

# Quorum Tours Social Media Brand Kit

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

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## 1. Color Palette

### Primary Colors

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

### Secondary Colors

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

### Neutral Colors

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

### Status Colors

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

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## 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
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## **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)
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## **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
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## **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

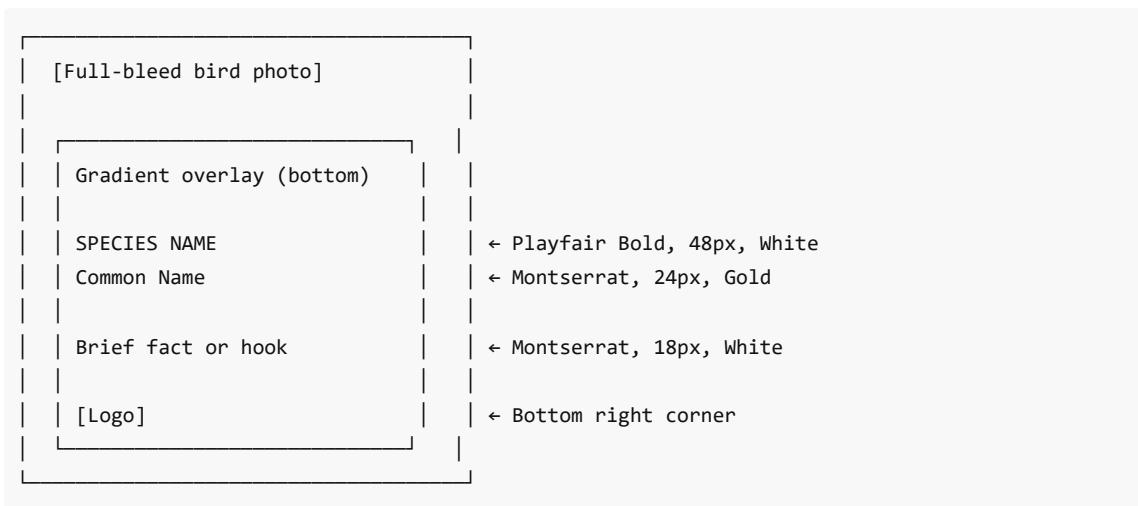
- Left border: 4px Deep Eucalyptus
- Background: Sky White with 50% opacity
- Font: Playfair Display Italic

## 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)

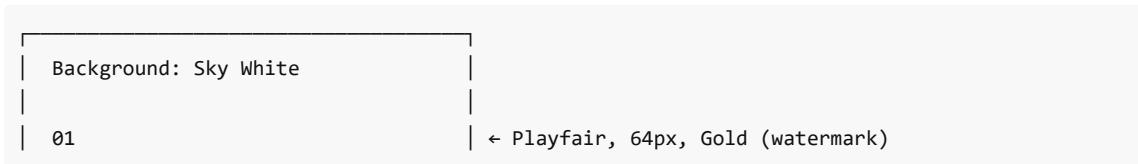


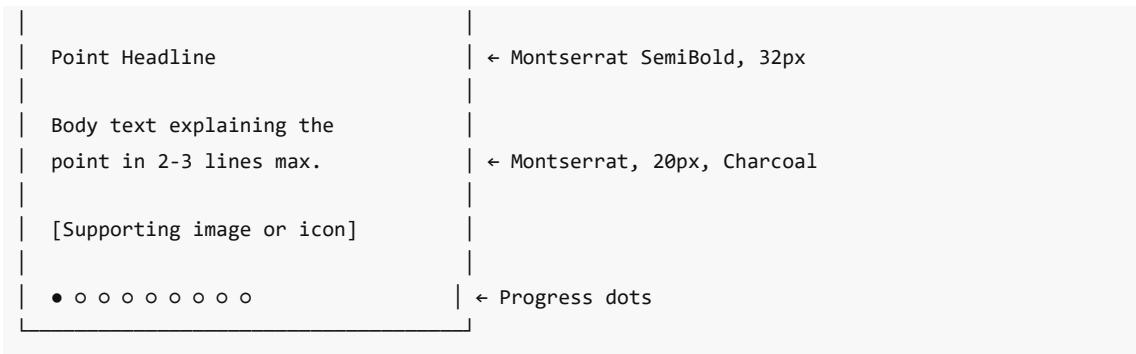
### Template 2: Educational Carousel (Instagram)

