

N E X T G E N V I P

INSPIRATION

STRESS FREE



STREAMLINED

GUIDED SERVICE

ACTIVE DAY



FUN PACKED - RELAXED PACE

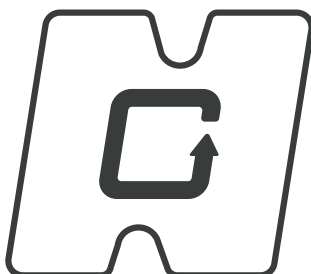
Next Gen VIP is a guided tour service offering families a care free, fun packed day in the Central Florida theme parks with no stress or thought needed by the family. With only one request (to arrive early), Next Gen VIP will take care of all ride bookings, route plannings, and strategic movements throughout the park to maximize their client's time spent in the parks.

LOGO



CONCEPT

N + G =



-The structure behind the icon for the logo is playing off of the shapes of the letters N & G

-The N, once smoothed out and sharp corners removed starts to take the shape of a classic paper ticket.

-The G, which naturally wraps and directs toward itself, represents the streamlined service, a connection with the family from start to finish, and also signifying an express or fastpass symbol onto the ticketed N

-The entire icon and text itself is tilted on a 9° radius to give the feeling of motion and moving forward

-The font choice is bold, balanced with a thinner version of the same font in a manner that serves it's purpose as the "descriptive line". This creates for an organic feel to a somewhat longer name.



COLOR PALETTE



INSPIRATION

Starting with the Cerulean Teal Blue - Graphically this color is associated with the brand, but not utilized in the logo. It's merely an accent color, brought in for a splash or touch here or there, but it stems naturally from the blue sky and surrounding ocean that Florida is known for.

The Golden Yellow is a color that represents excitement, activity, happiness, and on some occasions even lavish when combined with the darker colors of our palette. These are all feelings Next Gen VIP's services offer their clients.

The Charcoal grey, which actually has a hint of blue in it is to balance the yellow. This is the calm that the guides bring to the table. In all of the chaos and excitement going on, they are your stability, your seat belt for the next coaster.

When in combination, the colors, icon, and font bring a trusted, consistent feel, with a sensation of bold and adventure.

"WE CAN'T WAVE A MAGIC WAND"

BUSINESS CARD



SOCIAL MEDIA

