

# Big Hug India

Branding and Creatives

# Brand Key Messages

For Social Media Marketing

## Service

- Curated travels for the culturally curious
- Guided tours for an enriching experience

## Tone

- Simple language
- Clean visuals, understated elegance

## Marketing

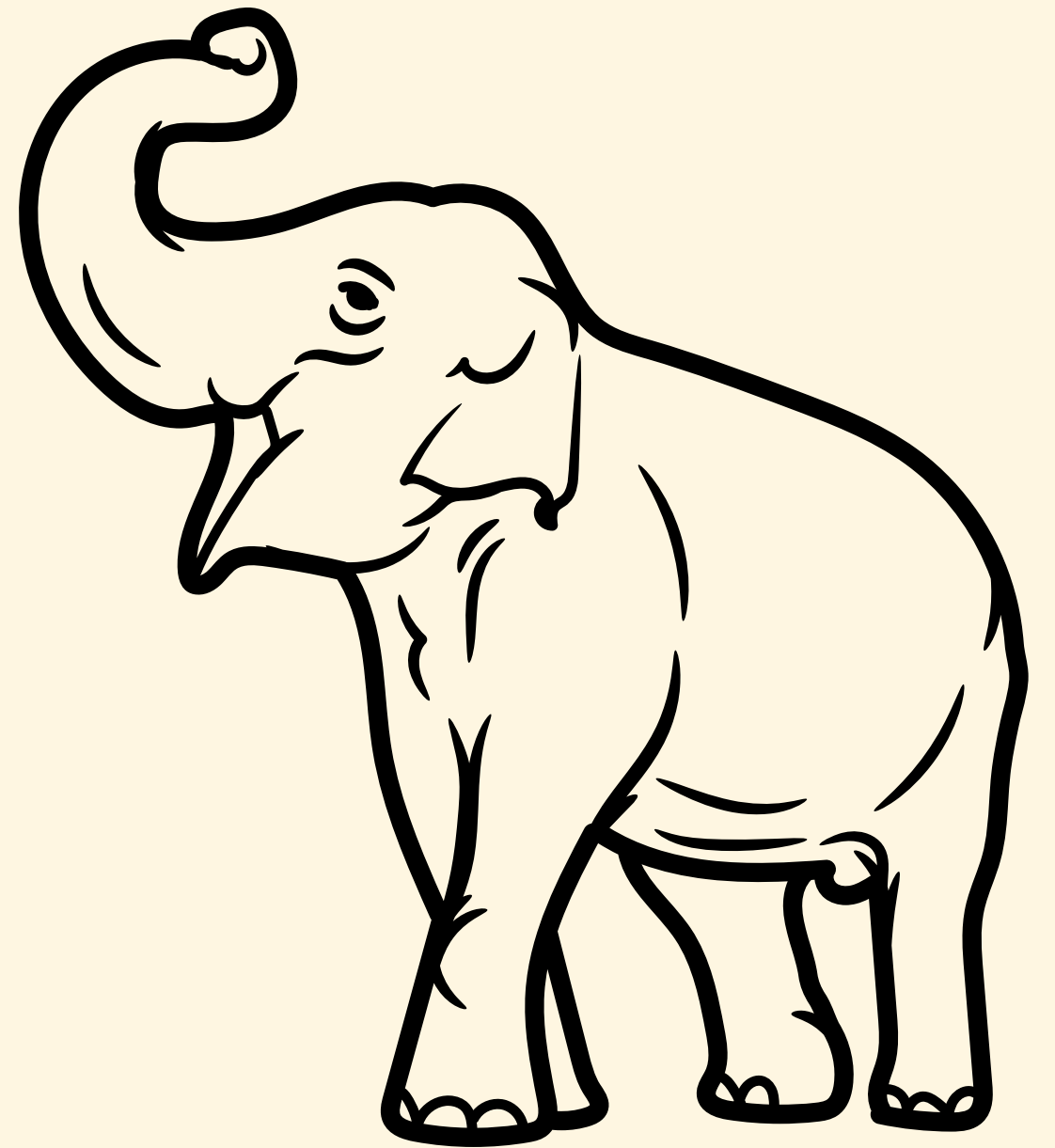
- Introduce the 'Golden Triangle' tour planned for March
- Create a visual and emotional connect to India's culture and history

## Medium

- Can be posted on Instagram, Facebook
- Marketing posters can be used individually

