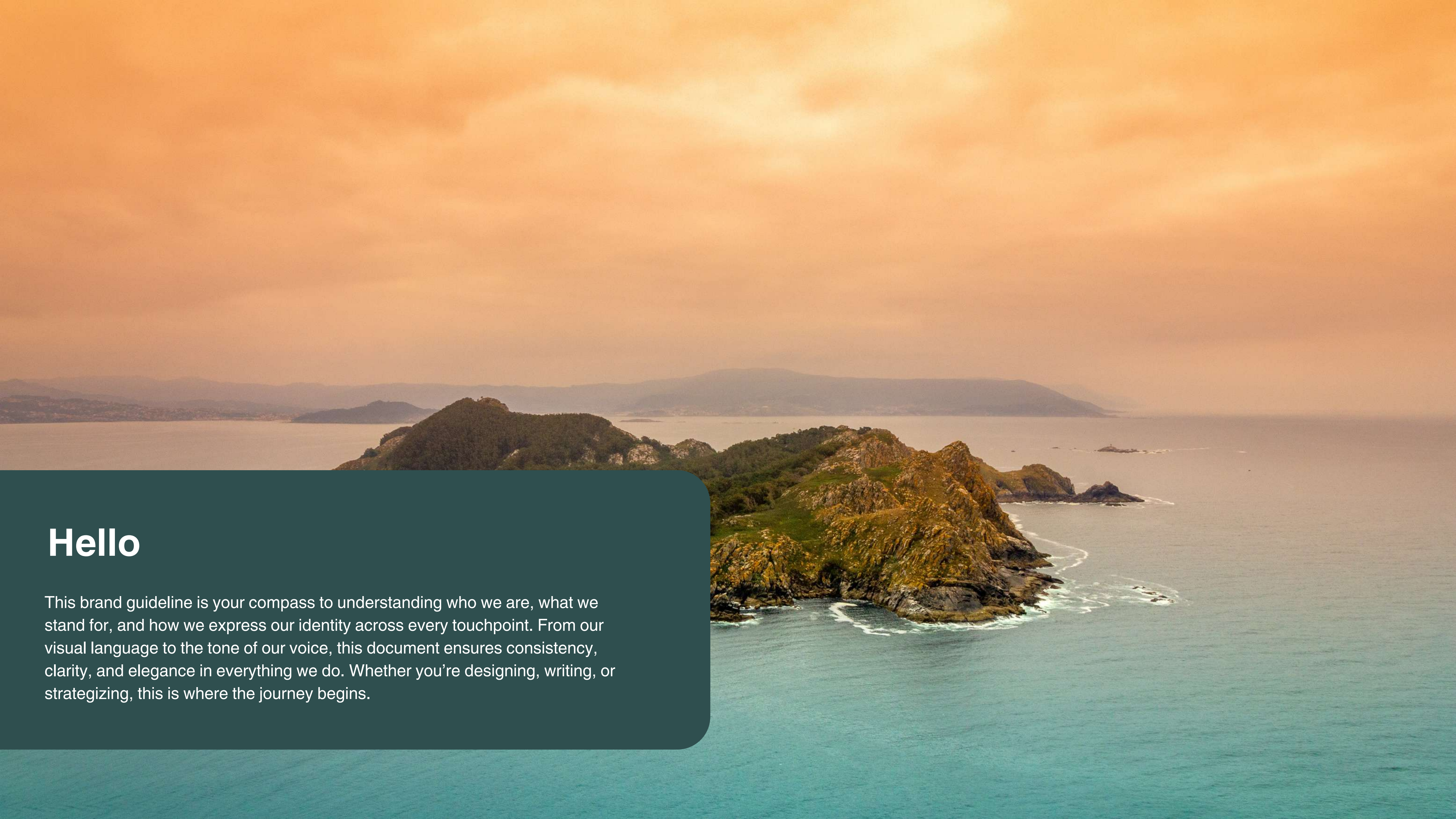


Brand Guidelines



Hello

This brand guideline is your compass to understanding who we are, what we stand for, and how we express our identity across every touchpoint. From our visual language to the tone of our voice, this document ensures consistency, clarity, and elegance in everything we do. Whether you're designing, writing, or strategizing, this is where the journey begins.

