

# PEAK *Adventure*

Brand Standards Manual  
2020

# Introduction

Peak Adventure is a group of uniquely talented content creators, with fields of expertise spanning graphic design, photography, videography, animation, and audio design. We create media to help your business grow and develop as a competitor in these ever changing times. Our team invests in getting to know our clients and their business to ensure you're delivered personalized high-quality content.

With our experience in education and tourism, we are able to bring our unique style of outdoor adventure to any brand. The mountains, rivers, and skies are on our doorstep, let's bring them to your brand.



To learn more about our products and services, check out our website:

[peakadventure.co](https://peakadventure.co)

or find us on various social media platforms such as Facebook, Instagram, LinkedIn, Youtube, or TikTok.

# Tone & Messaging

## Brand Imagery

Peak Adventure seeks out beauty, adventure, and capturing memorable experiences. We strive to converge the essence of your brand, company, or event to help promote your business or create unforgettable memories.

Peak Adventure will help identify a company's style in order to bring together a unique media package to suit the needs of their marketing strategies.



# Logo

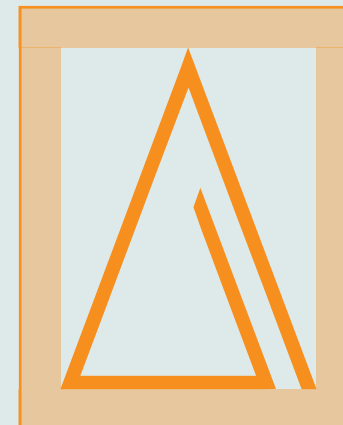
The identifiable element is the triangular “A” in the word “PEAK”. It is based on the original “A”, carried over from the initial typeface. It has been altered to be used individually as an icon, as well as a recognizable symbol throughout the Peak Adventure branding scheme.

The “P” was also altered from the original typeface. The longer extension of the “P” is designed to create space for the word “Adventure”.

Refer to the Variations (page 7) for additional logo designs including varying dimensions and the inclusion of secondary text. Refer to the Logo Misuse (page 8) to ensure the proper use of this logo.



The space around the logo must remain a minimum of the height and width of the ‘e’ in ‘Adventure’



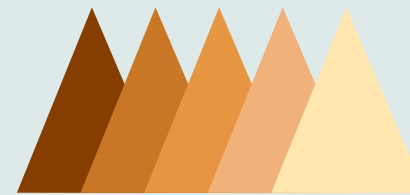
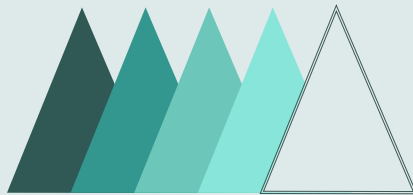
# Colours



HEX: #6CC6b9  
RGB: 108, 198, 185  
CMYK: 56, 0, 33, 0



HEX: #e69540  
RGB: 230, 149, 64  
CMYK: 7, 47, 85, 0



## Monochromatic Colour Scheme

The values of both the teal and oranges can vary based on what medias or materials to which they are applied. Above is an example of darks and lights that may be suitable options for appropriate usage. Use the main colour as the base or starting point for the changes in value gradation when choosing a specific shade of teal or orange.

This gradation can be applied to all blend modes in either photo or video compositions.

# Typography

## Usages

The Primary Font is used for headlines in documents, <h1> tags on the web, and all other Header One values on major design documents.

The Secondary Font is used for sub-headings in documents, <h2> or other tags on the web, and all other Header values within major design documents.

The Tertiary Fonts are used for the occasional Header, but its main role is to be used as the body or paragraph font.

All text decorations (i.e. underline, bold, etc.) can be tastefully applied to any of the fonts being used.

The Peak Font (Altered) is used only for the logo, as some of the letters have been altered to create the logo.

Primary Font - Abuget

Secondary Font - Avenir Next Condensed (Ultra Light)

Tertiary Font 1 - Caviar Dreams

Tertiary Font 2 - Nunito

PEAK FONT (ALTERED) - ΔZEDO

# Variations

## Primary



## Secondary



The primary logo is simply the teal and orange version of "Peak Adventure". The alternate versions of this include the solo triangle icon and the varying dimensions (wide or square) of "Peak Adventure" with the secondary text added. Secondary text can include, but is not limited to "Content", "Media", or "A Content Creation Company".

The black, white, and grayscale versions of the logo can be used tastefully as needed, following the Logo Misuse (page 8) guidelines. For example, these can be added as a watermark on a black and white photo, or they can be used as alternatives to print materials, such as documents or t-shirts.

# Logo Misuse



Do not alter any of the logo versions and follow the proper spacing guidelines on Page 4.



**NO**  
Do not use drop shadows on the logo



**NO**  
Do not re-position or resize logo elements



**NO**  
Do not use on a busy or textured background



**NO**  
Do not create an outlined version



**NO**  
Do not use gradients in the logo



**NO**  
Do not re-colour the logo in any way



**NO**  
Do not add outside elements to the logo



**NO**  
Do not squash, stretch, or distort the logo



**NO**  
Do not replace the logo fonts



**NO**  
Do not reshape the logo in any way



# Photography



The photos produced by Peak Adventure have a unique and identifiable style incorporating the teal and orange brand colours. There are additional edits to unify our wide theme of photos.

Although the logo watermark is commonly a transparent white in the bottom left corner, it can sometimes vary from black to full colour and be placed in an opposing corner or near a central focal point instead. This is dependent on the style of photo and the subject matter being photographed.

The majority of Peak Adventure photos will include a watermark. However, some online platforms, like our website or Instagram, may not include the watermark.

# Accessories



# Credits

## We thank you for your support!

The founders, Ben and Chelsey, wouldn't be able to do what they love, be creative in the outdoors, if it wasn't for you. We strive to capture the essence of your brand, company, and experience.

Our marketing coordinator, Jaeden, is always looking to evolve our brand and ensure Peak Adventure will always showcase our best work.

Contact us for any further details on the Peak Adventure brand, logo guidelines, or get in touch to request a project. We are always looking for sponsors and to build partnerships. If this sounds like it is for you, we are excited to hear from you!

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