

TravelWhiz Brand Style Guide

Brand Bible — Version 1.0

Brand: TravelWhiz by Wendy Orr

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Prepared for: TravelWhiz by Wendy Orr

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1. Brand Overview

Mission Statement

TravelWhiz by Wendy Orr exists to transform the way people experience travel — delivering bespoke, stress-free journeys that are meticulously planned, personally curated, and unforgettable. With over 35 years of expertise in corporate and vacation travel, Wendy Orr is not just a travel agent; she is a trusted personal travel expert.

Brand Positioning

TravelWhiz occupies the premium tier of the travel advisory market. The brand appeals to discerning travellers — corporate executives, luxury vacationers, and families — who value expertise, personalisation, and the confidence that every detail has been handled by a seasoned professional.

Brand Promise

“Your journey, perfected.”

Every interaction with TravelWhiz should leave the client feeling confident, cared for, and excited. The brand communicates trust, elegance, and deep expertise without being cold or corporate.

Target Audience

Segment	Description	Key Needs
Corporate Travellers	Business executives, SME owners	Efficiency, reliability, corporate rates
Luxury Vacationers	Couples, families, retirees	Personalisation, exclusivity, five-star experiences
Cruise Enthusiasts	All ages, repeat cruisers	Expertise, best cabins, value-adds
Adventure Seekers	Active travellers 30–55	Unique itineraries, off-the-beaten-path

2. Brand Voice & Personality

Personality Traits

TravelWhiz communicates as a trusted, knowledgeable friend who happens to be the world's best travel expert. The brand is:

- **Warm but professional** — approachable without being casual
- **Confident but not boastful** — expertise shown through specificity, not superlatives
- **Aspirational but grounded** — inspiring wanderlust while remaining practical and trustworthy
- **Personal** — Wendy's name and personality are central to the brand identity

Tone of Voice

The brand voice is refined, clear, and conversational. Avoid jargon. Speak to clients as intelligent adults who appreciate quality and value their time. Use active voice. Keep sentences concise.

Headlines: Bold, evocative, travel-inspired. Example: *“Your Journey Begins with Expert Guidance.”*

Body Copy: Warm, informative, specific. Example: *“Wendy has been crafting bespoke travel experiences since 1990 — from seamless corporate programmes to once-in-a-lifetime family adventures.”*

Calls to Action: Direct and personal. Example: *“Plan My Trip”, “Let’s Talk Travel”, “Get My Free Consultation”*

Words to Use

Bespoke, curated, seamless, expert, trusted, personalised, exclusive, crafted, unforgettable, meticulous, journey, experience, adventure.

Words to Avoid

Cheap, deal, basic, generic, package, standard, budget, ordinary.

3. Logo System

Primary Logo

The TravelWhiz primary logo consists of two elements used together:

1. **The TW Monogram** — An interlocked T and W enclosed in a circle, rendered in Champagne Gold (#C9A96E). This is the brand's most distinctive mark and should always be treated with care and clear space.
2. **The Wordmark** — “TravelWhiz” set in a refined light-weight serif, in White (#FFFFFF) for dark backgrounds or Deep Navy (#0A2342) for light backgrounds, with “BY WENDY ORR” set in Champagne Gold small capitals below.

Logo Variants

Variant	File	Use Case
Primary (transparent)	travelwhiz-logo-primary.png	Digital use on dark backgrounds
On White	travelwhiz-logo-on-white.png	Print, light digital backgrounds
On Navy	travelwhiz-logo-on-navy.png	Print, presentations
Reversed Navy	travelwhiz-logo-reversed-navy.png	Print with navy background
Monogram Only	travelwhiz-monogram-only.png	Favicon, avatar, embossing, watermark
Avatar (Navy)	travelwhiz-avatar-navy.png	Social media profile pictures
SVG Primary	travelwhiz-logo-primary.svg	Scalable digital use
SVG Reversed	travelwhiz-logo-reversed.svg	Scalable print/digital on navy
SVG Monogram	travelwhiz-monogram-submark.svg	Scalable submark
SVG Monogram Navy	travelwhiz-monogram-on-navy.svg	Scalable avatar/stamp

Clear Space

Always maintain a minimum clear space around the logo equal to the height of the letter “T” in the wordmark. No other graphic elements, text, or imagery should intrude on this space.

