DESCRIPTION

BukTrips is traveler-friendly booking portal focused, built using the tokenized inventory model built by Buk Technology. Buk Technology is working on Real World Service Tokenization, as a mechanism to achieve the vision of creating a new asset class in the travel industry.

HISTORY

Buk (”Book” in Booking) was ideated at time when pace of change of technology was aggressive, rampant and expansive. Waves of technological innovations across IoT, Blockchain, AI/ML, Quantum were driving change at such a large pace for business and society as a whole. Travel industry has been an innovator historically, being one of the earliest adopters of anything new that improves guest experience. But the 2000s was a phase were Travel industry as a whole failed to catch up. Online bookings of the late 1990s internet revolution was the last big thing that made a big change in how people planned and traveled. Buk was born with this desperation, the craving to make a change, to make Travel about Exploration, to make technology improve lives, rather than just making it easier.

Sitting at the precipice of this moment is where we decided to use the best of technology of the last 2 decades to build something that will last for decades to come. Ideated and being architected with a composable, developer and traveler friendly approach, we are not building a castle, we are creating the lego blocks which will keep growing and evolving as technology and traveler preference evolves.

MISSION & VISION

Mission: Create a flexible and open marketplace that empowers travelers to make spontaneous and customizable travel plans that align with their preferences.

Vision: To create a transparent and liquid asset class for the travel industry.

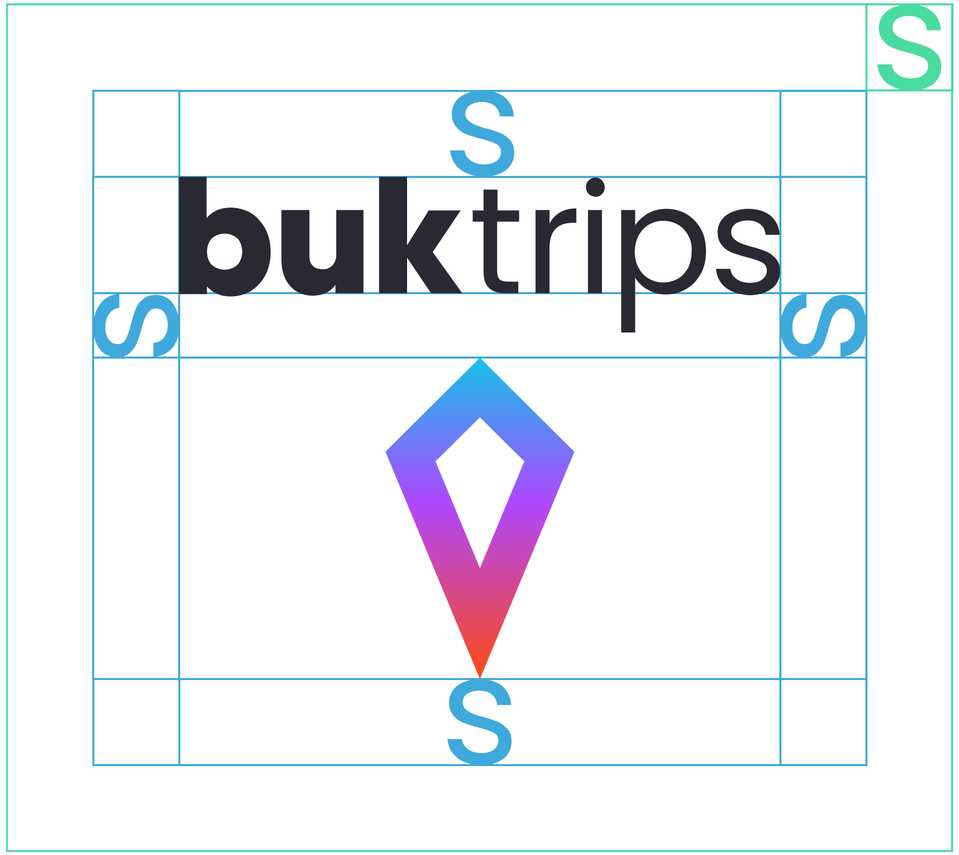
OUR LOGO

Gen Z has a much faster rhythm of life than previous generations used to have. They as well as technologies like blockchain / AI / ML are as fast as rockets, our logo highlights such values. The logo is super simple, and takes a second to recognize it, which is important in the fast-growing world. The logo is also variable and moveable (rotate, resize, recompose it and it will still be recognizable) instead of just being static, to highlight flexibility and fastness.

