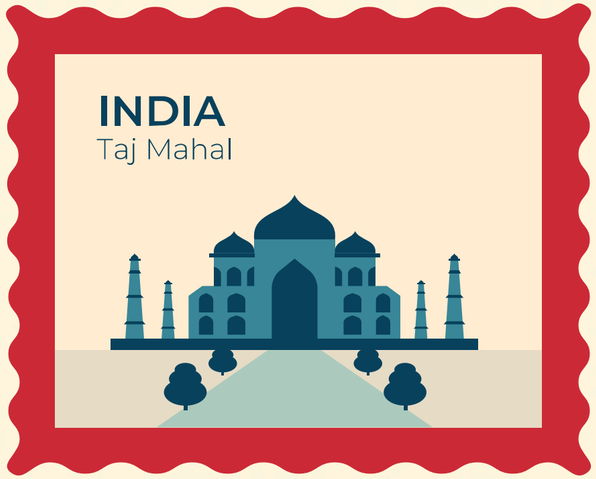


Big Hug India

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

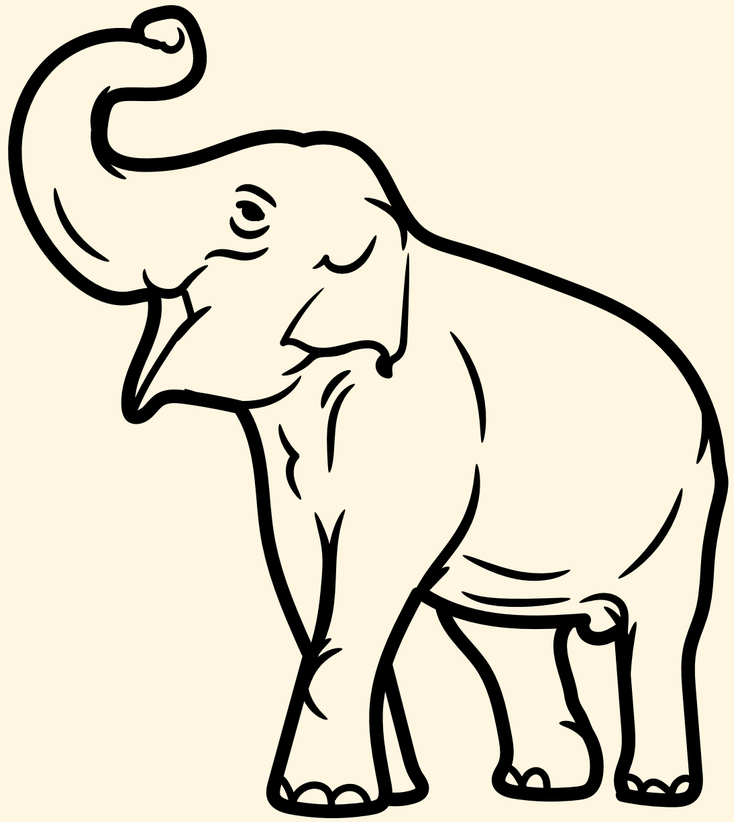
- Introduce the ‘Golden Triangle’ tour planned for March
- Create a visual and emotional connect to India’s culture and history

