

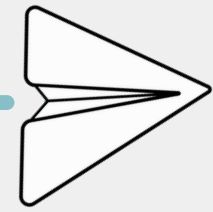


# Venture Verse

STYLE GUIDE

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# Contents



- Mission Statement & Tagline
- Color Palette & Psychology
- Logo
- Typography
- Imagery & Graphics
- Component Library
- Personas
- Brand Voice Chart
- Brand Language



# Mission Statement

Our mission is to inspire and empower adventurers to capture and share their unforgettable travel experiences through an innovative scrapbooking app. We aim to provide a vibrant platform that celebrates the joy of exploration, inspires future traveling adventures, and preserves cherished memories for generations to come. We strive to ignite a passion for digital storytelling and connect travelers worldwide through the magic of shared experiences.

Tagline: “Explore, Capture, Share”



# Color Palette

## PRIMARY COLORS

### Positively Positano

- used for headings
- used as background color
- used for accents

### Fountain of Neptune

- used for headings
- used as text
- used as background color
- used for accents

## SECONDARY COLORS

### Venice Blue

- used for headings
- used as text
- used as background color
- used as accents

### Golden Hour in Greece

- used for headings
- used as accents
- used as background color

### Antarctica White

- used as background color
- used as text
- used for headings

### Midnight Flight

- used as text
- used as accents

POSITIVELY POSITANO

HEX: #FF9A66  
RGB: 255, 154, 102  
CMYK: 0, 40, 60, 0

FOUNTAIN OF NEPTUNE

HEX: #88BEC5  
RGB: 136, 190, 197  
CMYK: 31, 4, 0, 23

VENICE BLUE

HEX: #004E89  
RGB: 0, 78, 137  
CMYK: 100, 43, 0, 46

GOLDEN HOUR IN GREECE

HEX: #FBC066  
RGB: 251, 192, 102  
CMYK: 0, 24, 59, 2

ANTARCTICA WHITE

HEX: #FFFFFF  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0

MIDNIGHT FLIGHT

HEX: #000000  
RGB: 0, 0, 0  
CMYK: 0, 0, 0, 100

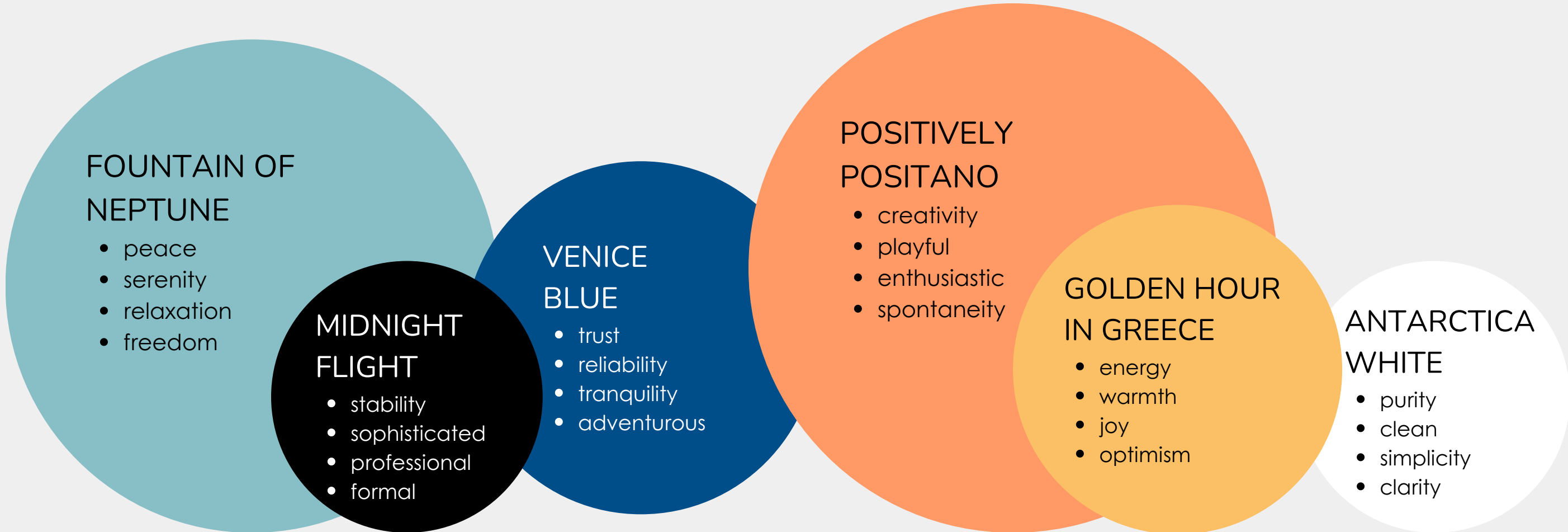
# Color Psychology

The color palette of Venture Verse contains a variety of colors to create a visually appealing and emotionally engaging experience for users.

Positively Positano and Golden Hour in Greece represent creativity, energy, and spontaneity for how we want users to interact with Venture Verse.

Whereas, Fountain of Neptune and Venice Blue capture the tranquil, relaxation, and adventurous aspect for users.