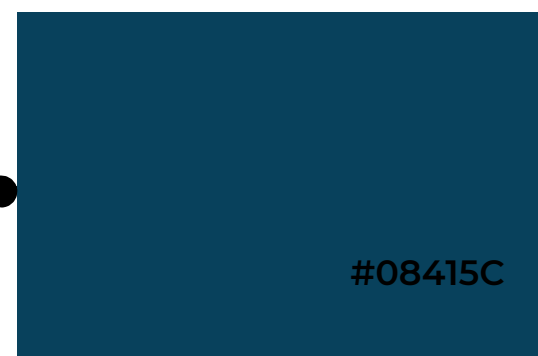
# Brand Elements

- Colour palette
- Typography
- Logo iterations
- Social media creatives



# colour palette

Dark blue signifies stability and professionalism, which promotes a sense of trust among viewers



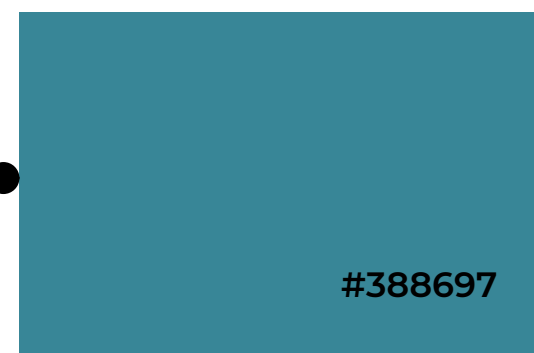
Bold, bright red brings in a sense of confidence and charisma, and is a reference to vermillion which ties the palette back to Indian culture



Pale pink evokes a feeling of calmness and serenity which balances the darker colours



Dark turquoise signifies clarity of thought and peace and brings a sense of balance to the palette



This pale turquoise is a breath of freshness and serves as a great highlighting colour



Ivory ties back to the elephant in our logo, a symbol of grandeur and love



## Set 1

- This set of logos evoke a sense of artistic fervor and grandeur while also being grounded. The primary and secondary fonts are adapted from calligraphy lettering which adds panache to the branding.

## Set 2

- These bold fonts adds a strong accent to the posts without making a lot of noise; its clean curves add softness while still getting the point across.

