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.

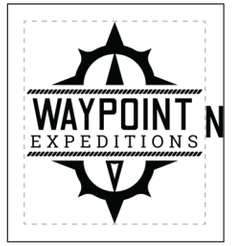
Evergreen:
On white background only

Yellow Sun:
On Evergreen background only

Black: For black/ white documents

White:
Only over dark images

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.



LOGO cont.

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

Create a multicolor version of the logo

Place logo on incorrect background

Rotate the logo

Add a stroke to the logo

Distort or skew the logo's proportions

Type

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.

Roboto Slab:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
0123456789

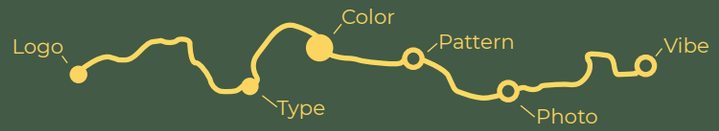
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
0123456789

Montserrat:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abdcefghijklmnopqrstuvwxyz
0123456789

COLOR



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

PRIMARY

Pantone 7736 C

#445b48

C=71 M=45 Y=71 K=34

R=68 G=91 B=72

Secondary

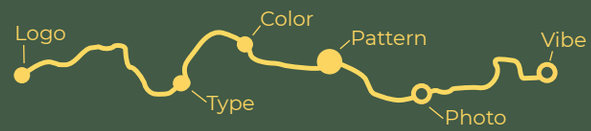
Pantone 120 C

#ffd664

C=0 M=15 Y=72 K=0

R=255 G=214 B=100

PATTERN



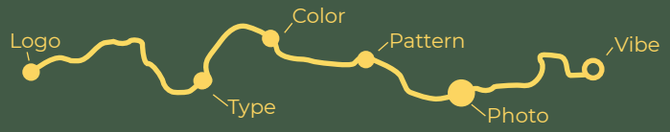
Pattern is very much a part of our brand and can be found across all aspects of our visual media. Patterns should only ever be overlayed over our brand colors. When creating patterns remember to keep it simple, and you are more than welcome to recycle previously used patterns.

Patterns over Evergreen should be black at 10%. It is ok to overlap.

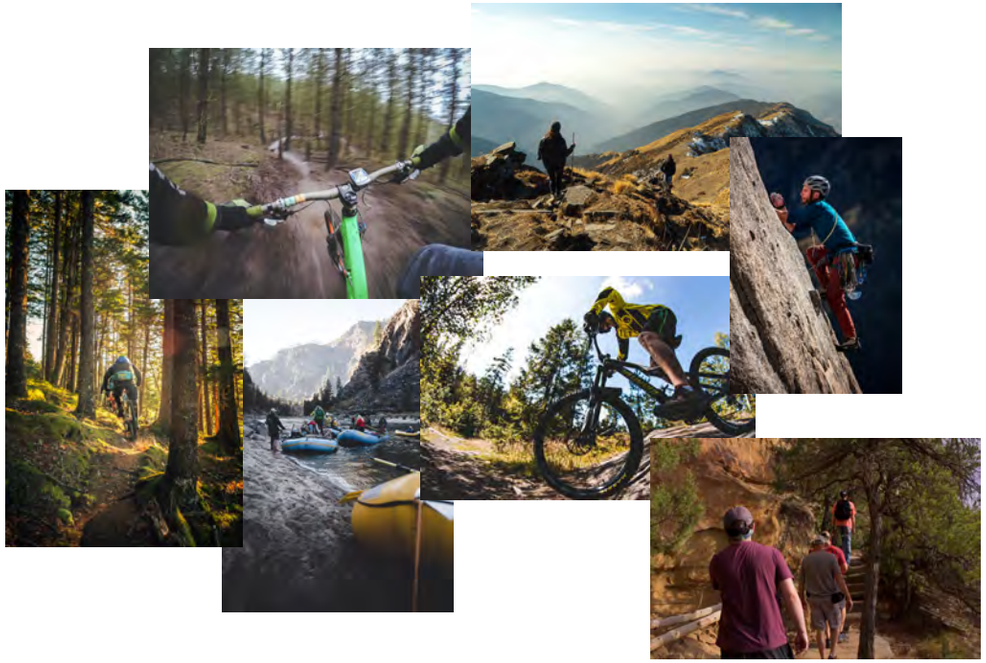
Patterns over Yellow Sun should be white 25%.

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.

Photo



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



Things to look for:

- People in action
- Happy people
- Varying perspectives
- Sense of adventure
- Dynamic range
- High resolution

Vibe

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.

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