Medium

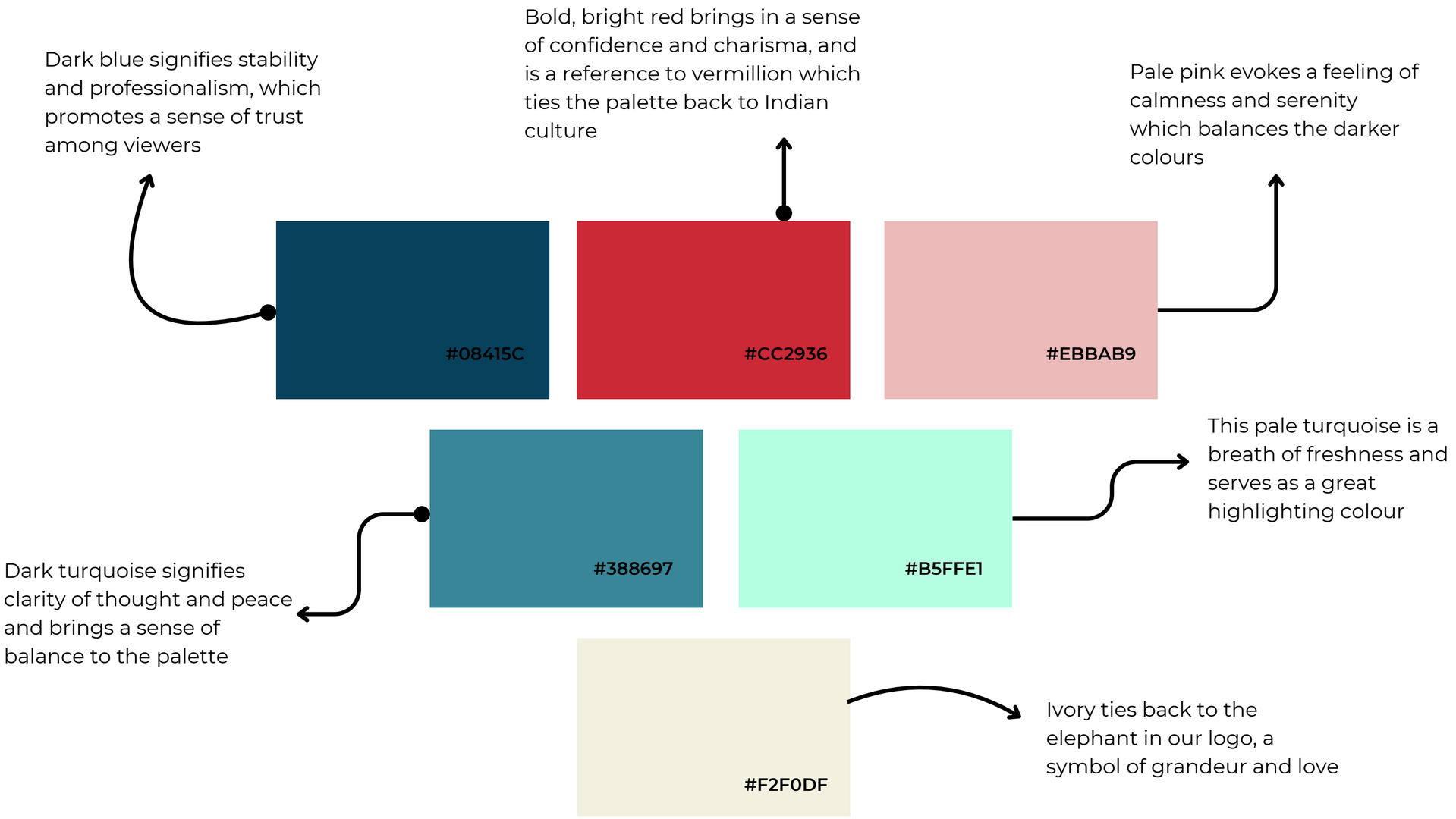
- Can be posted on Instagram, Facebook
- Marketing posters can be used individually

Brand Elements

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



Colour Palette



Typography

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.

Primary font – Migra

Secondary font - Brixton

Tertiary font- Crimson Pro

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- 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