Minimum Size

- **Digital:** 150px wide (primary logo) / 32px (monogram only)
- **Print:** 1.5 inches wide (primary logo) / 0.5 inches (monogram only)

Logo Don'ts

- Do not stretch, distort, or rotate the logo
 - Do not change the logo colours
 - Do not place the logo on a busy or low-contrast background without an appropriate container
 - Do not add drop shadows, outlines, or effects to the logo
 - Do not recreate the logo in a different typeface
 - Do not use the monogram alone in contexts where the full logo is expected
-

4. Color Palette

Primary Colors

Color Name	Role	HEX	RGB	CMYK	Pantone (approx.)
Deep Navy	Primary background, dominant brand color	#0A2342	10, 35, 66	C:85 M:47 Y:0 K:74	PMS 289 C
Champagne Gold	Accent, monogram, luxury signifier	#C9A96E	201, 169, 110	C:0 M:16 Y:45 K:21	PMS 7508 C
Pure White	Wordmark, body text on dark	#FFFFFF	255, 255, 255	C:0 M:0 Y:0 K:0	—

Secondary Colors

Color Name	Role	HEX	RGB	CMYK
Ocean Blue	Secondary backgrounds, section dividers	#0B4F8A	11, 79, 138	C:92 M:43 Y:0 K:46
Seafoam Teal	Accent highlights, interactive elements	#4ECDC4	78, 205, 196	C:62 M:0 Y:4 K:20
Coral	CTA buttons, urgency indicators	#FF6B47	255, 107, 71	C:0 M:58 Y:72 K:0
Warm Sand	Light section backgrounds, card fills	#FDF8F0	253, 248, 240	C:0 M:2 Y:5 K:1
Charcoal	Body text on light backgrounds	#2C3E50	44, 62, 80	C:45 M:23 Y:0 K:69

Color Usage Rules

The Deep Navy and Champagne Gold pairing is the brand's signature combination and should be used consistently across all touchpoints. The Coral is reserved exclusively for calls-to-action and should never be used decoratively. Seafoam Teal may be used sparingly as a highlight or interactive state color. Warm Sand is the preferred background for light-mode sections.

Accessibility: All text must meet WCAG 2.1 AA contrast ratio requirements. White on Deep Navy passes at 12.6:1. Champagne Gold on Deep Navy passes at 5.8:1.

5. Typography

Type System

TravelWhiz uses a two-family type system: a refined serif for display and headlines, and a clean geometric sans-serif for body text and UI elements.

Primary Typeface — Playfair Display (Display / Headlines)

Playfair Display is a high-contrast serif typeface with elegant proportions that evoke luxury print publishing. It is used for all major headlines, section titles, and display text.

Style	Weight	Use
Playfair Display Regular	400	Subheadings, pull quotes
Playfair Display Italic	400 Italic	Accent text, testimonials, taglines
Playfair Display Bold	700	Primary headlines (H1, H2)
Playfair Display Black	900	Hero headlines, large display text

Google Fonts: <https://fonts.google.com/specimen/Playfair+Display>

Secondary Typeface — Raleway (Wordmark / Subheadings)

Raleway is the typeface used in the TravelWhiz wordmark. It is also used for navigation, subheadings, and any text that accompanies the logo.

Style	Weight	Use
Raleway Light	300	Wordmark, elegant subheadings
Raleway Regular	400	Navigation items
Raleway SemiBold	600	Section subheadings

Google Fonts: <https://fonts.google.com/specimen/Raleway>

Body Typeface — DM Sans (Body / UI)

DM Sans is a clean, modern geometric sans-serif used for all body copy, captions, form labels, and UI text. Its neutrality balances the expressiveness of Playfair Display.

