

"Travel makes one modest. You see what a tiny place you occupy in the world" --Gustave Flaubert Enjoy your flight

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Introduction

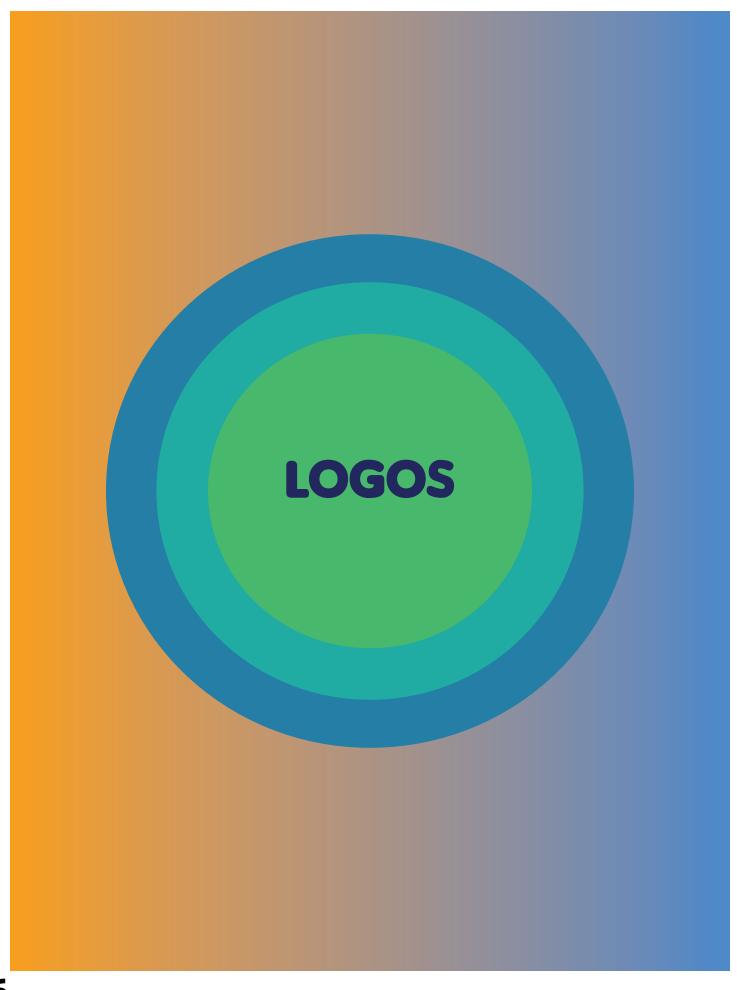


The Happy Tour was located in Metro Vancouver Regional District, BC that was founded in 2022. Happy Tour company is a full of happiness and pleasant offers the best sales ticket includes with the hotel, first & business flight, and great seasonal sales. We will provide the tickets online and to ensure the tickets to have a round-trip or one-way ticket on specific dates and time for travelling to book it faster and will give you the excellent services.

Mission & Goals



Our main mission & goal focuses on the customers who are planning to book a flight with a decent deal for you if you decide to cancel or delay it, we will offer you better seats on time. As long as the customers are not making complaints or frustration toward the other flight, we will give it right away to solve the problem rather than talking to the other staff in the receptionist. Safety and Security is the most crucial for the customers to get on board.



Do's











These specific logos that are created to match with our company. However, to make the viewer to see it readable and unique to stand out the design accurately.

Dont's

These logos are misusages because the colors doesn't fit well. Even the text are too close to each other, and also the small or big text makes things not consistent.





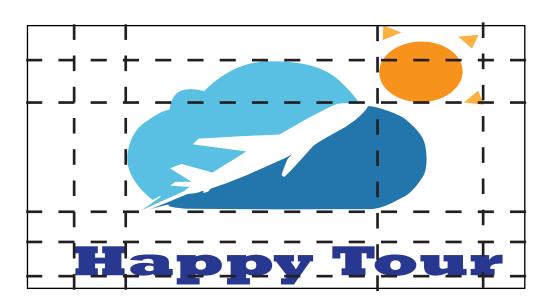


Happy



Dimension

The dimensions that I was focusing on this company logo for Happy Tour. There were the length and width of the letter and the sun from each side.