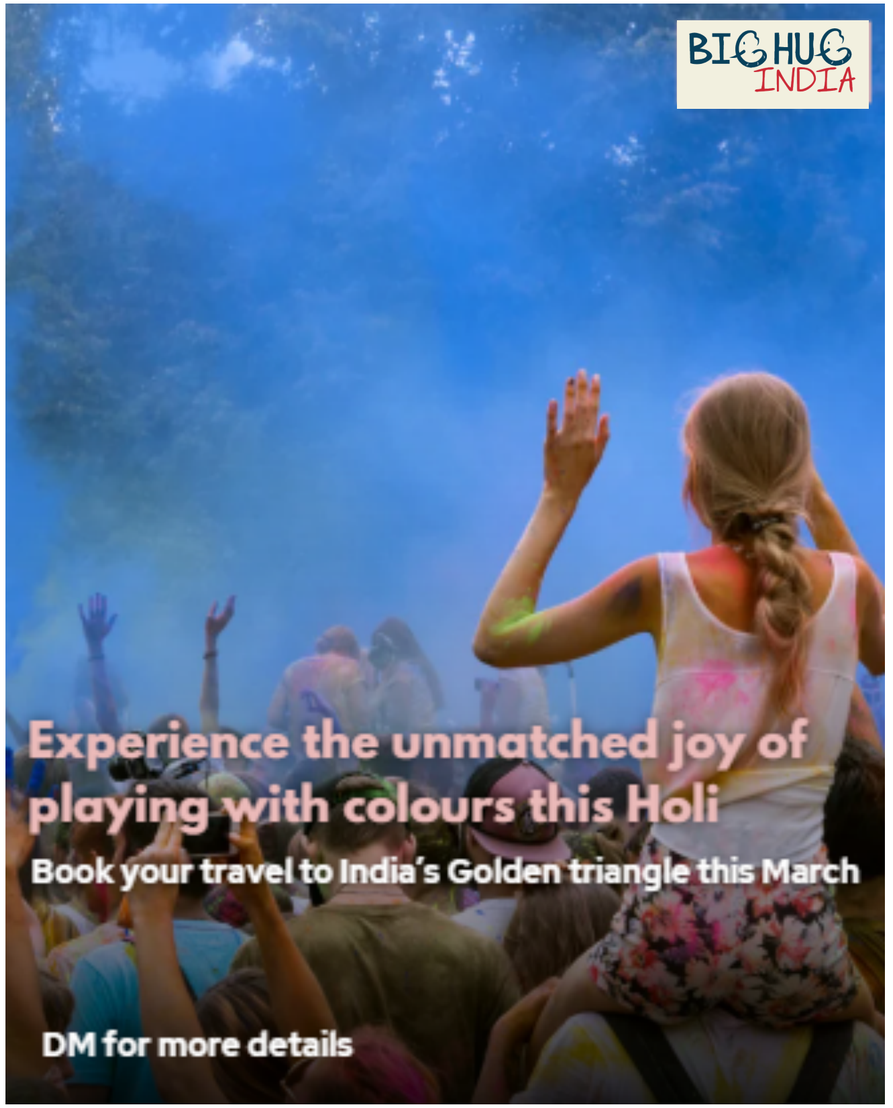
Logo Iteration #2

BIG HUG INDIA

BIG HUG INDIA

Primary logo

Secondary logo



Logo Characteristics: Simple, distinctive, spacious, original

Product Mockup #2

