



Brand Guidelines 2026

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Brand Guidelines

Objective

As we continue to establish ourselves as the go-to New Zealand travel agency for Asia travel, it is imperative that we build a strong and distinctive brand identity. The objective of this document is to define our brand voice and provide clear guidelines on how to use our brand elements to enhance brand recognition, resonate with New Zealand travelers seeking authentic experiences and maintain brand consistency throughout all customer touchpoints and communications.

Brand Voice Statement

Understanding [REDACTED] brand personality helps us to define our brand voice statement (BVS) in order to develop a consistent and recognisable identity for our brand. Our BVS will guide how [REDACTED] communicates and engages with our target audience. Additionally, this sets the tone, personality and values that drive all our communication efforts. Our BVS must be consistently applied across all communication channels - website copy, social media posts and customer interactions, ensuring consistent brand identity.

Voice & Tone

Our brand voice strikes the perfect balance between luxury and warmth. We speak with the knowledge and refinement expected of a premium travel agency, while remaining genuinely welcoming and personable.



The diagram consists of three overlapping ovals. A light blue oval at the top left contains the word 'Elegant'. A tan oval at the bottom left contains the word 'Sophisticated'. A dark blue oval on the right contains the word 'Confident'. The 'Elegant' and 'Sophisticated' ovals overlap each other, and the 'Sophisticated' oval overlaps with the 'Confident' oval.

Elegant

Confident

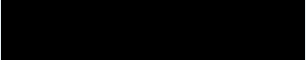
Sophisticated



A large, dark, stylized 'X' shape is centered on the right side of the slide. Overlaid on the 'X' is a white rectangular stamp with the word 'CONFIDENTIAL' in bold, black, uppercase letters. The stamp has a double-line border and is slightly tilted.

CONFIDENTIAL

Logo

The  logo artfully combines a kiwi bird's head within the letter "K," creating a clever visual connection that brings the brand name to life while celebrating New Zealand's iconic native bird. This design choice not only strengthens the company's identity and geographic roots but also adds a layer of storytelling that resonates with travellers looking for authentic experiences. The execution remains deliberately simple and elegant, avoiding unnecessary adornments to maintain a refined, premium aesthetic that signals luxury and sophistication.

Company Logo



Logo Mark



Primary Logo

The logo should only be used on white backgrounds (HEX: #ffffff) or those featuring our colour palette (HEX: #0f4c75, HEX: #c19a6b, HEX: #e8f1f5, HEX: #a8c5c0) to preserve visual impact and sophistication across all brand materials.



Brand Colours

Our brand colours reflect the sophistication of luxury travel and the breathtaking landscapes our travellers will discover in Asia. This carefully chosen palette establishes a premium, cohesive visual identity that's both elegant and memorable.

<div>Deep Teal Blue</div> <div>HEX: #0f4c75</div>	<div>Warm Bronze/Desert Sand</div> <div>HEX: #c19a6b</div>	<div>Soft Sky Blue/Mist</div> <div>HEX: #e8f1f5</div>	<div>Sage Green/Seafoam</div> <div>HEX: #a8c5c0</div>
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Primary Typeface

Our brand uses “The Seasons” font, carefully selected for its elegant character and superior readability. This distinctive typography strengthens our luxury positioning and should be used consistently in all brand communications.

The Seasons

Sample Text

Regular

Medium

Bold

abcdsefghijklmnopqrstuvwxyz
1234567890&%\$!~

Secondary Typeface

Our secondary typeface is Montserrat, a clean and modern font that offers excellent readability at all sizes. This font complements “The Seasons” and should be used in all brand communications.

Montserrat

Sample Text

Regular

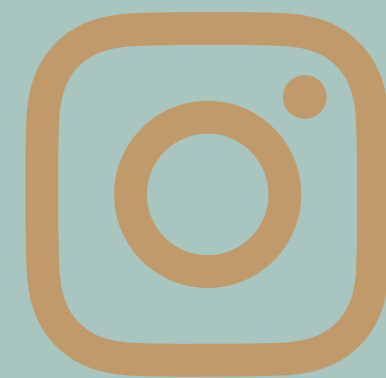
Medium

Bold

abcdsefghijklmnopqrstuvwxyz
1234567890&%\$!~

Iconography

In keeping with our refined, luxury aesthetic, [REDACTED] uses elegant icons with clean lines and minimal detail. Icons should enhance the message without overwhelming it, primarily using our warm bronze tone to maintain sophistication and visual harmony across all brand materials.





Imagery Style

embraces a luxury imagery style that celebrates the natural beauty and vibrant colours of Asian destinations. We favour images that are rich and authentically capture the region's stunning landscapes, cultural heritage and experiences, creating a genuine visual narrative for travellers.



Do's



Use Official Colour Palette

Ensure you use the brand's specified colours 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 colours without permission.



Misuse Design Elements

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



Inappropriate Colour Usage

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



Conflicting Messages

Avoid communications that contradict or obscure our brand message.

Travel Hours

CONFIDENTIAL

Our brand identity reflects our commitment to luxury travel and authentic experiences. Every element from our logo to our colour palette has been carefully chosen to represent the sophistication and natural beauty that defines a [redacted] journey around Asia.



Contact Information



Contact Us

[redacted]



Phone

[redacted]



Website

[redacted]



Address

[redacted]