



Expa Travel

Brand Guidelines

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Colors

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Logo

Introduction

This document is a reference for maintaining essential consistency in how we present ourselves visually. Inside, you'll find guidelines for our logo, colors, and typography.



Colors

Brand Colors

Color Scales

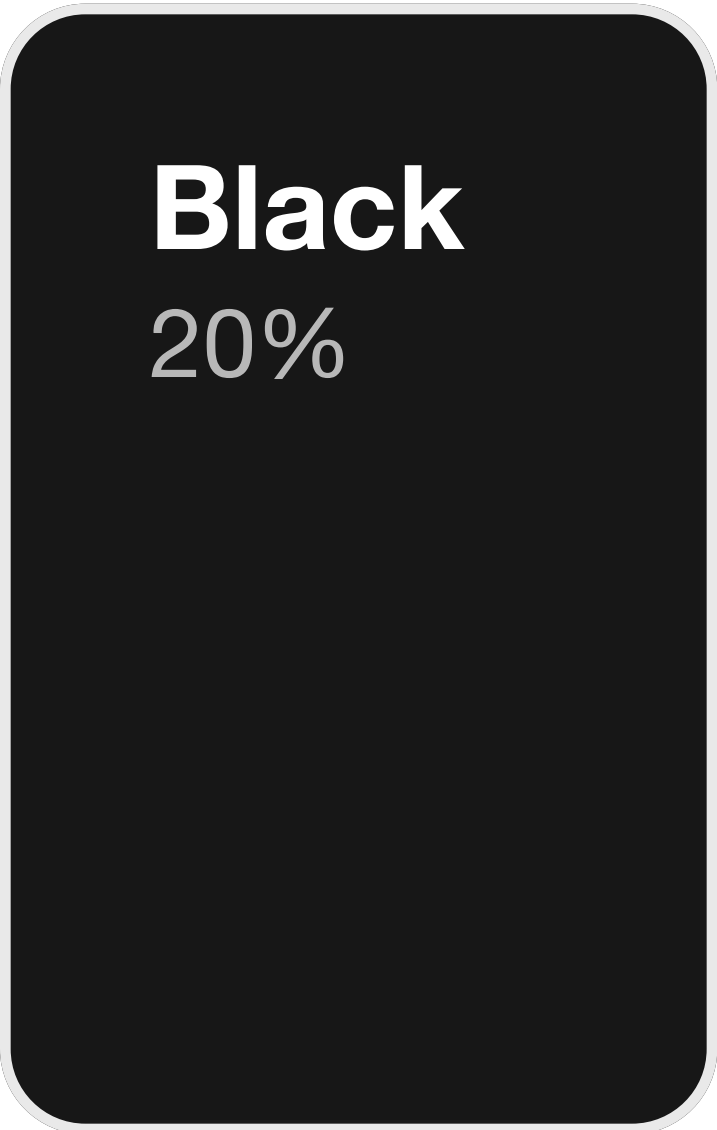
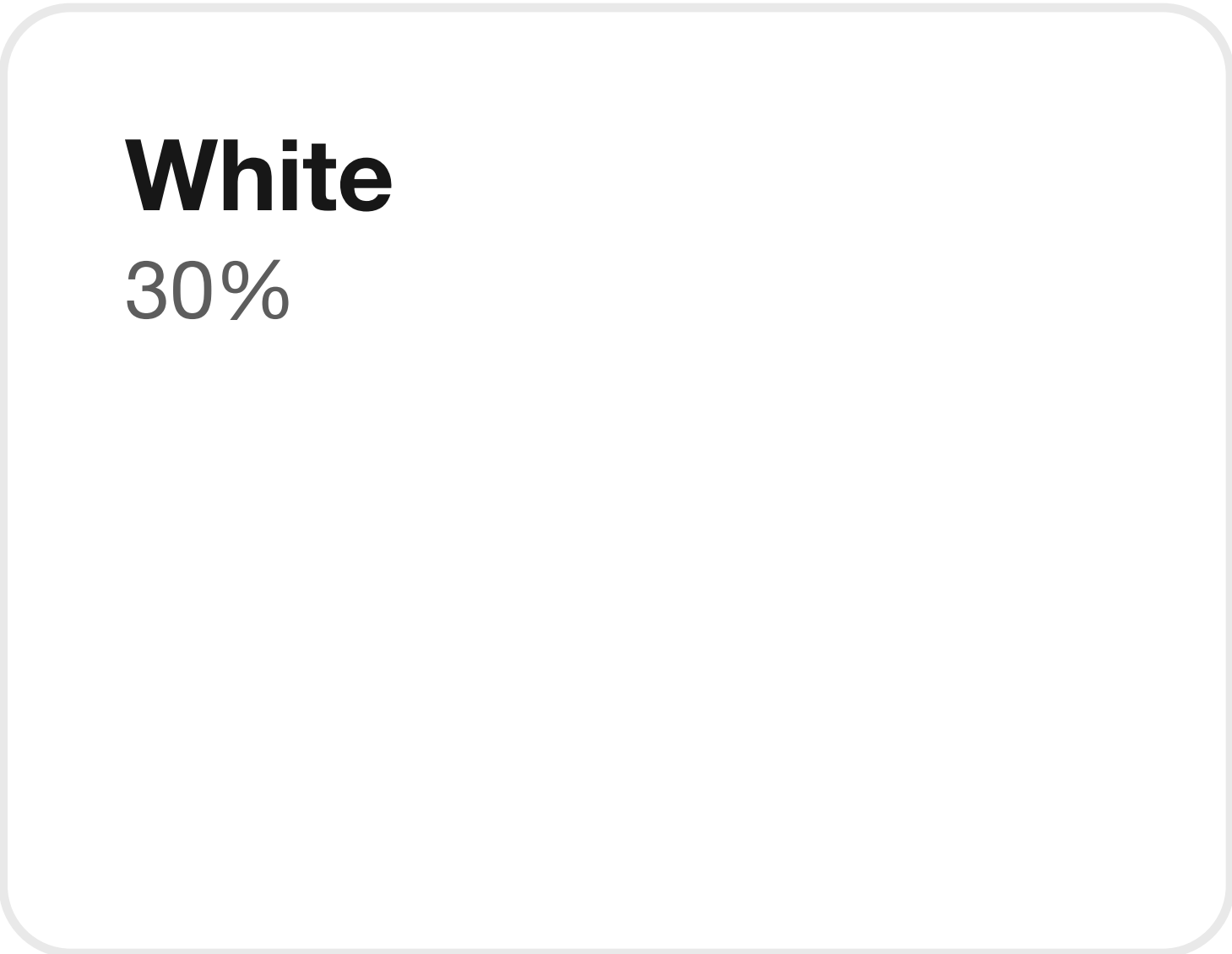
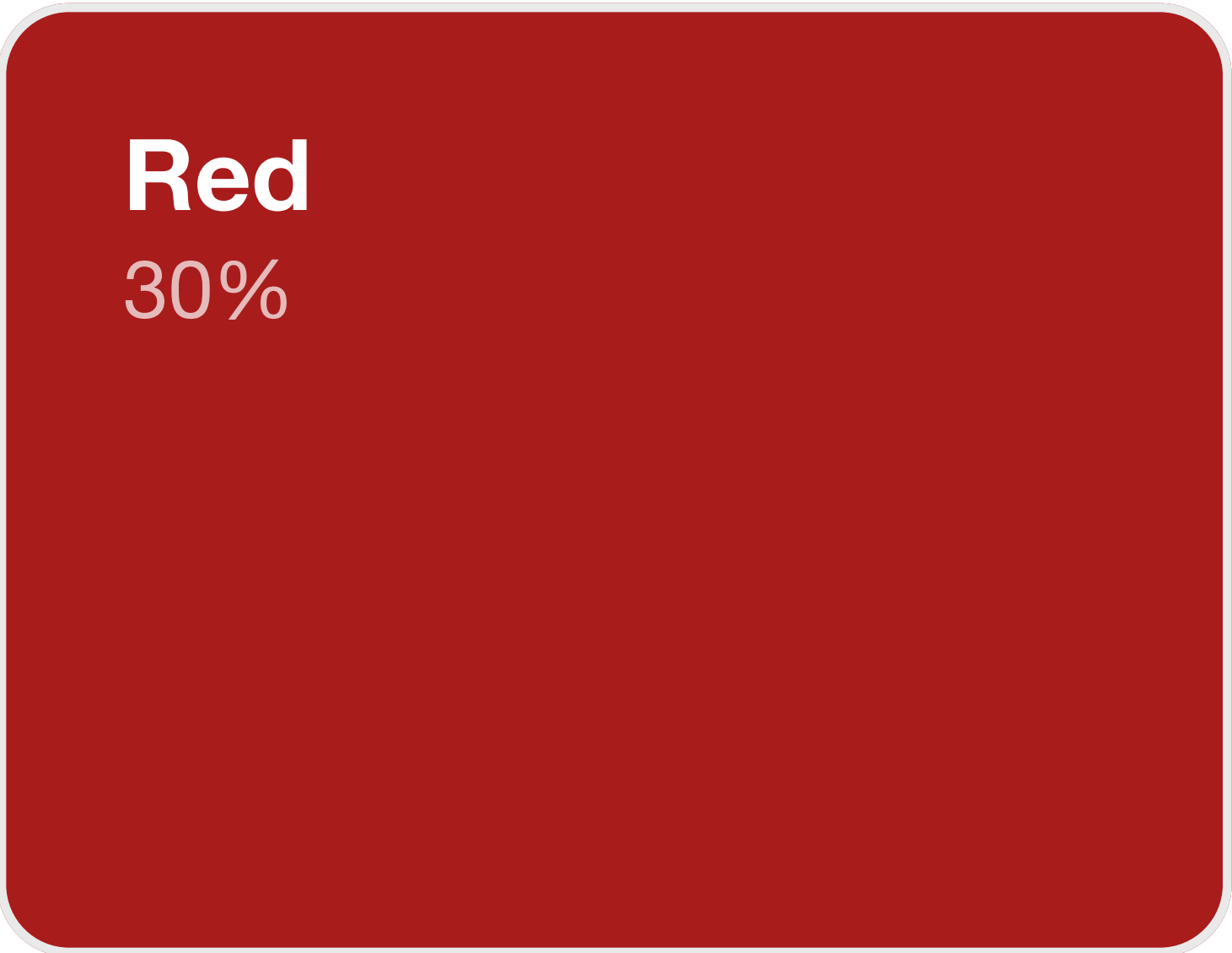
Brand Colors

