TRUFFLE

TRAVEL

Brand Guide

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About TRUFFLE Travel

TRUFFLE Travel is a digital travel tool, gorgeously wrapped. We've got what you really want when you travel: a best friend in every city. With her always at your fingertips, you'll hit the streets like a local.

At TRUFFLE Travel, we encourage you to break away from the beaten path by providing a wide range of authentic native experiences custom-tailored to your tastes, interests and personality.

We're your personal tour guide in London, Paris, Los Angeles, New York. We're smart, creative and inspired by adventure. We get our nails done, our hands dirty, and we enjoy lounging by the pool as much as cliff diving into a lagoon. We make the right steps, take the right risks, and always know the best spots in town.

Logo

1)

TRUFFLE
T R A V E L

2)

TRUFFLE
T R A V E L

1) Used on website header & as watermark

2) Used in newsletters & email triggers

Logo Spacing

Spacing = 1X
This is the basic unit of measure. In this example, it is 20pt x 20pt. This proportion must always be maintained.
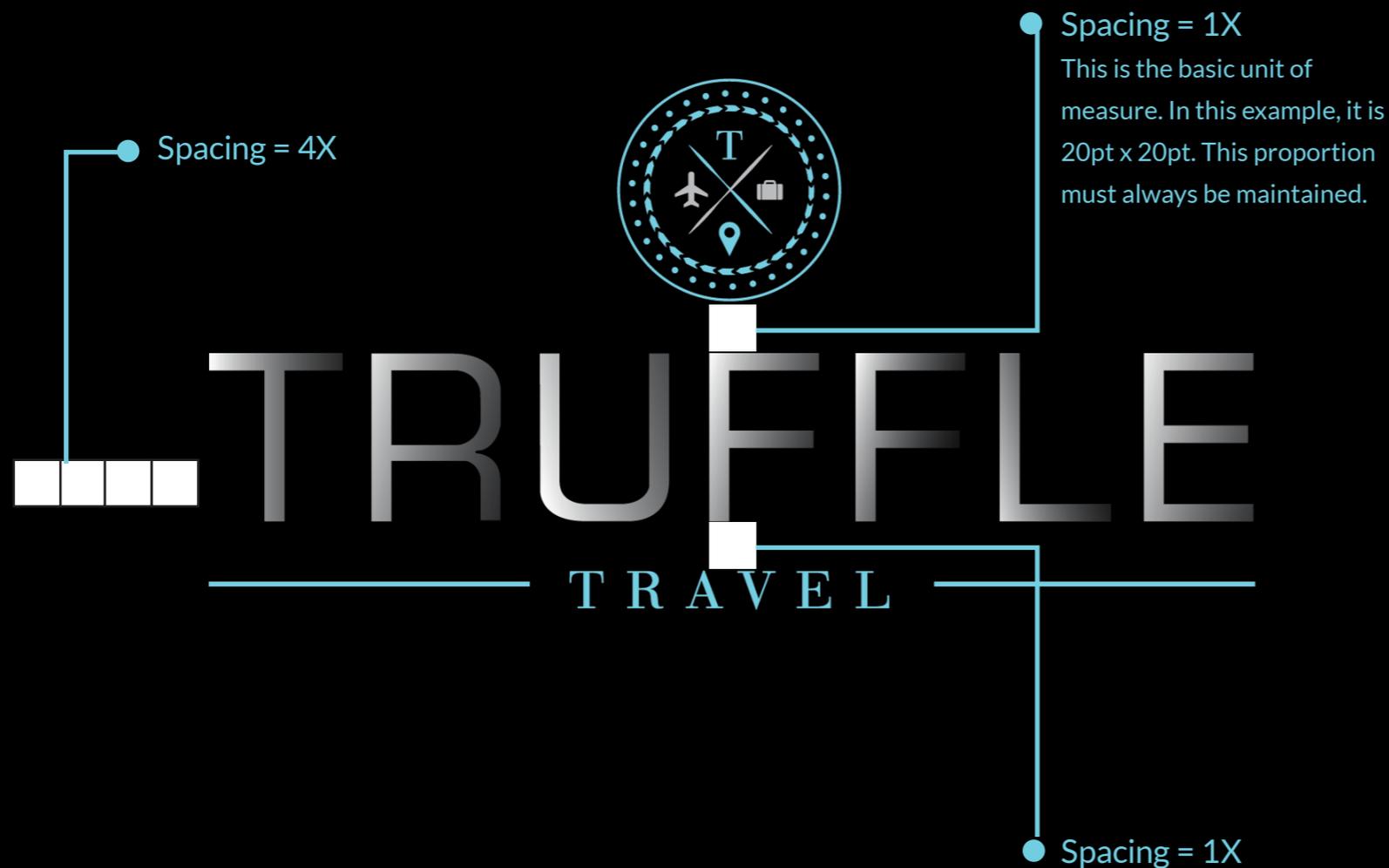
Spacing = 4X

