



# Brand Documentation:

## Rivers of Eden Rafting Adventures Co.

### Site Plan

#### Purpose Statement

*Rivers of Eden* aims to create extraordinary rafting adventures that bring people closer to nature, build connections, and offer unforgettable experiences on the water. Our goal is to provide safe, exciting trips that leave our guests feeling refreshed, exhilarated, and inspired by the beauty of the river.

Our mission isn't just to guide people down the river and ensure every trip is unique, memorable, and perfectly tailored to each group. Whether it's a couple seeking a romantic outing, a family with young children, or an entire corporate team looking for a bonding experience, we're dedicated to customizing adventures that cater to the customer.

#### Goals:

1. **Safety:** Ensure the highest standards of safety on all rafting trips, with certified guides and top-tier equipment.
2. **Adventure:** Offer a range of trips catering to different skill levels, from calm river floats to adrenaline-pumping rapids.
3. **Catered to Customer:** Whether it's a couple on a romantic activity, a family with small children, or a full company party, we want to ensure each adventure is planned to be catered to the customer.
4. **Customer Satisfaction:** Deliver an exceptional experience from booking to the river and back, with personalized customer service and attention to detail.
5. **Environmental Responsibility:** Promote conservation and respect for the natural environment, educating clients about sustainable outdoor practices.
6. **Brand Recognition:** Build a strong, recognizable brand that conveys adventure, trustworthiness, and professionalism.

#### Target Audience

##### Primary Audience: Outdoor Adventure Seekers

Our ideal customers are adventure-seekers looking to get off the beaten path and experience the raw beauty of nature. We cater to a variety of demographics, each with unique needs and expectations:

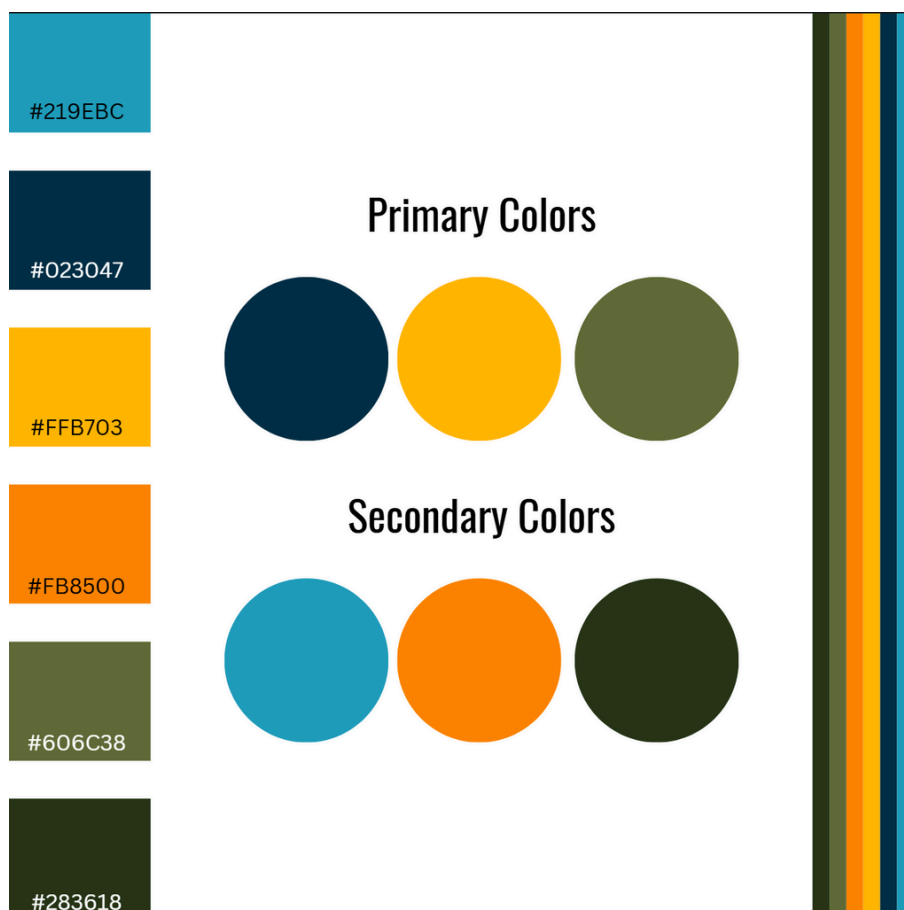
- **Couples:** Looking for a shared adventure that combines excitement with breathtaking scenery, creating memories they can cherish together.

- Families: Parents seeking an adventurous but safe experience where their children can enjoy nature in a structured, supervised setting.
- Corporate Groups: Teams interested in bonding through a fun, challenging experience that fosters communication and teamwork in a unique setting.
- Each customer group may have different requirements, and our approach is to make sure every trip feels custom-designed to suit them.

