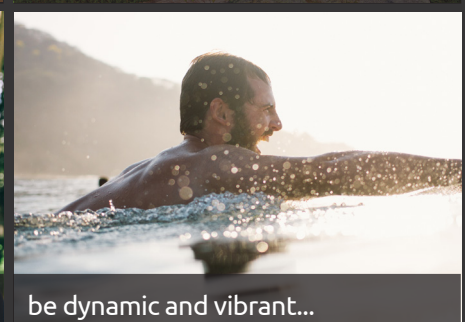
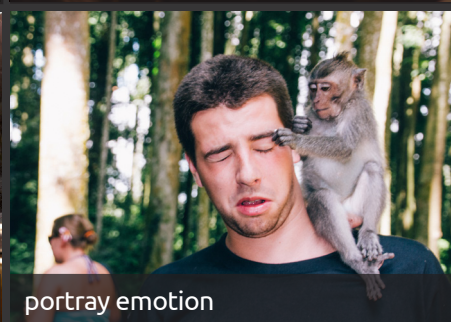
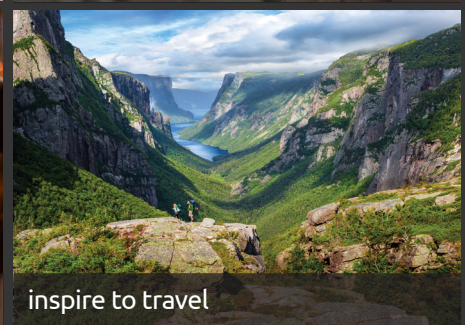
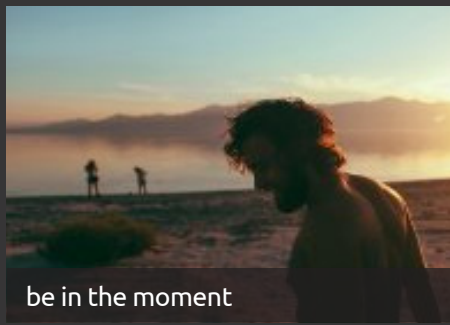


We would like authentic **“in the moment”** photography. Our brand essence **“Explore your Boundaries”** is a single thought that captures the spirit of our brand.

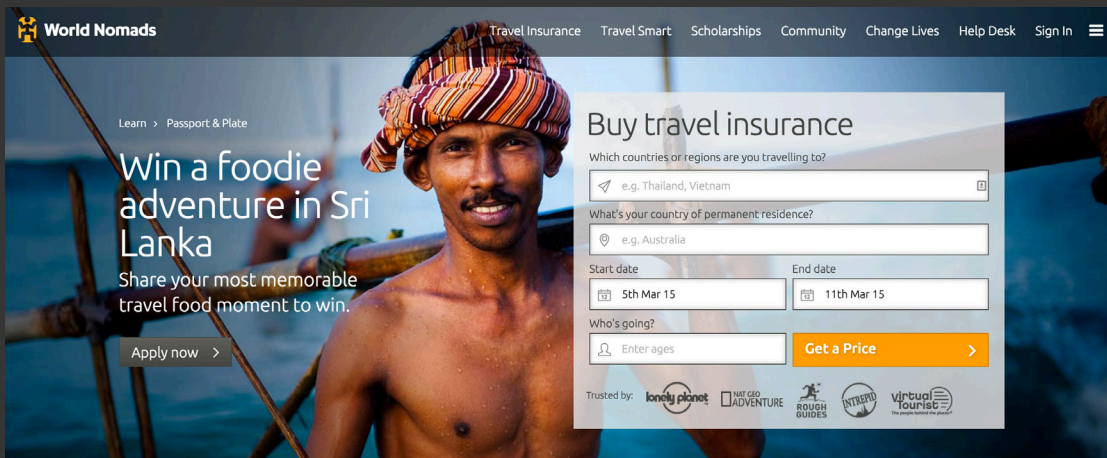
We’ve learned that travel is about pushing limits; challenging the status quo and your own perceptions. So our brand essence is ‘explore your boundaries’. It’s what we offer our travellers and each other every day at work. Our values, personality, tone of voice and visual identity all spring from our essence.

