



J O U R N E Y S

with **G-Adventures**



BRAND TOOLKIT

February, 2020

CONTENTS

- 1 **1.0** / INTRODUCTION
- 6 **2.0** / LOGOS
- 13 **3.0** / TYPOGRAPHY
- 17 **4.0** / COLOUR
- 21 **5.0** / GRAPHICS
- 30 **6.0** / PHOTOGRAPHY
- 46 **7.0** / BRAND VOICE
- 55 **8.0** / WRITING STYLE GUIDE

1.0 / INTRODUCTION

1.0 / INTRODUCTION

Our brand elements come together in various ways to portray to the world at large, whom we are and what we stand for. Clear and consistent use of these elements goes a long way in making the National Geographic Journeys with G Adventures brand recognizable and ownable throughout the travel industry.

This piece is a holding place for our brand elements for use across all our communications and channels. It contains recommendations surrounding logo usage, typography, colour, graphics, photography, and our written brand voice.

For questions about design elements, please email Ashley Luppe, Designer, at aluppe@gadventures.com.

For questions about the brand voice, please email Jason Allen, Writer, at jason_allen@gadventures.com.

Thank you.

1.1 / **BRAND POSITIONING**

National Geographic Journeys with G Adventures are trips all over the world, designed for curious, educated travellers who appreciate the freedom to roam, but seek the structure and security that comes with travelling in a small group. These trips are built on meaningful encounters, contact with knowledgeable local guides, and opportunities to forge true human connections. Our partnership brings together National Geographic's nearly 130 years of global exploration, science, and storytelling, with the accessible, culturally immersive, and fun travel experiences for which G Adventures is a recognized global leader.

1.2 / OUR BRAND PERSONALITY

Our brand personality represents how we want to be known to the world. We're curious and eager to discover how life is lived around the world. We bring a lot of knowledge to the table and people know us for that, but we also believe in letting different cultures have the freedom to speak for themselves.

We're warm, communicative people that can't wait to share the world with others. We're definitely smart, but we don't need to say it for it to be true. We're funny too when the time is right but we're not goofy. People actively seek to know us and that's good, because we want to know them too.

1.3 / OUR BRAND APPROACH

Bringing together two successful brands is no simple task, but it's important to leverage them both for our customers. All the elements in our brand identity have been inspired by the existing equity of our two individual brands.

Some look to the long-standing heritage of National Geographic, others to the intimate, personal encounters that G Adventures has long been an expert in. All of them, however, represent a fresh direction for both brands, and help create an exciting and elevated outlook on how we move forward together.

2.0 / LOGOS

2.1 / LOGOS VERSIONS

At this time, there are two logos approved for use.

PREFERRED VERSION

The preferred version of the logo is made up of the National Geographic logo, the Journeys wordmark, the word “with,” and the G Adventures logo.



SMALL-SIZE VERSION

The small-size version of the logo is made up of the same elements as the preferred version, but with scaled up elements to ensure legibility at small sizes.



In all cases, the proportions of the logo and the size relationship between its elements must not be changed in any way.

Note: When using a National Geographic Journeys logo on a page or digital space that contains other product (G Adventures or not), ensure it is clearly defined that the logo aligns only with National Geographic Journeys product. It must never indicate product that is not part of National Geographic Journeys.

2.1 / LOGOS VERSIONS

ALTERNATE VERSION

An alternate version of the logo has been developed without the G Adventures logo incorporated. This version is only for use in G Adventures-branded spaces.



In all cases, the proportions of the logo and the size relationship between its elements must not be changed in any way.

2.2 / LOGOS COLOUR

All versions of the logo have the same two colour variations: one with black text and one with white (reverse) text. In all cases, the National Geographic icon is always yellow.

Either colour variation is acceptable as long as there is sufficient contrast between the logo and the background on which it sits. Never use a drop shadow to help create this contrast.



Black and yellow logo on white/light background



White and yellow logo on black/dark background

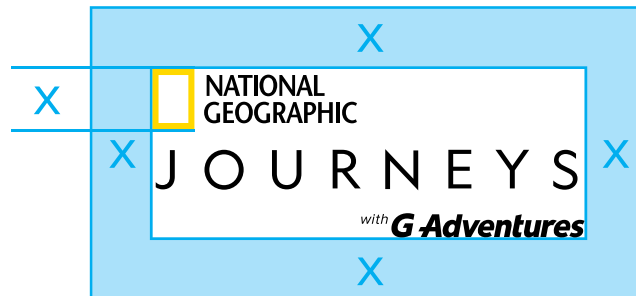


White and yellow logo on photographic background

2.3 / LOGOS

CLEAR SPACE

Clear space is the minimum area required around all sides of the logo. All competing visual elements must be placed outside of this area. The amount of clear space developed for the preferred and alternate versions of the logo is equivalent to half the height of the National Geographic icon.

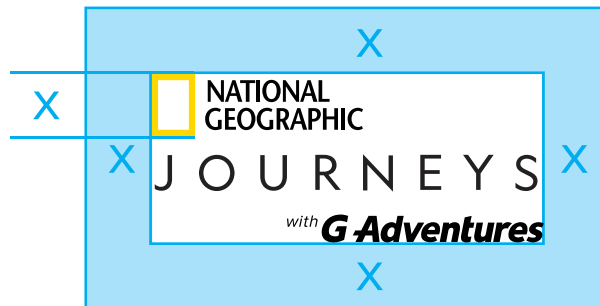


PREFERRED VERSION

Note: Always ensure proper clear space is observed no matter which media you are using – print, digital, or video.

2.3 / LOGOS CLEAR SPACE

The amount of clear space developed for the secondary version of the logo is equivalent to the full height of the National Geographic icon.



SMALL-SIZE VERSION

Note: Always ensure proper clear space is observed no matter which media you are using – print, digital, or video.

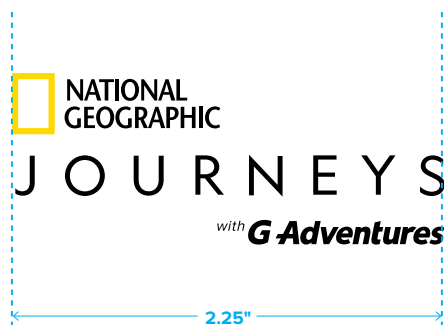
2.4 / LOGOS

MINIMUM SIZE

PREFERRED VERSION

For maximum legibility in print, the width of the preferred version of the logo should be no less than 2.25 in (58mm). Any applications smaller than this should make use of the small-size version of the logo.

In digital applications, its minimum width should be no less than 220 pixels at 72dpi.



ALTERNATE VERSION

The width of the alternate version in print should be no less than 1.5”.

In digital applications, its minimum width should be no less than 145 pixels at 72 dpi.

SMALL-SIZE VERSION

For maximum legibility in print, the width of the small-size version of the logo should be used in applications less than 2.25 in (58mm) wide, and a minimum of 1.5 in (38mm) wide.

In digital applications, its minimum width should be no less than 145 pixels at 72dpi.

