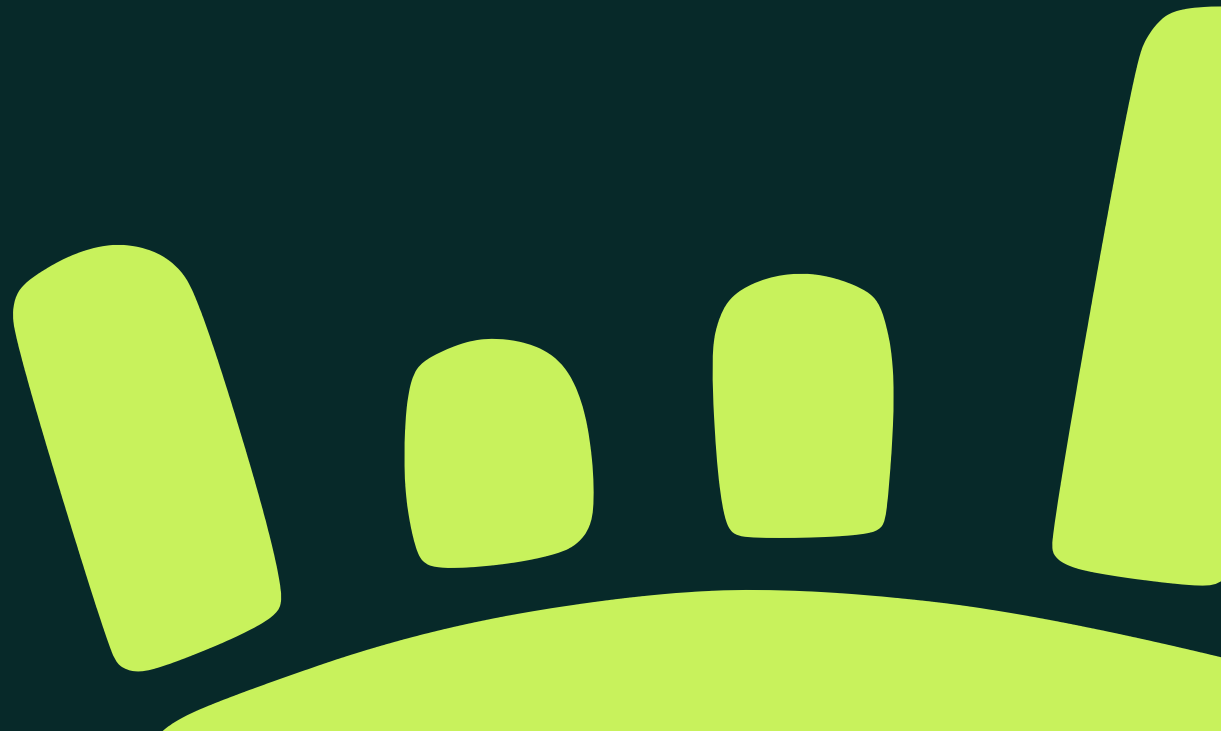




BRAND GUIDELINES · 2026

The fun part of travel.

Pages 1–9 and 15 for everyone · pages 10–14 for designers and marketing



For everyone

Who we are

Thrillark helps people find and book the best things to do, wherever they are in the world.

Tours, attractions, adventures and nights out, in cities around the world. Discover it, book it in a few taps, and just show up.

The one thing to remember

We're the fun part of the trip, not the admin. Everything we make should feel like that: easy, bright and a little bit playful.

What we stand for

Easy

Booking takes seconds, tickets live on your phone, and plans can change.

Honest

Clear prices, real reviews, no surprises at checkout.

Fun first

We lead with the experience, never with the paperwork.

Everywhere

A global brand. No single city or region in how we look or talk.

How we sound

1. **Talk like a friend who's been there.** Short sentences, everyday words.
2. **Lead with the moment, not the transaction.** “Watch the sun come up from a balloon”, not “Book hot air balloon tickets”.
3. **Clear before clever.** Prices, times and policies are always plain.
4. **Light on hype.** No shouting, no “ultimate”, one exclamation mark at most.
5. **Calm when things go wrong.** Say what happened and what to do next.