Colors

Brand Guidelines

Expa Travel

The percentages show how much each color should be used in the brand's design: Red (30%) is primary, White (30%) balances it, while Green (20%) and Black (20%) are for accents and contrast.



Color Scales

Red

50	100	200	300	400	500	600	700	800	900	950
# FEF2F2	# FEE2E2	# FECACA	# FCA5A5	# F87171	# EF4444	# E32727	# C91E1E	# A91C1C	# 8C2020	# 520C0C

Emerald

50	100	200	300	400	500	600	700	800	900	950
# E9FAF2	# CDF5E0	# A1EBC9	# 6ADEB0	# 32C992	# 0FAD79	# 059468	# 058760	# 07694D	# 065440	# 023327

Neutral

50	100	200	300	400	500	600	700	800	900	950
# FAFAFA	# F5F5F5	# E5E5E5	# D4D4D4	# A3A3A3	# 737373	# 525252	# 404040	# 262626	# 171717	# 0A0A0A

Typography

Titles & Body

Display

Typography Usage

Atkinson Hyperlegible

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	Ø	1
2	3	4	5	6	7	8	9	±	+	-	!	?	.	,	<	>	@
#	\$	%	^	&	*	(	)	[	]	{	}	~	\	/	`	~	

Gochi Hand

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	0	1
2	3	4	5	6	7	8	9	±	+	-	!	?	.	,	<	>	@
#	\$	%	^	&	*	(	)	[	]	{	}	~		/	`	~	

~~Tourism~~
adventure!

