

Quorum Tours Social Media Brand Kit

For use in Canva | Pre-Launch Campaign | Australian Birding Tours

1. Color Palette

Primary Colors

Name	Hex	RGB	Use
Deep Eucalyptus	#1B4D3E	27, 77, 62	Headers, primary buttons, overlays
Outback Gold	#D4A84B	212, 168, 75	Accents, highlights, CTAs
Sky White	#FAFBFC	250, 251, 252	Backgrounds, text on dark

Secondary Colors

Name	Hex	RGB	Use
Bushland Sage	#6B8E7D	107, 142, 125	Secondary elements, borders
Kookaburra Brown	#8B7355	139, 115, 85	Earthy accents, operator content
Dawn Blue	#7BA3B5	123, 163, 181	Instagram accents, water/sky themes

Neutral Colors

Name	Hex	RGB	Use
Charcoal	#2D3436	45, 52, 54	Body text
Slate	#636E72	99, 110, 114	Secondary text, captions
Mist	#DFE6E9	223, 230, 233	Dividers, subtle backgrounds

Status Colors

Name	Hex	Use
Trust Green	#27AE60	Confirmed tours, verified operators
Quorum Orange	#F39C12	In progress, building momentum
Alert Red	#C0392B	Warnings only (use sparingly)

2. Typography

Canva Font Pairings

Option A (Recommended):

- Headlines:** Playfair Display (Bold)

- **Subheads:** Montserrat (SemiBold)
- **Body:** Montserrat (Regular)

Option B (Modern Alternative):

- **Headlines:** DM Serif Display
- **Subheads:** Inter (SemiBold)
- **Body:** Inter (Regular)

Option C (Approachable):

- **Headlines:** Lora (Bold)
- **Subheads:** Source Sans Pro (SemiBold)
- **Body:** Source Sans Pro (Regular)

Font Sizes by Platform

Element	Facebook	Instagram	LinkedIn
Main headline	48-64px	40-56px	36-48px
Subhead	28-36px	24-32px	24-28px
Body text	18-24px	16-20px	16-20px
Caption/fine print	14-16px	12-14px	14-16px

Text Styling Rules

- **Line height:** 1.4-1.6 for body text
- **Letter spacing:** 0 for body, +2% for headlines
- **Maximum line length:** 45-65 characters
- **Alignment:** Left-aligned (never centered body text)
- **ALL CAPS:** Headlines only, never body text

3. Platform Dimensions

Facebook

Format	Dimensions	Safe Zone
Profile photo	180 x 180 px	Circular crop
Cover photo	820 x 312 px	Center 640px safe
Feed post (square)	1200 x 1200 px	—
Feed post (landscape)	1200 x 630 px	—
Story/Reel	1080 x 1920 px	Top/bottom 250px unsafe
Event cover	1920 x 1005 px	—
Link preview	1200 x 628 px	—

Instagram

Format	Dimensions	Notes
Profile photo	320 x 320 px	Circular crop
Feed post (square)	1080 x 1080 px	Best for carousels
Feed post (portrait)	1080 x 1350 px	4:5 ratio, more real estate
Feed post (landscape)	1080 x 566 px	Avoid, less engagement
Story/Reel	1080 x 1920 px	9:16 ratio
Carousel	1080 x 1080 px	Up to 10 slides
Reel cover	1080 x 1920 px	First frame or custom

LinkedIn

Format	Dimensions	Notes
Profile photo	400 x 400 px	Professional headshot style
Company logo	300 x 300 px	Square, simple
Cover/banner	1128 x 191 px	Very wide, keep text centered
Feed post (square)	1200 x 1200 px	—
Feed post (landscape)	1200 x 627 px	Recommended
Article cover	1280 x 720 px	16:9 ratio
Carousel/PDF	1080 x 1080 px	Export as PDF for document posts

4. Visual Style Guidelines

Photography Style

DO use images that are:

- Natural, candid moments (not staged)
- Soft, natural lighting (golden hour preferred)
- Australian landscapes and wildlife
- Small groups in nature (2-6 people)
- Real birding scenarios (binoculars, field guides, patience)
- Native Australian birds in natural habitats

DON'T use images that are:

- Overly saturated or HDR-processed
- Generic stock "happy tourist" poses
- Non-Australian wildlife
- Large crowds
- Urban settings (unless relevant)
- Anything that feels like marketing stock

Stock Image Search Terms

Australian Birds:

- "Australian kingfisher"
- "Superb fairy wren"
- "Rainbow lorikeet wild"
- "Wedge-tailed eagle"
- "Australian pelican"
- "Kookaburra eucalyptus"
- "Cockatoo Australia"
- "Cassowary Queensland"

Australian Landscapes:

- "Australian bushland sunrise"
- "Eucalyptus forest"
- "Outback dawn"
- "Australian wetlands"
- "Kakadu landscape"
- "Great Ocean Road nature"
- "Daintree rainforest"
- "Australian national park"

Birding Activity:

- "Birdwatching binoculars"
- "Nature guide pointing"
- "Small group wildlife tour"
- "Field guide birds"
- "Wildlife photography Australia"

