



goTravel





## What is goTravel?

goTravel is the United Nations' internal search tool that allows detectives to find criminal profiles and travel activities.



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# Client Request

To create a modern logo with extensive brand identity that represents this application.



# Logo Research



# Typeface Exploration

- Bold
- Modern
- Active

goTravel

goTravel

*goTravel*

goTravel

**GOTRAVEL**

goTravel

**GOTRAVEL**

**GOTRAVEL**

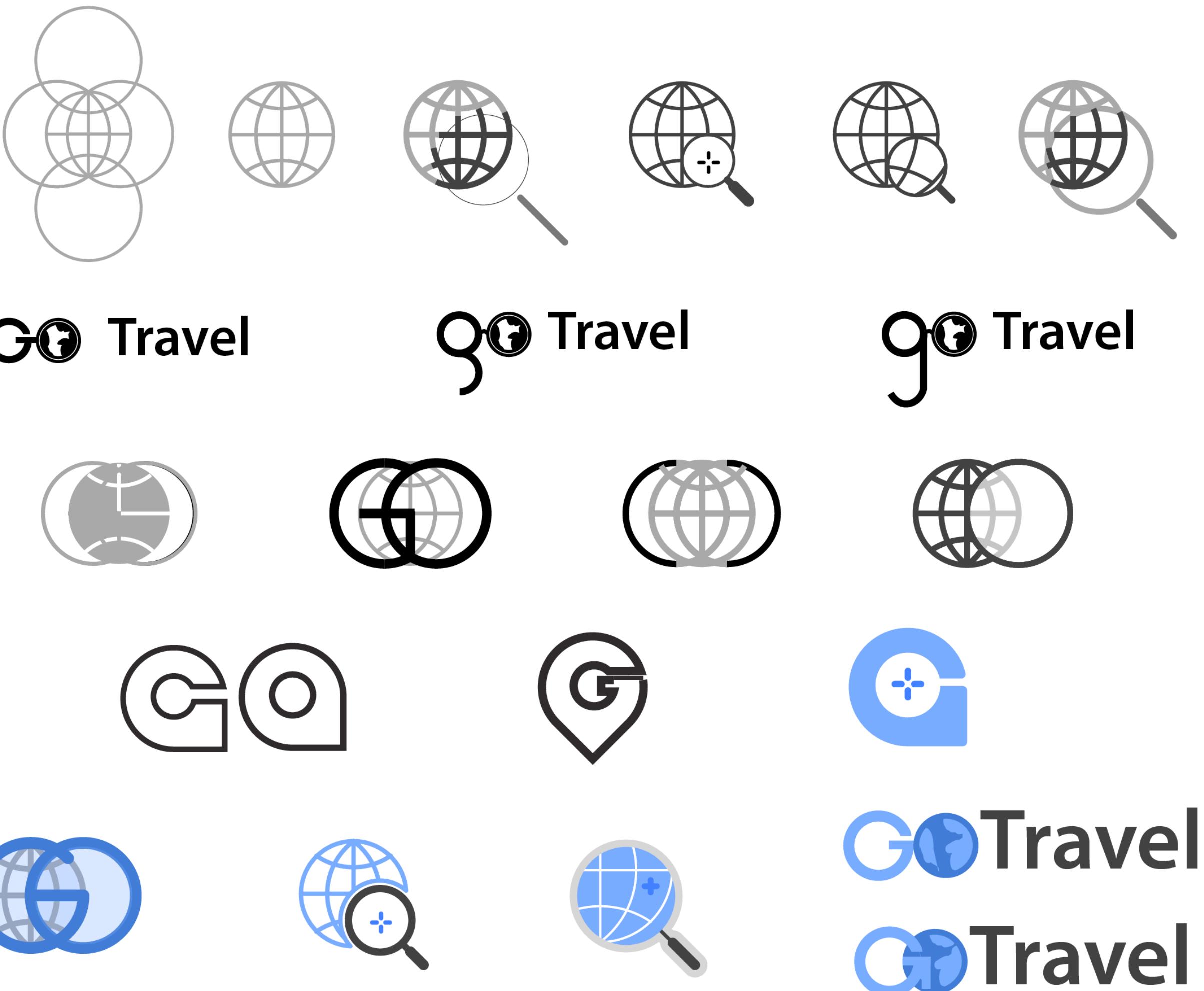
# Initial Exploration

Focusing on two main purposes of this tool, I started initial sketches with “location” & “search” in mind.



