



△VONTUUR

BRAND MANUAL

AVONTUUR
ONLINE
AVONTUUR.COM

ADDRESS
NEW JERSEY

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**UNIQUE
UNPARALLELED
ADVENTUROUS
WONDOROUS
ALIVE
BEYOND
WITHOUT LIMITS
SOPHISTICATED
UNTAMED**

Brand Guidelines (also commonly referred to as 'brand standards', 'style guide' or 'brand book') are essentially a set of rules that explain how your brand works. These guidelines typically include basic information such as:

Design layouts and grids/Social media profile page applications/Brochure/flyer layout options/Website layout/Signage specifications/Advertising treatments/Merchandising applications/Copywriting style (a.k.a. 'tone of voice')/Editorial guidelines

Brand guidelines should be flexible enough for designers to be creative, but rigid enough to keep your brand easily recognizable. Consistency is key, especially if you need the brand to extend across multiple media platforms.

Brand Values

To make sure our brand identity is followed through across all media we follow these very important brand principles

THE IMAGE OF THE EYE OF SAHARA SHOT BY A RUSSIAN COSMONAUT SYMBOLIZES THE LIMITLESS POTENTIAL TO THE ADVENTURE THAT AWAITS.

1.01 Logo & Marque

DESCRIPTION

When sending this brand manual, the document should be accompanied by the logo in a range of formats including .EPS, .AI and .PNG.

Latest Version of the Avontuur Identity Lock-up (logo)

LOGO MARQUE COL 1



A. PRIMARY 1 COLOR
Primary Background Color Usage White.
Primary Logo Font & TAGLINE

1.02 Logo Color Variations

DESCRIPTION

Gradients and Lock-Up Color Variations

MINIMUM CLEARANCE



B. SQ. BRONZE
Color with Suggested
Clearspace.

A. MAIN SQ.



1.04 Logo Lock-ups

HELP

The logo can be locked-up in Several Ways for different format requirements

LOGO LOCK-UP OPTIONS



Square With "Eye of Africa"



Horizontal



Favicon Avontuur Lock-up



Avontuur Map Pins

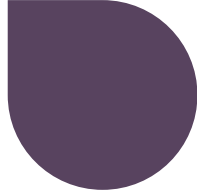
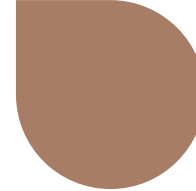

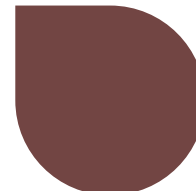
2.01 Color Palette

HELP

A Color Palette can be used in all future marketing applications.

DESCRIPTION

The Primary Color is..

<p>PURPLE</p> <p>HEX #58435f PANTONE 7488</p> 	<p>SEC ORANGE</p> <p>HEX #d67146 PANTONE 1595 U</p> 	<p>BIEGE</p> <p>HEX #a87d66 PANTONE 2078</p> 	<p>DARK PURPLE</p> <p>HEX #362536 PANTONE 7499</p> 
<p>STONE</p> <p>HEX #82726d PANTONE 10378</p> 	<p>LIGHT BEIGE</p> <p>HEX #ead3b2 PANTONE 2309</p> 	<p>CRIMSON SANDS</p> <p>HEX #724543 PANTONE 499</p> 	<p>SEC. PURPLE YOUTH</p> <p>HEX #724543 WEB ONLY</p> 

3.01 Font Family

BODY FONT & HEADLINE EXAMPLES

BRANDON GROTESQUE BLACK

Once Upon A Time

BRANDON GROTESQUE BOLD

Beneath the Earth

BRANDON GROTESQUE MEDIUM

A World Awaits

BRANDON GROTESQUE REGULAR

Praesent augue purus, dictum gravida mi at, rutrum luctus nibh. Pellentesque sagittis varius lacinia. Suspendisse in pulvinar augue. Fusce consectetur vestibulum orci, et interdum orci cursus sit amet. Quisque ac fringilla turpis. Cras gravida bibendum sapien. Vivamus ut ultrices diam. dignissim odio sollicitudin nec.