Stock Image Sources

Free:

- Unsplash (search "Australia birds", "Australian wildlife")
- Pexels (good for landscapes)
- Pixabay (variable quality, check carefully)

Paid (Higher Quality):

- iStock (best Australian bird selection)
- Adobe Stock
- Shutterstock
- Getty Images

Specialist (Recommended):

- Australian Geographic image library
- BirdLife Australia (may require permission)
- eBird Macaulay Library (Creative Commons)

Image Treatment

Standard overlay for text readability:

- Gradient overlay: #1B4D3E at 40-60% opacity
- Position: Bottom-up gradient
- Alternative: Dark vignette around edges

Color grading direction:

- Slightly desaturated (not Instagram-filter vibrant)
 - Warm shadows
 - Cool highlights
 - Natural greens (not neon)
-

5. Logo Usage

Primary Logo

(To be designed - placeholder guidelines)

Clear space: Minimum 20% of logo width on all sides **Minimum size:**

- Digital: 120px wide
- Print: 25mm wide

Logo Variations Needed

1. **Primary** - Full logo (icon + wordmark)
2. **Compact** - Icon only (for profile photos)
3. **Wordmark** - Text only (for tight spaces)
4. **Reversed** - White version for dark backgrounds

Logo Don'ts

- Don't stretch or distort
 - Don't add effects (shadows, glows)
 - Don't change colors outside palette
 - Don't place on busy backgrounds
 - Don't rotate
-

6. Graphic Elements

Icon Style

- Line weight: 2px stroke
- Style: Rounded corners, friendly but professional
- Color: Single color from palette (Deep Eucalyptus or Outback Gold)

Borders & Containers

- Border radius: 8-12px (slightly rounded, not pill-shaped)
- Border width: 1-2px
- Border color: Mist (#DFE6E9) or Bushland Sage (#6B8E7D)

Dividers

- Weight: 1px
- Color: Mist (#DFE6E9)
- Style: Solid (no dashes)

Quote Styling

- Left border: 4px Deep Eucalyptus
- Background: Sky White with 50% opacity
- Font: Playfair Display Italic

Number/Stat Callouts

- Large number: Playfair Display, 72px, Outback Gold
- Label: Montserrat SemiBold, 16px, Charcoal
- Container: Light background with subtle border

7. Template Specifications

Template 1: Species Spotlight (All Platforms)

[Full-bleed bird photo]

Gradient overlay (bottom)

SPECIES NAME

Common Name

Brief fact or hook

[Logo]

← Playfair Bold, 48px, White

← Montserrat, 24px, Gold

← Montserrat, 18px, White

← Bottom right corner

Template 2: Educational Carousel (Instagram)

Slide 1 (Cover):

Background: Deep Eucalyptus

TOPIC HEADLINE

Supporting subtitle

Swipe →

[Small bird illustration]

← Playfair Bold, 56px, White

← Montserrat, 24px, Gold

← Montserrat, 16px, White/50%

← Bottom corner accent

Slides 2-9 (Content):

Background: Sky White

01

← Playfair, 64px, Gold (watermark)

Point Headline	← Montserrat SemiBold, 32px
Body text explaining the point in 2-3 lines max.	← Montserrat, 20px, Charcoal
[Supporting image or icon]	
● ○ ○ ○ ○ ○ ○ ○ ○	← Progress dots

Final Slide (CTA):

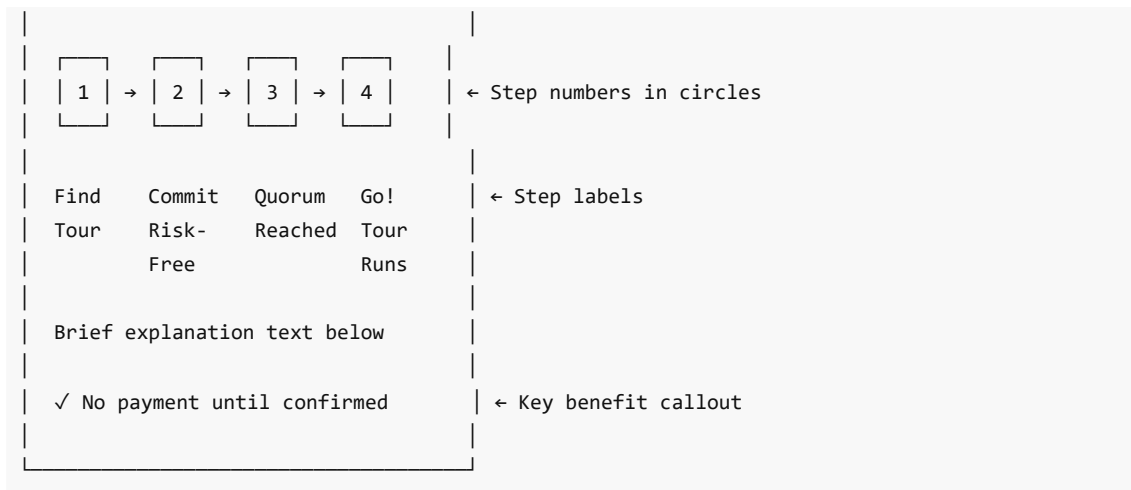
Background: Deep Eucalyptus	
Ready to find your next target species?	← Playfair, 40px, White
[Learn More]	← Button: Gold bg, Dark text
@quorumtours	← Montserrat, 18px, White
[Logo]	

