

Sunrise

MADEIRA TOURS

BRAND MANUAL

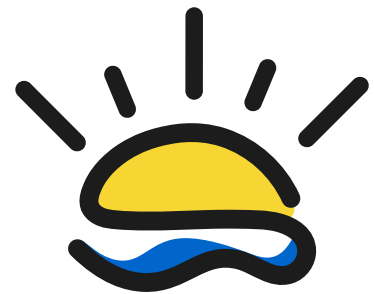
MADEIRA SUNRISE TOURS IS A PREMIUM TOURS OPERATOR IN MADEIRA ISLAND, PROVIDING CAREFULLY SELECTED TOURS AND WALKS FOR YOUR COMMODITY.

IF YOU WANT TO DISCOVER THE ISLAND HIDDEN PEARLS OR ENJOY BREATHTAKING SCENNERY, YOU'VE FIND THE RIGHT PLACE.

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COMPANY LOGO



Logo of Sunrise Madeira Tours contains the sun rising over the sea. Which represents the name of the company and the sea represents that company is located near the coast.

VARIANTS OF LOGO



Logo of the Sunrise Madeira Tours has more variants.
Logo is ready to use in a lot of specific situations.
If you need square logo, you have it.
If you need rectangle, you can have it too. It is up
to the designer to choose the best variant for
the specific situation.

MAIN COLOR



RGB (248, 214, 51)

CMYK (5%,13%,85%,0%)

HEX #f8d634

The main color of company is called Bumblebee. It's HEX code is #f8d634. It has good contrast on dark background and it is also good visible on light background. Main color should represent the sunrise, which is very beautiful on Madeira.

SECONDARY COLOR



RGB (39, 100, 174)

CMYK (87%,58%,0%,0%)

HEX #2764ae

The secondary color of comoany is Sapphire. It's HEX code is #2764AE. It should represent the sea all around Madeira. It has good contrast on white and dark backgrounds.

COLOR PALETTE

BUMBLEBEE

#F8D634

SAPPHIRE

#2764AE

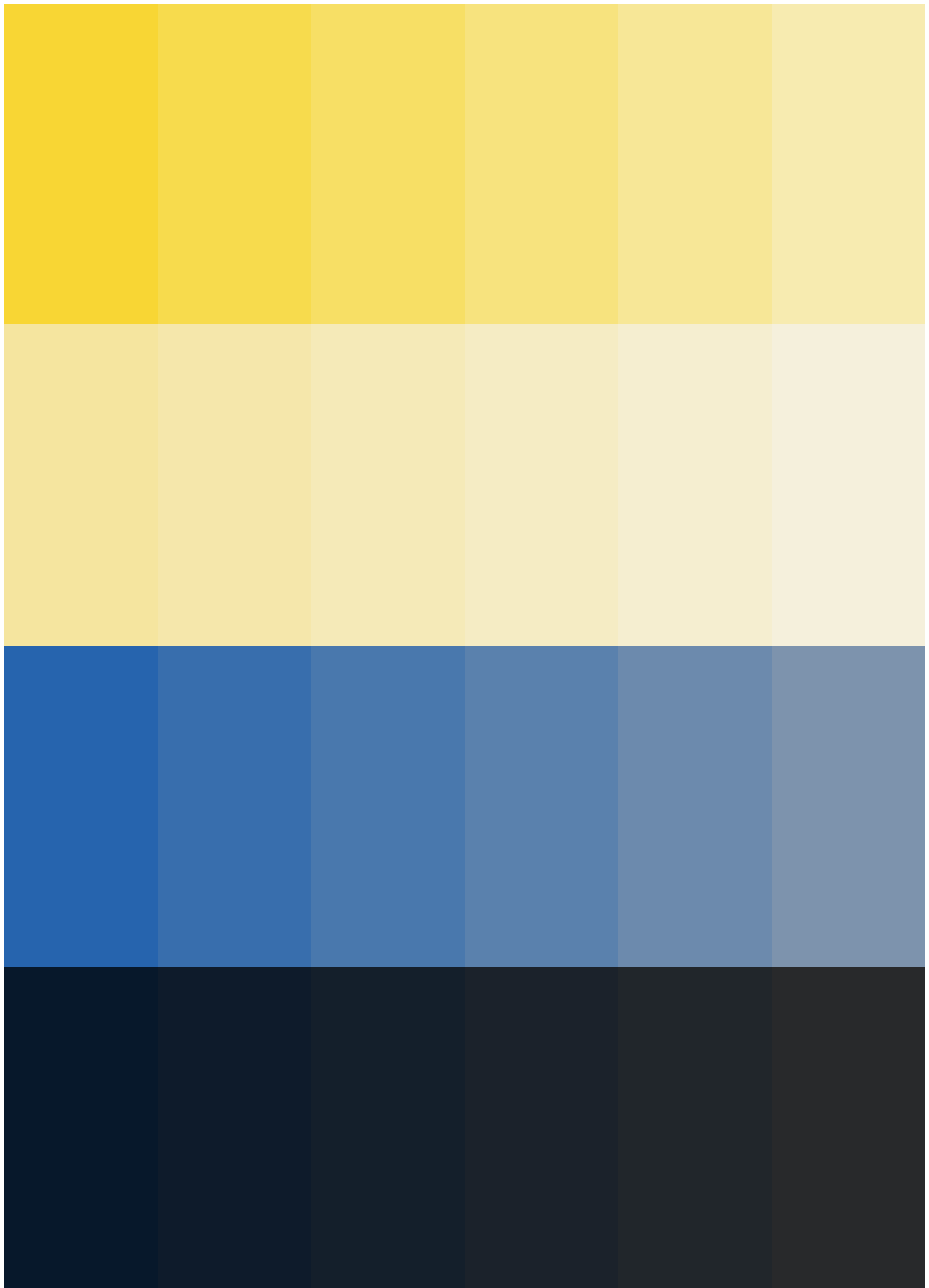
EGG NOG

#F5E59F

DENIM

#07182B

ICOLOR SHADES



MAIN FONT

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

CIRCE ROUNDED

The main font is Circe rounded. It is used in logo and it should be used for every representation of the company.

SECONDARY FONT

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

Roboto

The secondary font is Roboto. It should be used as the body text on web page or as the addition to the main font Circe rounded. Both fonts are free to download on Google Fonts.

Main headline - H1

Roboto 60px medium

Secondary headline - H2

Roboto 40px medium

Body text - p

Roboto 20px regular

Button text - button

Roboto 25px medium

COMPANY WEBSITE





BOTTLE MOCKUP



BAG MOCKUP



STAMP MOCKUP



NAME MOCKUP