Content

Introduction

Introduction	1
Brand Guideline Purpose	
How to Use This Guide	
Our Story & Legacy	

Brand Overview

Vision Statement	2
Mission Statement	
Brand Values	
Brand Personality	
Tone of Voice	

Brand Architecture

Company Structure	3
Sub-brands or Experiences	
Naming Conventions	

Logo Usage

Primary Logo	4
Secondary / Alternative Logos	
Logo Clear Space & Sizing	
Incorrect Logo Usage	

Color Palette

Primary Palette	5
Secondary Palette	
Tints, Shades, and Usage Examples	
Color Accessibility Guidelines	

Typography

Primary Typeface(s)	6
Secondary Typeface(s)	
Usage Hierarchy	
Digital vs Print Guidelines	

Imagery Style

Photography Style	7
Image Treatments	
Do’s and Don’ts	
Stock vs Original	

Iconography & Graphics

Custom Icons	8
Usage Guidelines	
Illustration Style	

Stationery & Print Assets

Business Cards	9
Letterheads	
Envelopes	
Presentation Templates	

Content

Digital Applications

Website Guidelines	10
Email Signatures	
Social Media Branding	
Digital Ads	

Marketing Collateral

Brochures	11
Flyers	
Travel Itineraries	
Banners & Roll-ups	

Tone of Voice & Messaging

Communication Style	12
Taglines & Slogans	
Sample Copy for Social Media, Web, Email	
Digital vs Print Guidelines	

Client Journey & Experience Design

Customer Touchpoints	13
Luxury Experience Standards	
Service Philosophy	

Brand Governance

Approval Process	14
Contact for Brand Issues	
Version Control	

Elite Escape

Introduction

Welcome to the Elite Escape Tourism Brand Guidelines

Welcome to the official Brand Guidelines for **Elite Escape for Tourism** — a luxury travel curator redefining bespoke safaris and immersive experiences across around the world.

This document is your comprehensive reference for understanding, applying, and embodying the Elite Escape brand. Whether you're a designer, marketer, partner, or team member, these guidelines are crafted to help you communicate our brand consistently and compellingly across every touchpoint.

Our brand is more than just a logo or a tagline. It is an emotion, a promise, and an experience. It reflects a journey of excellence, curated luxury, and deep cultural reverence. Every visual, every word, and every customer interaction should be infused with the values and sophistication that define **Elite Escape for Tourism**.





Purpose of this Document

This brand book exists to:

- **Maintain Consistency** across all internal and external communications.
- **Preserve Brand Integrity** as we scale across global markets.
- **Inspire Creativity** within the framework of a luxury experience.
- **Empower Teams and Partners** to represent Elite Escape with clarity and confidence.

Every color, font, tone, and image in this document is a reflection of who we are — a brand that embodies **discovery**, **elegance**, and **authenticity**.

Our Story:

A Journey Rooted in Wonder

Elite Escape Tourism transcends the boundaries of traditional travel — we are architects of extraordinary experiences in the world's most magnificent destinations. Founded on an unwavering passion for discovery and an intimate understanding of luxury, Elite Escape curates unparalleled safari and tourism adventures across the globe, with specialized expertise in both wildlife safaris and hunting expeditions.

Our mission centers on delivering transformative journeys to discerning travelers, particularly from Qatar and Saudi Arabia, who seek adventures that seamlessly weave together exclusivity, sophistication, and authentic connection with nature. From tracking Africa's legendary Big Five to finding sanctuary in world-class tented camps beneath star-filled skies, Elite Escape orchestrates every element to exceed the most refined expectations of service, comfort, and genuine cultural immersion.

We understand that true luxury extends far beyond material extravagance — it lies in crafting indelible moments that resonate long after the journey ends. Our experiences represent the perfect harmony where pristine wilderness meets refined elegance, where time-honored traditions embrace contemporary sophistication, and where exhilarating adventure finds balance with tranquil reflection.

Welcome to Elite Escape — where extraordinary journeys become treasured memories.



Elite Escape

Brand Overview

Brand Overview

At Elite Escape Tourism, our brand is defined by purpose, guided by values, and expressed through a distinct personality. This overview captures the essence of who we are, why we exist, and how we show up — consistently, confidently, and with quiet luxury.

(A overview is the fundamental reason a company exists,it defines the positive impact it seeks to create in the world)

Our Vision

To be the world's most trusted curator of luxury safari and cultural escapes across Africa and the Middle East — where every journey awakens the senses, deepens the soul, and transforms the traveler.



Our Mission

To be the premier luxury adventure tourism brand for discerning Middle Eastern travelers seeking exclusive, high-end safari experiences in Africa.

Brand Overview / Core Values

Our Core Values

These values are the pillars of the Elite Escape brand. They guide our voice, our visuals, and our behavior across all platforms and touchpoints.

