



**Happy Tour**

Take  
Us  
To  
The  
**Paradise**

“Travel makes one modest. You see what  
a tiny place you occupy in the world”

--Gustave Flaubert

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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.

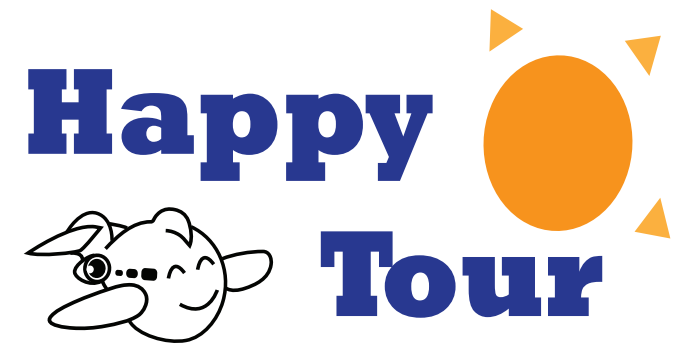
# Mission & Goals



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.

# LOGOS

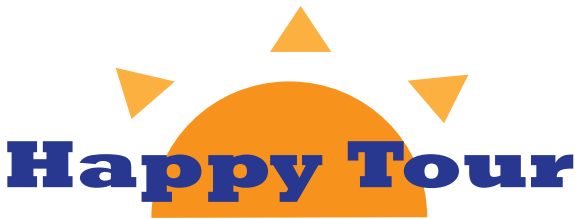
## Do's



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.

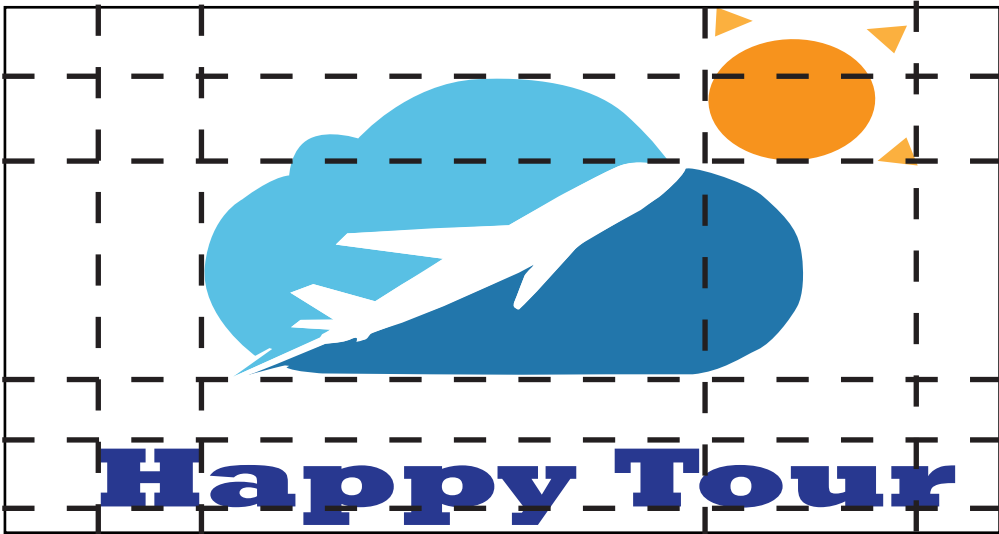
# Dont's

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.



# 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.



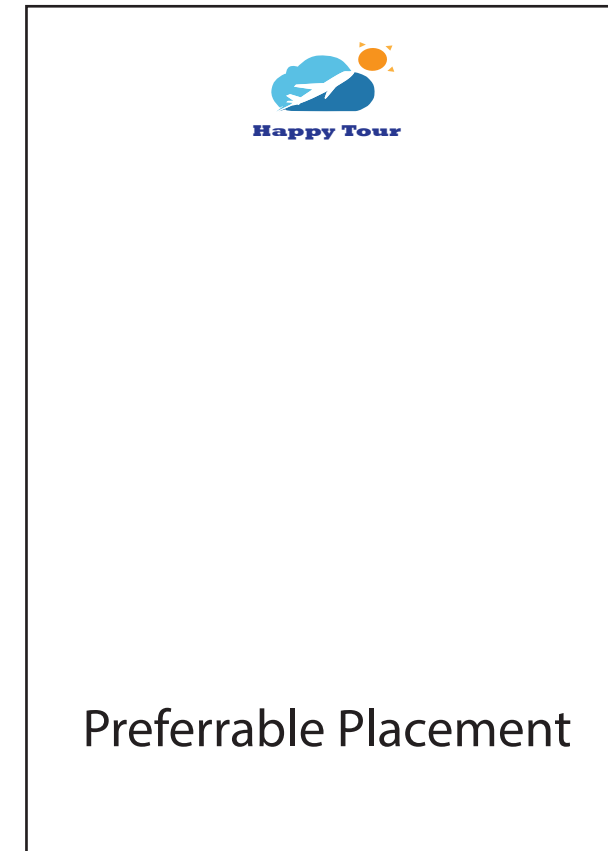
	Minimum	Maximum
Length	10 mm	13 mm
Width	3 mm	5.5 mm