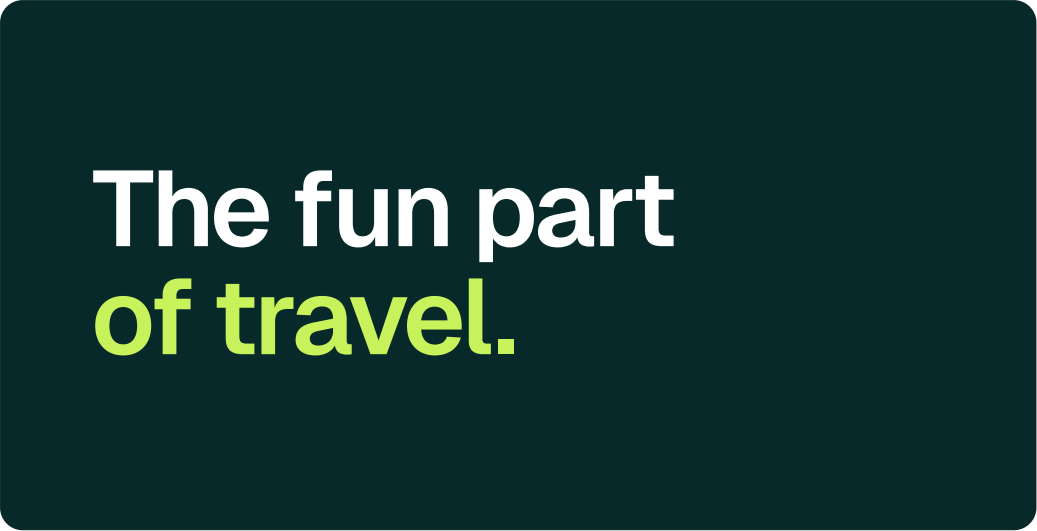
WE ARE	WE'RE NOT
Playful	Silly or childish
Confident	Pushy or salesy
Warm	Gushy
Clear	Clever at the cost of clarity

Write “Thrillark” with a capital T in sentences. The logo is lowercase; text is not.

WHERE	DO	DON'T
Poster	Back seat. Best seat.	~~The ULTIMATE way to explore!!!~~
Social	Up at 5 a.m. Laughing by 6.	~~Book now!!! Limited offer!!! Don't miss out!!!~~
Notification	Your balloon ride is tomorrow at 5 am. Tickets are in the app.	~~REMINDER: Booking #4821 scheduled 17/10 05:00~~
Price	From \$49. Free cancellation up to 24 hours before.	~~Unbeatable prices*! (*T&Cs apply)~~
Error	That card was declined. Try another card or payment method.	~~Payment failed. Error code 402.~~

For everyone

Our tagline



The fun part
of travel.

Set like every headline: first part White, payoff in Lime. On one line when space is wide (merch, footers).

Use it on

Website homepage hero, social bios, video end frames, merch, decks, store screenshots and campaign end lines.

Don't use it in

Google page titles, App Store or Play Store titles and subtitles. Those spaces are for words people search for, like “things to do” or “tours and tickets”.

Keep it exact

Always “The fun part of travel.” with the full stop. Don't rewrite it, translate it word for word, or add a TM.

For everyone

Colour

Forest

#072929
RGB 7 41 41
CMYK 83 0 0 84

Primary. Logo, text, icon and dark backgrounds.

White

#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Primary. Backgrounds, logo on dark.

Lime

#C8F25C
RGB 200 242 92
CMYK 17 0 62 5

Accent. The payoff line, buttons, the hand on posters and merch. Use on Forest or photos, never on White.

Mint

#E3F1EE
RGB 227 241 238
CMYK 6 0 1 5

Soft background for cards and sections on the website and app.

Slate

#4E6261
RGB 78 98 97
CMYK 20 0 1 62

Secondary text.

Stone

#8FA09E
RGB 143 160 158
CMYK 11 0 1 37

Borders, disabled states. Not for text.

Mist

#DCE5E3
RGB 220 229 227
CMYK 4 0 1 10

Dividers, input borders.

Cloud

#F3F6F5
RGB 243 246 245
CMYK 1 0 0 4

Page backgrounds, panels.

Mostly Forest and White. Lime is the spark: the payoff line, a button, the hand. If a layout looks green-washed, use less Lime.

Ratings and reviews use Forest stars and text (black is fine in product UI). We have no orange or yellow.

Forest, not black, for dark backgrounds and photo fades. On some screens #072929 looks almost black, and that's expected.

For everyone

Colour combinations

Text must be easy to read. These pairs pass accessibility contrast (4.5:1 or more).

Aa

White on Forest
15.5:1 ✓

Aa

Lime on Forest
12.0:1 ✓

Aa

Forest on White
15.5:1 ✓

Aa

Forest on Lime
12.0:1 ✓

Aa

Forest on Mint
13.3:1 ✓

Aa

Forest on Cloud
14.2:1 ✓

Aa

Slate on White
6.5:1 ✓

Aa

Slate on Mint
5.6:1 ✓

Avoid

Aa

Lime on White
1.3:1 ✗

Aa

Lime on Mint
1.1:1 ✗

Aa

Stone on White
2.7:1 ✗

Aa

White on Lime
1.3:1 ✗

For everyone

Logo



Forest logo · light backgrounds



White logo · Forest backgrounds and photos



On light



On Forest



Lime on Forest

The hand mark is what people remember us by. Use it alone for avatars, stickers and merch, in these three colours. Lime on Forest or photos is fine for the mark; the full logo stays Forest or White.