- **Exclusivity**

We offer rare, intimate, and tailor-made experiences — no mass tourism, no compromises.

- **Authenticity**

We honor local cultures, people, and stories — offering experiences that are deeply rooted in truth and respect.

- **Elegance**

Refined aesthetics and graceful service define every interaction with our brand.

- **Curated Adventure**

Every journey is thoughtfully designed — combining comfort, excitement, and discovery.

- **Trust & Discretion**

We serve a discerning clientele who value confidentiality, integrity, and professionalism.

Our Brand Personality

Elite Escape is more than a travel brand. We are a global concierge of luxury exploration. Our personality embodies:

- **Sophisticated yet Warm**

- Elevated but never distant

- **Adventurous yet Composed**

- Always in control, even off the beaten path

- **Worldly yet Grounded**

- Culturally rich, respectfully rooted

- **Confident yet Discreet**

- Quiet luxury, never ostentatious

Brand Overview / Tone of Voice

Tone of Voice

Our tone reflects the essence of who we are: elegant, inviting, and informed. Whether we’re writing a travel itinerary, a social media caption, or a customer email, our voice should always be:

• Refined, not rigid	– Polished language, but never cold or corporate
• Descriptive, not overdone	– Let the locations and experiences shine naturally
• Confident, not boastful	– We know our worth and show it with poise
• Inspiring, not salesy	– We ignite the desire to explore, not push products

Examples:

Standard:

We offer luxury safaris in South Africa.

Elite Escape Style:

Step into a world where golden sunsets meet untamed wilderness — your private African odyssey awaits.

Elite Escape

Brand Architecture

Brand Architecture

Our brand architecture is the blueprint that defines how Elite Escape Tourism and its offerings are organized, named, and experienced. It ensures clarity, coherence, and unity across all brand touchpoints while allowing for the elegance and distinctiveness of each curated journey to shine.

Brand Structure

Elite Escape Tourism operates as a master luxury brand encompassing curated safari and cultural experiences across two rich and distinct regions:

- **Elite Safari for Elite Escape**
Bespoke safaris and luxury eco-lodges across Africa's most breathtaking destinations — Kenya, Tanzania, South Africa, Botswana, and more.
- **Elite Escape Middle East**
Curated desert escapes, heritage journeys, and high-end experiences across Qatar, UAE, Oman, and the wider Arabian Peninsula.

Each regional division upholds our core brand values while allowing space for localized storytelling, partnerships, and experiences.



Sub-Brands & Signature Experiences

Elite Escape also features signature experiences and named journeys that can stand as sub-brands or specialized offerings:

- **Elite Tourism**
Meticulously crafted individual and family adventures that blend cultural immersion with luxury accommodations, creating personalized journeys across the world's most captivating destinations.
- **Elite Honeymmon**
Intimate romantic escapes designed for couples seeking extraordinary moments together, featuring secluded luxury retreats and bespoke experiences that celebrate love in the world's most enchanting settings.
- **Elite Corporate and Group Trips**
Premium incentive travel and corporate retreat programs that combine business objectives with unforgettable experiences, fostering team unity while delivering unparalleled luxury and professional service.
- **Elite Cruise**
Exclusive maritime adventures aboard carefully selected luxury vessels, offering sophisticated travelers intimate access to remote destinations with world-class amenities and personalized shore excursions.

Co-Branding

We believe in meaningful partnerships that elevate the travel experience. When we co-brand, we invite select partners to align with the Elite Escape brand and benefit from the prestige and trust it carries. Our goal is to create seamless visual harmony and shared storytelling across all materials.

When co-branding, it is essential to provide the Elite Escape logo with sufficient clear space on all sides. The logo must never feel crowded or visually diminished. When the Elite Escape logo is used alongside another logo, it should always appear on the left and remain the dominant mark in both size and visual weight.

The Elite Escape logo should always be equal to or larger than the co-brand’s logo. The minimum clear space required around the Elite Escape logo when co-branding must be the full height of the “E” in the wordmark. Partner logos must never exceed the width or height of the Elite Escape logo and should be placed with visual balance in mind.

In all co-branded executions — whether print, digital, or experiential — the Elite Escape identity must retain its elegance, clarity, and premium presence. All design proposals featuring co-branding must be reviewed and approved by the Elite Escape brand team before being finalized or released.



