

# THE BEACON BLUEPRINT

Made For Worldwide Rafting Co.

*A Comprehensive Brand Guideline*



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BRAND

OVERVIEW

# OUR STORY:

Of all places, Chris Faber and Chris Mullen met in a college dorm nestled between Colorado's rugged mountain peaks. Their dorm was surrounded by fast-moving rapids, which became the backdrop for their friendship and a passion they couldn't shake. Chris Faber had begun rafting in high school, but it was Chris Mullen's curiosity and adventurous spirit that sealed the deal. "Chris definitely got me into rafting," Mullen admits, "and after he brought up the idea of becoming guides, it was a no-brainer.

We did it. And season after season, we kept coming back to summers filled with river adventures." After years of instructing and seeing the spark light up in people's eyes as they conquered the rapids, the two realized that their calling was bigger than their own summer thrills. They wanted to connect anyone—and everyone—to the stoke and flow that comes with riding the river. What bothered them was how confusing and inaccessible rafting could be for beginners.

There wasn't a clear, simple way for people to book a trip, feel prepared, and show up ready to make memories. So, they made it their mission to change that. They built Worldwide Rafting Co. as a bridge—not just to the river—but to a world of adventure where anyone, regardless of experience, could dive into the thrill of whitewater rafting with confidence.

Their vision is simple: to get more people laughing, paddling, and making connections on the river. Today, Worldwide Rafting Co. doesn't just help you plan trips—it offers transformations. It takes people from hesitant and unsure to confident and exhilarated, all while creating stories they'll tell for years to come.

MISSION:

**WRC's** Mission is to simplify the process of booking rafting adventures.

# VISION:

**WRC's** vision is to connect people of all backgrounds and experience levels to the joy, connection, and thrill of whitewater rafting.

# OUR VALUES:

- **Safety first; Always:** We believe the guarantee to having fun, is feeling safe and prepared.
- **Adventure, for all:** It is our belief that rafting should be an accessible and inclusive experience for everyone regardless of skill, knowledge, or abilities.
- **Community and Connections:** We do more than connect people to rafting, we connect people to each other. Creating lasting memories and unforgettable experiences.

VERBAL

IDENTITY

# PERSONALITY:

1. **Adventurous**
2. **Welcoming**
3. **Energetic**
4. **Passionate**
5. **Authentic**



tone:

Friendly, inclusive, adventurous

style:

Simple. Exciting. Knowledgeable without intimidation.

## PHRASES:

“We take care of the details so you can focus on fun.”

“Your adventure simplified”

## WORDS TO AVOID:

- Exclusive Language
- Slang without explanation

VISUAL

IDENTITY

PRIMARY LOGO:



WORLDWIDE RAFTING CO.

# ALTERNATE LOGOS:

Logo Mark



Horizontal Logo



# PRIMARY COLOR PALETTE:

These colors will be the core of WRC's visual identity and should dominate most branded materials (website, brochures, signage, etc.).

Hex#: 003b36

R: 0 G: 59 B: 54

C: 98 M: 50 Y: 70 K: 54

**Use as:** Primary base color

**Emotional impact:** Represents nature, trust, and reliability.

**Where to use:** Backgrounds, headers, large panels, call-outs in brochures.

Hex#: eb8916

R: 235 G: 137 B: 22

C: 0 M: 58 Y: 100 K: 0

**Use as:** Accent or call-to-action color

**Emotional impact:** Brings energy, excitement, and motivation while balancing the adventurous tone.

**Where to use:** Call-to-action, booking forms, important icons, navigational elements, promotional banners, and highlight areas.

**Tip: Don't overuse.** The goal is to draw attention to specific interactions and not overwhelm the overall design.

Hex#: a7d0da

R: 167 G: 208 B: 218

C: 37 M: 4 Y: 12 K: 0

**Use as:** Supportive background or secondary accent

**Emotional impact:** Reflects calmness, trust, and water elements.

**Where to use:** Section dividers on the website, background panels for testimonials, social media graphics, or to soften content-heavy sections.

# SECONDARY COLOR PALETTE:

These should be used sparingly to balance the primary palette and offer flexibility.

Hex#: 022622

R: 113 G: 128 B: 172

C: 62 M: 48 Y: 10 K: 0

**Use as:** Supporting text or subtle backgrounds

**Emotional impact:** Adds depth and sophistication without overpowering the main elements.

**Where to use:** Subheadings, outlines, image overlays, and footer designs. Use it to create harmony and prevent visual overload.

Hex#: 7180ac

R: 2 G: 38 B: 34

C: 89 M: 57 Y: 70 K: 71

**Use as:** Accent within photos, borders, or icons

**Emotional impact:** Conveys strength and professionalism while reinforcing the natural, adventurous theme.

**Where to use:** Borders for key content, info graphics, logo applications, and section separators to add depth.

# SUGGESTED GUIDELINES FOR COLOR USAGE ACROSS MEDIUMS:

## WEBSITE:

- **Dark Green (#003B36):** Background sections, hero headers, and navigation menus for consistency and trust.
- **Light Blue (#A7D0DA):** Panel sections (especially for FAQs, safety tips, and transformation stories) to create a welcoming flow.
- **Orange (#EB8916):** Prominent CTAs, such as “Book Your Adventure” and key announcements to drive engagement.

