Zig
TRAVEL
BRANDING

T A G L I N E

Tailored Trips. Authentic Adventures. Exceptional Experiences.

L O G O

LOGO 1 - Horizontal

LOGO 1 - Vertical

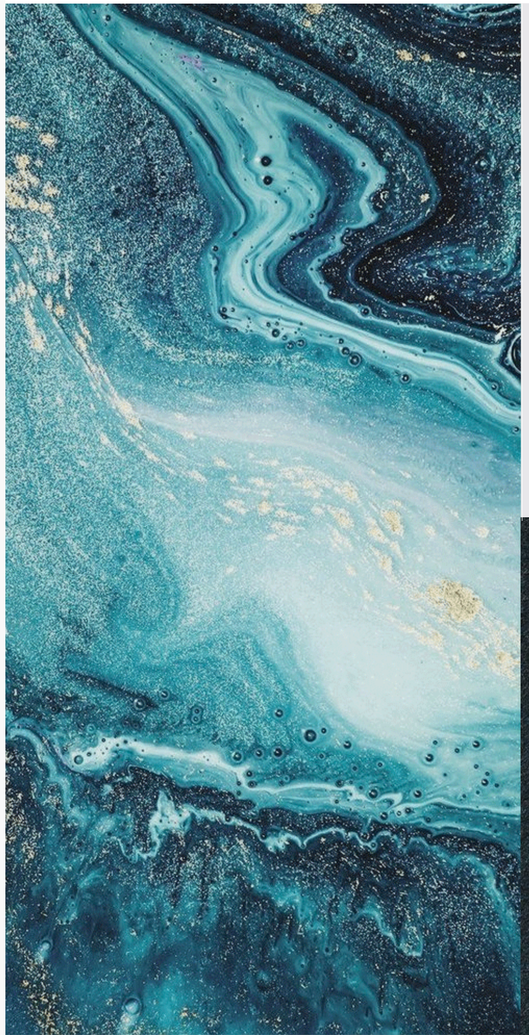
# COLOR STORY

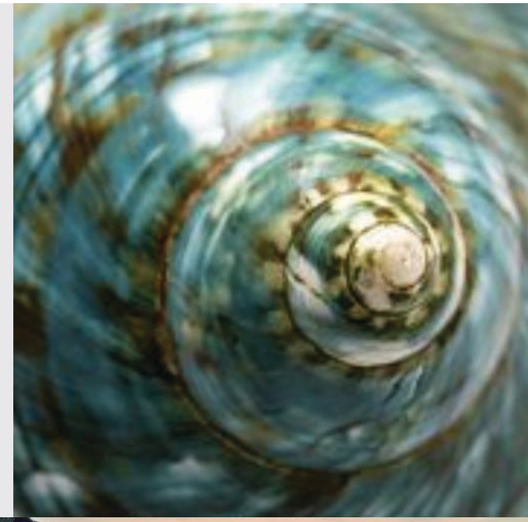
# COLOR STORY

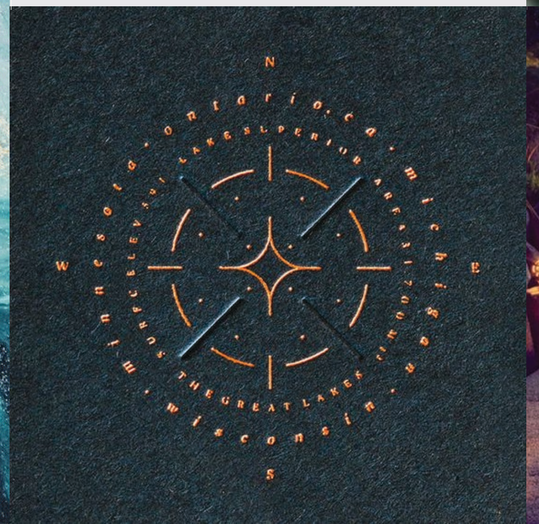
## Signature Experience

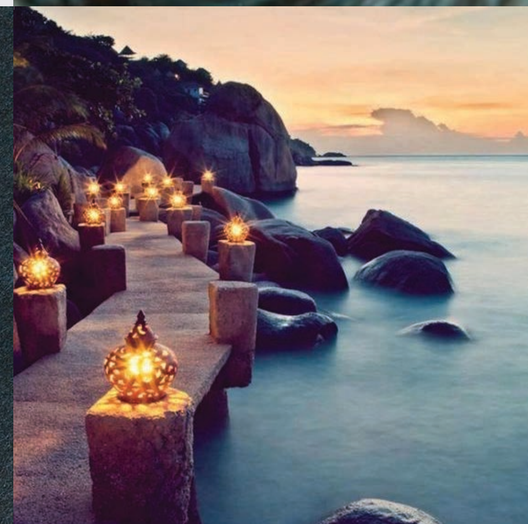
### COLOR PALETTE EXPLORATION

Deep tones with pops of gold and light gray







