



TRIPVENTURA
BRAND GUIDELINES
2025

BRAND GUIDELINES

Explore. Adventure. Experience.



Vision

To be the go-to provider for adventure tourism, known for top-notch customer service, seamless travel experiences, and expert-guided tours.

Mission

- **To Offer Tailored Experiences:** We provide personalized tours and travel services across the UAE, Turkey, Egypt, and Oman, ensuring every trip is customized to the traveler's needs.
- **To Ensure Hassle-Free Journeys:** Our aim is to make each travel experience seamless and stress-free with expert guidance, exceptional service, and smooth planning.
- **To Create Unforgettable Adventures:** From exploring modern cities to discovering ancient wonders, we craft experiences that leave lasting memories for our travelers.

EXPLORE THE WORLD

WITH

trip ventura

Search tours, categories and destinations...

Search

Brand Introduction

Tripventura offers unforgettable travel experiences in the UAE, Turkey, Egypt, Oman, and beyond. We create personalized tours that mix adventure, culture, and luxury, making sure every trip is smooth and tailored to you.

With expert guides and great service, we turn your travel dreams into lasting memories.

Our Logo

Our logo is a visual representation of our brand identity and should be used in accordance with established guidelines. This includes the proper use of color, scale, and space around it.



MAIN LOGO

Logo Visibility

100%

trip ventura

50%

trip ventura

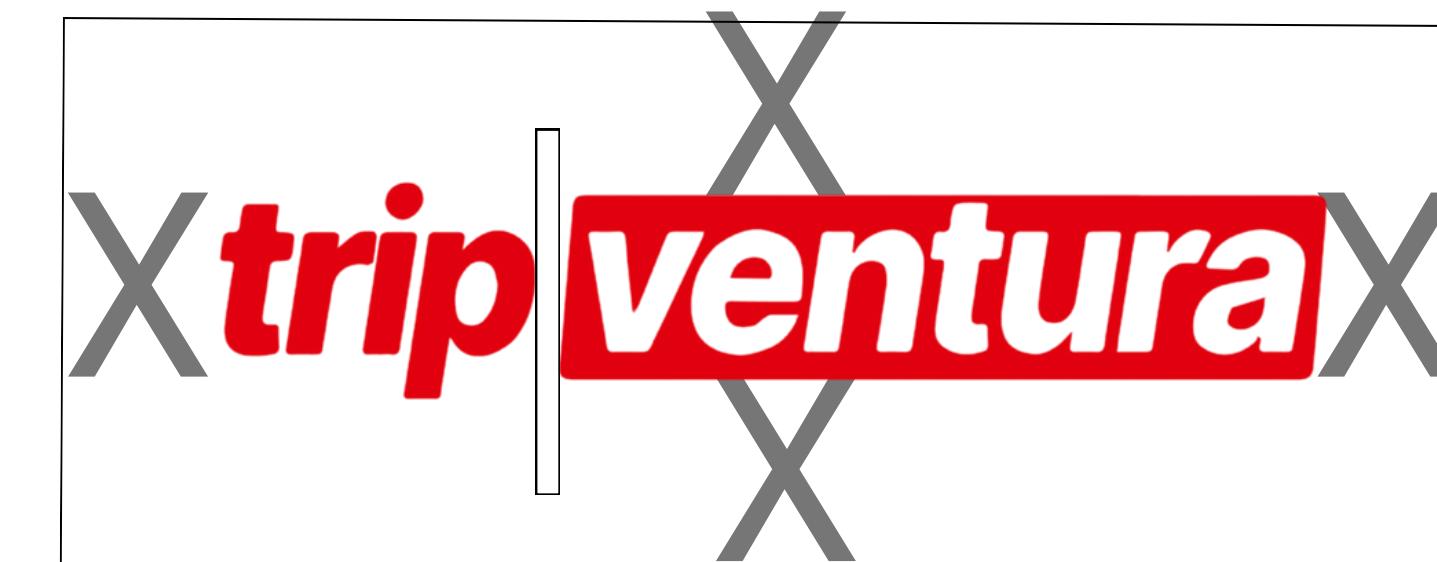
25%

trip ventura

Logo Variations

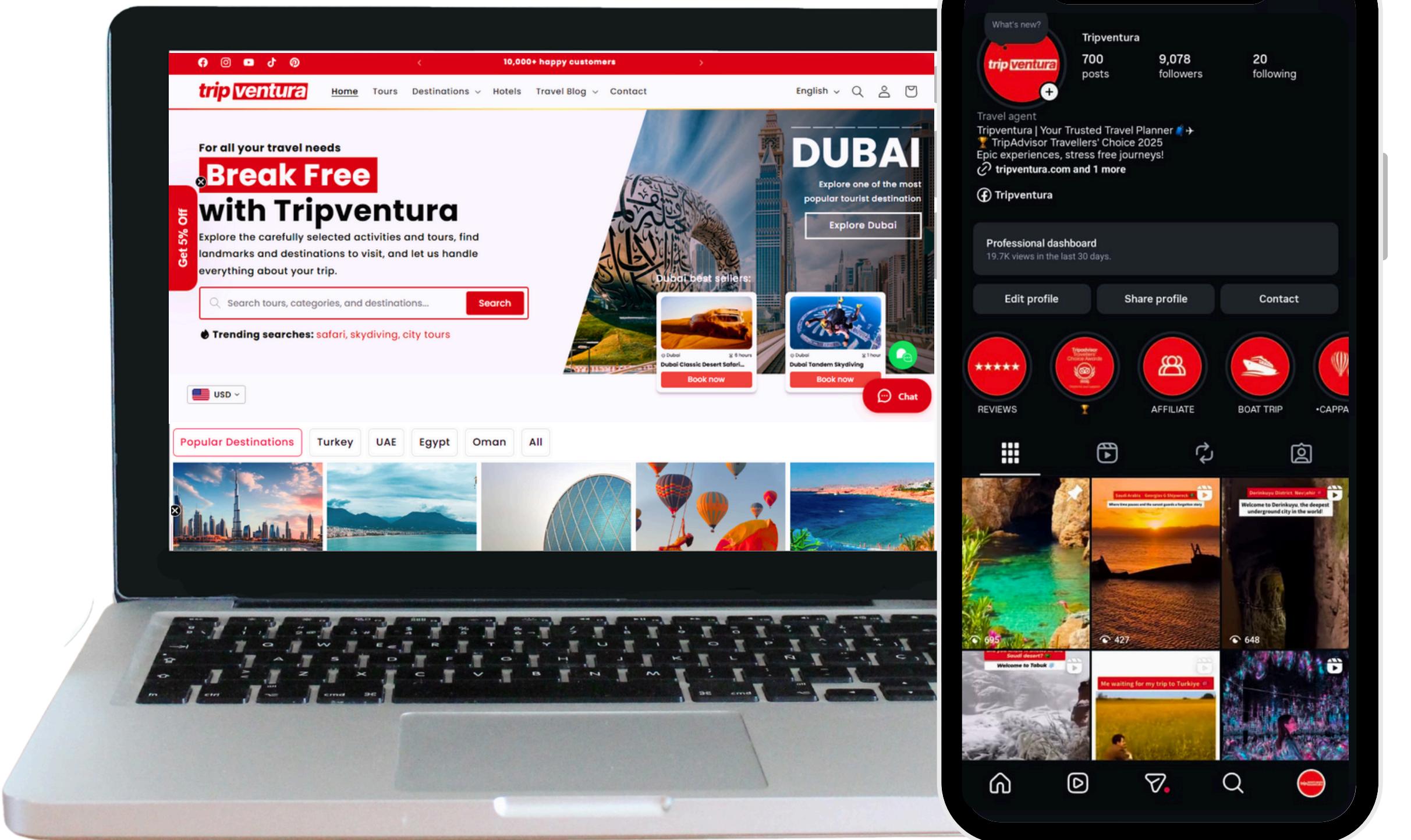


Negative Spaces



Digital Usability

DIGITAL : Minimum Width : 100px



trip ventura

Print Usability

PRINT : Minimum Width : 25mm



Color Palette

Driven by the pulse of travel and the warmth of our regions, our palette combines deep passion with professional clarity. To ensure immediate recognition and trust, this palette requires precise and consistent application across every visual channel.