SPACING

Blue — minimum allowed space.

Green — recommended space around the logo.



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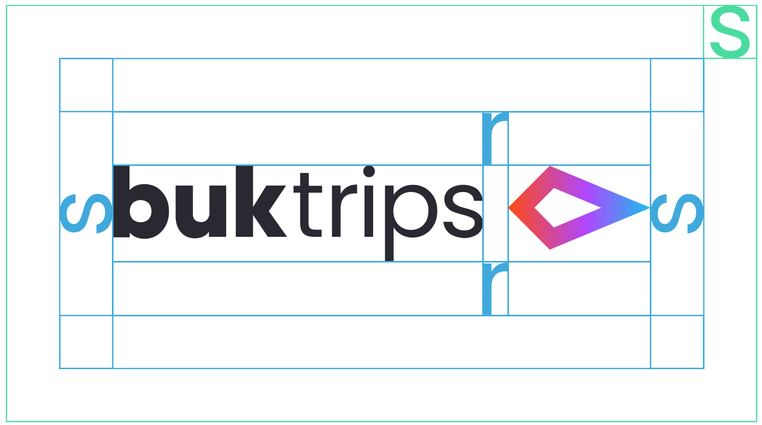


LOGO COLORS

Alternative color solution
and monochrome options.

dark background

light monochrome

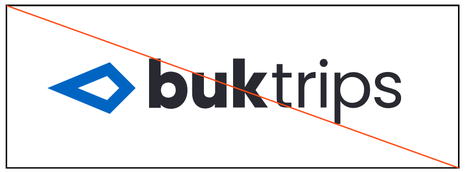
dark monochrome

USAGE RULES

Some restrictions that we need everyone to follow to keep our brand image clean and recognizable.

