

Roamly

Brand Overview

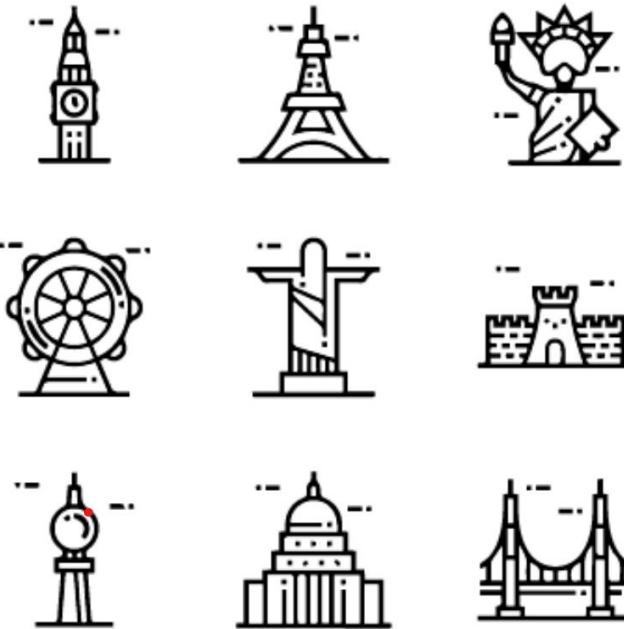
About

Roamly is your ultimate companion in the world of travel, where we're not just about booking trips; we're about fostering connections and enabling authentic experiences. Every journey with Roamly is an invitation to explore the farthest corners of the planet, delve into local cultures, and create enduring connections with fellow adventurers and the places you visit. Travel has the power to transform not only destinations but also the people who explore them. Roamly's commitment is to curate remarkable journeys that leave a positive footprint, enrich lives, and inspire a global community of like-minded travelers to make the world their playground.

Roamly customizes your travel experience by connecting you with knowledgeable local guides who provide personalized insights and adventures. It transforms ordinary trips into extraordinary journeys filled with cultural immersion, authentic experiences, and meaningful connections.

Target Audience: Everyone is expected to use the app, however will appeal to mostly 18-30 year old males and females.

Moodboard and Research



The images vividly capture the joy of comprehension and the thrill of gaining knowledge, emphasizing the sheer delight of exploration. They also underscore the pivotal role of our smartphones in connecting travelers with expert guides, ensuring informative yet engaging tours filled with enthusiasm and expertise.

For an evocative representation of global travel and discovery, consider employing a set of simple icons featuring iconic landmarks from around the world.



In a competitive landscape, it's worth noting that many rival logos feature round shapes, conveying an aura of approachability, friendliness, and safety. The spacing between these shapes creates a relaxed and inviting atmosphere.

The strategic use of mostly Sans Serif fonts in our branding communicates trustworthiness, reinforcing confidence in our tour guides and the company as a whole. It reflects our commitment to providing secure and enriching travel experiences.



