

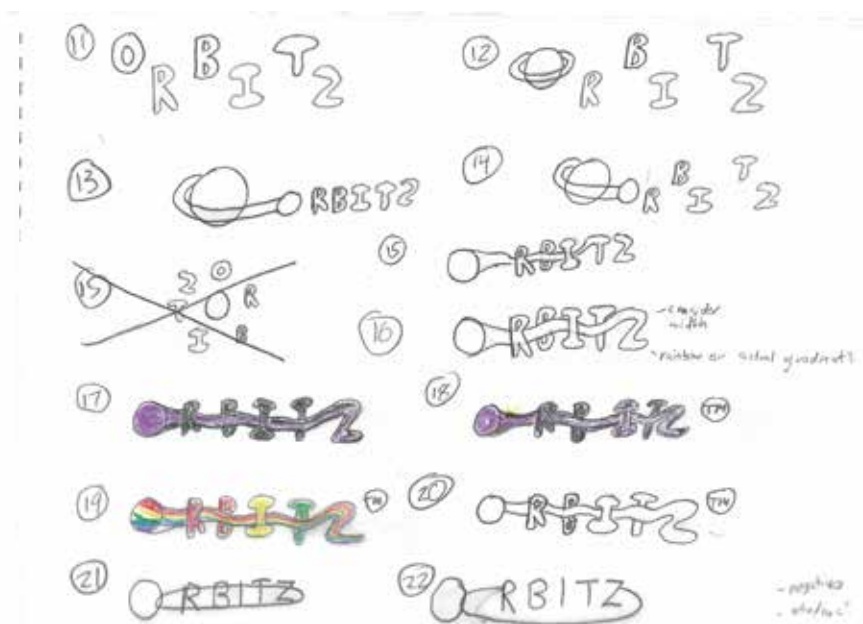
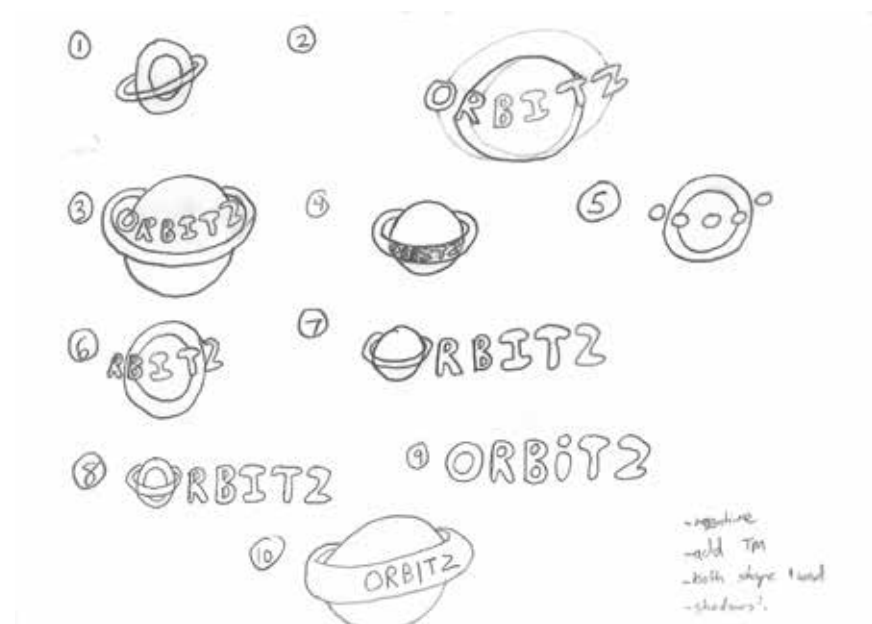