Lastly, Midnight Flight and Antarctica White are along for the ride as stability and simplicity for our users. Completing our color palette by adding a professional and structured side to the company.



# Logo



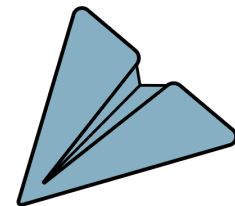
## THE CONCEPT

- Rustic, stamp-like look and feel
- Paper airplane to represent Travel
- Rounded shapes and letters to reinforce the free-flowing & creative aspects of the brand

## LOGO COMPONENTS

**Venture  
Verse**

Word Mark



Pictorial Mark



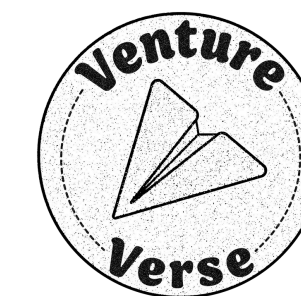
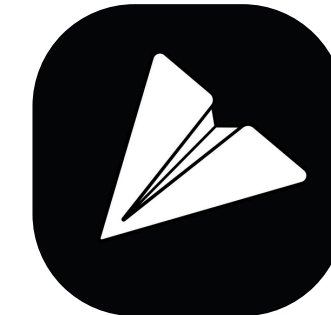
Combo Mark

## LOGO VARIATIONS

Word Mark (B&W)



Pictorial Mark (B&W)



Combo  
Mark  
(B&W)

# Logo Usage

## PROPER USAGE



Full-color Combo Mark logo and associated elements should be used on all colored backgrounds within the brand color palette.



B&W Combo Mark logo and associated elements should be used on colored backgrounds within the brand color palette.

## USAGE EXAMPLES



## IMPROPER USAGE



**DO NOT:** Crop, distort, rotate, or otherwise distort/alter the logo in any way.



**DO NOT** use the Full-color Combo Mark logo on any colored backgrounds other than those within the brand color palette.



**DO NOT** use the B&W Combo Mark logo on black, white, or other colors not explicitly found within the brand color palette.

# Logo Mockups





# Typography

## Headings

***Aa***

***Shrikhand***

Shrikhand is a typeface with rounded corners and flowing transitions that should only be used within the logo for Venture Verse. With the flowing transitions and rounded corners, it perfectly embodies the core values and overall brand of Venture Verse, which promotes capturing all your travels and life adventures.

**Aa**

**Nunito Extrabold**

Nunito Extrabold is a rounded sans-serif typeface that is utilized within the primary headings in digital work/ promo. This font should not be used for more than 10 words, utilized for body copy, or be in all capital letters.

**Aa**

**Nunito Bold**

Nunito Bold is a rounded sans-serif typeface that is utilized within our tagline and should be utilized for simple one-liners/ subheadings. This font should not be utilized for body copy or phrases longer than 10 words. If needed to create contrast between differing bodies of text, this font can be used in all capital letters.

