trypzy

Version 1.0

Brand Guidelines

Jun 27, 2025

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1. Beliefs & Messaging

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Trypzy’s mission is to make A to Z of travel easy!

Frictionless.
Concierge.
Reliable.

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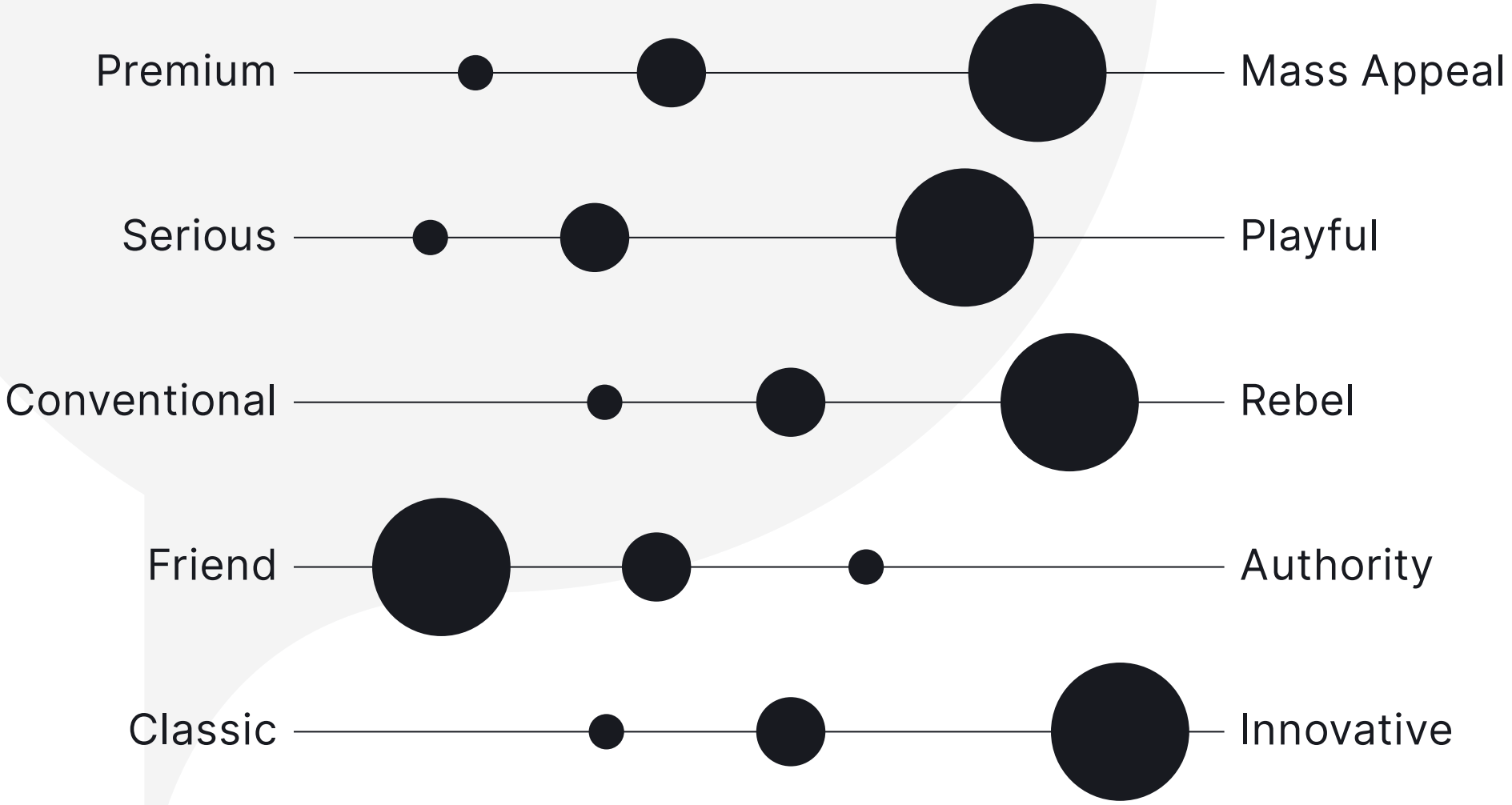

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Trypzy is:

★ A Friend
★ Innovative solution
★ Creative

Is not:

☒ Overtly premium
☒ Careless

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Trypzy as a Product is:

★ A Friend
★ Innovative solution
★ Creative

Is not:

☒ Overtly premium
☒ Careless

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★ A Friend
★ Innovative solution
★ Creative