# BRAND GUIDE



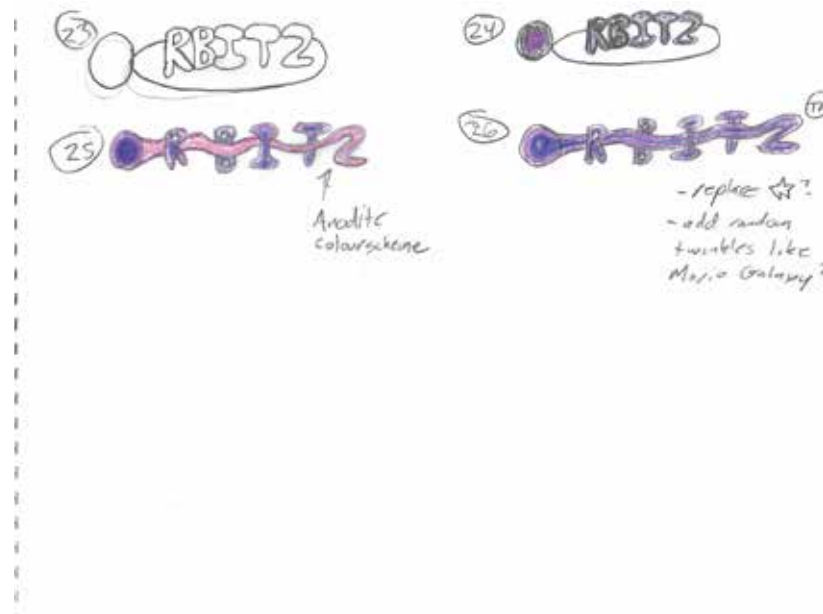
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Everyone starts from somewhere, and the new and rebranded Orbitz is no exception. Our trademarked logo started from just a few simple sketches, with just a pencil and sketchbook in hand. Through a trial and error process, eventually, one of these unique sketches was selected and digitized into the famous logo that stands before countless people to this very day.



Dan Singer

Everyone starts from somewhere, and the new and rebranded Orbitz is no exception. Our trademarked logo started from just a few simple sketches, with just a pencil and sketchbook in hand. Through a trial and error process, eventually, one of these unique sketches was selected and digitized into the famous logo that stands before countless people to this very day.



Dan Singer

The logos weren't the only things that were conceptualized at the time. Orbitz's very own mascot was also conceived at the time of developing the logo. The logos were abundant in brainstorming, but the creator already knew what they had in mind for Orbitz's very own Orbula's design!



Dan Singer

Orbula was designed to be the face of the not just the drink, but the brand. She represents everything the Orbitz brand strives to achieve; positivity, cheerfulness, fun to be around, friendliness, and most importantly, bubbly and energetic!

Her design was conceived by the new owner of the Orbitz drink, but was refined and made into the professional art that you see before you today by none other than the talented Yumichan216!



Dan Singer

Orbula is designed to be the face of the company. She primarily appears in promotional materials and cinematics related to the Orbitz brand. Orbitz formally requests that any cross-promotion with another company must include Orbula, if there are other mascots involved in the crossover. Orbitz's other characters may be used alongside Orbula during cross-promotion.