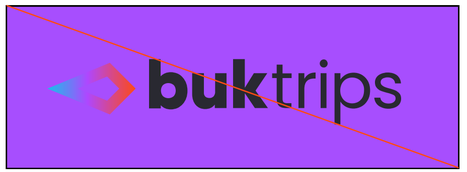
proper use of logo

don’t recolor the logo



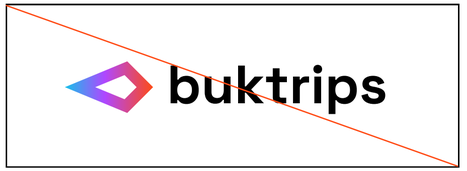
don’t rotate it

avoid low-contrast backgrounds



don’t violate the composition rules

don’t change the font



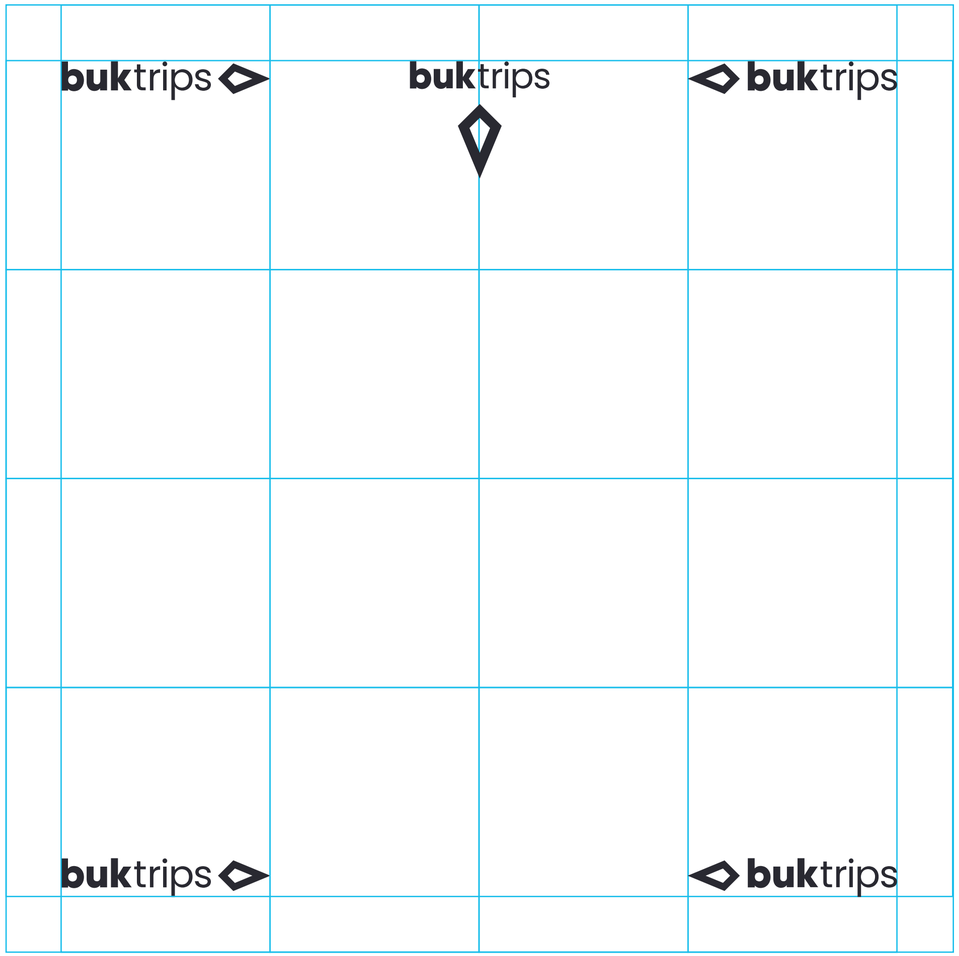
don’t add taglines

don’t use the wordmark alone*

*if there’s no at least one logo icon on artboard

COMPOSING

How and where to use different logo options.



FONTS & COLORS

COLORS

Our brand’s main color palette.

black #292931

grey #f8f8f8

white #ffffff

red #ff4a11

violet #af47ff

blue #17c0ea

brand gradient

TYPOGRAPHY

The fonts we use.

header // social media // ads

MONTSERRAT EXTRABOLD

body // web

Poppins regular

VISUAL IDENTITY

IDENTIFIERS

One of the most recognizable elements of our visual identity is a combination of our font and text composition. Here is an example

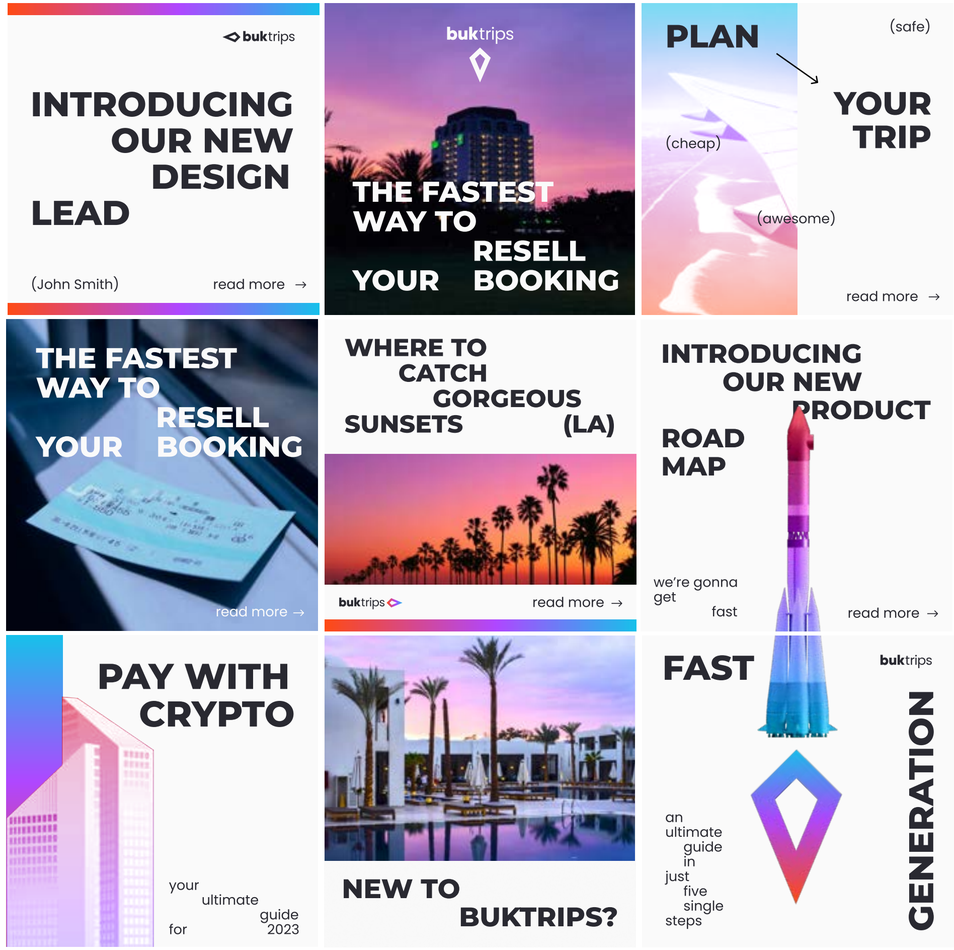
HERE'S HOW
WE COMPOSE
OUR TEXT
(IT'S
JUST A SAMPLE)