Font Exploration

Roamly

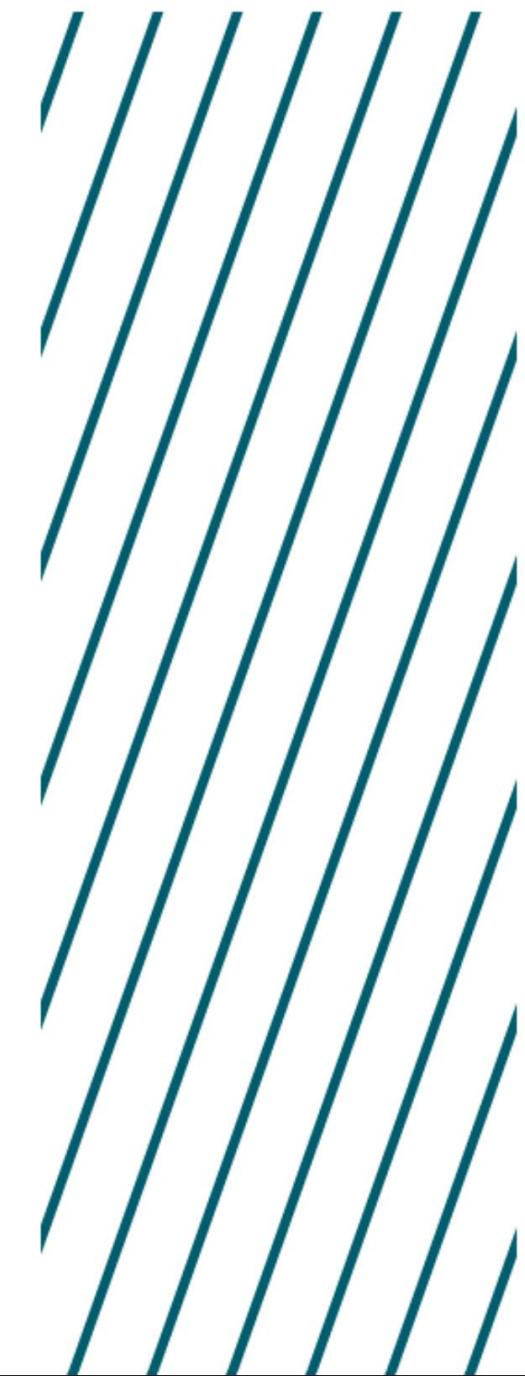
Roamly

Roamly

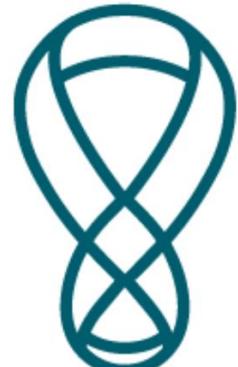
Roamly

Roamly

ROAMLY



Logo Exploration





Roamly

Final Typeface

Roamly's choice of typeface, Jomhuria, exemplifies the brand's determination to stand out in a competitive market. Its ornate and distinctive style ensures that

Roamly possesses a visual identity that is both unforgettable and truly unique, distinguishing it from more conventional fonts typically found in the travel industry.

Jomhuria goes beyond mere aesthetics; it tells a story. The line extending from the "R" to the "Y" beneath the text is not just decorative; it symbolizes the journey itself. It represents a guided path, mirroring the experiences that Roamly offers its travelers: a purposeful exploration, a directed route from one point to another, filled with discovery and connection.

However, Jomhuria's appeal is not limited to its aesthetics alone. Its bold, contemporary character allows for creative manipulation, enabling the creation of an original and dynamic brand identity.

Complementing this choice is a Sans Serif font, which imparts a modern, secure, and trustworthy vibe. These fonts work harmoniously to convey Roamly's promise of adventure, security, and extraordinary travel experiences, forging a compelling visual narrative.

Jomhuria's ornate and decorative style sets it apart from more conventional fonts. It can give Roamly a distinctive and memorable visual identity, which is valuable in a competitive market.

Roamly

The joints, heads, terminals, and ears have all been replaced with semicircles that represent the connectors in jigsaw pieces, linking to the logomark and creating a consistent and strong brand identity.



The line extending from "R" to "Y" below the text signifies a journey, symbolizing a directed path from one point to another, creating a sense of guidance towards your destination.

Decided on using the font Jomhuria as it's bold, contemporary and can be manipulated to give an original look.

Roamly

Final Logomark

To craft this logomark, I followed a method that involved selecting keywords related to Roamly's business and its objectives. From this pool of keywords, I specifically chose four: Authenticity, Sustainability, Connection, and Discovery. Out of these, I drew inspiration from two words, Connection and Discovery, to conceptualize the design of a jigsaw puzzle combined with a footprint.

The term "Discovery" led to the concept of a footprint, symbolizing embarking on a journey and taking a new step forward. Meanwhile, "Connection" inspired the creation of a jigsaw puzzle, with the footprint serving as a piece, illustrating the idea of connecting various elements together.

In the lower part of the logomark, the bottom piece represents the user using the app. The upper half features two puzzle pieces joined together, with the lower section of this piece symbolizing the Roamly app and the top piece depicting the professional tour guides linked to the Roamly app. This top piece as a whole signifies a strong connection between the Roamly app and the tour guides and experiences it facilitates.

The upper piece completes the footprint when joined with the lower piece, illustrating how the app and tour guides/experiences come together to propel the user forward in their journey and make their travel experience whole, demonstrating a harmonious fusion of technology and human-guided exploration.

Potential to extend branding by adding a tagline like "Find Your Piece" which is memorable and has an ambiguous meaning of finding your "peace" and relaxation but also finding your missing piece.



This puzzle embodies connection, where assembling pieces brings people and experiences together, completing a missing part of one's life.