Style	Weight	Use
DM Sans Regular	400	Body text, paragraphs
DM Sans Medium	500	Labels, captions, small UI text
DM Sans Bold	700	Buttons, emphasis within body text

Google Fonts: <https://fonts.google.com/specimen/DM+Sans>

Type Scale

Level	Typeface	Size	Weight	Use
Display	Playfair Display	72–96px	Black	Hero headlines
H1	Playfair Display	48–64px	Bold	Page titles
H2	Playfair Display	36–48px	Bold	Section titles
H3	Raleway	24–32px	SemiBold	Subsection titles
H4	Raleway	18–22px	SemiBold	Card titles
Body Large	DM Sans	18–20px	Regular	Lead paragraphs
Body	DM Sans	15–17px	Regular	Standard body copy
Caption	DM Sans	12–14px	Medium	Captions, labels
Small Caps	Raleway	11–13px	Regular	Taglines, “BY WENDY ORR”

Fallback Stack

Playfair Display → Georgia → Times New Roman → serif
 Raleway → Helvetica Neue → Arial → sans-serif
 DM Sans → -apple-system → BlinkMacSystemFont → sans-serif

6. Imagery & Photography Style

Photography Direction

TravelWhiz imagery should evoke aspiration, luxury, and personal discovery. Every image should feel like it belongs in a premium travel magazine such as Condé Nast Traveler or Travel + Leisure.

Preferred subjects:

- Luxury hotel interiors and infinity pools with ocean views
- First-class and business-class cabin interiors
- Aerial views of tropical islands, coastlines, and mountain ranges
- Intimate travel moments — couples at sunset, families exploring, solo travellers in awe
- Iconic world destinations photographed with editorial quality

Lighting: Natural, warm, golden-hour light preferred. Avoid harsh flash photography or overly processed HDR.

Color Treatment: Images should complement the brand palette. Slightly warm tones with enhanced blues and teals work well. A subtle gold tone overlay can be applied to images used alongside the logo.

People: When people appear, they should look relaxed, joyful, and aspirational — never posed or stock-photo generic. Diverse representation across age, background, and travel style is encouraged.

Image Don'ts

- Do not use low-resolution images (minimum 1200px wide for digital, 300 DPI for print)
 - Do not use images with visible watermarks
 - Do not use cliché stock photos (e.g., pointing at maps, fake smiling at laptops)
 - Do not apply heavy filters that distort natural colors
-

7. Digital Guidelines

Website

The TravelWhiz website (travelwhiz.net) uses the full brand system. Key digital specifications:

- **Favicon:** TW Monogram on Navy (`travelwhiz-avatar-navy.png` resized to 32×32 and 180×180)
- **OG Image (Social Share):** Use the Facebook cover image (`travelwhiz-facebook-cover.png`)
- **Primary CTA Button:** Coral (#FF6B47) background, White text, Raleway SemiBold
- **Navigation:** Raleway Regular, White on Navy, Coral active state
- **Body Text:** DM Sans Regular, Charcoal (#2C3E50) on light backgrounds, White on dark

Email Marketing

- Use the email signature banner as the header image in HTML emails
- Maintain the Deep Navy / Champagne Gold color scheme throughout
- Minimum font size: 14px for body text in emails
- Always include a plain-text version

Digital Ad Sizes (Standard)

Format	Size	Notes
Leaderboard	728×90px	Use monogram + wordmark
Medium Rectangle	300×250px	Use monogram + headline + CTA
Half Page	300×600px	Use full logo + imagery + CTA
Wide Skyscraper	160×600px	Use monogram + vertical text
Billboard	970×250px	Use full brand treatment

8. Print Guidelines

Business Cards

- **Size:** 3.5 × 2 inches (standard North American)
- **Stock:** 16pt matte with soft-touch laminate recommended; spot UV on the TW monogram for premium finish
- **Front:** Logo (left), name and title (right), gold rule accent
- **Back:** Monogram (center top), contact details, tagline
- **Bleed:** 0.125 inches on all sides
- **Safe Zone:** Keep all text 0.125 inches from trim edge