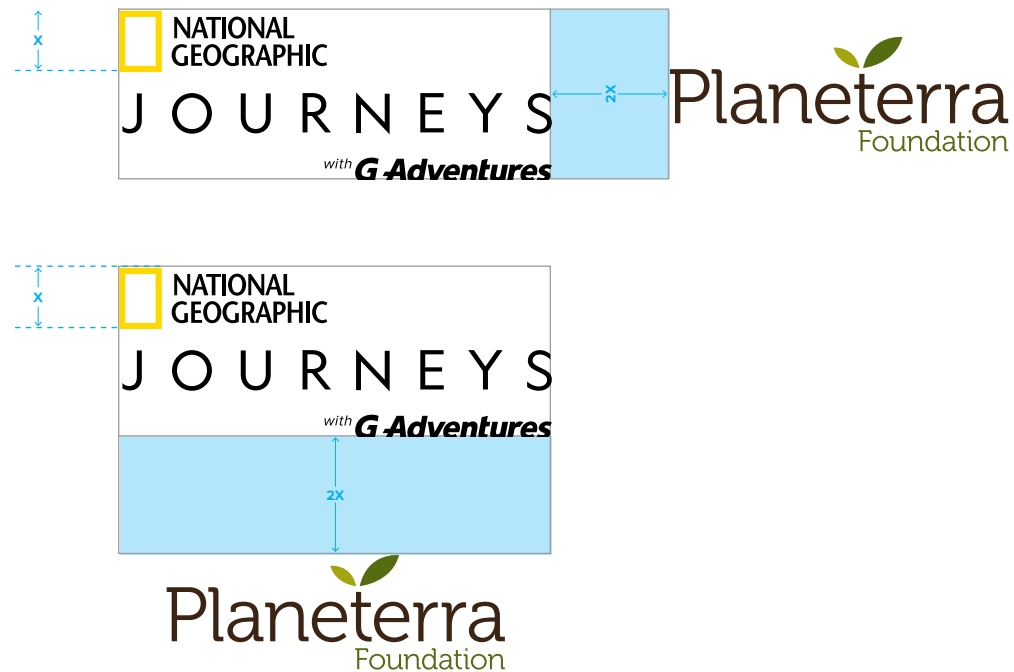


2.5 / LOGO CO-BRANDING

When using the preferred logo with one or more third-party logos, ensure the amount of clear space between the logos is equivalent to two times the height of the National Geographic yellow icon.

In all cases, our logo should be placed either to the left of or above third-party logos.

Only the preferred and secondary versions of the logo are approved for use in co-branded applications with third-party logos.



2.6 / LOGO FOR VIDEO

When using the logo at the end of a video, use the white and yellow version either on a black or photographic background (provided there is sufficient contrast).

The logo should be horizontally and vertically centred and its width should be no smaller than 1/3 the width of the entire screen.



2.7 / LOGOS DON'TS



Do not distort the logo.
Always scale it proportionally.



Do not change the relationship or scale of its elements.



Do not change its colours.



Do not change its fonts.



Do not apply a drop shadow to the logo.



Do not screen the logo.



Do not place the logo on a background that doesn't provide enough contrast.



Do not remove the words "with G Adventures" from the logo.



Do not change the orientation of its elements.

2.8 / LOGOS

THE NATIONAL GEOGRAPHIC LOGO

National Geographic Journeys with G Adventures is a joint venture, so both organizations have a say in how they're each represented on branded materials and communications.

The National Geographic logo must not be used on its own in G Adventures-branded spaces without direct permission from National Geographic. It must never be separated from the preferred or alternate versions of the logo.

Likewise, the National Geographic yellow icon must never be used on its own in G Adventures-branded spaces without direct permission from National Geographic.

3.0 / TYPOGRAPHY

3.1 / TYPOGRAPHY

HEADLINES AND SUBHEADS

DIN CONDENSED BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:;"'!/?@#\$%&()

DIN Condensed Bold is effective for headlines and subheads because it commands attention. Its straight letterforms offer a clean, fresh take for our two brands.

Note: DIN Condensed Bold is always all in upper-case.

Use for:

- marketing headlines
- trip headlines
- subheads

DIN CONDENSED BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 .,:;"'!/?@#\$%&()

Note: DIN Condensed Bold Italic is only to be used for reasons outlined on page 59.

3.2 / TYPOGRAPHY

BODY COPY AND SUBHEADS

PROXIMA NOVA

With its rounded forms, Proxima Nova is an effective visual complement to the straighter lines of DIN Condensed Bold. Proxima Nova's slightly wider letterforms make it legible in smaller sizes like body copy – effective for our key audiences, who may tend to be slightly older. It offers the simplicity of Helvetica, with more personality and warmth.

Note: Never use Proxima Nova Condensed. Keep its use to the Light, Regular, Semibold, and Bold line weights.

Use for:

- subheads
- body copy

Note: Proxima Nova subheads are always all in upper-case.

3.2 / TYPOGRAPHY

BODY COPY AND SUBHEADS

PROXIMA NOVA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA SEMIBOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA BOLD

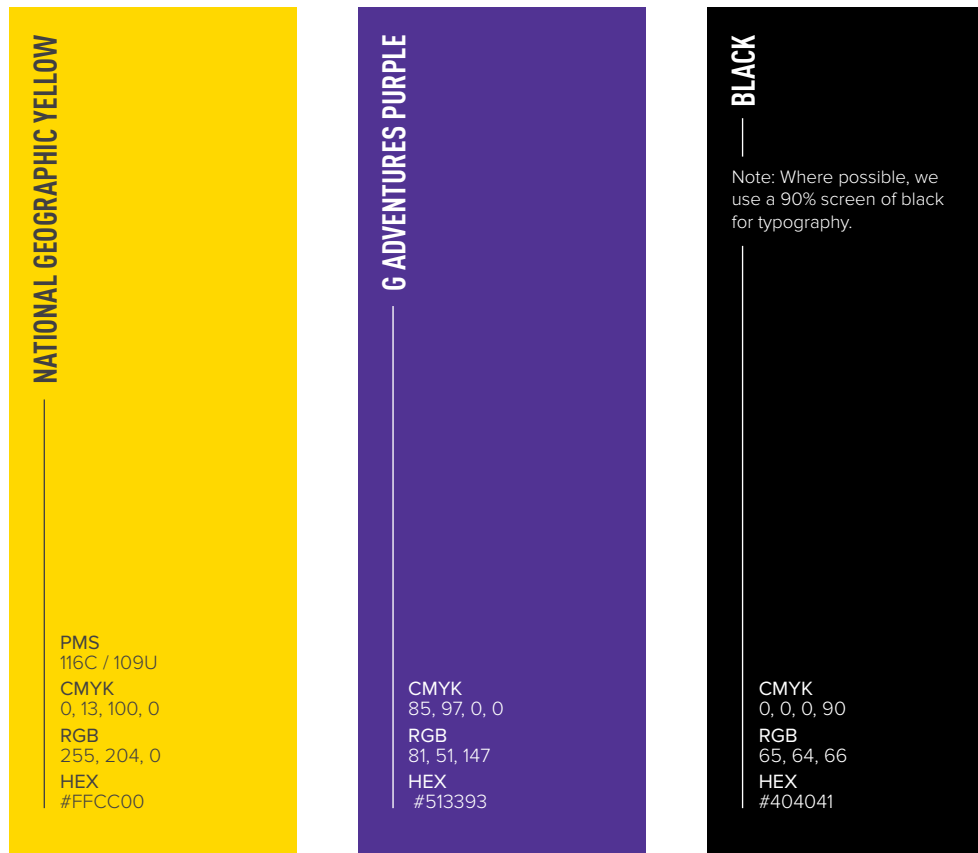
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

PROXIMA NOVA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 .,:;"'!?@#\$%&()

4.1 / COLOUR PRIMARY PALETTE

Our primary palette has been selected to leverage our two brands in the most effective ways possible. National Geographic Yellow and G Adventures Purple each already possess their own brand equity. Black, in its boldness and sophistication, is the ultimate complement to our two main brand colours.