## PRINTED MATERIALS:

- **Dark Green:** 60% of the design to ground the overall visual tone
- **Light Blue or Muted Blue-Gray:** Used in secondary panels to provide balance
- **Orange:** 10%-15% for important notices, captions, or icons



# WHY THIS WORKS:

- **Trust and reliability:** Green and blue tones convey safety, dependability, and nature.
- **Energy and excitement:** The strategic use of orange keeps the brand from feeling too serious or subdued.
- **Balance:** The light blue softens the design, ensuring that it feels both adventurous and inclusive without being intimidating.

TYPOGRAPHY

PRIMARY FONT:

AMATIC SC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SECONDARY FONT:

Lato

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

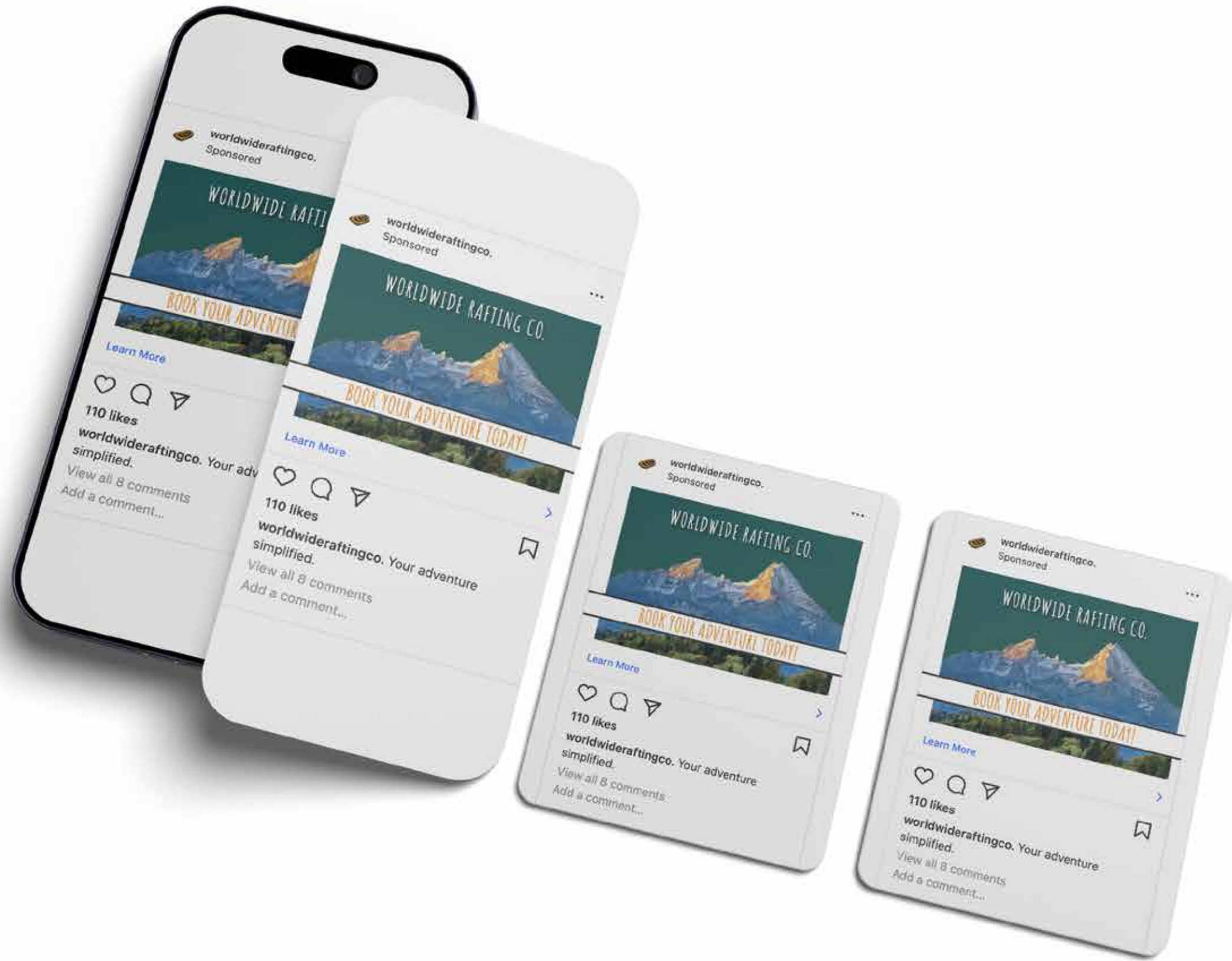
0123456789

BRAND

APPLICATION







BRAND

IMAGERY



# PHOTOS:

To include:

- Action
- Lifestyle
- Adventure
- Mountains
- Water



**Do:** Capture emotion, authentic reaction, and vibrant outdoor settings.

**Don't:** capture staged or stock-looking photos.

CUSTOMER

EXPERIENCE

## TARGET AUDIENCE:

**Beginner rafters, families, adventure seekers, etc.**

## KEY SELLING POINTS:

- **Free Beginner's Guide:** The go-to resource for first-timers to feel confident and prepared.
- **All-in-One Rafting Platform:** The only place to plan, book, and prepare for your adventure in one seamless experience.
- **Stress-Free Booking:** Simple, fast, and hassle-free from start to finish.

# CUSTOMER TRANSFORMATION:

**Before:** “Lost in the dark, unsure of how to start.”

**After:** “Confident, prepared, and ready for their next river adventure.”

\*WRC should be described as the bridge that transforms hesitation into excitement, offering expert guides, beginner-friendly resources, and stress-free trip booking.\*