TFUTJANA

Mount Resort & Restaurant

BRAND MANUAL · VERSION 1.1 · NOVEMBER 2026

Tfutjana Mount Resort and Sinos Restaurant

Hospitality · Adventure · Wellness · Learning

Mkhondvo, kaKholwane
Shiselweni Region, Eswatini

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THE BRAND IN ONE PAGE

What this manual holds

Tfutjana sells four things in one place: a bed, a meal, a mountain to climb, and a quiet hour to heal. The brand is not a slogan, it is the consistency of those four across every poster, menu, page and sign.

Hospitality

Rooms, cabins, the honeymoon suite

Adventure

Hiking, climbing, caving, the Donga

Wellness

Massage, counselling, health checks

Learning

Geographic and educational tours

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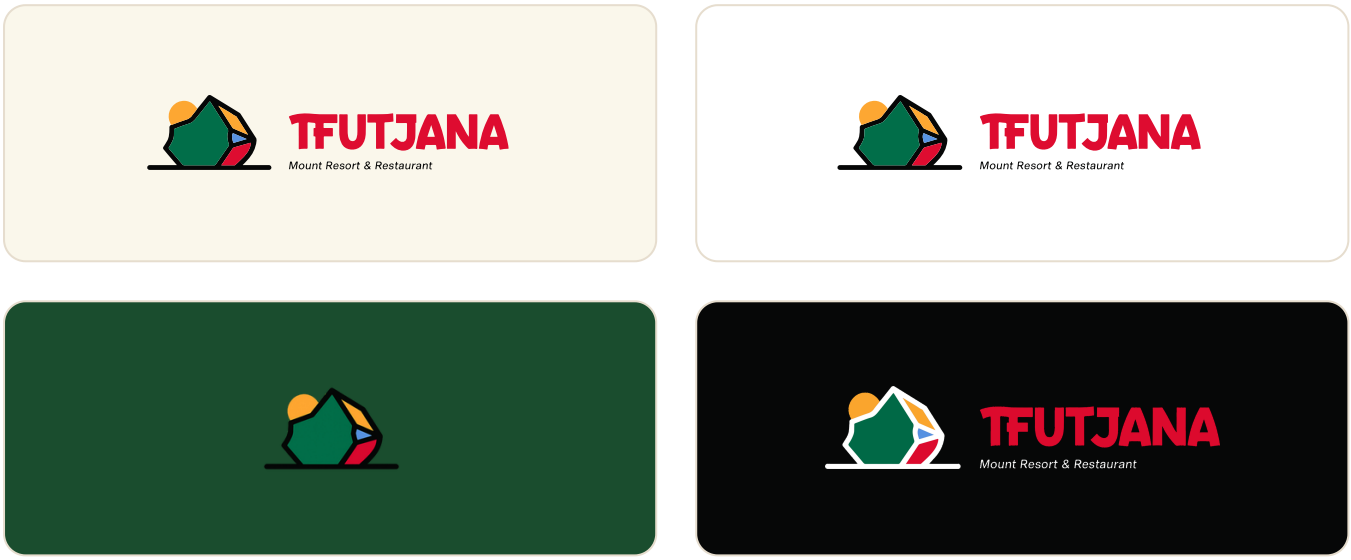
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> **One sentence that does the work:** "An exclusively private, quiet place with breath-taking views in Shiselweni: stay, eat, hike, climb, heal."

Logo

There are two official files now: the primary lockup for light backgrounds, and the reversed lockup for dark ones, drawn from the AI artboards supplied 12 November. Every other version is a downsized copy of those files, never a redraw.



Top left: on paper cream, the preferred home. Top right: on white. Bottom left: mark alone on Tfutjana green. Bottom right: reversed lockup on black, approved v1.1.

Rules

Clear space on all sides	half the mark's height
Minimum width, print (full logo)	35 mm
Minimum width, screen (full logo)	140 px
Site header height	44 px, 36 px on mobile
Mountain mark alone, screen	96 px, never under 24 px
Position, documents	top left
Position, posters	bottom right

On dark backgrounds

The reversed lockup is approved for deep canopy (#0E2818) and black: white mountain outlines, white subline, the red wordmark unchanged. On medium Tfutjana green (#1A4D2E) it still fails, because red on that green vibrates at a distance. There, use a cream panel or the mountain mark alone.

> **Approved 12 November:** use the reversed lockup on deep canopy or black. Never set the red wordmark directly on medium green, and never recolour the reversed file further.

02 · GUARDRAILS

Logo do and don't

Most real damage to a logo is not a redesign. It is a stretched screenshot, a recoloured copy, or the full colour version dropped on a busy photo.