**Primary font – Migra**

**Secondary font – Brixton**

Tertiary font- Crimson Pro

**Primary font- League Spartan**

Secondary font- Red Hat Display

Tertiary font- Glacial Indifference

# Logo Iteration #1



**Primary logo**



**Secondary logo**

*Logo Characteristics: Versatile, relevant, memorable, adaptable*



# Product Mockup #1





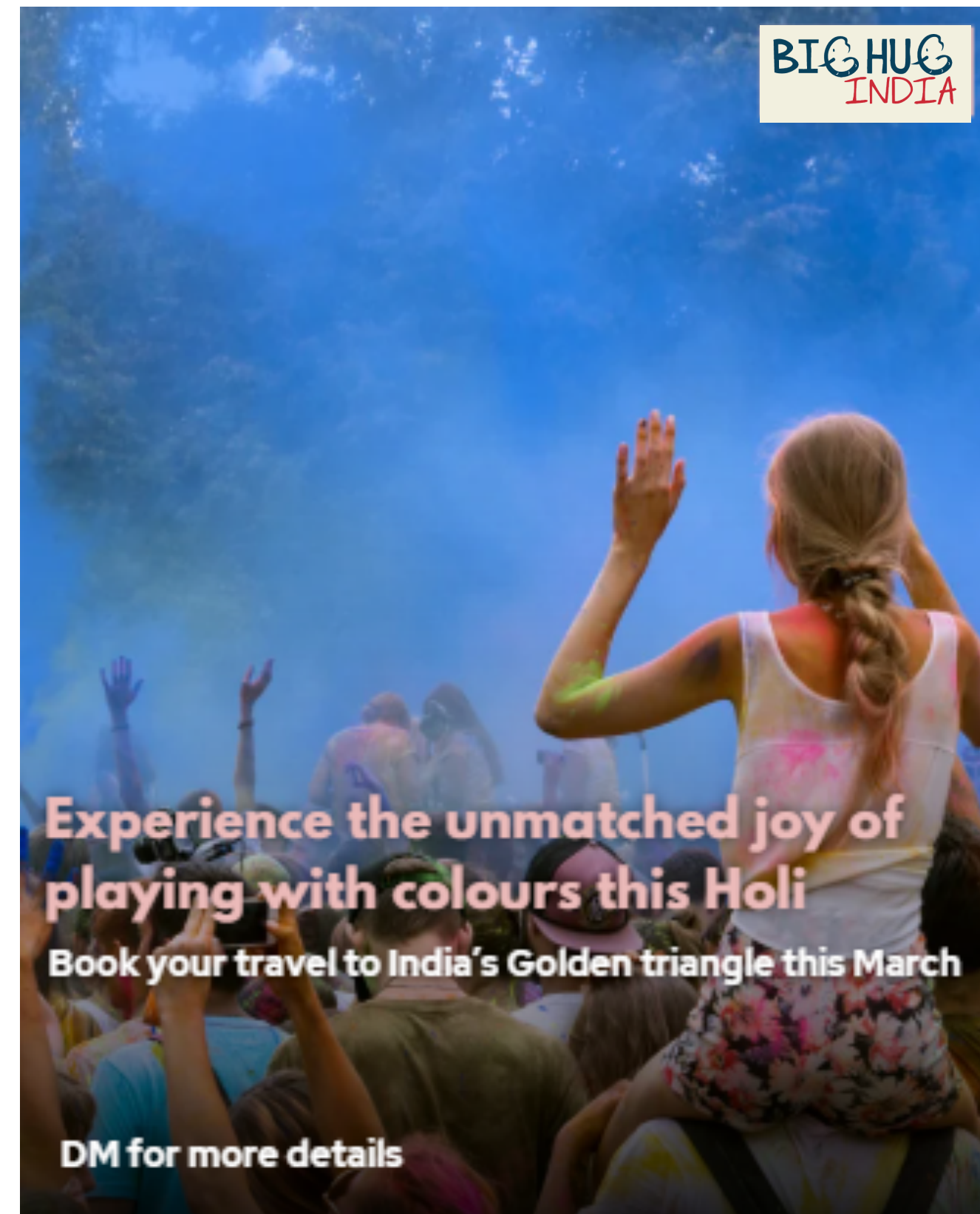


**Primary logo**



**Secondary logo**

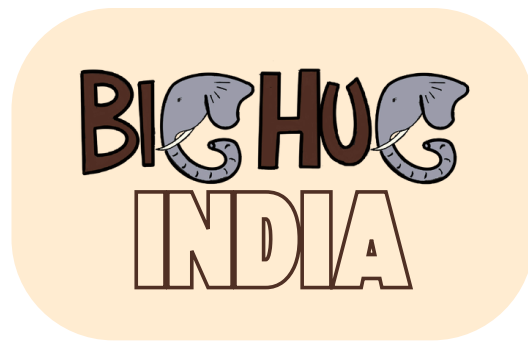
*Logo Characteristics: Simple, distinctive, spacious, original*