Logo Iteration #3

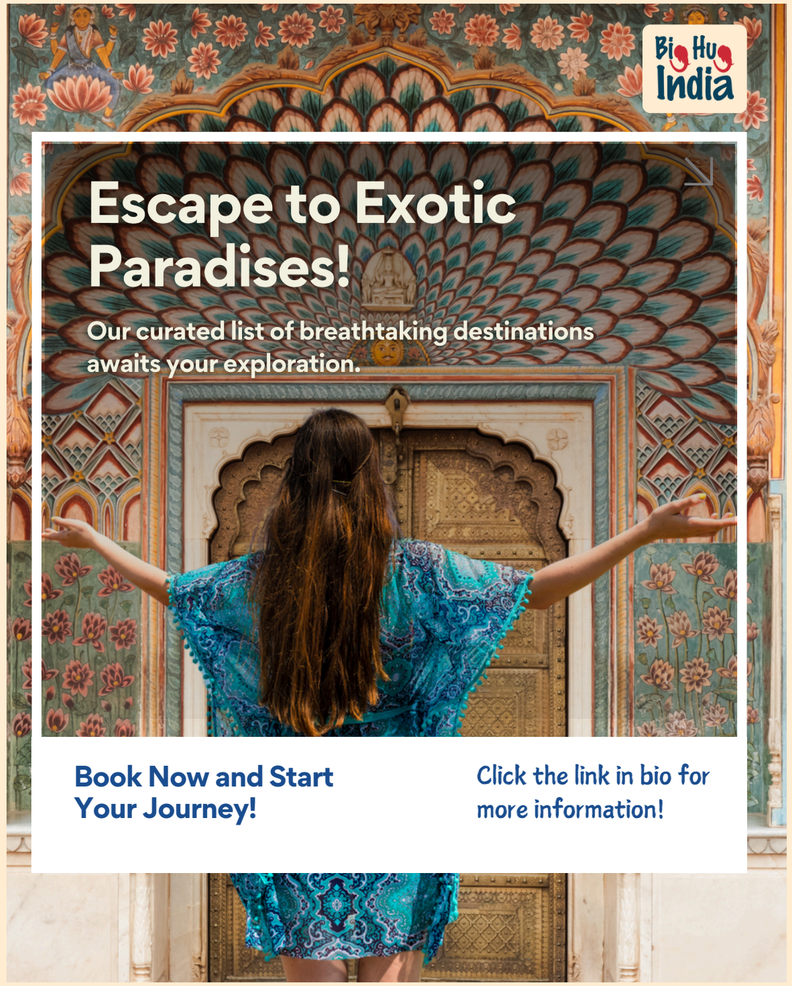
Primary logo

Secondary logo

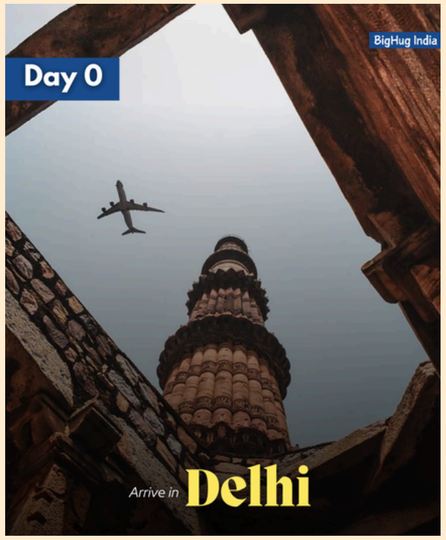
Logo Characteristics: Playful, inviting, animated, artistic

