

STYLE GUIDE

1

Overview

2

Using the logo

3

Color Guide

4

Typography

5

Web Elements



SITE PURPOSE

Our website is intended to generate interest, educate customers about the company, enable customers select the package that is best for them, allow customers to book packages, make reservations easy and accessible, help customers contact the Lodge, and ensure customers are prepared for their visit.

Through our website, customers will be able to explore tours, package options and lodge facilities. Our website aims to ensure customers are excited about their upcoming visit.

Pages will include: Home [General information about company], Tours & Pricing [Tour & package information], Plan Your Trip [Non-whitewater recreation & amenities], and Contact [Contact form & e-newsletter sign-up].

AUDIENCE

ADULTS (childless or visiting the lodge without children)

- Purpose for visiting: Recreation
- Looking for: A fun, exciting whitewater rafting experience; competent instruction; development of whitewater rafting skills; a variety of options for varying skill levels; general recreation options; fresh and delicious café options
- Will access site via: Primarily mobile & tablet; also desktop

FAMILIES (including young children)

- Purpose for visiting: Family activities, including lower-intensity whitewater tours, nature tours, and swimming
- Looking for: Budget-friendly options; child-friendly options; assurance of safety; convenience of booking; child-friendly café options; child-friendly non-whitewater activities & amenities
- Will access site via: Primarily desktop; also mobile & tablet

The standard version of the logo should be used wherever possible. Always use on a light-colored opaque or semitransparent background in an approved neutral.



This version of the logo may be used on semitransparent or opaque chocolate brown or teal backgrounds (see color guide).



This version of the logo is best used in print media or below a signature or e-signature in a letter or email. In most cases, it is preferable to use the standard version.



All versions of the logo should be used on approved neutral or teal backgrounds. See color guide for more details.



COLORS AND NEUTRALS

[Paleron Palette Link](#)



#4E2B06

This is the main color for the logo and basis for the neutrals palette. Neutrals should always ground Dry Oar branded media.

Light variants of this color should be used as a background for the logo.

#048B6D

When color is used, use variants of this serene shade of teal as the predominant secondary color (alongside neutrals).

#E5583A

This punchy shade of coral should be used as an accent color. It is particularly effective for headlines.

#E7FC6D

This bold accent color should be used sparingly to add energy and impact.

Dry Oar branded media should be contemporary and professional, but vibrant and energizing. Color choices evoke a playful juxtaposition of rustic elegance and whimsy.



HEADLINES

HEADLINE

HEADLINE

HEADLINE

THE QUICK BROWN FOX
JUMPED OVER THE LAZY
DOG

The standard font for headlines is **Raleway Bold**. Headlines should use all caps. Headlines may use any allowed colors from the previous page, but consider primarily using the coral and teal from the color guide. Raleway Bold is a Google Font. To ensure content is visible in all browsers, include Arial, Helvetica, and sans-serif as alternates.

BODY COPY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+

Lorem ipsum dolor sit amet, consectetur adipiscing 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.

The standard font for body copy is Playfair Display. Small sections of copy may also use Raleway. Playfair Display is a Google Font. To ensure content is visible in all browsers, include Times New Roman, Times, and serif as alternates.

NAVIGATION BAR

[HOME](#)[TOURS & PRICING](#)[PLAN YOUR VISIT](#)[CONTACT](#)

Link:normal : #E7FC6D; background-color : #048B6D

Link:hover : #048B6D; background-color : #E7FC6D

Link:visited : #E7FC6D; background-color : #048B6D

Link:active : #048B6D; background-color : #E7FC6D

LINKS (OTHER)

Link:normal : #E5583A; text-decoration : none

Link:hover : #E7FC6D; text-decoration : underline

Link:visited : #E7FC6D; text-decoration : underline

Link:active : #E7FC6D; text-decoration: underline