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2. Visual Identity

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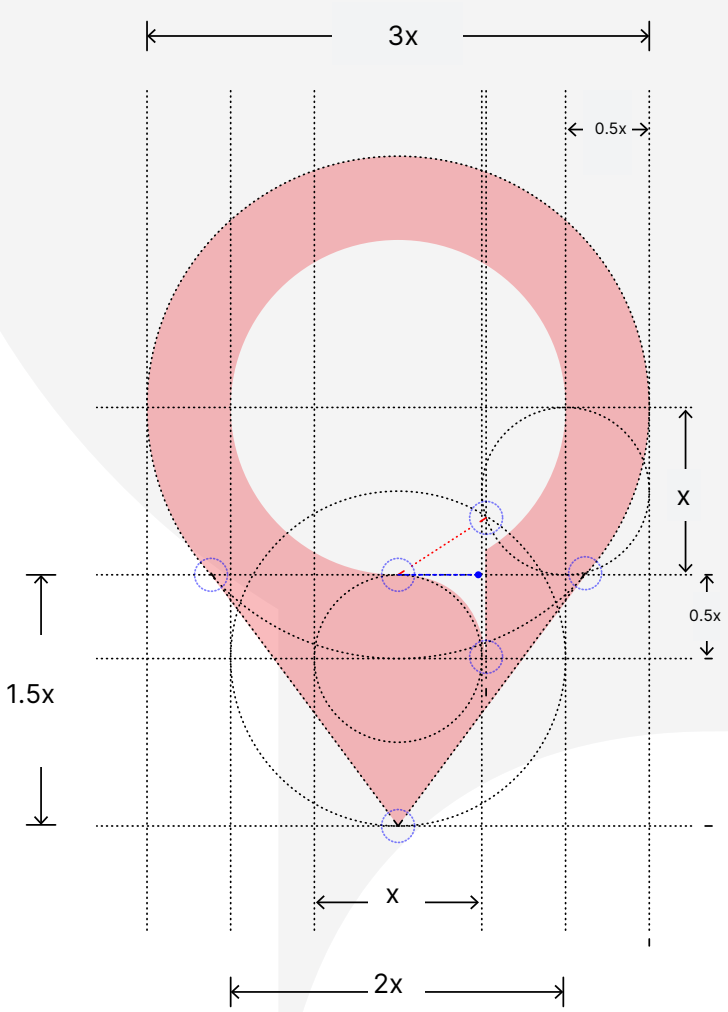

Logo Mark Color:

HEX:	#FA3823			
PMS:	Bright Red C			
RGB:	**R:** 250	**G:** 56	**B:** 35	
CMYK:	**C:** 0	**M:** 91	**Y:** 94	**K:** 0

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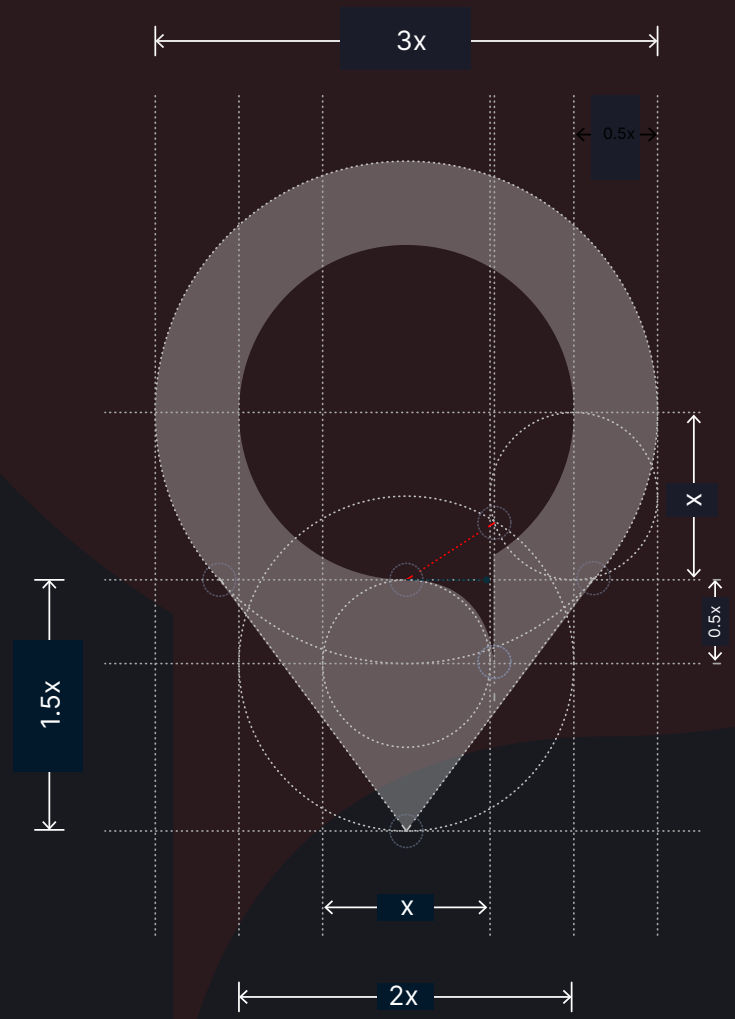
2.2 – Logomark Inverse



