

1. General Information

These guidelines have been designed to help you apply and manage the AdventureSmart brand identity consistently and to a high quality.

If you have any queries about how the AdventureSmart brand should be represented please contact:
Nina Velleman at Bunkhouse Graphic Design.

Email: nina@bunkhouse.co.nz or visit their website: www.bunkhouse.co.nz

2. The AdventureSmart Name

When referring to AdventureSmart, the name 'AdventureSmart' should always be written as one word with a capital letter on the A for Adventure and S for Smart.

3. Logo

There are 3 versions of the AdventureSmart logo which may be used depending on space constraints.

Primary Logo



Alternative Logos



4. Colour Palette



C: 32% M: 0% Y: 100% K: 40%

R: 120 G: 142 B: 30



C:100% M: 0% Y: 12% K: 43%

R: 0 G: 114 B:143



Black