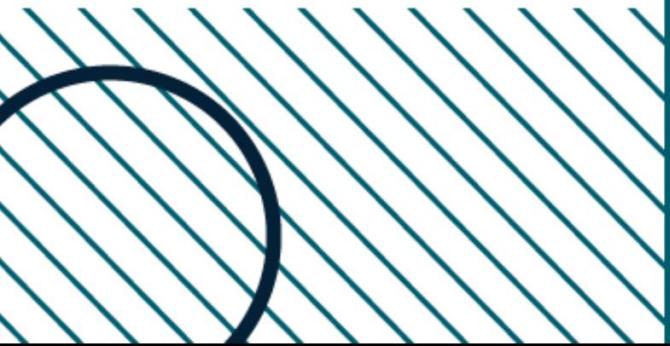
Just as footprints mark the path a person takes, they also represent the journey of exploration and uncovering of new places.



Fonts

Fonts are more than just letters on a screen; they're the visual language of your brand. In the case of Roamly, our font choices serve as powerful communicators. Our primary font, Alegreya Sans, embodies versatility and modernity, ensuring that our message is clear and accessible across all mediums. Montserrat, our secondary font, adds an element of sophistication, directing attention to important headings and details.

Meanwhile, Raleway, our supporting font, introduces unique accents and a sense of diversity. Each font has a distinct personality, much like the diverse experiences Roamly offers to travelers. It's a visual symphony that harmonizes with our commitment to reliable, enriching travel while adding that touch of flair and uniqueness that sets Roamly apart.



Title

Subheading

Body text

Primary Font

Alegreya Sans has been chosen as the primary font as it has a versatility and modern design. It offers excellent readability across various platforms, making it suitable for a wide range of branding applications.

Alegreya Sans's clean lines and contemporary appearance convey a sense of professionalism and reliability, aligning with Roamly's commitment to providing trusted travel experiences.

Secondary Font

Montserrat was selected as the secondary font due to it complementing Alegreya Sans perfectly. Its clean and modern design maintains consistency with the primary font while allowing for distinction in headings, subheadings, and other prominent text elements.

Montserrat adds a touch of sophistication and elegance to the brand, making it suitable for conveying important information and creating a polished look.

Supporting Font

Raleway serves as the supporting font to create visual accents or for special titles and accents in branding materials. Its unique style adds an element of distinction to the brand.

Raleway's distinctive letterforms offer diversity and versatility, allowing Roamly to infuse a touch of uniqueness into its design without deviating from the overall branding consistency.

Colour Palette

Tangaroa

This deep blue signifies the depths of exploration and the mysteries of travel, aligning perfectly with Roamly's commitment to discovering the world's hidden gems.

Discovery Blue

A rich teal, evoking the tranquil depths of the ocean, reflects Roamly's promise of serene and immersive travel experiences, a soothing journey to connect with nature.

Cerulean

A verdant green represents growth and discovery, echoing Roamly's belief in travel as a transformative experience that enriches the mind and spirit.

Turquoize

A vibrant turquoise symbolizes the excitement and exhilaration of travel, emphasizing Roamly's mission to create adventures that are both engaging and unforgettable.

Mint Green

This refreshing mint green portrays a sense of renewal, mirroring Roamly's commitment to sustainable and eco-friendly travel, ensuring a brighter future for our planet.

Blanched Almond

A warm beige exudes comfort and trust, signifying the reliability and dependability that Roamly offers to its travelers, ensuring every journey is safe and secure.

