



AKAZA
TRAVEL

BRAND GUIDELINES

VERSION 01 - FEBRUARY, 2026

TRAVEL,
HANDLED.



YOUR JOURNEY,
PRIVATELY HANDLED.

CONTENTS

INTRODUCTION	04
LOGO SUITE	06
LOGO USAGE	12
COLORS	16
TYPOGRAPHY	19
ICONS	21
PATTERN	23
PHOTOGRAPHY	25
BRAND APPLICATIONS	27
MOCKUPS	30
GIVEAWAYS	39

01

INTRODUCTION

ABOUT AKAZA TRAVEL

AKAZA is a premium online travel agency based in the UAE, serving Europe, the GCC, and Egypt.

The brand is built around delivering seamless, end to end travel experiences that combine comfort, reliability, and personal attention.

From booking flights and accommodation to managing transportation and excursions, AZAKA ensures that every part of the journey is handled with clarity and care, allowing travelers to move confidently and effortlessly from one destination to the next.

02

LOGO SUITE

PRIMARY LOGO

The primary logo is the main and most recognizable expression of the AKAZA brand.

It should be used across all key brand touchpoints whenever space allows to ensure strong and consistent brand recognition.



AKAZA
TRAVEL

SECONDARY LOGO

The secondary logo is designed to provide flexibility in layouts where the primary logo cannot be used.

It maintains the same identity while adapting to more compact or alternative formats.



BRAND MARK

The brand mark is a standalone symbol derived from the AKAZA identity.

It is used in situations where the full logo is not required or space is limited, such as icons, social media avatars, and supporting brand elements.

The brand mark reinforces recognition while keeping the design minimal and clean.



FAVICON

The favicon is a simplified version of the brand mark optimized for very small digital sizes.

It appears in browser tabs, mobile interfaces, and digital shortcuts.

This version ensures instant brand recognition even at minimal scale.



STAMP

The stamp version is designed for official and supporting uses such as documents, confirmations, or branded materials that require a subtle mark of authenticity.

It adds a refined brand presence without dominating the layout.



03

LOGO USAGE

SAFE SPACE

A minimum clear space must be maintained around the AKAZA logo equal to the height of the letter A in the logotype.

This safe space applies on all sides of the logo and ensures that no text, images, or graphic elements interfere with its visibility.

Maintaining this space preserves balance, clarity, and brand integrity.



LOGO USAGE

LOGO SIZE

To ensure clarity and legibility, the AKAZA logo should never be used smaller than 25 mm in width for print and 120 px in width for digital applications.

Using the logo below these sizes may reduce readability and impact.

Larger sizes are encouraged whenever space allows to maintain a strong brand presence.

25mm



50mm



100mm



LOGO MISUSE

The logo should never be altered, distorted, recolored, rotated, or placed on busy backgrounds.

Consistent usage preserves the professionalism and integrity of the AKAZA brand.

- Do not alter the colors of the logo.
- Do not rotate or tilt the logo.
- Do not put effects (i.e Drop shadow) behind the logo.
- Do not stretch or compress the logo.
- Do not outline the logo.
- Do not change the logo type font.
- Do not place the logo on low contrast background colors.
- Do not enlarge the brand mark to match the width of the logotype.



04

COLORS

BRAND COLORS

The AKAZA color palette is built around warm brown shades and refined tones of blue.