Elite Escape

Logo Usage

Logo Usage

Our logo is the signature of the Elite Escape brand — a mark of trust, sophistication, and curated excellence. Consistent and intentional use of our logo reinforces our identity and ensures we are instantly recognizable across every platform and touchpoint.

Logo Usage / Primary Logo

Primary Logo

The **Primary Logo** is the cornerstone of our visual identity. It should be used in most applications and always appears with the full brand name — **Elite Escape**.

- Use this version on all official communications, marketing materials, signage, and digital platforms unless space or format requires otherwise.

Formats Available:

- Full Color (Charcoal Black)
- Reversed (Transparent Backgrounds)
- Monochrome (Black or White with Beige Background)



Logo Usage / Secondary Logo

Logo Scale & Placement

Digital projection of the logo for presentation or event signage is one of the most publicly visible manifestations of the **Elite Escape** brand, therefore we must be especially vigilant that the logo be correctly represented in these instances.

This includes:

- Horizontal Logo
- Vertical Logo



Logo Clear Space & Sizing

To ensure maximum visibility and impact, the logo must be surrounded by adequate clear space.

Clear Space Rule:

- Maintain a minimum clear space equivalent to the height of the capital E in "Elite" on all sides of the logo.

Minimum Size for Print:

- Primary Logo: 25mm width
- Wordmark: 20mm width

Minimum Size for Digital:

- Primary Logo: 120px width
- Wordmark: 100px width



Logo Misuse Guidelines

Incorrect usage can dilute the brand’s visual integrity.



• DO NOT use unapproved colors.



• DO NOT rotate or tilt the logo



• DO NOT add shadows, glows, or effects



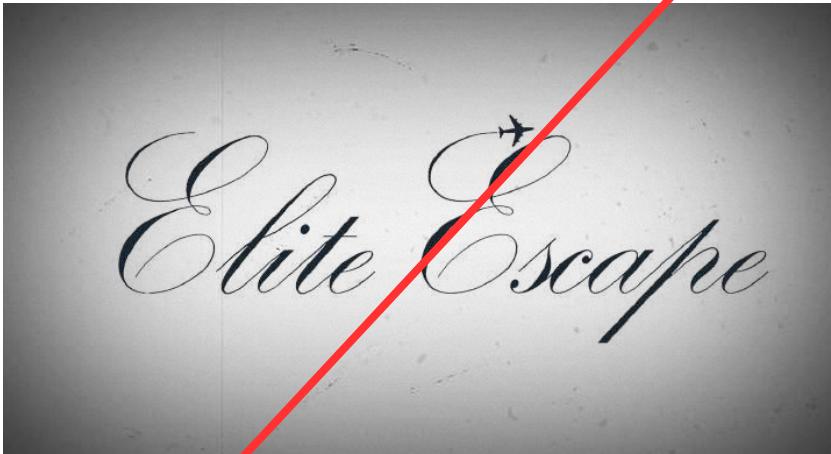
• DO NOT use a registered trademark symbol

At  we...

• DO NOT use the logo in a sentence.



• DO NOT alter the logo's typeface or layout



• DO NOT place the logo on overly busy or low-contrast backgrounds

Elite Escape

Color Palette

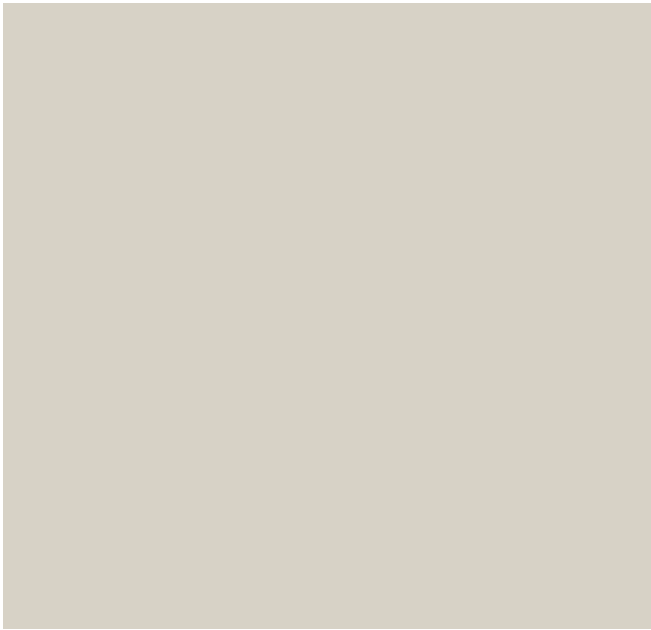
Color Palette

Our color palette is the visual heartbeat of the Elite Escape brand — timeless, refined, and evocative of the landscapes we celebrate. Every hue has been chosen to convey luxury, serenity, and a deep connection to the earth’s natural beauty.