**Aa**

**Nunito Semibold**

Nunito Semibold is a rounded sans-serif typeface that is utilized for H3 headings. This font should not be utilized for body copy and should be used sparingly. If needed to create contrast between differing bodies, this font can be used in all capital letters.

# Ad

## Century Gothic Pro

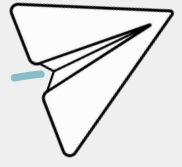
Century Gothic Pro is the font used for all body copies in any communications for Venture Verse. It is a sans-serif typeface with a geometric style. It is the only font used for large bodies of text and should always be left-aligned.

Leading and kerning for body copy must remain unaltered from the default font settings. In larger bodies of copy, tracking may be slightly increased to prevent the formation of end-of-line hyphenation. The bolded version of Century Gothic Pro can be utilized for body copy text when there is to be an emphasis on a particular word or phrase.



# Imagery





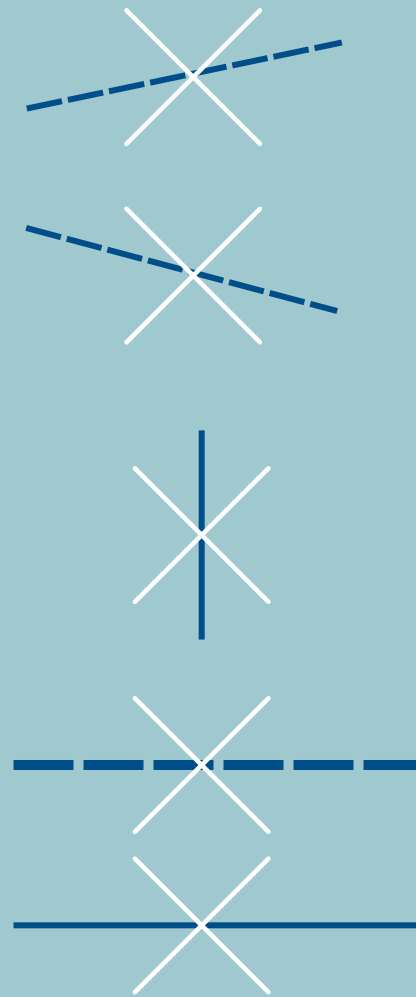
# Imagery & Graphics

## Dividers

Dividers are simple, horizontal lines that create a break between text, two sections on the website (i.e. separating different blog entries), parts of a menu, etc.

They should only be vertical in between contact info like phone numbers and emails on websites, emails, business cards, and posters.

They should always be dotted to mimic travel lines and used at 3pt. See throughout the document.



## Scrapbook Elements

Scrapbook elements, such as washi tape, decorative masking tape, pieces of scrap paper, and polaroid frames are implemented on each user's profile. They are customizable on each post to allow the user creative freedom.