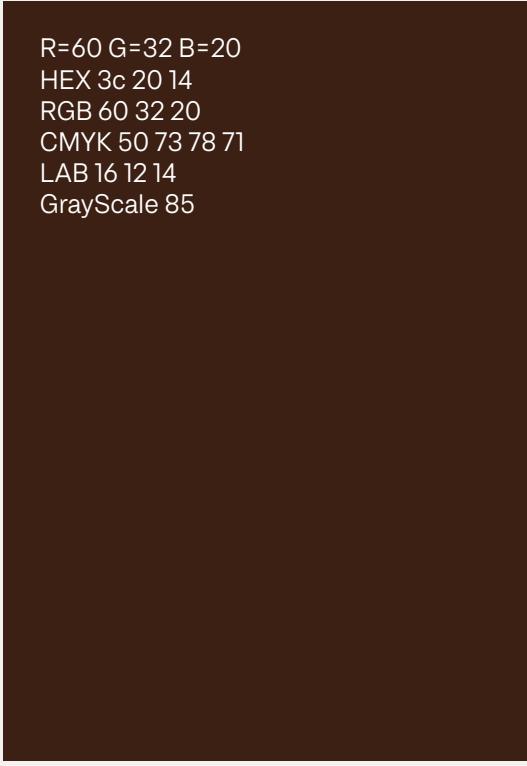
The brown spectrum represents land, sand, desert landscapes, and premium leather car interiors, reflecting grounded luxury and comfort.

The blue shades symbolize the sky and sea, expressing travel, openness, trust, and smooth movement.

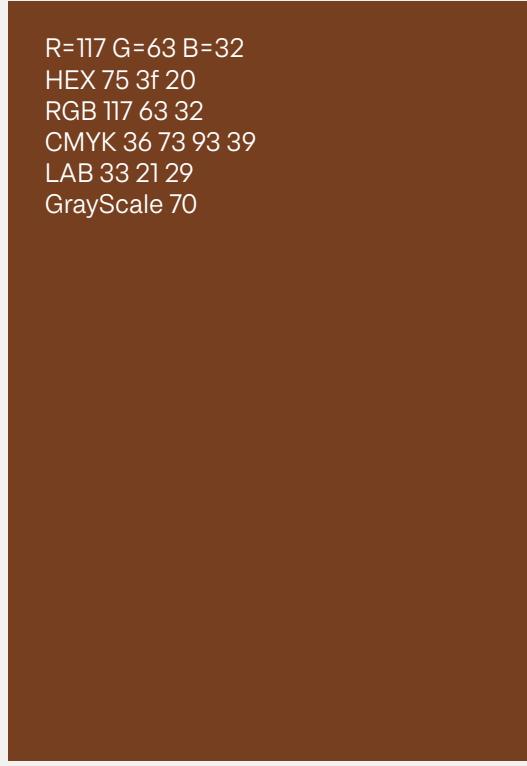
Together, they create a balance between warmth and freedom.

Black and white are included as essential supporting colors to ensure clarity and flexibility across all applications.

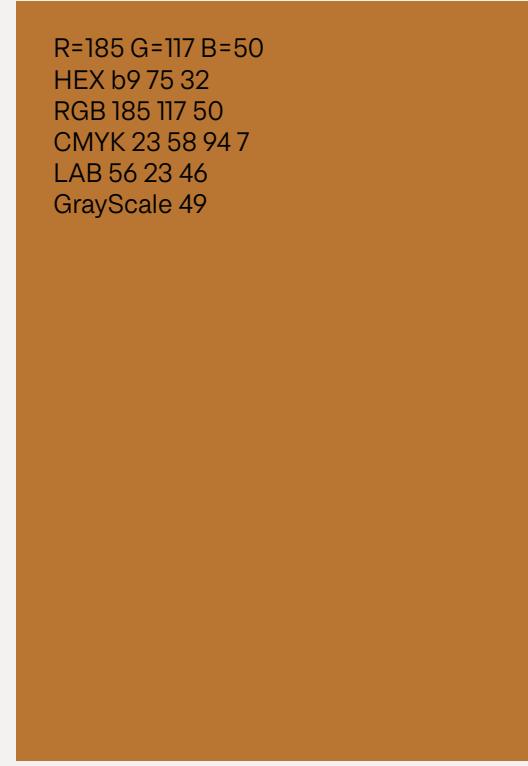
They provide structure, improve readability, and allow the brand to adapt seamlessly across digital and print platforms.



