

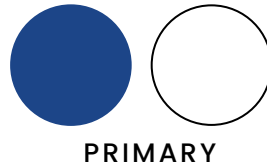
## MAIN LOGO



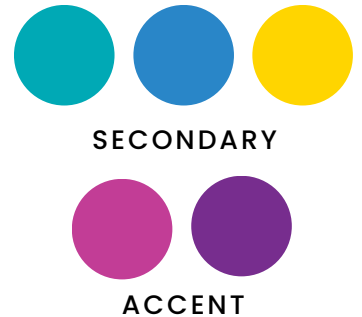
## LOGO MARK



## COLORS PALLETE



PRIMARY



SECONDARY

ACCENT

## FONTS

# ALLER BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# ALLER

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## MOODBOARD



## BRAND OVERVIEW

Pelican Adventures offers ocean and land experiences in Aruba designed to be **fun**, **easy**, and **memorable** for a wide range of travelers. From sailing and snorkeling to off-road island tours, every experience is built to help guests **connect with Aruba** in a natural and enjoyable way.

This is not just about activities.

*It's about moments people take home with them.*

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## TARGET AUDIENCE

- Families
- Groups of friends
- Couples
- Travelers looking for fun, comfort, and meaningful experiences

<sup>1.</sup> Guests who want to explore Aruba in a relaxed, safe, and well-organized way

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## POSITIONING

Accessible, well-curated experiences that combine fun, comfort, safety and local connection, both at sea and on land.

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## BRAND ESSENCE

**Mission:** To create enjoyable, safe, and well-organized experiences that connect guests with Aruba's nature, culture, and history

**Core Values:** Guest-first mindset - Safety and care - Fun with purpose - Attention to detail - Connection to Aruba

**Personality:** Warm - Friendly - Energetic - Welcoming - Genuine

**Tone of Voice:** Friendly and natural - Clear and easy to understand - Warm, but not overly emotional - Positive without exaggeration

- **Writing Style:** Simple, conversational language - Focus on the guest experience - No overly poetic phrasing - No hard selling
  - **Selling Style:** Clear and inviting - Helpful, not pushy - Focus on what the guest will experience - Build trust through clarity and tone
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## DO'S & DON'TS

**DO:** Warm and approachable - Focus on real guest experiences - Show a mix of fun, relaxation, and discovery - Capture genuine moments/interaction (not just scenery) - Reflect comfort, safety, and good organization

**DON'T:** Make it feel like a party brand - Use generic or cliché tourism language - Over-stage or force interactions - Make it feel chaotic, rushed or unorganized

## PHOTOGRAPHY & VIDEO STYLE

### Focus on:

- Guests enjoying the moment
- Natural interactions (families, friends, couples, children)
- Movement and activity (but still controlled and clear)
- Aruba's landscapes (both sea and land)

### Capture:

- Snorkeling moments
- Smiles, reactions, shared experiences
- Guides interacting with guests
- Scenic stops (caves, coastline, landmarks)
- Transitions: from activity → relaxation

### Avoid:

- Overcrowded or messy scenes
- Extreme posing
- Anything that feels unsafe or chaotic
- Only "hero shots" without human connection



## THE PELICAN ADVENTURES FEELING

A day made to enjoy.

Where everything feels easy, and every moment has its place.

It's about discovering Aruba; in the water, on the road, and along the way.

Sharing experiences, learning something new, and simply having a good time.

Guided, but never rushed.

Organized, but always relaxed.

Pelican Adventures is more than an activity.

***It's a day you'll remember.***

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