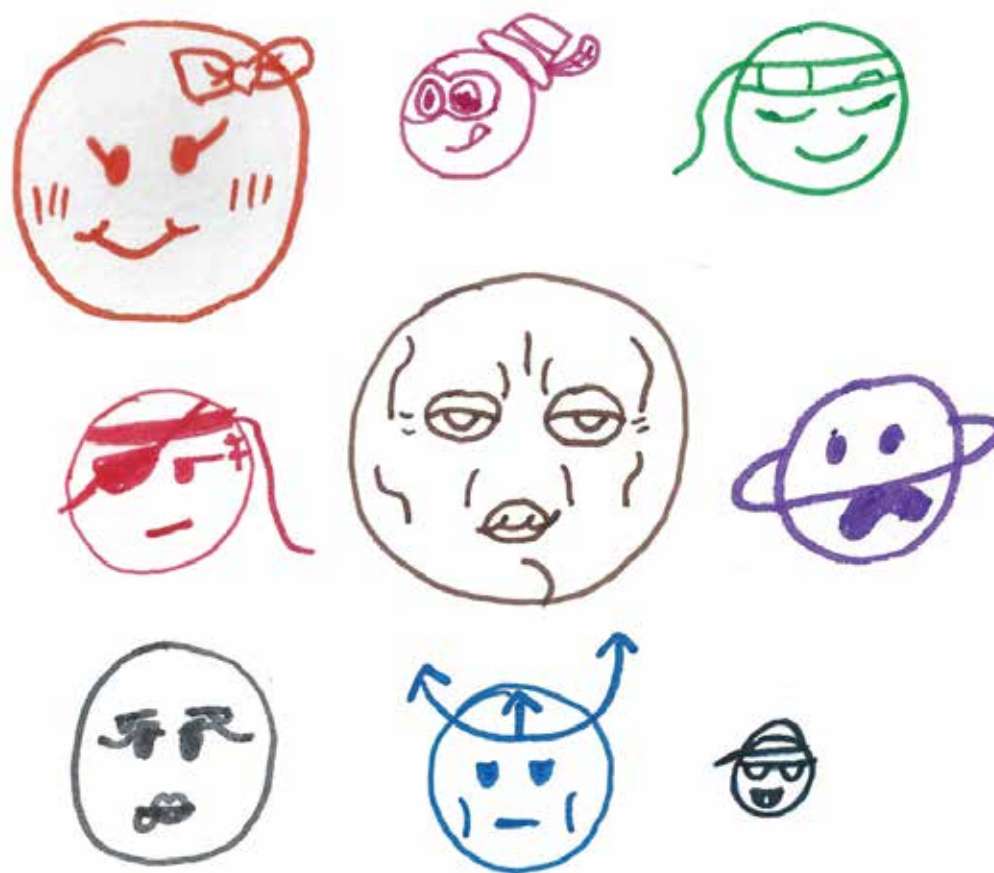


Dan Singer

Alongside Orbula, Orbitz has an array of other characters used for marketing. These characters are based on the 9 planets of the solar system; each with their own designated flavour, and has a loose tie to greek mythology.

These characters are primarily used as collectibles for consumers to collect underneath the bottlecap. Each drink of Orbitz will contain one of these nine characters, each with the same rarity. Despite the association with flavours, the collectible underneath the cap is selected at random; so as to not alienate any potential consumer from completing their collection if they have a distaste for a specific flavour.

These characters are meant to be simpler in design, when compared to Orbula. Their expressions and colours are the main defining features for the planets. Orbula is meant to tie all these planets together, as if she was the galaxy to their planets.



Dan Singer





## ORBITZ BRAND GUIDE

## PLANETS

9

Planet	Flavour	God	Traits
Venus	Vanilla Orange	Aphrodite	Large and Beautiful
Mercury	Apple Pear Mango	Hermes	Tricky With Flair
Gaia	Lemon Lime Peach	Earth	Hippie and Peaceful
Mars	Raspberry Cirtus	Ares	Tough and Masculine
Jupiter	Plum Pomegranate Watermelon	Zeus	Sexy and Delusional
Saturn	Grape Strawberry	Chronos	Paranoid and Cautious
Uranus	Pineapple Banana Cherry Coconut	Sky	Goth and Helpful
Neptune	Blueberry Melon Strawberry	Poseidon	Serious and Royal
Pluto	Black Currant Berry	Hades	Cool and Collected

Dan Singer



Every brand needs to have an audience, and a service to give to that audience. Orbitz is dedicated to expanding its reach into other forms, to give consumers a fresh and refreshing experience. Alongside our core production of soft drink distribution, Orbitz is always looking into other ways to make the brand reach other audiences.



Dan Singer

After much inception, one design from the logos from 3-4 was selected and refined for professional branding. This logo is used on everything related to Orbitz: Any products, any advertising, any assets related to the company and brand.

