



Visual Guideline

MAIN LOGO



LOGO VARIATION



Secondary Logo

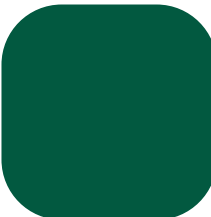
The secondary logo is typically smaller than the primary logo, so it's appropriate for situations where you can't use the full primary logo.



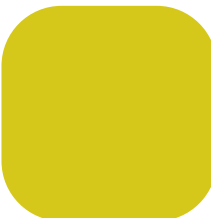
Submark

A submark logo is a simplified version of a primary logo. It's often used in situations where the full logo might be too complex or large to fit properly, such as on social media profile pictures, app icons, watermarks, or other smaller-scale applications.


LOGO COLOR



#025940
RGB (2, 89, 64)
CMYK 98%, 0%, 28%, 65%



#d6c81a
RGB (214, 200, 26)
CMYK 0%, 7%, 88%, 16%



#414042
RGB (65, 64, 66)
CMYK 2%, 3%, 0%, 74%

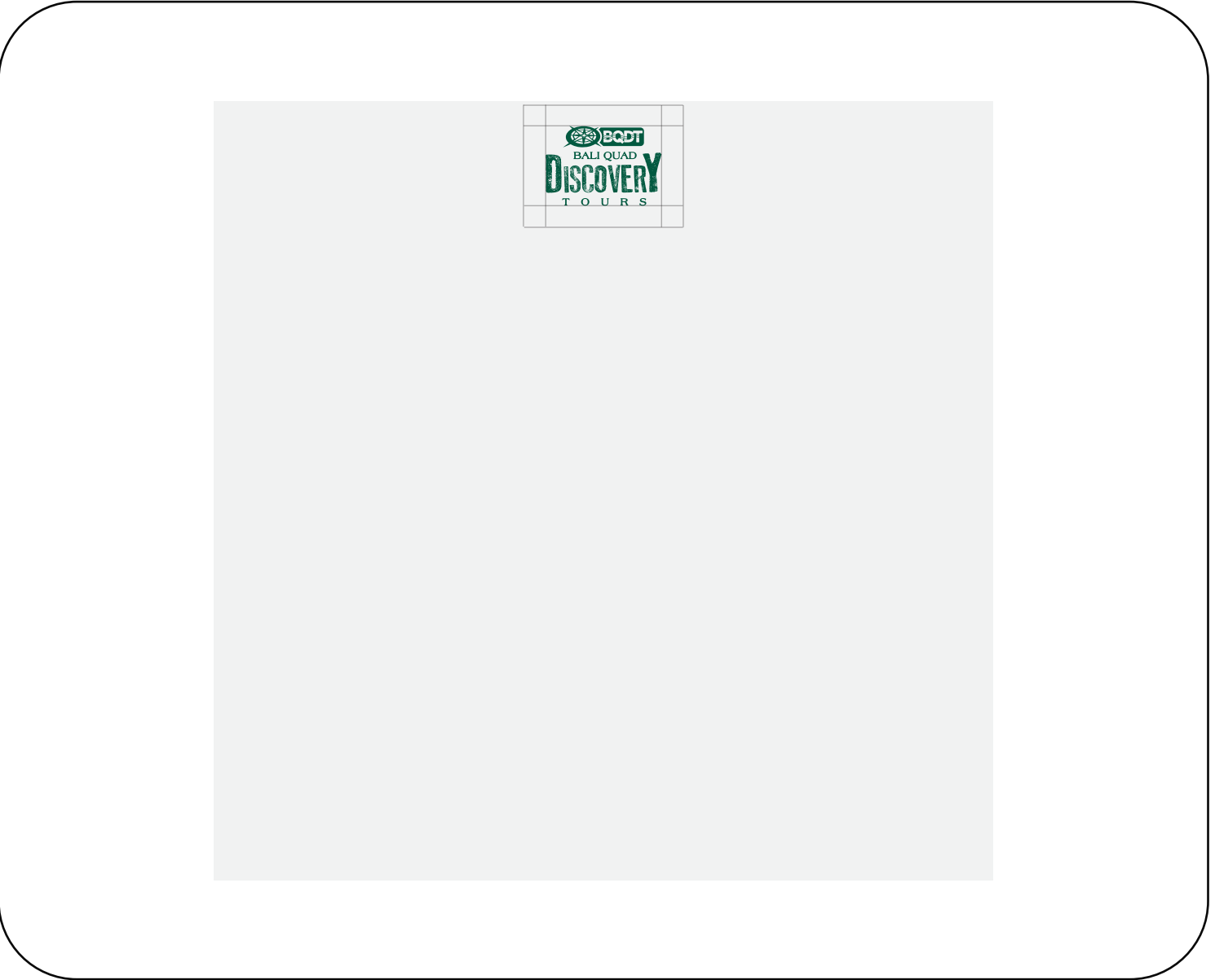
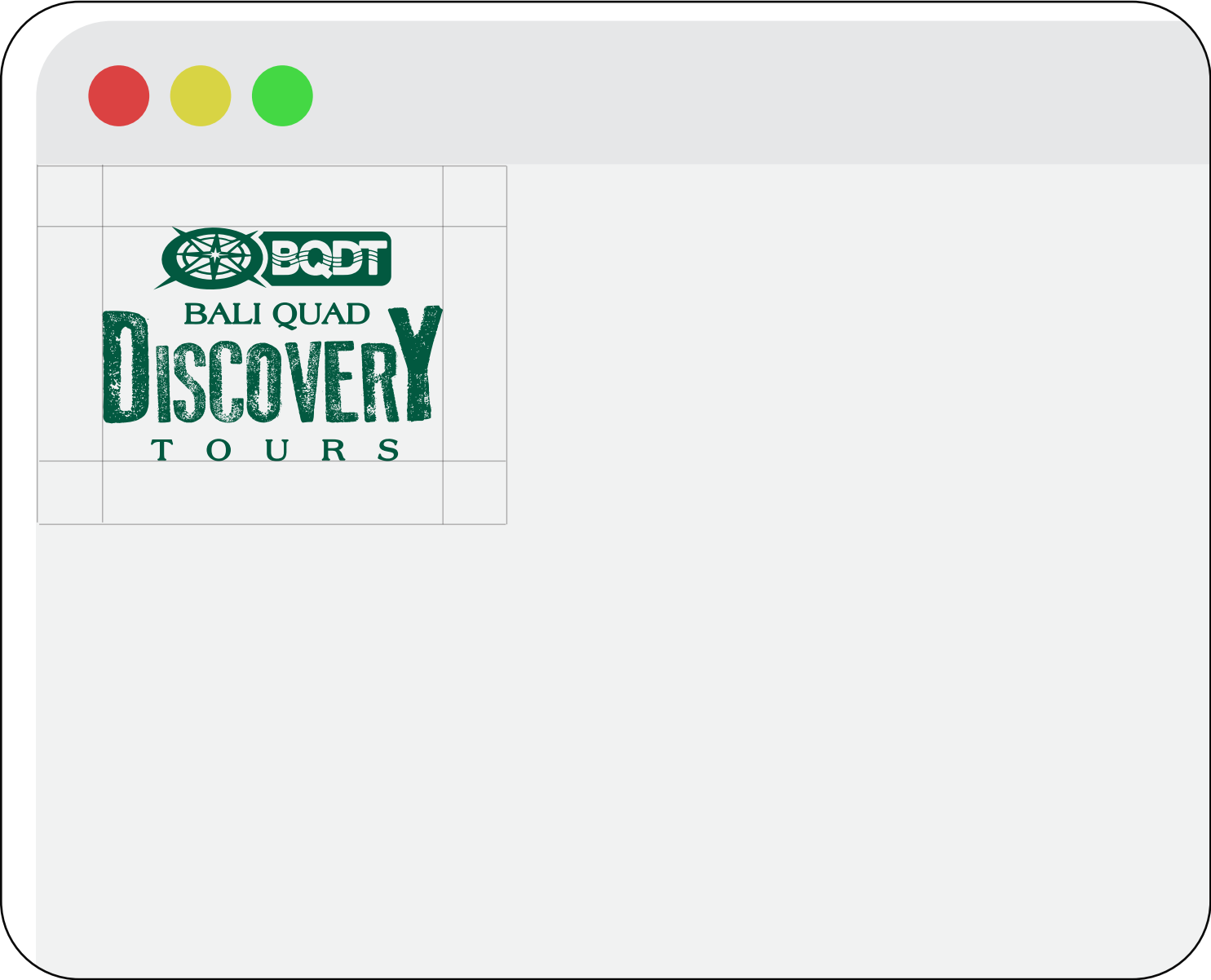
- 1 BQDT logo for Green Background.
- 2 Alternative BQDT logo for Green Background.
- 3 BQDT logo for Yellow Background.
- 4 BQDT logo for use on photographs.



