

WANDERLY ADVENTURES

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WANDERLY ADVENTURES BRANDING GUIDE

Brand colors are a key part of a travel advisor's visual identity, helping to create a consistent and recognizable presence across all platforms—whether it's your website, social media, marketing materials, or even client documents. The right colors can evoke specific emotions and set the tone for the type of travel experiences you offer. For example, purple can convey a sense of sophistication, creativity, and personalized service, while gold often reflects luxury, warmth, and high-end experiences. By using your brand colors consistently, you build trust, reinforce your professionalism, and help clients instantly associate those visuals with your travel expertise.

COLOR	HEX CODE	DESCRIPTION
	#5B3A9A	**Royal Purple**: Elegant and bold, this deep purple reflects luxury and sophistication.
	#F0C05A	**Gold**: A warm, luxurious accent that contrasts well with purple, adding a high-end feel.
	#D1BBFF	**Soft Lavender**: A lighter tone of purple for a more inviting, family-friendly touch.
	#008080	**Teal**: Adds a vibrant pop of color that evokes a sense of travel, water, and adventure.
	#FFF5EE	**Seashell**: A pale, soft color with a hint of warmth that keeps things light and airy.
	#333333	**Charcoal**: For text and details, maintaining legibility while keeping it sophisticated.