

Enter your tourism business name here, does it match your website? Is it easy for one person to tell another?

What are the main feelings you want your customers to feel when they visit you? Peace? Excitement? Luxury? These feelings are represented by the colours & fonts of your brand

Brand Guidelines: _____

Main feelings: _____

R: C: G: M: B: Y: K:	R: C: G: M: B: Y: K:	R: C: G: M: B: Y: K:	R: C: G: M: B: Y: K:
Web: #	Web: #	Web: #	Web: #

Fonts: **Headline** **Subhead** **Regular**
 Ex: *Playlist Script* **Open Sans** Open Sans Light

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Enter the numerical values of your colours here so you can stay consistent across your business cards, brochures, social media ads, directory listings etc.

You should have 3 fonts, a headline (bold/scripty), a subheading (bold/smaller) and a regular text.

Use your headline font sparingly to highlight your most important words

What shape is your logo? You should use this shape as a theme for your brand, if it is a circle, your social images should have circles in them, if it's a square or rectangle, use a square to highlight text or choose images with edges

Brand Guidelines: _____

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 K:

Web: #



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Web: #



R: C:
G: M:
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 K:

Web: #



R: C:
G: M:
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Web: #

Fonts:

Headline

Subhead

Regular

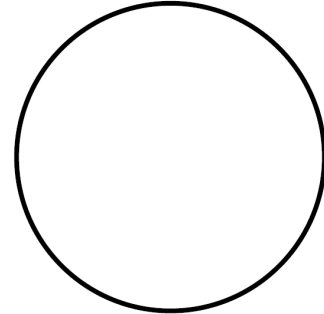
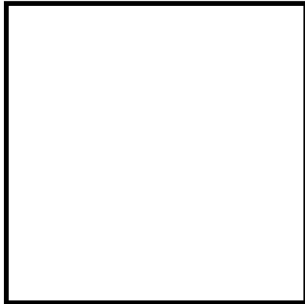
Ex: *Playlist Script*

Open Sans

Open Sans Light



My logo:



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