DO

- Scale from **logo.svg**. It is vector and stays sharp at any size, including a 6 m sign.
- Keep mark, wordmark and subline at their drawn spacing.
- Put it on cream #FCF9F4 or white.
- Leave the clear space empty, even when a layout feels tight.
- Use the mountain mark alone for a small avatar, watermark or stamp.

DON'T

- Stretch, squash, rotate or add a drop shadow.
- Change the letter colours, or trace a "cleaner" version by hand.
- Put the full colour logo straight on a photo without a panel.
- Set a new subline in another typeface.
- Use a screenshot or a JPEG of the logo on a print job.

The test before anything leaves

At arm's length, can you still read "Tfutjana" and the subline? If not, the logo is too small or the crop is wrong. On a phone screen, the mark has to be recognisable at thumbnail size before anyone reads the name.

> **Why this matters commercially:** Tfutjana is booked on WhatsApp, often from a screenshot someone forwarded. A clean logo and a straight price in the same frame is the difference between a booking and a scroll.

Core palette

Two sets do different jobs. The logo colours are fixed inside the drawn file. The core palette carries the page, the poster and the menu.

Tfutjana green
#1A4D2E
R26 G77 B46
Headings, buttons, main surfaces. The default brand colour.

Deep canopy
#0E2818
R14 G40 B24
Footer, gradients, overlays on photos.

Rock brown
#7A5230
R122 G82 B48
Secondary accent: earth, tours, self-catering.

Signal red
#C1272D
R193 G39 B45
Alerts and party notices only. Never a body-text background.

Cream
#FCF9F4
R252 G249 B244
Page background. Warmer than white in print.

Paper cream
#FAF7EB
R250 G247 B235
Header bar, panels, the logo's home colour.

Moss ink
#54655D
R84 G101 B93
Navigation, secondary text, quiet labels.

Sand line
#E3D8C0
R227 G216 B192
Borders, dividers, hairlines.

Print: no CMYK values are set in this manual. A printer must convert from these hex values and send a proof. Guessing a CMYK mix is how a green turns olive on a cheap press.

Logo colours and ratio

Four colours live inside logo.svg. They are part of the drawing, so they are used only there: never as a page background, never as a heading colour.

Wordmark red	Mark green	Mark orange	Mark blue
#DE0C30	#016E49	#FDA732	#5893E2

How much of each



60% cream and white · 30% Tfutjana green · 10% brown or red

Red stays the smallest share. A wedding poster can be 80% cream and one line of green; a night party is the one place red earns more room. If everything is green, nothing stands out, and the resort reads as a logo on a wall rather than a place with a mountain behind it.

Contrast, stated plainly

White text on Tfutjana green	passes, body size
White text on Deep canopy	passes, body size
Red text on Tfutjana green	fails, do not use
Cream text on Rock brown, small size	fails, do not use
Body copy colour	#20302A on cream

> **Rule of thumb:** if a colour pair looks muddy to you on your own screen, it will be worse on a phone in bright sun at the gate. That is where the prices get read.

Type

No typeface came with the logo, so the system was set in two open-licence Google Fonts. Both are free for commercial use, which means nobody has to buy a licence to make a poster or a menu.

Outfit

Sans, weights 300–700. Default for everything: headlines, prices, buttons, body.

Display / page title	700 · 40–64 px
Section heading	700 · 26–38 px
Card heading	600 · 18–20 px
Body	400 · 15.5–17 px
Eyebrow label	600 · 12 px · 0.16em caps

A quiet place with breath-taking views.

Libre Baskerville italic, weights 400. One line of accent per page: a quote, a place name, a slogan under a photo. Never body copy, never a button, never a price.

Sizes that fit a phone

- Body text never below 15 px on the web, 9 pt in print. Older visitors read the menu first.
- Prices at least 1.6x the label next to them.
- Line length 60–70 characters. Full width on a laptop is too long.
- Two weights per page is plenty: one bold, one regular.

> **Open gap:** the two Google fonts carry no exclusivity. If Tfutjana ever prints vehicle livery or a large roadside sign, a licensed display face would need a purchase decision. Flyers, posters, menus and social stay free.

Photography

Real visitors on real ground. Every image here is from the resort, not stock, and that is the rule. The four things people come for are the ones to show.









SHOOT LIKE THIS

- Put the mountain or the Donga in the frame. The name means mountain.
- Horizon straight, or deliberately low for a summit shot.
- Morning and late afternoon light; the greens hold better.
- People doing something: climbing, swimming, eating, walking.
- Shoot the room made, the table served, the trail walked.