There are two things this logo is meant to achieve:

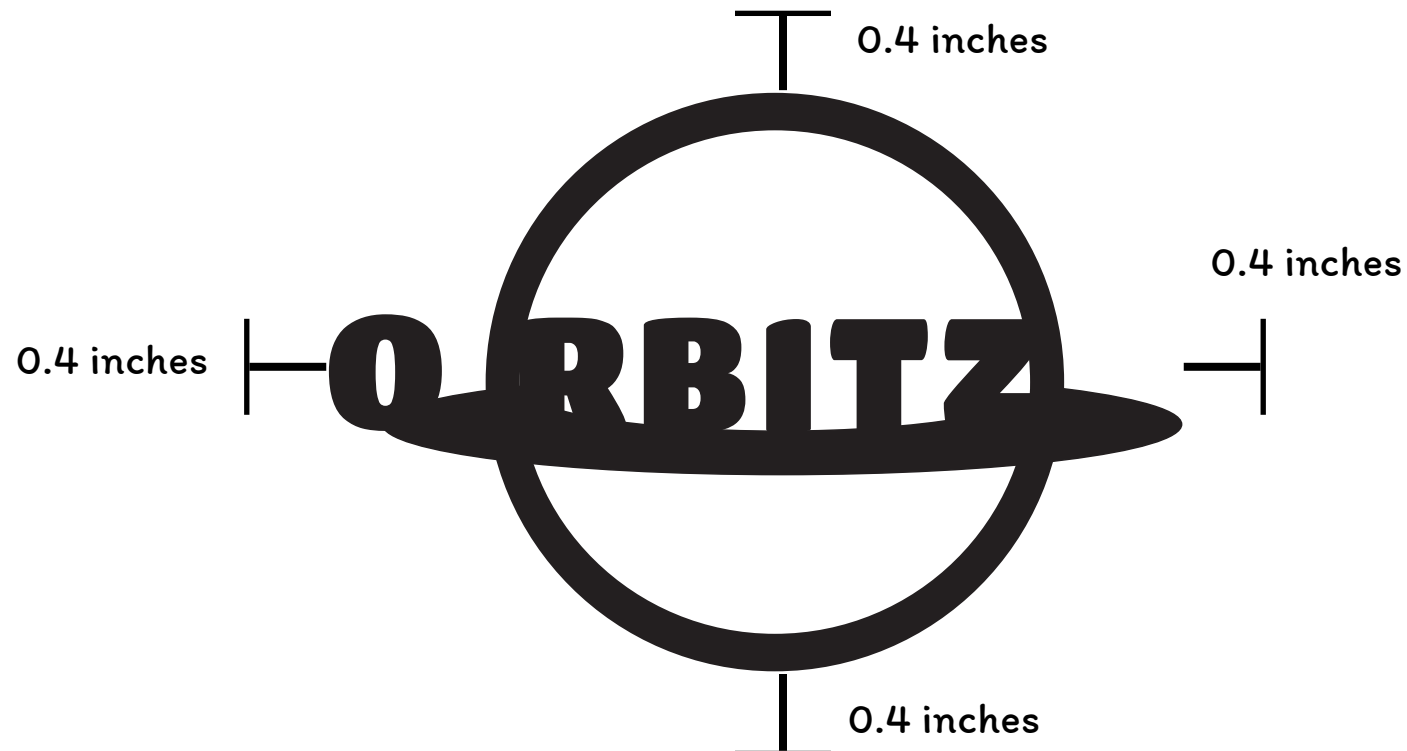
- Flexibility for use on any product, no matter what it may be
- A method to incorporate a lot of the brand's elements into one recognizable shape



Dan Singer



Clear space for the logo is necessary to distinguish it from other elements. The spacing allows for both the logo and the brand to be recognizable, so that other accompanying elements may take away from its shape or close in too tightly with it.



Dan Singer





Sizing is also necessary, as the logo has to be malleable to any surface that it may be placed on. Whether the smallest of labels to the largest of billboards, the logo is can be sized to any size, so long as the quality is kept in the process. Included are two examples of its size; one at .5 inches and one at 2 inches.