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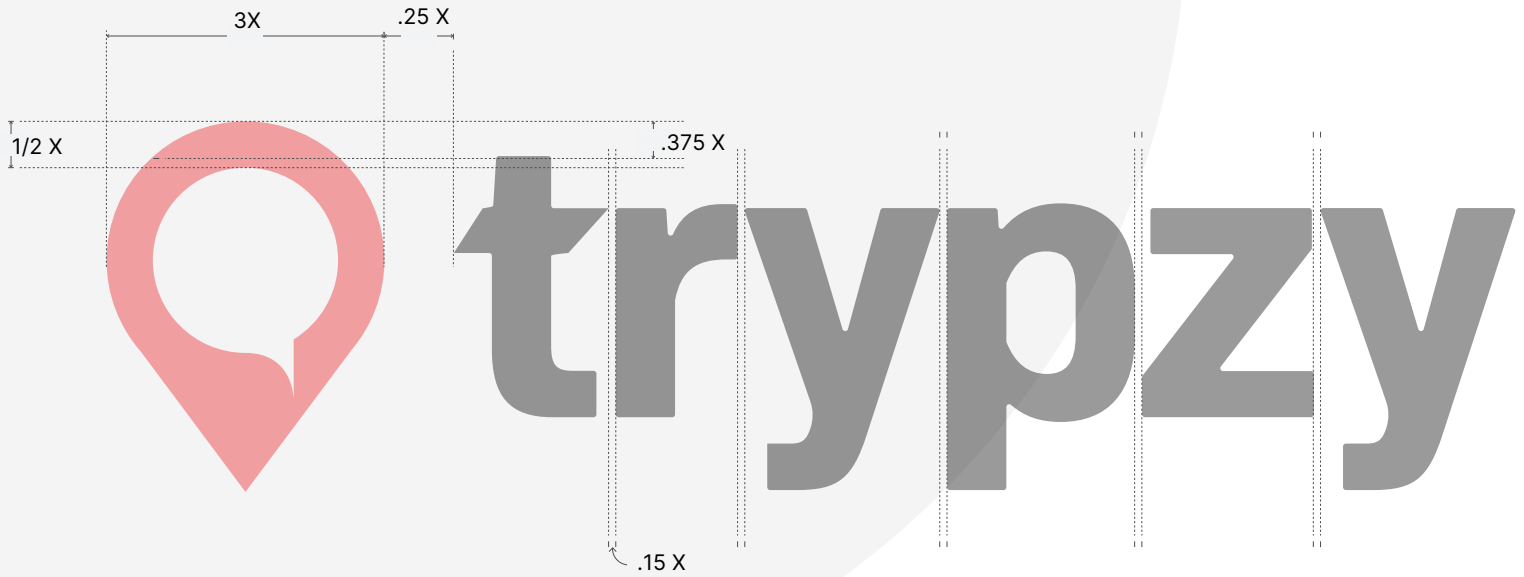

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3. Usage Parameters

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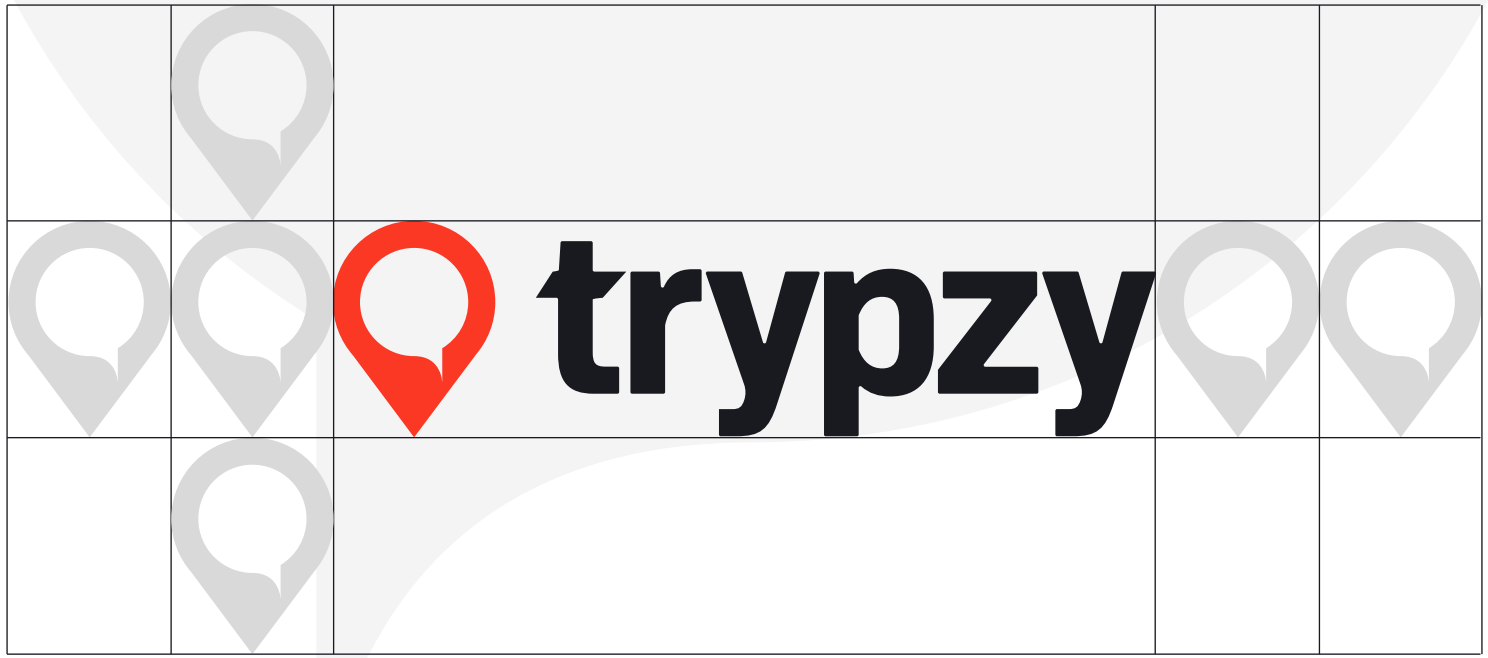
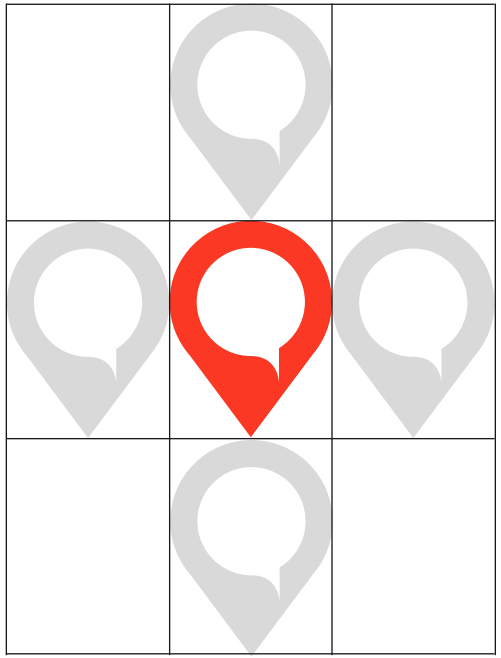
Provide sufficient clear space surrounding the logo to ensure clarity and legibility.