LOGO IN COLOR

Zig TRAVEL

CONCEPT 1 - Solid Dark Blue

CONCEPT 2 - Two Tone Dark and Teal Blue

# FONTS

Zig TRAVEL

Signeton

## BRANDON GROTESQUE

Brandon Grotesque

BRAND PRIMARY STYLE: BRANDON GROTESQUE
BRAND ACCENT STYLE: SIGNETON

ABCD abcd
EFGH efgh
IJKLM ijklm
NOPQ nopq
RSTV rstuv
WXYZ wxyz

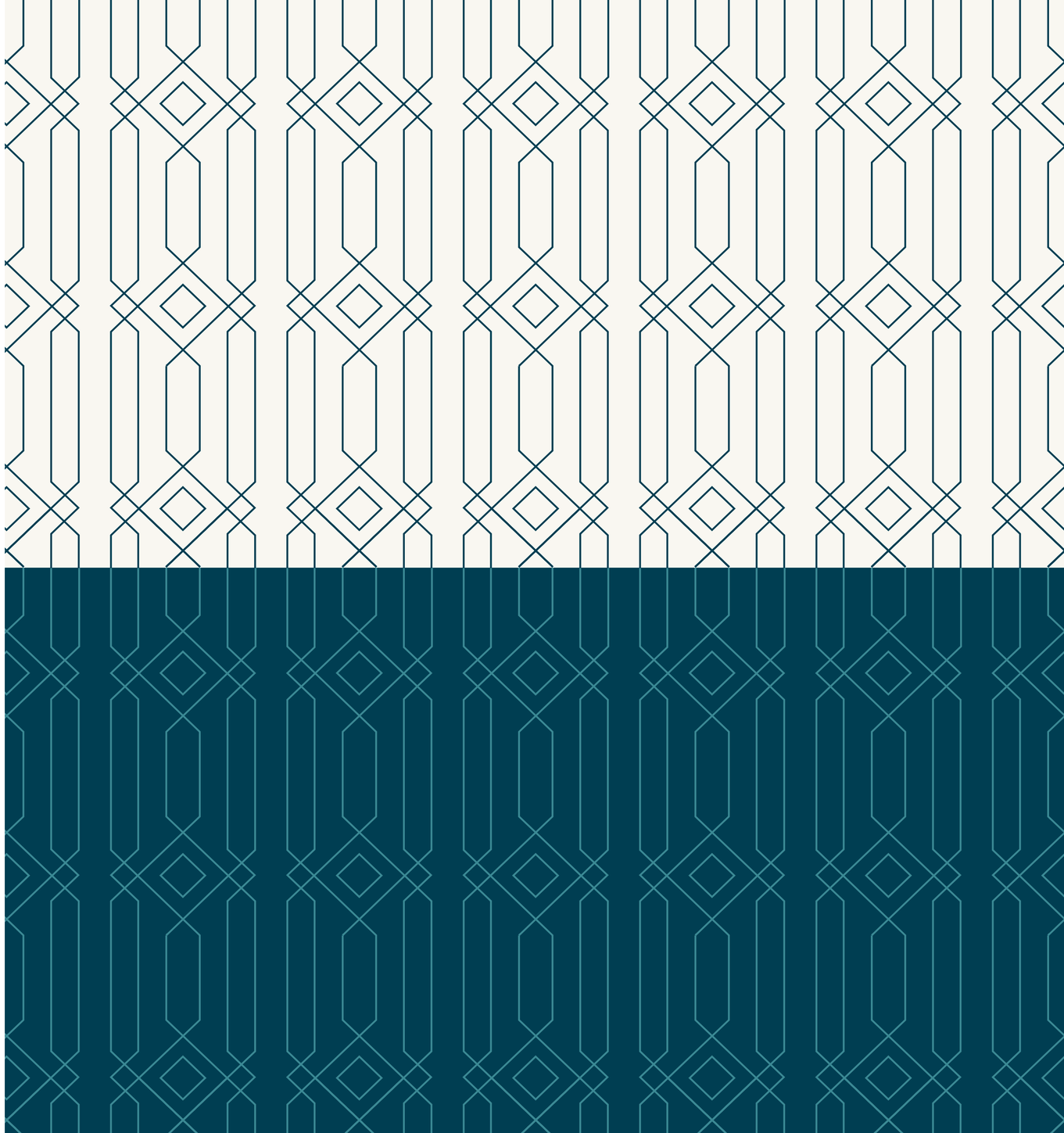
Brandon Grotesque Regular
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?&@#$