HEX: #e4010f

RGB: 228, 1, 15

HEX: #ffffff

RGB: 255, 255, 255

HEX: #1a1a1a

RGB: 26, 26, 26

Typography

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

PRIMARY FONT

Anton

Aa

Italic

Medium

Bold

ACCENT FONT

Poppins

Aa

Italic

Medium

Bold

SECONDARY FONT

The Seasons

Aa

Italic

Medium

Bold

Voice & Tone

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.

Inspirational

Energetic

Exclusive

Friendly

Stylish

Authentic

Informative

Social Media MoodBoard

trip ventura

Your perfect, **all-inclusive**
Dubai itinerary is just a
click away.



trip ventura

MEET THE VISIONARIES

BEHIND TRIPVENTURA'S SUCCESS!



YOUR FREE
GUIDE IS HERE



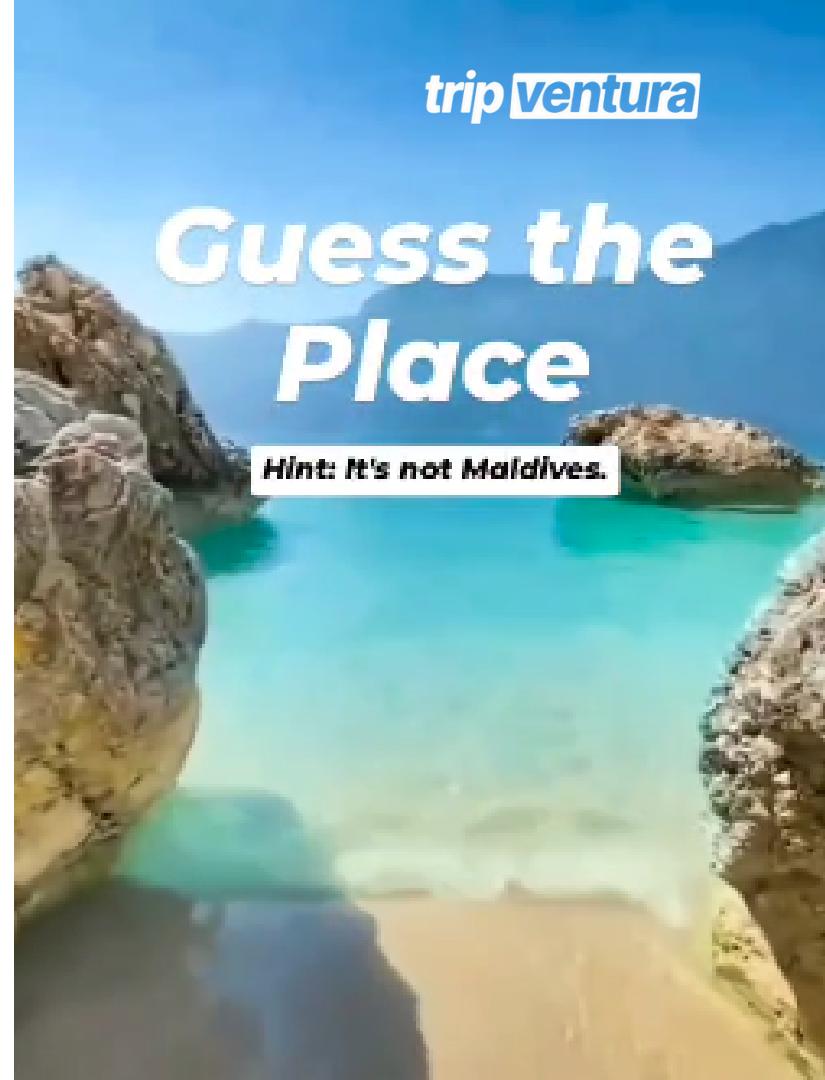
READY TO BOOK YOUR ADVENTURE?
LET US HANDLE THE DETAILS.