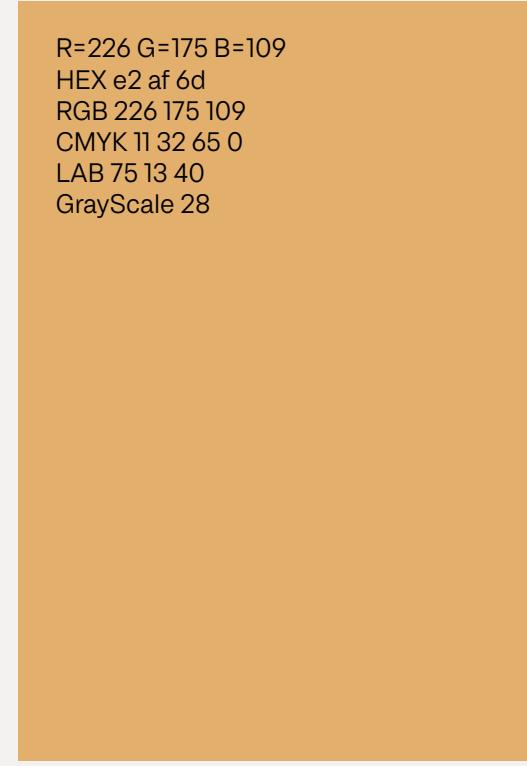
R=60 G=32 B=20
HEX 3c 20 14
RGB 60 32 20
CMYK 50 73 78 71
LAB 16 12 14
GrayScale 85



R=117 G=63 B=32
HEX b9 75 20
RGB 117 63 32
CMYK 36 73 93 39
LAB 33 21 29
GrayScale 70



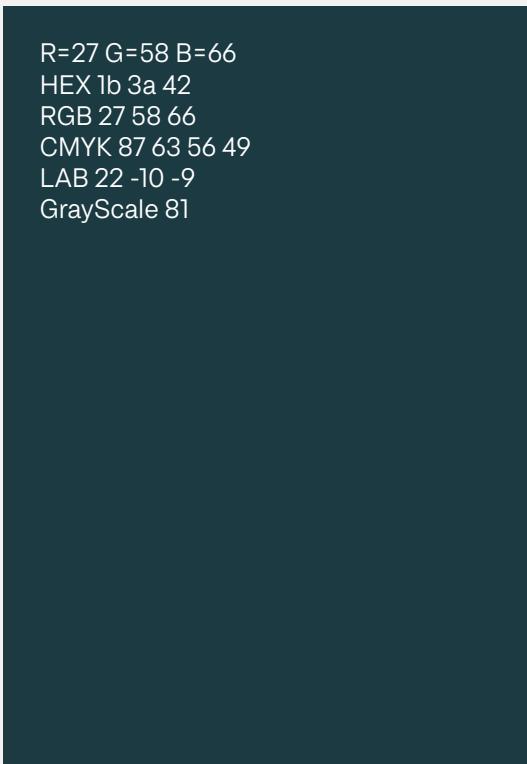
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HEX e9 b9 32
RGB 185 117 50
CMYK 23 58 94 7
LAB 56 23 46
GrayScale 49



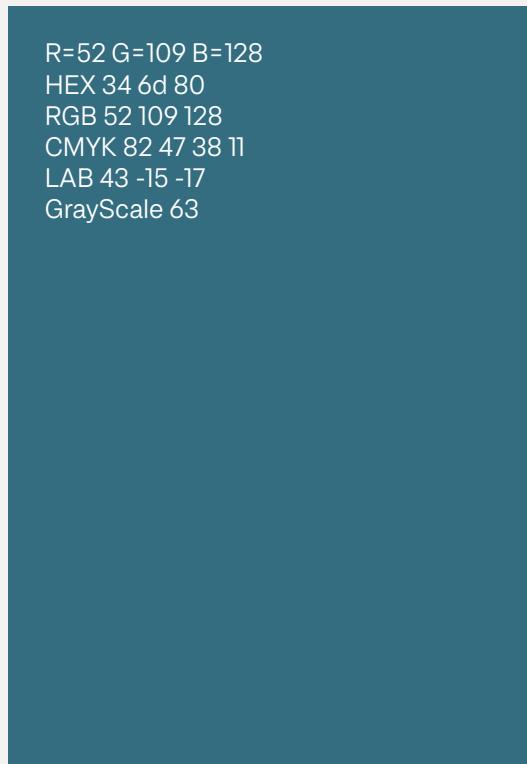
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HEX e2 af 6d
RGB 226 175 109
CMYK 11 32 65 0
LAB 75 13 40
GrayScale 28