Tangaroa

HEX 042138

Discovery Blue

HEX 00506E

Cerulean

HEX 019966

Turquoize

HEX 3B00E3

Mint Green

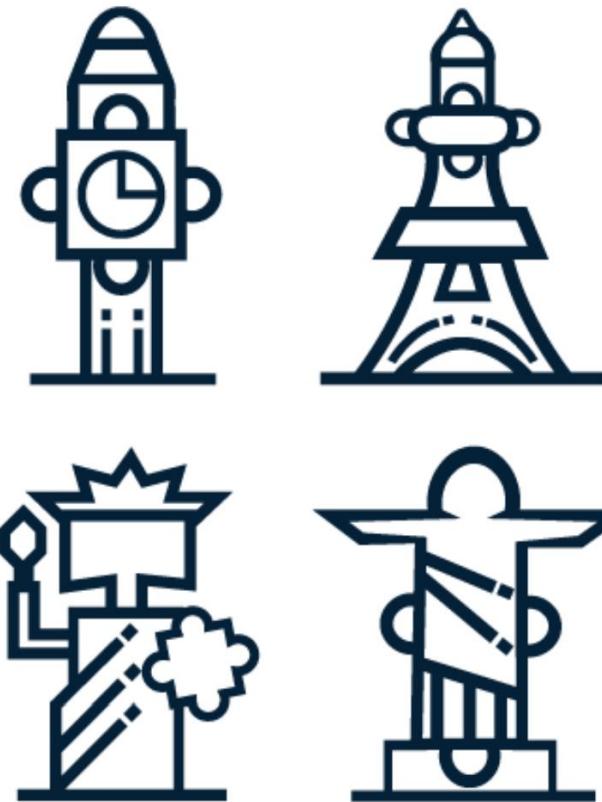
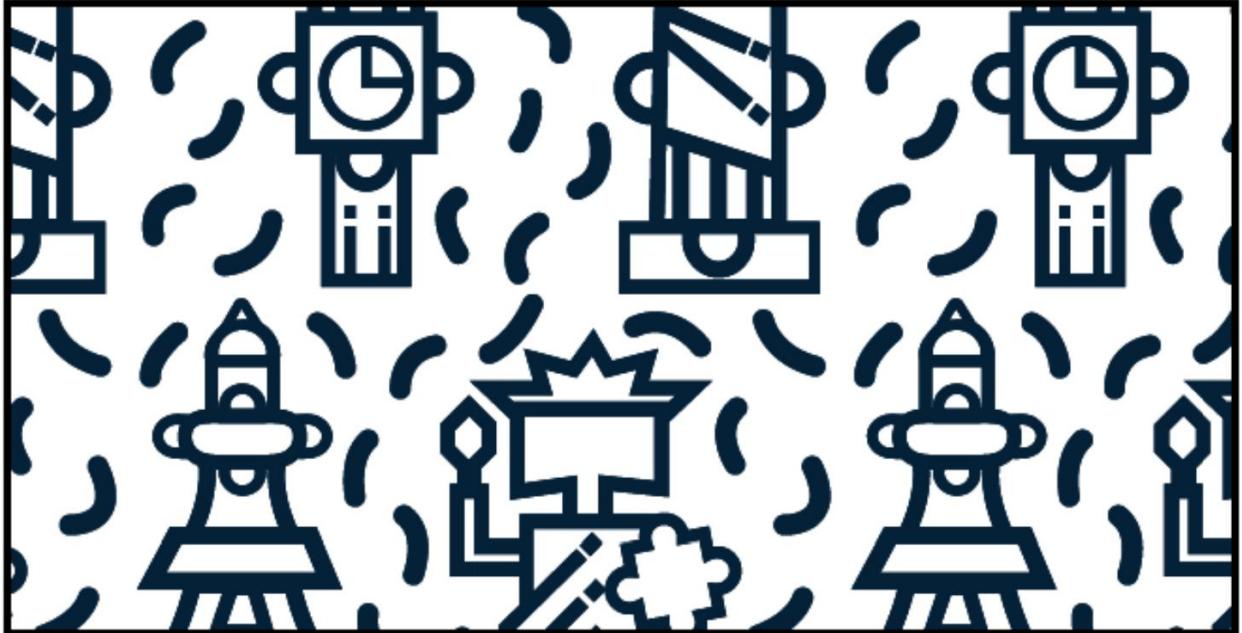
HEX ACFFBB

