

Maker.

CONTENTS



The goal of this document is to present a thematic design solution based on the preceding brand strategy for Savvi then refine this solution into a compelling identity and ultimately cohesive set of brand guidelines.

BRAND PROMISE

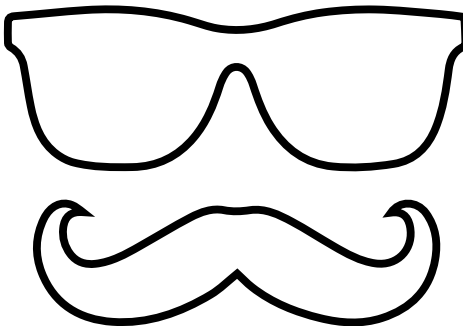
Savvi is a brand driven
by one simple promise:
*To empower travelers through
relevant information, communication,
& experiences.*

BRAND PILLARS

- Shared Altruism
- Eclectic Community
- Streetwise & Crafty
- Optimized Adventure

savvi.

savvi.



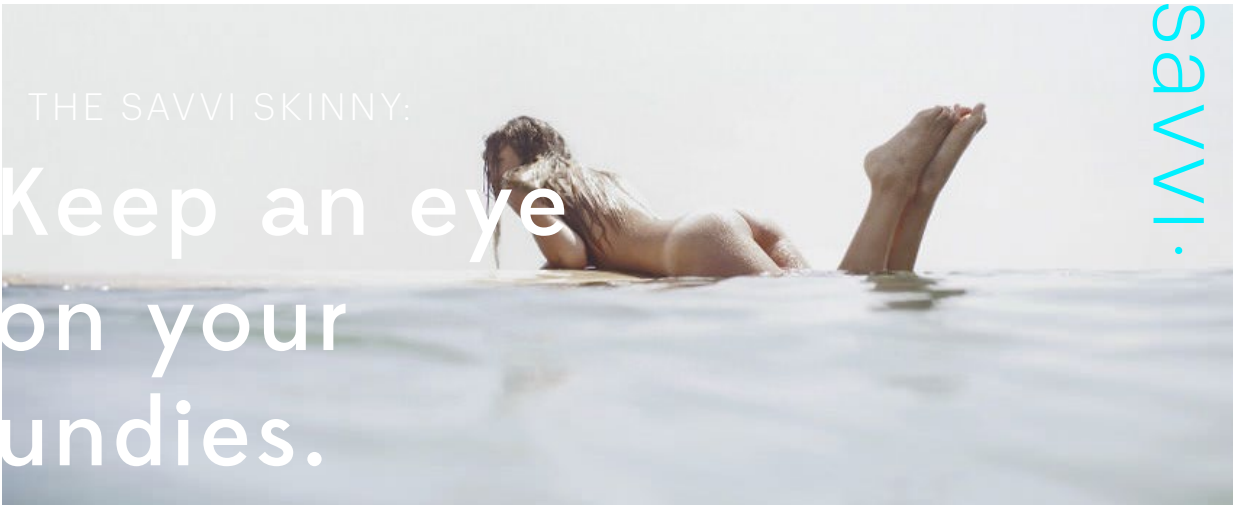
savvi.

savvi · SPOTS

savvi · INSIGHTS

savvi · EATS

savvi · TIPS







FIGHT OR FLIGHT?

Traveling on a budget.


Toughing it out may seem like the best play to conserve your remaining dough. But here are some cheap ass flights that are worth your while.

WHAT to expect.

Full Moon Party

LESSON No. 2:

travel light.



savvi.

EDMONDSANS

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

GRAPHIK

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Street smart

COLOR