Letterhead

- **Paper:** 24lb bond, white or cream
- **Header:** Full primary logo, left-aligned, 1-inch top margin
- **Footer:** Website URL and phone number, Champagne Gold, small caps, centered
- **Body Text:** DM Sans Regular 11pt, Charcoal, 1.5 line spacing

Envelopes

- **Size:** #10 standard (4.125 × 9.5 inches)
- **Return Address:** TW Monogram + “TravelWhiz by Wendy Orr” in Raleway Light, top-left

Presentation Folders

- Deep Navy cover with Champagne Gold foil-stamped TW monogram centered
 - Inside: Warm Sand pocket with gold rule accent
-

9. Social Media Guidelines

Profile Images

Use `travelwhiz-avatar-navy.png` (TW Monogram on Navy square) for all social media profile pictures. This ensures instant brand recognition at small sizes.

Platform Specifications

Platform	Profile Image	Cover/Banner	Post Size
Facebook	170×170px	820×312px	1200×630px
Instagram	110×110px	N/A	1080×1080px (post), 1080×1920px (story)
LinkedIn	300×300px	1584×396px	1200×627px
Twitter/X	400×400px	1500×500px	1200×675px

Content Pillars

TravelWhiz social content should rotate across these four pillars:

- 1. Destination Inspiration** (40%) — Stunning imagery of destinations Wendy recommends
- 2. Expert Tips** (25%) — Travel advice, packing tips, visa info, insider knowledge
- 3. Client Stories** (20%) — Testimonials, trip recaps, client photos (with permission)
- 4. Promotions & Deals** (15%) — Limited-time offers, seasonal packages

Hashtag Strategy

Primary: `#TravelWhiz` `#WendyOrr` `#LuxuryTravel` `#PersonalTravelExpert`

Secondary: `#BespokeTravel` `#CorporateTravel` `#VacationPlanning`
`#TravelAdvisor` `#CruiseExpert`

Caption Style

Lead with an evocative first line (no hashtags in the first line). Keep captions concise — 1–3 sentences for most posts. Place hashtags at the end or in the first comment.

10. Email Signature

Standard Email Signature (HTML)

The following HTML can be copied into any email client that supports HTML signatures. Replace placeholder contact details with actual information.

```

<table cellpadding="0" cellspacing="0" border="0" style="font-family: 'DM
Sans', Arial, sans-serif; font-size: 14px; color: #2C3E50;">
  <tr>
    <td style="padding-right: 16px; border-right: 2px solid #C9A96E;
vertical-align: top;">
      
    </td>
    <td style="padding-left: 16px; vertical-align: top;">
      <p style="margin:0; font-weight:700; font-size:15px;
color:#0A2342;">Wendy Orr</p>
      <p style="margin:2px 0 8px; font-size:13px; color:#C9A96E; letter-
spacing:1px; text-transform:uppercase;">Personal Travel Expert</p>
      <p style="margin:0; font-size:13px;">☎ (403) 536-6820</p>
      <p style="margin:2px 0;">✉ <a
href="mailto:wendyo@uniglobecarefree.ca" style="color:#0B4F8A; text-
decoration:none;">wendyo@uniglobecarefree.ca</a></p>
      <p style="margin:2px 0;">🌐 <a href="https://travelwhiz.net"
style="color:#0B4F8A; text-decoration:none;">travelwhiz.net</a></p>
      <p style="margin:8px 0 0; font-size:11px; color:#888; letter-
spacing:1px; text-transform:uppercase;">Corporate & Vacation Travel Since
1990</p>
    </td>
  </tr>
  <tr>
    <td colspan="2" style="padding-top: 12px;">
      
    </td>
  </tr>
</table>