The combination of Atkinson Hyperlegible and Gochi Hand fonts brings a balance between clarity and authenticity, reflecting Expa Travel's adventurous spirit and human-centered experiences. Atkinson Hyperlegible, used for titles and body text, ensures legibility and professionalism, while Gochi Hand introduces a playful, personal touch in the display elements, reinforcing the brand's focus on unique, experience-driven travel. Use Gochi Hand selectively for informal messaging, or creative visuals, maintaining a natural but adventurous vibe.

Logo

Logo Structure

Logo & Logotype Combination

Safe Space

Dos & Don'ts

Minimum Size

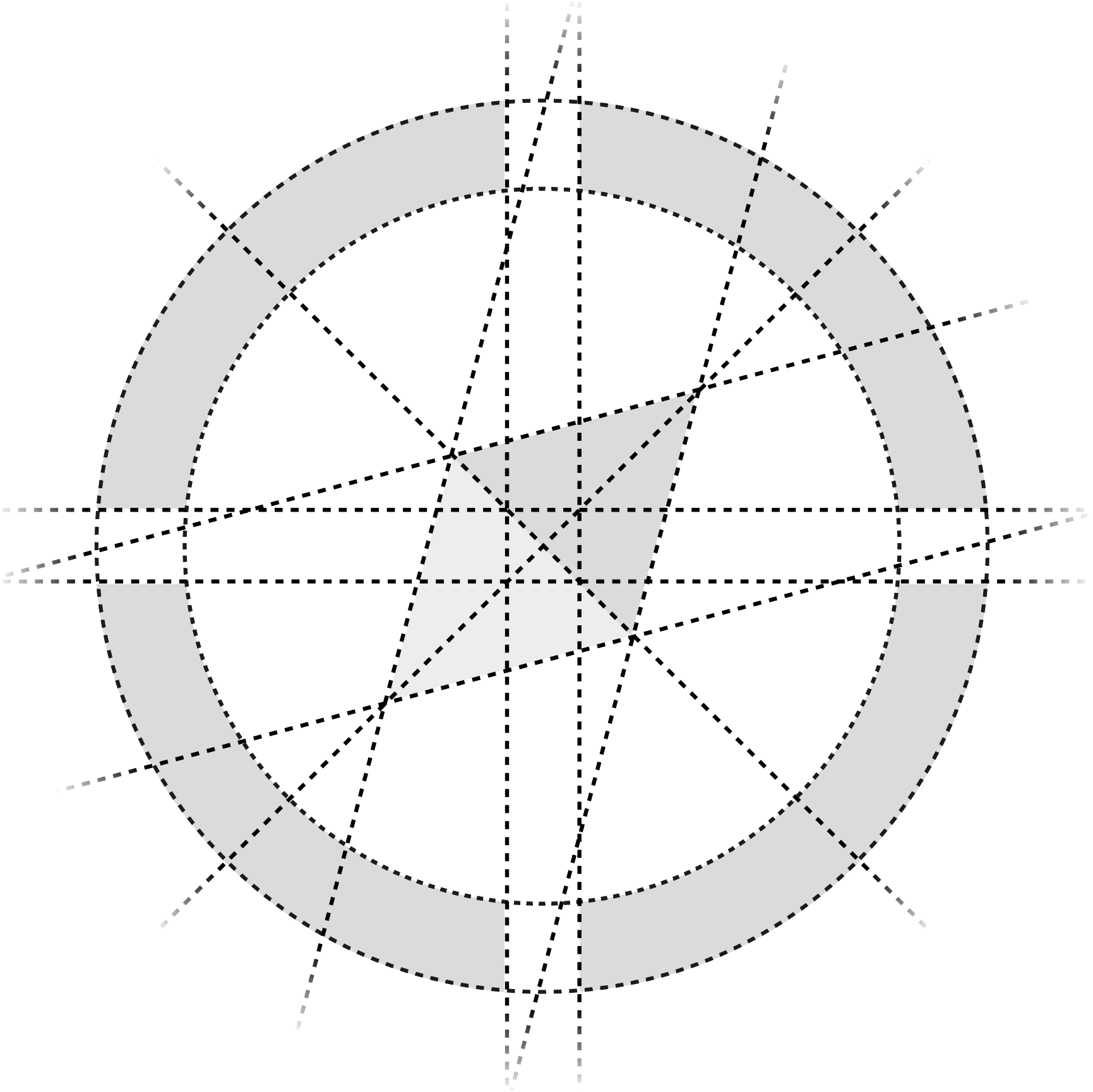
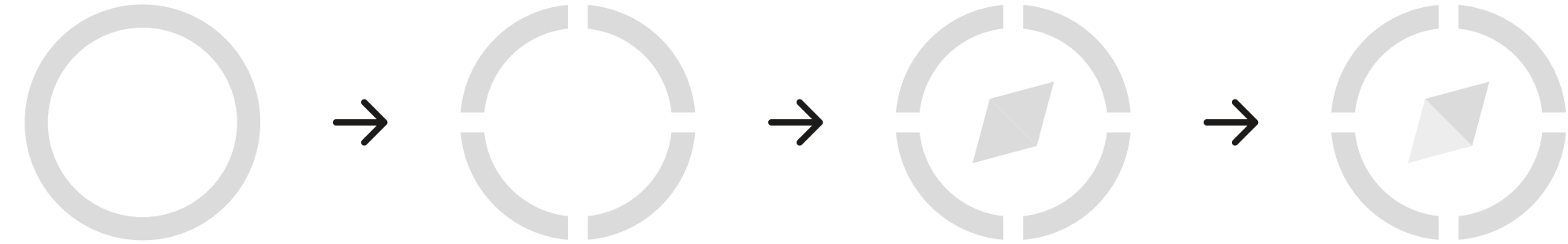
Partnership Lockup

