



Brand Guide

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Bike and kayak tours in La Jolla
Embark on a La Jolla Kayak
Tour or Hop on a San Diego
Bike Adventure





Do's and Don't



✗ Do not use low resolution logo. Make sure resolution is correct



✗ Do not stretch the logo or transform unproportionally



✗ Do not rotate the logo



✗ Do not put other object to close the logo



✗ Do not put the logo on busy background



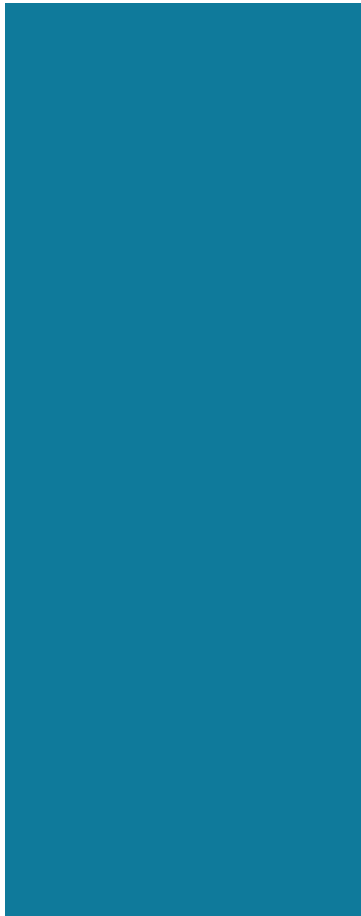
✓ Use grayscale version for black and white usage



Always treat the corporate logo as one unit; it should never be divided or modified. In addition, display the logo away from other elements, such as images and other logos.



Color Pallete



#027A9B
R: 2 G: 122 B: 155
C: 87 M: 42 Y: 27 K: 3



#028BAA
R: 2 G: 139 B: 170
C: 83 M: 31 Y: 24 K: 0



#1CAEC6
R: 28 G: 174 B: 198
C: 73 M: 10 Y: 20 K: 0



#ED1C24
R: 237 G: 28 B: 36
C: 0 M: 100 Y: 100 K: 0



#404343
R: 64 G: 67 B: 67
C: 60 M: 50 Y: 50 K: 55

Aa



Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=":?><

Bb



Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#\$%^&*()_+=":?><

Helvetica



Tittle

Helvetica



Subtitle Lorem ipsum dolor sit amet

Poppins Light




Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Placement



Brand Identity




BIKE & KAYAK TOURS
La Jolla

BIKE & KAYAK TOURS
La Jolla

Your #1 Source For Bike and Kayak Tours in San Diego



BIKE & KAYAK TOURS
La Jolla




BIKE & KAYAK TOURS
La Jolla

Bike & Kayak Tours,
2155 Avenida De La Playa,
La Jolla, CA 92037, USA
bikeandkayaktours.com

Your #1 Source For Bike and Kayak Tours in San Diego



BIKE & KAYAK TOURS
La Jolla



John Doe
Sales Manager

BIKE & KAYAK TOURS
La Jolla

Your #1 Source For Bike and Kayak Tours in San Diego

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