## Branding Style Guide

**Our brand centers around connecting people to nature in a vibrant, accessible way. Consistency in visual and messaging elements is key, ensuring our customers recognize and trust our brand across all platforms. To keep our branding cohesive:**

### Style Guide Rules:



**Color Palette:** Use colors consistently across website elements. Primary colors should take precedence. Accent colors (such as the vibrant orange or teal) can be used for call-to-action buttons, highlights, or icons, while darker shades are used for text and background elements to ensure readability and visual hierarchy.

All colors used in conjunction with text are REQUIRED to be ran through the color analyzer for

accessibility purposes.

### Typography Choices:



- **Primary Font (Oswald):** Used for headings and prominent text to convey strength and reliability.
- **Secondary Font (Lora):** Used for body text, paragraphs, and secondary headings to ensure readability.
- **Emphasis Only (Mr Dafoe):** Used to emphasize exaggerated words that match our branding, purpose, or catch the attention. Examples could be ADVENTURE, FUN, etc.

### Logo Usage:

- **Primary Logo:** Use the full logo (with the mountain, sun, and raft icon) for all major branding needs (homepage, brochures, printed materials).



- **Secondary Logo/Mark:** Use just the icon or a simplified version for small placements or as a watermark.



- **Spacing:** Always leave sufficient space around the logo to maintain legibility and prevent overcrowding.

- **Backgrounds:** The logo should ideally be placed on contrasting backgrounds to ensure visibility.

## Other Information

### 1. Headings:

- **H1 (Primary Heading):** Bold and large; Oswald, used for page titles and main sections. Example: “Thrilling Adventures Await”
- **H2/H3 (Subheadings):** Used for sub-sections, like “Safety First” or “About Us”; moderate size, complementing font.

### 2. Buttons:

- **Primary Call-to-Action Button:** Bold background color (such as orange or blue) with white text, slightly rounded corners.
- **Secondary Button:** Border-only style in the main brand color or dark green, with text in a matching color.
- **Hover State:** Buttons should change slightly on hover to signal interactivity (such as a darker shade).

### 3. Links:

- Text links in the brand’s secondary color (e.g., teal), underlined on hover to make it clear they are clickable.
- External links, such as to social media or LinkedIn, will open in a new tab and have icons to signal they’re external.

### 4. Imagery:

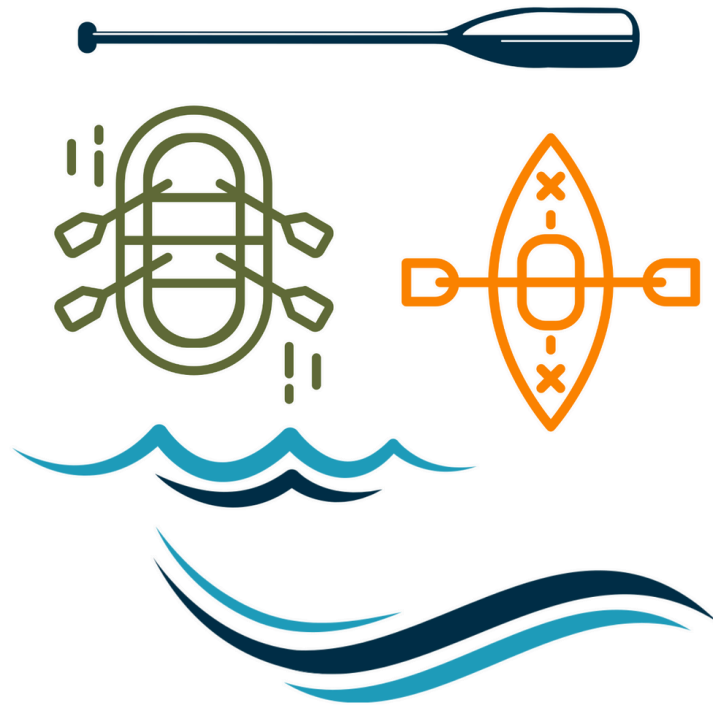
- **Photography Style:** Vibrant, action-oriented photos that capture the excitement of rafting and the beauty of the surrounding landscapes.
- **Graphic Elements:** Minimalist line icons to represent different sections, such as water, mountains, or rafting equipment.

### 5. Icons:

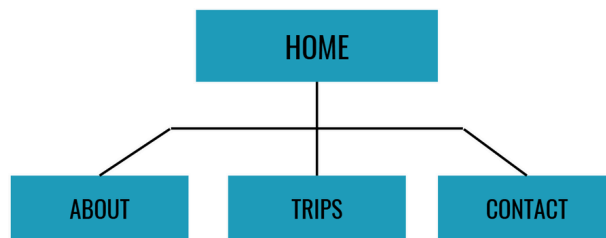
- Use simple, flat icons for features like “Safety,” “Adventure,” or “Packages.”
- Icons should follow the color palette, using brand colors consistently to tie into the rest of the site’s design.

