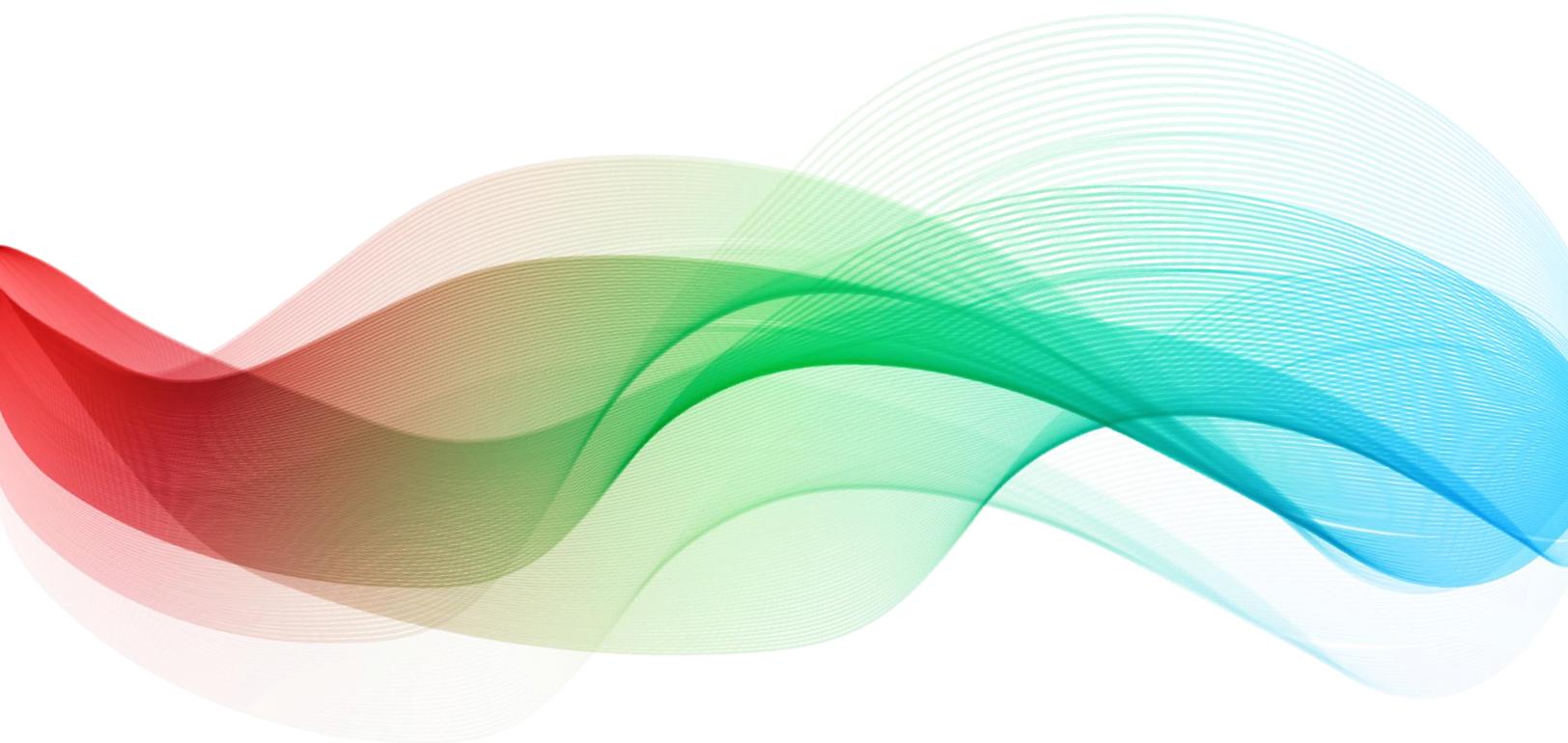


SmartTravelsClub



Smart Travels Club

Brand Style Guide

Drafted By: Reza Mahsouri/STC team

Last Updated: 08.02.2022

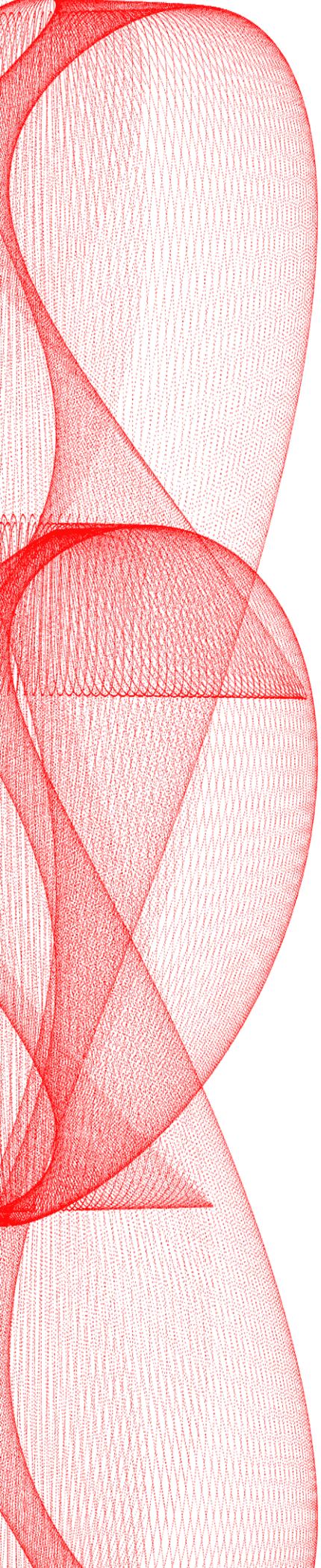


Table of contents

P2. Introducing the brand identity

P3. Brand Purpose – Brand Promise

P4. Brand Values

P5. Business Logo guideline

P6. Color Palettes

P7. Color Ratios

P8. Typography

P9. Mobile Application – Web site

Brand Name

Our brand name, “**STC**”, is a shorthand for **Smart Travels Club**. Smart because we provide a smart digital platform for those planning to travel. The STC platform is a kind of recommender systems, trying to recommend suitable travelling packages with respect to traveler’s desires and tendencies and their profile. Such a platform surely needs a level of smartness.

Brand Overview

Smart Travels Club has just one main goal: to provide travelers with all of their desired features in one package. Here in STC, we are continuously trying to deliver our platform as a go-to location utility for planning any type of travel. In order to make our consumers satisfied, we are going to answer their five important questions, effectively:

Where to stay?

Where to work?

Where to relax?

Where to explore?

Who will guide me?

By answering these 5 questions, we are looking forward to providing our users with high quality services, all-in-one traveling plans, and convenient decision-making platforms. In addition, our plans contain lots of extra bonus and long-term membership services to keep interaction with our users all the time.

Brand Purpose

Our ultimate purpose is to establish each trip in the best way possible in order to meet and even go beyond the travelers' expectations. There is no limitation in age, income level or origin in our customer segment at STC. We, at STC, are planning to operate our platform for travelers on a worldwide basis.

Brand Promise

Our brand promises to provide the best solutions in selecting affordable accommodation, enjoyable leisure time, safe sightseeing as well as knowledgeable local guides for customers' trips within desired timeframe and budget limit.

We provide our services based on our client's wishes and maintain our platform as they love, and thereby, we maintain their loyalty for a long time. STC offers various membership plans for our long-term, new and non-permanent customers. We offer awesome trial programs and very special promotions.

Brand Values

Our brand value is a combination of:

- Diligent and Ambition

We are eager to learn and curious to explore new path.

- Customer commitment

Building an open and honest relationship with our customers is our first priority.

- Team spirit and Responsibility

It's not important how big our community will become; we are all members of one team.

- Punctuality with simplicity

We do our best to provide high quality services for users at the right time.