4.2 / COLOUR SECONDARY PALETTE

A secondary palette – selected to complement and leverage the main two brand colours – has been developed for use in all applications. This palette represents a fresh direction for our joint venture.

Secondary colours may be used for:

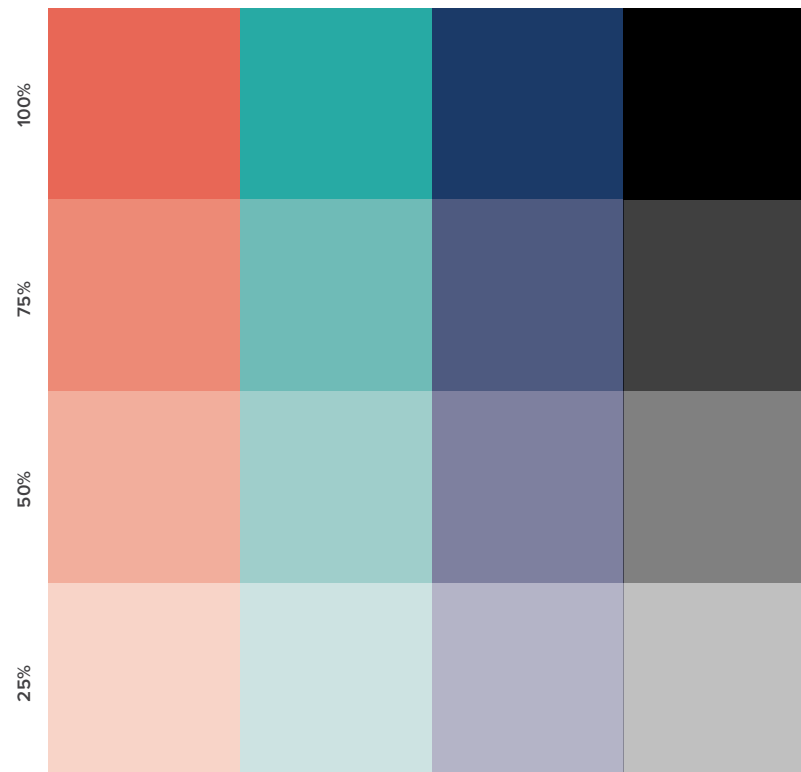
- infographics
- graphic pages
- visual call-outs
- maps and diagrams

<p>PENANG</p> <p>Penang is a fresh, modern take on red, and a colour you could see at dinner in Malaysia or in a crowded market in Morocco. It's our action colour, featured in brochure call-outs to sell extra tour add-ons and online as a "learn more" button.</p> <p>CMYK 4, 74, 67, 0 RGB 232, 103, 68 HEX #E86756</p>	<p>IGUASSU</p> <p>Iguassu is a cool, nurturing, green-tinted turquoise that speaks to the good we do in the world. In G Adventures-branded spaces, it complements our non-profit messaging. (In co-branded spaces, our non-profit colour is G Adventures Purple.)</p> <p>CMYK 75, 10, 41, 0 RGB 39, 170, 164 HEX #27AAA4</p>	<p>DALYAN</p> <p>Dalyan is the most traditional colour in the secondary palette, bringing a calm to the brightness of the palette. Because navy blue is a trusted colour, Dalyan is effective at conveying operational information or "Did you know?" call-outs.</p> <p>CMYK 100, 85, 33, 20 RGB 27, 58, 104 HEX #1A3A67</p>
---	---	---

4.3 / COLOUR SCREENS

With the exception of National Geographic Yellow and G Adventures Purple, all the colours in our palette may be screened to produce a variety of shades for wider use. Screens may be produced from 100% down to 10%.

Note: National Geographic Yellow and G Adventures Purple must always be used at 100%.



5.0 / GRAPHICS

5.1 / GRAPHICS

JOURNEY LINE

The journey line is a graphic treatment that calls attention to information. It consists of a dotted line and solid circles that together, reference an individual journey one of our travellers could take. Each circle along the line represents a stop on that journey.

WHAT MAKES US DIFFERENT

Trekking the Inca Trail is a once-in-a-lifetime experience, so we approach each of our departures with that perspective in mind. Here's how:

- GLOBAL LEADERS**
 We are the single largest tour operator on the Inca Trail, helping well over 10,000 travellers hike it every year. We've been bringing travellers here for over 15 years.
- EMBEDDED EXPERTS**
 Tours are led by skilled staff recruited from local communities and employed directly by us. Every trip is managed and equipped from our dedicated operations base in Cusco.
- QUALITY OF EXPERIENCE**
 On-trip meals are prepared from fresh, locally sourced ingredients, and our high-quality tents and camping gear are set up and maintained by our support staff.
- LOCAL COMMITMENT**
 All our guides, porters, support staff, and cooks work under the region's best employment conditions and are fairly compensated for their efforts.
- WE'RE IN IT TOGETHER**
 Our groups are afforded plenty of time to bond before and after the trek. Each itinerary is planned to give you the best possible experience.
- EXCLUSIVE DEPARTURES**
 Other companies pool different travellers together to maximize profits, but our departures are exclusive; everyone in your group will be one of our travellers.
- VISIT THE WOMEN'S WEAVING CO-OP**
 Meet the women of the Sacred Valley and learn about the weaving process that's been handed down to them through generations.


- The journey line is a vertically straight arrangement, laid out to call attention to informational items beside it.
- The first circle on the bulleted journey line should be beside the uppermost informational item. The line should then continue downward, with a circle beside each point to be made, to the very bottom of the page on which it sits, or the illustrative photograph below it.
- At its smallest size, it is a 0.6-pt dashed line, with 2-pt dashes and 1-pt gaps.
- Each circle should be placed so it's centred vertically with the cap height of the words beside it. Its diameter should be 85% of the cap height.
- The colour of the journey line is the same as the colour of the subheads on the page.

5.2 / GRAPHICS TEXT BOX

Another way to call out information is with a coloured text box. This may be used to call out a short paragraph or a page header / title.

The colour of the box depends on what kind of information is being conveyed.

114 AFRICA TANZANIA
AFRICA TANZANIA 115




TANZANIA SAFARI EXPERIENCE

7 DAYS | ARUSHA TO ARUSHA

Visit gadventures.com or consult your travel agent | Tour Code DTNG

JOURNEYS FEATURED HIGHLIGHTS

- SERENGETI WILDLIFE CENTRE**
Based in Serengeti National Park, the Serengeti Wildlife Research Centre is a base for many of the region's top wildlife researchers and scientists. Meet one of its researchers for a talk about the centre's ongoing studies.
- MEET SOME MAASAI MAMAS**
Enjoy an extended experience at a Maasai village. Meet some of the incredible women who live here and learn how their lives have been impacted and their communities empowered through the G Adventures-supported Maasai Clean Cookstoves Project.