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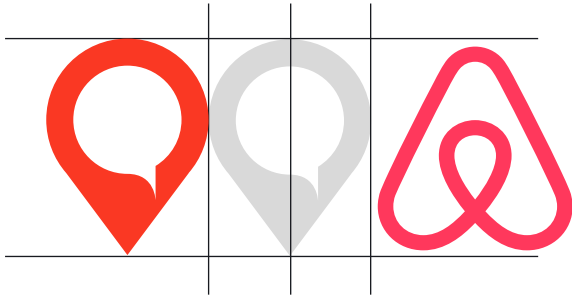
When using Trypzy logo with other logos to show partnerships ensure there is at least one Trypzy logomark space between them and align logos vertically.



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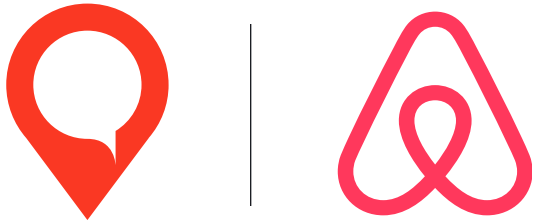
When using Trypzy logo with other logos to show partnerships ensure there is at least one Trypzy logomark space between them and align logos vertically.



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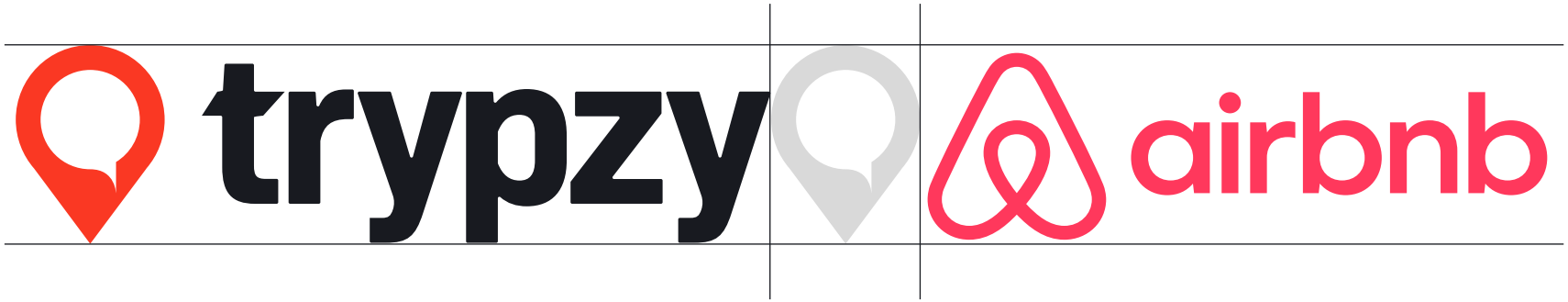
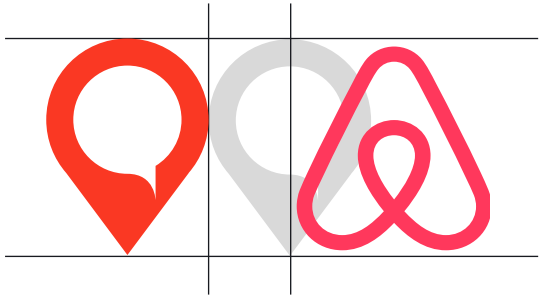
When using Trypzy logo with other logos to show partnerships ensure there is at least one Trypzy logomark space between them and align logos vertically.