Template 3: Operator Spotlight (LinkedIn/Facebook)

<div> <div>Operator Photo</div> <div> <div>OPERATOR NAME</div> <div>Region · Specialty</div> </div> </div>	← Circular photo + name
<div>"Quote from operator about their birding philosophy"</div> <div></div>	← Playfair Italic, 24px
	← Divider
<div>🦋 Species specialty</div> <div>📍 Primary regions</div> <div>★ Years experience</div>	
<div> <div>[Logo]</div> <div>quorumtours.com</div> </div>	

Template 4: Quorum Explainer (Educational)

HOW QUORUM WORKS	← Header bar, Deep Eucalyptus
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Template 5: Stats/Data Post



Template 6: Story/Reel Cover



8. Tone of Voice (Visual Translation)

Trust = Clean, Uncluttered

- Maximum 3 elements per composition
- Generous white space (40%+ of canvas)
- No gradients on text
- No drop shadows on UI elements

Education = Clear Hierarchy

- One dominant element per design
- Clear reading order (top to bottom, left to right)
- Numbers and bullets for lists
- Progress indicators on carousels

Authenticity = Natural, Not Polished

- Slightly imperfect photo crops are OK
- Avoid overly symmetrical layouts
- Let the bird/nature be the hero
- No decorative flourishes

No Hype = Restraint

- Never use: "Amazing!", "Don't miss out!", "Limited time!"
 - Maximum one exclamation mark per post
 - Prefer periods and questions
 - Let facts speak, not adjectives
-

9. Accessibility Requirements

Color Contrast

- All text must meet WCAG AA (4.5:1 ratio minimum)
- Large text (24px+): 3:1 ratio minimum
- Test combinations before using

Pre-approved combinations:

Background	Text	Ratio	Status
Deep Eucalyptus	White	8.5:1	✓ Pass
Deep Eucalyptus	Gold	4.8:1	✓ Pass
Sky White	Charcoal	12.1:1	✓ Pass
Sky White	Deep Eucalyptus	8.5:1	✓ Pass
Gold	Charcoal	5.2:1	✓ Pass
Bushland Sage	White	3.8:1	⚠ Large text only

Alt Text Guidelines

- Every image post needs alt text
- Describe: subject, action, setting, mood
- Example: "Superb fairy wren perched on eucalyptus branch at dawn, vivid blue plumage against green leaves"

Font Sizing

- Never below 14px on any platform
- Body text: 16px minimum
- High-contrast mode: Increase to 18px minimum

10. File Naming Convention

```
[platform]_[type]_[topic]_[date].[ext]
```

Examples:

```
fb_post_species-spotlight-kookaburra_20260127.png
```

```
ig_carousel_quorum-explainer_20260127.pdf
```

```
li_post_operator-spotlight-john_20260127.png
```

```
ig_story_birding-tip-01_20260127.png
```

```
ig_reel-cover_wetlands-tour_20260127.png
```

11. Canva Setup Checklist

Brand Kit Setup

- ☐ Add all colors with names
- ☐ Upload fonts (or select Canva equivalents)
- ☐ Upload logo variations (when ready)
- ☐ Save brand templates

Folder Structure

```
Quorum Tours/  
├─ Templates/  
│   ├─ Facebook/  
│   └─ Instagram/  
│       ├─ Feed Posts/  
│       └─ Carousels/  
│           └─ Stories/  
│               └─ Reels/  
└─ LinkedIn/  
├─ Assets/  
│   ├─ Logos/  
│   └─ Icons/  
│       └─ Stock Photos/  
└─ Published/  
    ├─ 2026-01/  
    └─ 2026-02/
```

Templates to Create First

- 1. Species Spotlight (square, use across all platforms)
- 2. Educational Carousel (Instagram, 10-slide template)
- 3. Quote/Stat graphic (square)
- 4. Operator Spotlight (landscape for FB/LinkedIn)
- 5. Story template (with text safe zones marked)
- 6. Reel cover template

12. Quick Reference Card

Colors (Copy-Paste)

Primary:	#1B4D3E	#D4A84B	#FAFBFC
Secondary:	#6B8E7D	#8B7355	#7BA3B5
Neutral:	#2D3436	#636E72	#DFE6E9
Status:	#27AE60	#F39C12	#C0392B

Fonts

Headlines:	Playfair Display Bold
Subheads:	Montserrat SemiBold
Body:	Montserrat Regular

Key Dimensions

IG Square:	1080 x 1080
IG Portrait:	1080 x 1350
IG Story:	1080 x 1920
FB Post:	1200 x 1200
FB Link:	1200 x 628
LI Post:	1200 x 627
LI Banner:	1128 x 191