



travel 101

branding kit

2023



Your travel gateway to
seamless exploration

About

Location / Florida, USA

Project / travel 101

Category / Booking platform

Date / 2023

Revolutionize your travel planning with **travel 101**. Find hotels, flights, golf courses, and car rentals effortlessly. Enjoy a seamless search experience, personalized recommendations, and easy bookings.

Industry

Travel, Bookings

Location

Florida, United States

Year

2023

concept



seamless

adventure

exploration

Capturing the spirit of adventure, we created a logo that conveys a sense of excitement and wanderlust, inspiring customers to explore new destinations with personalized recommendations for a maximized travel experience.

logo lockup



The lockup of our logo consists of the icon and the wordmark.

lockup variations



Different variations are created according
to the background

[travel 101 branding kit](#)



logotype



Main logotype is created with the icon used in the logo but incorporating “101” as an intervention, bringing all Striano’s platforms together as brand.



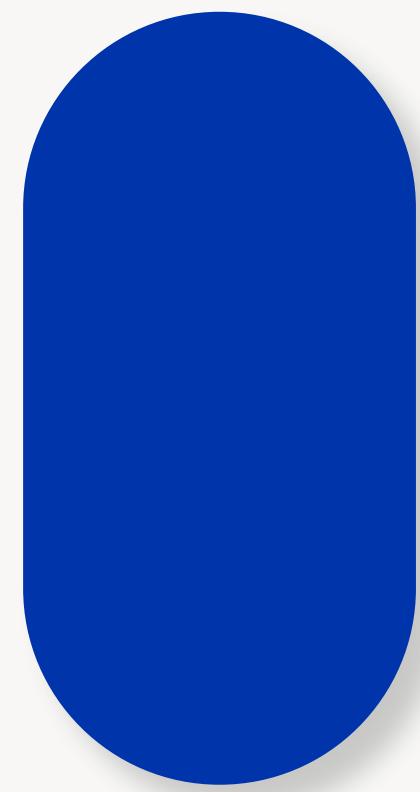
Different brand use according to background.





travel 101

primary colour



50CD7F

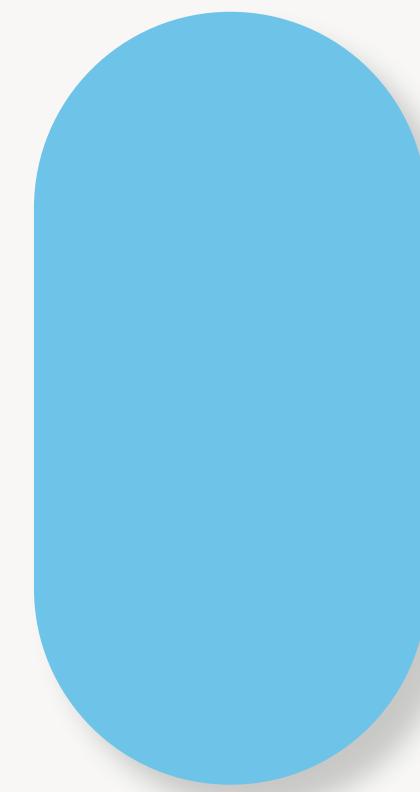
r: 80	c: 64%
g: 205	m: 0%
b: 127	y: 64%
k: 0%	

secondary/neutral colours



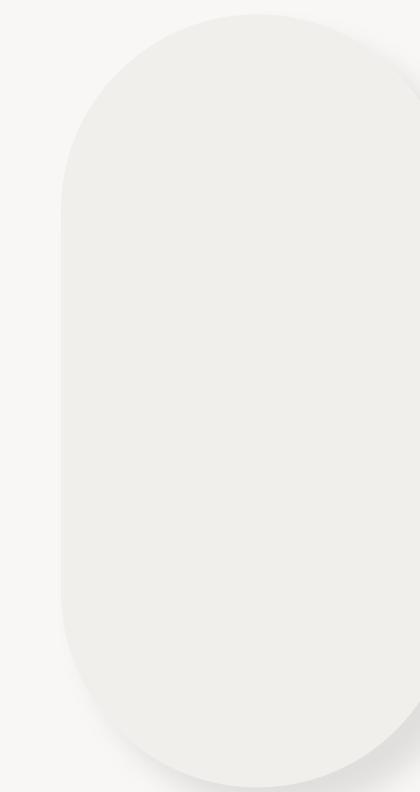
ED076A

r: 237	c: 0%
g: 7	m: 97%
b: 106	y: 26%
	k: 0%



A6F4BE

r: 166	c: 38%
g: 244	m: 0%
b: 190	y: 38%
	k: 0%



EBEAE5

r: 235	c: 9%
g: 234	m: 7%
b: 229	y: 11%
	k: 0%

accent colour



ED076A

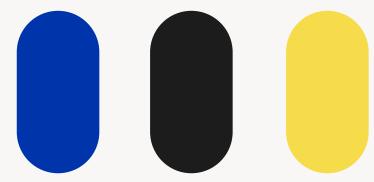
r: 237	c: 0%
g: 7	m: 97%
b: 106	y: 26%
	k: 0%

titles

font family

Montserrat

colour

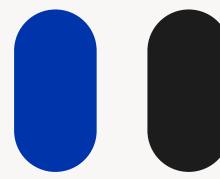


variables

Light
Book
Medium
Bold

extended reading
texts

Axiforma



paratexts /
footnotes

Shadow into light



Regular



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