0.5 inches



2 inches



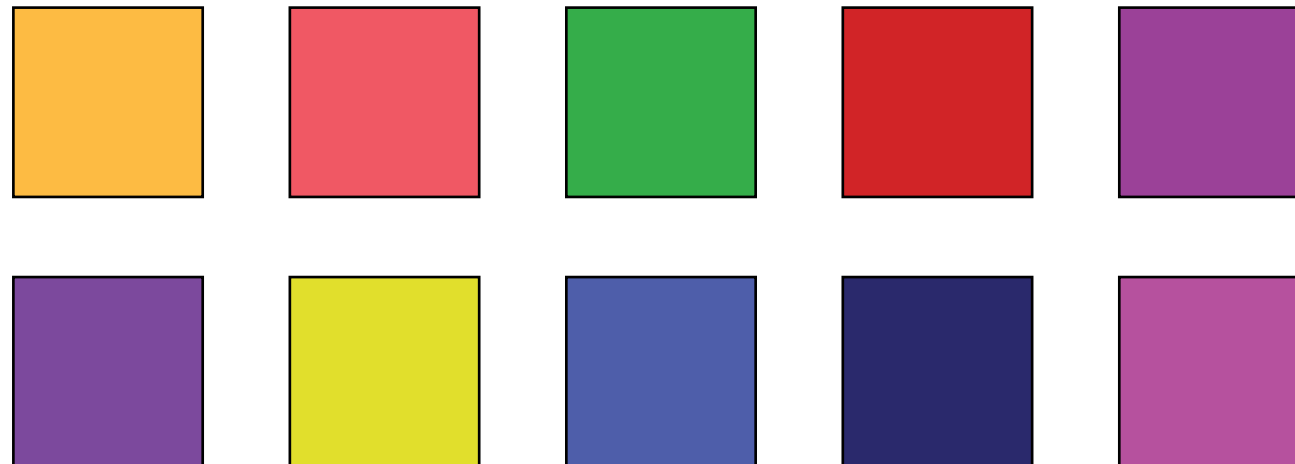
Dan Singer





One of the primary features of the Orbitz logo is the ability to be able to be placed on any surface while still keeping recognizability for the brand, much like the predecessor Orbitz brand and products. The logo itself will not change colour, but rather the product, for a more professional and enjoyable viewing experience.

As the products and elements change, so will its environment. As mentioned previously, the planetary characters each have a flavour assigned to them, and with a change of flavour comes a change in flavour. While the colours of the products may differ, any company assets will try and match the product's colour as close as possible, and these colours will be associated mainly with the mascots as well. (Ie, Venus will always have an orange colour association in Orbitz due to the Vanilla Orange flavour, thus any orange assets used within the company will be mainly associated with Venus)



(Please refer to the next page for information regarding these swatches)

Dan Singer



**ORBITZ BRAND GUIDE****COLOUR****15**

Mascot	Colour	Hexadecimal	CMYK	RGB
Venus	Light Orange	#FFB62A	0/29/84/0	255/182/42
Mercury	Dark Pink	#FF317A	0/81/52/0	255/49/122
Gaia	Earthly Green	#31AC28	77/4/100/0	49/172/40
Mars	Red	#D22222	12/99/100/2	210/34/34
Jupiter	Light Purple	#AC27B8	44/89/0/0	172/39/184
Saturn	Purple	#8A28C8	61/85/0/0	138/40/200
Uranus	Yellow	#E0DE2B	15/2/95/0	224/222/43
Neptune	Royal Blue	#414aff	79/70/0/0	65/74/255
Pluto	Dark Blue	#1B1F70	100/99/24/16	27/31/112
Orbula	Pink	#F90EFC	29/82/0/0	249/19/252

**Dan Singer**



Orbitz's typography is also important to the company. The typography selected is meant to convey the same reactions that the logo is meant to represent:

Boldness, Bubbliness, Roundness, Fun, and Flowy

### **Titan One:**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

Example: Titan One at 18pt

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### **SHOWCARD GOTHIC:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**1234567890**

Example: Showcard Gothic at 18pt

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Itim:

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Example: Itim at 18pt

Dan Singer







The context of the typography is also very important to the company as well. For consistency and fluidity, these are the contexts when each of the typography should be used:

**Titan One:** Logo use only; for the main logo and for any accompanying logos for cross-promotions, redesigns, etc.

**SHOWCARD GOTHIC:** For titles/sections/etc. within business documents, advertisements, on the products, etc.

**Itim:** The default font for any non-outstanding text on company documents, advertisements, product labels and packaging, etc.

Dan Singer





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