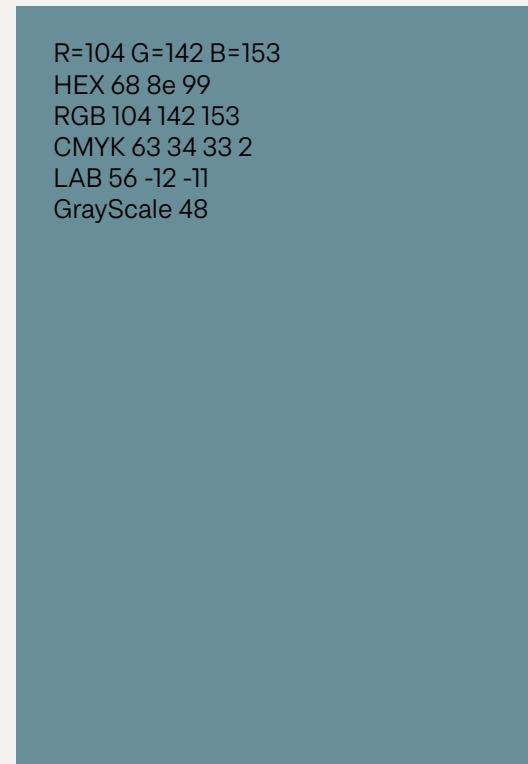
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HEX f8 f0 e9
RGB 248 240 233
CMYK 25 60
LAB 95 14
GrayScale 5



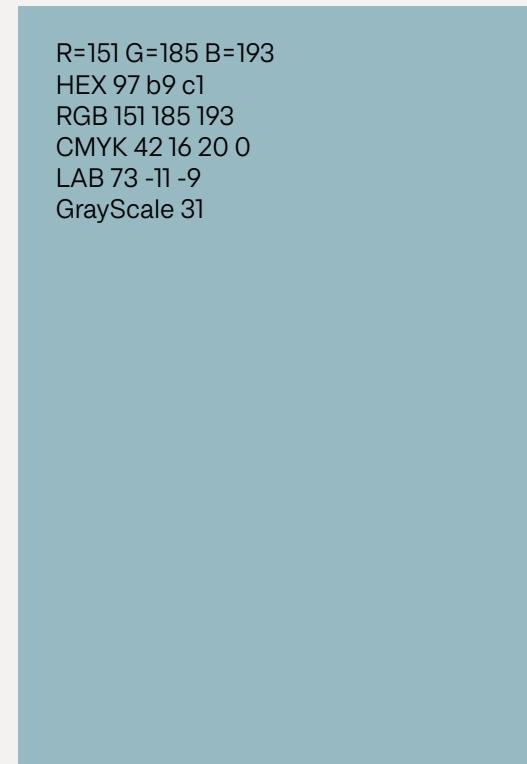
R=27 G=58 B=66
HEX 1b 3a 42
RGB 27 58 66
CMYK 87 63 56 49
LAB 22 -10 -9
GrayScale 81



R=52 G=109 B=128
HEX 34 6d 80
RGB 52 109 128
CMYK 82 47 38 11
LAB 43 -15 -17
GrayScale 63