Take seven days in Tanzania for an adventure you'll never forget, searching for the Big Five in incredible places like scenic Lake Manyara, the wildlife-teeming Ngorongoro Crater, and the plains of the Serengeti. Explore the area around the Olduvai Gorge, which has been occupied by humans (or their ancient ancestors) for almost two million years. Tanzania holds so much history; make some of your own in its awe-inspiring landscapes.

WHAT'S INCLUDED

7-day tour of the village. Afterward, visit the historic site of Olduvai Gorge, and travel to our safari camp located inside Serengeti National Park. **DAY 4 SERENGETI NP** Animal transfer • Game drives in Ngorongoro Crater, Lake Manyara, and Serengeti National Park • Serengeti Wildlife Research Centre lecture • Entrance to Olduvai Gorge • Guided walk and lunch in a local community • All transport between destinations and to/from included activities.

ITINERARY
DAY 1 ARUSHA Arrive at any time. Actual transfer included. **DAY 2 MTO WA MBU VILLAGES/ LAKE MANYARA NP** Visit Mto wa Mbu village to take in a guided cultural walk and traditional lunch with a local family. Continue to our safari lodge located outside Lake Manyara National Park, with unobstructed views of the 8th highest mountain. Embark on an afternoon game drive with phenomenal wildlife-viewing and search out the famed tree-climbing lions. **DAY 3 OLDUVAI GORGE/SERENGETI NP** Travel through the 8th Valley and visit a Maasai village to learn about these people and the G Adventures-supported Clean Cookstoves Project. Enjoy an exclusive presentation by some of the "Maasai mamas" and take a guided


NEW
\$3599
 OPTIONAL MY OWN ROOM: \$1409
 GROUP SIZE: Min. 6, Max. 12
 PHYSICAL DEMAND: Light


ACCOMMODATIONS
 Hotel - 2 nts, safari lodge - 1 nt, comfortable tented camp - 3 nts

MEALS
 8 breakfasts, 5 lunches, 4 dinners, 2nd breakfast (20%) for room use only

TRANSPORTATION
 Travel and safari vehicle, walking


GROUP LEADER
 CEO throughout, certified driver/guide





G ADVENTURES FOR GOOD PROJECT

MAASAI CLEAN COOKSTOVES PROJECT
 Replaced all pollution from traditional open-fire cooking methods in the world's fourth largest health risk. G Adventures has partnered with the Maasai Stoves and Sota Project to install safer cookstoves across the Serengeti. Meet with the women that install these stoves and then try a few bricks yourself!



ADD TO YOUR EXPERIENCE

SERENGETI BALLOON SAFARI
 Soar over the Serengeti. Pre-book your balloon ride today. See page 20.

Dates and prices are subject to change. For booking, availability, and detailed itineraries, consult your travel agent or check online.

NATIONAL GEOGRAPHIC YELLOW

- Overall National Geographic Journeys Travel Style page titles and paragraphs
- National Geographic Journeys brochure highlights

G ADVENTURES PURPLE

- G Adventures operational call-outs
- G Adventures for Good brochure call-outs

5.2 / GRAPHICS TEXT BOX

DALYAN

- Operational page titles and paragraphs



HIKING THE INCA TRAIL

A TRIUMPH FOR THE BODY AND SOUL

Follow the footpaths of the Inca to the roof of the Andes, passing ancient ruins and breathing in the mountain air. Memorable moments are plentiful on the four-day trek, but none can compare to when you walk through the Sun Gate and catch your first glimpse of Machu Picchu. It's not just an accomplishment; it's a transformative moment.



WHAT MAKES US DIFFERENT

Trekking the Inca Trail is a once-in-a-lifetime experience, so we approach each of our departures with that perspective in mind. Here's how:

- GLOBAL LEADERS**
 We are the single largest tour operator on the Inca Trail, helping well over 10,000 travellers hike it every year. We've been bringing travellers here for over 15 years.
- EMBEDDED EXPERTS**
 Tours are led by skilled staff recruited from local communities and employed directly by us. Every trip is managed and equipped from our dedicated operations base in Cusco.
- QUALITY OF EXPERIENCE**
 On-trip meals are prepared from fresh, locally sourced ingredients, and our high-quality tents and camping gear are set up and maintained by our support staff.
- LOCAL COMMITMENT**
 All our guides, porters, support staff, and cooks work under the region's best employment conditions and are fairly compensated for their efforts.
- WE'RE IN IT TOGETHER**
 Our groups are afforded plenty of time to bond before and after the trek. Each itinerary is planned to give you the best possible experience.
- EXCLUSIVE DEPARTURES**
 Other companies pool different travellers together to maximize profits, but our departures are exclusive; everyone in your group will be one of our travellers.
- VISIT THE WOMEN'S WEAVING CO-OP**
 Meet the women of the Sacred Valley and learn about the weaving process that's been handed down to them through generations.

5.2 / GRAPHICS TEXT BOX

DALYAN

- “Did you know?” website and brochure call-outs

?

DID YOU KNOW?

A leopard's distinctive dark spots are called rosettes because they resemble the shape of a rose. Unlike lions, leopards are solitary creatures. Males live most of their lives alone and females only break their solitude when they are raising cubs.

Kenya & Tanzania Safari Experience
13 Days, Nairobi to Arusha

Overview | Full Itinerary | Trip Details

Whether you travel in style or by the seat of your pants, the sprawling, wildlife-rich grasslands of Kenya and Tanzania are a sight to behold. This trip combines the former while also taking the spirit of the latter, providing you with both national parks, safari vehicles and expert guides who will bring you the chance to get up and close to the animals before you're leaving again. To a safari safari, but with the expert local guides, you'll be amazed by the Great Rift Valley, from the Kilimanjaro to the African savanna.

IS THIS TOUR FOR ME?

TRAVELING ALONE? TRAVELING WITH A GROUP?

MEALS, DRINKS, LODGING

PHYSICAL DEMAND

GROUP LEADER

ITINERARY

HIGHLIGHTS FROM KENYA & TANZANIA SAFARI EXPERIENCE

WHAT YOU KNOW

A leopard's distinctive dark spots are called rosettes because they resemble the shape of a rose. Unlike lions, leopards are solitary creatures. Males live most of their lives alone and females only break their solitude when they are raising cubs.

106 AFRICA | BOTSWANA, SOUTH AFRICA, ZIMBABWE
AFRICA | BOTSWANA, SOUTH AFRICA, ZIMBABWE 107

KRUGER, VICTORIA FALLS & BOTSWANA SAFARI

18 Days | Johannesburg to Victoria Falls

Visit gadventures.com or consult your travel agent | Your Code: **DSKNG**

106 AFRICA | BOTSWANA, SOUTH AFRICA, ZIMBABWE

Any year is the perfect year to witness nature's greatest spectacles on an African safari. Discover some of the continent's celebrated wildlife reserves including Kruger and Chobe National Parks. Enjoy two nights on an excursion through the Okavango Delta and sit down to an unforgettable family dinner at a private home near Victoria Falls. Our small group size ensures maximum visibility of everything this region has to offer.

WHAT'S INCLUDED

Arrival transfer • Kruger National Park entrance fee with game drive in open vehicle • Private nature reserve game drive in open vehicle • Lecture and game drive with a researcher • Tour of Victoria Falls • Open-vehicle game drives in Savuti, Chobe National Park, Khwai River, and Moremi area • Okavango Delta boatlight houseboat excursion • Savuti-Chobe lecture • Internal flights • All transport between destinations and to/from included activities.