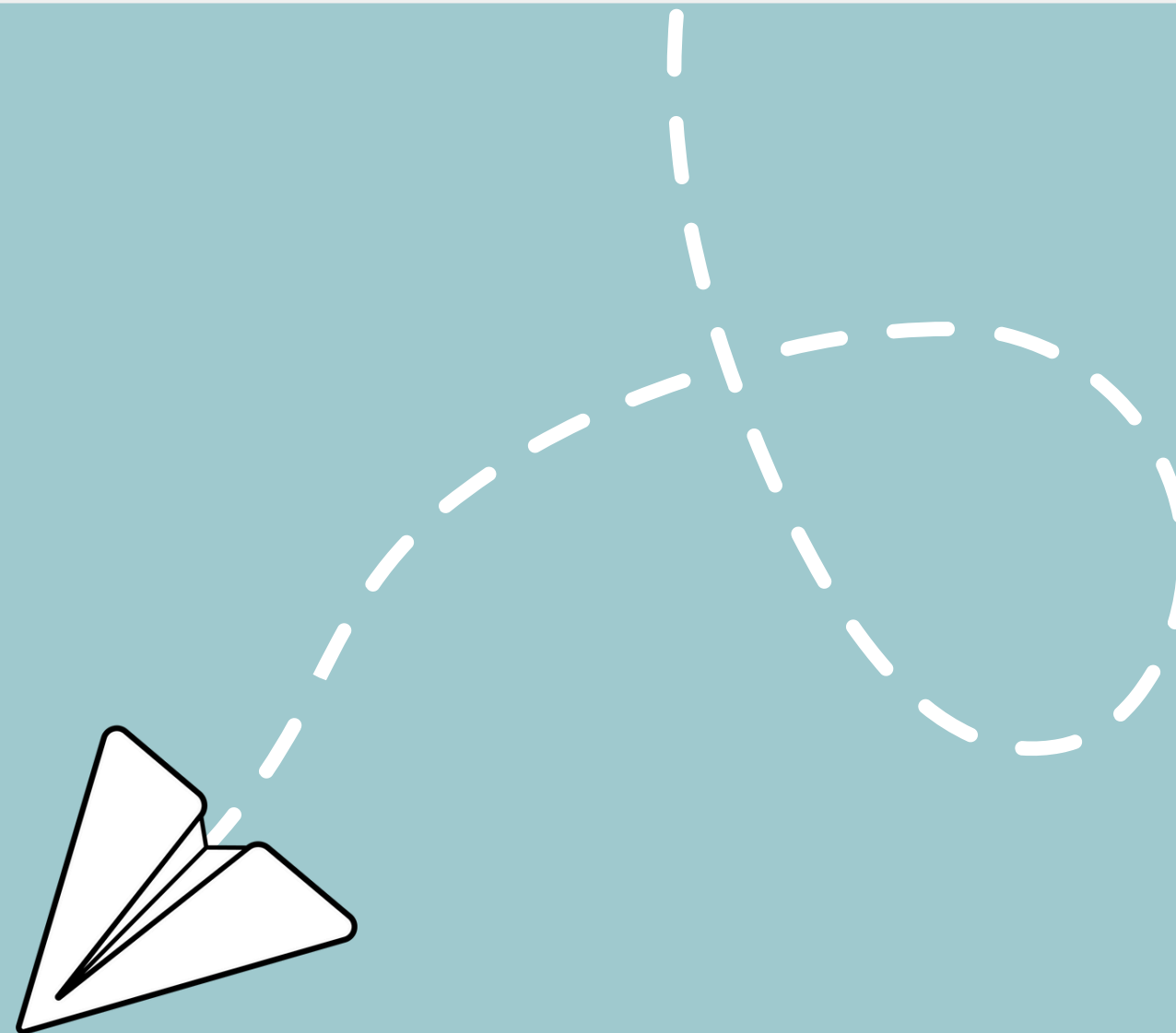


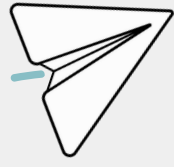
# Imagery & Graphics

## Paper Airplanes

An additional design element seen throughout our branding includes our pictorial mark paper airplane with dotted travel lines. This element has no size or color limitations for the dotted line path; however, a white dotted line is the most frequently used across web and mobile platforms. Also, the pictorial mark must remain white with a black outline.

This element is used for additional movement and can be added anywhere on the page.





# Imagery & Graphics

\*\*Specifically for Venture Verse's social media content creation

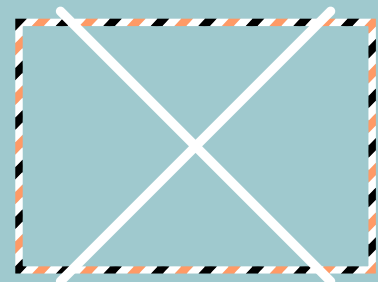
## Borders



Borders can also be used to frame user-generated images.

They are displayed as seen and never to be tilted.

Acceptable colors: any of the colors within the color palette except Midnight Flight.



