CASE STUDY

# EXTREME CAMPS

ADVENTURE-BASED LEARNING SINCE 2012

A brand system, copywriting and user experience design for a Western Cape outfitter running school camps, church retreats, corporate team building and Breede River rafting for groups across South Africa.

| 1 | 13 | 4 |
|---|---|---|
| BRAND SYSTEM | WEBSITE PAGES | PROGRAMMES |



# FOREST TEAL AND RIVER RED

**Forest**
#0F3D3E

**Deep Teal**
#165B5D

**Teal**
#2C7A7B

**Mint**
#E6FFFA

**River Red**
#DC2626

**Red Deep**
#B91C1C

**Charcoal**
#1F2937

**Mist**
#F3F4F6

## AA

**Montserrat**

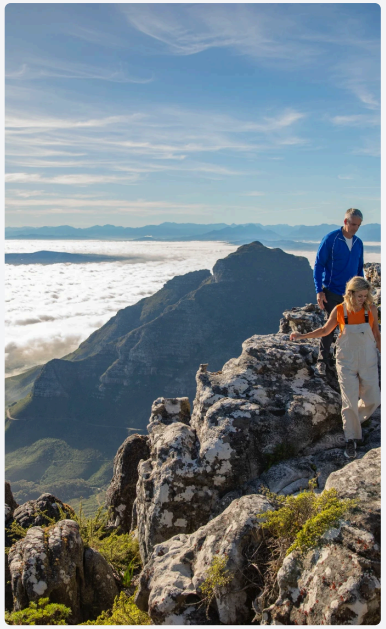
Headlines, set heavy - the voice of a guide calling the group together.

## Aa

**Inter**

Body copy, programme detail and forms, easy to read in the field and on a phone.









02 - COPYWRITING

# BUILT FOR THE GROUP, NOT THE BROCHURE

The copy speaks to the teacher, the youth pastor and the HR manager who has to bring a group home better than it left. Each programme names its outcome first - leadership, fellowship, teamwork, the thrill of the rapids - then the activities that deliver it. The voice is energetic, safe-handed and warm.

HERO HEADLINE

**School Camps & Adventure Camps South Africa**

SECTION HEADLINE

**Tailored experiences for every group.**

BODY COPY

Every activity is intentionally crafted to build teamwork, leadership, and lasting confidence. We create experiences that engage the body, mind, and spirit.

PROOF LINE

Since 2012. Certified guides. Safety first. 1000+ happy campers.

REASSURANCE

If you can walk, you can paddle! Our expert guides provide all necessary safety briefings and equipment.