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When using Trypzy logo with other logos to show partnerships ensure there is at least one Trypzy logomark space between them and align logos vertically.

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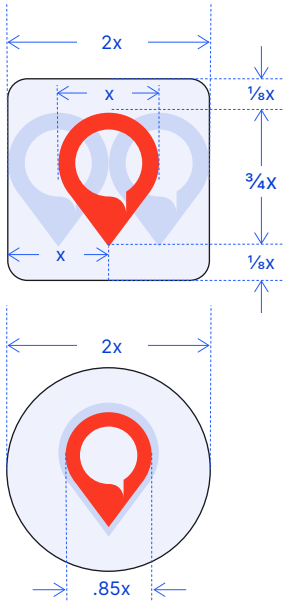
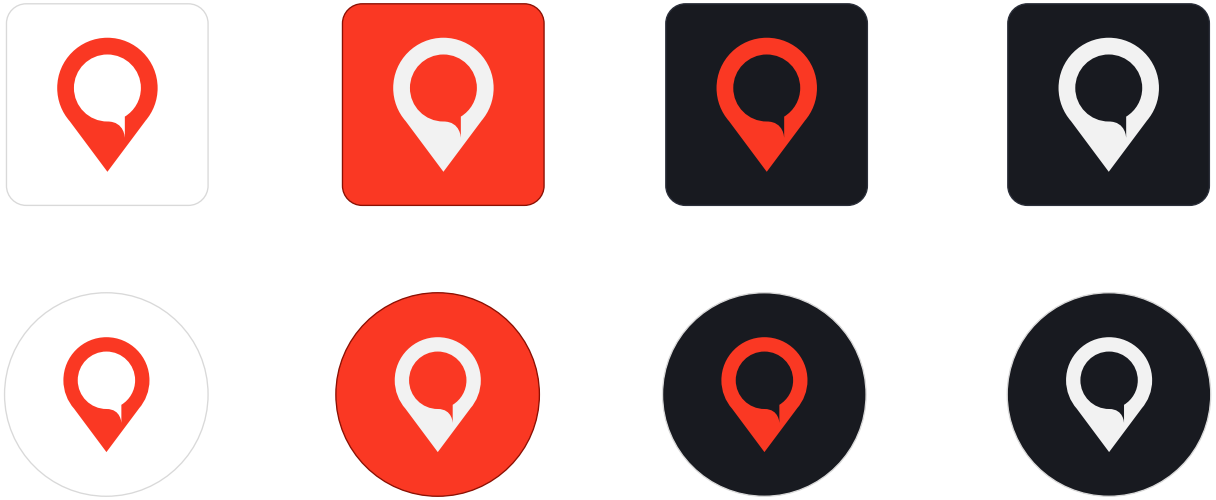
The Trypzy mark should used in cases where a company icon or avatar is required. Reduce the size of mark by 15% when placing it within a circle





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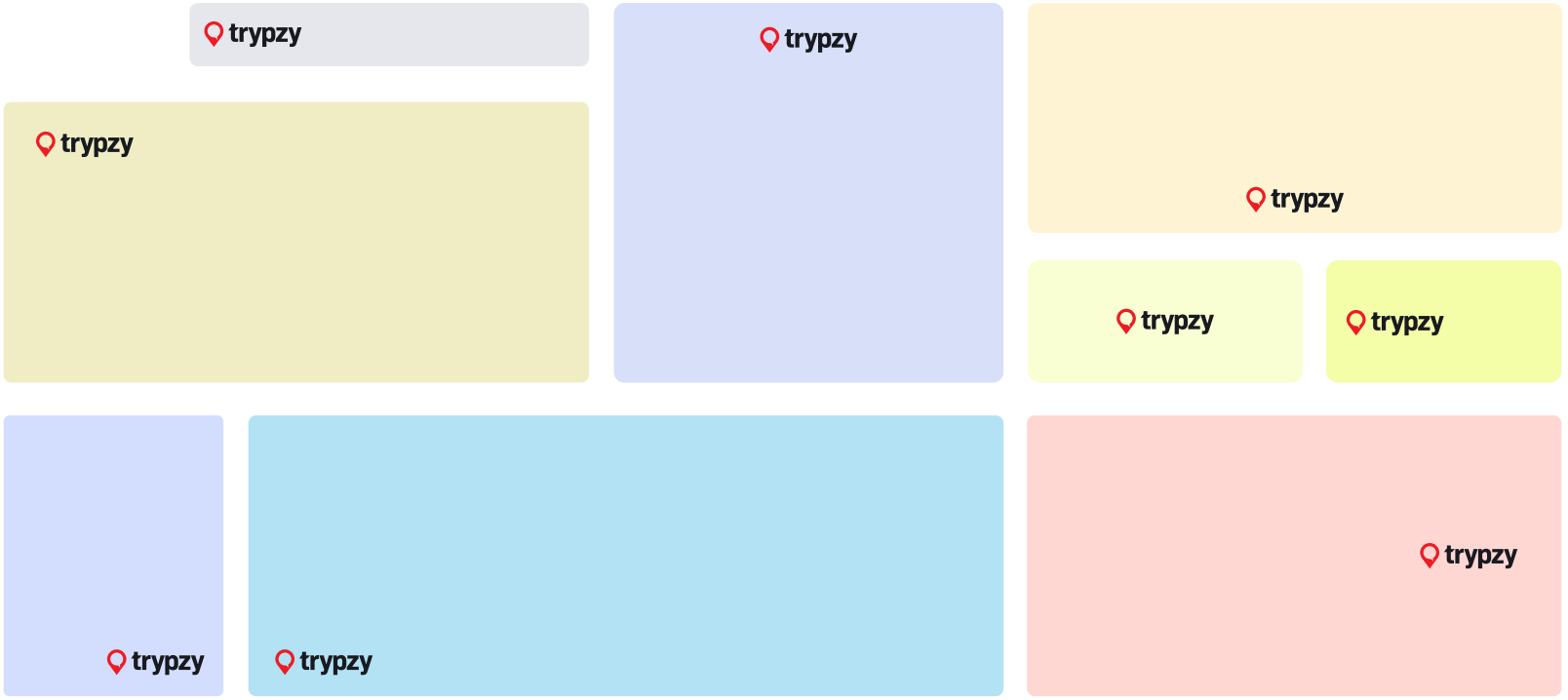
Logo Placement: Though compositions vary, we position our logo in common regions of the canvas. Most of the time, headline & text alignment matches the horizontal alignment of the logo.

