Waypoint Expeditions
Brand Style Guide
LOGO

This is our logo. It is as neat as it is busy. Because of this, we recommend showing it off as often as you’re able, but do not make any unauthorized changes as described. Maintain our standards to ensure that we stay true to the brand and show our logo the care that it deserves.

Our logo can be displayed in 4 different colors. Although all 4 are permitted for use, the proper usage for each varies. This depends largely on the background on which it is displayed.

<table>
<thead>
<tr>
<th>Type</th>
<th>Color</th>
<th>Photo</th>
<th>Vibe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evergreen</td>
<td>On white background only</td>
<td>Yellow Sun: On Evergreen background only</td>
<td>Black: For black/white documents</td>
</tr>
</tbody>
</table>

Our logo has a lot going on, so it’s important to give it plenty of room to breathe. If you’re ever not sure if you’ve given enough space, we recommend pulling out the “N” of “WAYPOINT” to be used as a spacer.
Here are a few ways the presentation of our logo has been incorrectly displayed in the past. These do not accurately portray the brand standards, and they diminish its strength. Do not:

- Remove any part of the logo
- Rotate the logo
- Create a multicolor version of the logo
- Add a stroke to the logo
- Place logo on incorrect background
- Distort or skew the logo’s proportions

Waypoint has 2 official typefaces that are permitted for universal use across all media:

**Roboto Slab** and **Montserrat**

**Primary Font**

Roboto Slab should be used for any headline, title, or other key line of emphasis. Extra-bold or Regular may be used at your discretion.

**Secondary Font**

Montserrat Bold should be used section headers and other emphasized lines in brand communications with dense copy. It can be used for any tagline or secondary message where Roboto Slab is already present.

**Body Copy**

Montserrat Regular 9pt. should be used for all body copy on any brand communication.

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**Roboto Slab:**

```
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```

**Montserrat:**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
```
Waypoint Expeditions has 2 main brand colors. We have dubbed our primary “Evergreen” and our secondary “Yellow Sun”.

- **Evergreen**
  - Pantone 7736 C
  - #445b48
  - C=71 M=45 Y=71 K=34
  - R=68 G=91 B=72

- **Yellow Sun**
  - Pantone 120 C
  - #ffd664
  - C=0 M=15 Y=72 K=0
  - R=255 G=214 B=100

Pattern is very much a part of our brand and can be found across all aspects of our visual media. Patterns should only ever be overlaid over our brand colors. When creating patterns remember to keep it simple, and you are more than welcome to recycle previously used patterns.

- Patterns over Evergreen should be black at 10%. It is ok to overlap.
- Patterns over Yellow Sun should be white 25%.

These are 2 previously used patterns that you can find on our business cards. These are prime examples of patterns you can create or copy.
Photography is a very important aspect of the adventures we craft. It’s how we capture the great times we have and look back on them in the future. It’s how we tell our stories from awesome journeys and relive a little bit of that fun. That’s why the photos you take or select are all the more important. Here are some great examples.

For any customer-facing visual media, it’s important that we maintain an inviting tone that draws the viewer to something exciting. We call this the Waypoint Expeditions “Vibe.” The following graphic from our Do Something campaign displays some of the basic principles to follow when creating this type of material.

Things to look for:
- People in action
- Happy people
- Varying perspectives
- Sense of adventure
- Dynamic range
- High resolution

White logo on photo
Exciting photo that captures sense of adventure. Contains people. Large scale. Hi-Res.
Inviting call to action
Directs viewer to us

Visit waypointexpeditions.com to plan your first adventure.