



Brand Guidelines

2021



tripster.com



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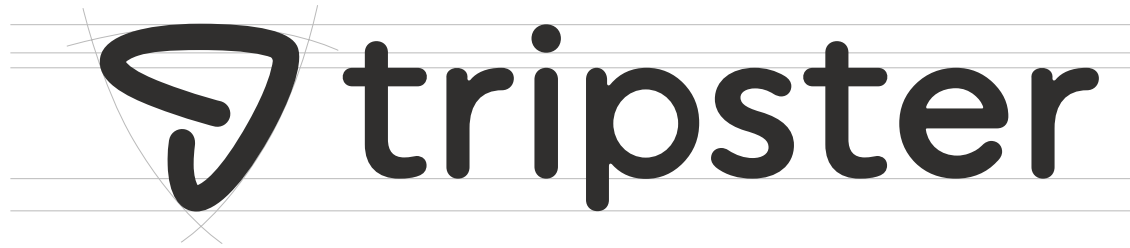
01

Primary Logo



02

Logo Construction



Horizontal



Vertical (Alternate Logo)

03

Brand Mark



04 Typography

Headline
Sub-Headline
Body Copy

Headline:

Gibson (Semi Bold)

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*()_+

Sub-Headline:

Gotham Rounded (Bold)

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*()_+

Body Copy:

Open Sans (Regular)

AaBbCcDdEeFfGgHhIijJkKlIMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890!@#\$\$%^&*()_+

05

Color Palette

**Primary
Color
Palette**

**Gulf
Blue**

#054D69
C: 96
M: 65
Y: 40
K: 23

**Aquatic
Cool**

#4BABBE
C: 68
M: 16
Y: 23
K: 0

**Parkside
Green**

#2CA879
C: 77
M: 9
Y: 69
K: 0

**Summer
Citrus**

#F47E2A
C: 0
M: 62
Y: 95
K: 0

**Secondary
Color
Palette**

**Sunset
Red**

#E2422D
C: 5
M: 89
Y: 93
K: 1

**Honey-
Bee
Yellow**

#F7C736
C: 3
M: 21
Y: 90
K: 0

**Infinite
Twilight**

#302E2E
C: 69
M: 64
Y: 63
K: 62

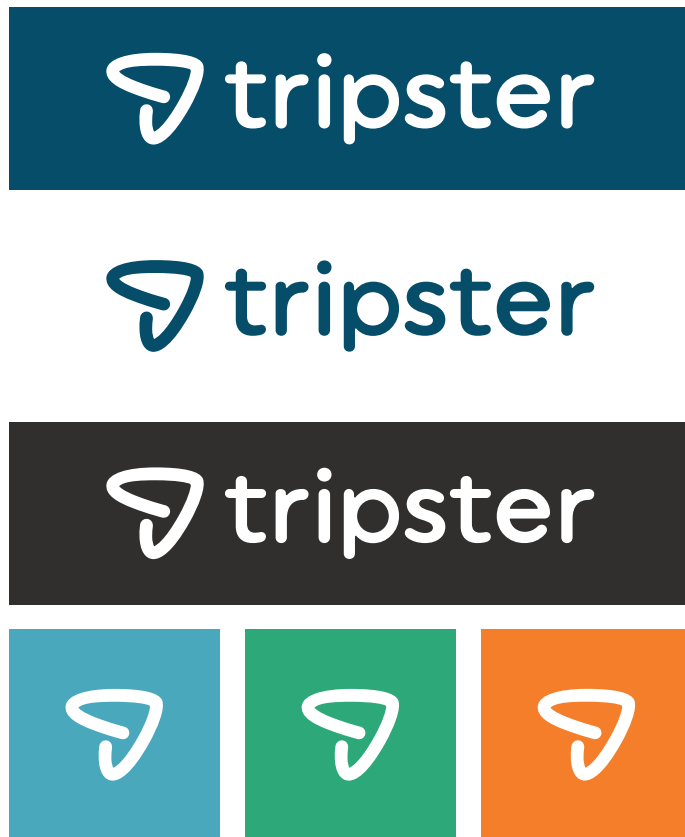
**Cloudy
Day**

#F3F3F3
C: 3
M: 2
Y: 2
K: 0

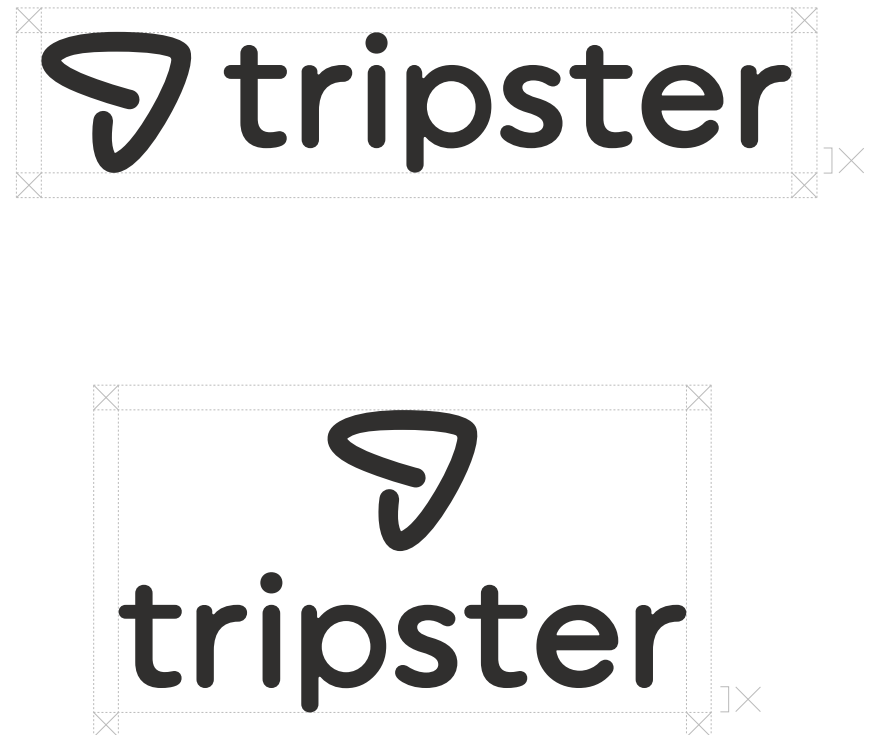
06

Logo Usage

Color Variations



Clear Space



07

Stationery Mockup

Stationery Mockup