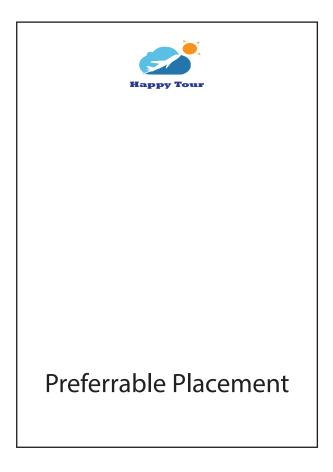
	Minimum	Maximum
Length	10 mm	13 mm
Width	3 mm	5.5 mm

Clear Space

Placement

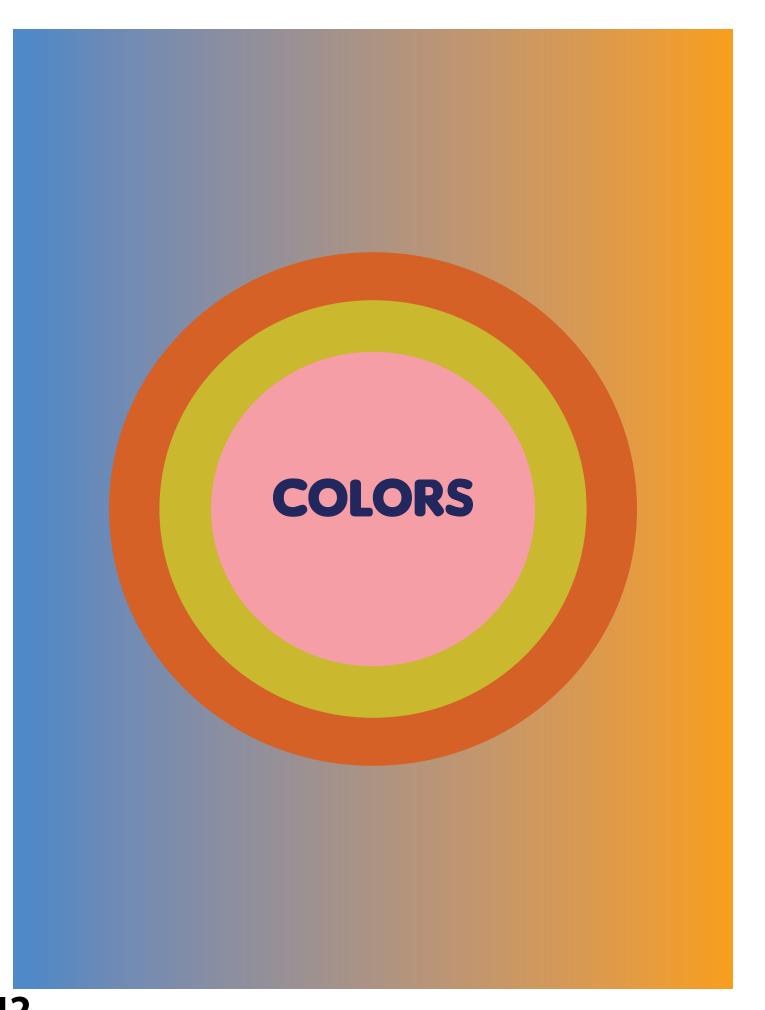