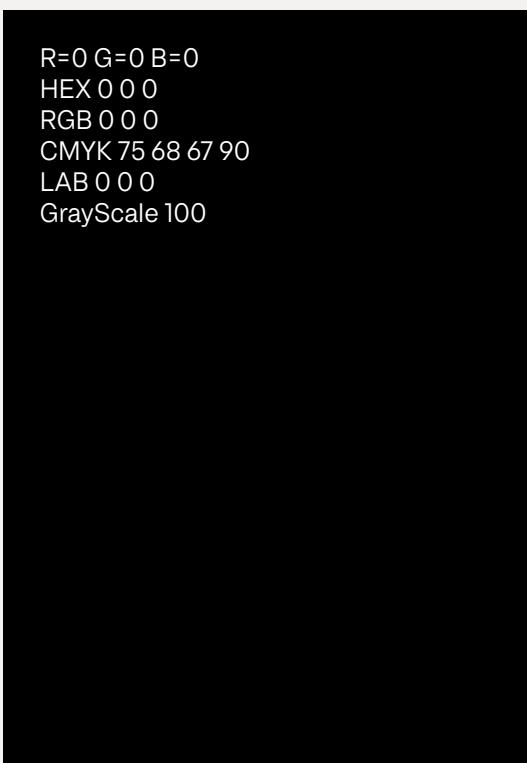
R=104 G=142 B=153
HEX 68 8e 99
RGB 104 142 153
CMYK 63 34 33 2
LAB 56 -12 -11
GrayScale 48



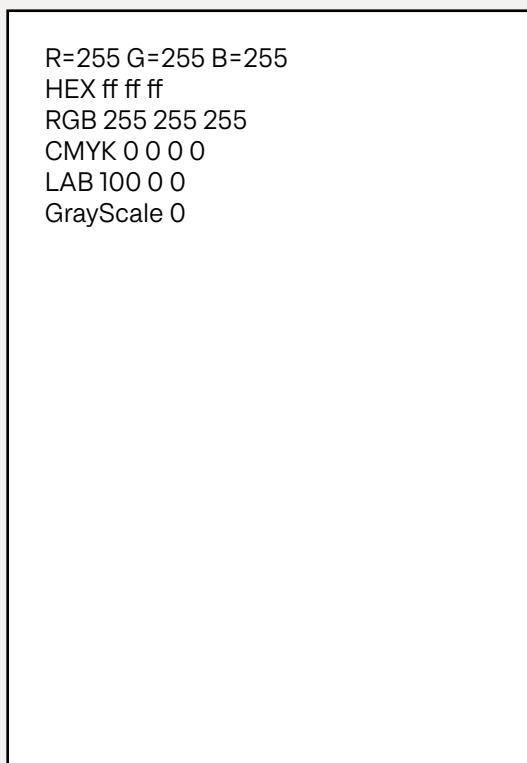
R=151 G=185 B=193
HEX 97 b9 c1
RGB 151 185 193
CMYK 42 16 20 0
LAB 73 -11 -9
GrayScale 31



R=244 G=242 B=240
HEX f4 f2 f0
RGB 244 242 240
CMYK 3 3 4 0
LAB 96 0 1
GrayScale 5



R=0 G=0 B=0
HEX 0 0 0
RGB 0 0 0
CMYK 75 68 67 90
LAB 0 0 0
GrayScale 100



R=255 G=255 B=255
HEX ff ff ff
RGB 255 255 255
CMYK 0 0 0 0
LAB 100 0 0
GrayScale 0

COLORS

LOGO COLOR USAGE

The AKAZA logo is primarily used in its core brand colors to ensure strong recognition. Monochrome versions are provided for situations where color usage is limited.

The logo should always maintain sufficient contrast with its background to ensure visibility and legibility, especially in digital environments.



05

TYPOGRAPHY

TYPOGRAPHY

TYPOGRAPHY

AKAZA uses a refined and modern typographic system that reflects clarity and confidence.