Primary Logo

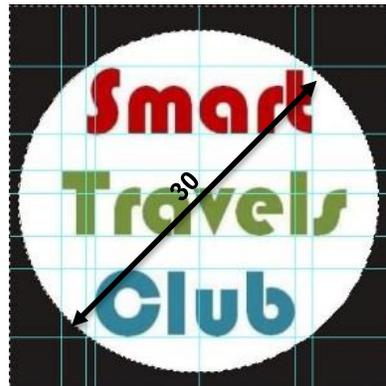
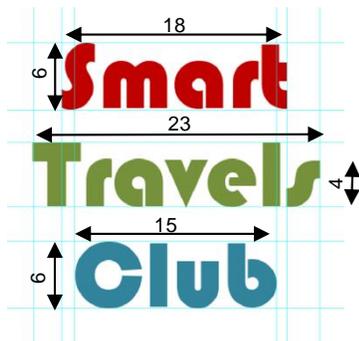
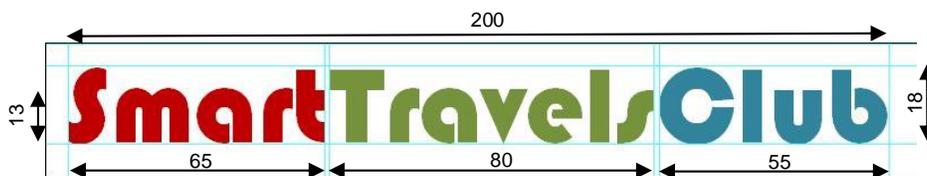
SmartTravelsClub

Secondary Logo

**Smart
Travels
Club**

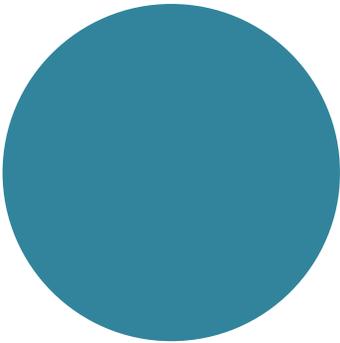
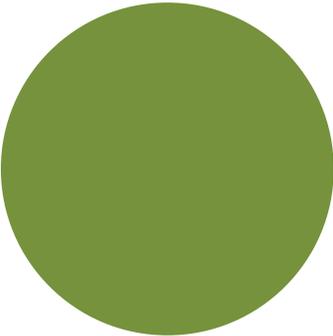
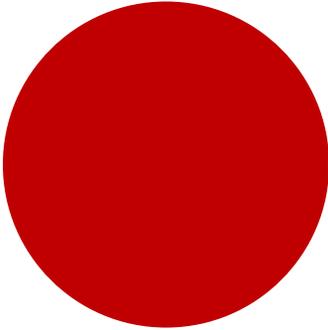


Size and Spacing



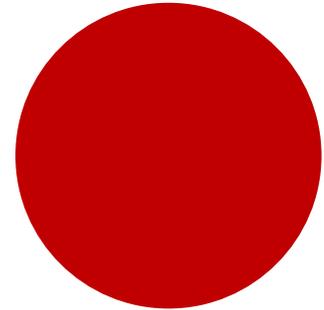
Colors

Primary Brand Colors

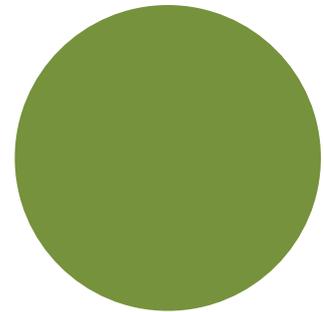


Color Ratios

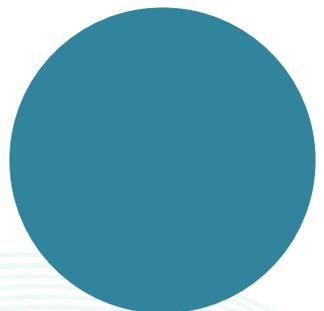
17 100 100 8 CMYK
192 0 0 RGB
#C0000 HEX



58 26 99 7 CMYK
118 146 60 RGB
#76923c HEX



80 36 31 3 CMYK
49 132 155 RGB
#31849b



Primary Font

Bauhaus 93

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@&%

Secondary Font

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@&%

Web Font

Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@&%

Mobile Application

The application is available for your device both for IOS on App Store or Android on Google Play.

Web Site

Our web site address is www.smarttravelsclub.com