Acceptable Logo Placements



Example Layouts

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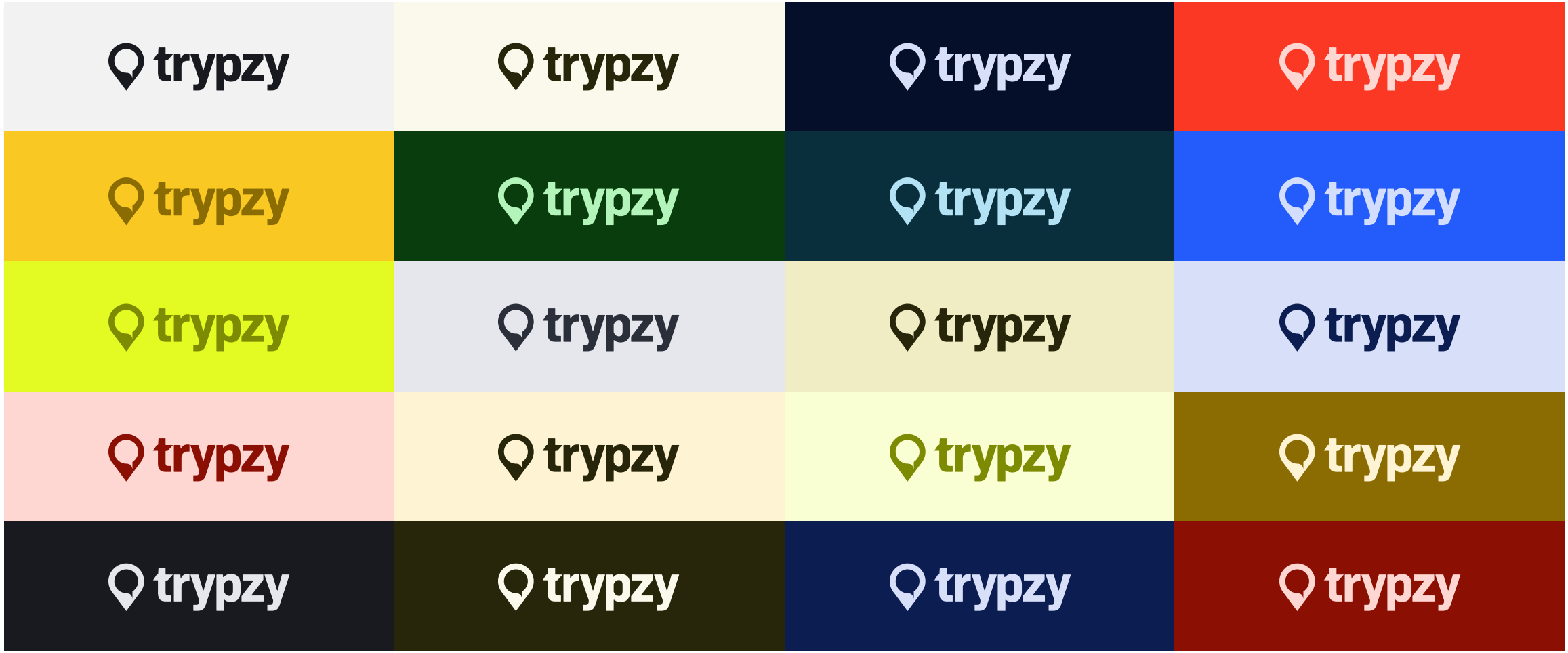
Duotone Guidelines: One color logos may be used for special programs, campaigns, and when there are print constraints. This color treatment is to be used sparingly, and any color combinations should always be contrast-friendly and AA compliant.



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For consistency in representing Trypzy brand, refrain from using the logo in unapproved ways

Do not use a drop shadow

Do not use against complex image.