NOT LIKE THIS

- Stock photos of other mountains. One swapped image and the page reads as someone else's resort.
- Heavy filters, fake sun flare, HDR halos.
- Logos, watermarks or text baked into the photo.
- Guest faces close up without their okay.
- Empty rooms shot at night with the ceiling light on.

Already in hand: the BOHO Wellness Day set (350 frames, print and web) is the largest real library Tfutjana has. Use it for social before commissioning anything new.

07 · VOICE

Words, names and numbers

A place, not a campaign. Say where it is, what it costs, and what the visitor will actually be doing.

Say it plainly

- "Day visit, E70 for adults, E50 for kids" — price and unit.
- "Booking and payment prior is essential" — terms up front, in the post, not the small print.
- Chillas Corner, the Donga, kaKholwane: the real names, spelled the same every time.
- Hospitality · Adventure · Wellness · Learning — in that order.
- "Enquire on WhatsApp 7837 4027" — one door.

Leave out

- "hidden gem" more than once a year.
- "unforgettable experience", "nestled", "escape to paradise".
- Prices without a unit (per person or per room).
- Amenities that are not built yet.
- Emoji in body copy; they date a menu fast.

Fixed details, copy them exactly

Full trading name	`Tfutjana Mount Resort and Sinos Restaurant`
Short form	`Tfutjana Mount Resort`
Restaurant	`Sinos Bouquet Garni Restaurant`
Location	`Mkhondvo, kaKholwane, Shiselweni, Eswatini`
Currency	`Emalangeni, written E or SZL`

Bookings	`7837 4027`
Second line	`7815 4650`
WhatsApp	`7837 4027`
International	`+268 7837 4027`
Website	`mediaplugsz.com/tfutjana`

> **Check the number before you print.** 7837 4027 is the WhatsApp booking line and belongs in every CTA. 7815 4650 is the second phone, not a WhatsApp link.

08 · APPLYING IT

Where it meets people

Four surfaces carry almost all of Tfutjana's enquiries. Each one has a fixed shape so a new person can make it without asking.

WhatsApp and Facebook post

Square post	`1080 × 1080 px`
Story / status	`1080 × 1920 px`
Landscape cover	`1200 × 630 px`
Order on the frame	`photo, then one price line, then 7837 4027 in a green pill`
Text on image	`maximum 12 words, logo at bottom right`

Posters and flyers

A4 / A3	`300 dpi, CMYK at press`
Margin	`10 mm all round`
Hierarchy	`place photo, event name, date, price, WhatsApp number`
Never	`body copy over the mountain`

Menu

The Sinos menu is a card people photograph. Keep prices in one right-hand column at the same weight, dish names in Outfit 600, and the restaurant line "Sinos Bouquet Garni Restaurant" at the top instead of the full resort logo. One page, no scroll.

On site: gate sign and room card

Tfutjana green background, cream panel holding the logo, white text for the line below it. On a metal sign the green reads darker in sun, so everything else on it should be white or cream. The one number on the gate sign is 7837 4027.

> **The check before anything goes out:** logo from the vector, one of the two fonts, one of the palette hexes, the correct phone line, and a price with a unit. Five things, thirty seconds.

09 · HONEST STATUS

What is still open

A manual that hides its gaps gets ignored the first time a printer asks a question. These are the open items, named rather than guessed.

Reversed (pale) logo for dark backgrounds	not approved · use a cream panel
CMYK mixes for print	printer converts, sends proof
Licensed display typeface for signage and livery	no purchase decision yet
Social handles recorded in this manual	none supplied
Email address on printed material	none supplied, WhatsApp carries it
Brand photography set, signed release	BOHO set released by owner, 12 Nov 2026

The order to close them

- A vector export of the reversed lockup: the approved file is a PNG from the AI artboards, so large-format dark signage needs the vector out of Tfutjana Logo.ai.
- Then a CMYK test print of the green on the actual sign material, before ordering the sign.
- Then a display typeface, if large-format signage becomes regular.

Source and version

Version 1.1, 12 November 2026. Logo supplied as logo.svg in the Tfutjana brand folder. Palette derived from the logo file and the live site at mediaplugsz.com/tfutjana. Type system: Outfit and Libre Baskerville, Google Fonts, open licence. Prepared by Media Plug Eswatini for Tfutjana Mount Resort and Sinos Restaurant.

> **Living document.** When a rule changes, the number changes here first, then on every surface. A poster with the old price is not a small mistake; it is the first price a guest will argue with at the gate.