## 2nd Draft

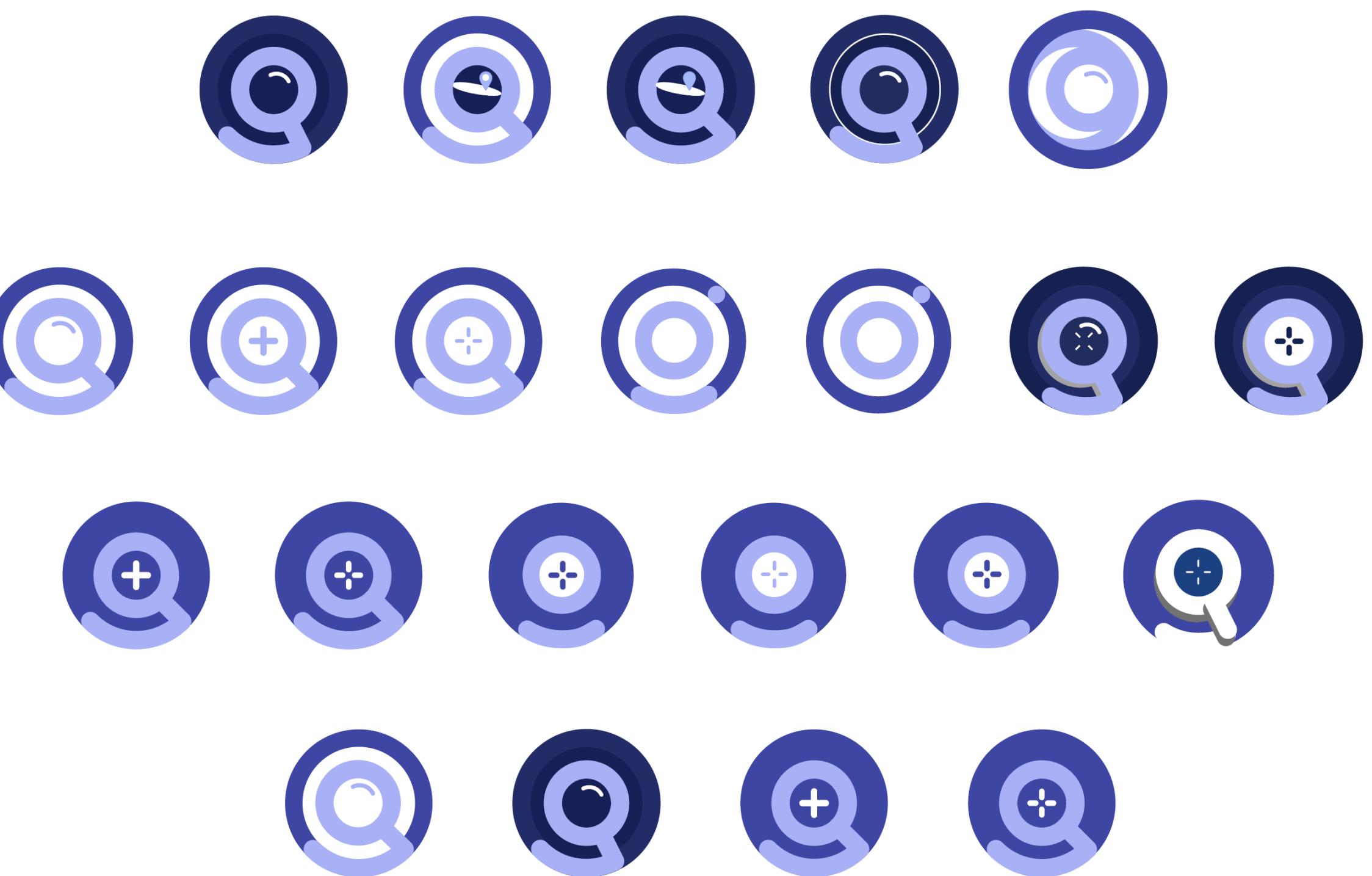
Exploring with client's suggestion of using a globe symbol.