These are hand mark colours, not the app icon. The app icon is on page 8.

Size

Full logo at least 80 px wide on screen or 25 mm in print. Smaller than that, use the mark alone.

Clear space and proportions

Keep space around the logo at least the height of the “t”. The hand is 1.15× the height of the tall letters, fingertips on their top line, gap about a third of their height. Always use the files; never rebuild the lockup.

Files

All versions are in the brand assets pack, with SVG for web and print and PNG for everything else.

For everyone

Logo: don't



Don't stretch or squash it



Don't put the full logo in Lime (the mark alone may be)



Don't put the Forest logo on dark backgrounds



Don't add shadows, outlines or effects



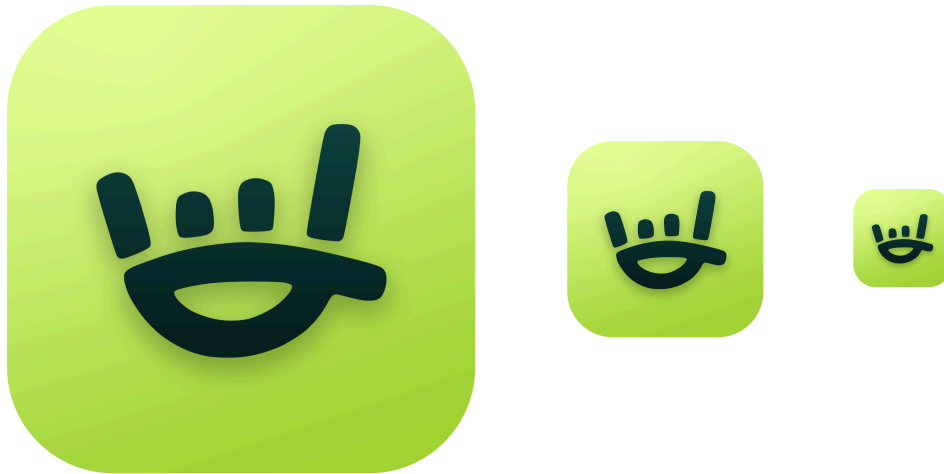
Don't rotate it



Don't place it on a busy part of a photo

For everyone

App icon



What it is

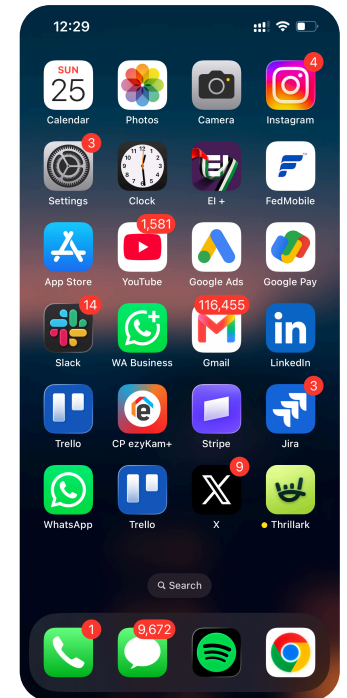
A Lime tile with a soft light-to-deep gradient and a gentle glow, and the Forest hand with a subtle shade and soft shadow. It reads as one bright, finished object on a busy home screen.

The one Lime background

The app icon is the only place Lime fills a whole surface. Everywhere else Lime stays the accent: the payoff line, buttons, the corner hand.

Rules

Use the files as they are. Don't add outlines, edge highlights, text or badges. The website favicon stays Forest with a white hand, because a gradient can't be seen at tab size.



For everyone

Typography

Back seat.
Best seat.

Headline · Geist SemiBold · tight spacing (−4%) · two lines, payoff in Lime

Things to do this weekend

Subheading · Geist SemiBold

Skip the queue and head straight to the top. Free cancellation
up to 24 hours before.

Body · Geist Regular · 1.5 line height

One typeface: Geist

Website, app, social, posters, decks and print. Free and open source.

- **Get it:** free from Google Fonts or vercel.com/font.
- **Canva:** Brand Kit → Upload font → the Geist files.
- **Word, PowerPoint, email** without Geist: use Arial.

Rules

- Headlines: SemiBold, sentence case, never all caps.
- Body: Regular. Medium for small labels and buttons.
- Only **one** Lime phrase per piece: the second line of the headline.
- Lime text only on Forest or on a Forest-faded photo, never on White.

