

# Springbok Atlas embarks on a rebranding journey with kri8it

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South Africa's sunny climate, wild beauty and cultural diversity have always attracted international visitors. With the 2010 World Cup raising our profile and our Mother City being voted the world's best city two years in a row by The Telegraph Travel Awards, our tourism industry is thriving.

[Springbok Atlas Tours and Safaris](#), who specialise in the widest variety of guided southern African holidays, felt the time was right to update their branding and online portfolio. They put the project out to pitch and [kri8it](#) won the business due to a longstanding relationship with this client and a clear understanding of their brand.

A pioneer in the local tourism industry since 1946, Springbok Atlas wanted to strengthen their positioning as a top southern African tourism brand. They needed more than a quick website update. kri8it set off on a seven-month quest to develop a new digital strategy and this eventually led to a company-wide rebranding.

An essential step was to design a more contemporary logo that positions Springbok Atlas as a premium and forward-thinking brand. kri8it opted for a cleaner, more neutral palette with strong visual links to Africa to highlight the company's core focus. This new corporate identity was carried through to all the relevant consumer touchpoints - both online and offline.



When developing the new online user experience, kri8it brought the company's promise of a hassle-free, insightful and memorable guided holiday to life. Users can take a virtual tour of their chosen experience and access travel guides to many of Southern Africa's cities, provinces and tourist attractions.

**Explore this project more: [Springbok Atlas Case Study](#)**