Spacing = 1X

To maintain the hierarchy of the logo, proper spacing of the logo elements and of objects around the logo must be preserved.

Please use only the proportions provided to the left when placing or scaling the logo for any and all usage.

When using the logo type and seal together, they must ALWAYS be used in the way outlined here. NO other usage of the TRUFFLE seal and logo type together is permitted.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

Logo Usage

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage.

1) The preferred logo usage is over a solid black background

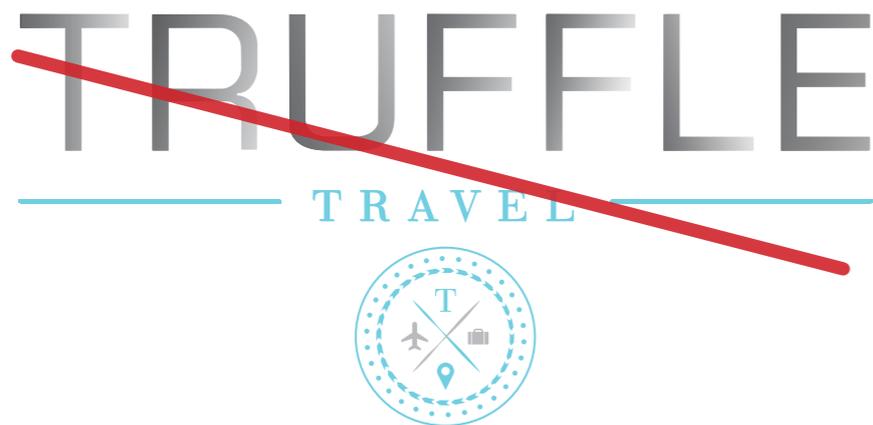2) When used over a photo, use the darker gradient version of the logo

TRUFFLE
T R A V E L

Logo Usage

When used over a white background, use the darker gradient logo.

TRUFFLE
T R A V E L

Do not change color:

TRUFFLE
T R A V E L

Do not place seal below text:

TRUFFLE
T R A V E L

Do not stretch or squeeze logo:

TRUFFLE
T R A V E L
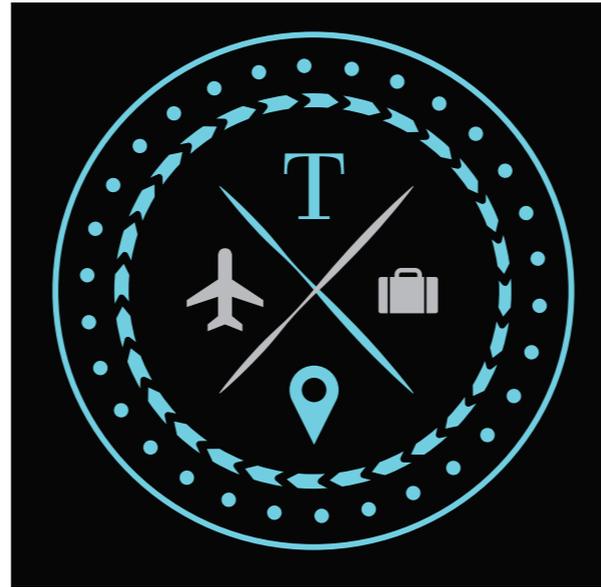
TRUFFLE
T R A V E L

Improper Use

To maintain the integrity of the brand, the logo must be used only as outlined in this guide.