ITINERARY

DAY 1 JOHANNESBURG Arrive at any time. Arrival transfer included. **DAY 2 3 PANORAMA ROUTE/ KRUGER NP** Take a scenic drive along the famed Panorama Route. Continue to our safari camp just outside Kruger National Park. The next morning, embark on a game drive in an open safari vehicle and take in views of the abundant wildlife. This evening, enjoy warming views from the deck. **DAY 4 5 KARONGWE PRIVATE NATURE RESERVE** Visit the G Adventures supported Children's Day School and

Should Village before continuing to a private nature reserve nearby. Enjoy morning and evening open-vehicle game drives. Meet a researcher from the Endangered Wildlife Trust's Carnivore Conservation Programme, a project headed by National Geographic grantee Kelly Mennink. **DAY 6 JOHANNESBURG** After one last game drive, head back to the city. **DAY 7 VICTORIA FALLS** Fly to Zimbabwe and enjoy a guided tour of the famous falls. Then, get insight into "wild" African life, with a walk through the local market and dinner at a family homestead. Meet the family, learn their history, and share stories as we help prepare a traditional Zimbabwean dinner. Then, take advantage of two free days to explore the area with options that include a river safari, wilderness rafting, canoeing, and a flight over the falls. **DAY 10-11 OKAVANGO DELTA** Cross the border via Harare and into Botswana and transfer to a houseboat, our home for the next two nights in the Okavango Delta. Enjoy the area's channels on the lookout for amazing wildlife. Opt to enjoy a cultural excursion to Tsodilo Hills to view ancient San Bushman rock paintings, or ride on deck and watch a different world pass by. **DAY 12 MAUN** Transfer to the border town of Maun and enjoy an evening of culture and traditional foods with celebrated artist Bonyu Batswana and the Tsau-De-Batsaba

Storyteller, a local entrepreneur dedicated to preserving Botswana's heritage. Opt to take a scenic flight over the delta. **DAY 13-14 KHAIWI RIVER/MOREMI GAME RESERVE** Drive to the Khwai River area located in Moremi Game Reserve for open-vehicle game drives. Later, relax at the comfortable tented camp. **DAY 15 CHOBEGHOSHIA HILLS** Travel deeper into the Chobe wilderness to Ghoshia Hills. Settle at our camp and learn about the parks and reserves during an informative talk with a local wildlife and boat-rental expert. Enjoy late-afternoon game viewing in open vehicles. **DAY 16 CHOBESAKANE** After an early start, take a slow game drive along the southern bank of the Chobe River, home to some of the world's largest elephant herds. Later, opt to take a sunset photography river cruise, accompanied by a knowledgeable wildlife photographer and guide. **DAY 17 VICTORIA FALLS** Cross the border back into Zimbabwe and enjoy our final evening. **DAY 18 VICTORIA FALLS** Depart at any time.

GUARANTEED DEPARTURES If you're looking, you're going

Number of months	Departures
1	2
2	3
3	4
4	5
5	6
6	7
7	8
8	9
9	10
10	11
11	12
12	13

PRICE \$8199

OPTIONAL MY OWN ROOM \$2559

GROUP SIZE Max 16 single

PHYSICAL DEMAND Light

ACCOMMODATIONS Guest house - 2 nts, hotel - 6 nts, comfort-able safari tent - 7 nts, houseboat - 2 nts

MEALS 17 breakfasts, 8 lunches, 12 dinners. Also 10/20/25/30 to meet or exceed

TRANSPORTATION Plane, air-conditioned touring vehicle, open-safari vehicle, boat vehicles, van, walking, local rangers, G representative in Victoria Falls, CEO/Driver in Botswana

ADD TO YOUR EXPERIENCE

VICTORIA FALLS HELICOPTER RIDE (COMBINED) Soar above the falls. Pre-book your flight now. See page 20.

VICTORIA FALLS RIVER RAFTING (ZIMBABWE) Looking for a thrill? Pre-book your rafting today. See page 20.

CHOSE PHOTO RIVER SAFARI Pre-book your photo safari on the Chobe River and capture the shots of a lifetime. See page 20.

CHOSE PHOTO GAME DRIVE Don't miss out - book your photo safari now. See page 20.

JOURNEYS FEATURED HIGHLIGHTS

- **CHOBES AND SAVUTI NATIONAL PARKS CHAT**
Attend a talk about Chobe and Savuti National Parks. A local expert will discuss the geology, ecosystems, and wildlife of this region. You'll also learn about survival on the bank and animal tracking techniques.
- **VICTORIA FALLS**
The mist of Victoria Falls can rise to a height of more than 400m (1312 ft). Local Maasai used to call the falls Mwaia-Tupa or "the woman who thunders." Explorer and missionary David Livingstone renamed the falls after Queen Victoria when he first saw them in 1855.
- **CARNIVORE CONSERVATION GAME DRIVE**
A researcher from the Endangered Wildlife Trust's Carnivore Conservation Programme will join us on a game drive to share insights into the behaviour of cheetahs and other carnivores - and efforts to protect them. This National Geographic-sponsored project is part of the Big Cats Initiative.

DID YOU KNOW?

• **VICTORIA FALLS**
The falls generate mist that can be spotted from more than 20km (12.4 mi) away. Former Scottish explorer David Livingstone dubbed the waterfall Victoria Falls, in honor of Queen Victoria, who means "the virtuous that conquers."

Dates and prices are subject to change. For booking, availability, and detailed itineraries, consult your travel agent or check online.

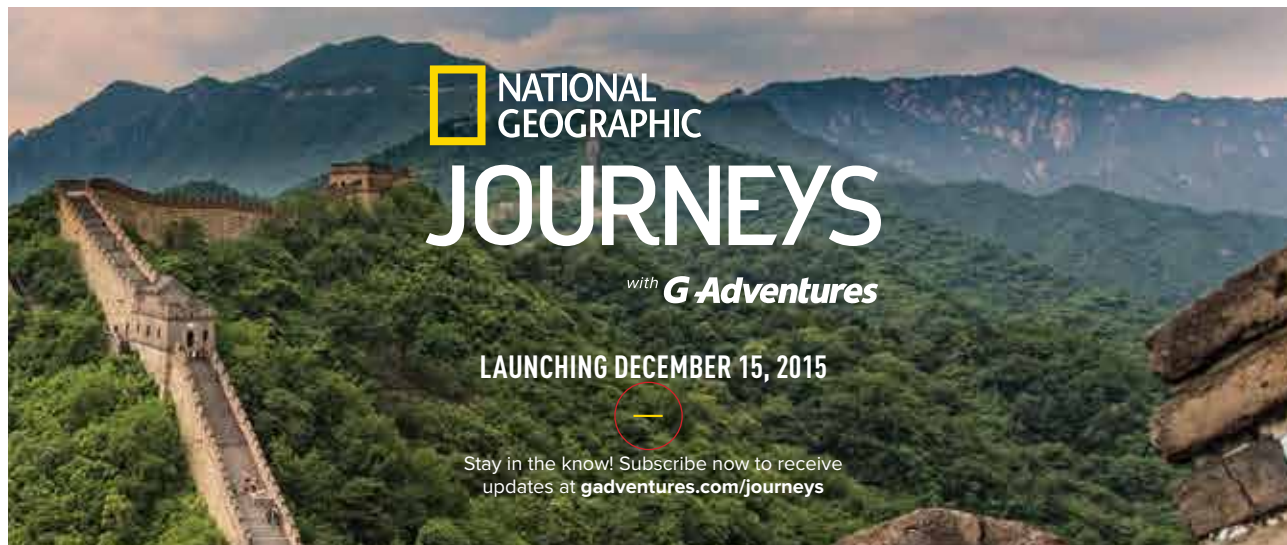
Dates and prices are subject to change. For booking, availability, and detailed itineraries, consult your travel agent or check online.