# Location Specific



# Search Specific



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# Typeface Selection

a b c d e f g h i j k l m n o p q r s t u v w x y z

giro light

a b c d e f g h i j k l m n o p q r s t u v w x y z

giro outline

gotravel



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# Customizing Typeface

gotravel

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# Final Logo Design

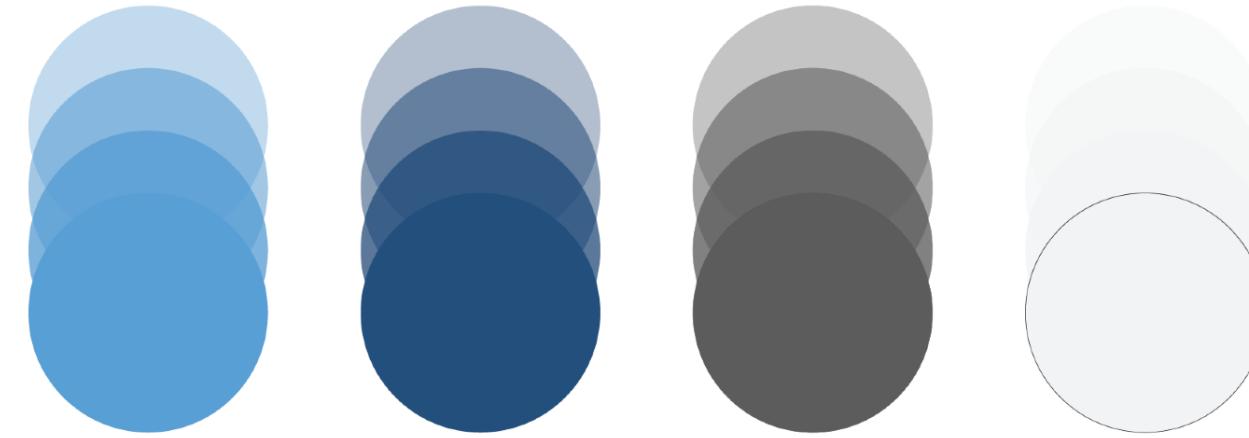


goTravel

# Visual Guide



Primary Logo



#488CCA

#1E3C68

#4A494A

#EDEDED

Color Palette

Verdana Primary Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Myriad Pro Secondary Typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
0 1 2 3 4 5 6 7 8 9 ( @ & \$ \* : ; ! ? )

Typeface



goTravel

Lockup

# Icon Design



Filters



Watchlists



Flights



Match Results



Manual Query



Graph



Route Map



Reports



Claims



Provisions

# Original Home Page

Logged in as willis Park | Log out |  ①

Filters Watchlists Match results Manual query View ▾ Various ▾ News Disclaimer Contact Help 



Filters



Watchlists



Flights



Match results



Manual query



Graph



Route map

# Redesigned Home Page



Risk Indicator Watchlist Match Result Manual Inquiry View ▾ Various ▾ News Disclaimer Contact Help

Hello Leila Park! Log Out

 Risk Indicator	 Watchlist	 Flights
 Match Results	 Manual Query	 Graph
 Route Map	 Reports	 Claims
 Provisions		

# Original Search Result Page

Logged in [\[REDACTED\]](#) Log out |  [\[REDACTED\]](#)

Filters Watchlists Match results Manual query View Various

Match results

Border passage: From today flight number From Airport To Airport From Country To Country