Color Palette / Primary Color Palette

Primary Color Palette

Our primary palette reflects the essence of the Elite Escape experience — luxurious, natural, and enduring. These colors should dominate all brand communications.



HEX #d7d2c6
RGB 199, 169, 119

Usage:

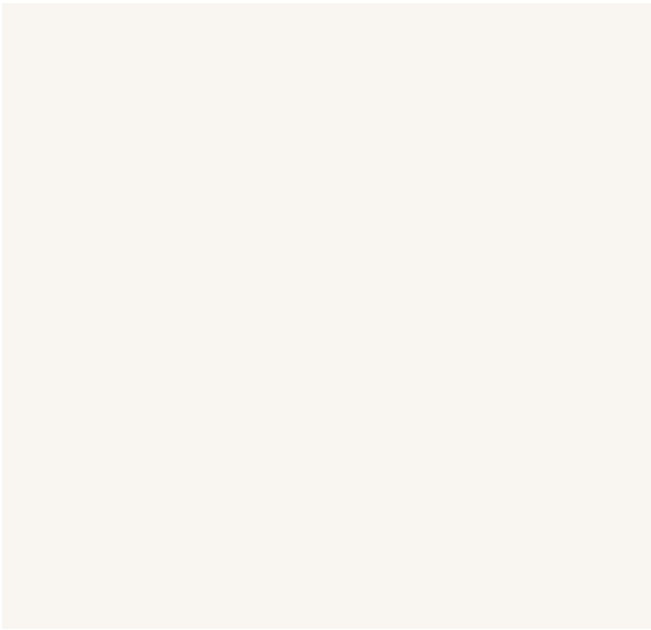
Primary brand color. Use for logos, icons, key accents.



HEX #252429
RGB 28, 28, 28

Usage:

Primary background color. Modern, elegant foundation.



HEX #F9F6F1
RGB 249, 246, 241

Usage:

Used for backgrounds and clean layouts.

Secondary Color Palette

Secondary colors provide contrast and flexibility while remaining aligned with the luxury aesthetic.



HEX #D7C6B3
RGB 215, 198, 179

Usage:

Backgrounds, soft overlays, content areas.



HEX #6C7A60
RGB 108, 122, 96

Usage:

Subtle accents, maps, eco-focused visuals.



HEX #2F4F4F
RGB 47, 79, 79

Usage:

Sophisticated contrast for deeper storytelling.

Color Palette / Primary Color Palette

Usage Guidelines

- Use Desert Gold and Charcoal Black as dominant tones.
- Apply Ivory White generously to maintain airiness and elegance.
- Use secondary colors sparingly — for highlights, background blocks, or supporting visuals.
- Maintain contrast and readability, especially in digital applications.

Accessibility & Contrast

Ensure all color combinations meet WCAG accessibility standards for readability.
Use high contrast for body text and calls-to-action.

- Avoid placing light text on light backgrounds (e.g., white on beige).
- When in doubt, test combinations for legibility.

Mood & Inspiration

Our palette is inspired by:

- The golden hues of the African savanna at dusk
- The deep, timeless blacks of ancient rock and shadow
- The ivory sands of the Arabian desert
- Earthy greens and oceanic blues from nature’s untouched regions

Elite Escape

Typography

Typography

Typography is a powerful expression of our brand's voice — elegant, clear, and timeless. Our chosen typefaces convey quiet confidence and refinement while ensuring legibility across all mediums and touchpoints.

(A brand vision is a concise, forward-looking statement that outlines a company's longterm aspirations, goals, and the impact it aims to achieve in the future).

Headline Typeface

Our primary Latin typeface is **Grenze**. It is a contemporary typeface with Arabic calligraphy features that compliment the identity. It can be used in regular, medium and bold.

Our primary Arabic typeface is **29LT Zarid Serif**. It is a modern Arabic typeface with geometric features while also preserving classic Arabic calligraphy design. It can be used in regular, medium and semi bold.

Our primary typeface must be used for headlines and big highlight copy only. It is not meant to be used for small body copy.

Aa

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor ut
incidunt ut labore et dolore.