Logo Structure

Logo

Brand Guidelines

Expa Travel



Logo & Logotype Combination

Logo

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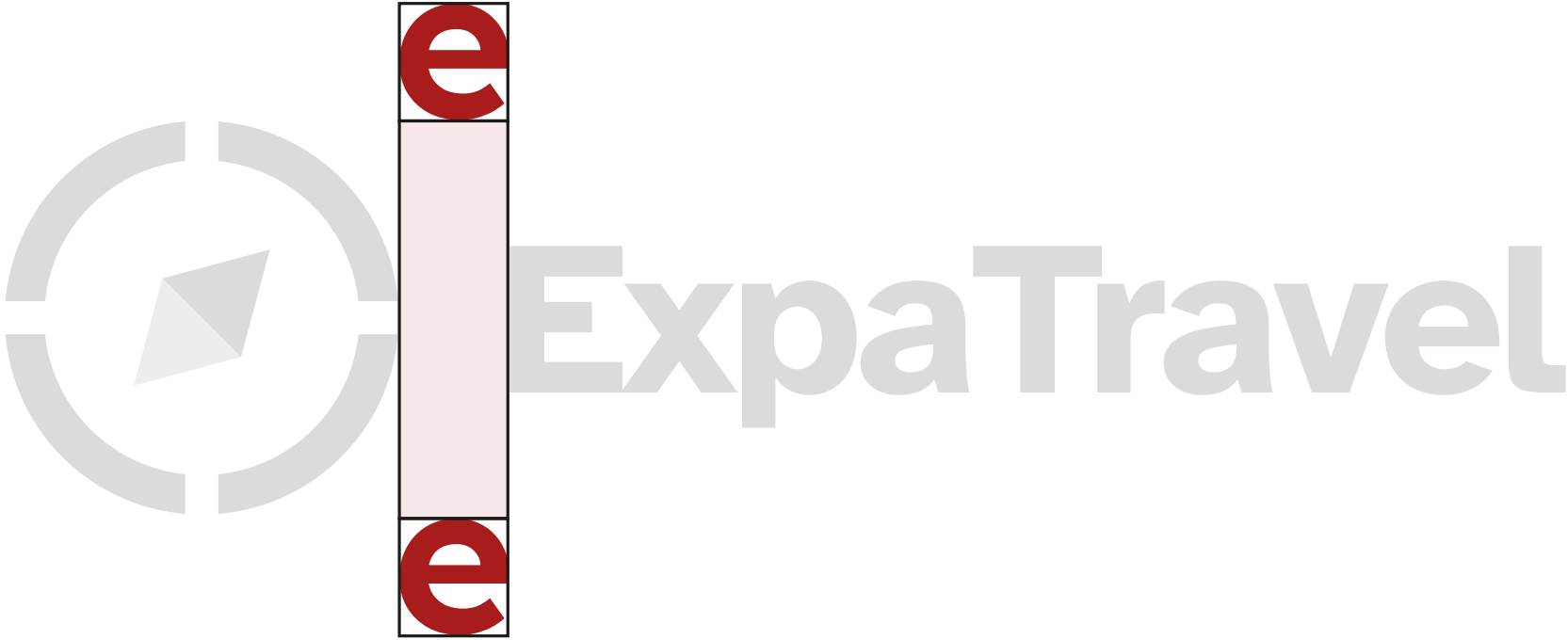