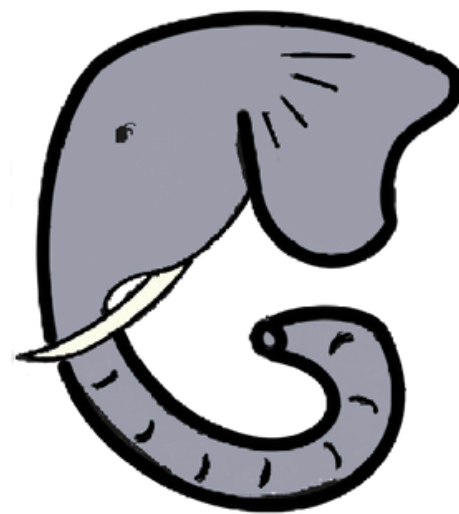
# Product Mockup #2







**Primary logo**



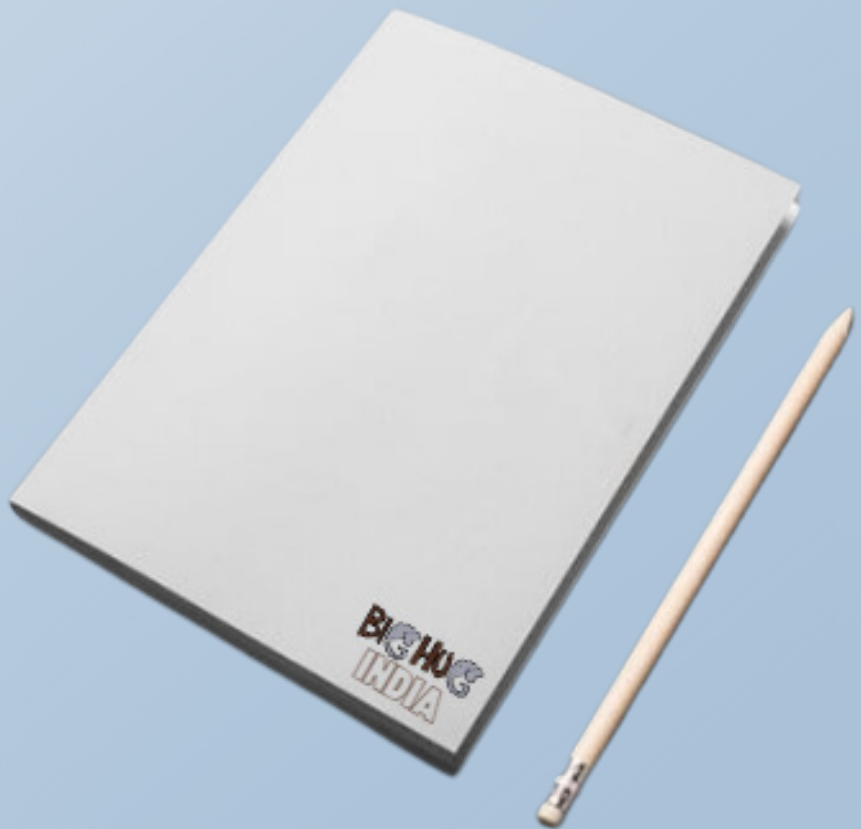
**Secondary logo**

*Logo Characteristics: Playful, inviting, animated, artistic*

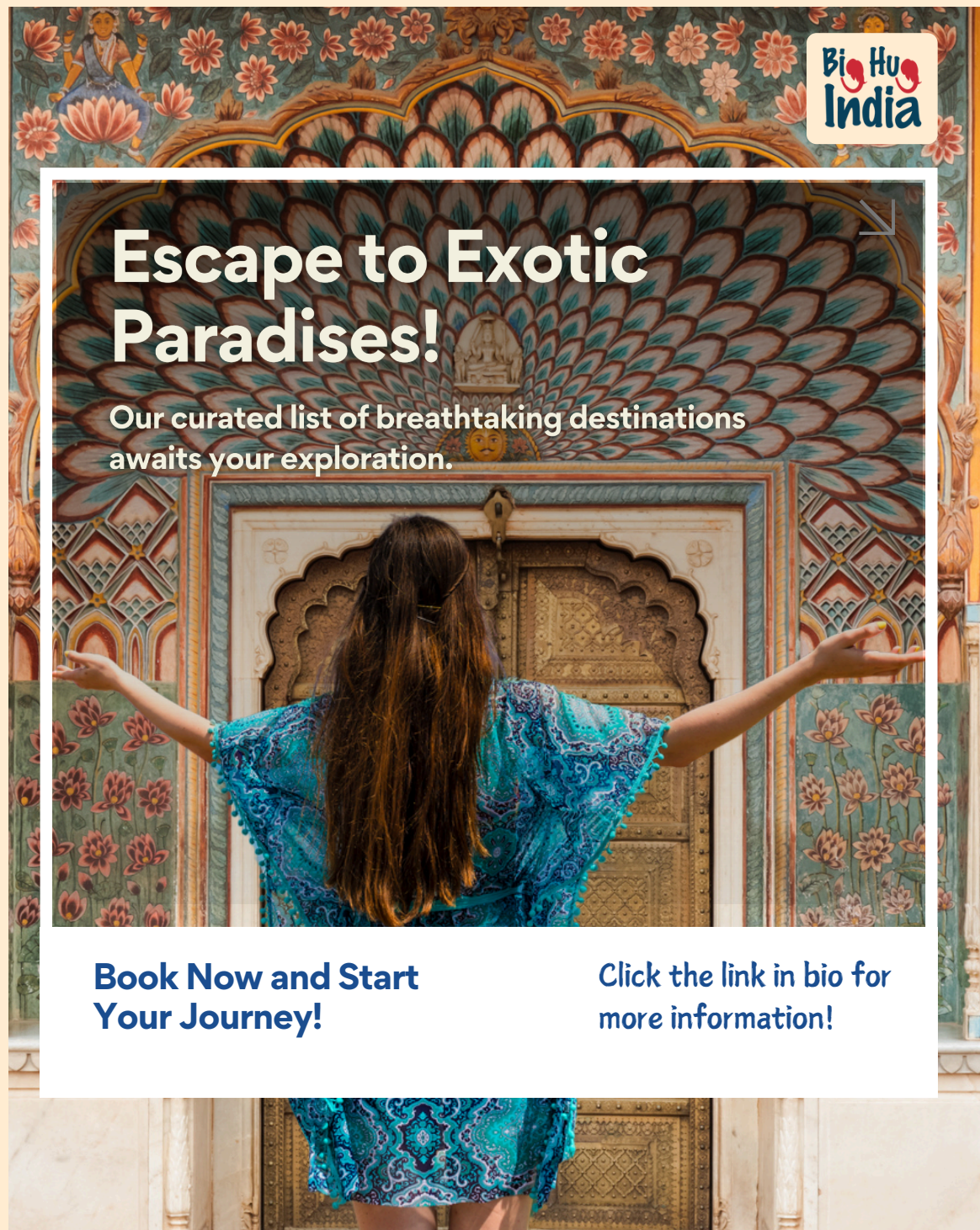




# Product Mockup #3









# Carousel post