Grenze Regular

ABCDEFGHIJKLMN

Grenze Medium

OPQRSTUVWXYZ

Grenze Bold

0123456789 !\$()-+:\/?.,

ه ك

هناك حقيقة مثبتة منذ زمن طويل
وهي أن المحتوى المقروء لصفحة ما
سيؤدي القارئ عن التركيز على الشكل

29LT Zarid Serif Regular

ص ش س ز ر ذ خ ح ج ث ت ب أ

29LT Zarid Serif Medium

ي و ه ن م ل ك ق ف غ ع ظ ط ض

29LT Zarid Serif Bold

.,0123456789 !\$()-+:\/?.

Body Copy Typeface

Our body copy Latin typeface is **Helvetica World**, it is a clean and modern typeface that is functional and legible in small sizes. It can be used in book, medium and bold.

Our body copy Arabic typeface is **29LT Bukra**, it is a modern and geometric typeface that is functional and legible in small sizes. It can be used in regular, medium and bold.

Our secondary typeface is used for content other than headlines, such as; sub headings, bodycopy and captions.

Aa

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor ut
incidunt ut labore et dolore.

Grenze Regular

ABCDEFGHIJKLMN

Grenze Medium

OPQRSTUVWXYZ

Grenze Bold

0123456789 !\$%()-+:/?.,

هك

هناك حقيقة مثبتة منذ زمن
طويل وهي أن المحتوى
المقروء لصفحة ما سيؤدي
القارئ عن التركيز على الشكل

29LT Zarid Serif Regular

ص ش س ز ذ خ ح ج ث ت ب أ

29LT Zarid Serif Medium

ي و ه ن م ل ك ق ف غ ع ظ ط ض

29LT Zarid Serif Bold

.,0123456789!\$%*)(_+[:/¿

System Typeface

In some cases, like general office use, it will not be technically possible to use our brand typefaces, in this case, we recommend the use of the system typeface **Montserrat** in regular and bold for both Latin and Arabic scripts.

Aa

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor ut incididunt ut labore et dolore.

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat Medium

OPQRSTUVWXYZ

Montserrat Bold

0123456789 !\$()-+:\/?.,

ه ك

هناك حقيقة مثبتة منذ زمن طويل وهي أن المحتوى المقروء لصفحة ما سيلهي القارئ عن التركيز على الشكل

Montserrat Regular

ص ش س ز ر ذ خ ح ج ث ت ب أ

Montserrat Medium

ي و ه ن م ل ك ق ف غ ع ظ ط ض

Montserrat Serif Bold

.,0123456789 !\$()-+:\/?

In some cases, like general office use, it will not be technically possible to use our brand typefaces, in this case, we recommend the use of the system typeface **Montserrat** in regular and bold for both Latin and Arabic scripts.

THIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

MEDIUM

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

REGULAR ITALIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

LIGHT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

BOLD

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

MEDIUM ITALIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

REGULAR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

BLACK / HEAVY

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

BOLD ITALIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum

Usage Guidelines

- Keep title fonts large and generous with spacing — this adds elegance and a sense of luxury.
- Maintain consistent font pairing: never use Playfair for body copy or Lato for major headers.
- Avoid excessive font sizes or cramped spacing — minimalism enhances sophistication.
- Use italics sparingly and only for emphasis or quotes.

Typography in Motion & Print

- For print: Ensure high-resolution rendering with kerning adjusted for elegance.
- For video/motion: Use smooth transitions and elegant fades with typography overlays.
- Maintain consistency across reels, presentations, brochures, and platforms.

Digital Compatibility

Both Playfair Display and Lato are web-safe, Google Fonts–hosted, and optimized for mobile responsiveness. Always load from official sources to ensure consistency.

Elite Escape

Imagery Style

Imagery Style

Our imagery captures the essence of Elite Escape — rare, immersive, and emotionally resonant. Every image should transport the viewer, evoke wonder, and reflect the quiet luxury that defines our curated journeys.