Sogo is the logo typeface and may also be used selectively in key headlines to maintain strong brand recognition and visual consistency.

Axalp Grotesk is the primary supporting typeface, used for headlines, body text, and all other communication elements.

Its clean and contemporary structure ensures readability across digital and print platforms while maintaining a premium and professional tone.



LIGHT

REGULAR

MEDIUM

BOLD

LIGHT

BOOK

REGULAR

DEMI BOLD

BOLD

EXTRA BOLD

BLACK BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+=?/{}|\

06

ICONS

ICONOGRAPHY

AKAZA iconography is designed using solid fill shapes rather than stroke outlines to ensure clarity and strong visibility across all applications.

Icons are presented in a single color to maintain consistency, simplicity, and easy recognition in both digital and print environments.



07

PATTERN

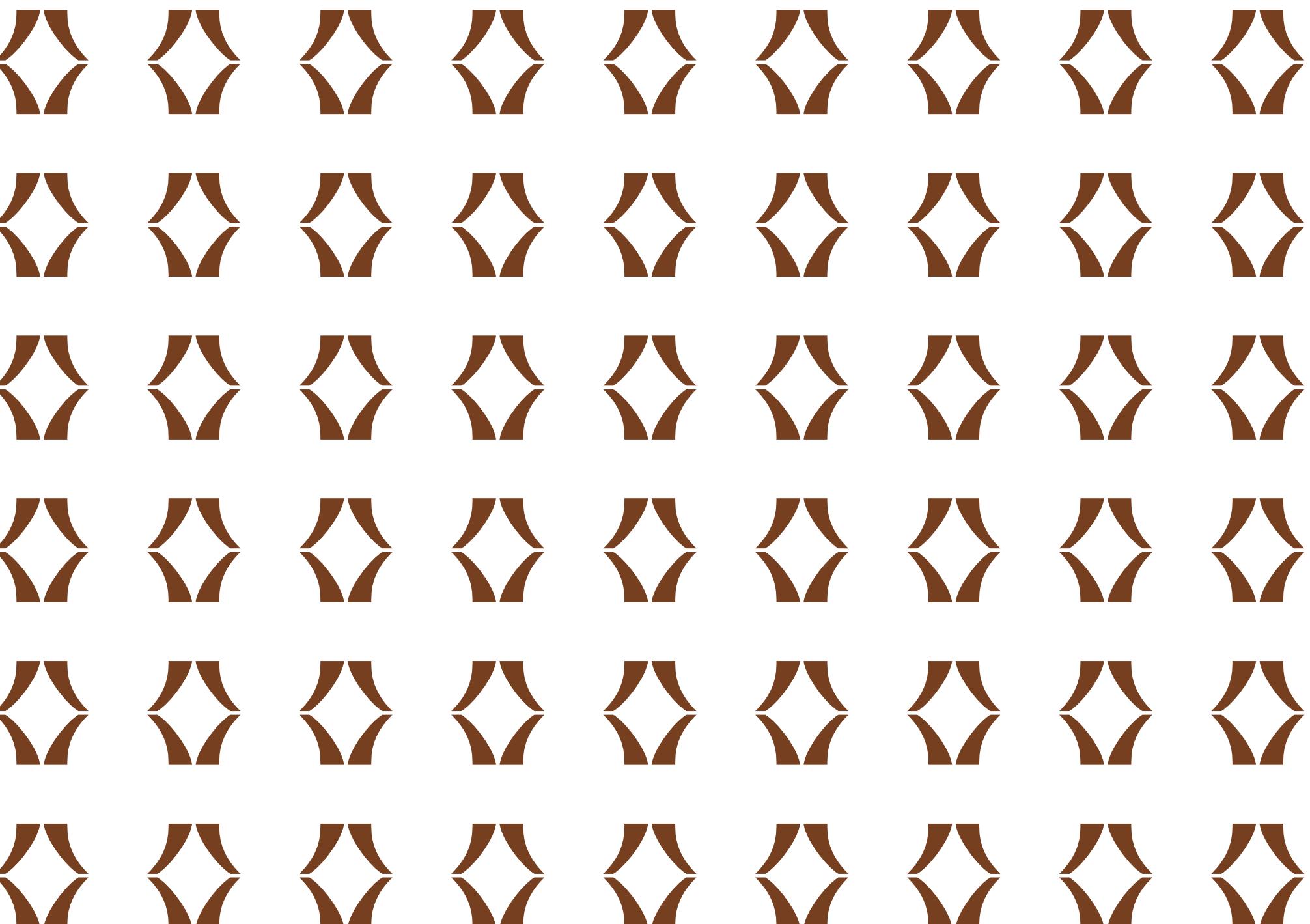
BRAND PATTERN

The AKAZA brand pattern is derived from a curved element of the brand mark, repeated to form a balanced four part composition.

When arranged together, the arcs create a subtle star shape through negative space at the center.

This form symbolizes convergence, guidance, and multiple paths coming together as one destination, reflecting the brand concept that all journeys lead to AKAZA.

The pattern adds visual rhythm and depth while maintaining a refined and cohesive brand expression.



08

PHOTOGRAPHY

PHOTOGRAPHY DIRECTION

AKAZA's photography focuses on real moments of comfort, movement, and experience.

Images should feel natural, warm, and aspirational, highlighting destinations, transportation, and lifestyle moments rather than staged poses.

The photography should support the idea of smooth journeys and thoughtfully planned travel experiences.



09

BRAND APPLICATIONS

EMAIL SIGNATURE

The email signature is an essential element of AKAZA's visual consistency, appearing across daily communications and representing the brand in every message sent.