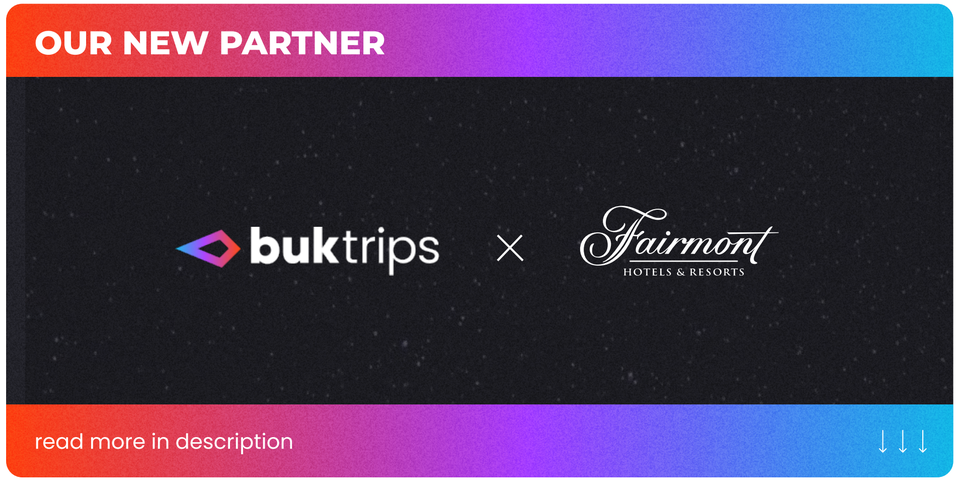
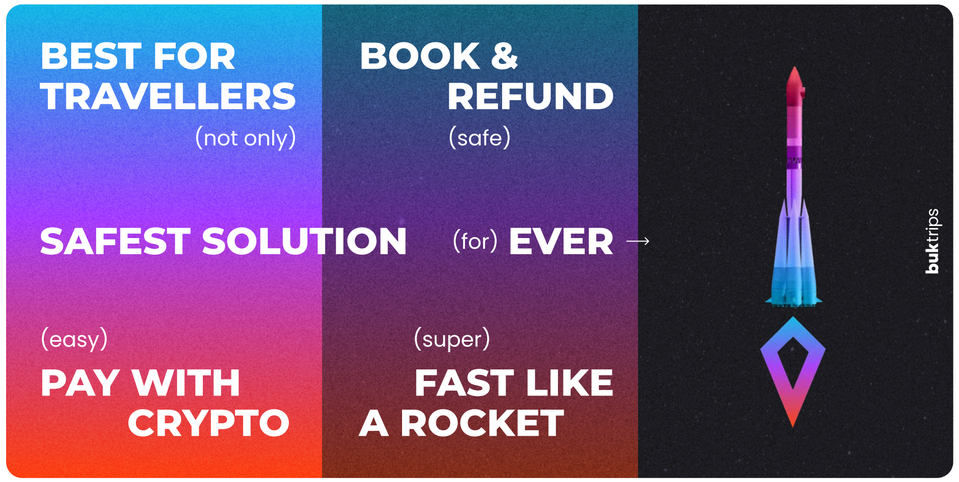
DON'T
HESITATE
TO SHOW
YOUR
CREATIVITY

BEST PRACTICES

The combination of our typography solutions and graphic elements. For this part designers are allowed to implement any elements they want, but still, there are some elements we love:

1. Transparent PNGs colored in our brand gradient.
2. Atmospheric travel-related images.
3. Brand gradient masks.
4. Brand gradient lines.
5. A lot of white space in our social medias to avoid the feel of tension.



MORE SAMPLES

In some cases we allow using dark backgrounds, but the style should always remain clean and minimalistic.