It is imperative that the brand integrity be maintained at all times. The integrity of the logo and accompanying TRUFFLE seal takes precedence over all other design decisions.

Logo Seal

The logo seal is an alternate brand mark.

The logo seal is an extension of the logo. The seal is to be used only as outlined in this brand guide.

1) The preferred seal

2) Used for TRUFFLE window sticker

2)

RECOMMENDED
WWW.TruffleTravel.com

RECOMMENDED
WWW.TruffleTravel.com

House Gothic:

The TRUFFLE logo typeface is a modified version of House Gothic. This typeface is only used within the TRUFFLE logo.

TRUFFLE

T R A V E L

Bodoni:

17pt
Tracking 340

Typeface

Typography plays a major role in defining the look and feel of the TRUFFLE brand. Only approved typefaces and weights may be used.

Lato is the typeface used with all TRUFFLE branded materials.

1) Lato typeface

2) Blackjack typeface (only used in The Suite for naivigation and the "view slideshow" element)

1) Lato

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

!@#$%^&*()?/'";:¢

2) Blackjack

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz

!$%^&*()?/'";:

Lato Hairline Headline

Lato Light. Body Copy.

Typeface

When pairing the weights, the headline is one weight lighter than the body text. A headline set in Lato light must be pared with body copy set in Lato regular.

Lato Light Headline

Lato Regular. Body Copy.

Lato Regular Headline

Lato Bold. Body Copy.
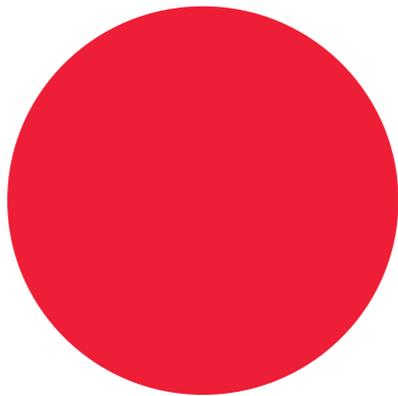
Blackjack Regular Headline
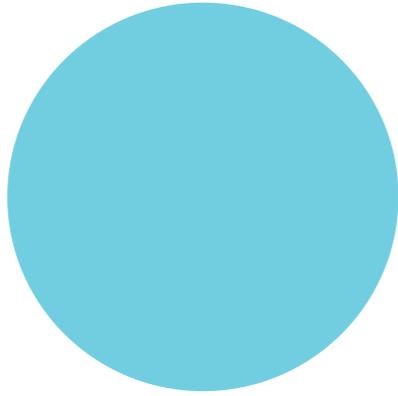
TRUFFLE Blue:

This is the touchstone color of the TRUFFLE brand. This is only to be used as a highlight color. NEVER use this color for a background or large area of color.

Specs:

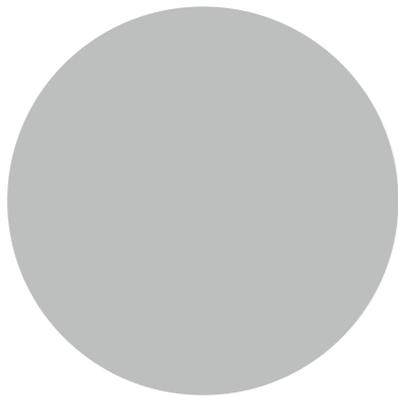| R : 115 | C : 50 | HEX |
G: 206	M: 0	73CEE1
B: 225	Y : 10	
	K : 0	

Red:

This is a secondary color used ONLY in The Suite for titles and other small design elements.