CLEARSPACE



The clear space is typically measured using a portion of the logo itself, such as the height or width of a particular element within the logo, to create a consistent margin. Adhering to clear space guidelines helps preserve the brand's visibility and ensures a professional and uncluttered appearance in any context.



PLEASE DON'T DO THIS TO OUR LOGO!



Don't rotate it.



Don't add gradient.



Don't add shadow.



Don't stretch it.



Don't relocate it.



Don't use multiple colors.



Don't move it too close.



Don't stroke it.

COLORS

This color are used on all pieces of BQDT communication in one form or another.

#025940
RGB 2.89.64
CMYK 98.0.28.65

#d6c81a
RGB 214.200.26
CMYK 0.7.88.16

#414042
RGB 65.64.66
CMYK 2.3.0.74

#ffffff
RGB 255.255.255
CMYK 0.0.0.0

TYPOGRAPHY

We have one typeface we use for all off our text: Poppins.

Poppins by Indian Type Foundry

AaBbCcEe

Black

**abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&***

Medium

abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890!@#%^&*

TYPE HIERARCHY

When crafting and designing copy, please use the following examples as a reference.

Headline: Poppins Black

AaBbCcEe

Body copy: Poppins Regular

Embark on an exhilarating quad adventure that takes you off the beaten path and into the heart of nature's rugged beauty. Whether you're navigating through dense forests, sandy dunes, or rocky mountain trails, riding a quad is the ultimate way to experience the thrill of the outdoors. Feel the rush of adrenaline as you conquer challenging terrains, all while soaking in breathtaking views of landscapes that few get to see up close. Perfect for adventure seekers of all levels, our guided quad tours provide both excitement and safety, ensuring that you have an unforgettable experience. So gear up, rev your engine, and let the adventure begin!

Social Media Direction

PHOTOS

In terms of photos, we use three types that can be posted on social media, including:

1.

ACTIVITIES

2.

CLOSE-UP FACES

3.