VISUAL STYLE

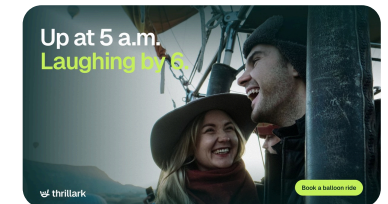
Our visual style



Real moments, one bold line, and a lot of calm.

Every piece is a real photo of people having a good time, darkened gently with Forest where the words go. A short two-line headline does the talking: the setup in White, the payoff in Lime.

No stickers, no cut-outs, no busy collages. The confidence comes from big type and empty space.



VISUAL STYLE

How a piece is built



1. **A real photo, full bleed.** People mid-moment, natural light. No borders or frames.
2. **A Forest fade** where the words go (side or bottom), so text reads without a box.
3. **Headline line one in White.** The setup. Two to four words.
4. **Line two in Lime.** The payoff. Same size, directly below.
5. **Small logo** in a corner, White on photos.
6. **One Lime pill button** with a clear action: “Book day trips”, “Find things to do”.

SIZE	MARGIN	HEADLINE	LOGO HEIGHT	BUTTON
Banner 1920 × 1080	96 px	140–170 px	42 px	84 px tall, 32 px text
Post 1080 × 1350	72 px	110–120 px	37 px	76 px tall, 30 px text

VISUAL STYLE

Style rules

Do

- Put the headline in the calm part of the photo: sky, wall, road, ceiling.
- Keep faces clear of text and the fade.
- Keep headlines short and human. Read them out loud.
- Leave plenty of empty space. If in doubt, make it simpler.

Don't

- Use black or grey overlays. Fades are always Forest.
- Add stickers, cut-outs, shapes, emoji or extra colours.
- Use more than one Lime phrase, or set Lime text on White.
- Name one city in brand-level work. We're global; save city names for city campaigns.

The big hand

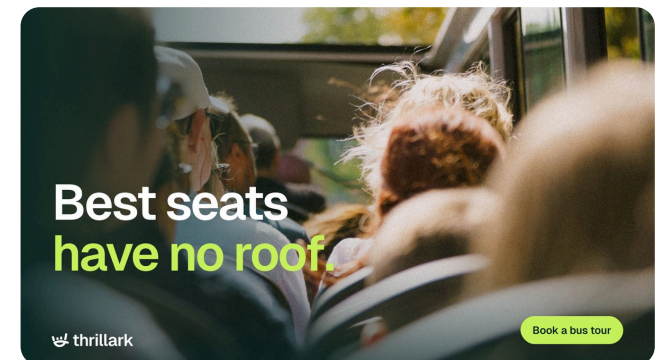
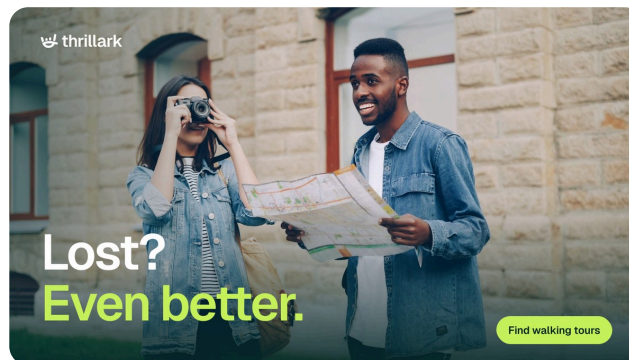
Our signature graphic: the hand mark in Lime, large, coming in from a corner and cropped by the edges. Use it on some pieces, not all, and never over a face.



On merch it runs off the edge of the bag the same way.

VISUAL STYLE

The campaign set



Same rules, different photos: the headline moves to wherever the photo is calm (left, top, bottom), and the logo and button take the free corners.

VISUAL STYLE

Choosing photos



Look for

- Real people mid-moment: laughing, pointing, waving.
- Natural light and true colours.
- A calm area for the headline.



Avoid

- Posed stock smiles at the camera.
- Heavy filters, fake skies, empty landmarks.
- Other brands' logos, shop signs and characters.



Before you publish

- Make sure we have the rights to the photo.
- Get permission for recognisable people.
- Mix places and people, so we feel global.

For everyone

Where to find everything

BRAND ASSETS PACK

Logo, favicon, app icon

Logo files in every colour and format, website favicons, app icon and the Flutter wink animation. Start with its OO-START-HERE PDF.

MERCH PACK

Bags, tees, mugs, badges

Mockups plus print-ready files and a supplier table with sizes and colours.

CAMPAIGN SET

Banners

The banners in this guide, to use or copy the layout from.

QUESTIONS

Ask before you guess

If something isn't covered here, check with the brand owner before it goes out.