

BRAND GUIDELINES

CREATED SEPTEMBER 2025



Primary Logos

Inspired by the Arctic Tern—the bird that journeys thousands of kilometers between the poles—it represents exploration, adventure, and global connection. The tern’s remarkable migration mirrors our mission to connect travelers with the world, creating experiences that inspire discovery, renewal, and cultural connection.

Logo placement guidelines:

- The logo should be prominent and visible in all visual communications to create a unified brand presence.
- It should not be placed with another graphic or edited to create a new image.
- For legibility, keep the area around the logo clear.
- The logo colors can not be changed or modified. Use only the provided official images.

Vertical Logo



Horizontal Logo



Secondary Logos

Our primary logo should always be the first choice for representing Simplified.Travel. It communicates our brand most clearly and should be used whenever possible.

The alternate logo variations—such as the circular mark or initial logo—are reserved for specific applications where the full stylized Arctic Tern graphic may not be practical.

These include social media profile images, favicons, or environments with limited space or technical constraints. Use these alternates sparingly, and always default to the primary logo to ensure brand consistency.

Initials Logo



Circular Initials



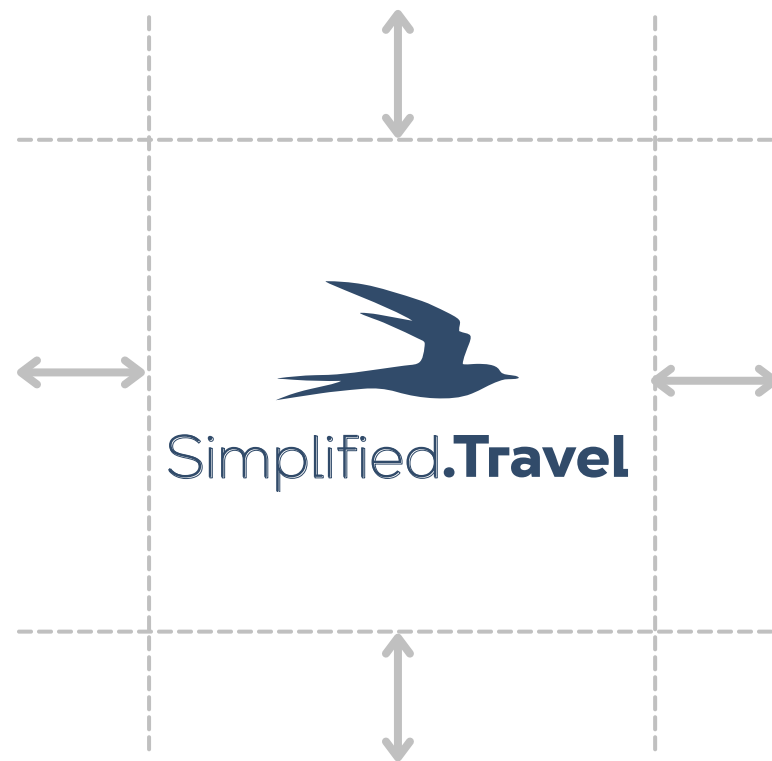
Horizontal Logo (Text Only)

Simplified.Travel

Logo Useage

Vertical logo

Minimum width: 0.5inch



Horizontal logo

Minimum height: 0.5inch



DO NOT ALTER THE LOGO POSITION OR DISTORT



The logo must not be distorted and should always remain level across all materials, platforms, and collateral. Maintain clear space around the logo to ensure it is never cropped and remains fully visible.

Color Palette

Our color palette sets the visual tone for Simplified.Travel and strengthens recognition of our brand. Each color reflects an aspect of our identity, from the trust and stability of deep Water blue to the vitality of Living Coral.

