

IVAN CARTER

The Mature, Knowledgeable Conservationist



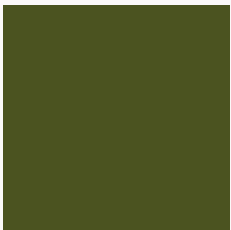
VIBE:

Wise, calm authority. A grounded voice of experience and mentorship.

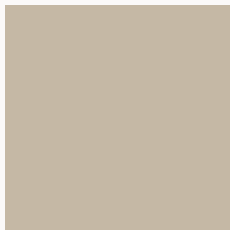
MOOD BOARD KEYWORDS:

- Legacy
- Wisdom in the Wild
- Earth textures
- Golden hour light
- Leather + linen
- Quiet power

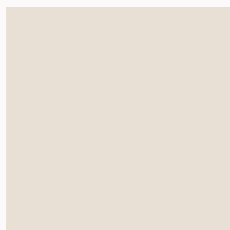
COLOUR PALETTE



Deep Olive Green
#4B5320



Warm Taupe
#C5B8A5



Sandstone Beige
#E8E0D4



Charcoal Gray
#3C3C3C



Accents Burnt Ochre
#C47F4E

VISUAL STYLE

- Muted, low-contrast imagery with natural light
- Subjects often observing nature rather than dominating it
- Textured backgrounds (aged wood, maps, worn field notes)
- Serif typography mixed with elegant sans-serif (think Playfair Display + Lato)

EMOTIONAL TONE

- Trustworthy, reflective, deeply knowledgeable
- The voice of experience in conservation

BROOKE CARTER

The Young Wildlife Warrior



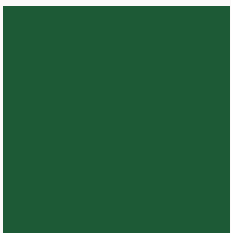
VIBE:

Curious, bold, unstoppable energy – still grounded in respect for nature.

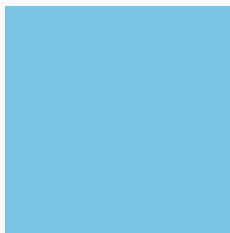
MOOD BOARD KEYWORDS:

- Adventure
- Curiosity
- Courage
- Sunlight
- Discovery
- Freedom

COLOUR PALETTE



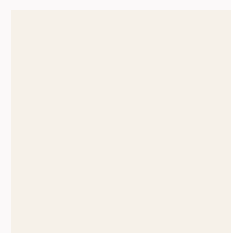
Forest Green
#1D5A36



Sky Blue
#7AC5E3



Clay Orange
#D37C28



Cream
#F6F1E9



Accent: Vibrant Lime
#A9C938

VISUAL STYLE

- Dynamic, close-up shots (movement, mud, animals, moments of interaction)
- Bright, high – contrast natural light – raw and real
- Candid moments – hands in the dirt, laughter, the wild close-up of a spider's web
- Fonts: Rounded sans-serif (e.g., Poppins, Raleway) for an energetic yet clean look

EMOTIONAL TONE

- Brave curiosity, hands-on, authentic youthful energy
- “The next generation of conservation heroes”

REILLY TRAVERS

Conservancy Director - Imire Zimbabwe



VIBE:

Leadership with warmth and vision. Balance between authority, compassion, and environmental integrity.

MOOD BOARD KEYWORDS:

- Earth Steward
- Leadership
- Unity
- African Heritage
- Strength with heart

COLOUR PALETTE



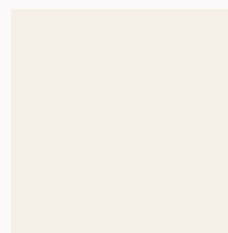
Deep Terracotta
#9C4C2B



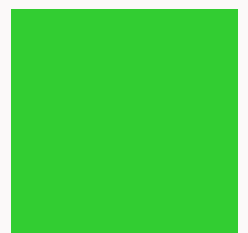
Savannah Gold
#C8A04A



Elephant Gray
#8A8F8A



Warm Cream
#F4EFE7



Accent: Lime Green
#32CD32

VISUAL STYLE

- Expansive landscapes, wildlife herds, aerials of Imire terrain
- Leadership moments (with people, teams, community, animals)
- Golden-hour tones - strength through serenity
- Fonts: Montserrat or Roboto Slab - strong, clear, confident

EMOTIONAL TONE

Inspiring, visionary, unifying - a leader who represents hope for African conservation