# PATTERNS

# Sophisticated “Zig” Pattern

## PATTERN OPTION 1

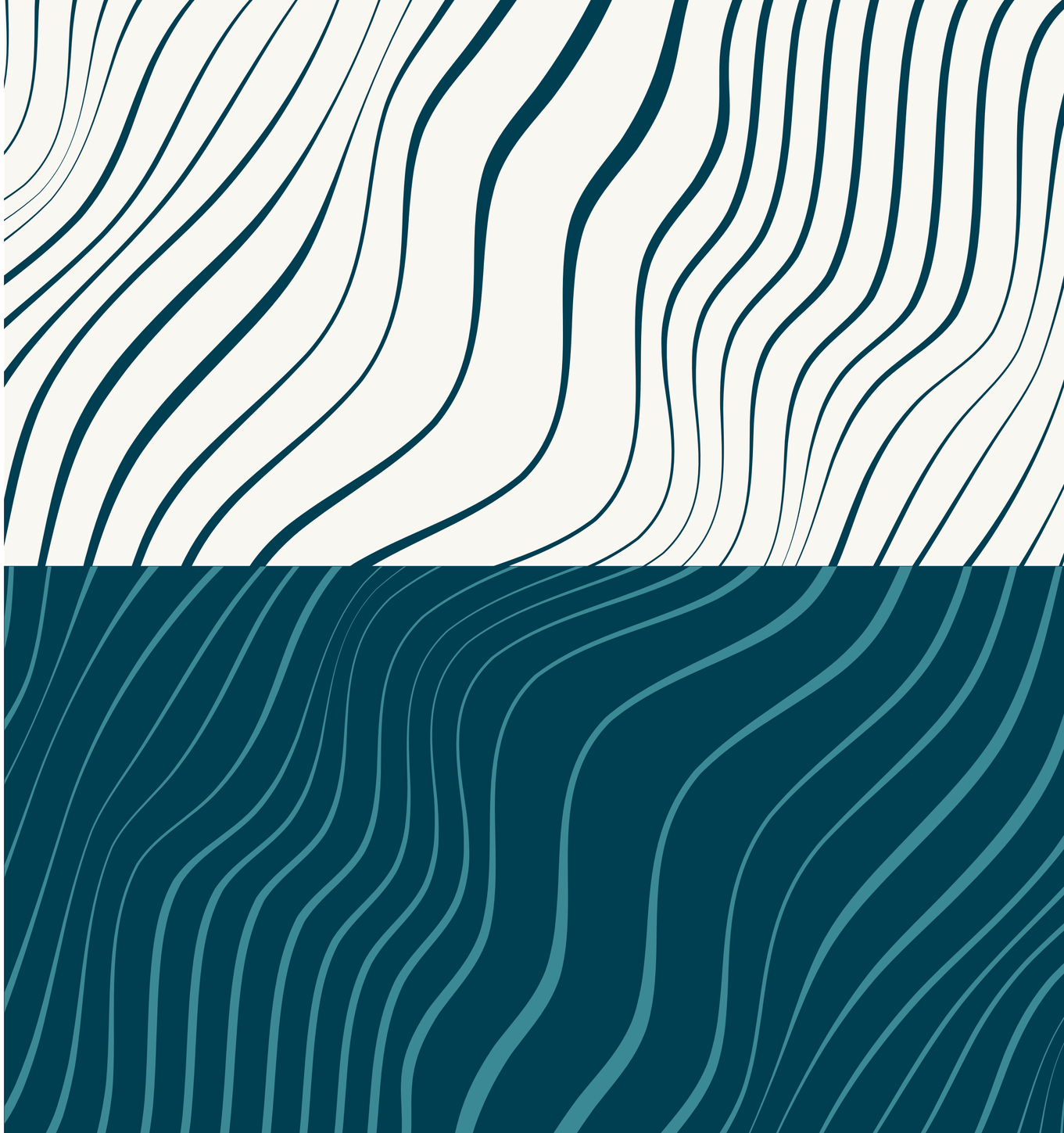
This modern pattern conveys luxury and sophistication, with subtle hints at the idea of a “zigzag”. The intricate lines create a sense of movement, while the structure alludes to quality and precision, which are key to Zig’s tailored, exceptional experiences.