5.3 / GRAPHICS

DIVISIONAL LINE

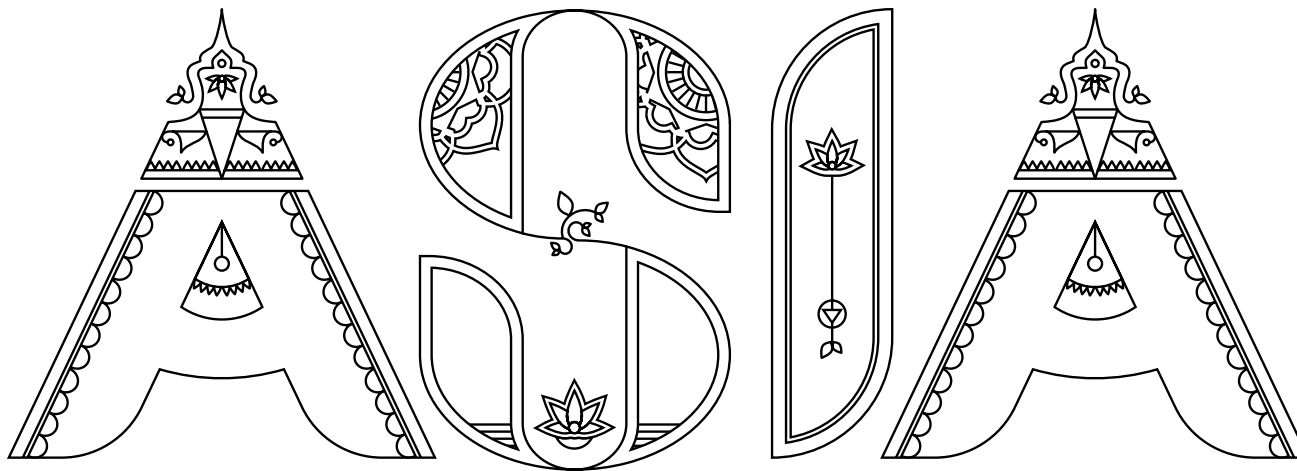
A short horizontal line may sometimes be used to divide text. The line may be white, yellow, black, or the same colour as the subheads near it, as long as there is enough contrast between it and the colour or photograph beneath it.

The width of the divisional line should be no greater than 5% of the width of the column of text in which it's placed. Its line weight should be a minimum .5pt in weight, and never heavier than the weight of the body copy around it.



5.4 / GRAPHICS CUSTOM TYPOGRAPHY

A series of custom, graphic wordmarks has been created for use on destination lead pages of the brochure. These graphic applications serve as moments of contrast from the linear approach in much of the rest of our communications.



5.4 / GRAPHICS CUSTOM TYPOGRAPHY



5.4 / GRAPHICS
CUSTOM TYPOGRAPHY

NORTH
AMERICA

South
America

6.0 / PHOTOGRAPHY

6.0 / PHOTOGRAPHY

The photography we use across our channels is an excellent opportunity to stand out from our competitors. It helps elevate the National Geographic Journeys sub-brand through images that respect National Geographic's tradition of outstanding photography. It also pays respect to the G Adventures tradition of connection with cultures and communities around the world.

Our photography often serves as the background on top of which we place other brand elements like type, colour, and graphic call-outs.

6.0 / PHOTOGRAPHY

We recommend two styles of photography.

One style depicts the world's big moments. Huge landscapes of mountain ranges, cities, big sky, sweeping desert, and more are impressive to anyone. What makes these photos more so is when there's something in them to indicate a human scale – perhaps hikers in the distance, a small house on a hill, etc.

These images invite the viewer in and go a long way in portraying what it's like to travel with us. This shot of a traveller standing in front of Machu Picchu is a good example of human scale in a vast landscape.



6.0 / PHOTOGRAPHY

We also prefer photos without filters because they more accurately depict how a place really looks. This photo of travellers viewing the Perito Moreno Glacier in Argentina shows a massive perspective as well as a human scale, all without the need of a filter.



6.0 / PHOTOGRAPHY

Some of the most effective images can engage the viewer, as if they were in the photo themselves. This shot of the Great Wall of China appears to be opening up in front of the viewer.



6.0 / PHOTOGRAPHY

Our other preferred style of photography portrays the type of culturally immersive moments our travellers can have on National Geographic Journeys. These are usually captured instants of human interaction – like making a meal with locals in Jordan or speaking with a National Geographic researcher in a cloud forest in Costa Rica.



6.0 / PHOTOGRAPHY

Closely cropped images bring the viewer in and allow them to feel they're in the moment with the subject. This photo of a woodcarver in France is an excellent example.



6.0 / PHOTOGRAPHY

Unposed photographs are most effective at depicting real life. This captured moment of some Peruvian ladies enjoying a beer is one our travellers would love to be a part of.



6.0 / PHOTOGRAPHY

The up-close moments don't always have to be so up-close. Here's a shot from a game reserve in the Serengeti, which very effectively tells a story about a small group and some new friends.



6.1 / PHOTOGRAPHY DON'TS

The following pages show examples of what kinds of photography to avoid. Be thoughtful and selective when choosing images, and you'll help the success of the National Geographic Journeys brand.

6.1/ PHOTOGRAPHY DON'TS

TOO YOUNG

Avoid photos that feature activities outside of our primary age demographic. You can select youthful images without opting for ones that will alienate our audiences.



6.1 / PHOTOGRAPHY DON'TS

TOO BORING

Stay away from images that aren't compelling at all. This image is attractive, but it could have been shot anywhere; it simply doesn't say enough.



6.1/ PHOTOGRAPHY DON'TS

TOO G ADVENTURES

With cropping and stylized angling, G Adventures has a very distinct type of photography. Avoid photos that too closely resemble the G Adventures style.



6.1 / PHOTOGRAPHY DON'TS

TOO POSED

This image is beautiful, but with the subject's perfectly perpendicular angle, the composition is too composed. It doesn't tell any type of story or help portray travel with us.



6.1/ PHOTOGRAPHY DON'TS

TOO RELAXED

Avoid images that appear as if they could have been taken at a lazy resort somewhere. We sell adventure tours, so be sure to capitalize on that excitement wherever possible.



6.1 / PHOTOGRAPHY DON'TS

TOO TYPICAL

Don't select images that appear as if any tourist could have taken them. There are more successful ways of portraying an evening in Paris than this shot does.



7.0 / **BRAND VOICE**

Our brand voice is how we sound when we're speaking to the world. It helps set us apart from our competitors as well as from other National Geographic and G Adventures travel products, and it allows our audiences to connect with and get to know us better. Our brand voice should be evident in everything we write and say, and using it consistently will help reinforce our brand presence.

The following pages contain the attributes of our written voice and some recommendations when it comes to using it, a style guide of writing mechanics, and some samples of how the voice has been used in different applications.