### 6. Forms and Inputs:

- **Contact Form:** Minimalist design with clear labels. Use subtle border styling that matches the brand’s color palette.
- **Input Fields:** Rounded corners, and consistent spacing, with placeholder text in light gray and labels above each input field.

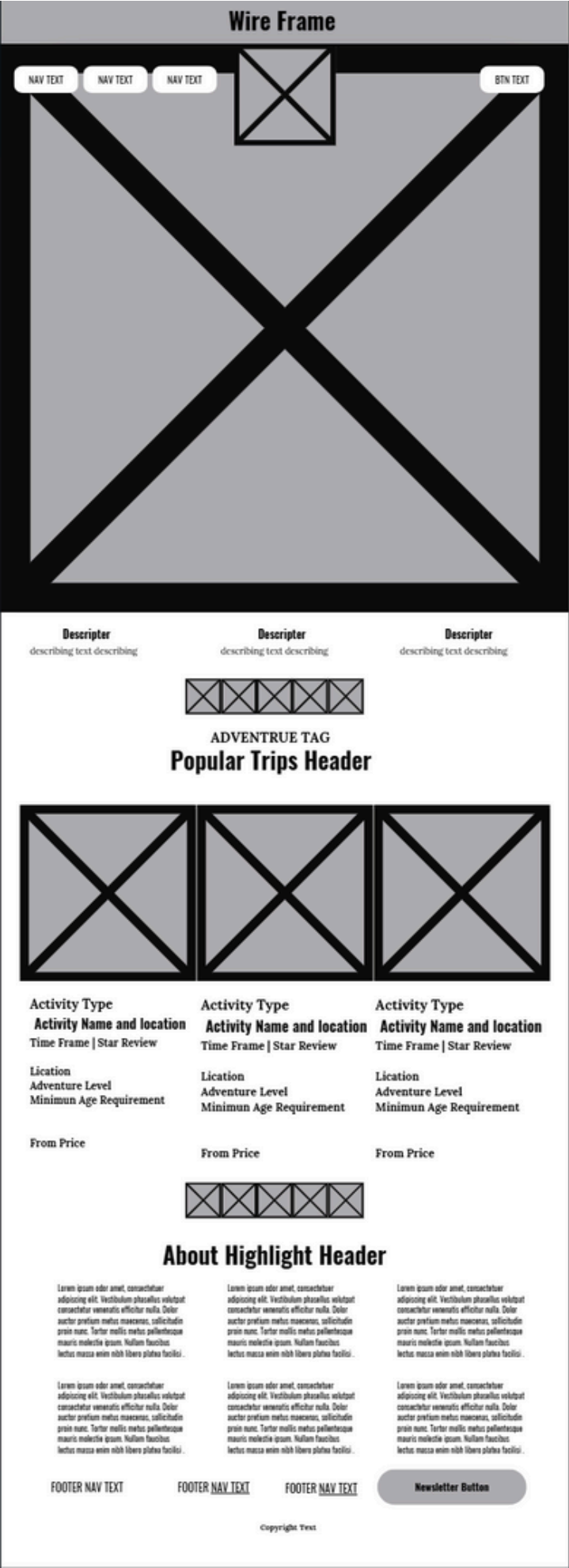


## Site Map




- 4 page website only
  - Home / Index
  - About
  - Trips
  - Contact

## Wire Frame





[About Us](#)[Plan a Trip](#)[Contact Us](#)




RIVERS

of Eden

Rafting Adventures Co.

Book Now



Adventure your own way

Destination

Where would you like to go?

Activity


What would you like to do?

Trip Length

How long would you like to stay?

Featured Adventures

Our Most Popular Trips



WHITEWATER RAFTING

South Fork American River Rafting Gorge 1-Day

1 Day

★ 4.89 (113)


Location: California

Adventure Level: Easier to Moderate

Minimum Age: 8 (10 - 12 during high water)

From \$145

COMPARE



WHITEWATER RAFTING

Green River Rafting through the Gates of Lodore

3-4 or 5 Days

★ 4.92 (101)


Location: Utah & Colorado

Adventure Level: Moderate

Minimum Age: 7 (10 - 12 during high water)

From \$1049

COMPARE



WHITEWATER RAFTING

Utah Whitewater Rafting through Split Mountain Canyon

1 Day

★ 4.9 (91)

Location: Utah

Adventure Level: Easier to Moderate

Minimum Age: 6 (8 during high water)

From \$129

COMPARE

Adventure is in Our Roots

Discover Why 70% of Rivers of Eden travelers are repeat guests each year!

Family-Owned & Operated

Guiding life's greatest adventures since 1969

Professionalism

The most experienced and customer-focused guides & staff in the industry

Personal Service

Low guest-to-guide ratio & small group sizes

High-Quality Equipment

We invest in top-of-the-line rafts & expedition equipment

Responsible Travel

Our commitment to the environment & local communities is unmatched

Unparalleled Access

Most diverse collection of river-running permits in the world

Terms & Conditions

Privacy Policy

Sitemap

Get Our Monthly Newsletter

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