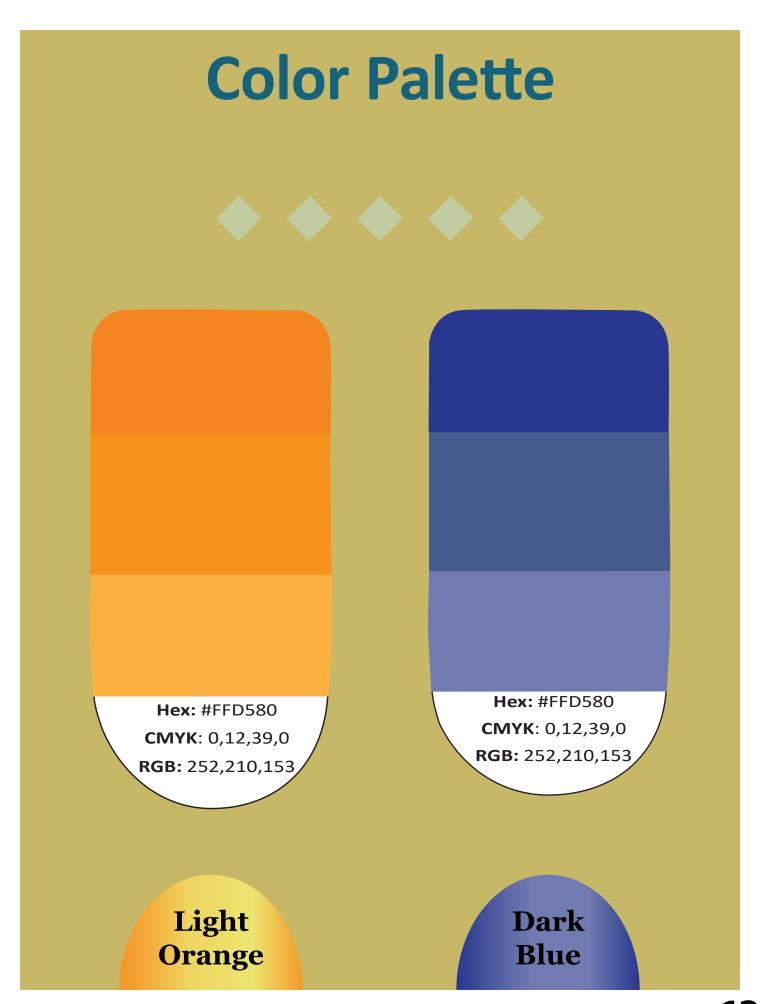
The clear space between the company logo and the space is corresponding with the letter and the sun or a cloud shape of an airplane.



