

airplane mode



2020
BRAND GUIDE

Let us plan so you can play.

mission

To provide simple, exciting travel experiences, that improve the quality of life for traveling groups and families so they can be in the moment and make memories.

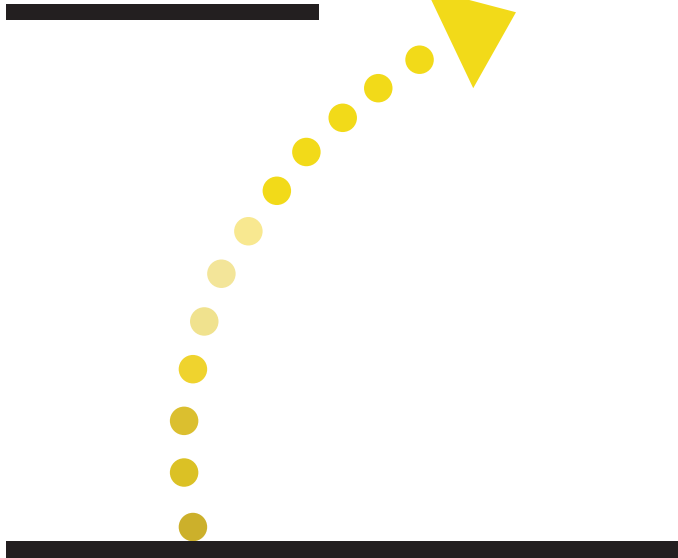
ARROW + PLANE
ARE THE
TRADEMARK

ARROW "O" CAN
BE USED AS A
SECONDARY
GRAPHIC



airplane
mode

WORD MARK IS
CREATED WITH THE
FONT EIGHTY ONE



target audience

The person who will use the service of airplane mode is a tech savvy,

THE KIND OF PERSON WHO WOULD LOOK TO A FRIEND...

travel enthusiast, with particular interest in Disney and European destinations. They have the know how to book Online but are too busy to coordinate the details and find the best deals. They are the kind of person who would look to a friend for travel tips or past travel itineraries.



c 100, m 95,
y 22, k 9 r 4, g 51, b 118 # 293376



c 5, m 5,
y 100, k 0 r 248 g 225, b 0 # F8E100



c 28, m 34,
y 94, k 3 r 186, g 155, b 57 # BA9B39



c 3, m 5,
y 38, k 0 r 248, g 233, b 174 # F8E9AE

brand voice

Font 1

Eighty one: (all lower case) used for titles.
Free download from dafont.com

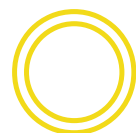
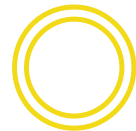
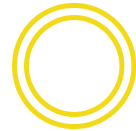
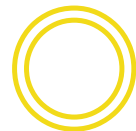
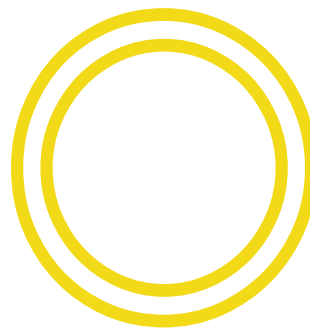
Font 2

Ariel: used for body copy. Any sans serif font can be substituted for the body copy if Ariel is not available.

The voice of the brand is empathetic, she is a trustworthy adventurer who is grounded and detail oriented. She wants to help others experience the opportunity of travel. She is an excited supporter, in the corner of her travel friends. The voice provides honest and helpful guidance with passion. She wants to help get you to your first, next or best adventure yet!

KEY PHRASES

Let us plan so you can play.
Let's do this.



graphics

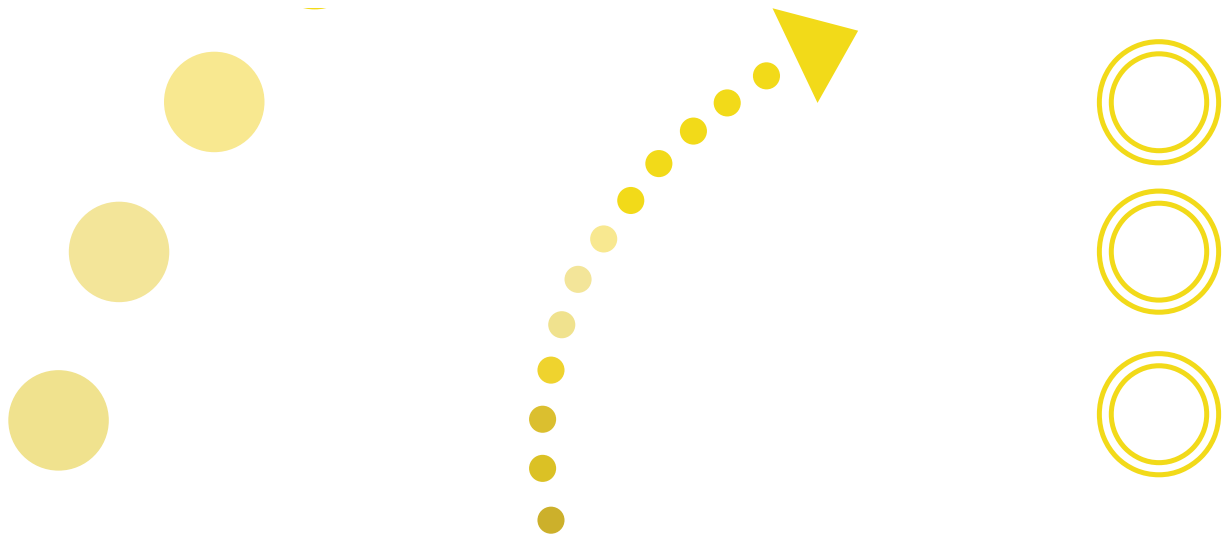


The airplane mode logo can be used in the horizontal or stacked format. It can also be used in the gray scale stacked and horizontal formats show. On occasion a design may just call for a word mark or an instance where the word mark and trademark are separate. See acceptable versions of the stacked

and horizontal word marks on this page. The format can be achieved by accessing the word mark files or cropping the trademark out of the design. To maintain brand consistency designs should avoid squashing or stretching the logo, trademark and all secondary graphics.



secondary graphics



The brand can be represented by the trademark, itself, the plane and the arrow, show to the right. This can be achieved by using the trademark file or by cropping the word mark out of the logo.

Brand decoration can be achieved by using the secondary graphics shown on this page. The yellow gradient arrow in it's full form may be used or it can be scaled at various percents to appear as large, moving dots. The outlined "o" from the word mark may also be used a secondary decorative graphic. It can be shown by itself or in groups of the same size to create a pattern. The "o" graphic file can be found in web or print format in the provided files. For a black and white version simply add a black and white or gray scale feature to the image editor of your choice.



ONLINE
www.airplanemode.travel

