

Logo Design Creative Brief

Client: Tanzania Association of Tour Operators (TATO)

About the Client

The Tanzania Association of Tour Operators (TATO), with its base in the safari capital of Arusha, is a 38-year-old lobbying and advocacy agency for a multi-billion-dollar industry, with 300 plus members across the natural resources-rich East African country. TATO represents a collective voice for private tour operators towards the common goal of improving the business climate in Tanzania. TATO also provides unparalleled networking opportunities for its members, allowing individual tour operators or companies to connect with their peers, mentors, and other industry leaders and policy makers.

Situation Analysis

The global COVID-19 crisis has reset the travel industry creating up an opportunity for destinations to re-introduce themselves to the world. Although Tanzania is already a major tourist destination specializing in Safari and home to the #1 safari destination on Earth (the Serengeti), they have historically lost out on market share to the likes of Kenya or South Africa, both of whom are known to be stronger in communications and branding. Tanzania is home to some of the most iconic travel experiences on Earth including (1) The Serengeti, (2) Mount Kilimanjaro, (3) Zanzibar and (4) the natural phenomenon known as ‘The Great Migration’. These experiences are so iconic, they typically stand on their own and people often aren’t even aware they are all located in Tanzania. We are seeking to position Tanzania as the “new” safari destination and appeal to a travel industry in the midst of a reboot. Now is the time for Tanzania to stand on its own. Now is the time to consider Tanzania.

How Will this Logo be Used?

In addition to normal print, online and social media, this logo will come to life in the real world branded on the spare tires of safari vehicles across the Serengeti, flying on flags outside Tanzanian hotels, airports and game lodges, and on apparel worn by the nation’s tour operators. For this reason, the color palette used is very important. The logo must be visible and easily recognizable from far away. It should also demonstrate a sense of unity amongst those that display it.



Top Three Things to Communicate

1. Tanzania is the home of safari
2. Companies displaying the branding are TATO members
3. The Tanzanian tour operator community is united

Target Audience

1. The Tanzanian travel community – both members of TATO and potential members
2. The travel trade outside Tanzania that is considering selling Tanzania as a destination
3. International travelers visiting Tanzania and partaking in safari and other experiences

Color

The logo will be used in real world settings such as on the spare tires of safari vehicles, flags outside hotels, and on apparel. Safari vehicles spend their time in the wild, typically surrounded by large wild animals. For this reason, color pallets are usually kept to more neutral shades. No overly bright colors should be used. The logo should be bold and stand-out, while also fitting within the natural landscape that will surround it. Neutral colors like camel, tan, beige, black cream, white and grey are good. Heavy greens, blues and browns should be avoided as they tend to attract heat and/or flies. Tiny hints or splashes of brighter colors are okay.

Other Mandatories and Additional Information

- Although we love our national colors, this logo is not about nationalism. It is about promoting the safari trade as a business. We should avoid anything that appears to be too much about Tanzania as a political message. Or anything that looks like it could be used as a rallying cry for a political cause or party.
- TATO works with high-end travelers so the logo should be elevated, modern and *cool*.
- Logo must be strong, clear, simple and first and foremost about safari. It must also convey authority as TATO is an association representing the industry, and not a private company.
- Must work in a round-format so it can easily appear on the back of a truck spare tire in a recognizable way.
- We are not a private sector company, we are an association of tour operators so this logo must convey authority and have a particular gravitas as representing the whole of the industry, or in some cases even whole of the country. It should not be “cute”, it should be powerful.
- Logo does not *need* to say “Tanzania Association of Tour Operators” within it, however should be designed in a way for a variation to include this for certain usages, such as off to one side, or below the main symbol/shape. We are open to versions that do include this text in a creative way, or the acronym “TATO”, or simply the word “Tanzania”.

Examples of Other Successful Logos in This Space (for reference only)



Abercrombie & Kent



& BEYOND



Singita
GAME RESERVES

