

<b>LOGO BRIEF</b>	
<b>NAME OF BUSINESS</b>	Adventure Travel Digital
<b>SERVICES</b>	We offer a range of digital marketing services like SEO, PPC/Ads, UX. (We do not offer social media content generation or management or website development)
<b>MISSION - OUR WHY</b>	<p>Help multi day adventure tour operators grow their business by using Google to find new clients. In doing so, they can smooth out the peaks and troughs of the low season and also cut out the travel aggregators websites that steal their margin.</p> <p>Adventure travel tours are organized trips that focus on exploring and experiencing activities often considered to be outside the conventional, usually off the beaten path, emphasizing</p> <ol style="list-style-type: none"> <li>1. physical activities,</li> <li>2. cultural exchange, and</li> <li>3. connection with nature.</li> </ol> <p>These tours are designed for those who seek to step out of their comfort zones, challenge themselves, and engage deeply and authentically with the environment and cultures they visit.</p> <p>The essence of adventure travel is not just in the activities themselves but in the spirit of discovery and immersion in the unknown, offering travelers unique and memorable experiences that go beyond traditional sightseeing.</p> <p>Adventure travel implies a transformative element, with participants likely to grow and learn from the experience</p> <p>Hiking, trekking, or backpacking through rugged terrain or wilderness areas;  Climbing mountains, rock formations, zip lining;  Water-based adventures like whitewater rafting, kayaking, canoeing, or canyoning  Cycling or mountain biking through scenic trails  Safaris or wildlife viewing in remote natural habitats.</p> <p>Its a new brand, but part of a 15 year old digital marketing agency CleverClicks. We are a team of 10 people. Even though its a new brand, we are an experienced team.</p> <p>Owners/CEOs of multi day (not single day) adventure tour companies. A tour price must be greater than USD 1'000. Team size must be over 5. Typically 5 to 50 staff. Companies are worldwide, and many in particularly adventure heavy countries like Canada, USA, Equador, Peru, amongst many others. (We do not target tourism boards, often called Destination Marketing Organisations DMOs)</p>
<b>DEFINE ADVENTURE TRAVEL</b>	
<b>COMMON ADVENTURE TOUR ACTIVITIES</b>	
<b>HISTORY, SIZE</b>	
<b>TARGET AUDIENCE</b>	

EXAMPLE COMPETITORS	<a href="https://www.aamp.agency/">https://www.aamp.agency/</a>
EXAMPLE COMPETITORS	<a href="https://www.activetravelmarketing.com/">https://www.activetravelmarketing.com/</a>
EXAMPLE COMPETITORS	<a href="https://blend.travel/">https://blend.travel/</a>
COMPETITOR LOGOS	See attached. Many use the mountain as imagery. Stay away from that.
PERSONALITY & TONE	1. Energetic 2. Fun 3. Adventurous 4. Charismatic 5. Confident 6. Modern
INTENDED USE	1. Website 2. Social profiles 3. Business cards
SPECIFIC IMAGERY	Use "Adventure Travel Digital" in the logo + a visual mark
	No mountains (it's over used). Need to connect the adventure visual mark to the digital marketing theme somehow.
COLOURS	Keen on black (or close variant) as the primary colour, and use orange as secondary colour as that has many connotations with adventure, enthusiasm, innovation, warmth, sunsets/outdoors. Perhaps a "burnt" orange but not sure.
FONTS	Very flexible. I think a modern slick Sans Serif font. But open to ideas
OTHER	Logo needs to have variations that will look good monochromatically