



## **TALIA – Brand Guidelines**

TALIA is a revenue management capability designed for the cruise industry, symbolizing growth, insight, and calm control. Rooted in Greek heritage, the name evokes flourishing and inspiration, aligning with our mission to create sustainable value through intelligent forecasting and pricing.

### **Horizontal Logo**



### **Vertical Logo**



## Icon-Only Logo



## Color Scheme

<b>Primary Tan</b>	#C8A165	Warm, elegant, and timeless. Used for logo and primary accents.
<b>White</b>	#FFFFFF	Clean, minimal, and modern. Used for backgrounds and contrast.
<b>Off-White</b>	#FAFAFA	Soft alternative background for a warmer look.
<b>Traffic Light Green</b>	#6BA368	Indicates on or above expected performance (>95%).
<b>Traffic Light Amber</b>	#E6A84A	Indicates slightly below expected performance (80–95%).
<b>Traffic Light Red</b>	#C85C5C	Indicates performance needing attention (<80%).

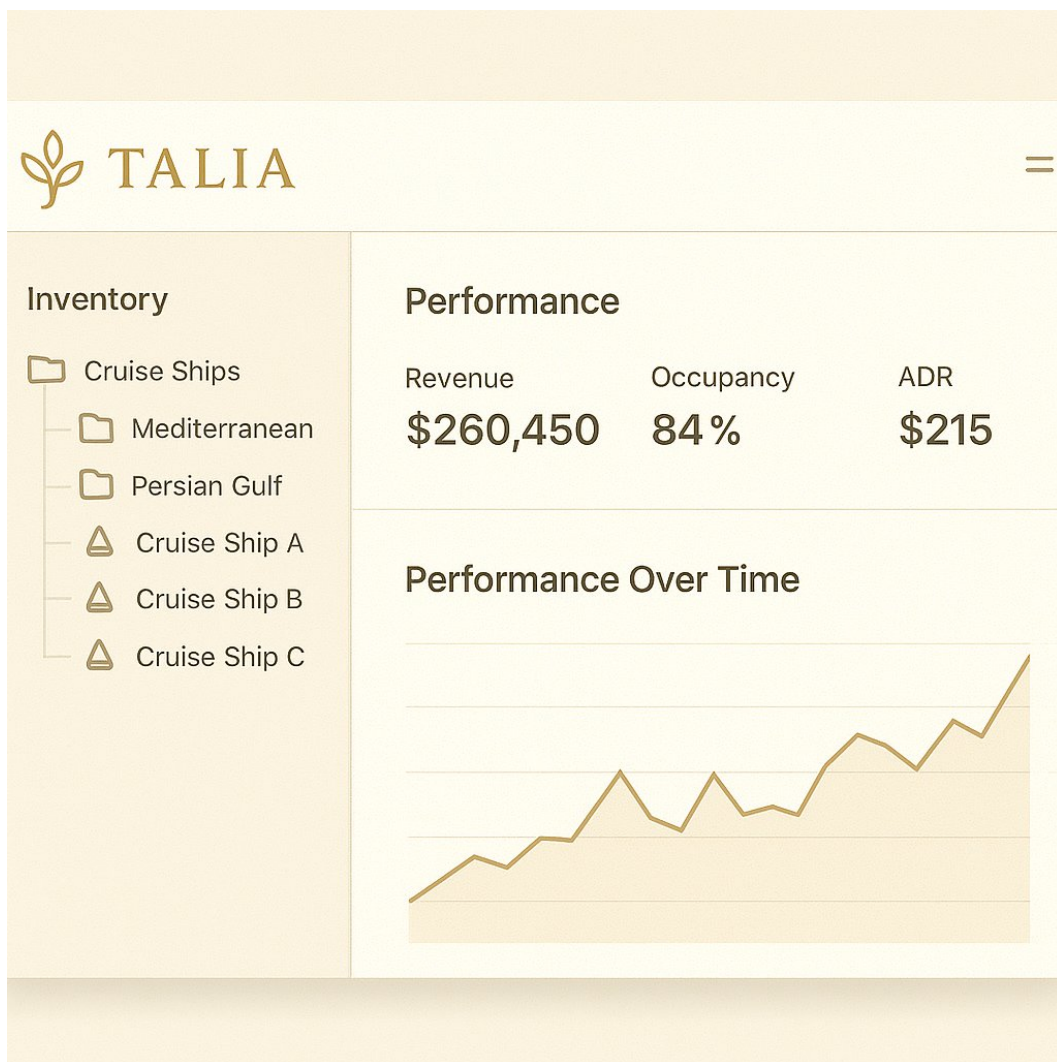
## Typography

Primary Font: Cormorant Garamond – Serif, elegant, used for headings and the TALIA wordmark. Secondary Font: Lato Light – Sans-serif, modern, used for body text and UI elements.

## Usage Guidelines

1. Maintain clear space around the logo equivalent to the height of the 'T' in TALIA. 2. Do not distort or change the color of the logo outside the approved palette. 3. Use primary tan for headings, buttons, and key metrics in UI/print. 4. Body text should be in dark neutral tones (near black or deep grey) for readability.

## UI Mockup Example



## Performance Table Mockup

Ship	Sailing Date	Booked	Available	Projected
Celestyal Discovery	01-Jun-2025	461	799	102%
Celestyal Journey	08-Jun-2025	753	507	93%
Celestyal Discovery	15-Jun-2025	530	730	85%
Celestyal Journey	22-Jun-2025	1126	134	98%
Celestyal Discovery	29-Jun-2025	639	621	99%
Celestyal Journey	06-Jul-2025	552	708	89%
Celestyal Discovery	13-Jul-2025	1145	115	86%
Celestyal Journey	20-Jul-2025	953	307	84%
Celestyal Discovery	27-Jul-2025	424	836	94%
Celestyal Journey	03-Aug-2025	515	745	105%