



Visual Identity Manual

# Brand Identity Guidelines

## What's Inside the Brand book?

This section highlights the key elements that shape our brand. It provides a clear guide to ensure consistency across every platform, helping everyone represent our identity with confidence, clarity, and purpose.

- ➔ Brand Logo
- ➔ Color Usage
- ➔ Stationery
- ➔ Logo Usage
- ➔ Typography
- ➔ Brand Visuals

01

Brand  
Logo

## Primary Logo



The Travio logo is the core of our brand identity. It combines a modern symbol with clean typography to create a design that is simple, distinctive, and easy to recognize. Representing trust, innovation, and forward momentum, the logo serves as a consistent and memorable mark across all brand applications.

## Dark Background

The main logo is best used on dark backgrounds, paired with a color variation that enhances visibility and contrast. This ensures the logo remains clear, professional, and visually impactful in every application.



## Reverse Color Logo

The reverse logo is designed for light or bright backgrounds. By inverting the colors, it maintains balance, legibility, and a professional appearance, ensuring the Travio brand remains recognizable in every setting.



## Black & White Version



The black and white logo is used when color printing isn't possible or a minimal look is required. It keeps the Travio brand clear, professional, and recognizable in all settings.

## App Icon



The Travio app icon is a simplified version of the logo, designed for use in digital applications such as mobile and desktop platforms. It maintains the core elements of the brand while ensuring clarity, scalability, and instant recognition, even at smaller sizes.

## Brand Patteren



# 02

## Logo Usage

## Exclusion Zone



The exclusion zone is the clear space around the Travio logo, equal to the height of the "T." No other elements should appear within this area to maintain clarity and impact.

## Optimal Size

The Travio logo should always be displayed at a size that keeps it clear and easy to read. Avoid using the logo at sizes so small that details are lost or legibility is reduced.







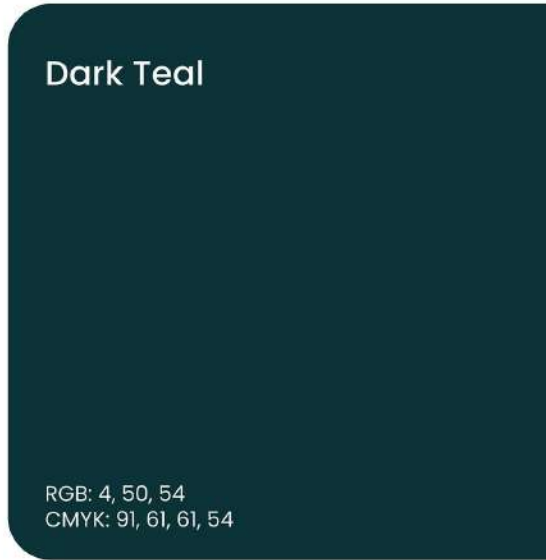
# 03

# Brand Colors

# Primary Colors

The primary color palette defines Travio's core visual identity. These colors should be used consistently across all brand materials to ensure recognition and harmony. They represent the brand's personality and create a unified look in both digital and print applications.

Dark Teal



RGB: 4, 50, 54  
CMYK: 91, 61, 61, 54

#043236

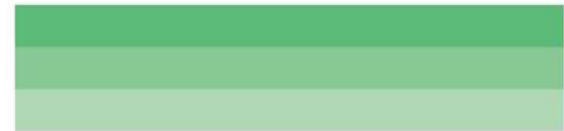


Medium Green



RGB: 6, 172, 91  
CMYK: 81, 3, 89, 0

#06AC5B



## Natural Colors

White and black are Travio's natural colors. White provides clarity, balance, and contrast, while black adds strength, sophistication, and readability. Together, they support the primary palette and ensure a timeless, unified brand appearance across all applications.

**White**

Hex#FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

**Black**

Hex#000000  
RGB: 0, 0, 0  
CMYK: 65, 68, 67, 90

04

# Brand Typography

# Typeface

## Poppins

Extra Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

SemiBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Travio's primary typeface is Poppins, a modern sans-serif font that is clean, versatile, and highly readable. Its contemporary style ensures a consistent and professional look across all brand communications.

**I am your Typeface!**

## Hierarchy

To ensure clarity and consistency, Travio follows a simple type hierarchy using Poppins. This hierarchy keeps all communication organized, professional, and easy to read across digital and print applications.

# Main Heading

Poppins Bold 72pt

## Heading 2:

Poppins Semi Bold 45pt

### Subheading:

Poppins Medium 28-30pt

### Body:

Poppins Regular 18-22pt

# Travio

## Lorem ipsum

### Lorem ipsum dolor sit

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim

05

# Brand Stationery

# Stationery





**Donald Loo**  
CEO/Owner

- 804.741.5148
- donaldloo@gmail.com
- www.trivio.com
- New York, United States



06

# Brand Visuals









 Trivio®



Follow

**Trivio**

@trivio

Enjoy your Adventure  
with Trivio!

450 Following 25 k Followers

 [trivio.org](https://trivio.org)



**Thank you!**