travefy

Media Kit

Travefy • 151 N. 8th Street, Suite 210 Lincoln, NE 68508 • professional@travefy.com

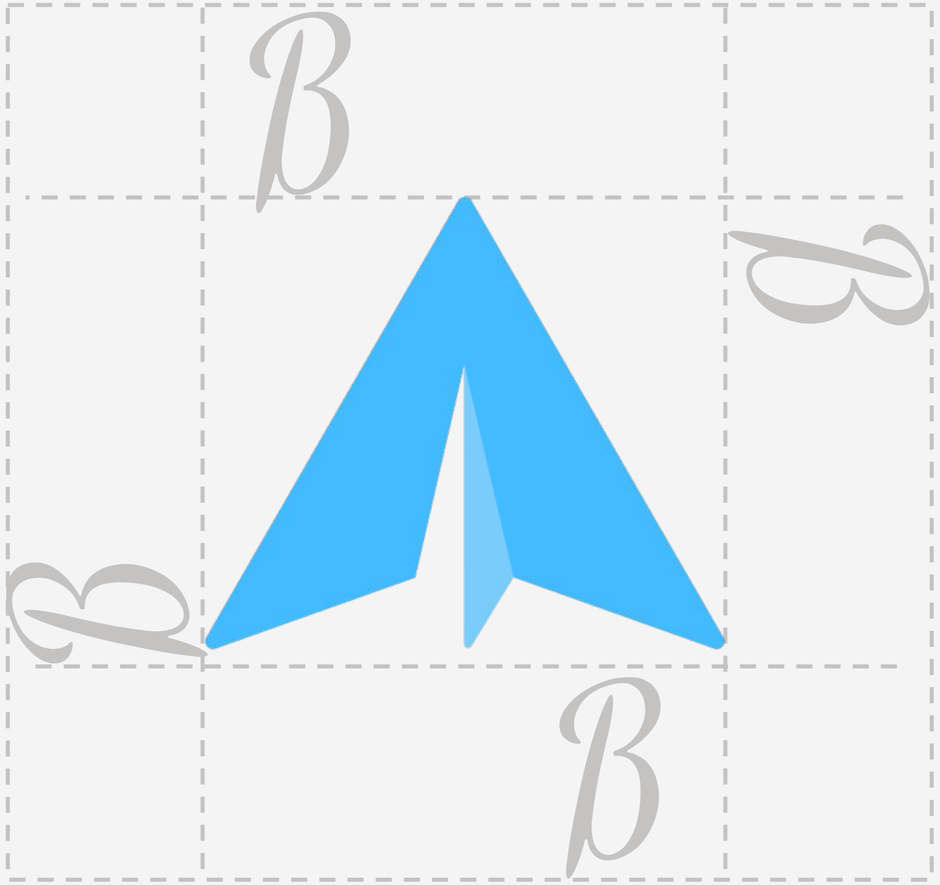
01 LOGO

01 • BRAND LOGO

01 • LOGO SAFE AREA

Safe area is used to prevent from placing other elements near the logo that may distort the perception of the sign.
The module used to determine the safe area around logo is the width of the letter "B".

Safe area



01 • LOGO VARIATIONS

Logo contain standard size (Variant "A") and small simplified size (Variant "B") for icon and other small graphic elements.

Version “A”

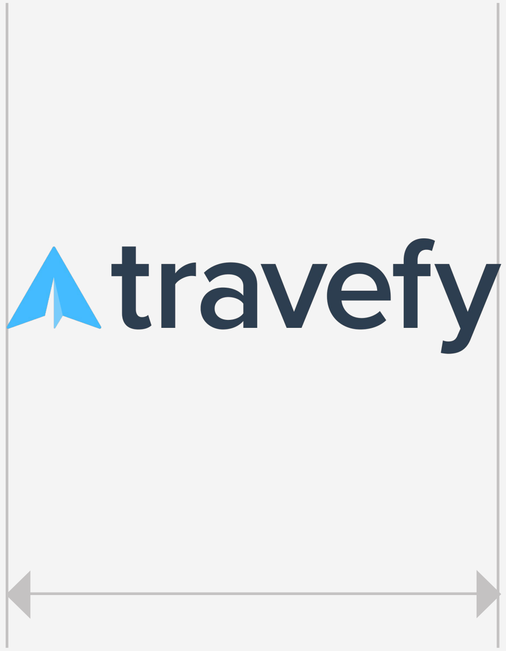
Version “B”

01 • LOGO MINIMUM SIZE

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.
There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Digital:
Minimum width 70 px.

