



EMPOWERING EXPLORERS | SHAPING AVIATORS





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## Logo Concept

**MOO**

MOO was derived from the first letters of the name  
Michael Oluwatosin Odeyemi

**fly**

The word "fly" was used as part of the brand name because the  
brand deals with travels and tours.



The airplane vector was added to the components of the logo to  
bring out the beauty of the logo.





## BRAND COLOURS

#e97825

#184797

GRADIENT

## TYPOGRAPHY



**MOO** - Codec cold trial  
fly - Codec warm trial



## ABOUT

MOOfly is an ultimate travel companion!  
We are a travel and tour website/blog  
that aims to inspire and inform travellers with valueable  
insights, tips and recommendations for  
unforgettable adventures around the world.





## MISSION

To inspire, inform and empower travelers to explore the world providing, providing a comprehensive platform that offers valuable resources, expert insights and personalised recommendations for unforgettable travel experiences. What to expect are:

- Travel Inspirations;
- Reliable and Comprehensive Information;
- Personalized Recommendations;
- Seamless Booking Experience;
- Customer Satisfaction.





## VISION

To be the leading source of travel inspiration, education and services for students and travelers worldwide and to become a renowned aviation school that empowers aspiring aviators with top-notch training and opportunities for success in the aviation industry.

- Empowerment and Inspiration;
- Global Leadership;
- Sustainability and Responsibility;
- Cutting-edge Education;
- Customer Focus.







## VALUES

- Adventure and exploration.
- Quality Education.
- Customer-centric approach.
- Sustainability and Responsible tourism.
- Global perspective.
- Innovation and adaptability.
- Collaboration and partnership.
- Integrity and Ethics.















