

TAMATERT, MOROCCO

Branding Guidelines

*A deliverable of **Creating a Cohesive Brand Identity for Tamatert, Morocco***

Goal

To create a cohesive brand identity for Tamatert, Morocco that will effectively represent and market the village to primarily Moroccan tourists.

Vision

We hope for the brand to be utilized by Tamatert and be expanded to merchandise, signage, and social media.

Persona

The brand is intended to exude a calm, welcoming feeling that relates to escape, simplicity, tradition as well as discovery. It does not emphasize strenuous activity like hiking but provides it as an option.

Target Audience

The target audience includes but is not limited to Moroccans seeking to escape busy cities and have disposable income to travel. They are ideally looking for relaxation and discovery.

Color Palette

Colors based on
color matching of
visual data
collected in
Tamatert

Hex values given
for each color



Primary
Color
#565a2f



Accent
Color
#e8b980



Primary
Color
#847e40



Accent
Color
#ffdeb4



Primary
Color
#ab924f



Accent
Color
#b35642



Primary
Color
#c99b5d

Typography

COPPERPLATE GOTHIC LIGHT



TRAVEL TO TAMATERT



Tamatert Auberges

Tamatert, Imllil is a village consisting of five auberges, owned by 7 different families. The inns have extremely low prices considering the quality of service and appearance. By the mountains of the High Atlas and roughly 43 miles outside the city of Marrakech, Imllil and its inns offer various amenities. One of the most popular amenities is hiking the Atlas Mountains, including Mt. Toubkal. There are hiking tours offered around the area, or one could tackle the adventure individually. The inns provide great views of the village landscapes for those who may be interested in photography or videography, as well as kitchens with a continuous supply of tea. Another use of the kitchens is cooking classes to understand and perfect local cuisine. The well-invested inns are rich in local culture, and an extremely accessible resource for any traveler.

For a flexible stay and the ability to negotiate prices, contact the auberge directly through WhatsApp! Relevant contact information is included on each inn's page.



Kasbah Imlil



Atlas Tamatert



Les Jardins du Toubkal



Douar Samra



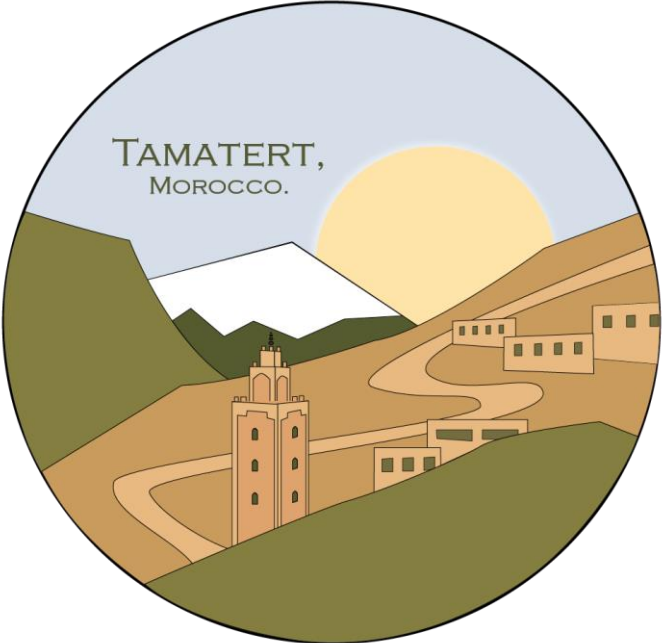
Hiba Lodge

Eb Garmond SemiBold


Poppins SemiBold Italic

Poppins Light

Logo Design and Usage




@discovertamatert





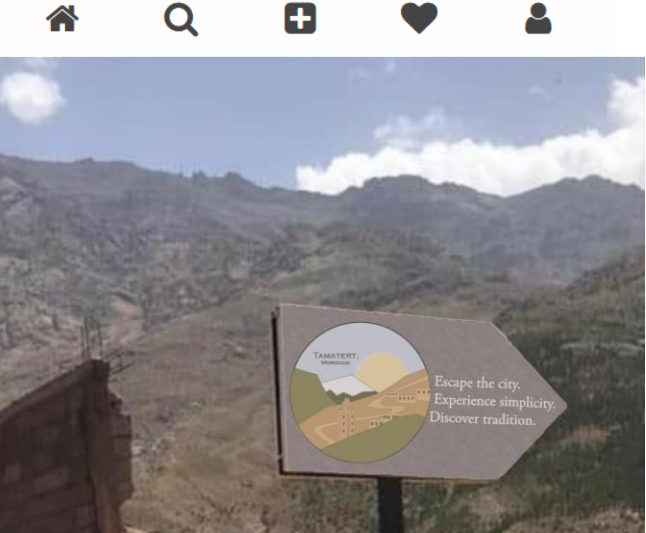
6 posts 1,240 Follower 30 Following

Discover Tamatert

Escape the City. Experience Simplicity. Discover Tradition.

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Tagline

Escape the city. Experience simplicity. Discover tradition.

Escape the city. Experience simplicity. Discover tradition.

ESCAPE THE CITY. EXPERIENCE SIMPLICITY. DISCOVER TRADITION.