#### Slide 1 (Cover):

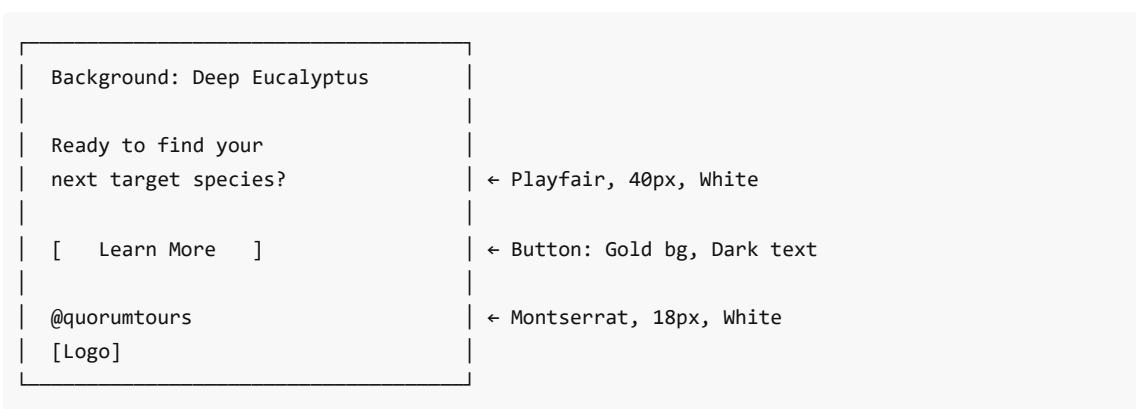


#### Slides 2-9 (Content):

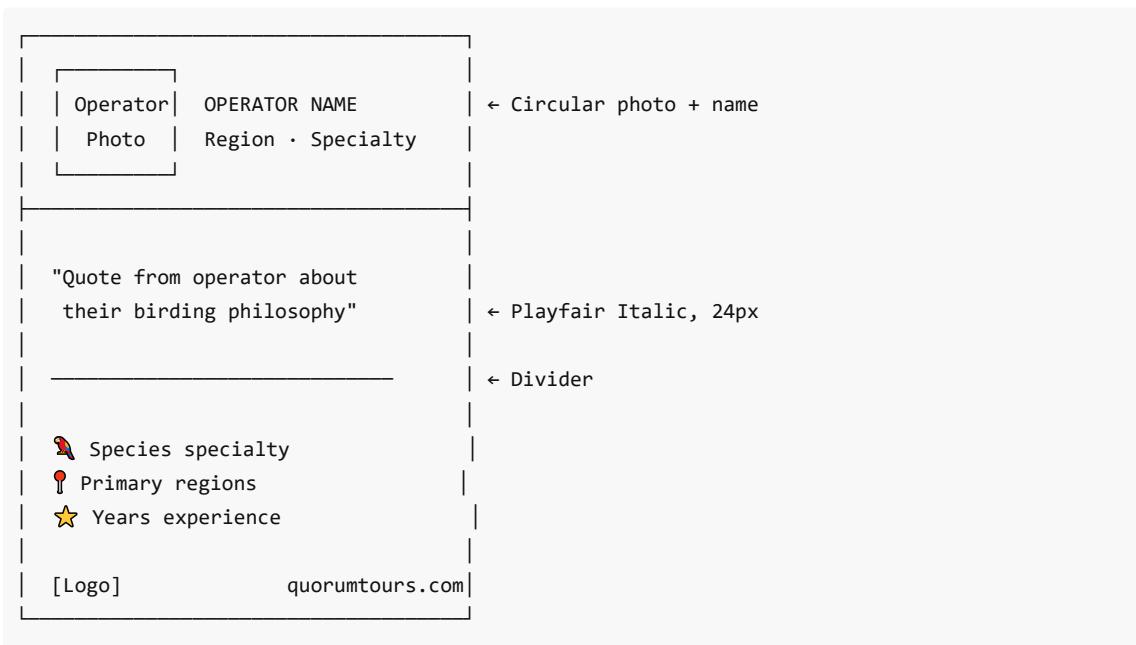




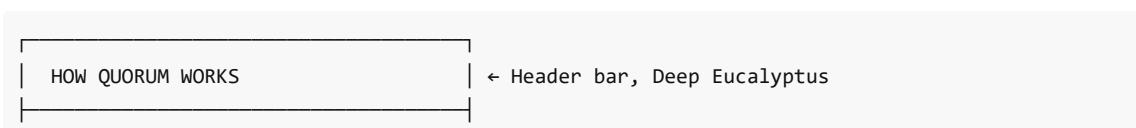
#### Final Slide (CTA):

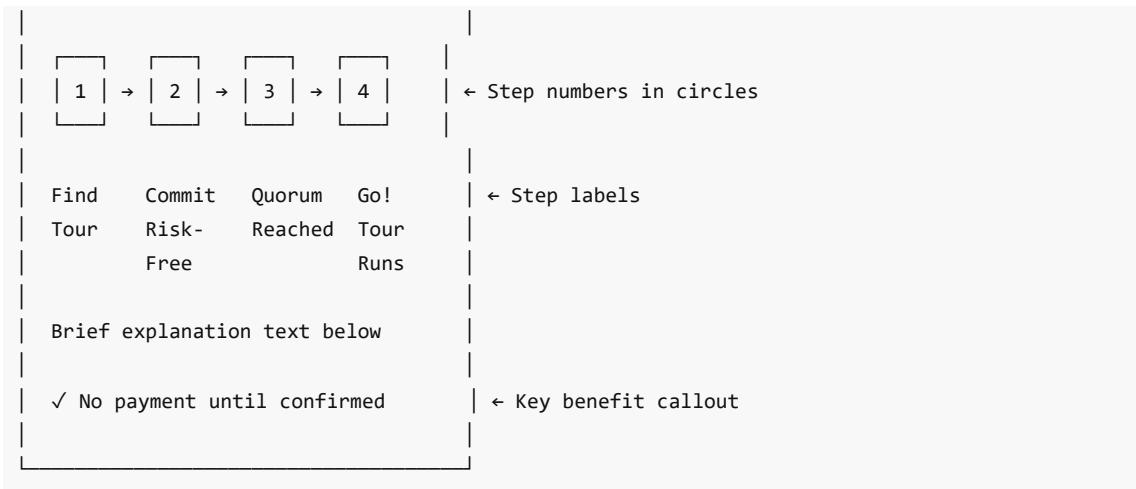


#### Template 3: Operator Spotlight (LinkedIn/Facebook)



#### Template 4: Quorum Explainer (Educational)





### 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

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## 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

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## 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
```

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## 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/
```

|   └ ...  
└ Drafts/

## 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

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## 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

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Document Version: 1.0 Created: 2026-01-27 For: Quorum Tours Pre-Launch Campaign