Blanched Almond

HEX FFEBCF

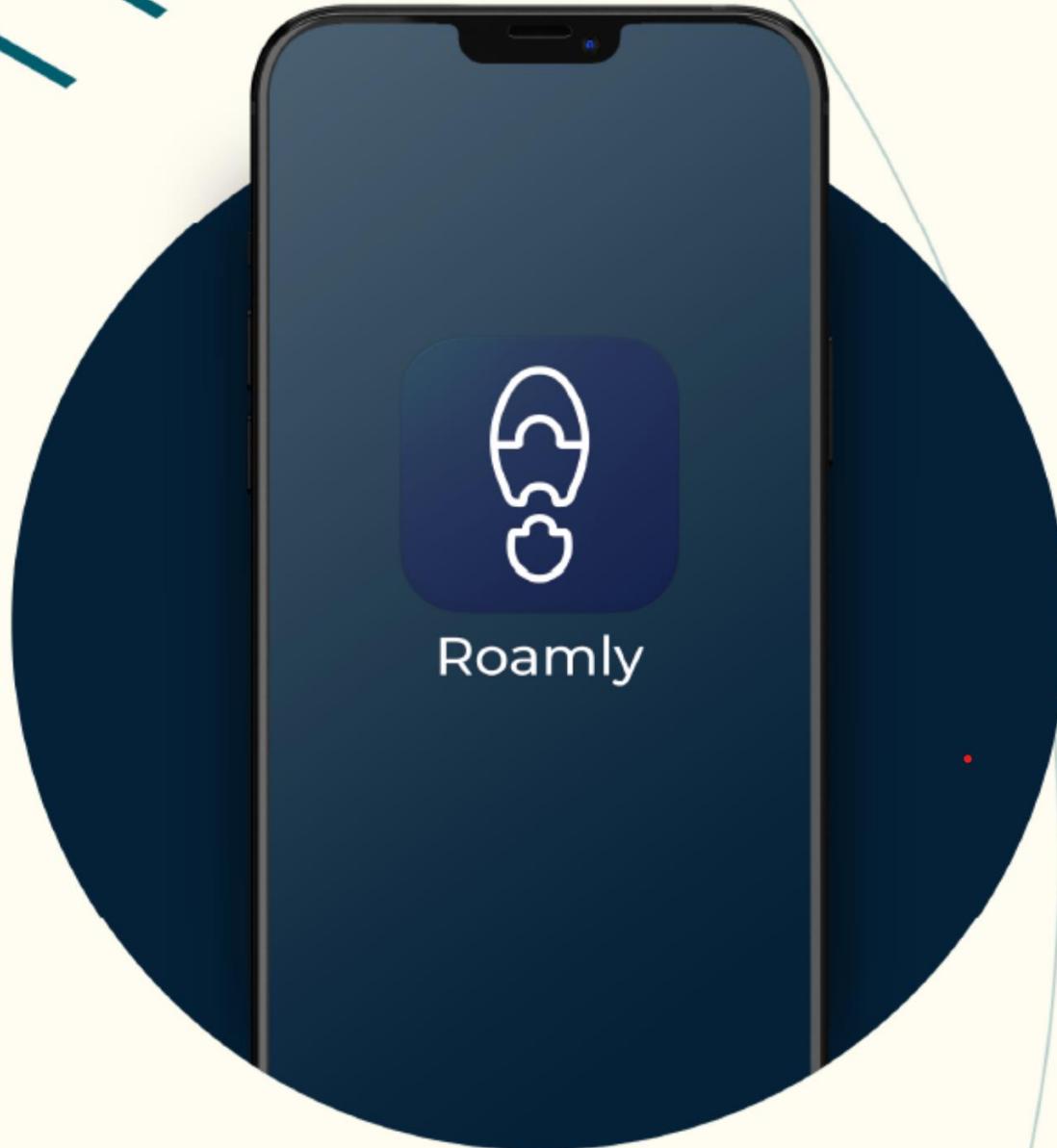


Patterns and Elements



These iconic landmarks serve as powerful visual storytellers for Roamly. They capture the essence of our brand, igniting the spirit of exploration. The diversity represented by Big Ben, the Statue of Liberty, the Rio de Janeiro Jesus statue, and the Eiffel Tower reflects the rich tapestry of travel experiences we offer. The added jigsaw connectors to the illustration add a unique and consistent feel to the brand. These connectors connect the typeface, logomark and the pattern together to make the brand identity stronger and more recognisable. By arranging these illustrations into a recognizable pattern, we establish a consistent and memorable visual language that reinforces Roamly's identity.

This pattern finds its way into various aspects of our branding, from digital platforms to physical materials, creating an immersive brand experience for our travelers. It's more than a design choice; it's a way of communicating our commitment to crafting unique and unforgettable journeys. It's an invitation to explore the world, each footprint a reminder of the stories we create, and a testament to the enduring connection between Roamly and our community of adventurers.



Roamly Find Your Piece

Roamly is your passport to purposeful travel. With our app, your journeys transcend destinations; they become transformative adventures, rich in culture and connection. Explore iconic landmarks, uncover hidden gems, and immerse yourself in new horizons. Join our community of adventurers, and let Roamly guide you to unforgettable experiences.

[Download now!](#)