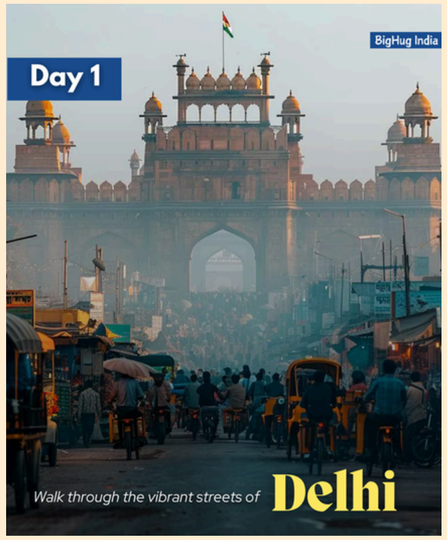
Product Mockup #3

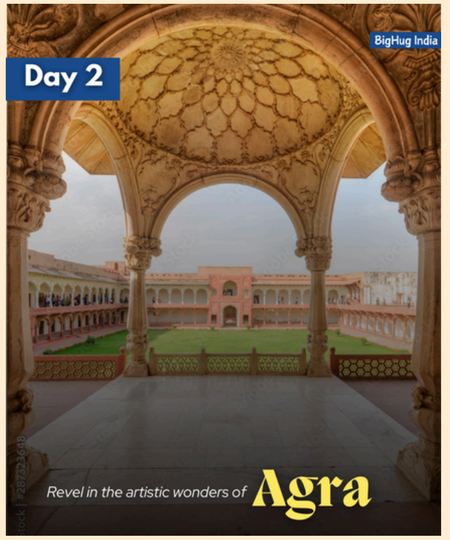
Social media creatives

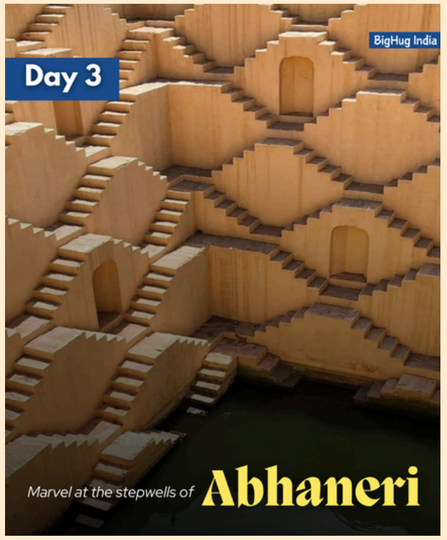


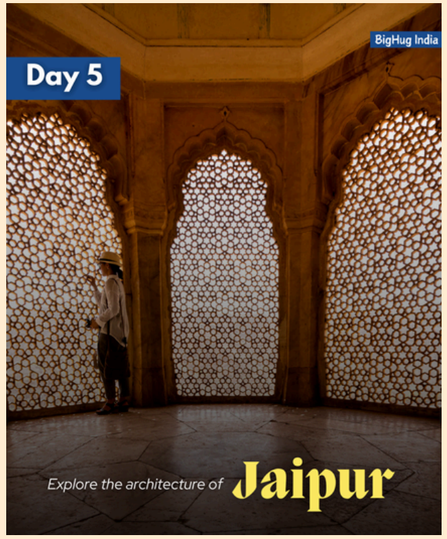
Carousel post

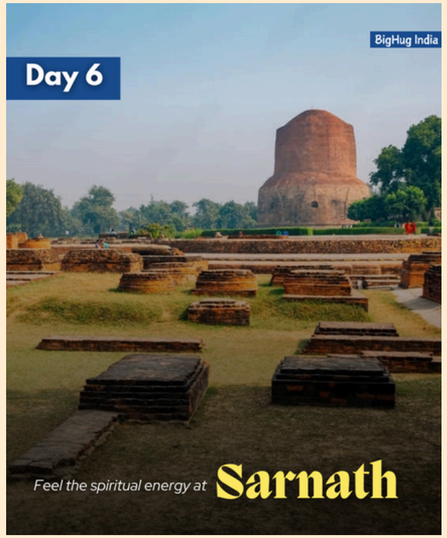