EXPLORE THE
PACKAGES

trip ventura

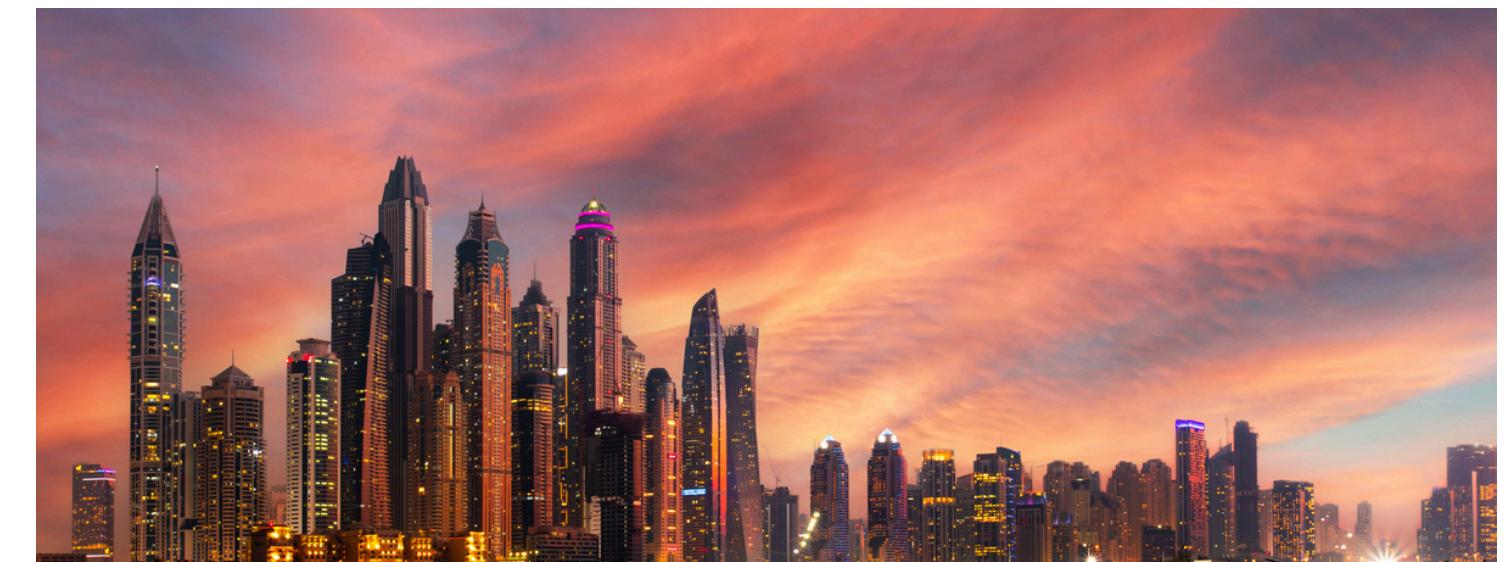
Guess the
Place

Hint: It's not Maldives.



Imagery Style

Our imagery style is a blend of modern photography with an artistic touch, reflecting travel and adventure. Images should always be of high quality and relevant to the content.



Do's



Use Official Color Palette

Ensure you use the brand's specified colors in all assets.



Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



Consistent Messaging

Ensure the message delivered is aligned with our brand values.

Don'ts



Modify the Logo

Do not alter, distort, or change the logo colors without permission.



Misuse Design Elements

Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.



Inappropriate Color Usage

Do not use colors that are not included in the brand's official palette for brand representation.

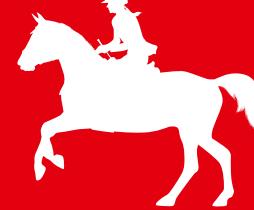
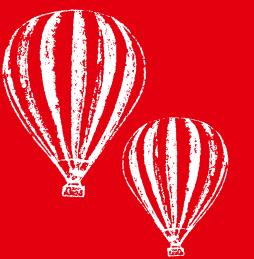


Conflicting Messages

Avoid communications that contradict or obscure our brand message.

Icon Collection

Icon is a brand that represents the essence of style and courage. We believe that everyone has the potential to become an icon in their own life, and we strive to provide adventures that allow them to express themselves with confidence and unique style.





Our brand identity is built on a deep philosophy of innovation and excellence.

Every element from our logo to our color palette reflects our vision and core values. The sleek design of our logo embodies our commitment to forward-thinking and creativity, while the vibrant colors in our palette symbolize our passion and energy.

Contact Information



Contact us

info@tripventura.com



Website

tripventura.com



Phone

Turkey : +90 541 863 9883

Dubai : +971 58 597 1234



Postal Address

Turkey / Alanya / Antalya :
Sekerhane Mah. Hukumet Cad.
Koseoglu Ishani Apt. No:83

Dubai/United Arab Emirates:
AB Center, BC-204
Sheikh Zayed Rd - Al Barsha