Specs:

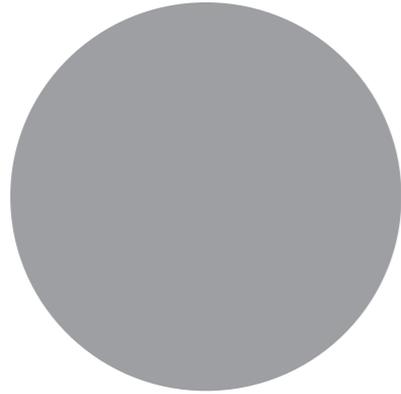| R : 238 | C : 0 | HEX |
G: 32	M: 99	FF052E
B: 54	Y : 84	
	K : 0	

Light Gray:

This color is used for most copy, except the product text. It is also used as the navigation text color.

Specs:

R:188	C : 26	HEX
G:190	M: 20	BCBEC0
B:192	Y : 20	
	K : 0	

Brand Colors

The use of color is imperative to setting our brand apart. Use only these approved colors in all TRUFFLE branded materials.
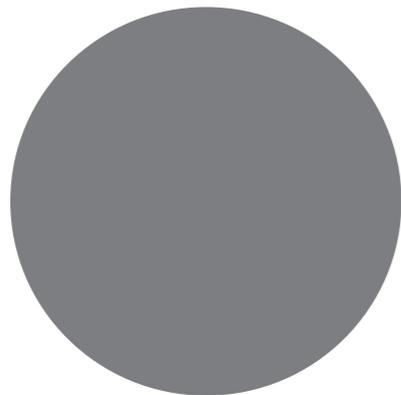
Cool Gray:

This color is used in the TRUFFLE seal. It is also used for the text entry fields. It can be used over black or white color fields.

Specs:

R:157   C : 0   HEX
G:159   M: 0   9D9FA1
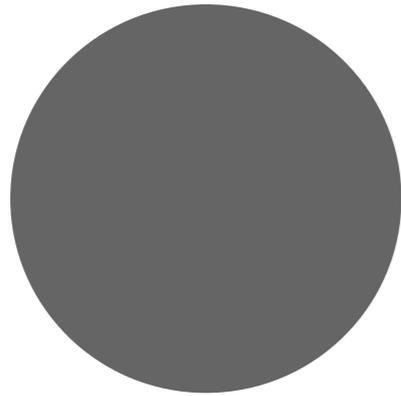B:162   Y : 0
               K : 45

Medium Gray:

This gray is used the least. It is an accent color. Specifically, it is used for the city title in the product roll and for the breadcrumbs on a product page.

Specs:

R: 126   C : 53   HEX
G: 127   M: 44   7E7F81
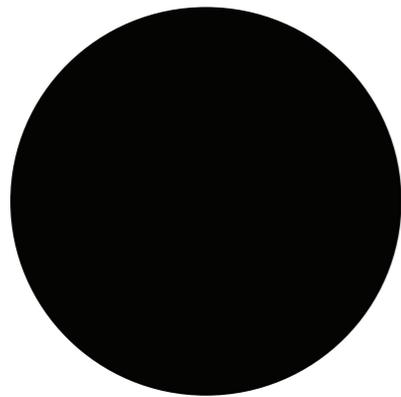B: 129   Y : 42
               K : 8

Dark Gray:

This color is used on secondary items such as lightbox backgrounds. It can be used as a highlight color and over black or white color fields.

Specs:

R:101	C : 60	HEX
G:101	M: 52	656567
B:103	Y : 50	
	K : 20	

Rich Black:

This is the grounding color of the TRUFFLE brand. Rich black is used as a background color and secondary color, specifcally for buttons.

Specs:

R: 0	C : 75	HEX
G: 0	M: 70	000000
B: 0	Y : 70	
	K : 90	