Around the World

Brand name: Around the World

Brand Overview:

Around the World is not just a travel company; It is the embodiment of an adventurous spirit and a desire for unforgettable experiences. Aiming to redefine travel, Around the World offers journeys that go beyond the ordinary. Our vibrant and unconventional brand sets us apart, reflecting a modern approach to travel that caters to a variety of tastes and desires.

Brand mission:

We strive to create exceptional journeys that overcome barriers, inspire joy and create unforgettable memories. Also, we really want to make the trip as comfortable as possible

Target audience:

Women and men aged 18 to 50 who likes to travel.Those who want to see many unusual places in comfort while moving between locations. People who appreciate the richness of different cultures, history and local traditions.

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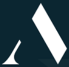
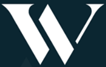
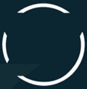
Vertical version

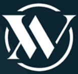
Horizontal version


Letter A


Letter W


Circle icon

Concept:



Letter A:

The letter "A" serves as a fundamental element representing the first letter of the Around brand name.

Letter W:

The letter "w" serves as the foundational element representing the first letter of the name World.

Circle icon:

Integrating a silhouette or circle icon adds a dynamic touch, emphasizing the tourism aspect of the business and to give a sense of movement.

White	Gray	Dark blue
This color symbolizes simplicity. It has a clean, neutral shade that doesn't overwhelm your design.	The color of stability, solid as a rock, which is very important for a travel company.	This color expresses trust, order, evokes a feeling of peace and serenity.
80%	80%	80%
60%	60%	60%
40%	40%	40%

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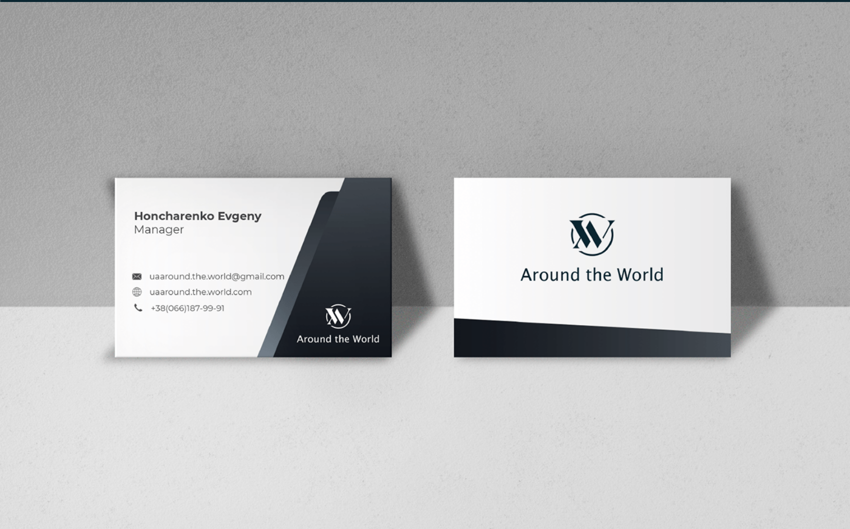
Typography

Font Used: Lucida Sans Unicode.
The overall design of the typeface creates a contemporary feel, suitable for a brand in the travel industry that seeks to convey innovation and relevance. At the same time, the font is simple, readable and at the same time serious.



