

# Applied Research: Logo and Name Research

POPPINS - **Explore**Compass

MONTERRAT - **Explore**Compass

Roboto - **Explore**Compass

Quicksand - **GO**explore GoExplore

Nunito - **GO**explore GoExplore

Lato - **GO**explore GoExplore

Aspect	ExploreCompass	GoExplore
Logo Feel	Elegant, guiding, trustworthy	Playful, action-oriented, energetic
Target Audience	Travelers who value structure and planning	Spontaneous explorers who enjoy gamification
Primary Colors	Earthy and natural (blues, greens)	Vibrant and dynamic (teal, orange, purple)
Typography	Modern and sleek	Friendly and rounded
Tagline Tone	Inspirational and guiding	Motivational and action-driven



POPPINS - **Way**Point WayPoint

MONTSERRAT - **Way**Point WayPoint

OpenSans - **Way**Point WayPoint

#1E3A8A

#FF6F00

#17A2B8

#F2F2F2