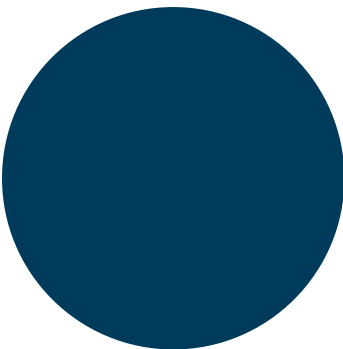
Color palette guidelines:

- The primary palette is defined as three colors, with Water as the lead.
- Secondary colors are used to complement the primary palette, never as a replacement.
- Consistent use across all platforms reinforces brand recall and maintains a unified presence.

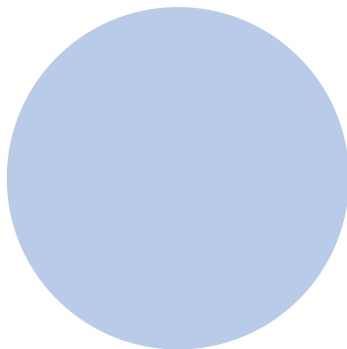


Color Palette

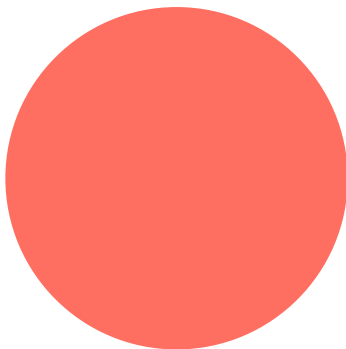
Primary palette



WATER
HEX: #003B5C
RGB: (0, 59, 92)
CMYK: 100,36,0,64
Pantone 302C

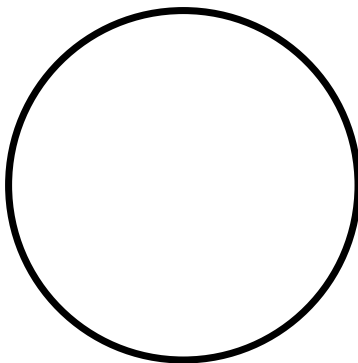


SERENITY
HEX: #B8CCEA
RGB: (184, 204, 234)
CMYK: 21,13,0,8
Pantone 2708C

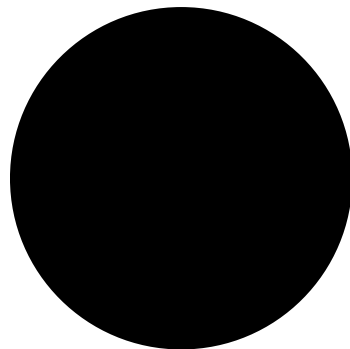


LIVING CORAL
HEX: #FF6F61
RGB: (255, 111, 97)
CMYK: 0,57,61,0
Pantone 16-1546

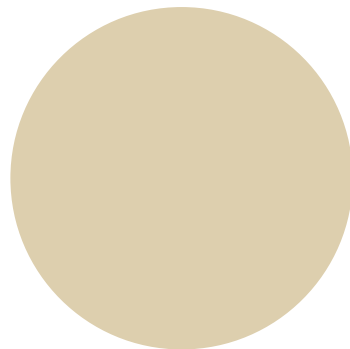
Secondary palette



BRIGHT WHITE
HEX: #FFFFFF
RGB: (255, 255, 255)
CMYK: 0,0,0,0
Pantone: N/A



BLACK
HEX: #000000
RGB: (0, 0, 0)
CMYK: 0,0,0,100
Pantone: N/A



SOFT SAND
HEX: #DDCFAE
RGB: (221,207,174)
CMYK: 0,6,21,13
Pantone Approx:
4685C

Typography

Typography is a key visual component of the Simplified.Travel identity. Using a consistent font family reinforces recognition and creates a cohesive look across all communications.

Typography guidelines:

- The brand font is Nexa.
- Headings use Nexa Heavy for strong visual impact.
- Subheadings use Nexa Light Bold for clarity and hierarchy.
- Body text uses Nexa Light for clean, readable communication.
- Keep text simple and consistent, adjusting only size and weight to create hierarchy.

