

VACAYTREE

# OUR MISSION

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We strive to help the everyday  
person plan their vacation.  
Whenever and wherever.

## Our Main Goal

To help our users organize their trips into one file.  
No matter how big or small their itinerary is, we make sure  
they can locate what their next destination is and all the  
details behind it such as cost, time, place and much more.

# OUR VISUAL ELEMENTS

## PRIMARY LOGO



In our primary logo, the logo image is within the brand name. (Text 54px)  
(Image Height 65px)

## SECONDARY LOGO



In our secondary logo, the logo image is separated from the brand name in cases situations that do not require the logo image (Image Height 63px)

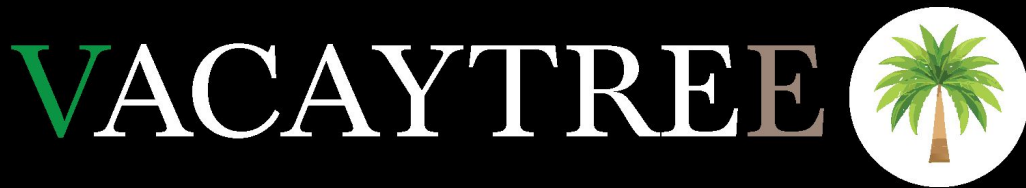
# OUR VISUAL ELEMENTS *(continued)*

4

Logo Image Icon in the case of a black background (or dark) needed (63px)



< Main  
Symbol

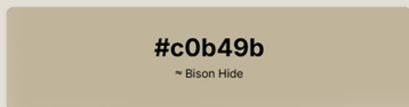


63px also applies for  
secondary logo  
(black background)

# COLOR

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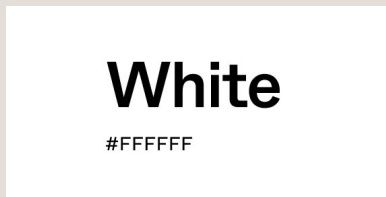
## Primary



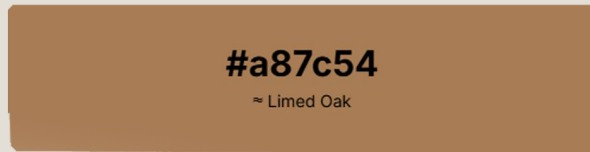
HEX #c0b49b RGB 192, 180, 155

RGB(192, 180, 155)  
CMYK (0, 6, 19, 25)  
Safe to use for  
Primary Logo Only

## Neutral



## Secondary



RGB(168, 124, 84)  
CMYK(0, 26, 50, 34)  
For extras such as  
interactive buttons and  
more

# Typography Rules

Logo Text 54px

Heading Text 48px

Heading 2 Text 36px

Head Banner Text/Buttons 20px

Body Text 18px

Buttons 18x

Baskerville

Baskerville

**Bahnschrift**

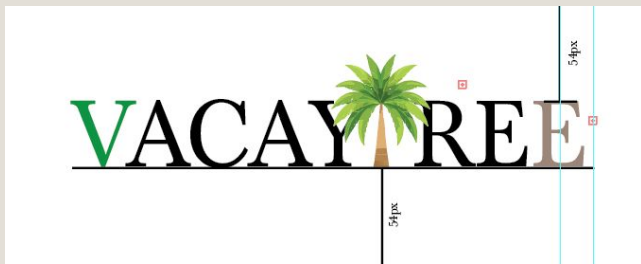
Bahnshcift

Bahnschrift

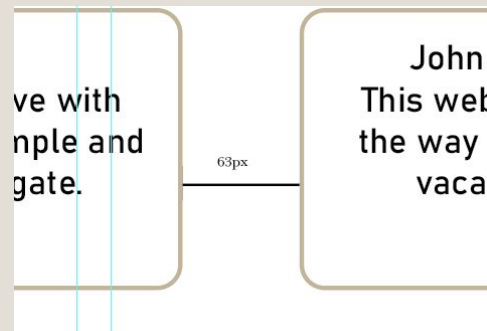
Bahnschrift

# OUR APPROACH

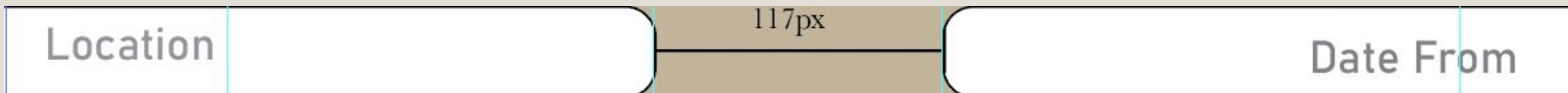
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There will always be a 54px gap under or over the Logo letters. With the header it is 72px up and 63px down. 63px is the base of most gap between borders and the edge of the website.



Secondary Logo is always 18x from corner of the website on both sides height and width



# Do's and Don'ts of Imagery

## Do's



Use stock images that are clear,  
hi-res images without watermarks



## Dont's



Do not use images with  
watermarks or low-res



Disclaimer: AI Images are strongly  
discouraged and should not be used



# Reviews and Ratings

- Ratings do not have to be shown with stars/rating bubbles in the Home page
- Ratings need to have a 5 star/rating bubble display in the ratings and review page
- Ratings need to use Limed Oak Color #a87c54
- User Ratings CANNOT display last name only the first abbreviation.
- Users that have reviews that do not fit in the review bubble must be shortened with a “More” button to display the entire review



# Overview

Our main targeted audience would be the everyday traveler but specifically the one friend in the group that always makes the group vacation itinerary. Sometimes it can be a hassle that's why we are here to help. No matter how long or short the trip is, VacayTree is designed so that all your plans can fit on one screen.