## Overlays

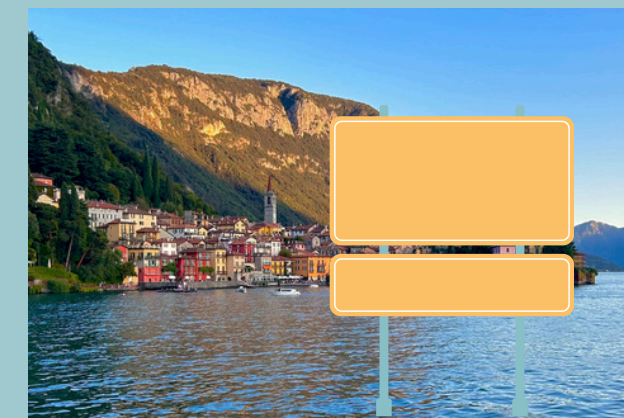


The overlay presented to the left is used primarily in promo social media posts and graphics showcasing user-generated photos.

Any color from the palette can be used for overlays, but Antarctica White and Midnight Flight should only be used for text on dark or light backgrounds.

The overlay presented to the right should be used on professional or user-generated images for promotional purposes or news about Venture Verse.

Any color from the palette can be used for overlays, but Antarctica White and Midnight Flight should only be used for text on dark or light backgrounds.





# Component Library

## Buttons

### DESCRIPTION

**Buttons** are UI elements that users can interact with to perform actions like navigating to other pages, submitting forms, or initiating events.

Buttons are frequently used throughout both web and app versions of our platform for action purposes. Our main buttons are for “login” and “sign-up” actions, in addition to a button at the bottom of our home page that links back to the top.

### ATTRIBUTES/INSTRUCTION

Corners of our buttons are rounded for a softer appearance and take on a rectangular shape, although the back-to-top button is a square shape. The size of the button is not concrete and is based on both its importance and the size dimensions of the device screen that is being displayed on. Any colors can be used as long as there is adequate visual contrast and any text displayed on the button can be easily read.

Our traditional rectangular buttons often contain center-aligned text to convey the action or purpose. Other buttons take the form on icons.

## Icons as Buttons

### DESCRIPTION

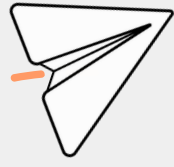
**Icons** are graphical representations used to convey actions, objects, or ideas in a compact and intuitive manner.

Different icons represent various categories. Our main icons include a “+” sign to representing uploads, a gear to represent the settings, arrows representing the option to return to the previous page, our logo representing a home button to return to the explore page, and the profile icon representing the option to return to the profile page. A hamburger icon connects to the sidebar menu, as well (see “sidebar menu” component for more information)

The stamps that are located on the passport page of the application are also icons that serve as buttons to link to content from the country the stamp displays.

### ATTRIBUTES/INSTRUCTION

The size of the icons is not concrete and is based on both its importance and the size dimensions of the device screen in which the icon would be displayed on. Generally, icons will be larger when found on desktop web pages and small when found on mobile web pages.



# Component Library

## Buttons (Examples)

Log in

Continue with email

Continue with Gmail

Change

Home Sign In

About Sign Out

Contact

SUBMIT

SAVE CHANGES

Add to Passport

Open

Account privacy

Appearance

Accessibility

Report a problem

## Icons as Buttons (Examples)

Search

Settings

Hamburger menu

Profile picture

Venture Verse logo

Explore

Profile

Passport



# Component Library

## Dropdown Menus

### DESCRIPTION

A **dropdown menu** is a list of options that appears when a user interacts with a button or an additional UI element, allowing them to select an option from the list.

The “Settings Menu” showcases how a dropdown menu functions, with a downward facing arrow that triggers the menu options to drop down beneath and an upward facing area to hide, or collapse, all options.

### ATTRIBUTES/INSTRUCTION

Dropdown menu colors, size, and accompanying menu copy may differ for a variety of reasons, including menu contents, screen size, and background color (of the page where the menu will sit).