SCENERY

ACTIVITES

Social Media
Direction

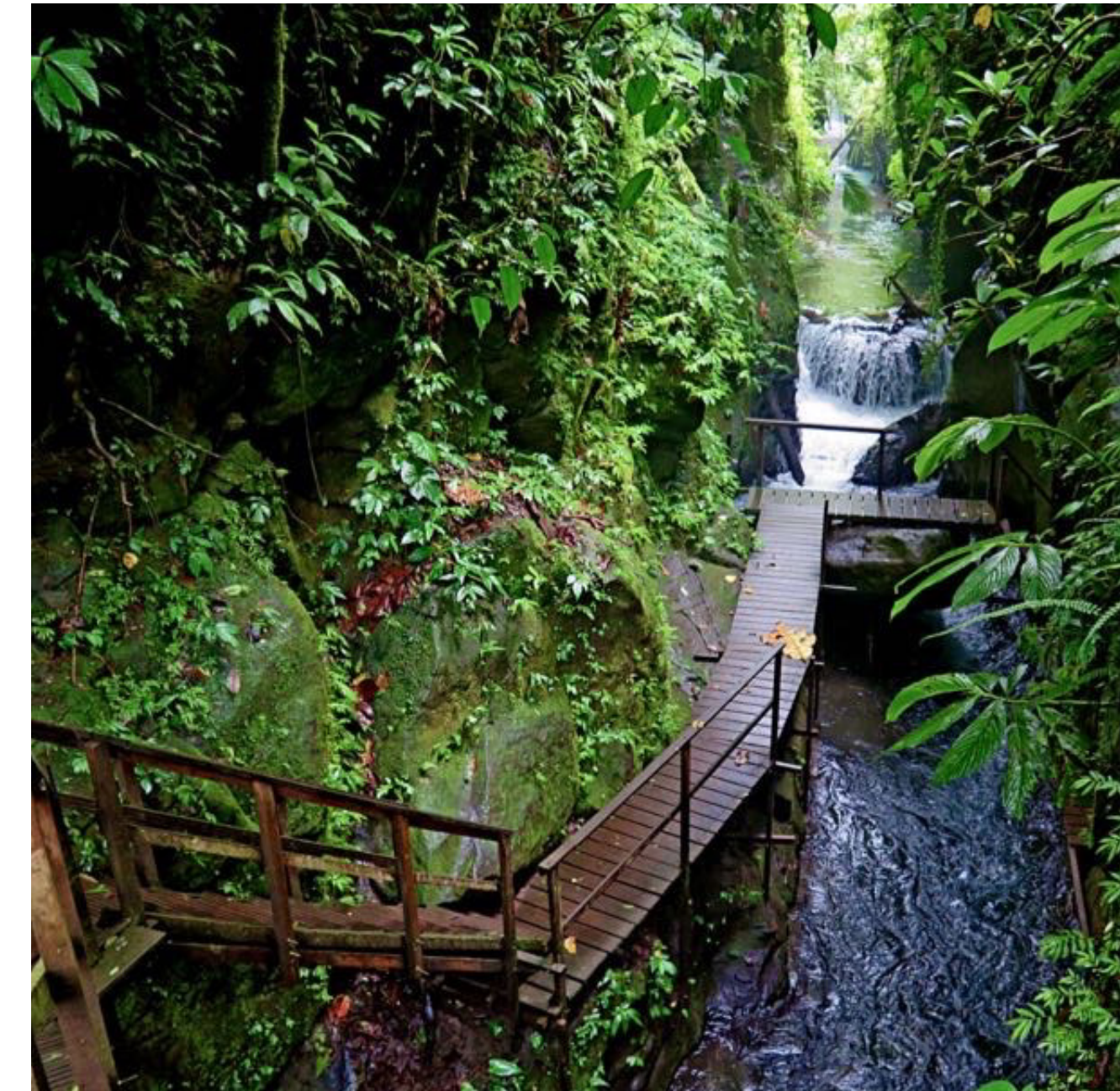
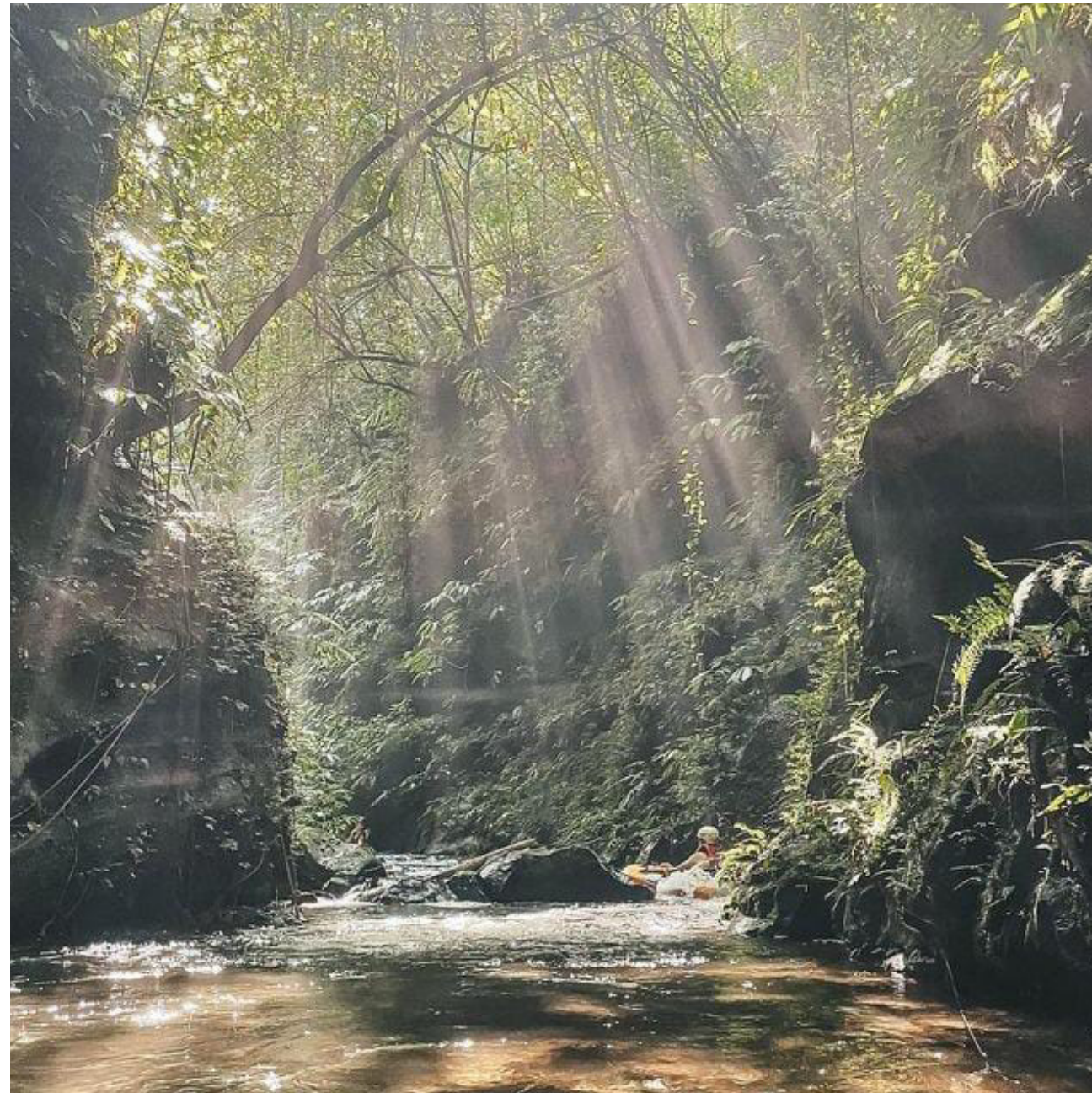


Show the excitement of adventure with photos that capture the thrill of action-packed moments. Whether it's Quad, Buggy, or Canyon Tubing Adventure, these images highlight the fun and energy of outdoor activities.

CLOSE-UP FACES



Highlight the personal connection and raw emotions of adventure with close-up face photos. These images capture the genuine expressions of joy, determination, and excitement as participants experience the thrill of their adventure. Perfect for showcasing the individual stories and heartfelt moments that make each adventure unique and memorable.



These images capture the majestic landscapes and awe-inspiring views encountered during your journey, from sweeping vistas to serene natural settings. Perfect for showcasing the stunning backdrops that make every adventure unforgettable and inspiring.

APPLICATION ON SOCIAL MEDIA POSTS

Social Media
Direction



APPLICATION ON SOCIAL MEDIA POSTS (WITH TEXT)

Social Media
Direction