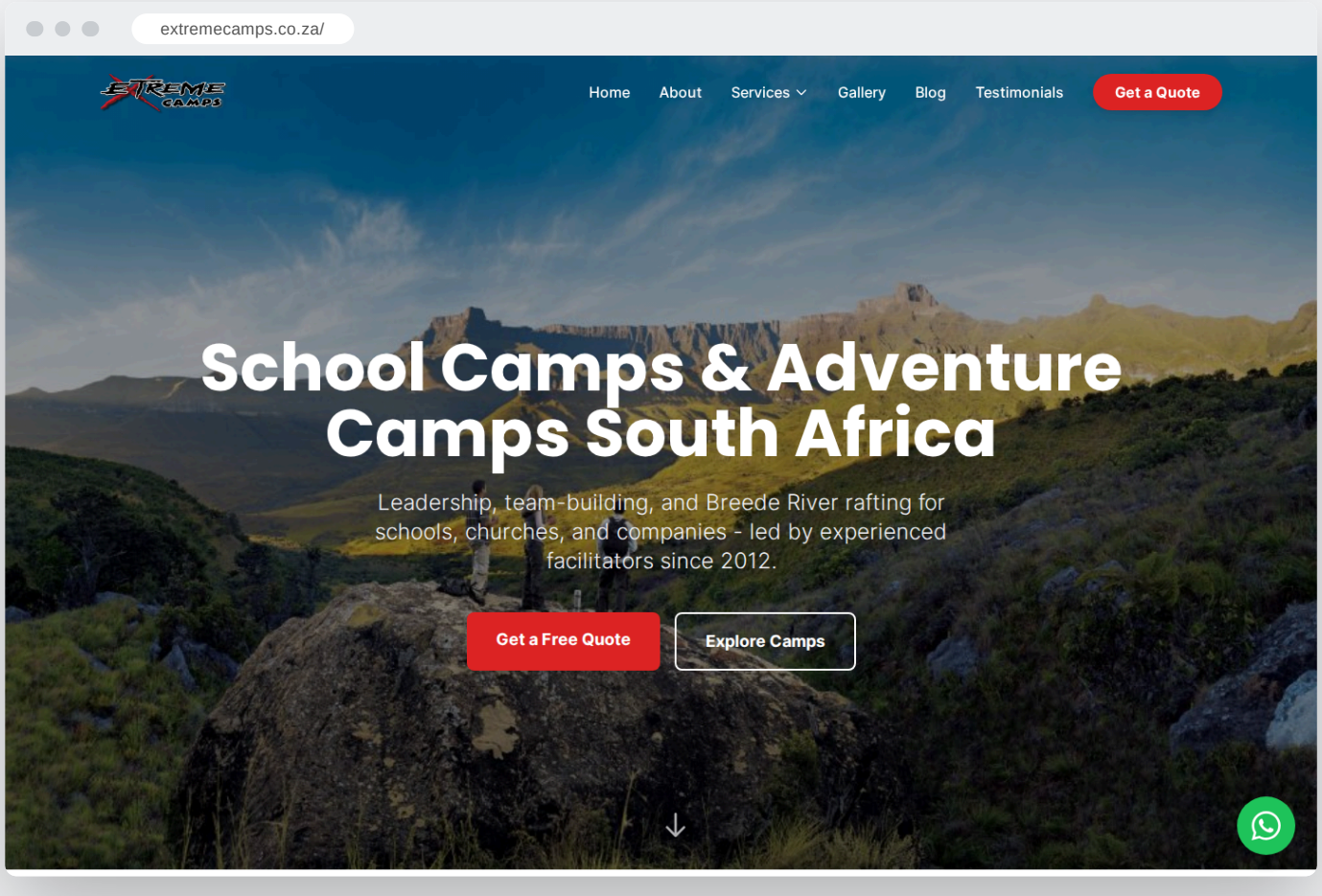
PRIMARY CALL TO ACTION

GET A FREE QUOTE

03 - USER EXPERIENCE DESIGN

# ADVENTURE IN THE FIRST SCREEN

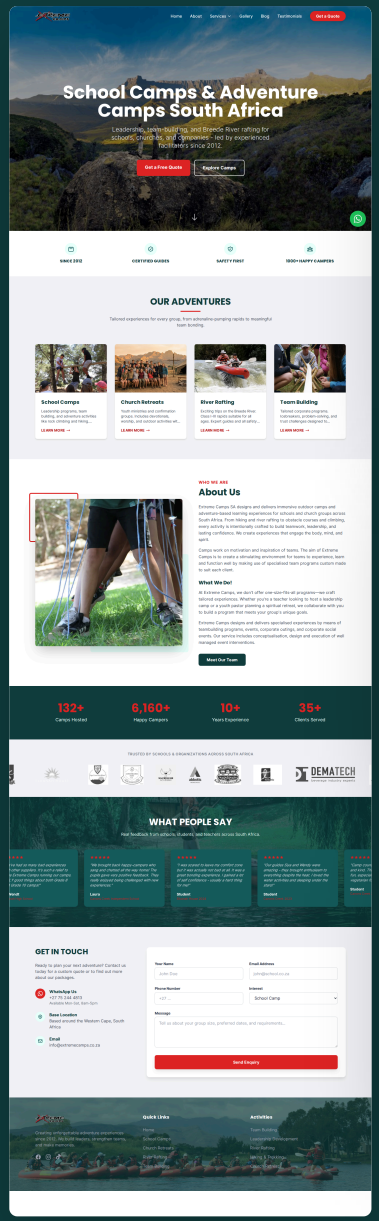
The homepage opens on the Drakensberg at golden hour, the promise of leadership, team building and rafting, and the years of experience behind it. A free quote and the camps themselves sit side by side, and a WhatsApp line stays in reach on every page.



03 - USER EXPERIENCE DESIGN

# FOUR PROGRAMMES, ONE OUTFITTER

The journey moves from the four programmes - school camps, church retreats, river rafting and team building - each on its own page, to the gallery filtered by adventure, the guides behind every camp and a blog of practical guides for the parents and planners who book them.





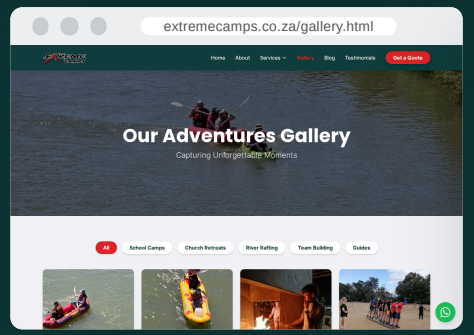













# ADVENTURE-BASED LEARNING SINCE 2012.

A brand system, copywriting and user experience design, built for Extreme Camps SA and live on the web.

EXTREMECAMPS.CO.ZA