```

Plain Text Signature

Wendy Orr | Personal Travel Expert
TravelWhiz by Wendy Orr
T: (403) 536-6820
E: wendyo@uniglobecarefree.ca
W: travelwhiz.net
Corporate & Vacation Travel Since 1990

11. Do's and Don'ts

Logo Do's

- Use the provided logo files without modification
- Maintain clear space around the logo at all times
- Use the reversed (on-navy) version on dark backgrounds
- Use the monogram submark for small applications (favicon, avatar, embossing)
- Always use vector (SVG) files for print applications

Logo Don'ts

- Do not stretch, skew, or rotate the logo
- Do not change any colors in the logo
- Do not place the logo on a busy background without a solid color container
- Do not add effects such as drop shadows, glows, or outlines
- Do not use the wordmark without the monogram (except in specific approved contexts)
- Do not recreate the logo in any other typeface

Color Do's

- Use Deep Navy as the primary background color for premium applications
- Pair Champagne Gold with Deep Navy for the signature luxury look

- Use Coral exclusively for calls-to-action and urgency indicators
- Ensure all text meets WCAG 2.1 AA contrast requirements

Color Don'ts

- Do not use Coral as a decorative or background color
- Do not use Seafoam Teal as a primary color — it is an accent only
- Do not introduce colors outside the approved palette without brand approval
- Do not use pure black (#000000) — use Charcoal (#2C3E50) instead

Typography Do's

- Use Playfair Display for all headlines and display text
- Use DM Sans for all body copy and UI text
- Maintain the defined type scale for consistency
- Use Raleway for navigation and elements that accompany the logo

Typography Don'ts

- Do not use more than three typefaces in a single design
 - Do not set body text below 14px for digital or 9pt for print
 - Do not use all-caps for body text (small caps for taglines only)
 - Do not use decorative or script fonts not in the approved system
-

12. File Index

01 — Logo System

PNG Files (01-logo-system/png/)

- `travelwhiz-logo-primary.png` — Full logo, transparent background (2048×613px)
- `travelwhiz-logo-on-white.png` — Full logo on white background

- `travelwhiz-logo-on-navy.png` — Full logo on navy background
- `travelwhiz-logo-reversed-navy.png` — Full logo on navy with padding (print-ready)
- `travelwhiz-monogram-only.png` — TW circle monogram, transparent background
- `travelwhiz-avatar-navy.png` — TW monogram on navy square (800×800px, social media)
- `travelwhiz-logo-400w.png` — Logo at 400px wide
- `travelwhiz-logo-200w.png` — Logo at 200px wide
- `travelwhiz-logo-100w.png` — Logo at 100px wide

SVG Files (`01-logo-system/svg/`)

- `travelwhiz-logo-primary.svg` — Primary logo, scalable vector
- `travelwhiz-logo-reversed.svg` — Reversed logo on navy, scalable vector
- `travelwhiz-monogram-submark.svg` — Monogram only, scalable vector
- `travelwhiz-monogram-on-navy.svg` — Monogram on navy, scalable vector

05 — Collateral & Assets

Business Cards (`05-collateral/business-card/`)

- `travelwhiz-business-card-front.png` — Business card front (print-ready)
- `travelwhiz-business-card-back.png` — Business card back (print-ready)

Email Signature (`05-collateral/email-signature/`)

- `travelwhiz-email-signature-banner.png` — Email signature banner (600px wide)

Social Media (`05-collateral/social-media/`)

- `travelwhiz-instagram-post-template.png` — Instagram post template (1:1)
- `travelwhiz-facebook-cover.png` — Facebook cover photo
- `travelwhiz-linkedin-banner.png` — LinkedIn company page banner

- [travelwhiz-twitter-header.png](#) — Twitter/X header image

04 — Brand Guide

- [TravelWhiz-Brand-Style-Guide.md](#) — This document (source)
- [TravelWhiz-Brand-Style-Guide.pdf](#) — PDF version

TravelWhiz Brand Style Guide v1.0 — Prepared April 2026

For questions regarding brand usage, contact: wendyo@uniglobecarefree.ca