7.1 / ATTRIBUTES OF OUR VOICE

CURIOUS
OPTIMISTIC
HONEST
SAVVY

Individually, the attributes of our brand voice each reflect an important part of our overall identity. Together, they convey our most essential traits like our curiosity for what happens in the world, our belief that people are essentially good, our trustworthiness, and the expertise we offer in providing outstanding travel moments people will, quite literally, remember forever.

7.1 / ATTRIBUTES OF OUR VOICE

WE WRITE AS CURIOUS PEOPLE, FOR CURIOUS PEOPLE

Our travellers are deeply interested to discover what makes the world turn. They – like us – are curious to stand in new places, meet new people, eat new foods, and undertake new challenges.

We write to remind people travel is about possibility – about more than just crossing things off lists. Through interactions with people and projects supported by National Geographic, as well as the memorable and genuine culturally immersive time our trips offer, our travellers get to learn more about the world and each other.

7.1 / ATTRIBUTES OF OUR VOICE

WE WRITE WITH OPTIMISM

The world is a good place and we know travel has the potential to bring enormous economic and social benefit to local communities everywhere. The more we all interact, the smaller the world becomes.

Our travellers – like us – strive to be connected to something bigger. They're curious, educated, active citizens of the world and we write to them like we would to ourselves – as people that believe in the goodness of others.

7.1 / **ATTRIBUTES OF OUR VOICE**

WE WRITE HONESTLY

Our customers choose to travel with us because they want to meet the world as it truly is. They want to experience and learn from the genuine cultural immersion National Geographic Journeys offer. They trust us to be honest with them.

The world is loaded with opportunity for up-close encounters and connections with its people. We leverage the long-standing heritage of National Geographic and the adventure travel expertise of G Adventures to speak to our travellers honestly. As a result, they trust us.

7.1 / ATTRIBUTES OF OUR VOICE

WE WRITE LIKE SAVVY TRAVELLERS

Our customers look to us to be in the know about things they are not. Not only are we well-informed in the history, culture, and natural sciences of the places we visit; we also know – better than most – where in the world to find opportunity for genuine adventure and true connection with others.

Every destination and detour we visit is a place we're already familiar with. As a result, we know what and what not to do there. In addition, we respect the intelligence of our customers. We speak to them as equals and we never talk down to them.

7.2 / **OUR TONE**

SPEAK WITH HUMANITY

Our brand voice is at its best when it feels like a two-way conversation with a smart, curious friend. Speak clearly and always with humanity. Avoid slang because it's too casual, and formal language because it's stuffy. Make the reader feel comfortable at all times.

ROOM TO BREATHE

Don't write too many words to explain how incredible something is. It's not necessary. We write with enthusiasm by the quality of the words we choose, rather than their quantity. Something isn't truer or more appealing because we use more adjectives to describe it.

BE LIGHT-HEARTED

Travel is supposed to be fun. (Remember that?) Keep a light-hearted approach when writing and if the opportunity opens up to include something funny (that's funny haha, not funny strange), go for it. Just be smart about it because – who doesn't like funny and smart?

BE EVOCATIVE

Instead of telling readers how fantastic an experience will be, paint images of it that allow our readers to see, smell, and hear it for themselves. When possible, trust the photography and graphic treatments of our brand to do some of the work required.

DON'T ASSUME

We don't tell our audiences things about themselves they know already, and we don't assume anything about their lives beyond what we know about their demographics. We merely describe what's out there and waiting for them, and let their curiosity do the rest.

THERE'S A BETTER WAY

Avoid clichés at all times; when words get overused, they lose their meaning. Write deliberately. If the only way you can think of to say something comes from a popular phrase you hear often, think of a better way to say it.

7.3 / WORD BANK

The words we choose to describe our brand and the experiences we offer help paint the picture of what travelling with us is all about. Some of them are effective at helping portray what we're about. Others should be avoided.

USE THESE

access
atmosphere
character
connection / connectedness
conservation
culture
curiosity / curious
development
discover / discovery
economic
encounter
enhanced
evocative
exploration
freedom
genuine
human
independence
inspiring
interactions
knowledgeable

local
meaningful
opportunity
perspective
possibility
research
respect
roam
science
security
social
spontaneity
storytelling
trust
unique

AVOID THESE

authentic
compassion
ecotourism
engaging
innovation

8.0 / WRITING STYLE GUIDE

8.0 / WRITING STYLE GUIDE

A clear, consistent brand isn't just about how we look or sound; it's how we spell, grammaticize and punctuate too. The following section provides guidance on the mechanics of writing for our brand.

The rules we've chosen help keep our brand voice lighter and more modern: eg less punctuation, more white space, fewer variations in type, etc.

8.1 / WRITING STYLE GUIDE

OUR NAME

When using the name of the program in writing, always refer to it the first time as National Geographic Journeys with G Adventures. Subsequent mentions on the same piece can then be shortened to National Geographic Journeys.

The name may be used to mean the trips themselves, beyond just the name of the program.

eg: National Geographic Journeys are an exclusive collection of 70 unique tours.

Avoid using the singular term “National Geographic Journey” or even simply, the capitalized word “Journey” on its own when referring to one of these trips. You may, however, choose to refer to it as a “journey” (lower-case j) in the same way you’d refer to it as an adventure or tour.

If there is any confusion, simply reword what you’re writing in a way that avoids the problem altogether.

8.2 / WRITING STYLE GUIDE

PUNCTUATION SPACING

Use one space after a period, question mark, exclamation mark, comma, colon, or semi-colon.

QUOTATION MARKS

Use double quotation marks and ensure punctuation falls inside them. Never use single quotation marks.

eg: Wat Visoun is known for its unusually shaped stupa – known as the “watermelon stupa.”

PARENTHESES PUNCTUATION

Punctuation goes outside of parentheses unless there is a full sentence contained inside the brackets.

eg: You’ll see the Northern Lights in Reykjavik (unless you’re there too close to summertime).

eg: African elephants can be identified by their larger ears that look somewhat like the continent of Africa.
(Asian elephants have smaller, rounded ears.)

BULLET LISTS

- All bullet points begin with a capital letter
- None of them should end with a period
- Not even the last one

OXFORD COMMA

To lend extra clarity, always use the Oxford comma to separate the last item in a list from the word “and.”

eg: You’ll meet orangutans in Borneo, spy on gorillas in Uganda, and laugh at capuchin monkeys in Costa Rica.

SEMICOLON

You can use a semicolon in one of two ways. It can connect two independent clauses that could each stand as its own sentence. It can also serve as a super-comma in a list when one or more of the items already has a comma in it.

eg: You’ll be arriving in Cape Town one week from today; it’s a city you’ll remember forever.

eg: Your upcoming departure dates are January 31, 2016; March 21, 2016; and August 8, 2016.

8.2 / WRITING STYLE GUIDE

AND VS. &

Always spell out the word “and,” rather than use the ampersand. The one exception is in names of trips when two countries are listed. In this case, use an ampersand.

eg: Make sure to pack a flashlight and batteries.

eg: You might consider taking one of two tours: “Explore Israel & Jordan” or “Israel and Beyond.”

EN DASH VS. HYPHEN

Use an en dash, with one space on either side, to indicate an interruption, or to show emphasis.

Don’t confuse the en dash with the hyphen, which is much shorter and used in ranges of numbers.

Never use the em dash, which is longer with no spaces around it, and appears old-fashioned.

eg: We know how to make the most of your time in Sri Lanka – after all, there’s a lot to do.

eg: There will be 8-10 people travelling with your group.