Print:
Minimum width 15 mm.



70px / 15mm
Minimum Size

01 • INCORRECT LOGO USAGE

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.

✖ Do not skew or scale the width or height

✖ Do not alter color from accepted standards

✖ Do not rotate the logo to any degree

✖ Do not fill symbols with color or pattern

02 BRAND COLORS

02 • BRAND COLORS

#45bbff

#ffffff

#2c3e50

03 TYPOGRAPHY

Aa | Proxima Nova

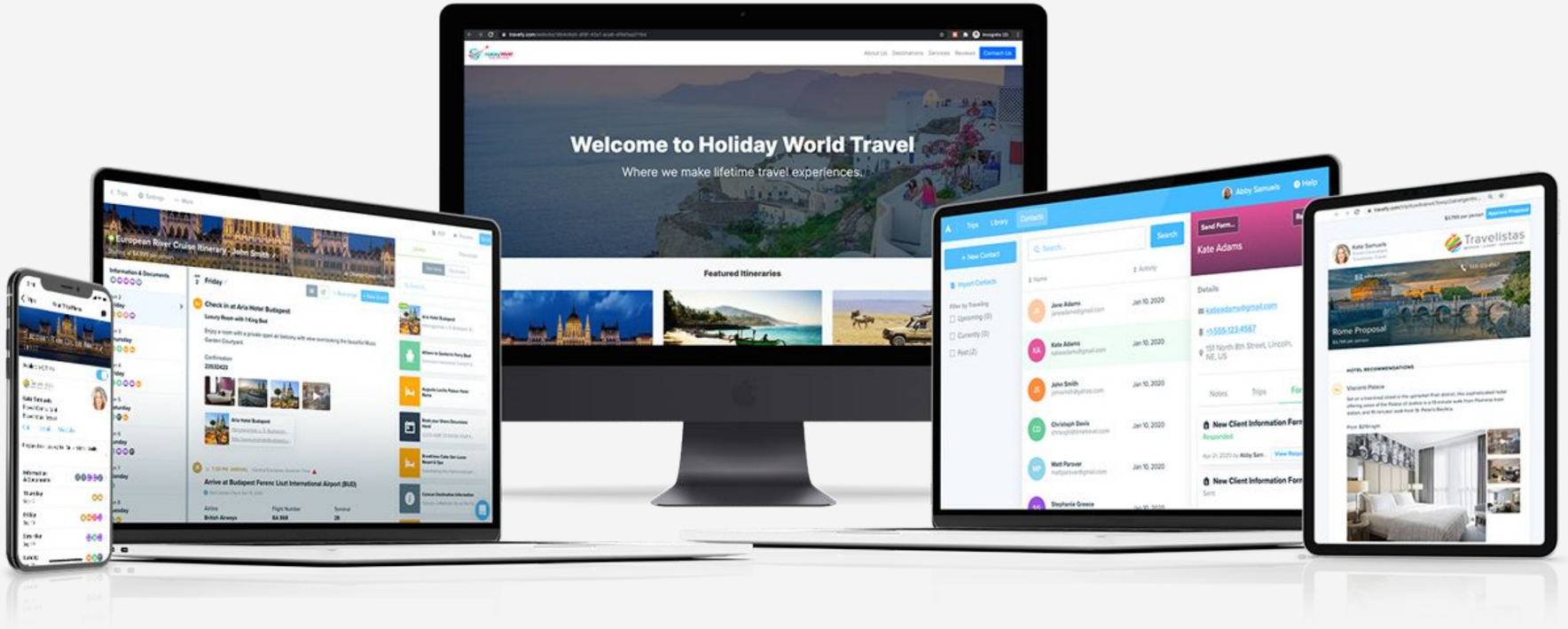
abcdefghijklmnopqrstuwxyz
ABCDEFGHIJKLMNOPQRSTUWXYZ
£!@#$%^&*()_+-=[]{};’\,./:”|<>?