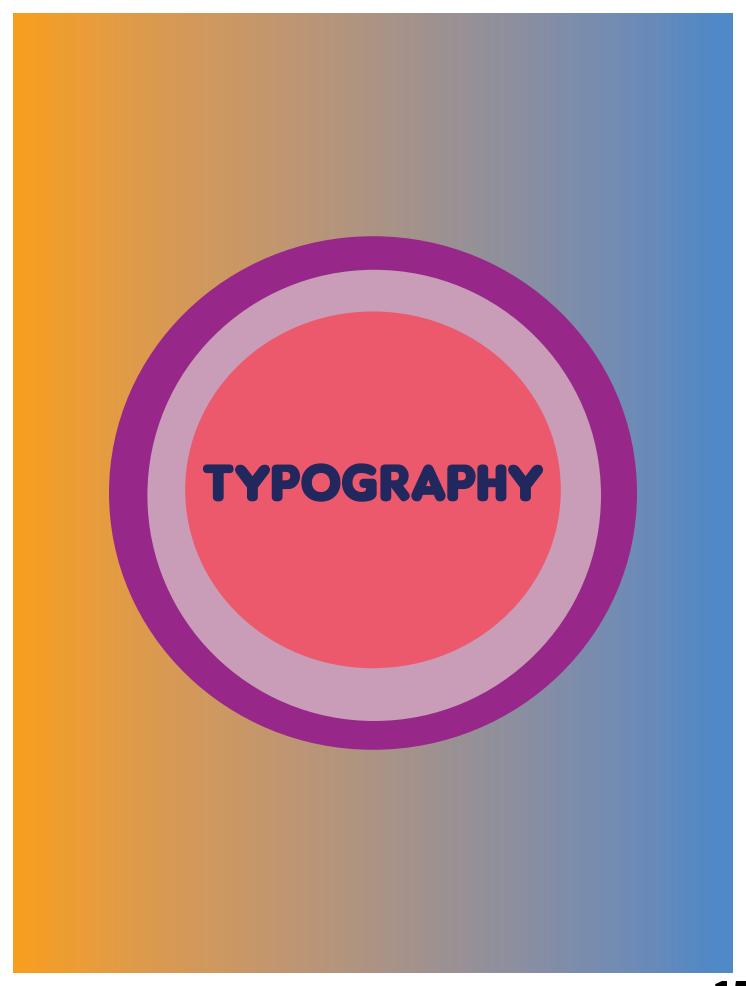
Alternate Placement

Whenever you place the logo on the layout, it should always be on the upper top or lower below. However, it should not touch the line too closer to each other.





Extended Color Palette Hex #: FFFFF White CMYK: 0,0,0,0 RGB: 255, 255, 255 Hex #: bbe2dc Jagged Ice CMYK: 26, 0, 15, 0 RGB: 187, 226, 220 Hex #: b8974d Aztec Gold CMYK: 28, 37, 82, 3 RGB: 184, 151, 77 Hex #: 7193b9 Desaturated Blue CMYK: 59, 35, 13, 0 RGB: 113, 147, 185 Hex #: 00647f Dark Cyan CMYK: 93, 53, 36, 12 RGB: 0, 100, 127



Typeface



Calibri

Calibri Light *Calibri Italic*

Calibri Light italic Calibri Bold

Calibri Regular Calibri Bold Italic

Tahoma

Tahoma Regular

Tahoma Bold

Cambria

Cambria Regular Cambria Bold

Cambria Italic

Cambria Bold Italic

Typeface



Georgia

Georgia Regular

Georgia Italic

Georgia Bold

Georgia Bold Italic

Myraid Pro

Myraid Pro Bold Condensed

Myraid Pro Regular

Myraid Pro Italic

Myraid Pro Semibold

Myraid Pro Bold

Myraid Pro Bold Italic

INSAINBURGER

INSAINBURGER REGULAR



Images



These logos are nicely placed in each different kinds of mockup designs



Images

The following pages from the first page that proposes the company logos are shown with the business card, postcard, and letterhead is the example of stationery and collateral.

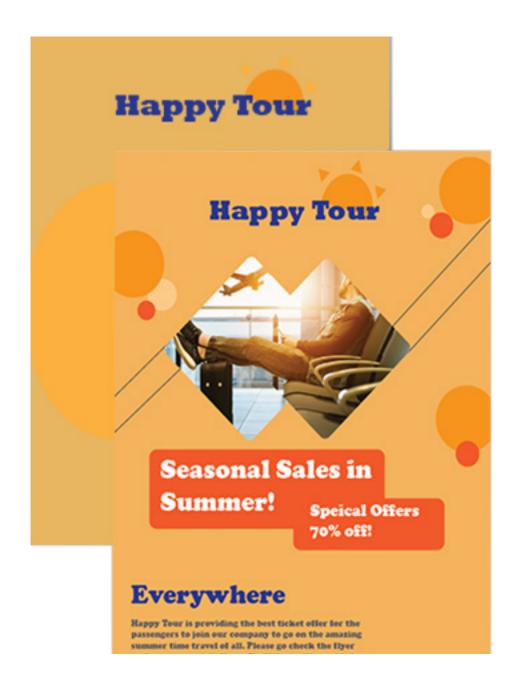






Reading the Advertisement





These 3 of my brand advertisement that displays the design to open the customers' eye's with an assuring deliverance of my easy and clear logos.





Backpack

Our company provides a travel backpack that are useful for the customers to take the items out or put the items back without any overpacking them.



Travel Kits

We don't want to forget about the travel kits with the shampoo & conditioner. Our company has the convenient travel size to bring it to your trip and easier to carry them in your bag.