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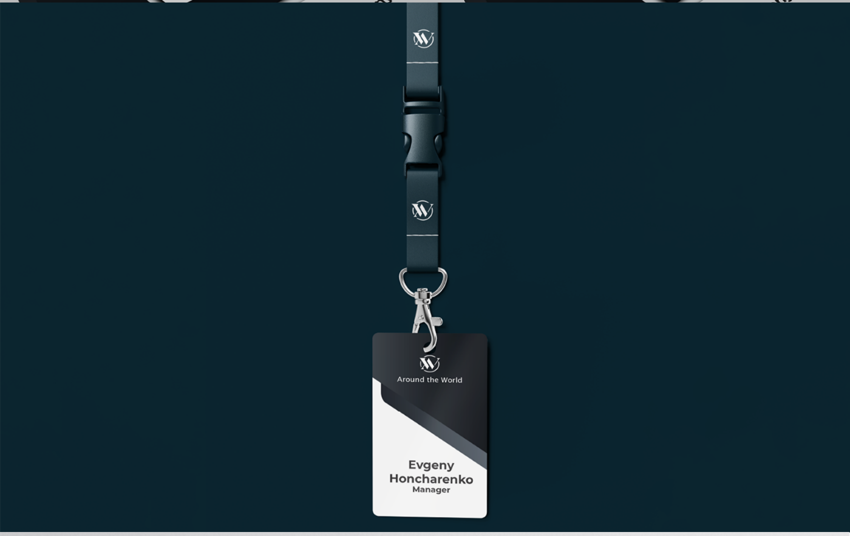

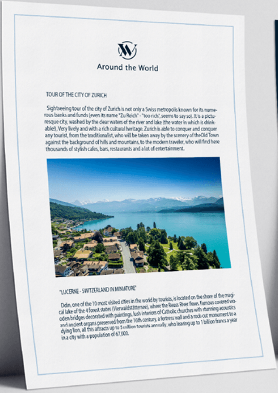

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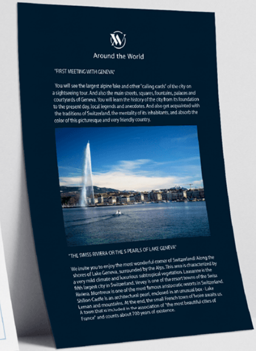
TOUR OF THE CITY OF ZURICH

Sightseeing tour of the city of Zurich is not only a Swiss metropolis known for its numerous banks and funds (even its name "Zu Reich" - "too rich", seems to say so). It is a picturesque city, washed by the clear waters of the river and lake (the water in which is drinkable!), Very lively and with a rich cultural heritage. Zurich is able to conquer and conquer any tourist, from the traditionalist, who will be taken away by the scenery of theOld Town against the background of hills and mountains, to the modern traveler, who will find here thousands of stylish cafes, bars, restaurants and a lot of entertainment.

"LUCERNE - SWITZERLAND IN MINIATURE"

Ddin, one of the 10 most visited cities in the world by tourists, is located on the shore of the magi-
cal lake of the 4 forest states (Vierwaldstättersee), where the Reuss River flows. Famous covered wo-
oden bridges decorated with paintings, lush interiors of Catholic churches with stunning acoustics
and ancient organs preserved from the 16th century, a fortress wall and a rock-cut monument to a
dying lion, all this attracts up to 5 million tourists annually, who leaving up to 1 billion francs a year
in a city with a population of 67,000.



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"FIRST MEETING WITH GENEVA"

You will see the largest alpine lake and other "calling cards" of the city on a sightseeing tour. And also the main streets, squares, fountains, palaces and courtyards of Geneva. You will learn the history of the city from its foundation to the present day, local legends and anecdotes. And also get acquainted with the traditions of Switzerland, the mentality of its inhabitants, and absorb the color of this picturesque and very friendly country.

"THE SWISS RIVIERA OR THE 5 PEARLS OF LAKE GENEVA"

We invite you to enjoy the most wonderful corner of Switzerland! Along the
shores of Lake Geneva, surrounded by the Alps. This area is characterized by
a very mild climate and luxurious subtropical vegetation. Lausanne is the
fifth largest city in Switzerland. Vevey is one of the resort towns of the Swiss
Riviera. Montreux is one of the most famous aristocratic resorts in Switzerland.
Shilion Castle is an architectural pearl, enclosed in an unusual box - Lake
Leman and mountains. At the end, the small French town of Ivoire awaits us.
A town that is included in the association of "the most beautiful cities of
France" and counts about 700 years of existence.

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