps of human being or elephants. We also think pictorial mark artistically showing human being making a step forward/walking might result into a good logo for our business.

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**S**afari tourism is clearly not for low level market segment. This is a playground for wealthy people who get excited in the adventure and discovery of new things in the nature. These kind of people must be already familiar with Discovery Channel or have series of National Geography book in their personal library.

This is the starting point for NR logo design, the design result should be about the same feel as National Geographics or Discovery Channels alike, to make sure that the market will quickly resonate with the logo when they see it will generate high sense of credibility as brand they already familiar.



These are some of the brands related to nature that either popular brand or business competitors brand that I use as reference and consideration for NR logo design.



**B**rainstorm is necessity in logo design to generate creativity and discover a new original idea. As we can see in this simplified mind map, Zebra seem strong candidate beside other possibilities.



The logo evolve through feedback from NR team who have high sense of art that make them have strong vision of their business identity, so I can easily follow and understand their direction. Thanks to Internet it was quite long but

quick discussion before the final design getting approved. Starting from the simple shape of golden phi as my initial proposal into sophisticated design and texturing to make Africa look like zebra. NR team are genius.

**ROUTE**



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Initially I prefer vertical typographic for aesthetic reason but it was pretty clear that Client state they prefer horizontal typographic which make design iteration a lot quicker by eliminating 50% possibilities.

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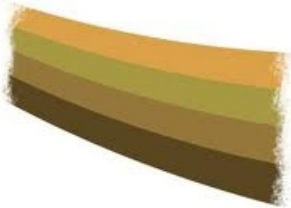
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Choosing color is straight forward because Africa has very strong earthly characters. Jungle or savannah color palette would be perfect candidate for this project.



















icon 128px



icon 64px



favicon 32px



favicon 16px









**naturalroute**  
your gateway to nature



natural  
**route**

thank  
you