# Organic Wanderlust

## PATTERN OPTION 2

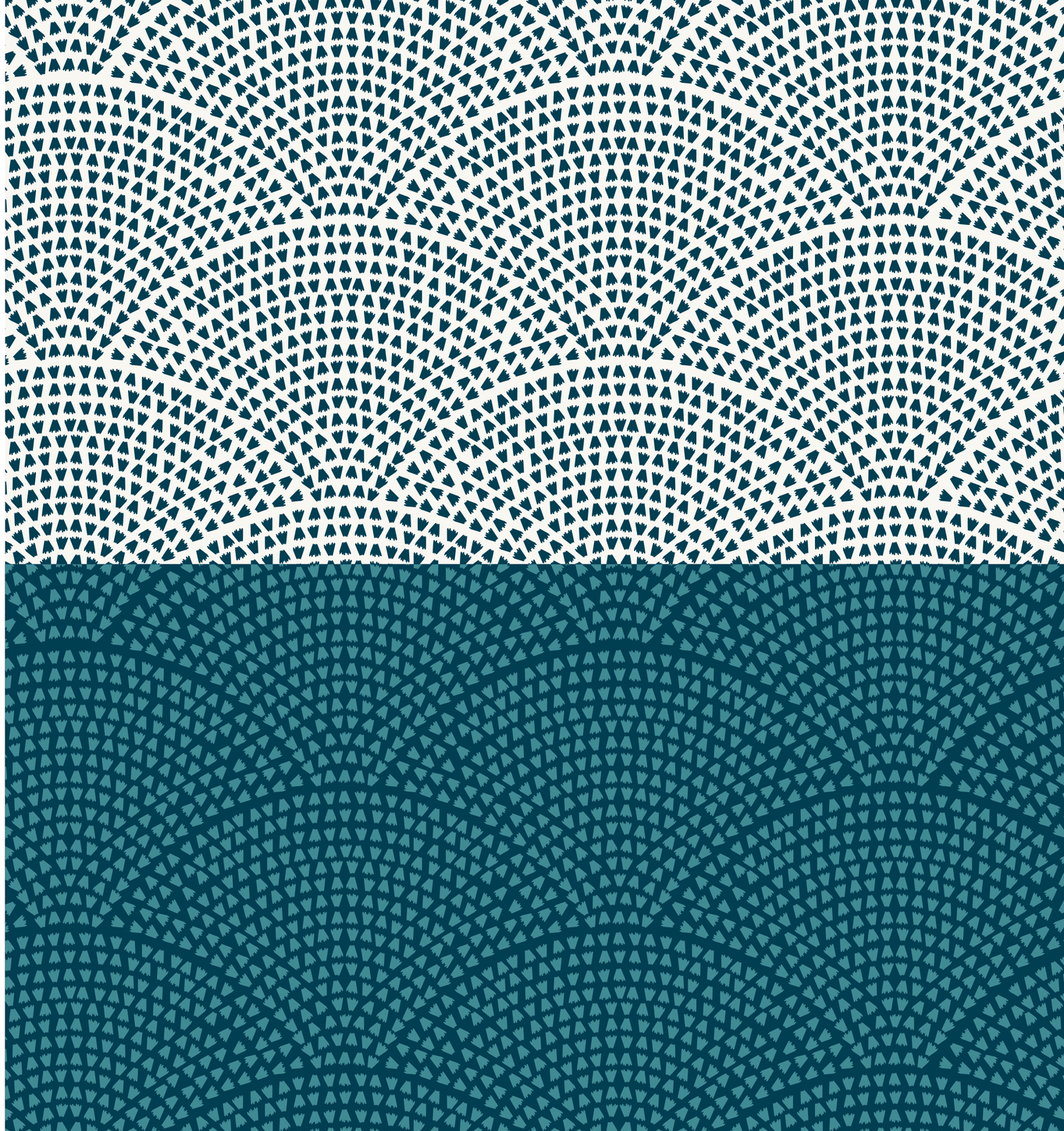
This organic, wavy pattern instills a feeling of wanderlust and discovery. The line variations hint at water, topographic elevations or lines on a sand dune, leading the eye and the imagination to wondrous places.



# Global Elegance

## PATTERN OPTION 3

The elegant, traditional curve of this pattern is juxtaposed by the modern, hand-rendered stippling. Together these elements evoke an authentic, yet sophisticated global vibe and allude to the richness of experience that Zig clients receive.



# IMAGE STYLE

# TAILORED TRIPS:

Intimate perspectives in imagery convey Zig's ability to provide tailored plans to meet client's unique needs and preferences.