All dropdown menus will use a border color to ensure appropriate contrast against the color of the page in which the menu lives in. White-colored dropdown menus should be used on either white backgrounds or darker colors within the brand color palette. Black-colored dropdown menus should be used on black backgrounds or lighter colors within the brand color palette.

Settings Menu ▼

Settings Menu ▲

Account Privacy  
Appearance  
Accessibility  
Report a Problem

Settings Menu ▲

Account Privacy  
Appearance  
Accessibility  
Report a Problem

**NOTE:** Hover color will always match the color of the icons found within the page's navbar.



# Component Library

## Sidebar Menus

### DESCRIPTION

A **sidebar menu** is a vertical panel typically placed on the side of a webpage or application, containing navigation links or options.

The sidebar menu is represented by an icon in the form of three parallel, horizontal lines stacked on top of one another (hamburger menu). Once clicking this icon, the menu will appear from the right and feature a list of navigation links to other pages.

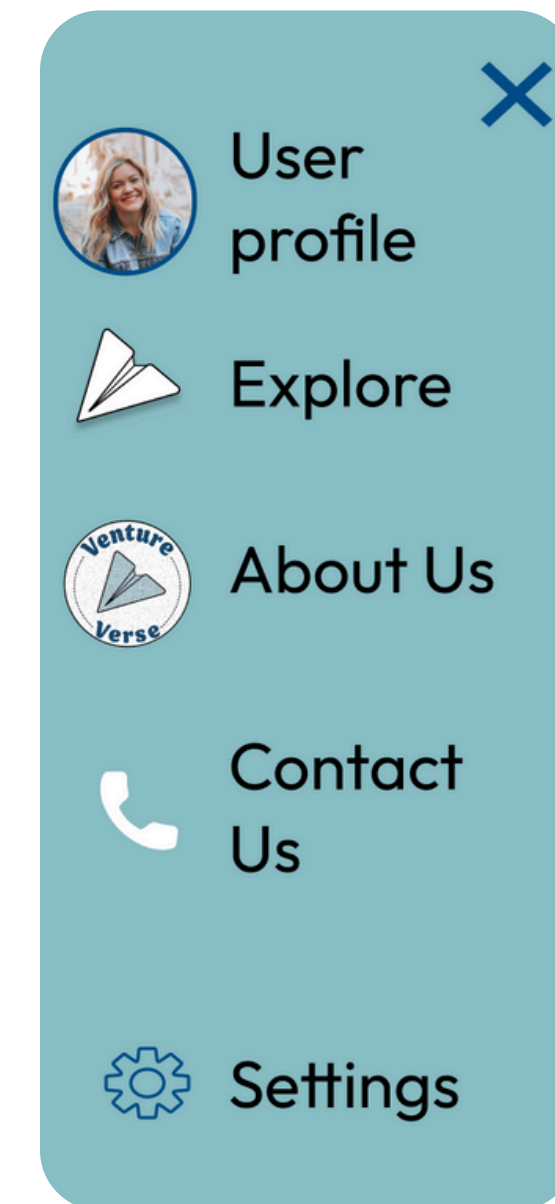
The majority of our sidebar menus are collapsible via an "X" icon on the top right. Each menu option links to another page of the website or application, those being "About", "Contact", "Settings", "User Profile", "Explore", "Upload" (desktop web only). A "Sign Out" button will also be found within the menu, which, when clicked, will redirect a user back to the "Home" page.

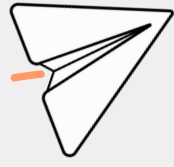
### ATTRIBUTES

Sidebar menus will be non-white/non-black colored & will instead utilize one of the four remaining colors within the brand color palette.

The icons and text featured on the menu will remain a consistent color, with text being "Midnight Flight."

If implemented onto a white-colored navbar, the sidebar menu icon will be a darker color within the brand color palette. If implemented onto a black-colored navbar, the side menu icon will be a lighter color within the brand color palette. For more info, see the next page.