Font Names

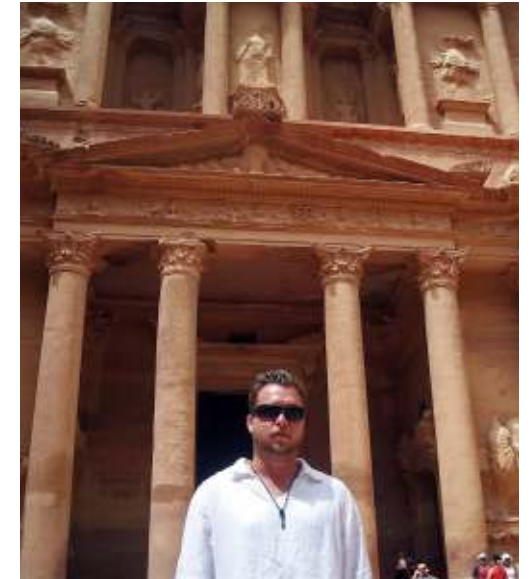
Brandon Grotesque Font Family is an Adobe Typekit Friendly Font. With my license I can use it for commercial projects on your website.

Classification

Sans Serif

5.02 Photography Suggestions

HELP



Photography Should Be: Wonderous, Inspiring, Unique, Ideally original not stock-like or stock photography.

Sunsets & Sun Rises: using the water mark that is the Eye of Sahara you can playfully highlight the adventure by enhancing the rays of light.

5.02

Communications Guidelines

HELP

VOICE & TONE

How do voice and tone work together and how do they differ? Our voice will always be consistent in nature while our tone will change depending on the channel we are communicating in, e.g. social, news, website, e-blast, etc. To put it simply, think about the tone you'd use to speak to your boss, versus the tone you'd use to speak with friends at dinner. The tone you use in each of those situations will change accordingly to adapt appropriately to your changing audiences, but you will always still sound like yourself.

Avontuur Description (and .com descriptor)

Explore the unknown with Avontuur. Lead by Michael Distler, an expert in luxury travel with over 15 years in customized luxury travel plans for adventures, photoshoots, expeditions, and voyages. Avontuur can plan your next trip to the rolling plains of the Serengeti to the lush tropical gardens of Bali. Let us unlock your next adventure today.

Style Suggestions

- Wonderous & Limitless
- Adventurous & Exhilarating
- Beyond Expectations
- Upscale, yet Raw.
- Honest and exhilarating.
- Sophisticated and humbling.

5.02

Communications Guidelines

Tagline - LUXURY TRAVEL WITHOUT LIMITS

Alternates

- Avontuur - Travel Unlocked
- Avontuur - Travel Untamed

Avontuur - Luxury Travel Without Limits

- Avontuur - Untamed Destinations
- Avontuur - Unlock Your Adventure
- Avontuur - Unlock Adventures
- Avontuur - Grand Voyages
- Avontuur - Untamed Destinations
- Avontuur - Extraordinary Adventures
- Avontuur - Amazing Expeditions
- Avontuur - Beyond Destinations

Royal Expeditions

- A Dream Voyage
- Imagination Awaits

Unlock Your Adventure

Unlock Adventure

- Elite Expeditions
- Indulge Your Destination
- Reach Extraordinary
- Unlock Destinations
- Beyond Travels
- Beyond Expectations
- Untamed Adventures
- Untamed Expeditions
- Marvelous Expeditions
- Grand Adventures