Logo & Logotype Combination

Logo

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Safe Space

Logo

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Use left-aligned logotype for the horizontal logo



Use center-aligned logotype for the vertical logo



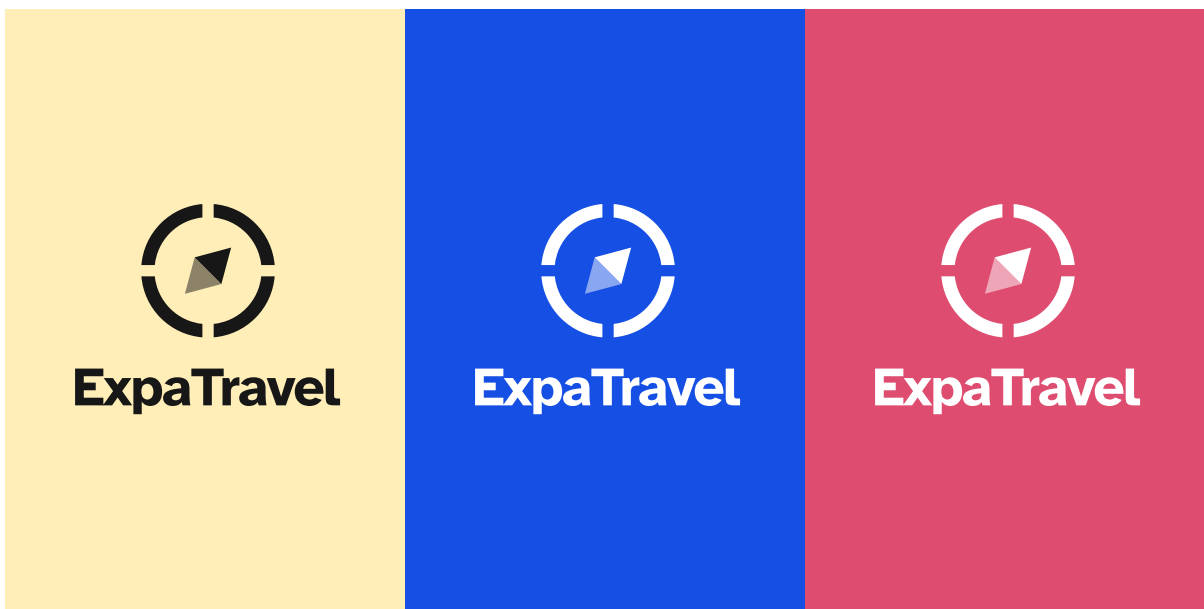
Use white logo on colored backgrounds



Use white logo on colored backgrounds



Use white logo on black background



Use monotone logo on bright third-party backgrounds

Don'ts

Logo

Brand Guidelines

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Don't change the logo color



Don't change the logotype color



Don't alter the logotype



Don't use duo-tone logo on colored backgrounds



Don't change the order of the logo



Don't rotate the logo

Minimum Size

Logo

Brand Guidelines

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Print

25mm / 1in

Digital

80px

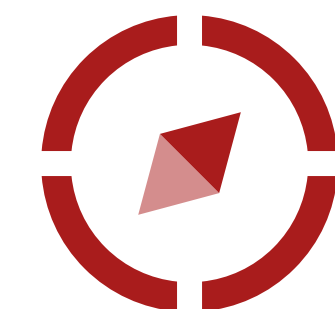


Print

20mm / 0.8in

Digital

60px



Print

6mm / 0.24in

Digital

20px

Partnership Lockup

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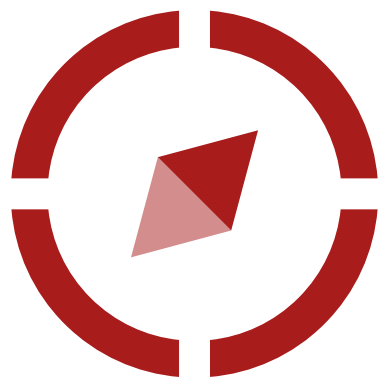


Partnership Lockup

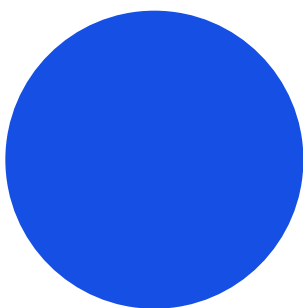
Logo

Brand Guidelines

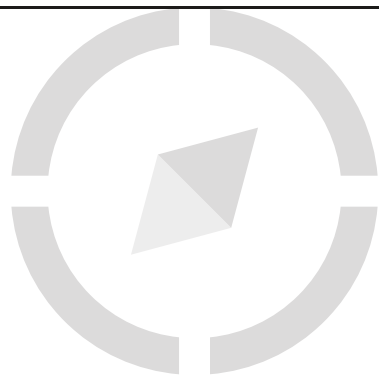
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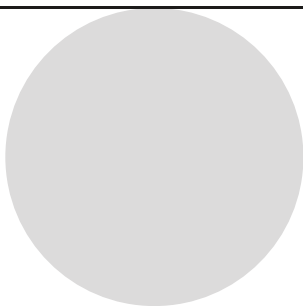
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Partner



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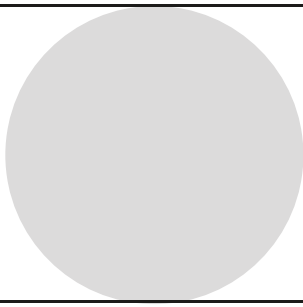
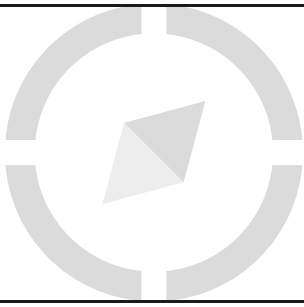
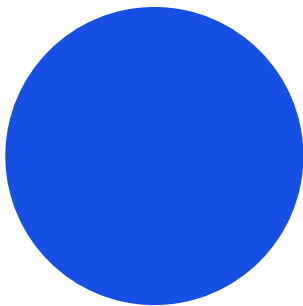
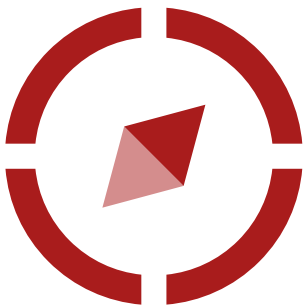
Partner

Partnership Lockup

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Thank you!