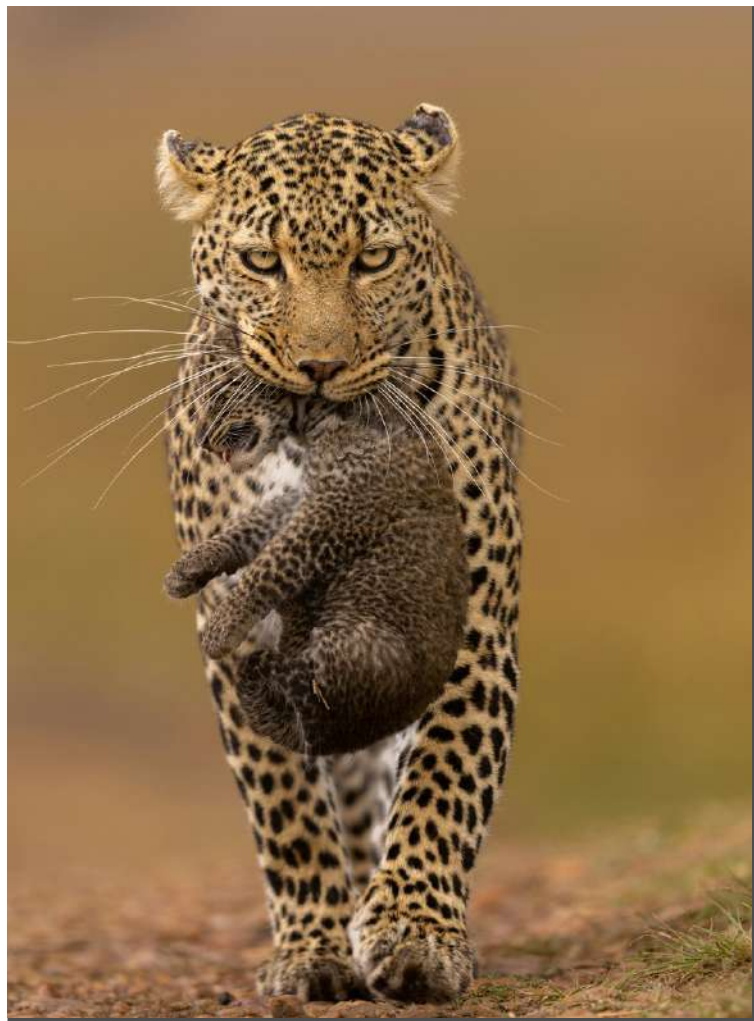
PHOTOGRAPHIC STYLE

Photography plays a key role in expressing the soul of Elite Escape. It builds recognition, evokes emotion, and transports the viewer into our world of curated luxury and untouched beauty.

When selecting imagery, focus on elegant composition and intentional use of space. Images should feel cinematic, using natural depth of field to draw attention to focal points — whether it’s a lone traveler on a dune, a sunlit safari lodge, or the textured folds of a desert robe.

The tone should be warm, soft, and inviting — never harsh or overly saturated. We favor natural light, golden hour tones, and rich earthy hues that reflect the landscapes of Africa and the Middle East.

For wide shots, prioritize expansive vistas, open skies, and immersive natural surroundings. Every image should tell a story of wonder, serenity, and exclusivity — in harmony with the Elite Escape experience.



Imagery Style / Visual Philosophy

PHOTOGRAPHIC STYLE

Lifestyle photography should feature real, expressive moments that feel natural, warm, and effortlessly elegant. Subjects should appear genuine and active — immersed in meaningful experiences, not posed or staged. When selecting action shots, focus on capturing the atmosphere, energy, and emotion of the moment: a private dining experience under the stars, a family walking through the savannah, or a couple sharing a quiet sunrise.

Showcase a diversity of age groups and cultures to reflect the inclusive, global appeal of Elite Escape. Always frame lifestyle imagery within the context of place — whether through sweeping landscapes, architectural details, or ambient surroundings — to create a strong sense of location, luxury, and authenticity.



Imagery Style / Visual Philosophy

Image Characteristics

Aspect	Style & Guidance
Lighting	Natural, soft light — sunrise/sunset golden hours are ideal
Color Palette	Warm neutrals, desert golds, rich greens, deep blacks — echoing our brand colors
Mood	Tranquil, majestic, emotionally rich
Composition	Wide open landscapes, clean framing, minimalist details, intentional space
Subjects	Elegant travelers, cultural icons, wildlife, luxurious accommodations



Imagery Style / Do's and Don'ts

DOs

- Use high-resolution, cinematic photography
- Show real moments with emotional depth
- Highlight both grandeur (vistas) and intimacy (textures, expressions)
- Focus on experiences, not just locations

Don't:

- Use overly edited, saturated, or cliché “travel influencer” shots
- Show crowded tourist spots or mass tourism scenes
- Include cluttered visuals or generic stock images
- Rely on flat or emotionless compositions

