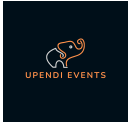




BRAND GUIDELINES

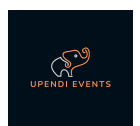


Our Brand Values

- **Trust** is the foundation upon which we will build our company. Every team member must trust each other and demonstrate integrity in all their interactions. This ethos of trust extends to every client, contractor and stakeholder who engages with Upendi Events.
- **Diligence** in every task to be carried out, no matter how large or small, is crucial in delivering a superior event for our clients.
- **Commitment** to the company, the client and the event is expected and will deliver the promise of memorable events to our clients.
- **Creativity** of concepts is a given, but above that we will meet all opportunities and challenges with creative thinking.
- **Sustainability** must be actively pursued in all aspects of our events.
- **Fun** is not just for our clients, but for all who work and engage with us.

Our Brand Mission

Upendi is Swahili for 'love'. Our company interprets 'love' as the respect for the bonds of humanity which connect us all, coupled with a deep respect for our planet. Using love as our compass and trust as the basis of our existence, we will deliver celebratory events which will remain indelible in people's memories. These events are primarily weddings but will include any private or corporate celebration. We will alleviate the client from as much of the planning as they wish, allowing them to enjoy the journey and not just the event. We will engage with ethical and accredited contractors and ensure mutually beneficial and financially rewarding relationships are established between everyone.



THEY SAY THAT THEY
WILL HANDLE
ABSOLUTELY
EVERYTHING FOR US!

DOES THAT
INCLUDE HANDLING
GRUMPY GEORGE
WHO WILL
COMPLAIN ABOUT
THE NOISE?



UPENDI EVENTS BRAND STORY



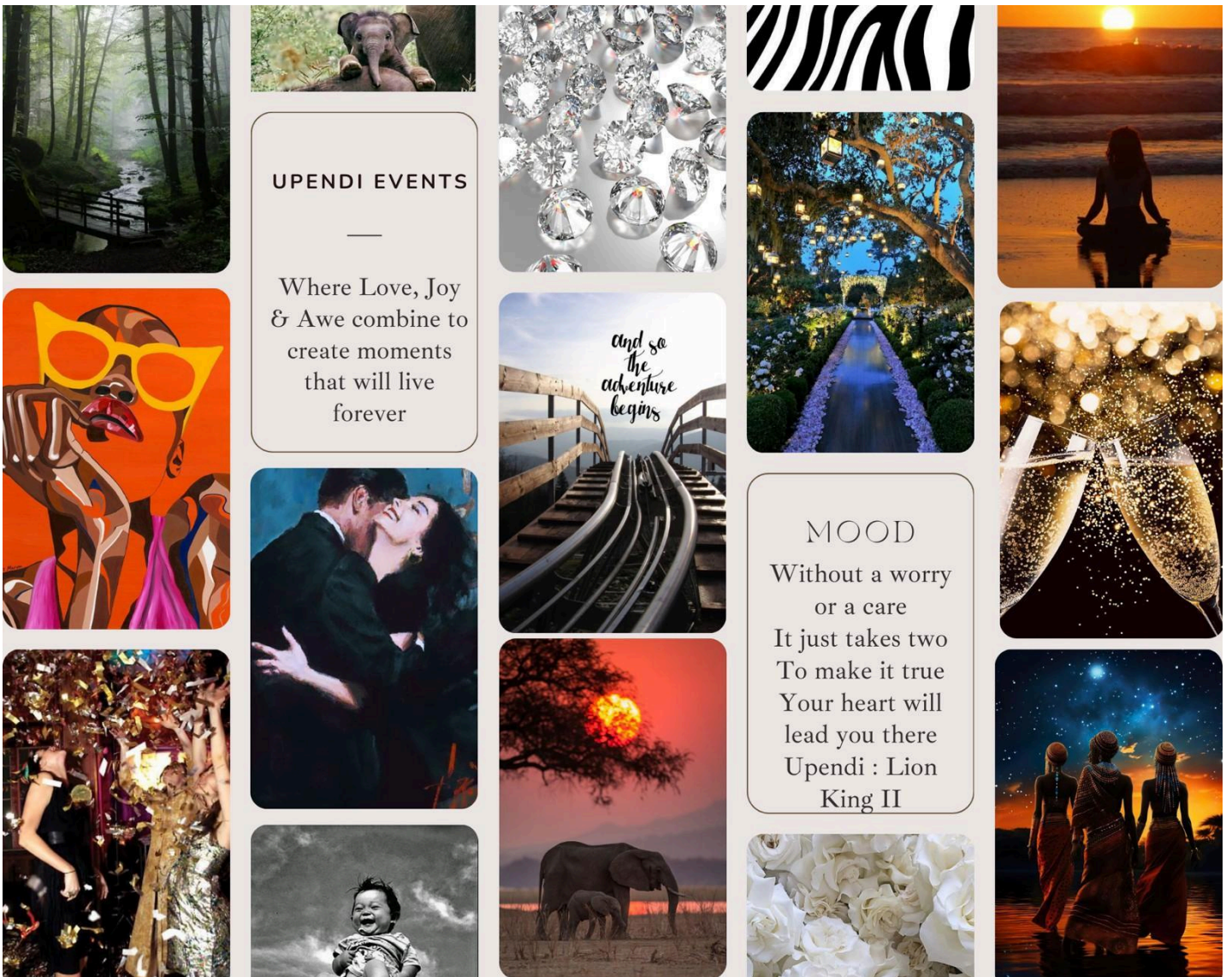
YES! THEY WILL HANDLE ALL
THE USUAL ASPECTS SUCH AS
VENUE HIRE & IN ADDITION WILL
SIT WITH THE PARISH COUNCIL
TO FORMULATE A NOISE &
DISRUPTION PLAN!