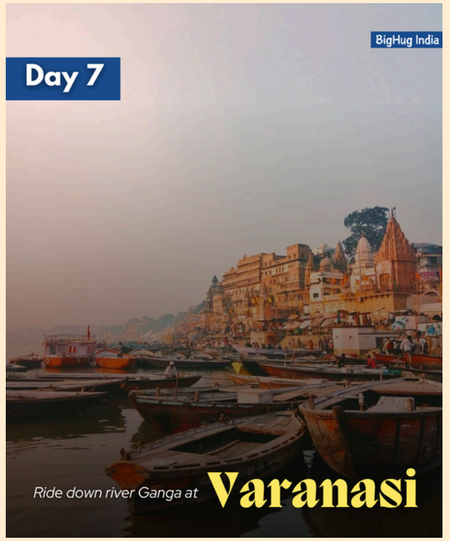


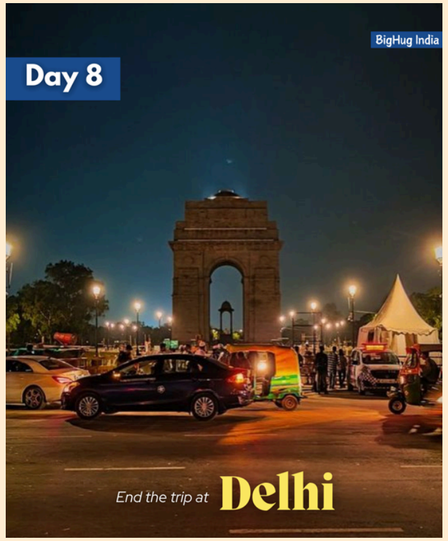
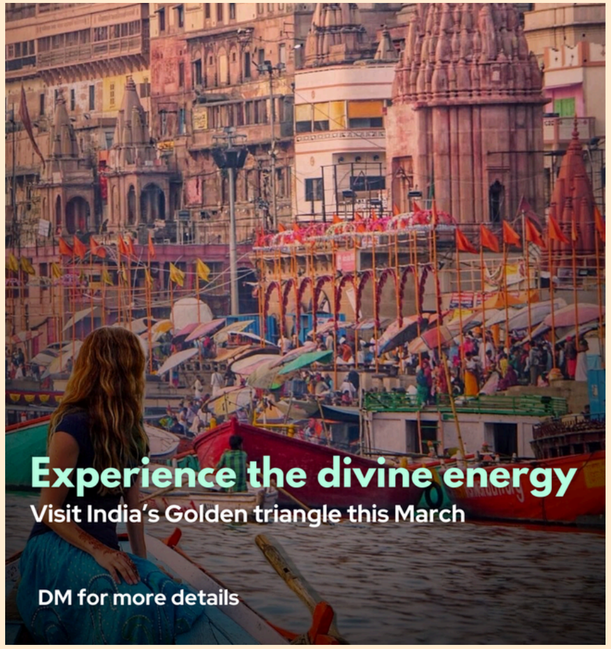
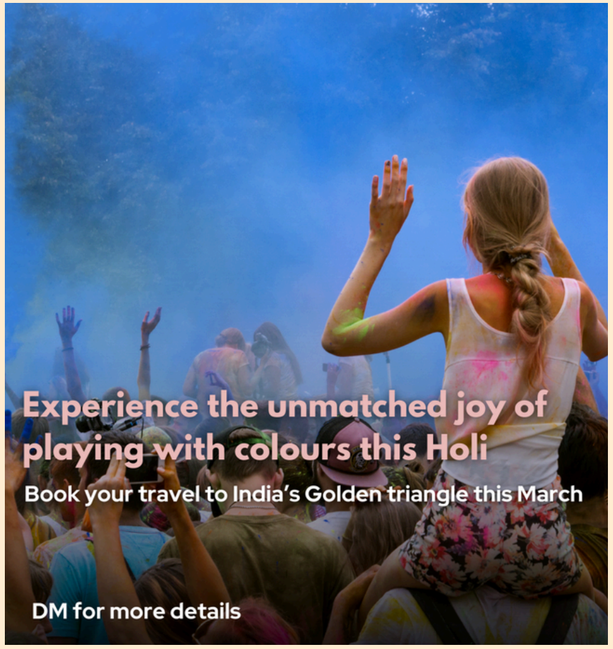
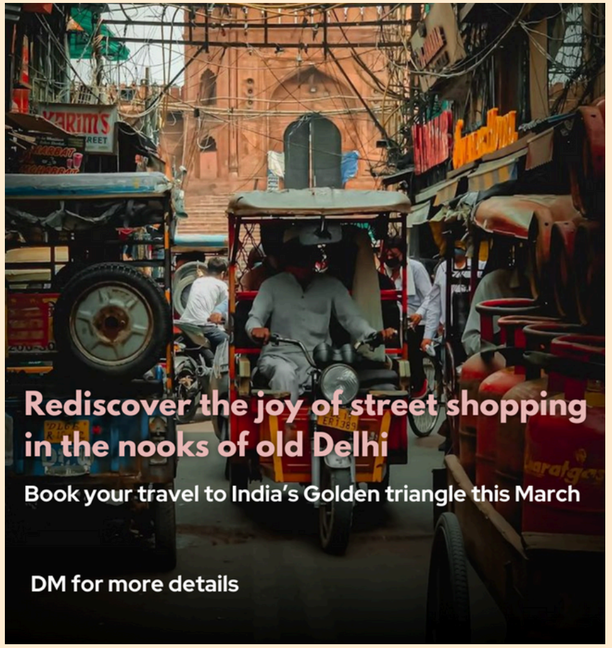
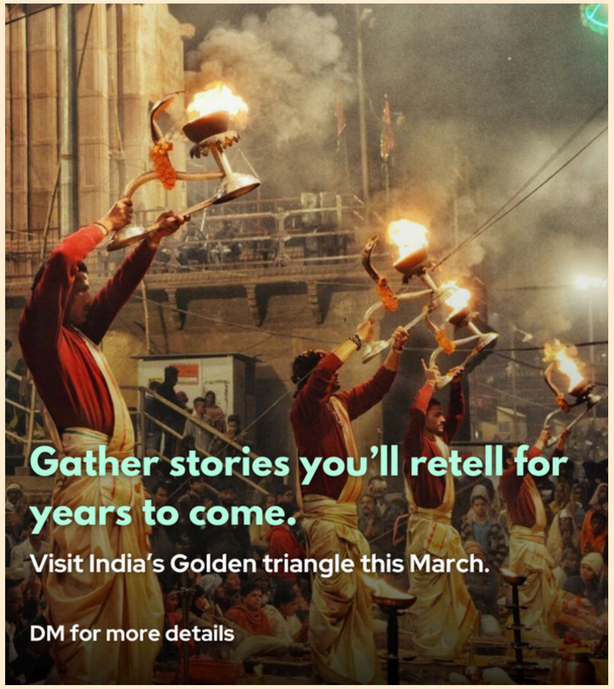












Posters/Posts