



GUIDED EXPERIENCE

BRAND & STYLEGUIDE



OUR PURPOSE

GUIDED EXPERIENCE CONNECTS TRAVELERS
WITH LOCAL GUIDES THAT GIVE GREAT LOCAL
EXPERIENCES.

THE LOGO

The logo for Guided Experience needed to be informative, modern, and relevant to finding the best solutions for our consumers.

We want to communicate easy, clear, & trustworthy wayfinding.



Guided
E X P E R I E N C E



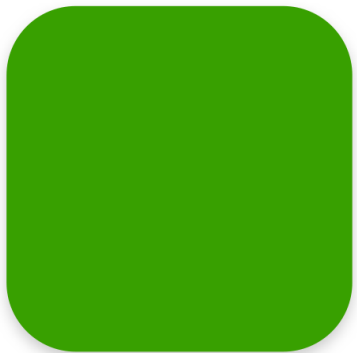
Guided
E X P E R I E N C E



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COLORS

Inspired by the simplistic clean of basic greens and blues, we used cool colors to convey a sense of serenity and nature that is often associated with peaceful travel. Synonymously, green represents new beginnings and growth - two of our main objectives for our users.



#38A000

RGB 56 160 0

HSV 99 100 63

CMYK 65 0 100 37

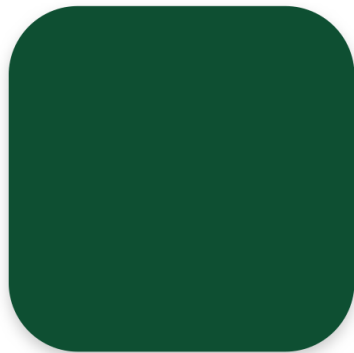


#2073AA

RGB 32 115 170

HSV 204 81 67

CMYK 81 32 0 33



#0E4F32

RGB 14 79 50

HSV 153 82 31

CMYK 82 0 37 69



#DEEFB7

RGB 222 239 183

HSV 78 23 94

CMYK 7 0 23 6



#98DFAF

RGB 152 223 175

HSV 139 32 87

CMYK 32 0 22 13

FONTS

Primary – Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()-+

Used for H1 or H2 cases. Always
sentence or title case.

FONTS

SECONDARY – GOTHAM REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&*()-+

Used for H1, H3, Body Copy or Text Link cases.

Gotham Regular titles are always uppercase, except for use in Body Copy. All Body Copy is Sentence case.

ABOUT

AUTHORED CONTENT

While we encourage our guides to personalize their experience to ensure we are capturing the authenticity of a true local – we do have guidelines on authored content.

All images should encourage personal interaction or instruction, highlighting mostly young or mid-age adults with uplifted spirits, having fun or just learning a new skill. While we cater to travelling families as well, our main target audience is explorers who are young at heart.

