



EXOTIC HOLIDAYS



LOGO DESIGN



BRAND IDENTITY



EXOTIC
HOLIDAYS

Dear Guest,

At Exotic Holidays, we believe that travel is more than visiting new places – it's about creating unforgettable memories, immersing in unique cultures, and experiencing the world in the most authentic way.

Your journey means everything to us. We take care of every detail so you can relax, explore, and enjoy this extraordinary.

Thank you for choosing us to be a part of your next adventure.

Warm regards,
The Exotic Holidays Team

+91 98765 43210

www.exoticholidays.com

info@exoticholidays.com



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Your Journey. Our Passion.

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Curated Journeys.
Unforgettable Memories.



BRAND ESSENCE

Exotic Holidays is a luxury travel brand dedicated to creating unforgettable journeys. We curate unique experiences that connect people with extraordinary places, authentic cultures, and lifelong memories.

BRAND VALUES

-  AUTHENTIC EXPERIENCES
-  GLOBAL PERSPECTIVE
-  QUALITY & EXCELLENCE
-  SUSTAINABLE TRAVEL
-  PASSION & CARE

01. LOGO



02. COLOR PALETTE



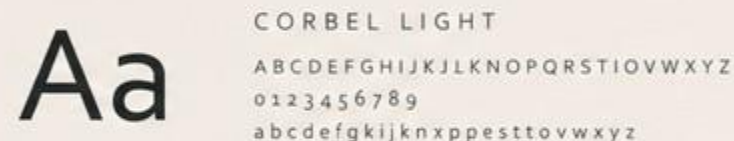
A serene and sophisticated palette inspired by nature, evoking luxury, trust, and tranquility.

04. ICONOGRAPHY



Minimal, elegant icons that complement the brand identity and enhance communication.

03. TYPOGRAPHY



PRIMARY TYPEFACE
Clean, elegant, and highly legible. Perfectly reflects the brand's premium and modern personality.

06. IMAGERY STYLE



Warm, natural, and captivating imagery that tells stories of exploration, luxury, and connection.

05. BRAND APPLICATIONS