ITALICS

Use italics in four ways: for non-English words used in English text, for names of publications, for names of ships, and when you want to add spoken emphasis to a word.

eg: Don’t leave South India without ordering (and eating with your hands) a traditional *dosa*.

eg: *National Geographic Traveler* magazine named Kirstenbosch Botanical Garden among the top ten in the world.

eg: Welcome aboard the *Daniele* – your home on the canals of Burgundy for the next week.

eg: You won’t see any elephants on that trip, but you’ll have pachyderms aplenty on *this* one.

ACRONYMS

Unless it’s an obvious one like USA, spell out each word of an acronym the first time you use it. Subsequent mentions don’t need to be spelled out. Never use periods in acronyms to divide the letters.

eg: For details, speak with your CEO (Chief Experience Officer).

Never use periods when abbreviating words.

8.2 / WRITING STYLE GUIDE

SPELLING

As writers for an international audience, we use Canadian spelling as it appeals to the greatest number of readers worldwide. Canadian spelling requires:

- a double “l” when adding a suffix, eg: snorkelled, travelled, etc
- the use of “z” in words like analyze, paralyze, etc
- the use of “re” instead of “er” in words like centre, metre, etc
- the use of “our” instead of “or” at ends of words in words like colour, flavour, etc

NUMBERS

Numbers under 10 are usually expressed in words. Numbers 10 and above are usually expressed in figures.

eg: One, two, three, 15, 50, 500

Exceptions may occur when extra clarity is required, such as in classification, lists, ratios, or percentages.

eg: You will enjoy a category 5 cabin on board.

eg: Meals included: 6 breakfasts, 1 lunch, 2 dinners

eg: 5 percent of proceeds will go toward helping the centre.

Numbers above 1,000 employ a comma.

eg: Roughly 2,500 buffaloes drink from the backwaters of the delta.

DATES AND TIMES

Dates are written without the “th” or “nd” suffix. When “am” or “pm” is required, don’t put a space before it and don’t use periods in it.

eg: The event starts at 2:00pm on July 14, 2015. (As opposed to at 2:00 p.m. on July 14th, 2015.)

METRIC AND IMPERIAL

We use metric measurements, but then qualify them (in brackets) with their imperial equivalent. Use no space before the metric measurement. Use one space before the imperial.

eg: When you’re standing at its edge, the Grand Canyon feels even wider than its 29km (18 mi).

8.2 / WRITING STYLE GUIDE

PHONE NUMBERS

Write phone numbers without dashes, dots, or parentheses.

eg: Call us today locally at 416 260 0999 or from anywhere at 1 877 390 9050.

URLS

Never precede a URL with “http://” or “www.” Instead, indicate the URL by bolding it. Be sure to add a period after a URL if it finishes a sentence. Ensure the period is not bolded.

eg: For more details about this tour, check out **gadventures.com/itineraries**.

HEADERS AND SUBHEADS

Headers and subheads should be written all in upper-case. They have no closing punctuation unless they’re questions or written in two distinct sentences.

CAPITALIZATION

Do not needlessly capitalize animals, plants, occupations, and other words – unless, of course, they’re proper nouns.

eg: Come get acquainted with the gentoo and Magellanic penguins.

eg: After lunch, we’ll meet the elders of Chandelao village.

“TOUR” VS. “TRIP”

When faced with the decision to refer to National Geographic Journeys as “tours” or “trips,” use this simple rule, which is based on search engine optimization (SEO).

If the piece you’re writing is searchable on the web (eg a landing page, online copy of any kind), use the word “tours.”

If what you’re writing will be used only offline (eg brochure, print piece, email), you may refer to them as “trips” if you prefer.

8.3 / WRITING STYLE GUIDE

CORRECT SPELLINGS AND FORMATS

USE

4x4
barbecue
base camp
bungee jumping
café
century
downward
ecolodge
en route
fjord
homestay
Jacuzzi
Mr, Mrs
Mt Kilimanjaro
toward
travellers
UNESCO World Heritage site
upward
website
whitewater rafting
world-famous

DO NOT USE

not 4WD
not barbeque or BBQ
two words

lower case, eg 17th century
not downwards

no period
no period, don't abbreviate
not towards
not passengers
(capitalization)
not upwards
one word

8.4 / WRITING STYLE GUIDE

SAMPLES: ANNOUNCEMENT COPY

INTRODUCING NATIONAL GEOGRAPHIC JOURNEYS WITH G ADVENTURES

National Geographic has been inspiring the world for more than 125 years, through exploration, science, and storytelling. G Adventures changes lives every day through the social and economic power of travel and human connection. Separately, we've always had similar values. Together, we're going to make great things happen.

National Geographic Journeys with G Adventures take you deeper into the cultures and habitats of the places we explore. We've created these itineraries to offer more meaningful encounters, interactions with knowledgeable local guides, and the freedom to roam, all within the structure and security of travelling in a small group.

So visit a rhino conservation program in Kenya, plant trees in a Costa Rican cloud forest with a biologist from a National Geographic-supported research centre, or walk the streets of Delhi with a former street youth. Get inspired and discover your own journey.

The world is waiting.

8.4 / WRITING STYLE GUIDE

SAMPLES: USPS

LOCAL TRANSPORT

There are few better ways to connect yourself to a destination than by experiencing it aboard transport you can't find at home. Here's to a tuk tuk, rickshaw, or camel ride you'll always remember.

ACCOMMODATIONS

Ever wanted to spend the night in a Jordanian desert camp? How about a converted fort in India? Whenever possible, our accommodations reflect the unique character of the places we visit.

YOUR LOCAL GUIDE

Every trip comes with its own local CEO (Chief Experience Officer), whose main purpose is to make your adventure as extraordinary as possible. Unique perspective, insider access, and suggestions about where to eat or meander are always at hand.

FEEL THE FREEDOM

We include plenty of free time for you to do anything you wish. An afternoon to just wander the city? Of course. Private dinner somewhere? By all means. Before departing, you'll receive articles and tips from National Geographic to help you make the most out of your travels.

CHANGE THE WORLD

Travel with National Geographic Journeys and you're helping fund G Adventures' community development initiatives worldwide, in addition to supporting the National Geographic Society's non-profit work in conservation, exploration, research, and education.

LEARN ALL YOU CAN

Each tour includes opportunities to learn about our world through unique interactive experiences with local experts. We have marine biologists, photographers, Buddhist monks, chefs, and others. This planet never stops teaching.

8.4 / WRITING STYLE GUIDE

SAMPLES: TRIP INTROS

MYSTERIES OF INDIA

This outstanding adventure through India's colourful interior offers a look at its history and heritage, bringing you to the imperial Mughal cities of Agra and New Delhi, stunning capitals of the former princely states and home to sprawling mansions and palaces. Meet the town elders of the traditional village of Chandelao. Explore the markets of the old city of Bikaner alongside a local expert in trade. This is the India so many travellers dream about.

EXPLORE JORDAN

UNESCO has called the ancient stone city of Petra one of the most precious cultural properties in the world. Experience it for yourself on this seven-day adventure through Jordan's past and present. Float in the Dead Sea, explore incredible ruins, take an exciting 4x4 drive into the desert, and walk through Petra itself after a lecture by a local archaeologist. Make your own history in a place that's seen so much.

THANK YOU