Do not outline.

Do not use gradient.

Do not use reflections

Do not use at a low resolution.

trypzy
Make trips easy again!

Do not add taglines.

Do not use unapproved color combinations.

Do not redraw or alter any parts.

Do not rotate or use special effects.

Do not stretch or distort.

Do not use as a pattern.

Do not rearrange.

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4. Color & Typography

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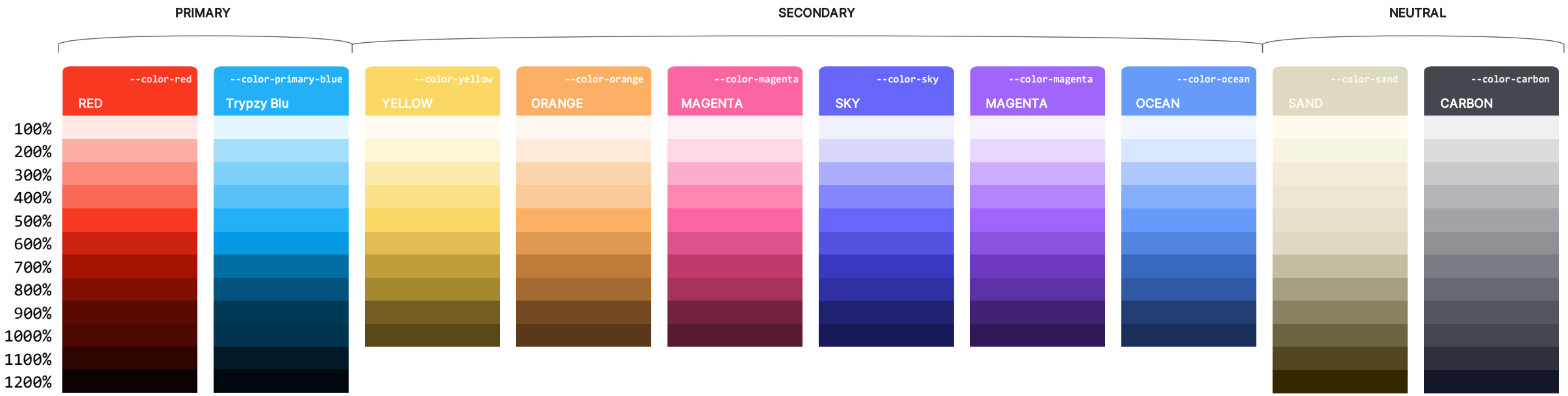

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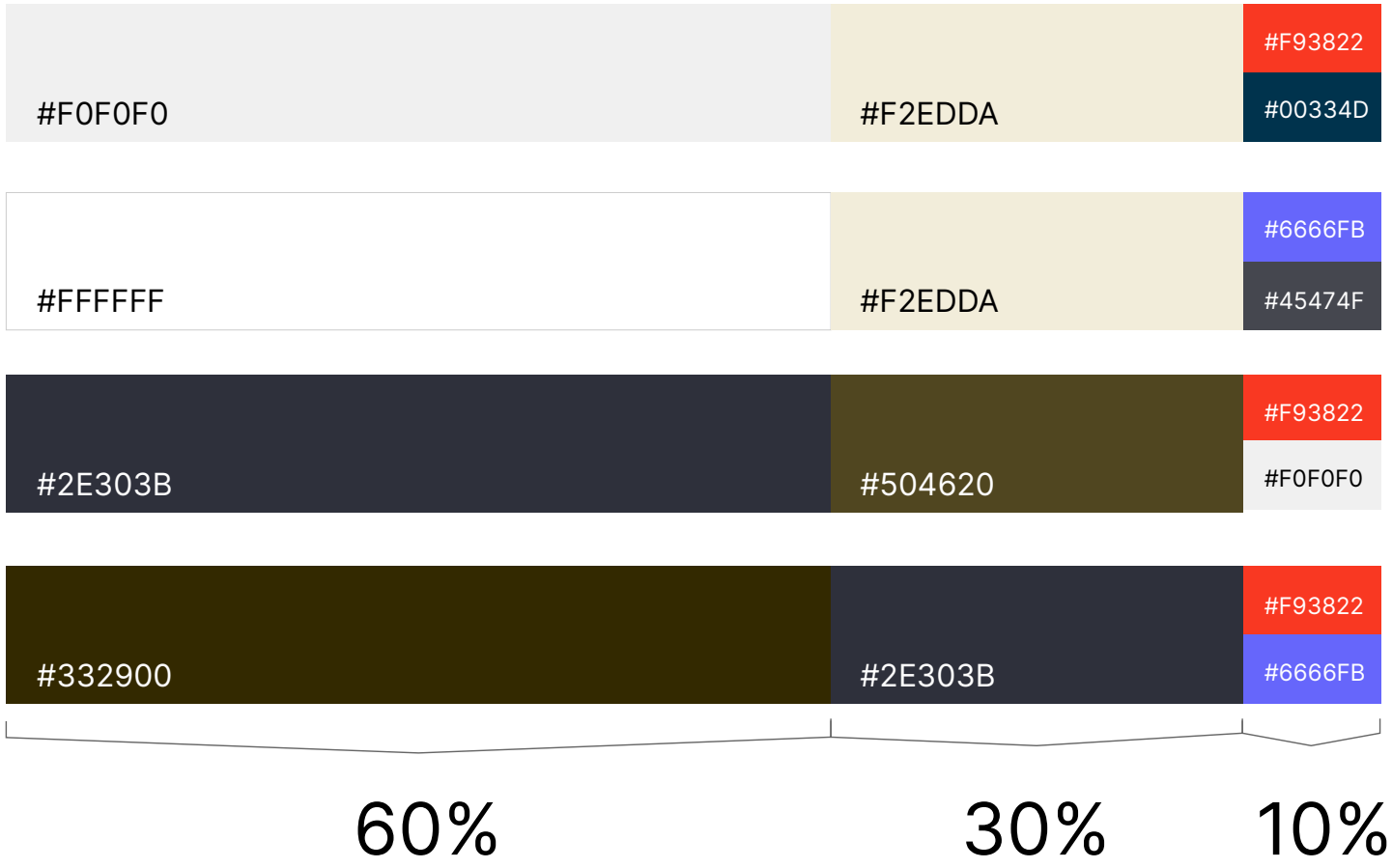