The approved signature format should be used at all times. Only contact information may be updated. The layout, colors, and typography must remain unchanged to ensure a consistent and professional brand presence.

First Name Last Name

Title & Region

AKAZA Travel L.L.C

Dubai, UAE

P: +49 175 3726 929

name@akazatravel.com

www.akazatravel.com

[Instagram](#) | [LinkedIn](#) | [Facebook](#) | [Blog](#)



CORPORATE STATIONERY

01 Letterhead:

The AKAZA letterhead applies the established brand elements in a clean and structured layout. The design introduces visual interest while preserving a clear and functional space for written content, ensuring professional and consistent communication.

02 Envelope:

The AKAZA envelope is designed using a single color application to support printing efficiency while maintaining a refined brand presence. It includes essential communication details presented in a clear and consistent format.

03 Business Card:

The AKAZA business card reflects the brand's visual identity through a balanced and modern layout. It incorporates the brand color palette to reinforce recognition and is standardized for use across all employees to ensure a consistent and premium brand impression.

01



AKAZA TRAVEL

Dubai, UAE
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02



03

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AKAZA

AKAZA

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10

MOCKUPS

BRAND MOCKUPS

AKAZA's visual identity is designed to adapt seamlessly across all brand applications, including the website, mobile platforms, social media, printed materials, and corporate assets.

Each application reinforces consistency, professionalism, and ease of use, ensuring a recognizable and trusted brand presence at every touchpoint.

Mockups are used to demonstrate how the identity appears in real world contexts, helping visualize scale, clarity, and consistency across different environments.





