

# Starborn Travel Agency Brand Style Guide

Making Dreams Come True for Everyone!

## 1. Brand Overview

Starborn Travel Agency is built on the belief that travel should be accessible, magical, and achievable for everyone—regardless of budget. The brand blends wonder and adventure with trust, clarity, and inclusivity.

## 2. Brand Personality

- 1 • Magical yet professional
- 2 • Inclusive and welcoming
- 3 • Dream-driven and aspirational
- 4 • Trustworthy and client-focused
- 5 • Adventurous but approachable

## 3. Logo Usage

The Starborn logo should always be used in its original form. Do not alter the lettering, proportions, or colors. Ensure sufficient clear space around the logo for visibility and impact.

## 4. Typography

**Primary Display Font (Logo Companion):** Pacifico

**Primary Brand Font:** Montserrat

- 1 • Montserrat Bold – Headings, buttons, banners
- 2 • Montserrat Regular – Body text, descriptions, subtext

## 5. Color Palette

- 1 • Midnight Navy: #0B2C4A
- 2 • Star Gold: #F5C46B
- 3 • Sky Blue: #2EA7E0
- 4 • Ribbon Red: #D62828
- 5 • Ocean Teal: #1FB9B3

## 6. Imagery Guidelines

Imagery should evoke wonder, excitement, and inclusivity. Use generic travel visuals such as stars, globes, cruise ships, airplanes, beaches, fireworks, and cityscapes. Avoid trademarked or brand-identifiable imagery.

## 7. Voice & Messaging

Tone should be warm, encouraging, and empowering. Messaging should emphasize accessibility, personalized planning, and turning travel dreams into reality.