Search

Results Map

	Flightnumber (7 of 7)						From	To	Border crossing (date/time) ▲				Flight movement			Carrier	Passenger count	Flight status	Flight ID
	Match status	PNR locator	Last name	First name	Age	Filter or watchlist name	Number of bags	Security number	Contains ARUNK	Number of days booked in advance	One way	Travel agency code	Number of passengers on flight booking	AM	10	3	5		
<input type="checkbox"/>	   	Not evaluated Not evaluated	[REDACTED]	[REDACTED]	69	Baggage filter Drug lords watchlist	8	2	No	546	No	[REDACTED]	2	AM	10	3	5		
<input type="checkbox"/>	   	Not evaluated	[REDACTED]	[REDACTED]	11	Baggage filter	2	4	Yes	545	No	[REDACTED]	2	AM	10	3	5		
<input type="checkbox"/>	   	Not evaluated Not evaluated	[REDACTED]	[REDACTED]	60	Baggage filter Drug lords watchlist	2	1	No	546	No	[REDACTED]	2	AM	10	3	5		

AM0777 AMS MLE 08-04-2019 10:00 Outbound AM 8 4 4 

	AM0777						AMS	MLE	08-04-2019 10:00				Outbound	AM	8	4	4	
	Match status	PNR locator	Last name	First name	Age	Filter or watchlist name	Number of bags	Security number	Contains ARUNK	Number of days booked in advance	One way	Travel agency code	Number of passengers on flight booking	AM	8	4	4	
<input type="checkbox"/>	   	Not evaluated	[REDACTED]	[REDACTED]	69	Drug lords watchlist	3	1	No	405	Yes	[REDACTED]	1	AM	8	4	4	
<input type="checkbox"/>	   	Not evaluated	[REDACTED]	[REDACTED]	10	Baggage filter	5	3	Yes	405	Yes	[REDACTED]	2	AM	8	4	4	
<input type="checkbox"/>	   	Not evaluated	[REDACTED]	[REDACTED]	33	Baggage filter	7	5	No	2019	Yes	[REDACTED]	2	AM	8	4	4	
<input type="checkbox"/>	   	Not evaluated	[REDACTED]	[REDACTED]	2	Baggage filter	4	6	Yes	818	Yes	[REDACTED]	2	AM	8	4	4	

Outbound AMS CUR [REDACTED] Outbound AM 10 3 4 

Outbound AMS CUR [REDACTED] Outbound AM 7 1 1 

Inbound CUR AMS [REDACTED] Inbound AM 10 3 4 

Outbound AMS AUA [REDACTED] Outbound AM 9 3 3 

Inbound AUA AMS [REDACTED] Inbound AM 10 2 2 

0 match(es) selected   NO-HIT  HIT

# Redesigned Search Result Page

goTravel

Risk Indicator Watchlist Match Result Manual Inquiry View ▾ Various ▾ News Disclaimer Contact Help

Settings

Component

Border Passage: From Today ▾ Flight Number From Airport ▾ To Airport ▾ From Country ▾ To Country ▾ X Restore Search

RESULT MAP

Flight Number (7 to 7) From To Border Crossing (Date/Time) Flight Movement Carrier Person Alert Export

AM0785 CUR AMS 08-04-2019 06:27 Inbound AM 10 3 5

Match Status	PNR Locator	Last Name	First Name	Age	Filter or Watchlist Name	# of Baggage	Security Number	Contains ARUNK	# of Days Booked in Advance	One Way	Travel Agency Code	# of Passengers on Flight Booking
No hit	AM0785	John	Doe	30	Baggage Filter Druglord Watchlist	8	2	No	546	No	Grant Travel	2
Not Evaluated	AM0785	Jane	Doe	30	Baggage Filter	2	4	Yes	545	No	Safari Travel	2
Not Evaluated	AM0785	John	Doe	30	Baggage Filter Druglord Watchlist	2	1	No	546	No	Grant Travel	2

+ Add Row

Match Type (1)

Watchlist (8) Search

Filter or Watchlist Name (1)

Hours Until Departure (2)

