

# BRAND OVERVIEW

A refined identity for luxury travel production, designed to balance visual elegance with operational clarity.



## 1. PRIMARY LOGO



## 2. SECONDARY LOGO



## 3. MONOGRAM



## 4. TYPOGRAPHY

### HELSA DISPLAY

Monogram and hero mark

### GARET

Supporting typography and brand communications

## 5. COLOR PALETTE



Black  
#0A0A0A



White  
#FFFFFF



Champagne Gold  
#B4935A

## 6. BRAND ESSENCE

REFINED.  
PRECISE.  
ELEVATED.  
EDITORIAL.

# LOGO SYSTEM & USAGE

## 1. LOGO VARIATIONS

### PRIMARY LOGO



### MONOGRAM



### COMPACT LOCKUP



## 2. CLEAR SPACE



Maintain clear space equal to the height of the F stem around the logo.

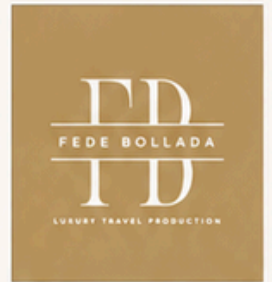
## 3. BACKGROUND USE



ON BLACK



ON WHITE



ON CHAMPAGNE GOLD

Always use approved colorways to preserve contrast, legibility, and the integrity of the brand.

## 4. MINIMUM SIZE

### PRINT



### DIGITAL



Do not reproduce the logo below the minimum size to ensure legibility.

## 5. INCORRECT USAGE



Do not stretch



Do not rotate



Do not recolor



Do not add effects

## 6. APPROVED COLORWAYS



GOLD ON BLACK



BLACK ON WHITE



WHITE ON CHAMPAGNE GOLD

# BRAND VOICE & EDITORIAL DIRECTION



Our voice and editorial approach reflect who we are and how we show up. Every word and image should reinforce our standards of excellence and discretion.

## 1. BRAND PERSONALITY

**REFINED**  
We value craftsmanship, attention to detail, and understated elegance.

**PRECISE**  
We are accurate, methodical, and committed to flawless execution.

**ELEVATED**  
We deliver exceptional experiences with a high standard in every touchpoint.

**EDITORIAL**  
We communicate with clarity, intention, and a discerning eye.

## 2. TONE OF VOICE

**CALM**  
We communicate with composure and quiet confidence.

**POLISHED**  
We use thoughtful language that is poised and professional.

**CLIENT-FOCUSED**  
We speak directly to our clients' needs, priorities, and expectations.

**GLOBALLY MINDED**  
We reflect cultural awareness and a deep understanding of place.

## 3. WRITING PRINCIPLES

- ◆ Lead with clarity.
- ◆ Be concise and intentional.
- ◆ Use elevated, precise language.
- ◆ Focus on benefits, not features.
- ◆ Honor discretion and confidentiality.
- ◆ Maintain consistency across all client communications.

## 4. SAMPLE BRAND LANGUAGE

“Refined travel documents for high-touch journeys.”

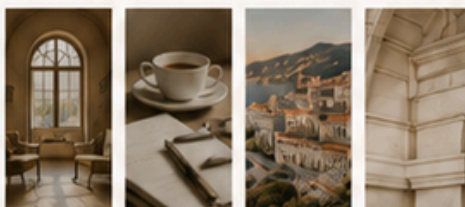
“Every detail. Seamlessly aligned.”

“Trusted guidance. Exceptional experiences.”

“Precision in planning. Excellence in execution.”

## 5. IMAGERY DIRECTION

Our imagery is understated, warm, and editorial. We use natural light, neutral tones, and a curated perspective to tell stories of place, texture, and atmosphere. Every image should evoke a sense of calm, culture, and quiet luxury.



## 6. EDITORIAL MOOD



# LAYOUT, SYSTEMS & APPLICATIONS

Guidelines for layout structure, system elements, and real-world applications that ensure a consistent and elevated brand experience.



## 1. LAYOUT PRINCIPLES



### CENTERED BALANCE

Maintain visual balance by centering key elements within the layout.



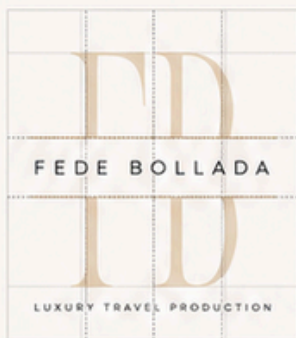
### GRID SYSTEM

Use a consistent grid to align elements and ensure order and harmony.



### HIERARCHY

Establish a clear visual hierarchy through scale, spacing, and typography.



## 2. WHITE SPACE RULES



Always maintain a minimum clear space equal to the height of the "F" around the logo on all sides. This protects legibility and reinforces brand presence.

## 3. ICON STYLE



Icons should remain refined, minimal, and consistent in stroke weight and style.

## 4. FILE NAMING SYSTEM

- 01\_Logo
- 02\_Brand\_Assets
- 03\_Templates
- 04\_Presentations
- 05\_Documentation

### FILE FORMAT EXAMPLE

Client\_Document\_Version\_Date.ext

Use clear, consistent names to ensure easy organization and version control.

## 5. BRAND APPLICATIONS

### ITINERARY COVER



### BUSINESS CARD



### DOCUMENT HEADER



### EMAIL SIGNATURE



### PRESENTATION COVER



## 6. USAGE NOTE



Consistency is the foundation of our brand. Always apply these guidelines thoughtfully to maintain coherence in typography, spacing, color, and tone across all client-facing materials.