# Component Library

## Navbar

### DESCRIPTION

A **navigation bar (navbar)** is a UI component that is typically placed at the top of a webpage or application and contains links or icons that allow the user to navigate between sections and pages.

Our navbar includes the company logo (when/where applicable), an icon that links to the sidebar menu, a link to the user profile, login and sign-up options, and a search bar.

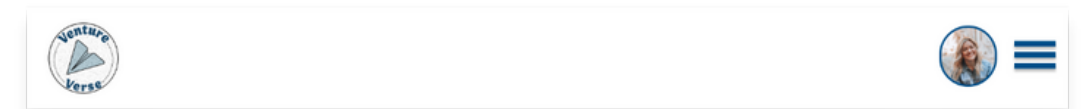
The navbar should be placed at the top of the webpage layout. It includes the company logo on the top left, a hamburger or sidebar menu icon, as well as the user profile icon on the far right. An optional search bar and links for user-related actions like login or sign-up options can also be added.

\*note: the application navbar is located at the bottom of the page and includes icons for the explore, passport, and profile pages unlike the web navbars.

### ATTRIBUTES

Navbars will only ever be white or black in color, and will only be found at the top of a webpage screen or along the bottom of the mobile app.

The size of the navbar will vary depending on the screen size. Generally, navbars will be both longer and and taller on larger screens, and will be both shorter and smaller on smaller screens.





## ADVENTUROUS ALEX

**Age:** 25

**Location:** Originally from Ames, Iowa but has been traveling the past 10 months

**Occupation:** Graduated from ISU and is currently a freelance photographer

# Personas

## DESCRIPTION

This is the target audience of a person in their twenties who loves exploring new places and sharing adventures on social platforms. Alex loves engaging with fellow travelers, exchanging tips, and discovering hidden gems.

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## QUOTE

"In every journey, there's a story waiting to be captured."

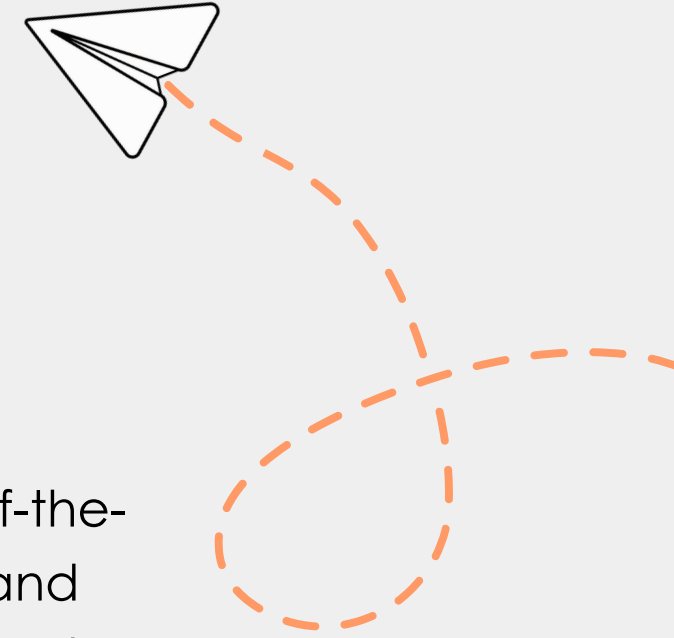
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## GOALS

Alex's main motivator is experiencing more of life. He wants to immerse himself in different cultures, forge connections, and create lifelong memories and sees travel as a way to do so.

## ATTITUDES

Alex thrives on exploring off-the-beaten-path destinations and capturing the essence of each place through his lens. Alex is passionate about storytelling through photography and believes in the power of sharing his adventures to inspire others. He's active on social media platforms and sees Venture Verse as an essential tool for documenting his journeys, connecting with like-minded individuals, and contributing to a global community of adventurers.