# AUTHENTIC ADVENTURES:

Unique angles in imagery convey Zig's ability to craft one of a kind experiences that customers won't find anywhere else.

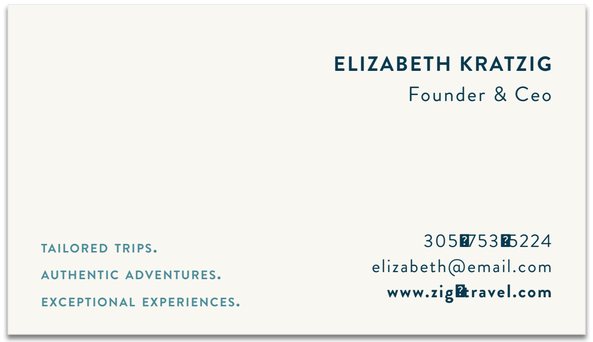
# EXCEPTIONAL EXPERIENCES:

Experiential imagery conveys Zig's ability to provide unique accommodations and exclusive curated experiences.

gettyimages
Orbon Alija

gettyimages®
Andrii Lutsyk/ Ascent Xmedia

# BUSINESS CARDS




Option 1 - Gold Foil Accent

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Option 2 - Letterpress and Gold Foil Accents

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Option 3 - Spot Gloss Accent

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Option 4 - Spot Gloss and Gold Foil Accents

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