Imagery Style / Editorial Style for Social & Print

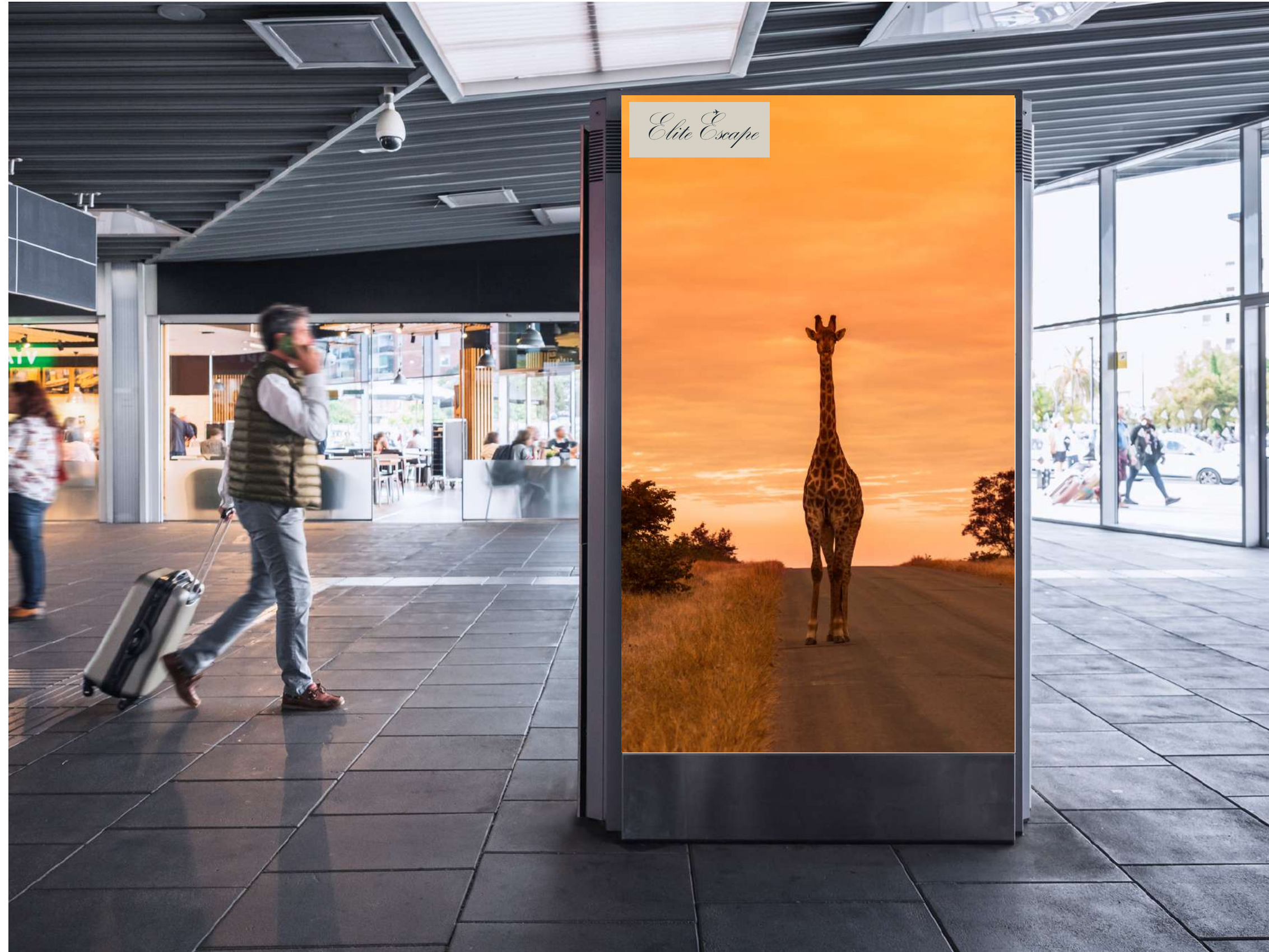


Editorial Style for Social & Print

For Instagram, brochures, and campaigns:

- Use cinematic cropping with wide margins
- Incorporate light grain for editorial feel
- Allow space for overlay text or breathing room
- Blend video stills and ambient motion wherever possible

Imagery Style / Editorial Style for Social & Print



Editorial Style for Social & Print

For Instagram, brochures, and campaigns:

- Use cinematic cropping with wide margins
- Incorporate light grain for editorial feel
- Allow space for overlay text or breathing room
- Blend video stills and ambient motion wherever possible

Elite Escape

Graphic Elements & Patterns

Graphic Elements & Patterns

Our graphic system supports the visual story of Elite Escape — refined, organic, and rooted in heritage. These elements provide structure, rhythm, and depth to our communications, always complementing — never overpowering — our core visuals.