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Text / Headline

Text / Dark

Text / Default

Text / Light

Headline

Sub-title

Lorem ipsum ....

Lorem ipsum ....

Error

Lorem ipsum ....

Warning

Lorem ipsum ....

Information

Lorem ipsum ....

Maintenance

Lorem ipsum ....

Quick brown fox jumped on the fence ....

Click here!

Action / Default

Action / Hover

Action / Pressed

Action / Disabled

Click Here!	Click Here!	Click Here!
Click Here!	Click Here!	Click Here!
Click Here!	Click Here!	Click Here!
Click Here!	Click Here!	Click Here!

--color-sand

SAND

--color-red

RED

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Text / Headline

Text / Dark

Text / Default

Text / Light

Headline

Sub-title

Lorem ipsum ....

Lorem ipsum ....

Error

Lorem ipsum ....

Warning

Lorem ipsum ....

Information

Lorem ipsum ....

Maintenance

Lorem ipsum ....

Quick brown fox jumped on the fence ....

Click here!

--color-carbon

CARBON

--color-red

RED

Action / Default	Click Here!	Click Here!	Click Here!
Action / Hover	Click Here!	Click Here!	Click Here!
Action / Pressed	Click Here!	Click Here!	Click Here!
Action / Disabled	Click Here!	Click Here!	Click Here!

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Text / Headline	Headline
Text / Dark	Sub-title
Text / Default	Lorem ipsum ....
Text / Light	Lorem ipsum ....

Error
Lorem ipsum ....
Warning
Lorem ipsum ....
Information
Lorem ipsum ....
Maintenance
Lorem ipsum ....
Quick brown fox jumped on the fence ....
Click here!

Action / Default	Click Here!	Click Here!	Click Here!
Action / Hover	Click Here!	Click Here!	Click Here!
Action / Pressed	Click Here!	Click Here!	Click Here!
Action / Disabled	Click Here!	Click Here!	Click Here!

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Text / Headline

Text / Dark

Text / Default

Text / Light

Headline

Sub-title

Lorem ipsum ....

Lorem ipsum ....

Error

Lorem ipsum ....

Warning

Lorem ipsum ....

Information

Lorem ipsum ....

Maintenance

Lorem ipsum ....

Quick brown fox jumped on the fence ....

Click here!

--color-carbon

CARBON

--color-sky

SKY

Action / Default	Click Here!	Click Here!	Click Here!
Action / Hover	Click Here!	Click Here!	Click Here!
Action / Pressed	Click Here!	Click Here!	Click Here!
Action / Disabled	Click Here!	Click Here!	Click Here!

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Text / Headline

Text / Dark

Text / Default

Text / Light

Headline

Sub-title

Lorem ipsum ....

Lorem ipsum ....

Error

Lorem ipsum ....

Warning

Lorem ipsum ....

Information

Lorem ipsum ....

Maintenance

Lorem ipsum ....

Quick brown fox jumped on the fence ....

Click here!

--color-carbon

CARBON

--color-sky

SKY

Action / Default	Click Here!	Click Here!	Click Here!
Action / Hover	Click Here!	Click Here!	Click Here!
Action / Pressed	Click Here!	Click Here!	Click Here!
Action / Disabled	Click Here!	Click Here!	Click Here!

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Text / Headline

Text / Dark

Text / Default

Text / Light

Headline

Sub-title

Lorem ipsum ....

Lorem ipsum ....

Error

Lorem ipsum ....

Warning

Lorem ipsum ....

Information

Lorem ipsum ....

Maintenance

Lorem ipsum ....

Quick brown fox jumped on the fence ....

Click here!

--color-carbon

CARBON

--color-sky

SKY

Action / Default	Click Here!	Click Here!	Click Here!
Action / Hover	Click Here!	Click Here!	Click Here!
Action / Pressed	Click Here!	Click Here!	Click Here!
Action / Disabled	Click Here!	Click Here!	Click Here!

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