We are: **Adventurous, Charismatic, Confident, Challenging, Cultured, Authentic**

Moodboard

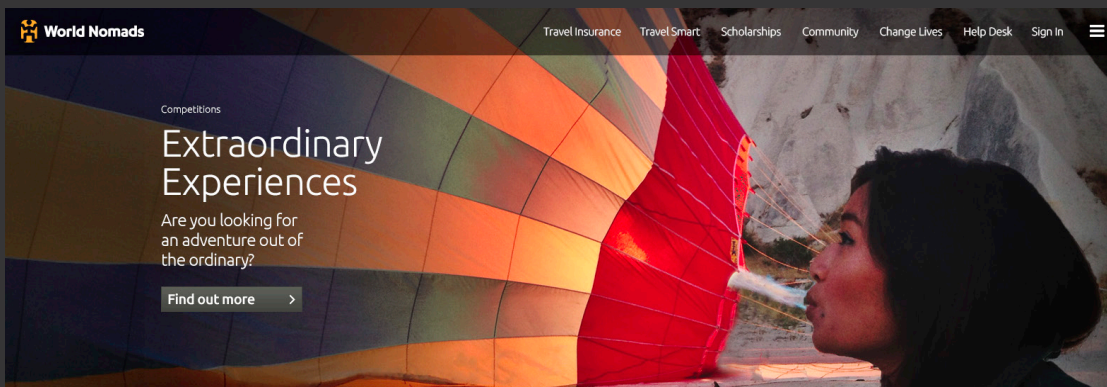


Hero Composition: Traveller/local focus: center



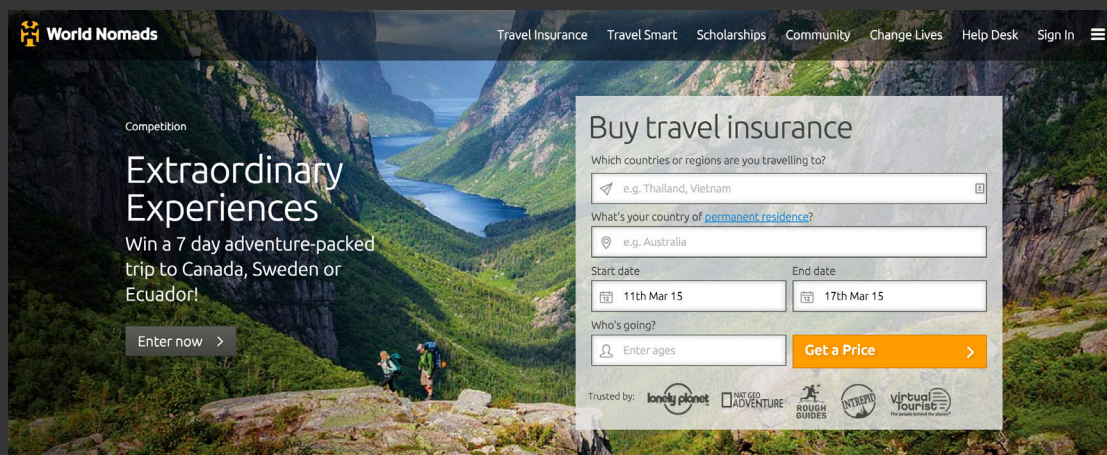
Create an emotional connection with our traveller. Our subject should be in focus in the center of the composition allowing negative space on the left hand side for headline copy and the right hand side for the Quote Calculator modal.

Hero Composition: Traveller/local focus: right



Create an emotional connection with our traveller. Subject is in focus and aligned to the right third of the composition allowing negative space on the left hand side for headline copy.

Hero Composition: Destination / location focus



Capture the locations and moments that inspire us to travel—from natural beauty to rich culture and unique experiences. We aim to put the viewer as close as they can to visiting these places.