Number of Bags (5)

Total Weight Luggage (4)

0-5 (2)

6-10 (1)

16-20 (1)

More than 35 (19) Search

Contains ARUNK (2)

Complete Itinerary (Airports) (18)

On Way (2)

Created By (1)

Security Number (8)

Flight Number (7)

Flight Movement (2)

0 match(es) selected compare hit no hit follow alert show export send provision

# Original Travel Info Page

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Travel history

**Travel agency code : GrantTravel (9)**

Last name	First Name	Date of birth	Nationality	PNR Locator	Associated PNR Locators	Passport/ID card number	Flight number	From	To	Border crossing (date/time)	Number of passengers on flight booking	Filter or watchlist name	Match status	
Grant	Travel	20-01-1998	US	PY0124		S20079-0779	AH079	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0135		S20079-0777	AM077	AMS	MLE	08-04-2019 10:00	1	Drug lords watchlist	Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0137		S20079-0779	BUS10	CUR	AMS	08-05-2019 03:00	1	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0136		S20079-0779	BUS10	CUR	AMS	08-05-2019 03:00	1	Drug lords watchlist	Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0137		S20079-0779	BUS17	AMS	AUA	08-05-2019 17:00	1	Drug lords watchlist	Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0137		S20079-0779	BUS10	AUA	AMS	16-05-2019 03:00	1	Drug lords watchlist	Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0137		S20079-0779	AM079	CUR	AMS	08-04-2019 06:27	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0137		S20079-0779	AH079	CUR	AMS	08-04-2019 06:27	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	Show details
Grant	Travel	20-01-1998	US	DL0136		S20079-0779	AM088	AMS	CUR	08-04-2019 10:00	2			Show details

COMPARE

Close

**Complete itinerary (airports) (18)**

- One way (2)
- Security number (8)
- Flight movement (2)
- Flightnumber (7)
- Number of days booked in advance (1)
- Number of passengers on flight booking

0 match(es) selected COMPARE NO-HIT HIT FOLLOW ALERT SHOW EXPORT

# Redesigned Travel Info Page



goTravel

[Log Out](#)

[Risk Indicator](#)
[Watchlist](#)
[Match Result](#)
[Manual Inquiry](#)
[View ▾](#)
[Various ▾](#)
[News](#)
[Disclaimer](#)
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[Settings](#)

**RISK TYPE (0)**

**FILTER OR WATCHLIST NAME (1)**

**MATCH STATUS (1)**

Not evaluated (8) [Search](#)

**MATCH TYPE (1)**

Watchlist (8) [Search](#)

**FILTER OR WATCHLIST NAME (1)**

**HOURS UNTIL DEPARTURE (2)**

**NUMBER OF BAGS (5)**

**TOTAL WEIGHT LUGGAGE (4)**

0-5 (2) [Search](#)

6-10 (1) [Search](#)

16-20 (1) [Search](#)

More than 35 (19) [Search](#)

**CONTAINS ARUNK (2)**

**COMPLETE ITINERARY (AIRPORTS) (18)**

**ON WAY (2)**

**CREATED BY (1)**

**SECURITY NUMBER (8)**

**FLIGHT NUMBER (7)**

**FLIGHT MOVEMENT (2)**

**Travel History**

**Travel Agency Code : Grant Travel (9)**

Last Name	First Name	Date of Birth	Nationality	PNR Locator	Associated PNR Locator	Passport/ID Card #	Flight Number	From	To	Border Crossing (Date/Time)	# of Passengers on Flight Booking	Filter or Watchlist Name	Match Status	
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
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Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>
Grant	Simon	19-12-1949	Columbiaans	GFHJKKA		121178-8776	AM0888	AMS	CUR	08-04-2019 10:00	2	Baggage filter Drug lords watchlist	Not evaluated Not evaluated	<a href="#">Show Details</a>

[Compare](#)

0 match(es) selected [compare](#) [hit](#) [no hit](#) [follow](#) [alert](#) [show](#) [export](#) [send provision](#)