

Quick style guide



Our name

Correct usage

- ✓ Ziptrek Ecotours
- ✓ Ziptrek
- ✓ TreeTrek

Incorrect usage

- ✗ Zip Trek
- ✗ Zip-trek
- ✗ Ziptrek-Ecotours
- ✗ Ziptrek Eco tours
- ✗ Ziptrek Eco-Tours
- ✗ Tree Trek

Other trademarks

Correct usage

- ✓ eco-exhilaration™

Incorrect usage

- ✗ ECO-EXHILARATION
- ✗ Eco-exhilaration

Generic terms

Correct usage

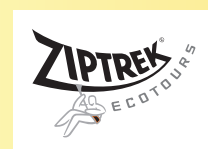
- ✓ Ziptrekking
- ✓ Zipline
- ✓ Ziplining
- ✓ Zipping

Our logo



Black & white logo

A 2-tone grey scale logo should be used for any b&w usage.



Logo should be placed in the proprietary holding shape if reversed from a dark background.



Full colour logo

A full colour logo should be used for any full colour usage.



Logo should be placed in the proprietary holding shape if on a coloured background.



Our colours

COATED STOCK

PMS 158C C0 M61 Y97 KO

UNCOATED STOCK

PMS 158U C0 M51 Y84 KO

OTHER FORMATS

#F17422 R 241 G 116 B 34

COATED STOCK

PMS 369C C59 M0 Y100 K7

UNCOATED STOCK

PMS 368U C51 M0 Y86 KO

OTHER FORMATS

#6CB245 R 108 G 178 B 69

For more information contact marketing@ziptrek.com