

Customer Segment: Tourists and travelers interested in exploring the beauty, culture, and history of Alexandria, Egypt

Positioning Statement: Alexandria is a vibrant city full of culture, history, and natural beauty that offers visitors an unforgettable experience

Brand Mantra

Emotional modifier:- Fun

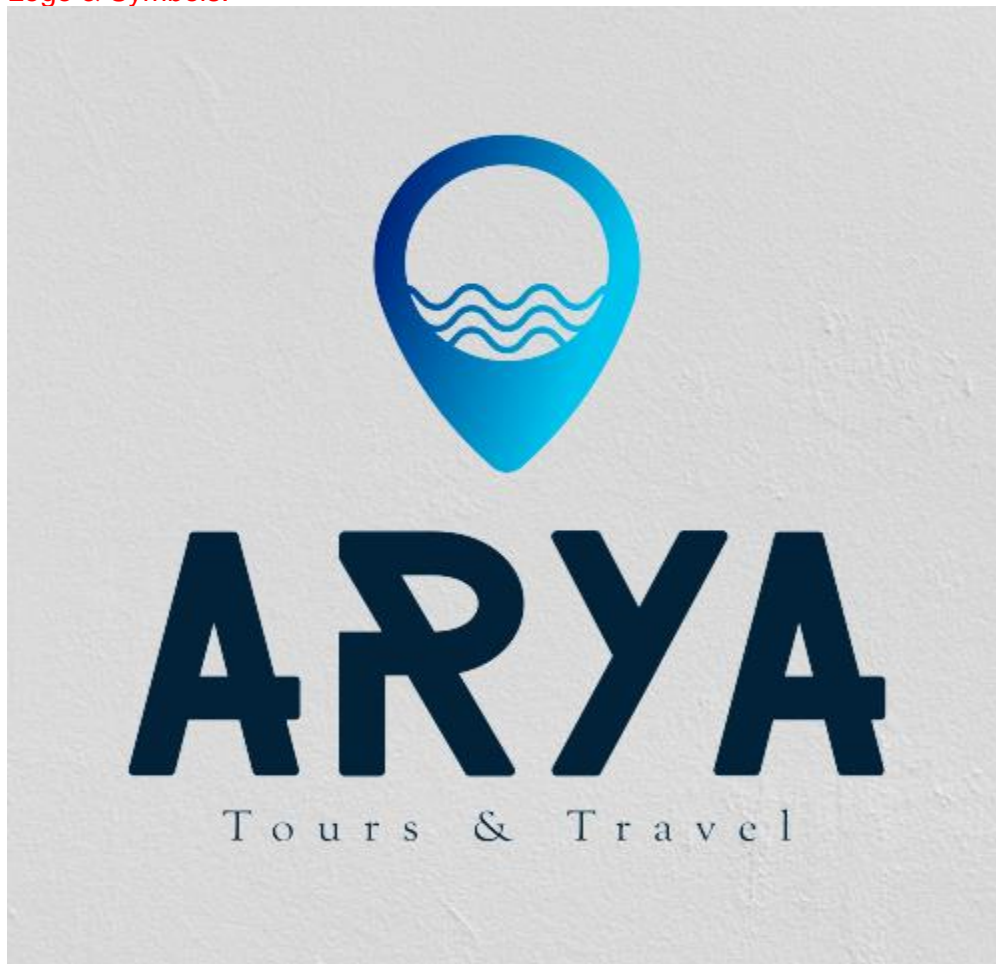
Descriptive modifier:- Friends

Brand functions:- Entertainment

Brand Elements

ARYA Tours :**Brand Name**

Logo & Symbols:



Characters:



Slogans: Explore the Magical Beauty of Alexandria

Jingles:

<https://drive.google.com/file/d/1bzCgDOch2tEWujawUqPfvMNd3inf5GS/view?usp=drivesdk>

Brand voice: For the brand voice of ARYA, we recommend a friendly, inviting tone that conveys a sense of warmth and hospitality. The voice should be inviting and encouraging, and should make visitors feel welcome and excited to explore the city

Color pattern

Blue is often associated with feelings of calmness, serenity, and relaxation. Blue is often seen as a color of trust and security, and it can also be seen as a color of stability and dependability.