

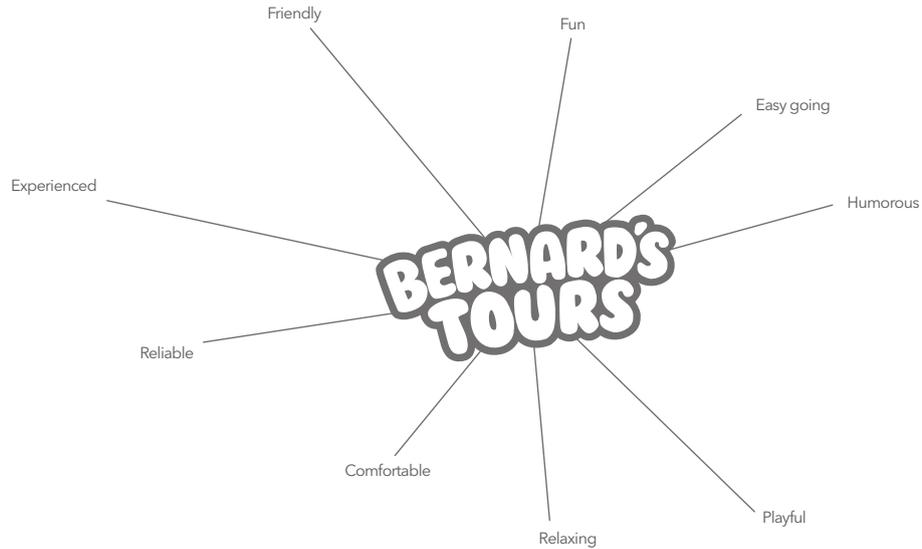


- 1A Design focus
- 1B Identity theme
- 1C Logo system
- 1D Logo monochrome
- 1E Social and icons
- 1F Mascot

- 2A Typography
- 3A Colors
- 3B Colors and contrasts
- 4A Do's and don'ts
- 5A Mockups

1A

Design focus

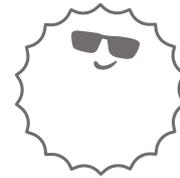


1B

Identity theme

**Life is beautiful!
Vibrant, positive and fun.**

The playful sun mascot with sunglasses infuses the design with a touch of fun and suggests sunny destinations and warm vacation vibes. This sense of fun is reinforced by the unique "goosey" lettermark, which is distinctive enough to stand alone as a logotype.



1C

Logo system



Combined square



Combined rectangle



Lettermark

1D

Logo monochrome



Combined square stamp



Combined rectangle stamp



Lettermark stamp

1E

Social and icons



Social medias

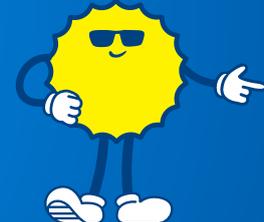
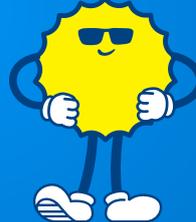
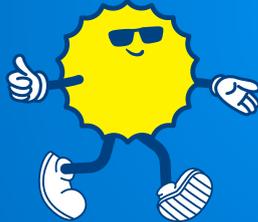
Social medias 2

App icons

Badge icon

1F

Mascot



BERNARD'S TOURS



Typography

Orient Beach Express

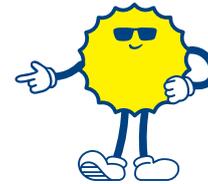
St. Martin Orient Bay (NUDE) Beach is undoubtedly the most sought after and go to place on the island. It is most definitely a breathtaking Caribbean Getaway. 123456789

+1 (721) 586 0788

Betm Rounded Extrablack conveys a 'fun and relaxing' impression. This typeface should be used only for titles.

Quicksand is a sans serif typeface with rounded terminals. It could be used for all texts and numbers in regular or small sizes.

MTF Chubb is an asymmetrical, hand-drawn typeface. It can be used to emphasize large numbers.





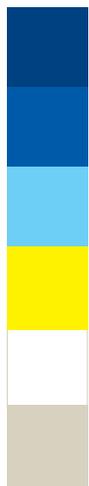
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3A

Colors

Palette



Accent colors

-  Pantone: 7604C
RGB: 215, 209, 191
CMYK: 15, 14, 24, 0
Hex: #d7d1bf
-  Pantone: 2935C
RGB: 0, 90, 170
CMYK: 100, 70, 0, 0
Hex: #005AAA
-  Pantone: 298C
RGB: 109, 207, 246
CMYK: 50, 0, 0, 0
Hex: #6DCFF6

Main colors

-  Pantone: 7687C
RGB: 0, 65, 130
CMYK: 100, 70, 0, 30
Hex: #004182
-  Pantone: 000C
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
Hex: #FFFFFF
-  Pantone: 102C
RGB: 255, 242, 0
CMYK: 0, 0, 100, 0
Hex: #FFF200



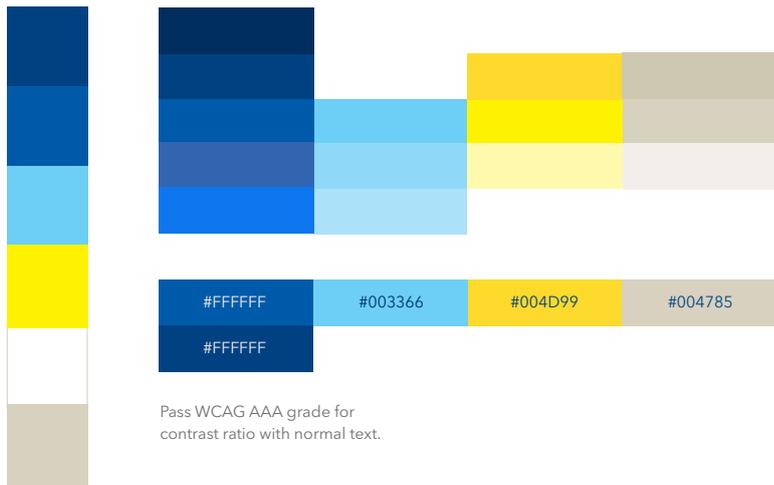
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3A

Colors and contrasts



3A

Do's and don'ts



X No!

Do not stretch any logo.



X No!

Except for monochrome logos, the lettermark should always be white with dark borders.



X No!

Except for monochrome logos, the pictorial mark should always be yellow with dark borders mouth and sunglasses.



X No!



X No!



✓ Yes!

Blue backgrounds are preferred, but other color backgrounds are possible.



✓ Yes!



✓ Yes!



✓ Yes!

Monochrome logos adopt the color of the background they are placed on.

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