Grand Voyages

- Grandeur Awaits
- Magnificent Expeditions

Untamed Destinations

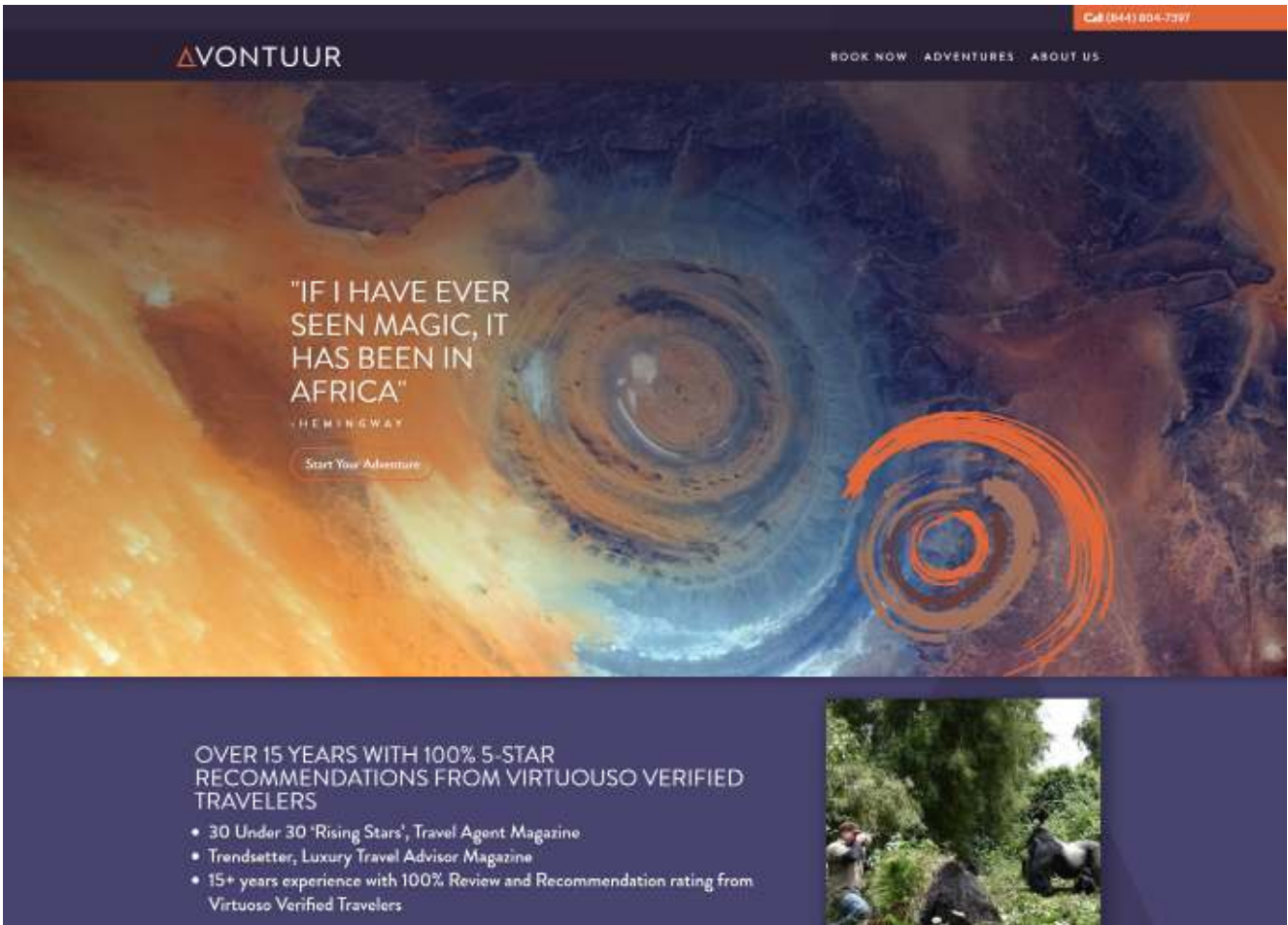
- Guided Expeditions

5.02 Business Cards & Collateral

HELP



5.02 Website Layout





 VONTUUR