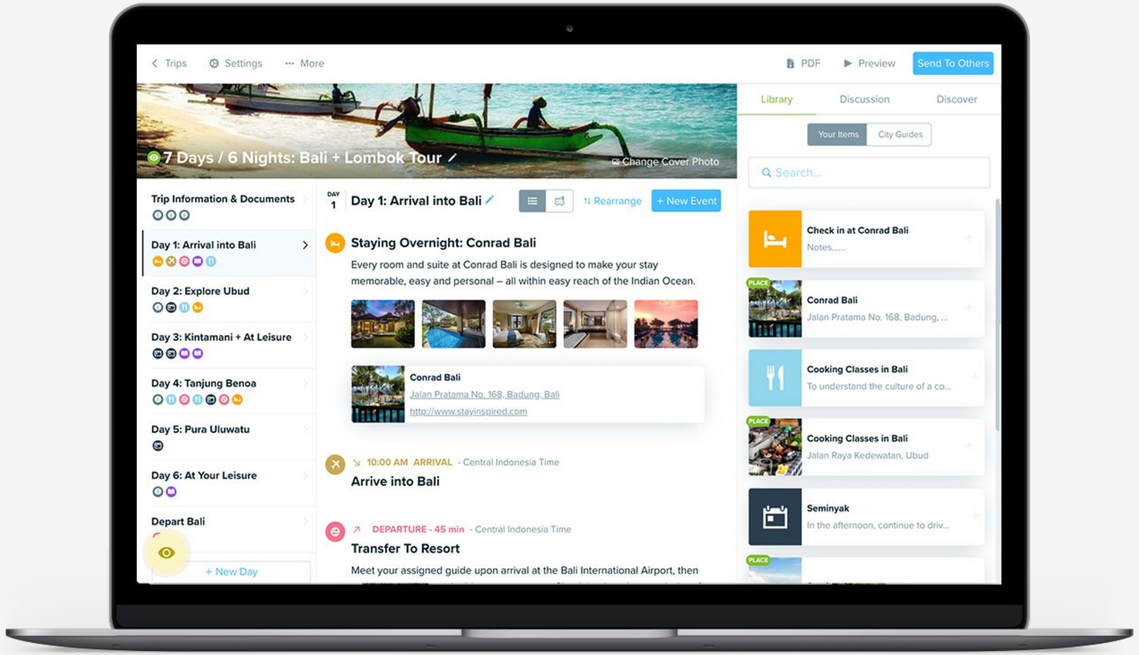
FONT STYLES

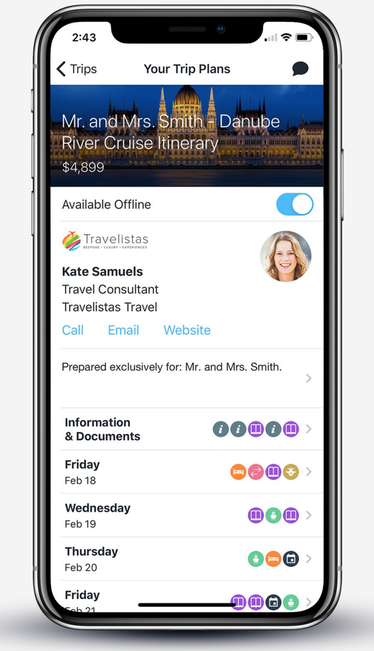
Normal	AaBbCcDdEe123
Bold	**AaBbCcDdEe123**
Extra Bold	**AaBbCcDdEe123**

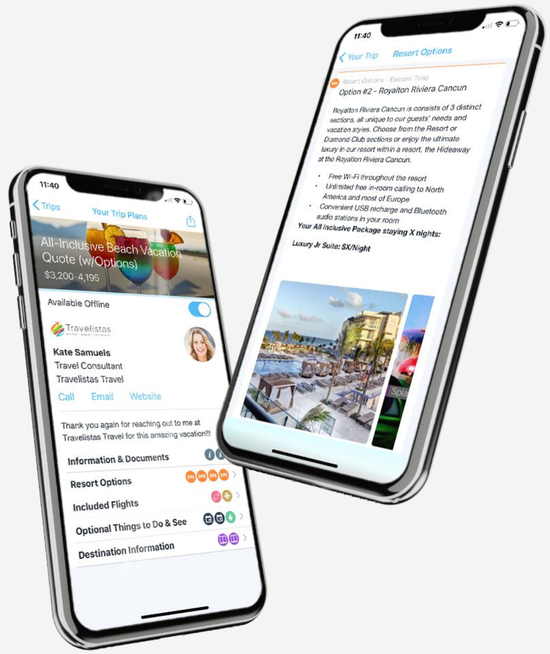
04 DESIGN ELEMENTS

04 • DEVICE MOCKUPS









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