# Clear Space

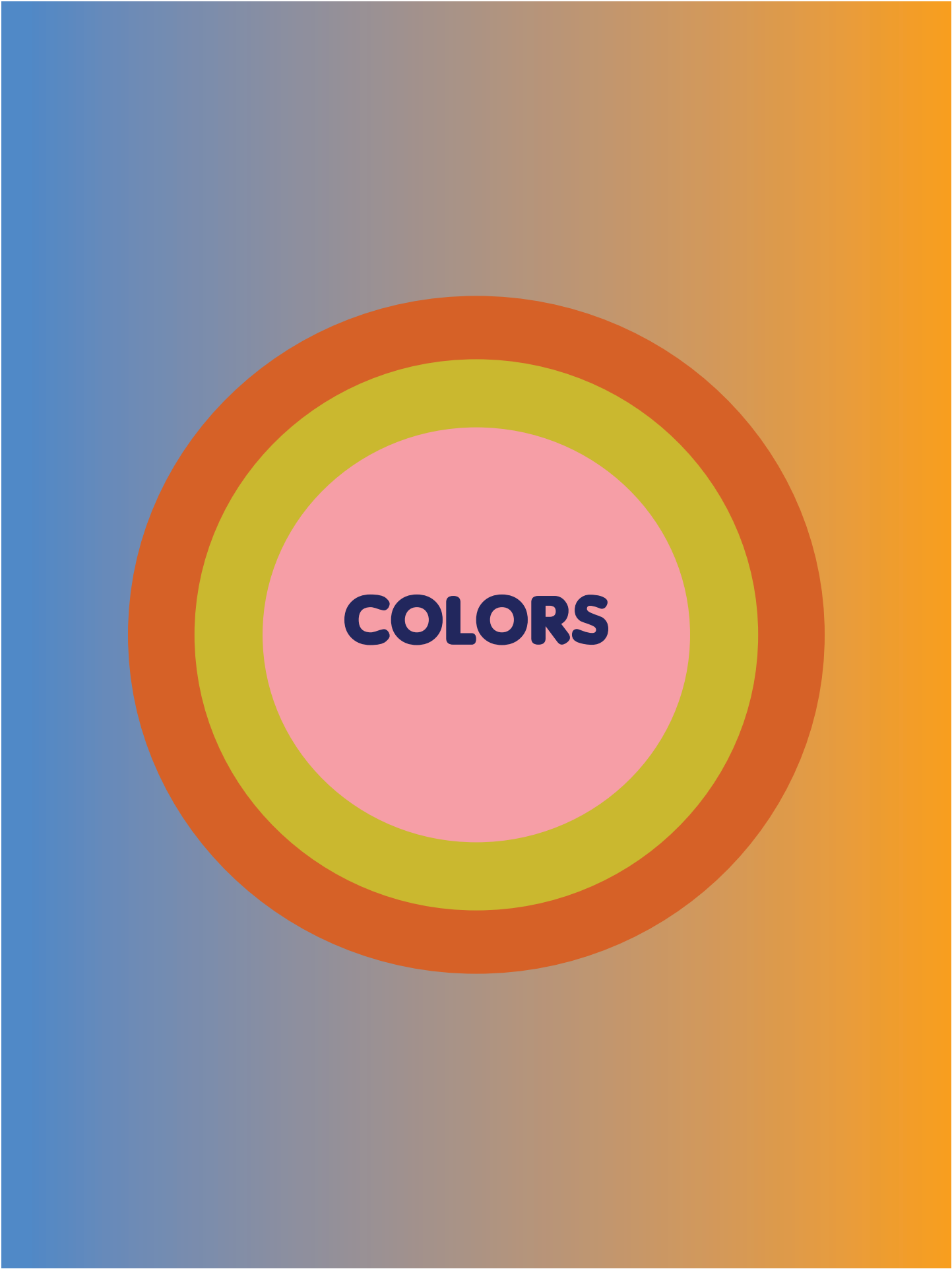


The clear space between the company logo and the space is corresponding with the letter and the sun or a cloud shape of an airplane.

# 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.



**COLORS**

# Color Palette

◆ ◆ ◆ ◆ ◆

Hex: #FFD580  
CMYK: 0,12,39,0  
RGB: 252,210,153

Light  
Orange

Hex: #FFD580  
CMYK: 0,12,39,0  
RGB: 252,210,153

Dark  
Blue

# Extended Color Palette



Hex #: FFFFFF  
CMYK: 0,0,0,0  
RGB: 255, 255, 255

White



Hex #: bbe2dc  
CMYK: 26, 0, 15, 0  
RGB: 187, 226, 220

Jagged Ice



Hex #: b8974d  
CMYK: 28, 37, 82, 3  
RGB: 184, 151, 77

Aztec Gold



Hex #: 7193b9  
CMYK: 59, 35, 13, 0  
RGB: 113, 147, 185

Desaturated Blue



Hex #: 00647f  
CMYK: 93, 53, 36, 12  
RGB: 0, 100, 127

Dark Cyan



**TYPOGRAPHY**



# Typeface



## Calibri

Calibri Light	<i>Calibri Italic</i>
<i>Calibri Light italic</i>	<b>Calibri Bold</b>
Calibri Regular	<i>Calibri Bold Italic</i>

## Tahoma

Tahoma Regular
<b>Tahoma Bold</b>

## Cambria

Cambria Regular	<b>Cambria Bold</b>
<i>Cambria Italic</i>	<i>Cambria Bold Italic</i>

# Typeface



## Georgia

Georgia Regular	<b>Georgia Bold</b>
<i>Georgia Italic</i>	<i>Georgia Bold Italic</i>

## Myraid Pro

Myraid Pro Bold Condensed	Myraid Pro Semibold
Myraid Pro Regular	<b>Myraid Pro Bold</b>
<i>Myraid Pro Italic</i>	<i>Myraid Pro Bold Italic</i>

## INSAINBURGER

**INSAINBURGER REGULAR**

# BRAND STATIONARY

## 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.

# BRAND MERCH



## 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



www.happytour.com



# 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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**Happy Tour**