AND I FEEL I CAN TRUST
THEM TO MAKE THE
PROCESS A FUN & STRESS
FREE TIME

AWESOME!
LET'S MEET UP
WITH THEM



Our Moodboard



Upendi Events branding has been inspired primarily by the sights, sounds, colours, and culture of Africa. Combining these African attributes with the emotions of love, joy and anticipation presented us with our brand mission, vision, values, and logo.

Our Logo

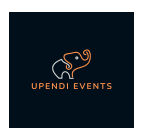
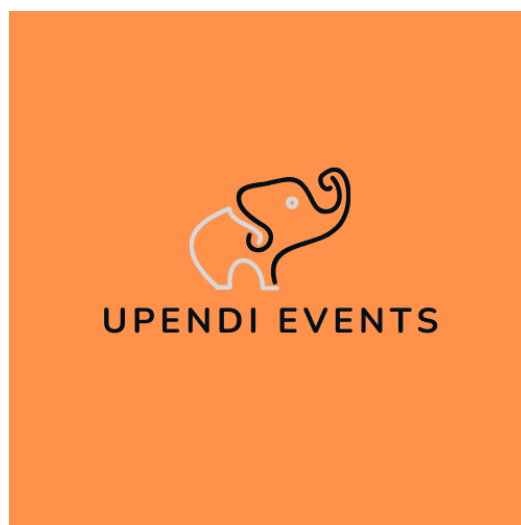
Our main logo must be always used unless agreed otherwise. It uses the image of an African elephant and the orange of an African sunset. We chose a simple design which will be easily recognised and is transferable onto any stationery and merchandise.



Variations of our Logo

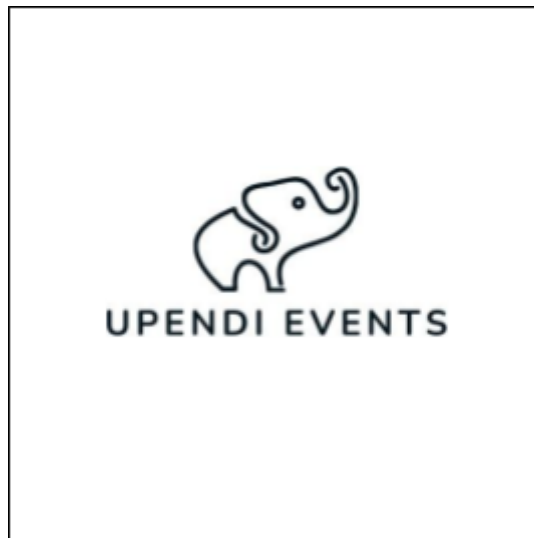
Variation 1

This variation will be used primarily for merchandise and displays or banners as necessary.



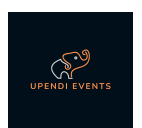
Variation 2

This is a black and white monochrome variation which may be used with black and white content layout.



Variation 3

This is a miniaturised logo for use on content that is laid out horizontally.



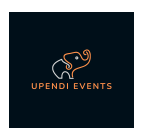


Variation 4

This is a miniaturised monochrome logo for use on content that is laid out horizontally.



Example of Logo on stationery



Our Colour Palette

#ff914d

rgb (255, 145, 77)

#e0e0e0

rgb (224, 224, 224)

#00111b

rgb (0, 17, 27)

#ffffff

rgb (255, 255, 255)

The colours in our colour palette are reminiscent of the African sunset. The light orange is a colour synonymous with the African sky at dusk. The black represents the complete darkness of the sky in the African bush at night and the white represents the millions of stars. The grey is the colour of the elephant's hide which is our focal point of the logo. They are warm, bold and cheerful colours and must be used in all our branding across all communication platforms and mediums.