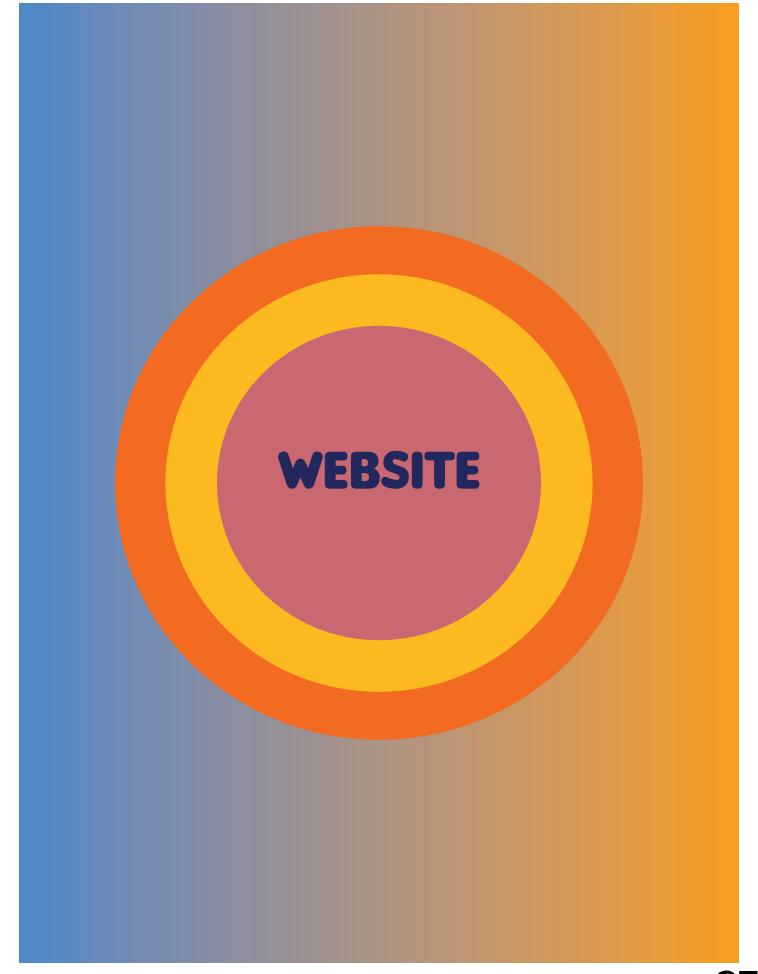




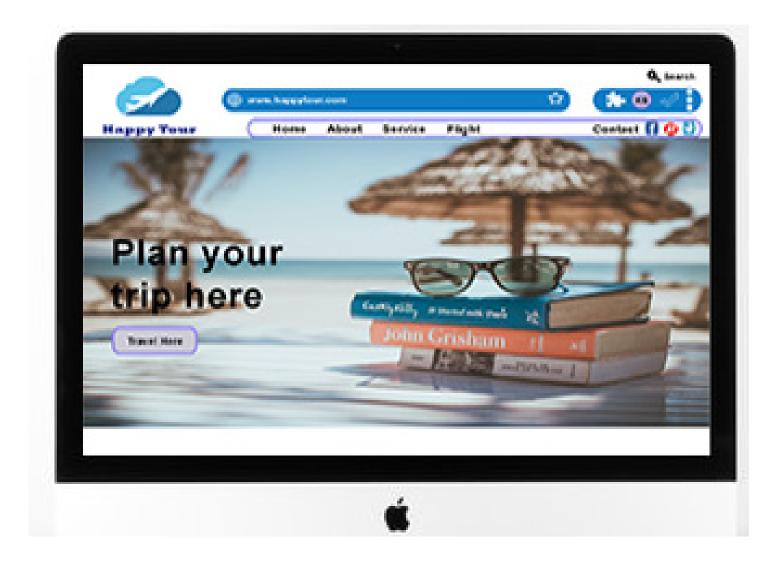




All of these merchandise are specifically design for our company in Happy Tour







Keywords



Travel Journey Trip

Road-trip Adventure Cruise

Navigate Voyage Explore

Drive Sightsee Flight

Slogan



Not all those who wander are lost

It's a big world out there, go explore

Solving all your travel troubles



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