Heading

Nexa Heavy for Headings

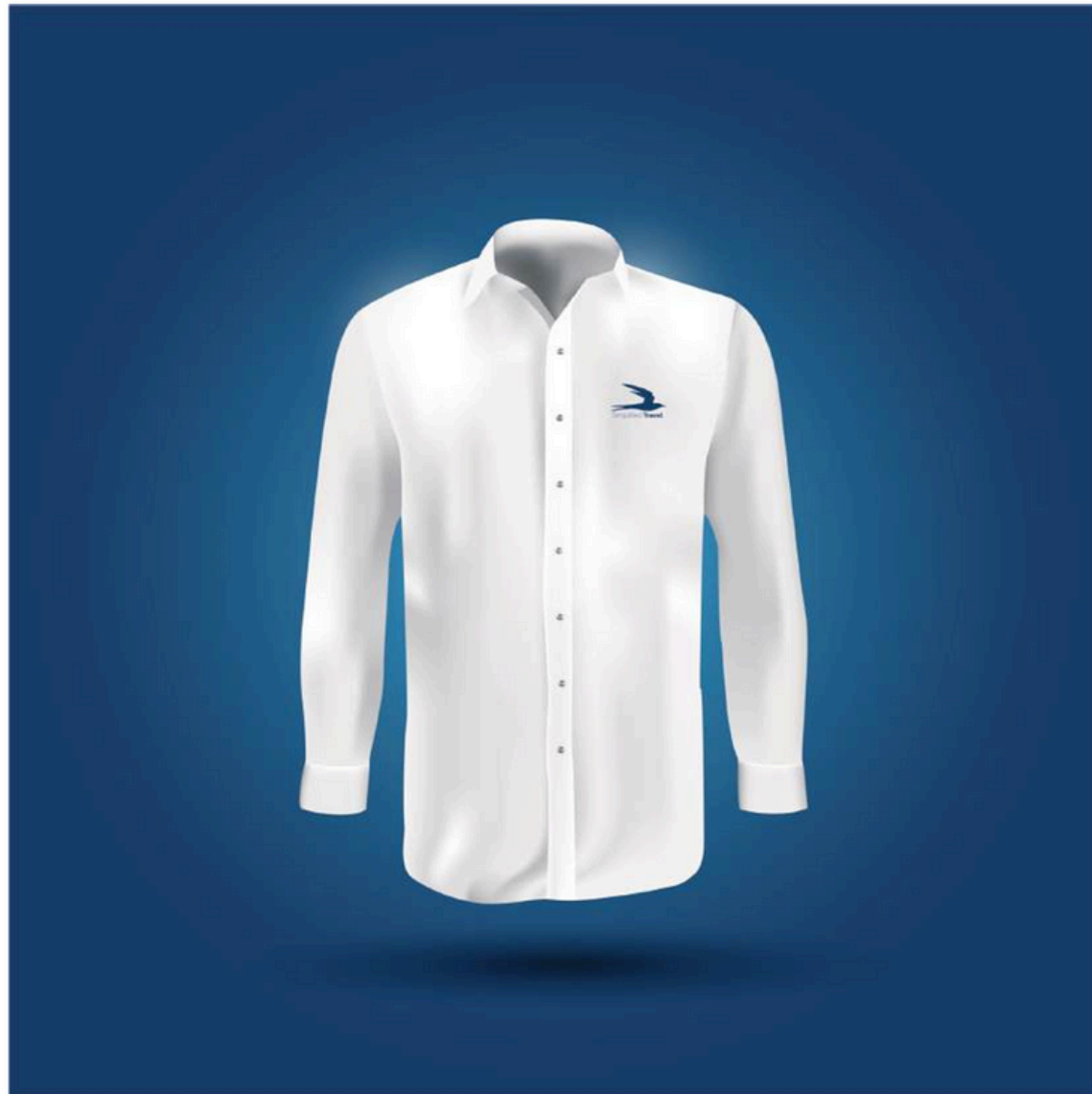
Subheading

Nexa Light (in bold) for Subheadings

Body

Nexa Light for body copy and text in designed documents, print, and other materials.

Examples





Simplified.**Travel**