www.akazatravel.com

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AKAZA



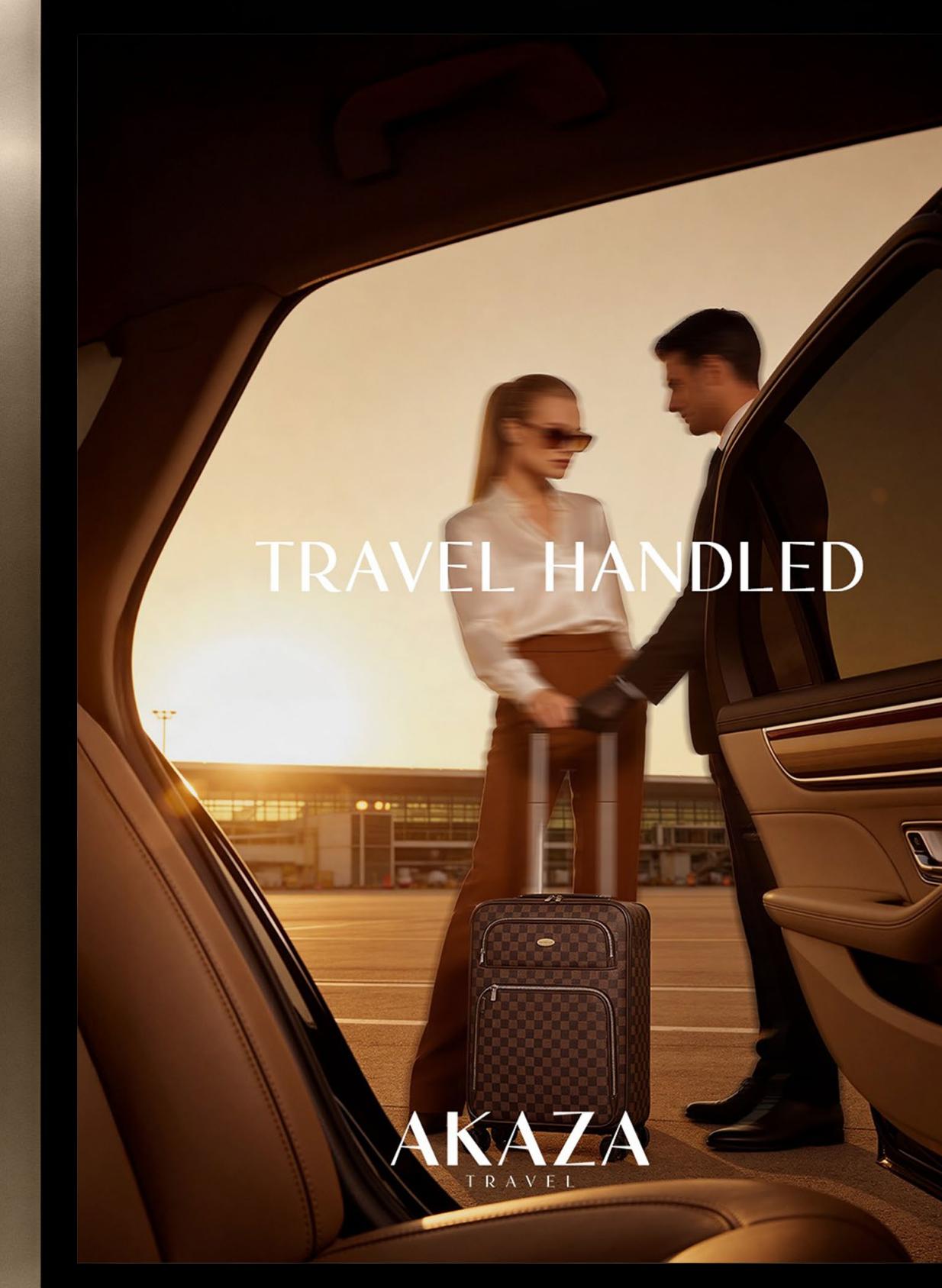
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CURATED AS ONE





ZAKAZA
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TRAVEL

11

GIVEAWAYS

BRAND GIVEAWAYS

AKAZA brand giveaways are designed to extend the brand experience beyond digital and corporate touchpoints.

Items such as tote bags, notebooks, coasters, brochures, pens, caps, and mugs serve as practical and memorable brand carriers that reinforce recognition and presence.

These materials may be distributed during exhibitions, events, or client journeys, supporting brand visibility while reflecting AKAZA's premium and consistent visual identity.



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