## FAMILY-FOCUSED FIONA

**Age:** 42

**Location:** Augusta, Georgia

**Occupation:** Elementary  
School Teacher

# Personas

## DESCRIPTION

This is the target audience of a parent who loves to travel with her family. She believes in the importance of exposing her children to different cultures and experiences from a young age.

## QUOTE

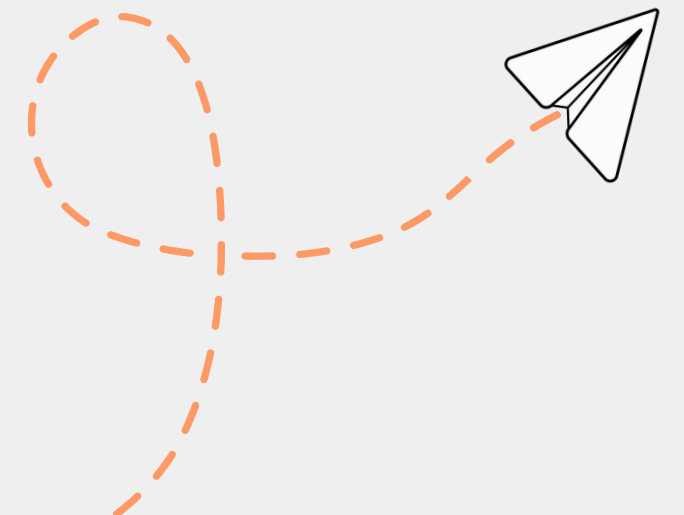
“The best education isn't found in textbooks but in the experiences we share together as we travel the world.”

## GOALS

Fiona's primary goal is to create meaningful travel experiences for her family and discover kid-friendly destinations. She wants to expose her children to diverse environments to broaden their perspectives and foster a sense of curiosity about the world. Fiona seeks to make memories with her family that they will cherish for years to come.

## ATTITUDES

Fiona has a positive and adventurous attitude toward travel, seeing it as an opportunity for personal growth and family bonding. She is open-minded and adaptable, willing to try new things and step outside of her comfort zone for the sake of enriching her family's travel experiences. Additionally, Fiona is community-oriented and values the connections she makes with other like-minded families through Venture Verse. She enjoys sharing travel tips and recommendations with fellow parents and finds support and encouragement in the online community.





# Brand Voice Chart

## DESCRIPTION

## DOS

## DON'TS

### AUTHENTIC

We prioritize genuine experiences and transparent communication, fostering trust and connection within our community.

- Be original and sincere
- Embrace imperfection
- Respond to feedback
- Be scripted
- Overpromise/exaggerate
- Copy others

### INSPIRATIONAL

We aim to ignite wanderlust and curiosity, motivating users to explore new destinations and embark on unforgettable adventures.

- Be uplifting
- Share successes
- Empower others
- Be condescending
- Focus solely on self-promotion
- Use negative language

### INCLUSIVE

We foster a supportive and inclusive community where travelers can connect, share, and learn from one another's experiences.

- Be respectful
- Celebrate different perspectives
- Encourage engagement
- Be biased
- Allow discrimination
- Disregard cultural sensitivities



# Brand Language

## GRAMMAR

At Venture Verse, our grammatical style blends conversational tones with occasional touches of professionalism. We strive to inject energy into our messaging while upholding a formal tone that connects with our customers. Our brand media doesn't adhere to traditional style rules; instead, it embodies thoughtfulness and objectivity while embracing our unique personality. We seamlessly incorporate trendy lingo to stay relevant without sounding too childlike, ensuring we retain our professional credibility.

## ABBREVIATIONS

We address ourselves as Venture Verse in nearly every situation but use the abbreviated version "VV" as a shorthand in some of our brand language. It's concise, easy to remember, and still directly tied to our brand name. This abbreviation can be seamlessly integrated into our communication materials while maintaining consistency with our brand identity.

## ACRONYMS

Because the name of our business/brand is comprised of two words that begin with the same letter, we find little need to create a brand acronym. Users may refer to the abbreviation "VV" for simplification.

# Venture Verse

STYLE GUIDE